

# Verified Destination Intelligence

Ground truth for tourism organizations, chambers, and cities — from real registers, not models

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## What destination organizations buy today

DMOs, chambers of commerce, cities, and BIAs pay heavily for visibility into their own economy: card-panel insight products modelled from a sample of card transactions, foot-traffic estimates modelled from phone pings. Even a small defined area commonly runs past \$20,000 a year, with platform licences listing near \$10,000 a month. The numbers are modelled, the methodology is opaque, cash is invisible, and the sample is someone else's.

## The Vantage alternative: verified ground truth

Vantage builds destination intelligence from the actual point-of-sale data of local businesses that opt in as members. Visitor-origin patterns, spend by category and season, event impact measured against real registers: not an extrapolation from a card panel, but the town's own verified numbers. Coverage is disclosed, methodology is published, and the data grows with every member who joins.

Privacy is architectural, not procedural. Members' individual figures are never shown to any organization: everything surfaces as suppression-protected aggregates through the same privacy engine that governs the whole platform (minimum group sizes, dominance caps, access logging). A member can see exactly which organizations' views include them, and consent controls it.

## One pool, many lenses

A region's organizations rarely have identical scopes: the chamber sees its members, the city a geography, the tourism board a catchment. Vantage models this directly: one canonical pool of verified data, with each organization holding its own scoped lens onto it. Lenses are never merged, which is both a privacy guarantee and a governance one, and consortium billing splits the cost across chamber, DMO, city, and BIA cleanly.

## Membership operations built in

Vantage also carries the operational side of running a member organization: automated dues collection with individually labeled member payments routed to the right organization, recovery on failed payments, renewal tracking, and auto-generated quarterly impact reports sized for boards and funders, including MRDT and grant accountability reporting.

## The honest build-up

Verified data's value scales with coverage, and we say so plainly: a market's dashboard grows more definitive as more members connect. Vantage launches in a market as a build-up partnership, with coverage tracked openly against the member roster, so the organization always knows what its numbers rest on. That transparency is the point: it is the difference between an instrument and an estimate.

## Pricing

From \$999 per month including up to 50 unique members, plus \$249 per month per additional consortium organization, split-billed directly. Larger rosters and consortia by conversation. Compare against a stacked equivalent (card-spend bundle, location analytics, membership tooling) commonly totalling \$40,000 to \$100,000+

a year, built on modelled panels.