

# Visitor Impact Snapshot

Visit Longmont

Dates Analyzed: 1/1/2025 - 6/30/2025



# Objective

To understand where visitors are from and the impact visitors had on Longmont in the first half of 2025.

*Dates: 1/1/2025 - 6/30/2025*



# Key Insights

|  |   |  |
|--|---|--|
| <h2>10%</h2> <p><i>% of People that are Visitors</i></p> | <h2>13%</h2> <p><i>% of Spend from Visitors</i></p> | <h2>24%</h2> <p><i>Share of Visitor Spend at Local Businesses*</i></p> |
| <b>6% decrease</b> from previous year                    | <b>2% decrease</b> from previous year               | <b>3% increase from</b> previous year                                  |

Visitors make a **smaller share of observations** and **visitors account for a smaller share of in-market spend** than they did the previous year. This is common industry-wide so far this year.

*\*Local Business Spend: Share of spend that occurs at merchants not classified as Grocery Stores, Gas Stations, Discount Stores (Big Box retail), Parking lots or Fast Food restaurants. The remaining merchants are more likely to be locally owned businesses.*

# Visitor (50+ Miles) + Local Visitors Impact on the Local Economy

|  |   |   |   |
|--|---|---|---|
| <b>48%</b><br><i>Share of Overall Spend from Visitors + Local Visitors</i> | <b>9%</b><br><i>Share of Restaurant Spend from Visitors</i><br><b>1% decrease</b> from previous year        | <b>29%</b><br><i>Share of Retail Spend from Visitors</i><br><b>5% decrease</b> from previous year       | <b>85%</b><br><i>Share of Accommodation Spend from Visitors</i><br><b>18% increase</b> from previous year       |
|  | <b>48%</b><br><i>Share of Restaurant Spend from Local Visitors</i><br><b>1% increase</b> from previous year | <b>35%</b><br><i>Share of Retail Spend from Local Visitors</i><br><b>1% increase</b> from previous year | <b>10%</b><br><i>Share of Accommodation Spend from Local Visitors</i><br><b>11% decrease</b> from previous year |
|  | <b>57%</b><br><i>Share of Restaurant Spend from All Visitors</i><br><b>1% increase</b> from previous year   | <b>64%</b><br><i>Share of Retail Spend from All Visitors</i><br><b>4% decrease</b> from previous year   | <b>95%</b><br><i>Share of Accommodation Spend from All Visitors</i><br><b>7% increase</b> from previous year    |

# Lodging Insights

|                                       |                                       |                                       |                                       |
|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| <b>Occupancy</b><br><b>66%</b>        | <b>Hotel ADR</b><br><b>\$109</b>      | <b>Hotel Demand</b><br><b>95.9k</b>   | <b>Hotel RevPAR</b><br><b>\$72</b>    |
| <b>2% increase</b> from previous year | <b>4% decrease</b> from previous year | <b>2% increase</b> from previous year | <b>1% decrease</b> from previous year |

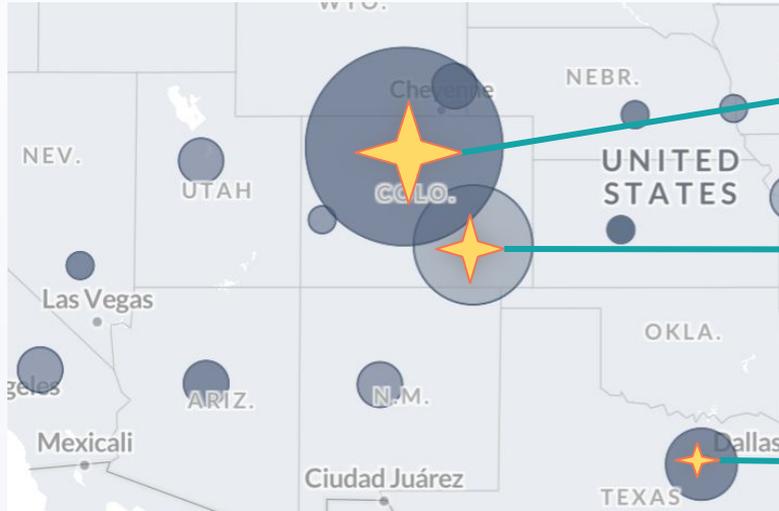
# Who are Longmont visitors?

|   |   |
|---|---|
|  | <b>58%</b><br>are <b>25 - 54</b> years old          |
|  | have an average<br>household income <b>\$100k+</b>  |
|  | <b>43%</b><br><b>have</b> children in the household |



# Where are Longmont visitors from?

**80%** of visitors to **Longmont** are from **out of state**. Your top 5 visitor markets outside of Colorado are Dallas TX, Phoenix AZ, Salt Lake City UT, Kansas City MO, and Los Angeles CA.



**Denver** represented 10% of visitors and 5% of spend

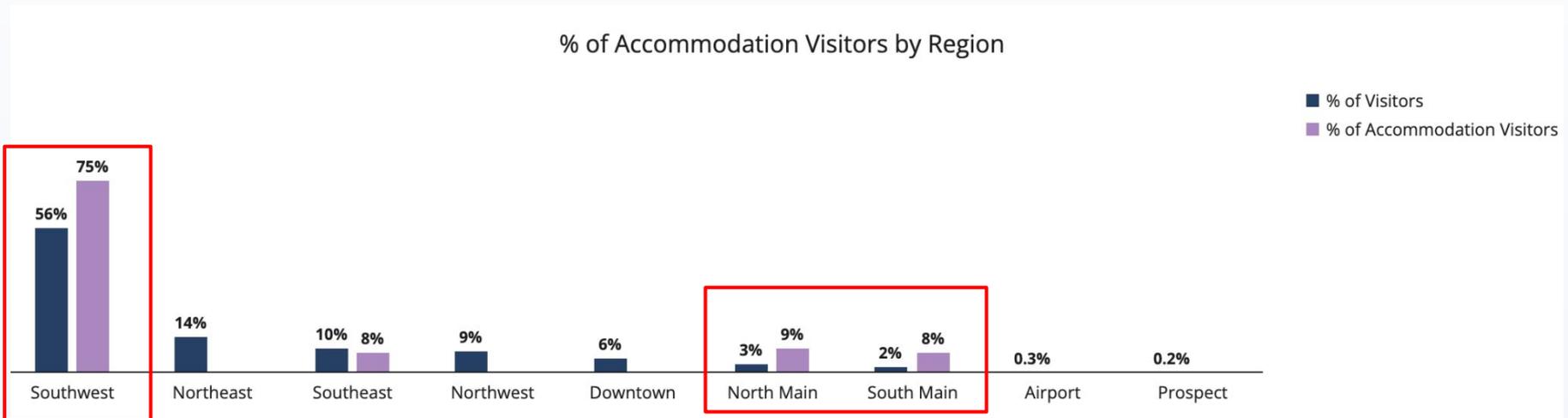
**Colorado Springs - Pueblo**  
CO represented 9% of visitors and 3% of spend

**Dallas** represented 4% of visitors and 2% of spend

# Where are visitors going and staying by region?

Over half of overall observations and accommodation observations are in the **Southwest region**. Both the **North Main** and **South Main regions** have a higher share of accommodation observations than overall observations.

## % of Visitation and % of Accommodation Visitation by Region

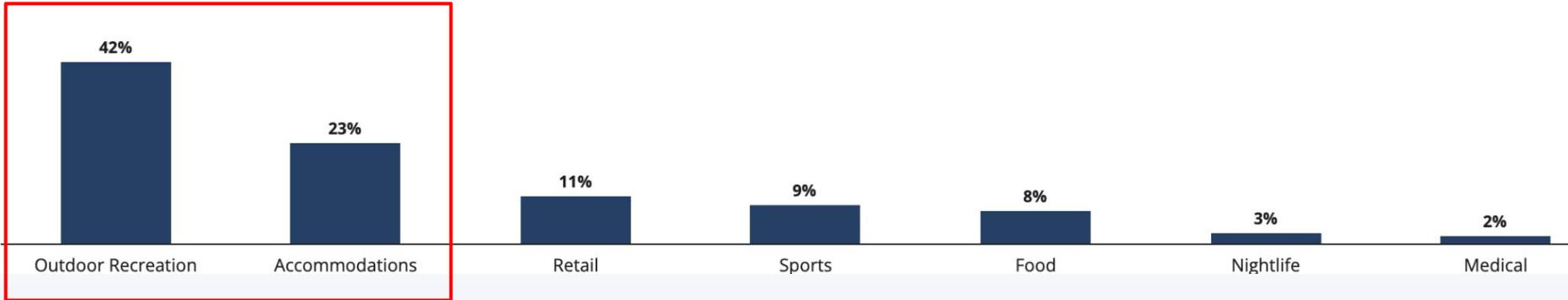


# Where are visitors going by POI Category?

**Outdoor Recreation and Accommodations** drive the highest share of visitor observations in Longmont.

% of Visitation by Point of Interest Category

% of Visitors by Category

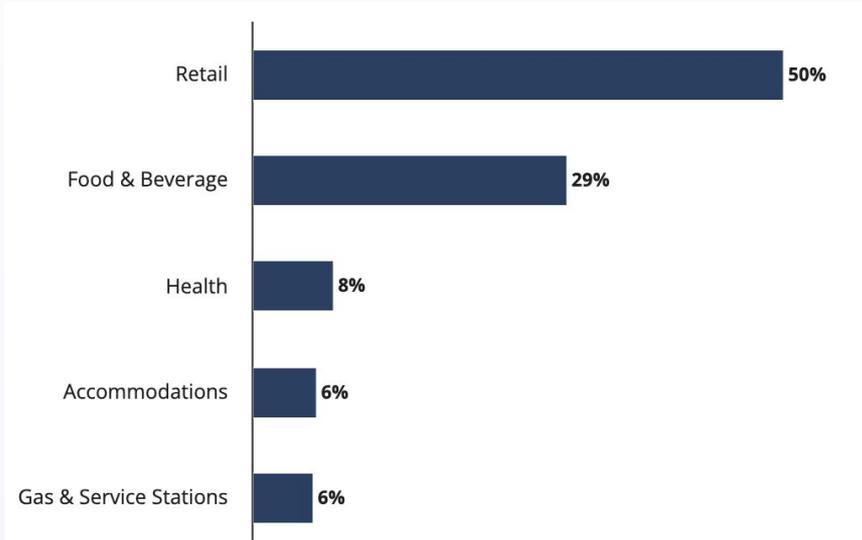


# Where are visitors spending their money?

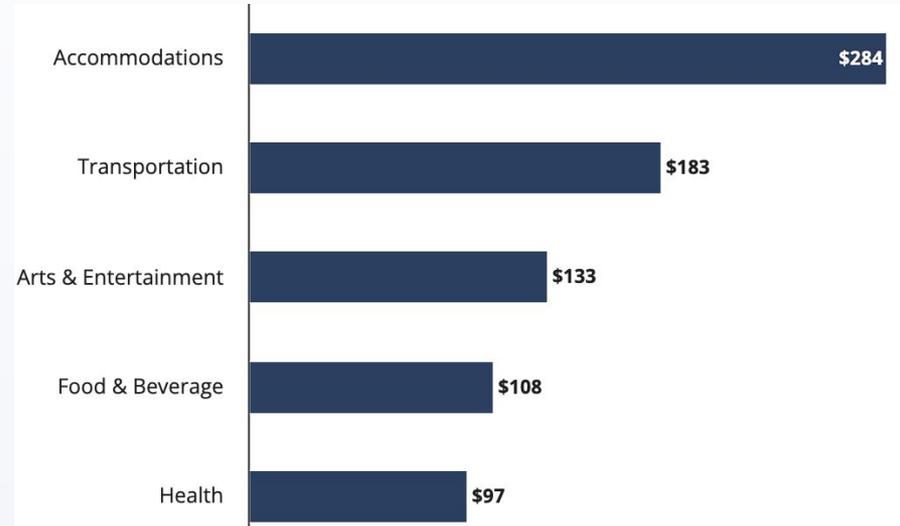
Visitors spend almost **50 out of 100 dollars** while in destination at **retail** merchants.

The average visitor spend at accommodations is **\$284**, which is the highest of all categories.

Share of Wallet



Average Visitor Spend by Category



# Marketing Opportunities



## Origin Markets

Future marketing efforts likely should be focused on out of state visitation, as over half of visitors are from outside of Colorado.



## Persona

Visitors tend to be younger and have higher incomes. Almost half of your visitors have children in the household.



## Content & Creative

Outdoor recreation drives visitation - which is an opportunity for content creation.

Retail is another top visitation driver when it comes to spend - which could be used in future marketing content.

# Key Insights

## Local Visitors Are Critical Economic Contributors

Local visitors (those from within 50 miles) represent a substantial portion of Longmont's tourism economy. When combined with out-of-state visitors, they account for **48% of overall spending** in the destination. Local visitors specifically contribute **48% of restaurant spend** and **35% of retail spend**, demonstrating their significant role in supporting local businesses beyond just the traditional long-distance tourism market.

## Local Visitors Show Different Spending Patterns Than Out-of-State Visitors

The data reveals that local visitors have distinct economic behaviors - they contribute a much smaller share of accommodation spending (**10%** compared to visitors' **85%**), but maintain strong participation in dining and retail activities. This suggests local visitors are primarily day-trippers or short-stay visitors who still inject substantial money into the local economy through restaurants, shopping, and entertainment. Meanwhile, the lodging sector shows strong performance with **66% occupancy** and visitors spending an average of **\$284 per stay** on accommodations, highlighting the complementary nature of both local day visitors and overnight guests.

## Visitor Spending Increasingly Benefits Local Businesses

Despite overall declines in visitor numbers and spending, there's a positive trend for local economic impact: **24% of visitor spending now goes to local businesses** (excluding chains, big box stores, and fast food), representing a **3% increase** from the previous year.

# Thank you!



# Visitor Definition

In alignment with the U.S. Travel Association, Zartico defines a visitor as someone who has:

- Come from over **50 miles** from where they live
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.



# ZARTICO

## Company Overview

Zartico is a marketing technology company that applies advanced data science and proprietary technology to deliver innovative marketing performance solutions to the travel and entertainment industries.

By transforming complex data into actionable insights, Zartico illuminates the hidden patterns of people and places to find more of the right visitors at the right time.



Headquarters

**Salt Lake City**



Founded in

**2019**



Working with

**250+ destinations**



## Licensed Data Sets

### Geolocation

- 19 trillion observations
- Daily visibility of both visitors & residents
- 1.6 billion global devices in 180+ countries

### Spending

- 140 million cards
- 8.8 billion transactions annually
- 4 credit & debit card brands

### Lodging

- 13 million hotel rooms + short-term vacation rentals
- Largest global data set available
- Future Pacing + historic look back