

What is the purpose of the Dashboard?

In collaboration with Simpleview, the U.S. Travel Association has created the DMO Digital Performance Dashboard that offers insights on website and email metrics for U.S. Travel Association's members. This dashboard aggregates and helps synthesize data from participating DMOs across the country and across different platforms to establish true industry metrics for marketing activity. Participants are also able to break down the data by device usage and make data comparisons by region.

What privacy protections are in place?

Data privacy and security are enforced through strict internal processes defined by U.S. Travel and Simpleview. No user will be granted access to this report without prior approval by U.S. Travel. No user can view any individual site's data without being authorized to do so within the database by Simpleview, and no user will be granted such access without permission from the DMO controlling that site. If a user has left your organization and you would like their access to your site's data revoked, please contact us at destinationscouncil@ustravel.org.

How is this data collected?

All data in the report is provided by Simpleview's database of Google Analytics metrics for more than 300 U.S. destinations.

- All data currently comes from Google Analytics v3.
- The data is not restricted to Simpleview clients alone; any DMO in good standing with the U.S. Travel Association is eligible to be included.
- Almost all sites in the database have data going back to 1/1/2019, however, gaps may occur where the site changed Google Analytics accounts during the period covered by the database.
- DMO region definitions correspond to Destinations International definitions for the United States.
- Paid Search metrics (CPC and CTR) include Google Ads data only, as other paid search platforms are not reliably tracked in Google Analytics. The number of sites with recorded Google Ads activity in the database can be seen within the live dashboard

How often is this data updated?

Updates occur each morning by 10:00 AM EST.

Is there a cost to participate?

No, all active U.S. Travel Association members are eligible to participate.

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

Please fill out this [form](#).

Additional Questions?

Please contact us at destinationscouncil@ustravel.org.