DESTINATION ORGANIZATION PERFORMANCE REPORTING

DESTINATIONS INTERNATIONAL

DESTINATIONS INTERNATIONAL FOUNDATION

User's Guide

This guide describes how to get started with the survey.
View the following pages for illustrated descriptions on how to enter data, view question comparisons and run dynamic reports.

Questions? research@destinationsinternational.org

Logging In: Access to the benchmarking platform from the Destinations International website using your existing username and password.

General Help

The following documentation is available on the support page in the survey:
- Data Collection Worksheet
- Filter Help document
- Standard Performance Reporting Handbook
- Civitas Data Source document

All current browser versions are fully supported as follows (older versions of browsers may work but will not provide the best experience):
- Use the recommended browser settings for security and cookie settings. Cookies must be enabled to support the logging in process.
- Internet Explorer 11 - support for IE is going to be phased out when Windows 7 is no longer supported by Microsoft.
- Microsoft Edge – browser that comes with Windows 10.
- Chrome/Firefox/Safari – these browsers auto-update so the latest version should be used.

Your Home Page

1. The survey is divided into 3 sections. “**Enter My Data**” is where you will do all your data entry. When results are available, they will be accessed through the “**Results: By Question”** and “**Results: All Reports”** tabs.

2. Status icons next to each subcategory indicate your progress and warn you when you have missed a required question or when you have a numeric value outside of the expected range.

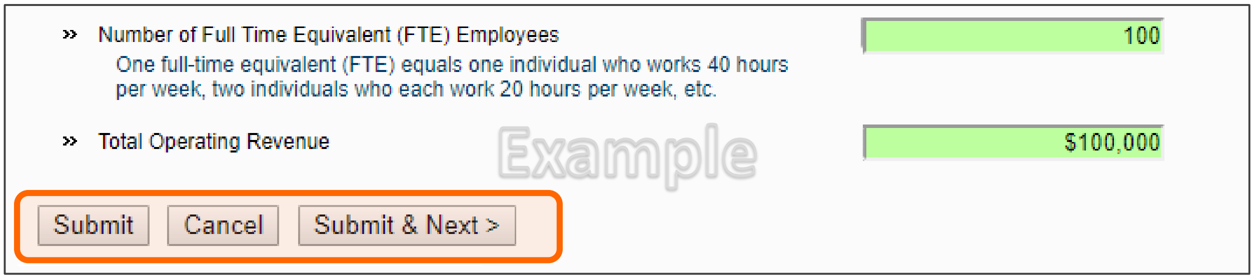
3. Your overall survey progress can be tracked through the progress bar & messaging at the bottom of the page.

4. Use the **Support** link to access support documentation and contact information.

Entering Your Data

- As you enter data, the entry box turns green, indicating that new data has been provided and must be saved by clicking the ***Submit*** or ***Submit & Next*** button at the bottom of every page.

- To abandon or discard newly entered data, click ***Cancel.***



- Some questions have the option of checking **n/a**, indicating that the question does not apply to you. Selecting **n/a** counts towards your overall survey progress.

- Some numeric questions are set with expected answer ranges. If you enter a value outside of the expected range, you will see a warning sign appear. You will be able to save this data, but it will be flagged as being out of the expected range.

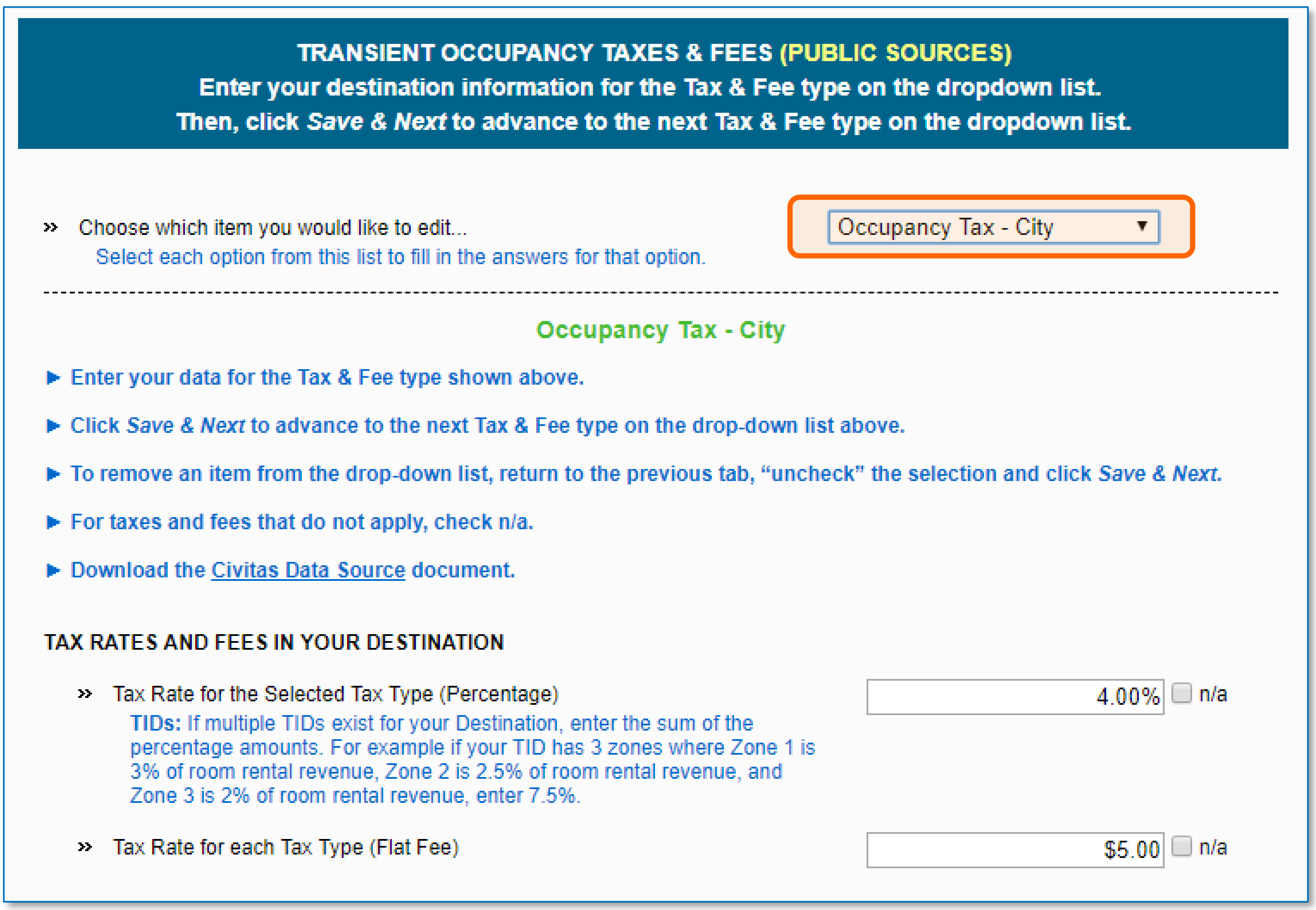
Entering Taxes & Fees Data in Section 2: Civitas Public Funding and Revenue

Section 2 is set up to make it easy to answer the same series of questions for multiple types of taxes & fees.

- On the ***Select Tax Types*** tab:
  - Select the tax types for which you will be reporting, then click ***Submit & Next*** to answer questions for each tax type you selected.

Entering Taxes & Fees Data in Section 2: Civitas Public Funding and Revenue

- On tab 3 for ***Occupancy Tax*** and tab 4 for ***Other Tax, Fees & Grants***:
  - The dropdown box displays the tax type(s) you selected on the previous page.
  - Answer the questions for the tax type displayed.
  - Click ***Submit & Next*** at the bottom of the page to save your answers and move to the next tax type in the list.
  - Continue in this manner until you have answered all the questions for every tax type in the dropdown box.
  - Review your answers for any tax type by selecting it in the dropdown list at any time.
  - When you have answered all the questions, click ***Submit & Next*** to continue with the survey.
  - If at any time you wish to clear the data for a tax type, simply return to the list of tax types on tab 2, uncheck that tax type, and click ***Submit*** at the bottom of the page, clearing all data previously entered for that tax type.



TRANSIENT OCCUPANCY TAXES & FEES (PUBLIC SOURCES)
Enter your destination information for the Tax & Fee type on the dropdown list.
Then, click *Save & Next* to advance to the next Tax & Fee type on the dropdown list.

» Choose which item you would like to edit...
Select each option from this list to fill in the answers for that option.

Occupancy Tax - City

Occupancy Tax - City

- Enter your data for the Tax & Fee type shown above.
- Click *Save & Next* to advance to the next Tax & Fee type on the drop-down list above.
- To remove an item from the drop-down list, return to the previous tab, "uncheck" the selection and click *Save & Next.*
- For taxes and fees that do not apply, check n/a.
- Download the Civitas Data Source document.

TAX RATES AND FEES IN YOUR DESTINATION

» Tax Rate for the Selected Tax Type (Percentage) — 4.00% — n/a
TIDs: If multiple TIDs exist for your Destination, enter the sum of the percentage amounts. For example if your TID has 3 zones where Zone 1 is 3% of room rental revenue, Zone 2 is 2.5% of room rental revenue, and Zone 3 is 2% of room rental revenue, enter 7.5%.

» Tax Rate for each Tax Type (Flat Fee) — $5.00 — n/a

Accessing Results

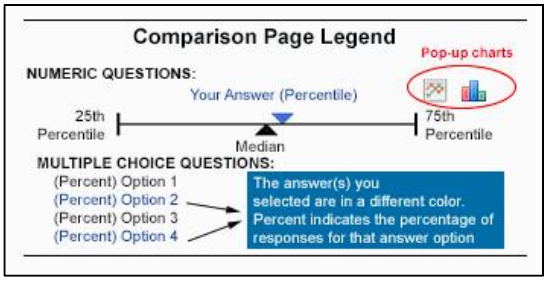
When released, results will be available for all users who answered all questions.

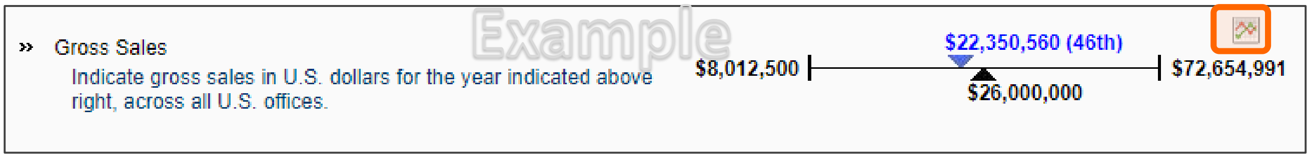
- Results are available in two formats – question by question comparisons and personal, dynamic reports.
  - **Question Comparisons**: Accessed from the 2nd tab on your home page, question by question comparisons allow you to see how you compare to other participants for every question in the survey.
  - **Reports**: Accessed from the 3rd tab on your home page, personalized, dynamic reports provide you with a collection or results information presented in either chart or table format.

- To ensure data anonymity, all results are aggregated and a minimum of 5 data points is required, even when filters are applied.
  - Numeric results are presented in quartiles, values that divide a list of numbers into quarters:
    - **25th Percentile/first quartile**: 25% of the data fall below this percentile.
    - **50th Percentile/median**: The median represents the middle number where 50% of answers are lower and 50% are higher.
    - **75th Percentile/third quartile**: 75% of the data fall below this percentile.
  - Multiple Choice results are reported with the percentage of answers associated with each response option for that question.
  - Unless a chart is presenting multiple pieces of data (such as in a pie chart), your responses will be presented in a different color.

Question by Question Comparisons

- From **Results: By Question,** click on any question group or sub-group to begin viewing comparisons.
- Click on the icon to the right of each comparison result to view the data in a chart, which can then be saved as either PDF or PPT.

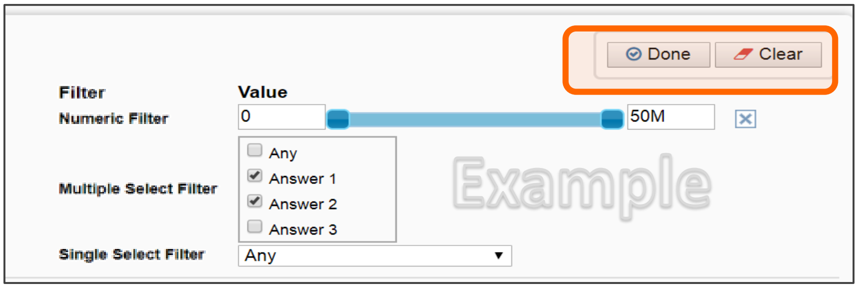




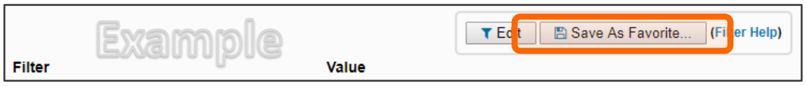
Using Filters

Filters allow you to drill down and compare your answers to a subset of respondents. All results continue to be aggregated with a minimum of 5 data points, even when filters are applied.

- Click **Edit** to activate the filters.
  - **Numeric filters**: Click **Add** to activate sliders. Use slide bar to set a numeric range by moving the blue squares or enter a number in boxes.
  - **Multi-select filters**: Check the items you wish to include.
  - **Single-select filters**: Choose from the drop down menus.
  - **NOTE**: **Any** indicates that the filter is **NOT** applied. To include all accounts that answered the question, select the full range of data in a numeric filter and select check all answer options in a multiple choice filter.



- Watch the filter message change as you select filters. A warning message will display when you have filtered too far to return results.
- If your filters do not return enough responses, change your filter settings by:
  - Widening the range of a numeric filter.
  - Turning off a numeric filter by clicking the **X**.
  - Returning a multiple choice filter to **Any**.
  - Click **Clear** to start over and select different filter options.



- When you have the filter settings you desire, click **Done** to close the filter area.
- Once you have found a filter setting that works for you, save it as a filter favorite to easily use again.

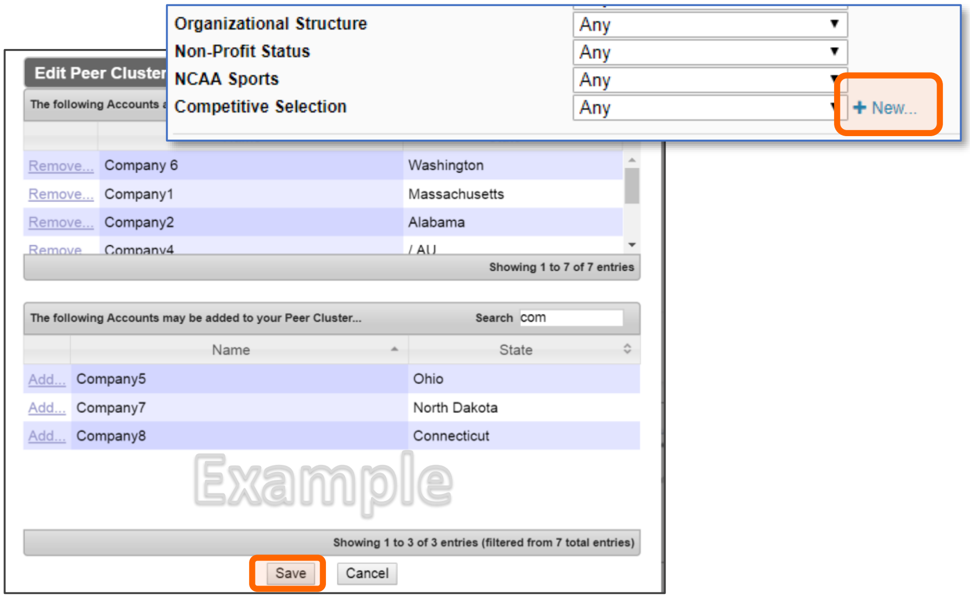
Filters will carry forward onto subsequent compare pages as well as the reports page, until they are cleared.

Competitive Selection Filtering

The Competitive Selection (peer cluster) filter allow you to select a group of five (5) or more participating destinations for your comparison data set.

- Click **Edit** to activate the filters.
- Click **New** to create your peer cluster. (Note: If **New** is not available, you do not have permission to create a Peer Cluster but you can still select a pre-configured Peer Cluster in the dropdown.)
- Name your Peer Cluster, then click **OK.**
- Select your comparison accounts from the list of destinations participating in the survey, then click **Save**.
- In the Peer Cluster drop down, select your saved cluster.

Recommendation: Deactivate all other filters before using peer clusters.



Personalized, Dynamic Reports

- From your reports tab**,** click on a report name to download your personalized report.
  - **PowerPoint** reports display data in charts and graphs, including year-over-year and multi-year trend charts.
  - **Excel** reports display data in spreadsheet format.

- Use filters to get the most out of your results.
- Filters applied to question by question comparisons will carry forward into reports until they are cleared.