

Visitor Research Program

Program Overview

Understanding your customers allows you to make informed decisions about your product offerings and marketing strategies. Central Counties Tourism's Visitor Research Program (VRP) provides two data collection options, Postal Code Analysis and Geofence Analysis, to help you gain valuable insights, improve marketing ROI, identify key partnerships, and grow your business.

The data is presented in an easy-to-read visual report that highlights visitor demographics, recreational interests, food and beverage preferences, activity choices, and even their mindset, helping you refine your marketing and business strategies effectively and better target your ideal customer.

Pricing:

- **$149** for a single report*
- **$299** for a 3-report bundle comparing two different data sets (E.g. YOY visitation or seasonal patterns)*

For York, Durham, and Headwaters tourism stakeholders. Out-of-region pricing also available.

Ideal Audience

- *Tourism businesses looking to understand and reach their ideal customers with detailed insights for enhanced marketing and product development*
- *Attractions, accommodations, and experience providers seeking data-driven marketing strategies*
- *Municipalities and DMOs aiming to refine visitor engagement plans and grow their visitor economy with empirical and actionable data*

OPTION 1:

VRP Postal Code Analysis

By collecting visitor postal codes along with their city/town of residence, we can provide in-depth analysis into visitors' origin, demographics, psychographics, media consumption habits, lifestyle preferences, and purchasing behaviours.

Key Benefits:

You will receive a comprehensive report that will help you understand:

- Where your visitors are coming from and how far they're travelling to reach you
- Which cities contain the highest concentrations of your target audience, helping you better target high-performing markets
- Psychographic and demographic profiles of your top three visitor segments, including media usage, lifestyle preferences, and recreational habits

Learn More

centralcounties.ca/research

Contact Us

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Central Counties Tourism



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OPTION 2:

VRP Geofence Analysis

When postal code collection isn't feasible, Geofence Analysis offers a powerful alternative. Using mobility data, Geofence Analysis tracks visitation within a custom digital boundary, of up to 5 million sq. feet, capturing data on unique visitors, repeat visits, trip frequency, distance traveled, and origin markets. It also estimates visitor economy contributions from those traveling over 40 km, often fulfilling grant requirements and quickly validating or challenging assumptions. This tool is especially useful for monitoring visitation to large public areas, clusters of businesses, or locations with limited resources.

Key Benefits:

All the key benefits of VRP Postal Code Analysis plus:

- Visitor counts, annual and monthly
- Trip frequency and repeat visitation
- Contribution to the visitor economy – a valuable KPI for grant applications
- Empirical data to validate or debunk assumptions about visitation patterns

Sample reports are available at **centralcounties.ca**.

Pricing:

Starting at $565

Pricing will vary based on quantity of areas to be geofenced.

Custom data reports available.

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HAVE QUESTIONS?

Contact Tom Guerquin

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