Arrivalist measures customer movement by utilizing a panel of 120 million mobile devices and 5 million connected cars, balanced at the US zip code level.

Ability to measure and report on the origin markets of your visitors, including locals vs. non-locals, on a daily basis.

Understand what your visitors like to do while they’re on your property, how often they return, and where else they like to go when they’re in market.

Where should we focus our media efforts to drive cross-visitation of our exhibits?

Locals vs. Non-Locals

For More Information Contact: info@arrivalist.com
What We Want to Know
Audubon Nature Institute has a Zoo, Aquarium, and Butterfly Garden. We want to understand which guests tend to visit multiple exhibits - locals or non-locals who live 50+ miles away.

What We Learned
While 53% of visits to Audubon Nature Institute come from locals, it's non-locals that are the most adventurous. These guests are 2.2X more likely to cross-visit the Zoo & Aquarium, and 3.8X more likely to cross-visit the Zoo & the Butterfly Garden/Insectorium.

Putting it into Action
The Nature institute can market the non-Zoo exhibits more heavily to locals, in order to drive greater cross-visitation. For out of market media activity, consider heavy-up in Houston, as these are highly valuable guests.