Tourism Economics and Arrivalist partner to strengthen international market analysis

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"Arrivalist mobile device data will deepen Tourism Economics analysis of international visitation to US destinations."

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Arrivalist mobile device location services data will be integrated into Tourism Economics models to track international visits to US states and cities

Understanding the travel patterns of international visitors to the US is critical to the marketing decisions of destinations, hotels, and attractions. Tourism Economics provides this market intelligence to dozens of destinations, attractions, and hotels.

Beginning with analysis of 2018 trends, Tourism Economics will incorporate Arrivalist metrics on device counts from Canada, Mexico, and Brazil into our calculations of visitation to all 50 states and 50 US cities. These three markets represent more than half of all international visitors to the US. The recent decision of Statistics Canada to no longer survey returning Canadian residents on US states visited makes the inclusion of Arrivalist intelligence vital to the continued tracking of Canadian visitors to the US. Results for Mexico and Brazil will also be strengthened across all modes of transportation.

Arrivalist data on over 330,000 international trips from these three source markets will inform estimates on visitation to US destinations within both the *Global City Travel* and *International State Travel* services. The distribution of observed mobile devices will identify overnight visitors by destination and will be combined with existing immigration, credit card, aviation, and survey data to produce robust estimates of travel volumes, nights spent, and spending of visitors to 50 US cities and all 50 states.

Tourism Economics, an Oxford Economics company, focuses on the intersection of the economy and travel sector, providing actionable insights to our clients. We provide our worldwide client base with direct access to the most comprehensive set of historic and forecast travel data available. And our team of specialist economists develops custom economic impact studies, policy analysis, and forecast models.

Arrivalist is the next-generation Visitation Intelligence company that empowers marketers with a new suite of measurements to evaluate the lifetime value of a visitor. The company's patent-pending technology is used by over 150 location marketers around the world. The company analyzes the changing locations of computing devices to provide marketers with unique business intelligence about how consumers interact with the locations they market and how their media attracts visitors.

Learn more: **TourismEconomics.com** and **Arrivalist.com**