



## Monthly



### KEY WEST, FL

#### All Source Markets

Search Vol. Last 30 Days	0.02M	Search Vol. Next 60 Days	0.04M
Last 30 Days Search MoM	-3.25%	Next 60 Days Search -MoM	14.49%
Last 30 Days Search -YoY	-3.87%	Next 60 Days Search -YoY	-3.80%
Last 30 Days Booking -YoY	-2.57%	Next 60 Days Booking -YoY	-2.93%

For more detailed information or market specific analysis, please login to <https://analytics.nsigthfortravel.com>. or reach out to your Customer Engagement Representative at [support@nsightfortravel.com](mailto:support@nsightfortravel.com).



## YOY 60-Day Demand View

nCompass keeps you aware of the soft spots for travel over the next 60 days. Green days with up or neutral arrows indicate your search performance is up compared to the same day last year. The yellow days indicate caution or a trend down, and if they have down arrows could become days of concern. Red days are dates when you need to act and/or understand the market conditions to see what is causing lower demand compared to the same day last year. The 60-Day Demand View is a guide to show need periods or periods of strength in the upcoming 60 days. This section allows you to see your own performance year over year to determine how your third-party online performance is trending.







December 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		4	5	6	7	8
		—	—	—	↓	↓
9	10	11	12	13	14	15
↓	↓	↓	↑	↑	↓	↓
16	17	18	19	20	21	22
↓	↓	↓	↓	↓	↓	↓
23	24	25	26	27	28	29
↓	↑	↑	↓	↓	↓	↓
30	31					
↓	↓					



January 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
		↓	↓	↓	↓	↓
6	7	8	9	10	11	12
↓	↓	↓	↑	↑	↓	↓
13	14	15	16	17	18	19
↓	↓	↑	↑	↑	↓	↓
20	21	22	23	24	25	26
↓	↓	↑	↑	↓	↓	↓
27	28	29	30	31		
↓	↓	↓	↑	↑		

Febr uary 2019
Fri
1
↓

**Compared to Previous Year**

-  Bookings are Up
-  Search is Up from same day of previous year
-  Bookings are on Pace
-  Search is 5 percent or less Below same day of previous year
-  Bookings are Down
-  Search is more than 5 percent Below same day of previous year



## 60-Day Competitive Share View

The Competitive Share View of nCompass allows you to see changes in your search share compared to your default competitor market. You'll see what days you are increasing or decreasing your share over the next 60 days. Green days with up or neutral arrows indicate strong performance against your competitor market, or increasing share. The yellow days indicate caution, and if they have down arrows indicate you are losing search share against your competitor. Red days show that your search share is down more than the threshold of 5 point. The 60-Day Demand View is a guide to show periods where you are gaining or losing share in the upcoming 60 days. This section allows you to see your relative performance compared to a competitor on third-party sites.

December 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		4	5	6	7	8
		↑	—	↑	—	↑
9	10	11	12	13	14	15
↑	—	↑	↑	↑	—	↑
16	17	18	19	20	21	22
↑	↑	↑	—	—	↓	—
23	24	25	26	27	28	29
↓	—	—	—	—	—	—
30	31					
↓	↓					

January 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
		—	↑	↑	↓	—
6	7	8	9	10	11	12
↓	—	↑	↑	—	↑	↑
13	14	15	16	17	18	19
—	↓	↓	↑	↑	↑	↑
20	21	22	23	24	25	26
—	—	—	↑	—	—	—
27	28	29	30	31		
↑	—	—	↑	—		



Febr uary 2019
Fri
1
—

Compared to the Last 30 Days Rolling Average

- |  |   |
|--|---|
|  Bookings are Up      |  Search is Up                                |
|  Bookings are on Pace |  Search is 5 percent or less Below Average   |
|  Bookings are Down    |  Search is more than 5 percent Below Average |



## 60-Day Global Source Contribution

Understanding how you're doing with Searches ("looks") and Bookings ("books") from travelers across the globe for the next 60 days allows you to better target your marketing efforts to the regional markets where you can have the greatest impact.



Global Region	Share of Demand	Global Region	Share of Bookings
ASIA/PAC	0.07%	ASIA/PAC	0.13%
CANADA	1.74%	CANADA	2.03%
EUROPE	1.72%	EUROPE	2.99%
MEXICO	0.02%	MEXICO	0.02%
MIDDLE EAST/AFRICA	0.08%	MIDDLE EAST/AFRICA	0.11%
SOUTH AMERICA	0.25%	SOUTH AMERICA	0.37%
US	96.07%	US	94.31%



## Target Markets - Next 30 Days

Total Volume Next 30 Days: 0.02M

Below, you will see the top target markets and Personas for the next 30 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 30 days for you and your competitor. They can be actively targeted to increase your penetration within 30 days. The percentage listed is the market's share of search for the forward-looking 30-day period. You can access nSight Persona details on our [website](#).

### UNITED STATES

<b>6.70%</b>	<b>NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA</b>	<b>2.39%</b>	<b>WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Experience Seekers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>
<b>3.68%</b>	<b>MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL</b>	<b>1.99%</b>	<b>DETROIT-WARREN-DEARBORN MI</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Experience Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>
<b>3.62%</b>	<b>CHICAGO-NAPERVILLE-ELGIN IL-IN-WI</b>	<b>1.93%</b>	<b>TAMPA-ST. PETERSBURG-CLEARWATER FL</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>
<b>3.43%</b>	<b>PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD</b>	<b>1.90%</b>	<b>VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Adventure Seekers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Go For It Families</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>
<b>3.30%</b>	<b>ATLANTA-SANDY SPRINGS-ROSWELL GA</b>	<b>1.89%</b>	<b>BOSTON-CAMBRIDGE-NEWTON MA-NH</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Adventure Seekers</a></li> </ul>



**Non-U.S.**

**0.45%**

**TORONTO, CA**

- [Adventure Seekers](#)
- [Bucket Listers](#)

**0.20%**

**MONTREAL, CA**

- [Self Seekers](#)
- [Dream Tripper](#)

**0.19%**

**LONDON, GB**

- [Experience Seekers](#)
- [Bucket Listers](#)

**0.10%**

**BUENOS AIRES, AR**

- [Experience Seekers](#)
- [Adventure Seekers](#)

**0.05%**

**BERLIN, DE**

- [Experience Seekers](#)
- [Adventure Seekers](#)

**0.05%**

**DRESDEN, DE**

- [Go For It Families](#)
- [Experience Seekers](#)

**0.05%**

**PARIS, FR**

- [Experience Seekers](#)
- [Adventure Seekers](#)





## Target Markets - Next 60 Days

Total Volume Next 60 Days: 0.04M

Below, you will see the top target markets and Personas for the next 60 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 60 days for you and your competitor. They can be actively targeted to increase your penetration within 60 days. The percentage listed is the market's share of search for the forward-looking 60-day period. You can access nSight Persona details on our [website](#).

### UNITED STATES

<b>6.58%</b>	<b>NEW YORK-NEWARK-JERSEY CITY-NJ-PA</b>	<b>2.50%</b>	<b>WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Experience Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>
<b>3.54%</b>	<b>PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD</b>	<b>2.04%</b>	<b>VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Adventure Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Adventure Seekers</a></li> </ul>
<b>3.48%</b>	<b>CHICAGO-NAPERVILLE-ELGIN IL-IN-WI</b>	<b>2.03%</b>	<b>BOSTON-CAMBRIDGE-NEWTON MA-NH</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Experience Seekers</a></li> </ul>
<b>3.30%</b>	<b>ATLANTA-SANDY SPRINGS-ROSWELL GA</b>	<b>1.93%</b>	<b>DETROIT-WARREN-DEARBORN MI</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Adventure Seekers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>
<b>3.16%</b>	<b>MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL</b>	<b>1.93%</b>	<b>TAMPA-ST. PETERSBURG-CLEARWATER FL</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Go For It Families</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Adventure Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>



**Non-U.S.**

- |              |  |
|--------------|--|
| <b>0.40%</b> | <b>TORONTO, CA</b> <ul style="list-style-type: none"><li>• <a href="#">Dream Tripper</a></li><li>• <a href="#">Couponing Families</a></li></ul>      |
| <b>0.15%</b> | <b>LONDON, GB</b> <ul style="list-style-type: none"><li>• <a href="#">Bucket Listers</a></li><li>• <a href="#">Go For It Families</a></li></ul>      |
| <b>0.14%</b> | <b>MONTREAL, CA</b> <ul style="list-style-type: none"><li>• <a href="#">Experience Seekers</a></li><li>• <a href="#">Bucket Listers</a></li></ul>    |
| <b>0.10%</b> | <b>BUENOS AIRES, AR</b> <ul style="list-style-type: none"><li>• <a href="#">Couponing Families</a></li><li>• <a href="#">Dream Tripper</a></li></ul> |
| <b>0.05%</b> | <b>PARIS, FR</b> <ul style="list-style-type: none"><li>• <a href="#">Go For It Families</a></li><li>• <a href="#">Dream Tripper</a></li></ul>        |



# Target Markets - Next 90 Days

Total Volume Next 90 Days: 0.05M

Below, you will see the top target markets and Personas for the next 90 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 90 days for you and your competitor. They can be actively targeted to increase your penetration within 90 days. The percentage listed is the market's share of search for the forward-looking 90-day period. You can access nSight Persona details on our [website](#).

## UNITED STATES

<b>6.62%</b>	<b>NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA</b>	<b>2.48%</b>	<b>WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Experience Seekers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>
<b>3.59%</b>	<b>PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD</b>	<b>2.22%</b>	<b>BOSTON-CAMBRIDGE-NEWTON MA-NH</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Adventure Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Adventure Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>
<b>3.38%</b>	<b>CHICAGO-NAPERVILLE-ELGIN IL-IN-WI</b>	<b>2.16%</b>	<b>DETROIT-WARREN-DEARBORN MI</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Adventure Seekers</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>
<b>3.10%</b>	<b>ATLANTA-SANDY SPRINGS-ROSWELL GA</b>	<b>2.05%</b>	<b>VIRGINIA BEACH-NORFOLK-NEWPORT NEWS VA-NC</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Dream Tripper</a></li> </ul>
<b>2.76%</b>	<b>MIAMI-FORT LAUDERDALE-WEST PALM BEACH FL</b>	<b>1.82%</b>	<b>TAMPA-ST. PETERSBURG-CLEARWATER FL</b>
	<ul style="list-style-type: none"> <li>• <a href="#">Dream Tripper</a></li> <li>• <a href="#">Bucket Listers</a></li> </ul>		<ul style="list-style-type: none"> <li>• <a href="#">Bucket Listers</a></li> <li>• <a href="#">Adventure Seekers</a></li> </ul>



**Non-U.S.**

- |              |   |
|--------------|---|
| <b>0.40%</b> | <b>TORONTO, CA</b> <ul style="list-style-type: none"><li>• <a href="#">Couponing Families</a></li><li>• <a href="#">Dream Tripper</a></li></ul>   |
| <b>0.20%</b> | <b>LONDON, GB</b> <ul style="list-style-type: none"><li>• <a href="#">Bucket Listers</a></li><li>• <a href="#">Go For It Families</a></li></ul>   |
| <b>0.14%</b> | <b>MONTREAL, CA</b> <ul style="list-style-type: none"><li>• <a href="#">Bucket Listers</a></li><li>• <a href="#">Experience Seekers</a></li></ul> |
| <b>0.10%</b> | <b>BUENOS AIRES, AR</b> <ul style="list-style-type: none"><li>• <a href="#">Bucket Listers</a></li><li>• <a href="#">Dream Tripper</a></li></ul>  |
| <b>0.05%</b> | <b>PARIS, FR</b> <ul style="list-style-type: none"><li>• <a href="#">Bucket Listers</a></li><li>• <a href="#">Go For It Families</a></li></ul>    |



## Taking Action: Marketing Strategy

Knowing when a travel consumer is looking at your destination and/or a competitive destination and what that customer looks like (their consumer profile, where they live, their consumer behavior) provides data critical to making your marketing as powerful as it can be.

nSight data helps you make better marketing decisions, test and track campaigns, and identify new opportunities to increase both awareness and visitation for your destination. Here are some specific ways destinations take action on nSight data for marketing:

- **Google Adwords** – target PPC campaigns on the source markets where you are under- or over-penetrated; overlay key demographic profile information from your top personas to focus campaigns to the most relevant travelers. Contact [support@nsightfortravel.com](mailto:support@nsightfortravel.com) for a simple guide to help implement PPC using nSight data.
- **TripAdvisor/Expedia** – with data mapped to nSight personas, you can laser focus OTA display ads to the most likely to book consumers shopping your destination right now. You'll get a more efficient campaign and more qualified shoppers clicking through which will boost ROI and visitors.
- **Display advertising** – just like with your PPC campaigns, use nSight geography and consumer profile data to serve ads to the consumers most likely to visit your destination.
- **Website packages and promotions** – leverage persona insights to make stay packages more attractive and relevant for shoppers, e.g. lots of Adventure Seekers interested in your destination for the next 30 days, then showcase hiking, biking and other thrill-seeker activities to engage consumers. Feature the local partners and attractions that best fit the consumer profile.
- **Email marketing** – filter your email list to target the geographic markets with the greatest opportunity or search/booking volumes during your need periods over the next 30/60 days.
- **Content development for web, social, email** – use the consumer profiles of the destination's top personas to target and engage shoppers, e.g. consider sample website itineraries such as a "2-day Family Visit" that features activities relevant to family-based personas, and leverage #familytravel on social media, too.
- **Airline route support** – use the data trends to show historical increases in demand and forward-looking growth trends from specific markets to support new or additional airline routes into your market to grow visitation.
- **Stakeholder communication** – reporting travel trends and destination KPIs to board members, hotel partners and local attractions keeps everyone up to speed on what to expect for the next 30/60 days and if marketing needs to be focused on a specific need period. Share your key performance for search, bookings and target markets through newsletters, blogs, and webinars, empowering stakeholders to make decisions that grow local revenue.

### At Your Service: The nGenius Community of Digital Marketing Experts

nSight has established the nGenius Community, a group of handpicked digital marketing partners trained to help you take action on nSight data. nGenius partners are specialists across a variety of areas, including:

- OTA marketing and distribution strategy
- Digital marketing for hotels and/or destinations
- Regional digital strategies and tactics

Reach out directly to any of our nGenius Partners listed on our [web page](#) or contact [support@nsightfortravel.com](mailto:support@nsightfortravel.com) with your specific requirements.