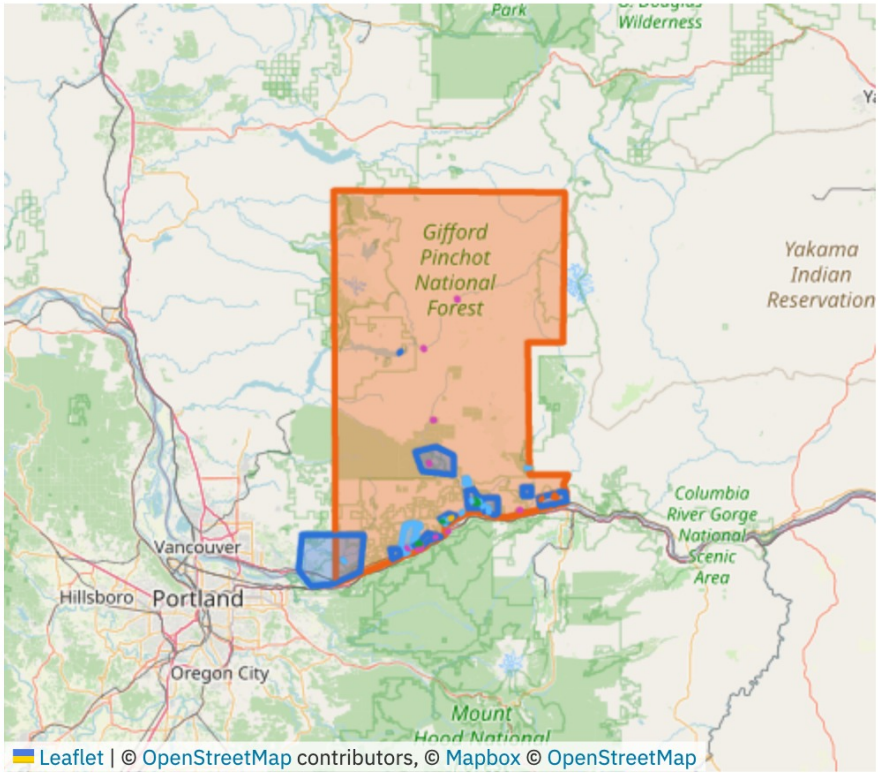
Multi Year Report

Global Filters In-State | Out-of-State | Distance: 50 mi - 3,709 mi | Dates: 1/1/19 - 5/13/24 | Clusters: 2 Excluded | POIs: All Included

Selected Clusters

Color by: Cluster



Block type

Custom notes

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Geo Data

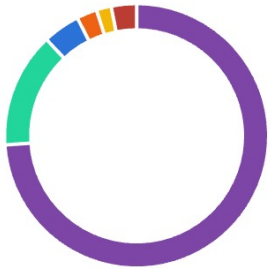
Total Trips
6,316,716 Trips

Visitor Days
13,925,416 Days

Average Length of Stay
2.2 Days

Trips by Length of Stay

Geo Data

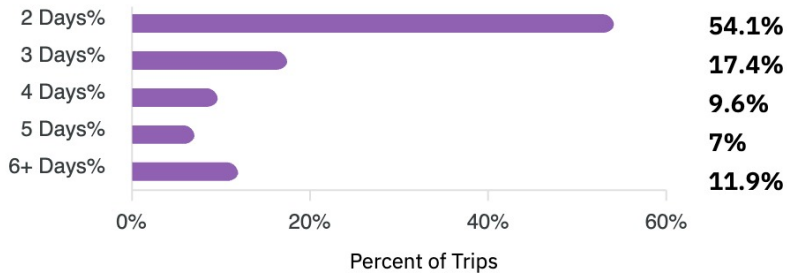


- 1 Day 73.9%
- 2 Days 14.1%
- 3 Days 4.55%
- 4 Days 2.51%
- 5 Days 1.82%
- 6+ Days 3.1%

Avg Length of Stay: 2.2 Days

Overnight Visitation % Share

Geo Data

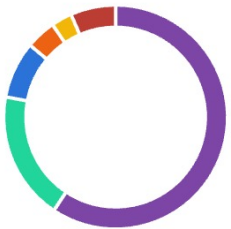


54.1%
17.4%
9.6%
7%
11.9%

Trips by Length of Stay

Geo Data

Leisure Mode Active



- 1 Day 59.3%
- 2 Days 18.6%
- 3 Days 8.23%
- 4 Days 4.34%
- 5 Days 3.01%
- 6+ Days 6.53%

Avg Length of Stay: 2.8 Days

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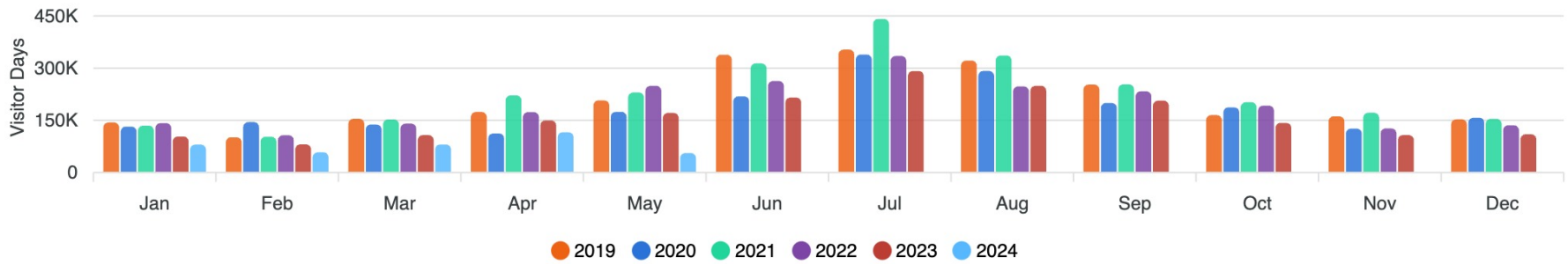
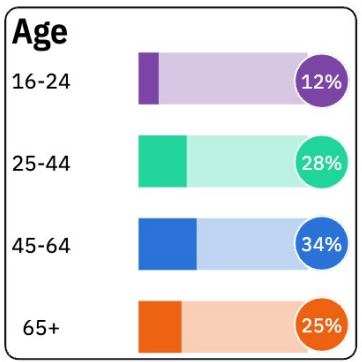
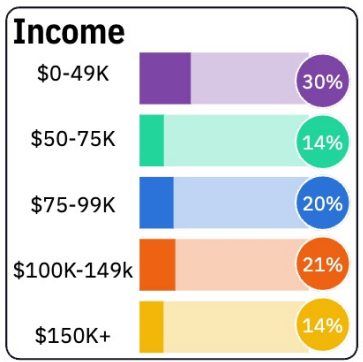
Monthly Volume by Visitor Days

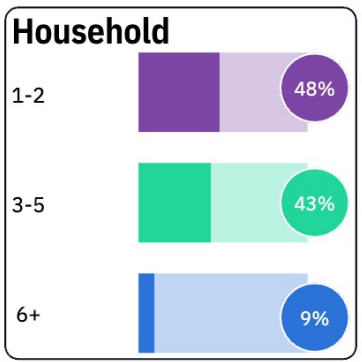
Geo Data

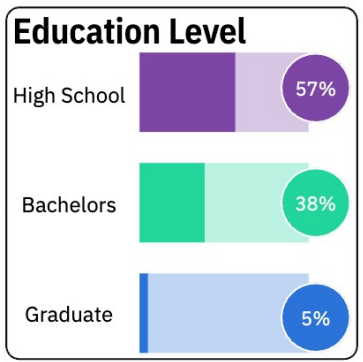


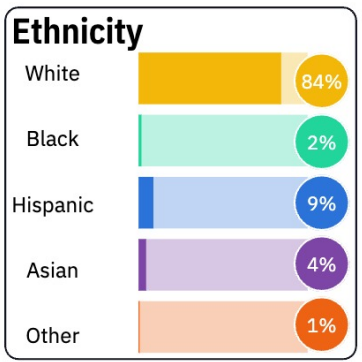
Demographics











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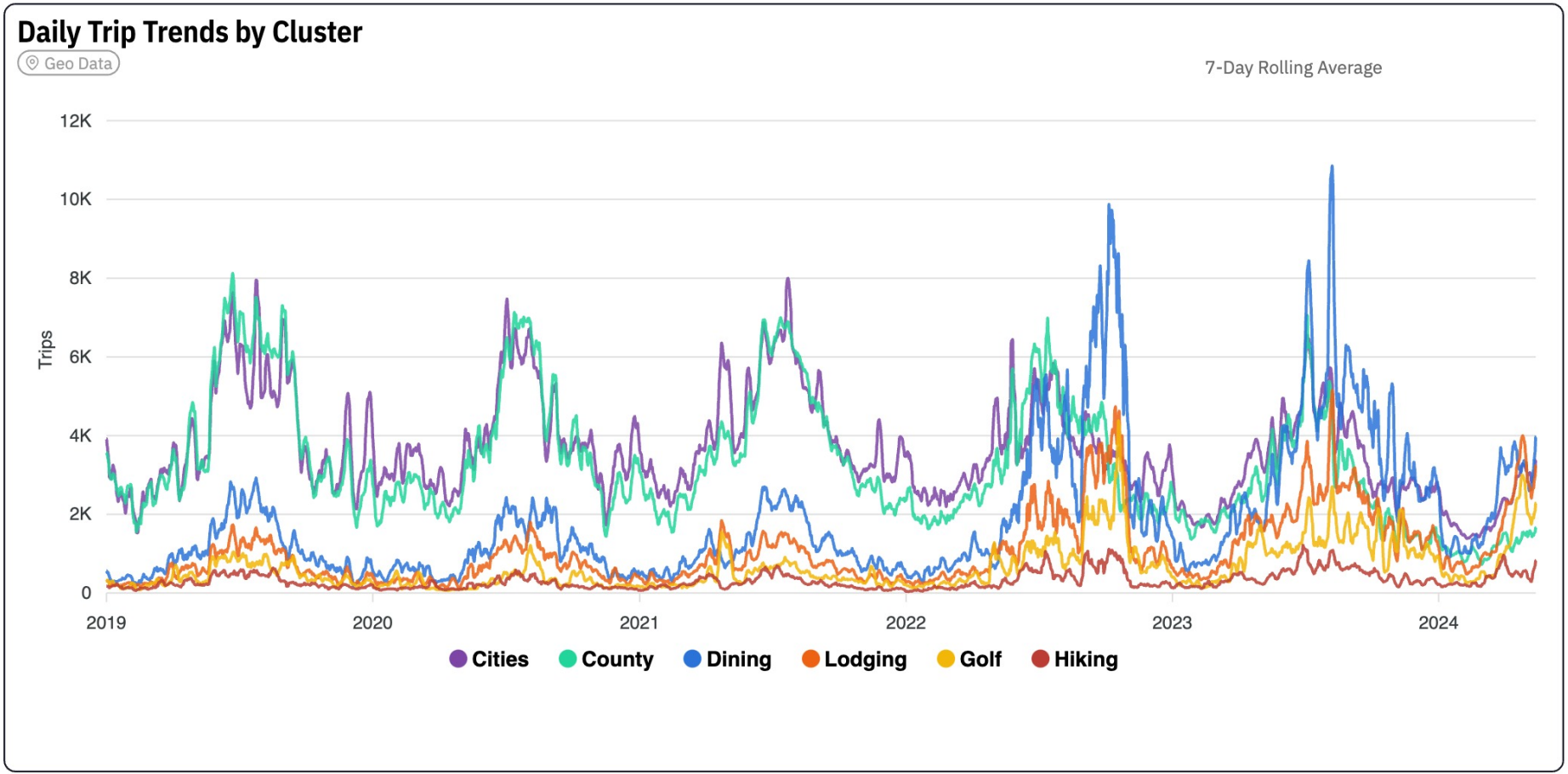
Daily Trip Trends by Cluster

Geo Data



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Spending by DMA

Spend Data

DMA	Share of Spending for 1/19 - 3/24
Seattle-Tacoma	44.91%
Portland- OR	10.65%
Yakima-Pasco-Rchlnd-Knnwck	4.59%
Los Angeles	3.02%
Spokane	2.97%
San Francisco-Oak-San Jose	2.52%
Eugene	1.42%
Philadelphia	1.33%

Top Geolocation Markets

Geo Data

DMA	% Trip Share	Total Trips
Portland- OR	24.3%	1,642,634
Seattle-Tacoma	21.3%	1,441,746
Yakima-Pasco-Rchl	9.4%	637,781
Spokane	5%	338,018
Eugene	4.3%	291,402
Medford-Klamath F	3.8%	255,494
Los Angeles	2.4%	158,891
Boise	1.9%	128,777
San Francisco-Oak·	1.4%	95,445
Phoenix -Prescott	1.4%	94,368

Length of Stay by Top DMAs

Leisure Mode Active

DMA	Avg Length of Stay	Share of Trips
Dallas-Ft. Worth	4.3 Days	0.69%
Los Angeles	3.9 Days	2.3%
Phoenix -Prescott	3.7 Days	1.18%
Denver	3.6 Days	0.71%
Chicago	3.3 Days	0.65%
San Francisco-Oak-San Jose	3.2 Days	1.5%
Medford-Klamath Falls	3.1 Days	7.77%

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Cluster Visitation

Geo Data

Cluster	Share of Total Trips
Cities	32.86%
County	30.02%
Dining	14.96%
Lodging	10.2%
Golf	5.49%
Hiking	3.45%
Breweries & Distilleries	1.42%
Wind & Water Sports	1.11%
Arts & Culture	0.24%
Wineries	0.13%
Rafting	0.13%

POI Visitation

Geo Data

POI	Share of Total Trips
Skamania County	26.88%
West Gorge	16.17%
Members Dining	10.95%
Stevenson	10.24%
Carson	5.42%
Skamania Lodge Golf Course	4.62%
North Bonneville	3.91%
Camp Grounds	3.84%
Skamania Lodge	2.82%
Non-members Dining	2.2%
Dry Creek Trail 194	1.92%

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).

Spending Data Definitions

Spend Index: An index provided by Mastercard that displays a change in spend up or down proportional to dollars spent based on a selected index point.

Spend Percent: Percentage of spending by source location, as provided by Mastercard.

Spending Categories: Spending categories are based on the North American Industry Classification System (NAICS). NAICS are numeric codes used to classify companies into specific industries. Companies often self-classify themselves. As such, categories may not be completely representative of their name. Datafy uses the following 6 code categories as provided by Mastercard: Accommodations; Arts, Entertainment, and Recreation; Automotive Fuel; Eating Places; Grocery and Food Stores; Total Retail.

Glossary

Accommodations: Industries in the Accommodation subsector provide lodging or short-term accommodations for travelers, vacationers, and others. There is a wide range of establishments in these industries. Some provide lodging only; while others provide meals, laundry, and recreational facilities, as well as lodging. Lodging establishments are classified in this subsector even if the provision of complementary services generates more revenue. The type of complementary services provided varies from establishment to establishment.

Arts, Entertainment, and Recreation: The Arts, Entertainment, and Recreation sector include a wide range of establishments that operate facilities or provide services to meet the varied cultural, entertainment, and recreational interests of their patrons. This sector comprises (1) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing; (2) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (3) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure-time interests. Some establishments that provide cultural, entertainment, or recreational facilities and services are classified in other sectors. Excluded from this sector are: (1) establishments that provide both accommodations and recreational facilities, such as hunting and fishing camps and resort and casino hotels, are classified in Subsector 721, Accommodation; (2) restaurants and night clubs that provide live entertainment in addition to the sale of food and beverages are classified in Subsector 722, Food Services and Drinking Places; (3) motion picture theaters, libraries and archives, and publishers of newspapers, magazines, books, periodicals, and computer software are classified in Sector 51, Information; and (4) establishments using transportation equipment to provide recreational and entertainment services, such as those operating sightseeing buses, dinner cruises, or helicopter rides, are classified in Subsector 487, Scenic and Sightseeing Transportation.

Automotive Fuel: This industry comprises establishments known as gasoline stations (except those with convenience stores) primarily engaged in (1) retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline, alternative fuels) or (2) retailing these fuels in combination with activities, such as providing repair services; selling automotive oils, replacement parts, and accessories; and/or providing food services.

Glossary

Eating Places: Industries in the Food Services and Drinking Places subsector prepare meals, snacks, and beverages for customer orders for immediate on-premises and off-premises consumption. There is a wide range of establishments in these industries. Some provide food and drink only, while others provide various combinations of seating space, waiter/waitress services, and incidental amenities, such as limited entertainment. The industries in the subsector are grouped based on the type and level of services provided. The industry groups are Special Food Services, such as food service contractors, caterers, and mobile food services; Drinking Places (Alcoholic Beverages); and Restaurants and Other Eating Places. Food and beverage services at hotels and motels, amusement parks, theaters, casinos, country clubs, similar recreational facilities, and civic and social organizations are included in this subsector only if these services are provided by a separate establishment primarily engaged in providing food and beverage services.

Grocery and Food Stores: This industry group comprises establishments primarily engaged in retailing a general line of food products. This industry group also includes vending machine operators.

Total Retail: This category represents a combination of the Retail Trade sector combined with the other 5 spending categories. The Retail Trade sector comprises establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.