Arrivalist Seasonal Maps of Actual Visits

ARRIVALIST METHODOLOGY

IMPRESSION · MOVEMENT · ARRIVAL · MEASUREMENT

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.
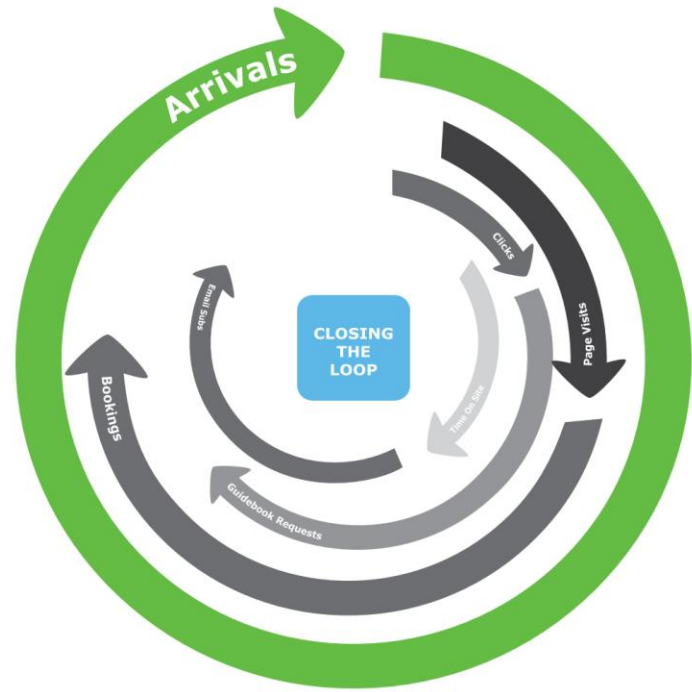
How to read data for each state

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

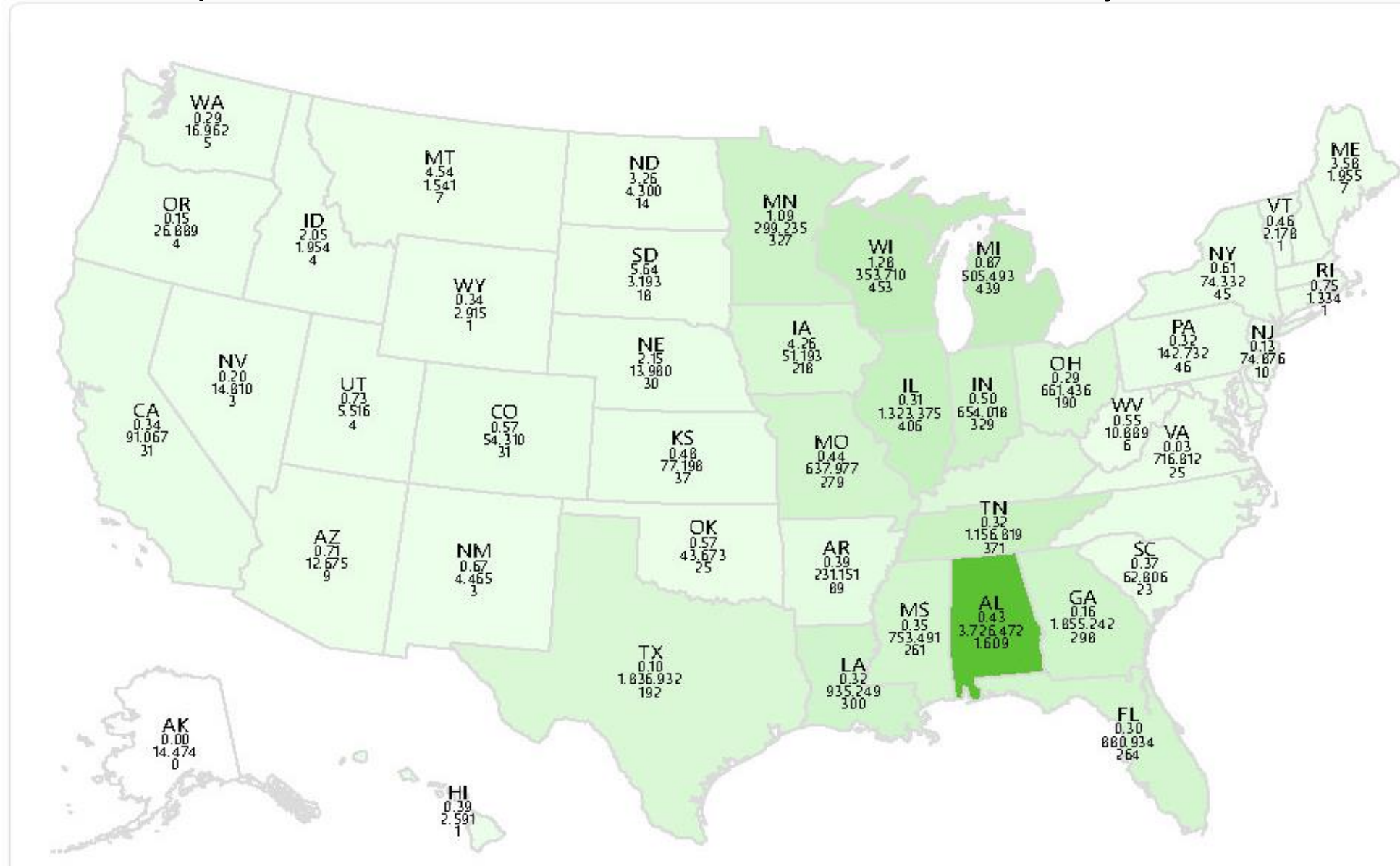Each state in the Arrivals by State map carries 3 numbers:

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

2nd #: Total Exposures for that State for the timeframe of the report period.

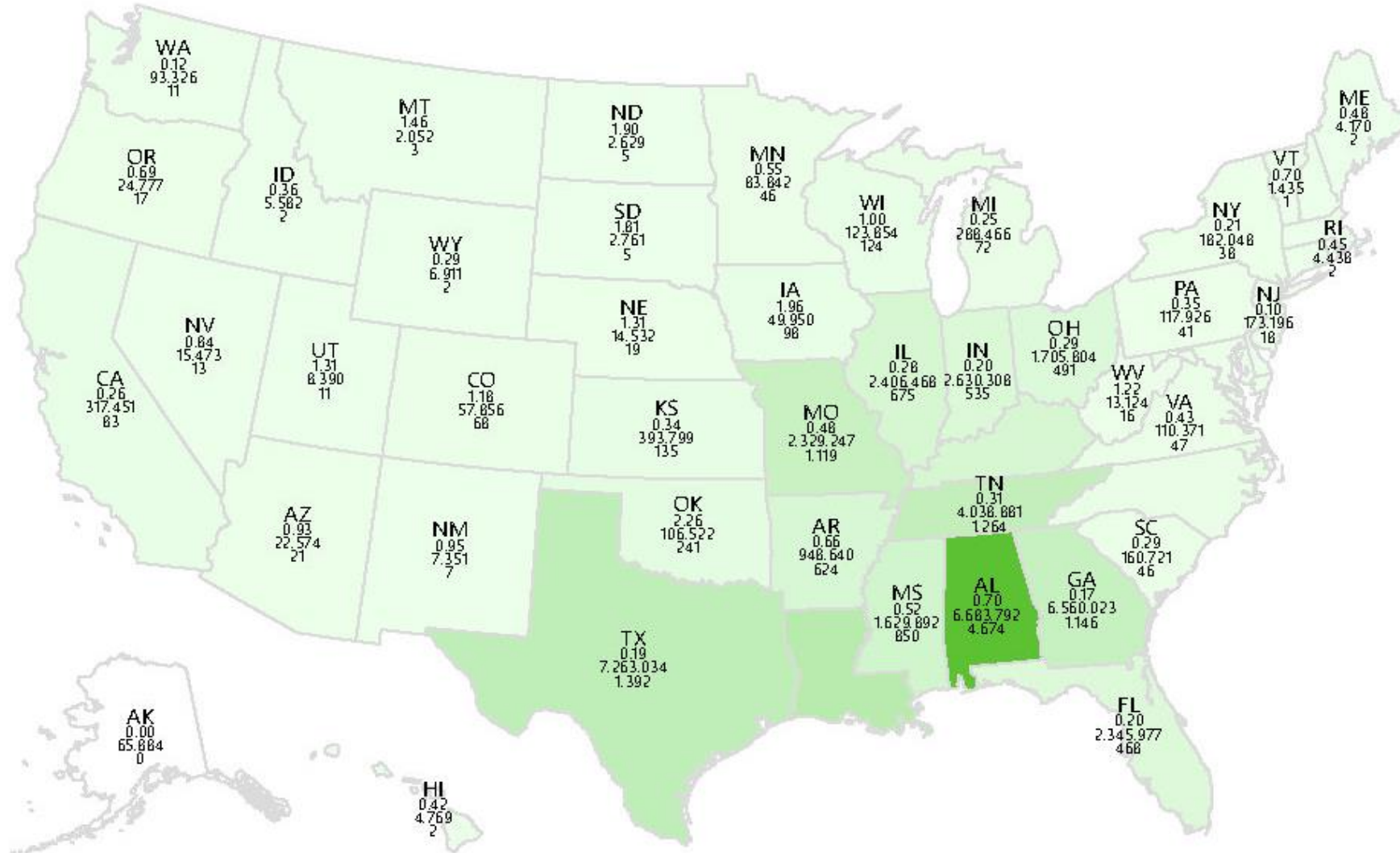3rd #: Total Arrivals to the State for the timeframe of the report period.
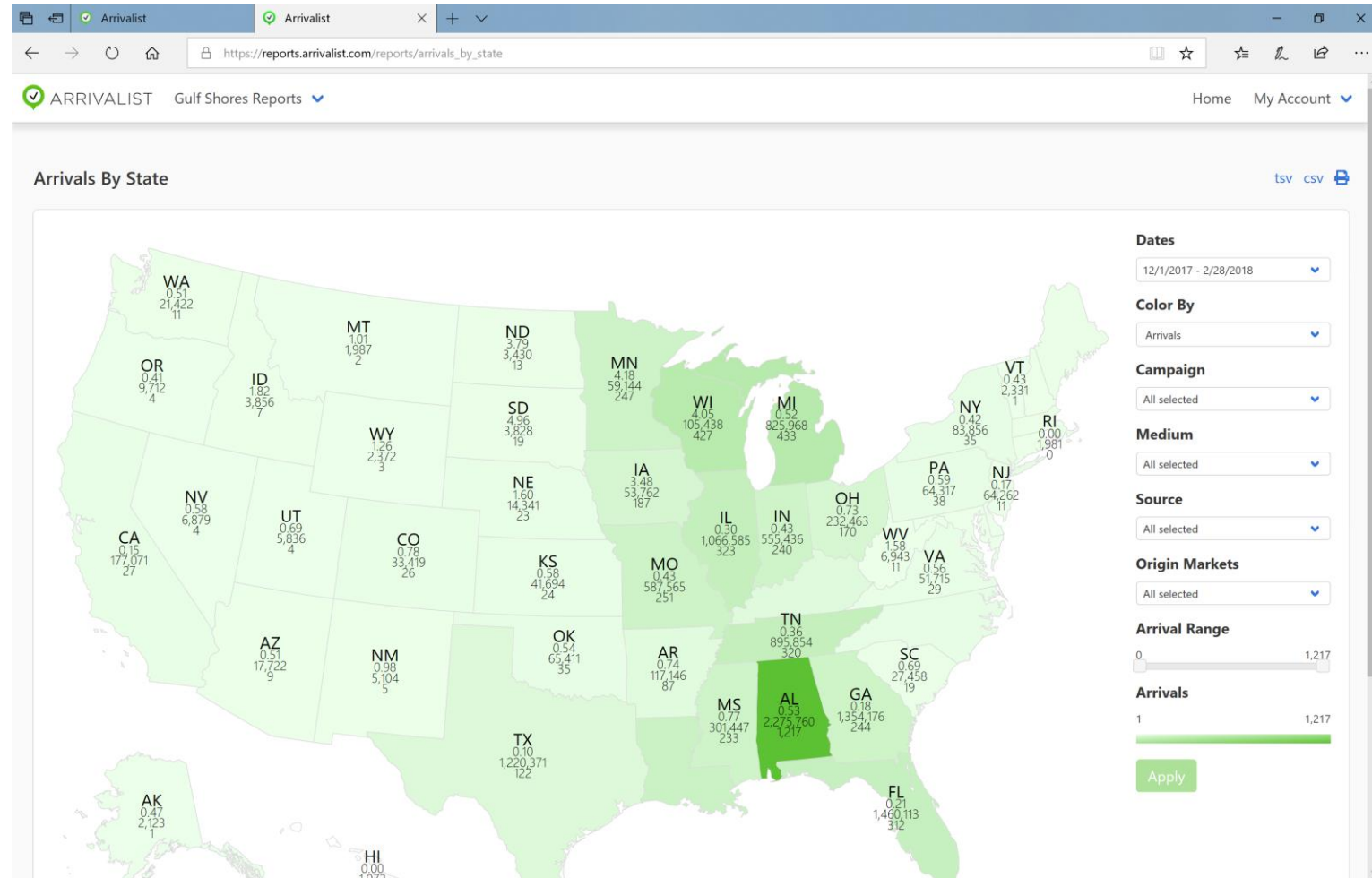
Winter (December 1, 2019 – February 29, 2020)

Spring (March 1, 2020 – May 31, 2020)

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

Fall (September 1, 2019 – November 30, 2019)