

MOBILE LOCATION DATA FOR RETAIL & DOWNTOWN

MAIN STREET TYBEE ISLAND | GEORGIA POWER





INTRODUCTIONS



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TOPICS TO BE COVERED



MOBILE
LOCATION
DATA



USE
CASES



ADVOCACY



QUESTIONS





MOBILE LOCATION INSIGHT WITH PLACER.AI

- NEAR REAL-TIME
 - DAILY FOOT TRAFFIC STARTING IN 2017
 - 1 WEEK LAG
 - FILTER TO HOURLY SEGMENTS
- CUSTOM GEOGRAPHIES
- TRUE TRADE AREAS
 - WHERE ARE CUSTOMERS/RESIDENTS/WORKERS ACTUALLY COMING FROM?





MOBILE LOCATION INSIGHT WITH PLACER.AI

- SOURCE LOCATION DATA FROM MOBILE APPS
 - ONLY APPS THAT EXPLICITLY REQUEST TRACKING PERMISSION
- ANONYMIZED AND AGGREGATED
 - NO DEVICE OR PERSON ID INFO
 - ONLY SHARE IF 50+ PHONES IN AN AREA
- PANEL OF 30 MILLION PHONES TO DERIVE ACCURATE ESTIMATES



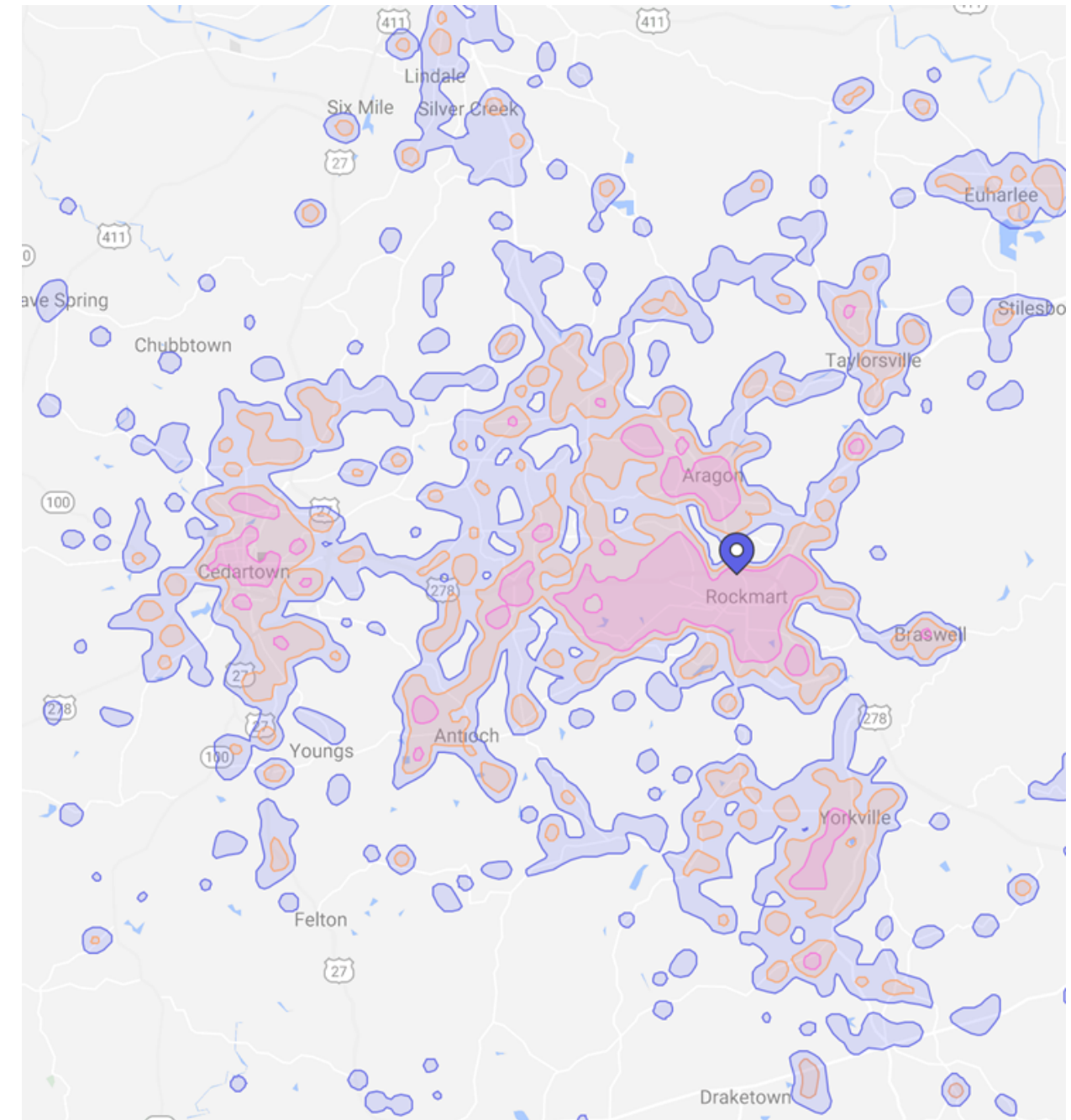
Placer.ai





TRUE TRADE AREAS

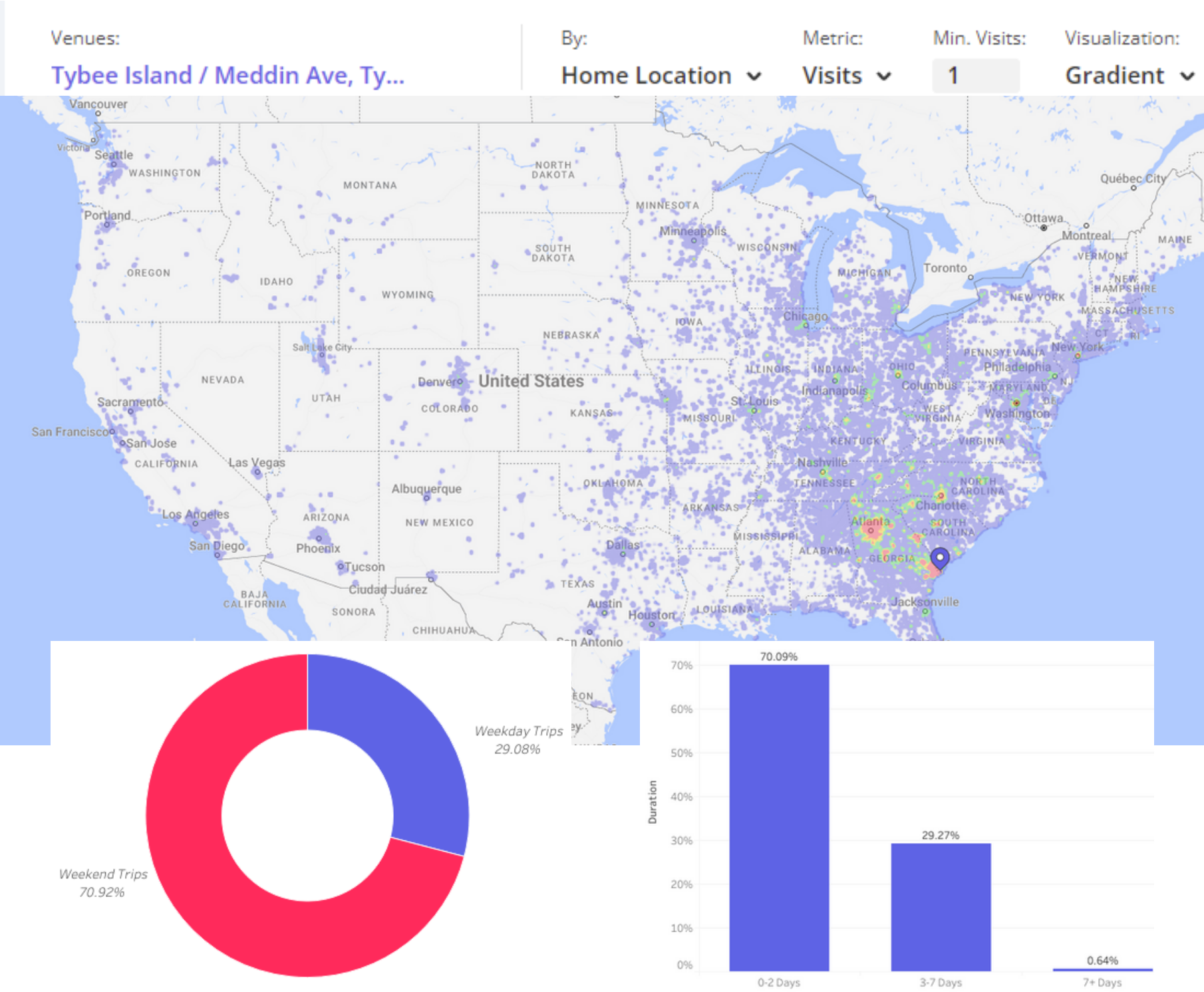
- UNDERSTAND WHERE VISITORS, WORKERS, OR RESIDENTS ACTUALLY COME AND GO
- MORE PRECISE DEMOGRAPHIC ESTIMATES, COMMUTE PATTERNS, ETC.





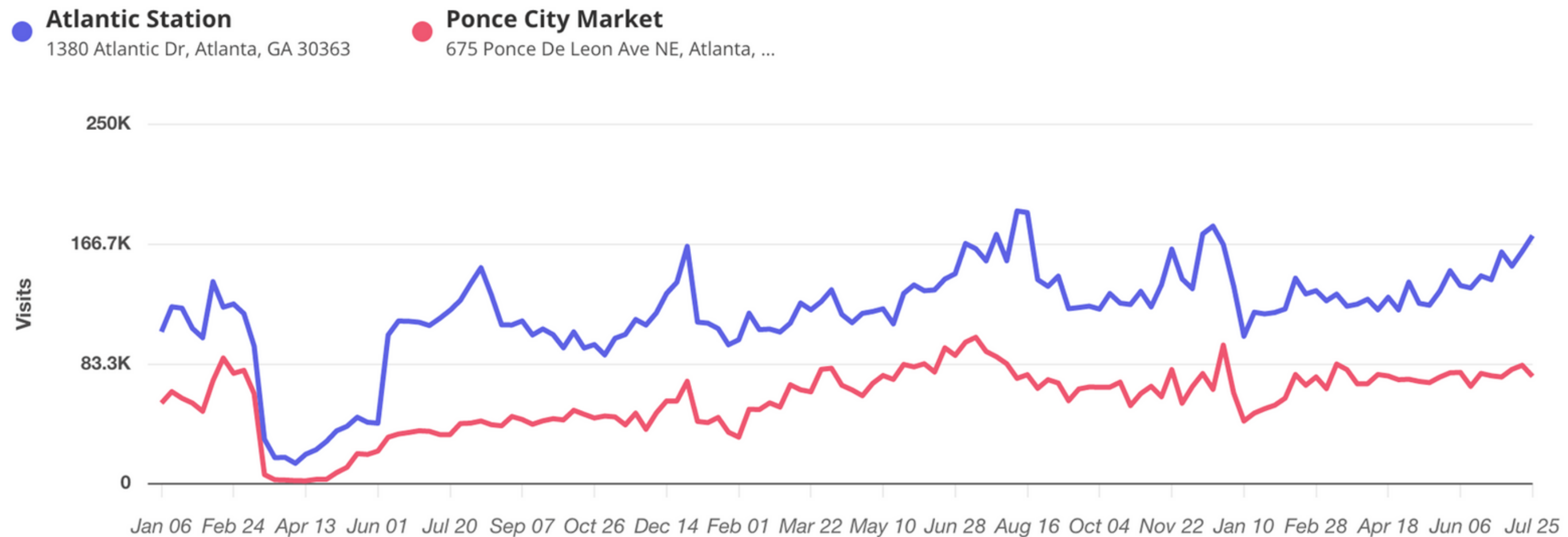
TYBEE TRUE TRADE AREAS

- TOP TYBEE MARKET AREAS
 - GEORGIA
- DAYTRIPS VS. OUT OF TOWN VISITS
- TRIP DURATION





UNDERSTAND LOCATION PERFORMANCE



- TRACK TOTAL VISITS BY THE YEAR, MONTH, OR WEEK OVER TIME
- COMPARE UP TO 6 LOCATIONS AT ONCE





UNDERSTAND LOCATION PERFORMANCE



2017



In 2017, Tybee Island saw 4.8M visits, made up by 1.2M visitors. The busiest day of 2017 was Saturday, June 24th with a total of 46.5K visitors.

2018



2018 saw an increase of 16% , totaling 5.6M visits to Tybee Island. July was the busiest month, seeing 981.9K visits.

2019



In 2019 Tybee Island saw no growth in visitor or visit counts, compared to 2018. July was again the busiest month, seeing an increase of 2% or 1.01M visits.

2020



Despite the pandemic, Tybee again saw 5.6M visits to the island, made up by 1.5M visitors. Q1 of 2020 was drastically lower than previous years, however the rest of the year made up for the lack of visits during the shut down.

2021



Coming off of a pandemic, 2021 was the busiest year Tybee has seen yet. The island saw a 17% increase in visits, 6.6M as well as a 26% increase in visitors, 1.9M.

2022

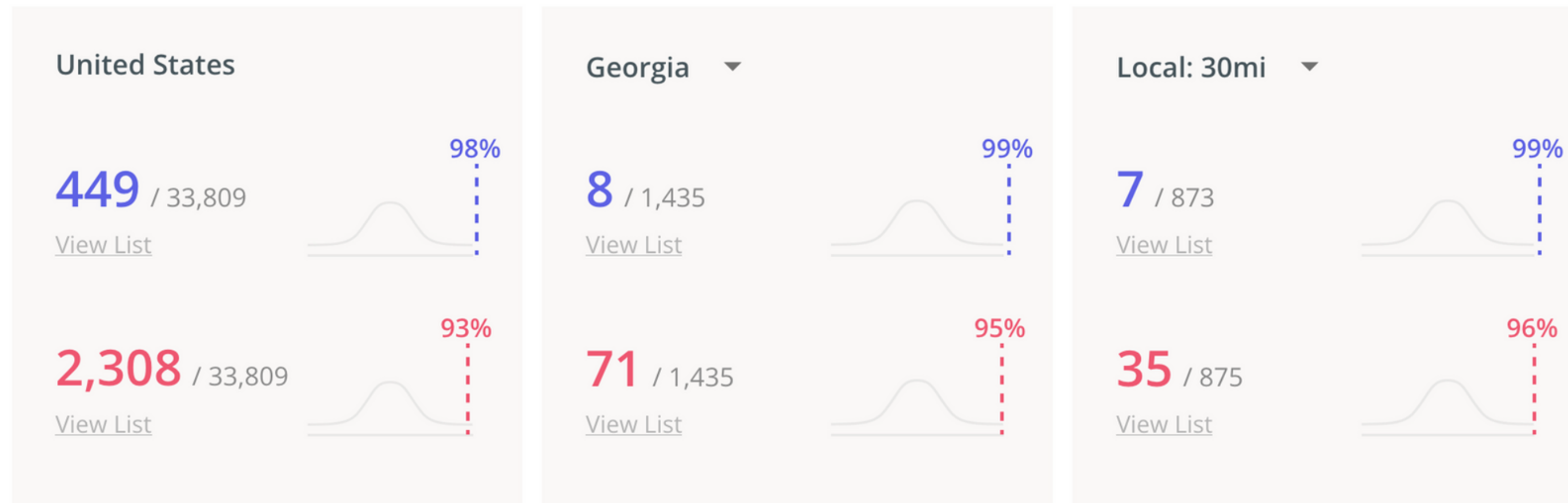


As we continue to move out of the pandemic and businesses and citizens are able to get back to some sort of normalcy, we are currently on track to see an increase in 2022.





MEASURE RELATIVE PERFORMANCE



- RANK LOCATIONS ACROSS CATEGORIES OR CHAINS
- COMPARE NATIONALLY, REGIONALLY, LOCALLY
- GREAT FOR CONTEXTUALIZING PERFORMANCE OF SHOPPING CENTERS AND CHAINS





TARGET THE RIGHT RETAILERS AND EXPERIENCES

Rockmart, GA / Rockmart, GA			
Rank	Name	Distance	Visitors
1	Hiram Pavilion / 5220 Jimmy Lee Smith Pkwy, Hiram, GA 30141	19.2 mi	141.8K (31.1%)
2	Rockmart Crossroads / 1801 Nathan Dean Bypass, Rockmart, GA 30153	0.9 mi	136K (29.8%)
3	Buc-ee's / 601 Union Grove Rd SE, Adairsville, GA 30103	30.7 mi	118.5K (26%)
4	Main Street Shopping Center / 110 Cherokee Pl, Cartersville, GA 30121	18.8 mi	114.7K (25.1%)
5	Walmart / 1801 Nathan Dean Byp, Rockmart, GA 30153	0.9 mi	108.7K (23.8%)

- SEE VISITORS' FAVORITE PLACES/ACTIVITIES
- PERFORM VOID ANALYSIS TO DETERMINE RIGHT TENANT MIX IN A LOCATION





TARGET THE RIGHT RETAILERS AND EXPERIENCES

Tybee Island / Meddin Ave, Tybee Island, GA			
Rank	Name	Distance	Visitors
1	Hartsfield-Jackson Atlanta International Airport / 6000 N Terminal Pkwy, Atlanta, GA 30320	236.2 mi	633.2K (25.2%)
2	City Market / 309 W Saint Julian St, Savannah, GA 31401	15 mi	497.6K (19.8%)
3	Oglethorpe Mall / 7804 Abercorn Extension, Savannah, GA 31406	15.7 mi	411.9K (16.4%)
4	Savannah/Hilton Head International Airport (SAV) / 400 Airways Ave, Savannah, GA 31408	22.6 mi	404.8K (16.1%)
5	The Crab Shack / 40 Estill Hammock Rd, Tybee Island, GA 31328	0.8 mi	403.3K (16%)
6	Tanger Outlets Savannah / 200 Tanger Outlets Blvd, Pooler, GA 31322	24.5 mi	381.4K (15.2%)
7	Savannah College of Art And Design / 231 W Boundary St, Savannah, GA 31401	15.4 mi	375K (14.9%)
8	Savannah Mall / 14045 Abercorn St, Savannah, GA 31419	18.9 mi	359K (14.3%)
9	Forsyth Park / 621 Drayton St, Savannah, GA 31401	14.8 mi	340.8K (13.6%)
10	Hotel Tybee / 1401 Strand Ave, Tybee Island, GA 31328	1.2 mi	318.1K (12.7%)

- TYBEE 2017-2021





UNDERSTAND POPULATION MIGRATIONS

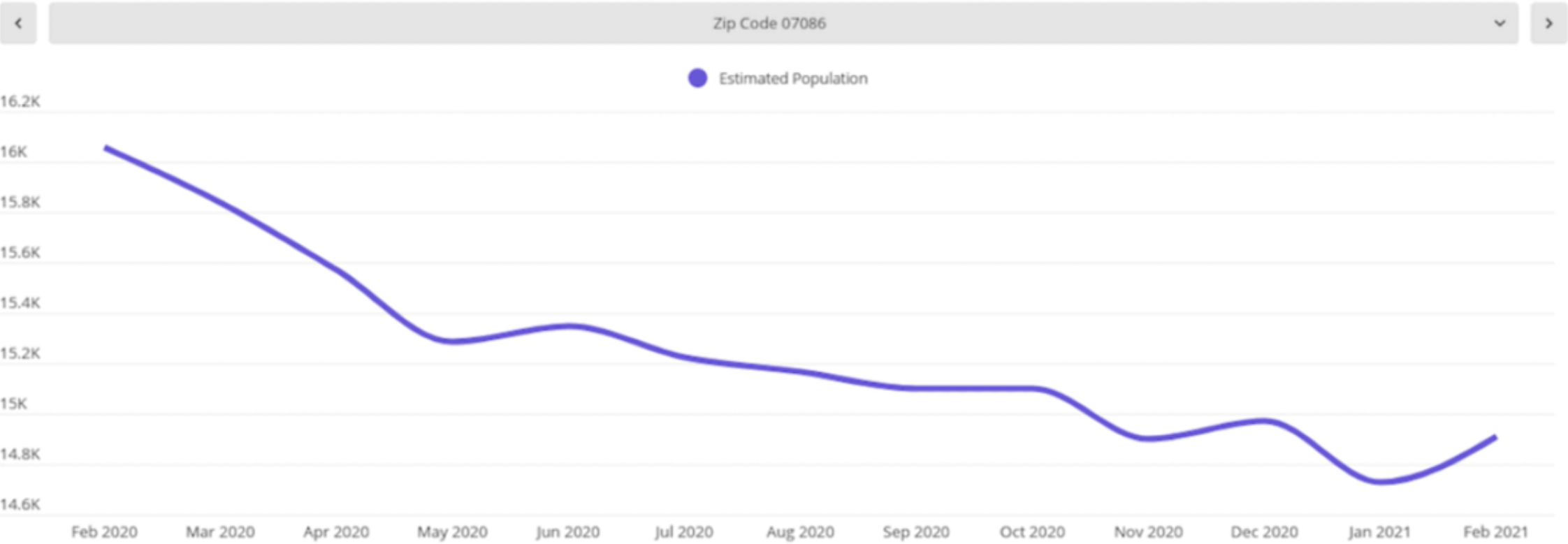
Top 3 Zip Codes Migrated to

Zip Code	Migrated Population	% Net Change
Zip Code 08901	11,042	+8.66%
Zip Code 08028	9,766	+36.04%
Zip Code 08618	9,594	+26.75%

Top 3 Zip Codes Migrated from

Zip Code	Migrated Population	% Net Change
Zip Code 08028	4,853	36.04%
Zip Code 08901	4,019	8.66%
Zip Code 07030	3,298	8.91%

Zip Code Population Change Over Time (Limited Selection)



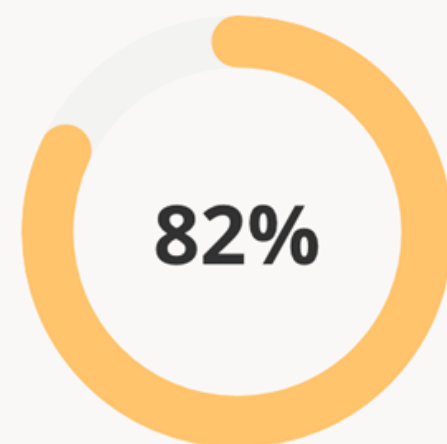
- MONTHLY MIGRATION DATA
- AVAILABLE TO ZIP CODE LEVEL





MEASURE COVID RECOVERY

Retail Chains Recovery



-18% compared to Jun, 2019

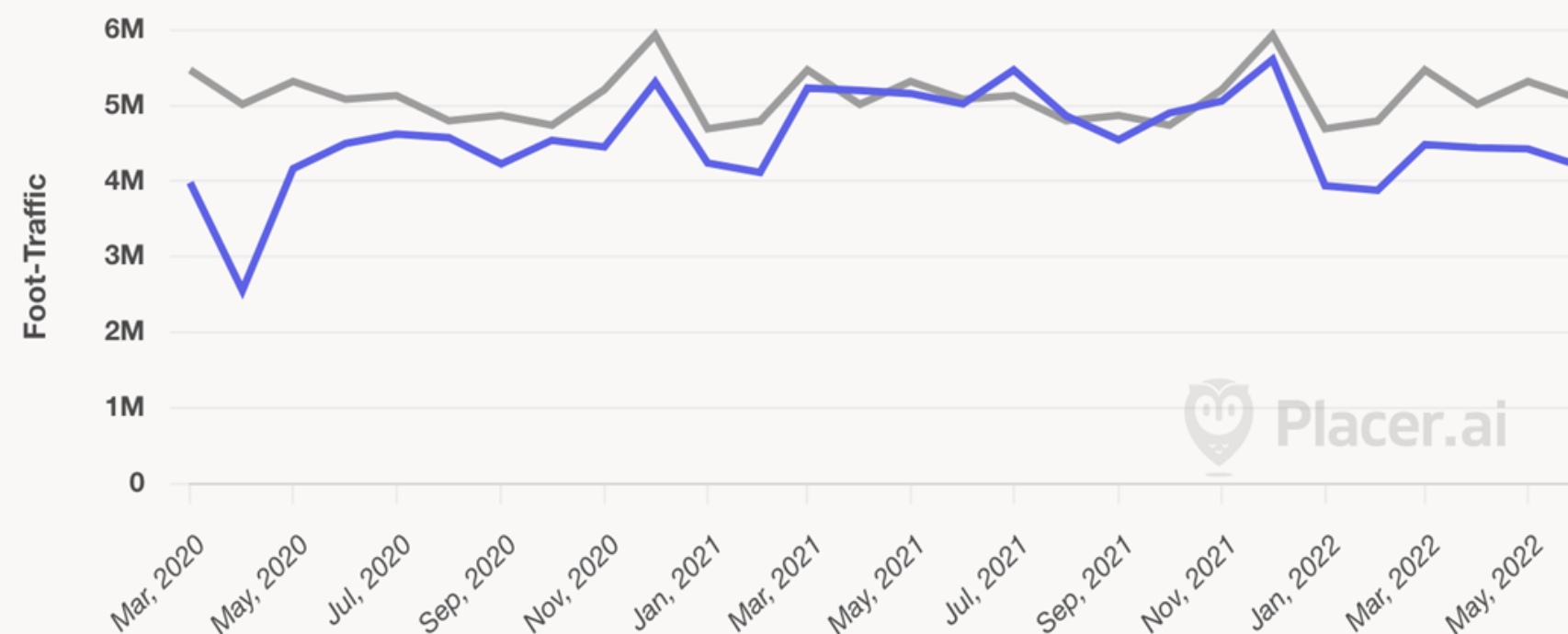
Retail Chains Foot Traffic Recovery Over Time

All Categories ▾

Foot-Traffic

Recovery %

● Pre-COVID Foot-Traffic



- QUANTIFY COVID'S IMPACT ON RETAIL, TOURISM, AND WORKPLACE FOOT TRAFFIC
- COMPARE YOY DATA TO PREPARE FOR IMPACTS TO LOCAL REVENUES





HOW WE USE IT!

- ADVOCACY
- BUSINESS DEVELOPMENT
- STRATEGIC PLANNING





ADVOCACY

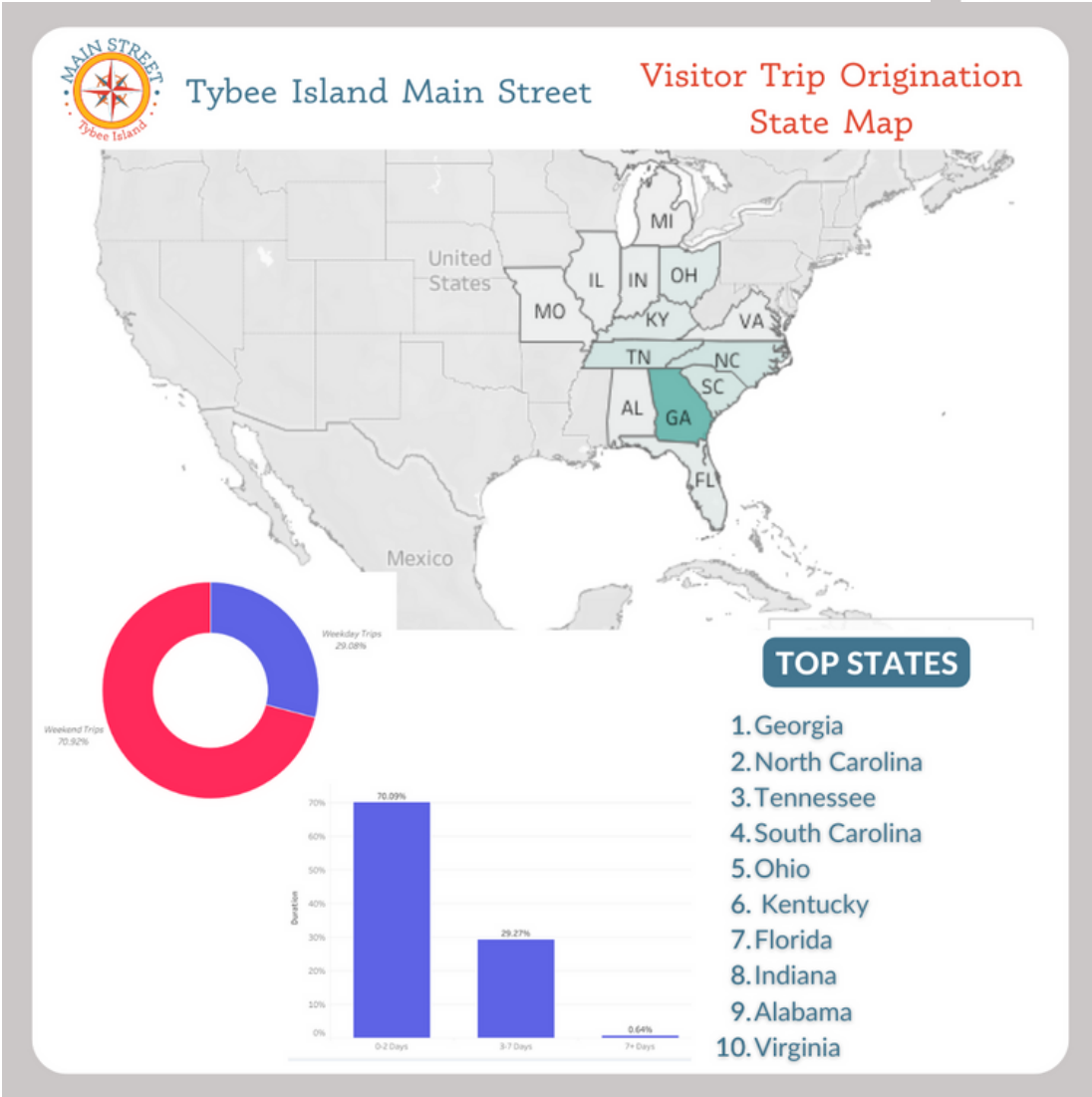
- GRANT APPLICATIONS
- CITY COUNCIL PRESENTATIONS





BUSINESS DEVELOPMENT

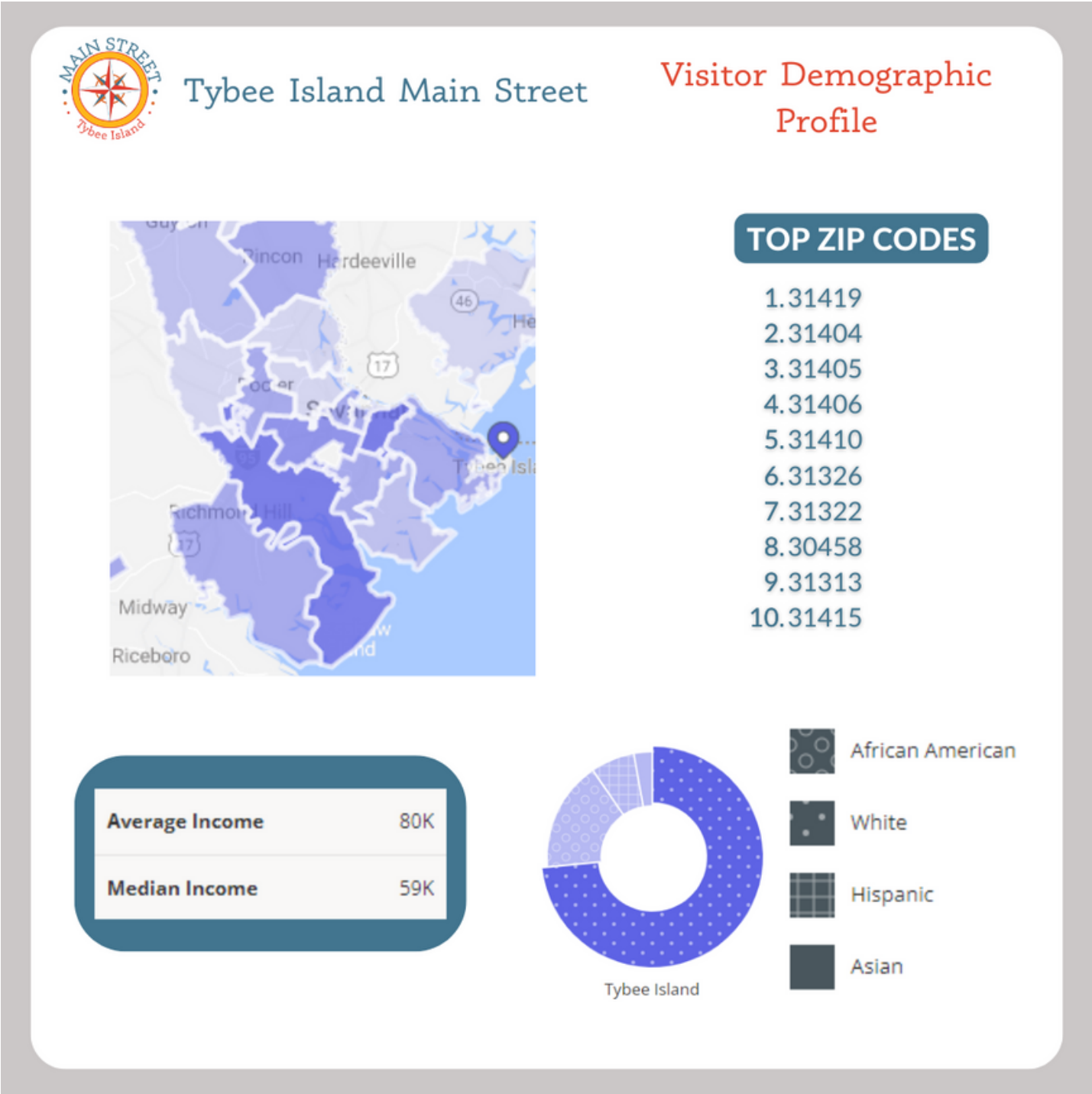
- MARKETING
- EVENT ANALYSIS





EDUCATION

- BUSINESS PLANNING
- CUSTOMER PROFILES





STRATEGIC PLANNING

- BUSINESS RECRUITMENT
- MARKETING
- INFRASTRUCTURE
- PUBLIC SAFETY





QUESTIONS?

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