



Travel & Tourism Solutions

Best-in-class location analytics to drive visit growth for **DMOs, Governments, Chambers of Commerce, Visitor Centers, Convention and Visitors Bureaus,** and **Tourism Professionals**



Placer.ai is the Leader in Location Intelligence

Placer.ai is the most advanced location analytics platform describing physical locations, the people and businesses that interact with them, and the markets they inhabit.

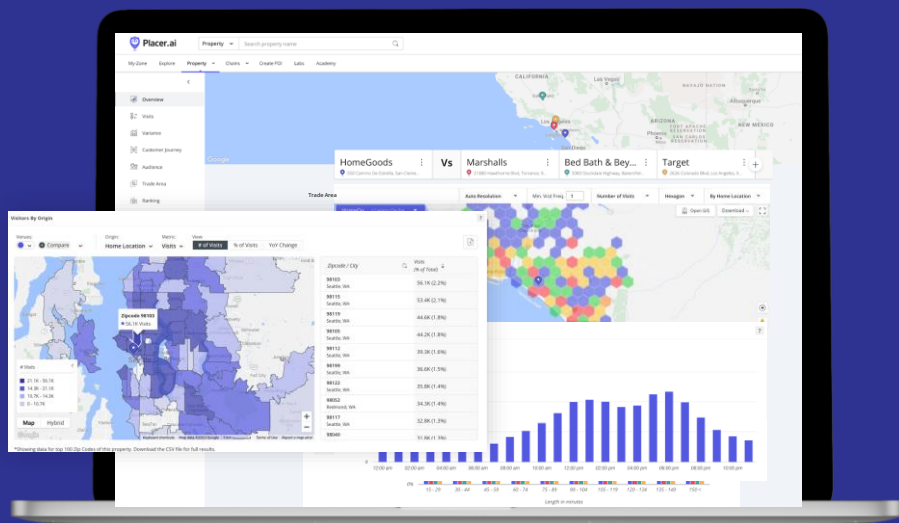
Placer is loved and trusted by:



4500+
CUSTOMERS



30+
INDUSTRIES



CIVIC

RETAIL

COMMERCIAL REAL ESTATE

FINANCE

LEISURE

MEDIA





Loved and trusted by 1,700+ Civic Organizations

Cities



EDOs



DMOs



Consulting



Counties



States



Tribal Governments



Other





How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

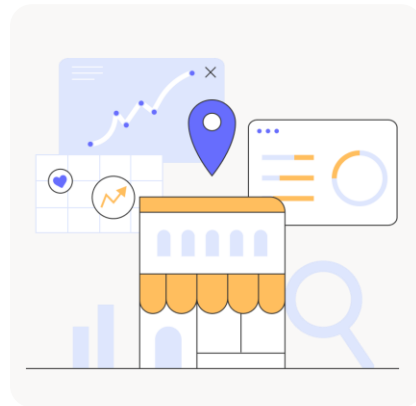
01 Observe Foot Traffic Data

Privacy-safe¹ foot traffic data from tens of millions of mobile devices to develop a detailed and comprehensive overview of US commercial activity.



02 Analyze Every Location

Using machine learning, Placer accurately predicts foot traffic data throughout the U.S., from specific POIs to chains, markets, and regions.



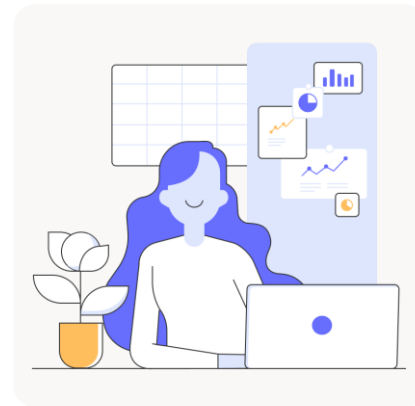
03 Enhance with 360° Data

Visitation data is enhanced with Placer Marketplace 3rd party datasets that further describe businesses, consumers, and markets.



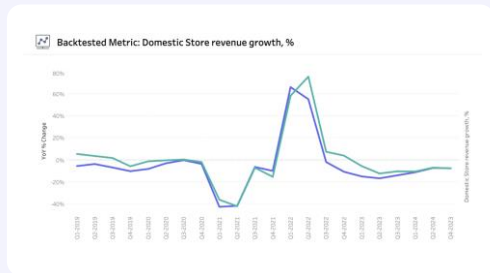
04 Generate Actionable Insights

Robust, statistically significant insights into how people and places interact are presented via an intuitive UI, data feeds, or the Placer API.



Placer's Data Differentiators

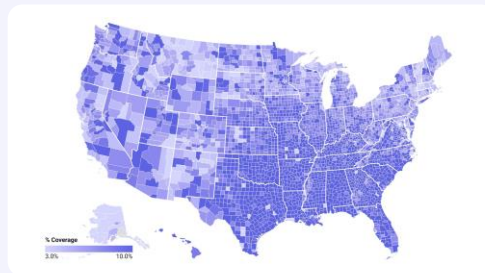
Placer's best-in-class data delivers actionable insights for any location.



01

Unparalleled Accuracy

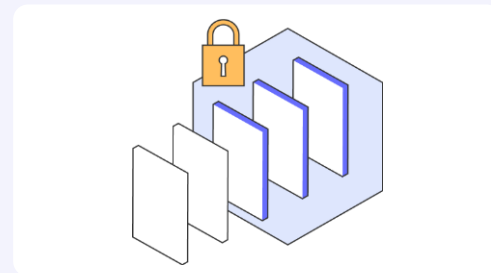
Placer's data accuracy is continually validated against 1st party and authoritative data sources including credit card transactions, store revenue, vehicle and people counters, and other objective measurements — with correlations consistently exceeding 90%.



02

Breadth of Coverage

Placer's panel covers every county in the U.S. and contains seven years of data history. We leverage a panel of tens of millions of devices and utilize machine learning to make accurate estimations for foot traffic across the country.



03

Privacy By Design

Placer requires its data partners to obtain opt-in/opt-out consent in accordance with applicable law. Our partners strip data identifiers, such as mobile advertising identifiers ("MAIDs"), names, other persistent device IDs, and contact information before we receive it.

Placer Solutions for Travel & Tourism

Tourism Economy

01 Visitor Spending

Identify the total amount of money spent by visitors in your destination. Analyze visitor spend by origin and spend category.

02 Impact on Local Businesses

Discover which local businesses benefit from tourism in your region and where visitors shop or dine within the community.

03 Tourism Capture & Leakage

Understand how much visitor spending stays within your community, while identifying areas where revenue is lost to external businesses.

Visitor Analysis

04 Visitor Counts & Trends

Measure the number of visits, unique visitors, overnights, length of stay, seasonality, and visit trends to any location in your region.

05 Visitor Origins & Journey

Gain insights into where your visitors are coming from, how they travel to and within your destination, and the key stops along their journey.

06 Demographics & Interests

Understand visitor demographics, including age, ethnicity, and HHI. Reveal spending habits, preferred brands, and media preferences.

Marketing & Events

07 Tourism Marketing

Boost the effectiveness of your tourism marketing with robust visitor insights.

08 Event Planning & Marketing

Discover visitor insights to help plan events strategically, optimize marketing efforts, and maximize attendance.

Tourism Economy



- 01 - Visitor Spending
- 02 - Tourism Impact on Local Businesses
- 03 - Tourism Capture & Leakage

Visitor Spending



The Problem

Destinations must understand the economic impact of their visitors to effectively measure ROI and optimize their marketing strategies.



Placer's Solution

Placer's visitor spend data provides destinations with detailed insights into total in-market visitor spending, highlighting the highest-contributing source areas, spending distribution across categories, and emerging trends.

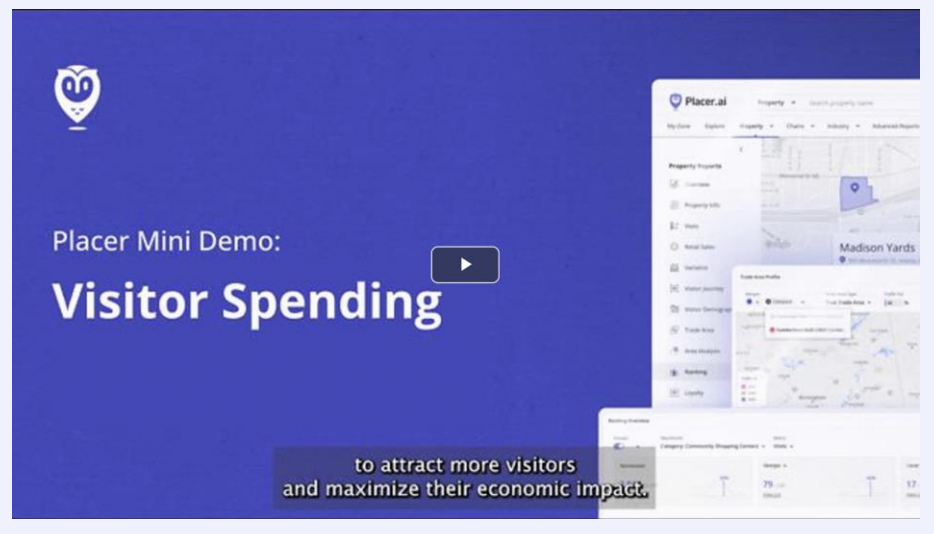
ANSWER QUESTIONS LIKE:

Q: How much money are visitors spending in my destination?

Q: Which visitor CBSA spends the most money in my destination?

Q: How much do visitors spend per category like Hotels, Groceries, Fast Food, Dining, etc.

CLICK TO PLAY DEMO VIDEO:



Tourism Impact on Local Businesses



The Problem

Understanding the impact of tourism on local businesses is essential for DMOs aiming to optimize marketing campaigns and boost economic growth.



Placer's Solution

Placer helps you analyze how visitors engage with the local market—where they dine, shop, and stay overnight—in order to demonstrate the impact of tourism marketing. With Placer, DMOs can easily show the extent to which specific hotels have benefited from DMO ad campaigns.

ANSWER QUESTIONS LIKE:

Q: Which local businesses benefit most from tourism in our area?

Q: Where do visitors dine, shop, or stay during their trip?

Q: How do events drive foot traffic to nearby businesses and boost the local economy?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO

The screenshot shows the Placer.ai website interface. On the left is a dark blue sidebar with the Placer.ai logo at the top. Below the logo, the text reads "Placer Mini Demo:" followed by "Tourism Impact on Local Businesses" in large white font. A play button icon is visible next to the title. To the right of the sidebar is a white sidebar with navigation links: "My Home", "Reports", "Property", "Charts", "Industry", and "Advanced Reports". The main content area displays a map of Madison, Wisconsin, with a location pin on Madison Yards. Below the map, there are several charts and graphs, including a bar chart showing "Foot Traffic" and a line chart showing "Foot Traffic" over time. A text overlay at the bottom right of the screenshot reads: "and see how they're driving value for local businesses."

Tourism Capture & Leakage



The Problem

Identifying how much visitor spending remains within the community versus how much is lost to external businesses helps DMOs maximize the local economic impact of their marketing initiatives.

Placer's Solution

True trade area mapping and visitor journey insights help tourism professionals understand visitor origins, visitor destinations, and measure visits to attractions, hotels, and specific POIs. With these insights, DMOs can refine marketing strategies and drive greater economic retention and long-term tourism growth.

ANSWER QUESTIONS LIKE:

Q: What venues or attractions outside our area tourists go to locally?

Q: What cross-marketing or themed activities would best resonate with our visitors?

Q: Which hotels outside of my area do our guests stay at?

CLICK TO PLAY DEMO VIDEO:

Placer Mini Demo:

Tourism Capture & Leakage

These insights reveal opportunities to amplify the impact of large events

Visitor Analysis



04 - Visitor Counts & Trends

05 - Visitor Origins & Journey

06 - Visitor Demographics & Interests

Visitor Counts & Trends

The Problem

Without accurate visitor counts, it is difficult to justify increasing member/co-op dues, prove the success of your region, and understand travel trends.

Placer's Solution

Placer reports on visitor attendance, visit trends and length of stay—all updated daily and benchmarked back 7 years. This provides clear insights to visit growth and the success of visitor attraction programs.

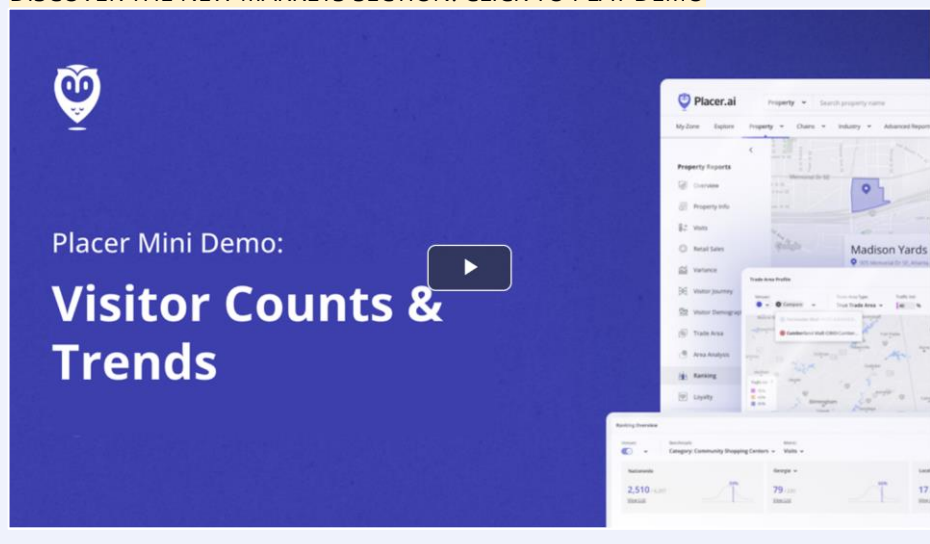
ANSWER QUESTIONS LIKE:

Q: How have visits to our region changed over time?

Q: How do our visit trends compare to other regions?

Q: What impact does seasonality play in our area?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO



Placer Mini Demo:

Visitor Counts & Trends

Placer.ai

Property: Madison Yards

My Home Explore Property Claims Industry Advanced Reports

Property Reports

- Overview
- Property Info
- Maps
- Retail Sales
- Performance
- Visitor Journey
- Visitor Demographics
- Trade Area
- Area Analysis
- Ranking
- Loyalty

Trade Area Profile

Map showing Madison Yards and surrounding area.

Ranking Overview

Category	Community	Shopping Centers	State
Northwest	2,510	79	17

*Dunwoody, Ga
Secures \$88k
Budget For
Annual Event*

[READ THE CASE STUDY](#)

Event attendance beat expectations by:

4x

Visitor Origins & Journey



The Problem

Understanding where visitors come from and how they engage with your destination is critical but challenging. Without these insights, it's hard to optimize marketing efforts, improve local offerings, and drive increased visitation.



Placer's Solution

Placer provides powerful insights into visitor origins, revealing city, Zip Code, and CBSA-level data for any destination. Visitor Journey insights show where travelers stay, shop, and dine, helping you optimize marketing strategies, tailor offerings, and demonstrate tourism's impact on local businesses.

ANSWER QUESTIONS LIKE:

Q: How much traffic comes from areas we actively market to?

Q: Which businesses in our area are drawing the most traffic?

Q: Which zip codes are generating more visit traffic and thus ripe to increased advertising?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO

Placer Mini Demo:

Visitor Origins & Journey

The demo interface includes a sidebar with navigation options: My Zone, Explore, Property, Charts, Industry, and Advanced Report. The main content area displays a map of Madison, WI, with a 'Madison Yards' location highlighted. A 'Ranking Overview' table is visible at the bottom, showing data for 'Neighborhoods' and 'Businesses'.

Neighborhoods	Businesses
2,510	79
1,000	17

Visitor Demographics & Interests



The Problem

It is difficult to drive traffic or advise local hotels and restaurants on visitor profiles without a detailed understanding of visitor attributes and preferences.



Placer's Solution

Placer enables detailed, privacy-preserving audience profiling and puts demographic, psychographic, migration, social, behavioral, and shopping data at your fingertips.

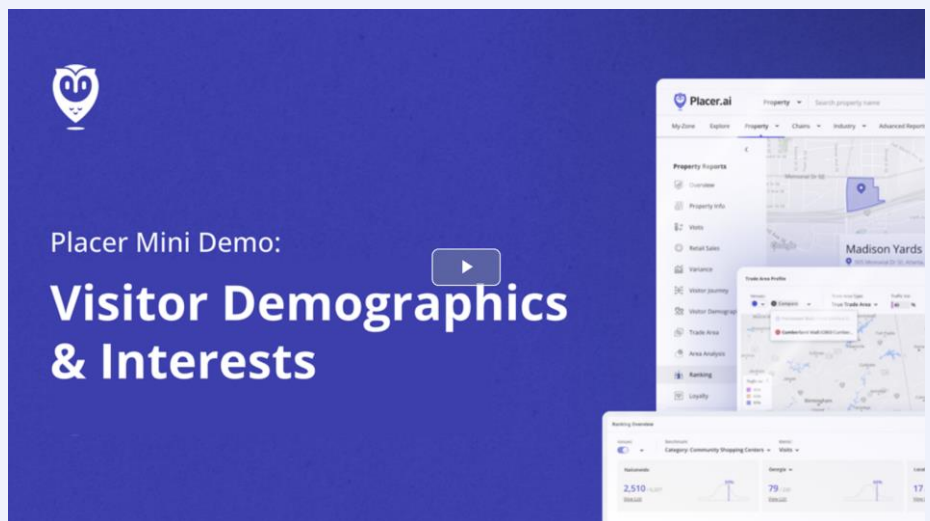
ANSWER QUESTIONS LIKE:

Q: How much traffic comes from areas we actively market to?

Q: Which influencers are most followed by our visitors?

Q: What restaurant and food types would be most successful in my area?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO



Marketing & Events



- 07 - Tourism Marketing
- 08 - Event Planning & Marketing

Tourism Marketing

The Problem

DMOs struggle to access accurate visitor data, making it difficult to optimize ad targeting and deliver the right messages to the right audiences through the most effective media channels.

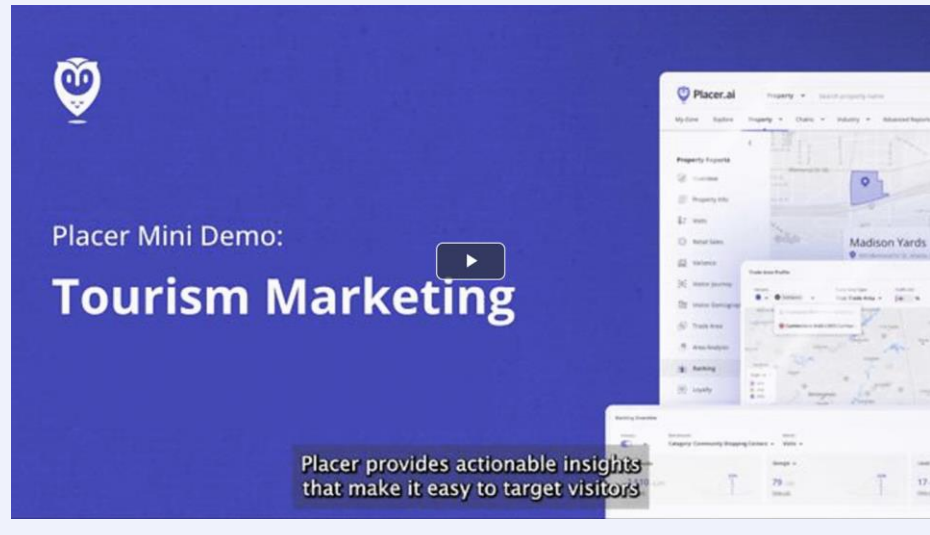
Placer's Solution

Placer provides actionable insights describing visitor interests, demographics, travel routes, and more so you can improve ad targeting and campaign messaging.

ANSWER QUESTIONS LIKE:

- Q:** Which audience segments should I target to reach my ideal customers?
- Q:** Which routes have the greatest exposure for my residents and visitors?
- Q:** Which media channels, publications, or influencers do my visitors follow?

DISCOVER THE NEW MARKETS SECTION: CLICK TO PLAY DEMO



Placer Mini Demo:

Tourism Marketing

Placer provides actionable insights that make it easy to target visitors

Placer Helps Cut \$100K Worth of Waste from Out-of-Home Advertising Budget

[READ THE CASE STUDY](#)

"Placer data helped us discontinue ineffective billboards."

- VP Strategy @ Catalyst Marketing

Event Planning & Marketing

The Problem

Special events and promotions can drive significant traffic, but without attendee insights, it's a struggle to gauge success and improve future events.

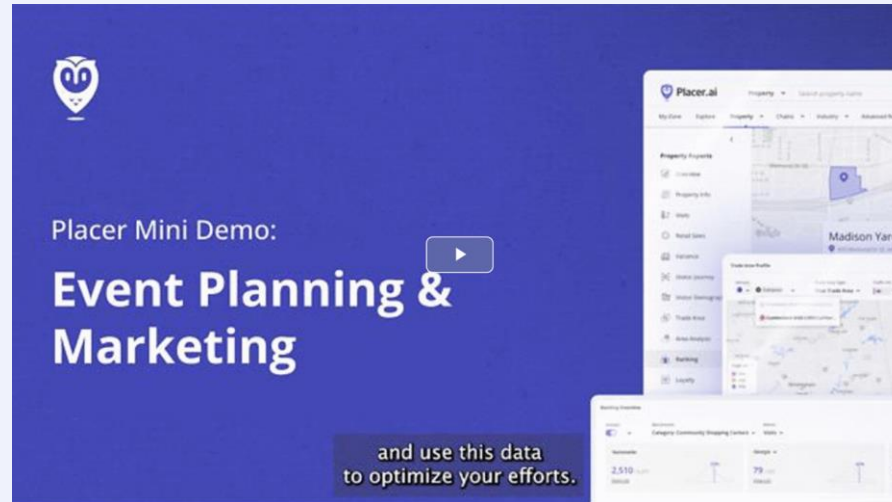
Placer's Solution

Placer provides robust historical event attendance data, and comprehensive insights describing attendees' demographics, interests, real-world behaviors, shopping patterns, social media activity, and more.

ANSWER QUESTIONS LIKE:

- Q: How can I monitor event attendance and measure YoY growth?*
- Q: How does our event attendance compare to similar events?*
- Q: How should I allocate resources and budget to future events?*

CLICK TO PLAY DEMO VIDEO:



*Placer Helps
Event Marketing
Team Quantify
the Economic
Impact of Annual
Event*

READ THE CASE STUDY

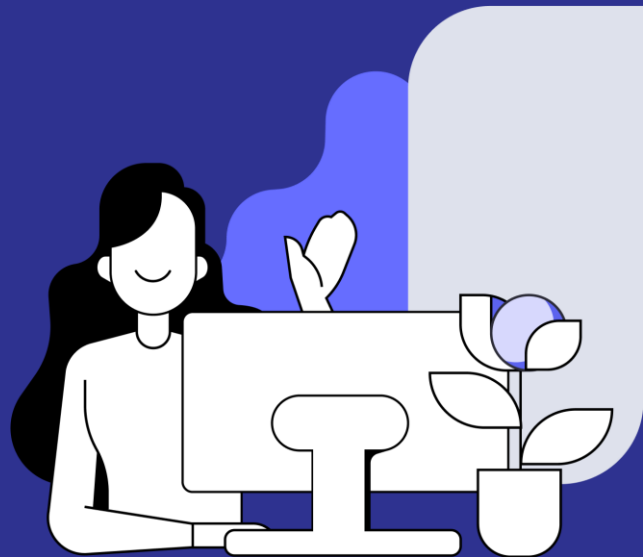
Placer data showed
economic impact of

\$52M

Insights Made Easy: Flexible Data, Support Guaranteed



Placer offers flexible data exploration and delivery options to best fit your existing workflow – and a team of dedicated service professionals to **support you every step of the way.**



24/7 Platform Access

Explore and analyze on-demand with self-service access to the world's leading location analytics platform



Automated Data Feeds & API

Employ automated data delivery via Placer's customizable data feeds and API. Also available via marketplace partnerships, including Snowflake and AWS.



White-Glove Service

Enjoy expert strategic guidance from your team of dedicated support professionals, or engage our analytical research team for bespoke analysis and insights.



Ready to Learn More?

NEXT STEPS



Placer.ai
Platform Demo



Cross-Functional
Intros & Demos



Data Validation



Sign the
Contract!



Onboarding &
Training



Long-term
Partnership



Thank You

www.placer.ai





Related Resources



CASE STUDY

Nebraska State Fair Raises Sponsor Rates by 20%

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Grand Forks, ND Wins \$100k Grant To Revitalize Town Square

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Downtown Kansas City Secures \$85M to Cover Interstate & Create Urban Park

[View the Deck](#)

[Explore Case Study](#)



CASE STUDY

Dunwoody, GA secures \$88k budget for annual holiday lights event

[View the Deck](#)

[Explore Case Study](#)





Appendix

Background slides

Unparalleled Accuracy

Highest-Quality Data

Placer.ai derives its insights from the largest, high-quality mobile device panel available, and benchmarks against authoritative data sources.

Verified Truth Set

Placer.ai data is constantly validated by top retailers against credit card transactions, store revenue, vehicle and people counters, and other objective measurements.

96.7%
correlation to
domestic store
revenue growth

Best Buy



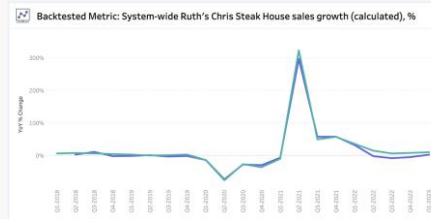
96%
correlation to
sales of alcoholic
beverages

TX Alcoholic Beverage Commission



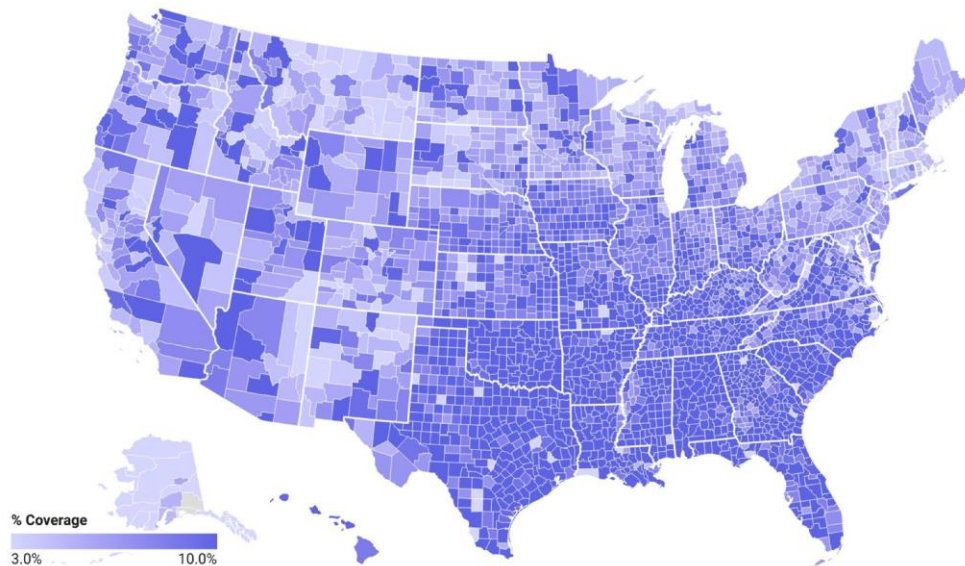
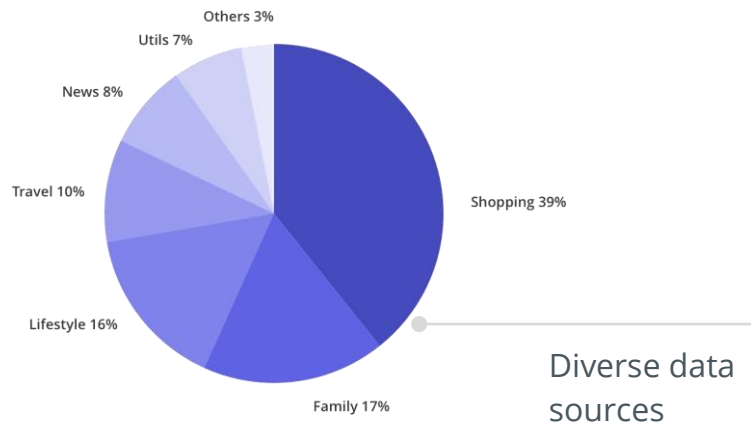
99.6%
correlation to
Ruth's Chris sales
numbers

Ruth's Chris Steakhouse



Broad, High-Quality Coverage

Placer's broad, diverse, and high-quality data partnerships provide visibility into tens of millions of mobile devices, forming a **statistically significant panel** which accurately reflects the real-world movement of the entire U.S. population.



Privacy By Design

Placer's unique and unwavering commitment enables **exclusive partnerships** and **future-proofs our business**.



We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.



We Invest Heavily in Data Security

We use end-to-end encryption to protect data in transit and at rest, using a centralized key management system and rotating keys. We also employ the ISMS from ISO 27001, including a risk management program based on the ISO 31000. All data is collected, stored, and processed only on US servers.



We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.



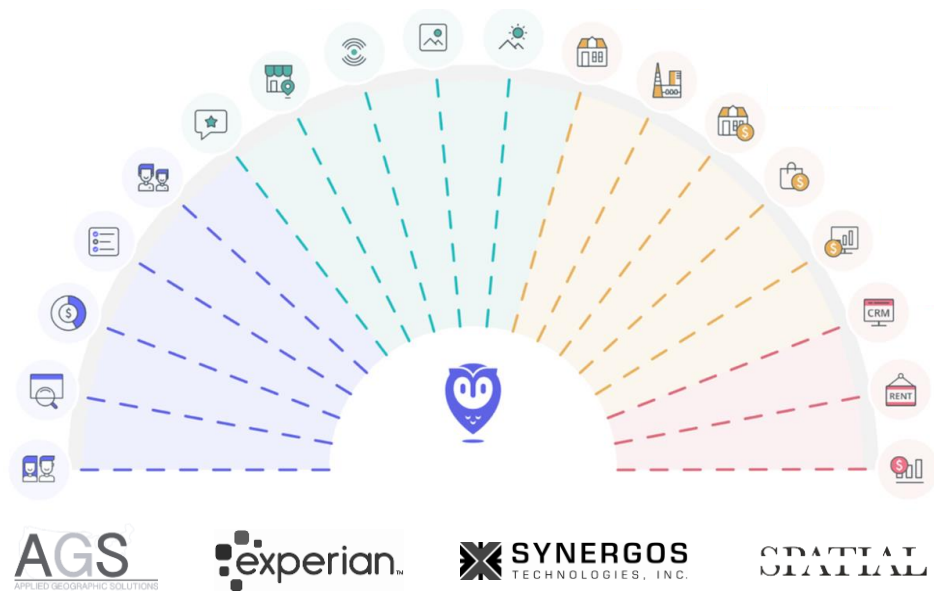
The Placer Marketplace

Dozens of Third Party Data Sets

The Placer Marketplace provides streamlined access to 20+ third party demographic, psychographic, and behavioral data from industry leaders like Experian, Mosaic, and STI.

360° Consumer Understanding

The powerful combination of Placer's True Trade Area and industry-leading external data sets allows for robust and nuanced analysis of consumers and markets.



Increase Event Funding

Case Study

Dunwoody, Ga Secures \$88k Budget For Annual Holiday Lights Park Event

The Challenge

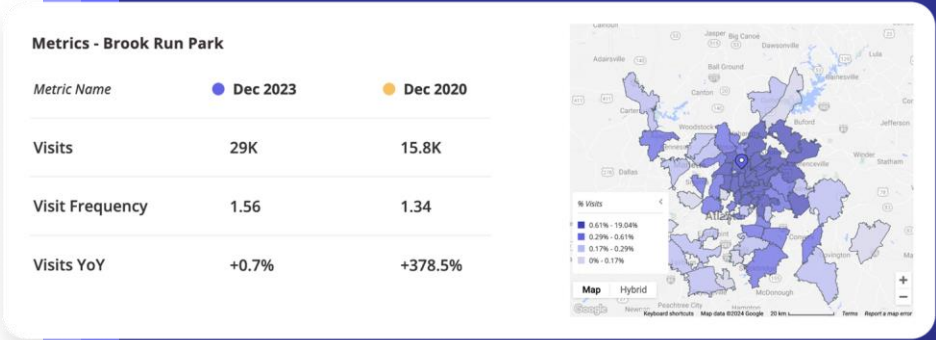
The City of Dunwoody sought to secure increased funding for its annual Holiday Lights event. Anecdotal attendance estimates lacked precision and made it difficult to justify budget requests to city leaders. How could parks and rec show the event’s popularity and secure the needed funding?

Placer’s Outcome

Using Placer.ai data, the City of Dunwoody demonstrated the event attracted 4x the original attendance estimates and has continued to grow since launching in 2020. With the data proving the event’s popularity, the parks and rec team successfully secured a 10% greater budget for the Holiday Lights event.

Explore the deck

See the case study



“

When city leaders questioned the success of the event, we were happy to show that attendance was more than 4x what was unexpected. That gave them the confidence to increase our budget, helping us to deliver an event that our residents and guests have come to know and love.”

Rachel Waldron
Parks and Recreation Director
The City of Dunwoody, GA





Evaluate Event Impact

Case Study

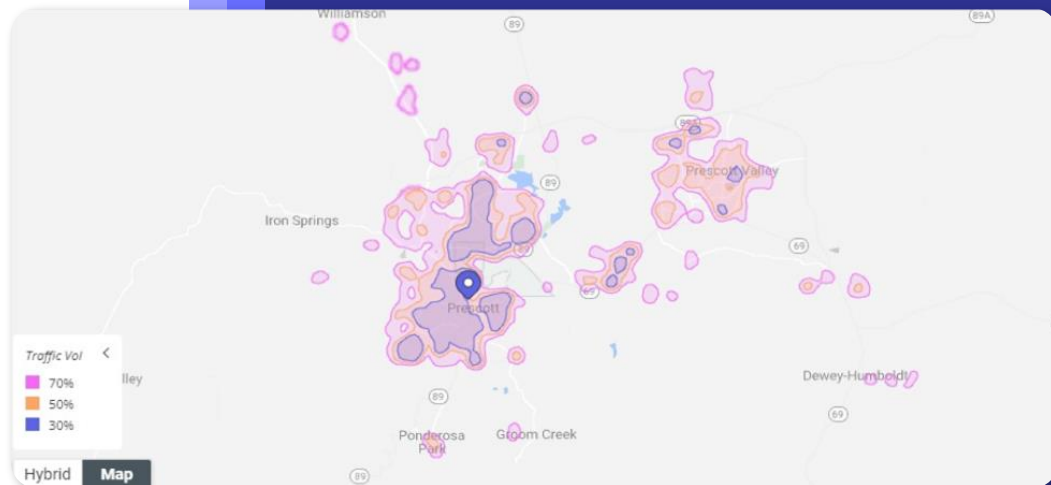
Placer Helps Prescott, AZ's Event Marketing Team Quantify Event Impact

The Challenge

The City of Prescott, AZ holds a 6 week Christmas celebration but lacked a clear understanding of the size of the various events and how best to market them. How can the Office of Tourism prove the value of the event and optimize marketing strategies?

Placer's Outcome

The city's Office of Tourism used Placer to track foot traffic and visit patterns over the 6 weeks, validating earlier targeted marketing efforts and showing an economic impact of \$52M. This data helped the Christmas City organizers secure \$200k in new grants.

[Explore the deck](#)[See the full case study](#)

“

With Placer, we market events more efficiently than ever before... and have helped our partners land multiple grants to help put on the Christmas City event. Placer has been a wonderful asset to the Office of Tourism and our partners.

Cristina Binkley
Tourism & Economic Initiatives Coordinator

Upgrade Your Digital Media Case Study



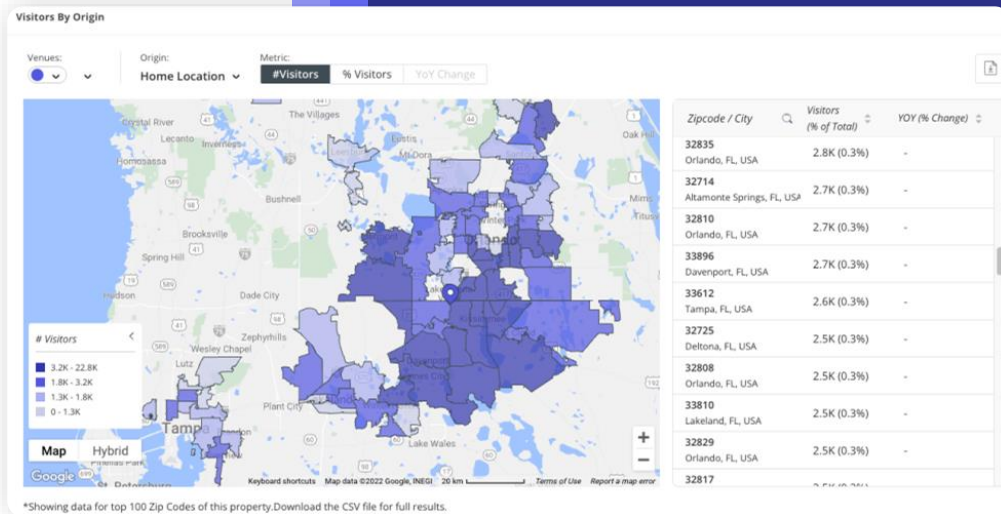
Destination Food Truck Park Leverages Placer Data to Cut Advertising Costs by 90%

The Challenge

A busy, permanent food truck park wanted to boost revenue and expand its reach to customers in new areas.

Placer's Outcome

Using Placer, the food truck park was able to isolate customers vs. employees and analyze the characteristics of their best customers – including avg lengths of stay, home location, demographics, favorite places and brands, psychographics, and more. They used this data to identify the best new areas target and to optimize their existing targeting strategy, ultimately lowering their CPC by an average of 90%.



Placer's trade area map and demographics were a game changer for us because they gave us the data to target our advertising, ultimately lowering our CPC by 90%. We use it almost every day. Without Placer, you're really in the dark.

Food Truck Park CEO

[See the full case study](#)

Upgrade Your Billboard Strategy

Case Study



The Challenge

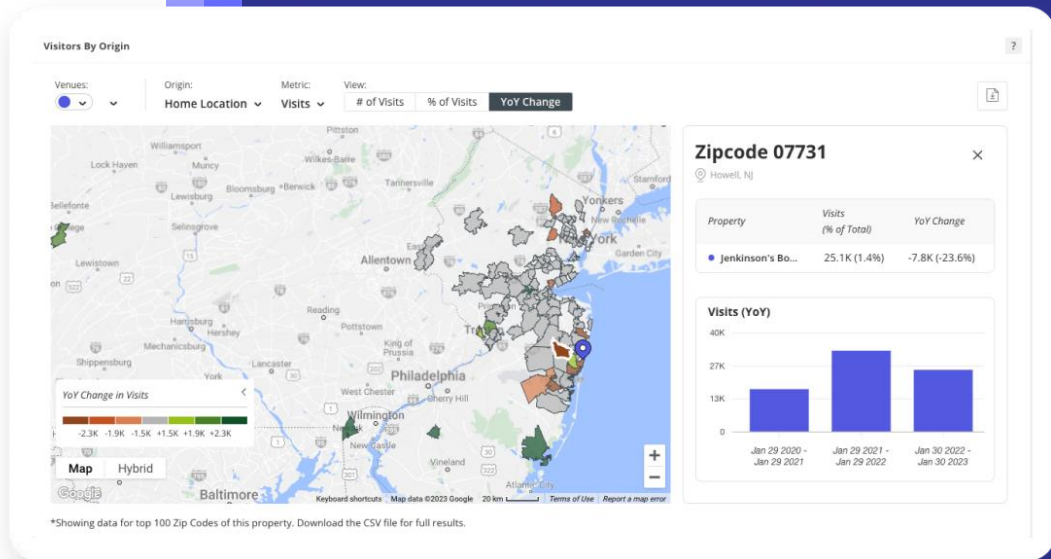
Jenkinson's Boardwalk, a Jersey Shore attraction, holds a yearly online and on-site Easter event to pre-sell tickets, and needed data to inform billboard placement and digital campaign strategies. How could they advertise the Easter event in a way that drives the most sales?

Placer's Outcome

Using Placer, they analyzed home zip codes and vehicle traffic to create the optimal digital and out of home (OOH) billboard ad campaign. These targeted ads gave Jenkinson's their most successful Easter sale yet, with 13% sales growth YoY, all while maintaining the same marketing spend.

Explore the deck

See the full case study



“

As an ungated property, it's hard to know our guests or where they come from. Signing up for Placer has given such rich customer data that our marketing efforts have done a complete 360, generating the best sales we've ever seen.”

Alex Taylor

Marketing and Brand Manager, Jenkinson's Boardwalk