COTSWOLDS

T-STATS

- T-Stats is the online performance monitoring tool designed and developed for the Cotswolds tourism industry

- Monitor your own business performance and benchmark this against your own sector and the wider industry

- Quick and easy to use, T-Stats automatically produces graphs and tables for your own business

What is T-Stats?

T-Stats is an online statistical tourism database that has been designed for Cotswolds Tourism to capture, store and process tourism data.
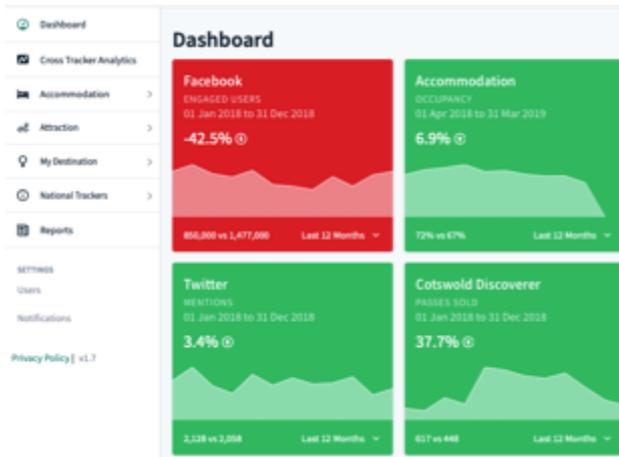

T-Stats provides the ability to collect and analyse a whole range of data to measure the performance of the local tourism industry – including accommodation occupancy, visits to attractions, events, footfall, parking, tourism information centres, and even the weather!

Cotswolds Tourism is able to use the aggregated market data when representing the industry's interests at a local, regional and national level. For example, sector-specific data on room rates and occupancy levels can help us adapt our marketing messages and be more effective.

Why should I use T-Stats?

- T-Stats is a quick and easy way to record and monitor essential business data online. Graphs are automatically populated as soon as you enter data, meaning you can begin making comparisons straight away.

- T-Stats not only gives you the ability to monitor your own business performance, but also to benchmark your business against others within the same sector, or your own selected comparative group.

- T-Stats provides Cotswolds Tourism with invaluable insight into how the true state of the tourism industry is performing. By monitoring performance across a range of measures and analysing trends in the data, we are able to make more informed decisions, including when and where to focus our marketing to increase visitor numbers.
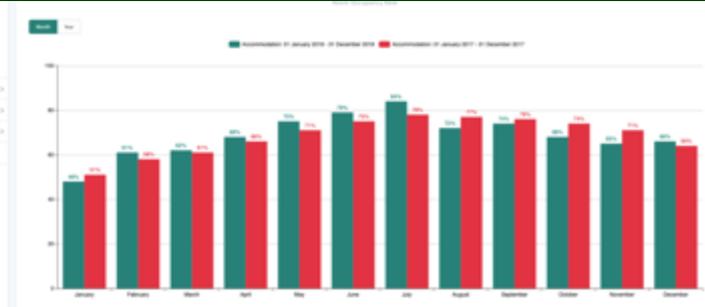
FAQs

I'm really busy – how long will it take to update?

T-Stats only requires a minimum of 2-3 figures to be entered each month, so it should only take two minutes of your time to log in and enter these. However we hope you'll be distracted by all the information in the system that will be useful to you.

I don't see how this benefits me? I already have my own system to monitor my performance.

T-Stats doesn't just record individual performance data; T-Stats was developed to see *the bigger picture* of how the tourism industry is performing. T-Stats can be used to not only monitor your own performance, but also how you are performing compared to your sector and the rest of the industry as a whole, including other destinations in the UK.

I don't really want to share my information with competitors or anyone else.

Rest assured, information you enter is only available to yourself and to the administrator at Cotswolds Tourism. Individual data is not available to anyone else, and data is held securely.

Do I need any specific computer software or training to use T-Stats?

No. T-Stats is accessed online via a secure log-in, so you just need a computer with Internet access. Any help or advice is available over the phone and can be arranged at a time that suits you. One you start to use T-Stats, if you encounter any problems or issues, or simply forget your password, you can get in contact with us and we will help you through the process.

How do I sign-up?

To register your interest sign up via **www.cotswolds.com/tstats** or to discuss T-Stats further, please email **cotswoldstourism@cotswold.gov.uk** or call 01285 623000 or your local tourism officer