

XSCOPE

B2B Demand Briefing

Weekly early-warning radar for traveler demand,
built from observed signals, not forecasts.

N° 001

Week of October 5-11, 2026

Prepared for [Sample Client]

Hotel partner - pilot tier

SAMPLE - TEMPLATE DEMONSTRATION

Every figure in this issue is synthetic sample data so you can see the template at work. Nothing here is a real signal and nothing here may be sent to a prospect.

CONFIDENTIAL - for the named client only

The world, before the crowds.

SECTION 1

This Week's Radar

The executive snapshot. If you read nothing else, read this page.

SAMPLE ISSUE. The bullets below are synthetic and exist to demonstrate the template's voice, not to report real demand movement.

- **New Orleans crossed into ACTIVE this week at a composite score of 62. Food-festival social chatter is running 2.4x the September baseline, and three booking-link clickouts traced to the event page this week.**
- **Charleston is rising (55): leisure search momentum is up 18% week over week ahead of the Harbor Regatta Weekend on October 24-26.**
- **Austin is cooling (44) after festival week. The conference calendar shows a gap through month-end: a buying window for packaged stays, not a rate problem.**
- **Two new early-warning events hit the radar for October 18-20: the Gulf Food and Wine Expo (New Orleans) and the River Lights opening weekend (San Antonio). See Section 3.**
- **No travel advisories or weather watches are affecting New Orleans itineraries this week. One NWS watch area in the Gulf bears a Friday review; see Section 4.**

Bottom line for your property

This is a two-destination week: New Orleans and Charleston are moving up on dated events, and the money move is to price the event weekends now while competitors are still asleep. Everything else is steady or cooling. The specifics, with sources, are on pages 3 through 6.

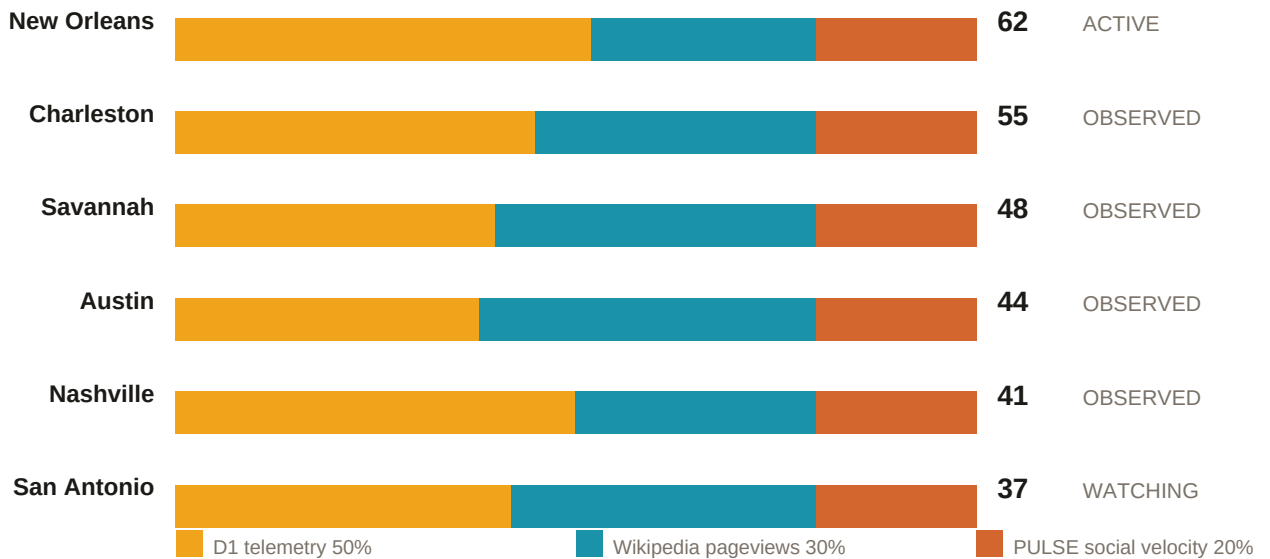
SECTION 2

Demand Signals

Composite scores from the XSCOPE MX expansion engine, week over week.

SAMPLE ISSUE. All scores, trends, and source mixes on this page are synthetic sample data.

Each score blends three observed inputs: XSCOPE's own page-view telemetry (50%), Wikipedia destination pageviews (30%), and PULSE weekly social velocity (20%). The bar shows the blend; the number is the composite score from 0 to 100.



Destination	Score	Trend	Stage	Signal note
New Orleans	62	RISING	ACTIVE	PULSE surge: food-festival chatter 2.4x September baseline. Source mix: D1 52% / Wiki 28% / PULSE 20%
Charleston	55	RISING	OBSERVED	Wiki pageviews up 18% w/w; regatta weekend inbound Oct 24-26. Source mix: D1 45% / Wiki 35% / PULSE 20%
Savannah	48	STEADY	OBSERVED	Stable cruise-season baseline; nothing new this week. Source mix: D1 40% / Wiki 40% / PULSE 20%
Austin	44	COOLING	OBSERVED	Post-festival cool-down; conference gap week. Source mix: D1 38% / Wiki 42% / PULSE 20%
Nashville	41	STEADY	OBSERVED	Weekend leisure holding at baseline. Source mix: D1 50% / Wiki 30% / PULSE 20%
San Antonio	37	RISING	WATCHING	Early River Lights chatter; still below the OBSERVED threshold. Source mix: D1 42% / Wiki 38% / PULSE 20%

Stages: WATCHING below 40, OBSERVED at 40, ACTIVE at 60, PRIORITY at 85. The engine promotes only; demotions are not automated. Trend labels describe direction of observed movement, not a prediction.

SECTION 3

Early-Warning Events

Dated events driving the movement above. Radar, not a calendar of guarantees.

SAMPLE ISSUE. These events are synthetic and exist to show the template. Verify every real event against its primary source before a client issue ships.

Event	Dates	Destination	Signal driver
Gulf Food and Wine Expo	Oct 18-20	New Orleans	PULSE food chatter 2.4x baseline; 3 hotel booking-link clickouts traced this week.
Harbor Regatta Weekend	Oct 24-26	Charleston	Leisure search momentum up 18% week over week.
River Lights Opening Weekend	Nov 1-2	San Antonio	Early social chatter; destination still at WATCHING stage.

Events enter this page when a signal driver, social velocity, search, or booking-link activity, ties a destination's movement to something dated. No driver, no event.

SECTION 4

Traveler Watch

Reported advisories and disruptions that affect the traveler's trip. Reported, never forecast.

SAMPLE ISSUE. These watch items are synthetic sample data.

Watch item	What it means for the trip	Source	Dated
Gulf tropical disturbance - watch area, southern Louisiana	No watches or warnings are in effect for New Orleans as of October 6. Revisit on Friday's check; this is a watch, not an event.	National Weather Service	Oct 6, 2026
Ecuador travel advisory update	Level 2 advisory reissued October 3. Not a booking-market input for this briefing's destinations; included for itinerary completeness.	travel.state.gov	Oct 3, 2026
I-10 corridor roadwork, Louisiana	Nightly lane closures near the airport exit through October 20. Worth a one-line pre-arrival note for arriving guests.	511la.org	Oct 5, 2026

Watch items are reported facts from named sources, each with a date. When the underlying fact changes, the item changes or leaves the briefing the following week.

SECTION 5

Recommended Positioning Moves

What the client should do this week, and why.

SAMPLE ISSUE. These recommendations are synthetic. They show the template's form, not real business advice.

Move	Why	Timing
Raise BAR \$15-25 for the October 18-20 weekend	New Orleans is ACTIVE on the Expo surge; demand signal is 2.4x the September baseline.	This week
Push the Food and Wine package to the homepage hero	Converts curiosity chatter into tracked clickouts on your business page.	Oct 13-20
Release one Charleston regatta-weekend room bundle	Search momentum is up 18% week over week; early movers capture the surge.	This week
Hold Austin rates; sell packages instead	Cooling signal plus a conference gap week means discount pressure. Packages protect rate.	Through Oct 31

Moves follow the signals, never lead them. A move is only listed when a signal on pages 2-4 supports it.

SECTION 6

Methodology and Data Provenance

How the numbers are made, what they are not, and what is missing.

Sources and weights

- **XSCOPE page-view telemetry (50%):** daily page views on XSCOPE TRAVEL destination and business pages, recorded in Cloudflare D1 by the MX expansion engine. Our own data, our heaviest weight.
- **Wikipedia destination pageviews (30%):** public curiosity proxy. Aggregate only; no geography.
- **PULSE weekly social velocity (20%):** free-only social listening from the XSCOPE PULSE NETWORK. Fail-closed: when PULSE is missing or stale beyond 8 days, scoring falls back to a 55/45 telemetry/pageview blend (MX v1).

Scoring cadence and stages

- The MX engine scores daily at 06:00 UTC via a scheduled job; PULSE runs weekly. This briefing is the human-curated weekly read of that machinery.
- Stages: **WATCHING** below 40, **OBSERVED** at 40, **ACTIVE** at 60, **PRIORITY** at 85. The engine promotes only; it does not demote destinations automatically.

What this briefing is not

- **Not a forecast.** Scores describe observed demand movement. None of the inputs predicts arrivals, bookings, or revenue. Every current input is a curiosity proxy; booking-grounded data does not exist yet.
- **Not travel or financial advice.** Moves are positioning suggestions for the client's own commercial judgment.
- **Not complete.** Hard gaps today: no source-market geography, no booking intent, no booking-window timing.

Verification status

STATUS: the verify-before-publish gate is not yet cleared for public figures. Scores in this sample issue are synthetic. In a live issue, only verified telemetry enters the blend; anything unverified is excluded or marked as such. Raw scores, deltas, and benchmarks stay behind this paid surface; the public destination index shows qualitative signals only.

SECTION 7

Pricing and Next Steps

What this costs, and how to start.

All prices below are **PROPOSED - AWAITING FOUNDER APPROVAL**. Retainer pricing is unvalidated; it comes from a model, not from sales conversations. Nothing on this page is final until XSCOPE signs off.

Tier	Monthly	Includes	Status
Hotel Partner tracked business page + weekly Demand Briefing	\$299/mo	Your signal-tracked business page routing ready-to-travel demand, this weekly briefing, and tracked clickouts you can audit.	PROPOSED - AWAITING FOUNDER APPROVAL This price is an Arlo recommendation, not an XSCOPE decision. Do not quote it as final.
Planner / Concierge tracked business page + weekly Demand Briefing	\$149/mo	Your signal-tracked business page, this weekly briefing, and qualified-lead reporting from your destination traffic.	PROPOSED - AWAITING FOUNDER APPROVAL This price is an Arlo recommendation, not an XSCOPE decision. Do not quote it as final.
Tourism Board custom destination packages	from ~\$750/mo	Custom reporting across the destinations you steward. Scoped after the pilot.	PROPOSED - AWAITING FOUNDER APPROVAL This price is an Arlo recommendation, not an XSCOPE decision. Do not quote it as final.
Phase 2: Login-Gated Dashboard after pilot willingness-to-pay is proven	~\$199/mo hotels, ~\$99/mo planners	Always-on radar for your destinations, kept as a retention surface for paying partners. Built only after the briefing pilot proves demand.	PROPOSED - AWAITING FOUNDER APPROVAL This price is an Arlo recommendation, not an XSCOPE decision. Do not quote it as final.

The pilot

The New Orleans pilot is onboarding founding partners now. Three hotels and two planners per destination, so the signal stays exclusive to the businesses that pay for it.

- **Reply to this briefing** to reserve a founding-partner slot for your property.
- **We build your signal-tracked page** and route destination demand to it.
- **You get this briefing every week**, with your page's tracked clickouts inside.

Contact: XSCOPE Travel

XSCOPE

XSCOPE TRAVEL - B2B Demand Briefing

The world, before the crowds.

Disclaimer

This briefing describes observed demand movement. It is an early-warning radar, not a forecast: nothing here is a prediction of arrivals, bookings, or revenue, and nothing here is travel or financial advice. Figures in this sample issue are synthetic and shown for template demonstration only. Pricing shown is proposed and awaiting founder approval.

Contact: XSCOPE Travel

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