



## T-Stats Guide for Attractions

Visit **County  
Durham**

 **acorn**<sup>®</sup> T-STATS



# T-Stats for Attractions

Welcome to T-Stats. This Guide has been designed to support Attractions logging into T-Stats for the first time, enter monthly data and help find out how the system can inform and help with business planning.

If you have any queries about the Guide or have difficulties using T-Stats, please call us directly, or send us an email:

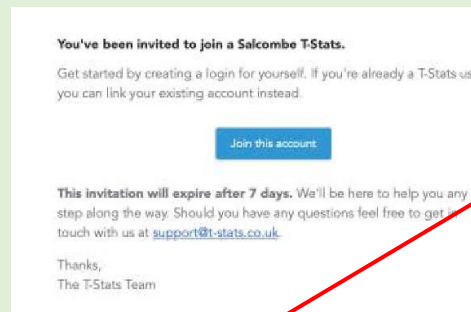
*Tel:*           01580 879970

*Email:*       sally@acorn tourism.co.uk



# Getting Started

1. You will be invited to join T-Stats by email.
2. If it doesn't arrive, be sure to check your junk mail.
2. Click on '*Join this account*' and a box will pop up.
3. If you have never used T-Stats before, complete the whole form, choose a password, and click '*Join Account*'. Scroll down to accept the T's&C's and you will be connected to your Attraction record.
4. If this is the second or subsequent time that you have been invited to Join T-Stats because you are managing multiple attractions, click on the link '*Use your login to join this account*'. This will link all the attractions under your name.
5. Keep a note of the website address (url), or add a bookmark, for future use. The login page looks a bit like this. The url is:  
**<https://visitcountydurham.t-stats.co.uk>**

A registration form for a new T-Stats account. At the top, a green banner says "Hooray! You've been invited to join Salcombe's account." Below that, a red box highlights the link "Already use T-Stats? Use your login to join this account". The form fields are: "Email" (with the example "sally@acomtourism.co.uk"), "Password", "Confirm Password", "First Name", and "Last Name". At the bottom is a green button labeled "Join Account".A login page for T-Stats. At the top is a blue square logo with a yellow sun-like icon. Below the logo, it says "Welcome Back". There are two input fields: "Email" and "Password". Below these is a green button labeled "Sign In". At the bottom, there is a link that says "Forgot Password?".



# Navigating the Dashboard

1. This is the main **Dashboard** for T-Stats. To view your **Profile**, click on **Settings** in the top right hand corner.

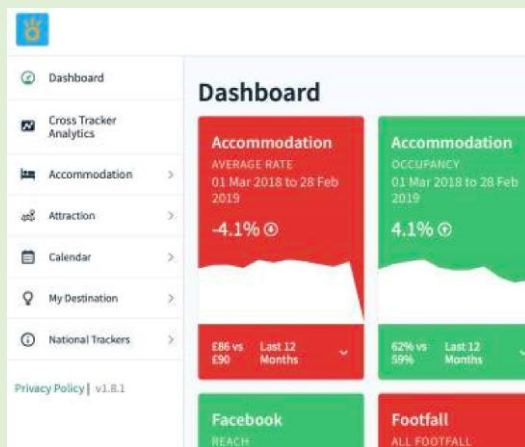


2. You can change your password here.

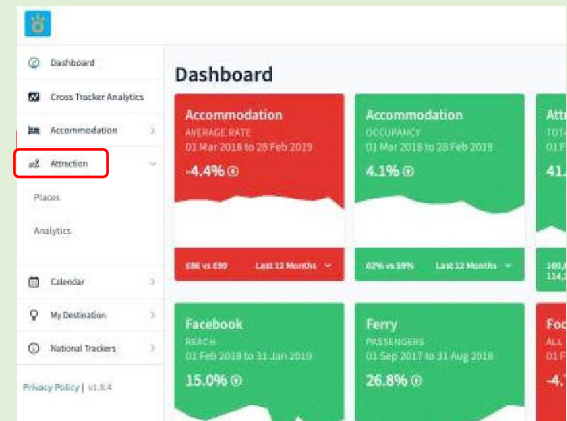
*Please contact us if you need to change your email address.*

The screenshot shows the T-Stats Profile page. It includes a profile picture placeholder, fields for First Name (Sally), Last Name (Gordon), and Email Address (sally@acornsystems.co.uk). Below this is a 'Change Password' section with fields for Password and Password Confirmation, and a 'Save' button.

3. The menu on the left lists all the trackers which contain the data relevant to your destination.



4. You access your attraction/s from from the **Attraction** tracker.

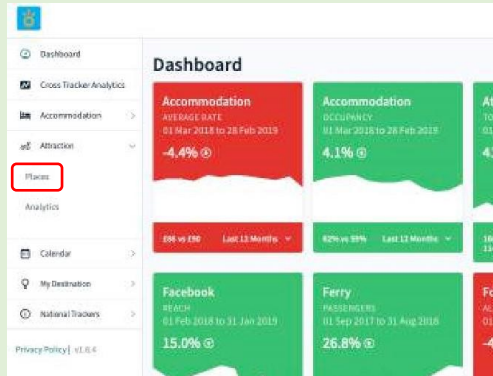




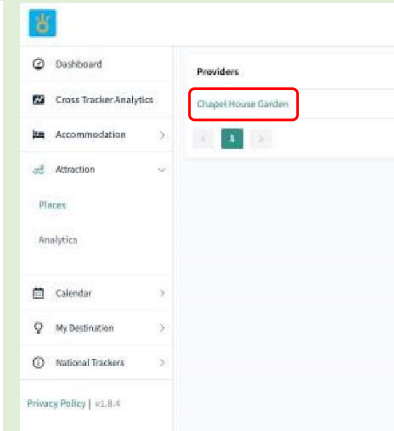
# Adding Data



1. Open the **Attraction** tracker and select **Places**.



2. All the attractions you manage will be listed. To enter data, select your attraction.



3. Select Year and Month to enter the relevant data.

*The grey shaded box with a tick denotes that data has been entered.*

The screenshot shows the 'Chapel House Garden Data Entry Form'. It includes a dropdown for 'Pick Month' set to '2019-02'. Below, there are buttons for each month of the year. The 'January - 2019' button is highlighted with a grey shaded box and a tick mark, indicating that data has been entered for that month.

4. Add data then click **Save**.

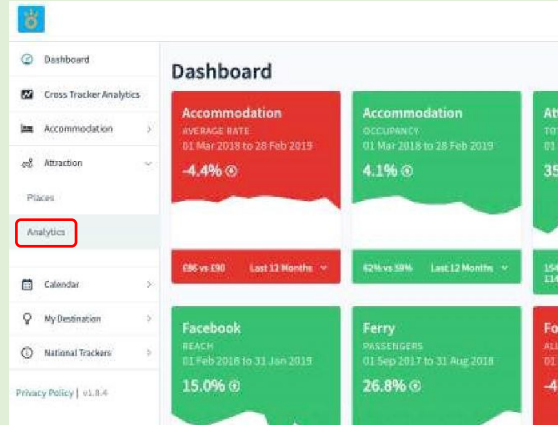
*To Remove Data, click on the link, confirm OK, and then click on Cancel (not Save).*

The screenshot shows the 'Chapel House Garden Data Entry Form' with the 'Visitors' field set to 645 and the 'Sales' field set to £ 6450. The 'Save' button is highlighted with a red box and a red arrow, indicating the next step in the process.

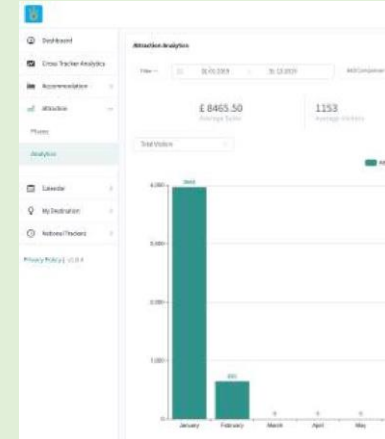


# Viewing Analytics and Performance

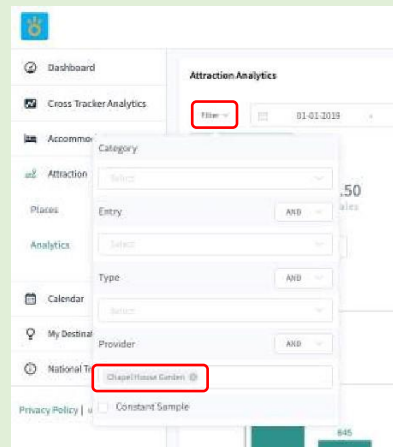
1. Select **Analytics** in the Attractions tracker.



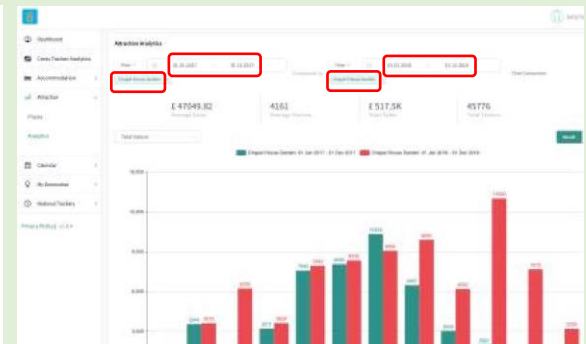
2. The first view will display the aggregated performance of all attractions entering data into T-Stats.



3. Using the filter button, select your attraction. Click outside the box and your attraction's data will appear.

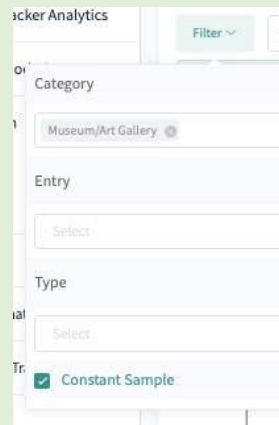


4. Select additional filters to create charts, for instance, comparing your attraction's visitor numbers between 2018 and 2017.



## Viewing Analytics and Performance (2)

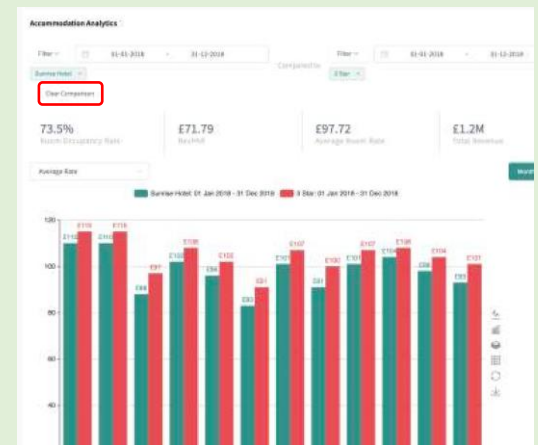
5. If **Constant Sample** is ticked, the only data that appears is for those attractions that have reported data in every month over the period you are looking at.



The screenshot shows a 'Filter' dropdown menu with the following options: Category (Museum/Art Gallery), Entry (Select), Type (Select), and a checked checkbox for 'Constant Sample'.

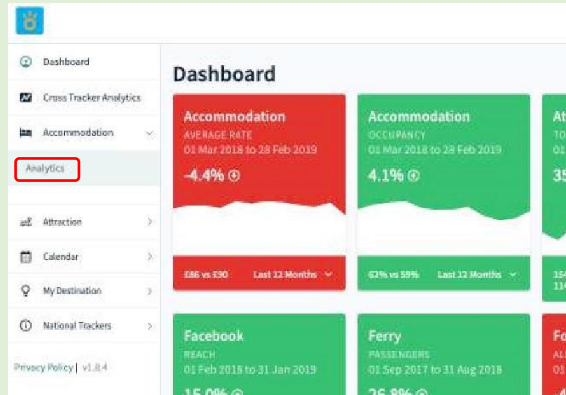
The purpose is to show accurate **trends** of data, not absolute figures.

6. You can easily reset all filters by **Clearing Comparison**.

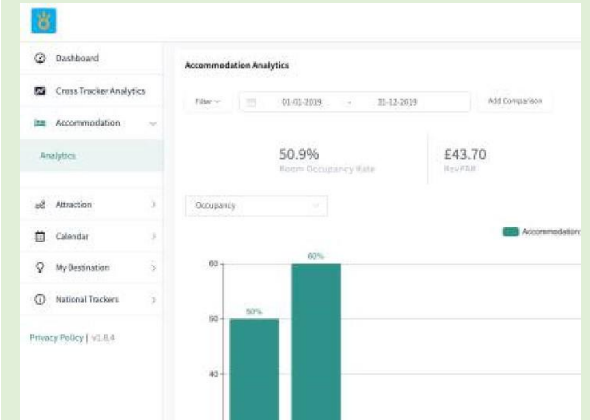


## Viewing Accommodation Data

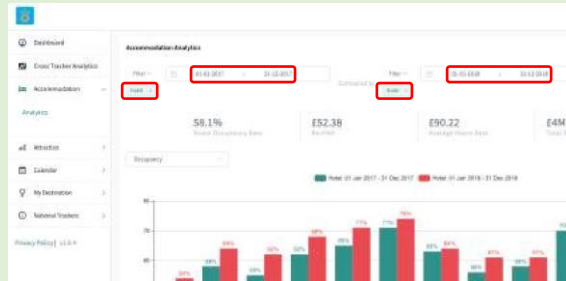
1. To view Accommodation data in your region, click on **Analytics** in the **Accommodation** tracker.



2. The first view will be of aggregated data for all properties entering data into T-Stats.



3. Use the filters to create charts. For instance, occupancy rates in hotels during 2017 and 2018.



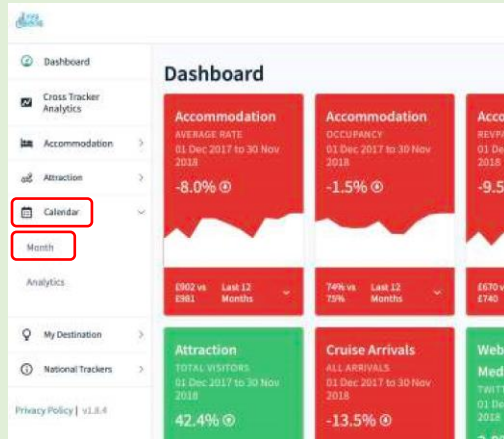
4. Data can be displayed monthly or yearly in all charts.



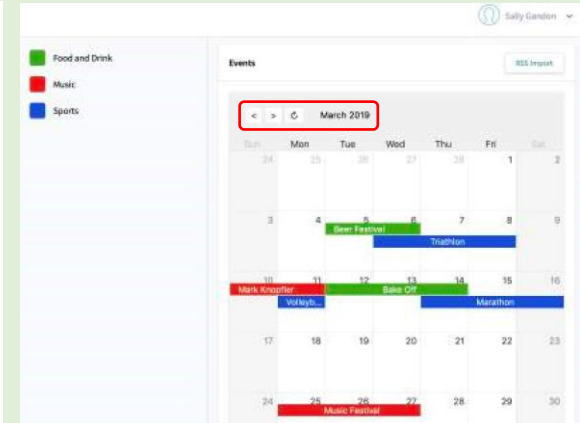


# Events Calendar

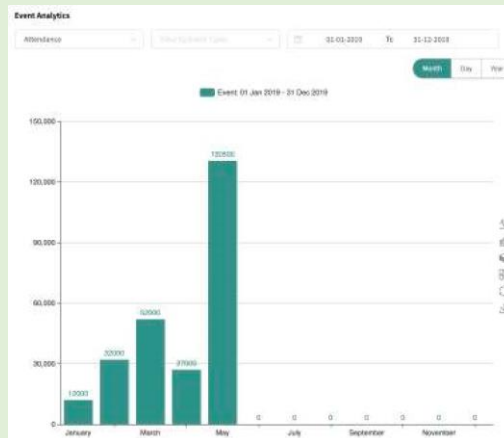
1. The listings of local events is found in the **Calendar** tracker. Click on **Month** to display the calendar.



2. Use the arrows to scroll between months. Events are colour-coded by type.



3. Analytics displays attendance figures at all events, which are actual or estimates.



4. Use the filters to narrow down attendance figures. For instance, sports events in March 2019.

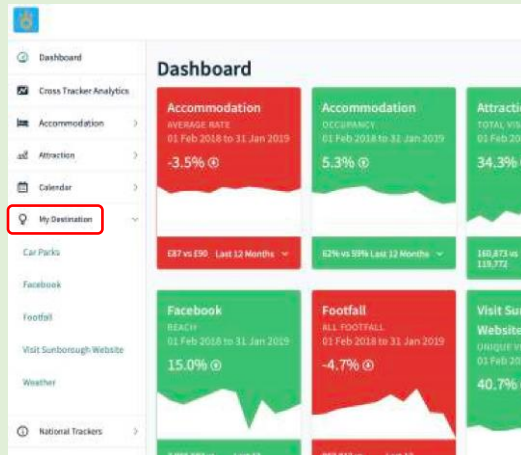




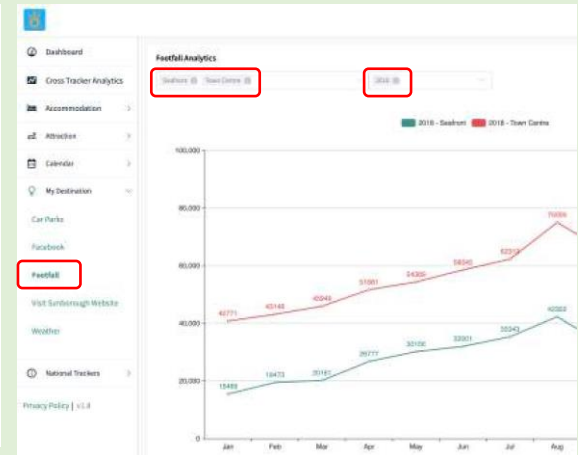
# Viewing My Destination Data



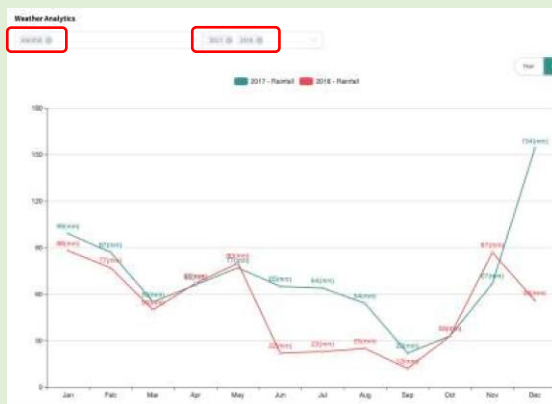
1. Information about your destination can be found under the **My Destination** tracker.



2. Select the tracker and using the filters, set the chart for what you'd like to see. For instance, footfall in selected locations in 2018.



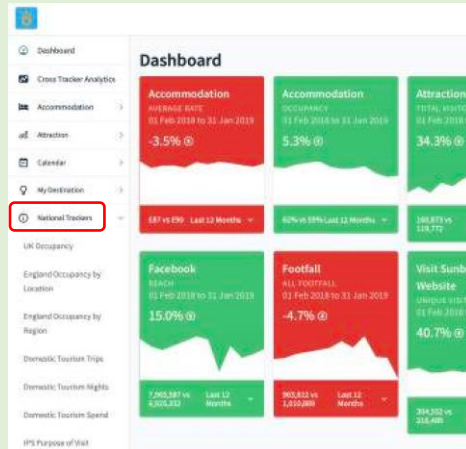
3. Or you can see how the rainfall changed from one year to another.





# Viewing National Data in National Trackers

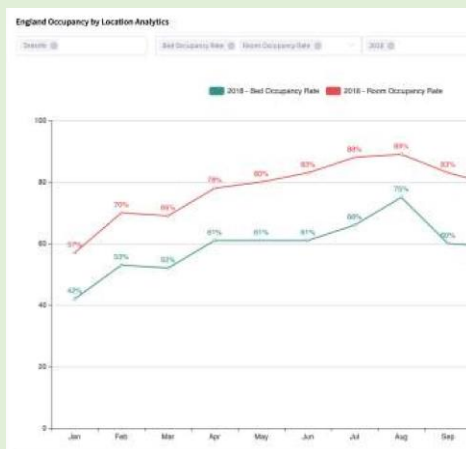
1. A wide range of national tourism statistics can be found under **National Trackers**.



2. Select the tracker and using the filters, set the chart to display the information you need, such as number of holiday trips in England in 2017 and 2018.



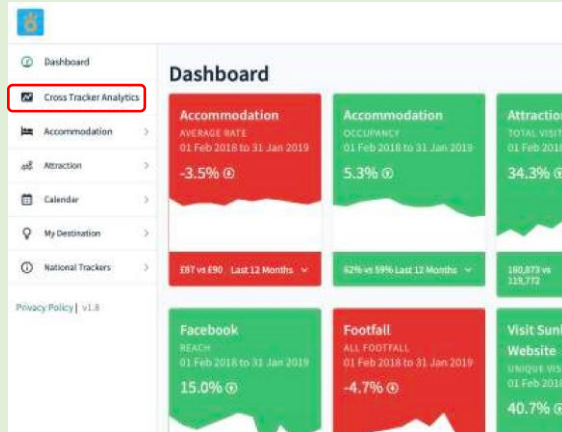
3. Or room and bed occupancy rates in seaside locations in England during 2018.



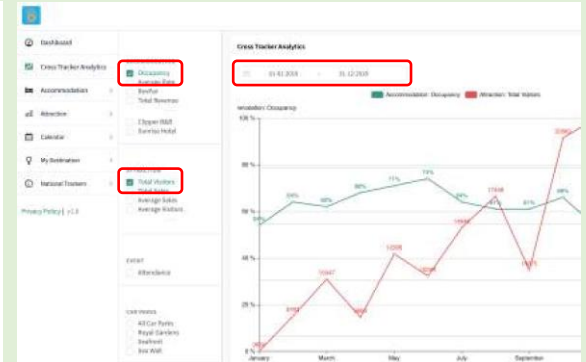


# Cross Tracker Analytics

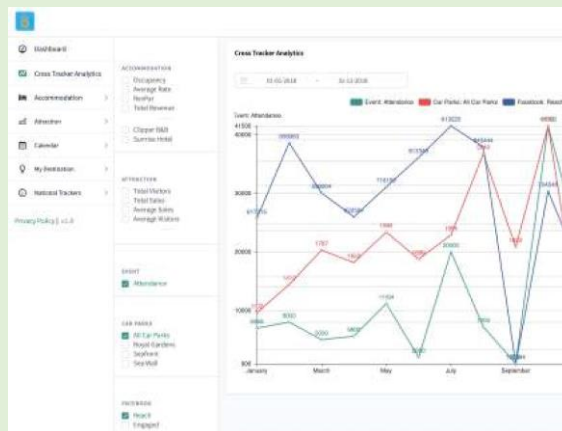
1. **Cross Tracker Analytics** gives you the opportunity to view data from different trackers at the same time.



2. All local and national trackers can be compared in Cross Tracker Analytics. Using the filters, select dates and the relevant data that you would like to compare.



3. You can select as many trackers as you'd like to compare.



4. For all charts in T-Stats, you can select how you'd like to view the data (line graph, bar chart etc.) from the options on the right hand side.

