Levelling up your Insights and Reporting

As seen in our September 2025 Lunch & Learn Session

What metrics matter the most for your decision making?

Level 1 - What the Board or Company Owners Need to Know

Bookings & Revenue – Total bookings, enquiries, and progress against targets

Channel ROI – Revenue attributed to each channel, highlighting top performers and underperformers

Seasonality & Trends – Key seasonal performance indicators and rolling quarterly trends

Geography – Monthly or rolling performance of key locations and target audiences

Level 2 - Rich Insights for Marketing Managers & Teams

Engagement: clicks, landing-page views, video views

Bookings, revenue, leads generated, and ROI per platform

Geo insights: impressions, clicks, bookings per location

Attribution analysis (GA4) across channels

Users, sessions, new users and **audience quality** metrics

Webpage views, session duration, engagement rate

Level 3 - Diving Deeper into Platform-Specific Trends

Demographics: age/gender impressions, clicks, bookings

Device/browser performance & heatmapping on website

Organic search keyword **visibility** (Search Console)

Campaign-level ROI and individual creative/messaging performance

Audience segment analysis and paid/ organic keyword ranking insights

Making Your Data Actionable

Set a Rhythm – Regularly review, analyse, learn, and test hypotheses

Create KPIs – Base goals on 12/24/36-month trends

Benchmark in Context – Include seasonal and historical comparisons

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The Tourism Marketing Scorecard

Acquisition	Engagement	Conversion	Revenue
• Are we acquiring the right type of visitors/customers? • Is our cost per acquisition sustainable? • Which channels are trending up/down?	• Are people engaging deeply with our content? • How's our brand search volume trending?	• Are website visitors converting at expected rates? • How's our conversion rate performing? • Are we losing people at specific stages of the funnel/journey?	• What's our marketing contribution to total revenue? • How does customer value per channel compare to acquisition cost? • Are we optimising for short or long-term value?

Here's What To Try Today

- ☐ **Audit Your Current Reporting**
- ☐ **Set up Proper Tracking**
- ☐ **Choose your North Star Metric**
- ☐ **Create Monthly Review Rhythm**

1 Measure how marketing leads to business outcomes, not just the surface-level stats from your ads and promotions

2 Context is everything – factor in seasonal considerations, the competitor landscape, and your customer journeys

3 Different businesses have different metrics of success – operators vs. destinations, one-off experiences vs. regular visitation

4 Good reporting drives action – not just information. Improve your ads, simplify your customer journey, enrich your product

What's the next Maverick Lunch & Learn?

The tourism marketing tsunami: 4 big shifts you need to know for 2026

Discover the four trends that will define tourism marketing in 2026, complete with real examples and practical tactics. Walk away ready to future-proof your strategy before the new year hits.

Thursday 23 October 2025 | 12:30 - 1:15 pm | Virtual Event. Presented by:


Stu Lill - Head of Client Services


Alex Dykman - Director


Tim Olson - Technical Director


Ryan Wilmshurst - Content Lead

Register Now

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