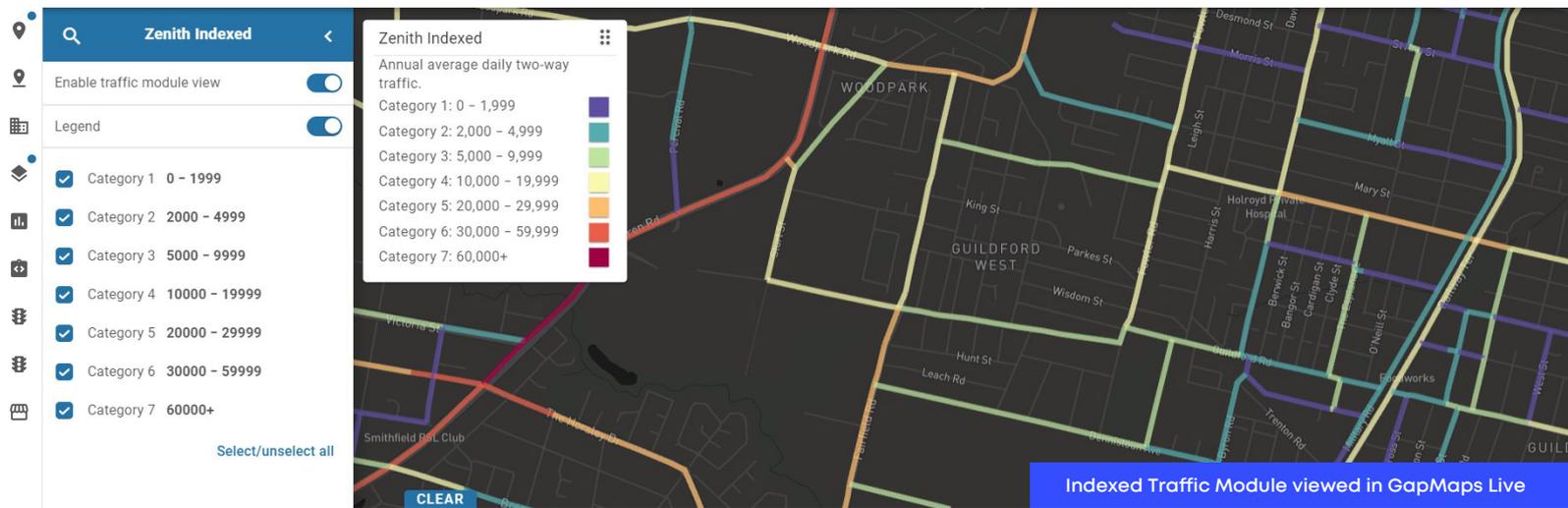


If you need **vehicle traffic estimates** to optimise site selection decisions, think **Zenith on GapMaps Live.**

Zenith Traffic Estimates is Australia's only comprehensive set of traffic flow estimates on all major metropolitan roads.



Why is traffic important?

If you are making a major investment or commitment in opening new retail sites, the traffic flow passing the site is most likely one of the major drivers of the business. Whether you are opening Quick Service Restaurants (QSR's), Petrol Stations, Convenience Stores, or any business where you need to understand passing traffic to make location decisions, then Zenith Traffic Estimates is for you. Unlike publicly available traffic counts, Zenith Traffic Estimates is dynamic and regularly updated by Veitch Lister Consulting – Australia's leading travel modelling company.

Choose your module

GapMaps gives you the choice of two Zenith Traffic Estimates data modules in GapMaps Live.

Indexed Traffic module - This module is useful for any business which relies on basic traffic data as a key input into their location decisions, such as the estimated average number of vehicles per day in a selected location based on specific volume ranges.

Premium Traffic module - The Zenith Premium Traffic module provides detailed traffic insights for businesses that need to understand turn in ratios and differentiated traffic counts for commercial and passenger vehicles to inform business performance and site selection decisions. This market leading module is recommended for brands operating in Retail Fuel, Fast Food and Cafe with drive thru plus any business that requires a deep understanding of passing traffic volumes as part of their decision making process. Combining Zenith Premium traffic with GapMaps data provides all the insights you need to make fact based decisions, all in one place.

Proven track record

The Zenith Travel Model has a long and proven track-record of estimating traffic and public transport passenger flows, and has been relied upon by Australian Governments to plan investments in road and public transport infrastructure for over 25 years. Current users of Zenith Traffic Estimates data include leading brands across QSR, major oil companies, supermarket/convenience and many more.

How it works?

The Zenith Travel Model works by simulating the daily travel patterns of individual people and households. Incorporating the household & demographic profiles of each suburb, the model simulates where, when, why and how we travel. The travel volume estimates relate to an average weekday during school term time updated annually. The model is underpinned by:

- Known traffic counts sourced from government agencies
- ABS Census Data
- Government Household travel Surveys (over 100,000 households surveyed)
- Detailed road and public transport network information

Coverage Areas

Zenith provides traffic estimates in the following metropolitan locations across Australia:

- Adelaide – the greater Adelaide area
- South East Queensland – including Gold Coast, Sunshine Coast, Toowoomba and Northern NSW from Tweed Heads to Ballina)
- Canberra – including Queanbeyan
- Melbourne – including Geelong, Ballarat, Bendigo and Warragul.
- North Queensland – including Cairns, Townsville and Mackay
- Perth – the greater Perth area
- Sydney – including Wollongong and Newcastle

www.gapmaps.com

Want to learn more?

Contact info@gapmaps.com