Today's Workshop Agenda

1. **About Azira**: Who are we? What is this data?

2. **Examples:** How Azira is used for Regenerative Tourism

3. **Kauai**: A Regenerative Tourism Story

4. **Workshop**: Hands On with Data!

Evan Saunders: an intro
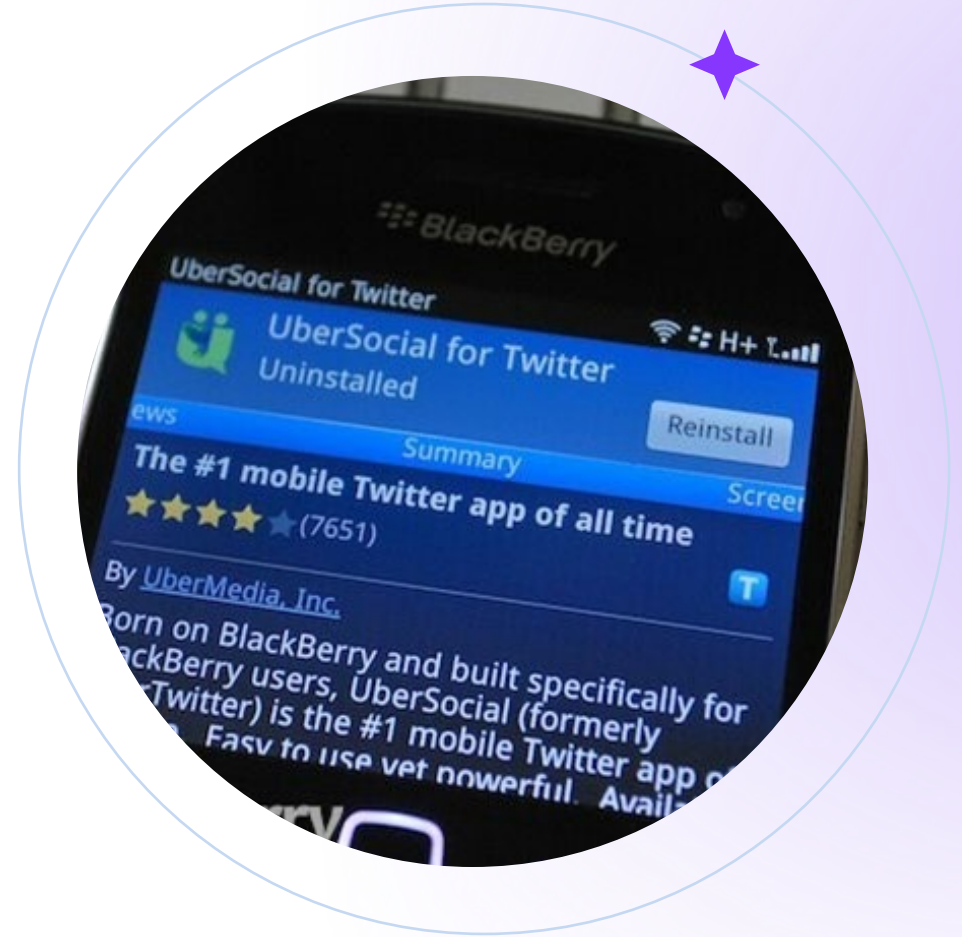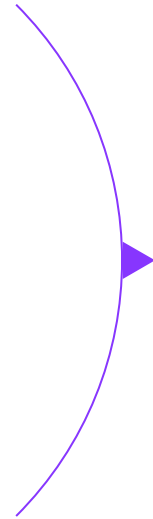
UberMedia > Near > Azira

Where did this data **originate from?**

Serving Hundreds of Destinations Globally

500+ destinations globally

Consumer Behavior with Geo Location Data

How the data can be used for Regenerative Tourism

1. **<u>Insights</u>**: Data for Understanding Tourist Behavior

2. **<u>Activation</u>**: Media Buying with Custom Tourism Audiences aimed <u>at *the right tourists*</u>*!*

3. **<u>Foot Traffic Measurement</u>**: Attribution (Did it Work?)

![Azira logo]

Understand Your Visitors:
Foot Traffic Insights

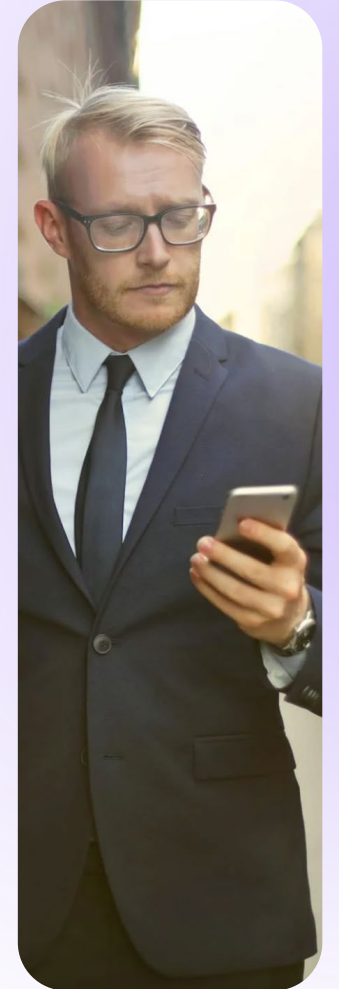**Build Custom Audiences:**
Audiences for Marketing

Activate Campaigns:
Media Buying Solutions

Measure Impact:
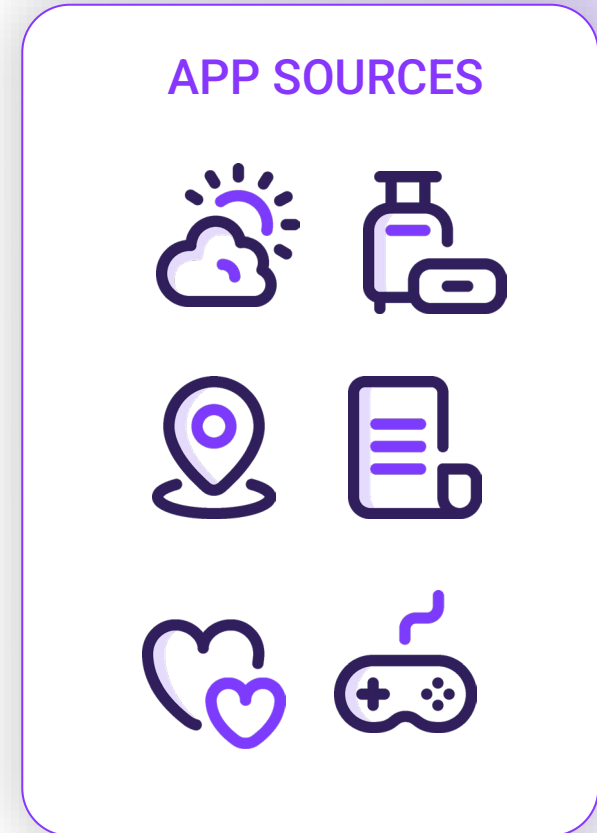*Website & Media Footfall Attribution*

Let's Start with Phone and their Device IDs...

Phones Give off their Location...

Opt-in only

APP SOURCES

What Is Consumer Behavior Data?

Powerful data on people and places to understand
consumer patterns, origin, profiles and more

**Multiple Sources
of Raw Data**
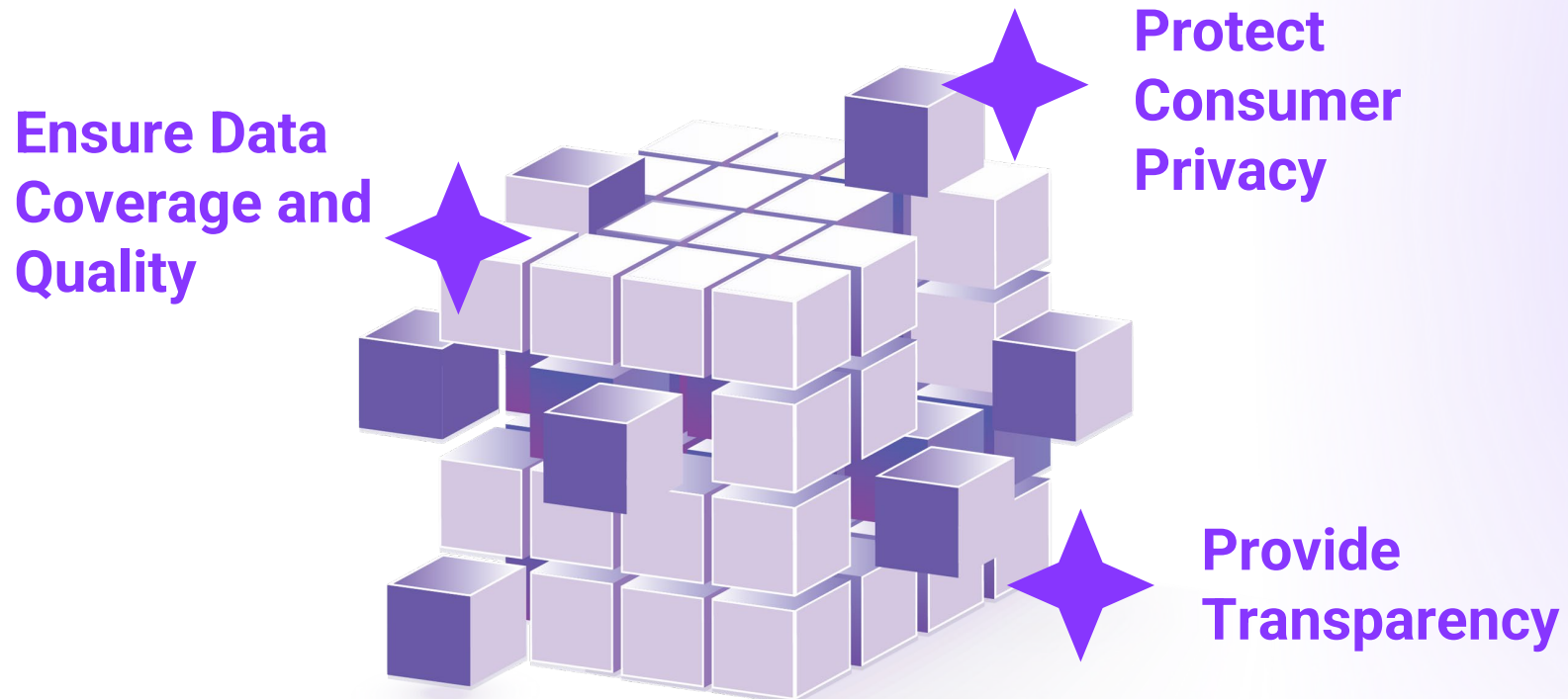
**Processing and
Contextualization**

**Refined
Data Supply**
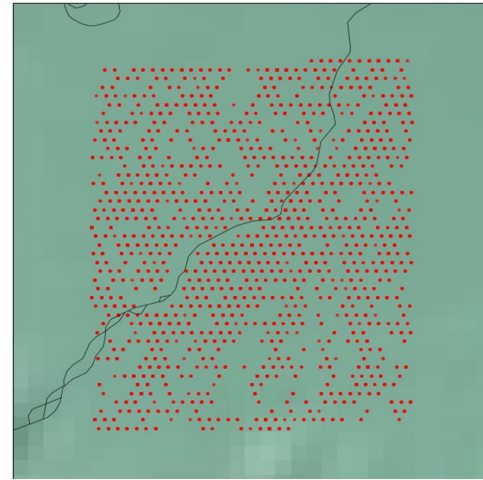
**Location
Intelligence**

Focus on Quality

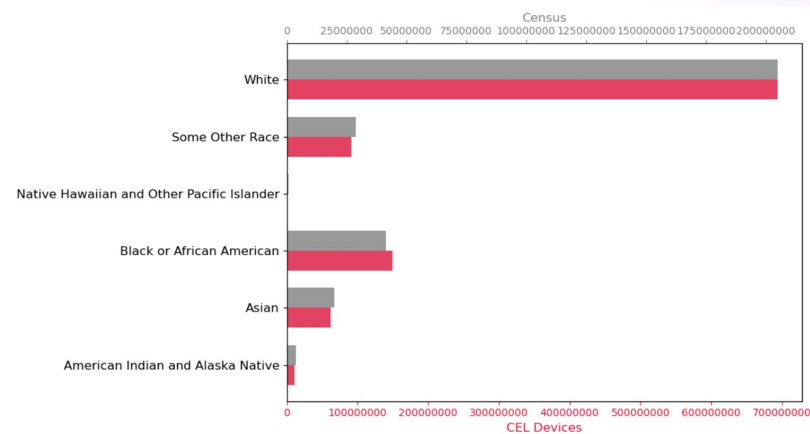# Three Guiding Principles for Azira with
Consumer Behavior Data

Ensure Data Coverage and Quality
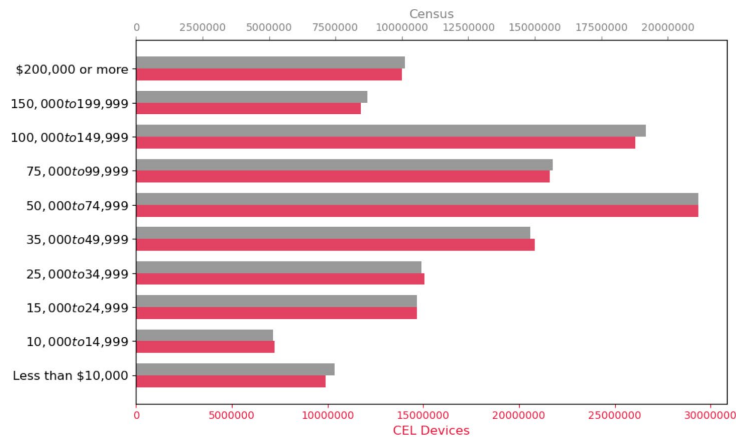
Protect Consumer Privacy

Provide Transparency

Removing **Anomalies**

Transparency in Representativeness
Quality Over Quantity
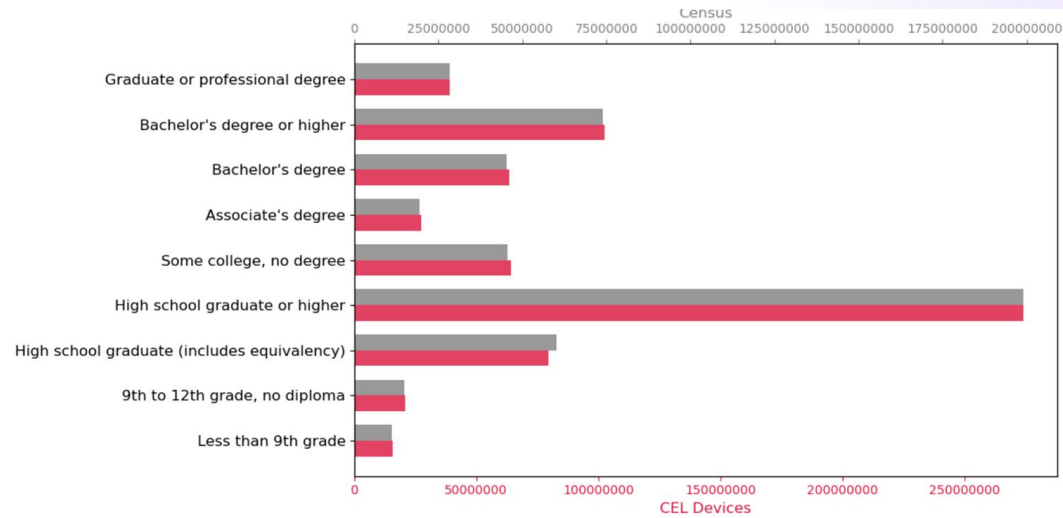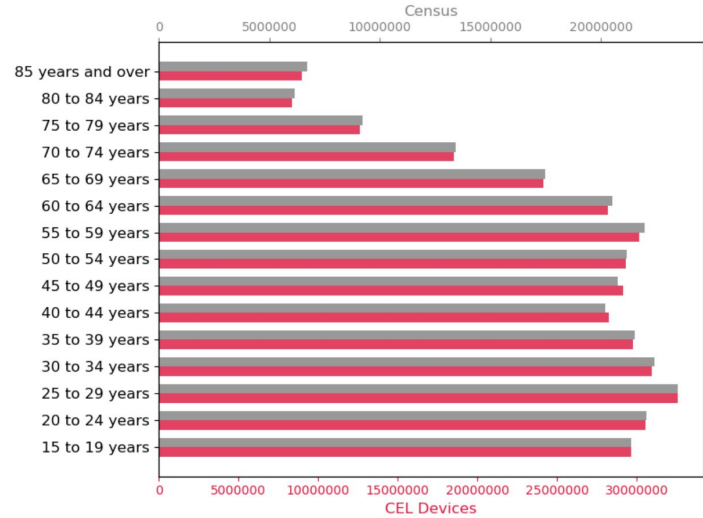
iOS *and* Android

22-Jan-24	Android	iOS	total_devices
AUS	48.500%	42.583%	7366302
ESP	83.283%	12.120%	2267931
FRA	66.653%	25.960%	2696006
GBR	34.064%	20.299%	11694307
CAN	44.767%	36.033%	13693149
USA	45.690%	39.936%	129269545
SGP	63.322%	25.159%	446844

5-Apr-24	Android	iOS	total_devices
AUS	48.846%	42.715%	8197239
ESP	82.075%	12.532%	1829254
FRA	62.592%	25.777%	1848589
GBR	34.512%	22.092%	7833524
CAN	43.614%	35.434%	15484321
USA	43.489%	33.942%	165897186
SGP	61.665%	22.110%	686923
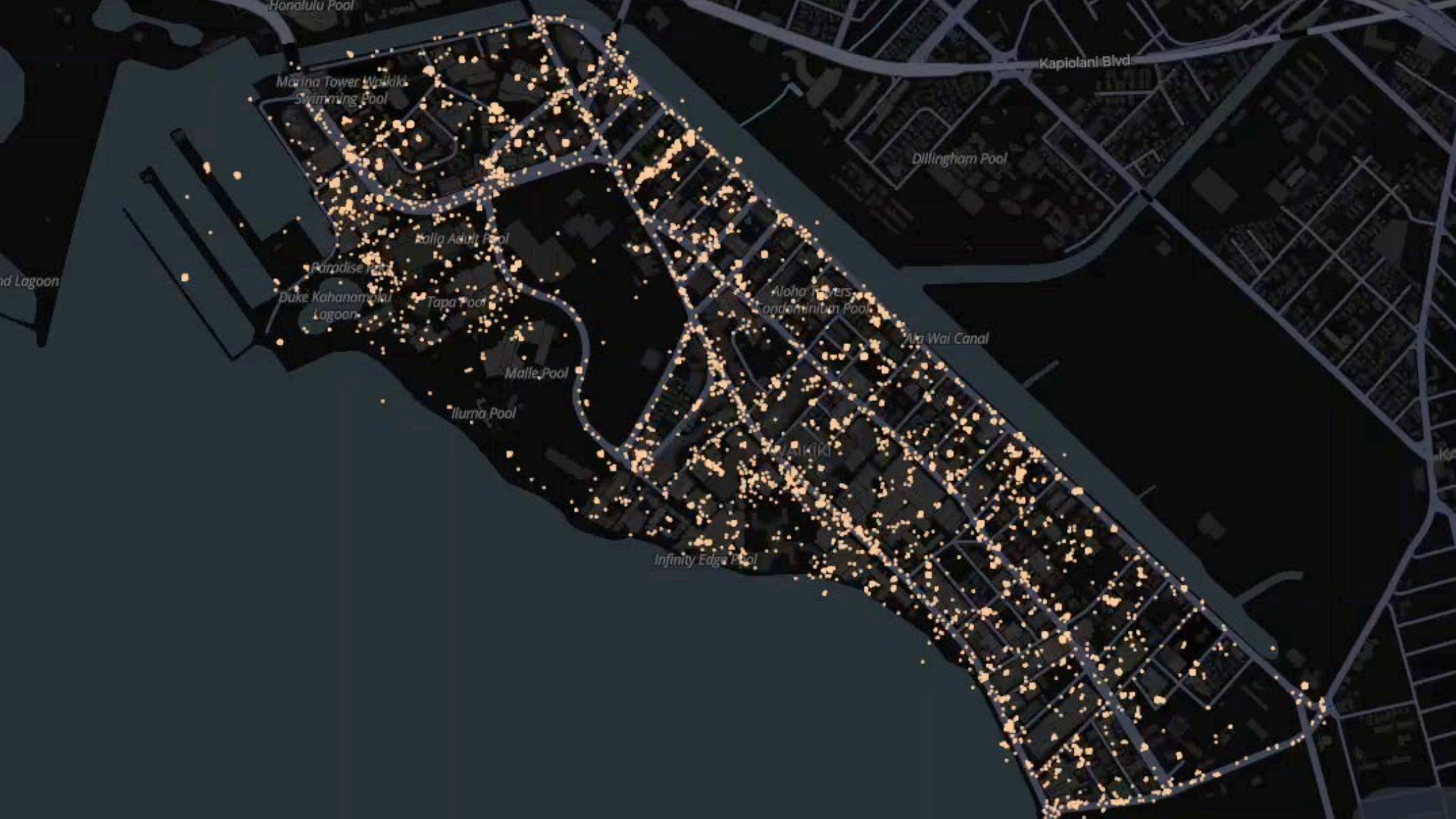
Device IDs – Where They are From. Where They Stay

Hotel	Hashed ID	Country	DMA	Admin	State	Zipcode	Census Block Group	Date
The Royal Hawaiian Resort Waikiki	aaeb031913cb60e92e4	USA	Miami-Fort Lauderdale, FL	Broward County	FL	33027	1.2011E+11	8/2/24
The Royal Hawaiian Resort Waikiki	b157dd0c1bf448aea66	USA	Los Angeles, CA	Los Angeles County	CA	90274	6.0377E+10	8/2/24
Hilton Garden Inn Waikiki Beach	f849e1f9bdf90a1be672	USA	Phoenix, AZ	Maricopa County	AZ	85295	4.0138E+10	8/2/24
Hilton Garden Inn Waikiki Beach	8688f8eb5f1ab5fdf488:	USA	Las Vegas, NV	Clark County	NV	89139	3.2003E+11	8/2/24
Ritz-Carlton Waikiki Beach	bbac7f632c81f6905de(	USA	Butte-Bozeman, MT	Gallatin County	MT	59714	3.0031E+11	8/2/24
Ritz-Carlton Waikiki Beach	241f1a2f2f107ac9b807	USA	Los Angeles, CA	Los Angeles County	CA	91011	6.0375E+10	8/2/24
The Royal Hawaiian Resort Waikiki	aa5e6c3be5c7ead5b43	USA	San Diego, CA	San Diego County	CA	92009	6.073E+10	8/2/24
Ritz-Carlton Waikiki Beach	5d9c7ad03098a4daec7	USA	San Antonio, TX	Bexar County	TX	78260	4.8029E+11	8/2/24
The Royal Hawaiian Resort Waikiki	d43778c7ae9fbe4f8fb1	USA	Honolulu, HI	Honolulu County	HI	96797	1.5003E+11	8/2/24
The Royal Hawaiian Resort Waikiki	4b9f95d07588098dcc9	JPN		Edogawa ku				8/2/24
The Royal Hawaiian Resort Waikiki	c48abfa0c164e4b6d40	USA	Chicago, IL	Cook County	IL	60010	1.7032E+11	8/2/24
Ritz-Carlton Waikiki Beach	a6c8f36177586002e18	MCO		Monte Carlo				8/2/24
The Royal Hawaiian Resort Waikiki	a85a3e1c9c946111202	USA	Denver, CO	Douglas County	CO	80108	8.035E+10	8/2/24

Privacy Is Pivotal to Working with Human Movement Data

There are many groups & government entities setting up privacy standards

Understand Your Visitors
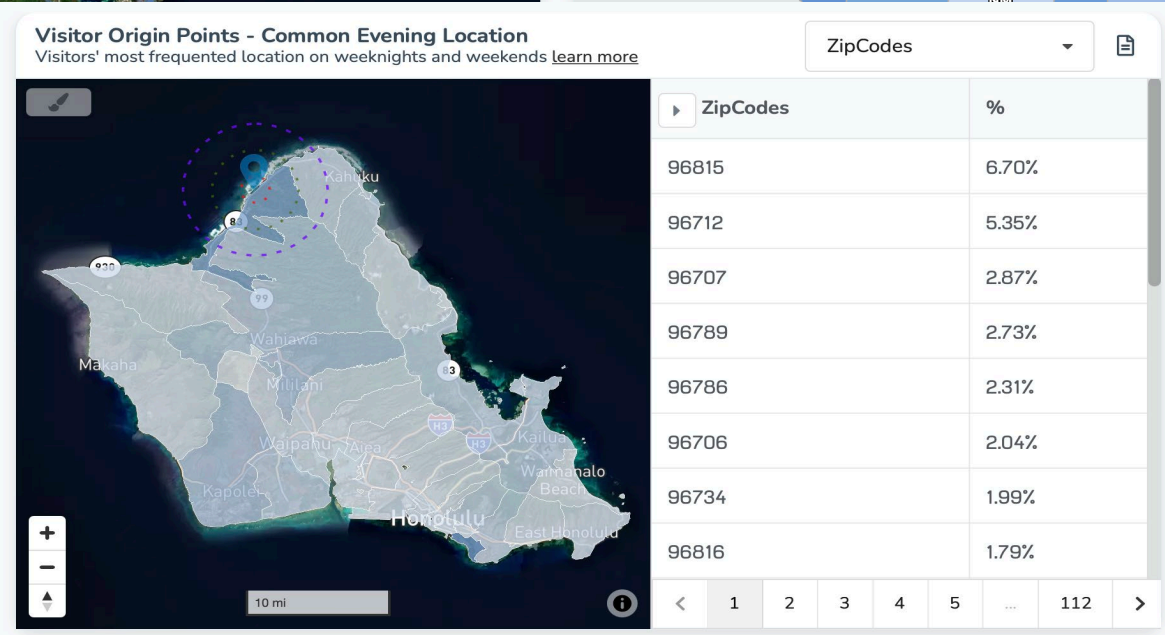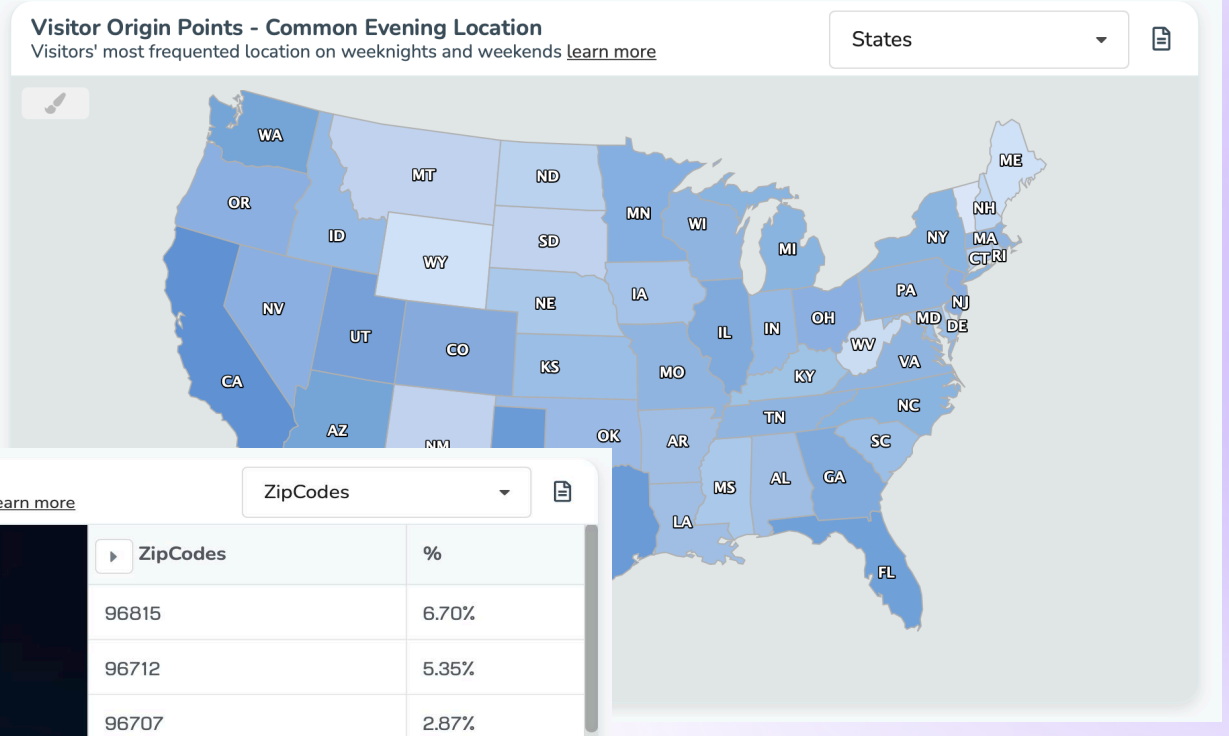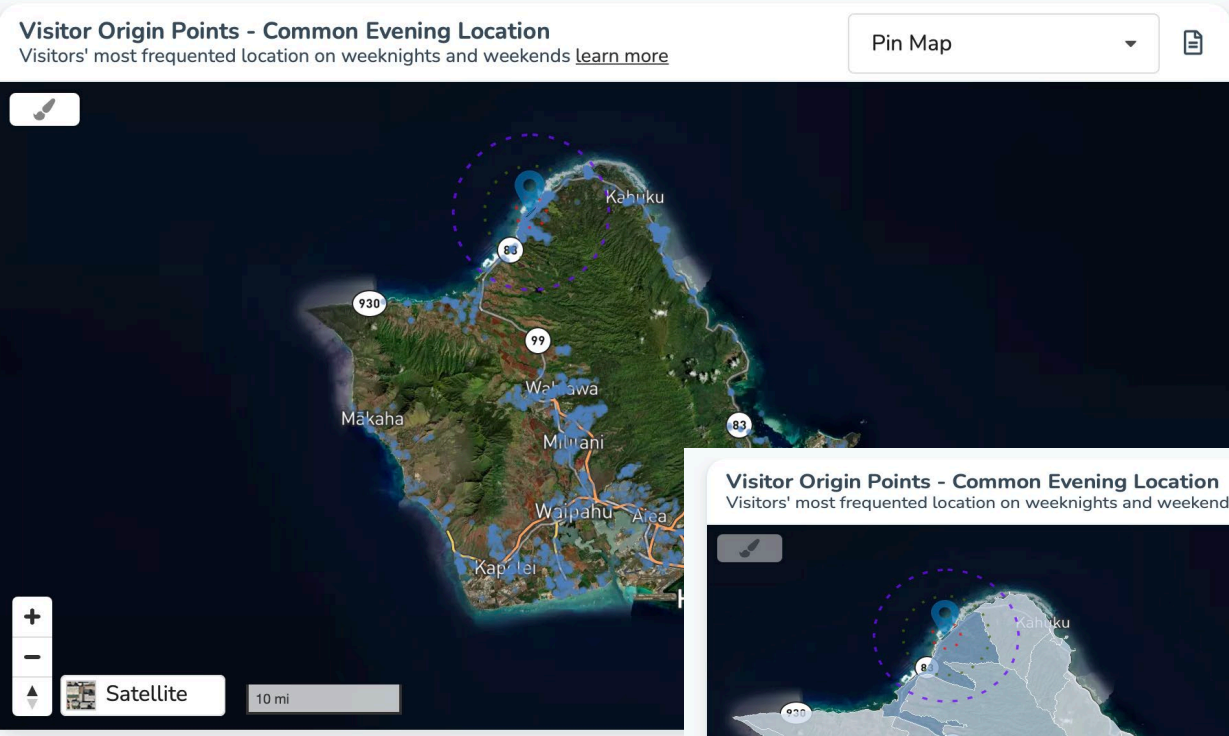
Geofence Any Location Anywhere for Insights

Insights on Where Visitors are From

Visitor Origin Points - Common Evening Location
Visitors' most frequented location on weeknights and weekends learn more

Pin Map ▾

Satellite   10 mi

Visitor Origin Points - Common Evening Location
Visitors' most frequented location on weeknights and weekends learn more

States ▾

WA, MT, ND, OR, ID, WY, SD, MN, WI, MI, NV, CA, UT, CO, NE, IA, IL, IN, OH, NY, MA, CT, RI, NH, ME, VT, NJ, PA, MD, DE, KS, MO, KY, WV, VA, AZ, NM, OK, AR, TN, NC, SC, MS, AL, GA, LA, FL

Visitor Origin Points - Common Evening Location
Visitors' most frequented location on weeknights and weekends learn more

ZipCodes ▾

▸ ZipCodes	%
96815	6.70%
96712	5.35%
96707	2.87%
96789	2.73%
96786	2.31%
96706	2.04%
96734	1.99%
96816	1.79%

‹ 1 2 3 4 5 ... 112 ›

10 mi

Heatmap, Pathing, and Visitation Trends

Azira™

Visitation Heatmap
Visitor patterns within a location <u>learn more</u>

Sunset Beach
Sunset Beach
PŪPŪKEA

Gray Map | 2000 ft

Visitation Times - Time of Day
Visitation by time of day <u>learn more</u>

% of Visits
15%
10%
5%
10P

Visitation Times - Day of Week
Visitation by day of week <u>learn more</u>

% of Visits
20%
15%
10%
5%
0%
Mon Tue Wed Thu Fri Sat Sun

Pathing
Where visitors were seen 30 mins before and after a visit to a location <u>learn more</u>

Pin Map

Kahuku
Mākaha
Wahiawa
Mililani
Waipahu
Kapolei
JRF
Honolulu
Kaneohe
Kailua
Waimanalo Beach
East Honolulu

Street | 10 mi

© Mapbox © OpenStreetMap **Improve this map**

Profiling and Demographics

Visitors are "x" times likely to visit the following brands
Affinities to retail brands are compared to the general community and can inform retail opportunities learn more

Affinities | All Locations ▼ | Search 🔍

X more likely to visit ▼	Category/Brand	Sub-sector
1.78 x	🏃 Anytime Fitness	Gym and Fitness Facilities
1.14 x	🛏 America Best Value	Economy
0.82 x	👚 Belk	Clothing
0.81 x	✎ Ashley Furniture	Furniture
0.79 x	🚗 Hyundai	Economy
0.73 x	🏪 Loves Travel Stops and Country Stores	Gas Stations
0.72 x	✎ Hobby Lobby	Arts and Crafts
0.72 x	✎ Bargain Hunt	Discount Stores
0.67 x	🏬 Automotive Service Association	Auto Services

‹ | 1 | 2 | 3 | 4

Visitor Demographics
Visitor Demographics data based on Census data learn more

United States ▼ | Site Demographics ▼

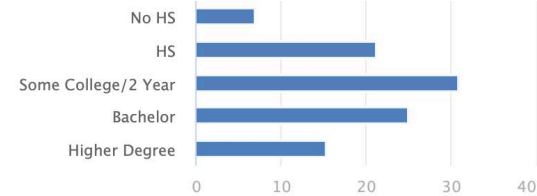$ Median Household Income: $84,559   🏠 Median Home Value: $470,947

Ethnicity

- African American
- Asian
- Hispanic
- Other or Mixed
- White

(0, 20, 40, 60)

Income

- 0–29K
- 30–74K
- 75–99K
- 100–149K
- 150K+

(0, 10, 20, 30, 40)

Education

- No HS
- HS
- Some College/2 Year
- Bachelor
- Higher Degree

(0, 10, 20, 30, 40)

Age

- <18
- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+

(0, 5, 10, 15, 20, 25)
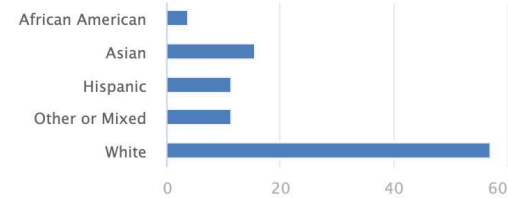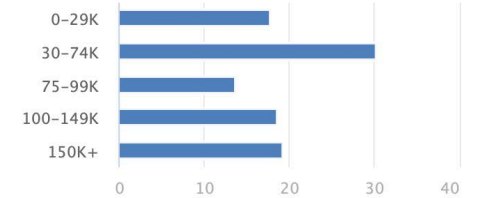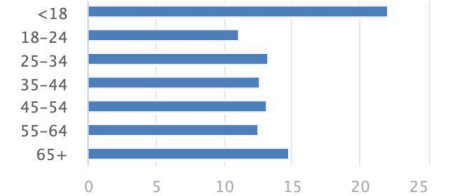
Making Powerful Data Easy to Use

CREATE CUSTOM AUDIENCES

YOUR ADS SERVED TO CUSTOM AUDIENCE

YOUR AD HERE

MEASURE VISITS TO YOUR DESTINATION AND SPECIFIC POINTS OF INTEREST
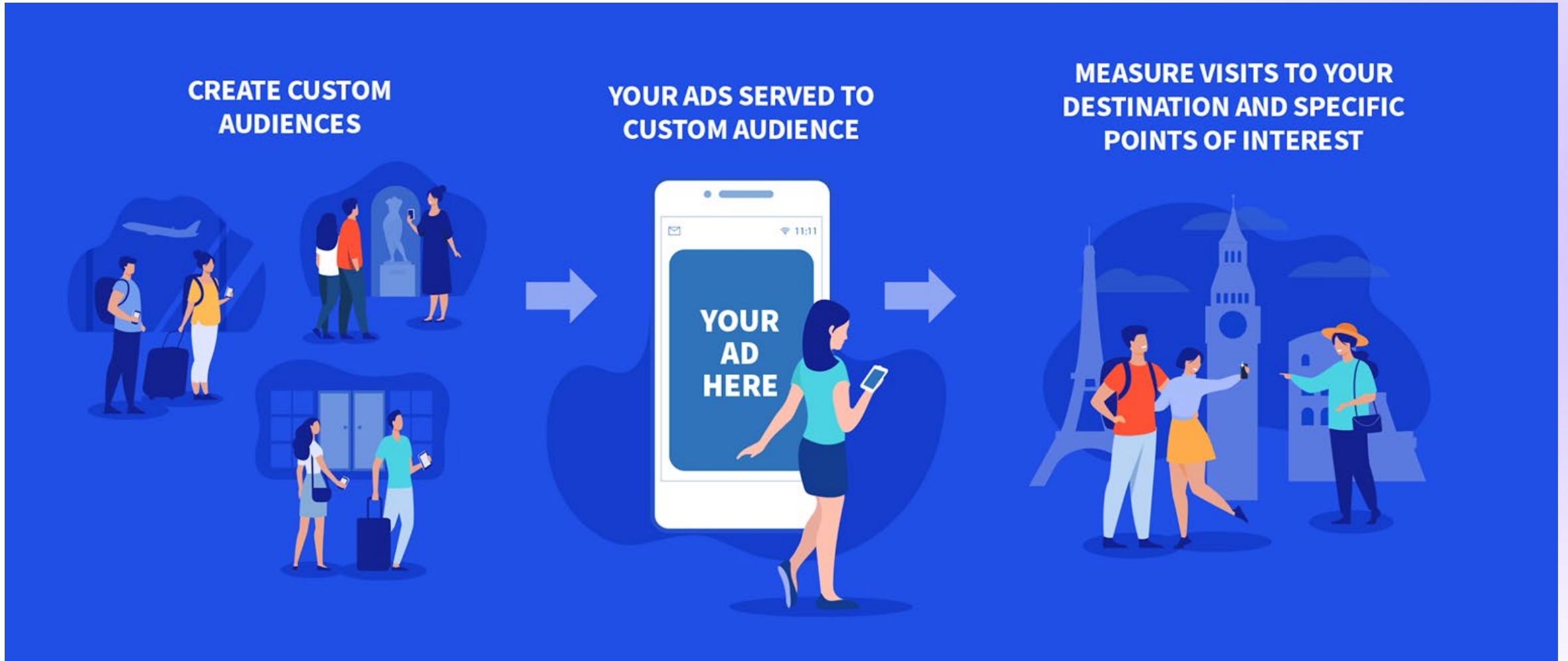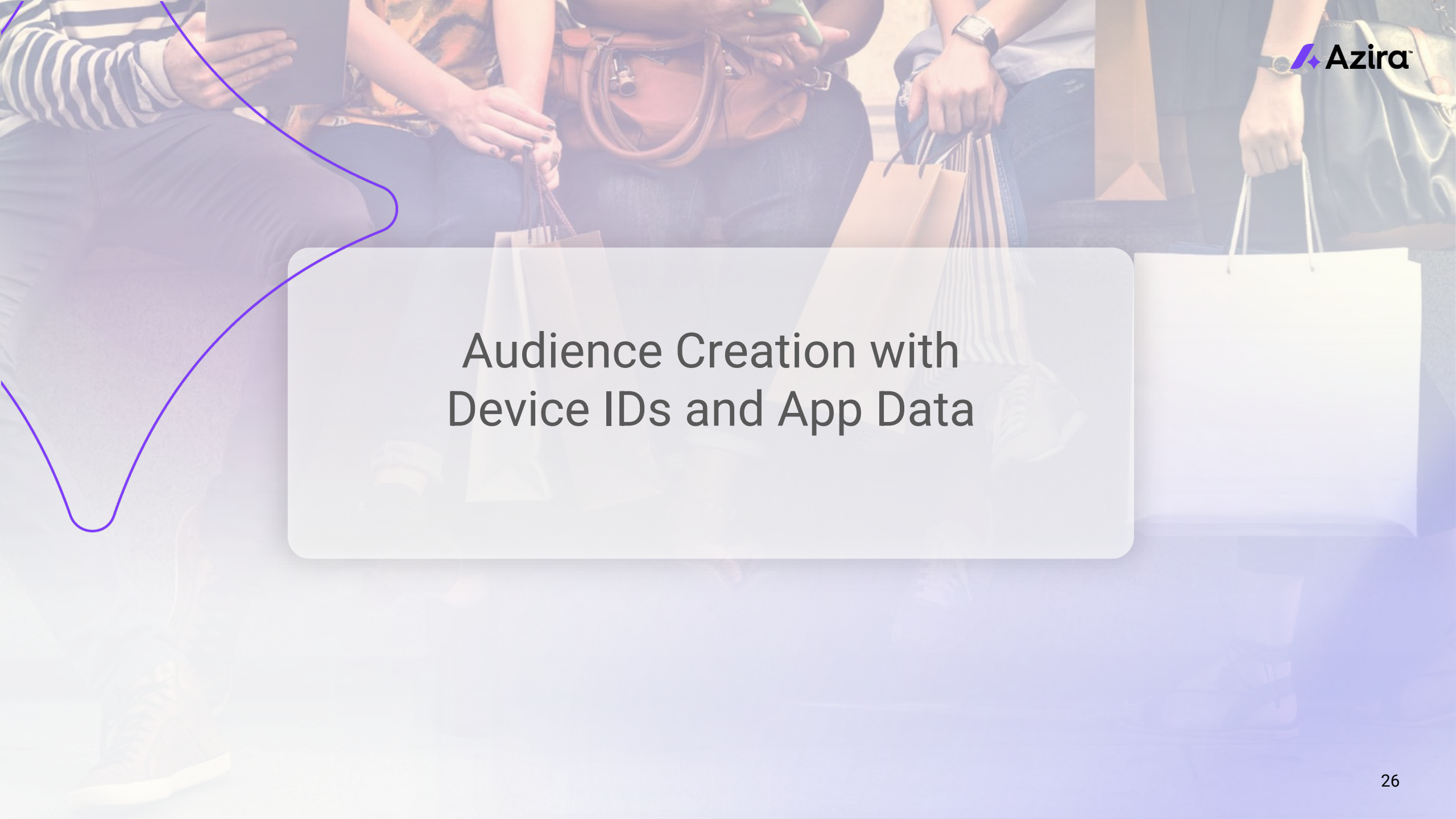
Audience Creation with Device IDs and App Data

Audiences Built on Consumer Behavior Data

Persona Targeting – *Finding The Right Tourist*

Demographics

Interests

Purchase intenders

Financial

Charitable giving

Ethnicity

Sample Audience: Using Location Data for SoCal
This is how it starts using location data...

Azira

Live in wealthy census block groups in Southern California

Seen at FBO's

Often hike in SoCal

Often visit the beach

Have been to Cabo, Fiji or Tahiti recently

Have friends who have recently been to Hawaii
(Social Extension)

Southern California
(South Coast colored)

San Luis Obispo County

Central Coast

San Joaquin Valley

Kern County

Desert

South-West

Santa Barbara County

Ventura County

Los Angeles County

San Bernardino County

Santa Barbara

Los Angeles

Pacific Ocean

Orange County

Riverside County

San Diego County

Imperial County

San Diego
Tijuana

MEXICO
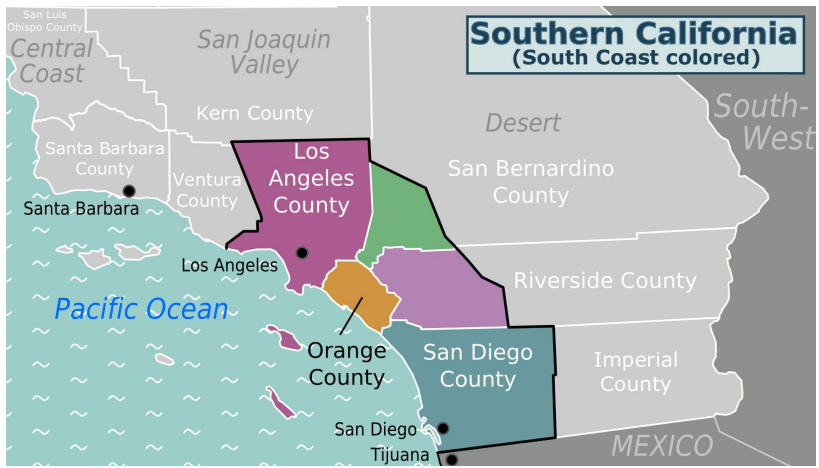
Sample Audience: Eco Friendly Tourists

People who shop at Natural Grocers

People who go to compost centers

People who visit campgrounds

People who shop at gardening stores

People who go to recycle centers

People who shop at REI

People who go to Water Supply

People seen at charity or volunteer centers

Profiling and Demographics

Azira™

Geographic	Demographic	Interests [12]	Purchase Intenders	Financial	Ethnicity	Charity

⊟ Animals Interests

- ☐ Cats
- ☐ Dogs
- ☐ Equestrian
- ☑ **Pets - General**

⊟ Arts & Crafts Interests

- ☐ Arts
- ☐ Crafts
- ☑ **Photography**
- ☐ Woodworking

☐ Childrens Interests

- ☐ Board Games
- ☐ Children
- ☐ Education
- ☐ Grand Children
- ☐ Parenting

☐ Collectables Interests

- ☐ Art Collectibles
- ☐ Arts & Antiques
- ☐ Coins
- ☐ Collectibles - General
- ☐ Stamps

⊟ Food & Drink Interests

- ☐ Cooking
- ☐ Food & Wine
- ☑ **Gourmet Cooking**
- ☑ **Natural Foods**

⊟ Home Improvement Interests

- ☐ Home Furnishings
- ☑ **Home Gardening**
- ☐ Home Improvement

☐ Reading

- ☐ Audio Books
- ☐ Current Affairs
- ☐ Financial News
- ☐ History
- ☐ Magazines
- ☐ Reading - General
- ☐ Religious
- ☐ Science/Space
- ☐ Science Fiction
- ☐ Religious Material

⊟ Sports & Entertainment Interests

- ☐ Aerobic
- ☐ Baseball
- ☐ Basketball
- ☑ **Camping**
- ☑ **Fishing**
- ☐ Football

⊟ Travel Interests

- ☐ Cruises
- ☑ **Domestic Travel**
- ☑ **International Travel**
- ☑ **Travel - General**

⊟ Other Interests

- ☐ Automobiles
- ☑ **Diet**
- ☐ Health & Medical
- ☐ Military
- ☑ **Self Improvement**

Profiling and Demographics

Geographic | Demographic | Interests | Purchase Intenders | Financial | Ethnicity | Charity [3]

☐ Charity

- ☐ Animal Charities
- ☐ Arts & Culture
- ☐ Charitable Donation - General
- ☐ Children's Charities
- ☑ **Community Charities**
- ☑ **Environmental Charities**
- ☐ Health
- ☑ **International Aid**
- ☐ Religious Charities
- ☐ Veteran's charities

Profiling and Demographics

| Geographic | Demographic | Interests | Purchase Intenders | Financial [14] | Ethnicity | Charity [3] |

Has Credit Card
- ☑ Yes
- ☐ no

Credit Card Type
- ☐ Gas
- ☑ High Limit
- ☐ Standard
- ☑ Rewards

Household Income
- ☐ Under $15,000
- ☐ $15,000 - $24,999
- ☐ $25,000 - $34,999
- ☐ $35,000 - $49,999
- ☐ $50,000 - $74,999
- ☐ $75,000 - $99,999
- ☐ $100,000 - $149,999
- ☑ $150,000 - $159,999
- ☑ $160,000 - $164,999
- ☑ $165,000 - $199,999
- ☑ $200,000 - $249,999
- ☑ $250,000+

Net Worth
- ☐ Less Than $50,000
- ☐ $50,000 - $99,999
- ☐ $100,000 - $249,999
- ☑ $250,000 - $499,999
- ☑ $500,000+

Home Value
- ☐ Under $50,000
- ☐ $50,000 - $99,999
- ☐ $100,000 - $149,999
- ☐ $150,000 - $199,999
- ☐ $200,000 - $249,999
- ☐ $250,000 - $299,999
- ☐ $300,000 - $349,999
- ☐ $350,000 - $399,999
- ☐ $400,000 - $449,999
- ☑ $450,000 - $499,999
- ☑ $500,000 - $749,999
- ☑ $750,000 - $999,999
- ☑ $1 Million+

Audience Extension – *Finding The Right Tourist*

Household Extension

Household Extension: Target other devices within the same household from your original audience

Social Extension

Social Extension: Target devices of friends of your original audience (eg Devices seen playing golf on the weekends regularly or on the same tennis court once per week together)

Sample Audience: Retarget and Educate Maui Tourists

Household
Extension

Tourists who have
been to Maui in the
last two years

Social
Extension

The Possibilities are **Endless…**

Animal Lovers

Luxury Vacationers

Museum/History Lovers

Sports Enthusiasts
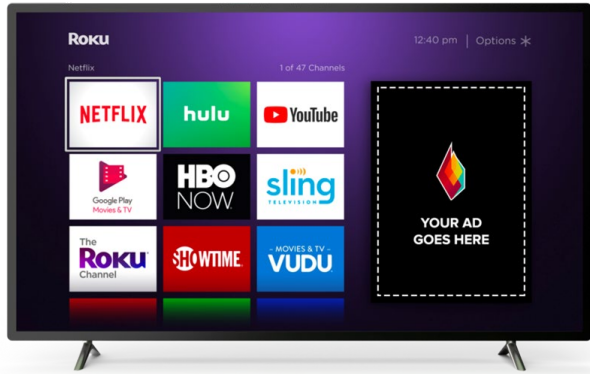
Boaters

Hikers and Park Lovers

Japanese, Europeans, Canadians who _____

What are your ideas?
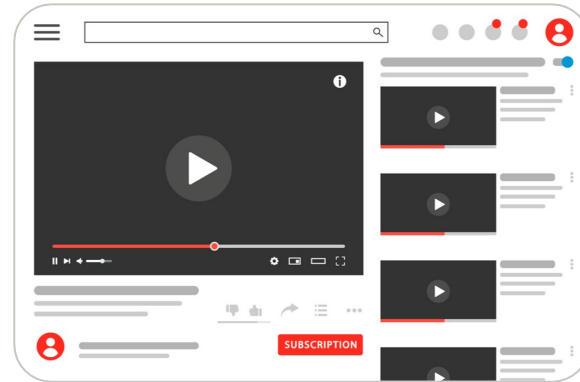Who do you want to really target with unique messaging?

Turning Audiences into Action!

Media Buying !

CTV

Video

Desktop

Meta

Instagram

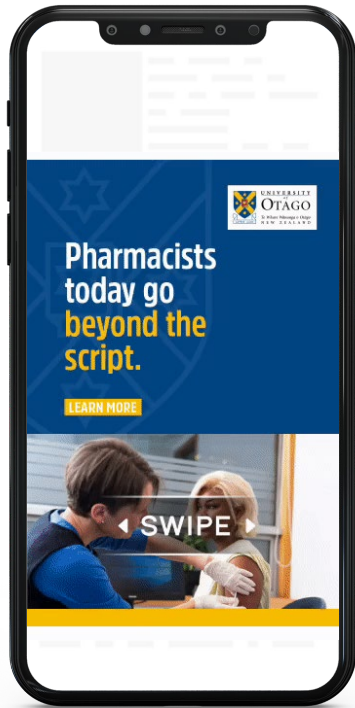TikTok

Mobile Display

In-App

Rich Media

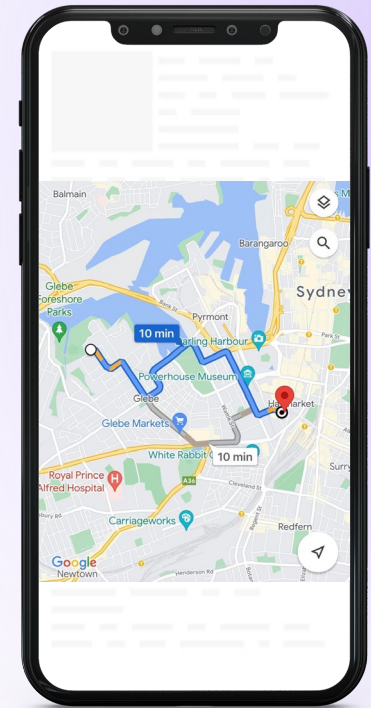| CTR	Engaged Time	Engagement Rate
0.2 - 0.4%	**3 - 6 secs**	**2 - 4%**

Cube

Carousel

Compare

Reveal

Dynamic Map
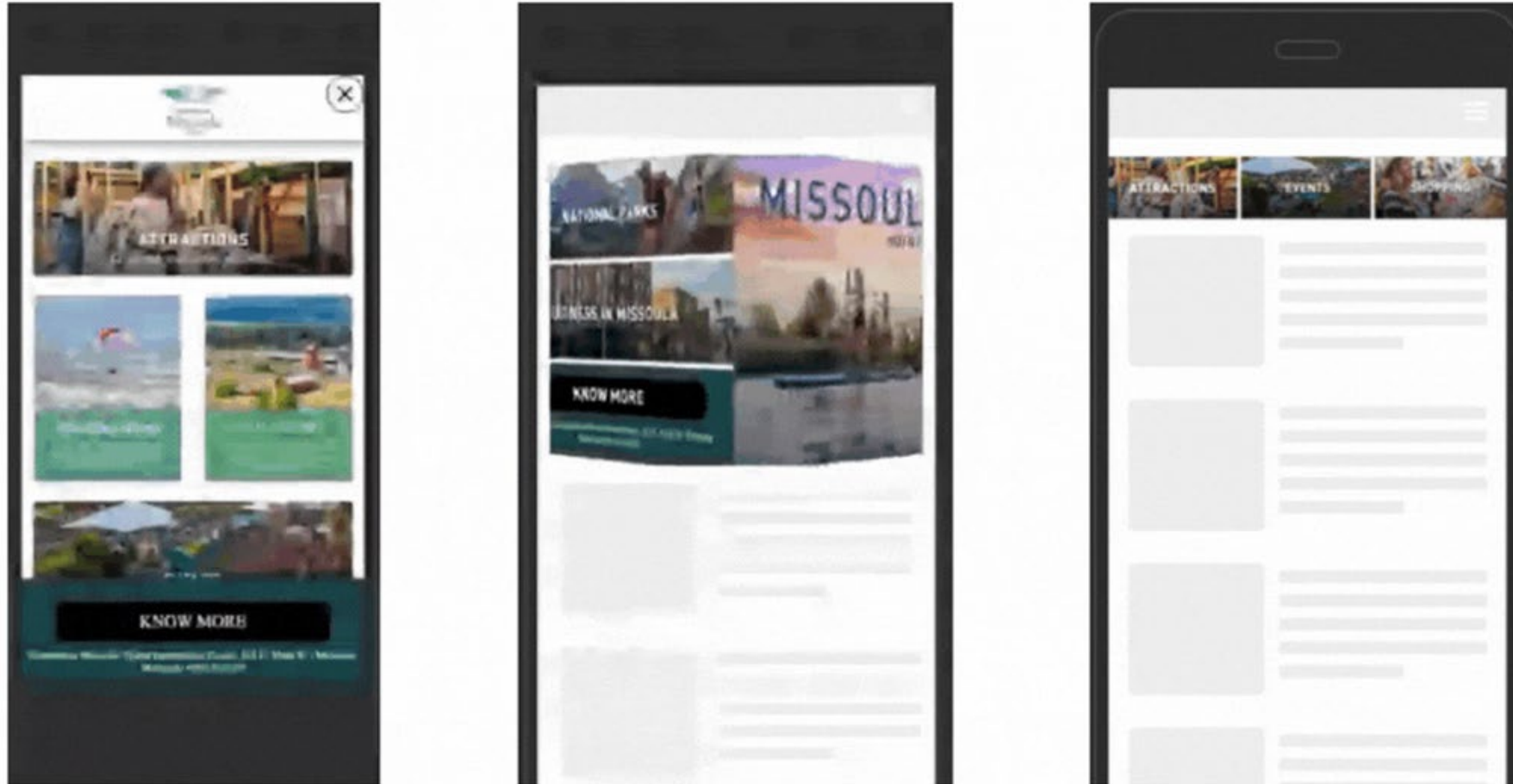
Custom Creative and Unique Ad Units

Promote Experiences to In-Market Tourists

Influence Tourism while Tourists Travel

Tourists are already visiting your destination

Send them ads while they are in-market

Drive and Measure visitation during different days/times to white spaces

Measuring Footfall Attribution
Website and Media Attribution

How Attribution Works

How Footfall Attribution Works

AUDIENCE
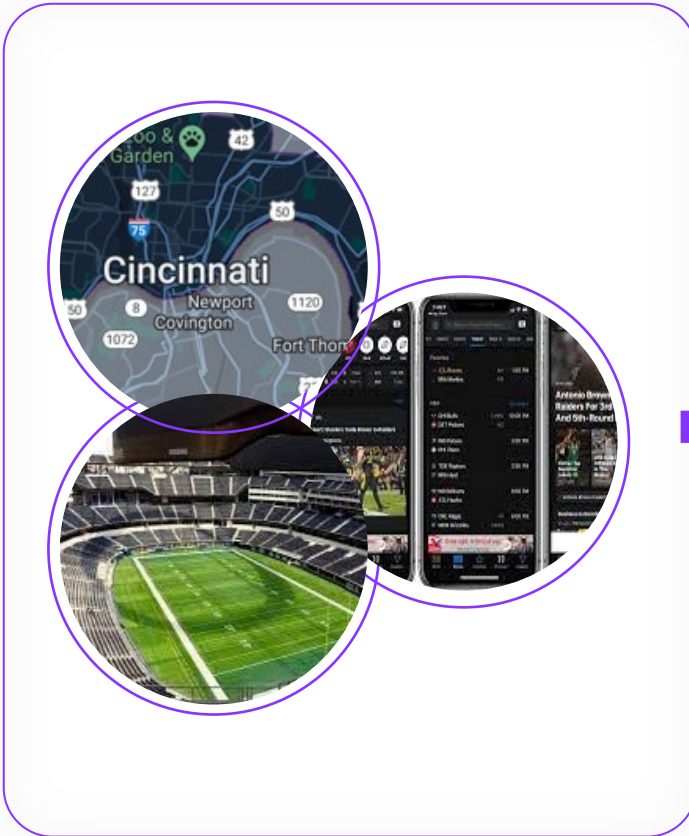
ADS
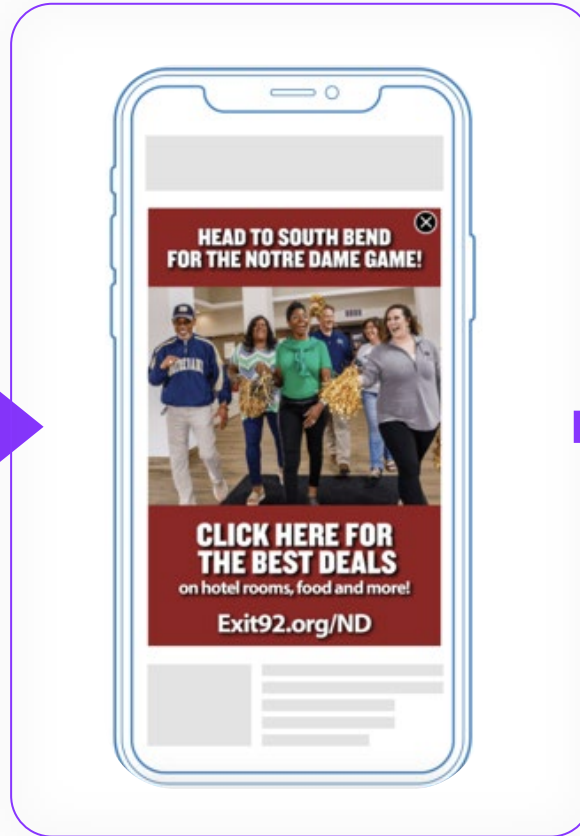
ATTRIBUTION

1.2 million impressions

3,624 visitors

Hundreds of hotel visitors

What is a Pixel?

Example Pixel for Media:

https://pixel.zprk.io/v5/pixel/gShjCqFtvy.gif?ssid=1&ut1=CampaignName&ut3=PlatformSource

Example Pixel for Website:

https://pixel.zprk.io/v5/pixel/Vx2TKPUdiP.gif?ssid=1&ut1={{Referrer}}&ut2={{Page Path}}&ut3={{Page URL}}

Websites: Pixel measures which page is being visited

Capture timestamp, dev id, and page url/page path

Campaign	ut1	ut2	ut3
12345		/2021-summer/	https://visit.destinationX.com/2021-summer/?utm_source=google
12345	https://www.google.com/	/blog/destinationX-fall-activities-experiences/	https://www.destinationX.com/blog/destinationX-fall-activities-ex
12345	https://www.bing.com/	/things-to-do/attractions/	https://www.destinationX.com/things-to-do/attractions/
12345	https://www.destinationX.com/blog/destinationX-fall-activities-ex	/planning-tools/request-a-travel-guide/	https://www.destinationX.com/planning-tools/request-a-travel-
12345	https://www.destinationX.com/directory/XY-XY-islands/	/things-to-do/attractions/	https://www.destinationX.com/things-to-do/attractions/
12345	https://www-destinationX-com.cdn.ampproject.org/v/s/www.destinat	/fall-adventure-in-destinationX-fall-usa/	https://www.destinationX.com/fall-adventure-in-destinationX-fall-
12345	https://www.google.com/	/	https://www.destinationX.com/?utm_source=google&utm_medium=cp
12345	https://www.destinationX.com/blog/destinationX-fall-activities-ex	/planning-tools/request-a-travel-guide/	https://www.destinationX.com/planning-tools/request-a-travel-
12345	https://www.destinationX.com/fall-adventure-in-destinationX-fall-	/blog/destinationX-fall-activities-experiences/	https://www.destinationX.com/blog/destinationX-fall-activities-ex
12345	https://www.destinationX.com/fall-adventure-in-destinationX-fall-	/blog/destinationX-fall-activities-experiences/	https://www.destinationX.com/blog/destinationX-fall-activities-ex

UT1 = Referrer
(e.g. Google, Facebook)

UT2 = Path URL
(sub-domain)

UT3 = Page URL
(full URL)

What is a Media Pixel?

Azira™

Example Pixel for Media:

https://pixel.zprk.io/v5/pixel/gShjCqFtvy.gif?ssid=1&ut1=CampaignName&ut3=PlatformSource

Where:

- In-App
- Mobile Web
- Desktop Websites
- Connected TV

How it works:

- Place a pixel on your website or alongside media
- Use utm tracking to differentiate campaigns

What is reported:

- Impressions
- Visits by POI
- Visits by Creative
- Visits by Day; Week and Line Item or Tactic
- Origin Markets, Length of Stay
- And More

IP to Device Bridging

Azira

| Pixel Placed on Media | Pixel Registers IP Address | IP to Device Bridging |
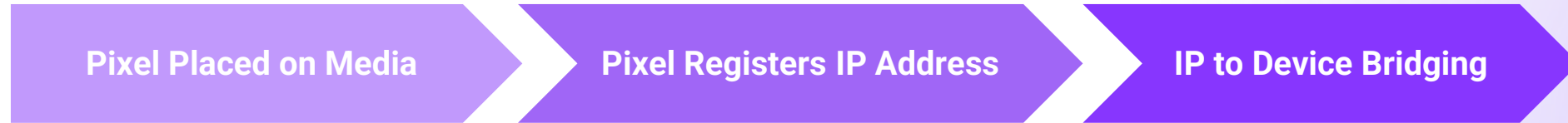
PIXEL
https://pixel.zprk.io/v5/pixel/Vx2
TKPUdiP.gif?ssid=1&ut1={{Referr
er}}&ut2={{Page
Path}}&ut3={{Page URL}}

IP Address
109.167.1.2

IP

What is Attribution?

YOUR ADS SERVED
TO YOUR AUDIENCE

YOUR AD HERE

YOUR AD HERE

YOUR WEBSITE HERE

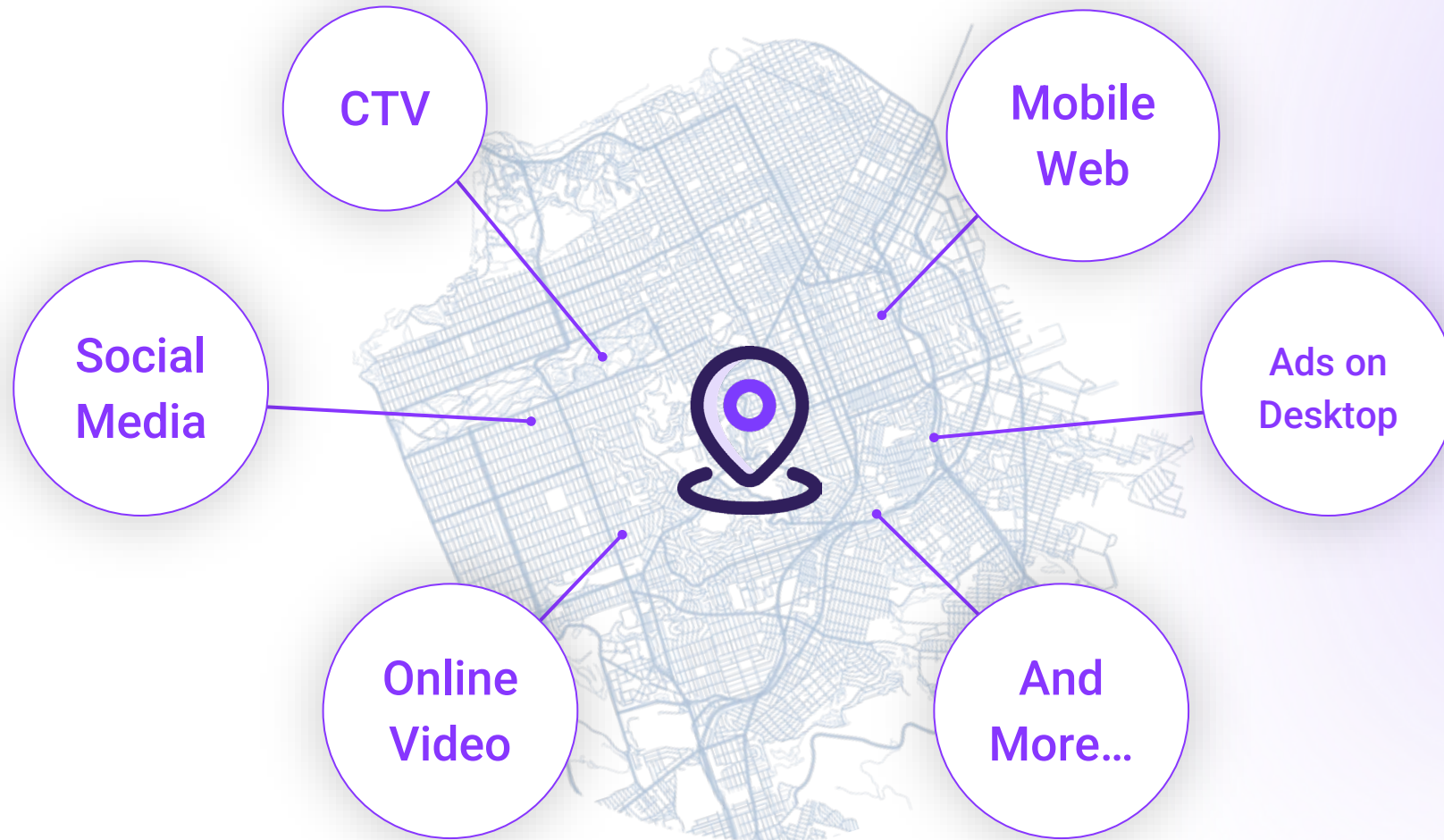MEASURE VISITS TO YOUR
DESTINATION AND SPECIFIC
POINTS OF INTEREST
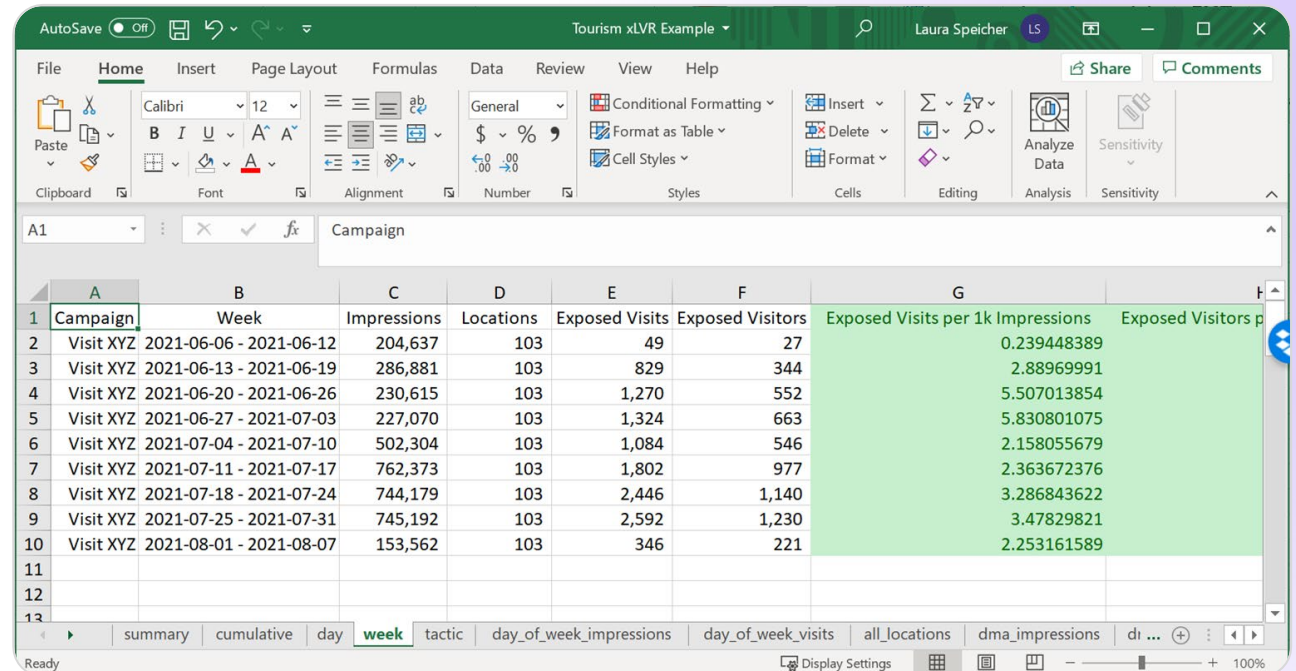
Device ID
38f239647f759eb6e8d

IP to Device Bridging Can Be Used Across Channels

CTV

Mobile Web

Social Media

Ads on Desktop

Online Video

And More...

Tourism Attribution Reports

- Visits by Day, Week, Hour

- # of Estimated Visitors Driven to Destination and POIs by Campaign, can be broken out further by using UTM parameters and additional pixels

- Origin Markets of Visitors from Campaign

- Top Points of Interest Visited from Campaign

Lets see this in action!
Kauai Transportation Example

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation

https://kauaiforward.com/wp-content/uploads/2024/09/ETIPP-Kauai-travel-pattern-report_final.pdf

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation

The County of Kauai analyzed the extensive data points from Azira to deliver comprehensive visualizations into a travel pattern analysis report. This report provides insights and recommendations to consider how to reimagine travel on the island by potentially:

- **Creating mobility hubs around the island where tourists can access transportation services**
- **Introducing shuttles and first/last mile micro-transit solutions**

- Increasing the availability of micro transportation offerings like bikes and scooters
- Setting up a public electric charging station network around the island
- Encouraging use of car share
- Establishing satellite car rental locations around the island

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation

Visitor - Spring Break - Trip Counts Across TAZs

Legend:
1 - 152
152 - 530
530 - 1201
1201 - 2510
2510 - 5908
Other TAZs
TAZ groups (towns)
Google Road
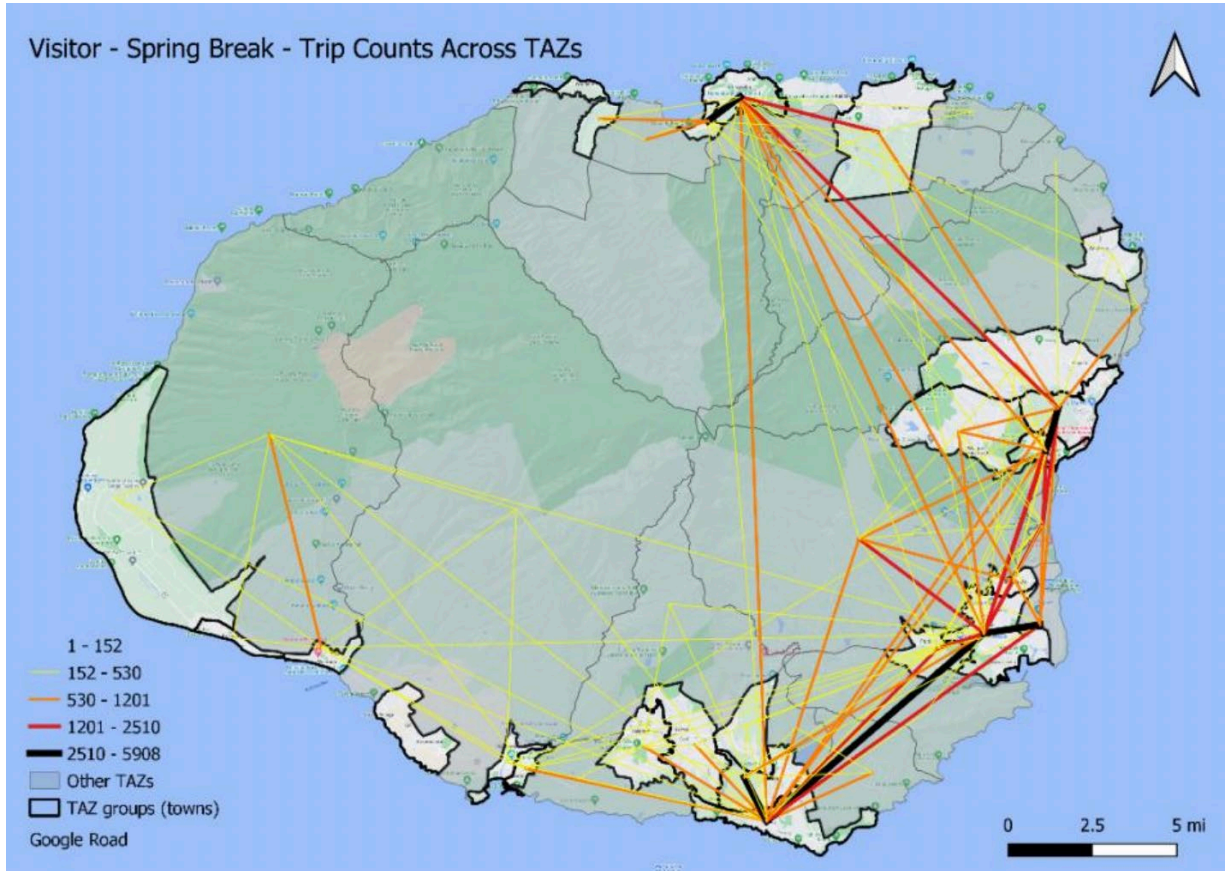
- Where are the island's hotspots?
- Where are common origin and destination points for visitors and residents?
- What are the main travel corridors based on time of day?
- How far do tourists typically drive in a day?
- What do transportation patterns look like at different times of year?

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation

Winter Holidays - Resident - Large Clusters

Winter Holidays - Visitor - Coconut Marketplace - Small Clusters

Coconut Marketplace
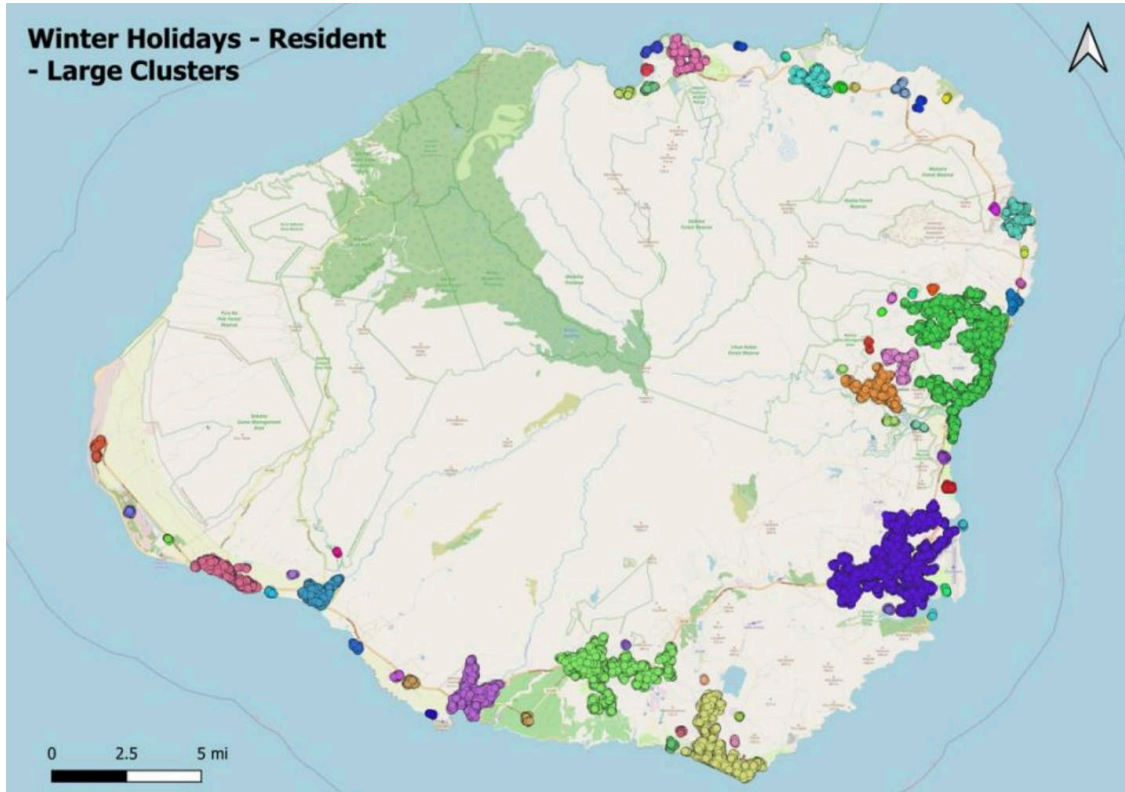
Educating Tourists about Options!

1. **<u>Tourists Already In Market</u>**

2. **<u>Tourists who Frequent Kauai</u>**

Educating Tourists about Options!
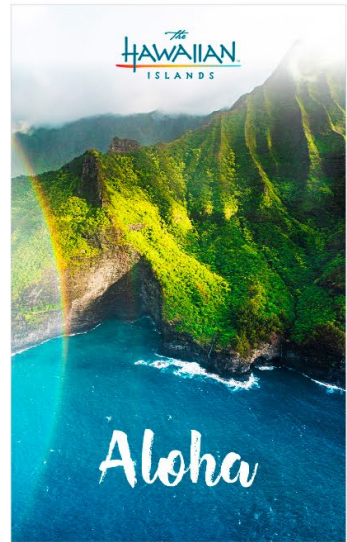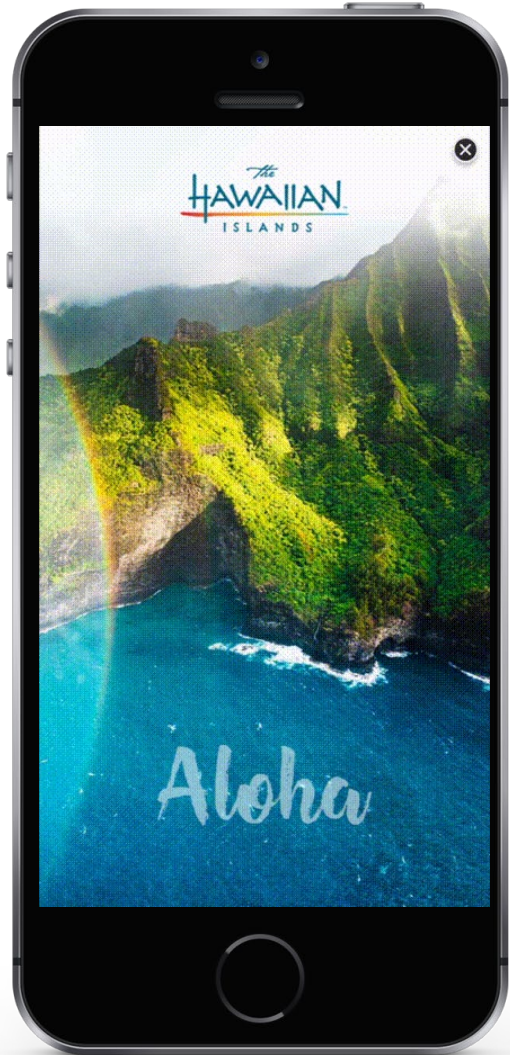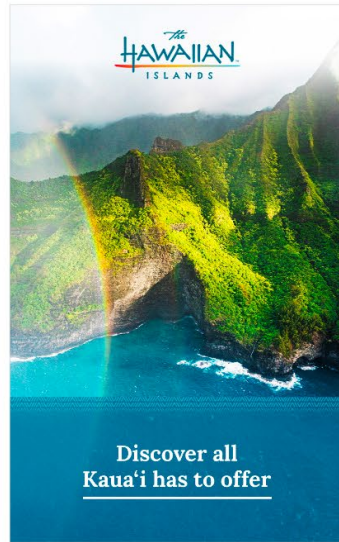
Frame 1 · Frame 2 · Frame 3 · Frame 4 · Frame 5

Frame 1: Aloha

Frame 2: Discover all Kaua'i has to offer

Frame 3: Navigate the island effortlessly

Frame 4: with our hassle-free island-wide shuttles

Frame 5: Leave a sustainable footprint in Kaua'i with our diverse transportation options. — Plan Your Trip

Educating Tourists about Options: <u>Tourists In Market</u>

Educating Tourists about Options: <u>Before Arrival</u>

Tourists seen at car rental facilities

Tourists in market staying at hotels

Eco-minded tourists

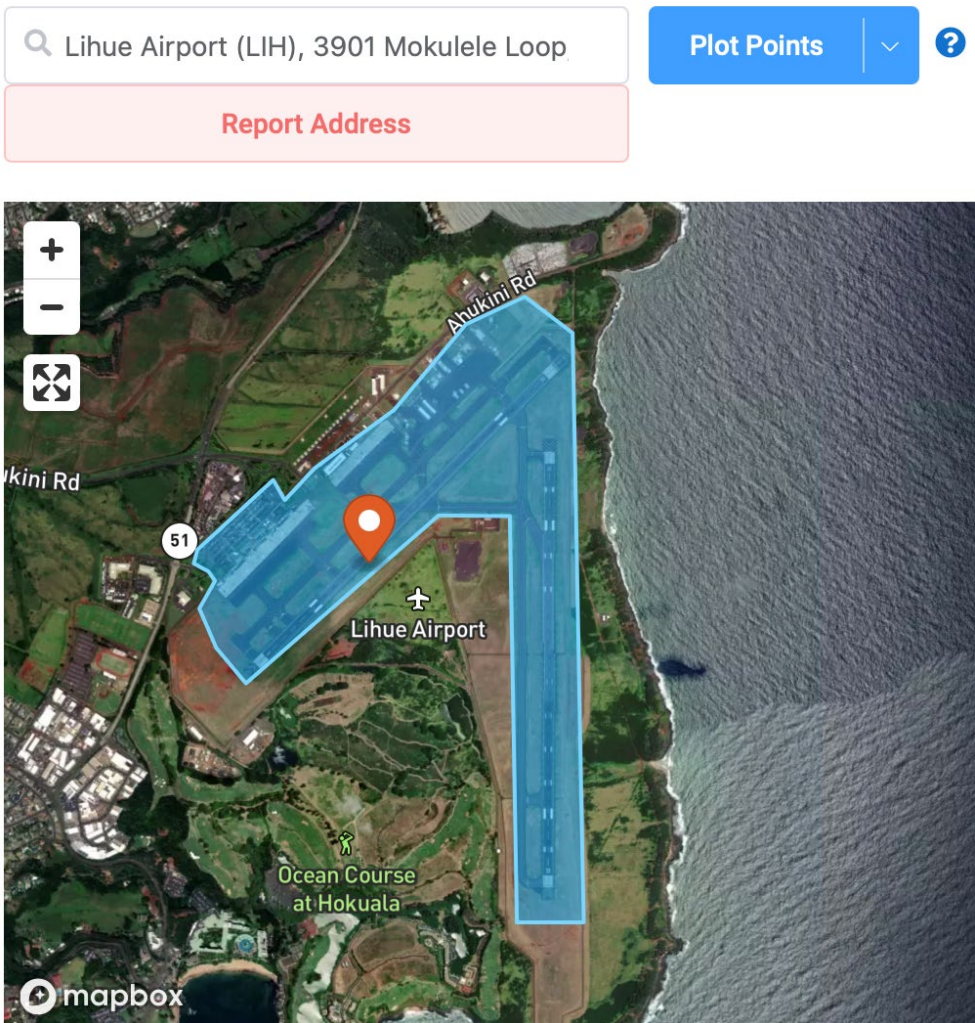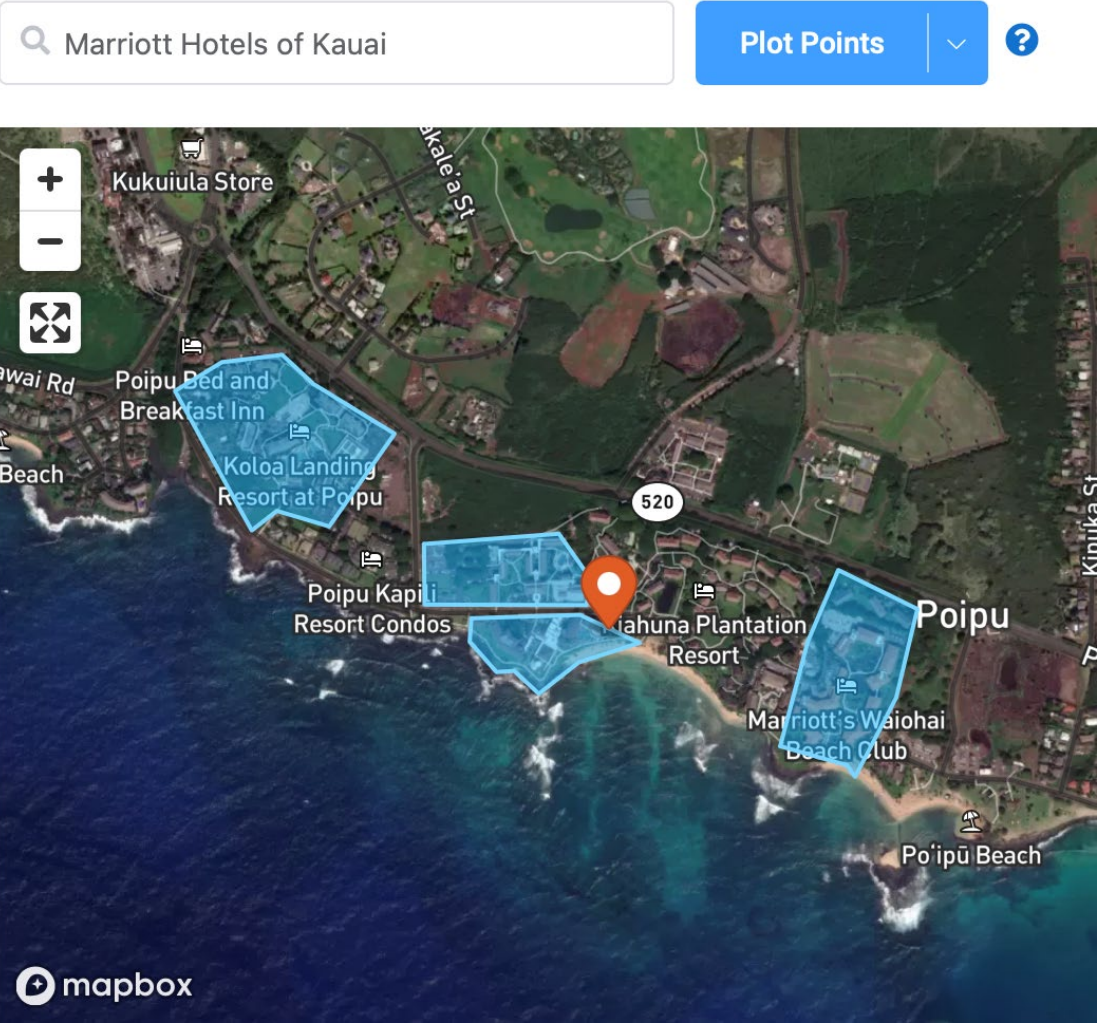Tourists who use public transportation

Tourists seen at top attractions throughout the islands

Educating Tourists about Options: <u>Before Arrival</u>

Geographic   Demographic   **Interests** [32]   Purchase Intenders   Financial   Ethnicity   Charity

☐ Animals Interests   ☑ Collectables Interests   ⊟ Reading   ⊟ Travel Interests

☐ Cats   ☑ **Art Collectibles**   ☑ **Audio Books**   ☐ Cruises
☐ Dogs   ☑ **Arts & Antiques**   ☑ **Current Affairs**   ☑ **Domestic Travel**
☐ Equestrian   ☑ **Coins**   ☑ **Financial News**   ☑ **International Travel**
☐ Pets - General   ☑ **Collectibles - General**   ☑ **History**   ☑ **Travel - General**
                             ☑ **Stamps**   ☑ **Magazines**
☑ Arts & Crafts Interests   ☑ **Reading - General**   ⊟ Other Interests
                             ☑ Food & Drink Interests   ☐ Religious
☑ **Arts**   ☑ **Science/Space**   ☐ Automobiles
☑ **Crafts**   ☑ **Cooking**   ☑ **Science Fiction**   ☐ Diet
☑ **Photography**   ☑ **Food & Wine**   ☐ Religious Material   ☐ Health & Medical
☑ **Woodworking**   ☑ **Gourmet Cooking**   ☐ Military
                             ☑ **Natural Foods**   ⊟ Sports & Entertainment Interests   ☑ **Self Improvement**
☐ Childrens Interests
                             ☑ Home Improvement Interests   ☐ Aerobic
☐ Board Games   ☐ Baseball
☐ Children   ☑ **Home Furnishings**   ☐ Basketball
☐ Education   ☑ **Home Gardening**   ☑ **Camping**
☐ Grand Children   ☑ **Home Improvement**   ☑ **Fishing**
☐ Parenting   ☐ Football
                                                              ☐ Gambling
                                                              ☑ **Golf**

Profiling and Demographics

| Geographic | Demographic | Interests | Purchase Intenders | Financial | Ethnicity | Charity |

☐ **Charity**

☐ Animal Charities
☐ Arts & Culture
☐ Charitable Donation - General
☐ Children's Charities
☑ **Community Charities**
☑ **Environmental Charities**
☐ Health
☑ **International Aid**
☐ Religious Charities
☐ Veteran's charities

Foot Traffic Attribution of Mock Campaign

"Pretend" Shuttle Pickup/Dropoff Location
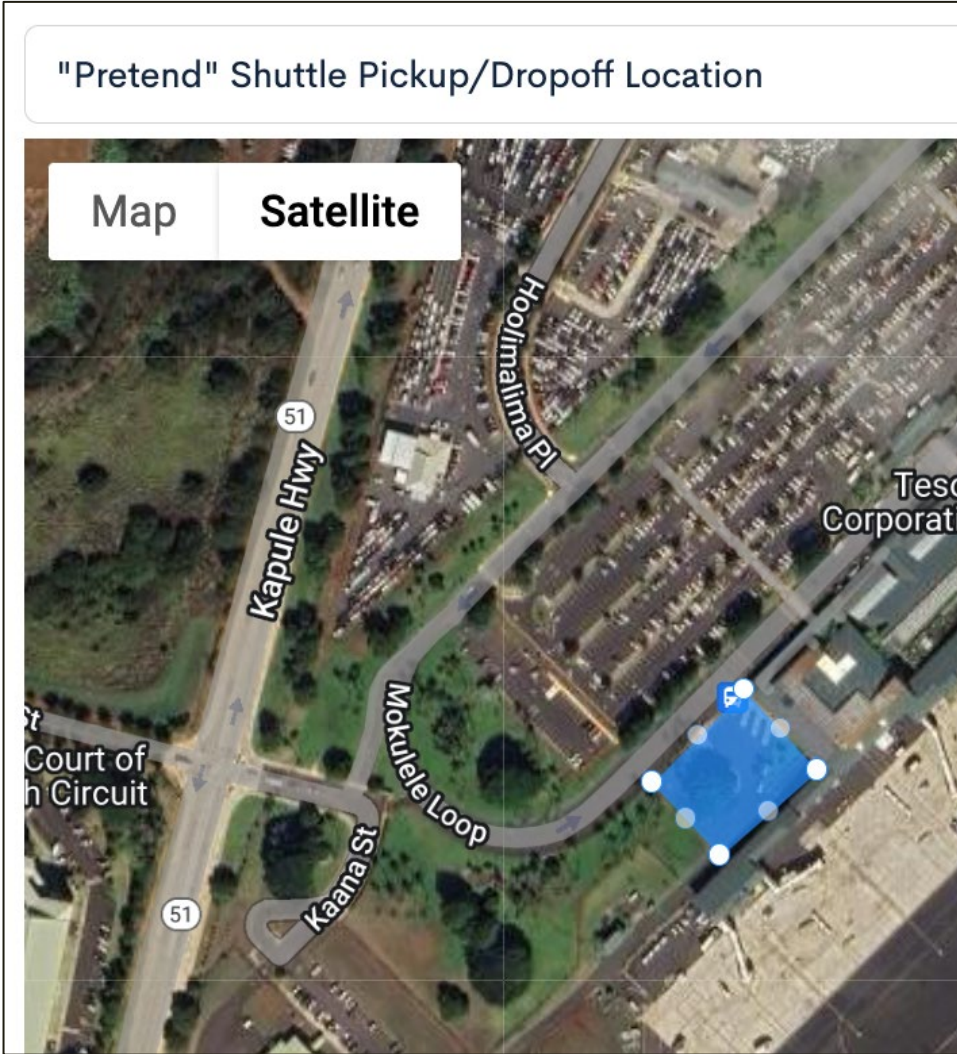
week	Campaign Name	Impression Count	Uniques	Exposed Devices
2024-06-09 - 2024-06-15	Island Shuttles	22404	21533	29
2024-06-16 - 2024-06-22	Island Shuttles	53769	52186	44
2024-06-23 - 2024-06-29	Island Shuttles	55668	53731	120
2024-06-30 - 2024-07-06	Island Shuttles	6318	6172	88
2024-07-07 - 2024-07-13	Island Shuttles	10173	9952	82
2024-07-14 - 2024-07-20	Island Shuttles	67335	65668	71
2024-07-21 - 2024-07-27	Island Shuttles	132260	128453	114
2024-07-28 - 2024-08-03	Island Shuttles	73093	70790	165
2024-08-04 - 2024-08-10	Island Shuttles	69346	67217	145
2024-08-11 - 2024-08-17	Island Shuttles	45393	44083	176

Data Hands On
Open your Laptops!

Pinnacle Reports: Hands On!

Pearl Harbor Memorial – Trailing 1 Year

https://bit.ly/pearlhta

SCAN ME

Pinnacle Reports: Hands On!

Ala Moana Regional Park – Trailing 1 Year

https://bit.ly/alapark12

Waikiki Beach – Trailing 1 Year
https://bit.ly/htawaikiki

Pinnacle Reports: Hands On!

Lāhainā Bypass – Year to Date

https://bit.ly/lahainab

Hana Road – Year to Date

https://bit.ly/hanaroad

Data Hands On
Symphony

Azira Data on Symphony

Let's Dig into Data!

Azira Data on Symphony

https://www.hawaiitourismauthority.org/research/symphony-dashboards/
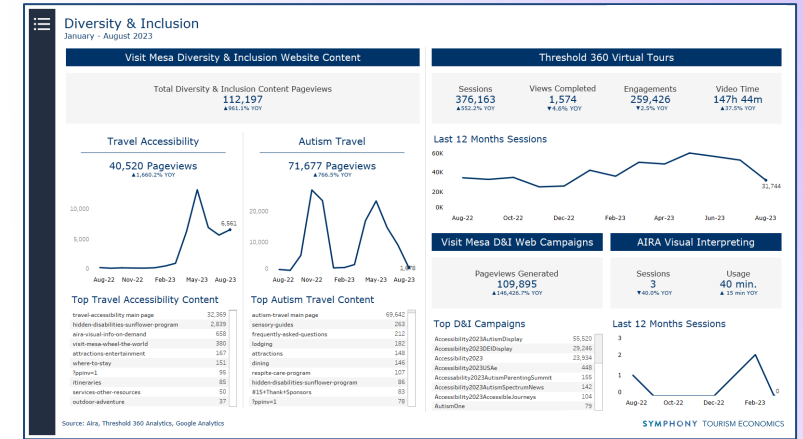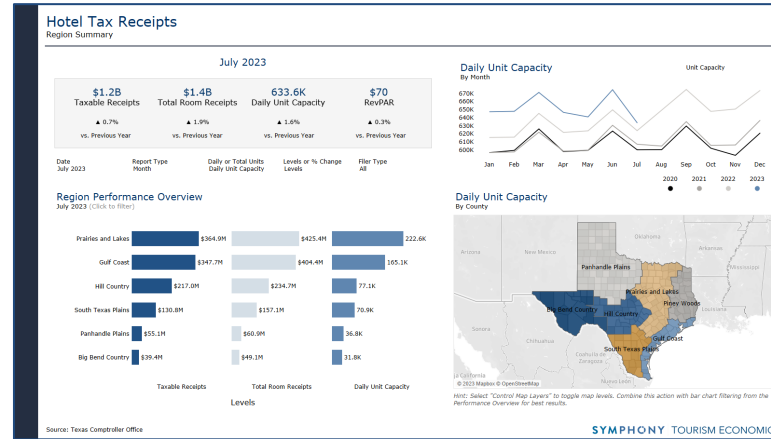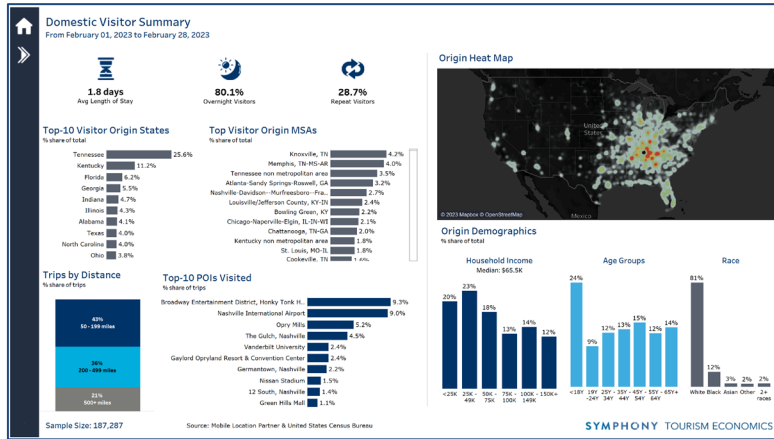
- Over 600 Points of Interest
- Updated Monthly
- Customizable by Island
- Customizable by Dates
- Insights such as…
  - % of Locals vs Tourists for each POI
  - Cross Visitation of POIs
  - Top Points of Interest

SCAN ME

Educating Tourists about Options!

Compare Resident vs Visitor Activity

November 2020 vs November 2023

Azira™

Top-30 Points of Interest Visited — November 2020

Ranked by most visited POI by visitors
% share of visits by residents and visitors

Residents / Visitors

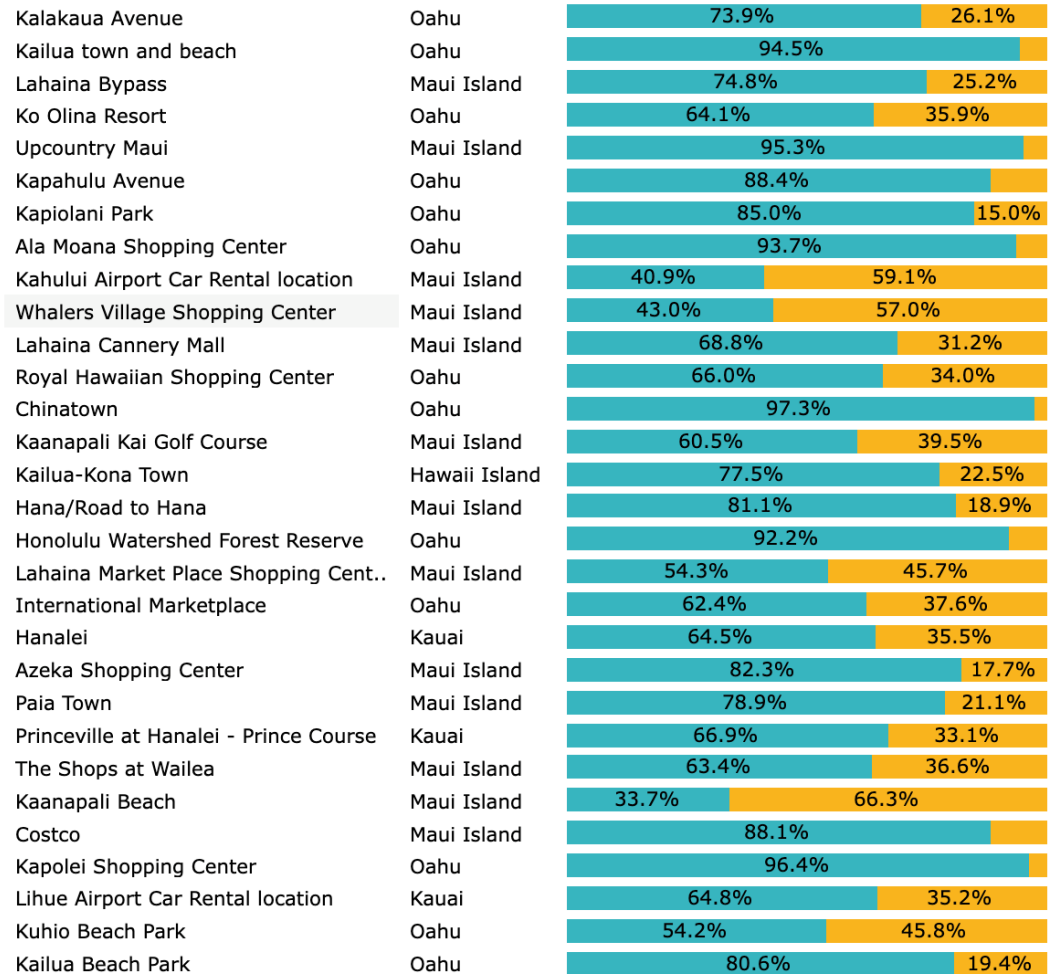| POI	Location	Residents	Visitors
Kalakaua Avenue	Oahu	73.9%	26.1%
Kailua town and beach	Oahu	94.5%	
Lahaina Bypass	Maui Island	74.8%	25.2%
Ko Olina Resort	Oahu	64.1%	35.9%
Upcountry Maui	Maui Island	95.3%	
Kapahulu Avenue	Oahu	88.4%	
Kapiolani Park	Oahu	85.0%	15.0%
Ala Moana Shopping Center	Oahu	93.7%	
Kahului Airport Car Rental location	Maui Island	40.9%	59.1%
Whalers Village Shopping Center	Maui Island	43.0%	57.0%
Lahaina Cannery Mall	Maui Island	68.8%	31.2%
Royal Hawaiian Shopping Center	Oahu	66.0%	34.0%
Chinatown	Oahu	97.3%	
Kaanapali Kai Golf Course	Maui Island	60.5%	39.5%
Kailua-Kona Town	Hawaii Island	77.5%	22.5%
Hana/Road to Hana	Maui Island	81.1%	18.9%
Honolulu Watershed Forest Reserve	Oahu	92.2%	
Lahaina Market Place Shopping Cent..	Maui Island	54.3%	45.7%
International Marketplace	Oahu	62.4%	37.6%
Hanalei	Kauai	64.5%	35.5%
Azeka Shopping Center	Maui Island	82.3%	17.7%
Paia Town	Maui Island	78.9%	21.1%
Princeville at Hanalei - Prince Course	Kauai	66.9%	33.1%
The Shops at Wailea	Maui Island	63.4%	36.6%
Kaanapali Beach	Maui Island	33.7%	66.3%
Costco	Maui Island	88.1%	
Kapolei Shopping Center	Oahu	96.4%	
Lihue Airport Car Rental location	Kauai	64.8%	35.2%
Kuhio Beach Park	Oahu	54.2%	45.8%
Kailua Beach Park	Oahu	80.6%	19.4%

Top-30 Points of Interest Visited — November 2023

Ranked by most visited POI by visitors
% share of visits by residents and visitors

Residents / Visitors

POI	Location	Residents	Visitors
Kalakaua Avenue	Oahu	81.7%	18.3%
Kailua town and beach	Oahu	94.0%	
Upcountry Maui	Maui Island	94.0%	
Chinatown	Oahu	95.4%	
Ko Olina Resort	Oahu	78.2%	21.8%
Lahaina Bypass	Maui Island	82.4%	17.6%
Honolulu Watershed Forest Reserve	Oahu	91.2%	
Ala Moana Shopping Center	Oahu	92.9%	
Kapiolani Park	Oahu	85.4%	14.6%
Kapahulu Avenue	Oahu	89.5%	
Royal Hawaiian Shopping Center	Oahu	78.8%	21.2%
Kailua-Kona Town	Hawaii Island	80.0%	20.0%
Hana/Road to Hana	Maui Island	84.6%	15.4%
International Marketplace	Oahu	77.5%	22.5%
Whalers Village Shopping Center	Maui Island	65.0%	35.0%
Kaanapali Kai Golf Course	Maui Island	70.1%	29.9%
Lahaina Cannery Mall	Maui Island	77.0%	23.0%
Kahului Airport Car Rental location	Maui Island	72.8%	27.2%
Kuhio Beach Park	Oahu	71.8%	28.2%
Paia Town	Maui Island	83.6%	16.4%
Lahaina Market Place Shopping Cent..	Maui Island	67.6%	32.4%
Waikiki Beach	Oahu	67.4%	32.6%
Waialae Avenue	Oahu	95.8%	
Ala Moana Regional Park	Oahu	89.3%	
Fort DeRussy Beach Park	Oahu	72.3%	27.7%
Hawaii Volcanoes National Park	Hawaii Island	80.8%	19.2%
The Shops at Wailea	Maui Island	76.6%	23.4%
Kahana Valley State Park	Oahu	88.3%	
Pearl Ridge Shopping Center	Oahu	96.9%	
Ahupuaa O Kahana State Park	Oahu	88.4%	

www.azira.

In Summary

4 Ways to Promote Regenerative Tourism

1. Insights

2. Audience Creation

3. Advertise

4. Measure/ Attribution

Thank You

evan@azira.com

About Azira

Azira LLC, a global Consumer Insights platform, helps marketing and operational leaders improve their effectiveness with actionable intelligence to drive business results. Its mission is to create a more relevant world where brands are empowered to reach and build relationships with their consumers. With a profound commitment to partnership, trust and transparency, combined with decades of expertise in consumer behavioral analytics, Azira delivers innovative marketing solutions to curate audiences, activate omnichannel campaigns, and understand footfall attribution. It also provides operational insights for use cases such as site selection, trade area analysis, competitive intelligence and more. Azira serves enterprises in retail, hospitality, travel, real estate, financial services and media. A global company, Azira is headquartered in Los Angeles with offices in Paris, Bangalore, Singapore, Sydney, and Tokyo. To learn more, please visit https://azira.com.