

# Arrivalist Seasonal Maps of Actual Visits

ARRIVALIST  
Measuring the Way Media Moves U.S.

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ARRIVALIST Denver (AZ)

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All Reports  
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Campaign Performance

Day of Arrival

Day of Week	Legal (%)	Control (%)
Monday	~100	~100
Tuesday	~100	~180
Wednesday	~100	~100
Thursday	~150	~100
Friday	~150	~180
Saturday	~200	~150
Sunday	~150	~100

Panoptic Visitation Intelligence

Independent Measurement.  
All Response. All Media. Always On.

"Thanks to Arrivalist we have meaningful metrics to help guide our marketing efforts and increase visitation."

Stephanie Klett, Secretary of Tourism

CONFIDENTIAL

# ARRIVALIST METHODOLOGY



IMPRESSION



MOVEMENT



ARRIVAL



MEASUREMENT

CONFIDENTIAL

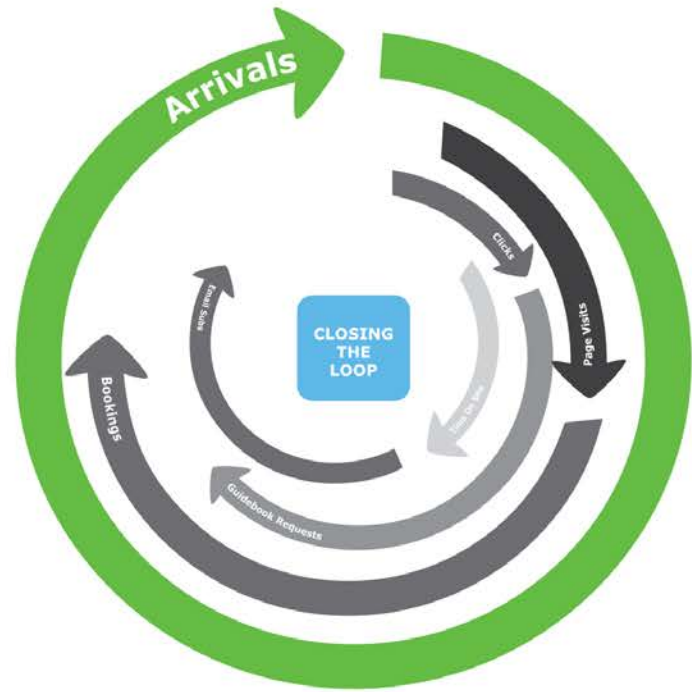


# ARRIVALIST CLOSES THE ROI LOOP

Arrivalist anonymously measures location changes of network-enabled computing devices after a sequence of media exposures to identify which messages influenced visitors to experience your destination.

Our clients use this information to calculate and improve their ROI on media spend - and increase visitation.

**WE MAKE YOUR MARKETING DOLLARS SMARTER, TRACKABLE AND PERFORM BETTER.**



# How to read data for each state

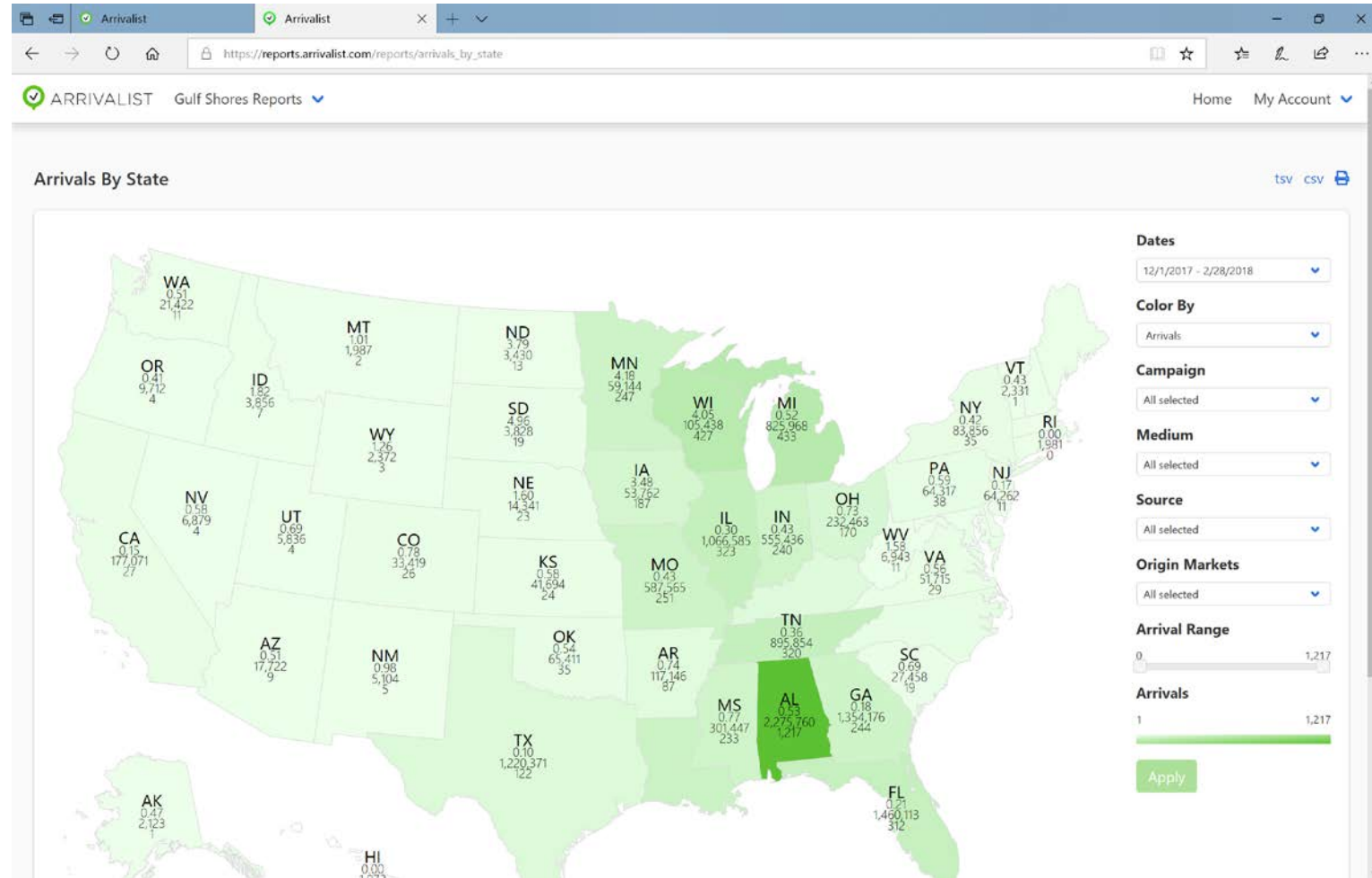
**Arrivalist** is a platform that empowers marketers to **evaluate the link between digital marketing exposures and market visitation**.

Each state in the Arrivals by State map carries 3 numbers:

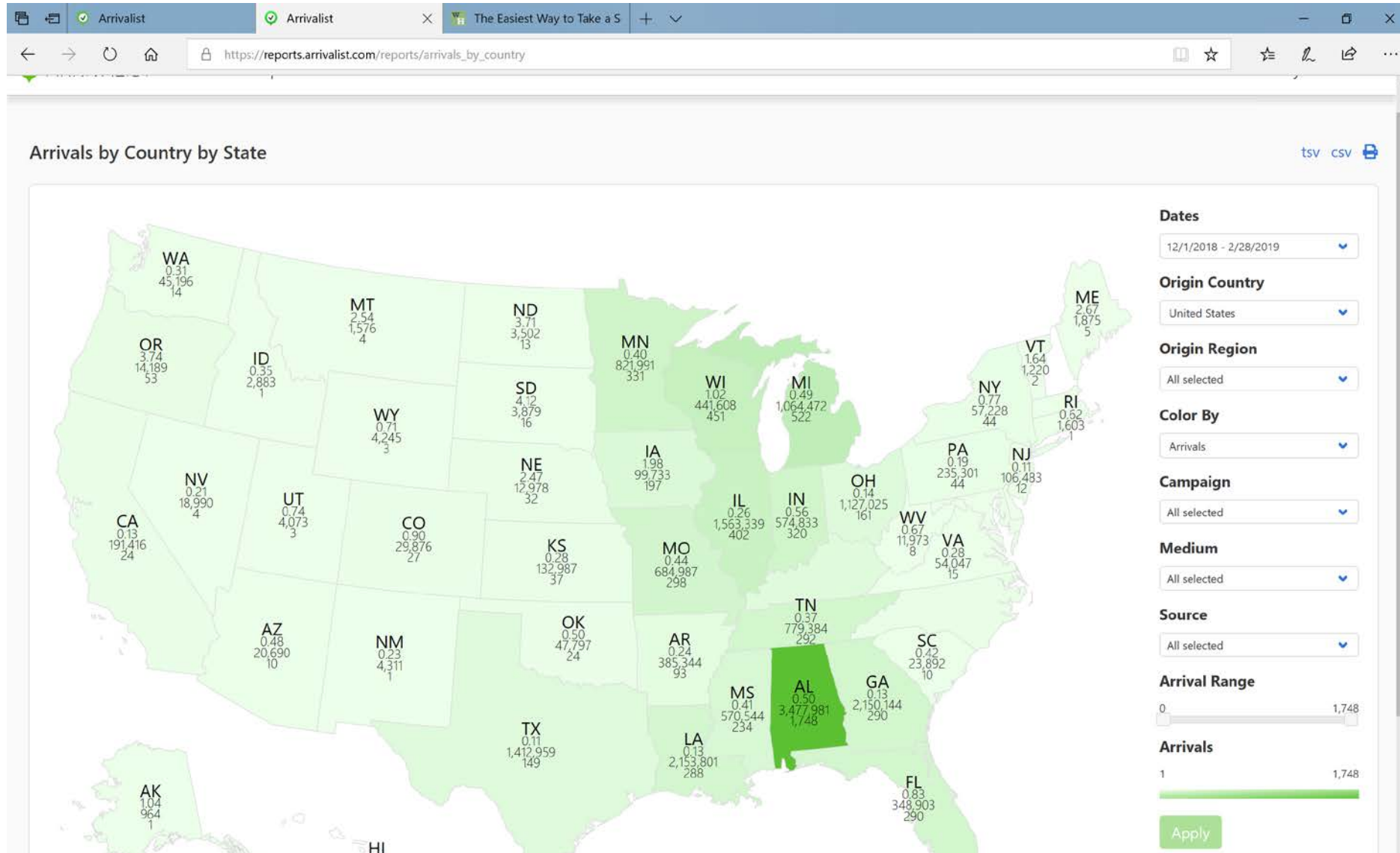
1<sup>st</sup> #: Arrivals per Thousand (APM)  
The Arrivalist benchmark is 0.09.

2<sup>nd</sup> #: Total Exposures for that State for the timeframe of the report period.

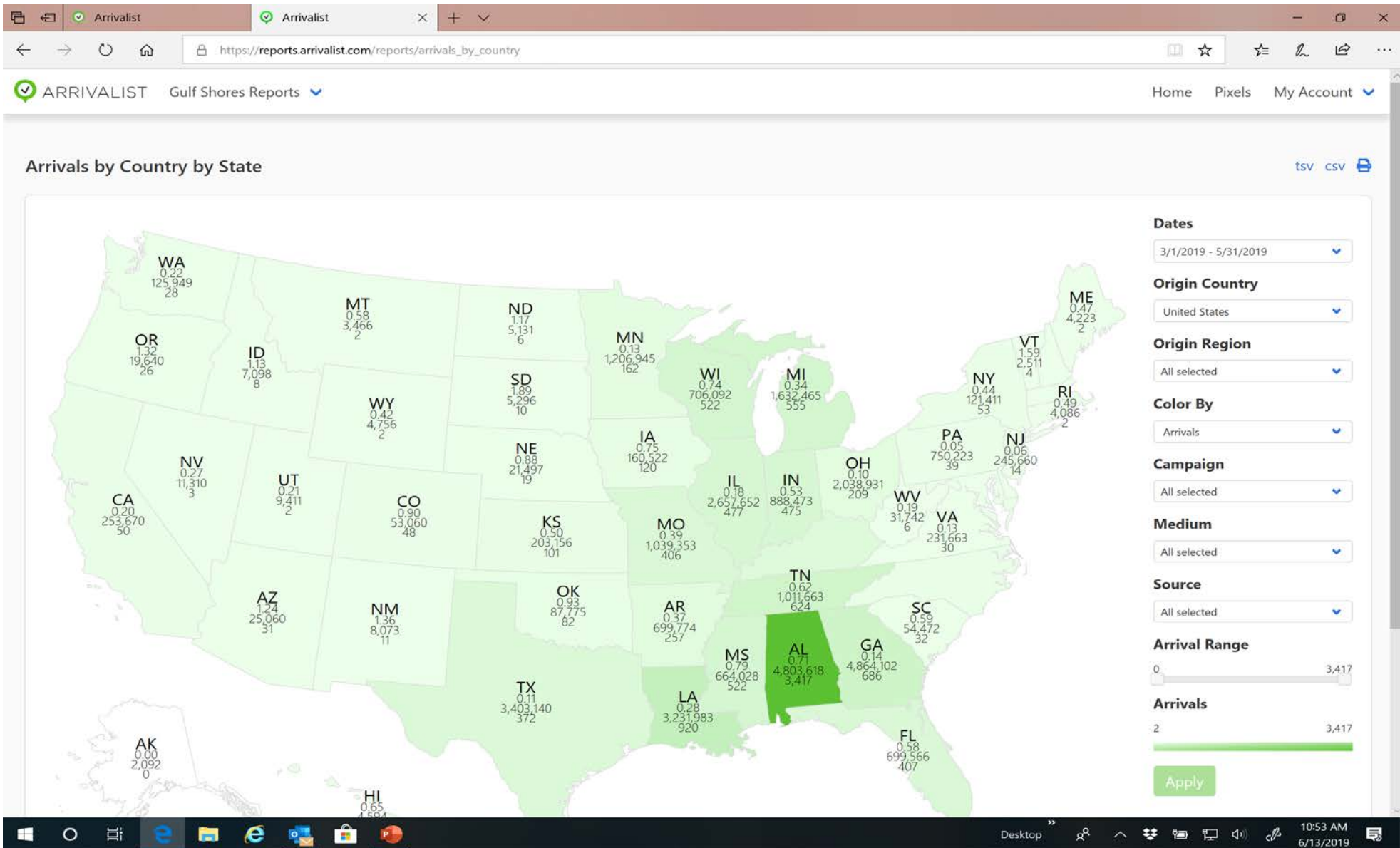
3<sup>rd</sup> #: Total Arrivals to the State for the timeframe of the report period.



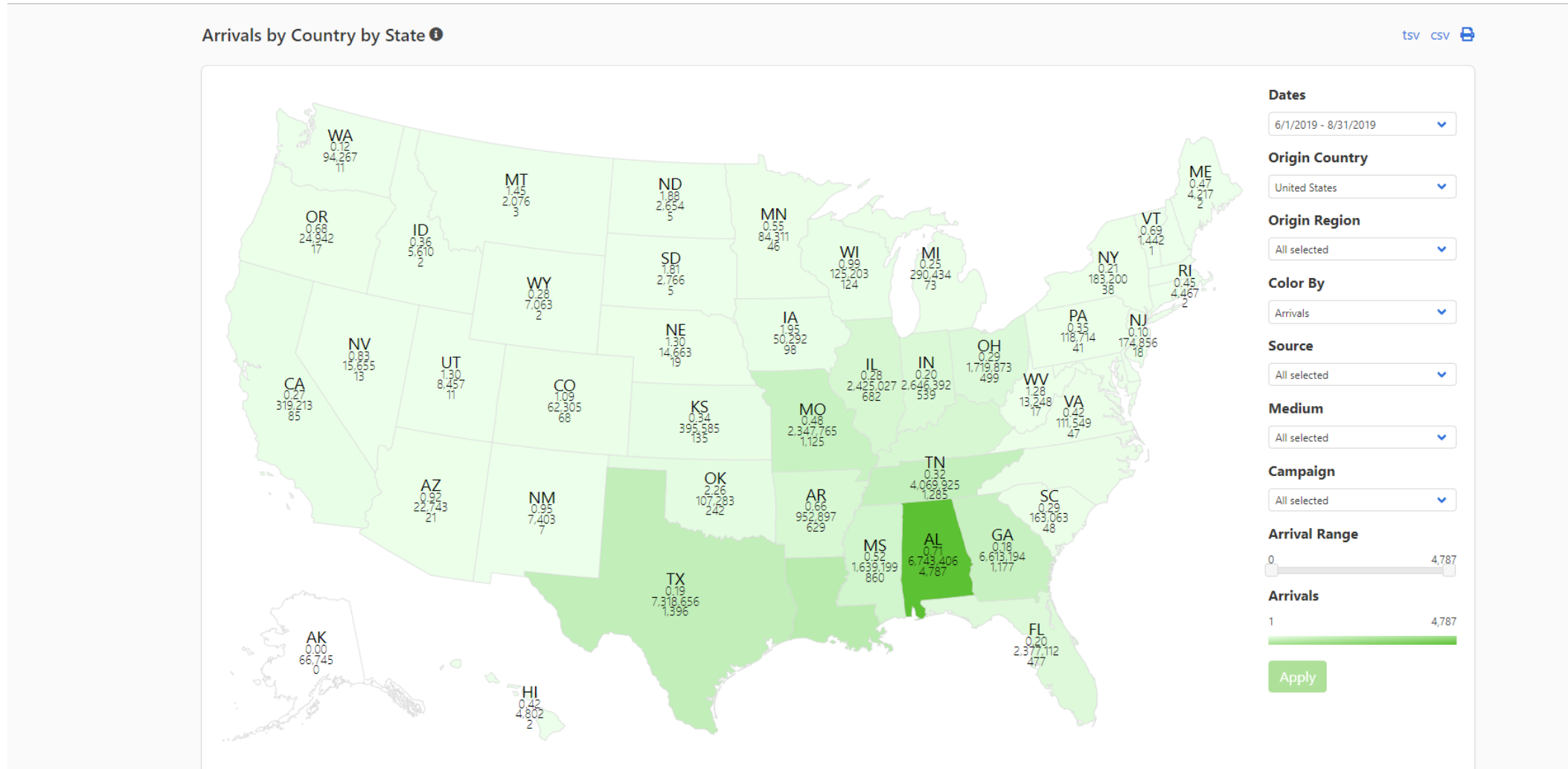
# Winter (December 1, 2018 – February 28, 2019)



# Spring (March 1, 2019 – May 31, 2019)



# Summer (June 1, 2019 – August 31, 2019)



# Fall (September 1, 2018 – November 30, 2018)

