

VISITOR DATA + ATTRIBUTION DATA DRIVEN MARKETING DECISIONS, MEASUREMENT & ROI



QUOTE – Burnet County Tourism

ANNUAL VISITATION DASHBOARD | DATAFY ESSENTIAL SUBSCRIPTION PLAN
BASED ON POPULATION (less than 50,000)

Plan Type	Contract Dates	Inclusions	Optimization/Reporting	Budget
Visitation & Targeting Data Dashboard	Annual Proposed: Feb 1, 2026 - Jan 31, 2027	8 years historical visitation data plus current visitation data - Unlimited POI's & clusters - Visitation data, Vehicle Data, Airport Data - Dynamic Event Dashboard	- Interactive Dashboard - Dashboard Data Report Exports - Custom Reports - Custom Filters - Destination Summary AI - Advanced AI - Market Explorer	Annual License: \$24,750 One-Time Set Up Fee: \$2,400 Data Fee: waived year 1
Total				\$27,150

Multi-Year Contract Discount: 10% Discount for 2 Year Contracts, 20% Discount for 3 Year Contracts

Recommendation: The data intelligence & visualization tool can be incredibly valuable to multiple entities across your community, so many destinations have split this annual investment across different departments that will benefit from the information: Economic Development, Parks Boards, City Managers, Mayors Offices, etc.

DATAFY ESSENTIAL

- Unlimited POI's in Geolocation Dashboard
- Airport Dashboard
- Events Dashboard
- Automated Templated Reports
- Basic Spending Dashboard
- Managed Service Advertising (optional add-on)
- Website Attribution