Quarterly Report

Q1 2025

Powered by DATAFY

📊 Quarterly Report

⊙ Geo Data   ⇄ Compare Dates

TOTAL TRIPS
117,420 Trips
↘ 4.11% vs Compare Dates

VISITOR DAYS
468,539 Days
↘ 6.44% vs Compare Dates

AVG LENGTH OF STAY
4 Days
↘ -0.1 Days vs Compare Dates

Monthly Volume by Visitor Days
🔽 1

⊙ Geo Data   Dates: 1/1/22 - 3/31/24

Legend: ● 2022 ● 2023 ● 2024
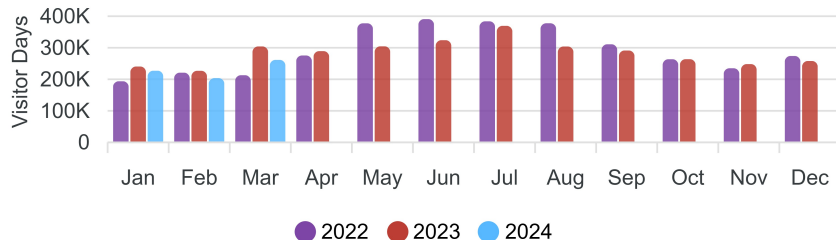
Trips by Length of Stay

⊙ Geo Data   ⇄ Compare Dates

●	2 Days	49.3%	↗ 1.02%
●	3 Days	26.1%	↘ 0.06%
●	4 Days	14.5%	↘ 0.34%
●	5 Days	10%	↘ 0.63%

In-State vs Out-of-State % Share

⊙ Geo Data

Percent of Visitor Days
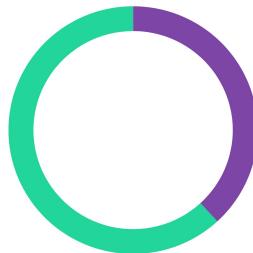
●	In-State	38.2%
●	Out-of-State	61.8%

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Top DMAs

for 1/01/25 - 3/08/25 % ↑ / ↓ 1/01/24 - 3/08/24

(◎ Geo Data) (⟲ Compare Dates)

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Seattle-Tacoma	21.6%	139,758	↘ 7.48%
Portland- OR	8.4%	54,235	↘ 7.63%
Yakima-Pasco-Rchlnd-Kn	3.3%	21,070	↘ 6.91%
Spokane	3%	19,316	↘ 5.35%
Eugene	2.8%	18,312	↘ 11.9%
Los Angeles	2.7%	17,704	↘ 5.51%
Sacramnto-Stkton-Modes	2.1%	13,803	↘ 7.98%
Phoenix -Prescott	1.9%	12,152	↘ 4.39%
Bend- OR	1.8%	11,968	↘ 6.56%

Top DMAs

🔽 2

for 1/01/25 - 3/08/25 % ↑ / ↓ 1/01/24 - 3/08/24

(◎ Geo Data) (⟲ Compare Dates) (Clusters: Lodging Included)
(Trip Lengths: 6+-Day Trips Excluded)

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Portland- OR	23.4%	73,170	↘ 4.23%
Seattle-Tacoma	15.2%	47,582	↗ 2.1%
Spokane	2.9%	8,940	↗ 10.1%
Yakima-Pasco-Rchlnd-Kn	2.6%	8,090	↗ 0.02%
Los Angeles	2.1%	6,430	↗ 12%
Eugene	1.9%	5,963	↗ 15.8%
Bend- OR	1.5%	4,845	↗ 12%
Sacramnto-Stkton-Modes	1.5%	4,789	↗ 21.1%
San Francisco-Oak-San Jo	1.5%	4,658	— —

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Top DMAs *Spend Data

DMA	Share of Spend %	Avg. Spend
Portland- OR	90.7%	$67.36
Seattle-Tacoma	2.35%	$98.99
Los Angeles	0.42%	$141.01
Eugene	0.42%	$114.54
Spokane	0.28%	$140.03
Sacramnto-Stkton-Modesto	0.27%	$164.06
Yakima-Pasco-Rchlnd-Knn	0.24%	$140.83
Salt Lake City	0.19%	$133.89
San Francisco-Oak-San Jos	0.17%	$118.04
Phoenix -Prescott	0.15%	$140.18

Top DMAs - Accommodations
*Spend Data

DMA	Share of Spend %	Avg. Spend
Portland- OR	47.1%	$326.18
Seattle-Tacoma	18.8%	$287.66
Yakima-Pasco-Rchlnd-Knn	4.98%	$418.28
Los Angeles	2.41%	$407.37
Eugene	2.07%	$238.82
Spokane	1.82%	$319.61
Bend- OR	1.58%	$302.66
Medford-Klamath Falls	1.47%	$334.77
Salt Lake City	0.98%	$222.51
All Others	18.7%	$262.46

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Geo Data Filters: In-State | Out-of-State | Distance: 0 - 3669 mi | Dates: 1/1/25 - 3/8/25 | ⟳ Dates: 1/1/24 - 3/8/24

Clusters: Vancouver Included | POIs: All Included | Counties: Clark, WA Excluded | Trip Lengths: 2 Excluded

Top DMAs by Visitor Days ⊙ Geo Data

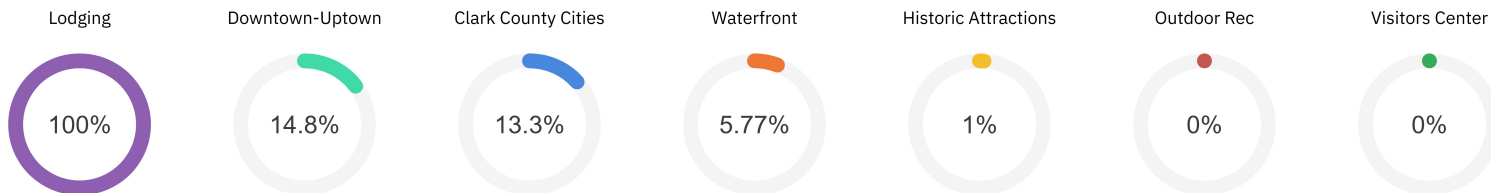|	4/1/24 - 6/30/24	7/1/24 - 9/30/24	10/1/24 - 12/31/24	1/1/25 - 3/8/25
1	Seattle-Tacoma **26%**	Seattle-Tacoma **23.2%**	Seattle-Tacoma **24.2%**	Seattle-Tacoma **21.6%**
2	Portland- OR **9.44%**	Portland- OR **8.95%**	Portland- OR **9.6%**	Portland- OR **8.37%**
3	Yakima-Pasco-Rc **3.91%**	Los Angeles **3.67%**	Eugene **4.07%**	Yakima-Pasco-Rc **3.25%**
4	Spokane **3.85%**	Yakima-Pasco-Rc **3.63%**	Spokane **3.99%**	Spokane **2.98%**
5	Los Angeles **3.56%**	Eugene **3.45%**	Yakima-Pasco-Rc **3.93%**	Eugene **2.83%**
6	Eugene **3.48%**	Spokane **3.2%**	Los Angeles **3.27%**	Los Angeles **2.73%**
7	Bend- OR **2.88%**	Phoenix -Prescott **2.55%**	Sacramnto-Stktor **2.21%**	Sacramnto-Stktor **2.13%**
8	Sacramnto-Stktor **2.58%**	Sacramnto-Stktor **2.44%**	Bend- OR **1.97%**	Phoenix -Prescott **1.88%**
9	Phoenix -Prescott **2.41%**	Bend- OR **2.39%**	Phoenix -Prescott **1.81%**	Bend- OR **1.85%**
10	San Francisco-Oa **1.88%**	San Francisco-Oa **2.07%**	San Francisco-Oa **1.78%**	Boise **1.44%**

Notes:

- For spending data on previous slide, local spending is included (and Vancouver is included in the Portland DMA).

- On demographics slide: The $0-$50K category often includes retirees.

- This quarterly report only includes data up to March 8, 2025. Complete data through March 31 will be added when it becomes available.
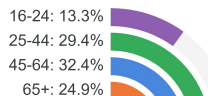
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Average Correlation

(⊙ Geo Data) (Clusters: 4 Excluded)   ▽ 1

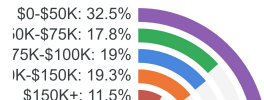| Lodging	Downtown-Uptown	Clark County Cities	Waterfront	Historic Attractions	Outdoor Rec	Visitors Center
100%	14.8%	13.3%	5.77%	1%	0%	0%

Of the devices observed at the Cluster: Lodging , which other Clusters were they observed at during the Same Week ?

Age
16-24: 13.3%
25-44: 29.4%
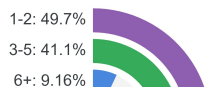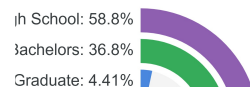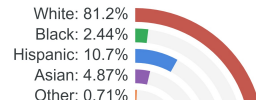45-64: 32.4%
65+: 24.9%

Income
$0-$50K: 32.5%
$50K-$75K: 17.8%
$75K-$100K: 19%
$100K-$150K: 19.3%
$150K+: 11.5%

Household
1-2: 49.7%
3-5: 41.1%
6+: 9.16%

Education Level
High School: 58.8%
Bachelors: 36.8%
Graduate: 4.41%

Ethnicity
White: 81.2%
Black: 2.44%
Hispanic: 10.7%
Asian: 4.87%
Other: 0.71%

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Top Journey Origin Airports for Destination Airport(s)

✈ Airport

Origin Airport	Passengers
Phoenix Sky Harbor International Airport (PHX)	7.38%
Denver International Airport (DEN)	7.3%
Seattle/Tacoma International Airport (SEA)	7.12%
Harry Reid International Airport (LAS)	7.1%
Los Angeles International Airport (LAX)	5.99%
San Francisco International Airport (SFO)	5.05%
Dallas/Fort Worth International Airport (DFW)	4.86%
Salt Lake City International Airport (SLC)	3.61%
Norman Y. Mineta San Jose International Airport (SJC)	2.81%
Sacramento International Airport (SMF)	2.7%

Top Incoming Airlines for Destination Airport(s)

✈ Airport

Airline	Passengers
Alaska Airlines Inc.	29%
Southwest Airlines Co.	13.9%
Delta Air Lines Inc.	11.9%
United Air Lines Inc.	10.5%
SkyWest Airlines Inc.	8.8%
Horizon Air	8.68%
American Airlines Inc.	7.32%
Spirit Air Lines	2.4%
Hawaiian Airlines Inc.	2.17%
Frontier Airlines Inc.	1.9%
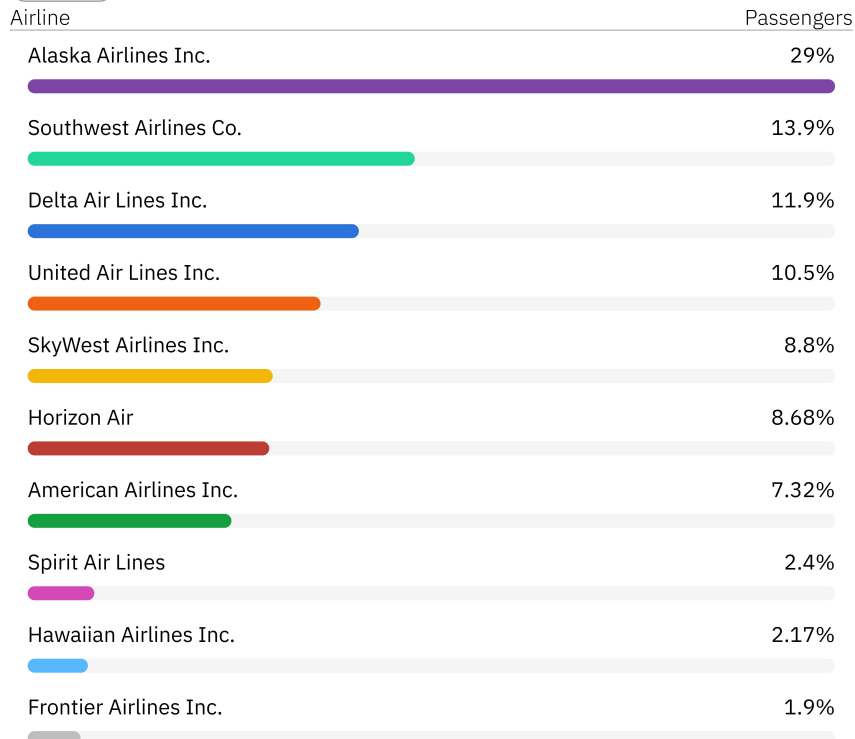
General Definitions

Distance Filter: This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

Home Zip Code: The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Percent Change: This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Data Definitions

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 Data Definitions

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 Definitions

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

Glossary

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.

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