

CTM ExploreBoard Research Findings

Ian Cross, October 2016

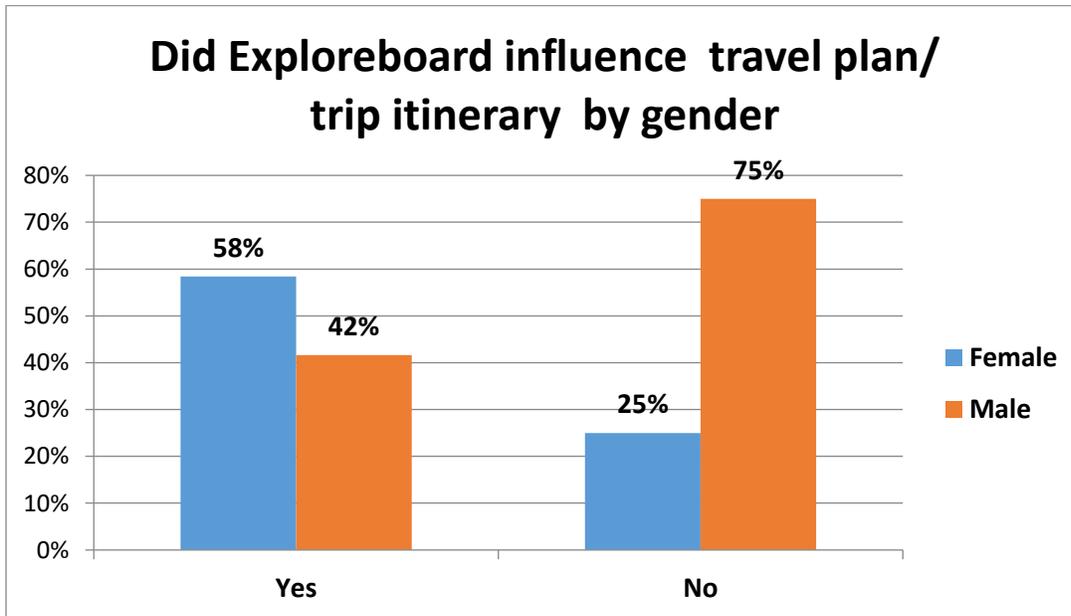
Bentley Center for Marketing Technology

Methodology

179 in-market visitors at hotels, attractions and other visitor destinations across the United States and Canada were interviewed for their opinion about their attitudes and usage of CTM's ExploreBoard touch screen visitor information system. The majority of interviewees were tourist/visitors (91%) and slightly more women (51%) than men. 78 % of those interviewed were in the 25-54 age group.

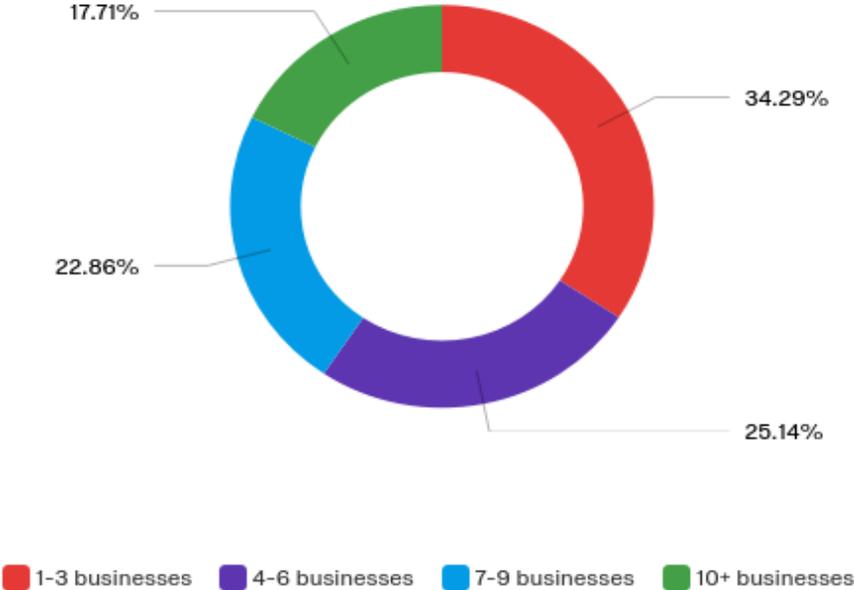
Demographics

Women (58%) were more likely than men to be influenced by ExploreBoard and visitors aged 35-44 were more likely to be influenced (32%) by ExploreBoard.



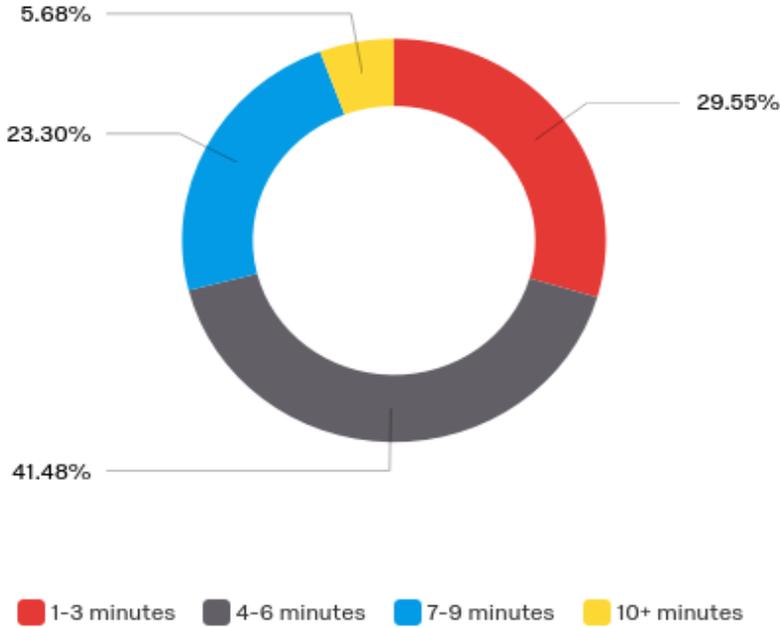
Usage

Over half visitors used ExploreBoard for general information about the destination (51%) – what to do (53%) and what is nearby (47%). Specifically, it was used for dining (41%) and shopping (25%). This strongly influenced travel plans (75%) and the discovery of new attractions (88%) and visits to at least 1-3 businesses (78%) and as many as 7-9 businesses (23%). Almost 9 in 10 Visitors (88%) said they planned to visit a business they discovered on the screen.



Further insight into the responses of the 75% people who said ExploreBoard influenced their travel plan and itinerary shows nearly all (96%) of this group agreed that ExploreBoard also made them aware of new businesses or tourism attractions they did not know existed at that destination. Interestingly, of the 25% people who said ExploreBoard did not influence their travel plan and itinerary 63% in this group said ExploreBoard did make them aware of new businesses or tourist attractions in the marketplace, further highlighting the potential visitor impact of ExploreBoard.

The visitor experienced a positive experience with ExploreBoard information spending at least 1-3 minutes on the screen 94% of the time and as much as 7-9 minute 23% of the time. Although nearly half (48%) of the visitors had no preference for digital or printed visitor information, 42% had a preference for digital information.



Value

Despite revealing that they were interacting with ExploreBoard to find maps and directions only 34% of the time, the maps were valued more than any other feature on the screen (66%). Information about things to do and know (42%) and where to go locally (65%) were also of high value. Visual information was also more highly valued – photos (46%) and video (21%). Less popular were active features on the screen – bookings (17%), email/text information (23%) and it can be interpreted that visitors did not need screen prompts because they got the information they needed on the screen (33%) and 1 in 5 preferred to use their own mobile device to take action (21%) from something they learned on ExploreBoard. However, when

asked further how they could use ExploreBoard to book events visitors were more willing to make dinner reservations (53%), purchase tours and attractions (42%) and tickets for seated events (28%).

Summary

ExploreBoard proved valuable to visitors providing visually appealing and current information about local businesses, attractions and things to do in the neighborhood. The on screen information significantly influenced their discovery and visits to local businesses. Visitors enjoyed the utility of quick and easy access to things to do and they also were willing to take advantage of on the spot booking for dining reservations and other events. The ability to feed relevant and up-to-the minute content is a definite appeal of ExploreBoard. Even visitors that claimed ExploreBoard did not sway their decision making admitted that they were much more aware of new visitor opportunities because of ExploreBoard.

We may surmise that ExploreBoard offers visitors all the information they need to make on-the-spot decisions easily, regarding visits with prices, hours, directions and online booking to add to their convenience. For those visitors less convinced in the value of ExploreBoard it may be just that they prefer content more tailored to their tastes and needs and is not necessarily a verdict on the technology.