

Scottsdale CVB Utilizes Ruf Strategic Solutions' Visitor Analysis to Attract Tourists to Arizona Destination

The Challenge:

Scottsdale Convention and Visitors Bureau (CVB) wanted to develop a targeted marketing campaign to attract more tourists to the city of Scottsdale.

To accomplish this objective, Scottsdale CVB required detailed consumer information about their past leisure visitors and destination inquirers.

Specifically, the CVB needed to know:

- Who was visiting and inquiring about Scottsdale?
- How were current visitors similar and different?
- When did visitors inquire, book, stay and return?



The Solution:

Ruf Strategic Solutions identified Scottsdale's leisure visitors and destination inquirers using Ruf's exclusive Visitor Analysis.

Visitor Analysis is a comprehensive analysis of a destination's actual leisure visitors based on known consumer transaction data. Visitor Analysis also compares actual visitors to inquiries for further understanding. This knowledge empowers and enhances marketing campaigns by:

- Identifying and targeting optimal markets, demographics and segments for maximum profitability.
- Customizing messaging and promotional offers according to consumer lifestyle and purchasing behavior to effectively resonate with the targeted audience.

Ruf Strategic Solutions houses consumer data on every household in the nation! This comprehensive data, combined with transactional data of true visitors to a destination is the foundation of Visitor Analysis. This aggregated data is analyzed and explained in a comprehensive profile of the destination's visitors. This provides Ruf clients with an incredible marketing edge and saves them tens of thousands of dollars in primary research.



How Ruf collected Scottsdale's destination and leisure resort data:

In the case of Scottsdale, the CVB's member partners, i.e. resorts and hotels, collectively decided to share their data with the organization for this marketing endeavor.

Visitor Analysis reviewed Scottsdale's travel inquirers (consumers who contacted the Scottsdale CVB seeking information about travel to their destination) and actual visitors (consumers who traveled to Scottsdale as evidenced by transactional records from the participating hospitality providers).

As a result of their collaboration, Ruf collected and analyzed:

- Booking data
- Length of stay information
- Revenue figures per night/per visit, month, week and season of arrival
- Repeat-visit data

After cleansing and standardizing the data supplied by Scottsdale CVB and their member partners, Ruf overlaid the transactional visitor data and inquiry data with rich demographic, geographic, psychographic, behavioral and preference data from Ruf's vast proprietary consumer database.



The Results:

As a result of incorporating Ruf's consumer segmentation analysis expertise with visitor and inquirer data, Scottsdale will achieve more than a 20:1 ratio in economic impact for the dollars the city invests in destination promotion. Moreover, the results helped justify to stakeholders the return on investment and provided proof that the marketing expenditures had a positive impact.

Visitor Analysis identified:

- Core visitor base
- Best converting inquirer segments
- Potential growth market opportunities for Scottsdale

Due to the cooperative participation of the stake-holding hospitality providers, Ruf and Scottsdale CVB also established benchmarks and target segment performance levels for key economic impact metrics.

This revealed potential visitor segments that include the following:

- Visitors who are willing to travel the farthest
- Stay the longest
- Spend the most during their stay

This critical information allows the CVB to execute marketing campaigns that provide the highest return on investment for the city.

Additionally, Visitor Analysis:

- Identified and targeted new feeder markets for additional media exposure.
- Cut promotional expenditures by targeting localized media outlets in the most productive feeder markets. This is via market-level area analysis that identifies the highest concentration of potential visitor segments.

In conclusion, Scottsdale CVB was impressed with the results of Visitor Analysis and will continue this program on an annual basis.

