

Q2 REPORT (OCTOBER-DECEMBER) FY 2025-26



January 7, 2025

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Quarterly reports for FY 25-26 have been simplified, allocating more time to marketing strategy and implementation.



EXPLORE WILSONVILLE Q2 HIGHLIGHTS

PUBLIC RELATIONS

An earned media article was published this quarter in partnership with Oregon's Mt. Hood Territory. Two new guest blogs were published to the website, with influencer Bri Santos (@Wander.With.Bri), [Must-do Fall Activities In and Around Wilsonville](#) and [Meet the Growers](#). Our collaboration with Bri also included [one Instagram](#) post promoting Fall activities in Wilsonville. Seven new articles were added to the media room, and consistent PR monitoring supported ongoing media visibility.

SOCIAL MEDIA

Engagement across platforms remained strong on Facebook, Instagram and Pinterest, resulting in a net gain of 1,087 followers/fans (781 through paid ads and 306 through organic growth). Instagram performance increased across all metrics, and Pinterest engagement grew 36% year-over-year. Facebook metrics increased across the board with the reintroduction of paid ads this quarter.

SMITH TRAVEL RESEARCH (STR)

Wilsonville has nine hotel properties, totaling 615 rooms. Q2 data is not complete yet, however, through November Wilsonville had an average hotel occupancy rate of 62.1%, \$66.82 in revenue per available room, and a total demand of 23,329, resulting in \$2,512,247 in total revenue. Find Travel Oregon STR regional data [here](#).



EXPLORE WILSONVILLE Q2 HIGHLIGHTS

MARKETING & CAMPAIGNS

This quarter we ran Facebook Page Like and Newsletter subscriber ads on Meta. Resulting in 266 new newsletter subscribers, 781 new followers, 51,742 reach and 161,026 impressions.

Data insights continued through the ongoing geolocation subscription with Datafy. We launched our Winter Campaign On December 15. The campaign will run through February 28.

The following data insights are preliminary from Oct. 1 - Dec. 20 to accommodate the January TPC meeting.

Visitors from Seattle-Tacoma, Eugene and Portland DMAs made up 34% of all trips (from 50+ miles away) to Wilsonville. Visitors ages 45-64 were the largest audience.

The following pages include live data screenshots from our marketing platforms

WEBSITE & DIGITAL PERFORMANCE

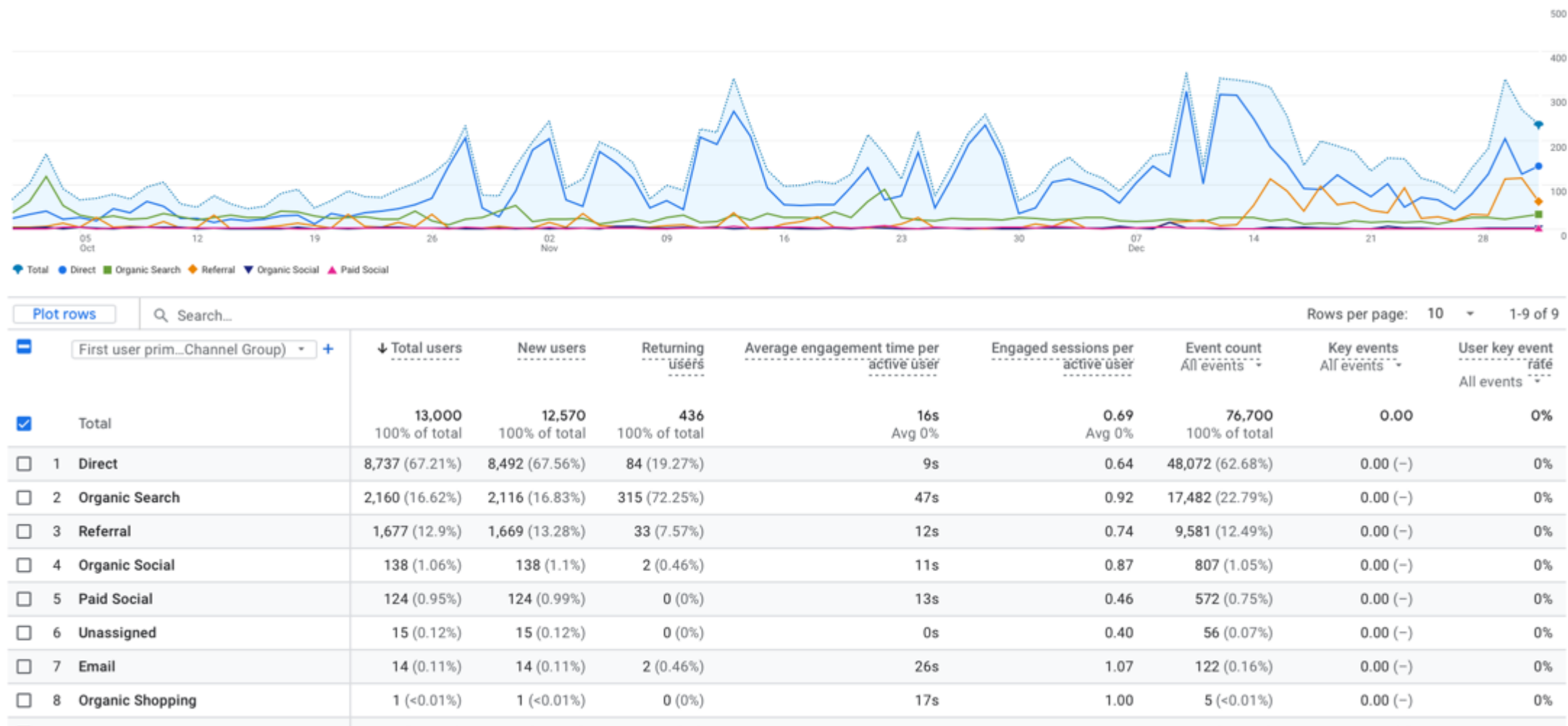
Website updates focused on improving visitor experience and maintaining fresh content. We contracted with influencer, Bri Santos (@Wander.With.Bri) for two guest blogs, [Must-do Fall Activities In and Around Wilsonville](#) and [Meet the Growers](#).

Seasonal homepage updates and event maintenance added 65 new events. The e-newsletter audience grew from 177 to 445. We generated over 13,000 visitors to the site. Events and our Picture It campaign landing page were among the top-visited pages.



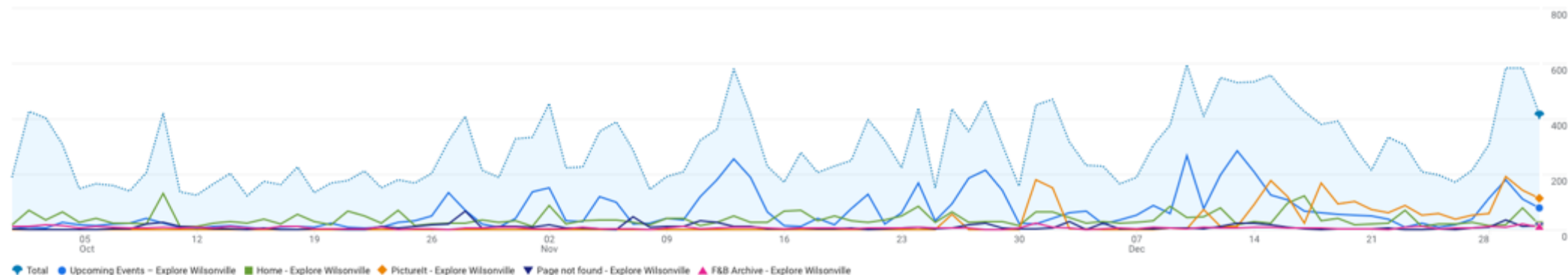
Q2 WEBSITE USER ACQUISITION

Google Analytics



Q2 TOP PAGES & PAGEVIEWS

Google Analytics

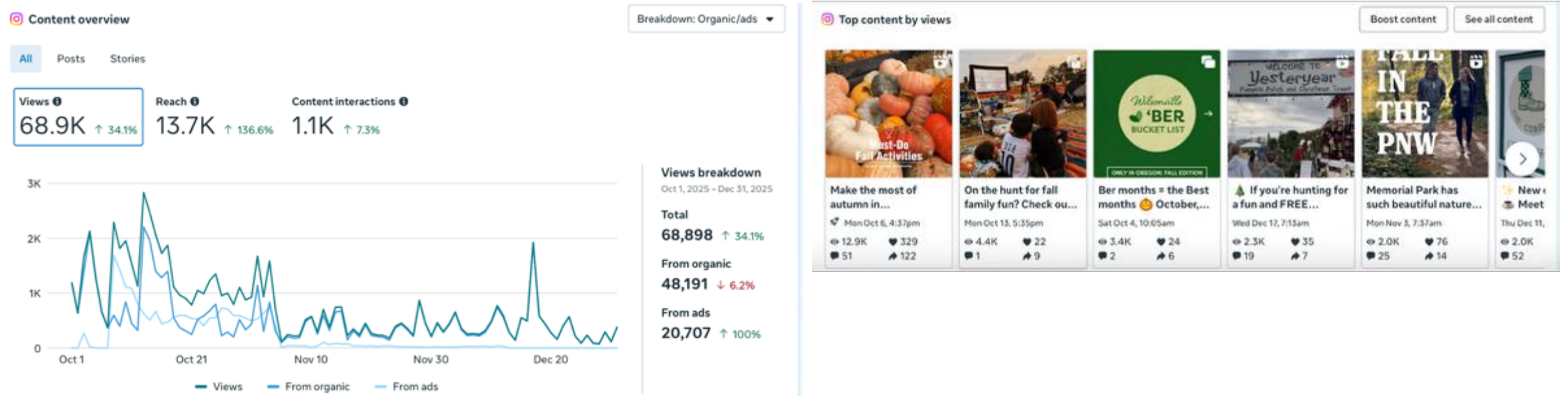


| Plot rows | | Search... | | Rows per page: 10 | | Go to: 1 | | < 1-10 of 1098 > | |
|-------------------------------------|--|-------------------------|-------------------------|-----------------------|---|-------------------------|-----------------------|------------------|--|
| | Page title and screen name | Views | Active users | Views per active user | Average engagement time per active user | Event count All events | Key events All events | Total revenue | |
| <input checked="" type="checkbox"/> | Total | 27,244 100% of total | 12,987 100% of total | 2.10 Avg 0% | 16s Avg 0% | 76,700 100% of total | 0.00 | \$0.00 | |
| <input checked="" type="checkbox"/> | 1 Upcoming Events – Explore Wilsonville | 6,010 (22.06%) | 3,898 (30.01%) | 1.54 | 3s | 18,616 (24.27%) | 0.00 (–) | \$0.00 (–) | |
| <input checked="" type="checkbox"/> | 2 Home - Explore Wilsonville | 3,468 (12.73%) | 1,487 (11.45%) | 2.33 | 17s | 9,380 (12.23%) | 0.00 (–) | \$0.00 (–) | |
| <input checked="" type="checkbox"/> | 3 PictureIt! - Explore Wilsonville | 2,193 (8.05%) | 1,070 (8.24%) | 2.05 | 10s | 5,634 (7.35%) | 0.00 (–) | \$0.00 (–) | |
| <input checked="" type="checkbox"/> | 4 Page not found - Explore Wilsonville | 826 (3.03%) | 536 (4.13%) | 1.54 | 3s | 2,483 (3.24%) | 0.00 (–) | \$0.00 (–) | |
| <input checked="" type="checkbox"/> | 5 F&B Archive - Explore Wilsonville | 598 (2.19%) | 375 (2.89%) | 1.59 | 27s | 1,648 (2.15%) | 0.00 (–) | \$0.00 (–) | |
| <input type="checkbox"/> | 6 Wilsonville High School Holiday Bazaar - Explore Wilsonville | 490 (1.8%) | 257 (1.98%) | 1.91 | 21s | 1,481 (1.93%) | 0.00 (–) | \$0.00 (–) | |
| <input type="checkbox"/> | 7 Itineraries Archive - Explore Wilsonville | 449 (1.65%) | 247 (1.9%) | 1.82 | 18s | 1,132 (1.48%) | 0.00 (–) | \$0.00 (–) | |
| <input type="checkbox"/> | 8 Oktoberfest at Villebois - Explore Wilsonville | 306 (1.12%) | 152 (1.17%) | 2.01 | 21s | 877 (1.14%) | 0.00 (–) | \$0.00 (–) | |
| <input type="checkbox"/> | 9 All events for – Explore Wilsonville | 291 (1.07%) | 198 (1.52%) | 1.47 | 4s | 949 (1.24%) | 0.00 (–) | \$0.00 (–) | |



Q2 INSTAGRAM RESULTS

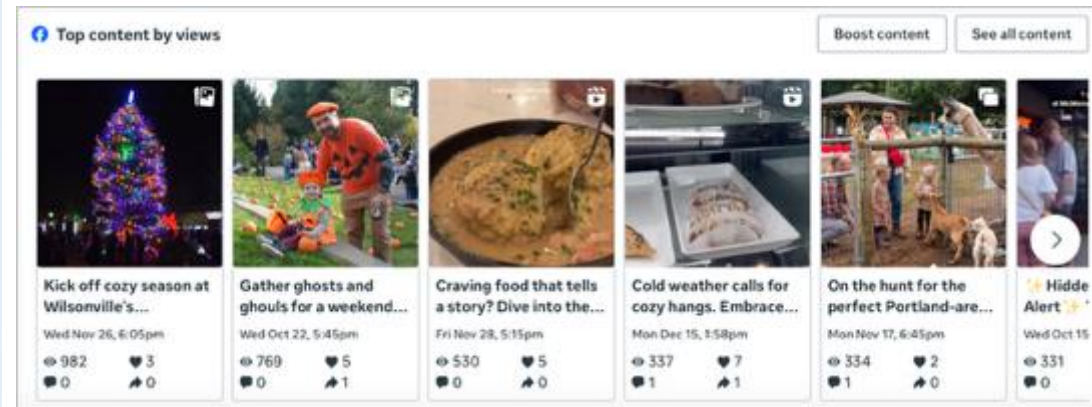
Meta



Followers: 1,611 (growth: 105)

Q2 FACEBOOK RESULTS

Meta



Fans: 3,058 (growth: 982)

Q2 PINTEREST RESULTS

Pinterest







Overall performance

Percent changes are compared to 92 days before the selected date range. Metrics updated in real-time except for audience.

| | | | | | |
|---------------|---------------|-------------------|----------|------------------|--------------------|
| Impressions ⓘ | Engagements ⓘ | Outbound clicks ⓘ | Saves ⓘ | Total audience ⓘ | Engaged audience ⓘ |
| 3.27k ↑ 31% | 108 ↑ 36% | 10 ↓ 37% | 13 ↑ 44% | 2.37k ↑ 39% | 81 ↑ 62% |

Top Pins

10/1/2025 – 12/31/2025 ⓘ

| Pin | Type | Source | ↓ Total impressions |
|--|---------|-----------|---------------------|
|  Wine country weekend? Explore Wils | Organic | Your Pins | 1,308 📄 |
|  Farm to Table Dining near Portland, OI | Organic | Your Pins | 140 📄 |
|  A Pocket Trip - A Shopper's Paradise N | Organic | Your Pins | 109 📄 |
|  Oregon's Willamette Valley is a Winter | Organic | Your Pins | 56 📄 |
|  Wine Tasting in Wilsonville, OR | Organic | Your Pins | 44 📄 |
|  Father's Day in Wilsonville requires a s | Organic | Your Pins | 39 📄 |



Q2 PR RESULTS

Cision

- 28 total media articles
- 340 million total circulation
- 1 influenced article
- Coordinated an influencer visit for @Wander.With.Bri
 - [Paid Post](#)
 - [Preview Post](#)

Influenced articles are those that resulted from JayRay's media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media efforts from JayRay.



E-NEWSLETTER

MailChimp

- Grew email list from 177 subscribers to 445
- October newsletter

| Email performance | | | |
|-----------------------------------|--------------|-------------------------|--------------------|
| October 7, 2025 - January 5, 2026 | | | |
| € Open rate | € Click rate | € Bounce rate | € Unsubscribe rate |
| 23.5% | 8.2% | 4.0% | 0% |
| 40 opened | 14 clicked | 7 bounced | 0 unsubscribed |
| Additional email details | | | |
| Deliveries | 170 (96.0%) | Clicks per unique opens | 35% |
| Total opens | 91 | Total clicks | 18 |

- November newsletter

| Email performance | | | |
|------------------------------------|--------------|-------------------------|--------------------|
| November 3, 2025 - January 5, 2026 | | | |
| € Open rate | € Click rate | € Bounce rate | € Unsubscribe rate |
| 13.5% | 3.9% | 6.6% | 0% |
| 38 opened | 11 clicked | 20 bounced | 0 unsubscribed |
| Additional email details | | | |
| Deliveries | 282 (93.4%) | Clicks per unique opens | 28.9% |
| Total opens | 69 | Total clicks | 24 |

- December newsletter

| Email performance | | | |
|------------------------------------|--------------|-------------------------|--------------------|
| December 3, 2025 - January 5, 2026 | | | |
| € Open rate | € Click rate | € Bounce rate | € Unsubscribe rate |
| 15.1% | 4.7% | 6.6% | 0.52% |
| 58 opened | 18 clicked | 27 bounced | 2 unsubscribed |
| Additional email details | | | |
| Deliveries | 385 (93.4%) | Clicks per unique opens | 31.0% |
| Total opens | 83 | Total clicks | 25 |



MUST-DO FALL ACTIVITIES IN AND AROUND WILSONVILLE

Experiencing Wilsonville in the autumn is something truly special. From playing with farm-friends to sipping local wines at nearby vineyards and enjoying field-to-table dinners, immerse yourself in the best harvest season has to offer with these must-do fall activities in and around Wilsonville.

READ MORE

Meta

Wilsonville 'BER BUCKET LIST

OCTOBER

- Vanguard Brewing: Toast to Oktoberfest
- Hewell Pioneer Village: Brave a ghost tour
- Frog Pond Farm: Pick pumpkins with llamas
- Bullwinkle's Family Fun Center: Dare to have fun at Halloween After Dark

NOVEMBER

- Across Wilsonville: Pedal through public art
- Willamette Valley: Sip into fall
- Memorial Park: Go leaf peeping
- The Kitchen at Middleground Farms: Take a cooking class

DECEMBER

- Yesteryear Farms: Get your tree & meet holiday characters
- Soak Box Spa: Float away stress
- Woodburn Premium Outlets: Shop your favorite brands
- Lux Sucre: Enjoy a cozy pastry

ONLY IN OREGON: FALL EDITION

WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

PROSPECTING DISPLAY AD

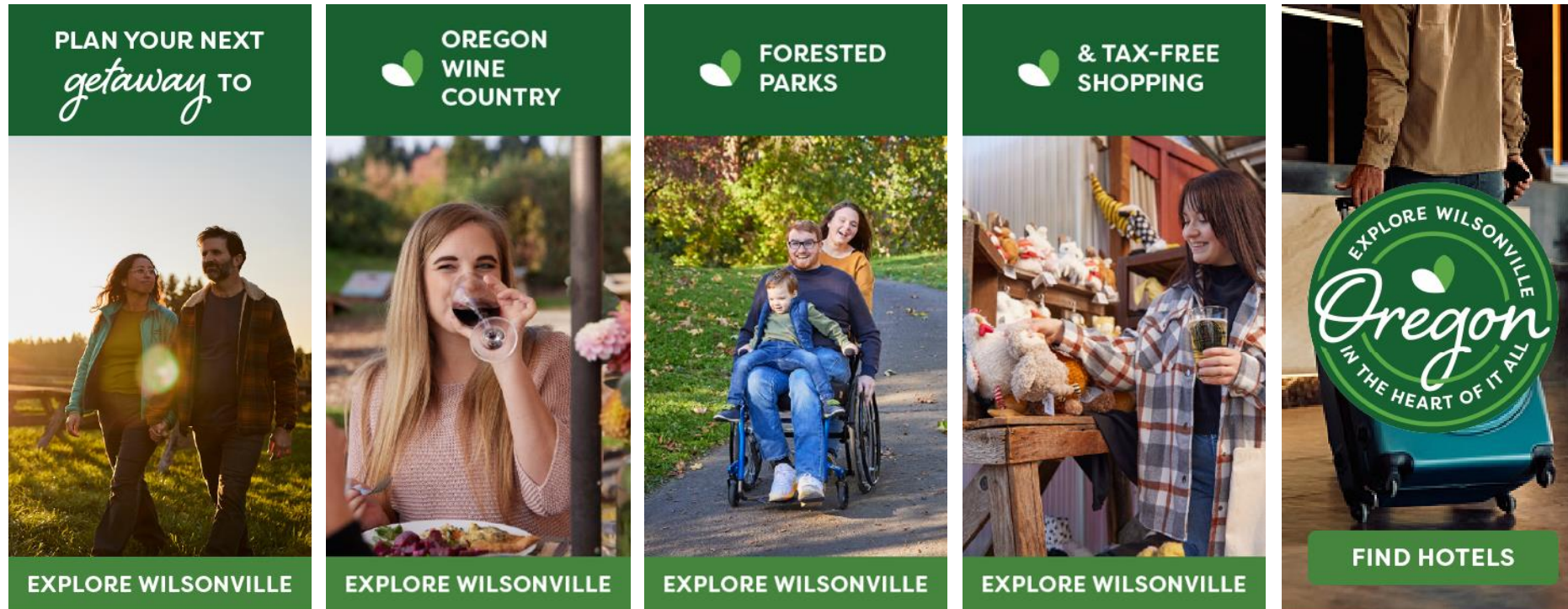


Explore Wilsonville

WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

RETARGETING DISPLAY AD



Explore Wilsonville

WINTER GEOLOCATION – CAN YOU PICTURE IT?

Datafy

ONLINE VIDEO



PNW Adventures: [Youtube.com/watch?v=U7z8nvrMyPo](https://www.youtube.com/watch?v=U7z8nvrMyPo)

Campaign Landing Page: [ExploreWilsonville.com/PictureIt](https://www.explorewilsonville.com/PictureIt)



WINTER GEOLOCATION

Datafy

CAMPAIGN OVERVIEW

Run date: December 15, 2025-February 28, 2026

Ad spend: \$15,000

Goals:

- Visitation to Wilsonville: Promote Spring and Early Summer Travel to Wilsonville
- Increase room nights in Wilsonville lodging properties
- Generate visitation to Wilsonville from Fly Markets (Sacramento & Spokane)
- Position Wilsonville as a basecamp to the greater Willamette Valley and Portland region

Tactics:

- Online Video, Prospecting Display, Retargeting Display

Audience:

- Past Visitor Re-Engagement: Re-Engage past visitors to Wilsonville since 1/1/22 who were seen in Wilsonville and/or key surrounding areas who live within key Drive and Fly DMA markets
- Look-a-Likes: Look-a-Likes of the past visitor audience who live in the same key DMAs and also match the following demographic/psychographic details: Age: 25-64, HHI: 75k+, Known Traveler plus one or more of the following behaviors/interests: Outdoors, Restaurants

Estimated results:

Total Impressions: 1,148,148

Total Clicks: 1,200

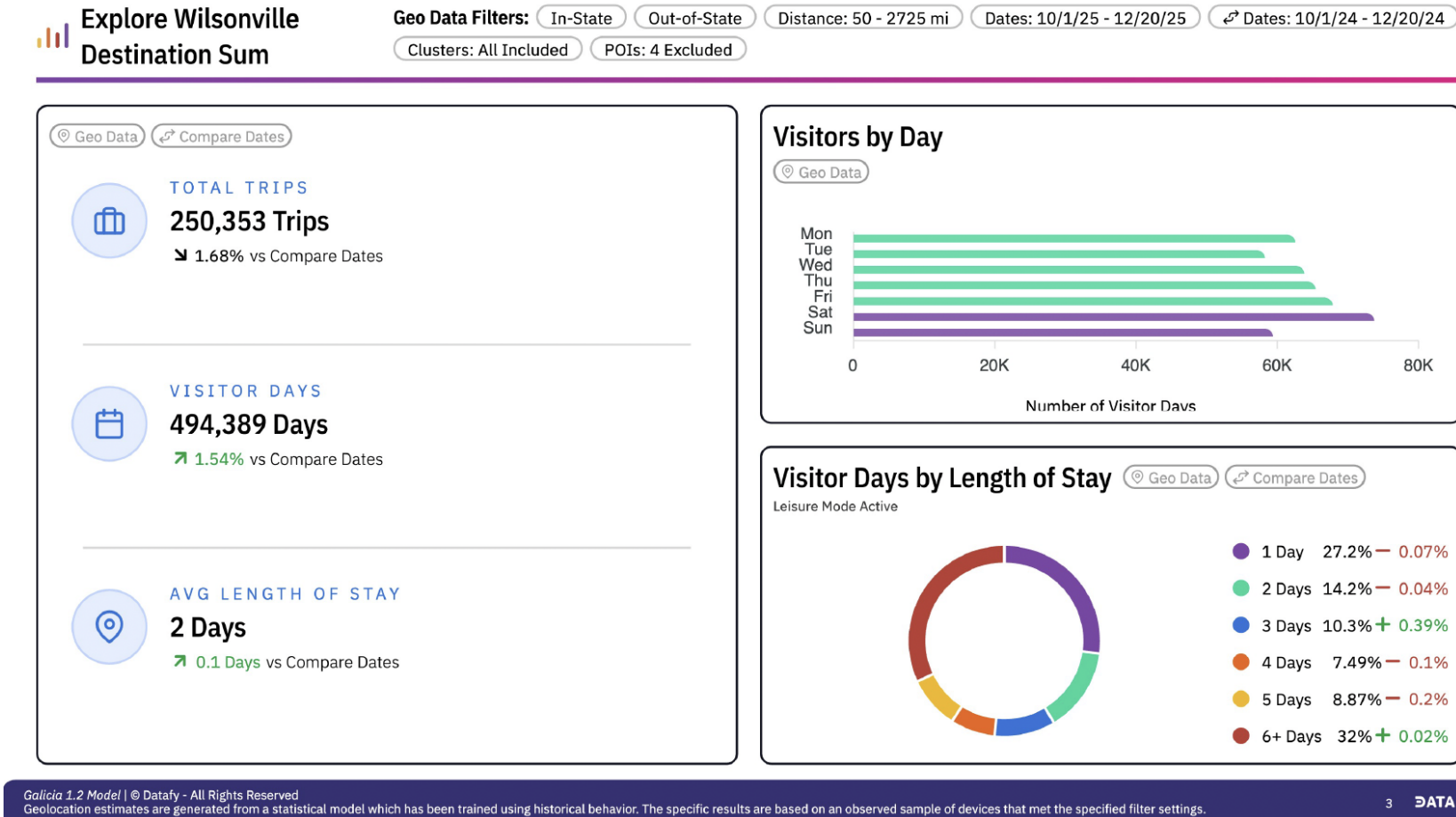
Total Video/Audio Completes: 111,111



GEOLOCATION

Datafy

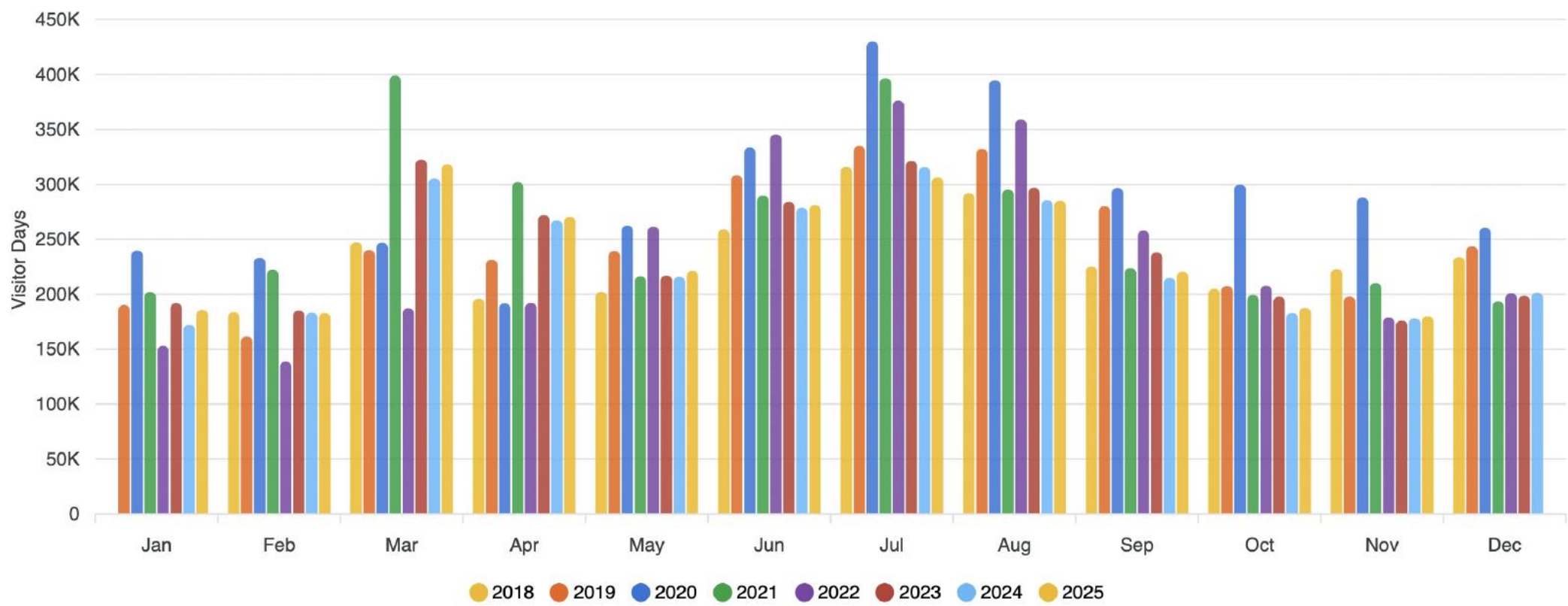
The following data insights are preliminary from Oct 1- Dec 20 to accommodate the January TPC meeting.



Monthly Volume by Visitor Days

1

Geo Data Dates: 1/1/23 - 6/30/25



DMA Visitation

Geo Data Compare Dates

| DMA | Share of Visitor Days | Change in Share of Visitor Days |
|----------------------------|-----------------------|---------------------------------|
| Eugene | 13.9% | − 0.8 |
| Seattle-Tacoma | 10.6% | − 0.3 |
| Portland- OR | 9.63% | − 0.3 |
| Medford-Klamath Falls | 4.69% | − 0.0 |
| Los Angeles | 3.43% | + 0.1 |
| Sacramnto-Stkton-Modesto | 3.08% | − 0.0 |
| Bend- OR | 2.72% | + 0.0 |
| Phoenix -Prescott | 2.22% | − 0.0 |
| Yakima-Pasco-RchInd-Knnwcl | 2.07% | − 0.0 |
| Spokane | 2.01% | + 0.0 |
| San Francisco-Oak-San Jose | 1.66% | − 0.0 |
| Boise | 1.51% | − 0.0 |
| Salt Lake City | 1.29% | − 0.0 |

Length of Stay by Top DMAs

Leisure Mode Active

Geo Data

| DMA | Avg Length of Stay | Share of Visitor Days |
|----------------------------|--------------------|-----------------------|
| Charleston-Huntington | 3.3 Days | 1.51% |
| Phoenix -Prescott | 3.2 Days | 2.38% |
| Spokane | 3.1 Days | 1.53% |
| Boise | 2.8 Days | 2.1% |
| San Francisco-Oak-San Jose | 2.8 Days | 1.72% |
| Salt Lake City | 2.7 Days | 1.33% |
| Chico-Redding | 2.6 Days | 1.09% |
| Bend- OR | 2.5 Days | 2.75% |
| Sacramnto-Stkton-Modesto | 2.5 Days | 2.27% |
| Los Angeles | 2.4 Days | 2.77% |
| Seattle-Tacoma | 2.3 Days | 7.05% |
| Medford-Klamath Falls | 2.3 Days | 3.26% |
| Yakima-Pasco-RchInd-Knnwck | 2.3 Days | 2.24% |
| Portland- OR | 2.2 Days | 9.63% |
| Eugene | 2.1 Days | 13.9% |



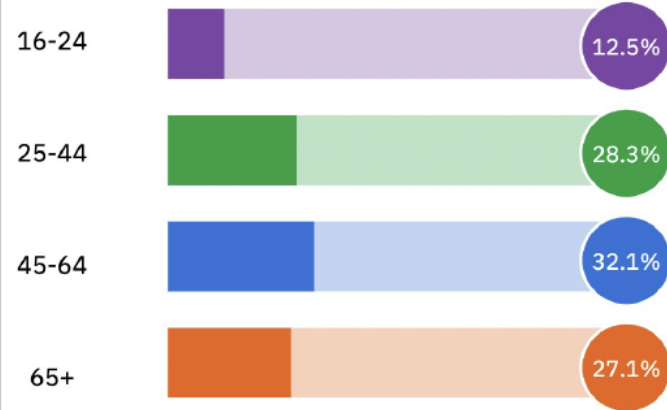
Top DMAs by Visitor Days Geo Data

| | 7/1/22 - 9/30/22 | 7/1/23 - 9/30/23 | 7/1/24 - 9/30/24 | 7/1/25 - 9/30/25 |
|----|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 1 | Eugene 13.7% | Seattle-Tacoma 13.9% | Eugene 13.2% | Eugene 13.4% |
| 2 | Seattle-Tacoma 13.7% | Eugene 13.8% | Seattle-Tacoma 12.4% | Seattle-Tacoma 13.2% |
| 3 | Portland- OR 8.7% | Portland- OR 8.82% | Portland- OR 8.36% | Portland- OR 8.43% |
| 4 | Los Angeles 6.53% | Los Angeles 4.75% | Los Angeles 4.1% | Los Angeles 4.21% |
| 5 | Phoenix -Prescott 4.92% | Medford-Klamath Falls 4.3% | Medford-Klamath Falls 3.77% | Medford-Klamath Falls 3.95% |
| 6 | Sacramnto-Stkton-Modesto 4.87% | Sacramnto-Stkton-Modesto 4.22% | Sacramnto-Stkton-Modesto 3.64% | Sacramnto-Stkton-Modesto 3.75% |
| 7 | Medford-Klamath Falls 4.31% | Phoenix -Prescott 3.37% | Phoenix -Prescott 3.01% | Phoenix -Prescott 3.13% |
| 8 | San Francisco-Oak-San Jose 2.97% | Bend- OR 2.68% | Bend- OR 2.46% | Bend- OR 2.55% |
| 9 | Bend- OR 2.76% | Yakima-Pasco-RchInd-Knnwck 2.65% | Yakima-Pasco-RchInd-Knnwck 2.29% | Yakima-Pasco-RchInd-Knnwck 2.39% |
| 10 | Yakima-Pasco-RchInd-Knnwck 2.61% | Spokane 2.52% | Spokane 2.27% | Spokane 2.36% |



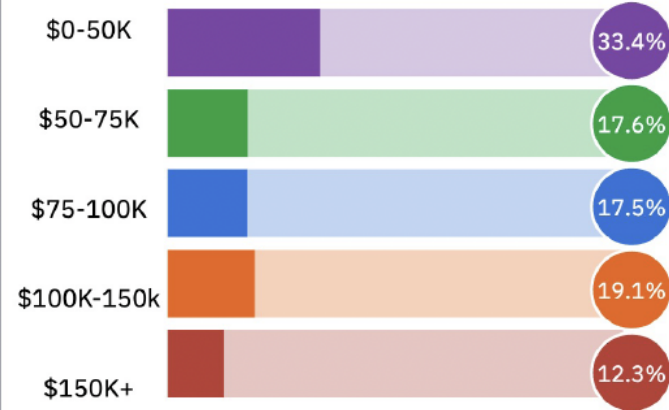
Age

Demographics



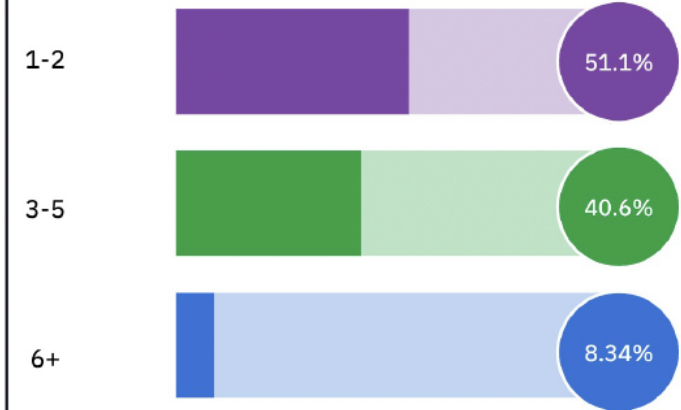
Income

Demographics



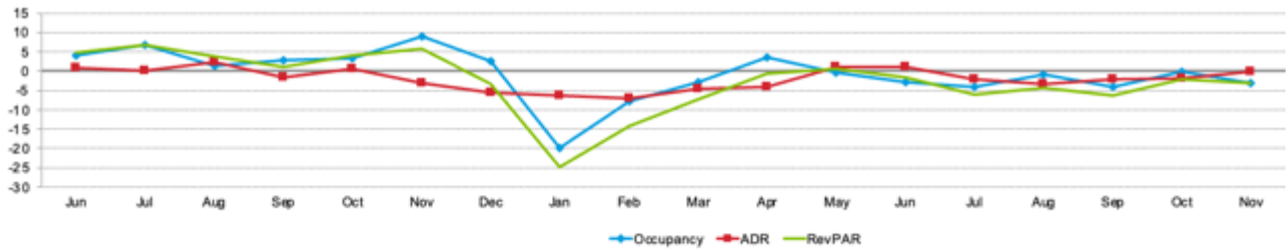
Household

Demographics



STR REPORT – WILSONVILLE

Smith Travel Research – Data through November 2025



| Occupancy (%) | 2024 | | | | | | | 2025 | | | | | | |
|----------------|------|------|------|------|------|------|------|-------|------|------|------|------|------|------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 77.5 | 76.7 | 77.0 | 68.6 | 66.6 | 59.5 | 51.6 | 50.1 | 60.3 | 62.5 | 68.1 | 65.8 | 75.3 | 73.6 |
| Last Year | 74.6 | 71.8 | 76.1 | 66.7 | 64.4 | 54.6 | 50.3 | 62.5 | 65.3 | 64.4 | 66.7 | 66.1 | 77.5 | 76.7 |
| Percent Change | 3.9 | 6.8 | 1.2 | 2.8 | 3.4 | 9.0 | 2.5 | -19.9 | -7.7 | -2.9 | 3.6 | -0.5 | -2.8 | -4.1 |

| ADR | 2024 | | | | | | | 2025 | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 133.39 | 135.57 | 135.62 | 119.77 | 115.53 | 101.28 | 94.75 | 97.68 | 99.84 | 103.06 | 106.61 | 113.13 | 134.81 | 132.61 |
| Last Year | 132.45 | 135.52 | 132.45 | 121.86 | 114.91 | 104.50 | 100.44 | 104.28 | 107.47 | 108.02 | 111.11 | 111.81 | 133.39 | 135.57 |
| Percent Change | 0.7 | 0.0 | 2.4 | -1.7 | 0.5 | -3.1 | -5.7 | -6.3 | -7.1 | -4.6 | -4.1 | 1.2 | 1.1 | -2.2 |

| RevPAR | 2024 | | | | | | | 2025 | | | | | | |
|----------------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 103.34 | 103.98 | 104.42 | 82.13 | 76.92 | 60.25 | 48.88 | 48.92 | 60.30 | 64.42 | 73.65 | 74.42 | 101.53 | 97.55 |
| Last Year | 98.75 | 97.30 | 100.73 | 81.29 | 74.02 | 57.02 | 50.54 | 65.18 | 70.20 | 69.54 | 74.09 | 73.91 | 103.34 | 103.98 |
| Percent Change | 4.7 | 6.9 | 3.7 | 1.0 | 3.9 | 5.7 | -3.3 | -24.9 | -14.2 | -7.4 | -0.6 | 0.7 | -1.8 | -6.2 |

| Supply | 2024 | | | | | | | 2025 | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 18,450 | 19,065 | 19,065 | 18,450 | 19,065 | 18,450 | 19,065 | 19,065 | 17,220 | 19,065 | 18,450 | 19,065 | 18,450 | 19,065 |
| Last Year | 18,450 | 19,065 | 19,065 | 18,450 | 19,065 | 18,450 | 19,065 | 19,065 | 17,220 | 19,065 | 18,450 | 19,065 | 18,450 | 19,065 |
| Percent Change | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

| Demand | 2024 | | | | | | | 2025 | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|-------|--------|--------|--------|--------|--------|--------|--------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 14,294 | 14,622 | 14,679 | 12,651 | 12,694 | 10,975 | 9,834 | 9,549 | 10,363 | 11,917 | 12,747 | 12,541 | 13,896 | 14,024 |
| Last Year | 13,755 | 13,688 | 14,499 | 12,308 | 12,281 | 10,067 | 9,593 | 11,916 | 11,248 | 12,273 | 12,303 | 12,602 | 14,294 | 14,622 |
| Percent Change | 3.9 | 6.8 | 1.2 | 2.8 | 3.4 | 9.0 | 2.5 | -19.9 | -7.7 | -2.9 | 3.6 | -0.5 | -2.8 | -4.1 |

| Revenue | 2024 | | | | | | | 2025 | | | | | | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 1,906,660 | 1,982,335 | 1,990,795 | 1,515,259 | 1,466,519 | 1,111,580 | 931,811 | 932,730 | 1,036,663 | 1,228,213 | 1,466,922 | 1,418,726 | 1,873,258 | 1,859,744 |
| Last Year | 1,821,867 | 1,855,005 | 1,920,354 | 1,499,792 | 1,411,252 | 1,051,982 | 903,480 | 1,242,613 | 1,208,875 | 1,325,691 | 1,367,030 | 1,409,058 | 1,906,660 | 1,982,335 |
| Percent Change | 4.7 | 6.9 | 3.7 | 1.0 | 3.9 | 5.7 | -3.3 | -24.9 | -14.2 | -7.4 | -0.6 | 0.7 | -1.8 | -6.2 |

| Census % | 2024 | | | | | | | 2025 | | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| Census Props | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| Census Rooms | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 | 615 |
| % Rooms Participants | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 | 90.6 |

| Year To Date | | | Running 12 Months | | |
|--------------|------|------|-------------------|------|------|
| 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| 64.5 | 68.3 | 65.7 | 64.0 | 66.8 | 64.5 |
| 71.7 | 64.5 | 66.3 | 70.3 | 64.0 | 66.8 |
| -10.1 | 5.9 | -3.7 | -9.0 | 4.3 | -3.3 |

| Year To Date | | | Running 12 Months | | |
|--------------|--------|--------|-------------------|--------|--------|
| 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| 117.73 | 117.83 | 115.13 | 116.32 | 116.72 | 113.75 |
| 112.27 | 117.73 | 117.83 | 110.75 | 116.32 | 116.72 |
| 4.9 | 0.1 | -2.3 | 5.0 | 0.3 | -2.5 |

| Year To Date | | | Running 12 Months | | |
|--------------|-------|-------|-------------------|-------|-------|
| 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| 75.91 | 80.46 | 75.69 | 74.47 | 77.91 | 73.41 |
| 80.53 | 75.91 | 80.46 | 77.89 | 74.47 | 77.91 |
| -5.7 | 6.0 | -5.9 | -4.4 | 4.6 | -5.8 |

| Year To Date | | | Running 12 Months | | |
|--------------|---------|---------|-------------------|---------|---------|
| 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| 205,410 | 205,410 | 205,410 | 224,475 | 224,475 | 224,475 |
| 205,410 | 205,410 | 205,410 | 224,475 | 224,475 | 224,475 |
| 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

| Year To Date | | | Running 12 Months | | |
|--------------|---------|---------|-------------------|---------|---------|
| 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| 132,446 | 140,257 | 135,038 | 143,718 | 149,850 | 144,872 |
| 147,342 | 132,446 | 140,257 | 157,876 | 143,718 | 149,850 |
| -10.1 | 5.9 | -3.7 | -9.0 | 4.3 | -3.3 |

| Year To Date | | | Running 12 Months | | |
|--------------|------------|------------|-------------------|------------|------------|
| 2023 | 2024 | 2025 | 2023 | 2024 | 2025 |
| 15,593,464 | 16,526,415 | 15,547,030 | 16,716,731 | 17,489,895 | 16,478,841 |
| 16,542,342 | 15,593,464 | 16,526,415 | 17,484,710 | 16,716,731 | 17,489,895 |
| -5.7 | 6.0 | -5.9 | -4.4 | 4.6 | -5.8 |

