



CENTRAL COUNTIES
TOURISM

CELL FOR SUCCESS

GEOFENCING TO GROW YOUR DESTINATION

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In his role with CCT, Tom harnesses the power of data to support and grow the visitor economy, helping stakeholders succeed. As Research & Development Manager, he analyzes visitation trends and uses data to tell compelling stories that shape strategy and support stakeholders.

With over 20 years of experience in the tourism industry and a Master's degree in Tourism Management from Royal Roads University in Victoria, BC, Tom brings both expertise and passion to his role. He also sits on the Travel and Tourism Research Association Canada Chapter Board of Directors.



CENTRAL COUNTIES
TOURISM

PRESENTATION AGENDA

- 1. What is a Tourist?**
- 2. What is Geofencing?**
- 3. How does it work?**
- 4. Why this visitor research matters (40KM+)**
- 5. Real world examples and application of the data**
- 6. Q&A**



WHAT IS A 'TOURIST'?

TOURIST

- is a person who travels 40KM+
- spends money in a community where they neither live nor work.

Tourism = Visitor Economy



HOW TO CAPTURE VISITATION?

**Mobility data
(Geofencing)**

WHAT IS GEOFENCING?

- A tool that uses a mobile movement database to analyze movement patterns within a specific area (5M sq ft max) & time (January 1, 2022 –)
- It is an anonymized, privacy-compliant database that uses permission-based location data from mobile devices (collected via location-enabled apps) combined with cellular network data.
- This data is modeled and weighted to represent the total population, allowing us to identify who is visiting specific locations, where they come from, and how often they return.



HOW DOES GEOFENCING WORK?

- Using the phone's Common Evening Location (CEL), we are able to understand true visitation:
 - The data excludes those who live and work within the area & drive-through traffic
 - The counts also exclude children under the age of 15
 - The sample size is calculated during the specified time period and extrapolated (similar to conducting a survey)



HOW DOES GEOFENCING WORK?

- The data provides an estimated number of 'Unique Visitors' over the requested time period, and their repeat visitation which is represented as 'Total Daily Visits':
 - Distribution of 'Locals' (0-40KM) vs 'Visitors' (40+KM)
 - Where are they coming from & where to market
 - Who's coming & who's not coming (demographics/profiles)
 - When do they visit (seasonality)
 - And more...



WHAT DOES A GEOFENCE PRODUCE?

Geo-Fence Data		# of Locals (0-40km)	% of Locals	# of Tourists (40+km)	% of Tourists	Total Count	Average number of Visits per Visitor (Tourists)
Area X 2023	Unique Visitors	28,810	90.47%	3,036	9.53%	31,846	8.42
	Total Visits	391,935	93.88%	25,560	6.12%	417,495	
	Weekend Visits	158,073	93.61%	10,784	6.39%	168,857	
	Weekdays Visits	233,861	94.06%	14,776	5.94%	248,637	
Area X 2024	Unique Visitors	37,591	90.30%	4,037	9.70%	41,628	9.81
	Total Daily Visits	442,033	91.78%	39,603	8.22%	481,636	
	Weekend Visits	181,905	91.10%	17,774	8.90%	199,679	
	Weekdays Visits	260,128	92.26%	21,828	7.74%	281,956	
Area X 2024 vs 2023	Unique Visitors	30.48%	-0.17%	32.97%	0.17%	30.72%	1.39
	Total Daily Visits	12.78%	-2.10%	54.94%	2.10%	15.36%	
	Weekend Visits	15.08%	-2.51%	64.82%	2.51%	18.25%	
	Weekdays Visits	11.23%	-1.80%	47.73%	1.80%	13.40%	

Geofence Area X 2025

DEMOGRAPHIC SNAPSHOT

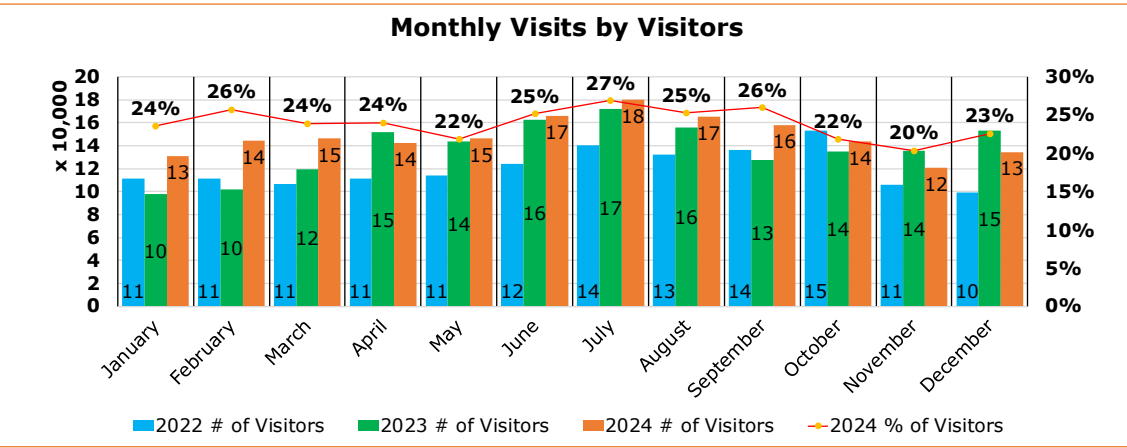
- 55 Years** Median age of Households maintainer (9)
- 56.4%** Couples With Children at Home (106)
- 24.0%** Of attendees were from Tourists who traveled 40km and 76.0% were Locals (within 40 km).
- \$201,865** Household income (\$14)
- 51.6%** Belong to a Visible Minority group (89)
- 3 People +** 57.9% of Households have 3 people or more (102)
- 46.1%** Born outside of Canada (96)
- 16.0%** Work in Business/ Finance (104) & 14.8% in Sales/Service (102)

VISITOR'S TOP TEN CITY/FORWARD SORTATION AREAS (FSA)

Name (CITY)	Count	%	Name (FSA)	Count	%
Toronto, ON (C)	42,906	40.55	L4H (Woodbridge, ON)	4,274	4.04
Vaughan, ON (CY)	14,687	13.88	L6A (Vaughan, ON)	3,327	3.15
Richmond Hill, ON (T)	4,330	4.09	L4J (Thornhill, ON)	2,949	2.79
Mississauga, ON (CY)	4,218	3.99	L4L (Woodbridge, ON)	2,252	2.13
Markham, ON (CY)	3,668	3.47	L4C (Richmond Hill, ON)	2,185	2.06
Brampton, ON (CY)	2,092	1.98	L4G (Aurora, ON)	1,603	1.51
Oakville, ON (T)	1,882	1.78	M2N (Willowdale, ON)	1,471	1.39
Hamilton, ON (C)	1,870	1.77	M6S (Toronto, ON)	1,471	1.39
Aurora, ON (T)	1,603	1.51	MSR (Toronto, ON)	1,379	1.30
Ottawa, ON (CV)	1,461	1.38	LJJ (Kleinburg, ON)	1,373	1.30

SOCIAL MEDIA HIGHLIGHTS

- FACEBOOK**: 70.6% currently use Index: 99. Top Activities (Daily): Reading, Watching TV, Watching Sports, Watching News, Watching Music Videos, Watching Entertainment Videos, Watching Educational Videos, Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- X**: 28.6% currently use Index: 107. Top Activities (Weekly): Reading, Watching TV, Watching Sports, Watching News, Watching Music Videos, Watching Entertainment Videos, Watching Educational Videos, Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- INSTAGRAM**: 48.4% currently use Index: 107. Top Activities (Daily): Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- LINKEDIN**: 49.5% currently use Index: 103. Top Activities (Weekly): Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- YOUTUBE**: 72.2% currently use Index: 99. Top Activities (Daily): Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- WHATSAPP**: 71.1% currently use Index: 99. Top Activities (Weekly): Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- SNAPCHAT**: 13.0% currently use Index: 154. Top Activities (Weekly): Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.
- TIKTOK**: 15.5% currently use Index: 107. Top Activities (Weekly): Watching Live Videos, Watching Live Streams, Watching Live Events, Watching Live Performances, Watching Live Shows, Watching Live Concerts.



05 FIRST-CLASS FAMILIES

Large, high-income suburban families

Rank: 1

Customers: 62,472

Customers %: 23.96

% in Benchmark: 8.66

Index: 277

A conf... contain... aged, th... houses... and ear... generation... Canadians, many reporting... their mother... enjoy many team sports as both participants and spectators. Many reserve weekends... park or relax in their hot tubs.

WHY THIS VISITOR RESEARCH MATTERS?



Asking the Right Question?



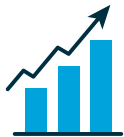
Identify & Validate

Empirical insights on your visitors



Maximize ROI

Target the right markets



Boost Visitation

Align offering with demand



Show Value

Demonstrate its economic impact
at the Census Division or Tourism Region



Marketing



Product Development



**Collaboration
Grants
Partnerships**

ASKING THE RIGHT QUESTION

PROBLEMS

SOLUTIONS



Challenge assumptions



Distinguish between local & visitor behaviours; debunk assumptions



Understand visitors



Who's coming or not coming & when; better target marketing & alignment



Unlock potential



Identify opportunities for collaboration; support investment attraction



Limited funding & budgets



Complements proposals & funding requests/grants

REAL LIFE EXAMPLE 1: VALIDATES DATA

We don't want tourists at OUR waterfront because they leave their garbage behind!

- Paraphrased from a City Councilor

However, the geofence data debunked this:

90% of the Total Daily Visits to the waterfront were local residents living within 40KM

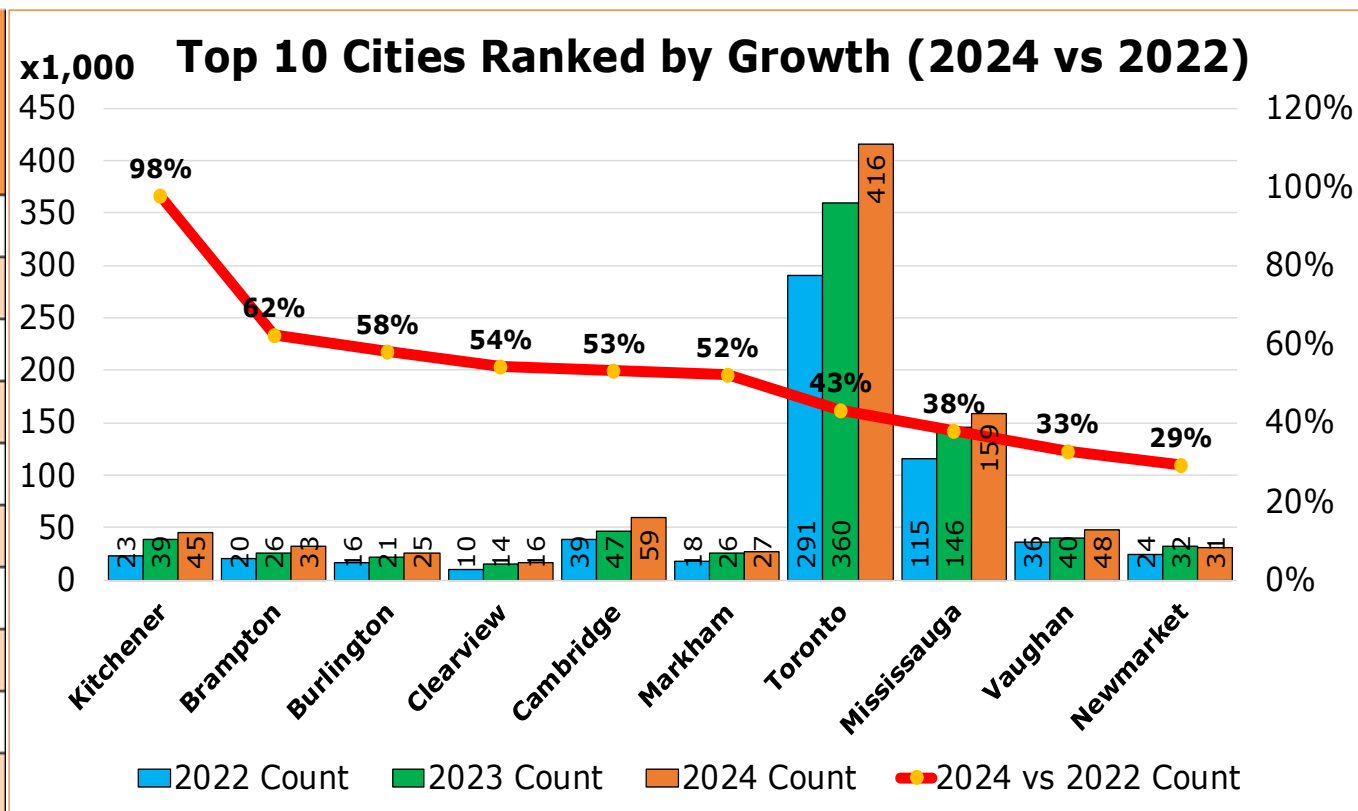
Geofence data helps to validate business decisions to maximize ROI

- **Marketing**
- **Product Development**
- **Partnerships**



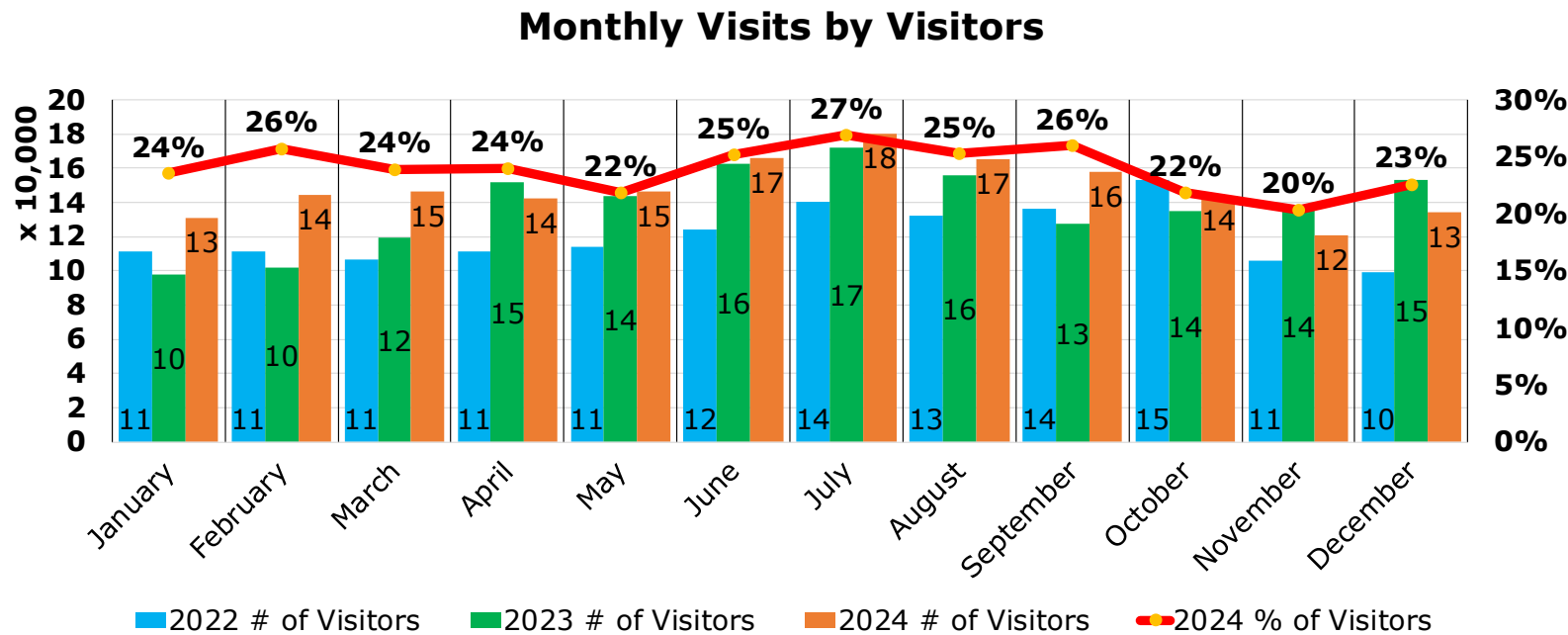
REAL LIFE EXAMPLE 2: IDENTIFY MARKETS

Top 10 Cities (Origin)	2022 Count	2023 Count	2024 Count	2024 vs 2022 Count
Toronto, ON	290,707	359,721	415,968	43%
Mississauga, ON	115,410	145,793	159,082	38%
Guelph, ON	50,696	64,022	62,383	23%
Cambridge, ON	38,523	46,515	59,032	53%
Vaughan, ON	36,413	40,354	48,335	33%
Barrie, ON	49,852	51,435	45,642	-8%
Kitchener, ON	22,932	38,711	45,346	98%
Hamilton, ON	39,789	35,445	37,422	-6%
Brampton, ON	20,066	25,712	32,574	62%
Oakville, ON	30,975	25,717	31,112	0%



Highest Visitation is from Toronto & Mississauga
Biggest Growth is from Kitchener

REAL LIFE EXAMPLE 3: SEASONALITY



Monthly Visits	2022 Distribution of Visitors	2023 Distribution of Visitors	2024 Distribution of Visitors
January	73%	57%	57%
February	73%	59%	59%
March	70%	69%	69%
April	73%	88%	88%
May	74%	83%	83%
June	81%	94%	94%
July	91%	100%	100%
August	86%	91%	91%
September	89%	74%	74%
October	100%	79%	79%
November	69%	79%	79%
December	65%	89%	89%

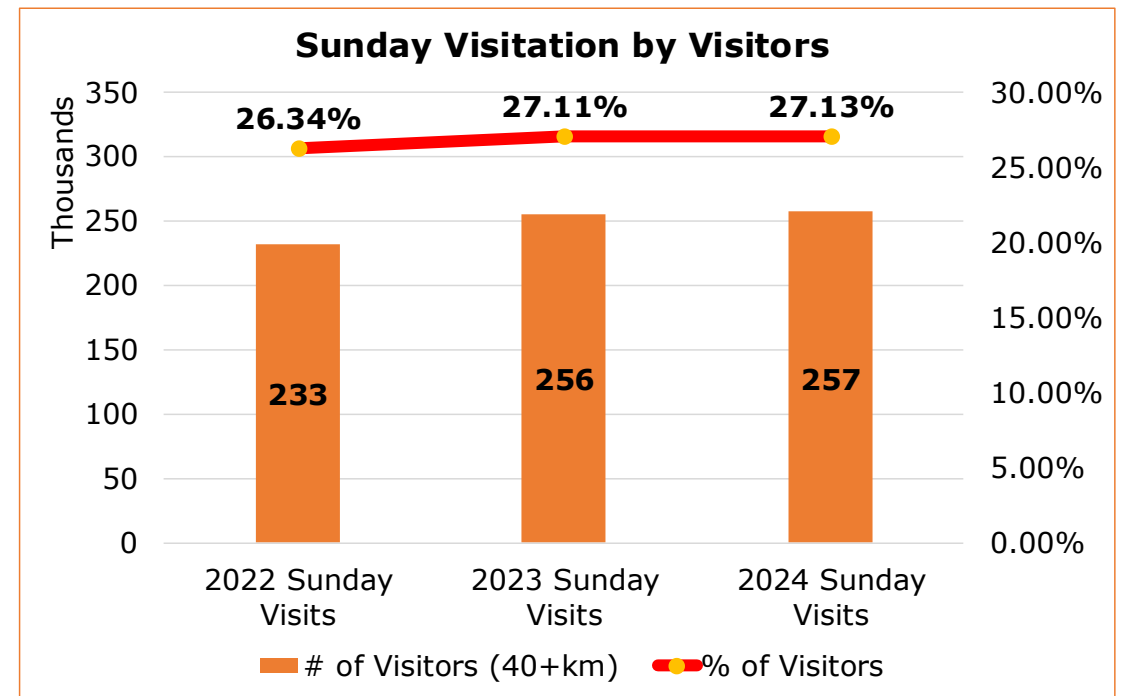
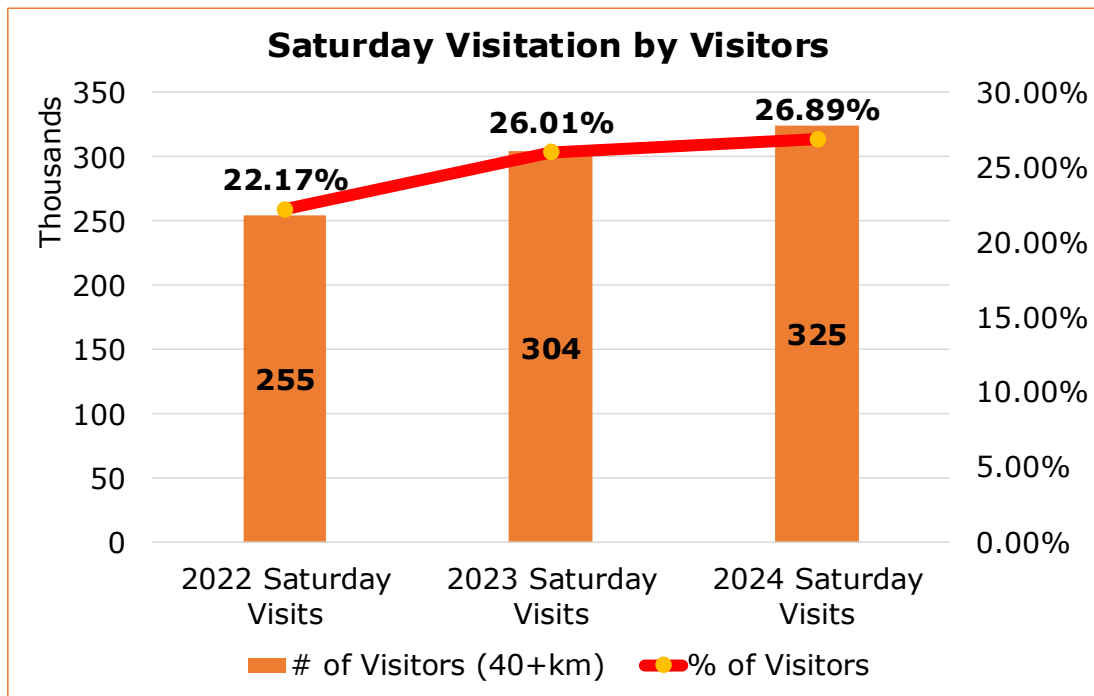
$$R \text{ (Month)} = \frac{\text{Max Value}}{\text{Average}}$$

Seasonality by # of Monthly Visitors	2022	2023	2023 vs 2022	2024	2024 vs 2023	2024 vs 2022
R Value	R = 1.27	R = 1.25	-2%	R = 1.21	-3%	-5%

An R Value of 1 = 12 Months of Equal Distribution (**Closer to 1 is Better**)

REAL LIFE EXAMPLE 4: OPEN SUNDAYS?

Average Weekend % Distribution: Locals vs Visitors	Saturday	Sunday
Locals	56.58%	43.42%
Visitors	54.13%	45.87%



VISITOR RESEARCH...

- **Tells the story about the importance of visitors to the vibrancy of the community**
- **Answers questions that staff/council have about prioritizing projects**
- **Maximize ROI – spending your money on the right things for the right people at the right time**
- **Benchmarking – watch the needle move in real time (YOY, Seasonality, etc.)**



Thank you

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