

## Digital Visitor Engagement

### FAQs

#### 1. About the project

Destinations and their partners across the West Midlands need to help visitors find things to do and places to go, stay, shop, eat, and drink. They need to increase awareness of the region's cultural and tourism offers and deliver footfall, bookings, and evidence of economic impact.

These needs are not new. They have, however, been made more apparent and more urgent by the approach of the 2022 Birmingham Commonwealth Games (28 July to 8 August) – and by the ongoing Covid-19 pandemic, which has had a catastrophic impact on many cultural providers and tourism-dependent businesses.

The pandemic has also highlighted and accelerated changes in consumer behaviour. People are using online channels more than ever to discover products and services, to make purchases, to connect with brands, and to share experiences. And they are using an increasingly diverse set of channels – navigating between websites and mobile apps, between search engines and social networks, and between online, back office, and in-person touchpoints.

Digital Visitor Engagement (DVE) was conceived to address these changes in consumer behaviour and expectations and make it easier for visitors to discover everything the West Midlands has to offer – while at the same time addressing the threats and opportunities that these changes have created for cultural and tourism partners.

As part of the West Midlands Growth Company's Commonwealth Games Business and Tourism Programme (BATP), DVE will help to showcase the West Midlands' cultural and tourism offers, attract visitors, supercharge the region's economic recovery, and drive long-term economic benefits for businesses and communities. It will also make these impacts more measurable and support ongoing performance improvement.

The programme is funded through to March 2023, and West Midlands Growth Company will continue to deliver the Digital Visitor Information Network as part of the legacy of

the BAT programme. West Midlands Growth Company has commissioned CTConsults to deliver the Digital Visitor Engagement Programme. The Audience Agency and OH Digital are delivery partners of CTConsults.

The two key technical workstreams involved in this programme are:

- A) The Digital Visitor Information Network (DVIN) workstream will bring together information about the region's cultural and tourism offers on a single platform, and make those listings available to power discovery through destination websites, cultural websites, and other channels
- B) The Integrated Digital Engagement Analytics (IDEA) workstream will help destinations and partners measure the impact of the DVIN, of the Core Channel (Core Channel refers to the *Visit Birmingham* website, with further developments to improve it as the premier digital channel for the region), and of Digital Partner Marketing activity in terms of the number and types of content uploaded to the DVIN, website traffic and online revenue, and engagement KPIs such as email signup or ecommerce conversion rates.

## 2. What is DVE?

Digital Visitor Engagement is the overall programme which aims to provide visitors with joined-up experiences of the whole region, whether they are using destination websites or engaging directly with cultural partners.

## 3. What is DVIN?

The Digital Visitor Information Network (DVIN) workstream will bring together information about the region's cultural and tourism offers to a single database, and make those listings available to power discovery through destination websites, cultural websites, and other channels. It is about easier access and a more effective way of sharing listings across different platforms for cultural partners in the West Midlands. The DVIN platform, which will be accessed through destination websites will allow:

Uploading: Allowing cultural partners to submit and update their event and venue information via destination websites or automated feeds

Managing: Consolidating listings from across the West Midlands region onto a single, comprehensive database

Sharing: Make listings from across the region accessible to a wider range of publishers and applications

Support: Helping destinations and cultural partners connect to DVIN and update their own websites to promote the regional offering

Testing of the DVIN platform including portal hosting, uploading listings and API connections will take place in Summer/Autumn 2021, with CTConsults working with two destination partners and one cultural partner.

Wider implementation will take place when the DVIN platform goes live at the end of October 2021.

#### **What is IDEA?**

Integrated Digital Engagement Analytics (IDEA) involves drawing on partners' Google Analytics to provide a birds-eye view of interactions with digital campaigns and websites. It aims to provide insight into the behaviour of digital visitors to improve digital experience and partner interaction across the West Midlands.

Tracking: Improve destinations and partners' own campaign and website measurements via Google Analytics 4

Aggregation: Securely draw in anonymous visitor engagement data from connected partners' Google Analytics and from DVIN

Visualisation: Create dashboard style reports that show provision across the region and engagement by visitor segment, destination, category etc

Optimisation: Enable destinations and partners to improve their own digital engagement and increase the impact of collaborative marketing

Testing of the IDEA platform including dashboards and reporting will take place in Summer 2021, with CTConsults working with two destination partners and 6-8 cultural partners.

Wider implementation will take place when the IDEA platform goes live at the end of

October 2021.

**4. Who are CTConsults and what is their involvement?**

CTConsults is an agency offering industry-leading expertise in cultural tourism, heritage, destination marketing, place branding insight and digital solutions. They are leading the technical implementation of this programme, and supporting partners in achieving this.

**5. Who are The Audience Agency and what is their involvement?**

The Audience Agency (TAA) is a non-profit agency supporting the cultural sector and creative industries to increase their reach, develop their relevance and boost their resilience in the UK and internationally. TAA brings together a research-led consultancy, an innovation agency and a world-first data analytics software solution called Audience Finder under one roof. The Audience Agency is working with CTConsults to deliver the Support Service as part of this project.

**6. How do I know if I'm eligible for the project?**

Cultural and tourism organisations within the West Midlands region can be part of this project. If an organisation publishes event or venue listing information on their own website, or provides information to other websites to publish, then they are likely to be suitable for this project.

To participate in the project, cultural organisations need to upload their listings to the DVIN, either directly through their local destination's website or through an automated feed. You can still participate in the project even if you are not part of the pilot test phase taking place in summer/autumn 2022.

**7. What is Google Analytics (GA)?**

Google Analytics (GA) is a web analytics service that provides statistics and analytical tools for search engine optimisation (SEO) and marketing purposes. The service is part of the Google Marketing Platform and is available for free to anyone with a Google account.

Google Analytics is used to track website performance and collect visitor insights. It can help organisations determine where their digital visitors (users) come from and track the success of their marketing activities and campaigns. It can also help discover patterns and trends in user engagement and obtain other visitor information such as demographics. Organisations often use Google Analytics to obtain and analyse user behaviours, which can be used to improve marketing campaigns, drive website traffic and better retain visitors.

Most organisations with a company website will have the earlier version of Google Analytics Universal (GAU) installed, this is usually set up by the web developer when websites are created.

#### **8. What is Google Analytics 4 (GA4)?**

Google Analytics 4 (GA4) is the latest version of Google Analytics. It collects data across website, app, or both a website and app together. This is a significant difference to Google Analytics Universal which only supports websites.

Google Analytics 4 includes different reports than Google Analytics Universal. The reports and interface users may be familiar with will vary according to what property has been selected to view. Google Analytics 4, has less 'standard' reporting options, encouraging users to build bespoke reports more closely aligned with their objectives.

CTConsults will set up standard reports in GA4 for this project.

#### **9. How do I know if my website is set up for Google Analytics or GA4?**

Most websites have been set up with Google Analytics Universal or an earlier version by your web developers. If you are unsure if your website has GA or GA4 you can easily check by looking at the source Information on your website.

- Open your website via your internet browser
- Right click anywhere on the page to open the sub-menu
- Select 'Inspect Page Source'

- Check for Google Analytics in the source code. This is usually at the top or bottom of the code.

If you don't have access to Google Analytics, but it is installed on your website, check with other colleagues in the organisation who may have access or contact your website developer.

#### **10. How do I set up GA4 on my website?**

We would recommend you asking your website developer to help you install GA4 on your website. Funding is available to support you to do this.

If you don't have a retained website developer or are uncertain who to ask, we are developing a list of local suppliers who may be able to assist you.

#### **11. Can I set up GA4 alongside GA?**

Yes - they can operate simultaneously. You may wish to keep Google Analytics Universal running for now, especially if you use this to capture data for other reporting requirements.

#### **12. Is there any funding support to pay for my web developers to add GA4 to my website?**

Yes. Funding can be accessed to pay web developers to add GA4 to a website.

#### **13. How do I access funding for set up?**

Paul Marshall will be the point of contact for funding approval.

[Paul.Marshall@wmgrowth.com](mailto:Paul.Marshall@wmgrowth.com)

A quote detailing the required work and cost will need to be obtained from the developer, that quote then sent to Paul Marshall who will be able to approve the funding and have any further discussion with the organisation as required.

#### **14. How will my data be used as part of this project?**

Your digital data will be anonymised and only used for aggregated benchmarking purposes, this enables you to compare your organisation to others and vice-versa. As

data processors, CTConsults and The Audience Agency will not use your data in any other way, unless with your explicit permission. This could include case studies, and for training purposes to deliver the objectives of the project.

**15. Is there a data sharing agreement in place?**

Yes, there is a data sharing agreement. You will be asked to complete this at the start of the project to opt in to sharing your data as part of the project.