

British Tourist Authority Overcomes Tourism Challenges

The Challenge:

The BTA provides impartial information to potential visitors and gathers essential market intelligence for the tourism industry promoting Britain as a tourist destination.

Around the world, the tourist industry has had to deal with more challenges in recent times than at any time other than during world war. With terrorist threats, increased security complications, fear of disease, and economic concerns, tourist are more reluctant to travel and more selective in their destination choices. The BTA wanted to overcome these challenges by targeting top tourism-producing markets and audiences with a special offer.

The Solution:

Ruf's household clusters are built from a rich array of data sources and represent years of extensive research, development and testing. The clusters are differentiated by demographics; lifestyle traits, including Ruf's proprietary travel lifestyles; summarized credit traits; and automotive traits. By choosing households that fell within clusters most likely to perform based on the BTA customer analysis and through an intuitive select, the list was selected for a mailing geared toward senior citizens.

"I expected a one to one-and-a-half percent response rate," explained Cheryl Brazier, senior marketing executive for the BTA. "I would have

been happy with a two percent response. The actual was nearly four percent! These powerful results are in no small part due to the quality of the intelligence Ruf has provided us."



The Results:

The association mailed to 750,000 seniors across the U.S. and after all results were tabulated the BTA received 8,000 direct responses and over 28,000 website hits from the one mailing. This tremendous response, which was twice the amount expected, helped save the agency thousands of dollars in wasted marketing dollars going to unresponsive people. It has also helped the BTA overcome the tourism challenges of 2002.

