



case study | travel & tourism

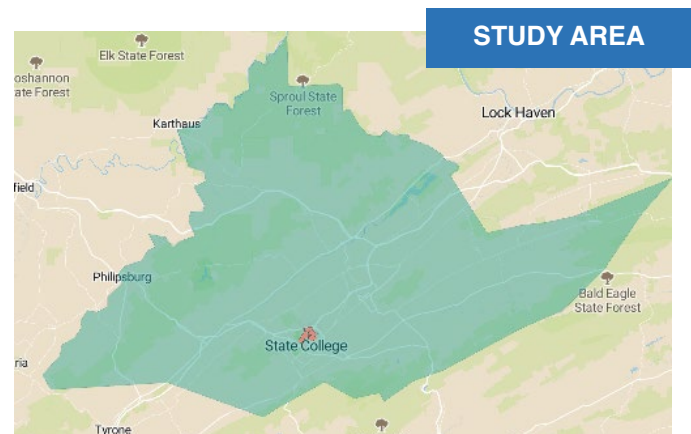
# VISIT PENN STATE

## PENN STATE TAKES ON LOCATION INTELLIGENCE

In 2019, Central Pennsylvania Convention and Visitors Bureau (Visit Penn State) wanted to gain insights regarding visitation trends and the impact of events on the Centre County area. With Pennsylvania State University right in their backyard, Saturdays in the Centre County area are dominated by college football fans. The CVB was keen to gain insights into how these sporting events impact their market.

AirSage helped to provide answers to these questions with their Travel and Tourism web-based application and Activity Density tool -- a visualized heatmap that displays where, and how, a population moves within a given timeframe like hourly intervals.

Using the self-serve AirSage application, an event impact study was ran highly anticipated Whiteout game against Ohio State on Saturday (9/28). The market was defined, a buffer to show any visitors from outside of the county set, a button to exclude roadway traffic (passthrough visits) clicked, and a few points of interest were added to see where visitors went.



POIs



Our work with AirSage has helped us better define our target markets geography as well as what attractions tend to be the biggest draws for visitors. That knowledge helps us figure out not only what markets we should be targeting, but also what they're interested in. That kind of insight allows you to invest your marketing dollars with minimal waste.

— **ANDY RUPERT**

Director of Digital Strategy & Metrics,  
Central PA Convention & Visitors Bureau

## HERE'S WHAT WE FOUND

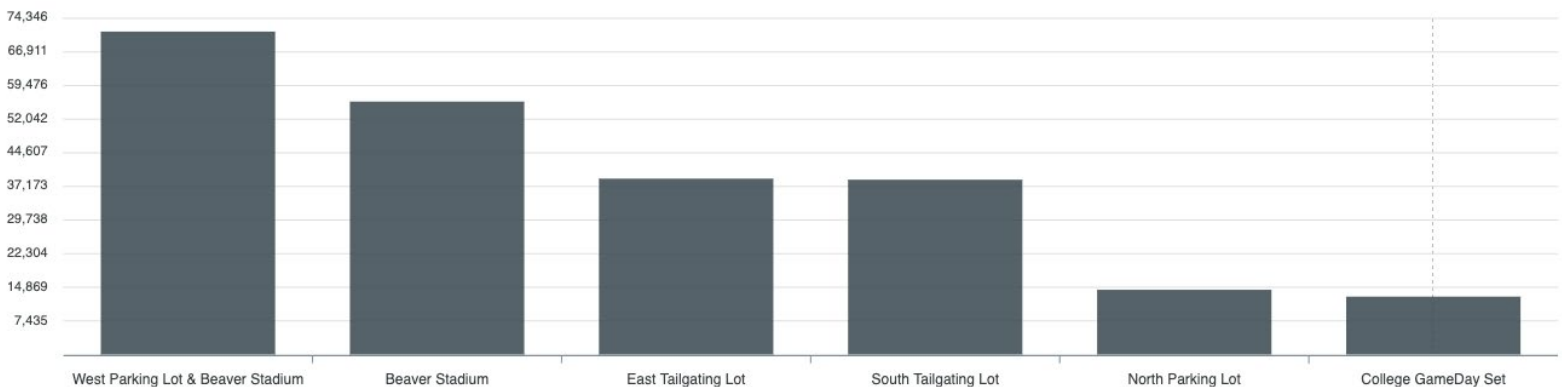
The Penn State vs Ohio State "whiteout" game saw record-breaking attendance at Beaver Stadium and a huge surge of visitors to the Penn State campus. Results from the study showed an influx of traffic into the Penn State University campus starting around 2PM. As expected, Beaver Stadium and several popular tailgating spots were amongst the highest visited by fans in the area.

Sep 29 2018

● Visitor Count: **230,064**

● Average Duration of Devices in Days: **1.35**

## TOP POIs BY VISITATION



## VISITOR DEMOGRAPHICS

A wide, diverse range of individuals were spotted around the stadium and university on gameday.

