# How Lake Tahoe Visitors Authority uses Visa Destination Insights to drive tourism revenue

**VISA**

Lake Tahoe Visitors Authority, known commonly as Visit Lake Tahoe, is the destination marketing organization for the south shore of Lake Tahoe, a ski and vacation hotspot in the Sierra Nevada mountains on the California/Nevada border. Visit Lake Tahoe drives tourism promotion efforts for the economic benefit of the Lake Tahoe south shore community.

## Opportunity

Visit Lake Tahoe needs granular, actionable spend data insights that empower them to evolve their marketing strategies and investments to boost revenue.

Visit Lake Tahoe partners with local businesses and organizations to drive exposure and engagement of the south shore of Lake Tahoe with a wide range of local, regional, and international markets. Operating in a popular and globally recognized destination, Visit Lake Tahoe serves as a destination steward, working to help deliver better experiences for visitors, local businesses, and residents and drive tourism revenue.

## Solution

Visit Lake Tahoe uses Visa Destination Insights to understand visitor spend behavior and develop new feeder markets.

Visit Lake Tahoe has used Visa Destination Insights since 2014. Before Visa Destination Insights, Visit Lake Tahoe could not capture a clear picture of where visitors were coming from or what they were spending on. With Visa Destination Insights' deep, timely spend insights, they are able to quickly analyze spend volume and card count to help identify feeder markets with potentially profitable and sustainable visitor segments. Visit Lake Tahoe uses these actionable insights to refine their marketing strategies and optimize their marketing budgets across local, regional, and international market segments. These insights also help local businesses understand how and when to market to different kinds of visitors and help local officials manage overcrowding and seasonal lulls at tourist attractions.

Visa Destination Insights is a powerful solution that delivers international visitor insights that Visit Lake Tahoe needs to identify top origin countries globally. These targeted insights have empowered Visit Lake Tahoe to regularly drive growth in emerging international countries. For example, Visit Lake Tahoe launched a promotional campaign to invite visitors from Germany to Lake Tahoe's south shore. This campaign used Visa Destination Insights to gain insights on needs, passions, and spending habits of visitors from Germany to create personalized offers that helped put Lake Tahoe top of mind for these visitors. This campaign helped drive **21% increase in the tourism traffic** from Germany to the south shore of Lake Tahoe with a **600:1 return on investment (ROI).**

Visa Destination Insights' easy-to-use dashboards and rich data visualization features have made it easier for Visit Lake Tahoe to get access to powerful visitor data and insights – helping them transform into a data-driven organization.

> Visa Destination Insights has helped us become data-driven and more strategic in our approach to marketing, both regionally and internationally. We're able to really drill down and focus on where we should and shouldn't spend our marketing dollars.

**Tony Lyle**
Visit Lake Tahoe

## Results

Visa Destination Insights helps Visit Lake Tahoe:

- Make smarter, targeted, and economic marketing investments

- Better understand spend behavior across visitor types, market segments, and markets

- **Achieve +21% growth** in visitor traffic from Germany
  (tied to a promotional campaign guided by Visa Destination Insights)

## Visa Destination Insights helps Visit Lake Tahoe empower sustainable economic growth for their community

Visit Lake Tahoe continues to use Visa Destination Insights to help drive tourism, guide and manage demand during peak and off seasons, and accelerate the recovery of their local business ecosystem in the evolving, yet highly competitive post-pandemic marketplace.

**Contact your Visa account executive to learn more:**
Visit: usa.visa.com/products/visa-destination-insights.html
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