



CENTRAL COUNTIES

Geo-Fences Research Tool

As an additional research tool for the Visitor Research Program, Geo-fencing can provide a deeper understanding of your customers through mobility data. By creating specific geo-fences - an invisible barrier around a particular area, you will be able to capture the count of everyone who enters that geo-fence, as long as they are over the age of 15 and have a cell phone that has its location services enabled.

Geo-fence data captures the number of unique visitors, the number of trips made by those visitors, the distance they travelled from their common location (their home), and provides an analysis of these cell phone holders over a specific time period. Geofencing is useful for businesses who can't collect postal data for various reasons, e.g., at public beaches/parks, free festivals/events, specific sections of a downtown core, a grouping of various businesses, or simply a lack of extra resources needed to collect postal codes. Geo-fencing data will validate who your customers are based on real data, without guessing or depending on antidotal stories.

Geo-Fence Example: Downtown Port Perry, Ontario

Geo-fencing research for a section of downtown Port Perry demonstrated in the table shows 129K unique visitors entered that specific area in 2019 vs 123K in 2020, and approximately 40% were tourists travelling 40+ km from their homes. One-third of the visits occurred on a weekend.

		# of Locals (0-40km)	% of Locals	# of Tourists (40+km)	% of Tourists	Total Count
Port Perry Downtown Section 2019	Visitors	78,597	60.88%	50,505	39.12%	129,102
	Visits	967,332	80.89%	228,529	19.11%	1,195,861
	Weekend	301,113	76.08%	94,672	23.92%	395,785
	Weekdays	666,218	83.27%	133,852	16.73%	800,070

Port Perry Downtown Section 2020	Visitors	73,718	60.13%	48,880	39.87%	122,598
	Visits	646,406	78.97%	172,140	21.03%	818,546
	Weekend	200,454	71.24%	80,924	28.76%	281,378
	Weekdays	445,951	83.08%	90,822	16.92%	536,773

The cost for this new report is

\$399 per one geo-fence over one time period.

\$599 for one geo-fence over two time periods.

\$699 for one geo-fence over four time periods (for quarterly analysis)

Please note that this new program will be in addition to our current Visitor Research Program that is based on collected postal coded data.

[Purchase the Geo-fence Research Tool here.](#)