



Location Intelligence

Marine & Coastal Management

Decision-ready location insights for marine and coastal management

Who is BizziRex?



click to watch a video about BizziRex

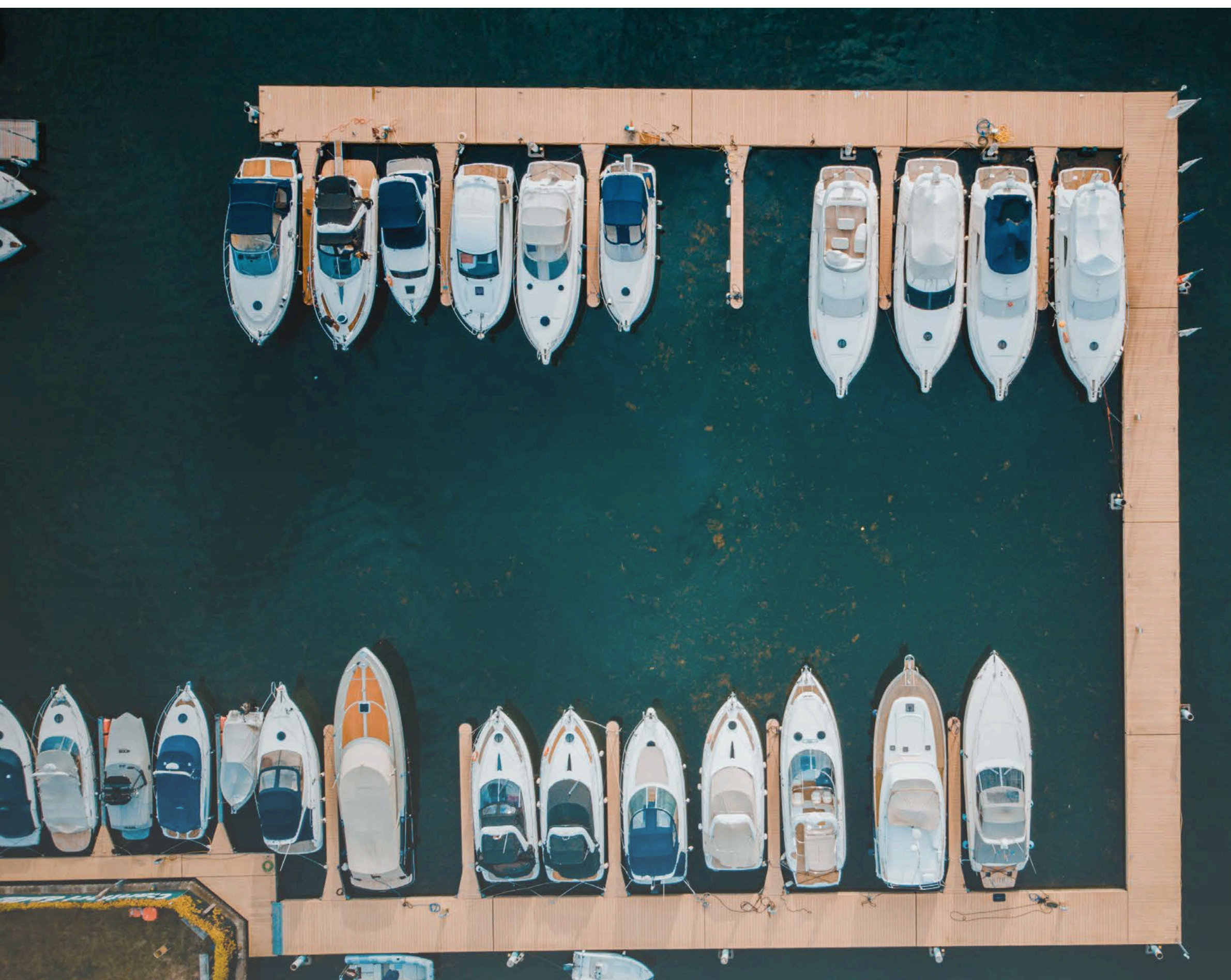
ABOUT US

BizziRex is a premier provider of advanced location intelligence and geospatial analytics. We specialise in transforming complex "human movement" data into actionable insights for government bodies, marine authorities, environmental agencies, coastal developers, tourism boards, businesses and more.

At BizziRex, we believe that the health of our marine and coastal environments is inextricably linked to how humans interact with them. We also believe that the use of marine infrastructure and coastal tourism is the Australian way of life.

By leveraging high-frequency, mobile location data and proprietary analytical frameworks, we provide a "digital twin" of human activity across shorelines, marine parks, and coastal infrastructure, to bring clear and actionable insights.

Our mission is to bridge the gap between traditional environmental monitoring and modern data science, ensuring that coastal management is proactive, sustainable, and evidence-based.



Why BizzziRex?

100% REAL, RELIABLE DATA

Privacy-compliant mobility data, no estimates. Processed by our spatial experts, the data provides a solid evidence base for confident strategic decision-making.

DEEP URBAN ANALYTICS EXPERTISE

Beyond software development, our 20 years of expertise in urban analytics and transport modeling ensures that all insights are grounded in historical context and proven technical excellence.

ACTIONABLE, NOT OVERWHELMING

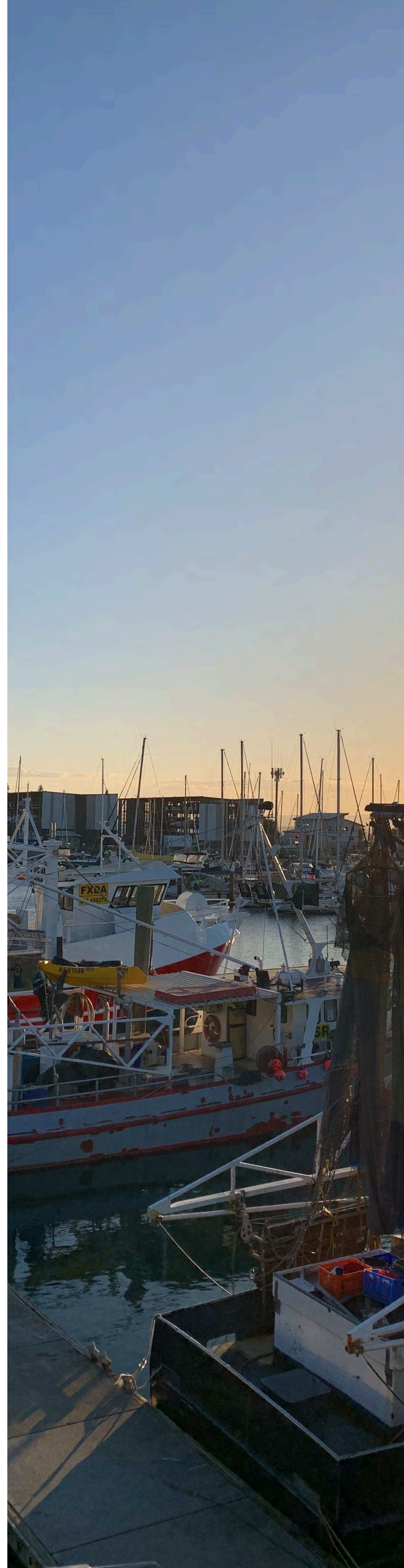
We do the heavy lifting. We process millions of data points into beautifully designed, easy-to-read reports, delivering the immediate insights you need.

READY TO DELIVER

We have a dedicated team of personnel and the specialised resources necessary to meet the specific demands of your project immediately.

ACADEMIC EXCELLENCE

We are backed by academic excellence. We actively contribute to the research and development of urban analytics.



The need for Location Intelligence

MARINE & COASTAL SERVICES

For decades, coastal management has relied on manual observations, pneumatic tube counters at car parks, or infrequent surveys. These "analogue" methods suffer from several critical flaws. BizziRex fixes that by:

COMPLETE DATA COVERAGE

The lack of complete data coverage is evident in manual counting that only captures a "snapshot" in time, often missing peak events or seasonal shifts. Gain the complete data coverage from the convenience of your desktop with BizziRex Location Intelligence Reports. The need for on-site boat ramp surveys and on-water patrols is gone.

UNDERSTAND YOUR CATCHMENT & USERS

Traditional counters count vehicle number, but they cannot tell you if that visitor traveled 5km or 500km to get there. BizziRex gives you insights of where your marine users are travelling from, where they are heading to on the water, how long they stay and repeat visitors.

LOW COST & HIGH SCALABILITY

Deploying physical sensors across vast, rugged coastlines is logistically difficult and expensive to maintain. We do the grant work for you and save on-water costs, time and resources, as well as gaining high data coverage on various metrics. Review more areas for a fraction of the traditional costs.





The Location Intelligence Revolution

BizziRex's location intelligence offers a holistic, 24 / 7 - 365 view of our coast environmental and marine infrastructure. By analysing the "digital twin" of visitors, we provide coastal managers with a "perpetual census." In the marine context, this is vital for:

ENVIRONMENTAL PROTECTION

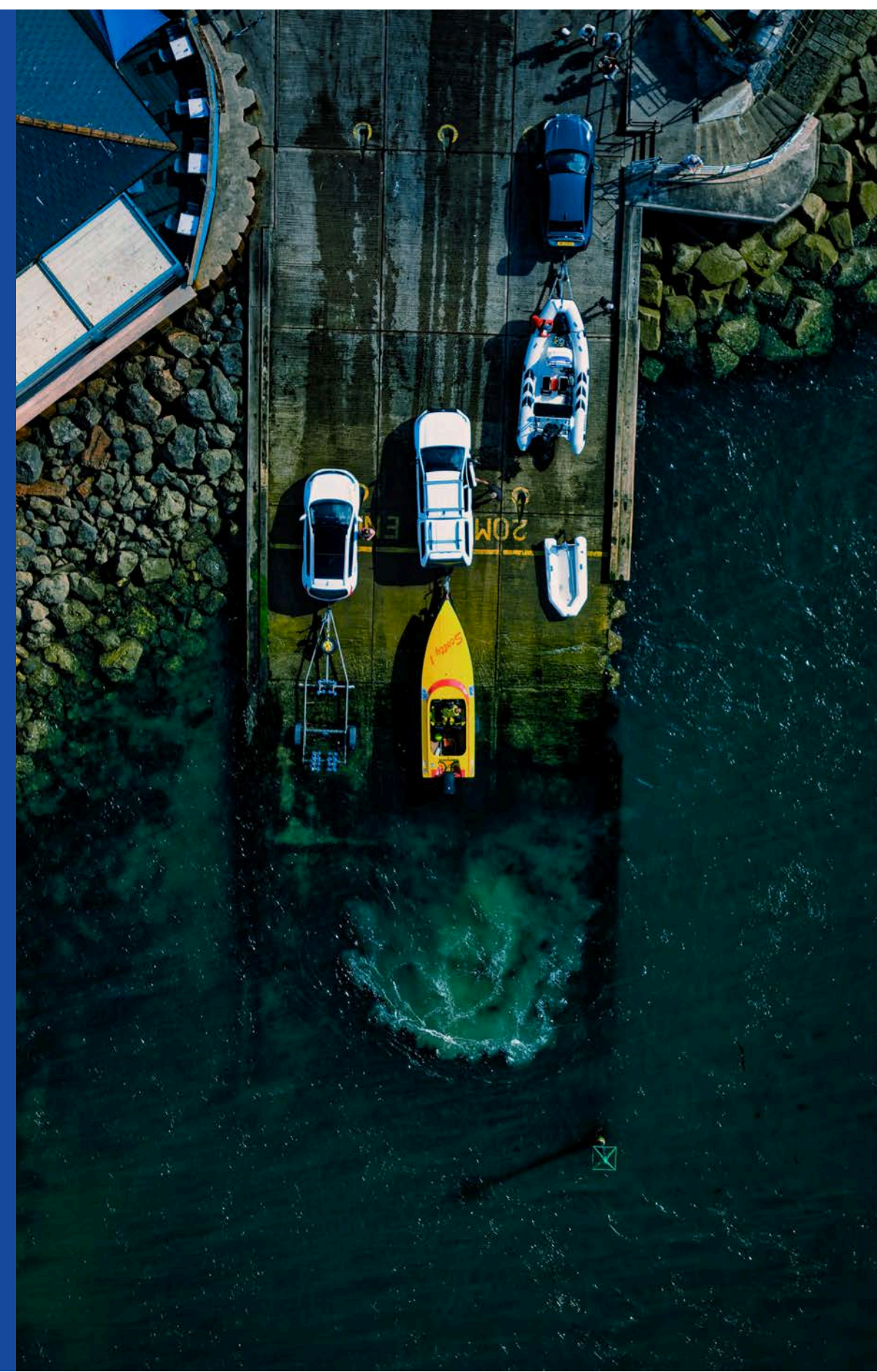
Identifying "over-tourism" in key marine systems, or movement through sensitive or restricted area before ecological damage occurs.

INFRASTRUCTURE PLANNING

Justifying the need and urgency for boat ramp upgrades, car park expands or new marine facilities along our coastlines.

PUBLIC SAFETY

Understanding visitor flow to better allocate lifeguard resources or emergency services during peak periods.





The BizziRex Solution

THE CORE METRICS

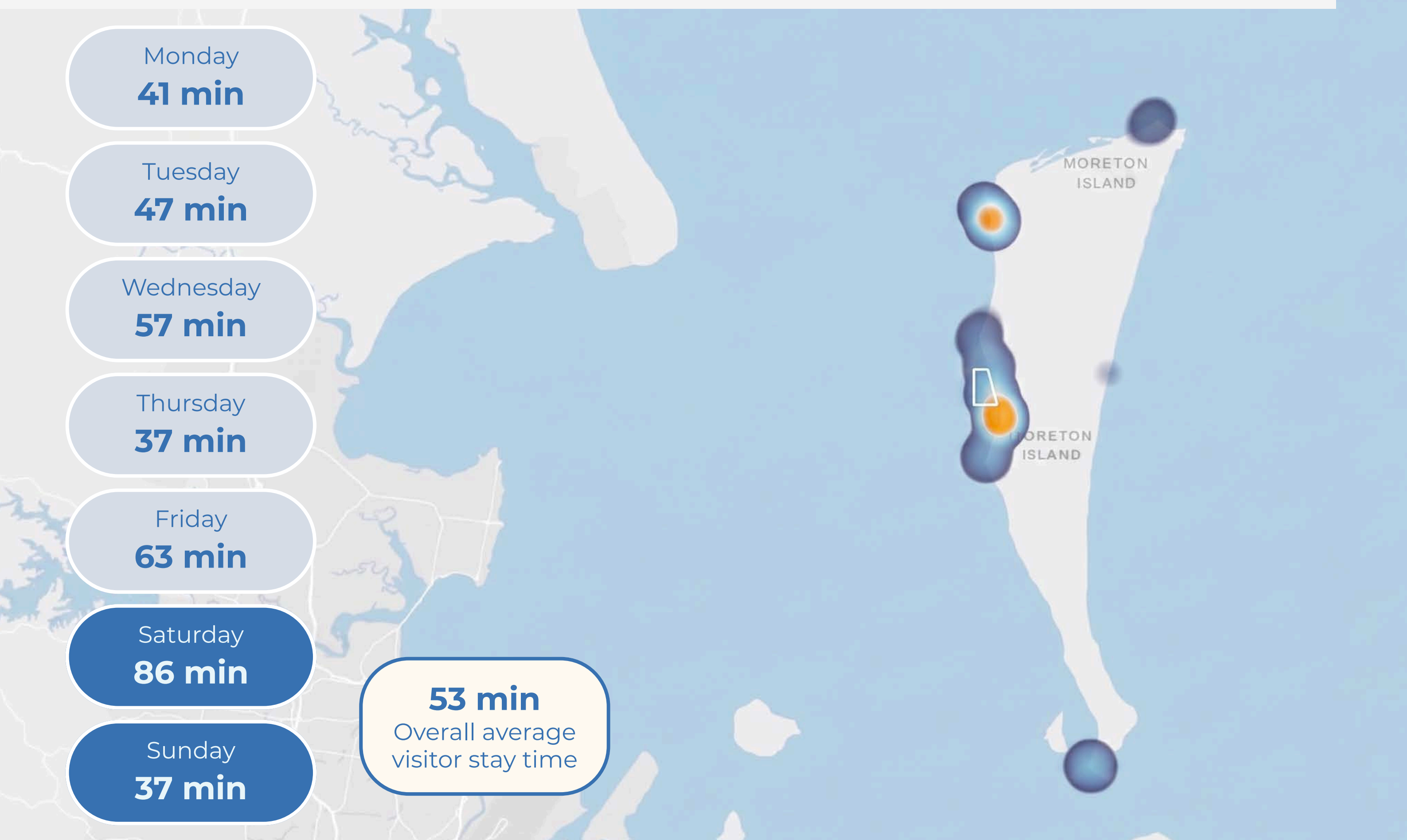
The BizziRex Location Intelligence Report centers on four key pillars of information. Below is how these metrics are applied specifically to solve marine and coastal challenges

1. VISITOR STAY TIME AND RETURN VISITORS

The Metric: Duration of a visit (from arrival to departure) and the frequency of repeat visitors.

Example insights:

- **Stay time:** Distinguishes between "transient users" (e.g, people doing a quick drive-by of a boat ramp) and "active users" (e.g, people staying for the duration to launch their vessel, or how long vessels are anchored for at a tourism hot-spot). This informs the type of facilities needed, such as long-stay parking vs. short-stay viewpoints, as well as use historical stay time behaviour to anticipate fluctuations in future visitor volume.
- **Return rates:** High return rates indicate a "local" user base, whereas low return rates suggest a heavy reliance on one-time tourism. This allows coastal managers to tailor communication—focusing on "citizen science" and local stewardship for regulars, or basic safety and wayfinding for tourists.



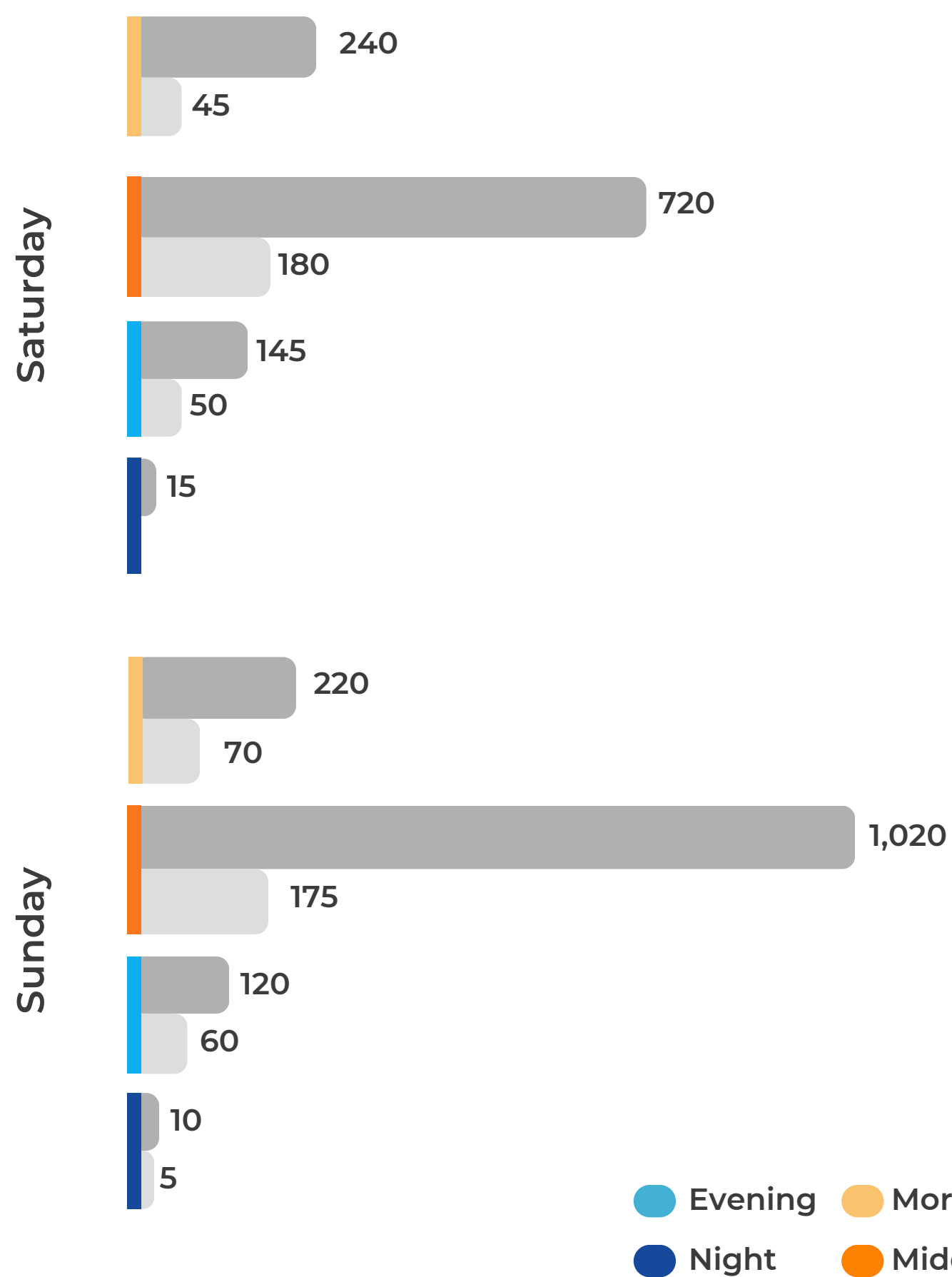
2. BIZZI HOURS OF THE DAY

The Metric: Average visitors count for each day, by day period (morning, midday, evening and night).

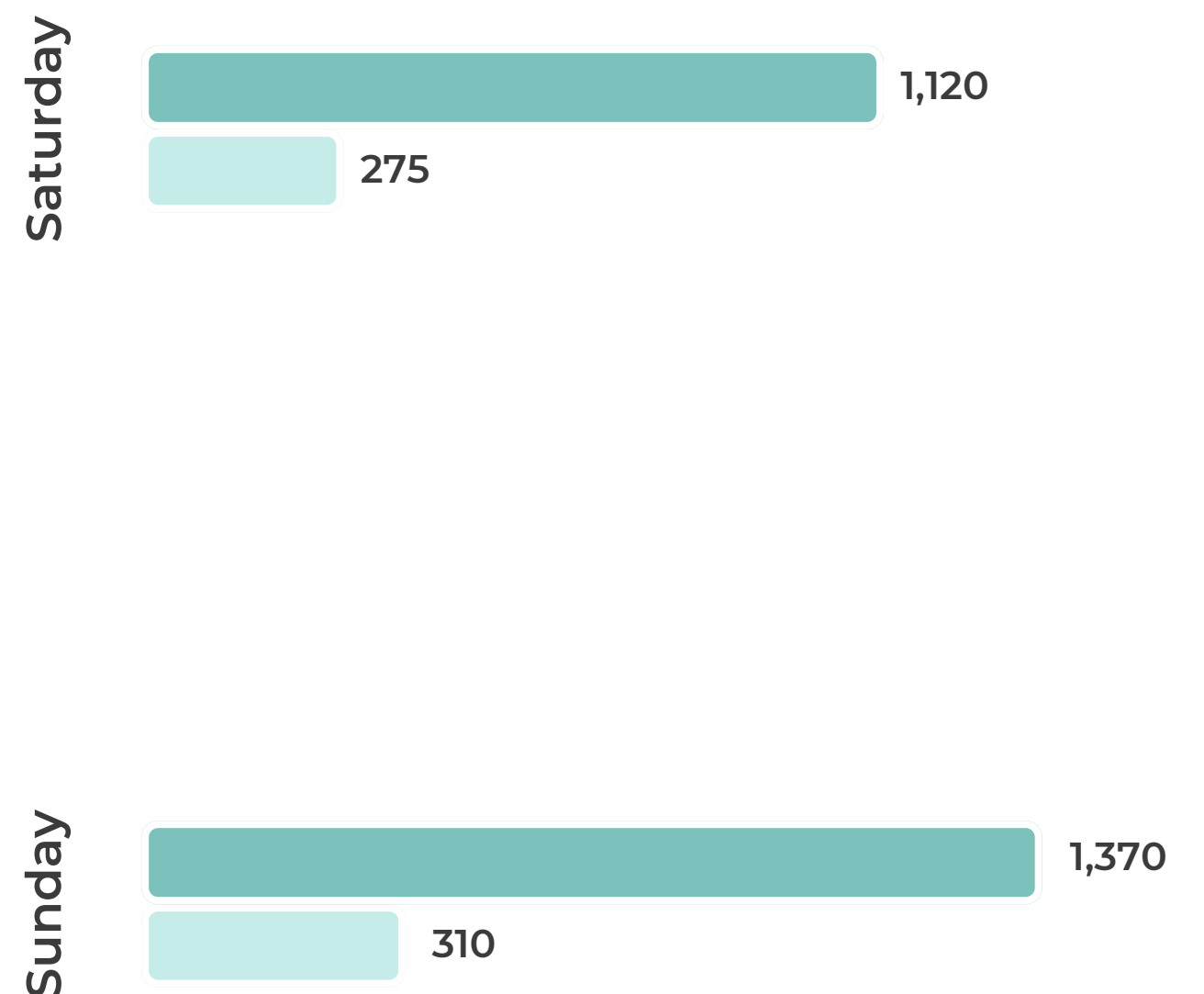
Example insights:

- **Capacity management:** Identifying the exact "tipping point" when a beach or boat ramp reaches capacity. This allows for dynamic management, such as deploying rangers or opening overflow parking only when the data predicts a surge.
- **Maintenance scheduling:** By identifying low usage times, coastal authorities can schedule beach grooming, waste collection, or infrastructure repairs and cleaning during low-impact hours, minimising disruption to the public.

Visitors and People passing by by day period



Visitors and People passing by accumulated



● Evening ● Morning ● Visitors
● Night ● Midday ● People passing by

Weekend days as an example only



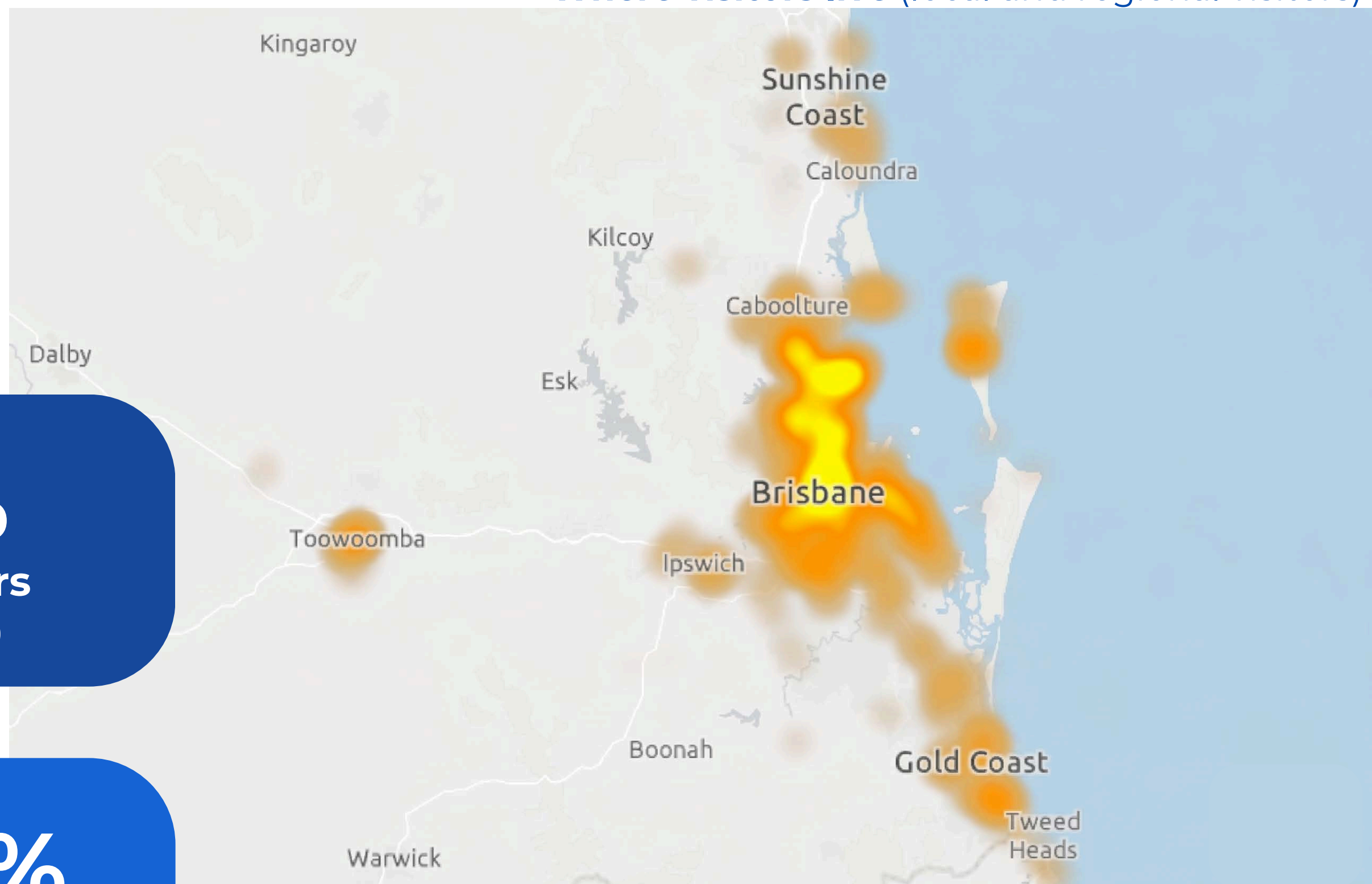
3. WHERE VISITORS LIVE

The Metric: Mapping the "home location" of visitors at a postcode level.

Example insights:

- **Catchment mapping:** Understanding the geographical "pull" of a coastal asset. If a specific marine facility is attracting visitors from 200km away, it shifts the funding conversation from local council responsibility to state or federal investment.
- **Targeted biosecurity and conservation:** If data shows a high volume of visitors coming from an area known for an invasive species (e.g., certain aquatic weeds), authorities can place targeted educational signage and wash-down stations at the specific access points those visitors use.

Where visitors live (local and regional visitors)

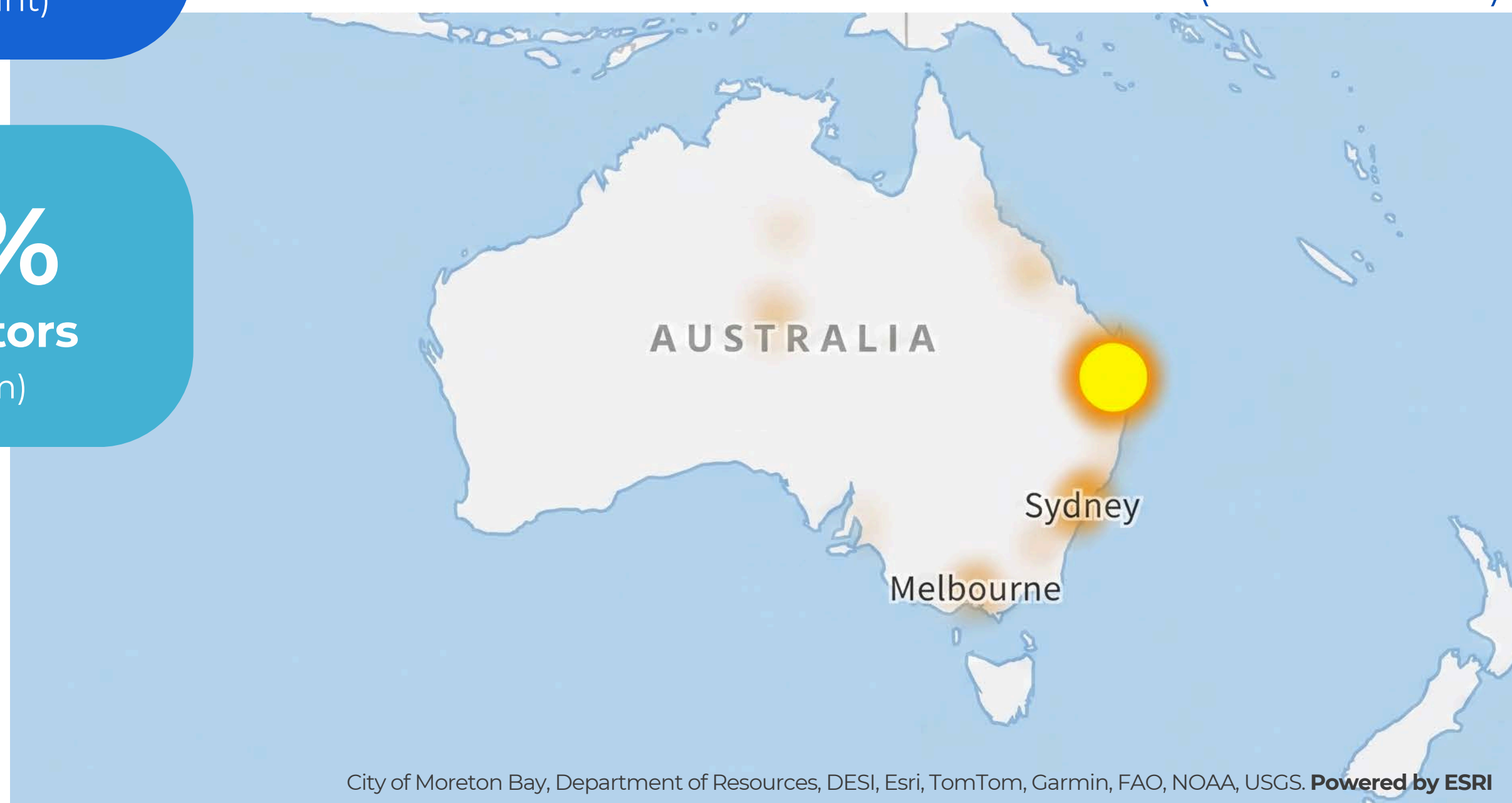


3.4%
Local visitors
(10 km distant)

44.4%
Regional visitors
(10-50 km distant)

52.2%
Distant visitors
(beyond 50km)

Where visitors live (distant visitors)



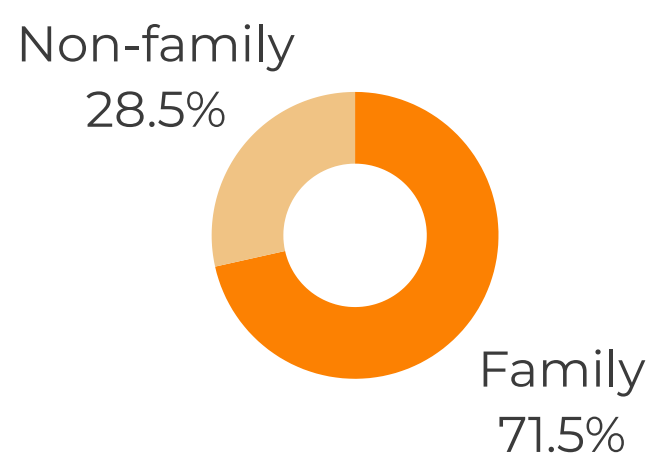
4. VISITOR DEMOGRAPHICS

The Metric: Understand your average visitor by comparing demographics against the Australian average. Example insights:

- **Inclusive design:** If the data shows a high percentage of elderly visitors at a specific waterfront, there might be benefit in prioritising accessibility ramps and seating. If the demographic is young professionals, the focus might shift to high-speed digital connectivity or evening activation.
- **Economic Impact Assessment:** By understanding the socio-economic profile of visitors, coastal towns can better predict "visitor spend" and attract the right mix of commercial leaseholders (e.g., high-end dining vs. casual kiosks) to the foreshore.

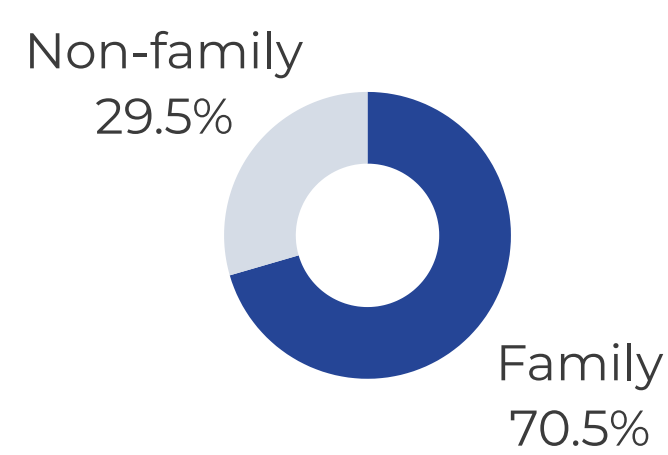
HOUSEHOLD COMPOSITION & INCOME

Visitor Average
(Selected location)



Household size: 2.6 persons
Weekly income: 2,209.93 AU\$

Australian Average
(ABS postcode data)

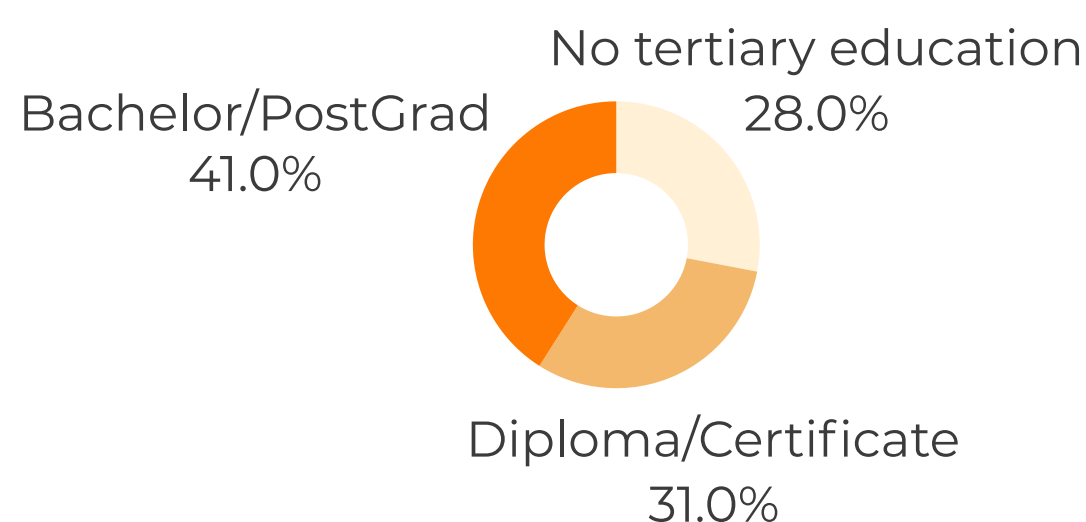


Household size: 2.4 persons
Weekly income: 1,881.00 AU\$

AGE, MARITAL STATUS AND EDUCATION

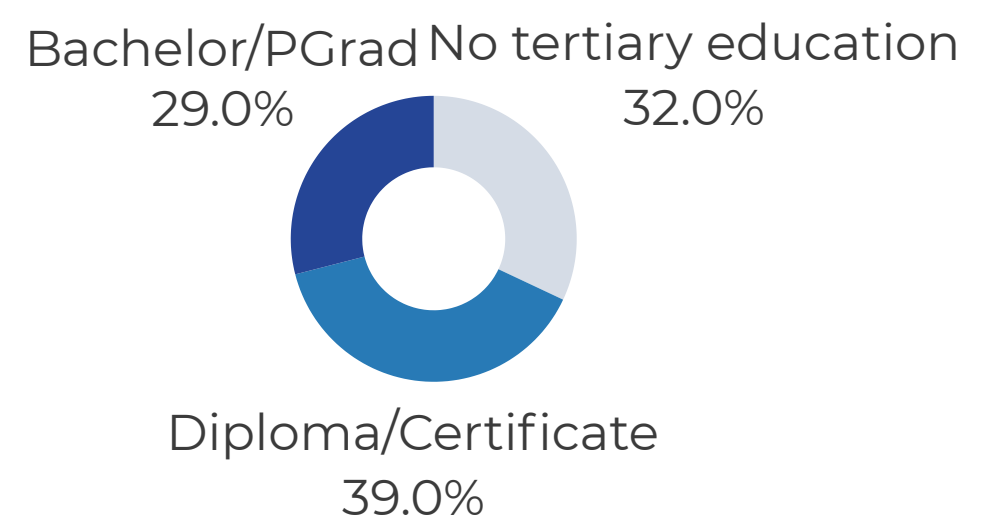
Visitor Average
(Selected location)

39 years
51.3% female / 48.7% male
45.6% married



Australian Average
(ABS postcode data)

43 years
50.7% female / 49.3% male
46.5% married



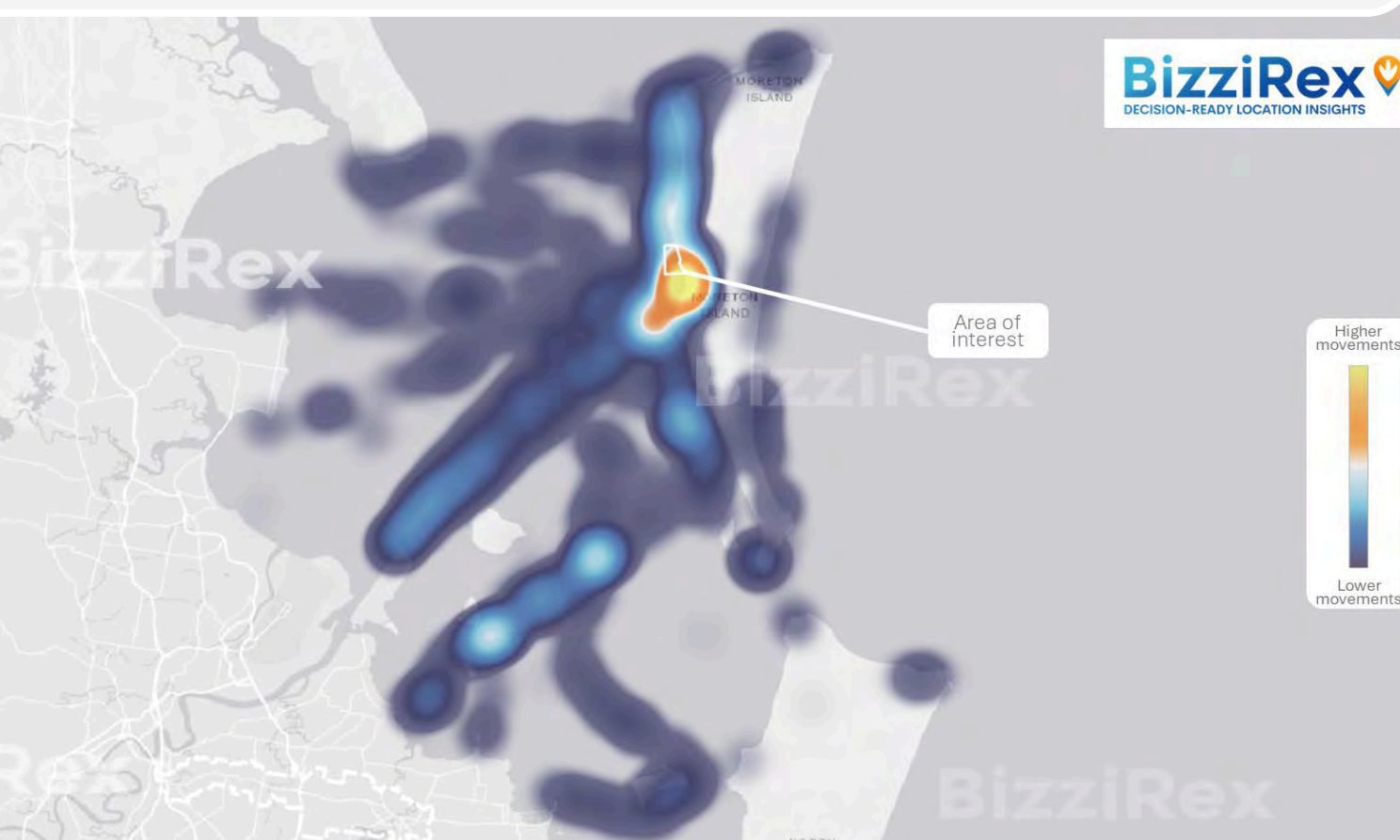


Custom Requests

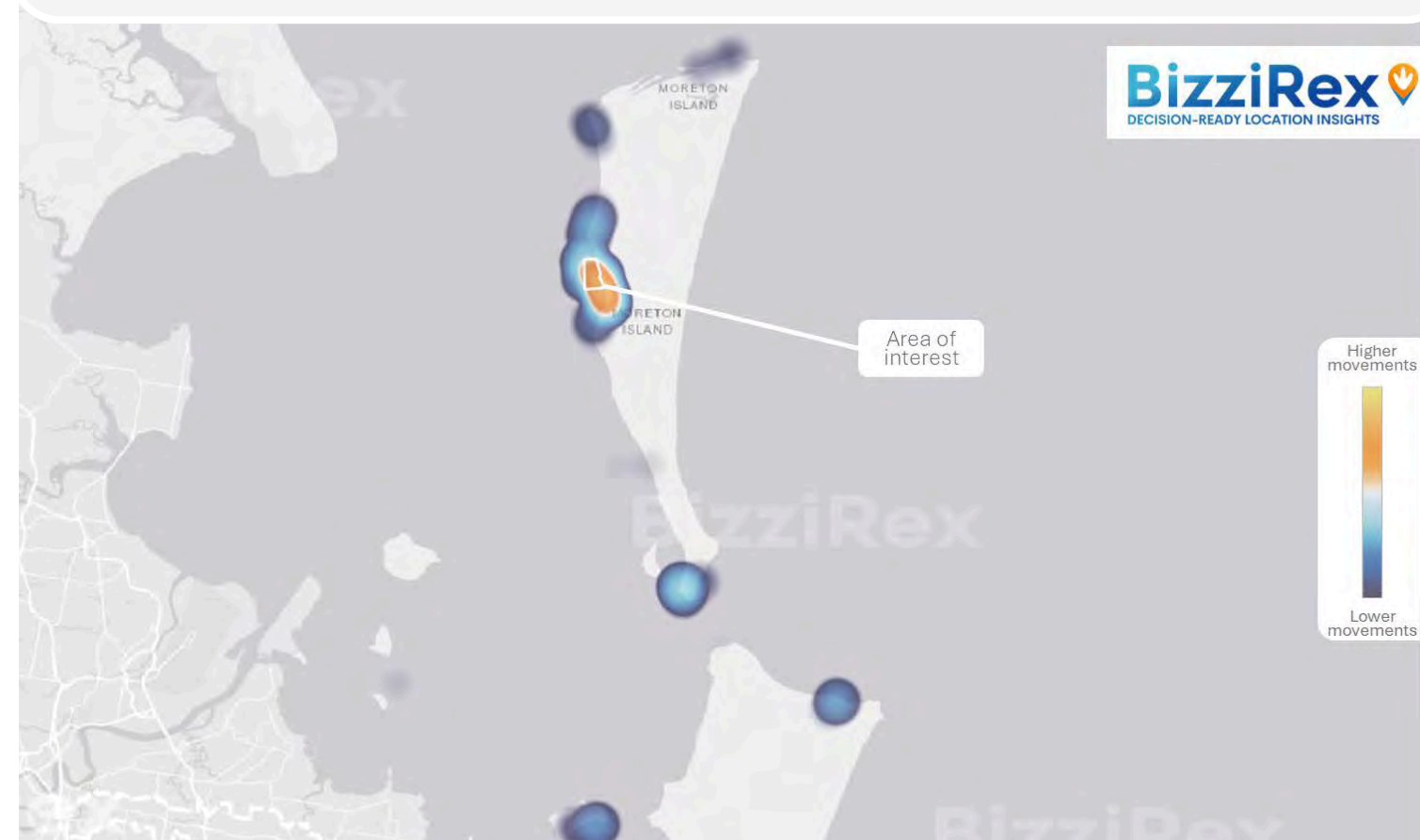
BEYOND THE NUMBERS

Understand exactly how people navigate and interact with your area of interest. Our **Movement Heatmaps** trace the dynamic flow visitors, revealing the primary paths and corridors they use. **Stay Heatmaps** pinpoint areas with high stay time, where people choose to congregate and spend their time.

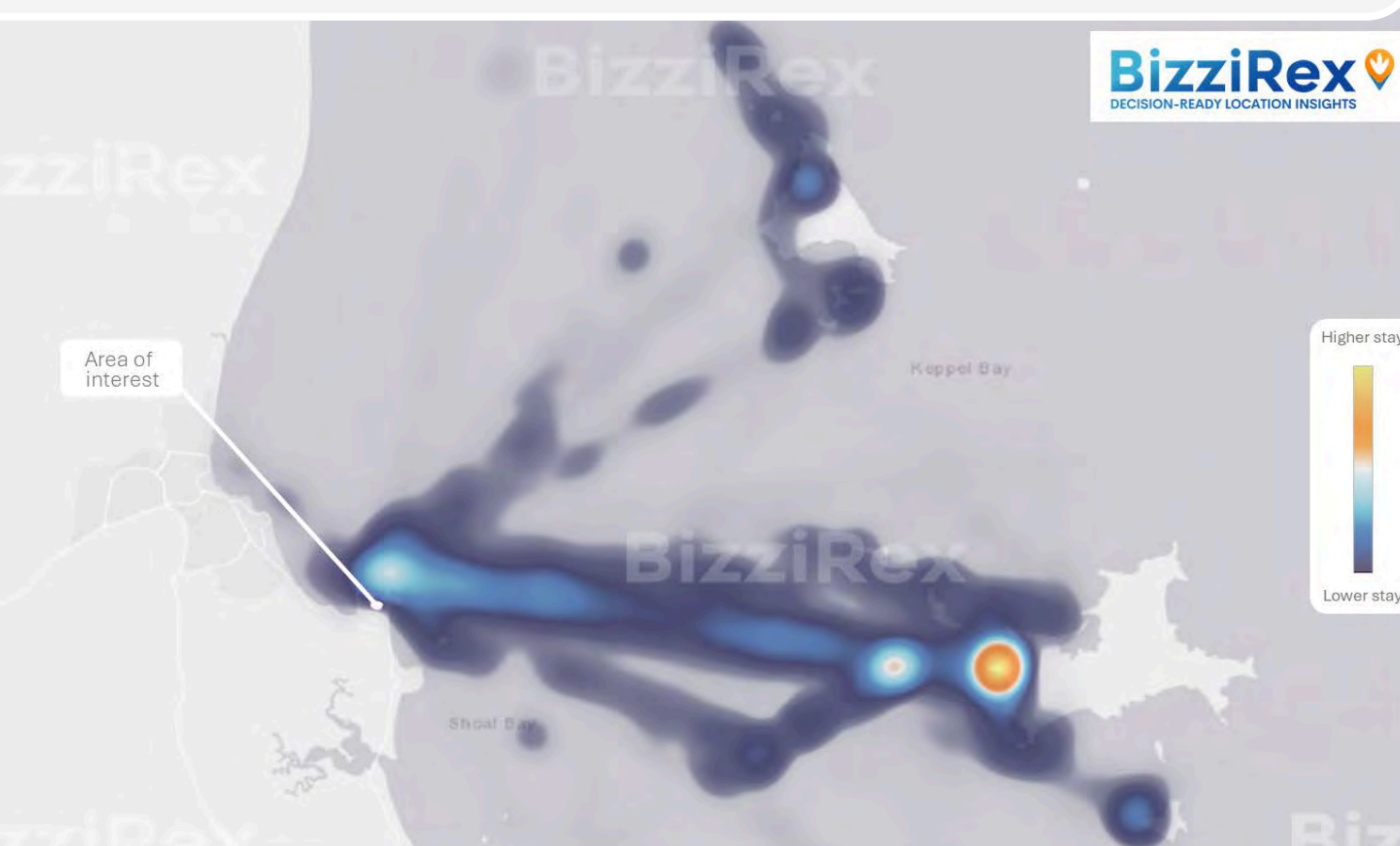
Movement heatmap
Tangalooma wrecks visitors



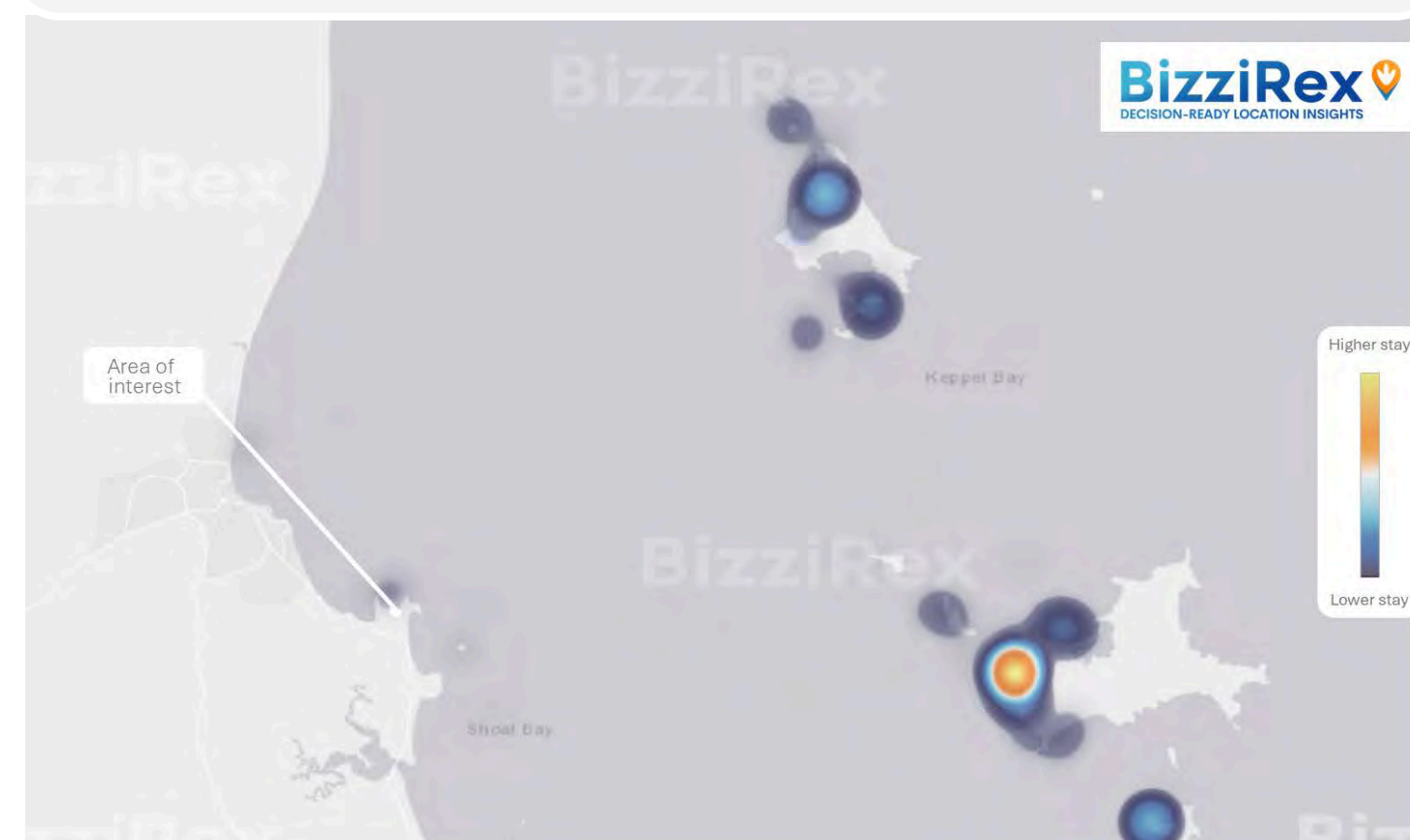
Stay heatmap
Tangalooma wrecks visitors



Movement heatmap
of a boat ramp's visitors



Stay heatmap
of a boat ramp's visitors

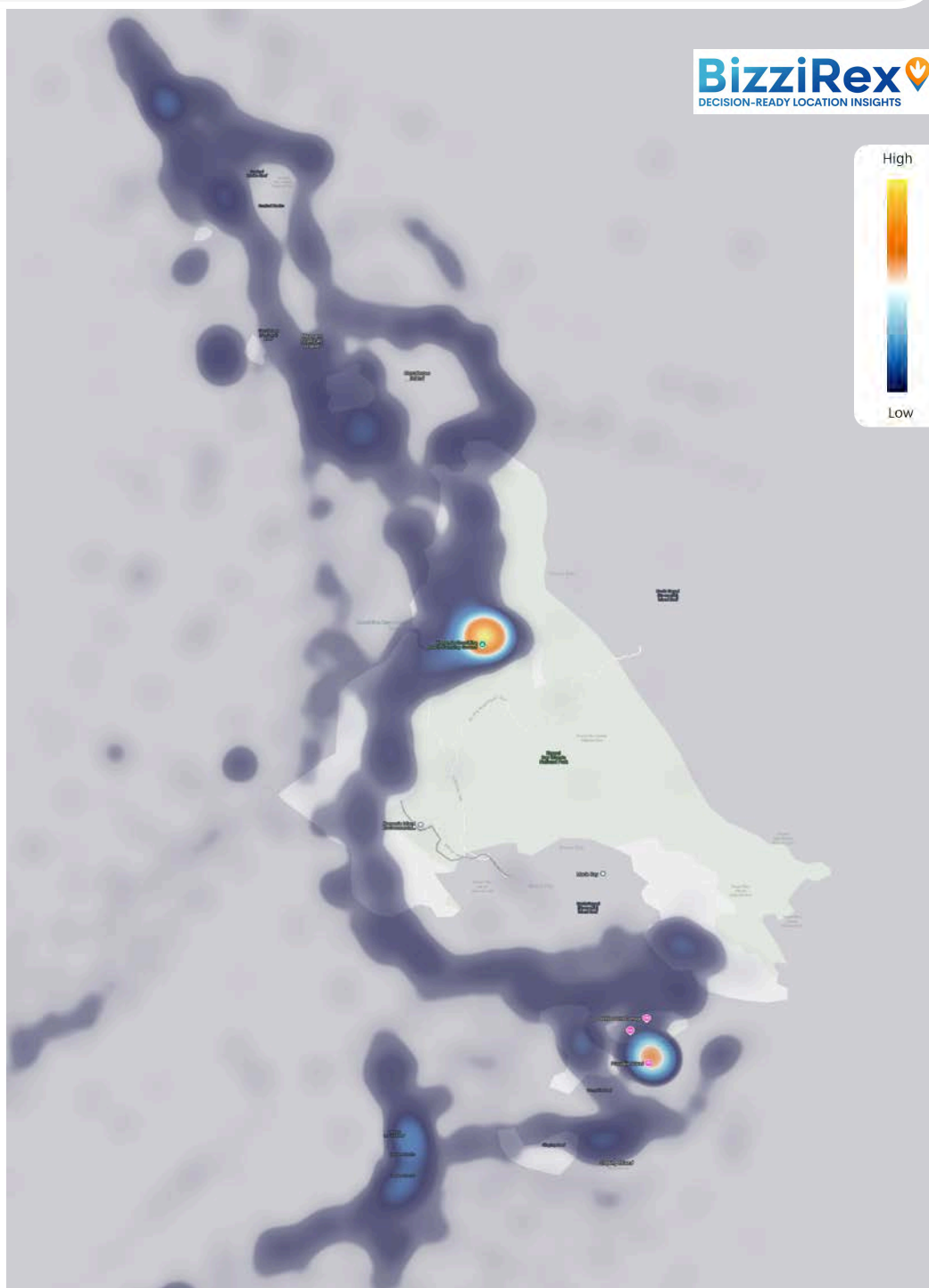


Replace dense spreadsheets with intuitive heatmaps to visually communicate complex data about movement patterns, hotspots, scenarios and recommendations in a simple and powerful way.

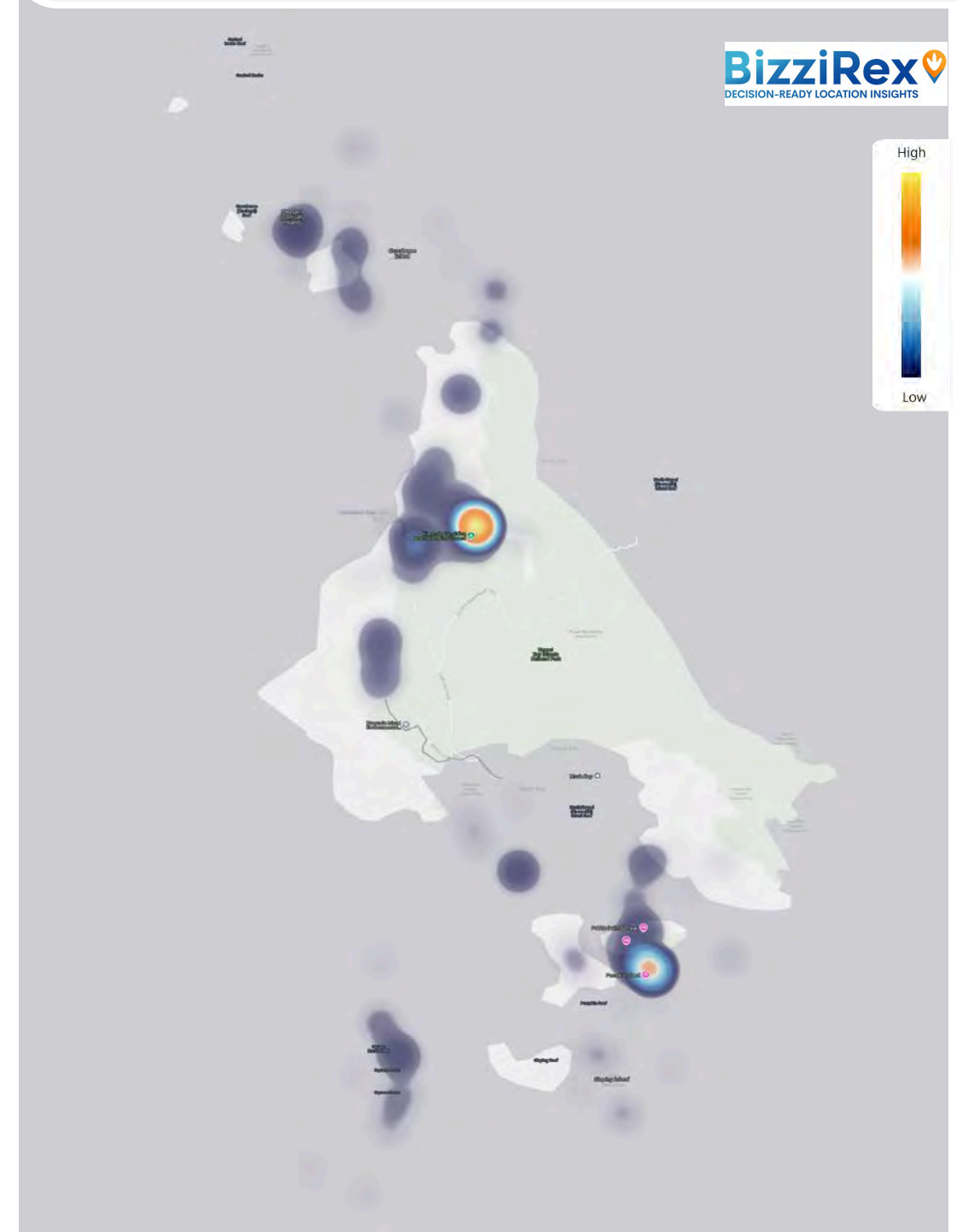
VISUALISE THE DETAILS

Understand exactly where your visitors are going to with a BizziRex detailed movement heatmap.

Detailed movement heatmap
of a boat ramp's visitors



Detailed stay heatmap
of a boat ramp's visitors



UNDERSTAND THE CATCHMENT

Understand exactly where your visitors are coming from or going to with a BizziRex origin or destination heatmap.

Origin heatmap
for a boat ramp - regional

