

# Steven Clenney

Strategic Advisor | Zartico





**ZARTICO**



**Hendersonville**  
NORTH CAROLINA

The Hendersonville logo features a decorative graphic of three stylized, overlapping waves or swooshes in a dark blue color, positioned above the text. The word "Hendersonville" is written in a large, bold, serif font, and "NORTH CAROLINA" is written in a smaller, all-caps, serif font below it.

WHO IS ZARTICO?



# OPERATING SYSTEM



OPERATING SYSTEM

DESTINATION



OPERATING SYSTEM

DESTINATION

TECH

GOOGLE ANALYTICS

MARKETING DATA

STR REPORT

TAX DATA

AIRPORT DATA

*SPEND DATA*

*GEOLOCATION*

*EVENT DATA*



OPERATING SYSTEM

DESTINATION

TECH

GOOGLE ANALYTICS

MARKETING DATA

STR REPORT

TAX DATA

AIRPORT DATA

*DATA - SPEND, GEOLOCATION, EVENT*

PEOPLE

STRATEGIC ADVISORS

EDUCATION

COMMUNITY

BEST PRACTICES






OUR MISSION:  
**PROVIDE  
THE  
CLEAREST  
VIEW**

**OF THE  
VISITOR  
ECONOMY**





An aerial photograph of a city at dusk, with mountains in the background. Overlaid on the right side of the image is a complex network of glowing blue and orange lines connecting numerous yellow dots, representing a data or communication network.

# UPGRADED MEASURES OF SUCCESS

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Livelihood & Well-being  
of the Community

# ZARTICO'S LICENSED DATA SETS

## Geolocation

**Largest  
Commercially  
Available**  
Geolocation  
Data Set

**Daily  
Visibility**  
Of Both  
Visitors &  
Residents

**1.6 Billion**  
Global  
Devices  
in 180+  
Countries

**3 Years**  
Historical

## Spend Data

**90  
Million**  
Cards

**10 Billion**  
Transactions  
Annually

**4 Brands**  
Credit  
& Debit  
Cards

**3 Years**  
Historical

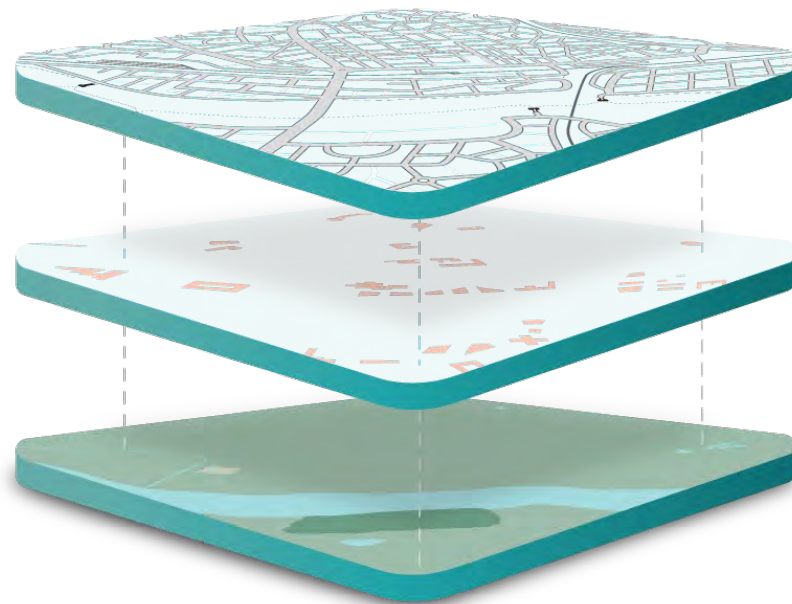
## Event Data

**300+**  
Global  
Event  
Sources

**40+  
Million**  
Events  
Worldwide

**12 Month**  
Look Into  
the Future

**3 Years**  
Historical





# ZDOS®: ZARTICO DESTINATION OPERATING SYSTEM



## Destination Application

Refreshed Every 24 Hours

## Partner Engagement

Strategic Advisors  
Destination Advocacy

## Education Training & Support

Zarticoach  
White Papers  
Webinars  
Knowledge Base  
Clicktorials

## Dynamic Visualizations



## Intelligence Briefs

**Insights,  
Benchmarks &  
Indices**  
To be shared  
with your community

**CREATE  
OUTCOMES  
& CHANGE  
FOR YOUR  
COMMUNITY**

# Answer and Share Your FAQs Daily through the ZDOS®



## Simple

- Where are they from?
- Where are they going?
- How much are they spending?
- How are they being influenced?
- What is my Visitor Resident Ratio today?
- How does Weather affect Demand?

## Complex

- What is my average visitor to resident ratio and how does it change over time?
- How is my YOY visitation pacing and what is the forecast?
- How does my website content directly contribute to visitation?
- What is the ratio and composition of overnight vs day trip visitors?



# HENDERSON COUNTY

*2022*



ZARTICO

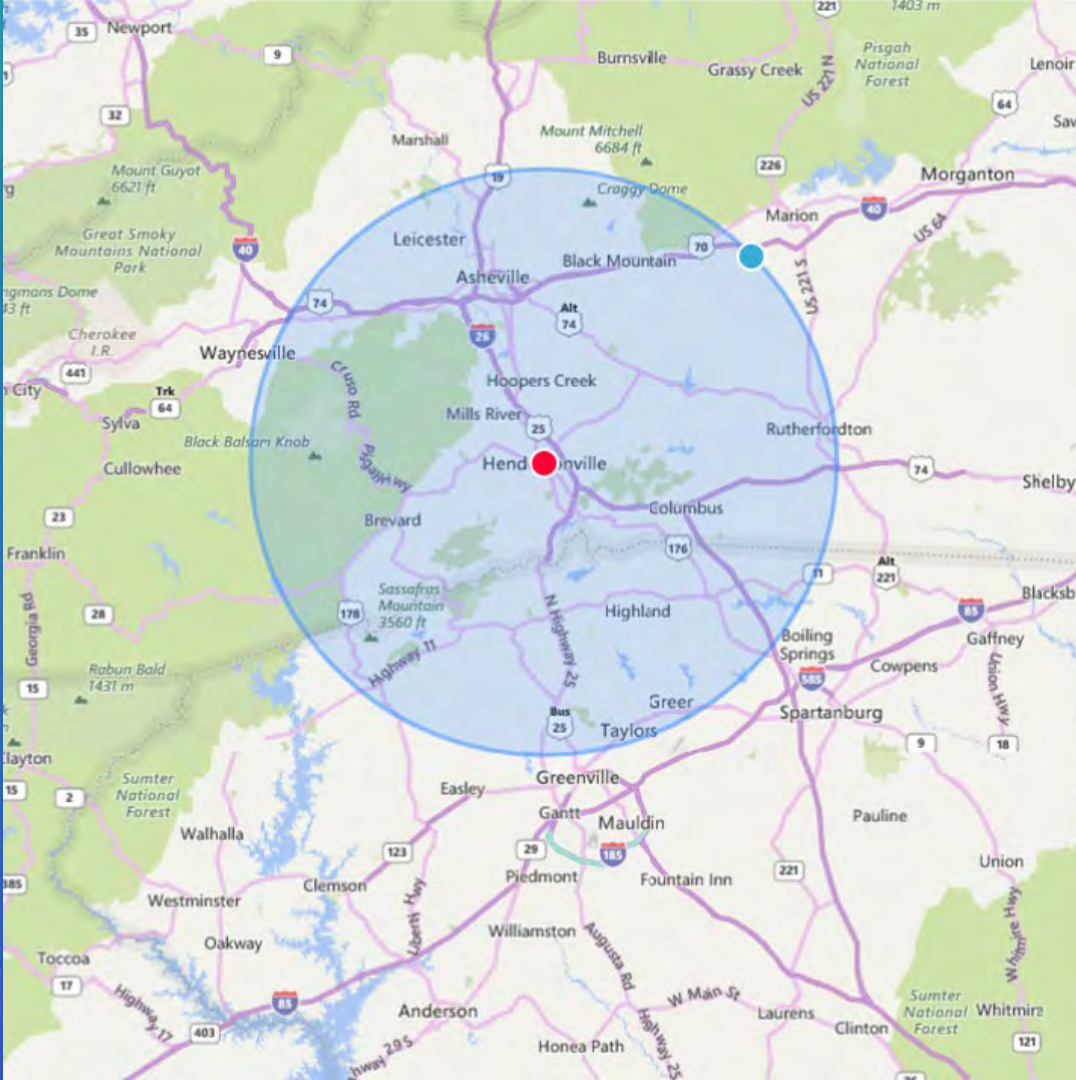
# Visitor Definition

Zartico defines a visitor as someone who has:

- Come from over **30 miles** from where they live and/or work
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.



# Who is the Henderson County Visitor

**73% of Visitors from Out-  
of-State Markets**

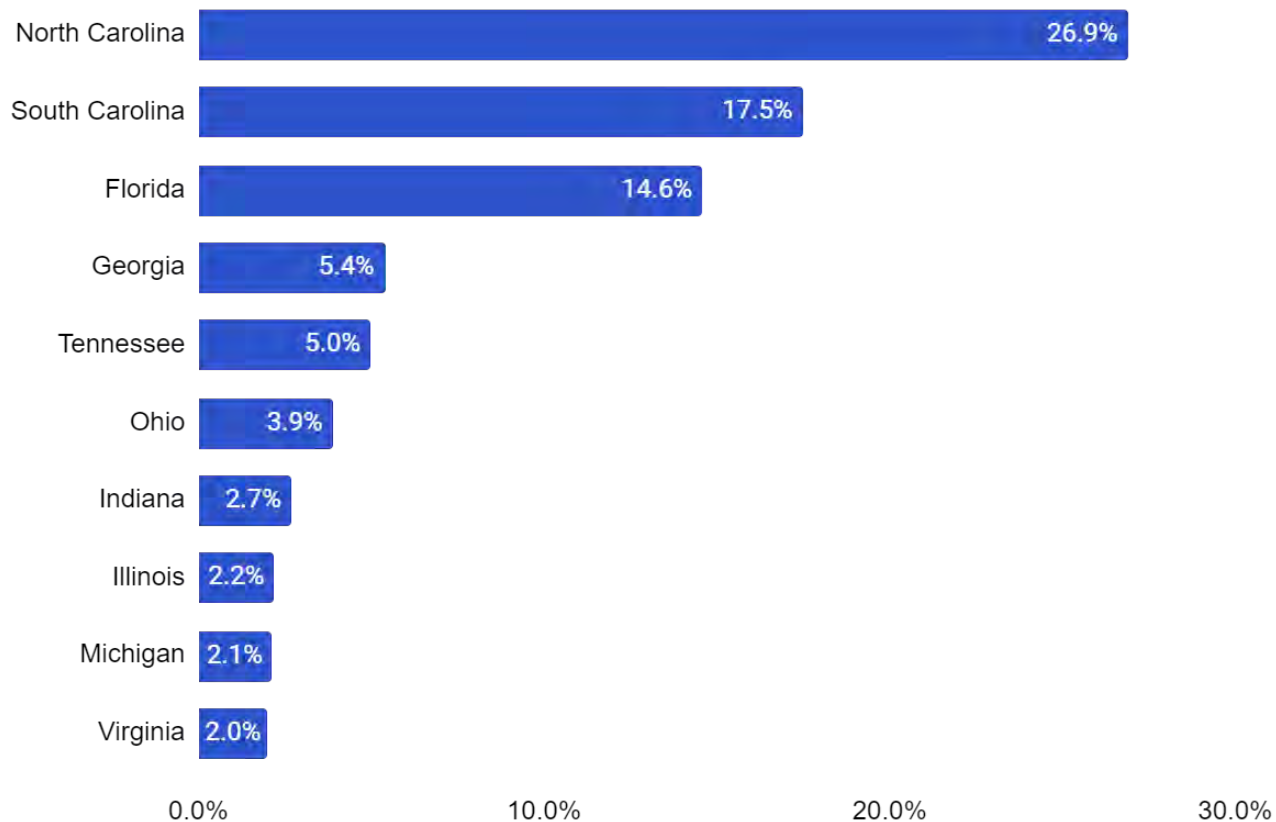
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**63% of Visitors Stay  
Overnight**

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**34% of Total Spend is  
from Visitors**

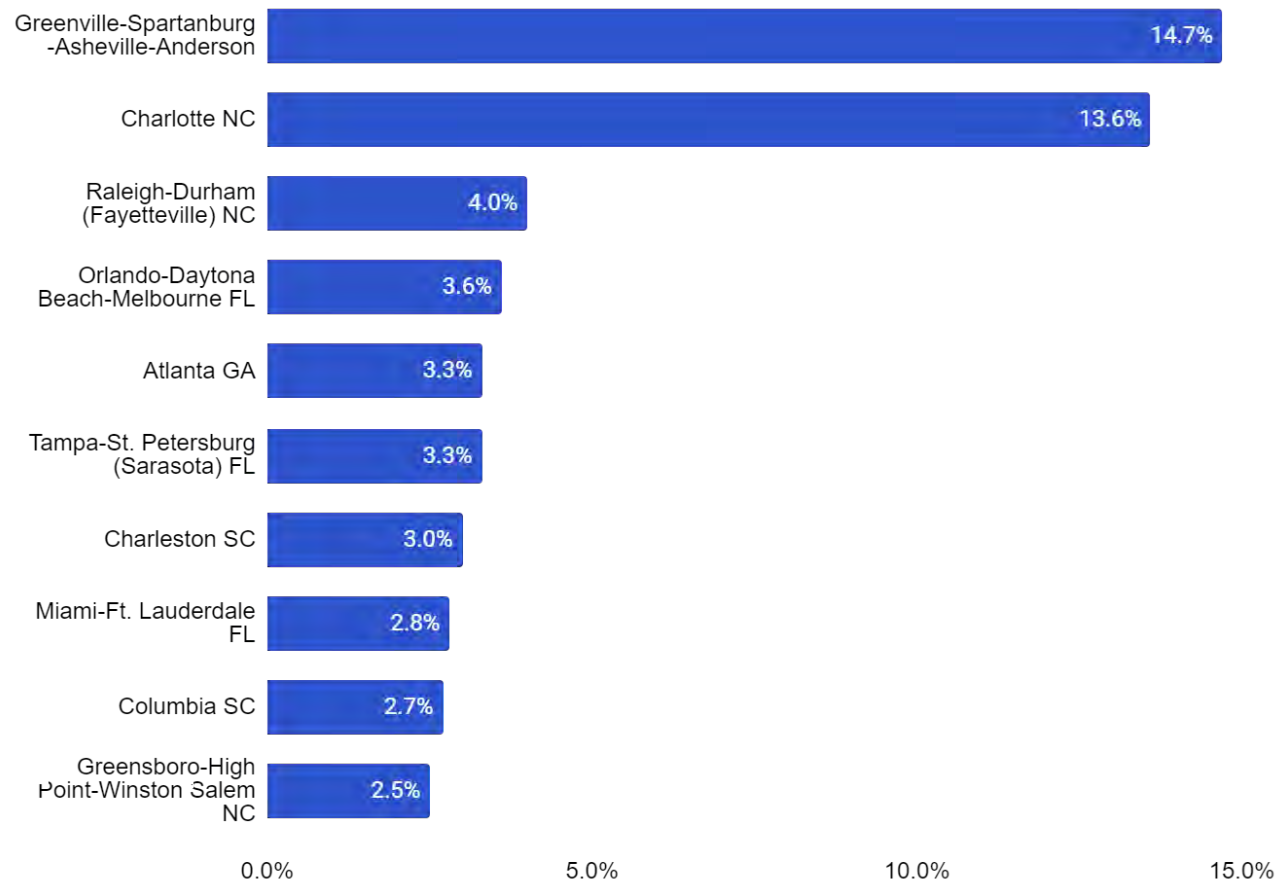
# Top Origin States



Source: Near 2022

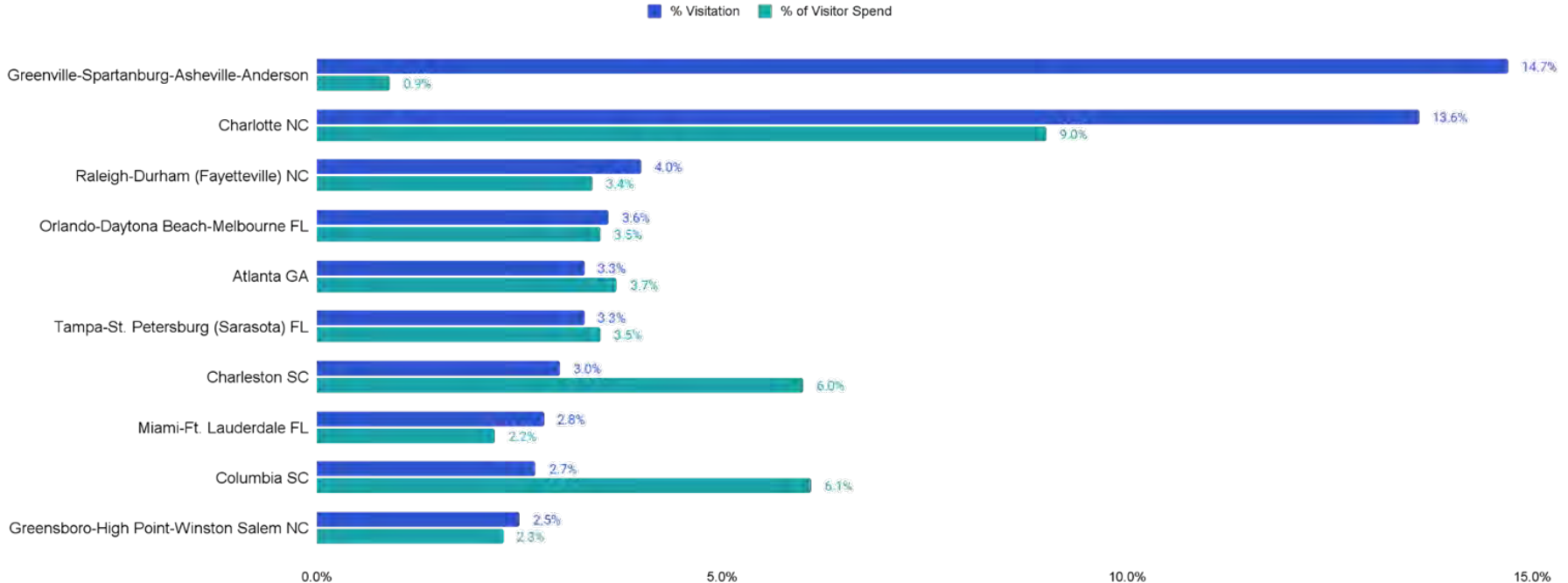


# Top Origin Markets

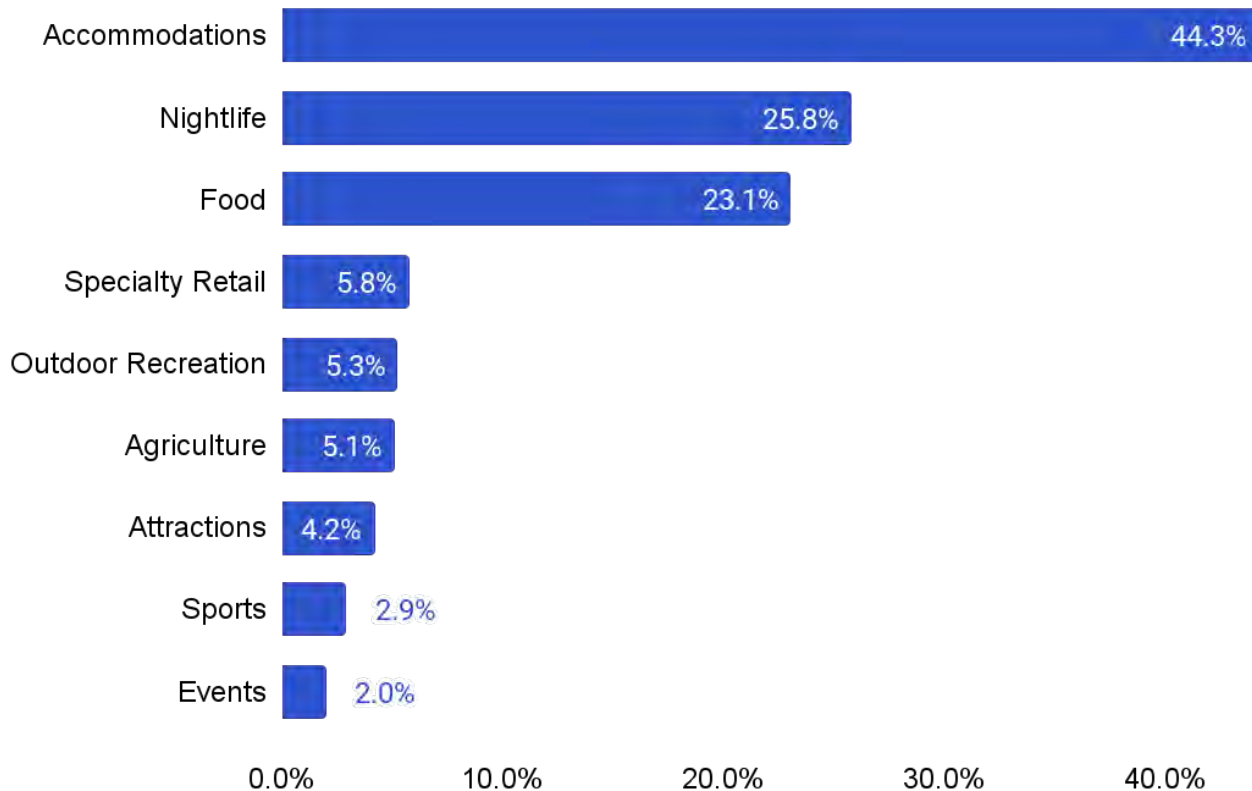


Source: Near 2022

# Which markets are generating the greatest economic impact?

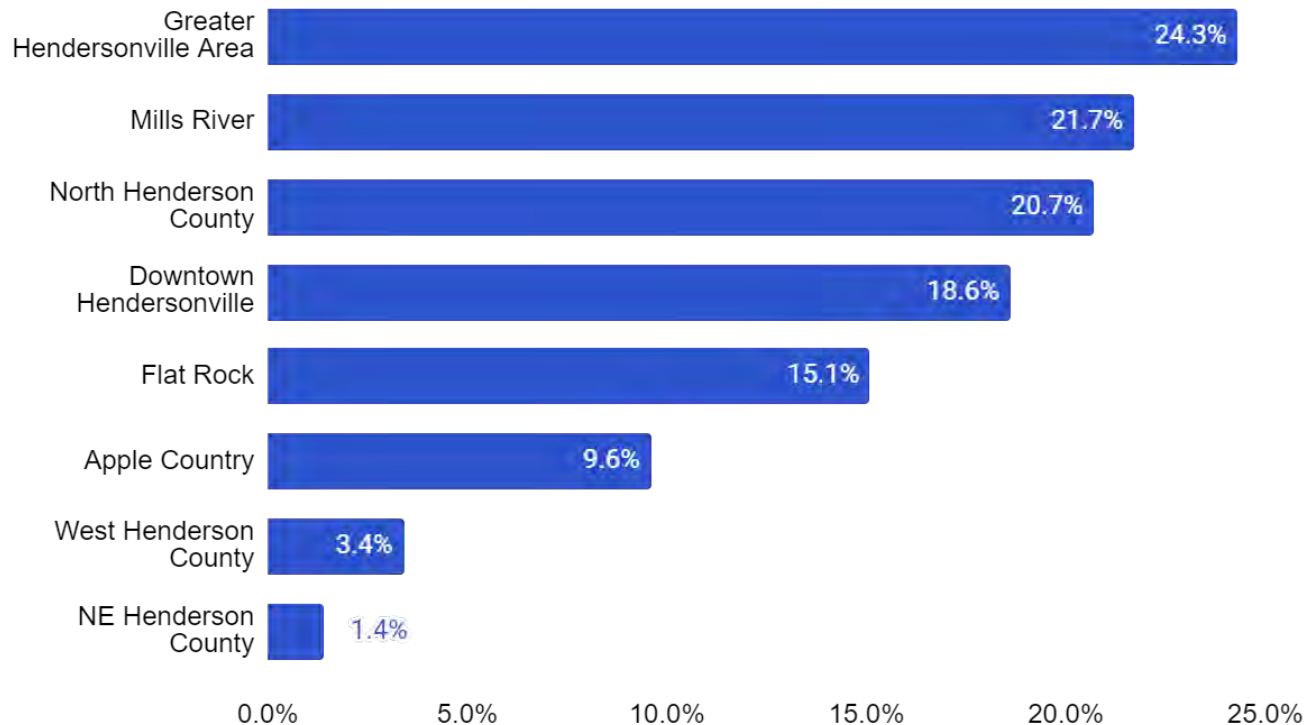


# Visitation by POI Categories



Source: Near 2022

# Visitation by Region

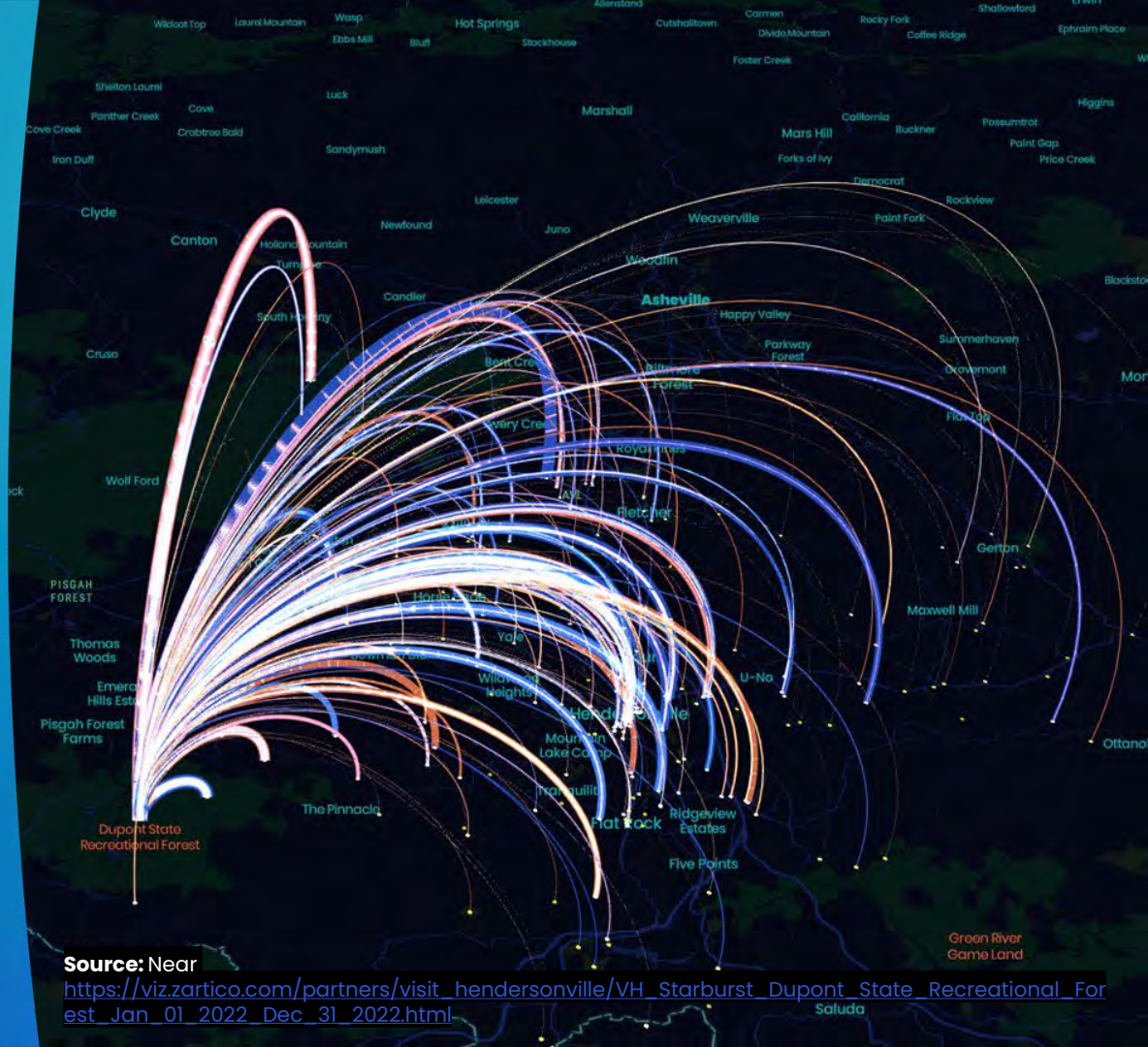


**Source:** Near 2022



Where else do visitors to the DuPont State Forest go in Hendersonville?

**18% of visitors to the DuPont State Forest were observed at Hendersonville accommodations.**

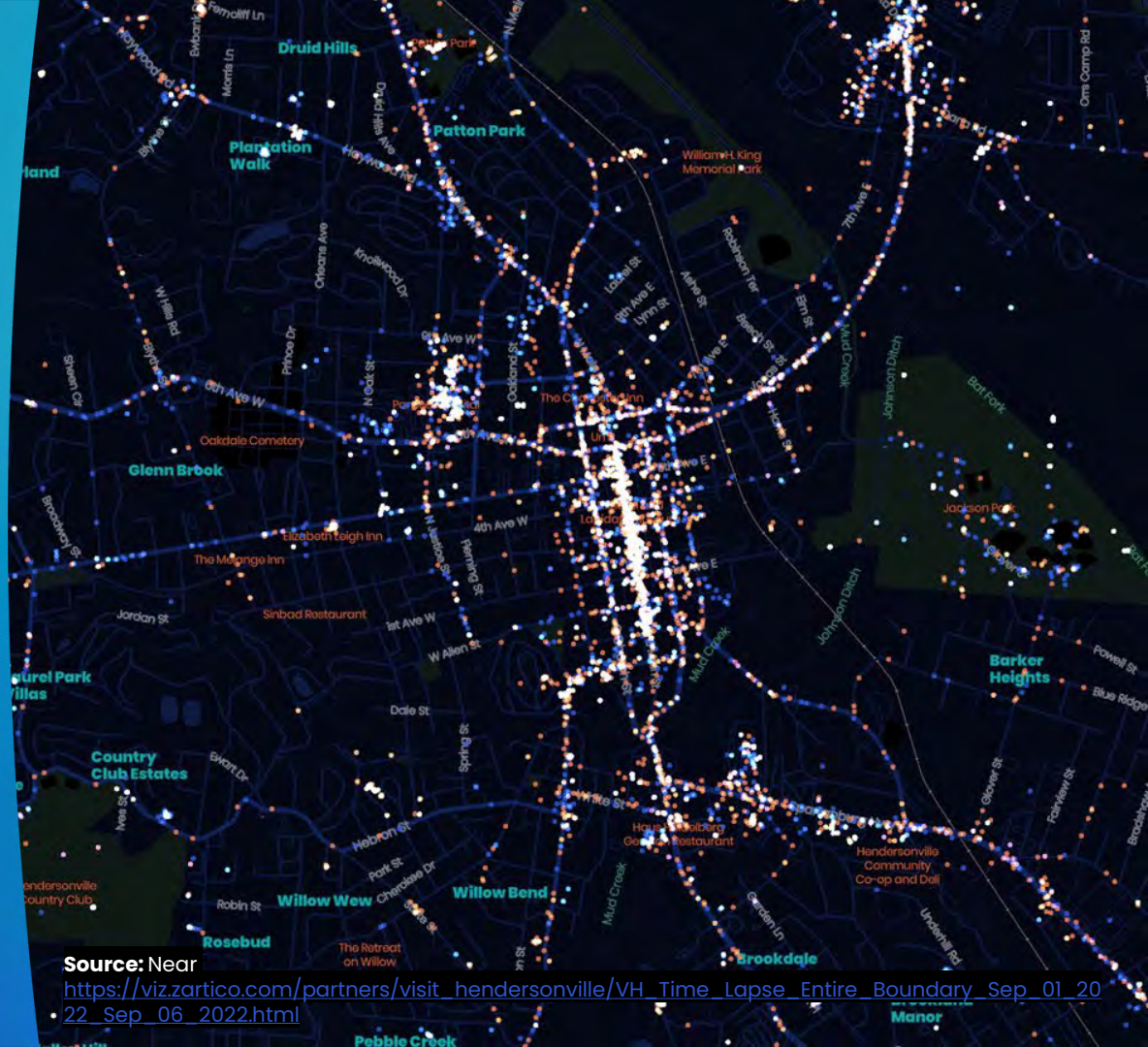


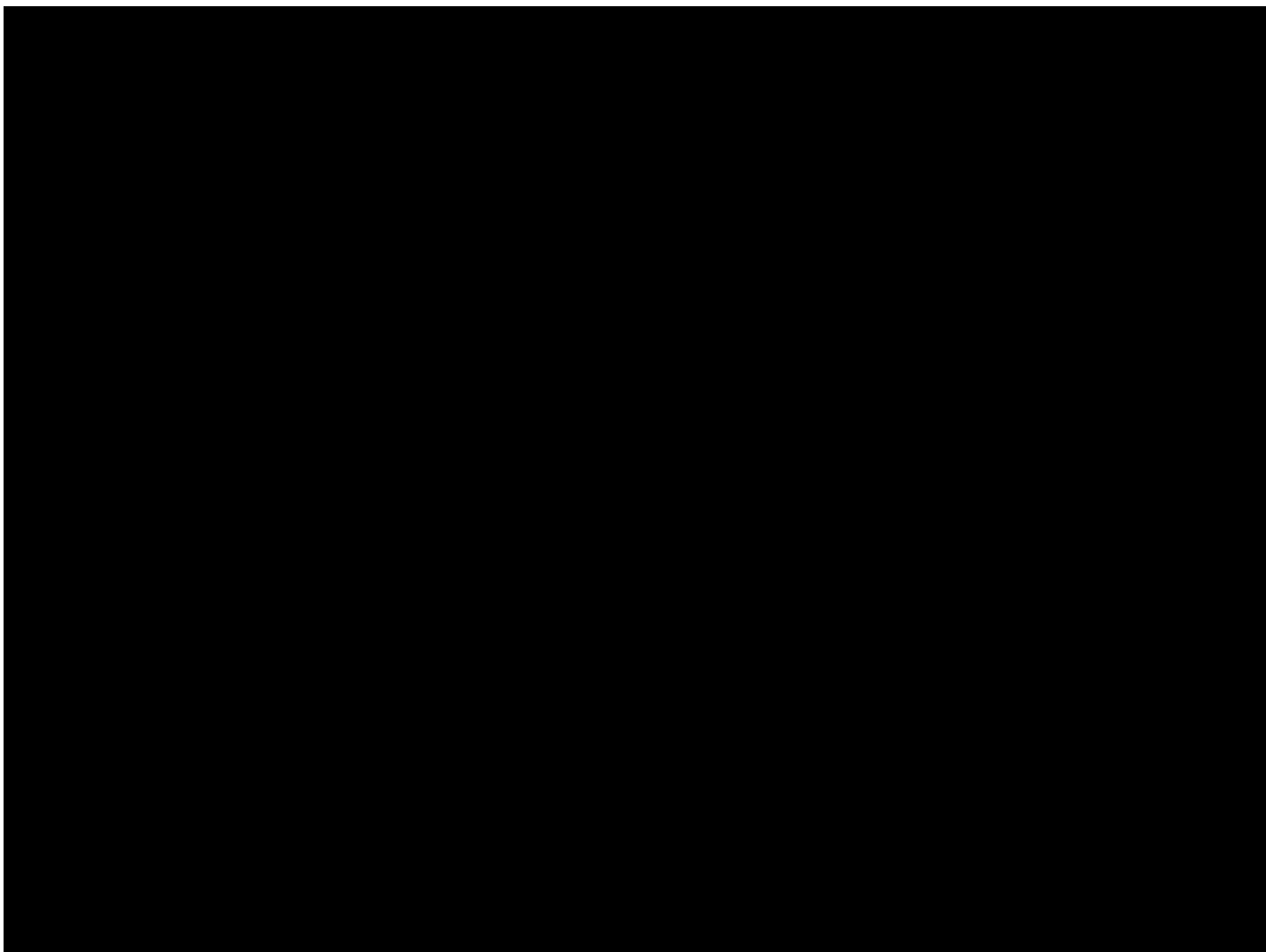
Source: Near

[https://viz.zartico.com/partners/visit\\_hendersonville/VH\\_Starburst\\_Dupont\\_State\\_Recreational\\_Forest\\_Jan\\_01\\_2022\\_Dec\\_31\\_2022.html](https://viz.zartico.com/partners/visit_hendersonville/VH_Starburst_Dupont_State_Recreational_Forest_Jan_01_2022_Dec_31_2022.html)

What was the visitor impact during the Apple Festival?

**There was a 20% increase of in-state visitors and a 12% increase in share of visitors from the Charlotte DMA during the Apple Festival compared to the 2022 average.**







# THANK YOU!

**Steven Clenney**

Strategic Advisor

[Steven.Clenney@zartico.com](mailto:Steven.Clenney@zartico.com)



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