Visitor Impact Snapshot

Visit Longmont

Dates Analyzed: 1/1/2025 - 12/31/2025

ZARTICO

Objective

To gain strategic insights into 2025 visitor patterns and their transformative impact on Longmont.

Dates: 1/1/2025 - 12/31/2025

Key Insights

8%

% of People that are Visitors

Decrease from previous year

14%

% of Spend from Visitors

Decrease from previous year

79%

% of Out-of State Visitors

Equal to 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, indicating opportunity to re-engage visitors. **Out of state visitation** did remain consistent year over year despite a smaller share of visitors, indicating **growing engagement** from visitors outside of Colorado.

Lodging KPI Performance - Hotels

70% Occupancy *1% increase from previous year*	**$117** Avg. Daily Rate *3% decrease from previous year*	**$82** RevPAR *$2 decrease from previous year*	**205.5k** Demand *1% increase from previous year*

2.5 days Avg. Length of Stay *Equal to previous year*	**19 days** Avg. Booking Window *1 day decrease from previous year*	**$304** Avg. Stay Value *$8 decrease from previous year*

Longmont's hotel sector showed mixed performance in 2025. Occupancy and demand both increased from the previous year, indicating continued visitor interest in the destination. However, average daily rate, RevPAR, and average stay value all experienced decreases, reflecting softer pricing conditions in the market. Average length of stay remained steady, while the booking window compressed slightly, suggesting visitors continued to plan trips to Longmont with relatively short lead times.

Lodging KPI Performance - STVR

39% Paid Occupancy *2% increase from previous year*	**$163** Avg. Daily Rate *10% increase from previous year*	**$64** RevPAR *$9 increase from previous year*	**31.9K** Demand *16% decrease from previous year*

4.3 days Avg. Length of Stay *Equal to previous year*	**41 days** Avg. Booking Window *2 day decrease from previous year*	**$5.2M** Revenue *7% decrease from previous year*

There is a notable difference in how visitors engage with STVRs compared to hotels, including a much larger booking window and longer length of stay. With these patterns in mind, it is important to highlight STVR opportunities earlier. Occupancy and ADR increased year over year, but the decrease in demand resulted in a decrease in revenue.

Visitor Impact on the Local Economy

17%
% of Visitor Spend towards **Local Businesses**

10%
Share of **Restaurant** Spend from Visitors

32%
Share of **Retail** Spend from Visitors

18%
Share of **Attraction** Spend from Visitors

$64
Avg. **Daily** Visitor Spend

$55
Restaurant Average Spend of Visitors

$73
Retail Average Spend of Visitors

$106
Attraction Average Spend of Visitors

Source: Zartico Spending Data

Who are Longmont visitors?

36%

are **25 - 44** years old

46%

have an avg. household income **$100k+**

65%

do not have children in the household

Source: Zartico Spending Data

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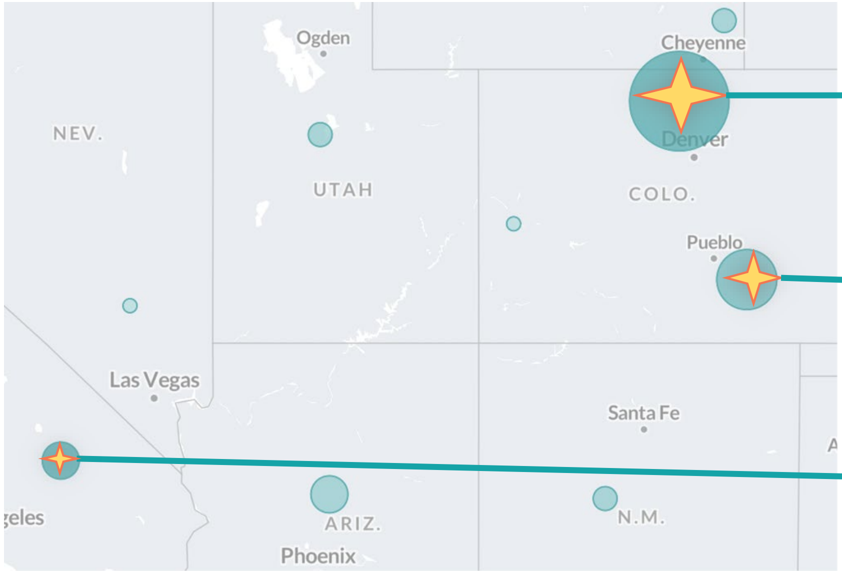
Where are visitors from?

79% of visitors to **Longmont** are from **out of state.**



Denver represented 11% of visitors and 5% of spend

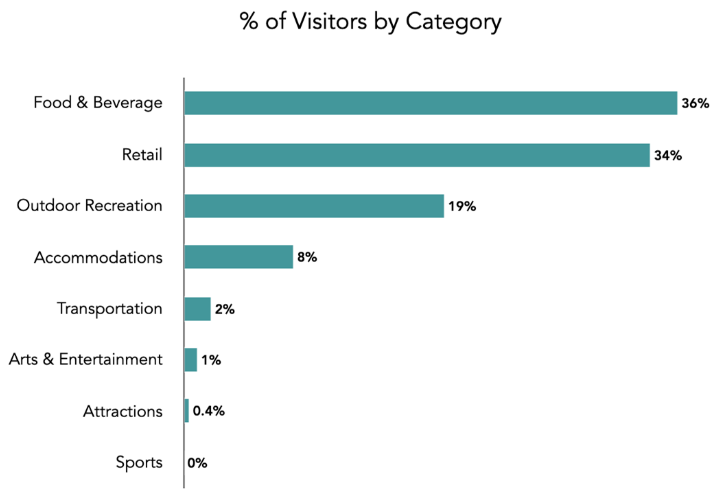
Colorado Springs-Pueblo represented 9% of visitors and 3% of spend

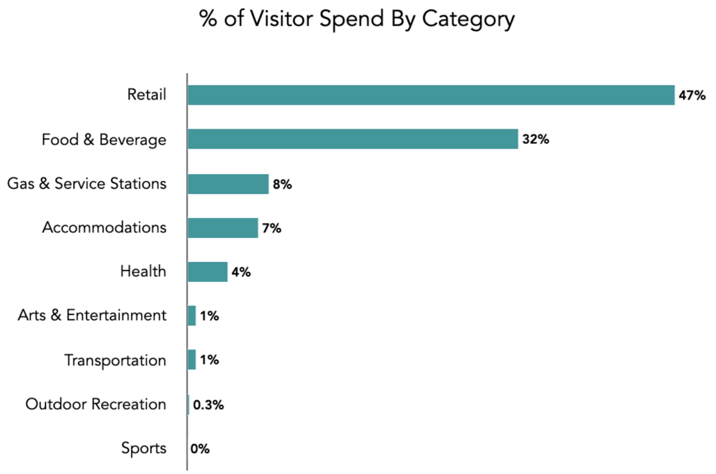
Los Angeles represented 4% of visitors and 5% of spend

What share do your top 10 visitor markets account for?

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Spend
Denver CO	11%	5%	$56
Colorado Springs-Pueblo CO	9%	3%	$46
Los Angeles CA	4%	5%	$61
Phoenix-Prescott AZ	4%	2%	$67
San Francisco-Oakland-San Jose CA	3%	2%	$68
Albuquerque-Santa Fe NM	3%	2%	$68
Chicago IL	3%	8%	$68
New York NY	2%	4%	$67
Salt Lake City UT	2%	1%	$62
Dallas-Ft. Worth TX	2%	3%	$71
Sum	**43%**	**35%**	

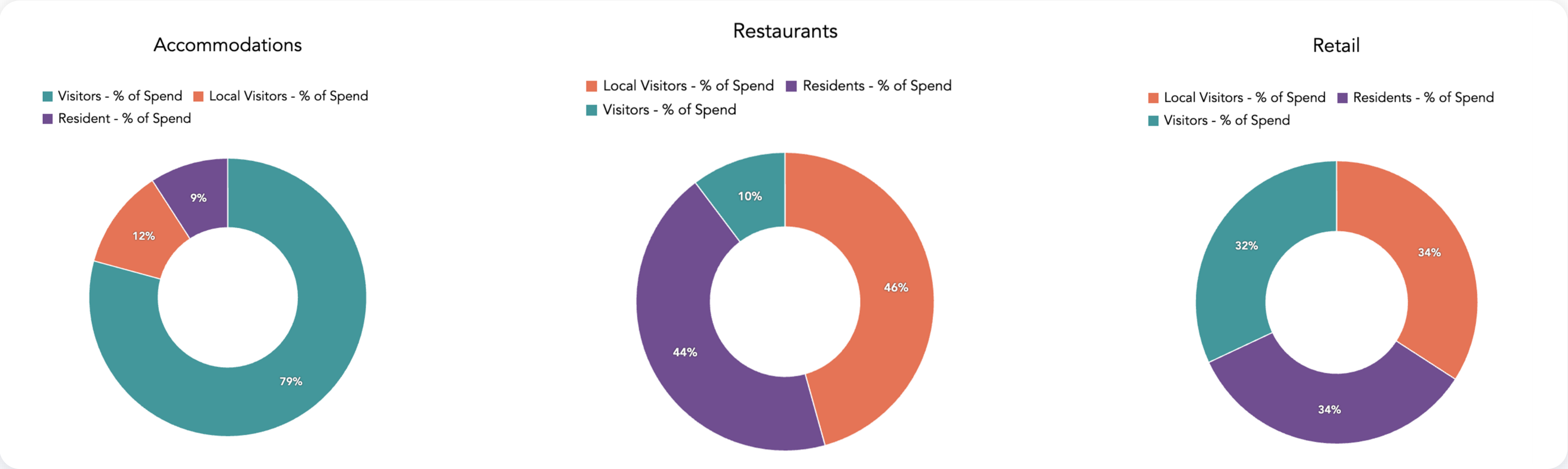
Where are visitors spending time and money?





Visitors coming to visit Longmont tend to spend more time at **Food & Beverage** and **Retail** businesses. These are also the categories where they spend the most share of wallet.

Who is spending in your destination?



When looking at Longmont broken down into Visitor, Local Visitor, and Resident categories, it is evident that Local visitors play a crucial role in the local economy. On average this year, Local Visitors contributed to 12% of Accommodations, 46% of Restaurant, and 34% of Retail spending.

Key Takeaways

1. Strong Out-of-State Visitor Engagement
Out-of-state visitors remained steady at 79% of total visitation, matching the previous year despite an overall decrease in visitor volume. This demonstrates Longmont's continued appeal to travelers from beyond Colorado's borders and indicates strong destination awareness in key markets like Los Angeles, Chicago, and New York.

2. Hotel Sector Shows Resilient Demand
Hotel occupancy increased to 70% (up 1%) and demand grew by 1% year-over-year, demonstrating sustained visitor interest in Longmont. The steady average length of stay at 2.5 days indicates visitors continue to spend meaningful time exploring the destination, creating opportunities for enhanced visitor experiences and extended engagement with local businesses.

3. Short-Term Vacation Rentals Achieve Premium Pricing Power
STVR average daily rates increased 10% to $163, with occupancy also rising 2% to 39%, reflecting Longmont's growing appeal for longer-stay visitors seeking home-like accommodations. The 41-day booking window for STVRs presents a valuable opportunity to engage visitors well in advance of their trips, allowing for strategic pre-arrival marketing to maximize their spending across restaurants, retail, and attractions during their 4.3-day average stays.

Thank you!

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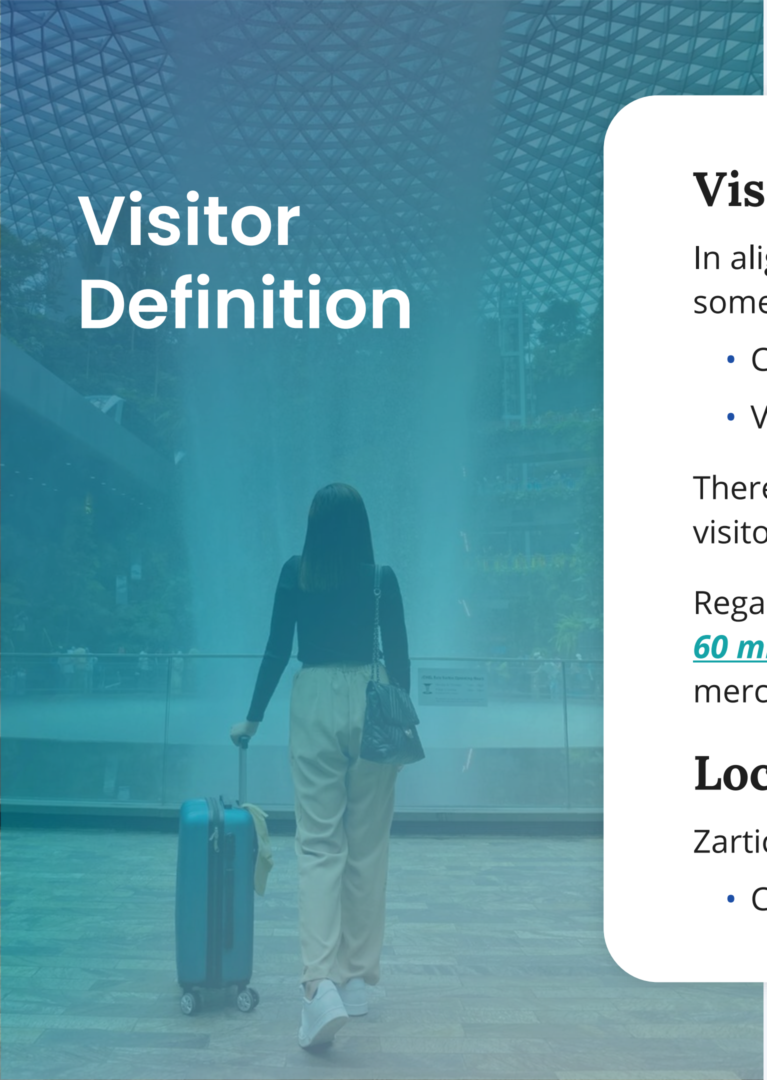

Visitor Definition

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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
- 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 the two 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.

Local Visitor Definition

Zartico defines a **local visitor** as someone who has:

- Come from ***outside the destination boundary***, but ***within 50 miles.***

Zartico is a leading visitor intelligence company purpose-built for place-based industries. Our solutions fuse data science with real-world behavior to provide comprehensive insight into the visitor journey—spanning behavioral patterns, economic impact, and marketing effectiveness. Headquartered in Salt Lake City, Utah, Zartico serves a wide range of clients, such as destinations, resorts, attractions, arenas, and agencies.

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