



CENTRAL COUNTIES

## Central Counties Visitor Research Program 2019

Understanding your customer helps you make informed decisions on your product offerings and how you can market effectively to your ideal guest.

Central Counties Visitor Research Program will be able to provide you with a deeper understanding of your customers and valuable information to improve your marketing ROI, identify partnerships, and grow your business.

To take advantage of our program, collect your customer postal codes and the city/town they live in and provide the spreadsheet to Central Counties Tourism. We will run your postal data through our Environics research program to provide information to you about:

- Where your visitors/guests/customers/members are coming from;
- How far they are driving;
- What cities contain the most people in your target audience, and
- A profile of your top three target audience, including media usage and psychographics.

The data you receive will arrive in an easy to read template that will highlight who your customers are, what recreational activities interest them, what type of food and drink they are interested in, where hotspots of people interested in your product may be, and even how they think.

### **Cost:**

\$149 for 1 report.

\$299 for 3 reports. Two separate sets of data plus 3rd report of the two combined sets of data to display a complete overview of your visitors.

Sample reports are posted on the Central Counties B2B website at:

[www.centralcounties.ca/resources/research/](http://www.centralcounties.ca/resources/research/)

**Please contact Tom Guerquin, Manager, Research & Development at [tguerquin@centralcounties.ca](mailto:tguerquin@centralcounties.ca) for more information about the Visitor Research Program and how to send your postal code data.**