

VisaVue Tourism Reports

VisaVue Overview

- ❖ Subscription period: Calendar year, with signup period during the month of January
- ❖ Subscription deliverables: Calendar year report for previous year delivered with the Q1 report and four quarterly reports delivered approximately 45 days after each quarter ends
- ❖ Subscription options: three - cost unknown for 2019
 - Domestic Tourism Reports: 2018 cost \$3,500
 - International Tourism Reports: 2018 cost \$2,310
 - Domestic and International Tourism Reports: 2018 cost \$5,060



VisaVue Domestic Reports

- ❖ Customized data capture requiring DMO subscribers to provide the following:
 1. **Definition of their area:** subscribers must provide a list of zip codes defining DMO area, since data is only captured for zip codes provided
 2. **Decision on including residents:** subscribers must decide whether they want residents included or excluded from their reports.
 3. **Decision on excluding nearby zip codes from data:** To ensure the data is most representative of travelers, subscribers are able to exclude nearby area residents (i.e. likely commuters) by providing additional zip codes to exclude from the data capture.



VisaVue Domestic Reports

Example of subscriber custom specifications:

❖ Lee county customized reports to:

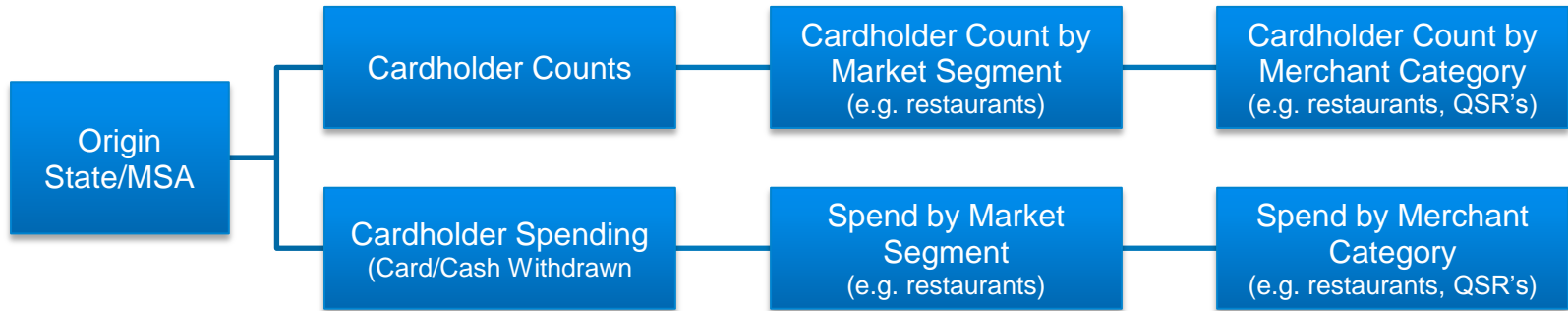
1. Collect data for their area by providing the zip codes highlighted blue
2. Decided to exclude residents
3. Decided to exclude residents of nearby areas by providing zip codes highlighted yellow

LEE COUNTY ZIP CODES TO DEFINE CAPTURE AREA			ADDITIONAL ZIP CODES TO EXCLUDE FROM DATA		
County	Zip Code	City/Town	County	Zip Code	City/Town
LEE	33901	FORT MYERS	CHARLOTTE	33927	EL JOBEAN
LEE	33902	FORT MYERS	CHARLOTTE	33938	MURDOCK
LEE	33903	NORTH FORT MYERS	CHARLOTTE	33946	PLACIDA
LEE	33904	CAPE CORAL	CHARLOTTE	33947	ROTONDA WEST
LEE	33905	FORT MYERS	CHARLOTTE	33948	PORT CHARLOTTE
LEE	33906	FORT MYERS	CHARLOTTE	33949	PORT CHARLOTTE
LEE	33907	FORT MYERS	CHARLOTTE	33950	PUNTA GORDA
LEE	33908	FORT MYERS	CHARLOTTE	33951	PUNTA GORDA
LEE	33909	CAPE CORAL	CHARLOTTE	33952	PORT CHARLOTTE
LEE	33910	CAPE CORAL	CHARLOTTE	33953	PORT CHARLOTTE
LEE	33911	FORT MYERS	CHARLOTTE	33954	PORT CHARLOTTE
LEE	33912	FORT MYERS	CHARLOTTE	33955	PUNTA GORDA
LEE	33913	FORT MYERS	CHARLOTTE	33980	PUNTA GORDA
LEE	33914	CAPE CORAL	CHARLOTTE	33981	PORT CHARLOTTE
LEE	33915	CAPE CORAL	CHARLOTTE	33982	PUNTA GORDA
LEE	33916	FORT MYERS	CHARLOTTE	33983	PUNTA GORDA
LEE	33917	NORTH FORT MYERS	CHARLOTTE	34224	ENGLEWOOD
LEE	33918	NORTH FORT MYERS	COLLIER	34101	NAPLES
LEE	33919	FORT MYERS	COLLIER	34102	NAPLES

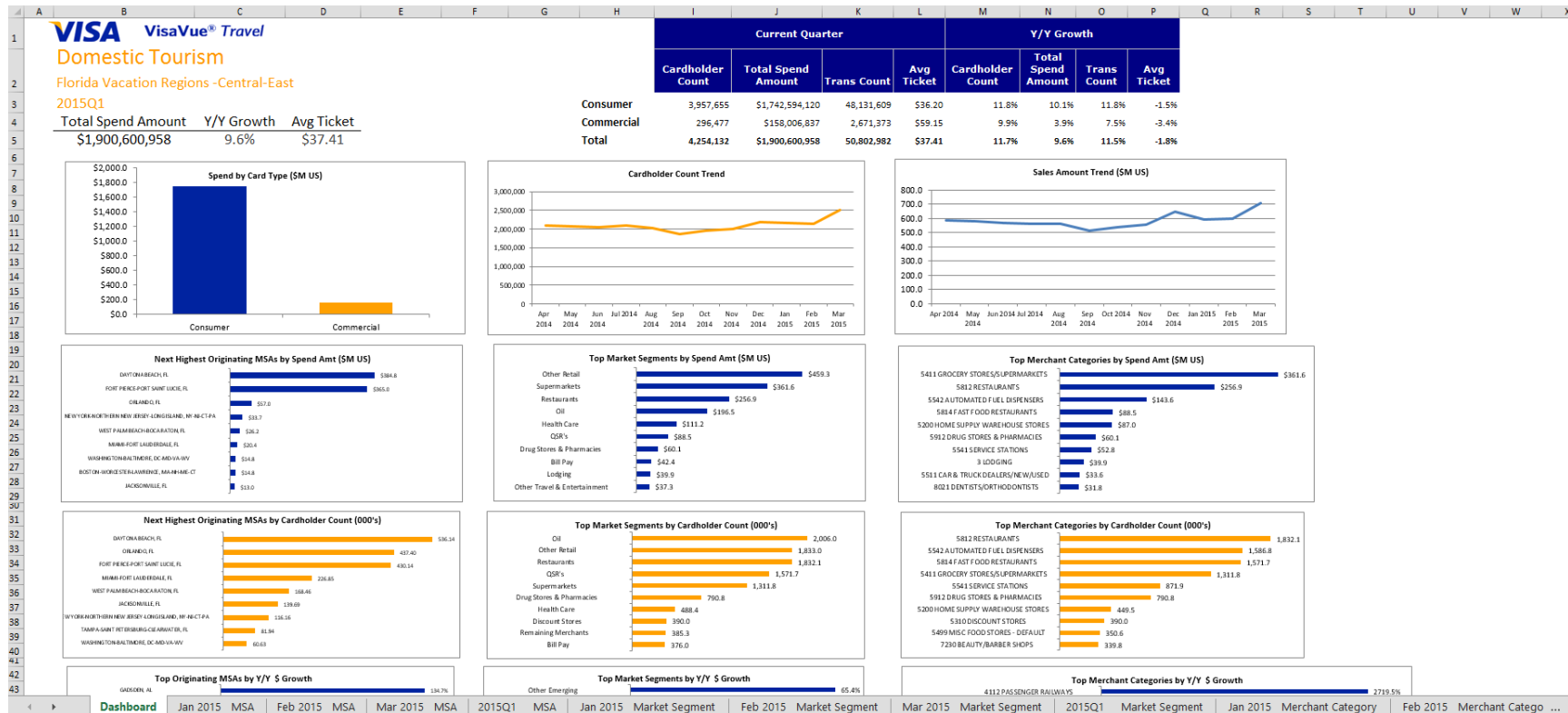


VisaVue Domestic Reports

- ❖ Provides DMO's with information on travel to specified areas during the quarter, as well as the months within the quarter
- ❖ Reports delivered in excel format – contains a dashboard summarizing quarterly performance and spreadsheets containing raw data
- ❖ Information found within the report illustrated below:



Example of quarterly dashboard




Each quarter the domestic subscription file will have a dashboard summarizing the quarter

Each quarter the domestic subscription file will also contain monthly data for the months within the quarter

Each quarter the domestic subscription file will also contain the quarterly data that feeds the dashboard



Example of monthly MSA worksheet containing raw data

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1														
2														
3														
4														
5	Monthly Summary by Originating MSA							Florida Vacation Regions - Central-East						
6	Feb 2015													
7														
8														
9														
10	Cardholder MSA	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket	Cardholder Count	Sales Amount	Transaction Count
11		248,489	\$80,972,358	1,919,109	\$2,453,896	\$42.19	230,707	\$74,228,507	1,811,922	\$2,366,486	\$40.97	17,782	\$6,743,850	107,187
12	ABILENE, TX	33	\$5,955	160	\$167	\$37.22	28	\$4,681	143	\$167	\$32.73	< 10	\$1,275	17
13	ALBANY, GA	305	\$27,216	834	\$2,402	\$32.63	283	\$24,196	795	\$2,402	\$30.43	22	\$3,021	39
14	ALBANY-SCHENECTADY-TROY, NY	4,377	\$1,317,422	24,026	\$15,728	\$54.83	4,171	\$1,246,320	23,149	\$15,728	\$53.84	206	\$71,102	877
15	ALBUQUERQUE, NM	490	\$103,775	1,874	\$2,719	\$55.38	441	\$92,096	1,735	\$2,667	\$53.08	49	\$11,678	139
16	ALEXANDRIA, LA	45	\$6,358	154	\$0	\$41.28	40	\$5,643	146	\$0	\$38.65	< 10	\$714	8
17	ALLENTOWN-BETHLEHEM-EASTON, PA	1,565	\$354,484	7,022	\$12,691	\$50.48	1,484	\$332,197	6,669	\$11,988	\$49.81	81	\$22,288	353
18	ALTOONA, PA	296	\$94,132	1,261	\$512	\$74.65	275	\$90,799	1,209	\$512	\$75.10	21	\$3,333	52
19	AMARILLO, TX	86	\$14,773	337	\$232	\$43.84	78	\$13,473	320	\$232	\$42.10	< 10	\$1,299	17
20	ANCHORAGE, AK	474	\$139,393	2,313	\$6,909	\$60.26	445	\$130,789	2,211	\$6,404	\$59.15	29	\$8,604	102
21	ANNISTON, AL	178	\$28,099	529	\$1,702	\$53.12	163	\$24,209	492	\$1,702	\$49.21	15	\$3,890	37
22	APPLETON-OSHKOSH-NEENAH, WI	638	\$183,049	3,291	\$3,310	\$55.62	616	\$177,301	3,220	\$3,310	\$55.06	22	\$5,748	71
23	ASHEVILLE, NC	2,171	\$275,474	6,172	\$14,382	\$44.63	1,986	\$251,505	5,778	\$14,194	\$43.53	185	\$23,969	394
24	ATHENS, GA	383	\$56,145	1,188	\$1,654	\$47.26	357	\$51,876	1,149	\$1,632	\$45.15	26	\$4,269	39
25	ATLANTA, GA	15,276	\$2,045,809	44,904	\$78,835	\$45.56	13,799	\$1,801,881	41,145	\$73,694	\$43.79	1,477	\$243,927	3,759
26	Auburn-Opelika, AL	197	\$29,982	757	\$296	\$39.61	186	\$28,548	728	\$296	\$39.21	11	\$1,434	29
27	AUGUSTA-AIKEN, GA-SC	1,454	\$206,674	4,047	\$9,788	\$51.07	1,349	\$190,324	3,813	\$7,962	\$49.91	105	\$16,350	234
28	AUSTIN-SAN MARCOS, TX	1,085	\$171,566	3,767	\$8,433	\$45.54	999	\$152,985	3,451	\$5,907	\$44.33	86	\$18,581	316
29	BAKERSFIELD, CA	136	\$28,629	537	\$1,618	\$53.31	111	\$18,604	443	\$1,352	\$42.00	25	\$10,025	94
30	BANGOR, ME	681	\$178,274	3,237	\$6,147	\$55.07	653	\$167,579	3,138	\$6,147	\$53.40	28	\$10,695	99
31	BARNSTABLE-YARMOUTH, MA	1,878	\$648,452	11,504	\$4,580	\$56.37	1,755	\$616,156	10,952	\$3,860	\$56.26	123	\$32,295	552
32	BATON ROUGE, LA	424	\$63,651	1,292	\$4,884	\$49.27	380	\$53,933	1,159	\$4,884	\$46.53	44	\$9,718	133
33	BEAUMONT-PORT ARTHUR, TX	117	\$27,856	474	\$4,384	\$58.77	101	\$16,715	379	\$4,384	\$44.10	16	\$11,141	95
34	BELLINGHAM, WA	202	\$21,880	497	\$0	\$44.02	194	\$21,544	486	\$0	\$44.33	< 10	\$336	11
35	BENTON HARBOR, MI	324	\$106,383	1,774	\$979	\$59.97	306	\$99,453	1,708	\$979	\$58.23	18	\$6,930	66
36	BILLINGS, MT	140	\$35,882	579	\$644	\$61.97	128	\$33,998	554	\$601	\$61.37	12	\$1,884	25
37	BILOXI-GULFPORT-PASCAGOULA, MS	399	\$60,910	1,415	\$74,005	\$43.05	366	\$54,186	1,312	\$74,100	\$43.30	33	\$6,725	103
38	BIRMGHAMTON, NY	1,074	\$238,596	5,010	\$4,454	\$47.03	1,033	\$230,013	4,850	\$4,454	\$47.42	53	\$8,573	160
39	<div style="display: flex; justify-content: space-between; font-size: small;"> Dashboard Jan 2015 MSA Feb 2015 MSA Mar 2015 MSA 2015Q1 MSA Jan 2015 Market Segment Feb 2015 Market Segment Mar 2015 Market Segment 2015Q1 Market Segment Jan 2015 Merchant Category Feb 2015 Merchant Category ... </div>													

Example of monthly market segment worksheet containing raw data

		Jan 2015													
		Total								Consumer					
Cardholder MSA	Market Segment	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket	Cardholder Count	Sale		
ATLANTA, GA	Airlines	22	\$1,873	24	\$0.00	\$78.03	13	\$360	13	\$0.00	\$27.69	< 10			
ATLANTA, GA	Auto Rental	110	\$21,508	114	\$0.00	\$188.67	84	\$16,970	86	\$0.00	\$197.33	26			
ATLANTA, GA	Lodging	1,116	\$226,951	1,339	\$0.00	\$169.49	895	\$169,672	1,062	\$0.00	\$159.77	221			
ATLANTA, GA	Restaurants	5,349	\$407,770	10,581	\$0.00	\$38.54	4,810	\$357,631	9,496	\$0.00	\$37.66	539			
ATLANTA, GA	Travel Agencies	< 10	\$503	5	\$0.00	\$100.54	< 10	\$503	5	\$0.00	\$100.54				
ATLANTA, GA	Other Travel & Entertainment	747	\$73,190	1,077	\$0.00	\$67.96	711	\$67,043	1,033	\$0.00	\$64.90	36			
ATLANTA, GA	Department Stores	316	\$27,743	432	\$0.00	\$64.22	308	\$26,789	422	\$0.00	\$63.48	< 10			
ATLANTA, GA	Discount Stores	560	\$31,909	741	\$0.00	\$43.06	543	\$30,866	720	\$0.00	\$42.87	17			
ATLANTA, GA	Misc. Specialty Retail	543	\$23,893	621	\$0.00	\$38.48	510	\$21,554	581	\$0.00	\$37.10	33			
ATLANTA, GA	Sporting Goods Stores	349	\$36,054	418	\$0.00	\$86.25	330	\$31,072	393	\$0.00	\$79.06	19			
ATLANTA, GA	Furniture/Equip. Stores	53	\$29,628	57	\$0.00	\$519.79	50	\$25,906	54	\$0.00	\$479.75	< 10			
ATLANTA, GA	Supermarkets	2,450	\$226,241	5,080	\$0.00	\$44.54	2,321	\$217,077	4,872	\$0.00	\$44.56	129			
ATLANTA, GA	Oil	6,829	\$255,545	10,069	\$0.00	\$25.38	6,109	\$208,314	9,018	\$0.00	\$23.10	720			

Example of monthly merchant category worksheet containing raw data

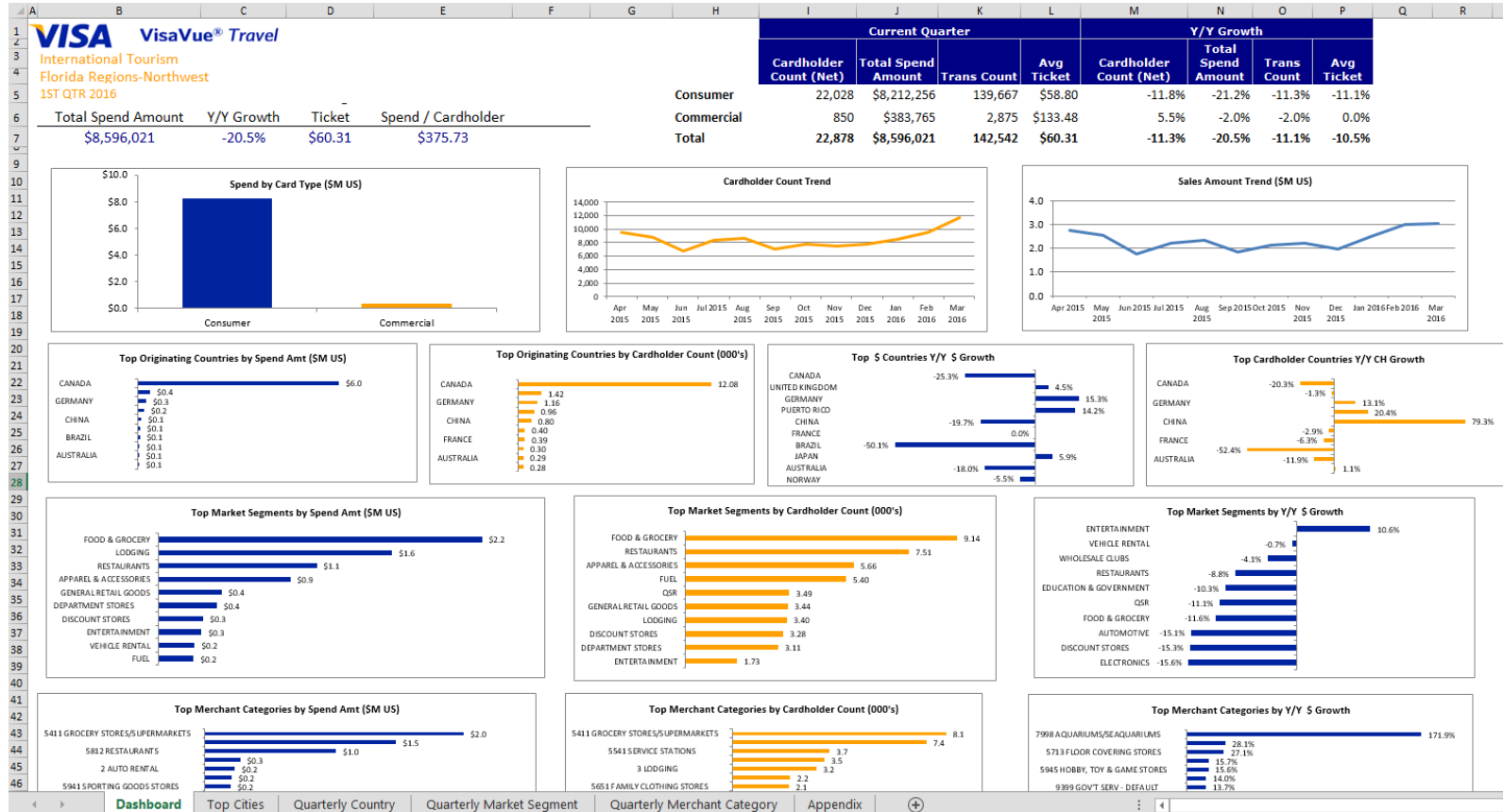
		Jan 2015														
		Total								Consumer						
Cardholder MSA	Merchant Category	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket	Cardholder Count	Sales Amount	Transaction Count	Cash Amount	Avg Ticket
ATLANTA, GA	5311 DEPARTMENT STORES	316	\$27,743	432	\$0.00	\$64.22	308	\$26,789	422	\$0.00	\$63.48	< 10	\$955	10	\$0.00	\$95.48
ATLANTA, GA	5331 VARIETY STORES	279	\$7,904	349	\$0.00	\$22.65	264	\$7,666	333	\$0.00	\$23.02	15	\$238	16	\$0.00	\$14.90
ATLANTA, GA	5399 MISC GENERAL MERCHANDISE	105	\$5,328	119	\$0.00	\$44.77	99	\$4,951	113	\$0.00	\$43.81	< 10	\$377	6	\$0.00	\$62.87
ATLANTA, GA	5411 GROCERY STORES/SUPERMARKETS	2,450	\$226,241	5,080	\$0.00	\$44.54	2,321	\$217,077	4,872	\$0.00	\$44.56	129	\$9,164	208	\$0.00	\$44.06
ATLANTA, GA	5422 FREEZER/MEAT LOCKERS	43	\$2,763	51	\$0.00	\$54.18	37	\$2,213	43	\$0.00	\$51.46	< 10	\$550	8	\$0.00	\$68.80
ATLANTA, GA	5441 CANDY/NUT/CONFECTION STORES	48	\$876	49	\$0.00	\$17.88	48	\$876	49	\$0.00	\$17.88					
ATLANTA, GA	5462 BAKERIES	276	\$2,704	295	\$0.00	\$9.17	261	\$2,621	279	\$0.00	\$9.39	15	\$84	16	\$0.00	\$5.24
ATLANTA, GA	5499 MISC FOOD STORES - DEFAULT	438	\$14,935	586	\$0.00	\$25.49	420	\$14,299	564	\$0.00	\$25.35	18	\$635	22	\$0.00	\$28.88
ATLANTA, GA	5511 CAR & TRUCK DEALERS/NEW/USED	55	\$26,480	59	\$0.00	\$448.81	52	\$21,614	56	\$0.00	\$385.97	< 10	\$4,865	3	\$0.00	\$1,621.79
ATLANTA, GA	5532 AUTOMOTIVE TIRE STORES	36	\$8,828	39	\$0.00	\$226.37	33	\$8,675	35	\$0.00	\$247.85	< 10	\$154	4	\$0.00	\$38.40
ATLANTA, GA	5533 AUTOMOTIVE PARTS STORES	132	\$12,142	153	\$0.00	\$79.36	112	\$8,830	126	\$0.00	\$70.08	20	\$3,312	27	\$0.00	\$122.66
ATLANTA, GA	5541 SERVICE STATIONS	2,349	\$67,909	3,563	\$0.00	\$19.06	2,095	\$43,637	3,168	\$0.00	\$13.77	254	\$24,272	395	\$0.00	\$61.45
ATLANTA, GA	5542 AUTOMATED FUEL DISPENSERS	5,076	\$187,636	6,506	\$0.00	\$28.84	4,549	\$164,677	5,850	\$0.00	\$28.15	527	\$22,959	656	\$0.00	\$35.00
ATLANTA, GA	5571 MOTORCYCLE DEALERS	12	\$3,107	14	\$0.00	\$221.94	11	\$3,034	12	\$0.00	\$252.81	< 10	\$73	2	\$0.00	\$36.74

VisaVue International Reports

- ❖ Provides DMO's with quarterly and annual information on international travel to their area
- ❖ Requires DMO subscribers to provide same specifications as domestic, excluding decision on residents
- ❖ Reports are delivered in same format as domestic, but contents differ in the following ways:
 - Only contain quarterly information, not monthly and quarterly as in domestic reports
 - Contains worksheet that shows the top cities in the U.S. for cardholder spending



Example of quarterly dashboard



VisaVue Common Questions & Answers

❖ Q: What is the cost of the subscription?

A: The cost depends on the subscription option chosen. Below are the three options available with the cost of each.

- Domestic Only: \$3,500
- International Only: \$2,310
- Domestic and International (discounted): \$5,060

❖ Q: What do the reports look like?

A: The reports are delivered in an excel file. The excel file will contain an easy to use dashboard showing YOY performance and worksheets that contain more detailed data.

I have attached a file to this email that contains screen shots of a sample report, as well as examples of different ways the VF research department has helped DMOs use their data.

❖ Q: When will I be billed for my subscription?

A: Once the subscription window closes, VISIT FLORIDA will sign a contract with VisaVue Travel and then the secondary subscriber agreement will be sent to you.

After you sign the secondary agreement, our accounting department will send you an invoice for payment. Typically, invoices are sent within a week of signing the secondary agreement that has historically been sent in March.

❖ Q: When can I expect to receive the reports?

A: Both domestic and international reports are delivered on a quarterly basis around 40 days after each quarter ends.

Since the report for the previous calendar year and Q1 are delivered at the same time, as long as you have signed your agreement, you can expect to receive them between May 11-15. For the remaining reports, the expected delivery is as follows: Q2 August 11-15; Q3 November 11-15; Q4 February 11-15 of the following year.



VisaVue Common Questions & Answers

- ❖ Q: When do I need to provide the specifications for my area reports?
A: Since VisaVue needs to write a program that will pull data from their servers based on your specifications, the sooner you are able to provide your specifications the better. If specifications are not received before the end of March, your reports will not be delivered until June, since data for the reports is only pulled from their servers once a month and March is the deadline for the April run that populates the May deliverable.
- ❖ Q: Can my subscription include different areas within my county?
A: Yes, but each area will cost you a report subscription. For instance, if you want a domestic only subscription and break your area into three sub-areas, the cost would be 3 x single report subscription, which would be \$10,500 in 2018
- ❖ Q: Can I share my reports with my agency of record or my research vender?
A: Visa has a very stringent restrictions on external use. However, it is possible to allow an external vender to use data within the reports to complete a scope of work on your behalf, as long as you have a signed agreement that they will return or destroy any information provided once the scope of work is complete. This means that if you have an existing NDA with an external party, you still are required to have them sign a separate contract agreeing to the terms set by Visa. If you would like more clarification, we are happy to have our in-house attorney walk you through the terms of the contract you signed.
- ❖ Q: What information from the reports can I share or publish?
A: Visa has put together guidelines for examples of how you can share information from the reports. These guidelines should have been sent to you with the contract you signed. If you do not have these guidelines still, we are happy to sent them to you, as well as provide examples of how other subscribers have utilized the data

