



2025 Visitation Report

January 1 - December 31, 2025

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Destination Highlights:

- Significant Visitor Volume:** The destination recorded over **5.6 million total trips** in 2025, representing a **1.53% increase** compared to previous year.
- Strong Overnight Presence:** Visitors are staying longer, with an average length of stay of **5.1 days** and a total of over **16.2 million visitor days**.
- Dominant Out-of-State Market:** A vast majority of visitor days (**75.06%**) are generated by out-of-state travelers.
- High-Value Demographic:** The visitor base is primarily affluent, with **61.59%** of households earning **\$75k or more** annually.
- Substantial Economic Impact:** Total estimated visitor spending reached approximately **\$687 million**, with an average spend of **\$317.36 per trip**.

Visitation & Length of Stay Overview

Report Filters

Geolocation

Dates: 1/1/25 - 12/31/25

↻ Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: External Attractions Excluded

POIs: All Included

Trip Length: 1-Day Trips Excluded

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

The average stay of **5.1 days** suggests the area is viewed primarily as a long-term vacation destination rather than a quick weekend stop

Geolocation 1/1/24 - 12/31/24
Including Day Trips



TOTAL TRIPS

5,601,345 Trips

↗ 1.53% vs Compare Dates

Geolocation 1/1/24 - 12/31/24
Including Day Trips



VISITOR DAYS

16,244,479 Days

↘ 2.65% vs Compare Dates

Geolocation 1/1/24 - 12/31/24



AVG LENGTH OF STAY

5.1 Days

↘ -0.2 Days vs Compare Dates

Visitation & Length of Stay Overview

Report Filters

Geolocation

Dates: 1/1/25 - 12/31/25

↔ Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

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Trip: Seen only on Highways Excluded

Nearly half of all visitors (**49.37%**) stay for **6 or more days**. Saturdays are the peak day for visitation, reaching nearly **2 million visitor days**, likely driven by traditional weekly rental turnover cycles.

Length of Stay

How long are visitors seen in my destination by Visitor Days?

Geolocation ↔ 1/1/24 - 12/31/24

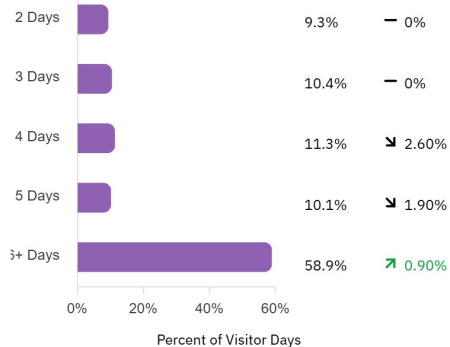
Including Day Trips



1 Day	15.80%	+0.08%	2 Days	7.90%	-0.04%
3 Days	8.80%	-0.01%	4 Days	9.58%	-0.19%
5 Days	8.54%	-0.11%	6+ Days	49.37%	+0.27%

Overnight Visitation Share

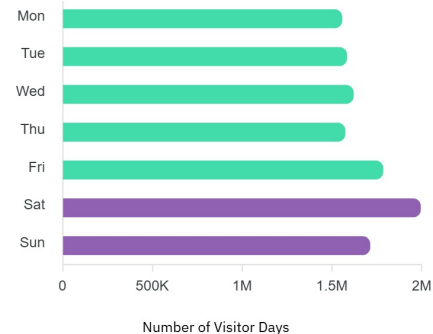
Geolocation ↔ 1/1/24 - 12/31/24



Visitors by Day

What days am I seeing more visitors to my destination?

Geolocation



Filters: 2024 & 2025

Geolocation

Dates: 1/1/24 - 12/31/25

In-State Out-of-State

Distance: 50 mi - 5000 mi

Clusters: External Attractions Excluded

POIs: All Included

Device: Commuter Excluded

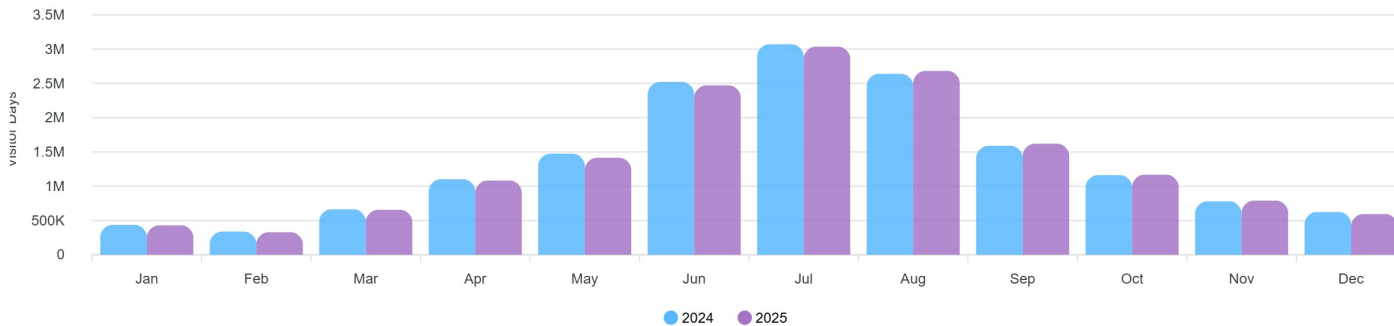
Trip: Seen only on Highways Excluded

Visitation peaks sharply in **July**, reaching over **3 million visitor days**, nearly double the volume of shoulder months like September. The **2025** data shows a consistent trend with 2024, maintaining high stability in seasonal travel patterns.

Visitation by Month - Visitor Days

When is my destination busiest & how did visitation compare to last year?

Geolocation 2024 & 2025



Filters: Leisure Mode Filter

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: 2 Excluded

POIs: All Included

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

Grocery Stores represent the highest share of visitor days at **58.17%**, highlighting the self-catering nature of many visitors.

Cluster Visitation

Where are visitors going in my destination?

📍 Geolocation

🔄 1/1/24 - 12/31/24

Leisure Mode Filter

Cluster	Share of Visitor Days	% ↗ ↘
Grocery Stores	58.17%	+ 5.3
Outdoor Recreation	40.63%	+ 4.0
Attractions	32.84%	+ 3.7
Non Rental Lodging	32.15%	+ 0.8
Downtowns	12.42%	+ 1.9
Events	4.40%	+ 1.0

POI Visitation

Where are visitors going in my destination?

📍 Geolocation

🔄 1/1/24 - 12/31/24

Leisure Mode Filter

POI	Share of Visitor Days	% ↗ ↘
Walmart Supercente	18.79%	+ 2.1
Food Lion	12.52%	+ 1.5
Manteo Downtown	12.42%	+ 1.9
Jockeys Ridge State	11.37%	+ 2.2
Food Lion second	10.72%	+ 1.4
Harris Teeter	10.01%	+ 2.3
Alligator River Nator	9.56%	+ 0.5
Jennettes Pier	7.57%	+ 1.1

Filters: Leisure Mode Filter

📍 Geolocation

Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: 2 Excluded

POIs: All Included

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

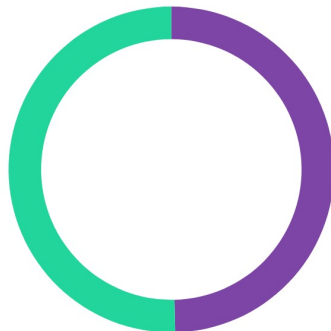
The visitor split is almost perfectly even between **One Time (49.62%)** and **Repeat (50.38%)** visitors, showing a strong loyalty base. Out-of-state visitors contribute three times as many visitor days (**75.06%**) as in-state visitors (**24.94%**).

Repeat vs One Time Visitation

What share of visitors are repeat vs one time?

📍 Geolocation

Leisure Mode Filter



● One Time

49.62%

● Repeat

50.38%

In-State vs Out-of-State Visitor Days

What is my in state vs out of state origin split?

📍 Geolocation

🔄 1/1/24 - 12/31/24

Leisure Mode Filter



● In-State

24.94% - 0.04%

● Out-of-State

75.06% + 0.04%

Visitor Demographics

Filters: Leisure Mode Filter

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State Out-of-State

Distance: 50 mi - 5000 mi

Clusters: 2 Excluded

POIs: All Included

Device: Commuter Excluded

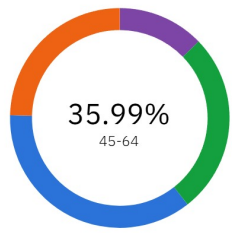
Trip: Seen only on Highways Excluded

The **45-64 age group** is your core audience, making up **35.99%** of the total visitor distribution. The destination attracts a highly educated crowd, with **50.25%** of visitors holding a Bachelor's or Graduate degree.

Age

What is the age distribution of my visitors?

📍 Geolocation

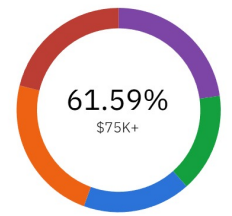


16-24 12.75% 25-44 26.67%
45-64 35.99% 65+ 24.60%

Income

What is the HH income distribution of my visitors?

📍 Geolocation

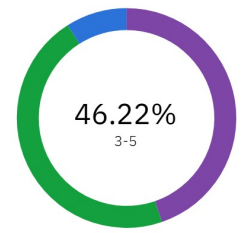


\$0-\$50K 22.78% \$50K-\$75K 15.64%
\$75K-\$100K 17.12% \$100K-\$150K 23.33%
\$150K+ 21.14%

Household Size

What is the household size distribution of my visitors?

📍 Geolocation

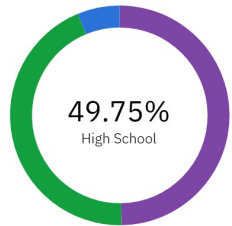


1-2 44.77% 3-5 46.22%
6+ 9.01%

Education Level

What is the education level distribution of my visitors?

📍 Geolocation

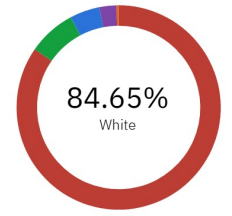


High School 49.75% Bachelors 43.98%
Graduate 6.27%

Ethnicity

What is the ethnic background distribution of my visitors?

📍 Geolocation



White 84.65% Black 7.56%
Hispanic 4.75% Asian 2.73%
Other 0.31%

Filters: Leisure Mode Filter

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State Out-of-State

Distance: 50 mi - 5000 mi

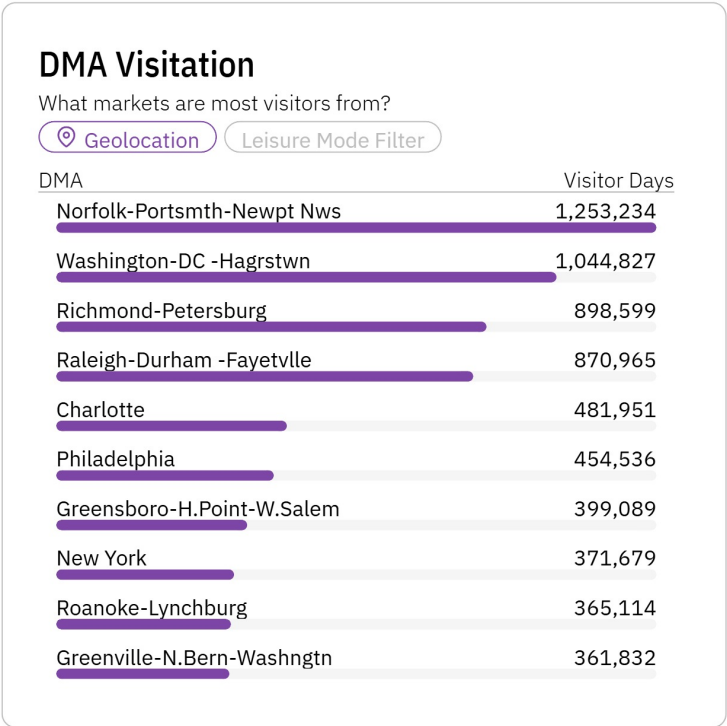
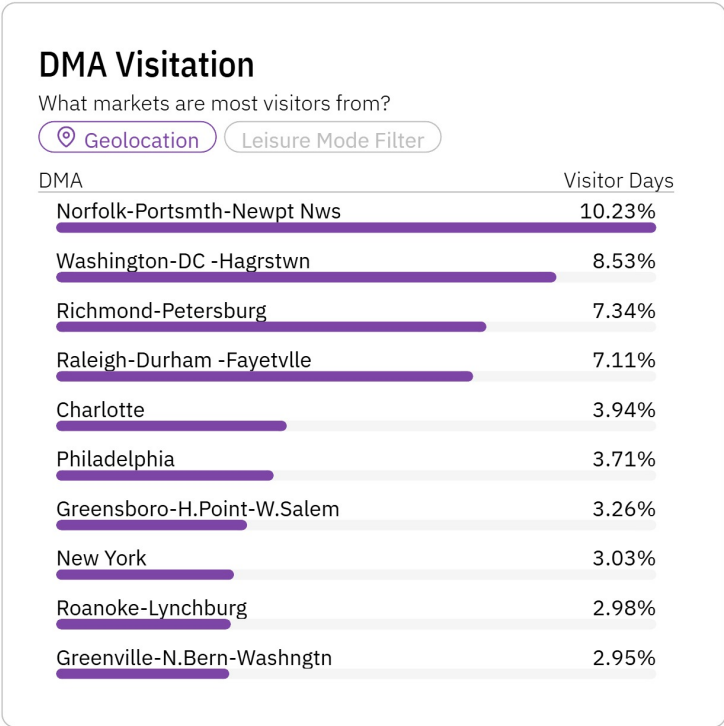
Clusters: 2 Excluded

POIs: All Included

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

The **Norfolk-Portsmouth-Newport News** DMA is the top source market, contributing over **1.25 million visitor days**. **Washington DC** and **Richmond** follow closely, proving that the mid-Atlantic region remains the primary geographic feeder.



Filters: Leisure Mode Filter

📍 Geolocation

Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: 2 Excluded

POIs: All Included

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

Travelers coming from **over 1,000 miles** away have the highest propensity for long stays, with **62.5%** staying 6+ days. Even for shorter distances (**50-150 miles**), a significant **28.6%** of visitors still commit to stays of 6 days or mor

Length of Stay by Top DMAs

What is the average length of stay by market?

📍 Geolocation

Leisure Mode Filter

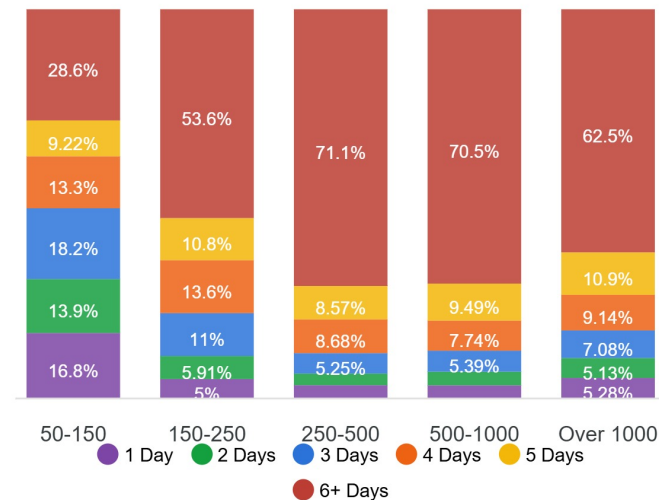
DMA	Avg Length of Stay	Share of Visitor Days
Pittsburgh	4.4 Days	2.88%
Cleveland-Akron - Canton	4.4 Days	2.04%
Harrisburg-Lncstr-Leb-York	4.4 Days	2.19%
Baltimore	4.2 Days	2.33%
Columbus- OH	4.2 Days	1.39%
Washington-DC - Hagrstwn	4.1 Days	8.53%
Philadelphia	4 Days	3.71%
Roanoke-Lynchburg	4 Days	2.98%

Length of Stay by Distance

How does distance traveled impact length of stay?

📍 Geolocation

Leisure Mode Filter



Filters: Leisure Mode Filter

Geolocation

Dates: 1/1/25 - 12/31/25

Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: 2 Excluded

POIs: All Included

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

Visual on the left shows share of day-trips by DMA. Visual on the right shows average length of stay by DMA for overnights only.

Length of Stay by Top DMAs

What is the average length of stay by market?

Geolocation

Day Trips Only

DMA	Avg Length of Stay	Share of Visitor Days
New York	1 Days	2.57%
Baltimore	1 Days	2.18%
Charlotte	1 Days	1.96%
Philadelphia	1 Days	3.38%
Charlottesville	1 Days	0.87%
Pittsburgh	1 Days	2.28%
Richmond-Petersburg	1 Days	6.58%
Washington-DC - Hagrstwn	1 Days	7.16%

Length of Stay by Top DMAs

What is the average length of stay by market?

Geolocation

Overnight trips only

DMA	Avg Length of Stay	Share of Visitor Days
Pittsburgh	5.8 Days	3.39%
Harrisburg-Lncstr-Leb-York	5.8 Days	2.60%
Cleveland-Akron - Canton	5.7 Days	2.14%
Baltimore	5.6 Days	3.12%
Philadelphia	5.6 Days	5.01%
Columbus- OH	5.6 Days	1.39%
Washington-DC - Hagrstwn	5.5 Days	10.90%
Charlotte	5.4 Days	3.16%

Filters: Leisure Mode Filter

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

📏 Distance: 50 mi - 5000 mi

📍 Clusters: 2 Excluded

📍 POIs: All Included

📱 Device: Commuter Excluded

🚗 Trip: Seen only on Highways Excluded

📊 Advanced Spending

AVG. SPEND PER TRIP

\$317.36

AVG. TRANSACTIONS PER TRIP

5.37 transactions

TOTAL SPEND

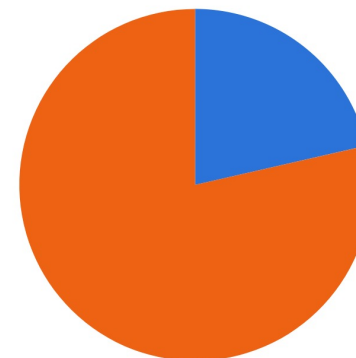
\$687,174,803

\$515,378,031 - \$858,971,574

In/Out of State Spending

What is the spending split for in-state vs out-of-state?

📊 Advanced Spending



● In State 21.42%

● Out-of-State 78.58%

Filters: Leisure Mode Filter

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

📏 Distance: 50 mi - 5000 mi

📍 Clusters: 2 Excluded

📍 POIs: All Included

🚗 Device: Commuter Excluded

🚗 Trip: Seen only on Highways Excluded

Accommodations and **Dining/Nightlife** are the top spending categories, combined accounting for nearly **49%** of all visitor expenditures.

The **Norfolk** market isn't just the top in volume; it also leads in spending share at **22.54%**.

Market Spending

Which markets are my spending visitors from?

🔍 Advanced Spending

DMA	Share of Spend %
Norfolk-Portsmth-Newpt Nws	22.54%
Richmond-Petersburg	12.80%
Washington-DC -Hagrstwn	12.78%
Raleigh-Durham -Fayetvll	4.39%
Philadelphia	3.74%
New York	3.13%
Baltimore	3.11%
Roanoke-Lynchburg	2.65%
Greenville-N.Bern-Washngtn	2.36%
Charlottesville	2.36%

Category Spending

Which categories are visitors spending on in my destination?

🔍 Advanced Spending

Category	Share of Spend %
Accommodations	25.24%
Dining and Nightlife	23.56%
Grocery and Dept Stores	20.84%
Specialty Retail	8.36%
Service Stations	6.95%
Clothing and Accessories	5.48%
Leisure, Recreation and Entertainment	5.03%
Fast Food Restaurants	3.59%
Personal Care and Services	0.59%
Transportation	0.21%

Report Filters

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

📏 Distance: 50 mi - 5000 mi

🗲 Clusters: External Attractions Excluded

📍 POIs: All Included

🕒 Trip Length: 1-Day Trips Excluded

📱 Device: Commuter Excluded

🛣 Trip: Seen only on Highways Excluded

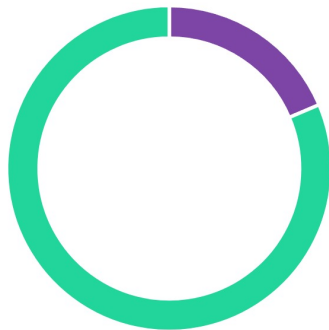
Out-of-state visitors are responsible for the vast majority of economic impact, accounting for **78.58%** of total spending. The average visitor completes **5.37 transactions per trip**, indicating multiple touchpoints with businesses.

In-State vs Out-of-State Visitor Days

What share of visitation came from in-state vs out-of-state?

📍 Geolocation

🔄 1/1/24 - 12/31/24

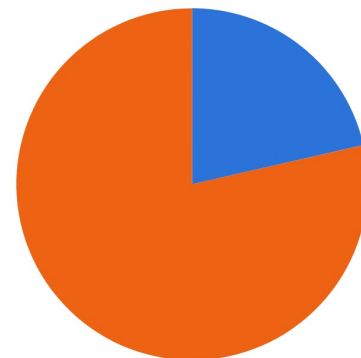


📍 In-State	18.60%	- 0.40%
🌿 Out-of-State	81.40%	+ 0.40%

In/Out of State Spending

What share of leisure spending came from in-state vs out-of-state visitors?

📊 Advanced Spending



📍 In State	21.42%
🌿 Out-of-State	78.58%

2025 Visitation Report

Report Filters

Key Data

Dates: 1/1/25 - 12/31/25

Areas: All Included

The average daily rate (**ADR**) is a robust **\$340.33**, reflecting the premium nature of the destination's lodging. Occupancy peaks during the summer months, reaching nearly **60%** in late July and early August

Key Data Monthly Averages for 1/25 - 12/25

Key Data



OCCUPANCY
26.4%



ADR
\$340.33



REVPAR
\$114.04



DEMAND
79,361



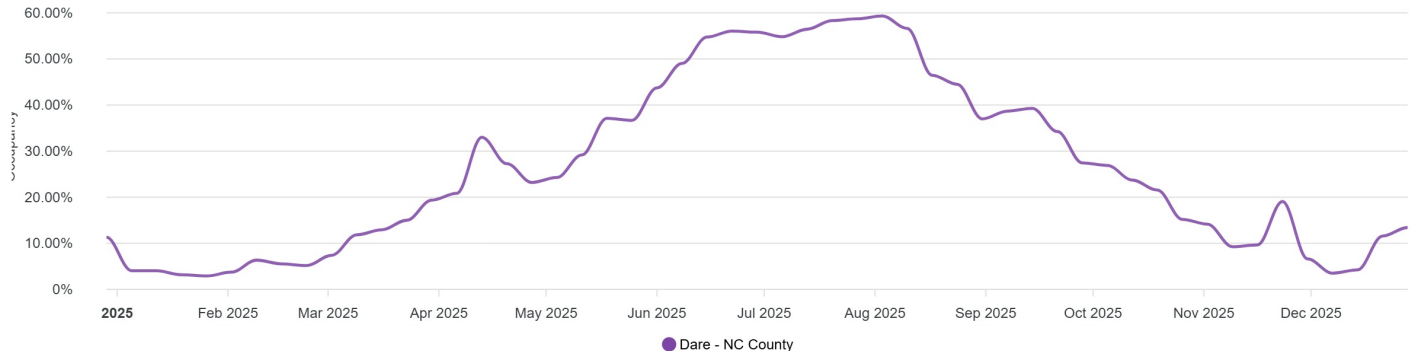
PROPERTY NIGHTS
291,809



ACTIVE PROPERTIES
9,934

Key Data Occupancy

Key Data



Thank you!



Filters Summary

Report Filters

- 📍 Geolocation
- Dates: 1/1/25 - 12/31/25
- ↻ Dates: 1/1/24 - 12/31/24
- In-State
- Out-of-State
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- Clusters: External Attractions Excluded
- POIs: All Included
- Trip Length: 1-Day Trips Excluded
- Device: Commuter Excluded
- Trip: Seen only on Highways Excluded

- 📷 Advanced Spending
- Dates: 1/1/25 - 12/31/25
- In-State
- Out-of-State
- Distance: 50 mi - 5000 mi
- Locations: All Included
- Categories: All Included
- Cards: Datafy Default

- 📊 Key Data
- Dates: 1/1/25 - 12/31/25
- Areas: All Included

Visual Level Filters

- 2024 & 2025
- 📍 Geolocation
- Dates: 1/1/24 - 12/31/25
- In-State
- Out-of-State
- Distance: 50 mi - 5000 mi
- Clusters: External Attractions Excluded
- POIs: All Included
- Device: Commuter Excluded
- Trip: Seen only on Highways Excluded

- Including Day Trips
- 📍 Geolocation
- Dates: 1/1/25 - 12/31/25
- ↻ Dates: 1/1/24 - 12/31/24
- In-State
- Out-of-State
- Distance: 50 mi - 5000 mi
- Clusters: All Included
- POIs: All Included
- Device: Commuter Excluded
- Trip: Seen only on Highways Excluded

- Leisure Mode Filter
- 📍 Geolocation
- Dates: 1/1/25 - 12/31/25
- ↻ Dates: 1/1/24 - 12/31/24
- In-State
- Out-of-State
- Distance: 50 mi - 5000 mi
- Clusters: 2 Excluded
- POIs: All Included
- Device: Commuter Excluded
- Trip: Seen only on Highways Excluded


Filters Summary

Visual Level Filters

Overnight trips only

 Geolocation

Dates: 1/1/25 - 12/31/25

 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: External Attractions Excluded

POIs: All Included

Trip Length: 1-Day Trips Excluded


Device: Commuter Excluded

Trip: Seen only on Highways Excluded

Day Trips Only

 Geolocation

Dates: 1/1/25 - 12/31/25

 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 5000 mi

Clusters: External Attractions Excluded

POIs: All Included

Trip Length: 1-Day Trips Included

Device: Commuter Excluded

Trip: Seen only on Highways Excluded

Geolocation

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

Share of Trips : Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days : Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

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.

Trip Length : Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device : A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days : An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Demographics

Education : We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

Age : Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity : Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children : Reports on the percentage of households that have someone under the age of 18 living in them.

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.

Advanced Spending

Total Spend : The total estimated spend for all visitors for the applied date range and filter settings.

Total Trips : The estimated number of unique “trips” to a destination. If a cardholder visits in March, and then returns in June this would be considered two separate trips.

Spend Volume : The total estimated dollars spent.

Average Spend per Trip : The average cumulative amount spent by each visitor during a trip. If a visitor completed four transactions during a trip that were \$25 each, then the spend for this visitor for this trip would be \$100.

Average Transactions per Trip : The average number of transactions that each visitor completed during a trip.

Average Transaction Size : The average dollar amount for each completed transaction. If a visitor spent \$50 on gas and \$100 at a restaurant during a short trip, then the average transaction size for this visitor would be \$75.

Transaction Volume : The total estimated number of transactions that occurred.

Repeat Spenders : If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a “Repeat Spender.” If the cardholder has only made one trip to the destination, then they are considered “One Time”.

Length of Stay : Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the “Primary Cards” option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

Merchant Location : Available as a filter. The merchant location reflects the zip code or county where the transaction took place.