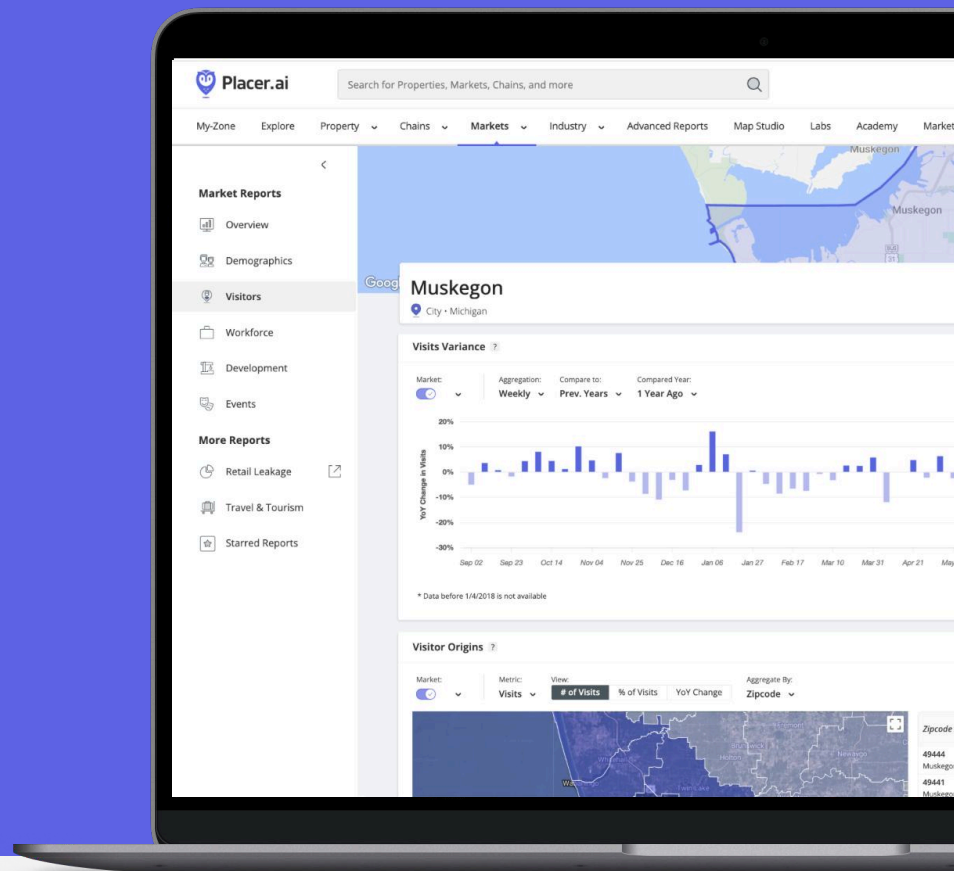




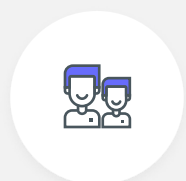
Civic

Boost Your Visitor Economy

Use the industry's leading location analytics to attract more visitors and fuel your community's growth.

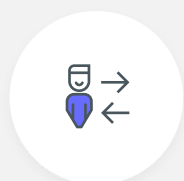


Inform key strategic decisions with foot-traffic data



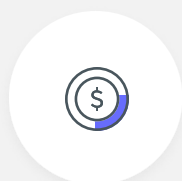
Visitor Insights

Gain a deep understanding of who your visitors are, including their demographics, interests, and where they travel from, to tailor your strategy.



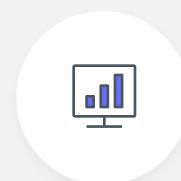
Visitor Journey

See which local attractions, businesses, and restaurants visitors frequent to craft more effective marketing campaigns and then demonstrate campaign success.



Economic Impact

Measure the financial contribution of tourism by analyzing visitor spending, identifying which local businesses benefit most, and understanding revenue capture and leakage.



Enhance Marketing

Use rich visitor data to craft more effective marketing campaigns, plan and promote successful events, and maximize your attendance and ROI.

Loved & Trusted by



Make smarter & faster decisions with [Placer.ai](#)

Try Free

Powering Your Community with Actionable Data

Use Placer.ai to:



Boost Ad Campaign ROI

Boost your advertising ROI by targeting the right audiences and measuring your campaign's impact on actual foot traffic.



Optimize Event Planning & Marketing

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



Report Visitor Counts & Trends

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



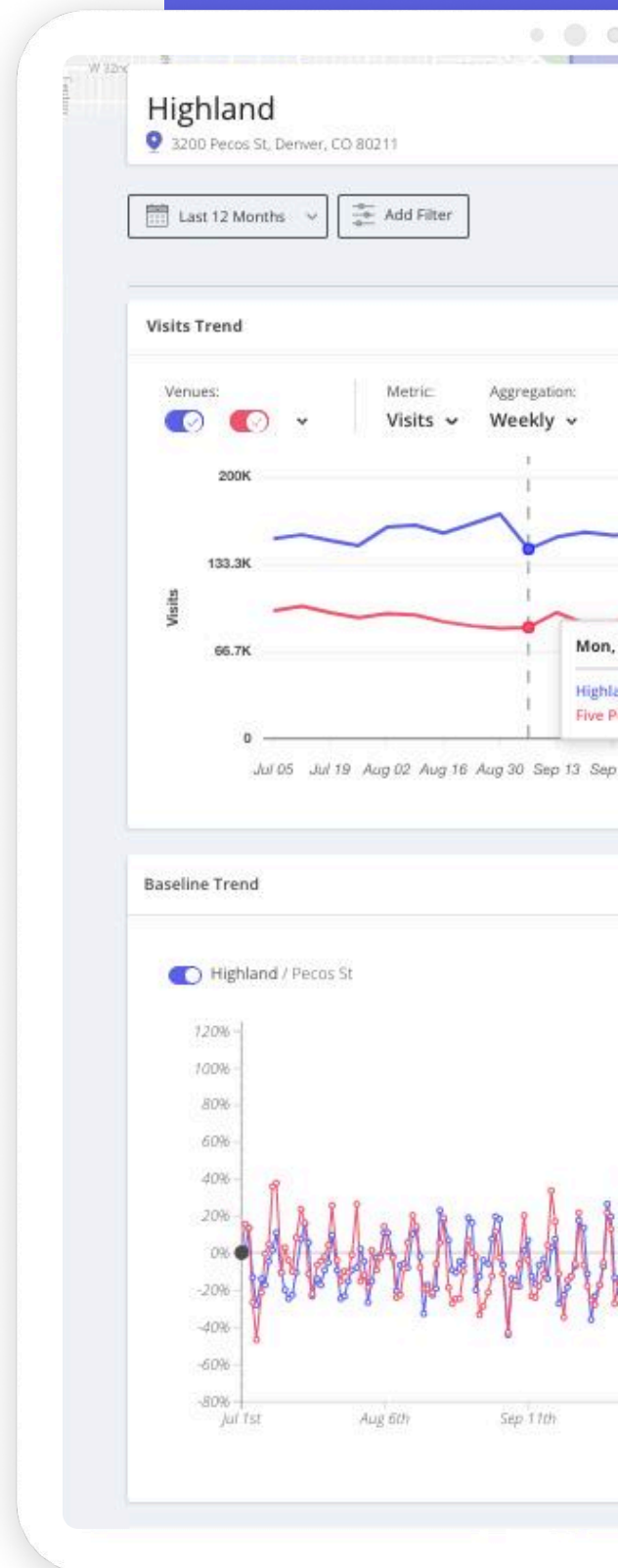
Understand Visitor Demographics & Interests

Go beyond basic visitor counts to truly understand who your visitors are. See their demographics, discover their spending habits, learn which brands and media they prefer, and more.



Prove Tourism Impact on Local Businesses

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



"With Placer, we market events more efficiently than ever before, see clear ways to better serve our residents, 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 community partners."

Cristina Binkley, Tourism & Economic Initiatives Coordinator
City of Prescott, AZ

"Unless we had someone sit outside 24 hours a day, 7 days a week for the last 5 years, asking each person who they are, where they live, how much they make, etc. there's just no way we could have understood our visitors that deeply than with Placer. Being awarded a \$100K grant has totally changed the scope of what we'll be doing this year."

Alexander Weber, President and CEO
Grand Forks Downtown Development Association