

# State Office of Tourism Harnesses the Power of Their Inquiry Data in a Near Real-Time Environment

## The Challenge:

The Arizona Office of Tourism is charged with increasing the level of tourism-related spending throughout the state, which, in turn, helps build a stronger economy, a larger tax base, a stable work force and a higher standard of living.

The client wanted to better understand the inquiries received via Business Reply Cards, Reader Service Listing and 800 calls. They also wanted to better measure their marketing campaign and ad effectiveness.



## The Solution:

The client's objectives were met first by producing a profile of their database, using Ruf's Household Consumer Cluster Analysis. The model produced proprietary clusters that were most likely to respond to

advertising efforts. This step unlocked the hidden relationships contained in their data.

Next Ruf was able to uncover other hidden relationships previously gone unnoticed. Using data supplied by the client, their telemarketing service center and other external data sources, Ruf developed and designed a custom integrated web based Travel and Tourism Relationship Management and Marketing solution. Utilizing this solution allows the client the ability to understand who is inquiring, when, where they are calling from, what they requested, the advertising piece that inspired the inquiry, what that ad cost, and how many inquiries that ad generated.

## The Results:

Utilizing Ruf's Online real time intelligence, the client is able to access their information from any Internet accessible computer any where in the world 24/7. They have the ability to create meaningful interpretations of their inquiry data, come up with advertising effectiveness numbers, measure the return on investment, understand foreign inquiries and much more.

"Using Ruf Strategic Solutions has made a difference in our results. We have never seen information like this before. Their cutting-edge technology is helping a great deal with our strategic decision-making, and Ruf's support has been fantastic. This is one of the best decisions we have ever made."  
*Arizona Office of Tourism's Director, Mark McDermott*

