DATA VINTAGE
2021

BASE LEVEL OF GEOGRAPHY
Block Group

UPDATE FREQUENCY
Monthly

VARIABLES
25,247
99 destinations
51 temporal periods
5 measures

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

WHAT IT IS

VisitorView helps the tourism industry understand where visitors are coming from and when they travel so you can develop campaign strategies to attract American travellers to each of the 85 tourism regions defined by Destination Canada. The database uses privacy-compliant aggregated and anonymous mobile location data, administrative datasets and analytics to identify American neighbourhoods whose residents have a high propensity to travel to 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 85 tourism regions. Two additional measures of Nights per Visitor and Nights per Visit are available in 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 three years including quarterly and monthly data. Comparisons to previous traveler behaviour track changes in the types of travelers, frequency and length of their trips.

VisitorView helps:

- In combination with Claritas PRIZM® Premier, classify American travellers into one of 68 unique lifestyle types to better understand target audiences
- Target messaging and media strategies to the regions and neighbourhoods in the U.S. with the best new visitor prospects
- Understand organizations' relative market share in a geographic area
- Measure the effectiveness of marketing strategies on American visitors
- Tailor organizations' attractions and incentives according to the travel patterns of American visitors, factoring in the type of travel and duration of their stay

WHAT'S NEW

VisitorView 2021 is now available in a 2021 ENVISION workspace. This product release includes 2021 and reprojected historical data that reflect the new geographic and population inputs. The variable descriptions for VisitorView 2021 have been modified to reflect the new temporal periods:

- 'Current Year' represents 2021
- 'Prior Year' represents 2020
- 'Two Years Prior' represents 2019

HOW IT'S USED

A tourism region authority can identify the best regions and neighbourhoods in the U.S. to prospect for new visitors and use PRIZM Premier 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 Seattle, WA 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 ZIP 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 LDU 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.