



# Cape Karoo Tourism Visitor Trends

Annual 2023

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# 1. Executive Summary

- The attractions included in the report are participating attractions which supply Wesgro with data. These include Karoo National Park, Gamkaberg Nature Reserve, Anysberg Nature Reserve, and Swartberg Nature Reserve. Collectively, the attractions welcomed 30,166 visitors between January and December 2023. This reflects an 88.4% recovery rate compared to the same period in 2019 (Jan–Dec).
- Rove Mobile Location Data between January and December 2023 was used to gain insights into the travel behaviour of tourists visiting the Cape Karoo region and neighbouring towns, including Beaufort West, Laingsburg, and Prince Albert. The data was analysed separately for both the region and for each town based on the sampled domestic and international tourists. The following findings were observed:
  - **Domestic tourists:** The mobile location data provided insights into the travel patterns of 50,965 domestic tourists who visited the Cape Karoo, 45,454 tourists who travelled to Beaufort West, 3,369 tourists visiting Laingsburg, and 2,792 tourists who went to Prince Albert. It was found that the majority of tourists visiting these towns were from Cape Town (13,802 tourists). The mobile data insights also revealed that for the Cape Karoo, and specifically for Beaufort West and Laingsburg, a number of domestic tourists were repeat visitors who stayed overnight for an average of 1.5, 1.4 and 1.5 days respectively. In the case of Prince Albert, over 50% of domestic tourists stayed overnight.
  - **International tourists:** The mobile location data provided insights into the travel patterns of 277 international tourists who visited the Cape Karoo. Regarding those who visited the towns, 215 went to Beaufort West, 19 visited Prince Albert and 12 travelled to Laingsburg. It was found that several tourists from India, the US, Namibia, Vietnam, and Brazil were attracted to the Cape Karoo, and to the towns of Beaufort West, Laingsburg, and Prince Albert.
  - Based on the findings of this report Asia (India and Vietnam), North America (US), Africa (Namibia), and Central and South America (Brazil) were identified as key markets for the Cape Karoo and the three major towns. To create tourism experiences that attract and engage tourists, the Destination Marketing Organisations (DMO) and key stakeholders in the region need to understand the values that motivate tourists to engage in activities of interest. According to research conducted by Valuegraphics Global Value Guide (n.a), identifying these key values is essential in developing successful tourism strategies.
    - For visitors from the US, there is a strong emphasis on health and well-being. This includes a focus on maintaining healthy eating and proper nutrition, engaging in regular physical activity, and prioritising mental wellness. The Western Cape has evolved into a destination that offers wellness and health tourism experiences. There is therefore a need to promote experiences in the Cape Karoo that are aligned with this value.

# 1. Executive Summary, continued

- According to the Valuegraphics Global Value Guide (n.a), compassion is a deeply ingrained value in many **Asian** cultures. This quality is highly respected and valued, and it plays a significant role in the daily lives of people in most Asian countries. Compassion is exemplified in the way they treat others, and it is a key factor in building strong relationships. For the Cape Karoo and its towns to be appealing to the Asian market (Indian and Vietnam tourists), it is crucial to offer experiences that evoke compassion. This means providing activities and services that are not only enjoyable but that also promote kindness, empathy, and understanding. More visitors from Asia will be more likely to choose the Cape Karoo as their preferred destination if they feel that they are welcomed with warmth and compassion.
  - The **Central and South American** markets (in this case the Brazilian tourist) place great importance on tradition. Therefore, DMOs and key tourism stakeholders need to create and position Cape Karoo tourism experiences that reflect and respect a sense of tradition.
  - To attract the **African market** (Namibian tourists) to the Cape Karoo, it is important to provide experiences that are in line with their cultural values and beliefs. One such value is patience, which is highly regarded in African culture. Therefore, it is crucial to offer tourism experiences that evoke patience, such as guided tours that allow visitors to take their time and appreciate the beauty of the surroundings.
- **Length of stays:** After analysing the data, it was observed that most tourists, both domestic and international, prefer to stay in Cape Karoo and the neighbouring towns during the weekends. However, international tourists also seem to enjoy weekly stays and long weekend stays. On average, visitors tend to stay for 1.4 to 1.6 days in these towns. This information can be helpful for tourism officials and businesses to better understand the preferences and needs of their visitors and to tailor their offerings accordingly.

# 2. Cape Karoo Mobile Location Data Insights: Methodology

## What is mobile location data?

- This is Geo or spatial data from smartphones. When a user installs an app, they are often asked to share their location data with the company which provides the app, and other companies who are partners with the app publisher.
- Users can “opt in” to location sharing (or choose not to “opt in”). When they opt in, then their phone collects data and shares it with the publisher companies.
- All data collected is anonymised and does not include any personally identifiable information.

## Why use mobile location data insights?

- Mobile location-based data offers a more granular lens on visitor behaviour and provides a much larger sample size.
- These insights aim to facilitate a better understanding of visitor movement throughout the Western Cape’s six regions.
- Mobile location data serves as a sample. It does not represent 100% of visitors, and it should not be treated as such. Like any sampling method, it can be subject to biases or lack of volume.

## Factors influencing the International and Domestic Sample Counts:

**The volume of mobile location data capture counts is influenced by several factors including but not limited to:**

### Data Source Variability

- Changing volume of mobile applications collecting and sharing data
- Data privacy and regulatory changes affecting sharing of data (GDPR, mobile OS policy changes etc.)

### Data Collection and Processing Variability

- Mobile network and internet connectivity
- Mobile infrastructure technical issues (hardware failures, solar flare activity)
- Tourist logic to segment tourist from non-tourist mobile devices

### Mobile Use Variability

- Tourists disabling data transmission services due to high international data costs
- Tourists not using partnership apps as often.

*While all mobile devices are affected by above, International mobile device counts are affected more than Domestic mobile devices when it comes to both mobile use fluctuations and data privacy restrictions. Tourists use their phones differently when travelling internationally – they may want to avoid additional out of country fees and only use their phone through wi-fi service. Tourists may not use the partnership apps they normally do while on extensive holiday. Restricting data privacy laws are also affecting the international landscape affecting data that can be shared which may affect processing that identifies tourists.*

# 3. Cape Karoo Mobile Location Data Insights: Sample Size

The insights in this report represent mobile location data from a sample of **50,965 domestic** and **277 international** tourists who visited the Cape Karoo between January and December 2023. Within the domestic data set, **13,802** were from Cape Town, **4,670** were from the city of Tshwane, and **4,367** were from the city of Johannesburg. Out of the international tourists in the sample, **56** were from India, **31** were from the US, and **23** were from Namibia. This can be seen in Figures 2, 3, and 4.

Figure 1: Western Cape's Province Six Regions



Sources: Wesgro, (2023)

# 3. Cape Karoo visitor trends & patterns

## 3.1 Origin of tourists visiting the Cape Karoo

Figure 2: Sample size, Jan–Dec 2023

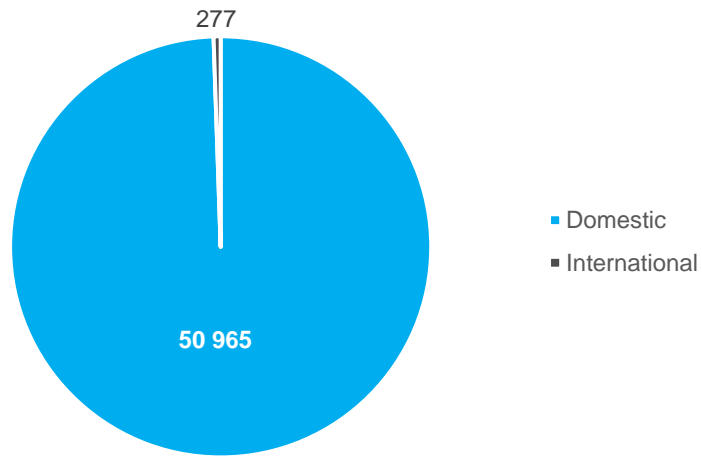


Figure 3: Municipalities of origin for domestic tourists to the Cape Karoo, Jan–Dec 2023

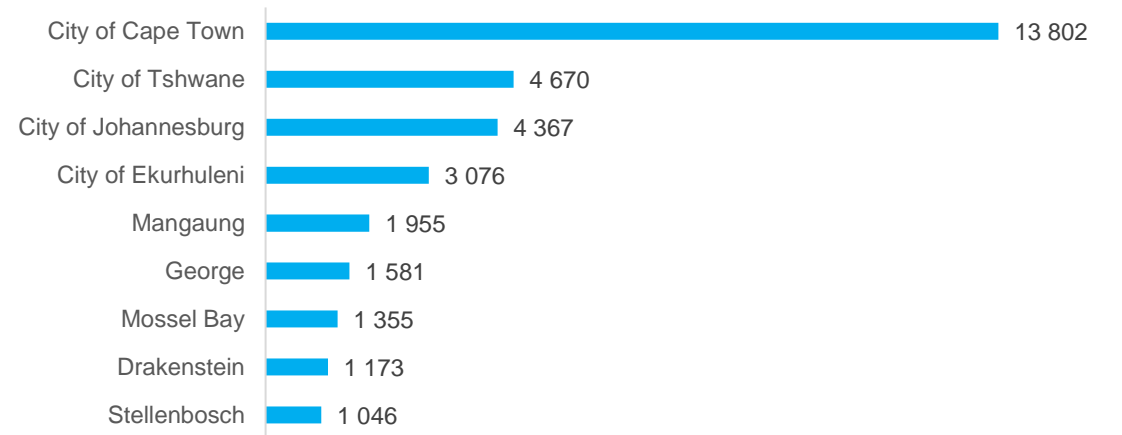
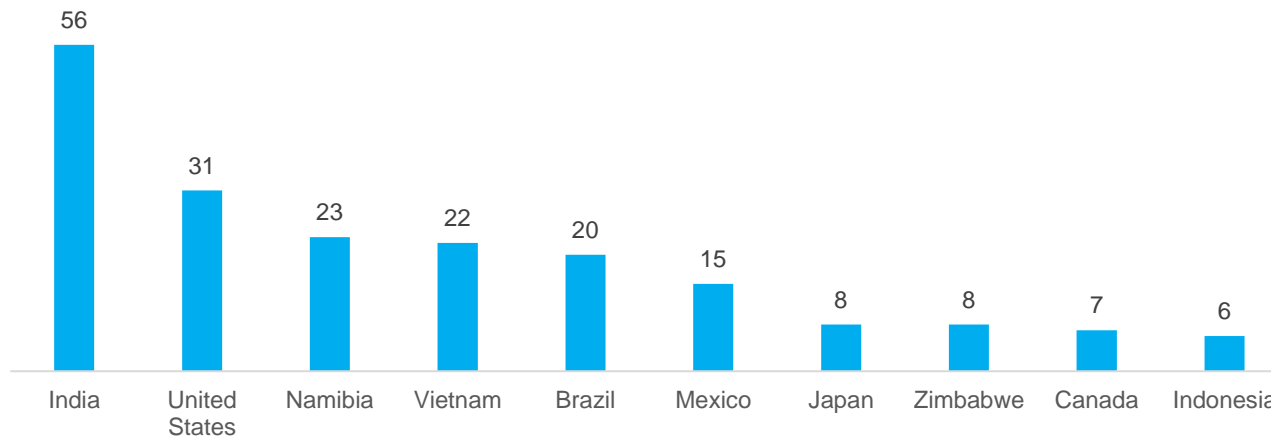


Figure 4: Countries of origin for international tourists to the Cape Karoo, Jan–Dec 2023



# 3. Cape Karoo visitor trends & patterns

## 3.2 Average length of stay for tourists visiting the Cape Karoo

Figure 5: Average length of stay (LOS), Jan–Dec 2023

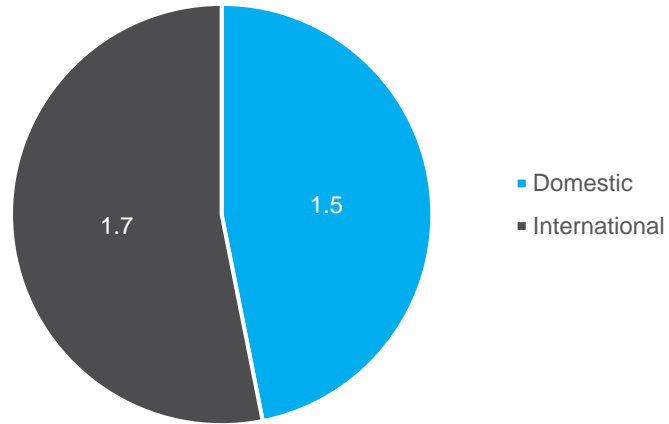
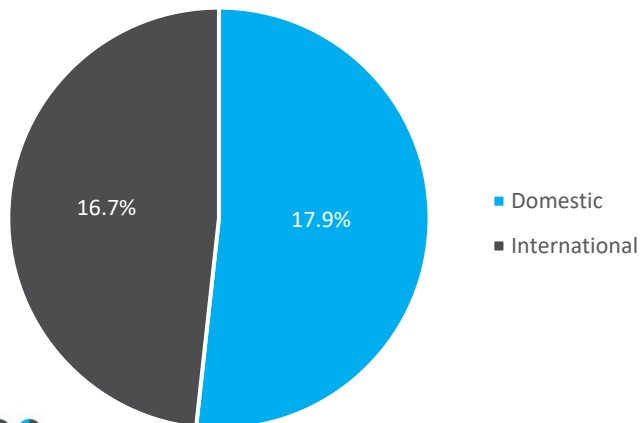


Figure 6: Repeat visits to the Cape Karoo, Jan–Dec 2023



- The latest mobile data insights have revealed some interesting statistics about tourists visiting the Cape Karoo. On average, domestic and international tourists spent around 1.7 and 1.5 days in the region respectively. This information is based on the data analysed for the period between January and December 2023 and highlights the average length of stay of tourists in the Cape Karoo which is reflected in Figure 5.
- In addition, the data showed that 17.9% of domestic tourists and 16.7% of international visitors were repeat visitors to the region, as shown in Figure 6. This indicates that the Cape Karoo is a popular destination among tourists, who often choose to return for subsequent visits.
- However, the data also indicate that 69.4% of domestic tourists and 58.5% of international tourists visited the Cape Karoo for just one day only (Figure 7).
- Furthermore, the data provided information regarding the most popular months for tourists visiting the Cape Karoo, as indicated in Figure 8. For domestic tourists, the months of October, November, and December were the most popular, while for international tourists, the months of February and June attracted the most visitors. This information can be useful for businesses and authorities in planning and managing tourism activities in the region.



# 3. Cape Karoo visitor trends & patterns

## 3.3 Average length of stay for tourists visiting the Cape Karoo, continuing

Figure 7: Average length of stay (Number of days) in the Cape Karoo, Jan–Dec 2023

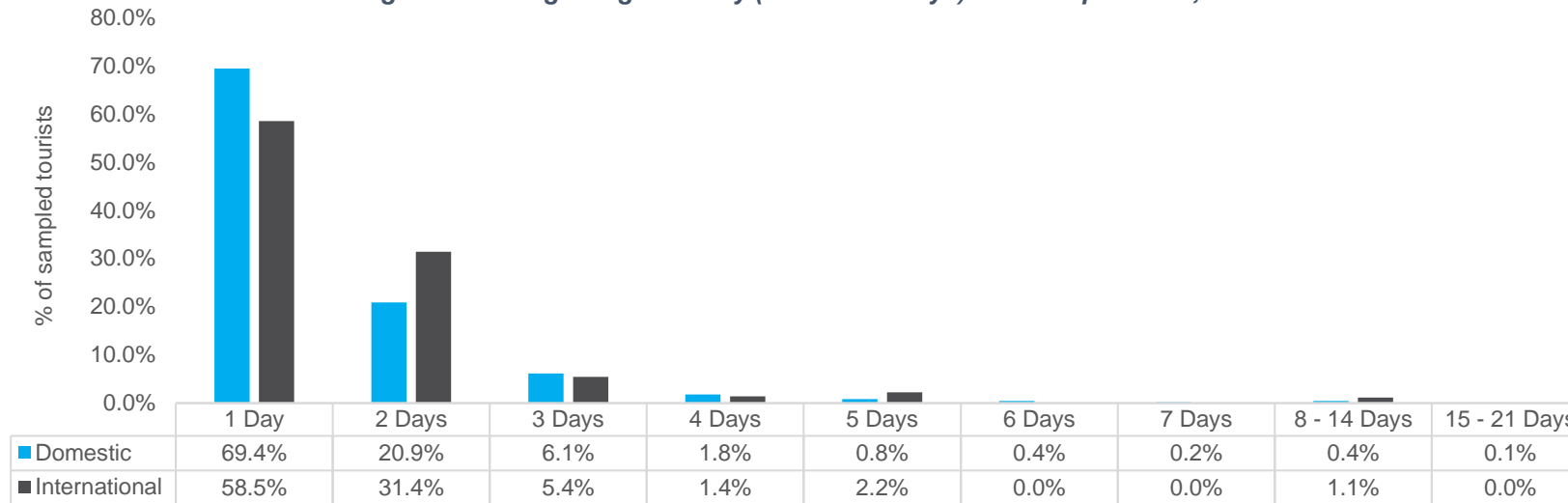
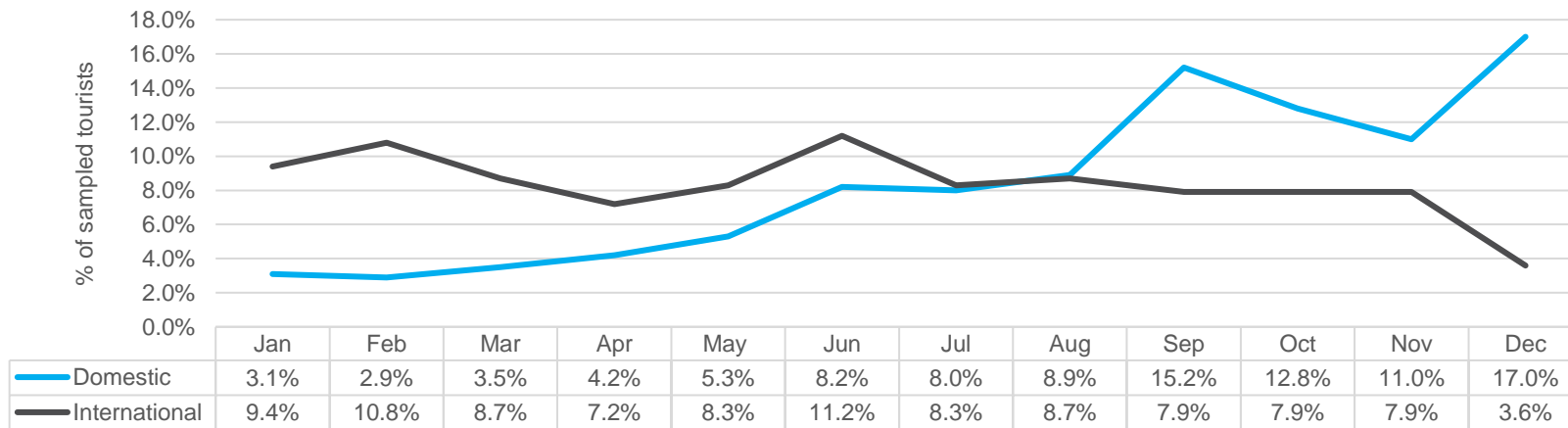


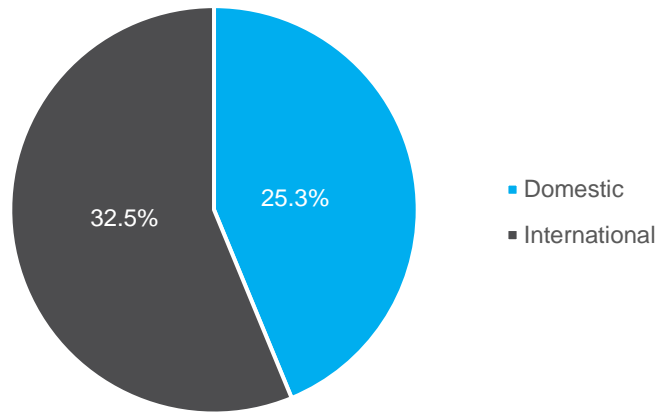
Figure 8: Average length of stay in the region by month, Jan–Dec 2023



# 3. Cape Karoo visitor trends & patterns

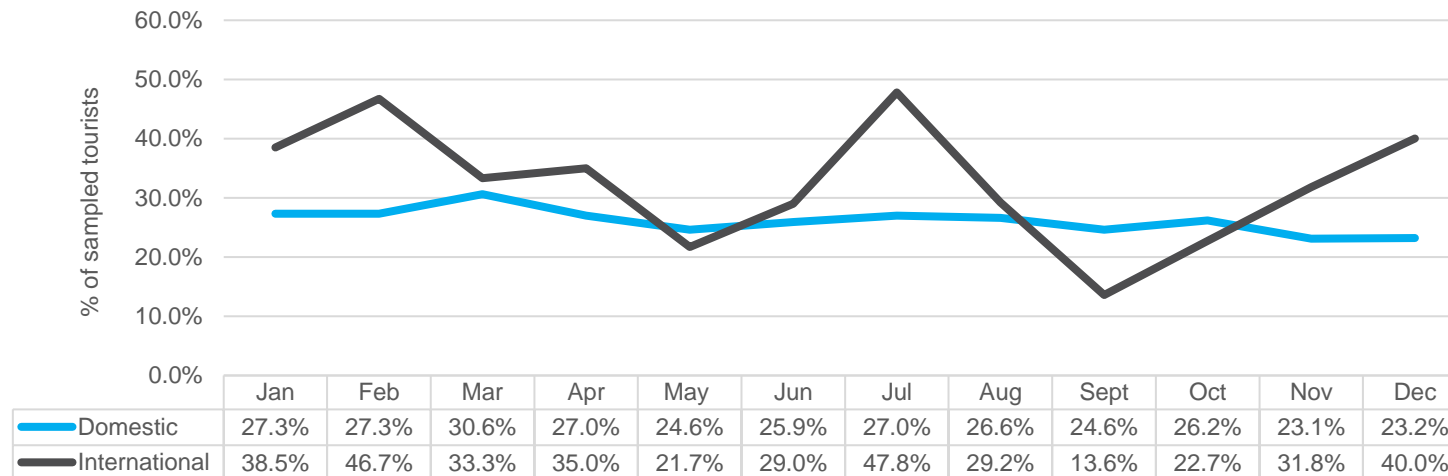
## 3.4 Overnight stays

Figure 9: Overnight stay in the Cape Karoo, Jan–Dec 2023



- It is interesting to note from the mobile data insights that over 30% of sampled international tourists preferred to stay overnight in the Cape Karoo region. However, only 25.3% of domestic tourists chose to stay overnight in the same region. This can be observed in Figure 9.
- In addition, as presented in Figure 10, the months of January to April and June were the most popular for domestic tourists to stay overnight in the region. On the other hand, February, July, and December were the most popular months for international tourists staying overnight in the same region.

Figure 10: Overnight stay in the Cape Karoo by month, Jan–Dec 2023



# 3. Cape Karoo visitor trends & patterns

## 3.5 Popular arrival and departure days

- Figures 11 and 12 show that **Friday** was the most popular arrival day for domestic tourists, whereas for departures it was a Sunday. It has also been observed that international tourists preferred to arrive and depart from the region on **Fridays**.
- This data suggested that Friday was a popular day for international and domestic tourists to visit the region and that they often planned their itineraries around this day. This information can be helpful for businesses and organisations in the tourism industry to better understand the behaviour and preferences of their international clientele from **India, the US, Namibia, Vietnam, and Brazil** and domestic clientele from **Cape Town, Tshwane, and Johannesburg**.

Figure 11: Popular arrival days of the week in the Cape Karoo, Jan–Dec 2023

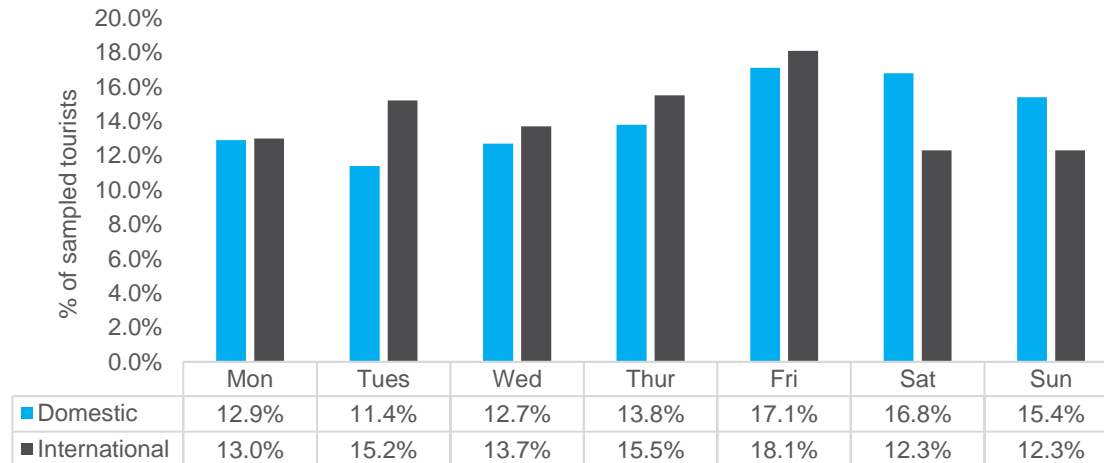
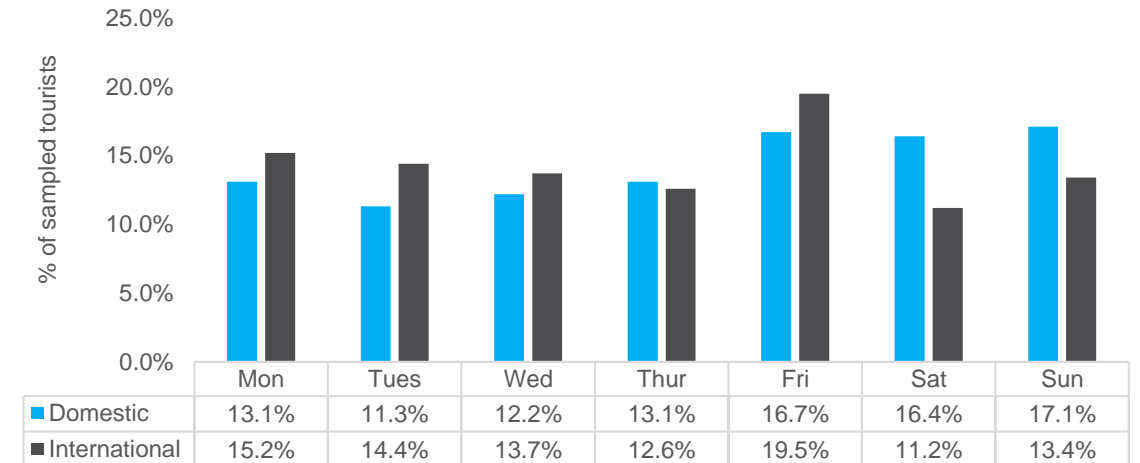


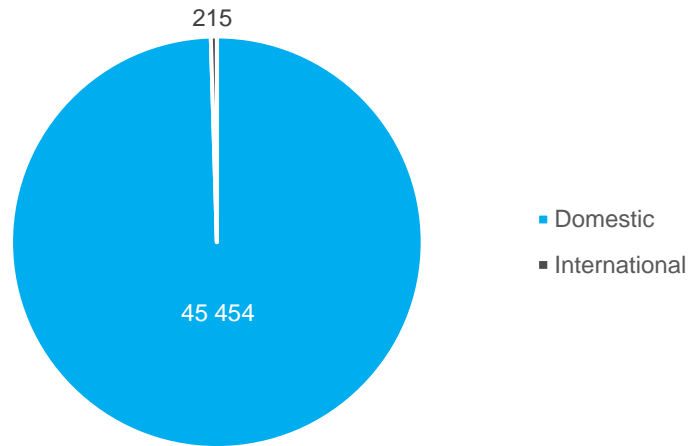
Figure 12: Popular departure days of the week from the Cape Karoo, Jan–Dec 2023



# 4. Beaufort West visitor trends & patterns

## 4.1 Origin of tourists visiting Beaufort West

Figure 13: Sample size, Jan–Dec 2023



For Beaufort West, the mobile location data was drawn from a sample of **45,454 domestic** and **215 international** tourists who visited the town between January and December 2023. Within the domestic data set, 10,998 were from Cape Town, 4,473 were from Tshwane, and 4,186 were from Johannesburg. Out of the sampled international tourists, 51 were from India, 26 were from the US and 24 were from Vietnam. This can be seen in Figures 13, 14 and 15.

Figure 14: Municipalities of origin for domestic tourists to Beaufort West, Jan–Dec 2023

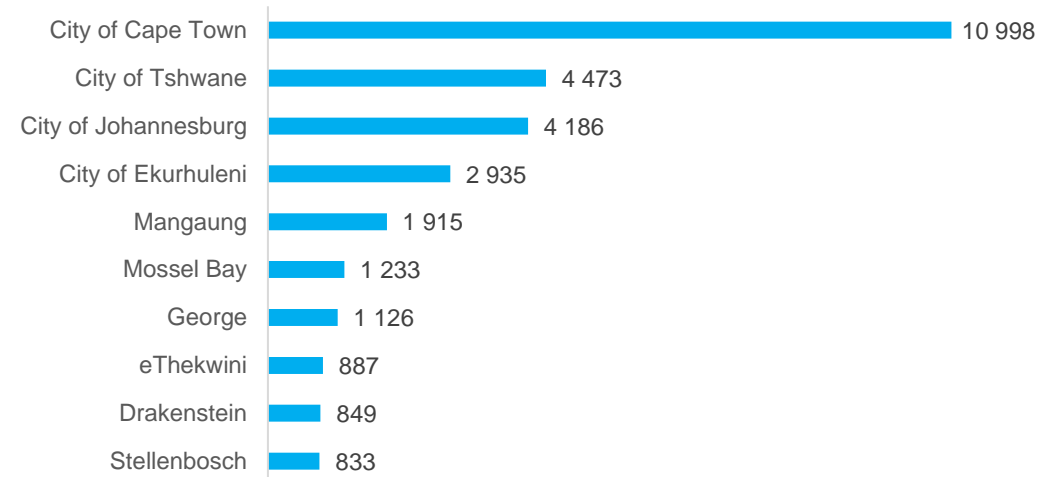
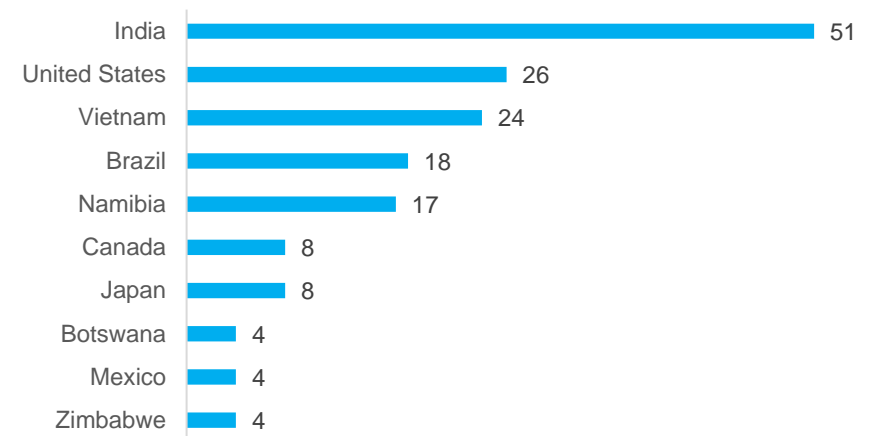


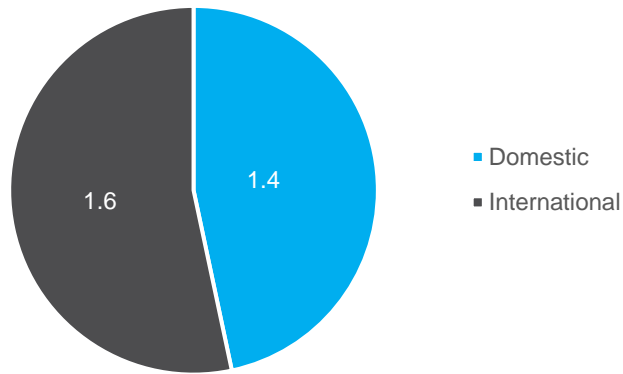
Figure 15: Countries of origin for international tourists to Beaufort West, Jan–Dec 2023



# 4. Beaufort West visitor trends & patterns

## 4.2 Average length of stay for tourists visiting Beaufort West

Figure 16: Average length of stay (calendar days), Jan–Dec 2023



- The latest mobile data insights, shown in Figure 16, have revealed some interesting statistics about tourists visiting Beaufort West. On average, international tourists spent 1.6 days and domestic tourists spent around 1.4 days in the region.
- The data also revealed that 19.7% of international tourists and 18.0% of domestic tourists were repeat visitors to the town. This can be observed in Figure 17.
- However, Figure 18 shows that only 76.2% of domestic tourists and 68.8% of international tourists visited the town for just one day, with a small percentage of tourists staying for at least two days in the town.

Figure 17: Repeat visits to Beaufort West, Jan–Dec 2023

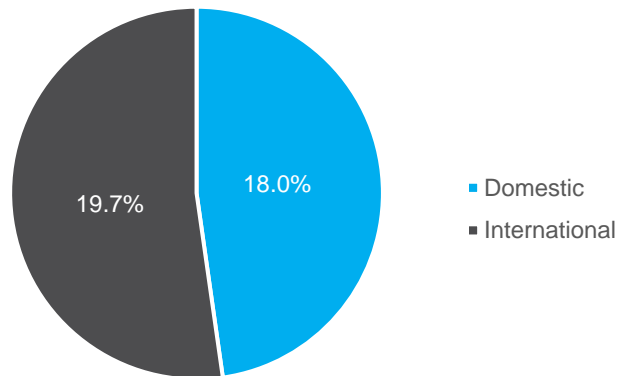
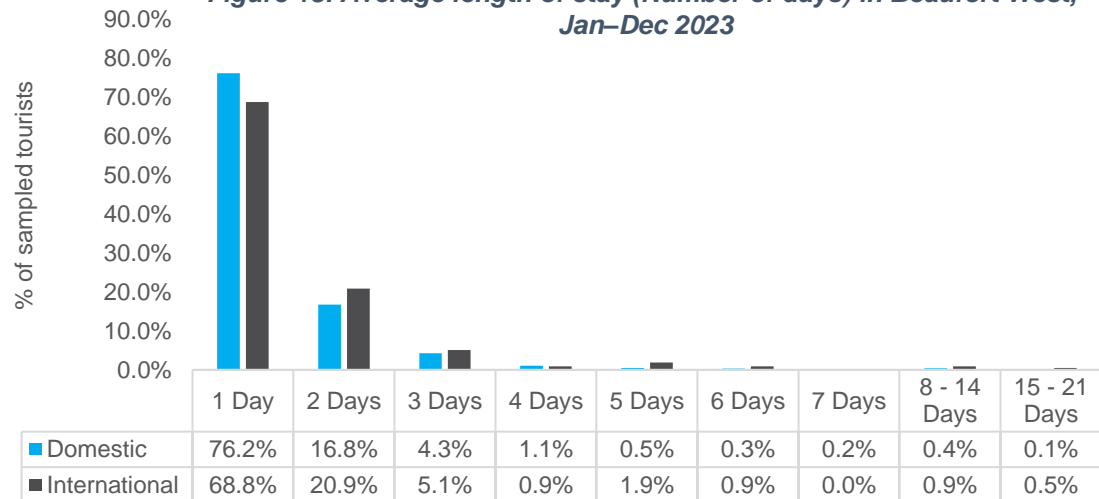


Figure 18: Average length of stay (Number of days) in Beaufort West, Jan–Dec 2023

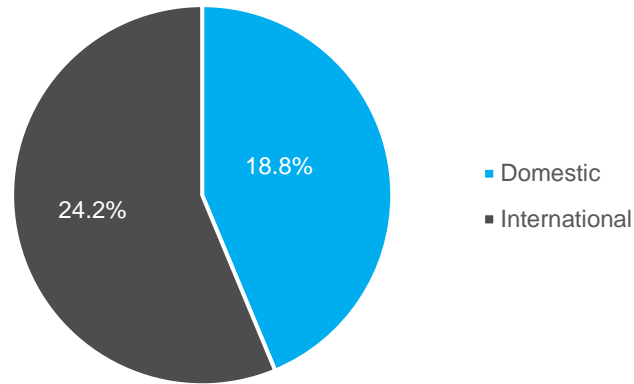


Source: Rove (2023)

# 4. Beaufort West visitor trends & patterns

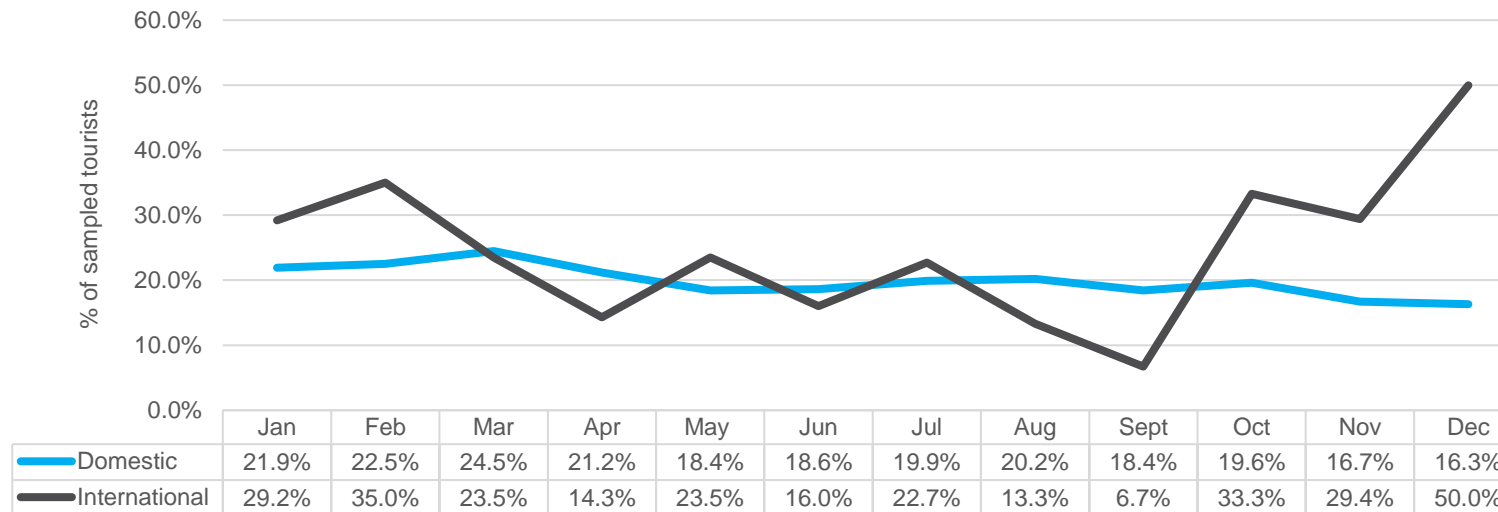
## 4.3 Overnight stays

Figure 19: Overnight stay in Beaufort West, Jan–Dec 2023



- Figure 19 indicates that close to 25% of sampled international tourists stayed overnight in Beaufort West. However, only 18.8% of domestic tourists chose to stay overnight in the town.
- In Figure 20, it can be seen that domestic tourists preferred the months of January to April for overnight stays. On the other hand, January, February and October to December were the most popular months for international tourists staying overnight.

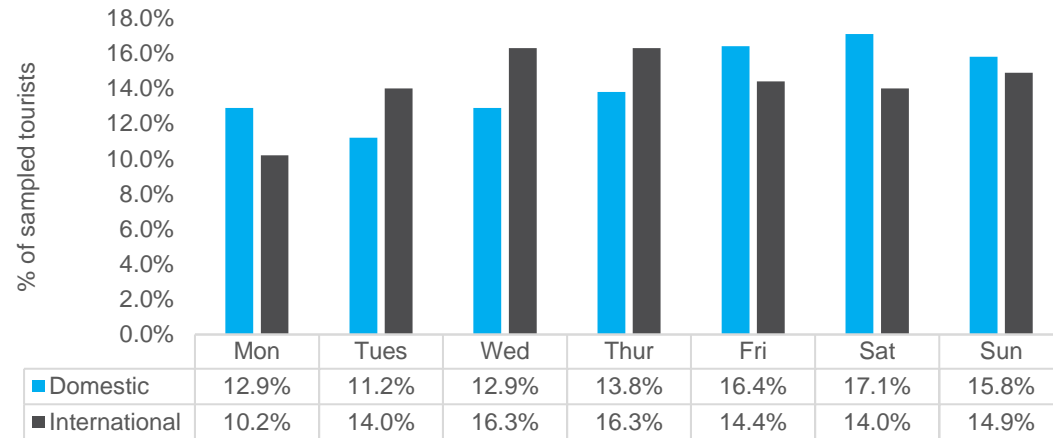
Figure 20: Overnight stay in Beaufort West by month, Jan–Dec 2023



# 4. Beaufort West visitor trends & patterns

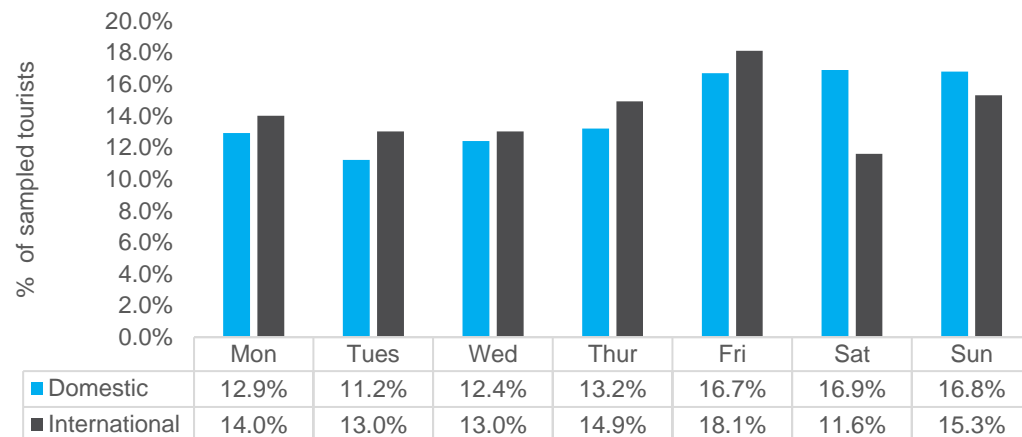
## 4.4 Popular arrival and departure days for tourists visiting Beaufort West

Figure 21: Popular arrival days of the week for visitors to Beaufort West Jan–Dec 2023



- An analysis of mobile data insights (Figures 22 and 22) has revealed some interesting patterns regarding tourist behaviour in Beaufort West. Domestic tourists tended to arrive in the town on Fridays and left either on Saturdays or Sundays. On the other hand, international tourists are more likely to arrive on Wednesdays or Thursdays and departed on Fridays.
- These findings suggest that there may be different factors driving the travel behaviour of domestic versus international tourists and that it may be worthwhile to explore these further in order to better understand and cater to the needs of these different groups.

Figure 22: Popular departure days of the week from Beaufort West, Jan–Dec 2023



# 5. Laingsburg visitor trends & patterns

## 5.1 Origin of tourists visiting Laingsburg

The mobile location data insights for Laingsburg, shown in Figure 23, were collected from a group of 3,369 domestic and 12 international tourists who visited between January and December 2023. Within the domestic sample, 1,128 visitors came from Cape Town, while 456 visitors were from Tshwane and Ekurhuleni combined. This data can be seen in Figure 24. Out of the international tourists sampled, six visitors were from the US, Vietnam, and Turkey.

Figure 23: Sample Size, Jan–Dec 2023

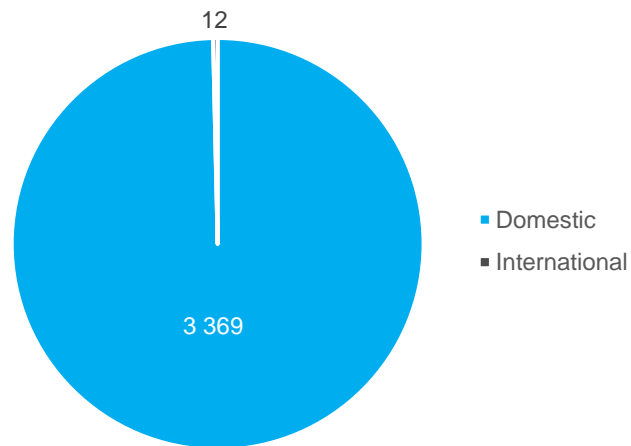
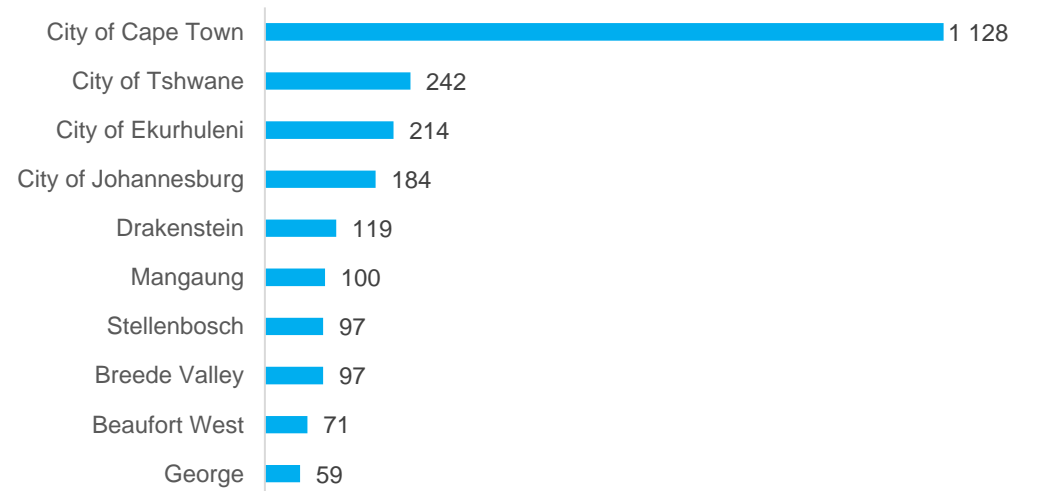


Figure 24: Municipalities of origin for domestic tourists to Laingsburg, Jan–Dec 2023

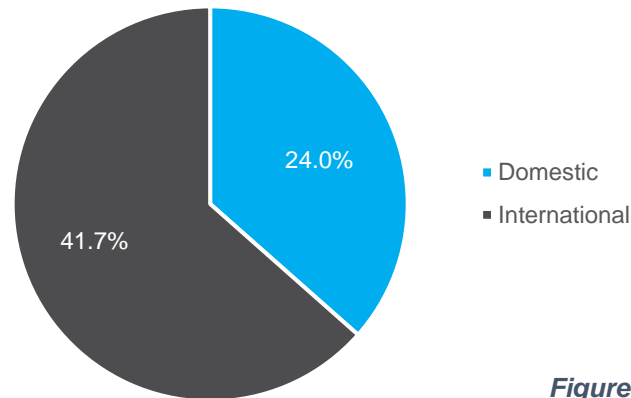




# 5. Laingsburg visitor trends & patterns

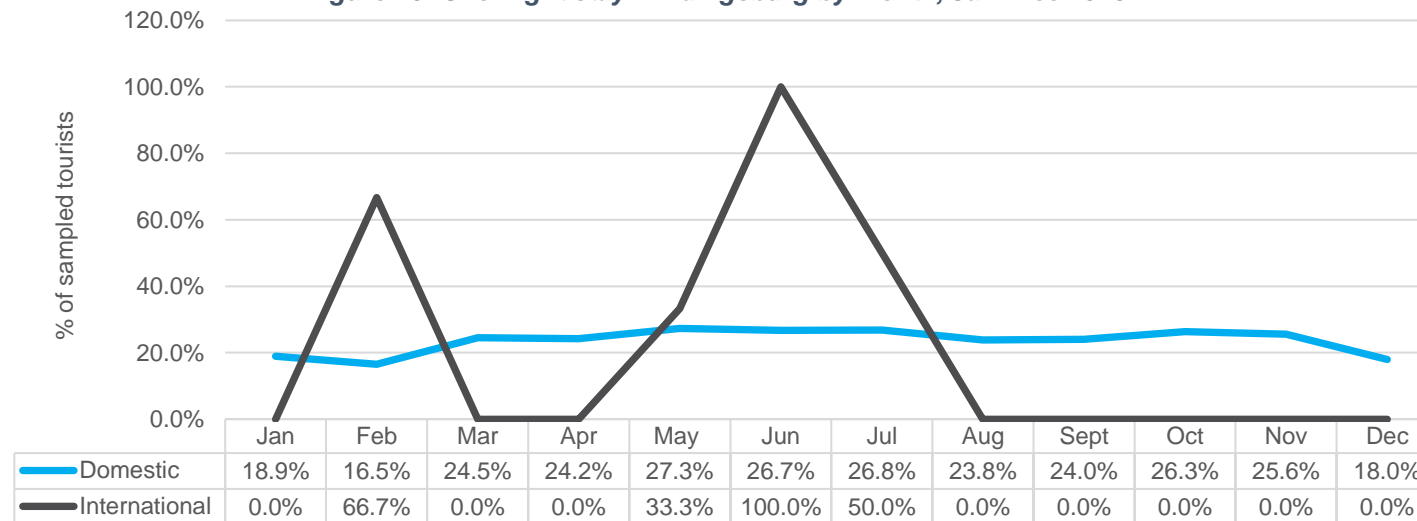
## 5.2 Overnight stays for tourists visiting Laingsburg

Figure 25: Overnight stays in Laingsburg, Jan–Dec 2023



- As can be seen in Figure 25, close to 42% of sampled international tourists stayed overnight in Laingsburg. However, only 24.0% of domestic tourists chose to stay overnight in the town.
- In addition, Figure 26 indicates that the months of May, June, July, and October were the most popular for domestic tourists to stay overnight in the town. On the other hand, February, June, and July were the most popular months for internationals who stayed overnight.

Figure 26: Overnight stay in Laingsburg by month, Jan–Dec 2023



# 5. Laingsburg visitor trends & patterns

## 5.3 Popular days for arrival and departures

- Based on a thorough analysis of mobile data insights (as shown in Figures 27 and 28), it has been observed that domestic tourists tended to arrive and depart from Laingsburg on the same day, which is specifically on Fridays. This could indicate that domestic tourists are more likely to come for a day trip or a weekend getaway.
- On the other hand, international tourists were generally found to arrive on a Sunday and depart on a Wednesday, suggesting that they tend to stay for a longer duration and were more likely to spend a week or more exploring the town and its surroundings.

Figure 27: Popular arrival days of the week in Laingsburg, Jan–Dec 2023

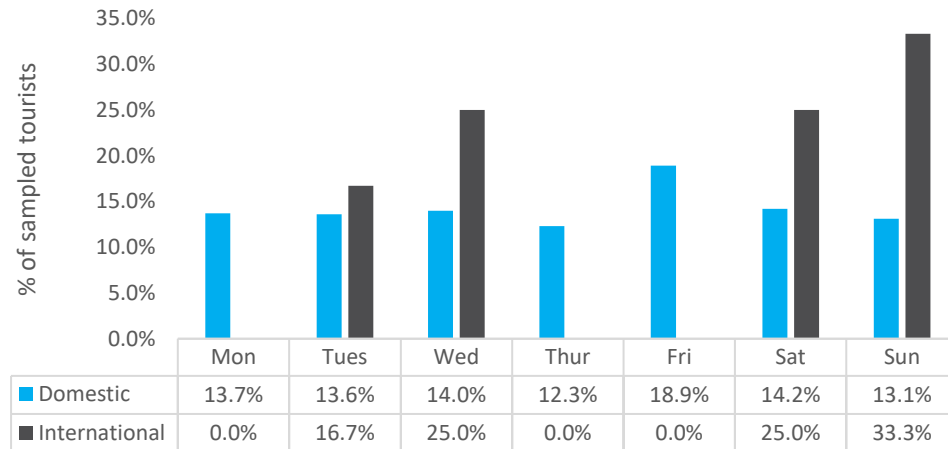
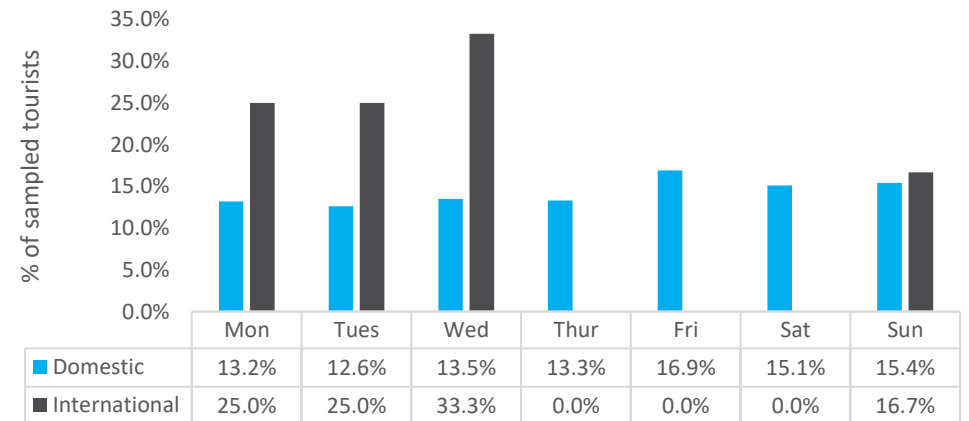


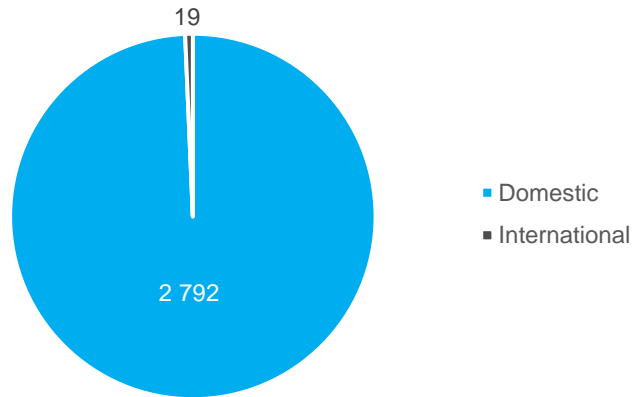
Figure 28: Popular departure days of the week from Laingsburg, Jan–Dec 2023



# 6. Prince Albert visitor trends & patterns

## 6.1 Origin of tourists visiting Prince Albert

Figure 29: Sample size, Jan–Dec 2023



For the town of Prince Albert, the mobile location data was drawn from a sample of **2,792 domestic** and **19 international** tourists who visited the town between January and December 2023. Within the domestic data set, 717 were from Cape Town, 336 were from George, and 223 were from the city of Tshwane. Out of the sampled international tourists, four were from the UK, three were from Mexico, two were from the US, two were from Australia, and two were from the Netherlands. This can be seen in Figures 29, 30 and 31.

Figure 30: Municipalities of origin for domestic tourists to Prince Albert, Jan–Dec 2023

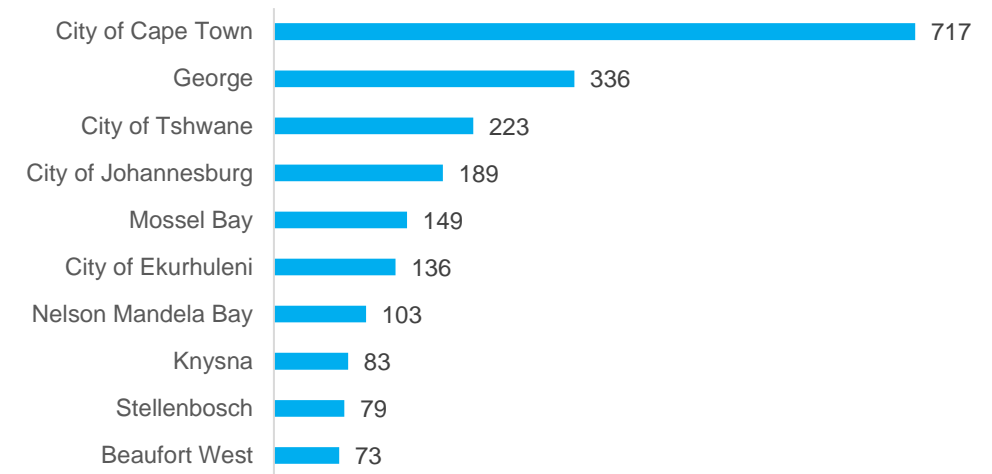
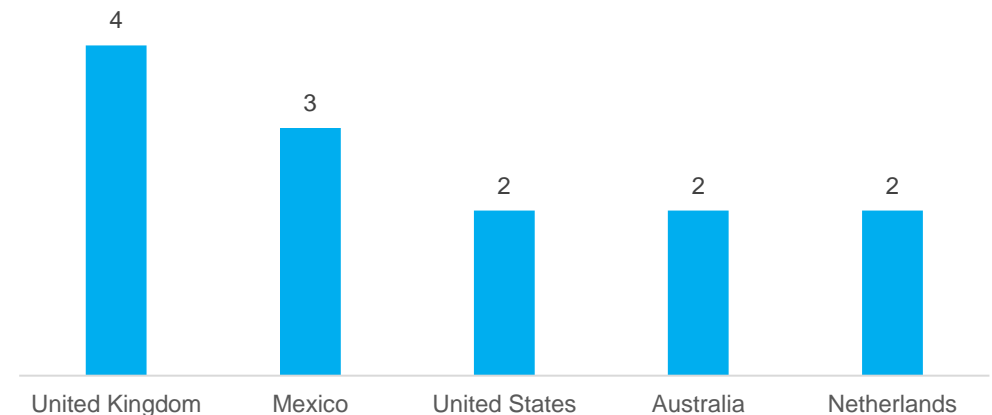


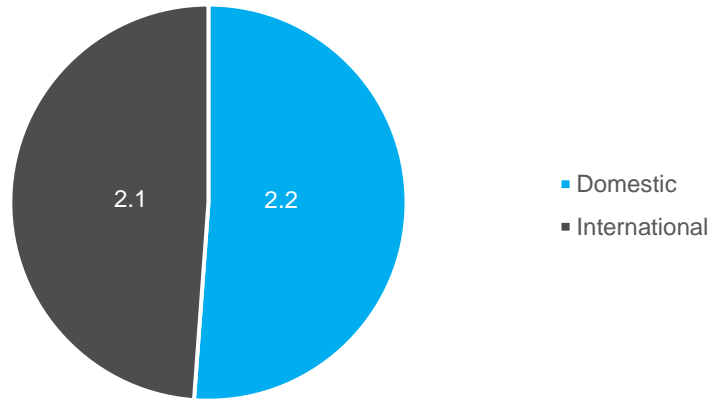
Figure 31: Countries of origin for international tourists to Prince Albert, Jan–Dec 2023



# 6. Prince Albert visitor trends & patterns

## 6.2 Average length of stay or tourists visiting Prince Albert

Figure 32: Average length of stay (calendar days), Jan–Dec 2023



- The mobile data insights have revealed that on average, domestic tourists spent 2.2 days and international tourists spent around 2.1 days in Prince Albert, as shown in Figure 32.
- Figure 33 shows that close to only 10% of domestic visitors and 5.6% of international tourists were repeat visitors to the town.
- In Figure 34, one can see that nearly 39% of domestic tourists visited Prince Albert for 1 day, and 33.7% spent at least two days in the town. On the other hand, 42.1% of international tourists visited the town for two days.

Figure 33: Repeat visits to Prince Albert, Jan–Dec 2023

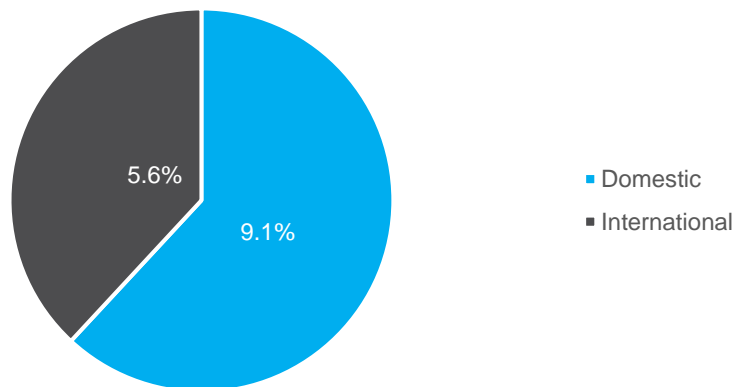
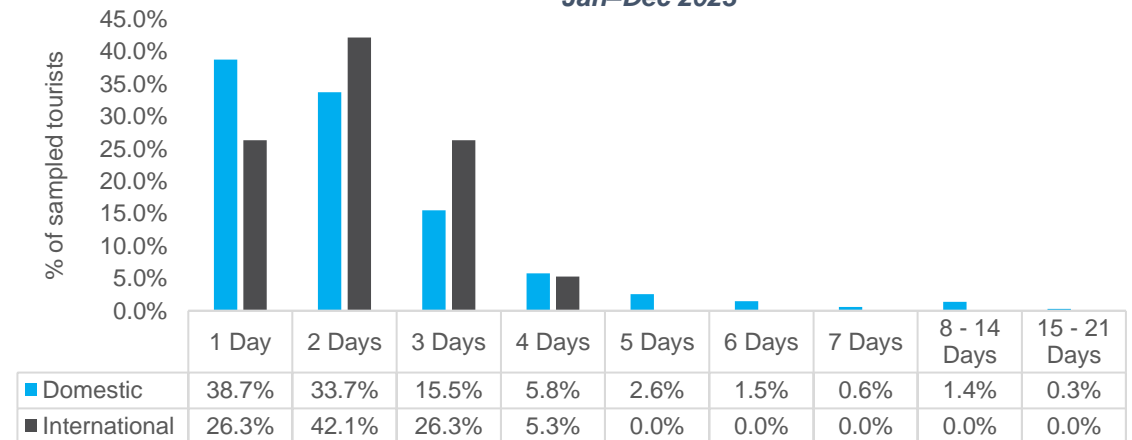


Figure 34: Average length of stay (number of days) in Prince Albert, Jan–Dec 2023

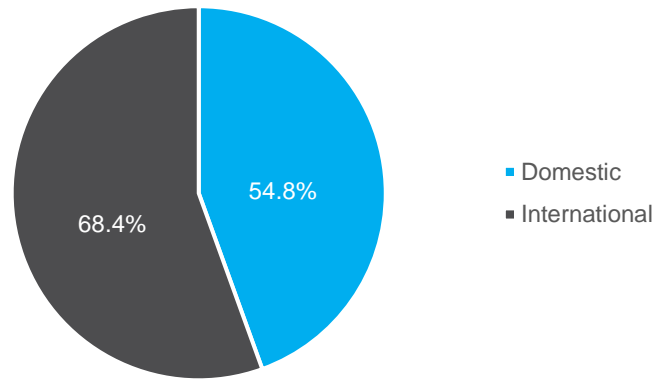


Source: Rove (2023)

# 6. Prince Albert visitor trends & patterns

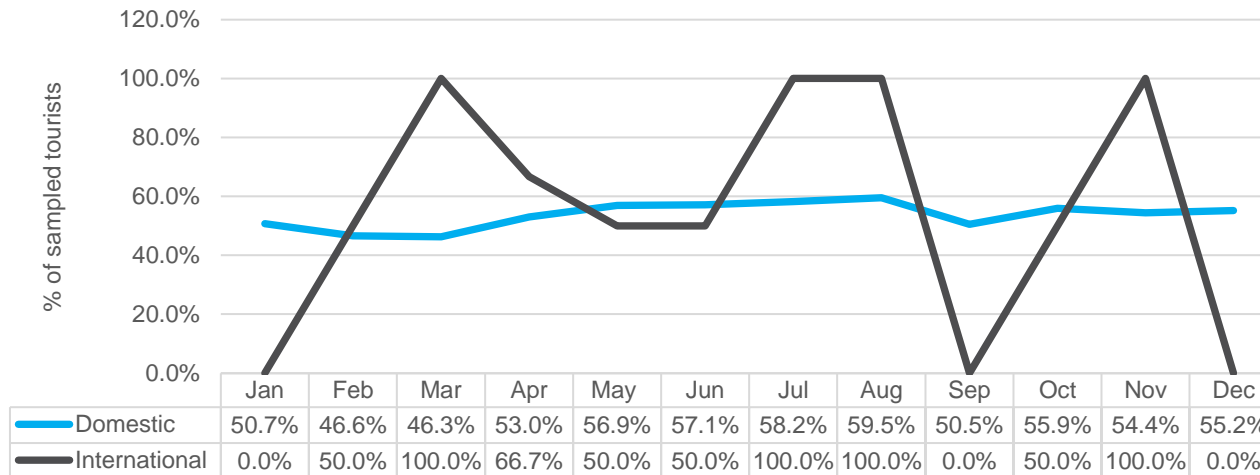
## 6.3 Overnight stays

Figure 35: Overnight stays in Prince Albert, Jan–Dec 2023



- Figure 35 indicates that close to 70% of sampled international tourists stayed overnight in Prince Albert, while close to 55% of domestic tourists chose to stay overnight in the town.
- In addition, Figure 36 demonstrates that the months of July and August were the most popular for domestic tourists to stay overnight in the town. On the other hand, March, July, August, and November were the most popular months for internationals to staying overnight in Prince Albert.

Figure 36: Overnight stays in Prince Albert by month, Jan–Dec 2023



# 6. Prince Albert visitor trends & patterns

## 6.4 Popular arrival and departure days

- An analysis of the mobile data shows that Prince Albert received 17% of domestic tourists on Thursdays and these tourists stayed until the Sunday before departing from the town. The data indicates that domestic tourism in Prince Albert was mostly concentrated over the weekends, which is why Thursdays were the busiest day for the town. This can be seen in Figure 37.
- However, when it came to international tourists, Figures 37 and 38 indicate a different trend. International tourists arrived in Prince Albert on a Saturday and stayed until the Monday before leaving the town. These insights suggest that international tourists preferred to spend more time in the town before leaving, perhaps to explore the city in a more relaxed manner. This information can be useful for local businesses to cater to the needs of tourists.

Figure 37: Popular arrival days of the week in Prince Albert, Jan–Dec 2023

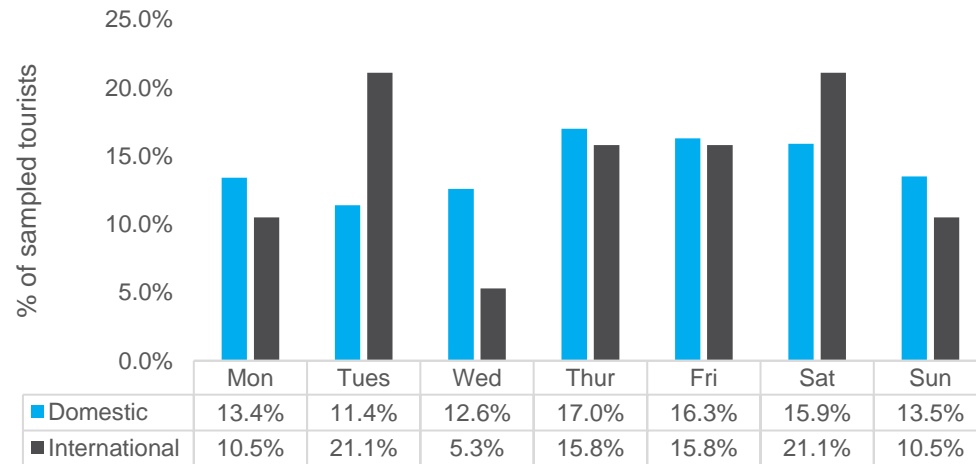
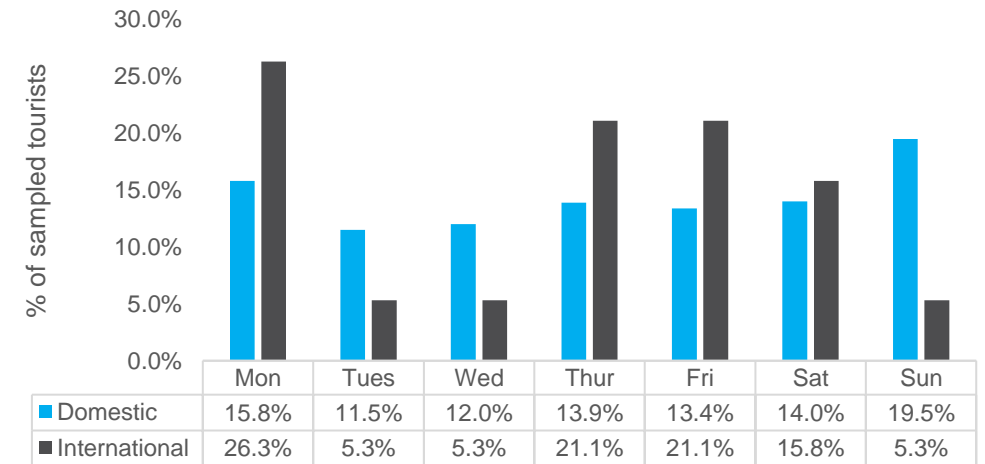



Figure 38: Popular departure days of the week from Prince Albert, Jan–Dec 2023





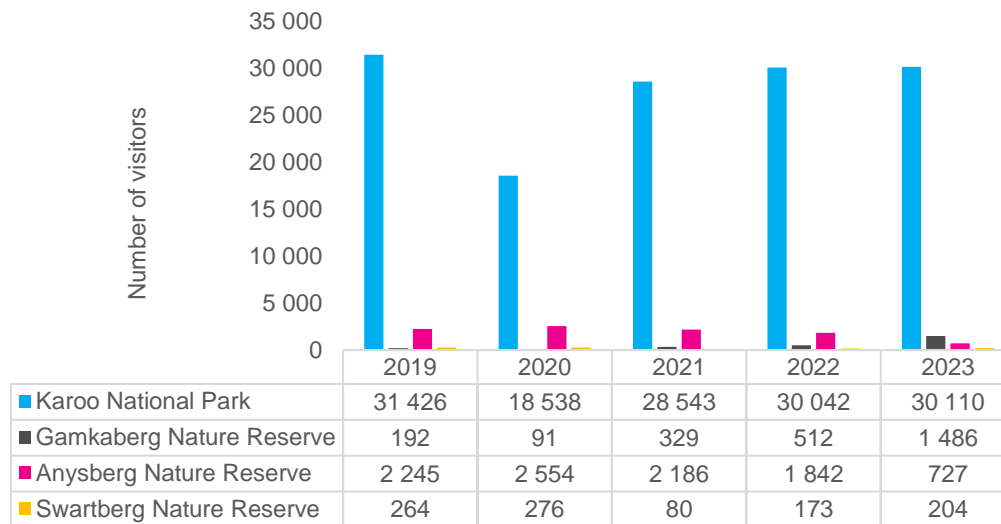
# Annual performance of Cape Karoo attractions

# 7. Cape Karoo attractions

**Table 1: Annual performance for Cape Karoo attractions, Jan–Dec 2023**

Cape Karoo	2022/2023 % Change	2019/2023 % Recovery
1. Karoo National Park	0%	96%
2. Anysberg Nature Reserve	42%	379%
3. Gamkaberg Nature Reserve	-19%	66%
4. Swartberg Nature Reserve	18%	77%

**Figure 39: Annual performance for Cape Karoo attractions, , Jan–Dec 2023**



Data Source: SanParks & CapeNature (2023)

- According to the latest statistics, the Cape Karoo region witnessed a significant rise in the number of visitors to its attractions between January and December 2023. Specifically, the four participating attractions in the region, including the Karoo National Park, Gamkaberg Nature Reserve, Anysberg Nature Reserve, and Swartberg Nature Reserve, collectively welcomed a total of 32,527 visitors between January and December 2023. These figures are presented in Figure 38.
- It is worth noting that these four attractions recorded an impressive recovery rate of 95.3% compared to the same period in 2019 when there were 34,127 visitors, which is a positive sign for the region's tourism industry.
- Moreover, Table 1 highlights that Anysberg Nature Reserve has made a complete recovery (379% recovery rate) during the aforementioned period when compared to the same period in 2019.
- Lastly, Figure 39 reveals that the Karoo National Park was the most popular attraction in the region between January and December 2023, with a total of 30,110 visitors. In contrast, Gamkaberg Nature Reserve, Anysberg Nature Reserve, and Swartberg Nature Reserve attracted 727, 1 486, and 204 visitors respectively between January and December 2023.



# Appendix: ROVE Mobile Location Data

# Definitions of Mobile Location Data and Tourists vs non-Tourists

- About Mobile Location Data

- Privacy compliant data is collected from location-enabled apps on mobile devices. Data is collected when those location-enabled mobile devices enter our geo-fenced areas.
- Data is collected through applications (news, weather, games, texting apps, traffic, etc).
  - Year-over-year numbers could be skewed by increased app penetration and data privacy settings/policies.
  - The exception is China which does not share data...
- Think of mobile data like survey data on steroids.
  - A sample size greater than 30 yields a 95% level of confidence.
  - This may be the largest sample size of data pertaining to visitors•
- This should not be compared to visitation data. •
- Many factors impact total sample size:
  - Number of app partnerships
  - Usage of apps
  - App developer policies
  - Volume of visitors

- Who Are Tourists?

- A tourist is typically defined as follows:
  - A visitor who does not live or work within the study geography
  - A visitor who travels a minimum distance to the study geography
  - A The visitor who appears in the study geography for a minimum period of time (exclude commuters/passers through, etc.)

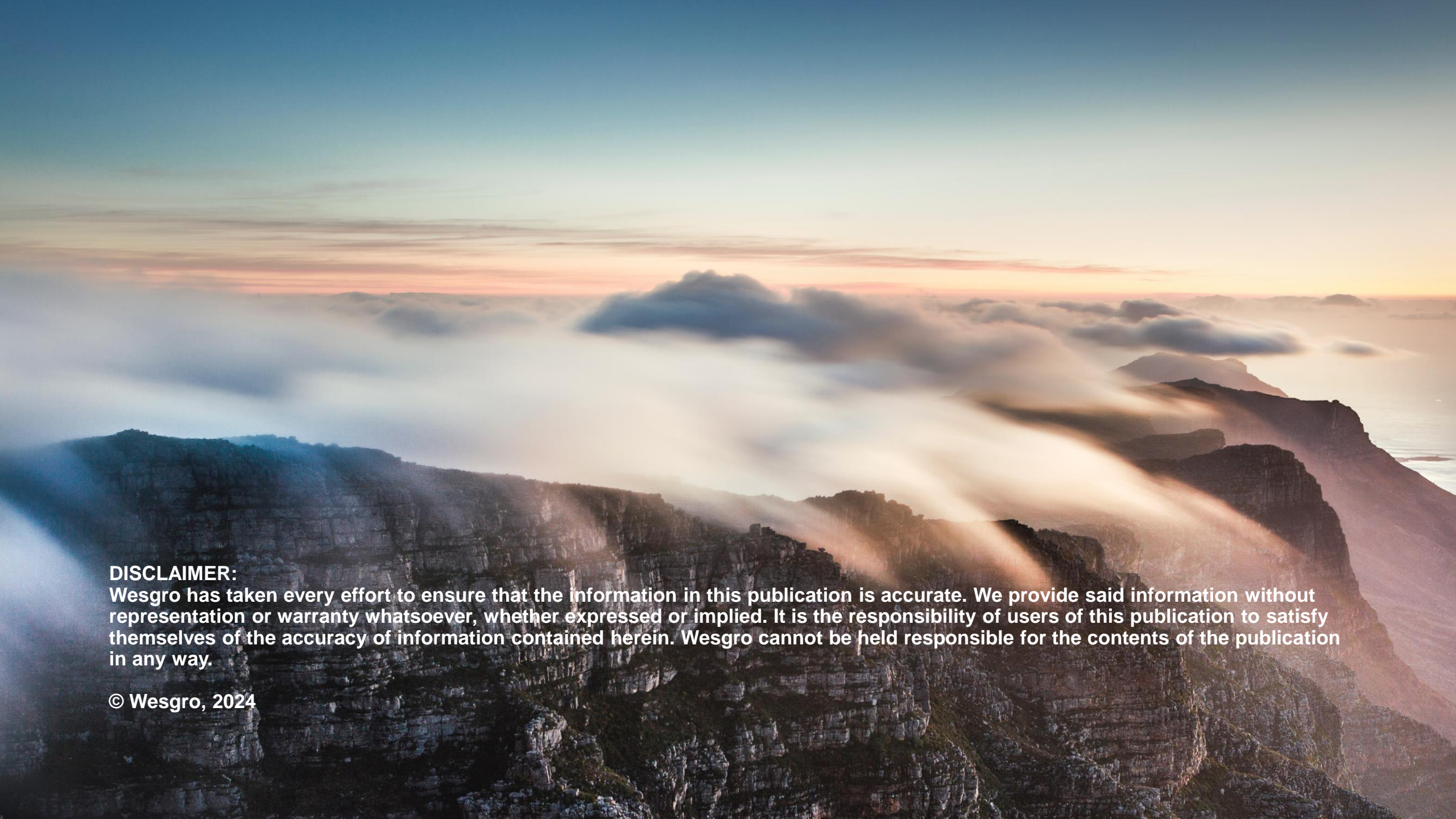
Source: Rove (2024)

# Definitions of Mobile Location Data and Tourists vs non-Tourists

Primary Study Geography		Tourists are defined as:
Province/Tourism Regions	When a visitor does not live or work in Cape Town, Winelands, Cape Overberg, Weskus, Garden Route & Klein Karoo and Cape Karoo and they have travelled more than 25 miles (40km), and they have stayed in the polygon for more than 120 minutes, they are a tourist.	
<b>Notes and Considerations:</b> <ul style="list-style-type: none"> <li>Residents of the Western Cape are not counted as a tourists</li> <li>Minimum distance travelled to meet the definition of tourist. Distance travelled is calculated from the visitors' Common Evening Location (latitude and longitude) to the centre of the polygon</li> <li>Minimum duration of visit of 120 minutes excludes commuters driving through each region</li> </ul>		
Secondary Study Geography		Tourists are defined as:
City or Town	When a visitor does not live or work in the city or town and they have travelled more than 25 miles (40km), and they have stayed for more than 45 minutes, they are a tourist.	
<b>Notes and Considerations:</b> <ul style="list-style-type: none"> <li>Residents of a city are not counted as tourists to the city</li> <li>Minimum distance traveled of 40km satisfies tourist definition for minimum distance travelled. Distance travelled is calculated from the visitors' Common Evening Location (latitude and longitude) to the centre of the polygon</li> </ul>		
Point of Interest Study Geography		Tourists are defined as:
All Tourism Experiences	When a visitor stays in the polygon for more than 15 minutes and has not visited the polygon more than 20 times in any 90 day period, they are a tourist	
<b>Notes and Considerations:</b> <ul style="list-style-type: none"> <li>Any 90-day period refers to any consecutive 90 days in their mobile location data history</li> <li>Filter out visitors not staying for any meaningful length of time (couriers, taxis etc.).</li> </ul>		
What are Tourist Segments?		
<ul style="list-style-type: none"> <li><b>Local Tourists:</b> Tourists who reside within the same region.</li> <li><b>Domestic Tourists:</b> Tourists who reside in South Africa outside of the Western Cape</li> <li><b>International Tourists:</b> Tourists who reside outside of South Africa</li> </ul>		

# Glossary of Key Terms

Term	Definition and Usage
Study Geography	A specific geography, defined by a boundary called a polygon.
Primary Study Geography	The largest area in the destination in which you want to capture mobile device data. For most destinations this is usually a country, province, or state.
Secondary Study Geography	Often destinations want to derive insights about sub-geographies within their destination, such as counties, tourism regions, and city regions.
Point of Interest	Points of interest are the smallest study geographies in your destination such as tourism businesses, parks, roadways, or city districts.
Sample	Not all people carry GPS-enabled, opted in mobile devices with location services always activated. Thus, in any period of time, in any given study geography, mobile location data is a sample. Therefore, whenever this whitepaper discusses “visitors” or “tourists” or “residents” or any other grouping of devices, it should always be understood to be a sampling of real-world visitorship or foot traffic.
Visitors	Mobile devices seen within the study geography during a specific period of time
Common Evening Location (CEL)	Derived latitude-longitude point near which a device spends most of its time on evenings and/or weekends. While most often associated with a device’s home, there is nothing that inherently guarantees that it is a home (e.g. a person who works an overnight shift at a power plant).
Common Daytime Location (CDL)	Derived latitude-longitude point near which a device spends most of its traditional workweek [Monday to Friday, 8am to 6pm local time]. While most often associated with a device’s office or work location, there is nothing that inherently guarantees that it is an office or work location (e.g. a person who is a stay-at-home parent).
Residents/Workers/Locals	Terms referring to a visitor segment comprising devices which are determined to have a CEL or a CDL with the study geography or within a certain (usually short) distance of the study geography. For most tourism analyses, these devices are eliminated from the project because they are not, by definition, tourists. However, it is possible to include these devices within a broader visitor study.
Tourists	Term generally referring to a visitor segment comprising devices which are determined NOT to have a CEL or a CDL with the study geography or within a certain (usually short) distance of the study geography but have come to the study geography from a different origin market.
Tourist Segments	Groupings of tourist segments which have a defining characteristic associated with their appearance in a study geography, such as “Short Haul Tourists” or “International Tourists” or “In State Tourists.”
Overnighters	Term which characterises a specific visitor segment where mobile devices are seen in the study geography for more than one consecutive day. An overnight stay is defined as tourists who arrived prior to midnight (0:00) and stayed until 07:00 the following day.
Day Trippers	Term which characterises a specific visitor segment where mobile devices are seen in the study geography for less than one day.
Length of Stay	Duration of trip within the study geography. The methodology for calculating length of stay is based on the characteristics of the geography.



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