Glen Rose TX - Council Report (July)

City of Glen Rose, TX 1/1-6/8 2024
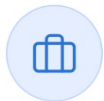
Glen Rose TX - Council Report (July)

Global Filters (In-State) (Out-of-State) (Distance: 60 mi - 3,816 mi) (Dates: 1/1/24 - 6/8/24) (Cluster: City of Glen Rose Included) (POI: City of Glen Rose No Highways Included)
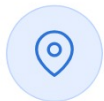
Geo Data
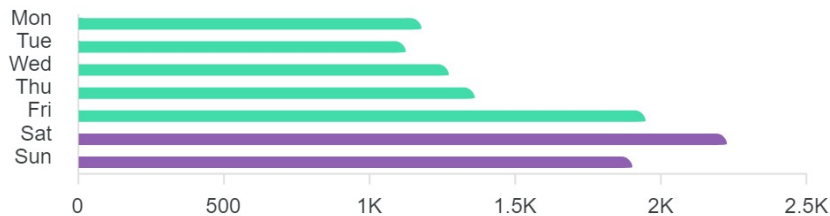
Total Trips
140,764 Trips

Visitor Days
247,702 Days

Average Length of Stay
1.8 Days

Visitors by Day
Geo Data

Average Number of Visitor Days

Locals vs Visitors % Share
Geo Data

Locals: 0 - 60 Miles | Visitors: 60 - 3816 Miles
Distance filter is not applied to this chart

● Visitors **14.4%**
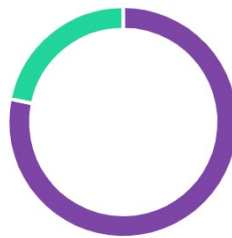
● Locals **85.6%**

In-State vs Out-of-State % Share
Geo Data

● In-State **78.2%**

● Out-of-State **21.8%**

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Visitor Days by Length of Stay
⊙ Geo Data

- 1 Day 48.5%
- 2 Days 15.7%
- 3 Days 12.1%
- 4 Days 7.32%
- 5 Days 3.98%
- 6+ Days 12.4%

Avg Length of Stay: 1.8 Days
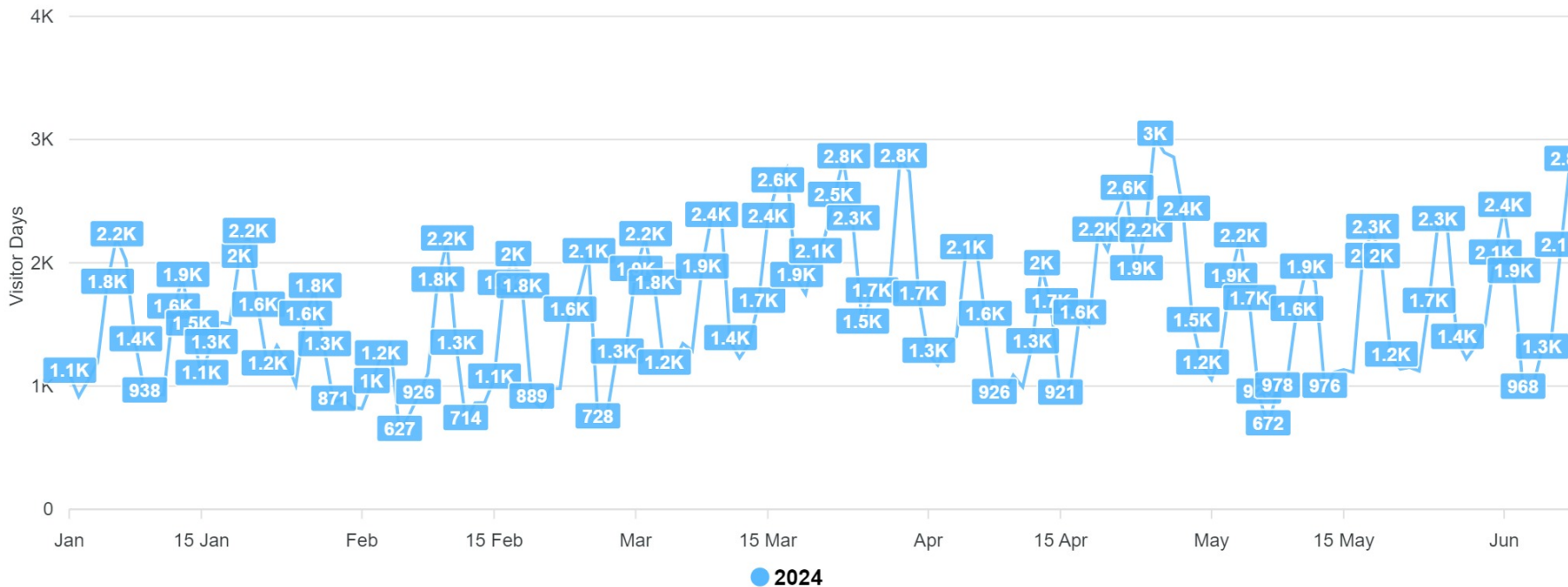
Comparison of Trips
⊙ Geo Data

- Repeat 52%
- One Time 48%

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Daily Visitor Trend

(⊙ Geo Data)

Chart: Daily Visitor Trend, Visitor Days vs. date (Jan – Jun), series **2024**.

Y-axis: 0, 1K, 2K, 3K, 4K (Visitor Days)
X-axis: Jan, 15 Jan, Feb, 15 Feb, Mar, 15 Mar, Apr, 15 Apr, May, 15 May, Jun

Data labels: 1.1K, 2.2K, 1.8K, 1.4K, 938, 1.6K, 1.9K, 1.5K, 1.3K, 1.1K, 2.2K, 2K, 1.6K, 1.2K, 1.6K, 1.8K, 1.3K, 871, 1K, 1.2K, 627, 926, 2.2K, 1.8K, 1.3K, 714, 1K, 2K, 1.8K, 1.1K, 889, 2.1K, 1.6K, 1.3K, 728, 2.2K, 1.9K, 1.8K, 1.2K, 2.4K, 1.9K, 1.4K, 2.6K, 2.4K, 1.7K, 1.9K, 2.1K, 2.8K, 2.5K, 2.3K, 2.8K, 1.7K, 1.5K, 1.7K, 1.3K, 2.1K, 1.6K, 926, 2K, 1.7K, 1.3K, 921, 1.6K, 2.2K, 2.6K, 2.2K, 1.9K, 3K, 2.4K, 1.5K, 1.2K, 1.9K, 1.7K, 2.2K, 1.6K, 978, 672, 976, 1.9K, 2.3K, 2K, 2K, 1.2K, 1.7K, 2.3K, 1.4K, 2.1K, 2.4K, 1.9K, 1.3K, 968, 2.8K, 2.1K

Legend: ● 2024

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DMA Visitation
⊙ Geo Data

DMA	Visitor Days
Dallas-Ft. Worth	24.96%
Waco-Temple-Bryan	5.91%
Austin	5.73%
Abilene-Sweetwater	5.24%
Houston	5.22%
San Antonio	5.07%
Tyler-Longview-Lfkn&Ncgd	4.71%
Shreveport	3.1%
Odessa-Midland	1.86%
Wichita Falls & Lawton	1.86%
Oklahoma City	1.64%

County Visitation
⊙ Geo Data

County	Visitor Days
Dallas, TX	5.45%
Denton, TX	4.28%
Collin, TX	3.46%
Harris, TX	1.79%
Bexar, TX	1.75%
Kaufman, TX	1.35%
McLennan, TX	1.27%
Burnet, TX	1.22%
Taylor, TX	1.17%
Brown, TX	1.16%
Bowie, TX	1.13%

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Length of Stay by Top Counties

County ⬍	Avg Length of Stay ⬍	Share of Trips ⬍
Dallas, TX	1.5 Days	6.36%
Denton, TX	1.4 Days	5.26%
Collin, TX	1.4 Days	4.46%
Bexar, TX	1.6 Days	1.93%
Harris, TX	1.9 Days	1.64%
Kaufman, TX	1.5 Days	1.55%
Burnet, TX	1.5 Days	1.41%
McLennan, TX	1.6 Days	1.38%
Brown, TX	1.6 Days	1.25%

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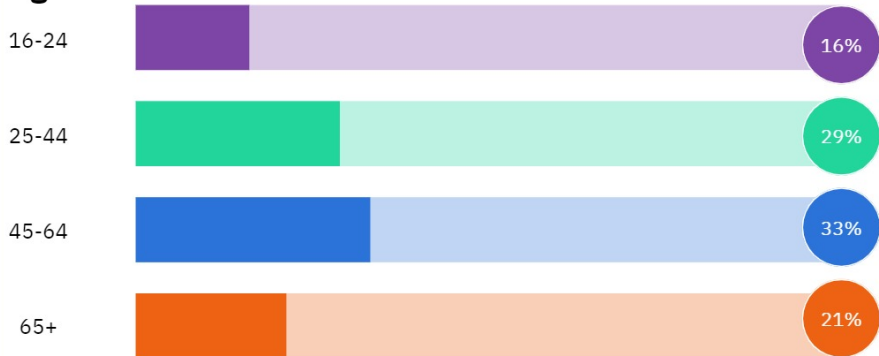
Age

Age	Percent
16-24	16%
25-44	29%
45-64	33%
65+	21%

Income

Income	Percent
$0-49K	29%
$50-75K	17%
$75-99K	17%
$100K-149k	21%
$150K+	17%

Household

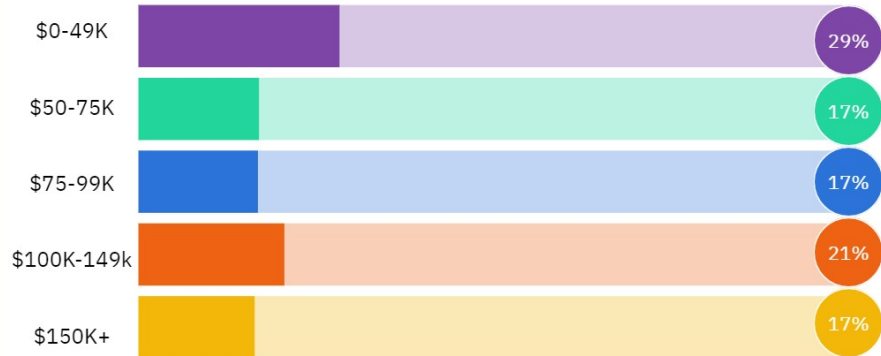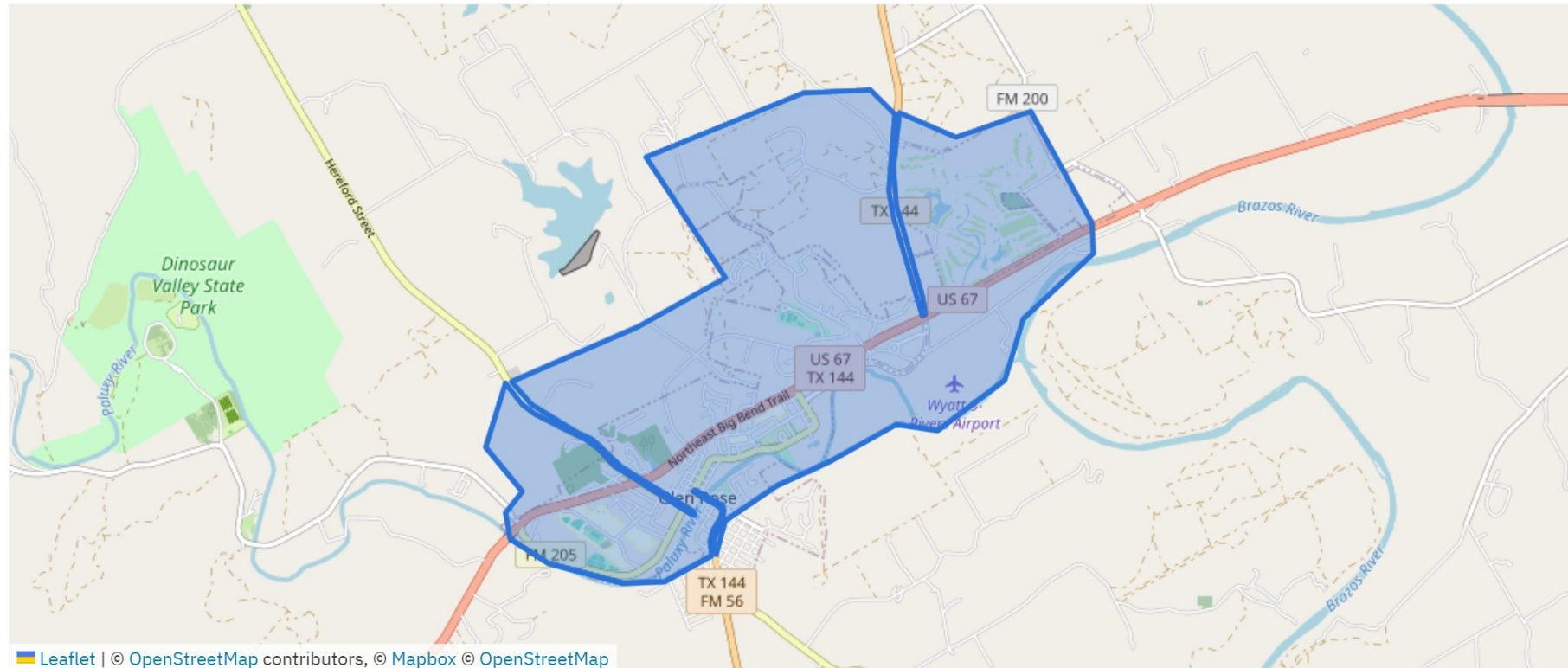| Household	Percent
1-2	45%
3-5	45%
6+	10%

Custom notes

Glen Rose TX - Council Report (July)

Global Filters In-State Out-of-State Distance: 60 mi - 3,816 mi Dates: 1/1/24 - 6/8/24 Cluster: City of Glen Rose Included POI: City of Glen Rose No Highways Included

Selected POIs

Color by: POI

Leaflet | © OpenStreetMap contributors, © Mapbox © OpenStreetMap

Glen Rose TX - Council Report (July)

Global Filters (In-State) (Out-of-State) (Distance: 60 mi - 3,816 mi) (Dates: 1/1/24 - 6/8/24) (Cluster: City of Glen Rose Included) (POI: City of Glen Rose No Highways Included)

Slide 1: Volume estimates, locals vs visitors, in/out of state shares, and visitors by day.

- An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.
- Trips: The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled.
  - If I come to Glen Rose once and stay for 3 days I am 1 trip and 3 visitor days. If I come back again and stay 2 days, I will have 2 trips and 5 visitor days. It counts each day I was at the destination during my trips.
- Visitors by Day: This shows us the average visitor day estimate for the period, by day of the week. Ex: We saw the highest average visitation on Fridays and Saturdays during the time frame.
- In/out of state and Locals vs. Visitors: Shows share of people from in vs. out of the state, and locals vs. visitors shows people from within 0-60 miles (locals) vs. 60+ miles (Visitors). Locals vs. Visitors operates independently of distance filters. This chart is calculated in Visitor Days on this tool.

Slide 2: Visitor Days by Length of Stay and Comparison of Trips:

- Visitor Days by Length of stay shows what share of Visitor Days are attributed to which trip lengths. For example: 49% of all visitor days observed to the City of Glen Rose POI during the period in the filters can be attributed to 1-day trips. This Can be toggled between visitor days and trips.
- Repeat vs. One time: Share of people that have appeared again since the first time they were picked up in the destination. Once someone visits for the second time, that visitor will forever be classified as a "repeat" visitor for that destination, regardless of the date range filter. Changing the POIs and changing the dates will change the percentages because you might have more one-time visitors heading to a particular POI and more repeat visitors visiting a different POI on a given day, or over a different date range.

Slide 3: Daily Visitors Trend

- Each number is an estimate of how many people (devices) we observed in the cluster or POI within the filters on that particular day. This can be toggled between visitor days and trips.

Slide 4: Top Markets

- This chart shows where people seen in the cluster are coming from, by share of visitor days. For example, 25% of all visitor days come from the Dallas ft. worth DMA. The same would go for the county level. This chart can be toggled between the visitor days and trips metrics.
  - A DMA, or Designated Market Area, is a geographical region used by marketers and advertisers to define specific areas where local television viewing is measured. For example, the New York City DMA includes not just the city itself but also surrounding areas where people receive New York City's TV channels.

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Data Source Filters

(⊙ Geo Data)

(Dates: 01/01/2024 - 06/08/2024) (Cluster: City of Glen Rose Included) (POI: City of Glen Rose No Highways Included)

Glossary

General Definitions

Distance Filter: Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Unique Visitors, Visitor Days, and Trips based on the distance between the home location, and the POI. The distance filter is calculated as flight distance, not driving distance.

Home Zip Code: The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior and our process is capable of determining when someone moves to a new zip code.

Percent Change: Percent change is the percentage difference between two values, representing the relative increase or decrease. A positive percent change indicates an increase, while a negative percent change indicates a decrease. This calculation is used on a variety of comparable metrics, such as Percent Change of Trips, Percent Change of Unique Visitors, and Percent Change of Visitor Days. For example, if a destination saw an increase from 100 trips to 125 trips, then the Percent Change in Trips would result in a 20% increase.

Geolocation Data Definitions

Point of Interest (POI): A physical boundary drawn on a map and utilized to capture mobile device activity with the boundary.

Cluster: A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Locals vs. Visitors: An estimate of the number of unique visitors to a given POI or cluster of POIs that factors a customizable distance split. 'Locals' are typically measured within a radius of 0 miles - 50 miles or a custom maximum distance point set by the user. All devices that consistently originate from within the defined radius will be displayed as a local within the data. Those non-locals tracked outside of this radius will be considered 'Visitors'.

Repeat vs One-Time Visitor: Based on observations of unique devices and then our estimate algorithm is applied. Once a device is observed a second time at any of the selected devices across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a visitor visits in March 2020, they would contribute to the visitors within the date range covering March 2020. If that visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that visitor shifts from a one-time visitor to a repeat visitor for all of the observations. Therefore, now this visitor would contribute to the numbers in both March and September and any subsequent visits.

Glossary

Share of Trips: The relative presence of a particular market represented by a percentage which takes its individual trips compared to the total number of trips. For example if a specific location tracked 20 unique visitors out of a total of 80 trips, then that location witnessed a 25% share of trips.

Share of Unique Visitors: The relative presence of a particular market represented by a percentage which takes its individual unique visitors compared to the total number of unique visitors. For example if a specific location tracked 20 unique visitors out of a total of 80 unique visitors, then that location witnessed a 25% share of unique visitors.

Share of Visitor Days: The relative presence of a particular market represented by a percentage which takes its individual visitor days compared to the total number of visitor days. For example if a specific location tracked 20 visitor days out of a total of 80 visitor days, then that location witnessed a 25% share of visitor days.

Trips: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length: The number of distinct trips to a destination by a Unique Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Unique Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device: A unique mobile device determined by unique identifiers.

Unique Visitor: An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Glossary

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses unique device identifiers as a baseline and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc.. The daily estimate is added up for whichever date range is selected by the filters.

Demographics Definitions

Education Levels: Education levels have been divided into three categories due to the limitations of the household level aggregation. We are able to provide estimates for Highschool Degrees, Bachelor's Degrees, and Graduate Degrees which include master's, doctoral, and technical college degrees.

Age Categories: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors having someone 65+ in their household.

Ethnicity: Race and Ethnicity has been classified based on definitions provided by the US Census Bureau.

Households with Children: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.

Census Demographics: Calculated using the Home Zip Code of the device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).