

VisitorView: Locations of Interest

Release Notes

What is it?

Introducing the newest addition to our VisitorView Tourism Suite - Locations of Interest. Designed for tourism organizations, travel businesses, municipalities and transit organizations, attractions, retail and events centres, and other organizations interested in planned and sustainable destination development, Locations of Interest provides valuable insight into the daytime activities of overnight visitors.

Locations of Interest helps users understand what attractions travellers visit during their stay. It utilizes privacy-compliant, anonymized mobile location data, enriched with advanced analytics, to generate Dissemination Area (DA)-level estimates of overnight visitors during daytime hours. Users can analyze key tourist attractions within those DAs and compare current trends to historical travel behaviour.

Locations of Interest data is available for domestic, U.S., and international visits to Canada.

Release Information

Locations of Interest will be available as of December 12, 2025. Going forward, updates will be issued monthly, one week after the core VisitorView Tourism Suite product is updated, approximately 45 days after the end of the reference month. Users will be notified in advance if there are any delays to this schedule.

How is it Used?

Tourism Destination Organizations

- **Use Case:** Identifying which attractions generate the most visitor engagement and potential economic impact, while also monitoring overcrowding and promoting visitor dispersion to ensure sustainable tourism and balanced regional development.
- **Description:** Locations of Interest provides detailed insights into the attractions within specific dissemination areas that overnight visitors visit during their trips. By analyzing visitor behaviour, demographics, and crowd density, Tourism Destination Organizations can make data-driven decisions to enhance experiences, reduce pressure on over-visited sites, and encourage exploration of lesser-known destinations. This approach supports sustainable tourism, improves visitor satisfaction, and maximizes economic benefit across the region.

Data Vintage

2025

Base Level Geography

Dissemination Area

Update Frequency

Monthly

Variables

4 years

84 time periods

2,979 DAs

- **Key Questions:**
 - Which attractions are most popular among overnight visitors in our region, and are they experiencing overcrowding?
 - How do visitor preferences vary seasonally or by origin, and how can we encourage dispersion to under-visited areas?
 - What strategies can balance economic impact with sustainability and visitor experience?

Transportation Departments

- **Use Case:** Plan transit routes and infrastructure improvements around high-traffic attractions to better serve visitors and reduce congestion.
- **Description:** Locations of Interest helps optimize public transit schedules, improve road networks, and allocate resources where visitor demand is highest. By understanding where overnight visitors spend their time, departments can enhance accessibility and support sustainable mobility.
- **Key Questions:**
 - Which attractions generate the most visitor traffic and require improved transportation access?
 - What times of year see peak visitor movement to my area?

Local Municipalities and Government Officials

- **Use Case:** Guide infrastructure development and community planning around high-traffic attractions to support tourism and local economic growth.
- **Description:** Locations of Interest helps make informed decisions about zoning, public services, and investment priorities. By understanding where overnight visitors congregate and what they value, officials can improve accessibility, enhance safety, and foster sustainable tourism that benefits residents and businesses alike.
- **Key Questions:**
 - Which attractions in our jurisdiction draw the most visits and require improved infrastructure or services?

Event Venues and Real Estate

- **Use Case:** Select venues in bustling areas near attractions to boost visibility, attract walk-in audiences, and amplify promotional impact.
- **Description:** Locations of Interest helps determine optimal locations for hosting events that maximize attendance and accessibility. Real estate companies can leverage these insights to identify areas with strong tourism-driven demand, guiding investment decisions and property development strategies.
- **Key Questions:**
 - Which areas consistently draw large numbers of visitors and could influence event attendance or property value?

- Are there seasonal trends that impact demand for event spaces or short-term rentals?

How to Access Locations of Interest

Flat File Delivery

- Format: CSV (Comma-Separated Values)
 - Broken out by Year
- File Size: Up to 50GB (may be delivered in compressed format such as .zip)
- System Recommendations:
 - Computer: A modern desktop or laptop (Windows or macOS)
 - RAM: At least 16GB of memory (more is helpful for large files)
 - Storage: At least 300GB of free disk space to store and work with the data

Power BI Dashboard License

ENVISION 2.0 (Coming Soon)

What's Coming Next

To make the most of this release, we encourage you to:

- Explore the latest dataset and identify key trends relevant to your region or sector.
- Share feedback with our team-your input helps shape future updates.
- Reach out for support if you need help interpreting the data or integrating it into your workflows.
- Stay tuned for other Tourism product additions arriving next year, including same-day travellers, destination pairings, and mode of travel.

Support

Please reach out to our Support team with any questions, concerns, or feedback:

support@environicsanalytics.com