TELUS Insights

Analytics for the real world

Tourism Golden

2020-21 Summary

TELUS Insights

This study utilizes de-identified and aggregated TELUS mobile subscriber data. In order to protect the privacy of TELUS subscribers, all personal information is removed. Proprietary algorithms were developed to aggregate, calculate and extrapolate impressions to the general population of Canada. These algorithms were also used to derive demographic profiles based on Statistics Canada's 2016 Census and National Household Survey.

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Data and Privacy

To protect the privacy of subscribers, several frameworks and measures are in place:

All data is de-identified meaning it cannot be traced back to an individual.

All data is aggregated into large data pools ensuring privacy is fully protected at all times.

All data is extrapolated to be representative of the total Canadian population.

All data is stored on secured TELUS assets.

This study utilizes 396 days of data passively collected by TELUS. Traffic volumes were calculated by using algorithms that calculate the distance and time between different user events as generated by the TELUS network. Location analytics are possible using this data because specific cell towers have an associated geographic coordinate. By aggregating and de-identifying this data, it is possible to perform geographic and movement analysis, while respecting individual privacy.

Key Definitions

Visitor

A Visitor includes anyone who is not a resident of the Golden-Columbia study area. Visitors have been categories by three trip types: Pass-thru, Day-trip, and Overnight. The trip types are defined as follows: Pass thru - More than 1.5 hours and less than 3 hours spent in the study area. Day-trip - More than 3 hours spent in the study area and not between the hours of 2AM and 6AM. Overnight - More than 3 hours spent in the study area and between the hours of 2AM and 6AM.

Resident

A resident is anyone with an assumed home neighbourhood in Golden-Columbia study area. TELUS has developed a proprietary algorithm to determine the neighbourhood that a device resides in. This algorithm uses Machine Learning to look at a series of factors, such as time spent in an area, number of days spent, frequency of visits, consecutive hours, and others, to decide the most likely home neighbourhood of a device. This algorithm uses training data to validate and ensure the model works in a broad range of conditions, including rural, and urban areas. The algorithm has also been built in such a way as to handle complex work behaviours, including shift workers, night workers, part-time employees, and stay-at-home workers. This ensures that work places are not confused with home neighbourhoods by the algorithm.

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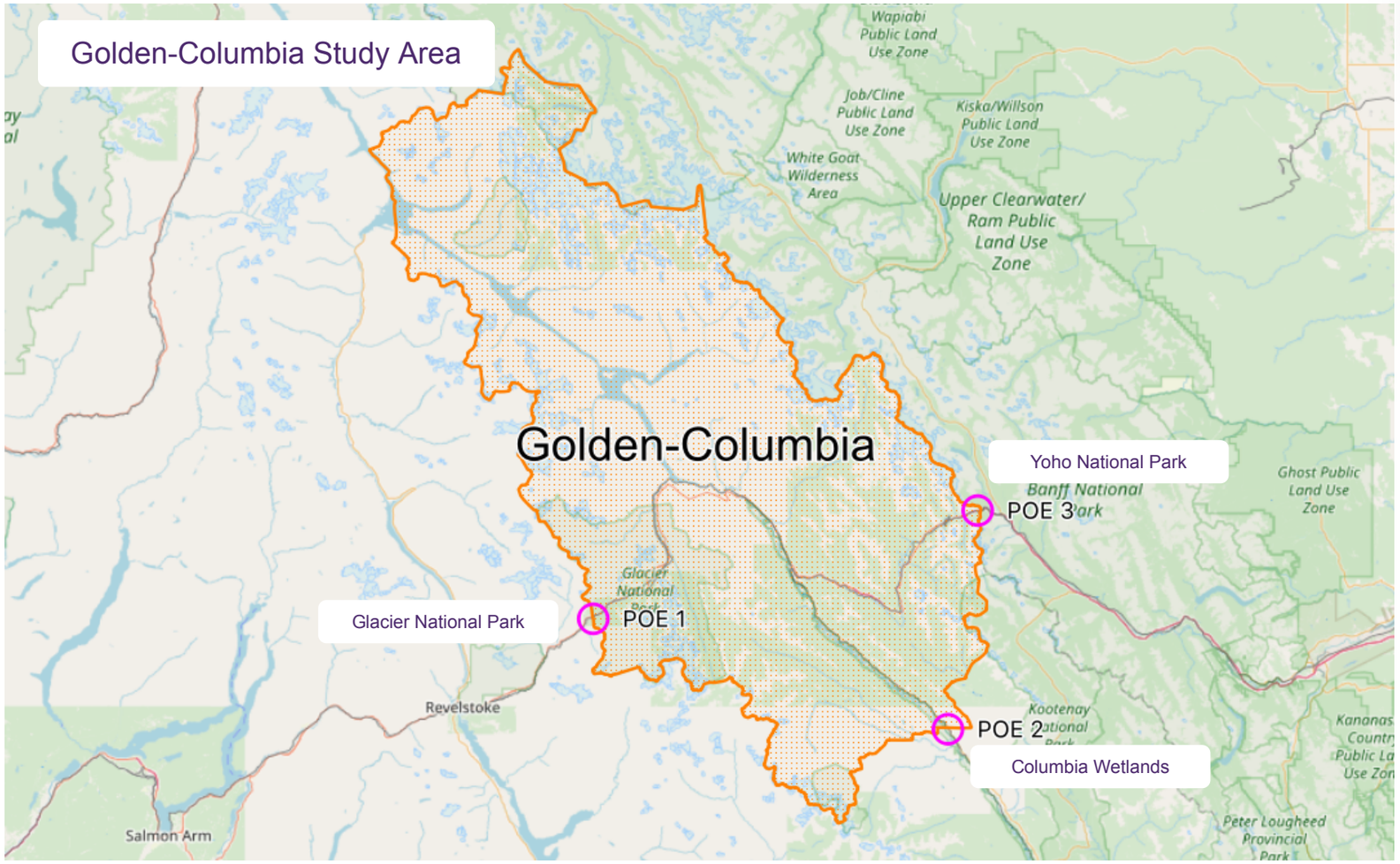

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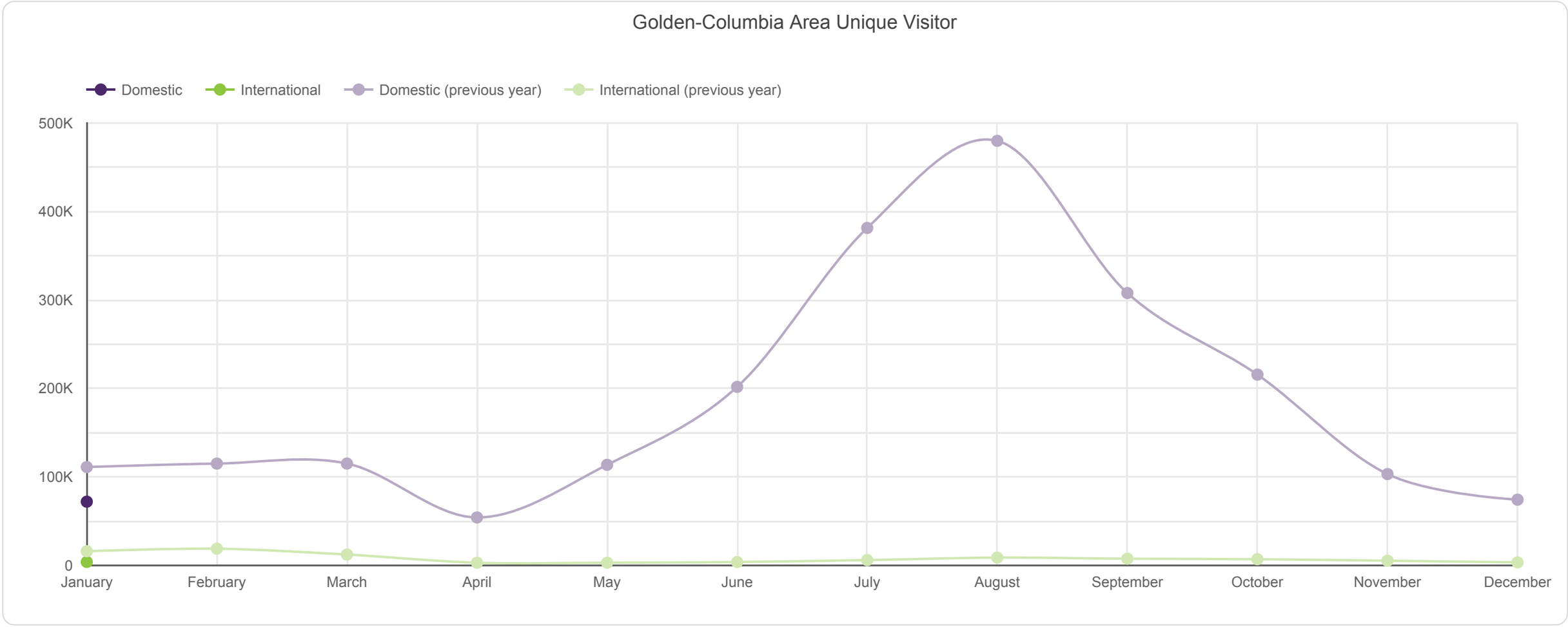
Monthly Unique Count

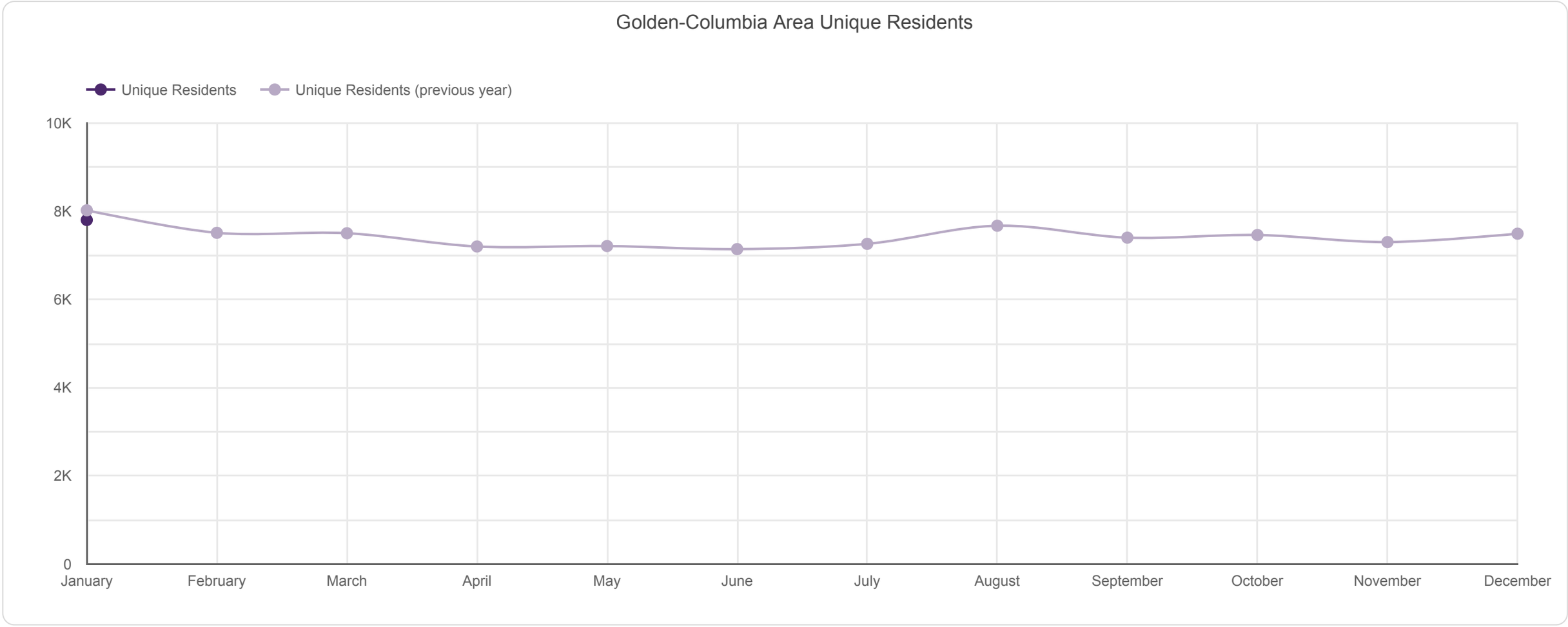
Monthly Unique Count

Nationality Breakdown



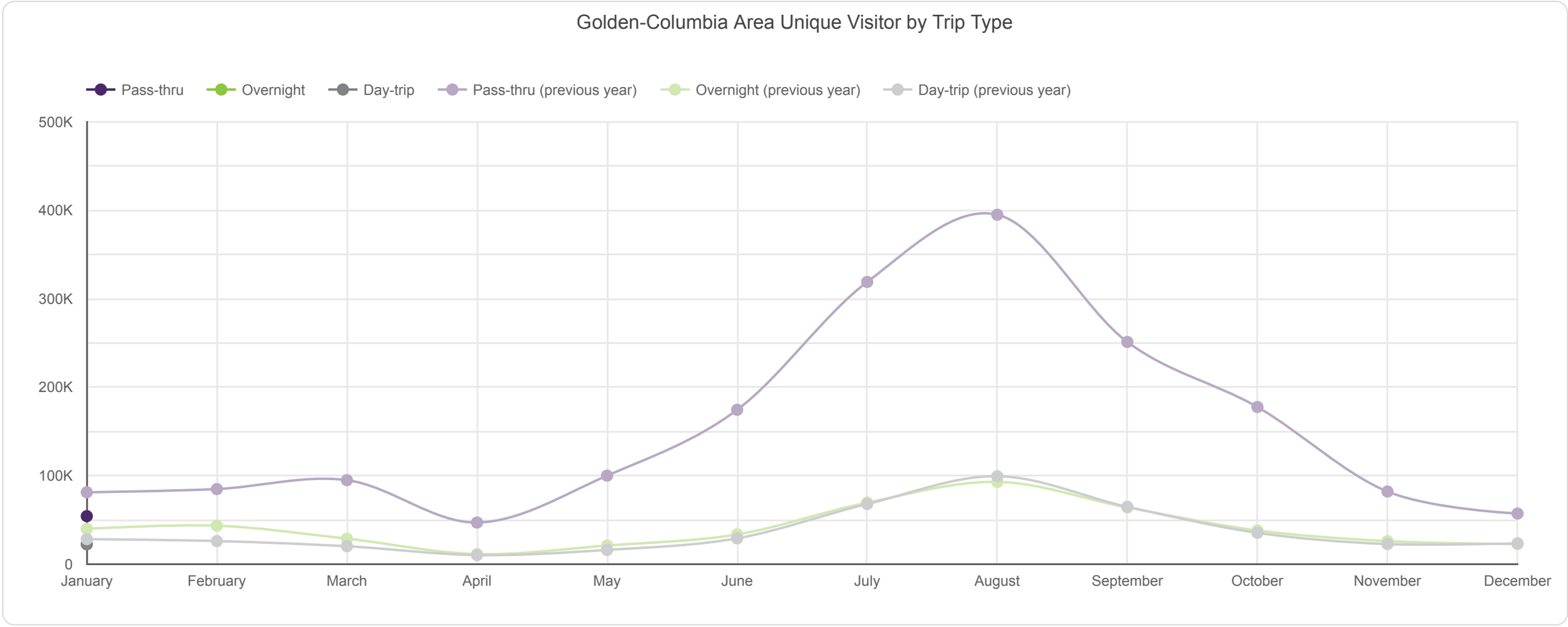
Monthly Unique Count

Residents



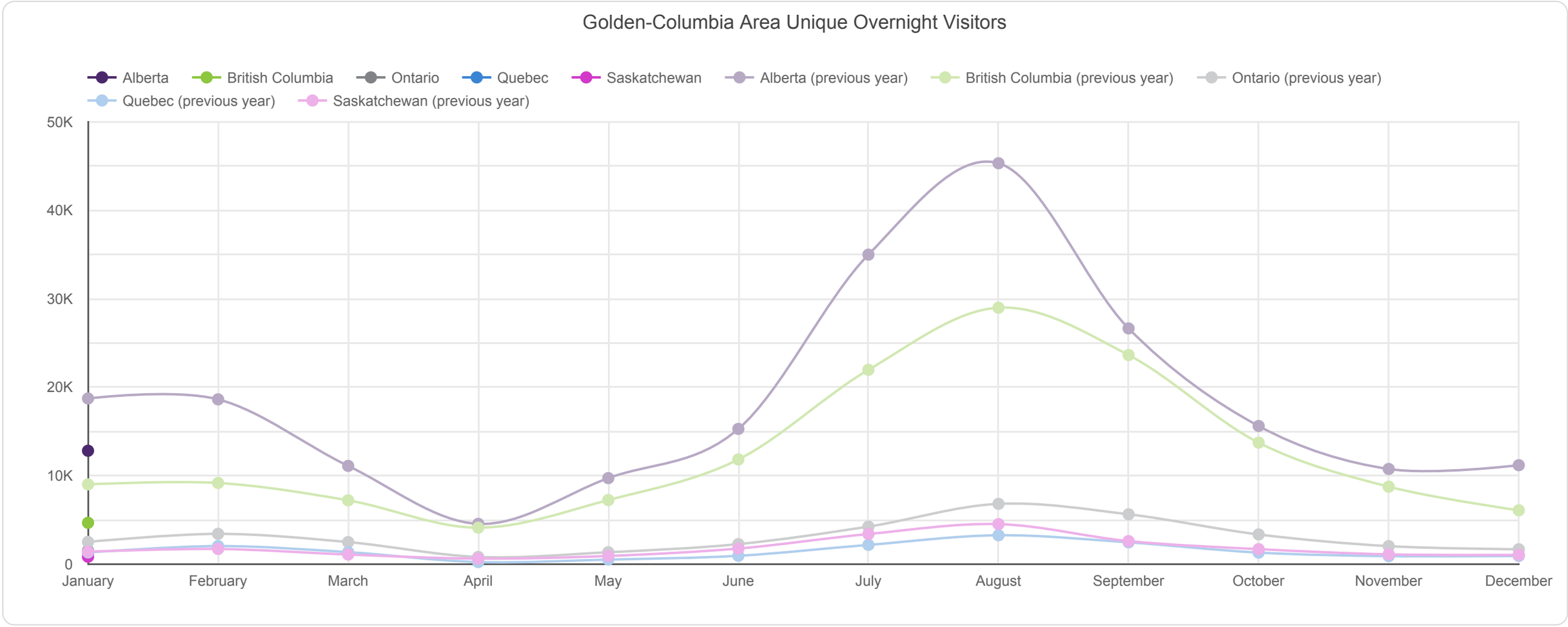
Monthly Unique Count

Trip Type Breakdown



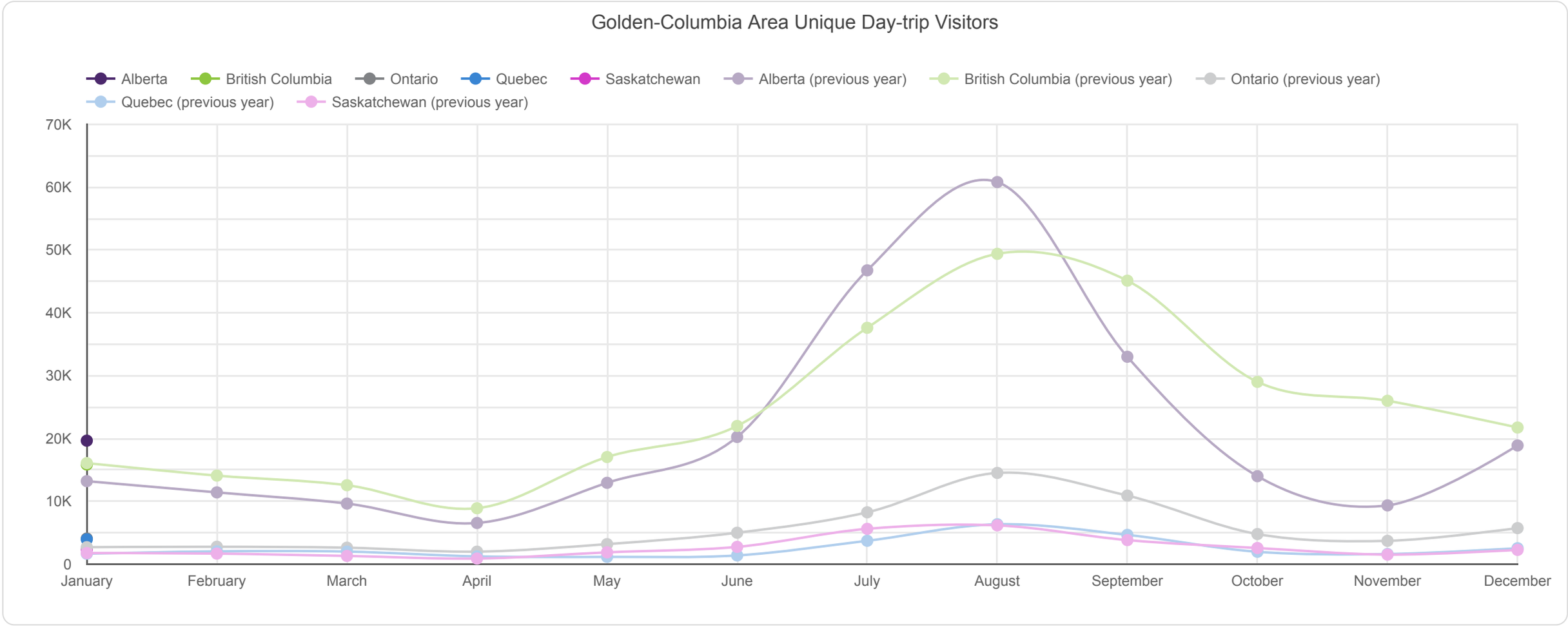
Monthly Unique Overnight Count

Province Breakdown



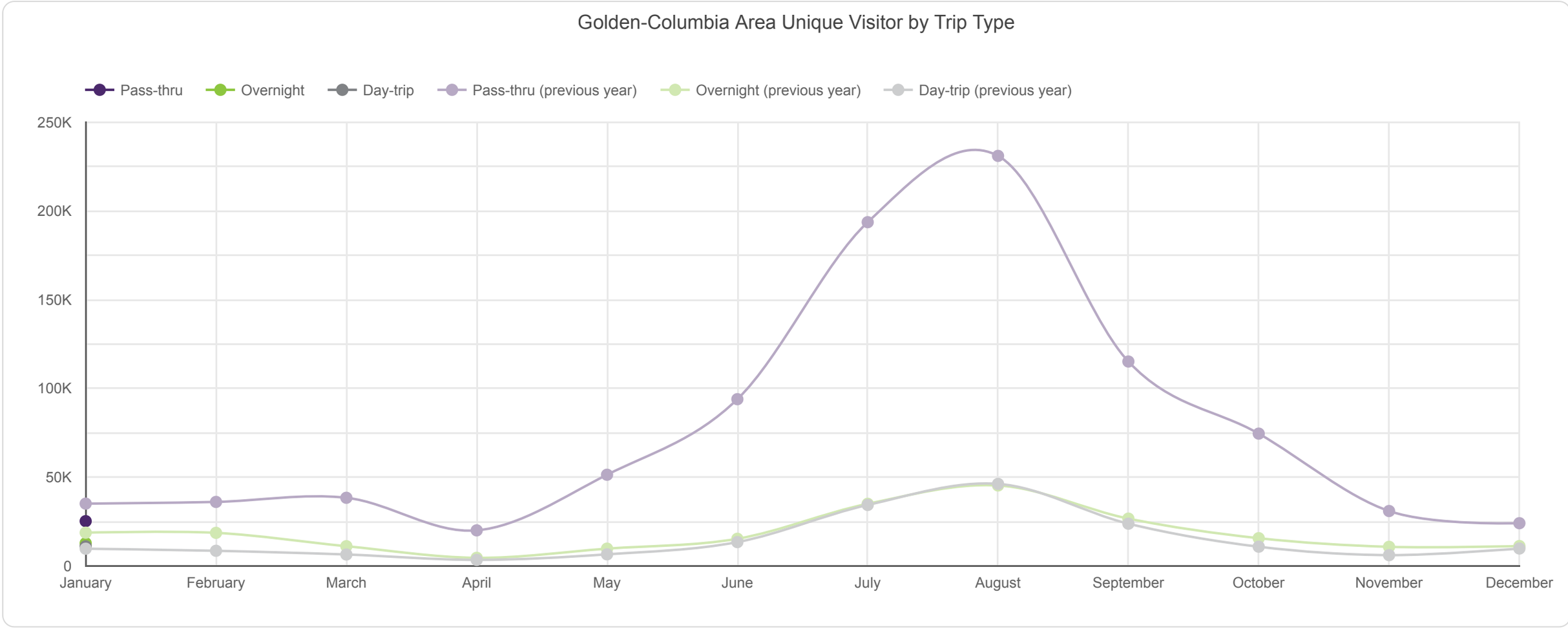
Monthly Unique Day-trip Count

Province Breakdown



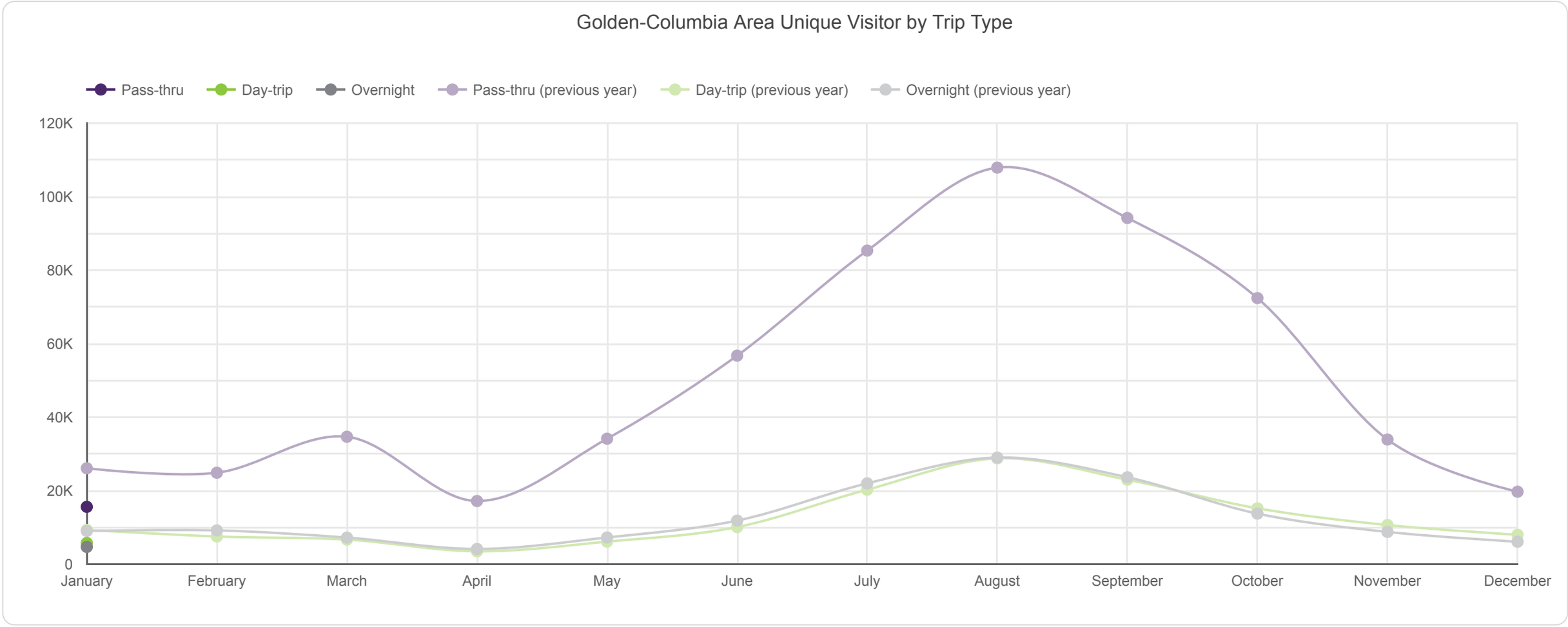
Monthly Unique Count by Trip Type

Albertan Visitors



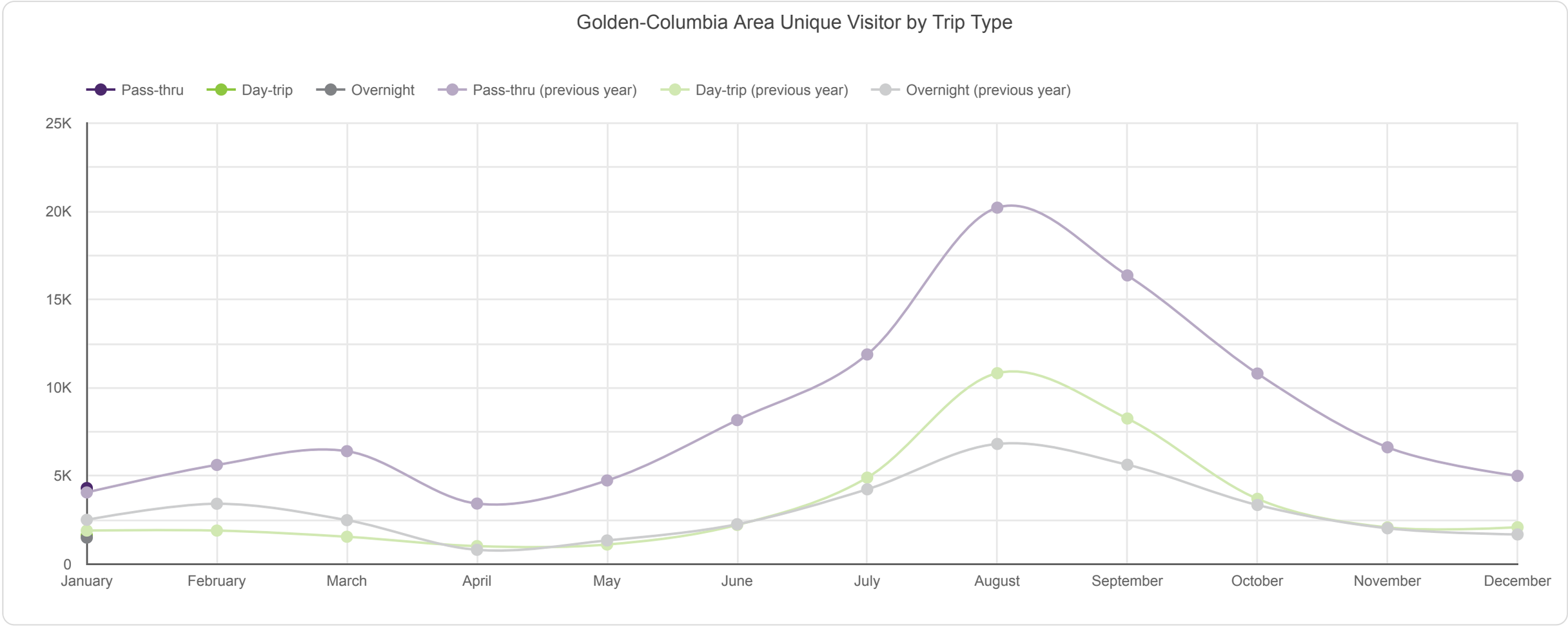
Monthly Unique Count by Trip Type

British Columbian Visitors



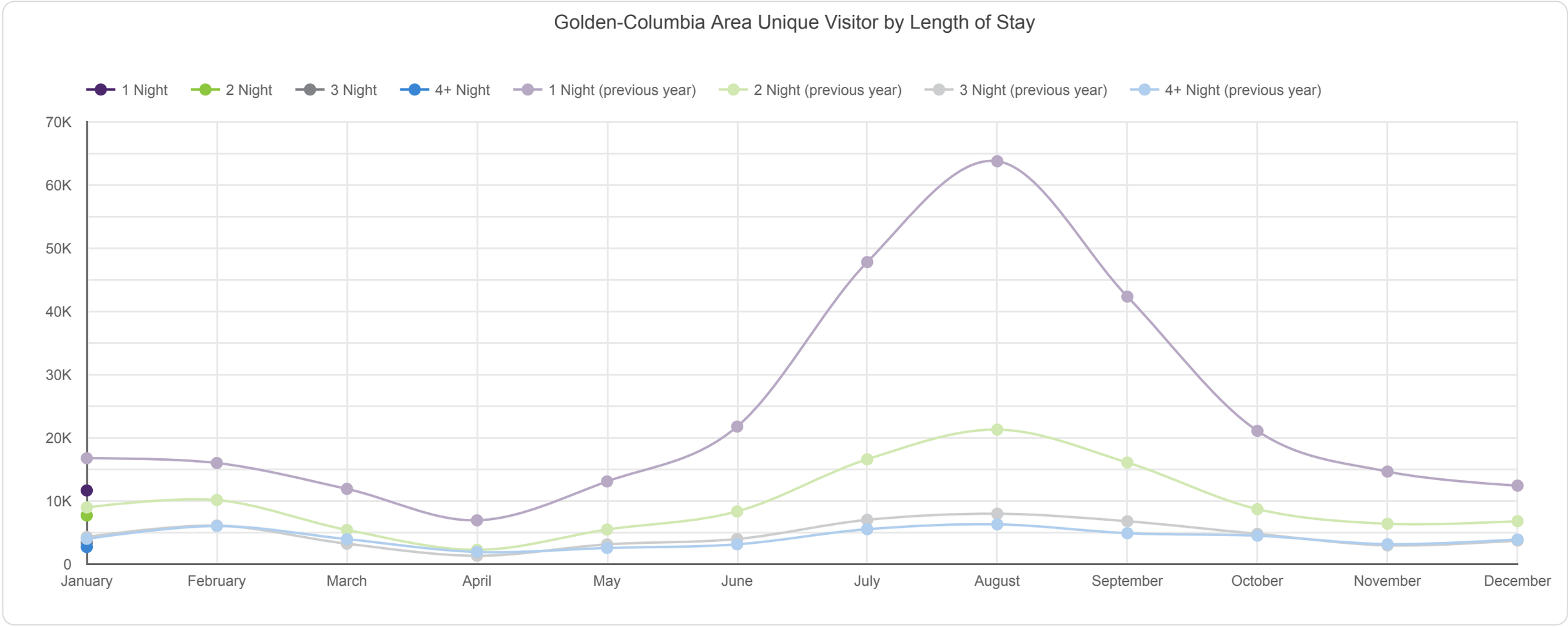
Monthly Unique Count by Trip Type

Ontarian Visitors



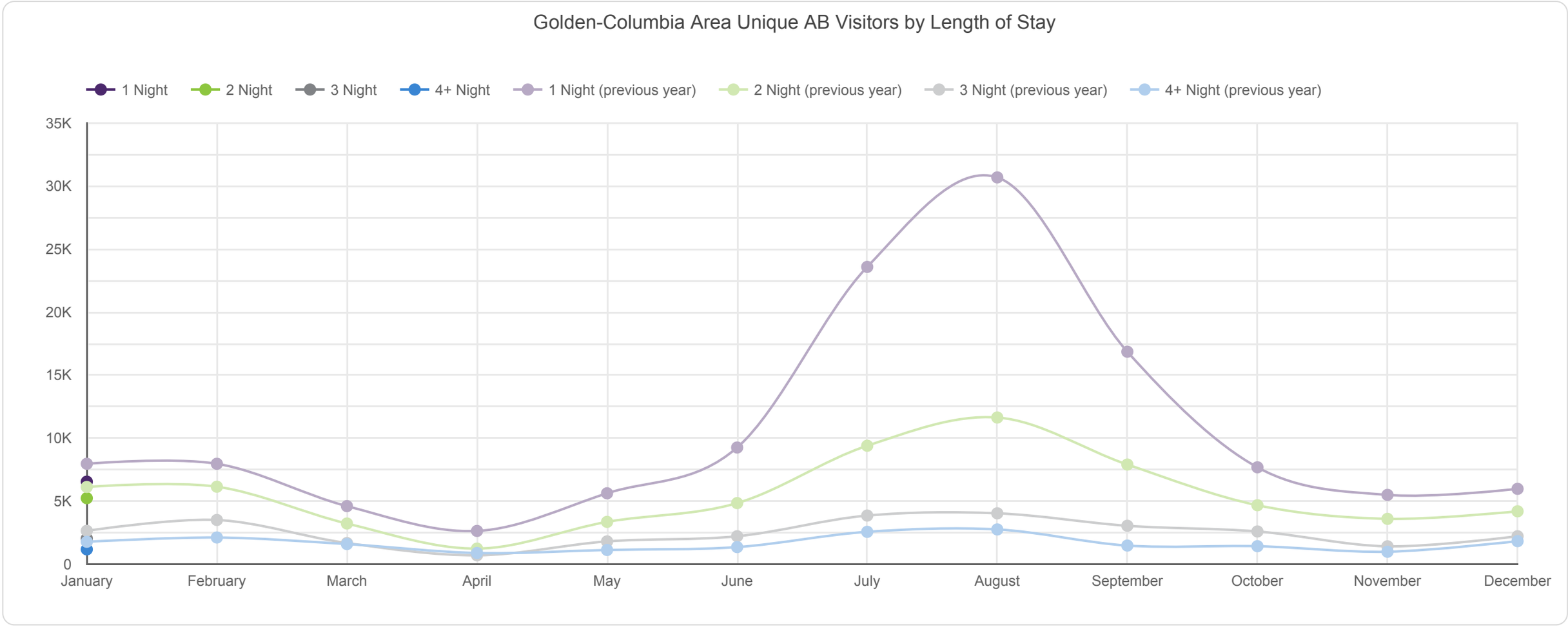
Monthly Unique Count

Length of Stay Breakdown



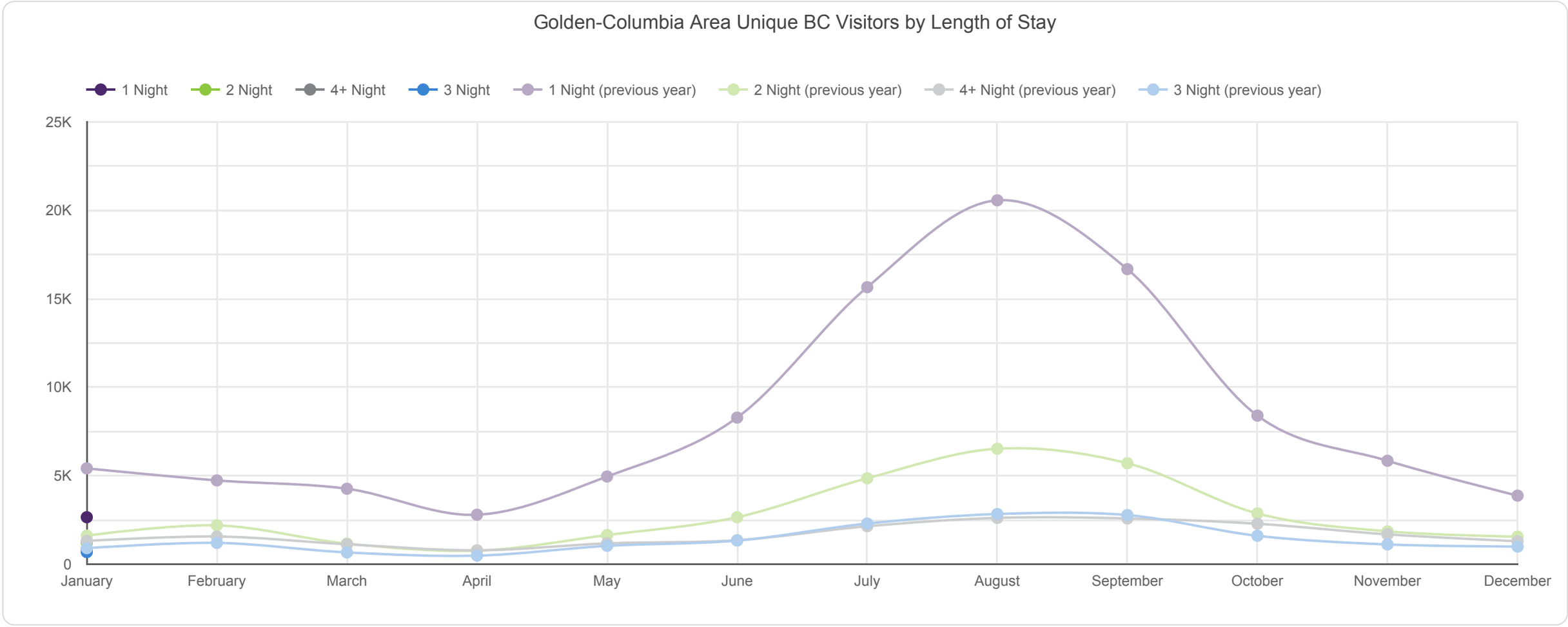
Monthly Unique Count by Length of Stay

Albertan Visitors



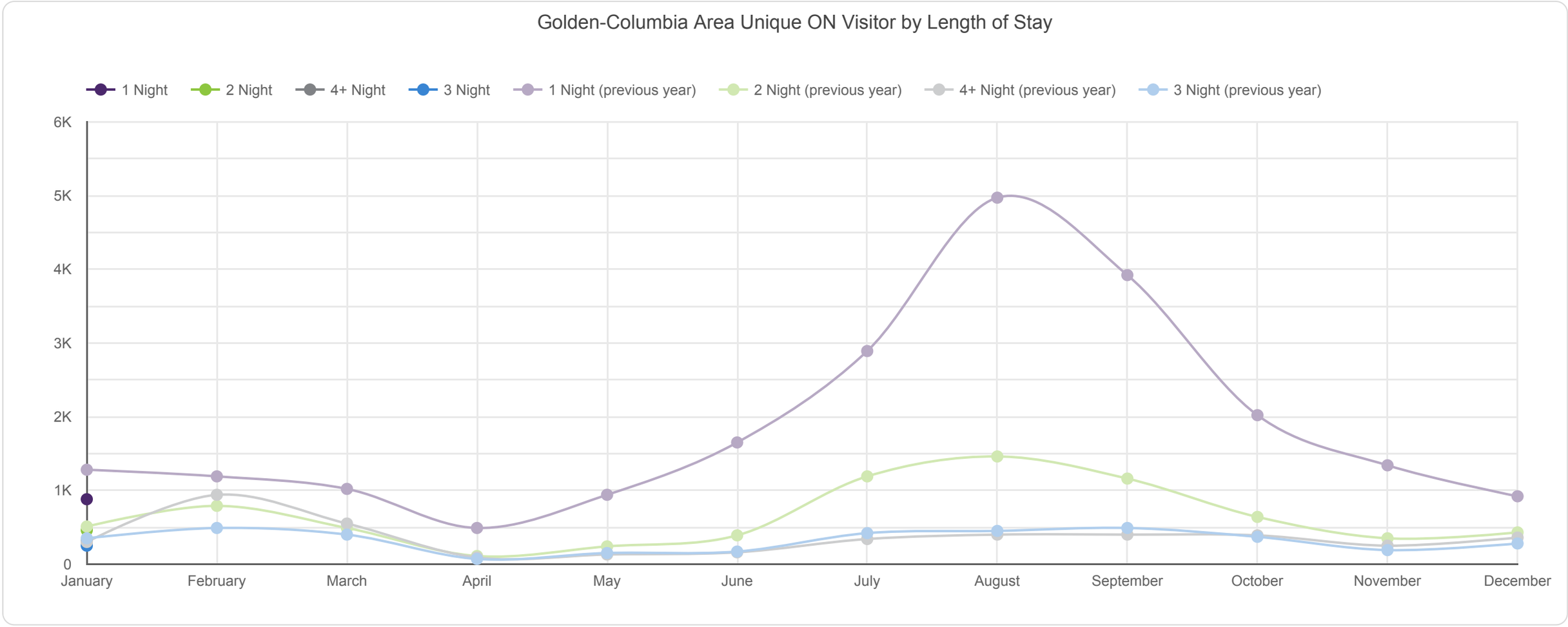
Monthly Unique Count by Length of Stay

British Columbian Visitors



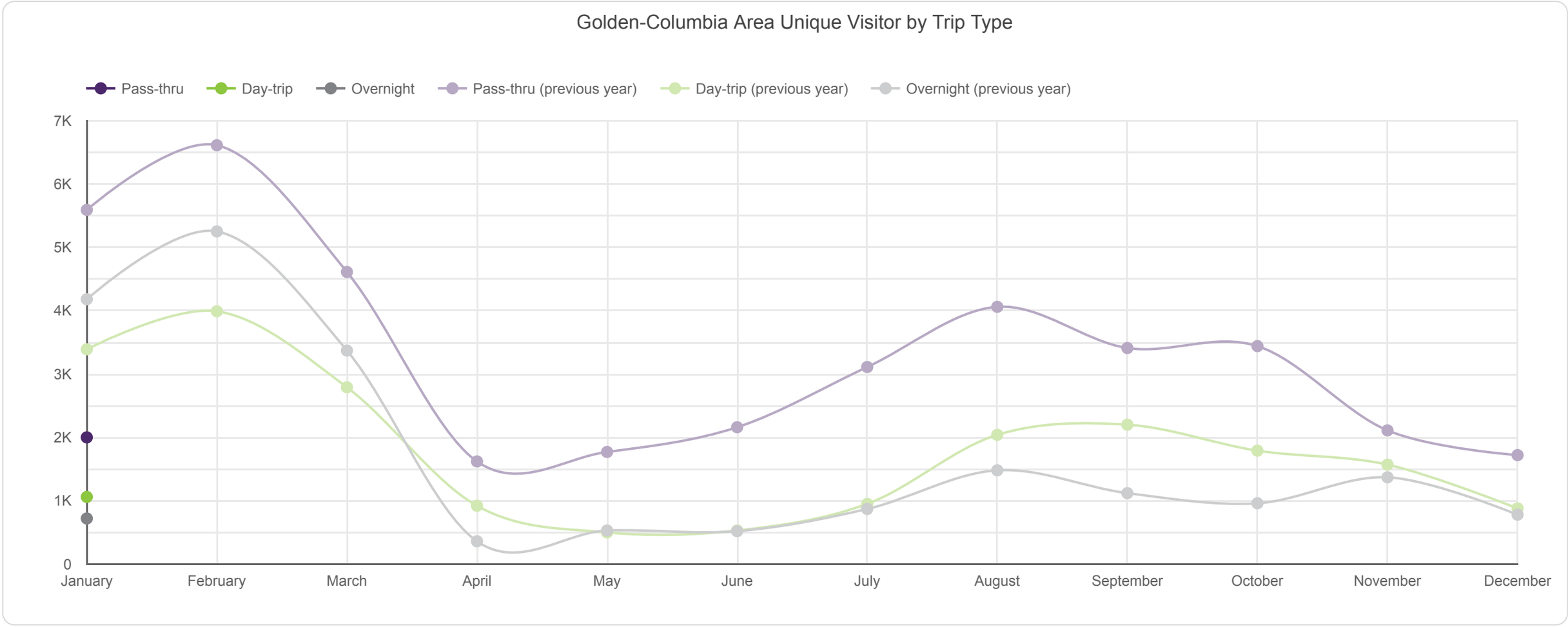
Monthly Unique Count by Length of Stay

Ontarian Visitors



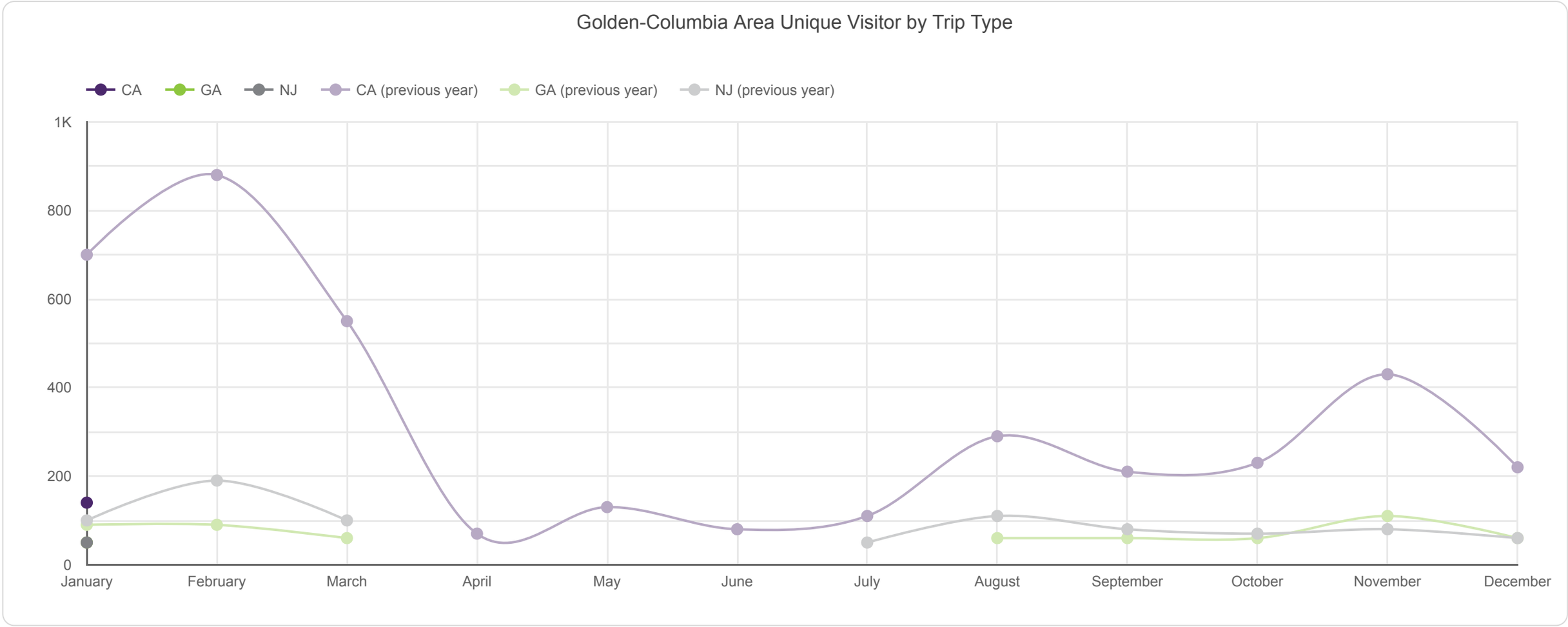
Monthly Unique Count by Trip Type

United States



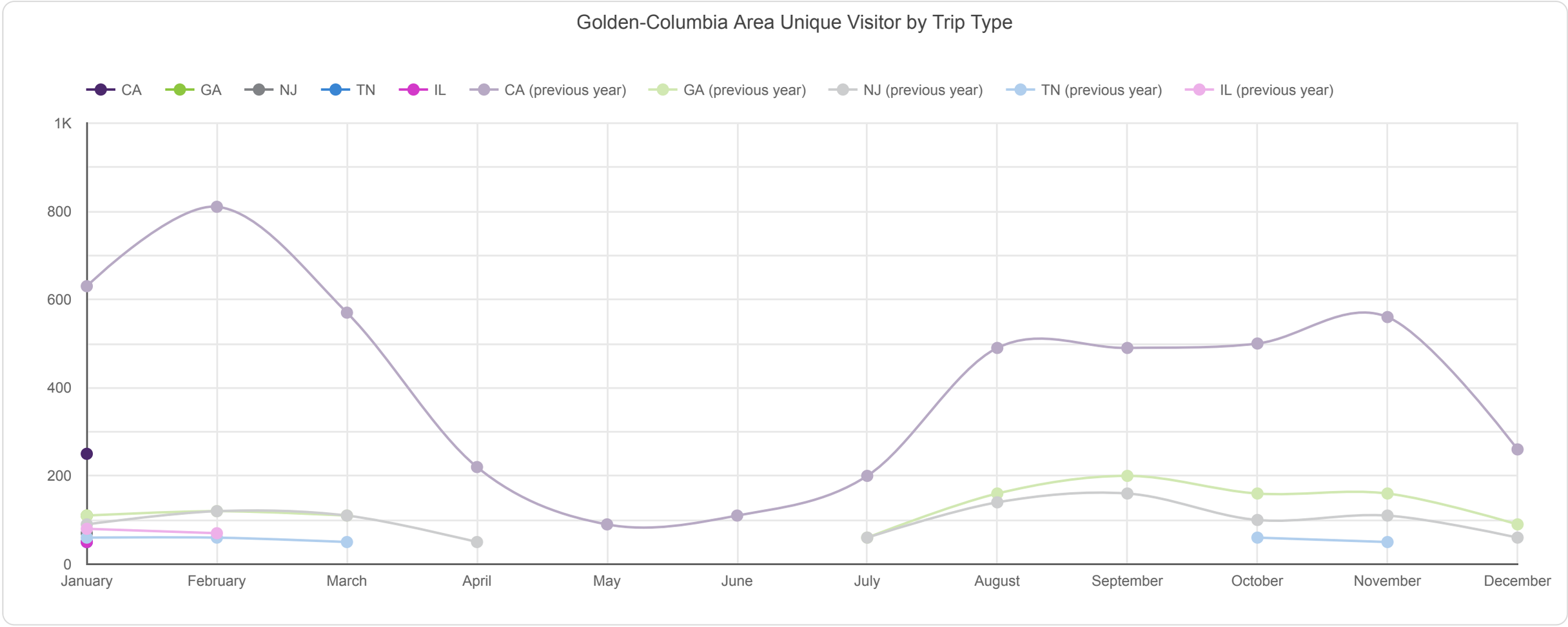
Monthly Unique Overnight Count

US States Breakdown



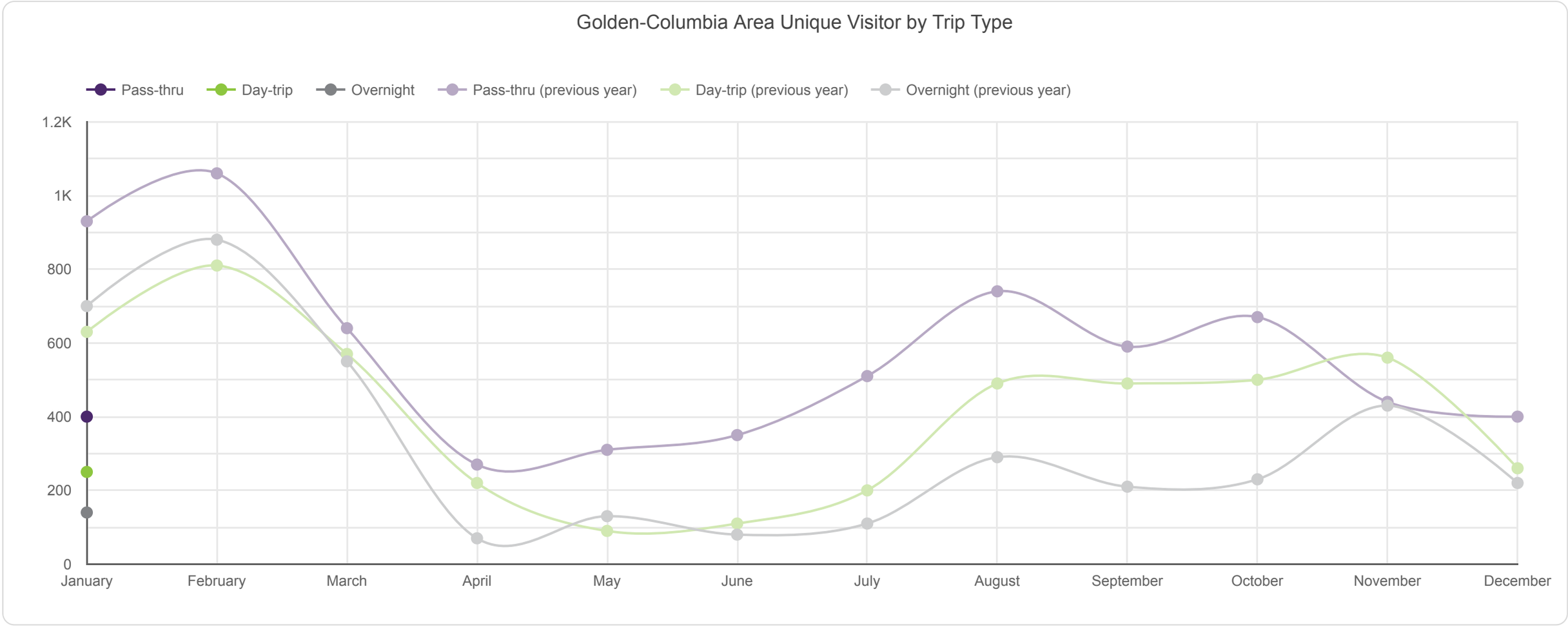
Monthly Unique Day-Trip Count

US States Breakdown



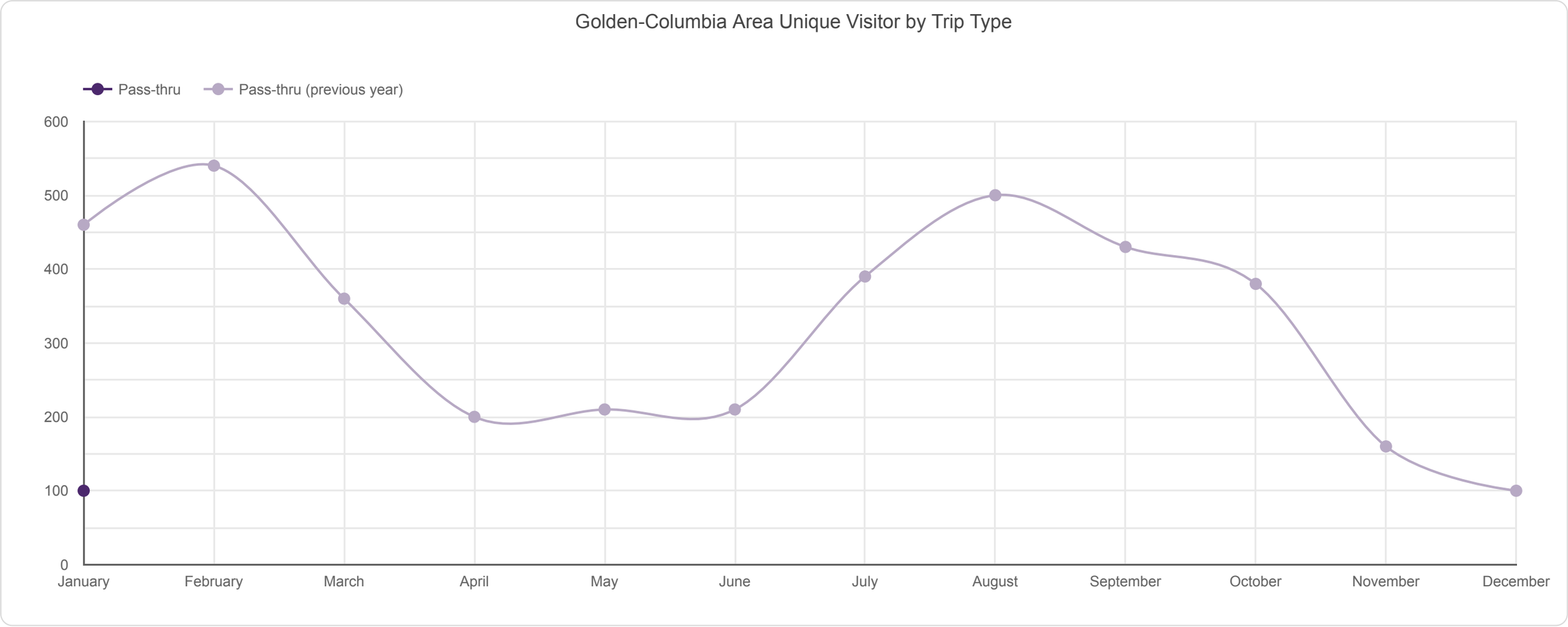
Monthly Unique Count by Trip Type

California



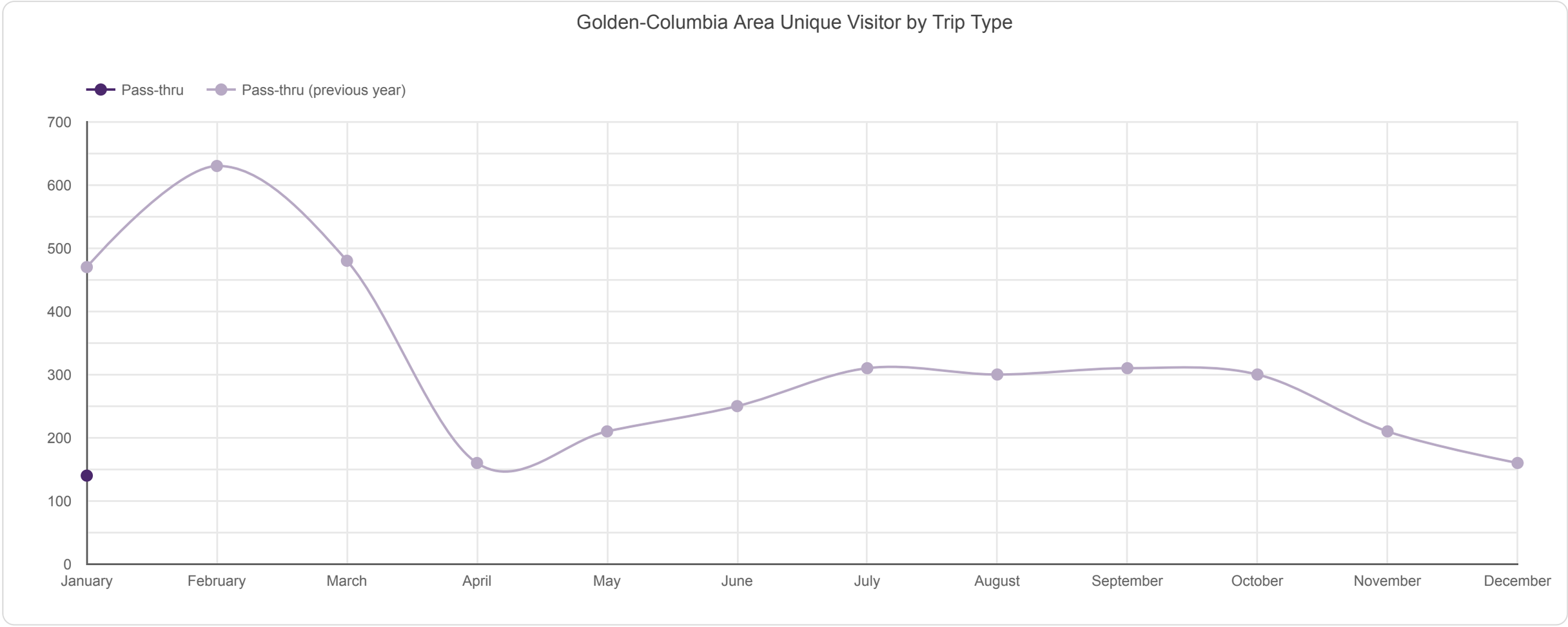
Monthly Unique Count by Trip Type

Texas



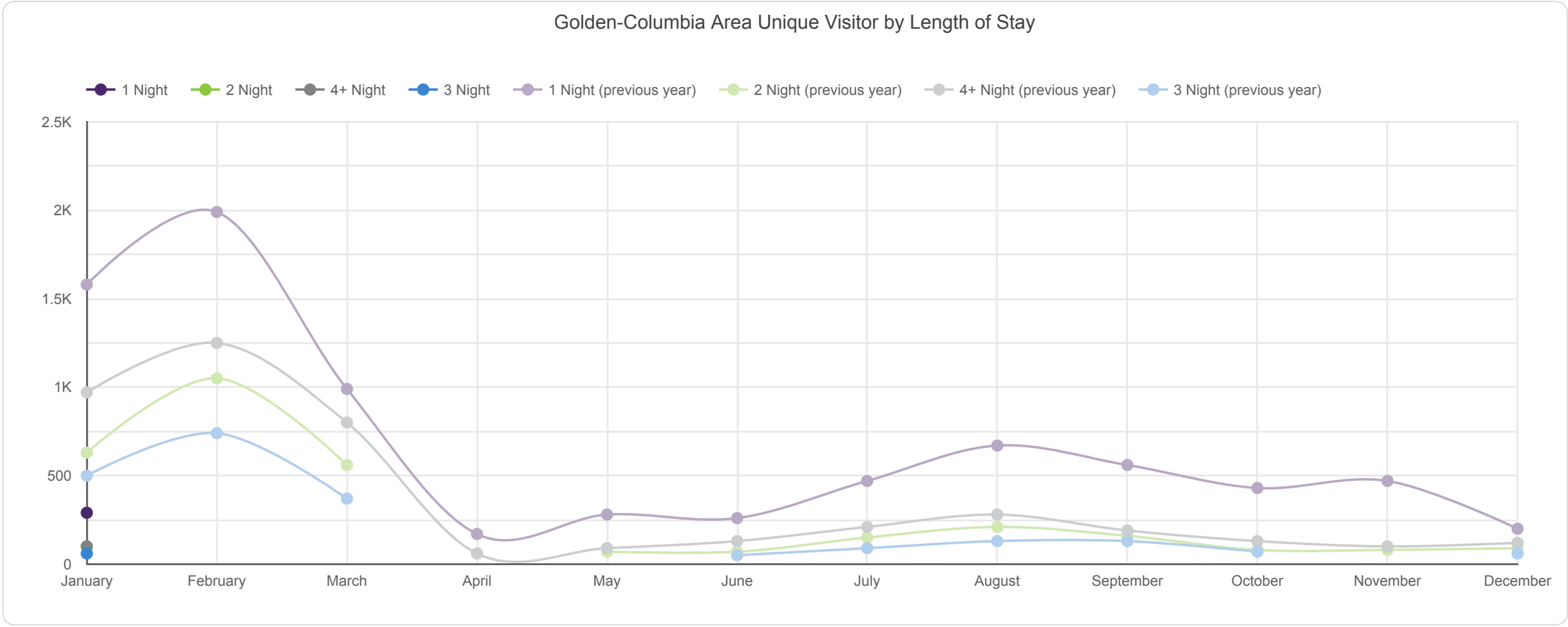
Monthly Unique Count by Trip Type

Washington



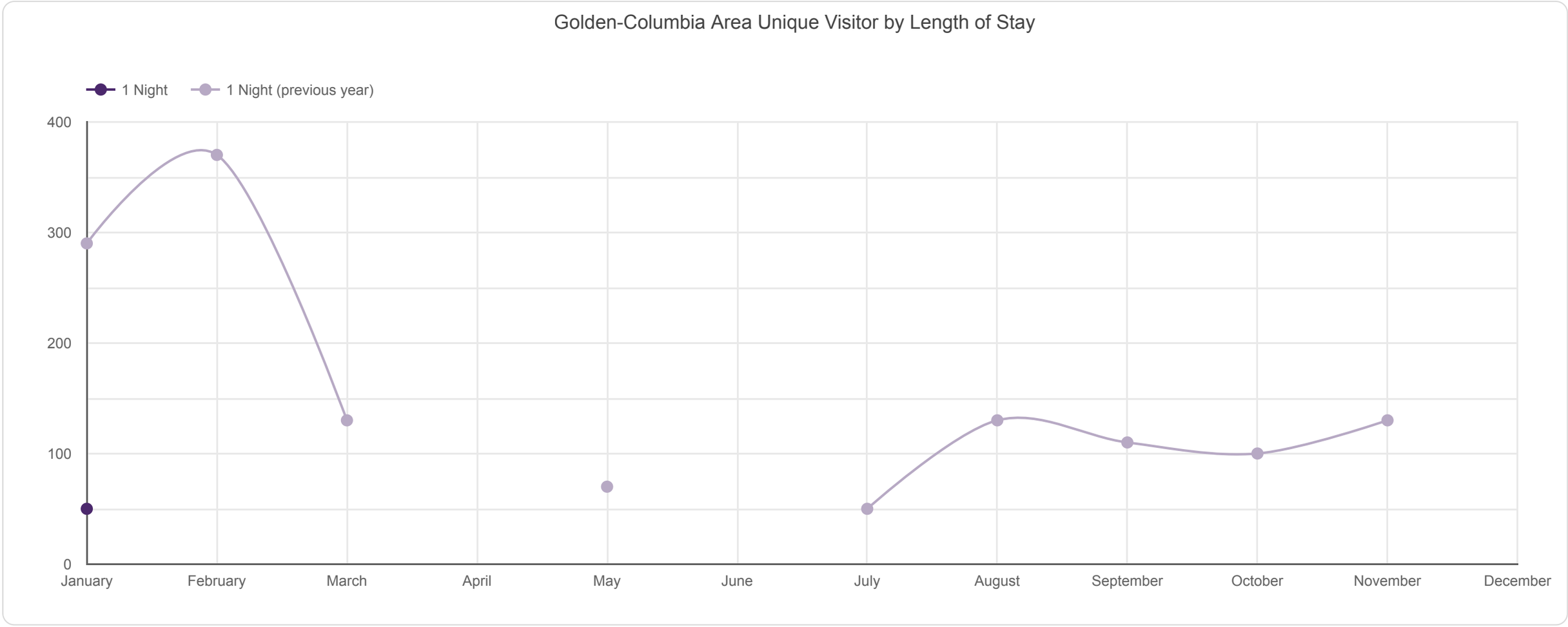
Monthly Unique Count by Length of Stay

United States



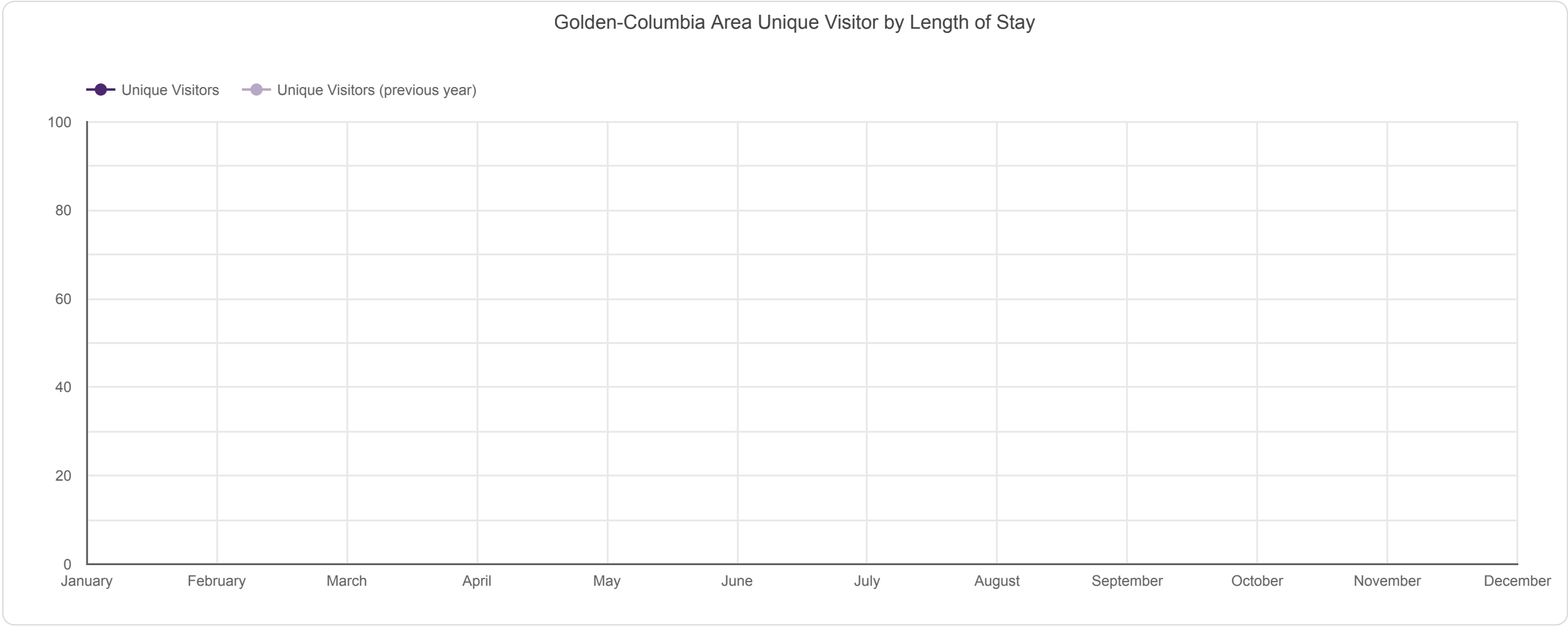
Monthly Unique Overnight Count by Length of Stay

California



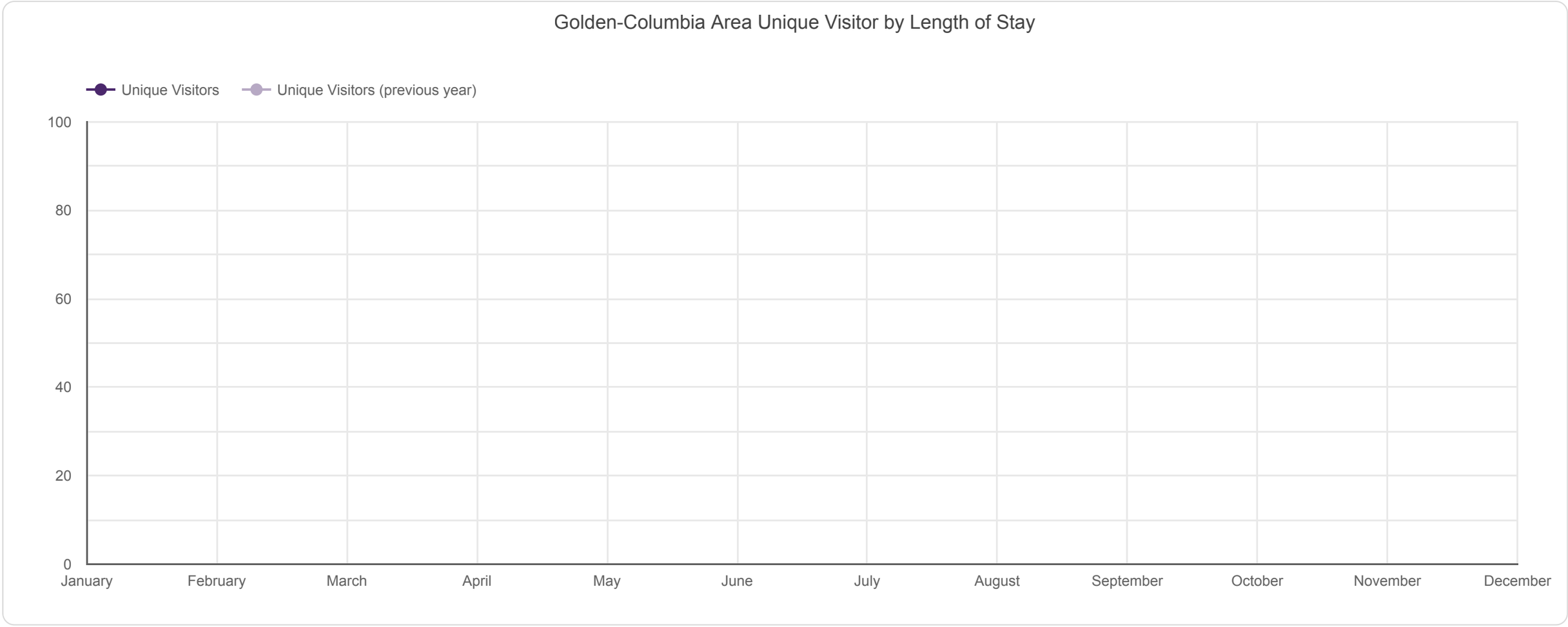
Monthly Unique Overnight Count by Length of Stay

Washington



Monthly Unique Overnight Count by Length of Stay

New York

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