



MASTERCARD TOURISM INSIGHTS

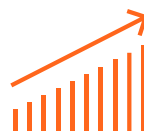
# Leveraging Big Data to drive tourism revenue

## Travel destinations face key challenges to growing tourism revenue



### How do you attract more tourists through more channels?

As consumers use dozens of digital tools to plan their journey, destination marketing organizations (DMOs) must expand their reach to more channels and markets to connect with travelers.



### How can you make smarter investments to raise marketing ROI?

In response to shifts in consumer sentiments, travel plans, and behaviors, DMOs need timely insights so they can adjust their investments and marketing efforts as needed to boost revenue.



### How do you gain a better understanding of consumer sentiments and preferences?

A 360° view of the travel journey can give DMOs deeper insights into travelers' needs and make smarter investments to attract them to your destination.



### How do you extract meaningful consumer insights to identify the most valuable opportunities?

Finding relevant insights from vast amounts of data to identify the most valuable visitor segments requires expertise and advanced data analytics.

## Digital travel data is an untapped opportunity

As consumers turn to dozens of sites, search engines, and social media throughout their travel journey, they generate vast amounts of valuable data—if you know how to use it.

### Did you know?

Consumers roam the entire digital landscape in search of travel ideas, others' experiences, articles and blogs, video, experts, and friends to inform their journey.<sup>1</sup>

# 38

Tourists visit 38 travel sites to plan their trips in the 5 weeks before the journey, as well as dozens of search sites and social media.<sup>1</sup>

# 85%

of leisure travelers decide on activities only after arriving at their destination—underscoring the need to continuously communicate through digital channels.<sup>2</sup>

## Global competition is rising as tourism shifts toward emerging economies

With more competitors in more places, DMOs need more timely, deeper insights to use their marketing budgets where they will attract the right visitors. With a 360° view of the full travel cycle, you can more effectively tailor market efforts to visitor trends—potentially raising revenue and market share.

57%

Emerging economies' share of tourism grew from 30% in 1980 to 45% in 2015 and is expected to reach 57% by 2030.<sup>3</sup>

3X

Travel and tourism in the top 10 fastest-growing global destinations grew 17.3% CAGR (2009–2016)—3X faster than the U.S. (5.6%).<sup>4</sup>

### Spending patterns may surprise you

2.8X

Visitors to Los Angeles from Shanghai, China, spend 2.8X more than visitors from London.<sup>4</sup>

2X

While UK travelers to a popular Mediterranean destination are top spenders overall, Russian tourists spend 2X as much per day.<sup>5</sup>

## Mastercard Tourism Insights

### Drive growth by understanding the entire travel journey

Mastercard analyzes massive volumes of aggregated and anonymized Big Data to deliver deep, timely insights into localized market spending by travelers to your destination.



#### 360° view of travel cycle

Analyzing the consumer travel journey, pre- to post-trip, you gain a better understanding of visitors' plans, interests, and preferences to guide channel marketing investments.



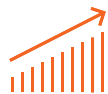
#### Targeted insights

No need to wade through irrelevant data. Mastercard Tourism Insights gives you all the aggregated and anonymized spending data, paired with social sharing, perceptions, sentiments, and experiences about your market.



#### Timely data

Unlike static reports and surveys that can quickly become outdated, Mastercard collects timely data—updated monthly, so you can stay on top of changing trends and preferences.



#### Drive preference

Mastercard data analytics and expertise help you identify the most valuable and desirable tourist segments, top origination markets, and key opportunities to win market share.



#### Smart investments

With in-depth insights across the travel journey, destinations can more effectively align marketing efforts with visitor value and optimize marketing investments for greater reach and ROI.



#### Modular, simple

Mastercard Tourism Insights is delivered via a Web portal. Modules can be added or removed as needs change. It's easy to implement, simple to use, and our subscription model fits any budget.

Mastercard can help your destination gain market share, increase tourism's contribution to the economy, and enhance the visitor experience, while supporting continued growth of local businesses.



### Contact Mastercard Now

To learn more about Mastercard Tourism Insights, contact a Mastercard representative.

1. MillwardBrown Digital, "Traveler Attribution," 2014.  
2. AMP and BLITZ, Targeting Moments of Need in the New Travel Landscape, 2016.  
3. United Nations, World Trade Organization.  
4. Mastercard, Global Destination Cities Index, 2016.  
5. Mastercard Tourism Insights.