



## Ruf Strategic Solutions Empowers Scottsdale CVB with Destination Data

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Ruf Strategic Solutions, a database marketing company, is empowering the tourism industry with its latest product, Visitor Analysis. The technology is a comprehensive analysis of a destination's actual leisure visitors based on consumer transaction data. Most recently, Scottsdale Convention and Visitors Bureau (CVB) utilized the product to develop, manage and measure a national tourism marketing campaign.

Olathe, KS (FV Newswire) - Ruf Strategic Solutions, a database marketing company, is empowering the tourism industry with its latest product, Visitor Analysis. The new technology grew out of the need for tourism marketers to better understand their visitors and attract more people to travel destinations.

"In this age, travelers have become much more diverse and unique in their buying behaviors, making them as complex to understand as an individual strand of DNA," said Jacob Ruf, partner of Ruf Strategic Solutions. "Moreover, the fragmentation of media, buying channels and changing marketing dynamics, has made it very difficult to reach travel prospects, which is why we developed Visitor Analysis," Ruf said.

Visitor Analysis is a comprehensive analysis of a destination's actual leisure visitors based on consumer transaction data. Most recently, Scottsdale Convention and Visitors Bureau (CVB) utilized the product to develop a tourism marketing campaign. Read case study: [http://www.ruf.com/pdf/Case\\_studies/2006\\_Visitor%20Anal.pdf](http://www.ruf.com/pdf/Case_studies/2006_Visitor%20Anal.pdf)

First, Scottsdale CVB's member partners, local resorts and hotels, shared their booking data, length of stay, nightly revenue and repeat-visitor data with Ruf Strategic Solutions. The database marketing company then matched 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 analyzed the results and provided Scottsdale with a comprehensive profile of their visitors.

Lauren Simons, vice president of marketing of Scottsdale CVB, explained that this new data will be an integral part of the organization's ability to generate a substantial economic return with each dollar Scottsdale invests in tourism marketing. "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," she said.

Ruf said Visitor Analysis also helped Scottsdale uncover insight on the city's travelers by identifying its core visitor base, most-profitable consumer segments, best-converting inquirer segments and potential growth opportunities. "Now, the CVB can segment its database and differentiate its offers or campaigns based upon the target audience," said Ruf. "Additionally, it will help Scottsdale achieve more than a 20-to-1 ratio in economic impact for each dollar the city invests in destination promotion."

Visitor Analysis: Ruf Strategic Solutions developed Visitor Analysis specifically for the tourism industry. It provides users with a comprehensive analysis of visitors and inquiries, uncovering hidden travel behaviors, patterns, and identifying the differences between an inquirer and a visitor. Moreover, it offers in-depth insight into the demographic and psychographic lifestyle traits of their actual visitors.

Ruf Strategic Solutions delivers a full suite of marketing-intelligence solutions to help tourism marketing organizations acquire new travelers, retain existing travel customers and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions helps organizations maximize the return on their marketing investment through superior consumer insight. Ruf's unique ability to integrate vast arrays of data, technology tools and 30 years of expertise, empowers organizations with truly actionable and measurable

intelligence. Through Navigator, Ruf's Customer Relationship Marketing (CRM) solution, tourism marketers are able to manage, measure, and maximize marketing profitability. Ruf currently services many market leaders in the tourism industry including, countries, states, CVBs, timeshares, cruise lines, destinations, resorts and airlines. For more information, visit [www.ruf.com](http://www.ruf.com).

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Company: Ruf Strategic Solutions

Contact: VALERIE JENNINGS

Phone: (816) 221-1040

Email: N/A

Web Site: <http://www.ruf.com>