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# BECOMING A TOURISM MAGNET

PRESENTED BY LISA MCCAY, BUXTON COMPANY

# ABOUT BUXTON

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## Trusted Advisor to Top Retail Brands



ANTHROPOLOGIE

*Fantastic Sams*  
HAIR SALON

RH  
RESTORATION HARDWARE

BED BATH &  
BEYOND

GNC LiveWell.

Walmart 



FedEx

 jiffy lube™

*Lucky Brand*  
BORN IN AMERICA

LOWE'S

Pier 1 imports

GOODYEAR 

Office  
DEPOT

WSS  
Shoes. Style. Selection.

  
new balance

GameStop

  
Marriott.



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Buxton

# ABOUT BUXTON

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Helped More Than 650 Communities Recruit  
35 Million Square Feet of Retail Space



# ABOUT BUXTON

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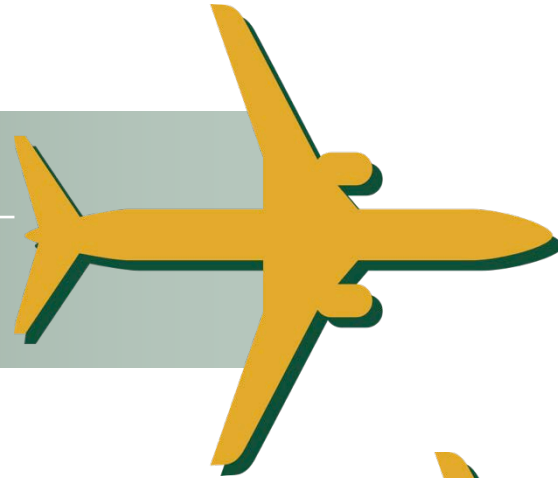
## Visitor Insights



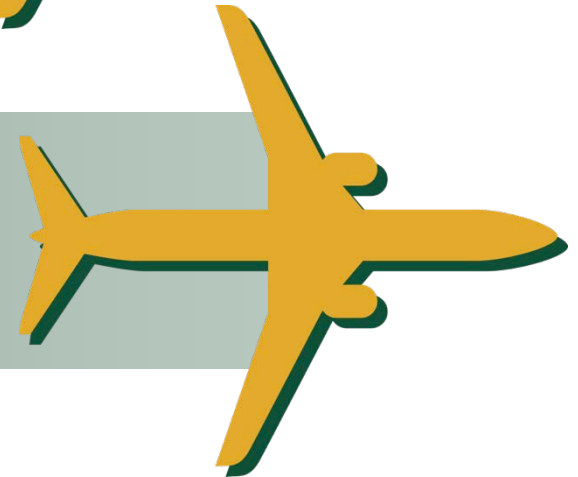
# SIZE OF U.S. TOURISM MARKET

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1.6 Billion Domestic Leisure Travel Trips –  
Up 1.4% Over 2012



2 Billion Domestic Trips in 2013 –  
Up 1.2% Over 2012

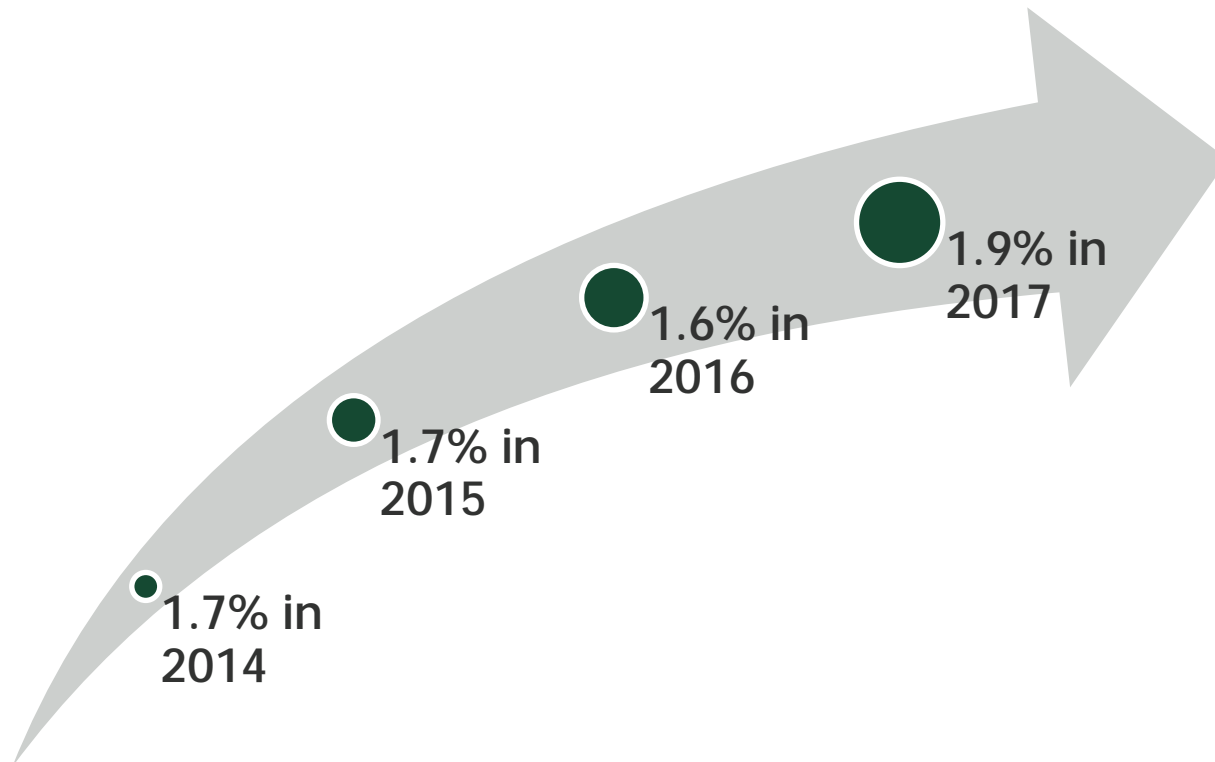


Source: U.S. Travel Association  
U.S. Travel Forecasts  
Updated 05/15/14

# GROWTH OF U.S. TOURISM MARKET

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## Forecasted Growth in Total Domestic Person Trips – Leisure Travel



Source: U.S. Travel Association  
U.S. Travel Forecasts  
Updated 05/15/14

# TRAVEL SPENDING & IMPACT

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## Average Vacation Cost in 2013

- \$1,145 per person
- \$4,580 for family of four

## Travel Spending Growth

- \$887.9 billion in 2013 - up 3.9% from 2012

## Economic Impact

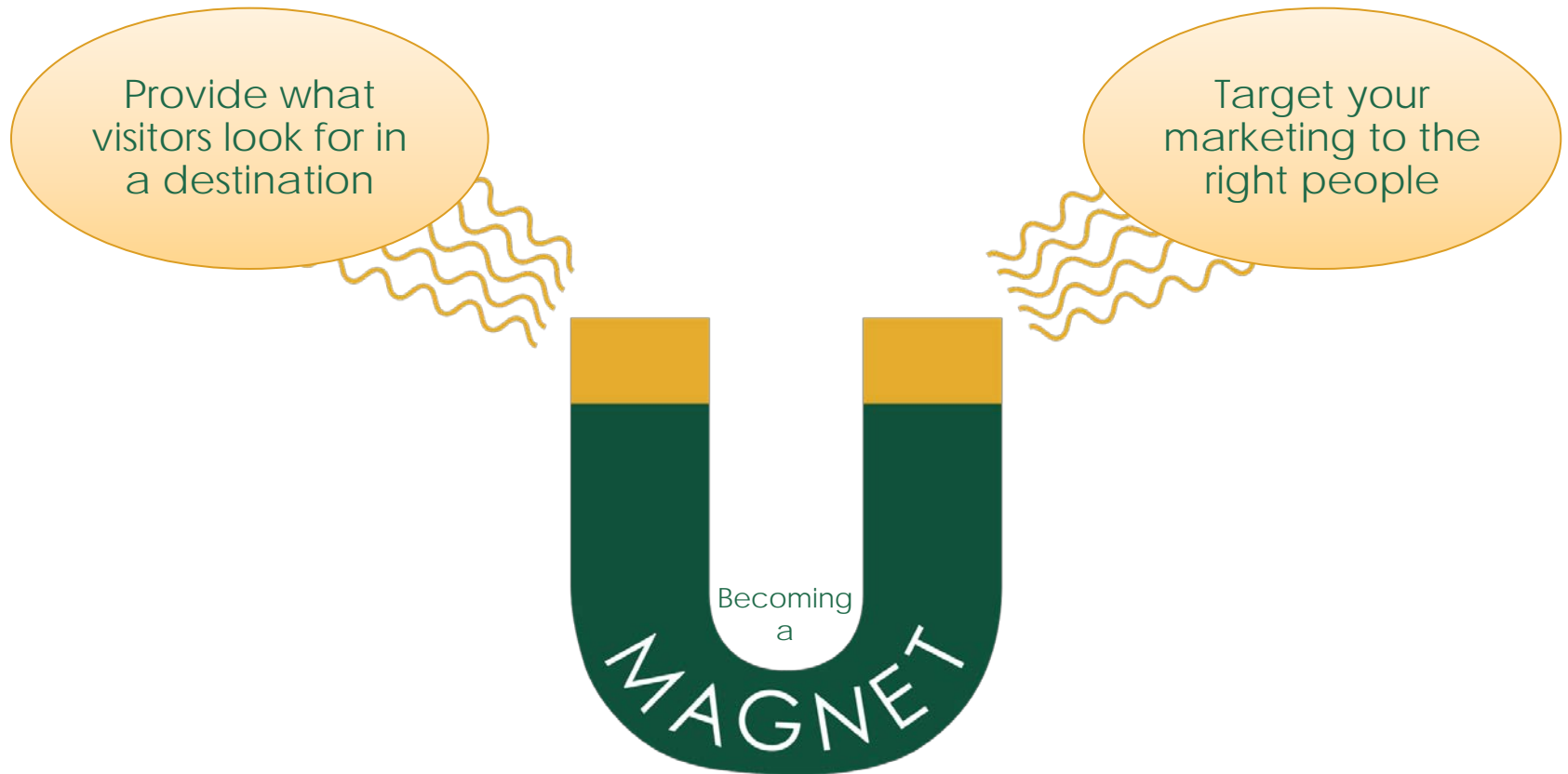
- Indirect: \$2.1 trillion
- Direct: \$133.9 billion in tax revenue collected by local, state, and federal governments

Sources: American Express and U.S. Travel Association

# BECOMING A MAGNET

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How do you become a magnet for visitors?





# FACTORS THAT DRAW VISITORS

## The Top 5 Leisure Travel Activities



Source: U.S. Travel Association

# FACTORS THAT DRAW INTERNATIONAL VISITORS

## The Top 5 Leisure Travel Activities for International Visitors

The Top 5  
Leisure Travel  
Activities for  
International  
Visitors



1. Shopping



2. Dining



3. City Sightseeing



4. Visiting Historical Places



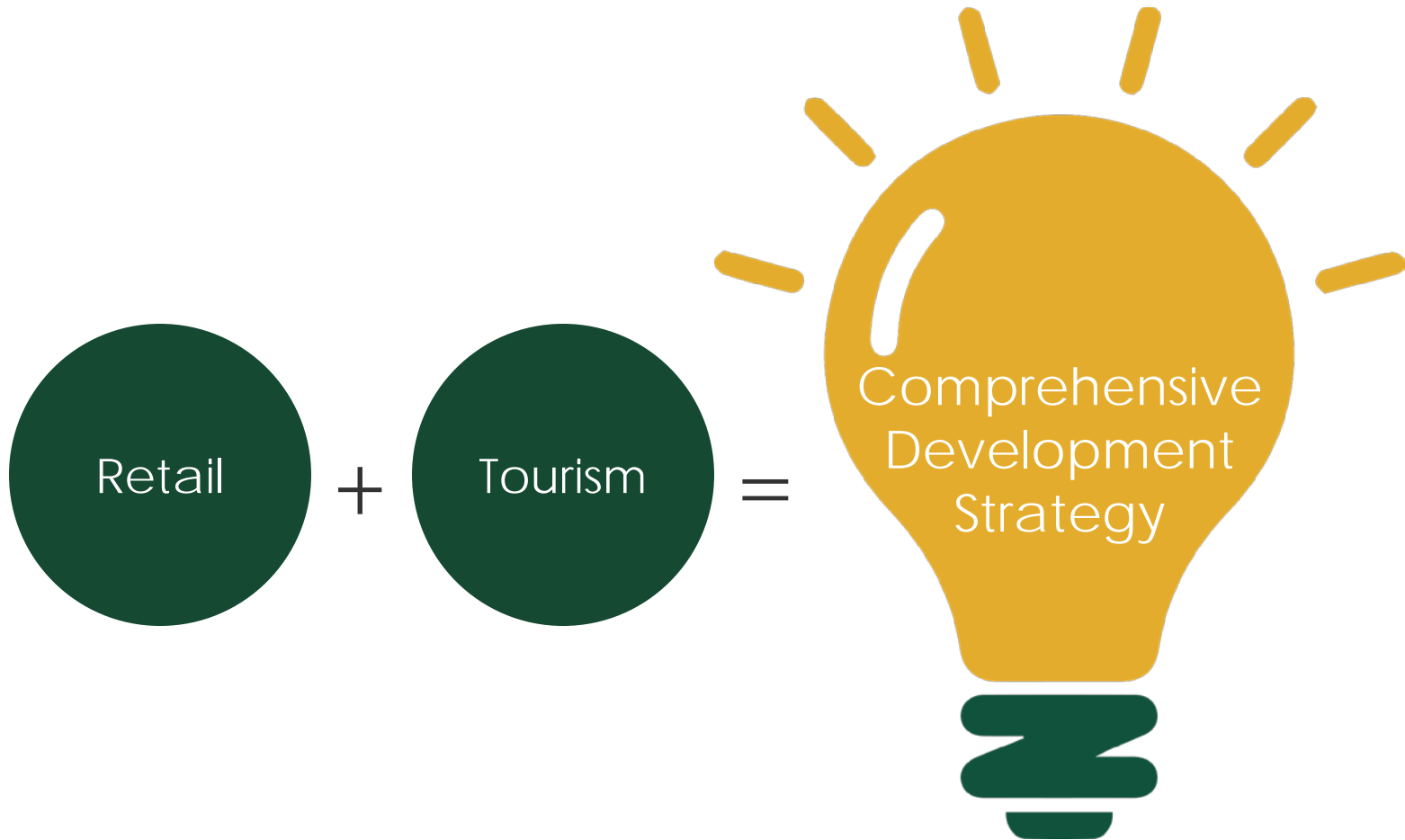
5. Amusement/Theme Parks

Source: U.S. Travel Association

# RETAIL'S IMPACT ON TOURISM

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Retail and Tourism Development Initiatives Should Work Together



# TARGET MARKETING TO THE RIGHT PEOPLE

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## Can You Answer These Questions?



Why do people visit your community?

What activities do your visitors like?

Where do your visitors spend money?

Where do your visitors come from?

Which markets should you prioritize for marketing initiatives?

# CASE STUDY: PALM SPRINGS, CA

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## The Situation



### **ABOUT:**

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

### **NEEDS:**

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

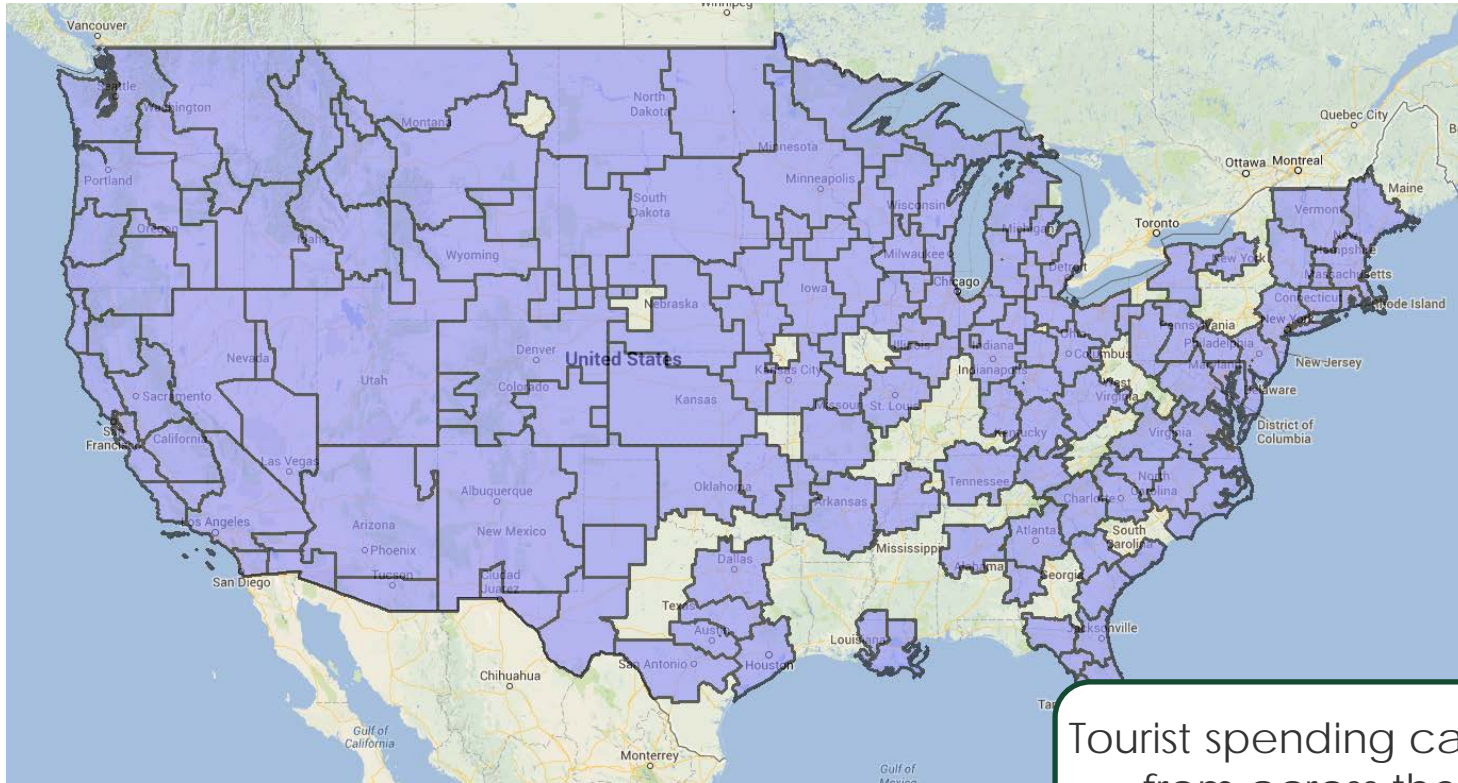
"Because tourism drives so much of our economy, we knew anecdotally that the tourist demographic was substantially different from the full time resident demographic."

**JOHN RAYMOND**

**DIRECTOR OF COMMUNITY & ECONOMIC DEVELOPMENT**

# CASE STUDY: PALM SPRINGS, CA

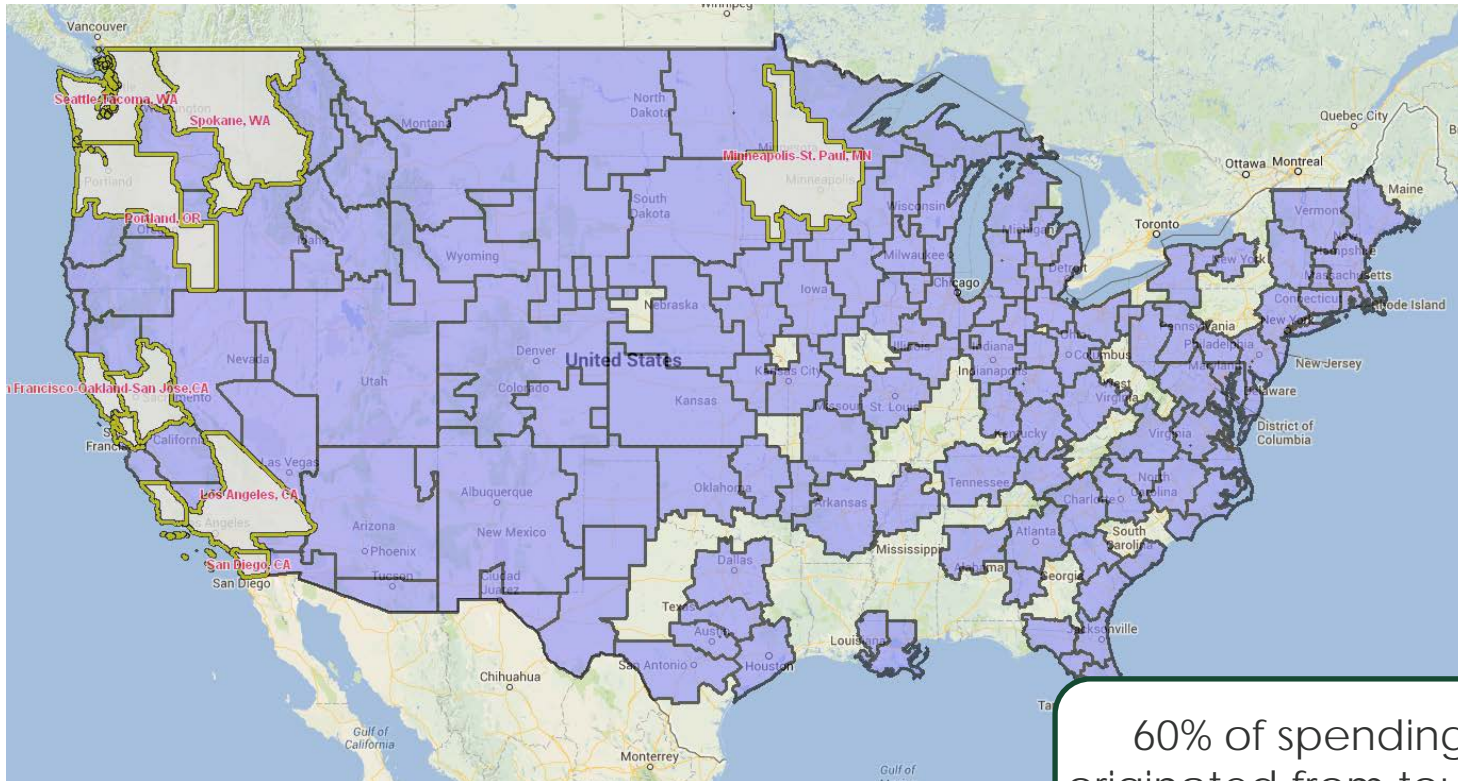
## Research Results: Where Tourists Come From



Tourist spending came from across the continent of the US

# CASE STUDY: PALM SPRINGS, CA

## Research Results: Key Markets



60% of spending originated from tourists in 7 markets



# CASE STUDY: PALM SPRINGS, CA

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## Research Results: Retail Impact

- **73%** of all retail transactions by dollar volume comes from people who do not live in the city or the surrounding trade area.
- **13%** of the money spent in the city comes from people who reside in America's wealthiest areas.
- Numbers helped persuade voters to support a **1% sales and use tax** to fund parks, street renovations, and an upscale retail area.



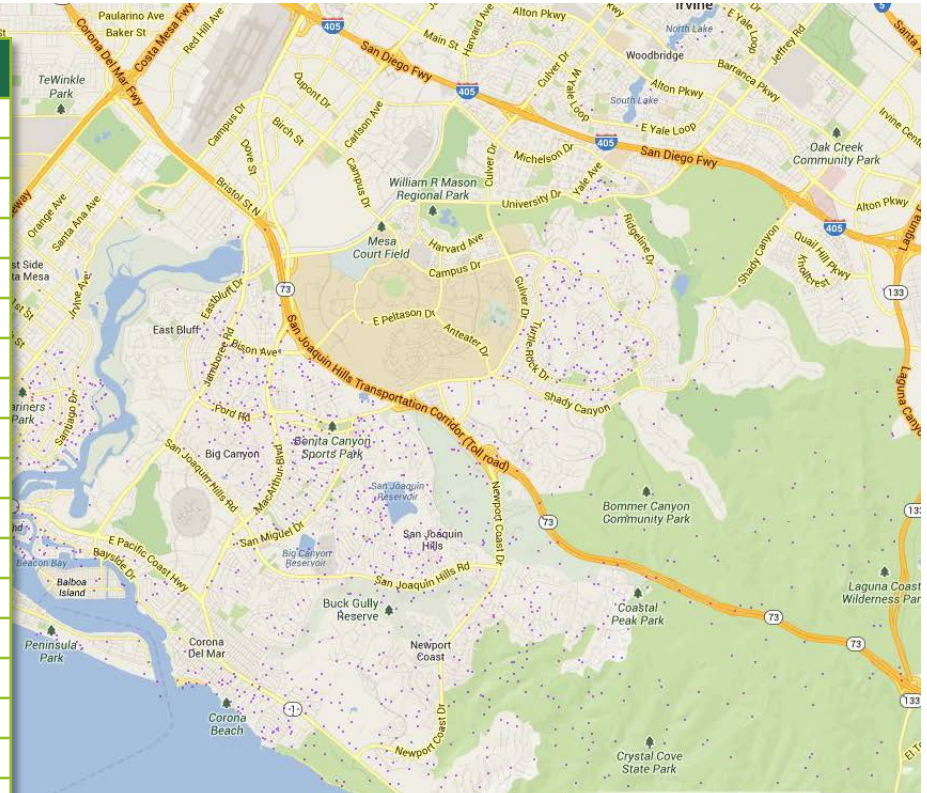


# CASE STUDY: PALM SPRINGS, CA

## Research Results: Targeted Marketing

### Potential Tourists

First	Last	Address	City	State
Ben	Shaw	101 Imperial Way	Anytown	CA
Tom	King	1308 Bryan Ct.	Anytown	CA
Leslie	Smith	1203 Ashley Dr.	Anytown	CA
James	White	39 Magnolia Ct	Anytown	CA
Olivia	Allen	702 Holly Dr.	Anytown	CA
Bryan	Geist	3236 Crest Dr.	Anytown	CA
Logan	Brown	54 McCart St.	Anytown	CA
Tara	Leiss	874 Harwood Rd.	Anytown	CA
Scott	Pulliam	236 Lubbock Ave.	Anytown	CA
Phillip	Holson	33 Brazos Rd.	Anytown	CA
Cheryl	Thomason	134 Clearview Dr.	Anytown	CA
Stacy	Grason	72 Dawson St.	Anytown	CA
Josh	Moore	71 Cherry Ave.	Anytown	CA
Luke	Jackson	992 Wedglea Dr.	Anytown	CA
Danielle	Reid	814 Sparger Rd.	Anytown	CA
Chase	Watson	461 Rivery Way	Anytown	CA



# GETTING STARTED

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## Align Your Resources



# GETTING STARTED

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## Know What You Have to Offer



# GETTING STARTED

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## Gather Your Data to Discover Insights

### Resources Include:

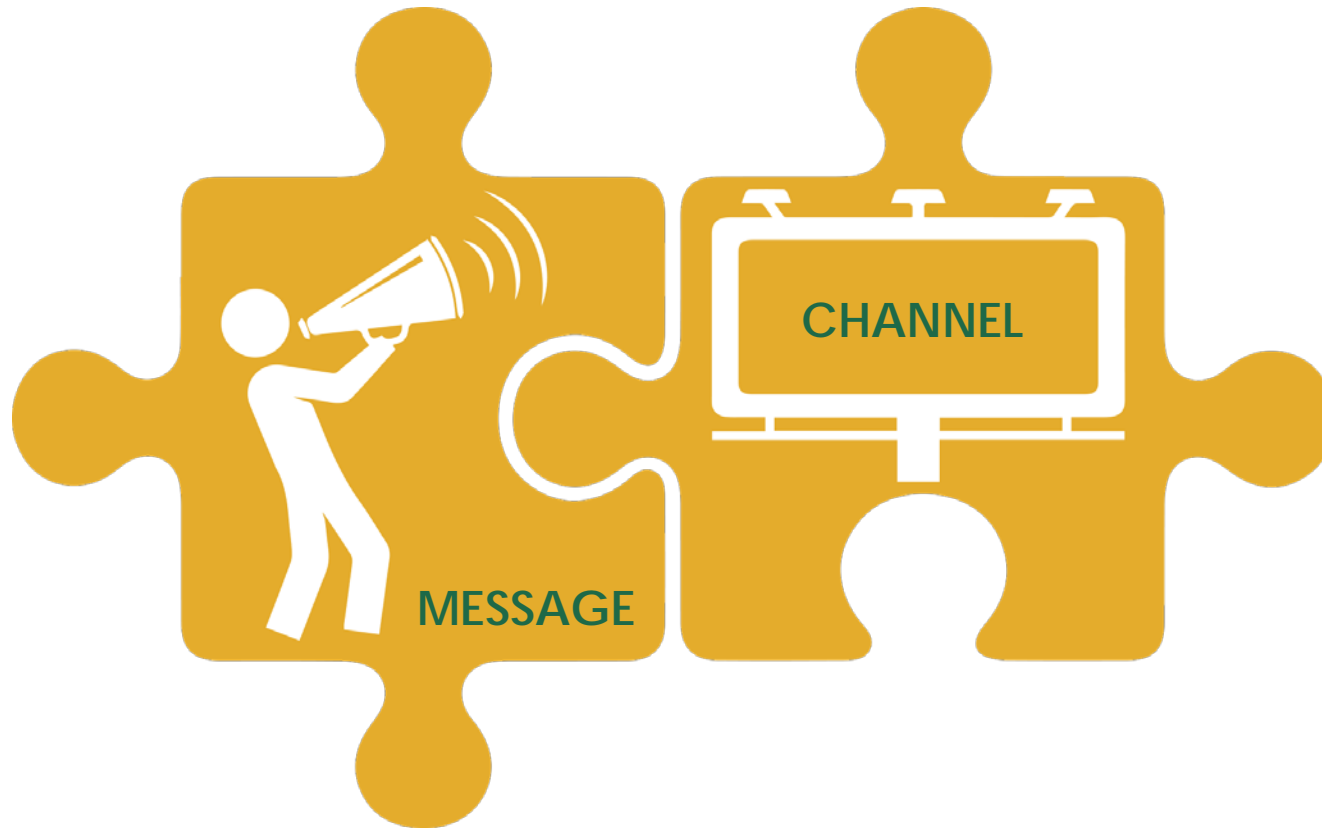
- Convention and Visitors Bureaus
- State-level Tourism Agencies
- U.S. Travel Association
- Analytics Firms



# GETTING STARTED

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Make Sure Your Marketing Fits Your Target



# QUESTION AND ANSWER

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Lisa McCay  
Vice President of Public Sector Sales  
[www.buxtonco.com](http://www.buxtonco.com)  
[lmccay@buxtonco.com](mailto:lmccay@buxtonco.com)  
888-2BUXTON

Booth #405