



**VISA**

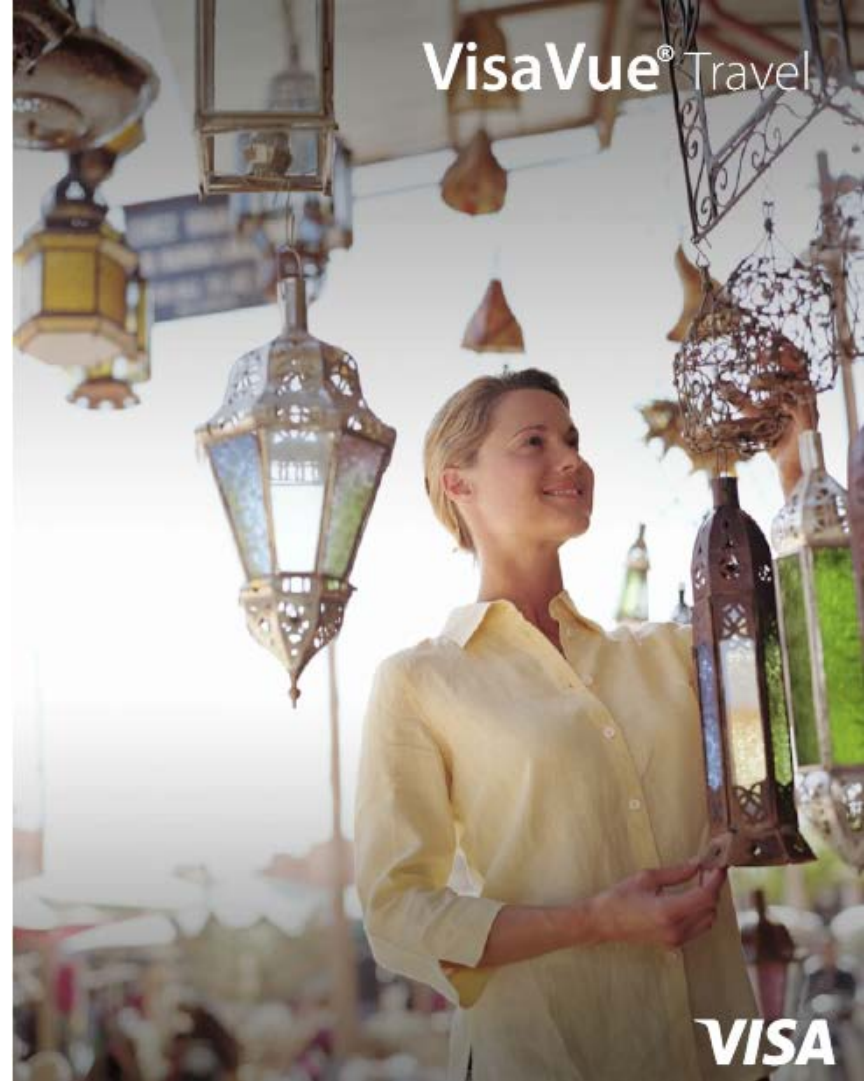
# VisaVue<sup>®</sup> Travel

Real-World Intelligence  
For The Tourism Industry

**ACI – NA Conference  
Air Service Data Seminar  
Jan 19 2018**

**VisaVue® Travel** provides the tourism industry with unique insights into the spending behavior of international and domestic visitors.

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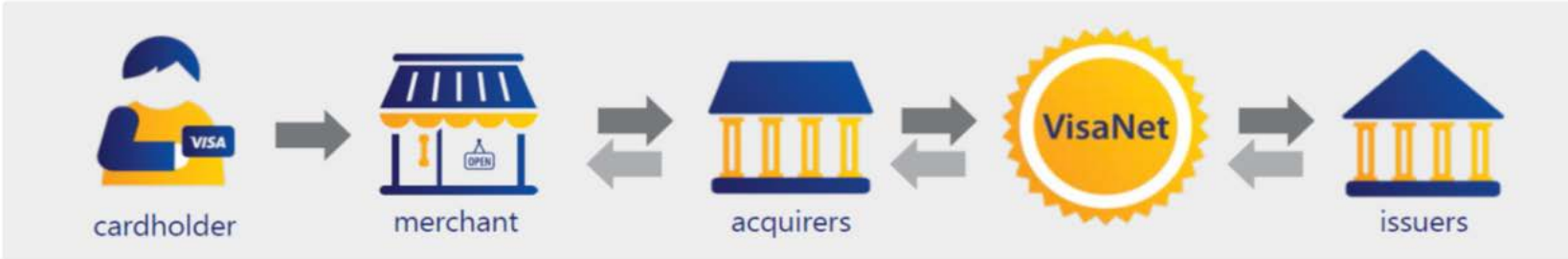


# Visa is one of the largest retail payment networks in the world

85 billion  
Transactions

16,800  
Financial institutions

3.1 billion  
cards in circulation



44 million  
Merchant outlets

65 thousand  
transactions per second

\$5.8. trillion  
in payment volume

Source: Visa Inc – four quarters ending Oct 2016. Based upon payments volume, number of transactions and number of cards in circulation



# Supporting the Tourism industry with empirical traveler and spend data for over 8 years.

**Over 80 US DMO customers**

States

Counties

Recreational Areas

Cities

Inbound visitation  
by International  
(country) and  
domestic US (MSA)



**2017 Launch of non-US destination clients**

Currently 3 Client countries

Country-only and/or  
US source by MSA

Specific focus on verified “on-the-ground” visitor count and spend information

# VisaVue® Travel reports

## Overview



VisaVue Travel uses VisaNet data to provide the most comprehensive data source of travel spend to the tourism industry

Offers powerful reporting packages-- both international and domestic-- for all states, regions and CVBs

- + Accurate measurements of international and domestic travelers to specific countries, states, and regions
- + Empirical insight into traveler origination- by country (international) or MSA\* (domestic)
- + Option to exclude residential spend at the local ZIP level
- + Rich analysis of how and where travelers spend
- + Customized geography definitions that map any DMO footprint
- + Consistent, timely reporting based on simple, flexible data sources

\*Cardholder MSA is based on Visa's proprietary frequent spending ZIP code analysis

# Turning tourism data into business insights

## Benefits



VisaVue Travel data is **empirical**, based on verified transaction data from VisaNet

- + Includes all Visa credit, debit, prepaid, commercial and small business sales transactions
- + Includes ATM cash transactions processed through Visa's PLUS ATM Network



VisaVue Travel provides real visitor spending data to **every US state, city and region**



Travel patterns for both **tourists and business travelers** is monitored and reported separately



Reporting features Visa's state-of-the-art merchant business rules, which regularly categorizes **over 14,000 merchants**



VisaVue Travel offers **timely, recent data**, with quarterly reports produced typically within 45 days of month's end



**Privacy is paramount**– VisaVue data is based on aggregated depersonalized Visa transaction data – no individual cardholder, bank or merchant is ever identified

# Sample Reports Dashboards



# Sample Reports Summary by traveler origination

**VISA VisaVue® Travel**

State Summary by Originating Country  
2012 Annual Report

Office of Tourism

Originating Country	Cardholder Count	Total Spend Amount	2012		
			Transaction Count	Avg Ticket	Trans / Card
ARGENTINA	48	\$55,218	314	\$173.89	
AUSTRIA	206	\$307,872	850	\$362.45	
AUSTRIA	68	\$33,201	157	\$211.47	
BANGLADESH	< 18	\$219	2	\$109.40	
BAHAMAS	< 18	\$7,289	5	\$1,453.77	
BANGLADESH	< 18	\$9,876	32	\$311.90	
BELGIUM	96	\$138,128	465	\$297.33	
BELGIUM	< 18	\$3,090	23	\$134.02	
BOLIVIA	< 18	\$3,883	34	\$114.20	
BOSNIA	< 18	\$222	2	\$111.00	
BRAZIL	208	\$288,830	1,777	\$162.99	
BRITISH VIRGIN ISLANDS	< 18	\$1,627	1	\$1,627.00	
BULGARIA	< 18	\$1,487	8	\$185.87	
CANADA	< 18	\$48	1	\$47.81	
CANADA	2,796	\$3,318,649	32,338	\$102.61	
CAYMAN ISLANDS	< 18	\$2,337	4	\$584.25	
CHILE	12	\$1,084	14	\$77.42	
CHINA	24	\$12,341	136	\$90.74	
COLOMBIA	69	\$411,572	703	\$585.71	
COSTA RICA	16	\$20,554	73	\$281.56	
COSTA RICA	< 18	\$79	2	\$39.50	
CROATIA	< 18	\$5,627	7	\$803.86	
CROATIA	< 18	\$2,352	7	\$336.04	
CZECH REPUBLIC	17	\$18,594	41	\$453.26	
DENMARK	21	\$18,820	79	\$239.13	
EGYPT	< 18	\$1,274	1	\$1,274.00	

**VISA VisaVue® Travel**

DMO Summary by Originating MSA  
2012

Sample DMO

Total

Originating MSA	Cardholder Count	Total Spend Amount	2012		
			Transaction Count	Avg Ticket	Trans / Cardholder
CHAMPAIGN-URBANA, IL	989	\$601,350	3,689	\$163.01	3.7
CHARLESTON-NORTH CHARLESTON, SC	17,872	\$10,124,634	151,305	\$66.92	8.5
CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	39,687	\$14,786,390	125,139	\$114.16	3.2
CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	513	\$149,540	2,396	\$65.13	4.5
CHATTANOOGA, TN-GA	160	\$52,308	501	\$108.40	3.1
CHICAGO-GARY-KEOSHA, IL-IN-WI	47,372	\$14,536,643	196,925	\$73.82	4.2
CINCINNATI-HAMILTON, OH-KY-IN	6,412	\$2,843,049	47,180	\$60.26	7.4
CLEVELAND-AKRON, OH	641	\$205,273	1,628	\$162.94	2.5
COLORADO SPRINGS, CO	391	\$107,439	1,534	\$70.04	3.9
COLUMBIA, MO	4,313	\$2,291,429	20,541	\$111.07	4.8
COLUMBIA, SC	19,682	\$5,555,428	69,226	\$80.25	3.5
COLUMBUS, OH	1,050	\$521,426	4,748	\$109.62	4.5
DALLAS-FORT WORTH, TX	23,304	\$12,954,260	98,015	\$122.98	4.2
DAYTONA BEACH, FL	146	\$125,893	962	\$136.87	6.6
DAYTON-SPRINGFIELD, OH	234	\$190,779	2,161	\$88.80	10.1
DEVELOPER-Boulder-Greeley, CO	9,341	\$2,738,664	37,744	\$72.28	4.0
DES MOINES, IA	19,682	\$5,555,428	69,226	\$80.25	3.5
DETROIT-ANN ARBOR-FLINT, MI	735	\$1,058,187	5,810	\$144.11	7.9



# Sample Reports Market segment summary

**VISA VisaVue® Travel**

State Market Segment Summary by Originating Country  
2012 Annual Report

Office of Tourism

Originating Country	Market Segment	Cardholder Count	Total Spend Amount	Transaction Count
ARGENTINA	AUTO RETAIL	35	\$3,207	29
ARGENTINA	BUSINESS TO BUSINESS	4	\$12,152	32
ARGENTINA	DEPARTMENT STORES	4	\$219	1
ARGENTINA	DISCOUNT STORES	4	\$114	2
ARGENTINA	FOODS	22	\$16,049	35
ARGENTINA	HEALTH CARE	4	\$24	4
ARGENTINA	HEALTH CARE - SPECIALTY RETAIL	4	\$24	4
ARGENTINA	OTHER EMERGING	11	\$568	19
ARGENTINA	OTHER RETAIL	4	\$129	6
ARGENTINA	OTHER TRAVEL & ENTERTAINMENT	17	\$3,378	38
ARGENTINA	OTHER TRAVEL & ENTERTAINMENT	4	\$113	3
ARGENTINA	Q&R'S	18	\$888	36
ARGENTINA	RENTAL TV & STORED STORES	4	\$2,232	8
ARGENTINA	RENTAL TV & STORED STORES	4	\$20	2
ARGENTINA	RENTAL TV & STORED STORES	4	\$1,457	36
ARGENTINA	RENTAL TV & STORED STORES	4	\$450	13
ARGENTINA	<b>Total</b>	<b>155</b>	<b>\$55,210</b>	<b>314</b>
AUSTRALIA	AUTO RETAIL	35	\$3,207	29
AUSTRALIA	BUSINESS TO BUSINESS	4	\$12,152	32
AUSTRALIA	DEPARTMENT STORES	4	\$219	1
AUSTRALIA	DISCOUNT STORES	4	\$114	2
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**VISA VisaVue® Travel**

Market Segment Summary by Originating MSA  
2012

Sample DMC

Originating MSA	Market Segment	Cardholder Count	Total Spend Amount	Transaction Count	Avg Ticket	Trans / Cardholder
ALBANY-SCHENECTADY TROY, NY	RENTAL TV & STORED STORES	154	\$91,182	224	\$592.05	1.46
ALBANY-SCHENECTADY TROY, NY	RENTAL TV & STORED STORES	29	\$3,207	73	\$969.17	2.52
ALBANY-SCHENECTADY TROY, NY	RESTAURANTS	267	\$377,600	563	\$441.52	2.08
ALBANY-SCHENECTADY TROY, NY	RENTAL TV & STORED STORES	54	\$10,563	23	\$136.16	0.43
ALBANY-SCHENECTADY TROY, NY	SUPERMARKETS	167	\$32,422	449	\$72.20	2.64
ALBANY-SCHENECTADY TROY, NY	TRAVEL AGENCIES	4	\$1,432	4	\$273.90	1.00
ALBANY-SCHENECTADY TROY, NY	<b>Total</b>	<b>668</b>	<b>\$648,924</b>	<b>1,037</b>	<b>\$474.30</b>	<b>1.55</b>
ATLANTA, GA	ALSO RETAIL	565	\$488,452	522	\$545.15	0.92
ATLANTA, GA	BILL PAY	2,292	\$96,294	2,423	\$334.54	1.06
ATLANTA, GA	BUSINESS TO BUSINESS	247	\$33,692	358	\$100.12	1.21
ATLANTA, GA	DEPARTMENT STORES	1,213	\$498,747	4,208	\$115.98	3.48
ATLANTA, GA	DISCOUNT STORES	1,168	\$159,795	2,218	\$43.44	1.90
ATLANTA, GA	DRUG STORES & PHARMACIES	659	\$42,278	1,344	\$31.40	2.00
ATLANTA, GA	FURNITURE/QUIP STORES	161	\$125,932	261	\$482.42	1.62
ATLANTA, GA	GOVERNMENT	583	\$41,357	1,108	\$37.32	1.90
ATLANTA, GA	HEALTH CARE	164	\$62,230	256	\$210.32	1.56
ATLANTA, GA	LOOKING	3,859	\$1,882,484	6,216	\$255.85	1.61
ATLANTA, GA	HEALTH CARE - SPECIALTY RETAIL	1,194	\$238,923	1,096	\$125.42	0.92
ATLANTA, GA	CE	6,015	\$211,541	10,246	\$29.78	1.69
ATLANTA, GA	OTHER EMERGING	595	\$44,602	2,015	\$14.74	3.33
ATLANTA, GA	OTHER RETAIL	6,279	\$2,740,594	22,265	\$120.62	3.43
ATLANTA, GA	OTHER TRAVEL & ENTERTAINMENT	2,048	\$460,451	2,665	\$172.70	1.30
ATLANTA, GA	Q&R'S	5,149	\$226,875	36,758	\$123.11	6.94
ATLANTA, GA	RENTAL TV & STORED STORES	1,011	\$840,272	1,283	\$482.70	1.27
ATLANTA, GA	RENTAL TV & STORED STORES	229	\$263,437	553	\$343.50	2.41
ATLANTA, GA	RESTAURANTS	4,766	\$974,497	10,174	\$204.48	2.13

# Sample Reports

## Merchant categories summary

**VISA VisaVue® Travel**

State Merchant Category Summary by Originating Country  
2012 Annual Report

Office of Tourism

Originating Country	Market Segment	Merchant Category	Cardholder Count	Total Spend (Amount)	2012 Transaction Count	Avg
AZERBAIJAN	AUTO RENTAL	AUTO RENTAL	~ 10	\$106	1	
AZERBAIJAN	OTHER RETAIL	MAJLY CLOTHING STORES	~ 10	\$214	1	
AZERBAIJAN	AUTO RENTAL	AUTO RENTAL	~ 10	\$219	2	
ARGENTINA	BUSINESS TO BUSINESS	CONSTRUCTION MATERIALS - CE	~ 10	\$5,207	19	
ARGENTINA	BUSINESS TO BUSINESS	COMMERCIAL EQUIPMENT - DEFAC	~ 10	\$27,187	5	
ARGENTINA	BUSINESS TO BUSINESS	HEATING/ELECTRICAL EQUIPMENT	~ 10	\$2,200	1	
ARGENTINA	BUSINESS TO BUSINESS	INDUSTRIAL SUPPLIES - DEF	~ 10	\$2,059	2	
ARGENTINA	BUSINESS TO BUSINESS	PERJ	~ 10	\$147	1	
ARGENTINA	DISCOUNT STORES	DISCOUNT STORES	~ 10	\$129	1	
ARGENTINA	DISCOUNT STORES	DISCOUNT STORES	~ 10	\$116	3	
ARGENTINA	DISCOUNT STORES	DISCOUNT STORES	~ 10	\$114	3	
ARGENTINA	MISC. SPECIALTY RETAIL	MISC. SPECIALTY RETAIL	~ 10	\$144	55	
ARGENTINA	MISC. SPECIALTY RETAIL	MISC. SPECIALTY RETAIL	~ 10	\$104	4	
ARGENTINA	DEL.	SERVICES STATIONS	~ 10	\$107	5	
ARGENTINA	DEL.	AUTOMATED FUEL DISPENSERS	~ 10	\$105	4	
ARGENTINA	OTHER ENERGIES	TAXICABS/LIHOUBINES	~ 10	\$105	4	
ARGENTINA	OTHER ENERGIES	MARKING	~ 10	\$83	2	
ARGENTINA	OTHER RETAIL	LETS, WIFERS GARAGES	~ 10	\$24	1	
ARGENTINA	OTHER RETAIL	WAGONAIR STORES	~ 10	\$20	1	
ARGENTINA	OTHER RETAIL	MISC. GENERAL MERCHANDISE	~ 10	\$17	1	
ARGENTINA	OTHER RETAIL	RECYCLED DEALERS	~ 10	\$177	1	
ARGENTINA	OTHER RETAIL	MISC. AUTO DEALERS - DEFAC	~ 10	\$105	1	
ARGENTINA	OTHER RETAIL	HEALTHCARE/PHARMACIES	~ 10	\$119	2	
ARGENTINA	OTHER RETAIL	WORKERS READY TO WEAR STORES	~ 10	\$28	1	
ARGENTINA	OTHER RETAIL	ARMY CLOTHING STORES	~ 10	\$272	1	
ARGENTINA	OTHER RETAIL	SPORTS/RECREATION	~ 10	\$10	1	
ARGENTINA	OTHER RETAIL	SPORTS	~ 10	\$40	2	
ARGENTINA	OTHER RETAIL	SHOE STORES	~ 10	\$70	1	
ARGENTINA	OTHER RETAIL	MEN'S/WOMEN'S CLOTHING STORES	~ 10	\$70	1	

**VISA VisaVue® Travel**

Monthly Summary by Cardholder MSA and Merchant Category  
2013

Sample DMO

Cardholder MSA	Merchant Category	Cardholder Count	Total Spend Amount	Consumer		
				Transaction Count	Avg Ticket	Trans / Cardholder
ABILENE, TX	742 VETERINARY SERVICES	87	\$36,427	113	\$269.26	1.3
ABILENE, TX	760 LANDSCAPE/HORTICULTURAL SER	2	\$256	2	\$127.00	1.0
ABILENE, TX	1520 GEN CONTRACTORS RESIDENT/COMM	458	\$9,410	623	\$15.10	1.4
ABILENE, TX	1711 HEATING, PLUMBING, AIR COND	536	\$21,260	596	\$35.84	1.1
ABILENE, TX	1731 ELECTRICAL CONTRACTORS	3	\$224	5	\$44.82	1.7
ABILENE, TX	1740 MASONRY/PLASTER/FINIS UL	1	\$51	1	\$50.56	1.0
ABILENE, TX	1799 SPEC CONTRACTORS - DEFAULT	5	\$261	5	\$52.30	1.0
ABILENE, TX	2741 MISC PUBLISHING & PRINTING	11	\$283	12	\$23.59	1.1
ABILENE, TX	2842 SPECIALTY CLEANING/POLISHING	1	\$26	1	\$26.05	1.0
ABILENE, TX	4111 LOCAL COMMUTER TRANSPORT	30,289	\$85,972	53,592	\$15.90	1.8
ABILENE, TX	4121 TAXICABS/LIHOUBINES	3,564	\$110,290	4,407	\$25.03	1.2
ABILENE, TX	4131 BUS LINES	1,090	\$65,530	1,202	\$59.01	1.1
ABILENE, TX	4214 MOTOR FREIGHT CARRIERS	8	\$873	9	\$97.02	1.1
ABILENE, TX	4215 COURIER SERVICES	4	\$80	4	\$80.00	1.0
ABILENE, TX	4225 PUBLIC WAREHOUSING	2	\$68	3	\$22.81	1.5
ABILENE, TX	4457 BOAT RENTALS & LEASING	5	\$79	6	\$13.14	1.2
ABILENE, TX	4468 MARINAS, SERVICE & SUPPLY	6	\$211	6	\$35.11	1.0
ABILENE, TX	4511 AIRLINES, AIR CARRIERS	24	\$45,683	49	\$1,015.27	
ABILENE, TX	4722 TRAVEL AGENCIES	469	\$55,485	511	\$114.45	
ABILENE, TX	4784 TOLLS AND BRIDGE FEES	6	\$542	7	\$77.43	
ABILENE, TX	4789 TRANSPORTATION SVCS - DEFAULT	234	\$11,171	244	\$45.78	



# VisaVue® Travel **US** Reporting **2016 Standard Pricing Structure**



## Domestic Reporting



\$26,000

- Visitor Source: US DMA (ZIP optional)
- Includes up to **6** defined areas as part of DMO base package; 1 per State
- New Summary Dashboard includes **period over period** change metrics
- Monthly** reporting frequency as well as **quarterly**

## International Reporting



\$17,500

- Visitor Source: International Countries
- 1 defined area in base package
- New Summary Dashboard includes **period over period** change metrics
- Quarterly-only** reporting

All prices are annual assessments, payable prior to delivery of initial reports

# Combined Package pricing

## Subscription information



**International**  
Only



**Domestic**  
Only



**Combined**  
(Domestic / International)

	International Only	Domestic Only	Combined (Domestic / International)
<b>Price</b>	<b>\$17,500*</b>	<b>\$26,000*</b>	<b>\$38,000*^</b>
<b># of DMO-defined Areas</b>	1	Up to 5 included per subscriber in base pricing	5 domestic; 1 international
<b>Additional Reporting Area Discounts</b>	33% per defined areas (2-5); 50% per area for 6+	33% per defined areas (6-10); 50% per area for 6+	33% per defined areas; 50% per area for 11+

**Notes:**

1. To participate, a state or CVB must purchase an annual subscription to VisaVue Travel reports
  2. For each Level 2 subscription, participants will also receive prior year benchmark data
  3. Participation is limited to tourism destination marketing organizations only
- \* Additional discounting available for International reports based on joint State/CVB subscription  
 ^ Dual Price reflects a 20% discount off Stand-alone pricing of Domestic reporting package

# Find out more about **VisaVue® reporting** today

For more information on  
the benefits of VisaVue  
reporting or how to enroll

**VisaVue Product Office**

[visavuetravel@visa.com](mailto:visavuetravel@visa.com)

