



Using Mobile Location Data to
Drive and Manage
Sustainable Tourism

RESEARCH

MARKETING



**Understand
Your Visitors:**
*Foot Traffic
Insights*



**Build Custom
Audiences:**
Audiences for Marketing



**Activate
Campaigns:**
Media Buying Solutions



Measure Impact:
*Website & Media Footfall
Attribution*



Serving Hundreds of Destinations Globally

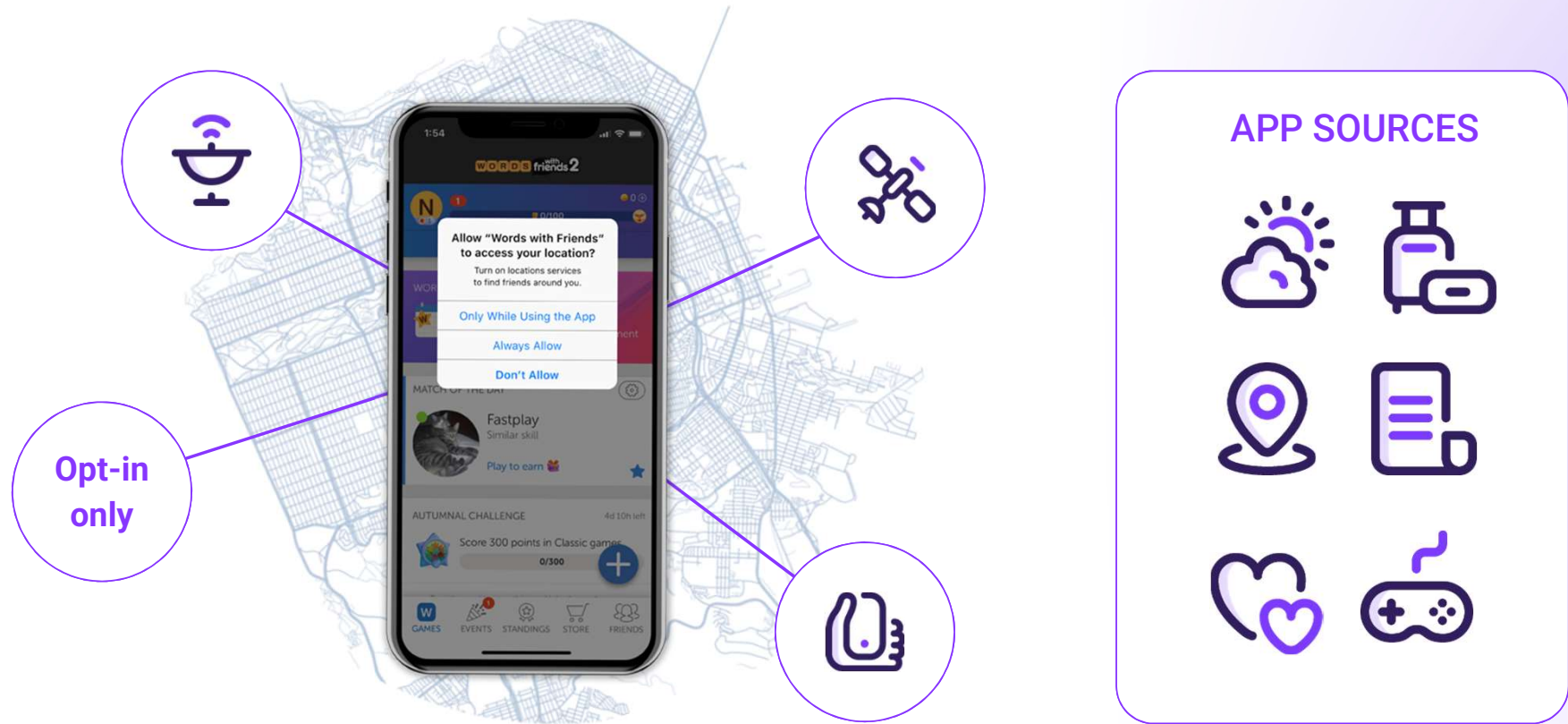


www.azira.com

Let's Start with Phone and their Device IDs...



Phones Give off their Location...



What Is Consumer Behavior Data?

Powerful data on people and places to understand consumer patterns, origin, profiles and more

Multiple Sources
of Raw Data

Processing and
Contextualization

Refined
Data Supply

Location
Intelligence



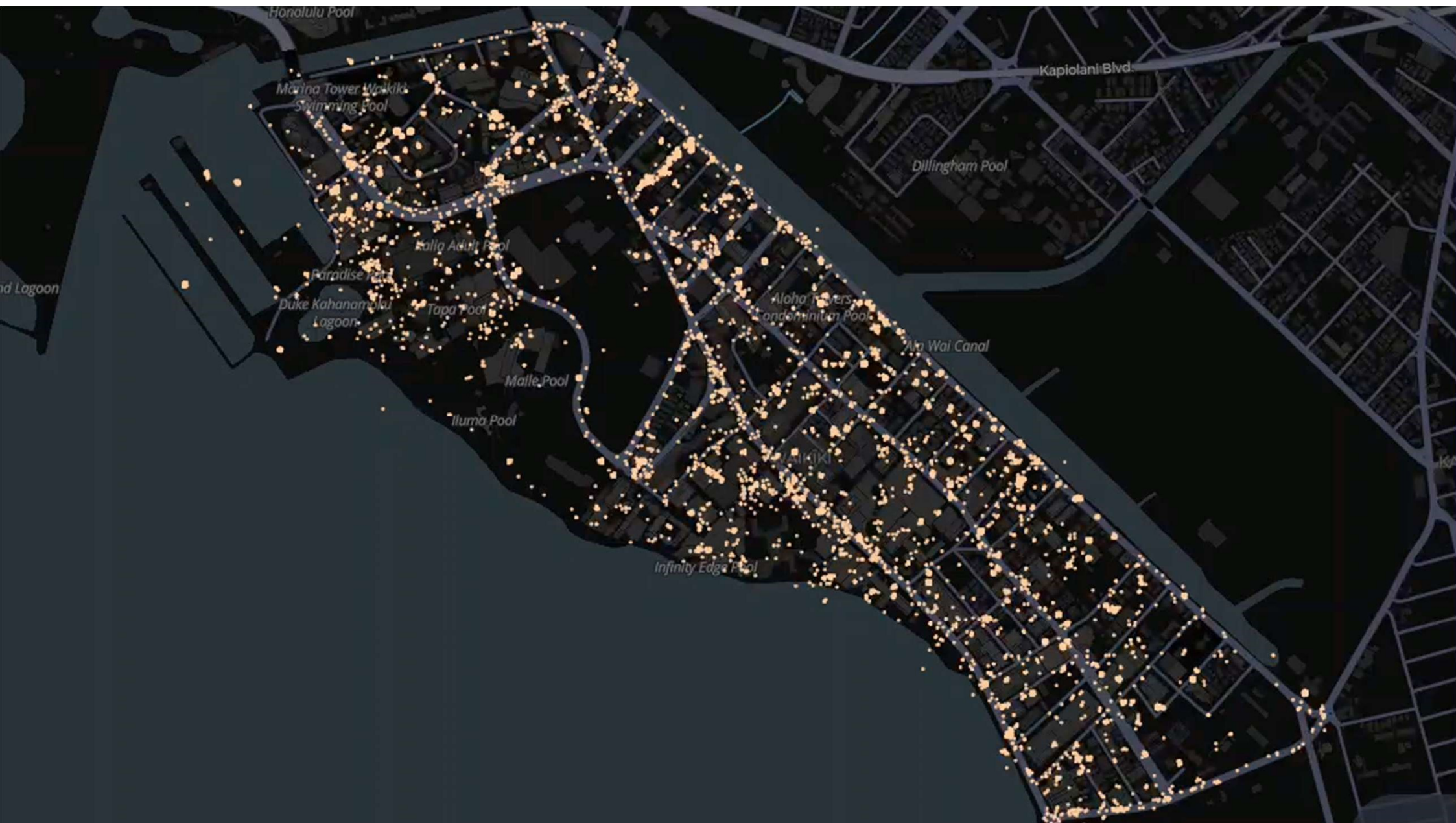
Focus on Quality



Privacy Is Pivotal to Working with Human Movement Data

There are many groups & government entities setting up privacy standards

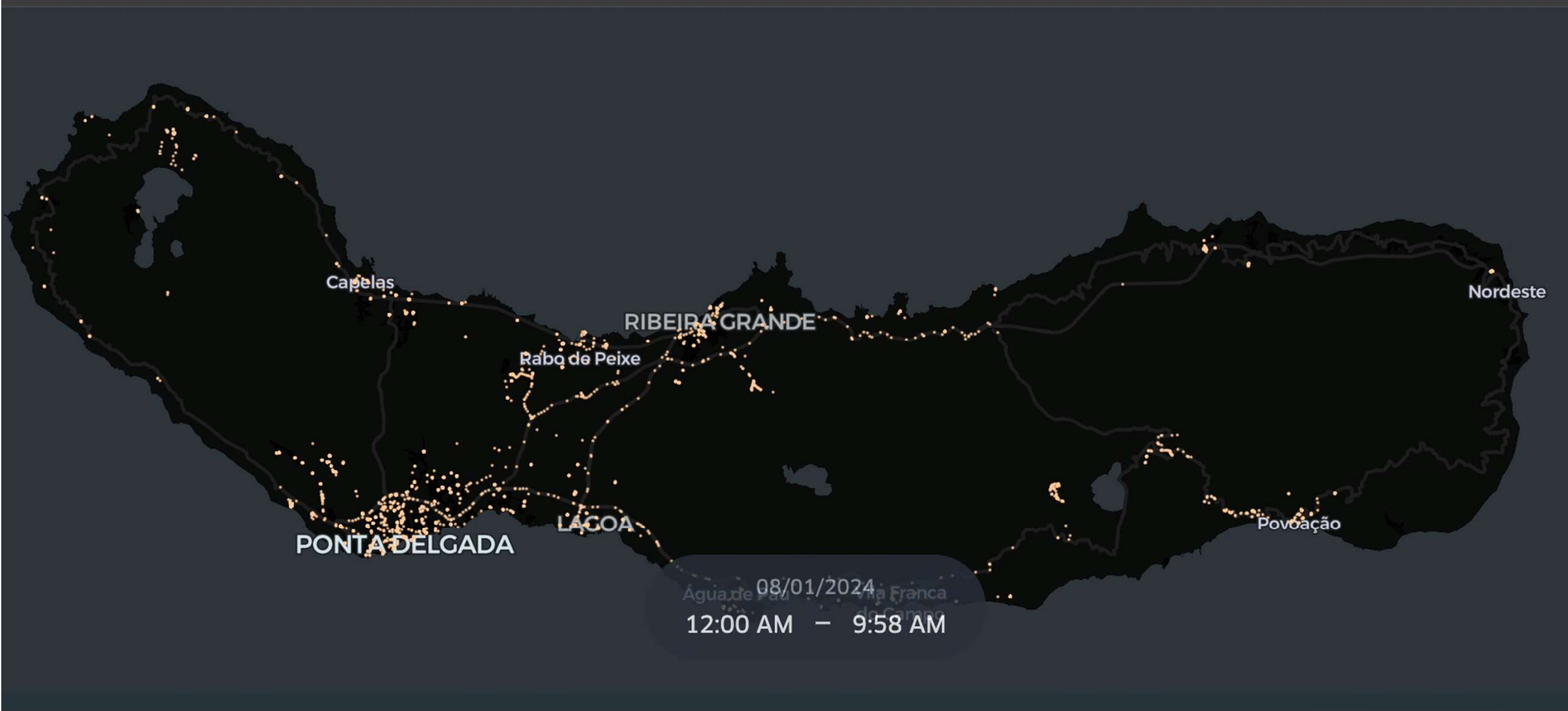


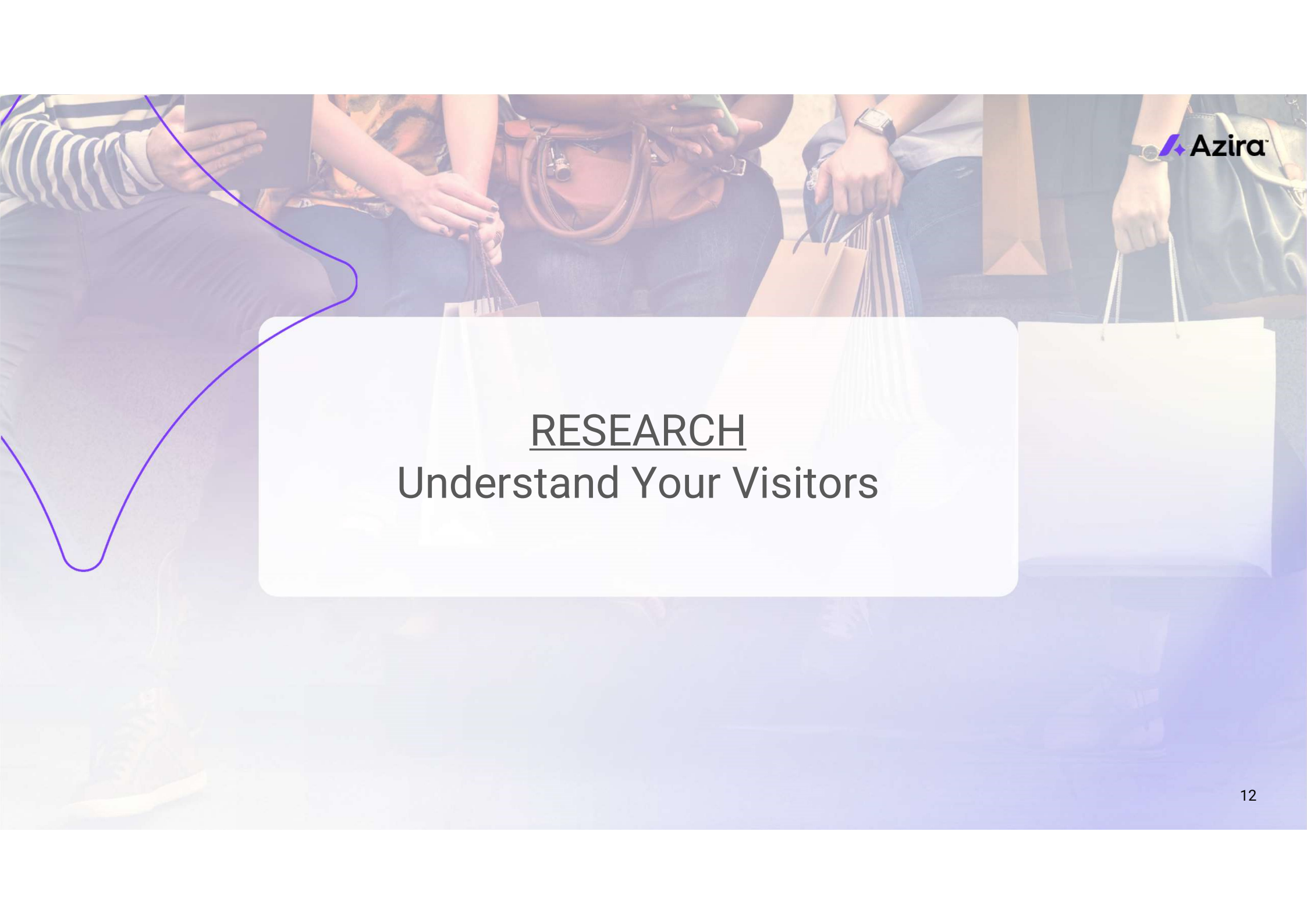


Device IDs – Where They are From. Where They Stay

Hotel	Hashed ID	Country	DMA	Admin	State	Zipcode	Census Block Group	Date
The Royal Hawaiian Resort Waikiki	aaeb031913cb60e92e4	USA	Miami-Fort Lauderdale, FL	Broward County	FL	33027	1.2011E+11	8/2/24
The Royal Hawaiian Resort Waikiki	b157dd0c1bf448aea66	USA	Los Angeles, CA	Los Angeles County	CA	90274	6.0377E+10	8/2/24
Hilton Garden Inn Waikiki Beach	f849e1f9bdf90a1be672	USA	Phoenix, AZ	Maricopa County	AZ	85295	4.0138E+10	8/2/24
Hilton Garden Inn Waikiki Beach	8688f8eb5f1ab5fdf488	USA	Las Vegas, NV	Clark County	NV	89139	3.2003E+11	8/2/24
Ritz-Carlton Waikiki Beach	bbac7f632c81f6905de0	USA	Butte-Bozeman, MT	Gallatin County	MT	59714	3.0031E+11	8/2/24
Ritz-Carlton Waikiki Beach	241f1a2f2f107ac9b807	USA	Los Angeles, CA	Los Angeles County	CA	91011	6.0375E+10	8/2/24
The Royal Hawaiian Resort Waikiki	aa5e6c3be5c7ead5b43	USA	San Diego, CA	San Diego County	CA	92009	6.073E+10	8/2/24
Ritz-Carlton Waikiki Beach	5d9c7ad03098a4daec7	USA	San Antonio, TX	Bexar County	TX	78260	4.8029E+11	8/2/24
The Royal Hawaiian Resort Waikiki	d43778c7ae9fbe4f8b1	USA	Honolulu, HI	Honolulu County	HI	96797	1.5003E+11	8/2/24
The Royal Hawaiian Resort Waikiki	4b9f95d07588098dcc9	JPN		Edogawa ku				8/2/24
The Royal Hawaiian Resort Waikiki	c48abfa0c164e4b6d40	USA	Chicago, IL	Cook County	IL	60010	1.7032E+11	8/2/24
Ritz-Carlton Waikiki Beach	a6c8f36177586002e18	MCO		Monte Carlo				8/2/24
The Royal Hawaiian Resort Waikiki	a85a3e1c9c946111202	USA	Denver, CO	Douglas County	CO	80108	8.035E+10	8/2/24

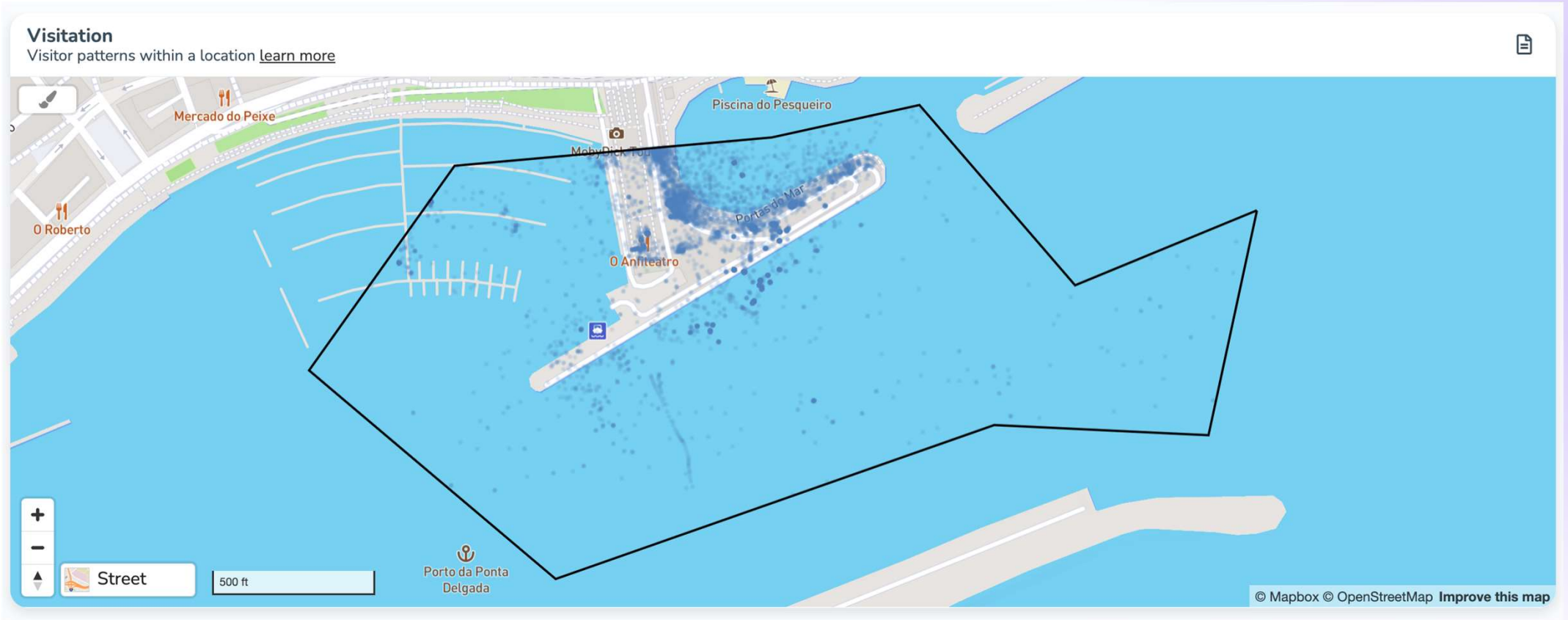




A background image showing the lower halves of several people sitting or standing, holding various shopping bags (brown paper, white, and striped). The image is overlaid with a semi-transparent white rounded rectangle containing the text. A decorative purple line is on the left side.

RESEARCH Understand Your Visitors

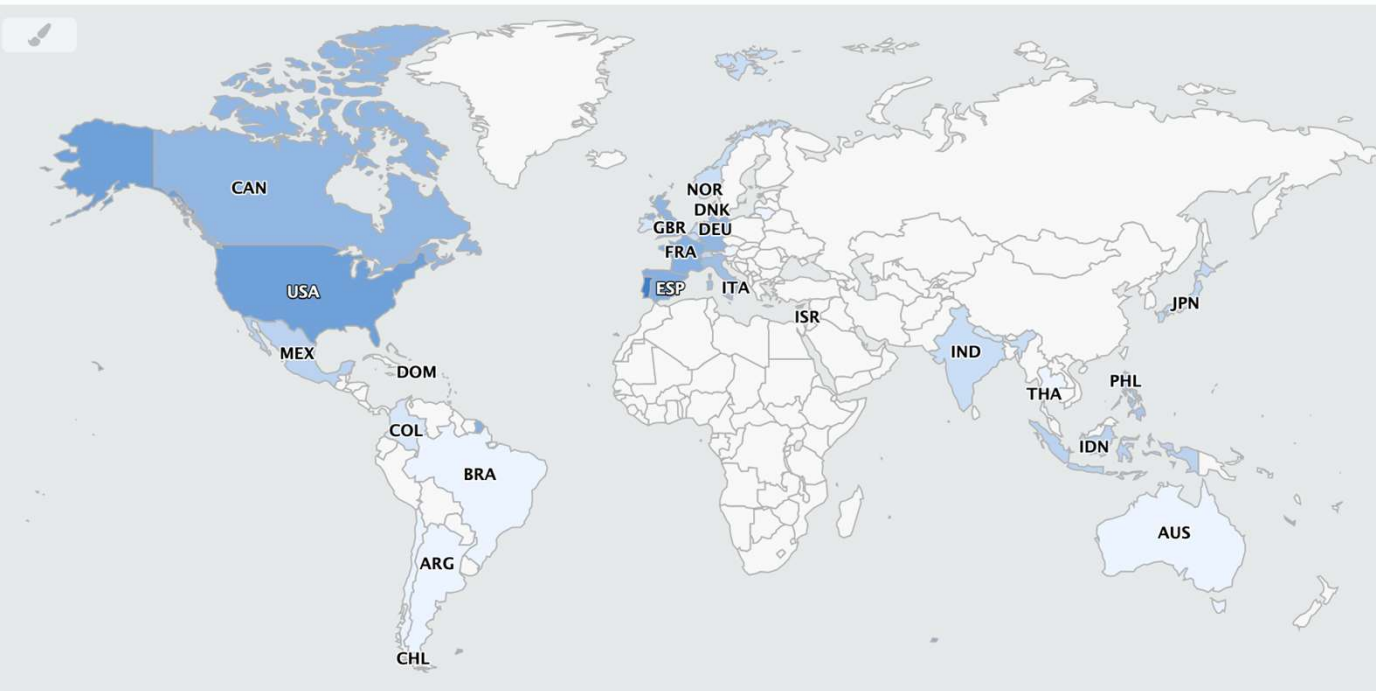
Geofence Any Location Anywhere for Insights



Insights on Where Visitors are From

Visitor Origin Points - Common Evening Location

Visitors' most frequented location on weeknights and weekends [learn more](#)



Country



Country	%
PRT	54.88%
USA	10.66%
ESP	5.15%
FRA	4.80%
GBR	3.91%
DEU	3.73%
CAN	3.55%
ITA	2.31%



1

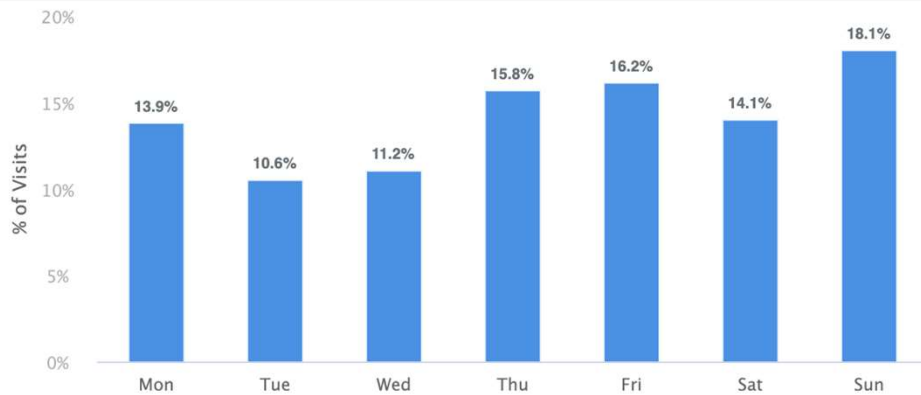
2



Heatmap, Pathing, and Visitation Trends

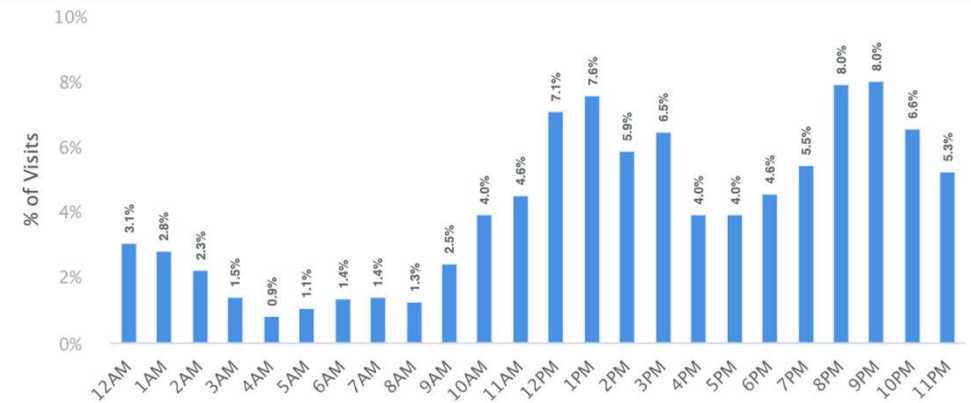
Visitation Times - Day of Week

Visitation by day of week [learn more](#)



Visitation Times - Time of Day

Visitation by time of day [learn more](#)



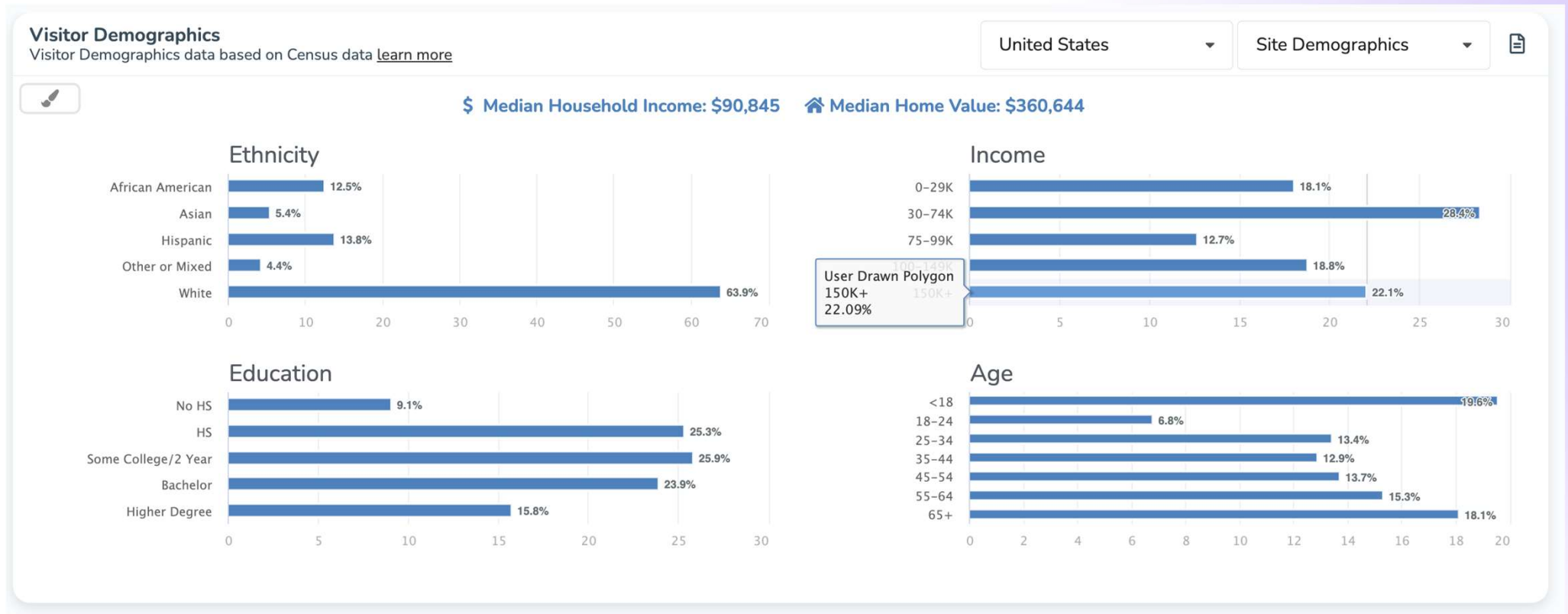
Pathing

Where visitors were seen 30 mins before and after a visit to a location [learn more](#)

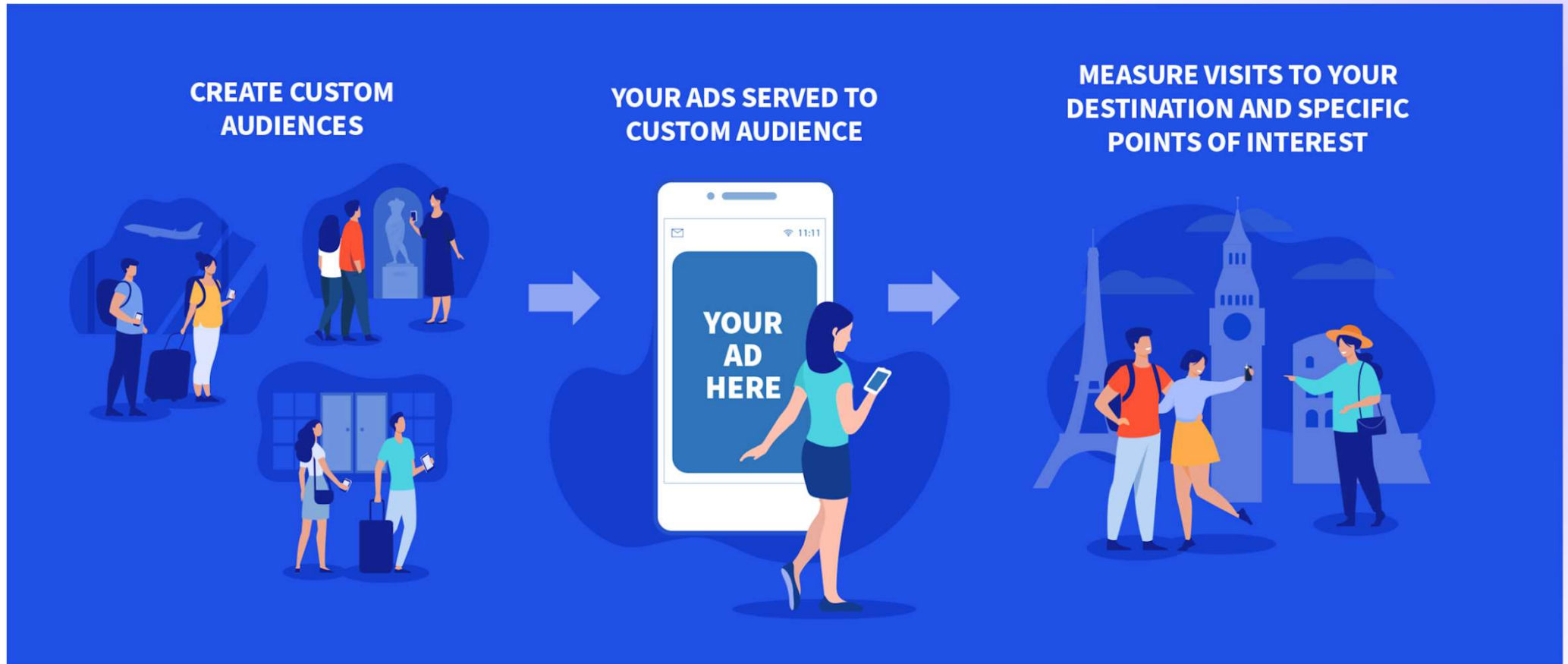
Pin Map

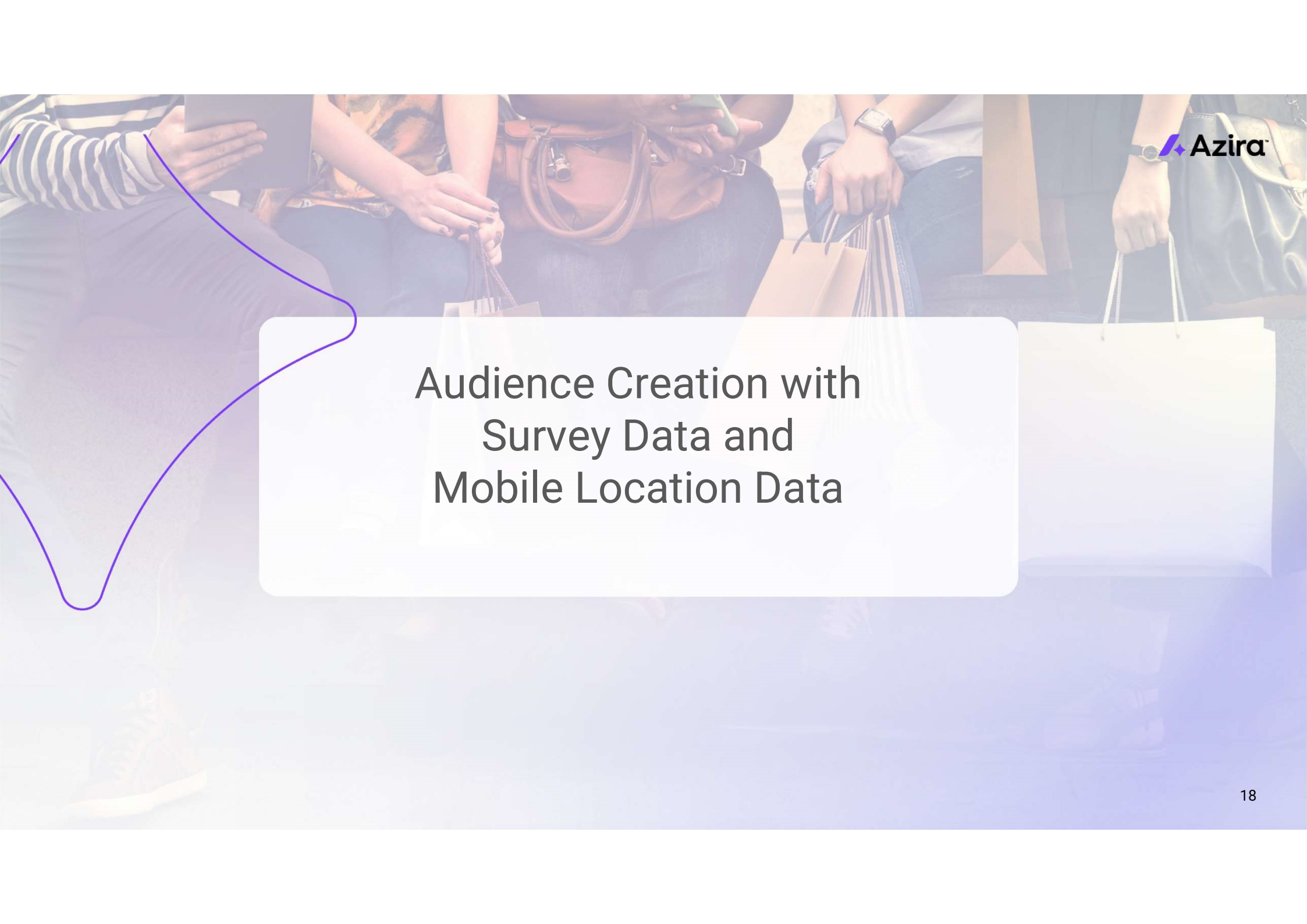


Profiling and Demographics



Turning Research into Marketing



A background image showing the lower halves of several people walking and shopping. They are carrying various bags and holding shopping bags. The image is overlaid with a semi-transparent white rectangle containing the title text. A decorative purple line is on the left side of the slide.

Audience Creation with Survey Data and Mobile Location Data

Audiences Built on Consumer Behavior Data



Sample Audience: Eco Friendly Tourists



People who go to recycle centers



People who shop at Natural Grocers



People who go to compost centers



People who visit campgrounds



People who shop at gardening stores



People who shop at REI



People seen at charity or volunteer centers



People who go to Water Supply

Profiling and Demographics

Geographic

Demographic

Interests¹²

Purchase Intenders

Financial

Ethnicity

Charity

Animals Interests

☐ Cats
☐ Dogs
☐ Equestrian
☒ **Pets - General**

Arts & Crafts Interests

☐ Arts
☐ Crafts
☒ **Photography**
☐ Woodworking

Childrens Interests

☐ Board Games
☐ Children
☐ Education
☐ Grand Children
☐ Parenting

Collectables Interests

☐ Art Collectibles
☐ Arts & Antiques
☐ Coins
☐ Collectibles - General
☐ Stamps

Food & Drink Interests

☐ Cooking
☐ Food & Wine
☒ **Gourmet Cooking**
☒ **Natural Foods**

Home Improvement Interests

☐ Home Furnishings
☒ **Home Gardening**
☐ Home Improvement

Reading

☐ Audio Books
☐ Current Affairs
☐ Financial News
☐ History
☐ Magazines
☐ Reading - General
☐ Religious
☐ Science/Space
☐ Science Fiction
☐ Religious Material

Sports & Entertainment Interests

☐ Aerobic
☐ Baseball
☐ Basketball
☒ **Camping**
☒ **Fishing**
☐ Football

Travel Interests

☐ Cruises
☒ **Domestic Travel**
☒ **International Travel**
☒ **Travel - General**

Other Interests

☐ Automobiles
☒ **Diet**
☐ Health & Medical
☐ Military
☒ **Self Improvement**

Profiling and Demographics

Geographic

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Interests

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Financial

Ethnicity

Charity³

-

Charity

☐ Animal Charities

☐ Arts & Culture

☐ Charitable Donation - General

☐ Children's Charities

☒ Community Charities

☒ Environmental Charities

☐ Health

☒ International Aid

☐ Religious Charities

☐ Veteran's charities

Profiling and Demographics

Geographic	Demographic	Interests	Purchase Intenders	Financial ¹⁴	Ethnicity	Charity ³
<input checked="" type="checkbox"/> Has Credit Card	<input checked="" type="checkbox"/> Credit Card Type		<input checked="" type="checkbox"/> Household Income	<input checked="" type="checkbox"/> Net Worth		<input checked="" type="checkbox"/> Home Value
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> no	<input type="checkbox"/> Gas <input checked="" type="checkbox"/> High Limit <input type="checkbox"/> Standard <input checked="" type="checkbox"/> Rewards		<input type="checkbox"/> Under \$15,000 <input type="checkbox"/> \$15,000 - \$24,999 <input type="checkbox"/> \$25,000 - \$34,999 <input type="checkbox"/> \$35,000 - \$49,999 <input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> \$100,000 - \$149,999 <input checked="" type="checkbox"/> \$150,000 - \$159,999 <input checked="" type="checkbox"/> \$160,000 - \$164,999 <input checked="" type="checkbox"/> \$165,000 - \$199,999 <input checked="" type="checkbox"/> \$200,000 - \$249,999 <input checked="" type="checkbox"/> \$250,000+	<input type="checkbox"/> Less Than \$50,000 <input type="checkbox"/> \$50,000 - \$99,999 <input type="checkbox"/> \$100,000 - \$249,999 <input checked="" type="checkbox"/> \$250,000 - \$499,999 <input checked="" type="checkbox"/> \$500,000+		<input type="checkbox"/> Under \$50,000 <input type="checkbox"/> \$50,000 - \$99,999 <input type="checkbox"/> \$100,000 - \$149,999 <input type="checkbox"/> \$150,000 - \$199,999 <input type="checkbox"/> \$200,000 - \$249,999 <input type="checkbox"/> \$250,000 - \$299,999 <input type="checkbox"/> \$300,000 - \$349,999 <input type="checkbox"/> \$350,000 - \$399,999 <input type="checkbox"/> \$400,000 - \$449,999 <input checked="" type="checkbox"/> \$450,000 - \$499,999 <input checked="" type="checkbox"/> \$500,000 - \$749,999 <input checked="" type="checkbox"/> \$750,000 - \$999,999 <input checked="" type="checkbox"/> \$1 Million+

Audience Extension – Finding The Right Tourist



Household Extension

Household Extension: Target other devices within the same household from your original audience



Social Extension

Social Extension: Target devices of friends of your original audience (eg Devices seen playing golf on the weekends regularly or on the same tennis court once per week together)

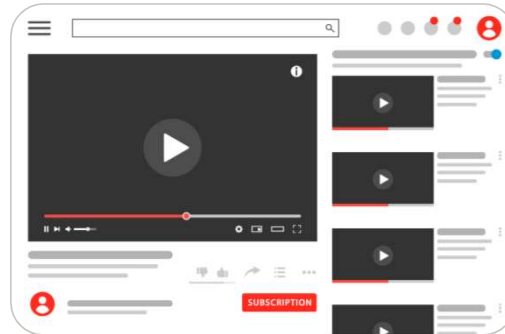
Turning Audiences into Action!

Media Buying !

CTV



Video



Desktop



Mobile Display

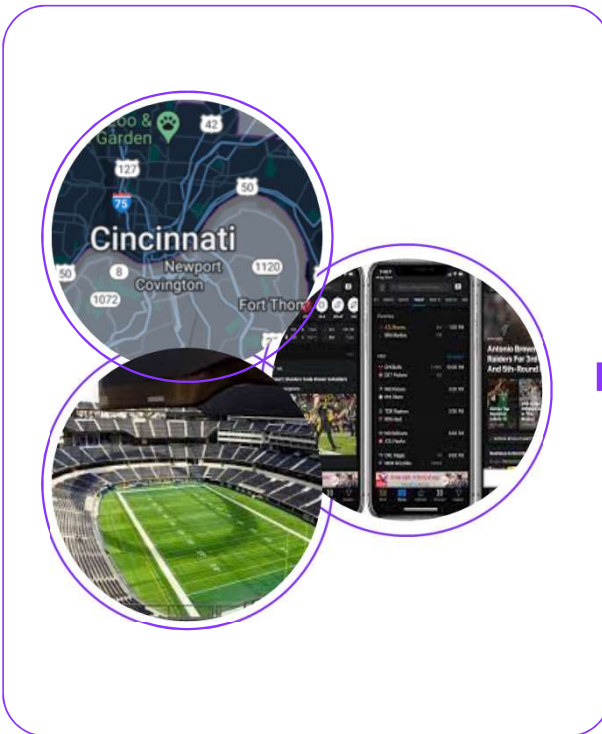


In-App

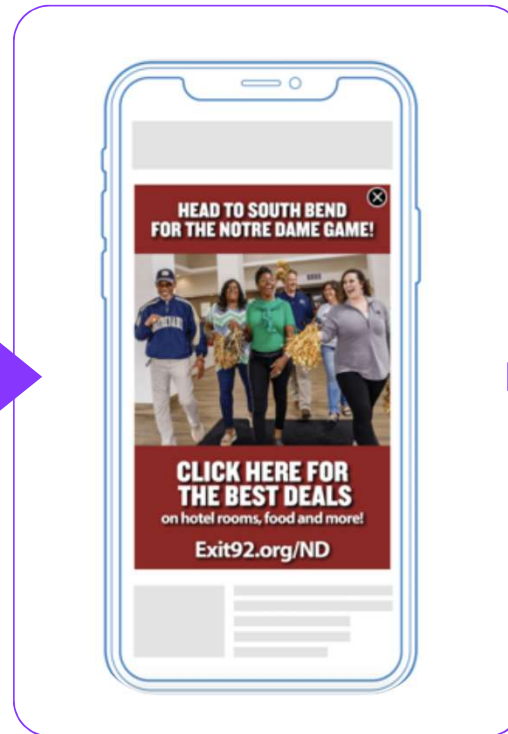
Attribution!

How Footfall Attribution Works


AUDIENCE



ADS



ATTRIBUTION

 **1.2 million** impressions

 **3,624** visitors

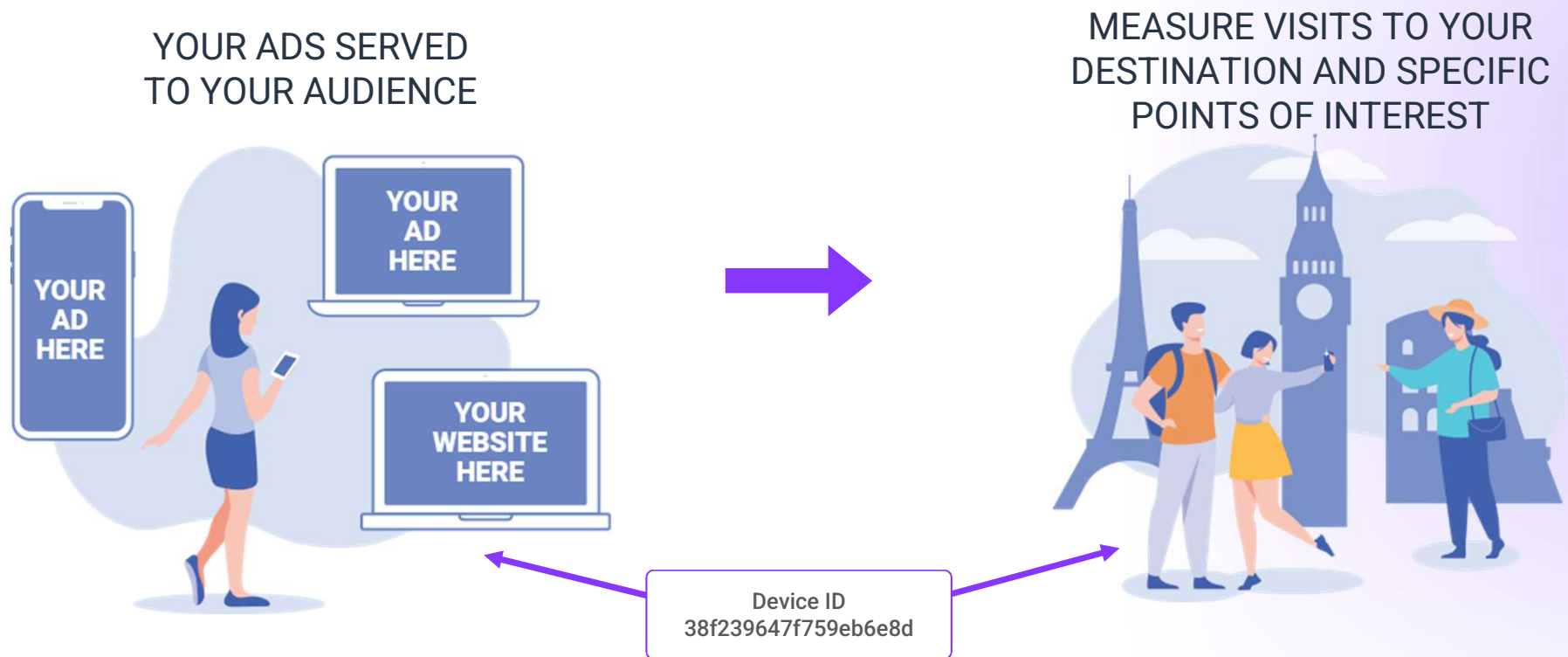
 **Hundreds of** hotel visitors

What is a Pixel?

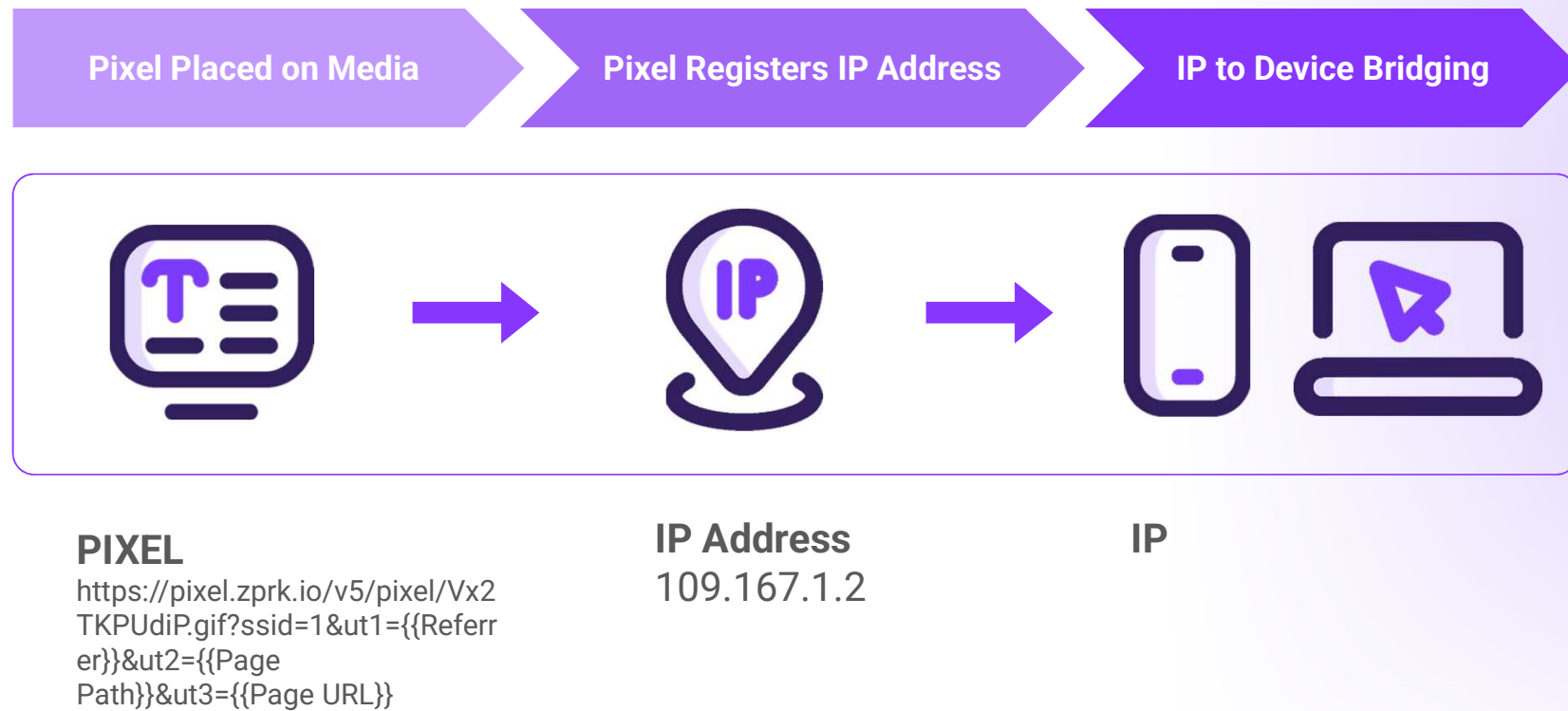
Example Pixel for Media:

<https://pixel.zprk.io/v5/pixel/gShjCqFtv.gif?ssid=1&ut1=CampaignName&ut3=PlatformSource>

What is Attribution?



IP to Device Bridging



Lets see this in action!
Kauai *Transportation Example*

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation

SCAN ME



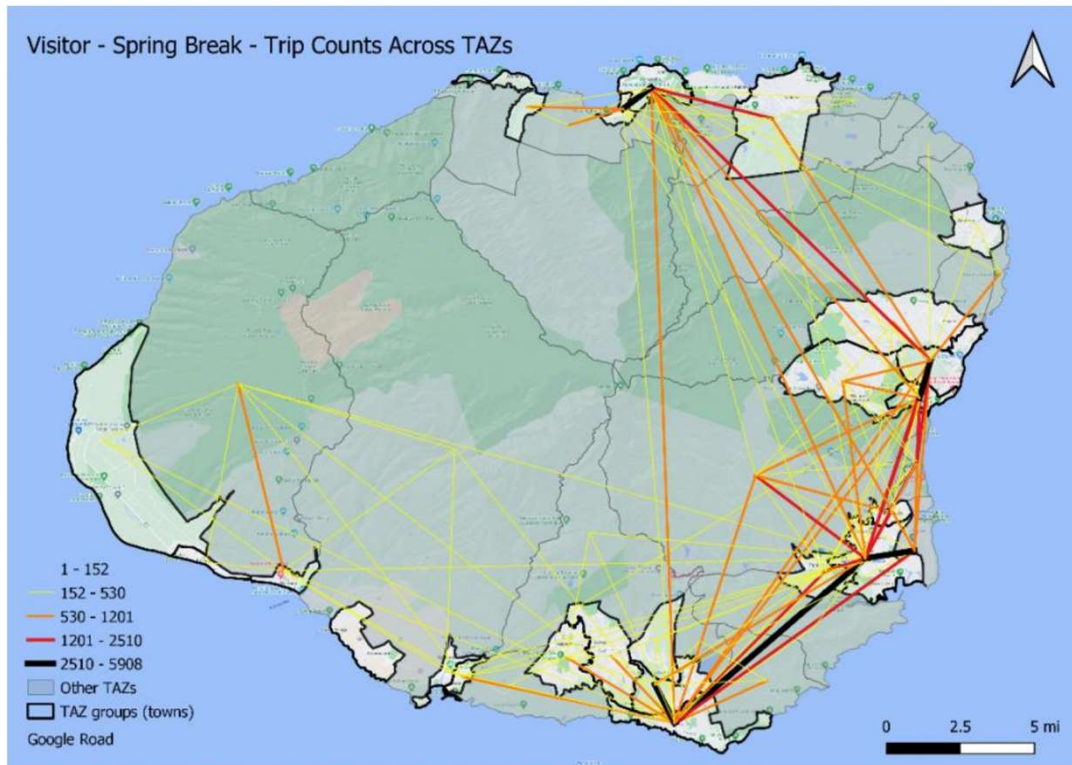
https://kauaiforward.com/wp-content/uploads/2024/09/ETIPP-Kauai-travel-pattern-report_final.pdf

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation

The County of Kauai analyzed the extensive data points from Azira to deliver comprehensive visualizations into a travel pattern analysis report. This report provides insights and recommendations to consider how to reimagine travel on the island by potentially:

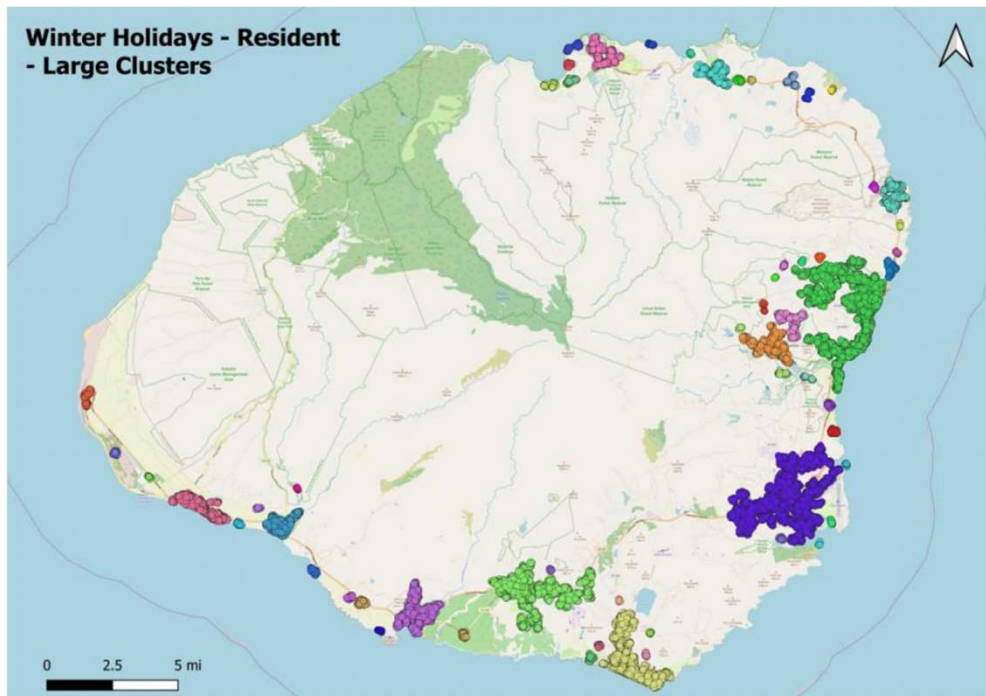
- **Creating mobility hubs around the island where tourists can access transportation services**
- **Introducing shuttles and first/last mile micro-transit solutions**
- Increasing the availability of micro transportation offerings like bikes and scooters
- Setting up a public electric charging station network around the island
- Encouraging use of car share
- Establishing satellite car rental locations around the island

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation



- Where are the island's hotspots?
- Where are common origin and destination points for visitors and residents?
- What are the main travel corridors based on time of day?
- How far do tourists typically drive in a day?
- What do transportation patterns look like at different times of year?

Azira and Kauai Say Aloha To Unlocking Greener Island Transportation



Marketing to Tourists about Options!

1. Tourists Already In Market

2. Tourists who Frequent Kauai

Educating Tourists about Options!



Frame 1



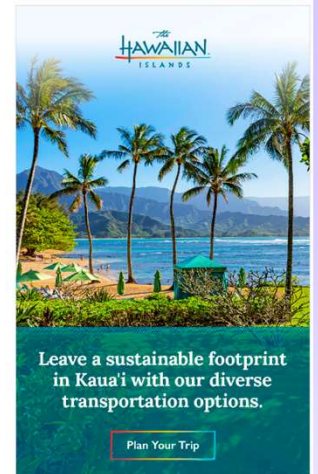
Frame 2



Frame 3

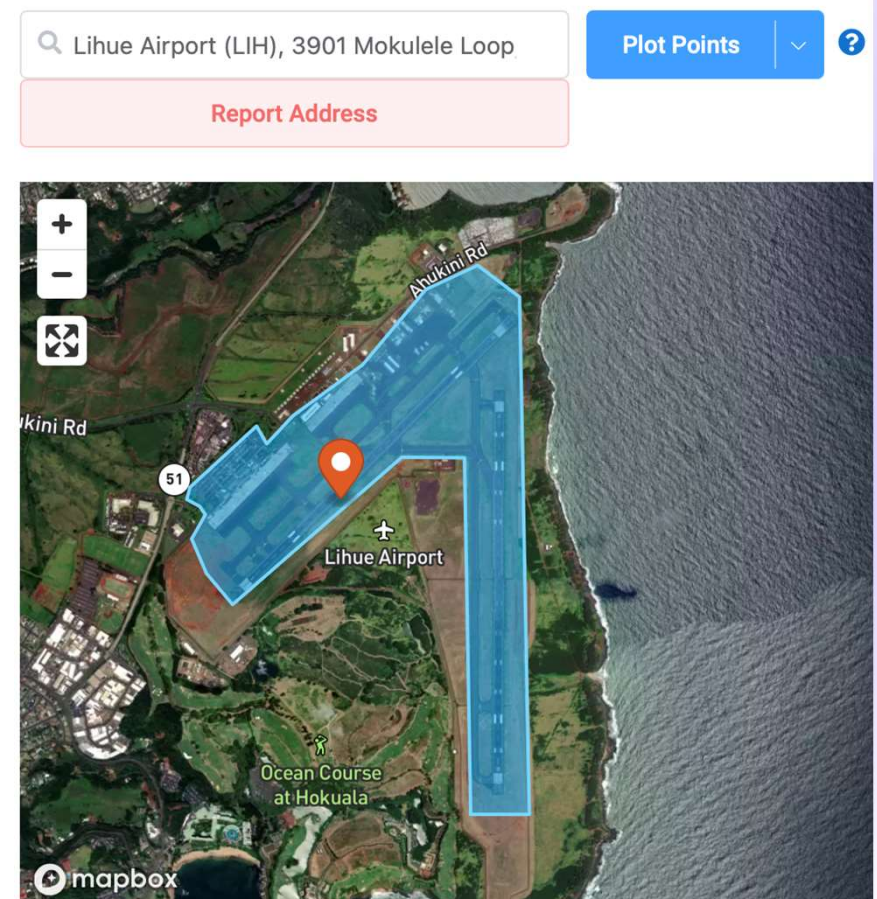
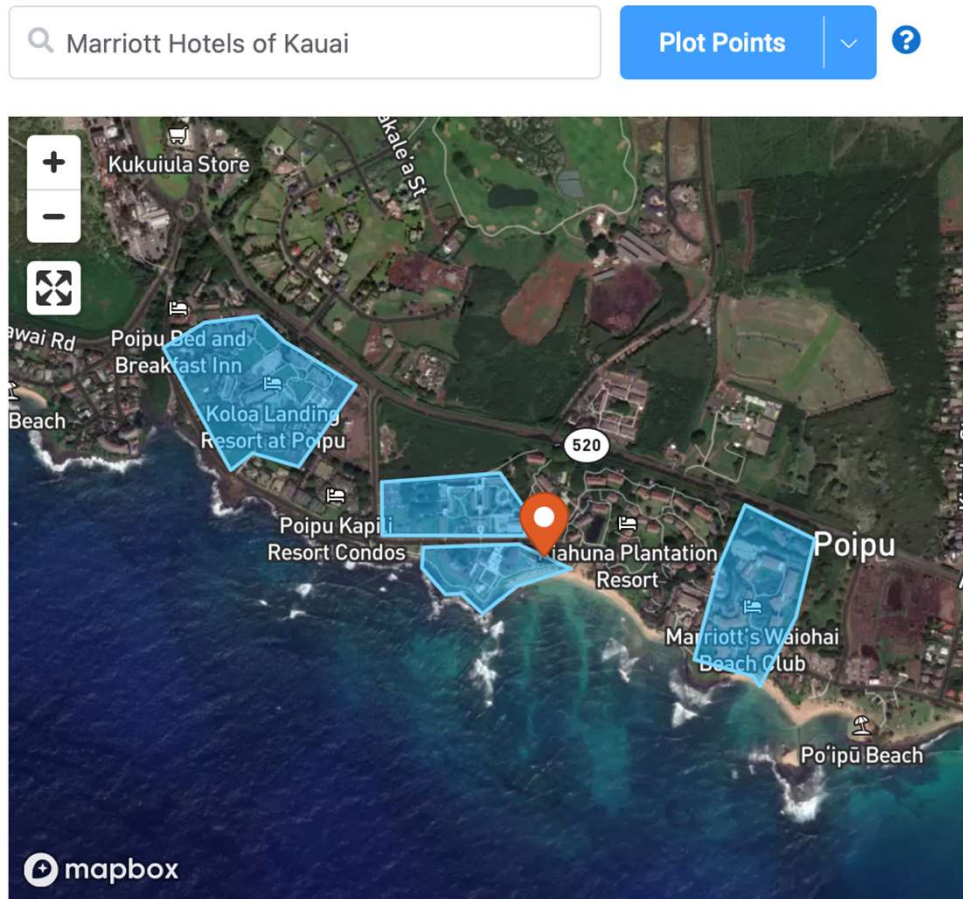


Frame 4



Frame 5

Educating Tourists about Options: Tourists In Market



Educating Tourists about Options: Before Arrival



Tourists seen at car rental facilities



Tourists in market staying at hotels



Eco-minded tourists



Tourists who use public transportation



Tourists seen at top attractions throughout the islands

Educating Tourists about Options: Before Arrival

Geographic
Demographic
Interests³²
Purchase Intenders
Financial
Ethnicity
Charity

☐ Animals Interests

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☐ Dogs
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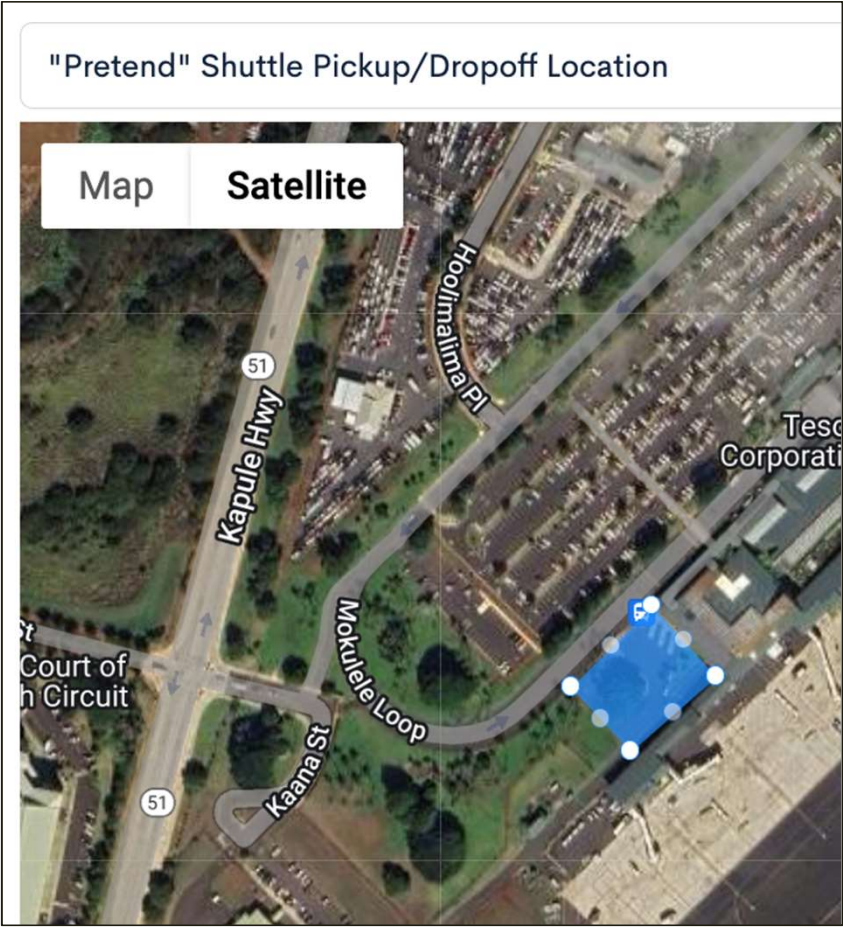
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☒
Charity

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☐ Arts & Culture
☐ Charitable Donation - General
☐ Children's Charities
☒ Community Charities
☒ Environmental Charities
☐ Health
☒ International Aid
☐ Religious Charities
☐ Veteran's charities

Foot Traffic Attribution



week	Campaign Name	Impression Count	Uniques	Exposed Devices
2024-06-09 - 2024-06-15	Island Shuttles	22404	21533	29
2024-06-16 - 2024-06-22	Island Shuttles	53769	52186	44
2024-06-23 - 2024-06-29	Island Shuttles	55668	53731	120
2024-06-30 - 2024-07-06	Island Shuttles	6318	6172	88
2024-07-07 - 2024-07-13	Island Shuttles	10173	9952	82
2024-07-14 - 2024-07-20	Island Shuttles	67335	65668	71
2024-07-21 - 2024-07-27	Island Shuttles	132260	128453	114
2024-07-28 - 2024-08-03	Island Shuttles	73093	70790	165
2024-08-04 - 2024-08-10	Island Shuttles	69346	67217	145
2024-08-11 - 2024-08-17	Island Shuttles	45393	44083	176



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Insights*



**Build Custom
Audiences:**
Audiences for Marketing



**Activate
Campaigns:**
Media Buying Solutions



Measure Impact:
*Website & Media Footfall
Attribution*



Thank You

evan@azira.com

About Azira

Azira LLC, a global Consumer Insights platform, helps marketing and operational leaders improve their effectiveness with actionable intelligence to drive business results. Its mission is to create a more relevant world where brands are empowered to reach and build relationships with their consumers. With a profound commitment to partnership, trust and transparency, combined with decades of expertise in consumer behavioral analytics, Azira delivers innovative marketing solutions to curate audiences, activate omnichannel campaigns, and understand footfall attribution. It also provides operational insights for use cases such as site selection, trade area analysis, competitive intelligence and more. Azira serves enterprises in retail, hospitality, travel, real estate, financial services and media. A global company, Azira is headquartered in Los Angeles with offices in Paris, Bangalore, Singapore, Sydney, and Tokyo. To learn more, please visit <https://azira.com>.

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