

DM News

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Scottsdale expects better ROI with Visitor Analysis

By Melissa Campanalli

Scottsdale Convention and Visitors Bureau is using Visitor Analysis from Ruf Strategic Solutions to develop its tourism marketing campaign.

Visitor Analysis provides the tourism industry with analysis of visitors and inquiries and travel behavior patterns. It also identifies the differences between an inquirer and a visitor.

“Ruf’s experience and database management tools enable us to strategically target our marketing and promotional messages to our valuable customers and leads with the highest propensity to respond.” said Lauren Simons, vice president of marketing at Scottsdale CVB

First, the organization’s member partners, local resorts and hotels, shares booking data, length of stay, nightly revenue and repeat-visitor data with Ruf Strategic Solutions. The database marketing company then matches this transactional data with demographic, geographic and lifestyle traits from its own database, a collection of consumer information on nearly every household in the nation. Lastly, Ruf provides Scottsdale with an analysis of its visitors.

“Now, the CVB can segment its database and differentiate its offers or campaigns base upon the target audience,” said Jacob Ruf, partner at Ruf, Olathe, KS. “Additional, it will help Scottsdale achieve more than a 20-to-1 ratio in economic impact for each dollar the city invests in destination promotion.” ■