T-Stats Guide for Data Providers

Visit County **Durham**

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T-Stats for Data Providers

Welcome to T-Stats. This Guide has been designed to support Data Providers logging into T-Stats for the first time, enter 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:

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Email: sally@acorntourism.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 the system.

4. 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**.

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.
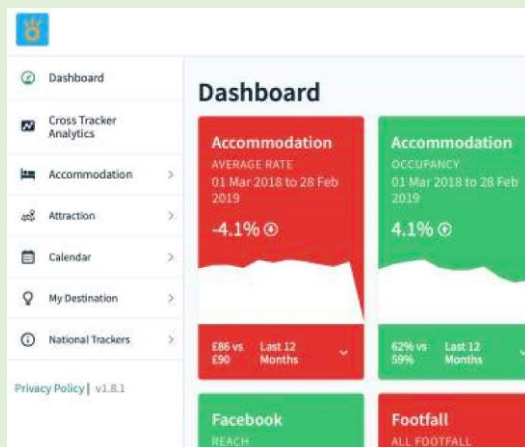

2. You can change your password here.

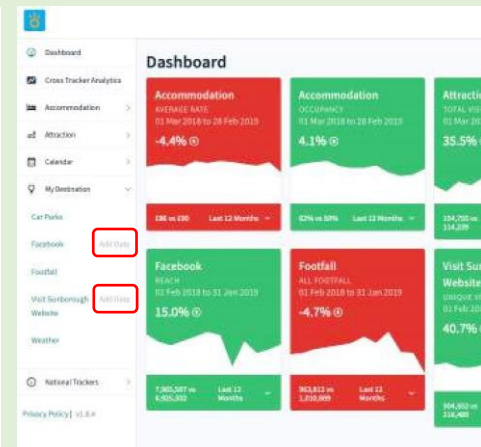*Please contact us if you need to change your email address.*

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

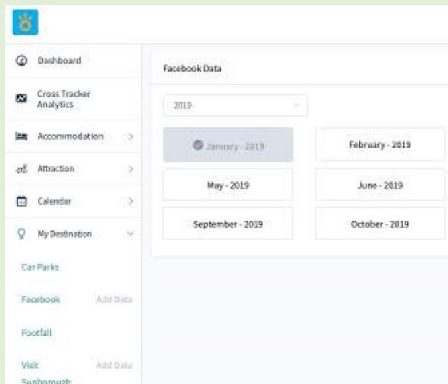4. Under **My Destination** are the local trackers. You can clearly see those where you can *Add Data*.

Click on this to add data.

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Adding Data

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

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

2. Add data then click **Save**.

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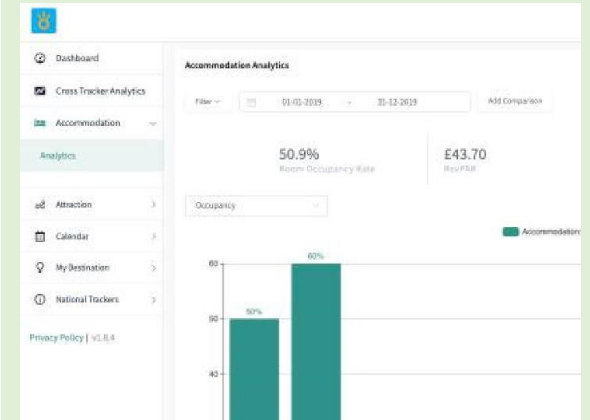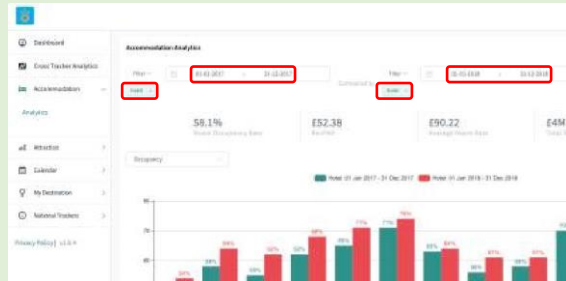
Viewing Accommodation Data

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.

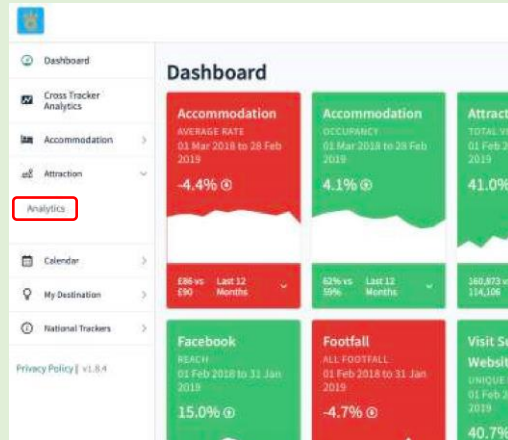4. Data in all charts can be displayed by **Month** or **Year**.

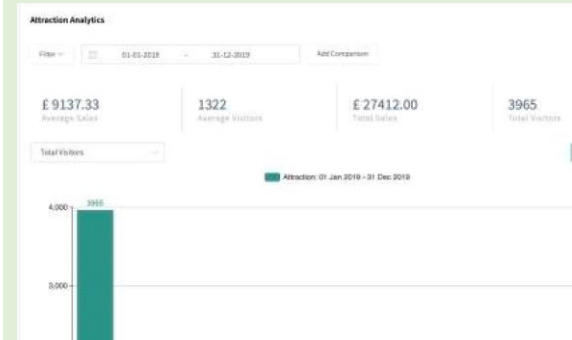You can reset all filters easily by clicking on **Clear Comparison.**
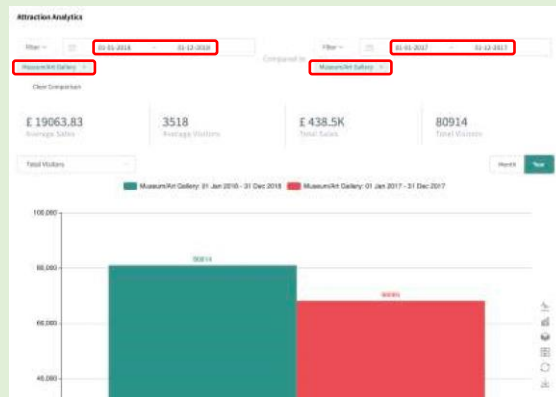
Viewing Attraction Data

1. To view Attractions' visitor data in your region, click on **Analytics** in the **Attraction** tracker.


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

3. Use the filters to create charts. For instance, total visitor numbers to Museums/Art Galleries in 2017 and 2018. This can be displayed monthly or yearly.

4. 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.
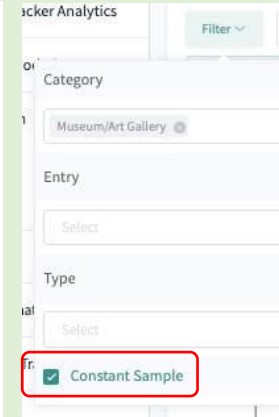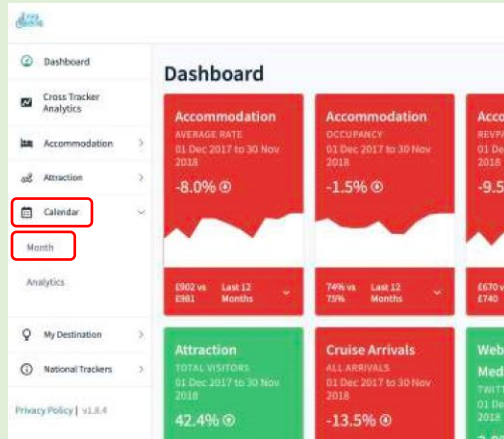
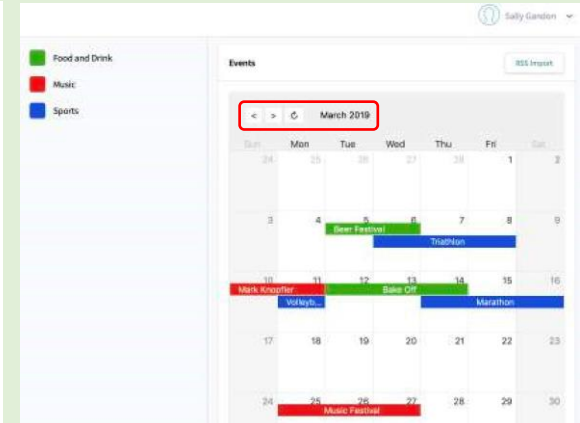The purpose is to show accurate **trends** of data, not absolute figures.
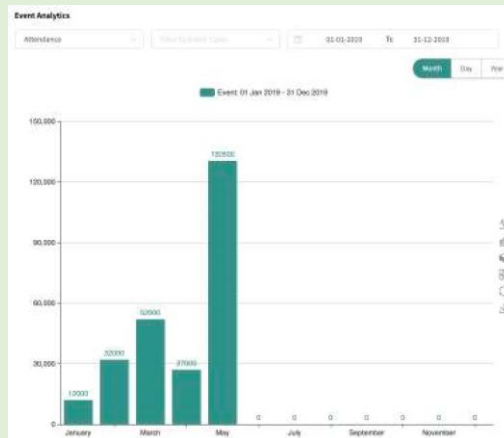
Events Calendar

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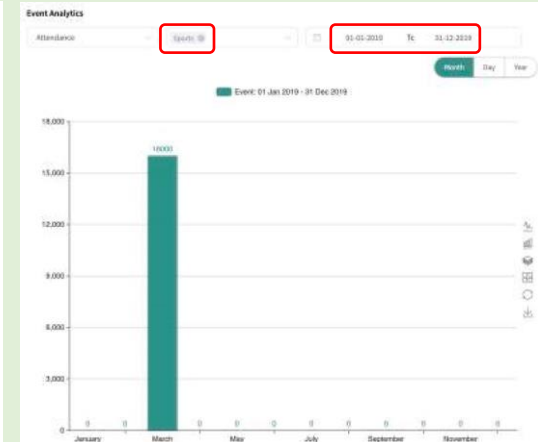

2. Use the arrows to scroll between months. Events are colour-coded by type.

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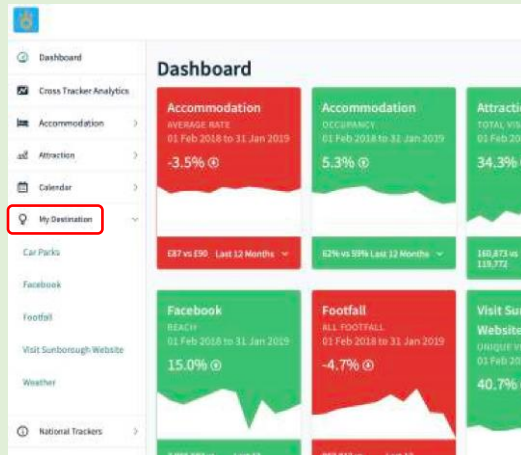

4. Use the filters to narrow down attendance figures. For instance, sports events in March 2019.

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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.
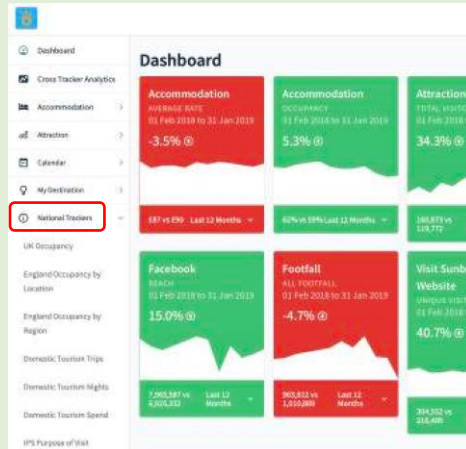

3. Or you can see how the rainfall changed from one year to another.

# 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.
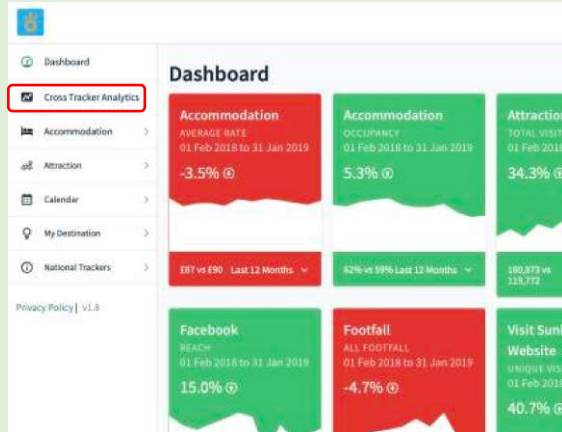

3. Or room and bed occupancy rates in seaside locations in England during 2018.
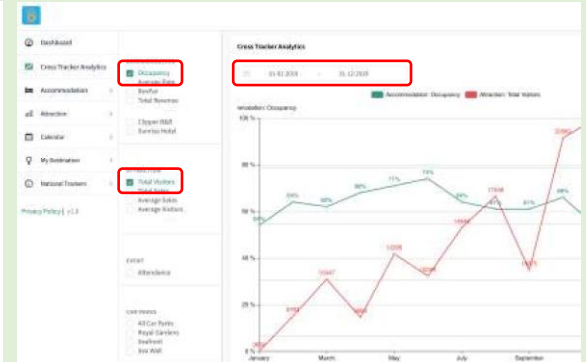

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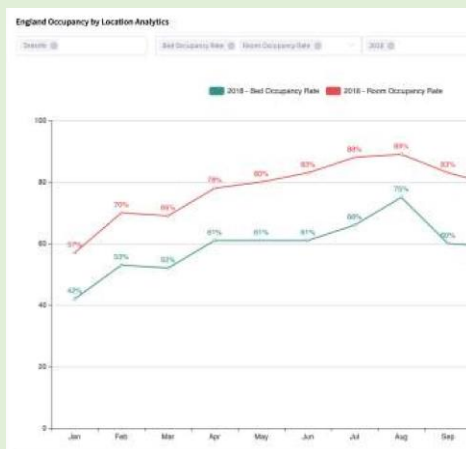
Cross Tracker Analytics

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.

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