

JAN 1ST 2025 - JUN 21ST 2025



Executive Summary

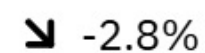
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Overview : 1/1/25 - 6/21/25



Total Trips

95,470 Trips



-2.8%

vs. 1/1/24 - 6/21/24



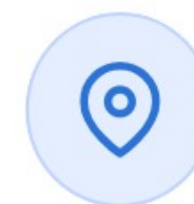
Visitor Days

254,309 Days



6.9%

vs. 1/1/24 - 6/21/24



Average Length of Stay

2.7 Days

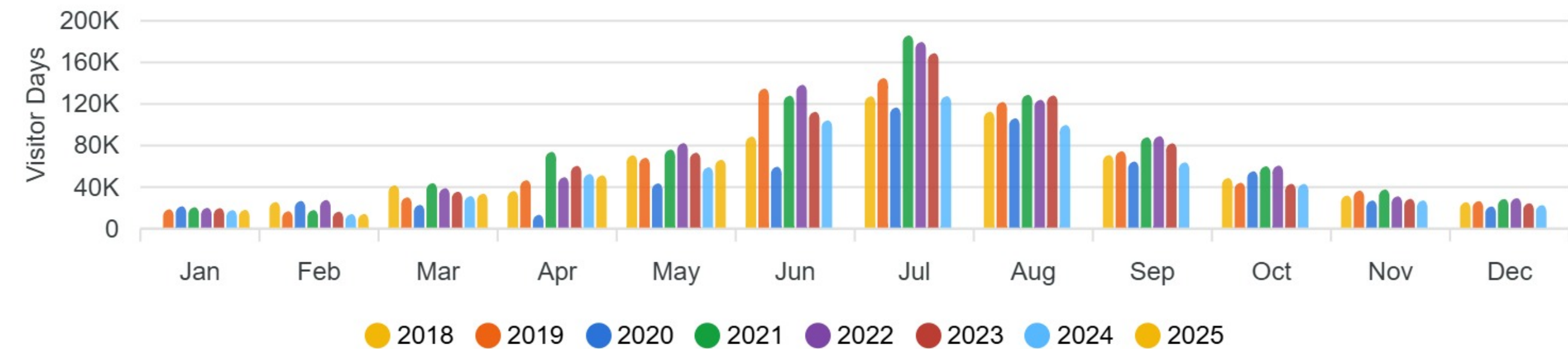


0.2 Days

vs. 1/1/24 - 6/21/24

Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



2021	22K	19K	45K	75K	77K	129K	187K	130K	89K	61K	39K	30K
2022	21K	29K	40K	51K	83K	139K	181K	125K	90K	62K	32K	30K
2023	21K	17K	37K	61K	74K	113K	170K	129K	83K	44K	30K	26K
2024	19K	15K	32K	54K	60K	105K	129K	101K	65K	44K	28K	24K
2025	19K	15K	35K	52K	67K	0	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay

Leisure Mode Active



1 Day	23.3%	2 Days	14%
3 Days	14.2%	4 Days	13.1%
5 Days	11.6%	6+ Days	23.8%

Top Spending to Location

DMA	Share of Spend 1/1/2025 - 5/31/2025	Change in Share of Spend vs 1/1/2024 - 6/21/2024
Seattle-Tacoma	52.9%	— 3.59%
Portland- OR	10.8%	+ 1.68%
Yakima-Pasco-RchInd-Knnw	3.49%	— 0%
Spokane	3.16%	— 0.2%
Los Angeles	2.28%	+ 0.07%
San Francisco-Oak-San Jose	1.68%	+ 0.41%
Eugene	1.39%	+ 0.22%
New York	1.35%	+ 0.97%

DMA	Share of Spend 1/1/2025 - 5/31/2025	Change in Share of Spend vs 1/1/2024 - 6/21/2024
Bend- OR	1.28%	+ 0.37%
Phoenix -Prescott	1.26%	+ 0.05%
Honolulu	1.13%	+ 0.27%
Dallas-Ft. Worth	1%	— 0.04%
Boise	0.84%	+ 0.15%
Chicago	0.79%	+ 0.14%
Denver	0.61%	— 0.04%
Boston -Manchester	0.59%	— 0.06%

Top Markets

DMA	Share of Trips 1/1/2025 - 6/21/2025	Change in Share of Trips vs 1/1/2024 - 6/21/2024	% Change in Trips vs 1/1/2024 - 6/21/2024
Seattle-Tacoma	16.1%	- 2.9	↘ 2.44%
Portland- OR	12.6%	- 1.7	↗ 1.63%
Yakima-Pasco-Rchln	6.75%	- 1.3	↘ 3.11%
Medford-Klamath Fal	4.83%	+ 1.2	↗ 52.5%
Spokane	3.88%	- 0.1	↗ 11.7%
Los Angeles	3.3%	+ 0.3	↗ 27.4%
Eugene	2.46%	+ 0.0	↗ 16.2%
Boise	2.33%	- 0.1	↗ 8.76%

DMA	Share of Trips 1/1/2025 - 6/21/2025	Change in Share of Trips vs 1/1/2024 - 6/21/2024	% Change in Trips vs 1/1/2024 - 6/21/2024
Phoenix -Prescott	2.31%	+ 0.2	↗ 25.3%
San Francisco-Oak-S	2.23%	+ 0.1	↗ 23.3%
Bend- OR	1.96%	- 0.0	↗ 15%
Sacramnto-Stkton-M	1.82%	- 0.0	↗ 14.1%
Dallas-Ft. Worth	1.67%	+ 0.2	↗ 31.4%
Salt Lake City	1.55%	- 0.9	↘ 27.4%
Denver	1.37%	- 0.0	↗ 13.9%
Orlando-Daytona Bch	1.23%	+ 0.2	↗ 39.5%

Top Clusters

Cluster	Share of Trips 1/1/2025 - 6/21/2025	% Change in Trips vs 1/1/2024 - 6/21/2024
Lodging	53.2%	↗ 6.2%
Golf	30.7%	↗ 11.9%
Mount St Helens	27.8%	↘ 3.74%
Hiking	26.8%	↘ 1.15%
Breweries & Distilleries	8.74%	↘ 36.2%
Wind & Water Sports	7.48%	↘ 27.5%
Rafting	5.21%	↗ 212.9%
Wineries	0.69%	↘ 60.2%

Top Demographics for 1/1/2025 - 6/21/2025

Age

45-64: 32%
25-44: 30.1%
65+: 25.9%
16-24: 12%

Income

\$0-\$50K: 30.3%
\$75K-\$100K: 22.3%
\$100K-\$150K: 17.9%
\$50K-\$75K: 16.2%
\$150K+: 13.4%

Household

1-2: 49.5%
3-5: 41.3%
6+: 9.17%

Education Level

High School: 58.6%
Bachelors: 37.1%
Graduate: 4.22%

Ethnicity

White: 82.1%
Hispanic: 10.3%
Asian: 4.5%
Black: 2.38%
Other: 0.63%

Top Demographics for 1/1/2024 - 6/21/2024

Age

45-64: 35.2%
25-44: 26.6%
65+: 25.5%
16-24: 12.7%

Income

\$0-\$50K: 28.5%
\$75K-\$100K: 19.7%
\$50K-\$75K: 18.8%
\$100K-\$150K: 18.4%
\$150K+: 14.7%

Household

1-2: 46.3%
3-5: 44.8%
6+: 8.86%

Education Level

High School: 55.9%
Bachelors: 39.4%
Graduate: 4.68%

Ethnicity

White: 83.3%
Hispanic: 8.75%
Asian: 5.8%
Black: 1.7%
Other: 0.4%

JAN 1ST 2024 - DEC 31ST 2024



Thank You

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Cluster - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Home Zip Code - The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Census Demographics - We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

Repeat vs One Time - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

POI (Point of Interest) - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

Trips - The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a customer are based off the demographics of their household, as opposed to the individual person in the POI.