

# Annual Visitation Report

2025

Powered by **DATAFY**

### Key Insights

- In 2025, **Clark County** welcomed approximately **1.1M** visits from **50+ miles** away, representing a nearly **5% decrease** from **2024**. The average stay was **4** days, which is slightly shorter compared to the year prior. Our destination reflects broader **national** trends in 2025, which are showing that travel was affected by various political and economic impacts.
- **Overnight visitors** continued to deliver strong economic value, representing nearly **60%** of total visitation.
- Visitors play a meaningful role in supporting the local economy, jobs, and tax base that fund community services; about **55%** of total in-market **leisure spending** comes from visitors.
- **68%** of spending came from **out-of-state**, generating net-new dollars for the local economy. Visitor spending was highest in the **Grocery and Department Store, and Dining and Nightlife** categories, with Specialty Retail and Accommodations tied for third.
- The majority of visitation originated from Seattle, Salem, Tacoma, Olympia, and Bend, with visitors from **Seattle** being the highest-value visitors due to higher share of spend and average spend amount. If we zoom out to the DMA level, Seattle-Tacoma and Portland (50+ miles) are the most valuable visitors.



# Visitation & Length of Stay Overview

- In 2025, **Clark County** welcomed approximately **1.17 visits** from travelers originating **50+ miles** away.
- Visitor loyalty remained strong in 2025. About **72%** of trips were made by repeat visitors, providing a stable and predictable source of economic activity for local businesses. At the same time, marketing efforts successfully attracted new audiences, with about **28%** of visitors traveling to **Clark County** for the first time.

How many trips were taken to my destination?

📍 Geolocation 1/1/24 - 12/31/24



TOTAL TRIPS

**1,168,031 Trips**

↘ 4.67% vs Compare Dates

What was the average length of stay in my destination?

📍 Geolocation 1/1/24 - 12/31/24



AVG LENGTH OF STAY

**4 Days**

↘ -0.3 Days vs Compare Dates

## Overnight Visitation vs Day Trips

What share of visitors stayed overnight?

📍 Geolocation 1/1/24 - 12/31/24 All Trip Lengths

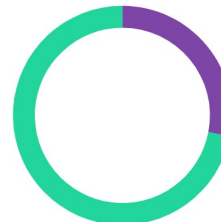


● Day Trips 39.57% + 1.82%  
● Overnight Trips 60.43% - 1.82%

## Repeat vs One Time Visitation

What share of visitors are repeat vs one time?

📍 Geolocation



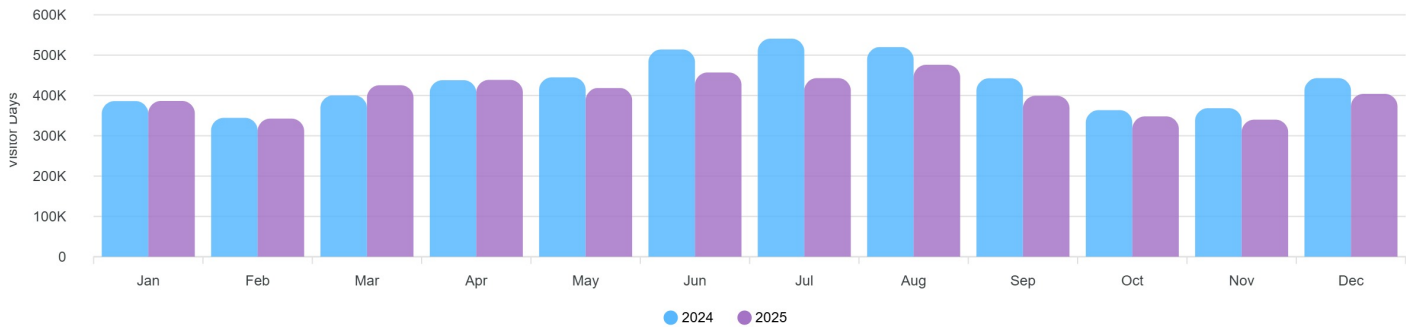
● One Time 28.05%  
● Repeat 71.95%

- Visitation was relatively flat for the first 4 month of the year, with declining year-over-year trends for the remaining months. These shifts reflect broader 2025 travel trends, including political and economic impacts.
- The highest visitor spending occurred during **December and June**. (This spending data is preliminary and there may be revisions.)

### Visitation by Month - Visitor Days

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

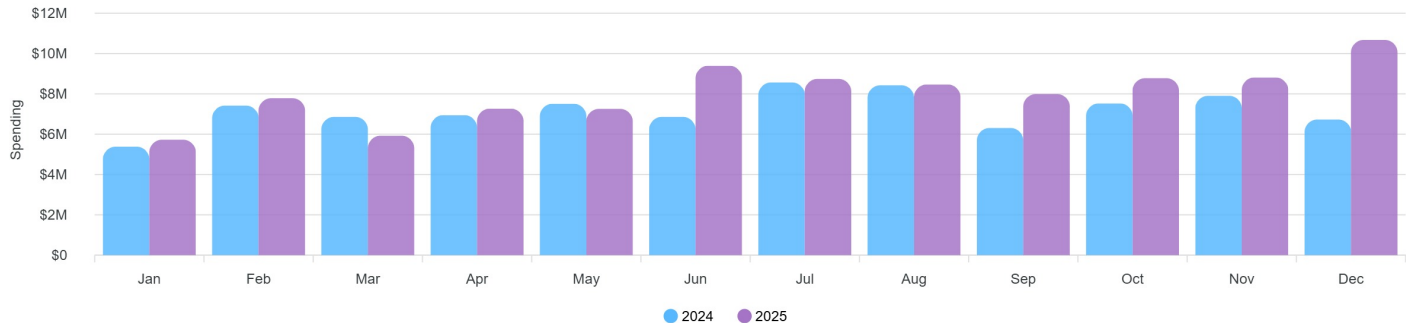
Geolocation 2024 & 2025



### Spending by Month

When do overnight visitors spend the most in my destination?

Advanced Spending 2024 & 2025

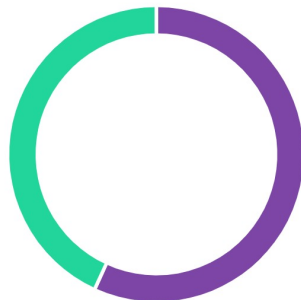


- Visitors play a meaningful role in supporting the local economy, jobs, and tax base that fund community services; about **55%** of leisure spending comes from visitors.
- Visitors made up about **43%** of people in market on a daily basis.

### Locals vs Visitors in Market

What was the split of locals vs visitors in the destination?

📍 Geolocation 1/1/24 - 12/31/24 All Trip Lengths



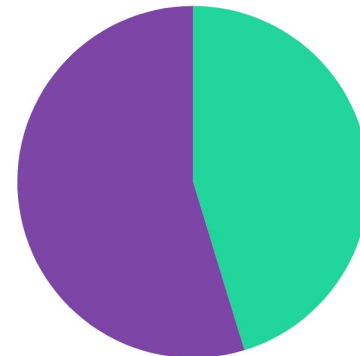
● Locals 56.84% + 0.60%  
● Visitors 43.16% - 0.60%

Locals: 0 - 10 Miles | Visitors: 10 - 3740 Miles  
 Min Distance filter is not applied to this chart

### Local vs Visitor Spending

What share of leisure spending came from visitors?

👁️ Advanced Spending All Trip Lengths



● Local 45.28%  
● Visitor 54.72%

Locals: 0 - 10 Miles | Visitors: 10 - 3740 Miles  
 Min distance filter is not applied to this chart.



# Visitor Makeup

Key Insights:

- The majority of travel originated from **Seattle-Tacoma and Portland-OR (50+ miles) DMAs**. Approximately **61%** of visitation and spending came from **out-of-state** travelers, representing **net-new dollars** entering the local economy rather than recirculated resident spending.
- Visitor spending** directly supports local businesses, hospitality employment, and small business revenue. The highest visitor spending occurred in **Grocery and Department Store, and Dining and Nightlife** categories, helping circulate dollars across multiple sectors of the local economy.
- Drive markets from **Washington and Oregon** accounted for approximately **80%** of visitation, while fly-in visitors represented about **20%**. In 2025, we saw a shift toward **shorter-distance drive travel**, consistent with national travel behavior.
- Seattle-Tacoma and Portland (50+ miles)** remains the core visitation and spending market(s), accounting for **33% of total visitor spending**. **Los Angeles market** also remains a strategic priority. While it represents 3.4% of visitation, travelers from this market tend to stay longer and spend more per trip, maximizing economic return per visitor.



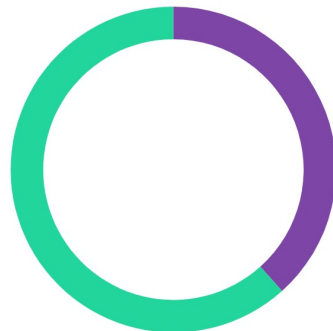
• Approximately **61%** of visitation and **68%** of spending came from **out-of-state** travelers, representing net-new dollars entering the state's economy and demonstrating the value of visitors coming from further away

## 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

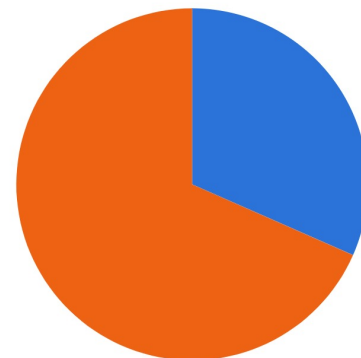


In-State	38.38%	+ 0.93%
Out-of-State	61.62%	- 0.93%

## In/Out of State Spending

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

Advanced Spending



In State	31.58%
Out-of-State	68.42%

DMA = Designated Market Area

•**Seattle-Tacoma** remains the core visitation and spending market, with **Portland** (50+ miles) in second.

•**The Los Angeles and Spokane markets** also remain a strategic priority. While they represent less than **6% and 4% (respectively) of visitation**, travelers from these markets tend to stay longer and spend more per trip, maximizing economic return per visitor. Eugene and Boise are also markets to keep your eye on.

### DMA Visitation

Where are my visitors coming from?

[Geolocation](#) [1/1/24 - 12/31/24](#)

DMA	Share of Visitor Days	Change in Share of Visitor Days
Seattle-Tacoma	28.52%	+ 1.4
Portland- OR	10.80%	+ 0.9
Eugene	4.23%	+ 0.3
Spokane	3.93%	+ 0.2
Yakima-Pasco-Rchlr	3.92%	+ 0.2
Los Angeles	3.39%	- 0.1
Sacramnto-Stkton-M	2.82%	+ 0.1
Bend- OR	2.80%	+ 0.2
Phoenix -Prescott	2.35%	+ 0.0

### DMA Spending

Which markets spend the most in my destination?

[Advanced Spending](#)

DMA	Share of Spend %	Avg. Spend
Seattle-Tacoma	24.42%	\$182.51
Portland- OR	8.68%	\$188.61
Los Angeles	5.50%	\$196.61
Spokane	4.50%	\$219.49
Eugene	4.12%	\$220.72
San Francisco-Oak-San Jose	2.94%	\$172.02
Boise	2.44%	\$255.29
Phoenix -Prescott	2.42%	\$206.52
Yakima-Pasco-RchInd-Knnwck	2.09%	\$171.12
Sacramnto-Stkton-Modesto	1.98%	\$188.53

### Length of Stay by Top DMAs

What is the average length of stay by market?

[Geolocation](#)

DMA	Avg Length of Stay	Share of Trips
Boise	4.3 Days	1.71%
Spokane	4.3 Days	3.71%
Bend- OR	4.2 Days	2.69%
Las Vegas	4.2 Days	1.08%
Medford-Klamath Falls	4.2 Days	1.86%
Yakima-Pasco-RchInd-Knnwck	4.2 Days	3.79%
Eugene	4.1 Days	4.14%
Denver	4.1 Days	0.97%

•In 2025, we saw the Seattle-Tacoma, Portland-OR, and Los Angeles markets to remain consistent through the year, while Phoenix-Prescott, Spokane, and Tri-Cities show some seasonal shifts.

### Top DMAs by Visitor Days

How do my top markets compare over time?

📍 Geolocation

	1/1/25 - 3/31/25	4/1/25 - 6/30/25	7/1/25 - 9/30/25	10/1/25 - 12/31/25
1	Seattle-Tacoma 26.71%	Seattle-Tacoma 27.77%	Seattle-Tacoma 27.58%	Seattle-Tacoma 27.94%
2	Portland- OR 10.25%	Portland- OR 10.42%	Portland- OR 10.15%	Portland- OR 10.41%
3	Yakima-Pasco-RchInd-Knnwck 3.63%	Eugene 4.15%	Eugene 4.10%	Eugene 4.41%
4	Eugene 3.60%	Spokane 3.86%	Yakima-Pasco-RchInd-Knnwck 3.75%	Spokane 4.12%
5	Spokane 3.57%	Yakima-Pasco-RchInd-Knnwck 3.83%	Spokane 3.64%	Yakima-Pasco-RchInd-Knnwck 4.01%
6	Los Angeles 3.35%	Los Angeles 3.35%	Los Angeles 3.54%	Los Angeles 3.24%
7	Sacramnto-Stkton-Modesto 2.68%	Bend- OR 3.20%	Sacramnto-Stkton-Modesto 2.92%	Sacramnto-Stkton-Modesto 2.56%
8	Bend- OR 2.59%	Sacramnto-Stkton-Modesto 2.85%	Bend- OR 2.57%	Bend- OR 2.22%
9	Phoenix -Prescott 2.25%	Phoenix -Prescott 2.53%	Phoenix -Prescott 2.50%	Medford-Klamath Falls 1.95%
10	Medford-Klamath Falls 1.85%	San Francisco-Oak-San Jose 1.93%	San Francisco-Oak-San Jose 2.17%	Phoenix -Prescott 1.95%

•As a primary gateway for the region, the airport serves as a critical engine for driving visitation from the following key origin markets: Denver, Phoenix, and Los Angeles.

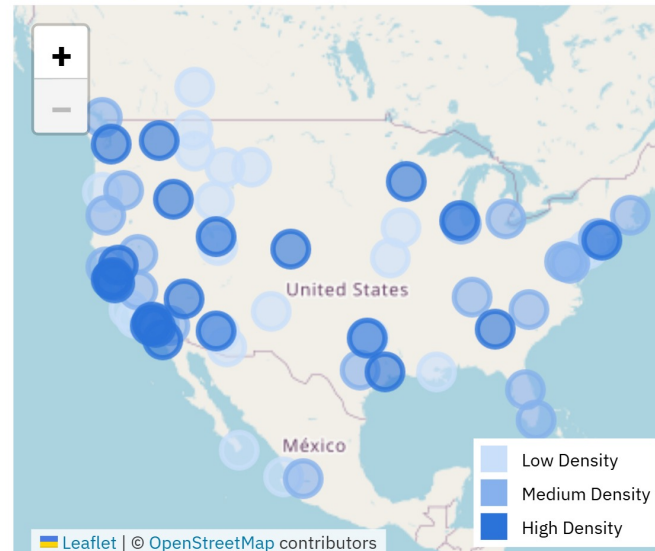
## Top Journey Origin Airports

[✈️ Airport](#)

Origin Airport	Passengers
Denver International Airport (DEN)	7.41%
Phoenix Sky Harbor International Airport (PHX)	6.12%
Los Angeles International Airport (LAX)	5.94%
Seattle/Tacoma International Airport (SEA)	5.62%
Harry Reid International Airport (LAS)	5.56%
San Francisco International Airport (SFO)	4.93%
Chicago O'Hare International Airport (ORD)	4.40%
Dallas/Fort Worth International Airport (DFW)	4.36%
Salt Lake City International Airport (SLC)	3.42%
Minneapolis-St Paul International Airport (MSP)	2.99%

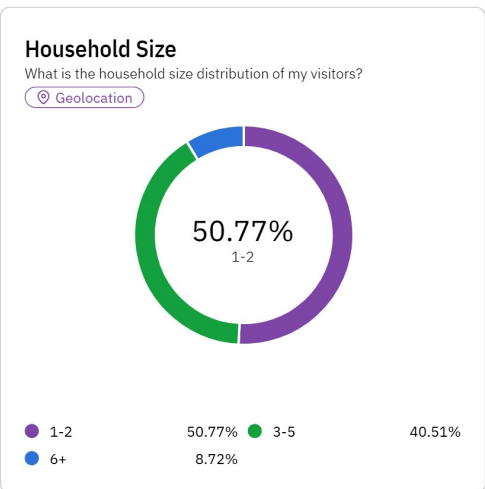
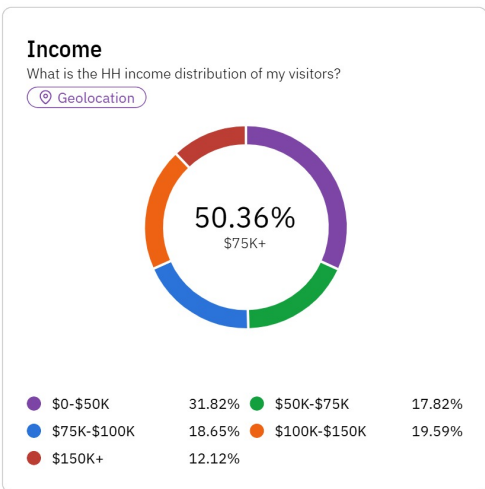
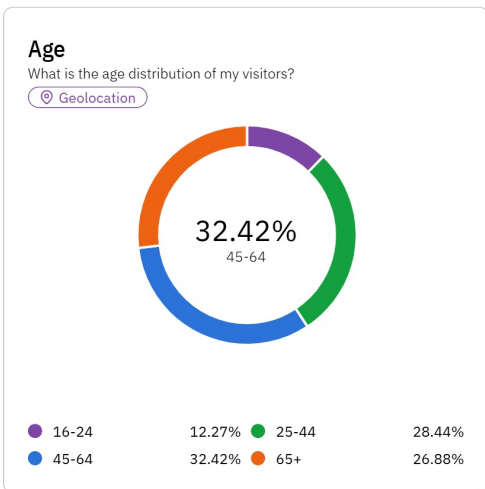
## Top Journey Origin Airports

[✈️ Airport](#)



Note: \$0-\$50k category can include retirees without active income, or young adults (16+).

- Our visitor demographics are pretty even by age, income, and single/couples vs. families showing that Vancouver appeals to a variety of travelers.
- We're working to attract more diverse travelers by promoting cultural events communities\*\*\* There has been a slight increase in Black and Hispanic travelers since 2023.





# Visitation Across the Destination



- The most visited areas/attractions were **hotels, Downtown/Uptown, and event locations like Esther Short Park, the Fairgrounds, and ilani.**
- The highest visitor spending occurred in the **Grocery/Dept Stores, Dining/Nightlife, and Accommodations** categories, helping circulate dollars across multiple sectors of the local economy.

## Cluster Visitation

Where are visitors going in my destination?

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

Cluster	Share of Total Trips	%
Clark County	100.00%	+ 0.1
Vancouver	60.23%	- 3.3
Lodging	17.75%	+ 0.7
Downtown-Uptown	7.22%	- 0.9
Events	5.24%	- 0.4
Outdoor Rec	1.31%	- 0.7
Waterfront	0.77%	- 0.2
Historic Attractions	0.68%	- 0.1
Visitors Center	0.06%	+ 0.0

## Category Spending

How are visitors spending their money in my destination?

Advanced Spending

Category	Share of Spend %
Grocery and Dept Stores	28.40%
Dining and Nightlife	23.85%
Accommodations	14.82%
Service Stations	9.45%
Fast Food Restaurants	6.83%
Specialty Retail	6.46%
Leisure, Recreation and Entertainment	3.08%
Clothing and Accessories	2.95%
Personal Care and Services	1.90%
Transportation	1.49%



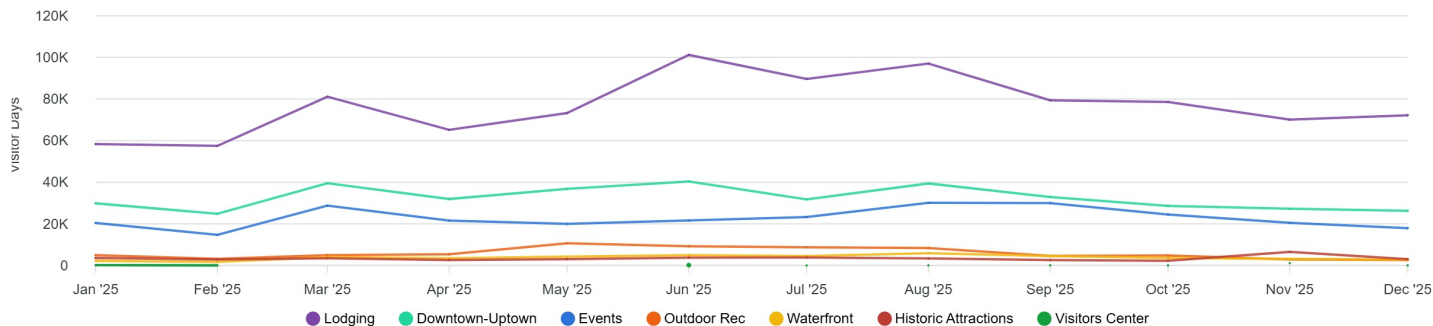
# Category Visitation & Spending Over Time

- Growth during **shoulder or off-peak periods** helps distribute visitor demand more evenly across the year, supporting year-round employment while reducing pressure during peak seasons. It can also help indicate when to run local promotions like restaurant month.
- Seeing the Dining category dip in September, and then rise in October, can be an indicator that our dining month is helping restaurants in a time of need.

## Top Cluster Visitation

How does visitation to certain attractions or locations change over time?

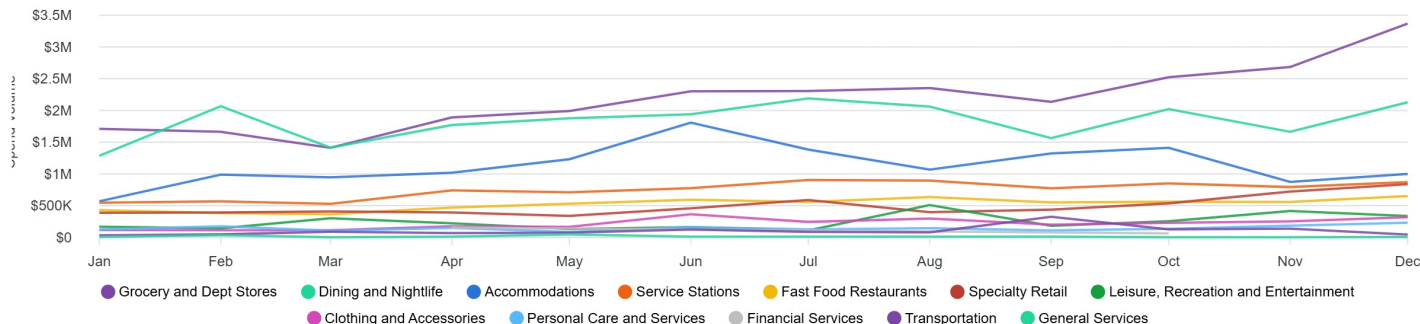
Geolocation  No CC or Vanc



## Merchant Category Trends

How does spending in each category change over time?

Advanced Spending



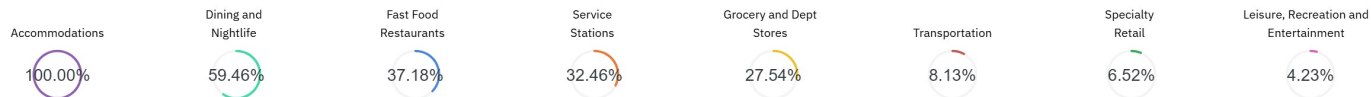
\* Data below the threshold is not included (?)

•Visitors that stay in hotels are a high value segment. They tend to stay longer and spend money across multiple areas of the destination, leading to a more wide-spread economic impact.

## Average Spending Correlation

Of those that spent at **Category: Accommodations**, which other categories did they spend at in the **Same Trip**?

👤 Advanced Spending





# Lodging Insights

- The markets that stayed in hotels the most were **Seattle-Tacoma, Spokane, and Tri-Cities**, and we also saw that **Eugene** is a valuable market because of high spend and average length of stay.
- These are high value visitors to our destination, because not only do they contribute directly to our hotel partners, they also tend to stay longer, spend more money in local businesses including nearby restaurants and shops, and use local tour operators.

### DMA Visitation

Which markets are my hotel visitors coming from?

Geolocation Lodging filter

DMA	Visitor Days
Seattle-Tacoma	26.66%
Spokane	4.84%
Yakima-Pasco-RchInd-Knnwck	4.58%
Portland- OR	4.51%
Los Angeles	3.54%
Eugene	3.00%
Sacramnto-Stkton-Modesto	2.43%
Bend- OR	2.31%
Boise	2.22%
San Francisco-Oak-San Jose	2.11%

### DMA Spending

Which markets are spending the most in hotels?

Advanced Spending Accommodations

DMA	Share of Spend %	Avg. Spend
Seattle-Tacoma	33.57%	\$388.58
Spokane	6.75%	\$396.14
Eugene	6.40%	\$490.97
Portland- OR	6.35%	\$307.30
Los Angeles	4.04%	\$470.70
Yakima-Pasco-RchInd-Knnwck	3.93%	\$274.53
Medford-Klamath Falls	3.63%	\$521.88
Boise	3.27%	\$359.89
San Francisco-Oak-San Jose	1.90%	\$390.02
Bend- OR	1.68%	\$273.31

### Length of Stay by Top DMAs

What is the average length of hotel stay by market?

Geolocation Lodging filter

DMA	Avg Length of Stay	Share of Visitor Days
Las Vegas	4.8 Days	1.35%
Denver	4.6 Days	1.48%
Bend- OR	4.6 Days	2.31%
Eugene	4.5 Days	3.00%
Boise	4.5 Days	2.22%
Salt Lake City	4.5 Days	2.01%
Los Angeles	4.5 Days	3.54%
Sacramnto-Stkton-Modesto	4.5 Days	2.43%
San Francisco-Oak-	4.5 Days	2.11%

•There was some softness in the market for the first 3 quarters of the year, but we finished strong and hope to see increases into 2026.

## CoStar Monthly Averages for 1/25 - 12/25

CoStar [1/1/24 - 12/31/24](#) [2025 vs 2024](#)

**ADR**  
**\$133.63**  
 ▼ 0.90% vs 1/24 - 12/24

**OCCUPANCY**  
**67.20%**  
 ▼ 1.50% vs 1/24 - 12/24

**REVPAR**  
**\$91.03**  
 ▼ 2.50% vs 1/24 - 12/24

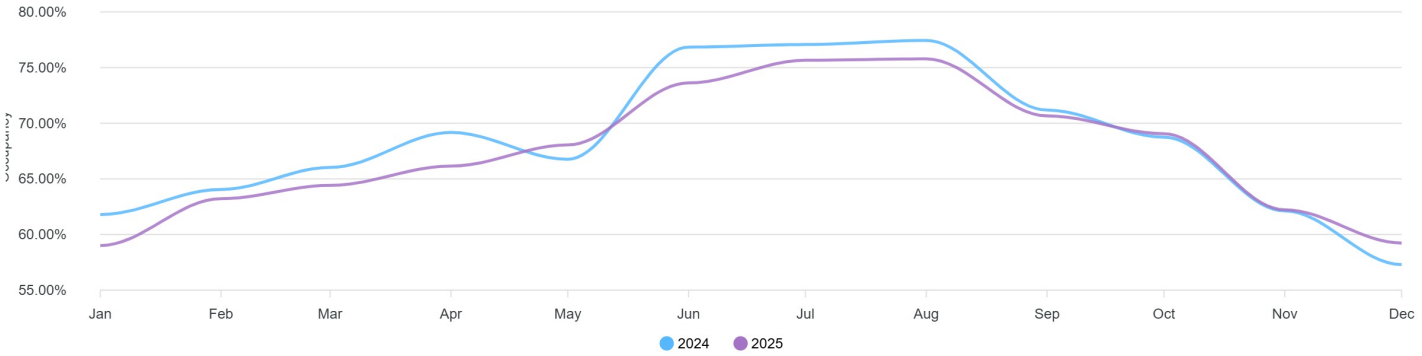
**REVENUE**  
**\$10,215,398**  
 ▼ 2.40% vs 1/24 - 12/24

**SUPPLY**  
**112,146.25**  
 ▲ 0.10% vs 1/24 - 12/24

**DEMAND**  
**75,391.083**  
 ▼ 1.40% vs 1/24 - 12/24

## CoStar Occupancy

CoStar [2024 - 2025 Occupancy](#)



# Thank you!

## 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.

## 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.

## 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.

## **STR (Smith Travel Research)**

**Demand** : Refers to the number of rooms sold within a specific time period, excluding complimentary rooms.

**Occupancy** : The percentage of available rooms sold during a specified time period.  $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

**Revenue** : Total revenue generated from guest room rentals or sales.

**RevPAR** : Stands for Revenue Per Available Room, and is calculated by dividing total room revenue by the total number of available rooms.  $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$ .

**Supply** : Number of rooms available in a hotel (or set of hotels) multiplied by the number of days in a specified time period. For example, if you're looking for the supply during the month of October, you would multiply (number of available rooms) x (31 days in the month).