

# ENROLLMENT & GEOFENCING PROCESS

## ABOUT THE DASHBOARD

The [National Council of Attractions and Experiences](#), in partnership with [Rove](#) and [Near](#), launched the [Mobile Data Insights Dashboard](#) in Spring 2022. This valuable and free tool for all U.S. Travel members breaks down data by local, domestic or international travelers.

The dashboard serves as a leading indicator in tracking the recovery of the attractions and experiences segment and provides a representative sample of daily mobile device visits at unique points of interest, including breakouts by:

- Point(s) of Interest (Individual or Multiple)
- Date Ranges (Day, Month and Year)
- State
- Attraction Category
- Traveler Segments (Local Residents, In-State, Domestic and International)

*The data will not offer exact visitor counts for participating members, but will provide a sample overview to showcase visitor trends.*

## PRIVACY

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.

## ENROLLMENT PROCESS

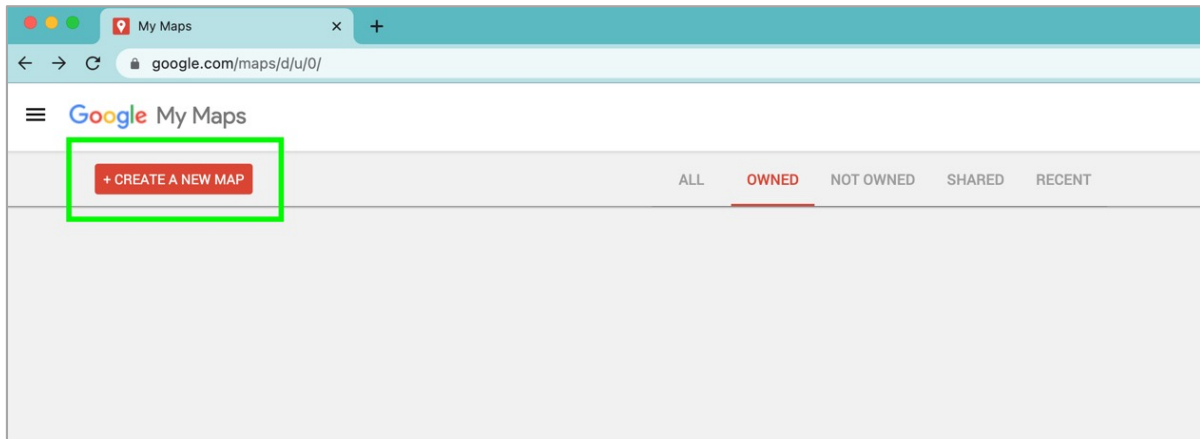
1. Review the privacy information above.
2. Complete the enrollment [form](#) where you will be asked to upload a drawn polygon for each location (maximum 3). Follow this [video tutorial](#) or see Attachment A for a step by step process.
3. Be sure to enroll by February 23, 2023.
4. U.S. Travel will contact you in April to confirm activation and provide a user guide.

## HOW TO GEOFENCE YOUR LOCATION

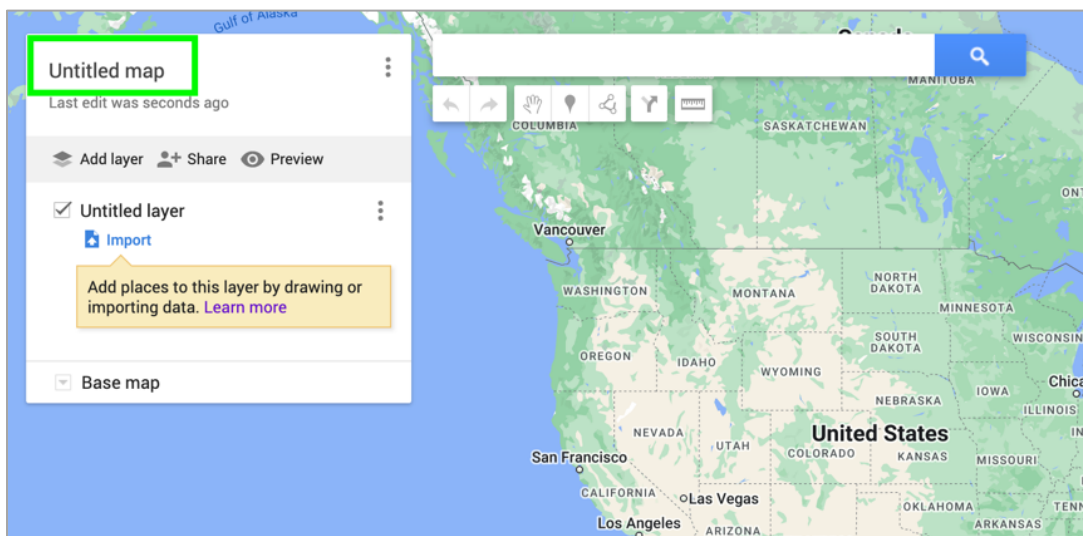
**Please follow the following steps:**

1. Go to Google [My Maps](#).
2. Sign into your Google Account.

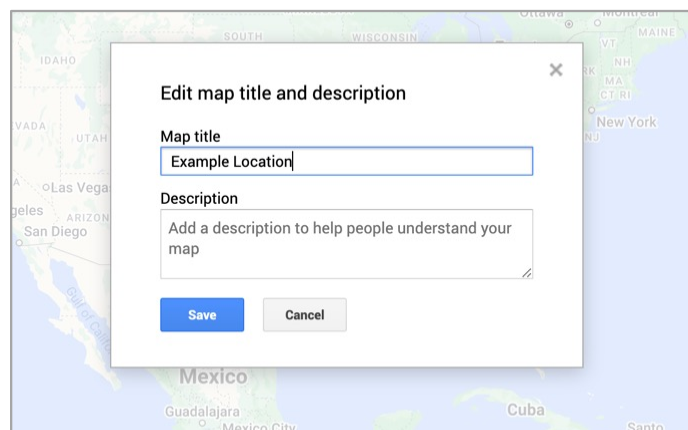
3. Click Create a New Map.



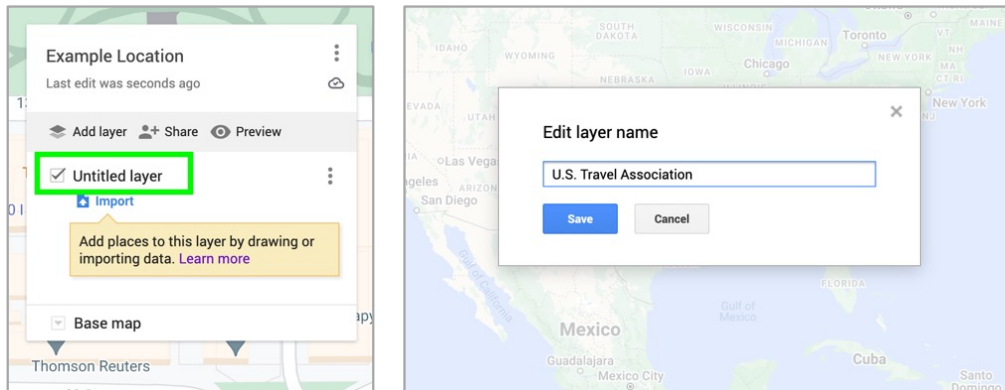
4. Go to the top left and click Untitled map.



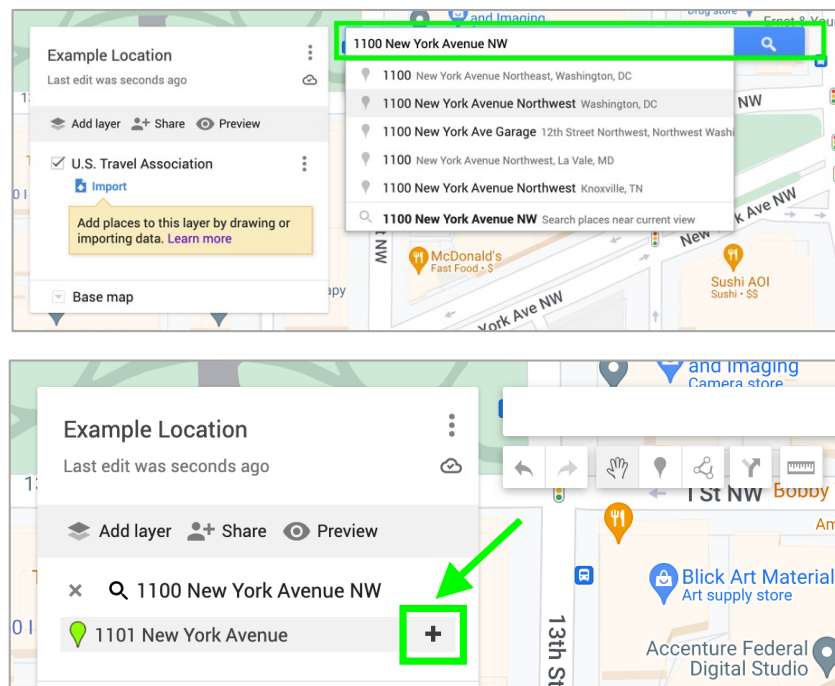
5. Give your map a name and optional description.



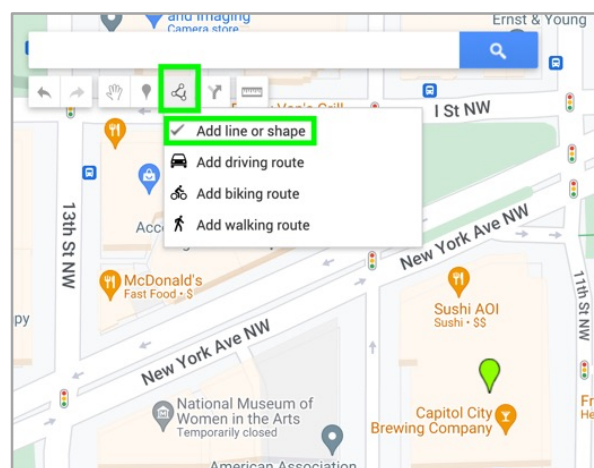
6. Click Untitled Layer and give your layer a name and optional description.



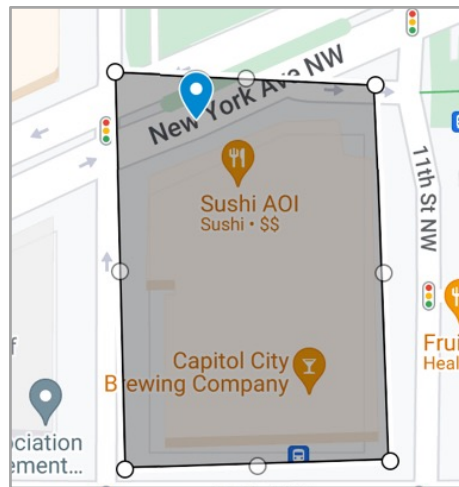
7. Search the address of the location, optional to give your location a name. Hit the + sign to assign to layer.



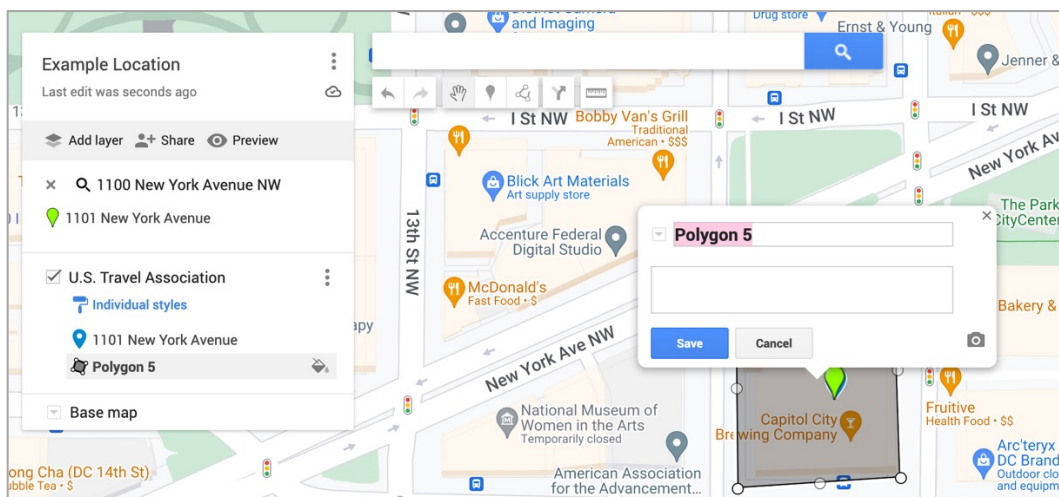
8. Under the search bar, click Draw a line and select Add line or shape.



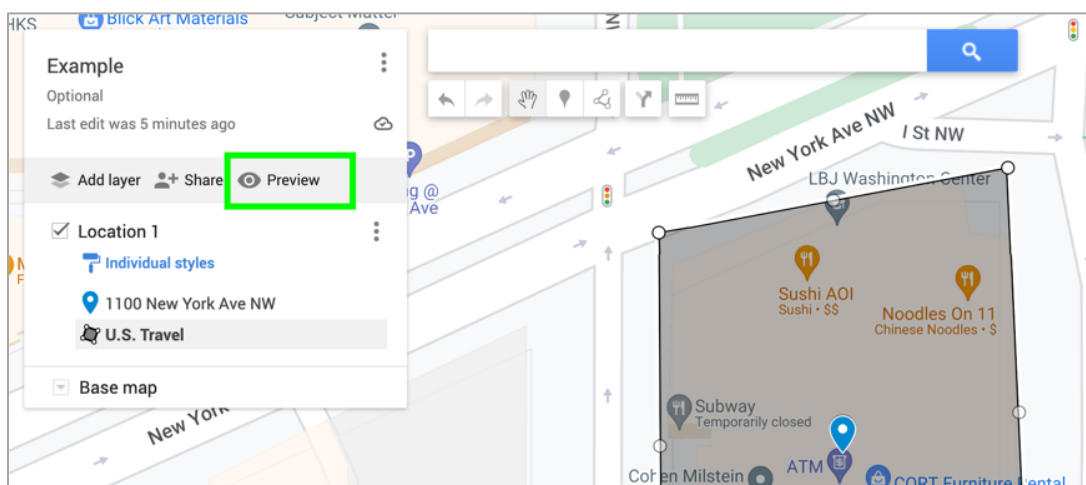
9. Select a layer and click where to start drawing. Click each corner or bend of your line or shape. To move the map, click and hold the mouse.

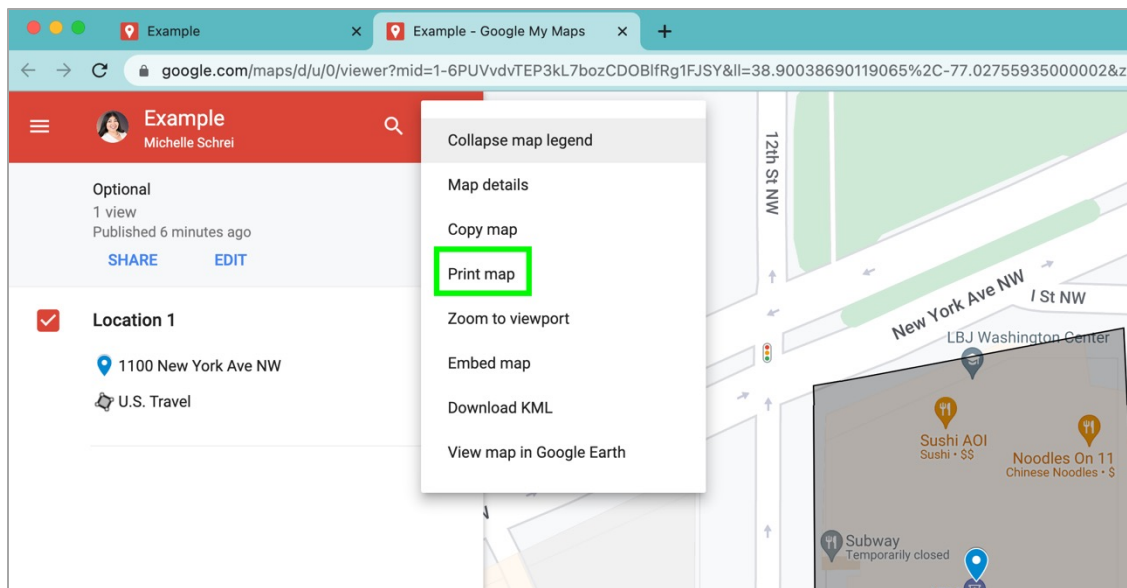


10. When you're finished drawing, give your line or shape a name and click Save.



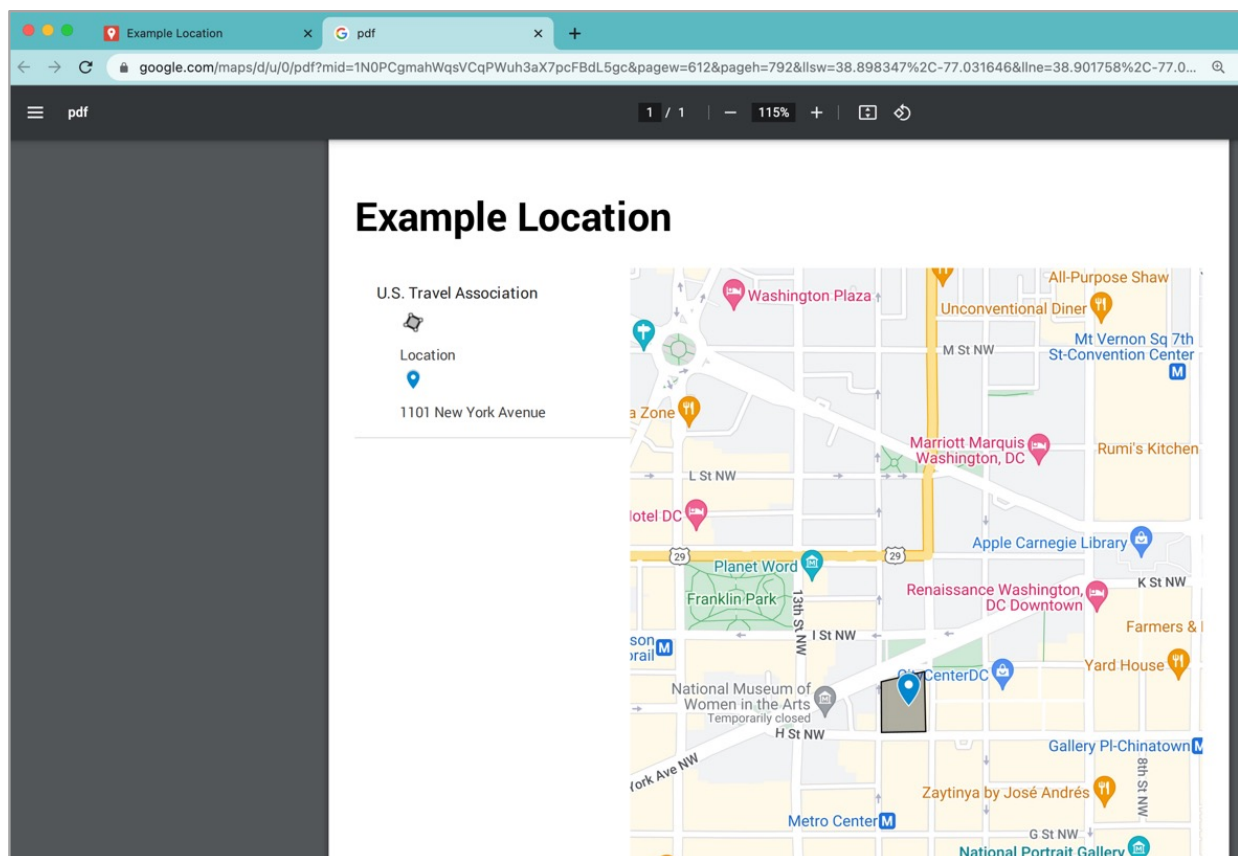
11. When you're done, the map will auto save. Click preview below the map name. You will be able to save the map as a PDF or image on your desktop.





**OPTIONAL:** For multiple locations, select the three dots to the right of your map name, click create new map, and repeat steps 5-11.

## EXAMPLE PDF



Follow this [video tutorial](#) for a more detailed walk through.

## FREQUENTLY ASKED QUESTIONS

### 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?

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### 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.