

# DATA CONCIERGE SERVICE

## NEW 2021 RESEARCH OFFERING:

The Data Concierge Service offers Chairman's Circle members a personal touchpoint and direct line to the U.S. Travel research team. The service can be used to gain a better understanding of data released by U.S. Travel and provide additional context and explanation as necessary. It will also provide Chairman's Circle members an opportunity to directly provide feedback on our existing research products and to share current or future data needs so that we can consider them in future offerings. In addition, U.S. Travel research staff will be available to provide an overview of our research offerings to team members across your organization.

### CONNECT DIRECTLY WITH U.S. TRAVEL STAFF TO:

- Receive additional background, context and deeper analysis of existing data sources including understanding of the breadth of data available through the Travel Recovery Insights Dashboard
- Receive feedback and input on U.S. Travel data used to support your stakeholder communications and presentations
- Analyze historical trends and how they can be applied today
- Become better informed of U.S. Travel research products and how to best utilize and access
- Understand additional data available through industry vendors or other members with similar research questions and challenges
- Invite a U.S. Travel research team member to present key insights and the latest research findings to your stakeholders
- Share existing challenges and data gaps with U.S. Travel research to understand and consider for future research offerings

### EXAMPLES OF HOW WE CAN HELP INCLUDE:

- Organize and manipulate the most relevant data for your organization, and package it in an easy-to-use format
- Validate use of a data point found in our Travel Recovery Dashboard for an upcoming presentation
- Provide additional context and background to help understand our Travel Forecast
- Share additional historic data and trend analysis
- Offer explanations on economic terms: How do I interpret Leisure and Hospitality versus Direct, Indirect and Induced Travel employment?

### HOW TO ACCESS THE DATA CONCIERGE SERVICE?

- If you are a Chairman's Circle member, please contact [dataconcierge@ustravel.org](mailto:dataconcierge@ustravel.org) with your questions. A member of our research team will reply in a timely manner.

### WHAT IS NOT INCLUDED IN THE DATA CONCIERGE SERVICE?

- This service does NOT include in-depth, custom analysis of data points not already provided through one of U.S. Travel's data resources. Additional geographic deep dives are also not included in this service.
- For custom economic impact analysis and reports, U.S. Travel offers client impact studies, through collaboration with Tourism Economics. For more information on this product, please contact [Aaron Szyf](#).