

TIP SHEET #18: MEASURING SUCCESS

The key to measuring success is knowing what you want to measure and why. Setting a specific and attainable business goal is the first step in developing a visitor experience. Your goal might be increasing revenues, extending seasonal operations, or increasing exposure in international markets. Whatever it is, be clear on it from the start and make sure you have the tools in place to track the impact your experience is having on your business overall.



In the accompanying [Worksheet #7: Measuring Experience Success](#), we've put together considerations to help you get started. Here's an overview of what's included:

How visitors found your experience: What marketing channel is most likely to generate an inquiry that leads to a booking? Knowing how visitors found out about your experience will help you know where to invest your marketing budget.

Visitor origin: Knowing where your visitors are coming from or whether your experience is attracting first time visitors can give you insight to what markets may be more receptive to marketing activities. If you're thinking about working with a travel media guest, consider someone who has an engaged audience from a market that has shown interest in your experience.

Booking dates: Knowing how far in advance visitors are inquiring and booking can help you know when to start advertising and, when your experience dates need to be available for purchase to maximize sales. Markets from further away tend to book further in advance.