NCAE MOBILE DATA INSIGHTS DASHBOARD FAQ

What is the purpose of the dashboard?

The dashboard is designed to serve as a leading indicator to help track the recovery of the attractions and experiences segment of the travel industry. The dashboard will provide a representative sample of daily mobile device visits at unique points of interest (POIs). The data will not offer exact visitor counts for participating members, rather a sample overview to showcase visitor trends.

What is mobile location data and how does it work?

Click here to learn more about Near's mobile location data.

What privacy protections are in place?

Privacy and data protection is our number one priority. The data for the dashboard is provided by Near (participating members do not need to share their own data). Near is CCPA and GDPR compliant. The data is 100% anonymous and aggregated, there is no personally identifiable information involved. Please click here to learn more.

Key dashboard terms:

Sample: Not all people carry GPS-enabled, opted-in mobile devices with location services always activated. Thus, in any period, mobile location data is a sample. Therefore, "visitors" or "tourists" should always be understood to be a sampling of real-world visitor ship or foot traffic.

Tourists: In general, all visitors are defined as when a tourist stays in the attraction for more than 15 minutes and has not visited the POI more than 20 times in any 90-day period.

Local Tourist Segment: Tourists who live and have traveled less than 30 miles from the attraction.

Domestic Tourist Segment: Tourists who live greater than 30 miles from the attraction and reside inside the United States.

How often is the dashboard updated?

The data is updated monthly. You can expect to see the previous month data by the last Monday of each month.

Is there a cost to participate?

No, all active U.S. Travel attraction and experience members (NCAE) are eligible to participate.

Where do I submit my information if I'd like to participate?

Please reach out to ncae@ustravel.org. We can work with you to define and add additional attractions and points of interests.

Additional questions?

Reach out to ncae@ustravel.org.