

# VISITOR INSIGHTS

## EVENTS REPORT

Chatham High Street

Chatham Chinese Festival  
17<sup>th</sup> February 2024



VISITOR | INSIGHTS

## Data Source & Type

- The data collected is **GPS coordinate data**.
- Our data is gathered by data aggregators which collect GPS data from **multiple application publishers** from hand-held devices.
- These devices are predominantly **mobile phones**.



## Representative Sample

- Data aggregators ensure a **wide range of application types** are used, e.g., weather, travel, utilities, news, gaming apps.
- These are sourced from across **all operating systems**, e.g., iOS, Android, Google.
- These items ensure a **wide range of audiences** are covered, therefore creating a **robust sample** and **reducing bias**.



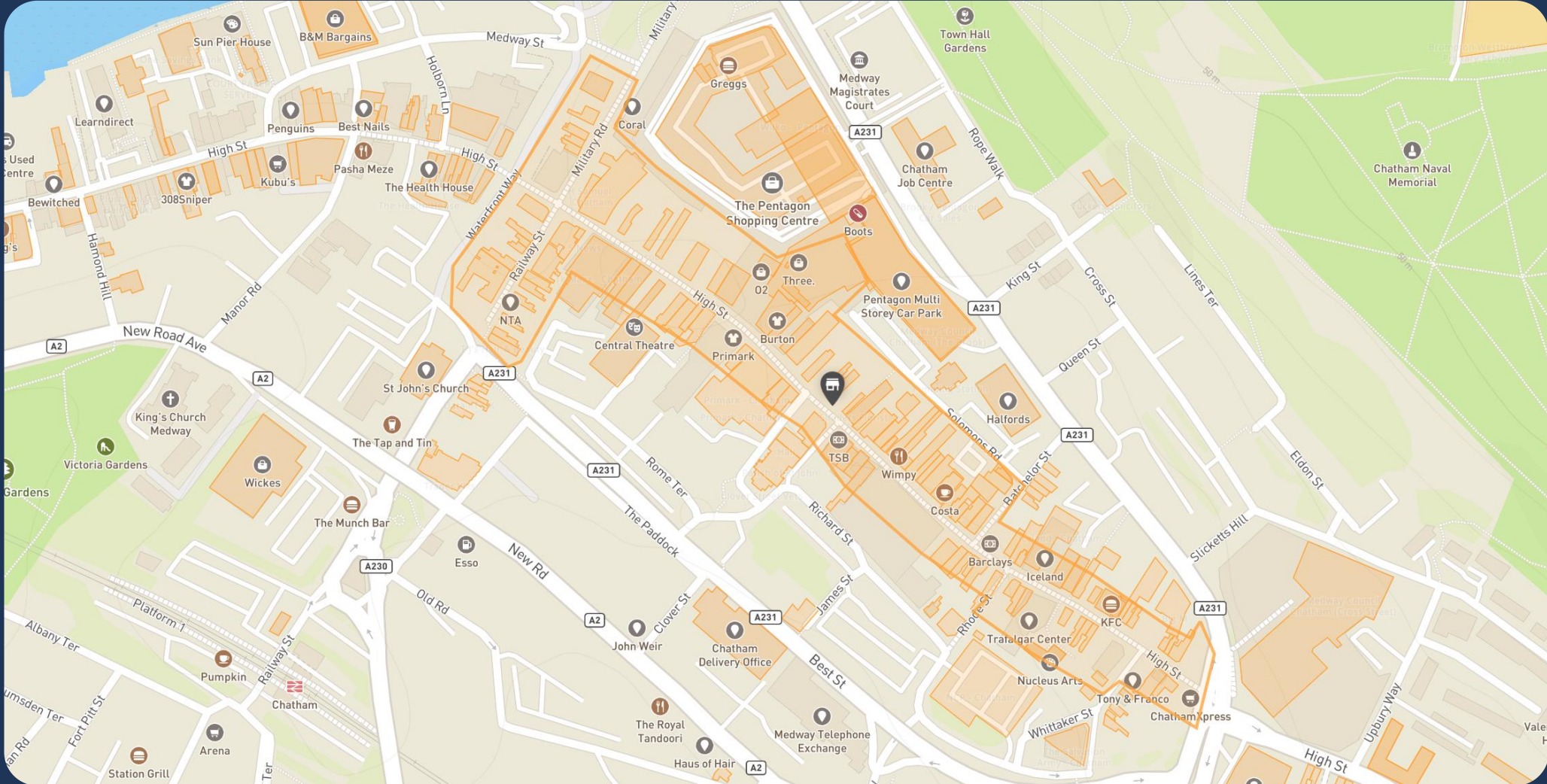
## Processing GPS Data

- We monitor GPS signal pings within our **digital geofence boundaries** on Terain – our online platform.
- We then apply **proprietary algorithms** based on human behaviour to **extrapolate** this data up to provide a real-world context, which is shown through Terain's outputs.
- We ingest on average around **350m location** data points per day.
- Our human behaviour algorithms and calculations have been enhanced to provide the **most accurate visitor movements and behavioural patterns** in the UK.



# CHATHAM HIGH STREET — GEOFENCED BOUNDARY

## CHATHAM HIGH STREET GEOFENCE ON VISITOR INSIGHTS PLATFORM



# CHATHAM HIGH STREET – CHATHAM CHINESE FESTIVAL: SUMMARY DATA

## TOTAL VISITS



42,506

VISITS TO THE TOWN CENTRE



## AVERAGE DWELL TIME

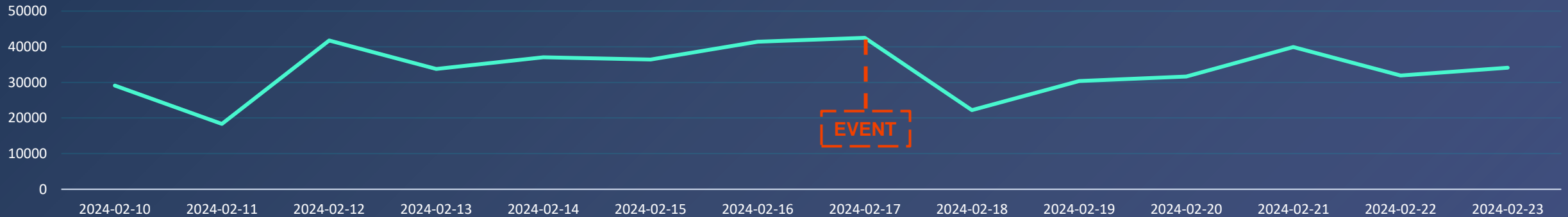


78 MINS

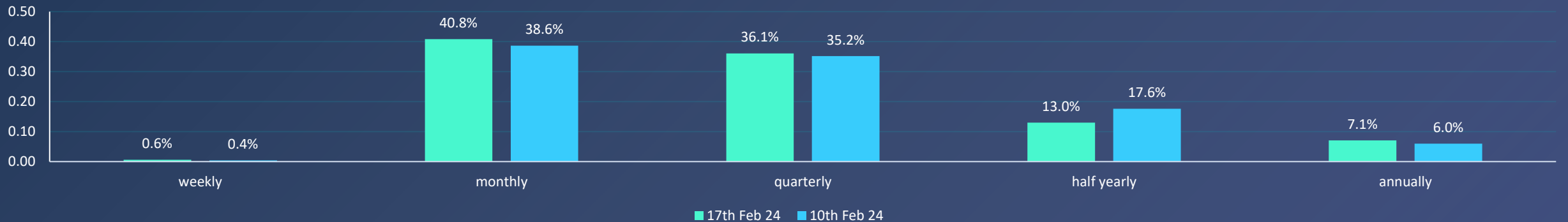
AVERAGE TIME SPENT IN THE TOWN CENTRE



## DAILY VISITS 10/02/24 – 23/02/2024



## VISIT FREQUENCY: 17<sup>TH</sup> FEB 2024 VS 10<sup>TH</sup> FEB 2024



# CHATHAM HIGH STREET – CHATHAM CHINESE FESTIVAL: DEMOGRAPHIC PROFILING

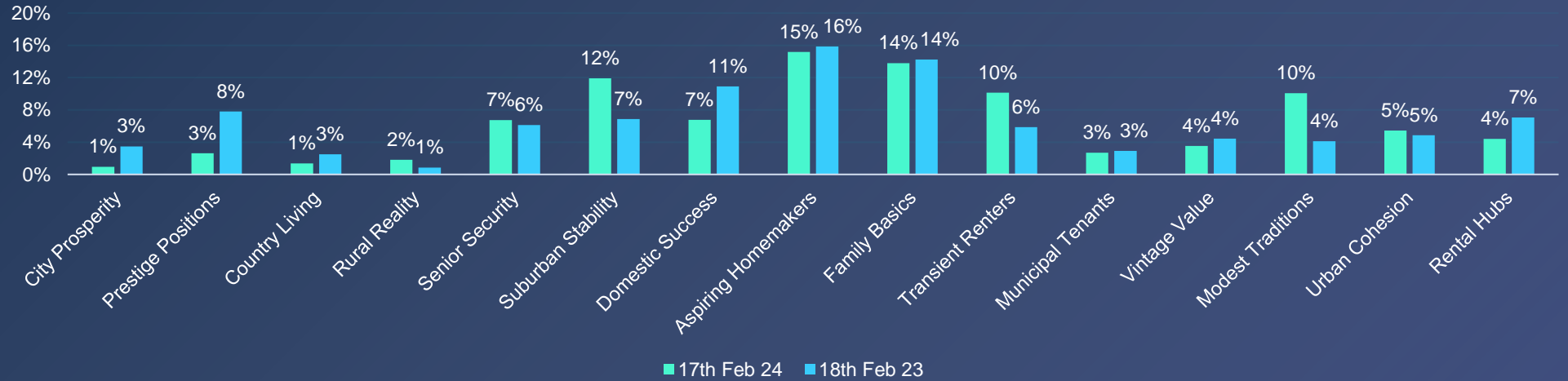


Visitor Insights have partnered with Experian to produce a market-leading demographic dataset.

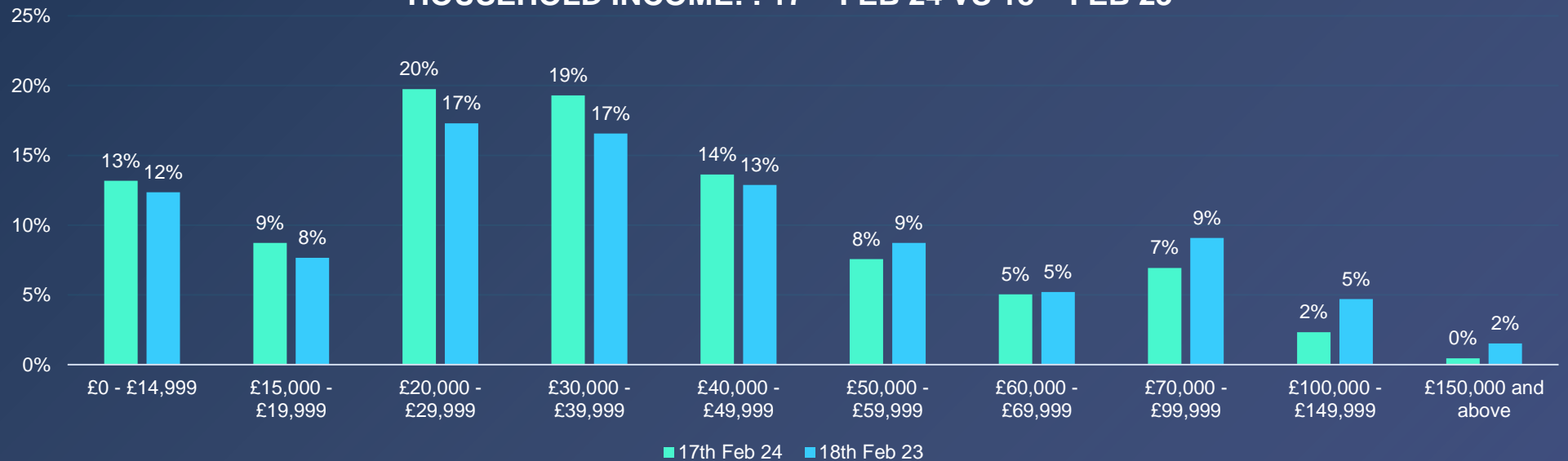
Visitor Insights' Demographic data outputs are therefore a blend of Experian's Mosaic datasets and our own granular geolocation data points.

The graphs shown here are derived from these datasets and show Segmentation and Household Income.

## MOSAIC SEGMENTATION: 17<sup>TH</sup> FEB 24 VS 18<sup>TH</sup> FEB 23

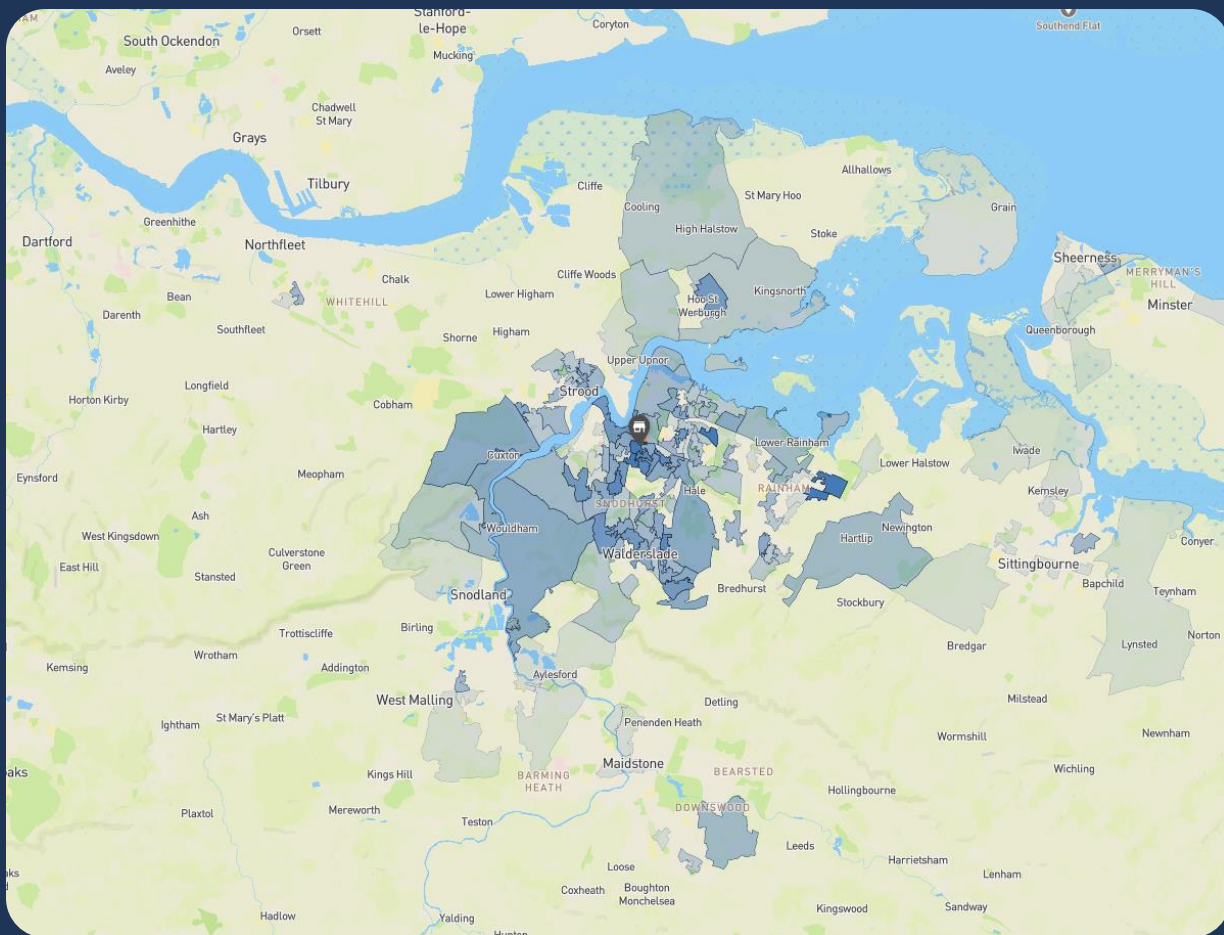


## HOUSEHOLD INCOME: : 17<sup>TH</sup> FEB 24 VS 18<sup>TH</sup> FEB 23

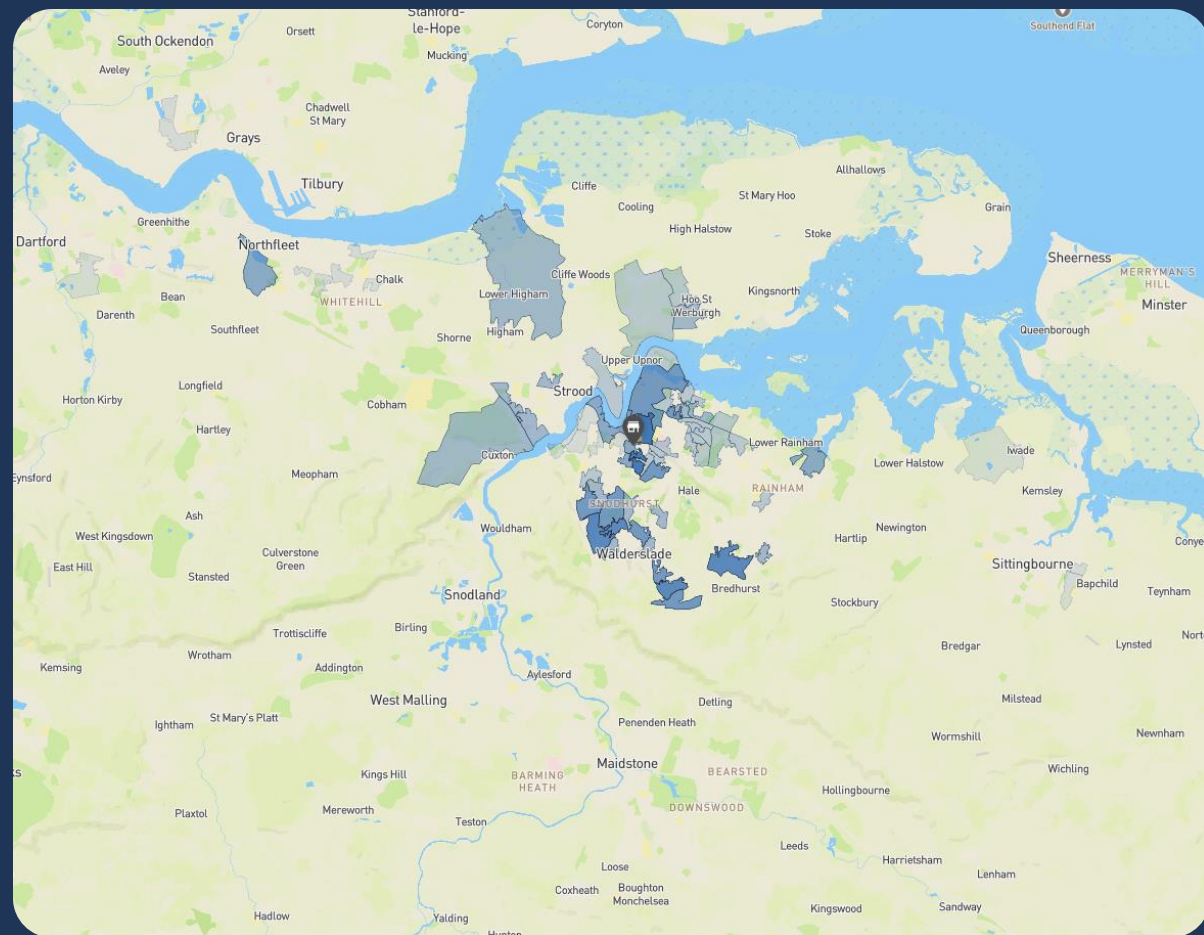


# CHATHAM HIGH STREET – CHATHAM CHINESE FESTIVAL: VISITOR ORIGIN CATCHMENT

## VISITOR ORIGIN CATCHMENT 17<sup>TH</sup> FEB 2024 (EVENT DAY)



## VISITOR ORIGIN CATCHMENT 18<sup>TH</sup> FEB 2023 (NON-EVENT DAY)



*These catchment maps show the origin home zones of visitors. Darker shades on the map indicate more visits compared to lighter shades.*

