1/24/18 @ 1pm

<https://www.uberconference.com/kuberlytics>

Optional dial-in number: 719-284-5975

PIN: 39632

**Jim Held**, Research Director @ Empire State Development Corporation, Economist, RPI Alum (PhD)

**Tom Morgan**, worked with student group last year on this data. [morgat5@rpi.edu](mailto:morgat5@rpi.edu)

Questions for call

1. Tell us about this project - (Jimmy)
2. What data tools does ESD use today to capture, transform, and analyze data? ( Jimmy)
3. What was the outcome of the RPI student project last year? Can we take a look at it? (Jimmy)
4. What are some of the tourism policies in place today? Are they typically viewed as effective? (Leah)
5. What are the events or big draws for each region? Are they seasonal? E.G. Nature, Racetrack, Casino, Winery, History (Leah)
6. Do we have datasets of different traveler behaviors? (Yishan)
7. To what extent does ESD leverage STR for tourism analysis? (Leah)
8. What is the cancellation fee and overbook rate? (Yishan)
9. How is the sample dataset selected compared to the census? And how is this sampling done? Random, stratified or cluster?( Mrinalni)
10. Is there a need for additional data visualizations for reporting and marketing purposes?(Jayanth)
11. Is customer feedback available? Are you interested in gathering and analyzing more customer feedback? (Mrinalni)
12. What are the I Love NY promotions and campaigns that exist today? How much is the budget? (Leah)

a.

1. Structure of the hotels: types of rooms, number of rooms(Jayanth)

a.

13. Offers in transportation services: Airport pickups/drops, city tours (Jayanth)

a.