

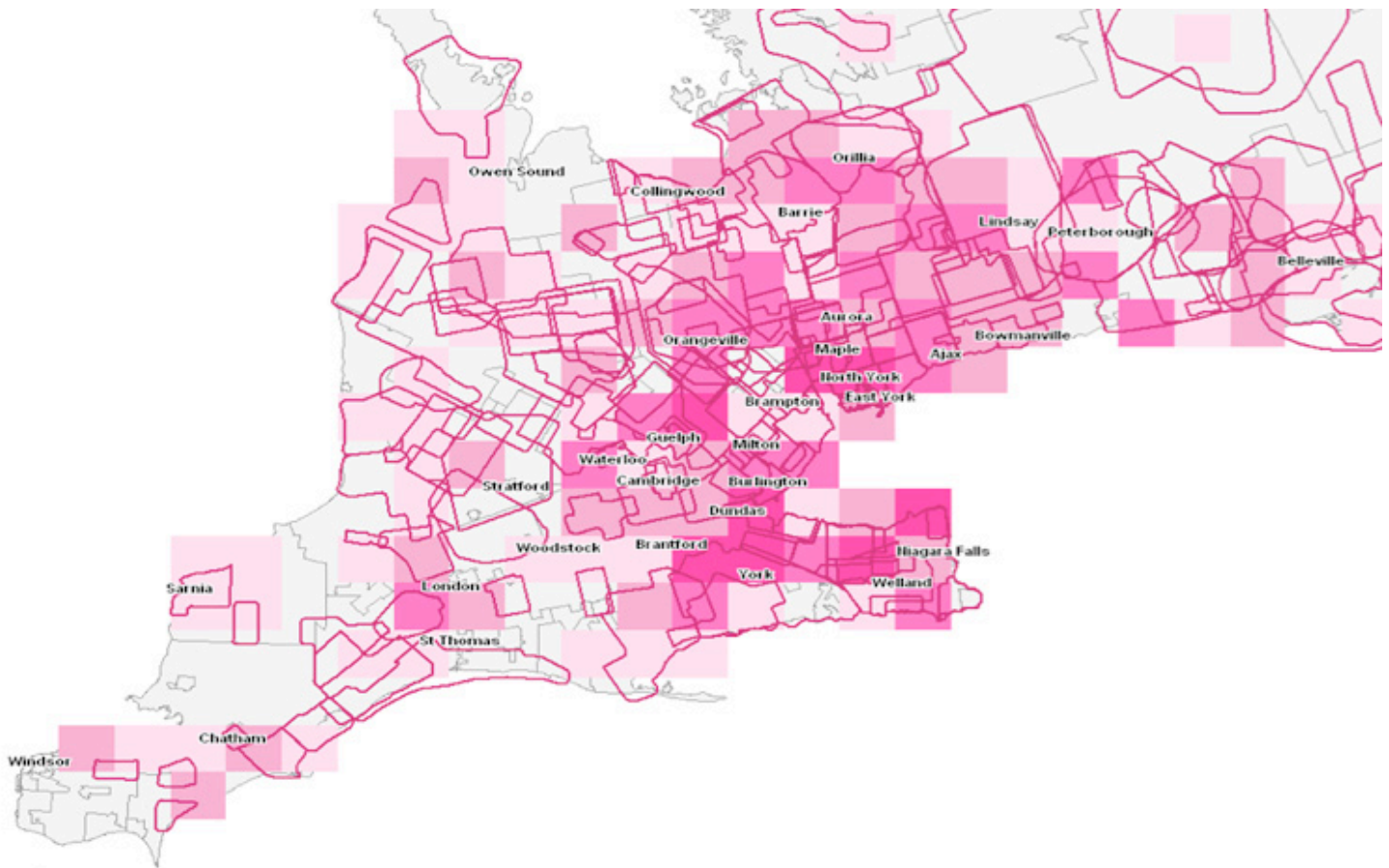


Geo-Targeting By Working with Customer Supplied Data

Aggregate hotel bookings and one-night stays by newspaper circulation area

A significant casino and hotel resort located in southern Ontario gathers customer data at the postal code level for all bookings placed via its online reservation system. Customer data includes the originating postal code of the booking and the number of night stays associated with the booking. Using GIS AdWest was able to aggregate both the bookings and night stays by newspaper circulation area, and map the customer data for perspective. In this case the data for night stays are density mapped using our grid technique where each square represents an area of 10km by 10km. Applicable newspaper coverage areas are added for greater clarity.

Figure 1



For more information, or for help with your own project, please contact AdWest at info@adwest.ca