localis

Understanding travel spend behaviour with Visa Destination Insights

About our partner

Localis is a tourism data analytics firm that works with global tourism destinations, local governments and international travel and hospitality providers to identify visitor segments and understand their behaviour.

📍 **Geography**
Australia

📊 **Sector**
Marketing, Tourism

Understanding travel behaviour using insight-driven customer segments

Visa Destination Insights (VDI) is a web-based platform that provides powerful insights into travellers' behaviours and preferences, based on depersonalised and aggregated spend data — providing its users with deeper insights than they could obtain using mobility or travel statistics.

Localis used VDI in combination with other external data sources to help its clients to understand their potential customer segments based on their origin locations and spending behaviours at destinations. This allowed Localis' clients to focus on the right customer segments, assess and forecast demand; and apply these insights to business decisions.

1. Discover

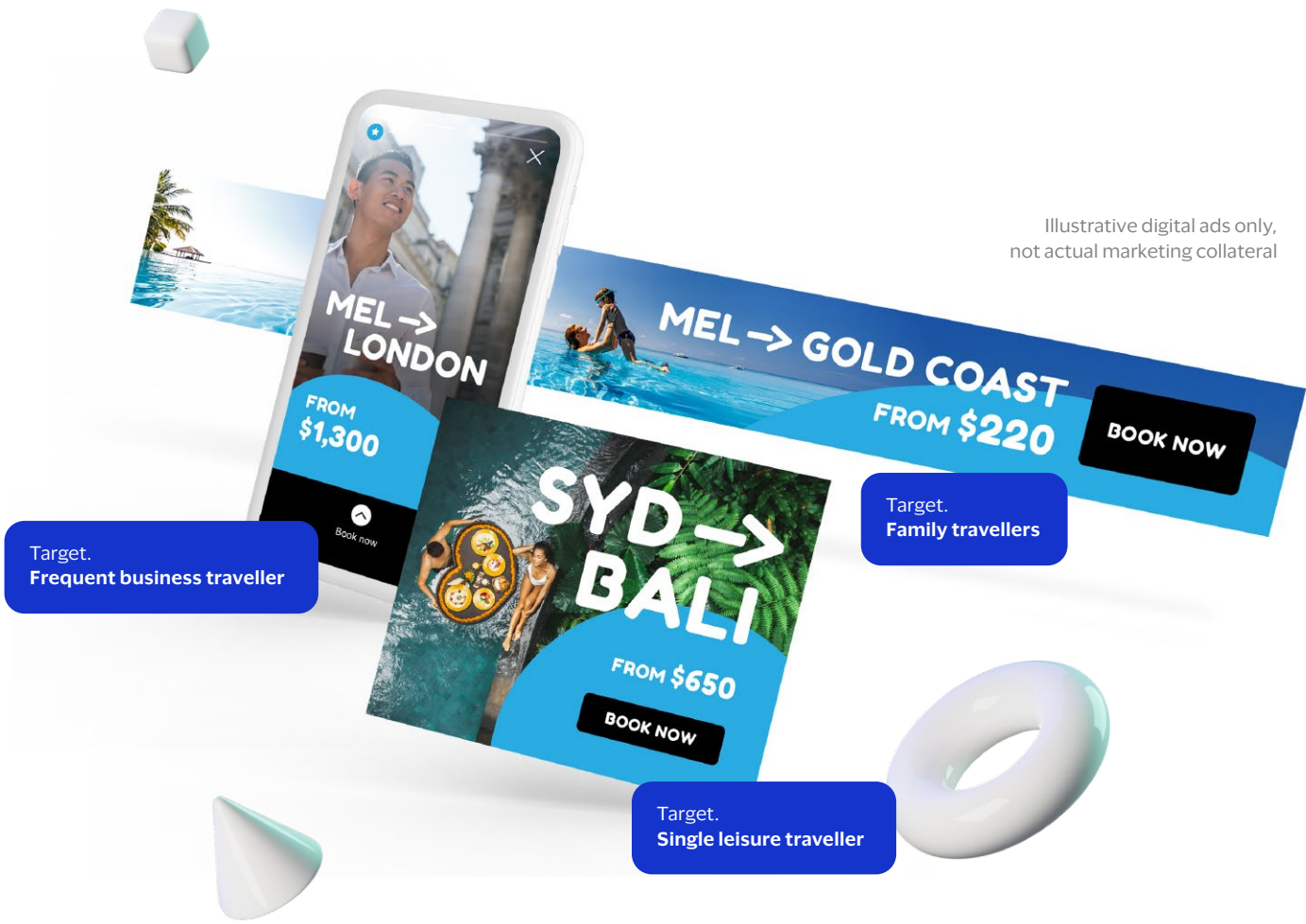## Recognise the need for powerful visitor spend intelligence

As a challenger airline, Localis' client was looking to understand travel patterns and behaviours to assist them in key business decisions and to identify the right customer segments. In order to support this, Localis used VDI to delve deeper into the spend behaviours of visitors to destinations from among the airline's existing routes.
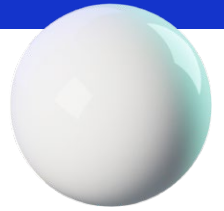
Using a combination of VDI data and other data sources, Localis was also able to understand the foot traffic on different routes relevant to demand forecasting and route planning activities and enable its client to maximise their marketing spend and target key customer segments.

2. Design

Identify the right customer segments

Using the insights generated by VDI, Localis could understand travellers' interests based on their origin locations through observing seasonality, merchant categories of spend, and what time of day spend was occurring. This could be further mapped by Localis against other external data sources to develop personas which could be used to identify relevant customer segments.

Illustrative digital ads only, not actual marketing collateral

MEL → LONDON
FROM $1,300
Book now

MEL → GOLD COAST
FROM $220
BOOK NOW

SYD → BALI
FROM $650
BOOK NOW

Target.
Frequent business traveller

Target.
Family travellers

Target.
Single leisure traveller

3. Deliver

Using data insights for improved ROI and planning

Applying these travel and visitor insights helped the airline understand the market landscape significantly better. Localis continues to support the airline with enhanced insights based on aggregated and depersonalised travel spend data from VDI, along with other data sources.

Results

As a result, Localis helped the airline reduce customer acquisition costs:

Overall decrease in CPC[1] on social media*

56%

Overall decrease in CPA[2] on search*

31%

CPA decrease in a SEM[3] campaign*

53%

*In comparison to previously targeted audiences in each channel

1. Cost per click, the average amount paid for each click on an ad
2. Cost per acquisition, the average amount paid for each customer that completes a booking
3. Search engine marketing

„

Visa Destination Insights made it easy for us to get the insights we need to identify different visitor segments that drive value for our clients. We could quickly find top origin locations, top merchant categories frequented by visitors and spend preferences.

Robbie Dalton
Founder & Managing Director, Localis