



How a tourism board used Near's Heartbeat report to assess the impact of an event

This tourism board measured the impact of an event, in terms of visitation, to a particular area.

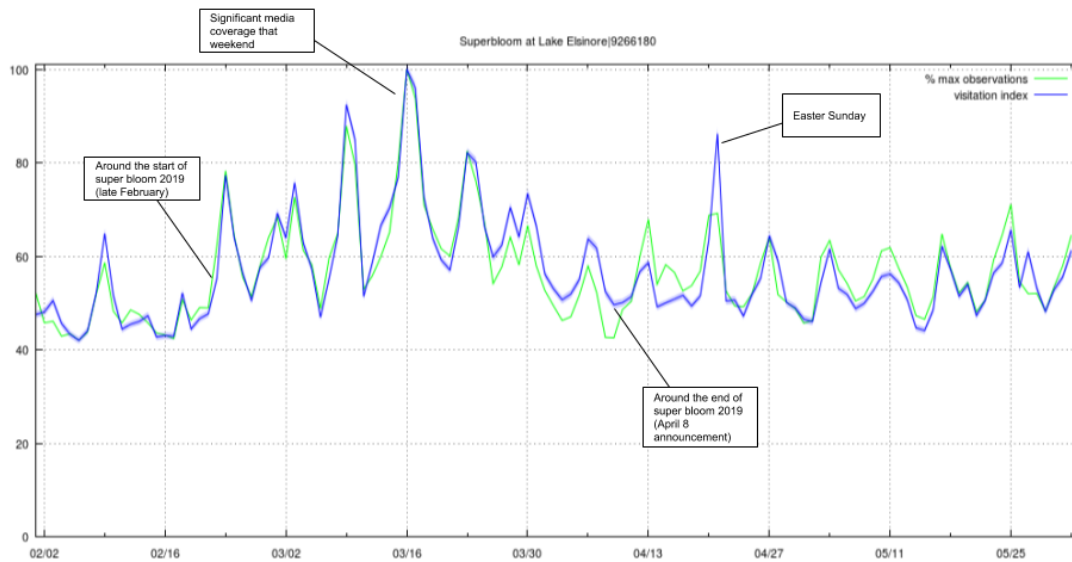
Background

From the end of February to the beginning of April 2019, an event occurred in the city of Lake Elsinore, CA. A tourism board was interested in seeing how visitation changed from February to May of 2019 and how that varied during the event.

Reports used:

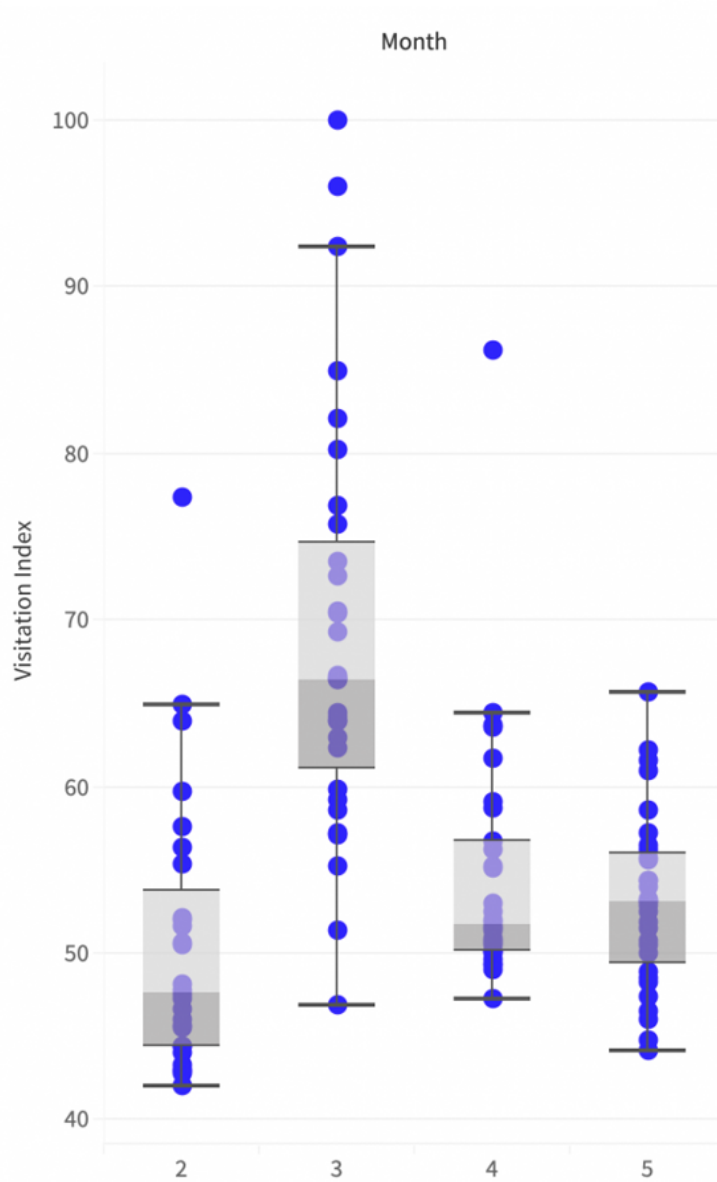
- [Heartbeat](#)

How did visitation change in the designated area from February to May of 2019?



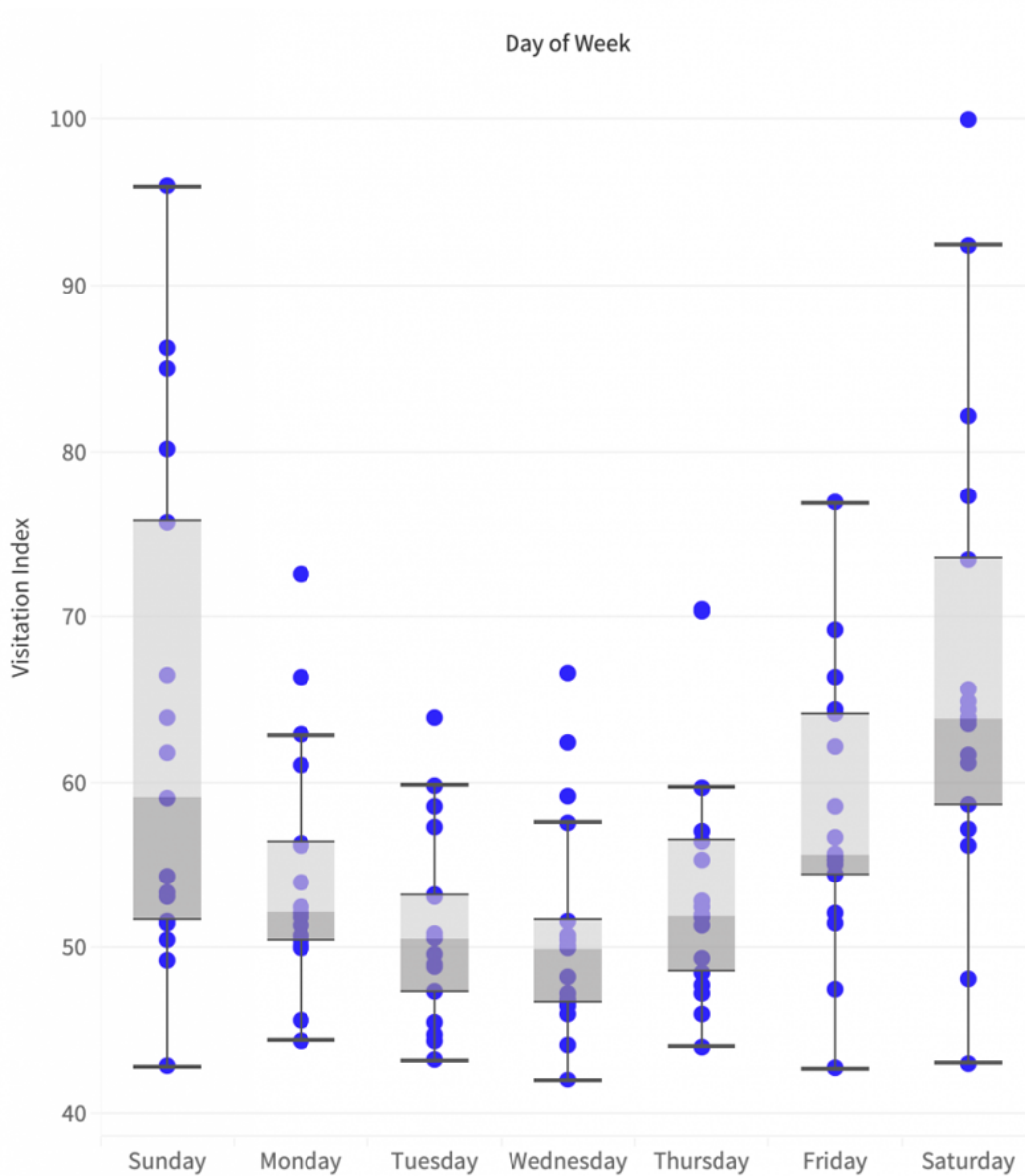
The Heartbeat report is a great way to explore the impact of an event on foot traffic in a study geography. From looking at this graph, we can see that there was an upward trend from late February to the middle of March when there was significant hype around the event. Visitation slowly went down as the excitement died down. Once the event ended, visitation went back to its pre-event levels.

Superbloom at Lake Elsinore (Month)



This graph further highlights the impact that the event had on the area. From looking at a breakdown of visitation by month, the median visitation index in February, April, and May hovered around 50. However, there was a noticeable increase in the visitation index during March where the median visitation index was close to 65.

Superbloom at Lake Elsinore (Day)



The breakdown of visitation by day shows that the visitation index, on average, was higher on the weekends compared to the weekdays. This would indicate that more people would rather take a day trip to witness the event on the weekends rather than taking it during the weekdays. This is only one of many use cases for visitation patterns and foot traffic trends for locations.

About Near

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We are determined to provide actionable insights as we work relentlessly to shape, build and maintain the world's largest source of intelligence on people and places in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy led source of intelligence on people, places and products.

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