

# Impactulator™

The DMO Value Estimator

*Brought to you by Osceola Convention & Visitor Bureau, Inc., d/b/a Experience Kissimmee*

## Sole Source Justification

### Description

Using proven data sources and externally validated fallback and benchmark figures, Impactulator determines a Destination Marketing Organization's (DMO's) economic impact as a share of the known impact of tourism on a specific geographic area. The DMO's impact is determined by independently evaluating the four primary impact-generating disciplines found in most tourism promotion organizations:

1. Marketing and Communications
2. International and Domestic Tourism Sales
3. Meeting Sales
4. Sports Sales

Key data points are then dynamically paired with message-tested narrative elements to present plain-language impact statements using proprietary patent-pending technology.

Impactulator is designed to understate a DMO's impact to ensure plausibility and build stakeholder confidence in the reporting. To this end, only overnight visitation is taken into direct consideration, and the impacts of publicity and earned media are scaled down to that of paid media. Daytrippers and the DMO's impact on sameday visitation is not included in the underlying models. Further, the bulk of the measurement data is "in the year, for the year," which naturally results in decreased observed performance for origins and travellers that typically require longer lead times, such as international and domestic fly markets.

### Supporting Information

Impactulator is a new tool from Experience Kissimmee that solves the long-standing problem of not only calculating the ROI of a DMO, but also communicates the value in a way that residents, politicians, and associations can appreciate.

### Uniqueness of Service

While other services exist to estimate the economic impact of DMOs and similar organizations, Impactulator is the only one to offer dynamically generated narratives using patent-pending technology. These narratives provide copy-and-paste ready statements for key stakeholder groups, including local residents, elected officials, hotel and lodging associations, and restaurant associations, all leveraging message tested vocabulary to ensure the intended audiences appreciate and understand the information.

Further, Impactulator is unique in its ability to include ROI breakdowns by major functional area, allowing DMO leadership to better allocate resources among disciplines to maximize community impact.

### Sole Source Determination

Below is a comparison of the key features and benefits of three commonly used services for calculating DMO economic impact:

	CUSTOM STUDY	ANOTHER ONLINE SOLUTIONS	IMPACTULATOR™
Provider	Many	A Leading Economics Firm with Tourism Focus	Experience Kissimmee
Approach	Varies	Econometrics	Extrapolation
DMO ROI	Yes	Yes	Yes
Department ROI	If Scoped	Events and Advertising	Marketing & Communications, Meeting Sales, Tourism Sales, Sports Sales
Model Health	Unknown	Unknown	Yes, with Opportunities for Improvement
Stakeholder Narratives	If Scoped	Unknown	Yes, Dynamic Narratives* by Target Audience
Alignment with Destination EI	If Scoped	Unknown	Yes, ROI as a Share of the Destination's Tourism Economy
Time Investment	Varies	6-12 Months	Minutes
Event Impact Calculator Subscription	Unknown	Required	Recommended
Arrivalist Subscription	Unknown	Required	Recommended
Pricing Model	One-off	One-off	Subscription
<b>PRICE</b>	<b>Up to \$10,000 or more</b>	<b>From \$35,000</b>	<b>\$5,000</b>

### Source Expertise

Experience Kissimmee is a recognized leader in the DMO space, with industry experience spanning several decades and knowledge in marketing and communications, sports sales, international and domestic sales, and meeting sales, among other areas. As data-centric and intentional problem solvers, the staff of Experience Kissimmee have devoted countless hours and a substantial resource investment in developing Impactulator in order to offer it to other DMOs at an affordable price.

## Limitations and Assumptions

As with any economic impact data, the output from Impactulator is only an estimate and should not be used as the sole determining factor in any organizational decision. Intentional limitations and certain assumptions affect the models used by this tool, just as they affect all other economic models. Known assumptions and limitations include:

1. Linear linkage between overnight visitation and the destination's tourism economic impact
2. Similar average visitation impact between tracked and untracked consumer facing media
3. International visitor spending is only impacted by the length of stay relative to domestic visitors
4. Spending behaviors of visitors exposed to DMO marketing and sales tactics exactly mirror the spending behaviors of visitors who are not exposed to those tactics

## Client Roster

Other DMOs that have used and trust Impactulator include Florida's Sports Coast (Pasco County), Reno Tahoe (Reno-Sparks Convention and Visitors Authority), Tahoe South (Lake Tahoe Visitors Authority), and Visit Myrtle Beach (Myrtle Beach Area Chamber of Commerce)

## Conflict of Interest

Data and reports associated with the Impactulator service are used exclusively for that service and in no way present a conflict of interest with Experience Kissimmee.

## Funding Eligibility

Experience Kissimmee is not legally barred from receiving funds from any other destination marketing organization, city, county, state, or federal agency, or any other legal entity.

## Procurement Standards

Experience Kissimmee will follow all procurement standards as directed in relation to the Impactulator service, and will be contractually bound to those standards that are set forth in any mutually binding agreement or contract.

## Declaration

When comparing the depth of reporting, patent-pending technology, cost effectiveness, and self-service efficiencies of Impactulator to the other similar services, Impactulator presents not only the lowest price, but the greatest value for a DMO. In understanding the community impact of destination marketing and sales, it is critical to accurately and justifiably calculate the economic impact of a DMO. Balancing the need for such reporting and the available alternatives in satisfying that need, it is clear that Impactulator is the best suited service.