

PALM SPRINGS, CALIFORNIA: IDENTIFYING AND PRIORITIZING TOURISTS AND TOURISM MARKET

Here's the Situation

In a still recovering economy, marketing budgets are tight and every dollar must deliver a measurable return on investment.



The City of Palm Springs, California – famous for year-round “fun in the sun” – wanted to make its marketing programs more efficient and effective

ABOUT PALM SPRINGS:

- Popular tourist destination for outdoor activities, arts and culture, gaming and entertainment.

BUSINESS NEEDS:

- Identification of tourist types
- Prioritization of key DMAs
- More effective targeting for marketing programs
- Development of long-term strategic plans

through smarter targeting of potential tourists. To reach that goal, Palm Springs needed to identify who visits the City, where they are coming from and how they are spending their money.

Here's What We Did About It

We captured tourist credit card transactions in selected zip codes in the City over a 12-month period, using Zip+4 to preserve confidentiality. The transactions totaled almost \$200 million, giving us a significant sample for better identification and understanding of these tourists.



Our Analysis Revealed:

What type of tourist visits Palm Springs. According to the data, 58% of the City's tourism dollars come from 10 customer market segments. This gives us a detailed profile of people who are most likely to visit Palm Springs, including their lifestyles, purchasing habits, media preferences and travel behavior. With this information, we can search anywhere in the U.S. for people who share similar characteristics.

Where these tourists come from. We found that of the 210 Direct Marketing Areas in the U.S., 152 DMAs were represented in the City transactions over the 12-month period. However, 80% of the sales dollars came from five key tourism markets. We used a market prioritization index to rank the DMAs based on the greatest number of people with a propensity to visit the City.

How they spent their money. We broke down the credit card transactions into nine different categories, from specialty retail to full-service restaurants. From this analysis, we are able to determine which DMAs are most important to the City within each category of retail spending.

Check Out These Results

With these tourism insights in hand, the City knows exactly who its core tourists are and where they come from, allowing the development of effective marketing strategies and long-term plans.

The City Can:

Optimize each marketing channel. Using a highly targeted approach, the City can connect with potential tourists in a wide range of mediums, from billboards to direct marketing to online campaigns. They can focus on the most profitable markets and send individualized messages directly to people who are most likely to visit.

Find co-branded partners. By knowing who the tourists are and where they spend their money, the city can develop co-operative marketing campaigns with area hotels, restaurants and retailers. For instance, the tourist profiles reveal the exact hotels where each market segment prefers to stay, providing new opportunities for co-branded tourism campaigns.

Buxton's data-driven approach is a powerful new tool to help tourism focused communities leverage the value of their customers for long-term success.

Find Out More

Contact us today for a consultation and discover how Buxton can help your community increase its tourism.