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## Environics Analytics' New TSRC Dataset

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## **Panel Session: Environics Analytics' New TSRC Dataset**

### **(I can present for anywhere between 15 and 45 mins depending on the need)**

Environics Analytics has developed a new travel dataset - it is still unnamed, but will be named by the time the conference rolls around. This travel dataset is based off of StatsCan's TSRC data (Travel Survey of Residents of Canada), capturing travel by Canadians to Canadian destinations. Analysts at Environics Analytics have used machine learning to model the TSRC responses to individual postal codes throughout Canada. This was done by comparing the demographics of each response to individual postal code demographics and attributing responses to postal codes that are most similar (it is a more involved process than this, but this is the general idea).

This means that for the first time we will have a comprehensive view of Canadian travel patterns and behaviours at the local level. The new dataset is particularly exciting as it allows the TSRC data to be combined with additional datasets such as demographics, behavioural data or PRIZM segmentation data. And as PRIZM has been linked to the EQ segmentation system, this means that we can view this data through the lens of EQ as well.

The presentation will use novel data visualizations (maps, chord diagrams) to analyze these trends and patterns. The session will provide unique insight into Canadian travel based upon these new datasets. The data will not be released until mid-June, so what the findings will be remains to be seen. I intend on integrating EQ and PRIZM into the analysis to see how the segments behave when travelling in Canada. I know this goes without saying, but I intend for this to be an informative session where I explore the data and not a sales pitch.

This subject doesn't really fall squarely into any one subject areas, but can touch on several themes such as repeat visitation; advances in data visualization; parks and outdoor environment; and measuring performance of clusters.

### **Bio:**

Jason Dunkel is a Travel and Tourism Consultant with Environics Analytics. In this role Jason helps all types of travel and tourism organizations, including resorts, DMOs, agencies and operators, leverage data to better understand their customers and make more educated decisions.

Since joining the company in 2008, he has been named Employee of the Year and finished first in the Alteryx Grand Prix, an annual competition to solve business challenges, involving the best Alteryx programmers in the world. A graduate of Queen's School of Business, Jason holds a Bachelor of Commerce degree with a specialization in marketing. Jason is also a huge sports fan and is happy to talk to you about the Toronto Raptors' many successes or the Toronto Maple Leafs' many failures.