

New Research Tool for CCT's Visitor Research Program: Geo-fencing

Note: To purchase the Central Counties Visitor Research Program – Region Member Discount, you must be a business member in the regions of York, Durham or Headwaters. Non-region members outside the Central Counties region – please purchase the product through the Central Counties Visitor Research Program option. Thank you.

Now it is more important than ever to better understand your customer, as it helps you make informed decisions on your product offerings and how you can market effectively to your ideal guest.

Central Counties is pleased to introduce Geo-fences as an additional research tool for its Visitor Research Program, to offer you an even 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 with them that has its location services enabled.

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

Central Counties Visitor Research Program is committed to providing you with a deep understanding of your customers and valuable information to improve your marketing ROI, identify partnerships, and grow your business.

Option 1: Visitor Research Program with Postal Codes Collected

To take advantage of our basic program, collect your customer postal codes and the city/town they live in and provide the spreadsheet to Central Counties Tourism.

**Region Member Discount Pricing:
\$149 for one report.**

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

Non-Member Pricing:

\$249 for one report.

\$449 for three reports. Two separate sets of data plus 3rd report of the two combined sets of data to display a complete overview of your visitors.

NEW Option 2: Visitor Research Program with Geo-Fence Data

To use this new program, determine the area you would like geo-fenced (max area is 5 million sq feet) and over which period of time. Geo-fence data also counts the number of unique customers, the number of visits made, and the per cent of weekend/weekday visits.

\$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)

We will run your postal/geo-fence 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 like to receive information about your product.

Please contact your region field manager for more information about how to send your postal code/geo-fence data or Tom Guerquin, Manager, Research & Development at tguerquin@centralcounties.ca