Are you collecting data to grow your business?

How well do you know your visitors? Did you know that by collecting your visitors' postal code and corresponding city/town, you are able to uncover a lot of information about them?

During our 2018/2019 fiscal year, with the help of our stakeholders, Central Counties Tourism analyzed 98,065 postal codes from visitors to the region. The stakeholders who assisted in this analysis received their own individual Visitor Research Program report, and we were able to create aggregate reports for York, Durham and Headwaters, as well as one for the entire region. The following are some key demographics and stats about those visitors to the region:

- The median age of household maintainers in the region is 49.8 years old
- The average household income from that group is $126,2888
- 35.6% of households have children aged under 9 years
- 39.8% work in white-collar occupations
- 44% are visible minorities

In addition to these demographics, we also know about their media habits:

- 58.8% use Facebook; 26.4% use Instagram; 20.7% use Twitter; and 18.9% use LinkedIn

And which social values they consider to be strong and weak:

- Pursuit of Novelty is the strongest value, and Fulfillment Through Work is the weakest value

You can view the entire CCT Visitor Research Program report HERE.

All of this info, and much more, is based solely on a postal code that was collected from our stakeholders. Imagine that, by asking your visitor for their postal code and city/town, you are able to access a thorough understanding of them. It is important to note that you are not violating any personal or confidential information by asking that question. You are strictly collecting market research to better understand your visitors, ensure your marketing and products align with your visitors, and thus creating a better-tailored experience on their next visit.

Now the billion-dollar question, so what? What does this information mean and how can you use it to be successful?

This data gives you a 360-degree overview of the average Central Counties visitor, including who they are, how they think, what their interests are, how far they

travel, what their media habits are, where they live, where you can find more of them, and so on …

With this new information, you are able to apply it to your marketing, product development, and seek out sponsors that resonate with your visitors. Below are some broad examples that could apply to your business and help you increase visitation and revenue.

Marketing:

1. You are able to validate your target market with tangible data that paints a clear picture of your main market.
2. Identify your secondary markets that are coming, but might not be as obvious as your main market.
3. Pinpoint the markets by FSAs (first three characters of a postal code) that resonate high and low with your business and where to find more of them.
4. Use keywords and social values that resonate with your visitors to create marketing campaigns and social media posts.

Product development:

1. Ensure that your products/services match your market.
2. Does your branding & imagery align with the values or diversity of your visitors?
3. Use the data to create new products/services or make adjustments as needed to better serve your customers.

Sponsorship:

1. Identify hobbies/interests that score high with your visitors and find businesses that correspond to them. Your visitors are probably their visitors too.
2. Partner with them for cross promotions.
3. Build a larger audience at your next event, while creating more awareness for both businesses.
4. With tangible data, the corresponding business might be able to become a sponsor or vendor at your event because you can prove that you share the same customers.

Through collecting postal codes of your visitors, CCT is able to know more about them to help you tailor your business' products/services/experiences to the visitor's unique wants and needs. The data will help customize your marketing, products, and sponsorship opportunities to increase awareness, visitation, and revenue to your company and to the entire region.

To view the aggregated reports for YORK, DURHAM and HEADWATERS, look HERE on centralcounties.ca

Starting this month, we will be looking at aggregated visitor profiles for each region, so let's all begin to ask our visitors for their postal codes and which cities/towns they live in to create a holistic understanding about our visitors. I will be happy to discuss this further with you one-on-one. For more information contact Tom Guerquin at TGuerquin@CentralCounties.ca