

VISITORVIEW (U.S.A. TO CANADA) RELEASE NOTES

DATA VINTAGE

2023

BASE LEVEL OF GEOGRAPHY

Block Group

UPDATE FREQUENCY

Monthly

VARIABLES

42,077

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 four 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

The variable descriptions for VisitorView 2023 have been modified to reflect the new temporal periods:

- 'Current Year' represents 2023
- 'Prior Year' represents 2022
- 'Two Years Prior' represents 2021
- "Three Years Prior" represents 2020
- "Four 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?