

# Market Travel Intelligence Pack

What you ought to know... in broad context



DestiMetrics<sup>LLC</sup>  
Resort Intelligence.

## Big Picture Analysis – Industry Wide News & Information

The Market Travel Intelligence Pack is designed to deliver a broad, macro view of "what you ought to know" about destination leisure travel and the economic forces at play. A powerful combination of overall economic trends and relevant news, this package of reports allows you to keep up with a constantly changing industry, quickly and efficiently. The ideal complement to our comprehensive data collection, the Market Travel Intelligence Pack provides you with further context for the content provided by our other report sets, and both collects and reports the resulting data in an easy and efficient manner from the related dashboard on our web portal.

Included in our destination packages and delivered on a subscription basis, the Market Travel Intelligence Pack includes:

- **Travel News Talker:** Daily news collection tracking economic, travel and resort activity. Our analysts continuously comb news feeds and the Web to gather national economic, travel/tourism and consumer information, filtering the articles most relevant to you and the leisure travel industry. News is published regularly throughout the week on our web portal and can also be delivered directly to your inbox via RSS.
- **Econometrics:** Following the key economic and travel metrics upon which destination tourism depends. Since leisure travel businesses and their consumers are impacted heavily by economic, political, environmental and competitive influences, we monitor and update you each month on a wide variety of important indicators, ranging from national economic and travel information to local sales and lodging tax data. Specific indicators include the Consumer Confidence Index, Unemployment, U.S. Foreign Exchange Rate, National Domestic Enplanements, and U.S. National Hotel/Motel Occupancy.
- **Vacation & Mountain Travel eNewsletters:** One-stop-shop for destination leisure travel news. Delivered right to your inbox each month, this e-newsletter is filled with recent and relevant news, industry insights and articles about the issues that matter most to destination leisure travel professionals. [Past Issue](#).
- **Briefing:** What you ought to know, all in one place and at one time. This monthly report provides an in-depth assessment of both industry-wide reservation activity content and broader interpretative context delivered right to your inbox.
- **DestiMetrics LIVE:** Market Update Webinars. Quarterly webinars summarize the state of the industry according to DestiMetrics and provide a detailed examination of the most recent economic and lodging data and their implications for your property and destination. [Past Webinar](#).
- **Related Context:** The DestiMetrics knowledge base events include the annual ASSEMBLY (January) for which DestiMetrics subscribers are provided preferred registration rates.

See report synopsis on second page & view a sample report [here](#) or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)

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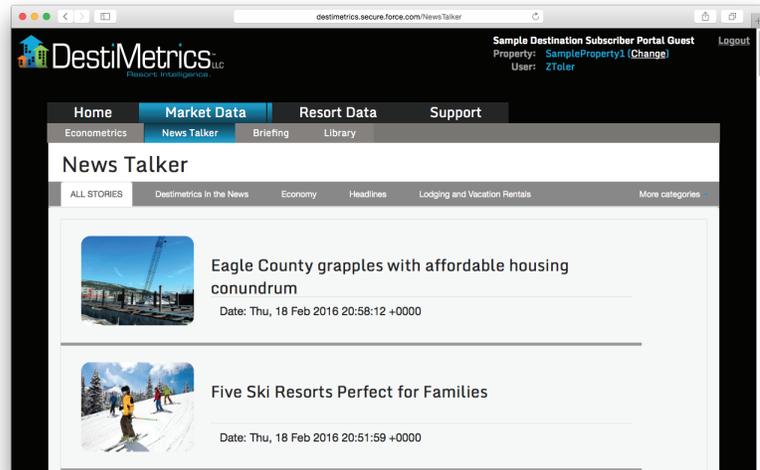
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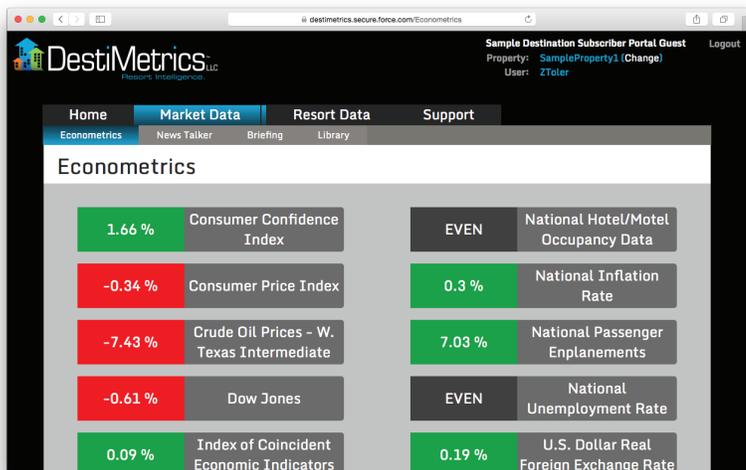
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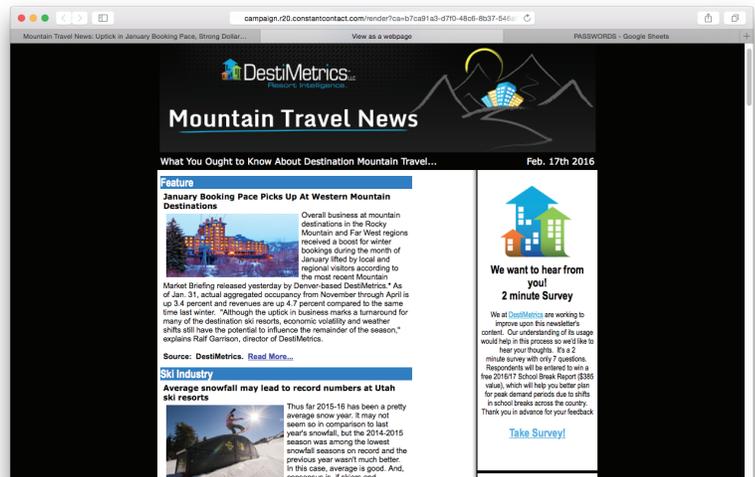
Travel News Talker



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See sample report [here](#) or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)