VISIT VANCOUVER WASHINGTON

Q2 2026

April 1 - June 30, 2026

Powered by DATAFY

Q2 Overview

Report Filters

- Geolocation
- Dates: 4/1/26 - 6/30/26
- Dates: 4/1/25 - 6/30/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County - Washington Included
- Trip Length: 2 Excluded

Visitation Key Indicators

Geolocation | 4/1/25 - 6/30/25

Total Trips	**323,486 Trips** ↘ 2.59%
Visitor Days	**1,267,918 Days** ↘ 1.61%
Avg Length of Stay	**3.9 Days** + 0.0 Days

Visitor Days by Length of Stay

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

Geolocation | 4/1/25 - 6/30/25



2 Days	34.51%	− 1.61%	3 Days	27.89%	+ 0.29%
4 Days	20.40%	+ 0.56%	5 Days	17.21%	+ 0.76%

In/Out of State Visitation

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

Geolocation | 4/1/25 - 6/30/25



In-State 37.73%
+ 0.02 vs Compare Dates

Out-of-State 62.27%
− 0.02 vs Compare Dates

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Monthly & Daily Trends

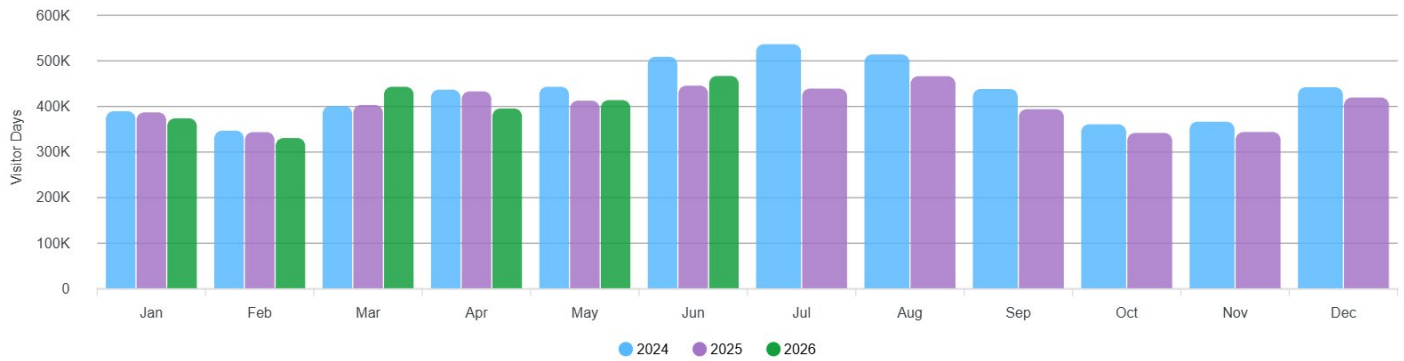
Filters: 2024-2026

- Geolocation
- Dates: 1/1/24 - 6/30/26
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County - Washington Included
- Trip Length: 2 Excluded
- Device: Commuter Excluded

Visitor Days by Month

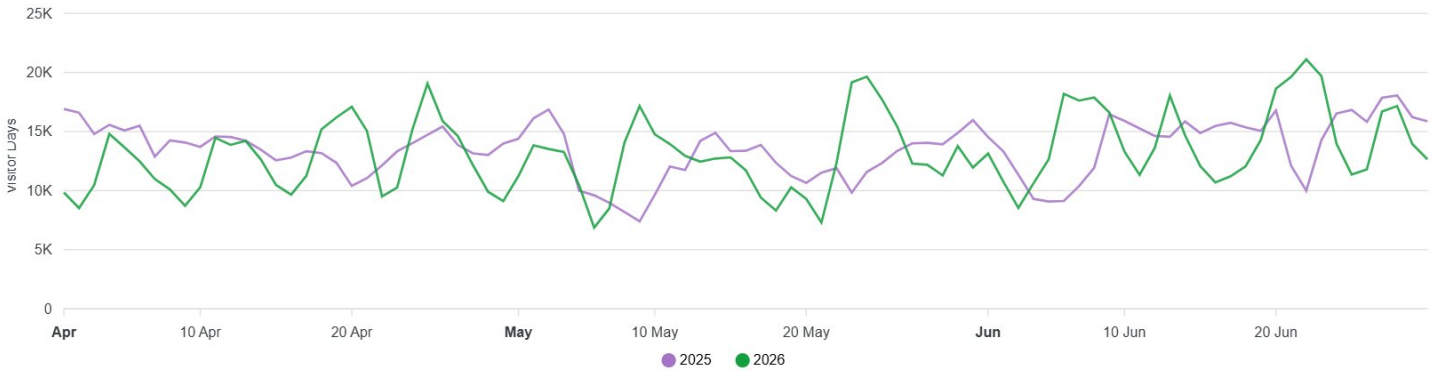
What is my visitation over time?

Geolocation | 2024-2026



Daily Visitor Trend

Geolocation



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Visitor Movement

Top Clusters

Where are visitors going in my destination?

Geolocation | Annual Report (Cluster/POIs)

Cluster	Share of Trips
Clark County	54.1%
Vancouver	30.5%
Lodging	7.2%
Events	3.9%
Downtown-Uptown	3.1%
Outdoor Rec	0.6%
Historic Attractions	0.4%
Waterfront	0.2%
Visitors Center	0%

Top POIs

Where are visitors going in my destination?

Geolocation | Annual Report (Cluster/POIs)

POI	Share of Visitor Days
Clark County - Washington	47.3%
Vancouver	28.1%
Downtown-Uptown	3.2%
Downtown	3%
Vancouver Mall	1.8%
Ilani Casino	1.7%
Uptown	1.1%
The Heathman Lodge	0.8%
Hilton Hotel Vancouver	0.8%
Waterfront OLD	0.8%

Top Clusters by Trips

Of the devices observed in the destination during the selected date ranges, what share of trips was observed in each Cluster?

Geolocation | Annual Report (Cluster/POIs)

	4/1/2026 - 6/30/2026		1/1/2026 - 3/31/2026		10/1/2025 - 12/31/2025		7/1/2025 - 9/30/2025	
1	Clark County	25.40%	Clark County	26.07%	Clark County	25.35%	Clark County	25.82%
2	Vancouver	15.14%	Vancouver	14.82%	Vancouver	14.91%	Vancouver	14.69%
3	Lodging	4.23%	Lodging	3.47%	Lodging	4.55%	Lodging	4.53%
4	Events	2.33%	Events	1.91%	Events	2.89%	Events	2.61%
5	Downtown-Uptown	2.10%	Downtown-Uptown	1.51%	Downtown-Uptown	1.82%	Downtown-Uptown	1.78%
6	Outdoor Rec	0.60%	Outdoor Rec	0.32%	Historic Attractions	0.33%	Outdoor Rec	0.43%
7	Historic Attractions	0.22%	Historic Attractions	0.18%	Outdoor Rec	0.23%	Waterfront	0.23%
8	Waterfront	0.21%	Waterfront	0.10%	Waterfront	0.17%	Historic Attractions	0.21%
9	Visitors Center	0.02%	Visitors Center	0%	Visitors Center	0.06%	Visitors Center	0%

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High Value Markets

Top DMAs

What markets are most visitors from?

Geolocation | 4/1/25 - 6/30/25

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Seattle-Tacoma	27.9%	380,536	↘ 1.80%
Portland- OR	10.3%	140,183	↘ 2.33%
Eugene	4.1%	56,045	↘ 1.08%
Spokane	3.9%	53,401	↗ 0.32%
Yakima-Pasco-R	3.8%	52,427	↘ 2.47%
Los Angeles	3.3%	44,691	↘ 1.37%
Bend- OR	3.2%	43,563	↘ 1.41%
Sacramnto-Stktc	2.8%	38,401	↘ 1.18%
Phoenix -Prescot	2.4%	32,661	↘ 3.70%
San Francisco-O	1.9%	25,871	↘ 0.66%

DMA Spending

Which markets are spending in my destination?

Advanced Spending | 4/1/25 - 6/30/25

DMA	Share of Spend %	Avg. Spend
Seattle-Tacoma	33.46%	$199.51
Portland- OR	11.80%	$184.11
Los Angeles	4.87%	$182.84
Spokane	3.55%	$204.35
San Francisco-Oak-San Jose	3.26%	$201.99
Eugene	3.18%	$166.49
Yakima-Pasco-Rchlnd-Knnwck	3.01%	$179.82
Phoenix -Prescott	1.96%	$189.37
Salt Lake City	1.77%	$180.98
Sacramnto-Stkton-Modesto	1.76%	$182.15

Length of Stay by Top DMAs

What is the average length of stay by market?

DMA	Avg Length of Stay	Share of Visitor Days
Seattle-Tacoma	4.1 Days	27.94%
Portland- OR	4 Days	10.29%
Eugene	4.2 Days	4.12%
Spokane	4.3 Days	3.92%
Yakima-Pasco-Rchlnd-Knnwck	4.3 Days	3.85%
Los Angeles	3.9 Days	3.28%
Bend- OR	4.3 Days	3.20%
Sacramnto-Stkton-Modesto	4.1 Days	2.82%
Phoenix -Prescott	3.9 Days	2.40%

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*Sample transactional data provided by Affinity Solutions. Modeling, analysis, insights and estimates generated by Datafy.

Top DMAs

Top DMAs Visiting Accommodations

Geolocation | 4/1/25 - 6/30/25 | Lodging Cluster

DMA	Share of Trips	Total Trips	% Change in Trips
Seattle-Tacoma	30.9%	17,669	↘ 0.83%
Spokane	5.3%	3,049	↗ 0.97%
Yakima-Pasco-R	5%	2,881	↘ 3.28%
Portland- OR	4.6%	2,648	↗ 4.11%
Los Angeles	4%	2,276	↘ 2.71%
Eugene	3.5%	1,997	↗ 2.98%
Sacramnto-Stktc	2.5%	1,422	↘ 6.70%
Bend- OR	2.2%	1,234	↘ 7.59%
Phoenix -Prescot	2.1%	1,212	↘ 8.56%
Medford-Klamat	2.1%	1,204	↗ ∞%

DMA Spending - Accommodations

Which markets are spending on Accommodations in my destination?

Advanced Spending | Accomodations - Spending

DMA	Share of Spend %	Avg. Spend
Seattle-Tacoma	41.84%	$299.99
Yakima-Pasco-Rchlnd-Knnwck	7.56%	$493.25
Portland- OR	7.09%	$254.89
Los Angeles	5.43%	$346.27
Spokane	5.36%	$264.59
San Francisco-Oak-San Jose	4.27%	$457.10
Eugene	3.12%	$190.57
Boise	2.39%	$279.63
Sacramnto-Stkton-Modesto	2.34%	$231.23
Phoenix -Prescott	1.96%	$406.86

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Top DMAs by Season

Report Filters

- Geolocation
- Dates: 4/1/26 - 6/30/26
- Dates: 4/1/25 - 6/30/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County - Washington Included
- Trip Length: 2 Excluded

DMA Trends by Visitor Days

Top markets by quarter - last 12 months

Geolocation | 4/1/25 - 6/30/25

	7/1/2025 - 9/30/2025		10/1/2025 - 12/31/2025		1/1/2026 - 3/31/2026		4/1/2026 - 6/30/2026	
1	Seattle-Tacoma	28.39%	Seattle-Tacoma	28.27%	Seattle-Tacoma	25.99%	Seattle-Tacoma	27.94%
2	Portland- OR	10.30%	Portland- OR	10.45%	Portland- OR	10.36%	Portland- OR	10.29%
3	Eugene	4.19%	Eugene	4.45%	Eugene	3.52%	Eugene	4.12%
4	Yakima-Pasco-Rchlnd-Knnwck	3.86%	Spokane	4.11%	Yakima-Pasco-Rchlnd-Knnwck	3.52%	Spokane	3.92%
5	Spokane	3.67%	Yakima-Pasco-Rchlnd-Knnwck	4.07%	Spokane	3.28%	Yakima-Pasco-Rchlnd-Knnwck	3.85%
6	Los Angeles	3.44%	Los Angeles	3.19%	Los Angeles	3.06%	Los Angeles	3.28%
7	Sacramnto-Stkton-Modesto	2.91%	Sacramnto-Stkton-Modesto	2.55%	Sacramnto-Stkton-Modesto	2.48%	Bend- OR	3.20%
8	Bend- OR	2.63%	Bend- OR	2.26%	Bend- OR	2.40%	Sacramnto-Stkton-Modesto	2.82%
9	Phoenix -Prescott	2.42%	Medford-Klamath Falls	1.96%	Phoenix -Prescott	2.04%	Phoenix -Prescott	2.40%
10	San Francisco-Oak-San Jose	2.15%	Phoenix -Prescott	1.94%	Medford-Klamath Falls	1.67%	San Francisco-Oak-San Jose	1.90%

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Demographics

Report Filters

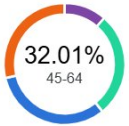
- Geolocation
- Dates: 4/1/26 - 6/30/26
- Dates: 4/1/25 - 6/30/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County - Washington Included
- Trip Length: 2 Excluded

Note: $0-$50k income category can include retirees or young adults aged 16-24.

Demographics

Geolocation

AGE



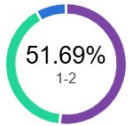
16-24	11.36%
25-44	27.91%
45-64	32.01%
65+	28.72%

INCOME



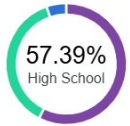
$150K+	12.52%
$100K-$150K	19.01%
$75K-$100K	18.36%
$50K-$75K	18.18%
$0-$50K	31.93%

HOUSEHOLD



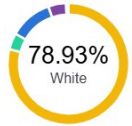
1-2	51.69%
3-5	40.15%
6+	8.16%

EDUCATION LEVEL



High School	57.39%
Bachelors	37.35%
Graduate	5.25%

ETHNICITY



White	78.93%
Black	4.37%
Hispanic	11.36%
Asian	4.71%
Other	0.63%

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Visitor Movement

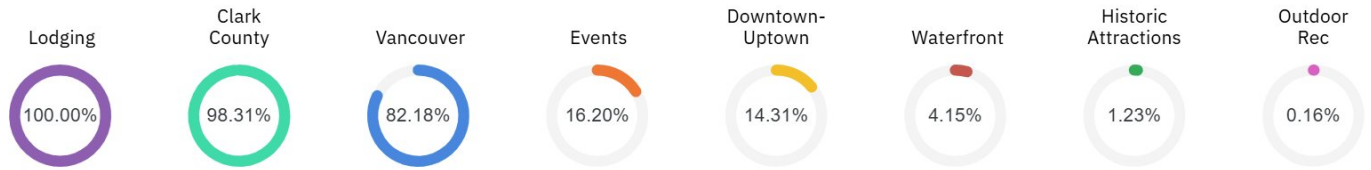
Filters: Annual Report (Cluster/POIs)

- Geolocation
- Dates: 1/1/26 - 3/28/26
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: 2 Excluded
- POIs: 2 Excluded
- Trip Length: 2 Excluded
- Device: Commuter Excluded

Average Correlation

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

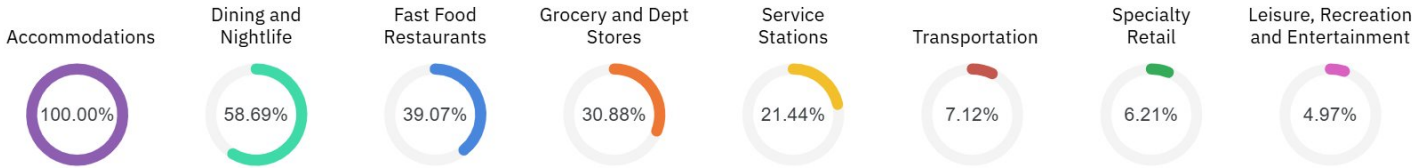
Geolocation | Annual Report (Cluster/POIs)



Average Spending Correlation

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

Advanced Spending



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CoStar Report

Report Filters

CoStar | Dates: 4/1/26 - 6/30/26

Dates: 4/1/25 - 6/30/25

Areas: Clark County, WA+ Included

STR Period: Day

CoStar Monthly Averages for 4/26 - 6/26

CoStar | 4/1/25 - 6/30/25

ADR
$138.69
0.20% vs 4/25 - 6/25

OCCUPANCY
73.06%
5.80% vs 4/25 - 6/25

REVPAR
$102.23
5.40% vs 4/25 - 6/25

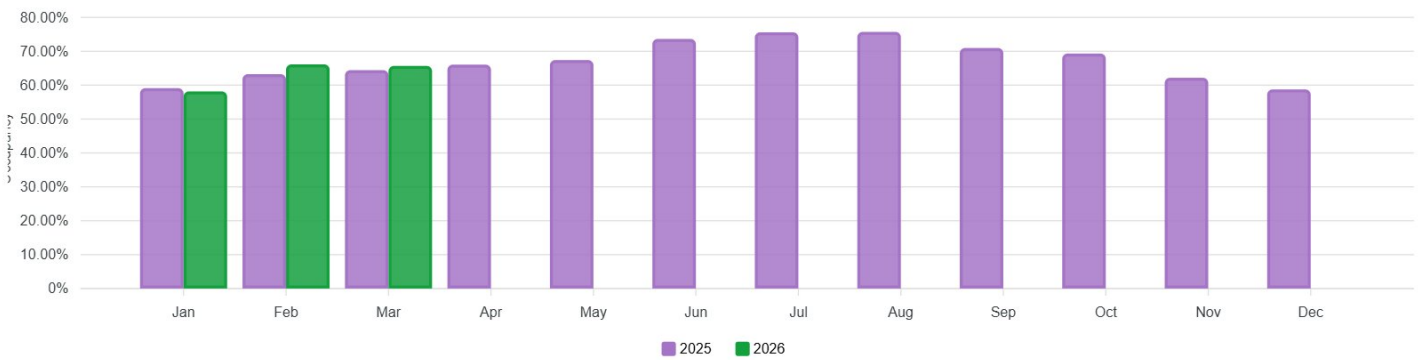
REVENUE
$11,056,496
Total: $33,169,488
1.90% vs 4/25 - 6/25

SUPPLY
108,199
Total: 324,597
3.30% vs 4/25 - 6/25

DEMAND
79,028.333
Total: 237,085
2.40% vs 4/25 - 6/25

CoStar Occupancy

CoStar | Hotel Occupancy



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Filters Summary

Report Filters

Geolocation | Dates: 4/1/26 - 6/30/26
Dates: 4/1/25 - 6/30/25 | In-State | Out-of-State
Distance: 50 mi - 3740 mi | Clusters: Clark County Included
POIs: Clark County - Washington Included
Trip Length: 2 Excluded

Advanced Spending | Dates: 4/1/26 - 6/30/26
Dates: 4/1/25 - 6/30/25 | In-State | Out-of-State
Distance: 50 mi - 3740 mi | Locations: All Included
Categories: All Included | Cards: Datafy Default
Trip Length: 2 Excluded

CoStar | Dates: 4/1/26 - 6/30/26
Dates: 4/1/25 - 6/30/25
Areas: Clark County, WA+ Included | STR Period: Day

Visual Level Filters

Lodging Cluster

Geolocation | Dates: 4/1/26 - 6/30/26
Dates: 4/1/25 - 6/30/25 | In-State | Out-of-State
Distance: 50 mi - 3740 mi | Clusters: Lodging Included
POIs: All Included | Trip Length: 2 Excluded
Device: Commuter Excluded

Hotel Occupancy

CoStar | Dates: 1/1/26 - 3/31/26
Dates: 1/1/25 - 12/31/25 | Areas: 2 Included
STR Period: Day

2024-2026

Geolocation | Dates: 1/1/24 - 6/30/26 | In-State
Out-of-State | Distance: 50 mi - 3740 mi
Clusters: Clark County Included
POIs: Clark County - Washington Included
Trip Length: 2 Excluded | Device: Commuter Excluded

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Filters Summary

Visual Level Filters

Annual Report (Cluster/POIs)

Geolocation | Dates: 1/1/26 - 3/28/26 | In-State | Out-of-State | Distance: 50 mi - 3740 mi | Clusters: Travel Indicators, Clark County Cities Excluded | POIs: Clark County WA No Highways, Vancouver No Highways Excluded | Trip Length: 2 Excluded | Device: Commuter Excluded

Accomodations - Spending

Advanced Spending | Dates: 4/1/26 - 5/29/26 | Dates: 4/1/25 - 5/29/25 | In-State | Out-of-State | Distance: 50 mi - 3740 mi | Locations: All Included | Categories: Accommodations Included | Cards: Datafy Default | Trip Length: 6+ Day Trips Excluded

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Glossary

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.

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Glossary

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.

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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. Occupancy = Rooms Sold / 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. Room Revenue / Rooms Available = 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).

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