

# VisitorView Tourism Suite

## Release Notes

### What is it?

We're proud to introduce the VisitorView Tourism Suite—a leading solution for analyzing and understanding visitor travel patterns across Canadian destinations. Designed for tourism organizations, municipalities, event venues, retail centers, and other sectors invested in Canadian tourism, VisitorView provides actionable insights to support strategic planning and enhance the visitor experience.

VisitorView utilizes privacy-compliant, anonymized mobile location data, enriched with third-party datasets and advanced analytics, to generate neighbourhood-level estimates of overnight visitors within and to Canada. The platform covers a wide range of geographic areas, including provinces, census divisions and subdivisions, metropolitan areas, and tourism regions.

Users can explore detailed metrics such as the number of visitors, trips taken, and nights spent in each destination, with the ability to compare current trends to historical travel behaviour.

The Tourism Suite offers a comprehensive view of three key visitor segments:

- **Domestic Visitors:** Gain insights into the travel patterns and preferences of Canadian overnight travellers.
- **U.S. Visitors:** Identify American neighbourhoods with a high likelihood of visiting Canada, supporting target marketing and planning efforts.
- **International Visitors:** Understand and attract global travellers through detailed international trip data.

By integrating VisitorView with complementary data products like PRIZM® and DemoStats, users can access deeper insights into visitor demographics, lifestyles, and spending behaviours. This powerful combination supports more effective campaign development and execution, strategic planning, including destination development, and data-driven decision-making, ultimately enhancing the visitor experience and driving growth in the tourism sector.

### What's new?

#### Enhanced Methodology & Coverage

- **Expanded Geographic Detail for Destinations:** Now includes **Census Subdivisions (CSD)**, **Census Metropolitan Areas (CMA)**, and **Census Divisions (CD)** for more precise and flexible analysis.

#### Data Vintage

2025

#### Base Level Geography

Dissemination Area  
Block Group  
Country

#### Update Frequency

Monthly

#### Variables

4 years  
84 time periods  
5,748 destinations



- **Aligned Methodologies:** Consistent modelling across **VisitorView** for domestic, American and international travellers for holistic comparisons.
- **Improved Destination Accuracy:** Enhanced detection of overnight stays using advanced cellular network data analysis.
- **Standardized Seasonal Definitions:** Easily compare seasonal trends with our newly defined framework, in addition to the standard monthly, quarterly and annual views.
- **Refined Tourism Filters:** Reduce noise from non-tourism movement, and redefined trip length thresholds better identify tourist activity.

## Product-Specific Enhancements

- **VisitorView Canada:** Updated visitor definition now includes travellers venturing 40+ km from home, aligning with industry standards of overnight travellers.
- **VisitorView U.S.:** Improved origin estimation using two years of Visitor Travel Survey data (VTS), resulting in superior trip matching, and integration of vehicle border entry data to enhance trip estimates.
- **VisitorView International:** Destination estimates are now controlled at the province of entry level for upgraded regional-level projections.

## New Power BI Dashboards

Experience VisitorView like never before with our interactive Power BI dashboards:

- Combine data from the United States, international, and domestic markets for a complete view of overnight tourism activity.
- View top-line destination metrics, including top origins.
- Visualize trends and compare time periods, destinations, and visitors with ease.
- Analyze full PRIZM® profiles for all time periods (subject to license).

These updates are designed to provide more accurate, detailed, and actionable insights, helping you make informed decisions and drive success in your tourism initiatives.

## Release Information

This exciting update to VisitorView will be available starting June 12, 2025. All three products will be released on the same date. Going forward, updates will be issued monthly, on the 5th business day of the month, approximately 40 days after the end of the reference month. Users will be notified in advance if there are any delays to this schedule.

Release	Canada	US	International
June 2025	March 2025 (Final) April 2025 (Leading)	March 2025 (Final) April 2025 (Leading)	March 2025 (Final) April 2025 (Leading)

## How is it Used?

### Tourism Organizations

- **Use Case:** Identifying highly engaged visitors, the high-potential regions and neighbourhoods they live in, to attract new visitors to your Destination.
- **Description:** Tourism organizations can leverage VisitorView to analyze the origins of overnight visitors, including those from Canadian, US, and international locations. By understanding where visitors are coming from and their travel patterns, their travel patterns, and their PRIZM segment, these organizations can develop targeted marketing campaigns to attract more visitors to specific destinations, such as provinces, census divisions, census subdivisions, metropolitan areas, and tourist regions. The VisitorView trends can then be leveraged to measure if these campaigns are increasing visitation from key origin geographies and high-value visitors.
- **Key Questions:**
  - Which neighbourhoods have the highest propensity for travel to my destination?
  - How effective are our marketing campaigns in attracting highly engaged visitors from different origins?

### Transportation Departments

- **Use Case:** Understanding travel patterns.
- **Description:** Transportation departments can use VisitorView to gain insight into tourists' origins and destinations. This information helps plan and optimize transportation infrastructure to accommodate visitors and improve their travel experience.
- **Key Questions:**
  - What are the peak travel months in my region?
  - Where are the most travellers coming from?

### Local Municipalities and Government Officials

- **Use Case:** Planning and infrastructure development based on visitor data.
- **Description:** Local municipalities and government officials can utilize VisitorView to understand the volume and behaviour of overnight visitors to their regions. This data is crucial for making informed decisions about infrastructure development, resource allocation, and public services to serve visitors and residents better.
- **Key Questions:**
  - Which areas experience the highest visitor activity?
  - What infrastructure improvements are needed to accommodate visitors?

### Event Venues and Real Estate

- **Use Case:** Analyzing visitor behaviour to optimize event planning and property investments.
- **Description:** Event venues and real estate developers can benefit from VisitorView by analyzing the origins and destinations of travellers visiting their areas and the duration of their stays. This

information helps in planning events that cater to traveller interests and making strategic property investments to enhance visitor experiences.

- **Key Questions:**
  - What are the top traveller segments visiting a destination?
  - How long do travellers typically stay in a destination?

## Retail and Shopping Centers

- **Use Case:** Enhancing marketing strategies by identifying key traveller markets likely to visit retail destinations.
- **Description:** Retailers and shopping centers can use VisitorView to understand which traveller markets are visiting their regions. By analyzing travel patterns and visitor demographics, businesses can tailor their offerings and outreach to align with the interests and needs of these groups. This insight helps retail destinations position themselves more effectively within the broader tourism ecosystem.
- **Key Questions:**
  - Which traveller markets are most likely to visit retail areas?
  - How can retail destinations align with broader tourism trends to attract more traveller?

## Hospitality Industry

- **Use Case:** Forecasting Demand and Optimizing Offerings
- **Description:** Hotels, resorts, and other accommodation providers can use VisitorView data to forecast demand based on the origins and destinations of overnight visitors. By understanding travel patterns and the number of nights spent in specific regions, hospitality businesses can optimize their offerings, adjust pricing strategies, and plan for peak seasons. This data helps make informed decisions about staffing, inventory management, and promotional activities to enhance guest experiences and maximize occupancy rates.
- **Key Questions:**
  - Which regions are experiencing the highest influx of overnight visitors?
  - How many nights do visitors typically spend in these regions?
  - What are the peak travel seasons, and how can we adjust our pricing and staffing accordingly?

## Complementary Data Products

- **PRIZM®** is a cutting-edge segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types, integrating geographic, demographic, and psychographic data. By incorporating authoritative data from various sources, PRIZM® helps users analyze and understand customer behaviour and market trends. When used with VisitorView, PRIZM® enhances the ability to target specific visitor segments, optimize marketing strategies, and gain deeper insights into travel patterns and preferences. This combination allows for more effective campaign development and strategic planning, ultimately improving user experience and outcomes.

- **DemoStats** provides current-year estimates and future projections for a wide range of demographic variables using innovative methods and diverse data sources. It offers detailed insights at the postal code and dissemination area levels, covering population, family structure, household size, ethnic diversity, labour force participation, and income. When integrated with VisitorView, DemoStats enhances the ability to analyze visitor demographics and trends, allowing for more precise targeting and strategic planning based on comprehensive and reliable data. This combination helps users optimize their marketing strategies and improve overall decision-making.

## How to Access VisitorView

### Flat File Delivery

- Format: CSV (Comma-Separated Values)
  - Broken out by Year and Destination Category
- 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 later this year)

## 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.
- Look for an invitation to our VisitorView Webinar, during which our team will give an in-depth overview of the new product and how it can work for you.
- Stay tuned for additions arriving later this summer, including destination pairings, mode of travel, and locations of interest.

## Support

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

[support@environicsanalytics.com](mailto:support@environicsanalytics.com)