

VISITORVIEW INTERNATIONAL RELEASE NOTES

DATA VINTAGE

2021

UPDATE FREQUENCY

Monthly

ORIGIN GEOGRAPHIES

98 Countries

6 Regions

VARIABLES

Trips

Nights

Nights/Trip

WHAT IT IS

VisitorView International helps the tourism industry understand where visitors are coming from and when they travel so you can develop campaign strategies to attract international travellers. Track total trips to Canada, and nights spent, by source country beyond Canada and the U.S. Using mobile movement data, EA produces visitation estimates to provinces, tourism regions, census divisions and census subdivisions (50,000+ population) in an easy-to-use dashboard with downloadable data tables. Reports and charts allow you to drill down on origin countries or regions, and Canadian destinations since 2019.

VisitorView International is updated monthly so marketers can quickly adjust marketing strategies based on the latest data.

Marketers and analysts use VisitorView International to:

- Differentiate seasonal strategies based on insights
- Measure the effectiveness of marketing strategies on visitors to specific destinations
- Tailor the organizations' attractions and incentives according to the travel patterns of visitors, factoring in duration of their stay
- Better understand market share of tourism organizations in the region

HOW IT'S USED



A tourism region authority can identify the best international countries to prospect for new visitors.



A regional tourism authority can measure the effectiveness of its marketing strategies on international travellers.



Hotels can determine the types of travellers staying in a particular region overnight to measure their relative market share.

SAMPLE QUESTIONS IT CAN ANSWER

- Which countries generate the most trips to my region?
- What are the top Canadian destinations for visitors from China?
- How do average nights spent compare by source country?
- Which countries' trip volumes are recovering as restrictions ease?
- Which countries generate trips to my region in each season?