



## **FOR IMMEDIATE RELEASE**

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### **ANNOUNCING *TRAVELYTICS* –**

#### **A COMPREHENSIVE MARKETING SOLUTION FOR THE TRAVEL INDUSTRY**

OLATHE, Kan. – Ruf Strategic Solutions® announces the release of Travelytics<sup>SM</sup>, the most comprehensive marketing solution available today for the travel industry. Travelytics combines predictive analytics with Ruf’s extensive travel data empowering travel marketers to discover, acquire and retain customers through one integrated solution designed specifically to meet the unique needs of their industry.

Travelytics is built using Ruf’s consumer database of over 115 million households. In addition to hundreds of demographic and psychographic traits, the database includes propensities on 2,000 scientifically developed lifestyles with over 240 unique travel behaviors. The various components of Travelytics include a dynamic data warehouse capable of integrating data from multiple sources (such as fulfillment and call centers), access to Ruf’s proprietary data analysis tools, online CRM (customer relationship management) through a customizable digital dashboard, and targeted lists selected by client-specified criteria.

“Our goal is to help travel marketers understand how to make their marketing efforts more effective,” explained Kurt Ruf, partner and vice president of sales for Ruf Strategic Solutions. “We have worked with a large number of tourism organizations, from state agencies to airlines to resort destinations. Everything we do is designed to take travel and tourism marketing to new heights of success.”

Travel marketers will gain a clear demographic picture of their current customers or inquirers as well as tremendous insight into their lifestyle and activity interests, such as who is likely to be interested in spas and resorts, wilderness adventures, culture and heritage, dining and nightlife, etc. The knowledge gained from the current inquirers can be used to acquire travel prospects that are virtual clones from Ruf’s database of 115 million households. Combine this with Ruf’s proprietary media preference information and marketers will have the ability for personalization of marketing communications at a level never before attainable.

#### **State Travel & Tourism Bureaus Recognize the Potential Benefits**

One of the travel organizations that recently signed a two-year contract with Ruf is the Division of Travel & Tourism for the state of Kansas. Through a collaborative effort with Callahan Creek and Ruf Strategic Solutions, Kansas Travel & Tourism is seeking to accomplish several objectives:

- Establish benchmarks for the analysis of tourism trends, marketing opportunities, threats and forecasts.

- Define appropriate criteria for measuring the economic impact of Kansas’ tourism.
- Track the impact of marketing efforts on Kansas’ tourism.
- Produce analytical reports to secure funding for tourism marketing for Kansas.
- Improve targeted marketing efforts through a better understanding of Kansas’ travelers and prospects.
- Create the mechanisms for real-time, online access and reporting for industry partners and key decision makers.

Based on the state’s historical inquiry data, Ruf has completed a detailed profile of those people expressing an interest in tourism within Kansas. Using this profile, Ruf is working with Callahan Creek to enhance primary research completed for Kansas Travel & Tourism. In addition, by integrating the profile with their online inquiry repository, Kansas Travel & Tourism will be able to:

- Isolate key lifestyles and demographics.
- Identify audience segments previously unknown.
- Target current inquirers as well as prospective travelers with customized communications using the best reaching media.

“Based on what we have seen so far, we should be able to provide our state destinations with marketing intelligence unlike any we’ve had access to before,” explains Scott Allegrucci, director of the Travel & Tourism Division for Kansas. “The web portal allows us and our partners access to real-time numbers, benchmarks and market intelligence reports, creating a strong and actionable sense of partnership surrounding this very critical research activity. We hope to benefit, not just from the great work Ruf is doing for us, but also from our enhanced ability to share meaningful aspects of that work.”

For more information about travel and tourism in the state of Kansas visit [www.kansascommerce.com](http://www.kansascommerce.com) or [www.travelks.com](http://www.travelks.com).

Another state organization that just signed a one-year renewable contract with Ruf is the Missouri Division of Tourism (MDT). Working closely with other vendor agencies, the MDT hopes to accomplish the following objectives:

- Create a composite database of responses from the state’s various sources.
- Gain better measurement and understanding of the effects of tourism advertising for Missouri.
- Provide better accountability with increased accuracy and timeliness.
- Produce meaningful projections and identify patterns for enhanced marketing campaigns.
- Increase focus and consistency for a better return on marketing investments.

Ruf is developing the data warehouse for the Missouri Division of Tourism from two years’ worth of inquiry records the state has accumulated – some 800,000+ records. This data warehouse will have regular updates

from various collection points from Missouri and its vendors. The MDT and their ad agencies of record will have online access, via a customized dashboard, for ad hoc campaign measurement reports as well as standard response summary reports and charts.

“In just a short time, we are already seeing a thoroughness that we are just beginning to appreciate from our new research partners at Ruf,” says Dee Ann McKinney, research director for the Missouri Division of Tourism. “Their initial in-depth analysis of our current database ad coding and quick discovery of inconsistencies and missing codes will make a huge difference in our reporting accuracy. Yes, this all takes time but we believe that the end result is going to be far superior to anything we have now.”

For more information about travel and tourism in the state of Missouri visit [www.VisitMO.com](http://www.VisitMO.com).

**About Ruf Strategic Solutions:**

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 28 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. Ruf Strategic Solutions is independently owned and operated. For more information, visit [www.ruf.com](http://www.ruf.com) or contact Kurt Ruf at 913-782-8544 or at [kurt@ruf.com](mailto:kurt@ruf.com).

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