

# MASTERCARD DESTINATION INSIGHTS

# MasterCard: Data Framework



MasterCard has been developing a mastery of data for decades. Our experience can be your teacher. We know data. More importantly, we know technology and framework even better. Our intelligent approach to data makes it organized and actionable .....

## MULTI-SOURCED

- 38+ million merchants
- 22,000 issuers

## CLEANSED, AGGREGATED, ANONYMOUS, AUGMENTED

- 700,000 automated rules
- Continuously tested

WHAT CAN  
**2.2 B+** GLOBAL  
 CARDS  
 & **160M**  
 TRANSACTIONS/HOUR

MEAN TO  
 YOU?

## WAREHOUSED

- 10 petabytes
- 5+ year historic global view
- Rapid retrieval
- Above-and-beyond privacy protection and security

## TRANSFORMED INTO ACTIONABLE INSIGHTS

- Reports, indexes, benchmarks
- Behavioral variables
- Models, scores, forecasting
- Econometrics



## MASTERCARD ADVISORS: EXPERTISE IN INTERNATIONAL SPEND BEHAVIOR



MasterCard has a clear picture of market spend driven by international tourists



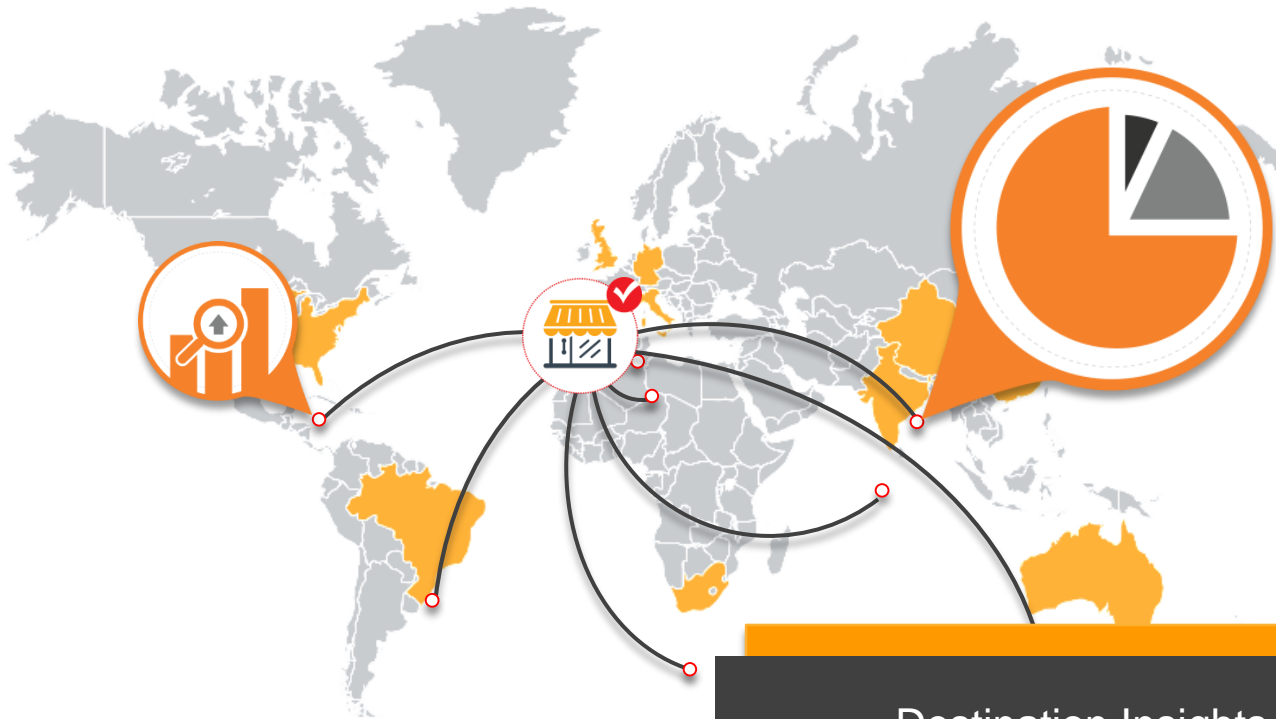
Source: MasterCard Global Destination Cities Index (2014)

*“International travel has been remarkably resilient in the post-financial crisis period. In fact, research by MasterCard shows that since 2009, international visitor arrivals and spending have grown faster than real global GDP.”*

- MasterCard Advisors Compendium, September, 2014



# MASTERCARD'S DATA INSIGHTS PROVIDE A POWERFUL AND COMPLETE VIEW OF **MARKET DYNAMICS** RELATED TO TOURISM SPEND



Destination Insights provides actionable insights to **Inform:**

- International marketing strategies
- Media planning & optimization
- Global expansion strategies
- Staffing according to peak tourism in a market



## DESTINATION INSIGHTS

- 1 What are the **top origination countries** for travelers who are spending in the destination market?
- 2 What is the **seasonality** of travel spend?
- 3 **How has travel spend changed** over time?
- 4 What are the **top spend categories** for visitors to my destination market?
- 5 What origination countries should I focus on to **grow travel spend**?
- 6 What is the **spend behavior** of tourists in identified origination countries that also spend in my market?

