TRAVEL AND TOURISM

Leveraging Big Data to drive tourism opportunities

Travel destinations face key challenges to growing tourism revenue

How do you attract more tourists?

We analyze tourism spend to identify origination locations driving the most visits, to stimulate repeat and longer visits, and attract more high spenders.

How can you appeal to the most desirable travelers?

We identify profitable visitor segments, such as business travelers, elite vacationers, etc., to anticipate their preferences and drive higher spend and more frequent visits.

How are you performing vs. competitors?

We identify pockets of opportunity by identifying market share across spend categories and visitor segments.

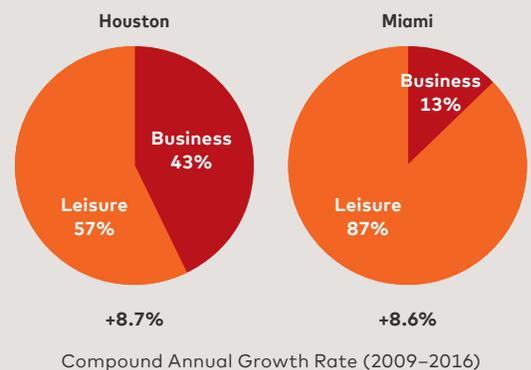**How do you maximize the ROI of your marketing spend?**

We provide actionable insights to help you target marketing and media planning to the right regions and segments at the right time.

Your partner for sustainable tourism growth

Mastercard Advisors provides deep consumer insights, tourism expertise, and innovative solutions to boost engagement and market share.

Did you know?

The fastest-growing destinations in North America for international travelers are Houston and Miami, yet each city attracts different kinds of visitors.[1]

Houston

Business 43%
Leisure 57%

+8.7%

Miami

Business 13%
Leisure 87%

+8.6%

Compound Annual Growth Rate (2009–2016)

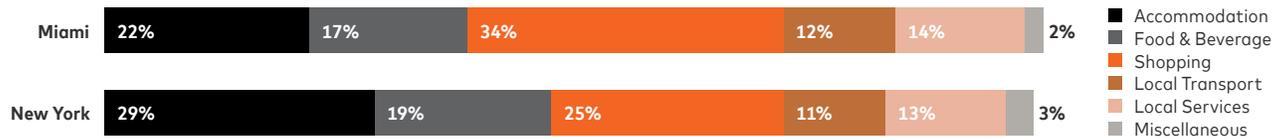# Insights into the Tourist Journey identify revenue opportunities

Where travelers spend their money can vary by point of origin, season, consumer segment, length of stay, and numerous other factors. Mastercard Advisors helps you identify the key drivers of consumer engagement, satisfaction, and loyalty to help maximize revenue and market share.

Spending patterns may surprise you.
Visitor spending for a top event can peak in the weeks prior to it.[2]

The tourist journey
Where visitors spend money can vary greatly by destination[1]
Illustrative: Miami and New York, 2016.

Miami	22%	17%	34%	12%	14%	2%
New York	29%	19%	25%	11%	13%	3%

- ■ Accommodation
- ■ Food & Beverage
- ■ Shopping
- ■ Local Transport
- ■ Local Services
- ■ Miscellaneous

Bar graphs may not add to 100% due to rounding.

Insights to drive growth by understanding travel spend dynamics

Mastercard analyzes massive volumes of aggregated and anonymized transaction data to deliver accurate and timely insights into localized market spending by travelers to your destination.

What are the **top origination markets** to your destination?

Identifying the top feeder regions to your destination, and their spending patterns, can make your marketing efforts smarter, more effective.

How does travel spend **vary by season?**

52 billion aggregated, anonymized payment transactions each year uncover deep insights into the seasonality of spend overall and by origin market.

How has travel spend **changed over time?**

Analyzing tourist spend on a monthly basis and at a hyper-local level, historically and up to the moment, identifies opportunities in key merchant categories and locations.

What are the **top spend categories** for visitors?

Understanding visitors' average spend and ticket size by origination market and length of stay, across categories, can sharpen marketing plans and messaging.

Which origination markets **are the highest spending?**

Top feeder regions to your destination are not necessarily the highest spending or most engaged. We help identify your best prospects.

What is the **spend behavior** of visitors in their home markets?

Insights into profitable visitor segments and preferences can drive higher spend and more frequent visits to your destination.

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 Advisors now

To learn more about Mastercard Travel and Tourism Solutions, view this video:
http://go.mastercardadvisors.com/destination-insights-video or visit: **go.mastercardadvisors.com/tourism**

1. Mastercard, Global Destination Cities Index, 2016.
2. Mastercard Advisors, Event Impact Analysis, 2016.