

TIA TravelScope®DIRECTIONS®

Definition of New Metrics

Travel is a complex purchase. To better understand who is buying and the value of their purchase requires multiple metrics. The Trip and Person Trip metrics address the question of who and how many people are coming to the state. These metrics omit a description of the relative buying strength of these customers. Person Stays and Person days add greater depth of understanding of travel behavior and aid in showing the relative value of different market segments. Person Stay and Person Day metrics tell more about the impact travelers have on the economy of the destination. This can be explained clearly by a review of the definitions of the different metrics.

Example:

Mr. and Mrs. Smith and their two children went on a 5-day vacation in TN. They stayed in Nashville for 2 nights and traveled to Memphis for the next 3 nights. This trip will yield the following travel volumes for TN.

Metric	Volume	Calculation
Trips	1	One unique trip to the state of TN
Person trips	4	Mr. Smith, Mrs. Smith, and 2 kids in one unique trip to TN
Person stays	8	Mr. Smith, Mrs. Smith, and 2 kids in Nashville = 4 Person Stays) + Mr. Smith, Mrs. Smith, and 2 kids in Memphis= 4 person stays = total 8 person stays.
Person days	20.75	((Mr. Smith, Mrs. Smith, and 2 kids in Nashville 4 * 2 nights= 8 nights+ Mr. Smith, Mrs. Smith, and 2 kids in Memphis) 4* 3 nights= 12 nights) + .75 extra day for travel to and from home= 20.75 person days

Based on the above table, person stays and person days volumes relay more traveler information than trips and person trips. By looking at the person stays metric, we would know how many total cities/places & travelers visited in one trip. By looking at the person days metric we know how many days they spent in total for their trip in your state. Each added person day means more spending per person and per party per trip. Therefore, these new stays-based metrics provide greater understanding of the value of visitors to the state beyond the simple counts afforded by the trips metric.

Source: TIA TravelScope®DIRECTIONS®