

MobileScapes Data Report

Data-Driven Tourism Intelligence for South Eastern Ontario
 Powered by Environics Analytics

Pricing Starting at \$500 / report
 Custom data reports available.

What is MobileScapes?

MobileScapes is Canada's most comprehensive mobile movement dataset, built using anonymized, privacy-compliant mobile and cellular network data. It provides a real-world view of how people move through destinations, enabling tourism organizations to better understand visitor patterns and make more informed decisions.

This price is for all Municipalities, BIAs, and Chamber of Commerce & Economic Development Departments

DMO-DMPs will receive up to 5 credits annually at no additional cost. A \$500.00 charge will apply to Destinations for any additional reports generated above the 5 credits.

MobileScapes | Visitor Summary

2403807 - Napanee BIA | Time Period: January 01, 2025 - December 31, 2025



Visitation Summary

338.4K Unique Visitors	11.0M Visits	32.6 Avg Visits per Visitor
28.2K Avg Visitors per Month	918.6K Avg Visits per Month	73% are weekday visits
		27% are weekend visits

Top PRIZM® Segments by Volume of Visits

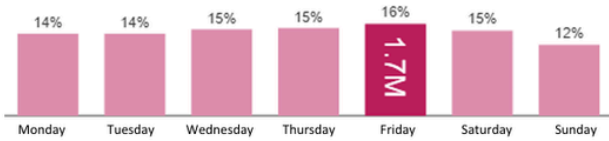


Top PRIZM® Segments Represent:

36% of unique visitors	57% of visits	51.7 Visitation Rate
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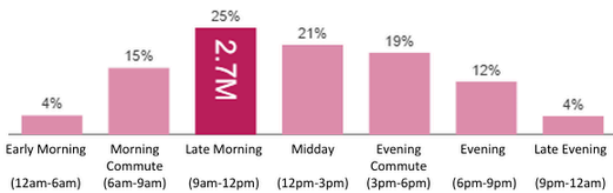
Visit Summary by Day of Week

% of Visits by Unique Visitors



Visit Summary by Daypart

% of Visits by Unique Visitors



Demographic Summary of Unique Visitors

\$129K Average Household Income	65 - 74 Maintainer Age	39% Households with Children
2 Persons Household Size	Trades/ College Education	Low Cultural Diversity

Demographics determined from customer weighted summary of unique visitors. Displayed metrics based on highest index and represent the highest likelihood of being held among visitors compared to the Canadian population

How It Works

MobileScapes combines:

- Permission-based mobile app data
- Cellular network signals for broader coverage
- Advanced modelling to represent the Canadian population

All data are aggregated, anonymized, and privacy-compliant, ensuring ethical and secure insights at a population level.

What Insights Does It Deliver?

- Visitor Movement & Behaviour
- Origin Markets
- Visitor Profiles
- Real-Time Trends

Contact

Bonnie Ruddock
 Executive Director, RTO 9
 bruddock@region9tourism.ca

Steve Weir
 Sr. Marketing Manager, RTO 9
 sweir@region9tourism.ca

