



VISITOR ANALYSIS

Your goal is to attract visitors to your destination. You have some information about your inquirers, but what if you knew exactly who was visiting your destination? Would that help you better market to them? Until now, destinations were limited to inquiry data on which to base their marketing analysis, without knowing if those inquirers were actual visitors. Ruf's VISITOR ANALYSIS reveals your destination's actual visitors while providing insight into their travel behaviors and preferences.

Ruf's VISITOR ANALYSIS is a unique and comprehensive analysis of your destination's actual visitors. This analysis is two-fold, as it consists of a profile of your visitors and a profile of your inquirers. The results give you a complete view of the demographic, psychographic and lifestyle traits, as well as travel behaviors of your visitors and inquirers. Ruf then cross-references the two profiles to help you understand the differences and similarities between your visitors and inquirers.

Whether we use your local partner data or our partner data, transactional visitor information is summarized into meaningful data and is analyzed at the household level. The following are samples of visitor transaction data to be analyzed:

- Visitor name and address
- Method of booking
- Booked date
- Date of arrival: month, weekday and season
- Length of stay
- Property where stayed
- Revenue per night
- Return visitor

Our analysis will segment your visitors and inquirers into similar groups based upon shared demographic characteristics and purchase behaviors to uncover your best groups of prospects from a national file of travelers. This information can be used to locate households of your best prospective visitors throughout the nation. **Finding these gold nuggets allows you to target your best prospects without wasting your money on uninterested or unqualified prospects.**

INCREASE MARKETING ROI

A better understanding of visitors and inquirers leads to increased marketing ROI.

1. Understand

- The first step is to understand who is inquiring about your destination and who is visiting your destination. VISITOR ANALYSIS provides you with meaningful information such as demographic, psychographic, travel behaviors and patterns.

2. Reach

- Armed with the understanding of your visitors and inquirers, you can better communicate and market to them through targeted and timely messages that resonate with their interests and values.

3. Acquire

- Effectively communicating with your best potential visitors increases your conversion rate.
- VISITOR ANALYSIS will help you pinpoint households, neighborhoods or zip codes of consumers similar to your best visitors. This is perfect for media placement decisions or direct mail.

4. Grow

- VISITOR ANALYSIS gives you valuable insight regarding recent visitors, enabling you to match activity interests with the correct prospects who will stay longer, spend more and visit more often.



Ruf not only provides you with the information to make better decisions, we also work with you as a marketing consultant to help you turn this information into actionable solutions. Guide your marketing efforts and optimize your marketing campaigns through better understanding of your visitors. Arm yourself with the knowledge of who is visiting and you will increase marketing effectiveness through precision targeting, timing and messaging. Ruf's VISITOR ANALYSIS will give you the insight you need to better market your destination to the right people.

PROVEN EXPERTISE IN DESTINATION MARKETING

Ruf Strategic Solutions delivers a full suite of tourism-industry intelligence solutions to help organizations acquire new travel customers, retain existing travel customers and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions has been helping organizations maximize the return on their marketing investment through superior travel intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools and over 30 years of expertise empowers organizations with truly actionable and measurable intelligence. Ruf currently services many market leaders in the tourism industry, including countries, state tourism departments, CVB's, timeshares, cruise lines, international destinations, resorts and airlines.



1533 East Spruce • Olathe, KS 66061
www.ruf.com • solutions@ruf.com

(913) 782-8544 • (800) 829-8544
Fax (913) 782-0150