

VisitorView (Canada to Canada)

Release Notes

What is it?

VisitorView helps the tourism industry understand where visitors are coming from and when they travel, so you can develop campaign strategies to attract Canadian travellers to each of the 91 tourism regions defined by Destination Canada. The database uses de-identified, aggregated mobile movement data in combination with EA's DemoStats and PRIZM to identify Canadian neighbourhoods whose residents have a high propensity to travel within Canada.

This innovative product provides neighbourhood-level estimates for the number of overnight visitors, the number of trips and the number of nights spent in Canada, a Province or one of our 91 tourism regions. Two additional measures of Nights per Visitor and Nights per Visit are available on our ENVISION platform.

VisitorView is updated monthly so marketers can quickly adjust marketing strategies based on the latest data. Estimates are presented for up to four years including quarterly and monthly data. Comparisons to previous traveller behaviour track changes in the types of travellers, frequency, and length of their trips.

VisitorView helps:

- In combination with PRIZM, classify Canadian travellers into one of 67 unique lifestyle types to better understand target audiences.
- Target messaging and media strategies to the regions and neighbourhoods in Canada with the best new visitor prospects
- Understand organizations' relative market share in a geographic area.
- Measure the effectiveness of marketing strategies on Canadian visitors.
- Tailor organizations' attractions and incentives according to the travel patterns of Canadian visitors, factoring in the type of travel and duration of their stay.

What is New?

VisitorView Canada is now available in 2024 ENVISION workspaces, which feature an updated geography roster and population estimates. In a 2024 workspace, VisitorView Canada will now contain historical data dating back to 2021. Data will no longer be updated in ENVISION 2023 workspaces moving forward.

VisitorView Canada also now features 91 Tourism Regions (TRCs) that are based on the 2021 Census, compared to the previous 85.

Data Vintage

2024

Base Level Geography

Postal Code

Update Frequency

Monthly

Variables

35,701

105 destinations

69 temporal periods

5 measures

To view the complete list of variables please visit:
environicsanalytics.com/variables

How it's Used?



A tourism region authority can identify the best regions and neighbourhoods in Canada to prospect for new visitors and use PRIZM to optimize media buying strategies.



A regional tourism authority can measure the effectiveness of its marketing strategies on domestic 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 television markets have the greatest number of visitors to British Columbia?
- Which Ontario segments and markets produce the most visitors to the Canadian Rockies during ski season?
- What is the total number of nights spent in the Niagara Falls and Wine Country travel region in Ontario?
- Where do we find more off-season travellers?
- How can I select the right postal codes for a direct marketing campaign?

For Data DELIVERIES

Data deliveries for VisitorView are available in the following formats:

- comma-separated values (.csv)
- pipe-separated values (.psv)
- Alteryx (.yxdb)

Data delivery files do not include the Nights per Visitor and Nights per Trip ratios because they would yield incorrect results for custom trade areas such as radii or drivetimes. You may create these ratios in other software platforms but be sure to consistently apportion the correct number of households into your custom trade areas. VisitorView features household counts from DemoStats at the postal code level which can be used to perform custom trade area apportionment.

For a detailed list of variables, consult the metadata file included with your data delivery.