

## THE CONNECTED VISITOR ECONOMY BULLETIN



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# PRIVATE DATA CO-OPS, THE NEXT STEP IN SECURE TRAVELLER INSIGHTS?



Within the travel sector, sharing consumer data can be very helpful. Global data co-ops help travel marketers understand traveller behaviour better outside of their own data collection. Hotel companies can understand which restaurants their competitors like. Airlines can determine if their elite members are also flying competitor airlines. An amusement park can assess which nearby attraction is their biggest competitor on the weekends.

For some travel marketers, there is a need for something more customised and more specific – data around a single location, for example. Private data co-ops help isolate and aggregate a specific subset of data for a specific purpose. For example, a destination marketer such as a tourism board could want to collect a wide variety of information about their destination across channels with data from airlines, restaurants, car services, hotels, and so-on, while keeping traveler data safe and private.



# DIGITAL MARKETING



JNTO will be able to analyse their digital marketing campaigns targeting inbound travellers, including searches and bookings for flights and hotels, and search and purchase behaviours of foreign tourists visiting Japan. This aggregated insight will help JNTO increase the effectiveness of digital marketing efforts and execute a digital marketing plan that grows the Japanese travel market overall.

With a data co-op, JNTO will have visibility into how many travellers interact with their destination ads, content and websites, and whether or not they are searching, booking, and visiting destinations in Japan. Having this insight enables JNTO to create and optimise content and messaging in real time to increase the number of visitors, room nights, and spending in all destinations across Japan. Rather than just focus on a single event such as the Olympics, JNTO has the insights they need to increase broader travel behaviours across the entire country. They can understand where tourists come from, how many research vs. book, and where they go once they are in the country. All of these details enable the JNTO to fine tune messaging for different audiences.

Not only will the JNTO be able to gain valuable insights that will help the broader tourism initiatives for the country of Japan, the various companies, regional attractions and other members of the JNTO co-op have a safe and secure place to gain insights about travellers in their own region. This helps these brands and attractions understand more about their share of “heart and wallet.”



## SHARE OF HEART:

During the research and site visit phases, members of a private data co-op can see what other searches are occurring. Perhaps they will see which other countries a traveller is considering, or how long they take to research before they book.

## SHARE OF WALLET:

Over the course of a year, a tourism board can see how many other trips for business and leisure a traveller takes to understand how big of a share of wallet their own trip includes. Additionally, within their own region, it is possible to see where and how travellers spend their money – across high end hotels, in-country travel, restaurants and shopping, or other attractions.

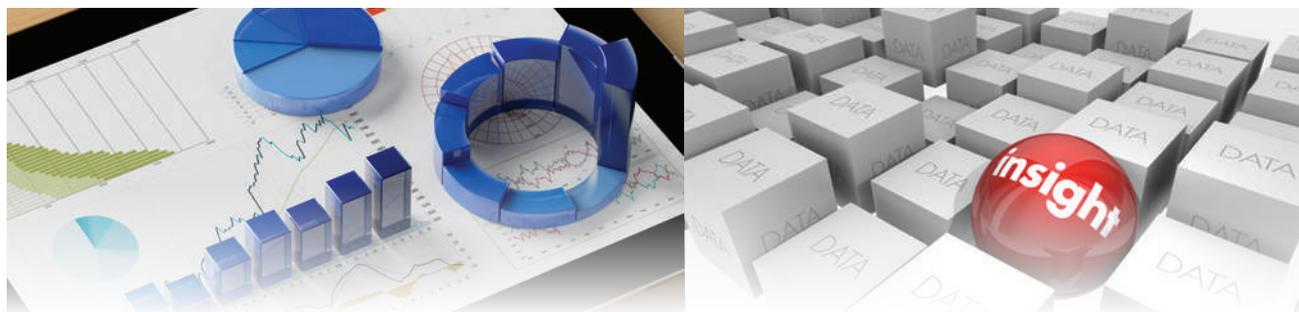


When a private data co-op combines a rich amount of data for travellers to a particular region, each member of the co-op can break out of their own internal data to understand the planning, booking and travelling behaviour in context. In addition to the broader insights that the tourism board can see, a local restaurant chain can better understand what other activities their patrons participate in, or see what other restaurants’ patrons searched for in the area.

## SOMETIMES PRIVATE IS BEST

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A recent Gartner survey shows that many marketing teams have staffed up their customer analytics teams simply to manage all of the data that must be aggregated and organised. These overworked teams don't have enough time to understand their own customer information, let alone form a clear picture of their customer's larger set of behaviours.



This is where a PDC is so helpful. Marketers can move the responsibility of data heavy lifting to their partner and allow their analysts to focus on insights. With a single platform to aggregate and manipulate insights, customer intelligence, marketing leaders and executives can get questions answered quickly and act on larger trends happening outside their four walls.

ADARA is also working with the Department of Culture and Tourism – Abu Dhabi (DCT) to create a private data co-op that uses the measurement and analytics platform, to measure the effectiveness of their digital marketing efforts. By linking different but related travel data sets together, DCT can create a “travel graph,” mapping out traveller behaviour of inbound and outbound tourists to the region. DCT can then track and measure the economic impact of DCT's paid, owned and earned marketing investments leading to deep and actionable insights across the audience visitation journey.

A private data co-op empowers DTC and their agency Spark Foundry to increase their insights and their control over the data. They aspire to go beyond traditional media metrics and optimise towards KPIs such as Average Daily Rates and Length of Stay, which both require a more detailed picture across many traveller activities. By building DCT's own private eco-system they have unprecedented access to travel trends and behaviours into Abu Dhabi.



## PREPARE FOR FUTURE CHANGE

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While the interest in more complete and accurate data analysis is growing, so is the need for strong data security and privacy. GDPR, California's Privacy Bill and even headlines about Cambridge Analytica show that the market needs to take consumer privacy and data rights seriously. An individual company is best protected when they don't directly handle a variety of customer-level data from many partners. Professional data management companies have the right technology in place to comply with today's rules and the fast evolving requirements that will shape the future.



When many people want access to the same – very valuable – information, marketers can assume that technology innovation will follow closely. In the case of consumer data, blockchain is the logical next step in delivering a centralised, accessible, yet also secure data solution for marketers (and one day, potentially for travellers themselves!)

Soon, blockchain technology and “martech” will be seamlessly integrated to deliver very specific data to individual members of a data co-op very securely. Information such as the value of a specific data point, and then number of people accessing that data, creating a richer, more robust version of what is offered today. As more places around the globe increase data regulations as they also increase their appetite for customer insights, smart data co-ops will ensure that travel professional understand their consumers in real-time, in a secure environment.

## BRINGING IT ALL TOGETHER

Ultimately, a private data co-op is just that, a private cooperative action that delivers insights to each member. Better than internal data alone, a private data co-op widens the scope of insights across the hearts and wallets of travellers in a particular region.

In the case of Japan and Abu Dhabi, where specific tourism initiatives are in place, the private data co-op helps these tourism boards dramatically increase their depth and speed of insight, empowering them to better target, personalise and optimise their marketing campaigns.



With a private data co-op, data can also be carefully curated to create a clear picture of what matters for a specific group or for a specific purpose, which doesn't just have to be a tourism board. Because they are flexible, private and benefit all members as they gain a more 360 degree view of their audience, it is very likely that private data co-ops continue to grow in popularity, size, and sophistication.





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Overseeing Destination Strategy at ADARA, Darren brings over 18 years of travel industry experience working for companies such as FarePortal, WorldMate, Orbitz, and Expedia/Trip Advisor as part of Interactive Corp (IAC). The diversity of travel companies allowed him to gain valuable experience in the destination, air, and hotel businesses across the globe.

He has been in the digital marketing industry for over 18 years dating back to a company he co-founded in 1997, called iPromotions. A Seattle-based company, iPromotions was built up to a 45 person company and sold in early 2000 to 24/7 Real Media where Darren went onto various leadership roles.

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