



Quarterly Report

Q1 2026

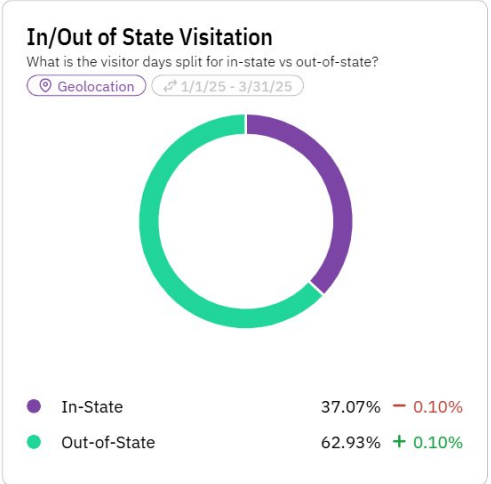
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Report Filters

- Geolocation
- Dates: 1/1/26 - 3/31/26
- Dates: 1/1/25 - 3/31/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County - Washington Excluded
- Trip Length: 2 Excluded
- Device: Commuter Excluded

Geolocation 1/1/25 - 3/31/25

Visitor Days **1,077,632 Days** ↑ 7.54%



Monthly & Daily Trends

Filters: 2024-2026

Geolocation

Dates: 1/1/24 - 3/31/26

Dates: 1/1/26 - 3/31/26

In-State Out-of-State

Distance: 50 mi - 3740 mi

Clusters: Clark County Included

POIs: Clark County WA No Highways Included

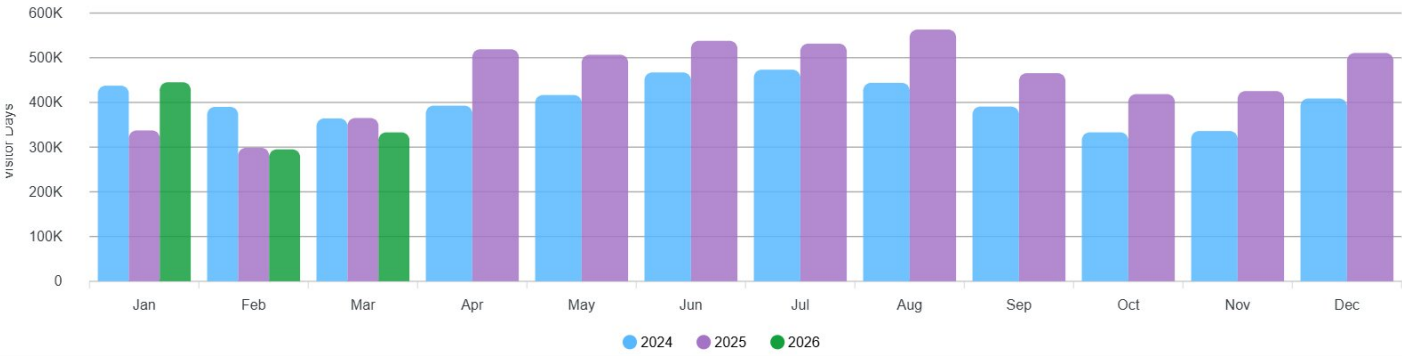
Trip Length: 2 Excluded

Device: Commuter Excluded

Visitor Days by Month

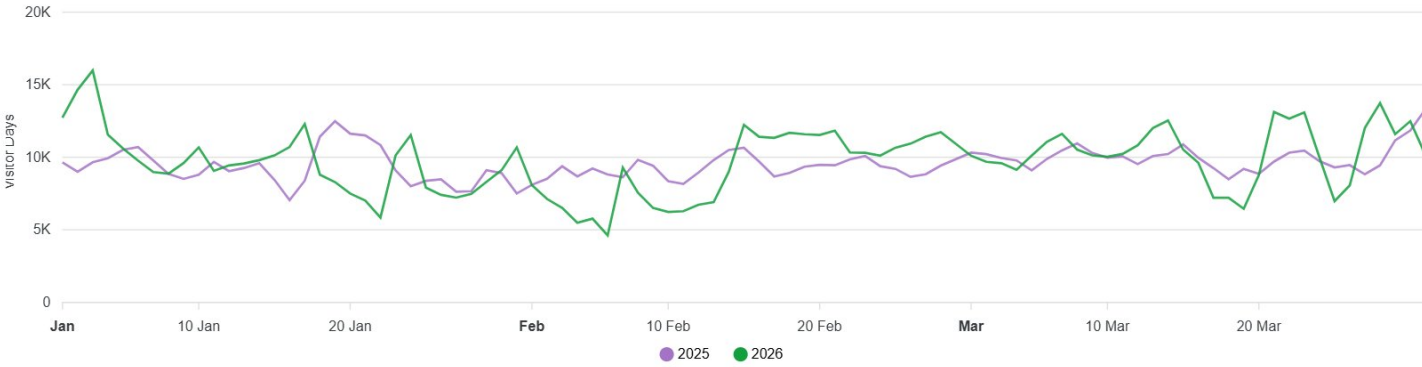
What is my visitation over time?

Geolocation 2024-2026



Daily Visitor Trend

Geolocation



Top Clusters

Where are visitors going in my destination?

[Geolocation](#) [Annual Report \(Cluster/POIs\)](#)

Cluster	Share of Trips
Clark County	100%
Vancouver	56.4%
Lodging	13.4%
Downtown-Uptown	5.6%
Events	4.6%
Outdoor Rec	1.2%
Historic Attractions	0.5%
Waterfront	0.4%
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	100%
Vancouver	59.5%
Downtown-Uptown	6.8%
Ilani Casino	3.6%
The Heathman Lodge	1.8%
Hilton Hotel Vancouver	1.7%
Waterfront OLD	1.6%
Harmony Sports Complex	1.1%
Esther Short Park	1%
SpringHill Suites Vancouver	1%

Top Clusters by Trips

What are my trip trends by polygon?

[Geolocation](#) [Annual Report \(Cluster/POIs\)](#)

	1/1/26 - 3/31/26	10/1/25 - 12/31/25	7/1/25 - 9/30/25	4/1/25 - 6/30/25
1	Clark County 100.00%	Clark County 100.00%	Clark County 99.94%	Clark County 99.82%
2	Vancouver 56.93%	Vancouver 58.92%	Vancouver 56.87%	Vancouver 59.59%
3	Lodging 13.39%	Lodging 18.00%	Lodging 17.55%	Lodging 16.60%
4	Downtown-Uptown 5.71%	Events 7.06%	Events 6.92%	Downtown-Uptown 7.41%
5	Events 4.67%	Downtown-Uptown 6.98%	Downtown-Uptown 6.66%	Events 5.70%
6	Outdoor Rec 1.24%	Historic Attractions 1.00%	Outdoor Rec 1.66%	Outdoor Rec 2.12%
7	Historic Attractions 0.53%	Outdoor Rec 0.92%	Waterfront 0.89%	Waterfront 0.80%
8	Waterfront 0.39%	Waterfront 0.69%	Historic Attractions 0.55%	Historic Attractions 0.55%
9	Visitors Center 0%	Visitors Center 0.24%	Visitors Center 0.01%	Visitors Center 0.02%

Top DMAs

What markets are most visitors from?

[Geolocation](#) [1/1/25 - 3/31/25](#)

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Seattle-Tacoma	24.2%	311,456	↗ 6.89%
Portland- OR	10%	128,139	↗ 13.88%
Eugene	3.6%	46,620	↗ 12.84%
Yakima-Pasco-R	3.6%	46,423	↗ 4.92%
Spokane	3.2%	41,474	↘ 0.43%
Los Angeles	3%	38,189	↗ 2.56%
Bend- OR	2.4%	30,423	↗ 2.45%
Sacramnto-Stkctc	2.2%	28,689	↗ 3.71%
Phoenix -Prescot	2.1%	26,713	↗ 0.77%
Medford-Klamati	1.7%	21,808	↗ 4.32%

DMA Spending

Which markets are spending in my destination?

[Advanced Spending](#) [1/1/25 - 3/31/25](#)

DMA	Share of Spend %	Avg. Spend
<u>Seattle-Tacoma</u>	21.90%	\$167.08
<u>Portland- OR</u>	9.05%	\$168.76
<u>Los Angeles</u>	4.93%	\$175.85
<u>New York</u>	3.62%	\$232.28
<u>Spokane</u>	3.49%	\$191.25
<u>Eugene</u>	3.18%	\$162.30
<u>San Francisco-Oak-San Jose</u>	3.12%	\$189.21
<u>Yakima-Pasco-Rchlnd-Knnwck</u>	2.36%	\$235.42
<u>Boise</u>	2.32%	\$220.78
<u>Sacramnto-Stkton-Modesto</u>	2.01%	\$172.80

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	24.18%
Portland- OR	4 Days	9.95%
Eugene	4.1 Days	3.62%
Yakima-Pasco-Rchlnd-Knnwck	4.3 Days	3.60%
Spokane	4.2 Days	3.22%
Los Angeles	3.8 Days	2.97%
Bend- OR	4.2 Days	2.36%
Sacramnto-Stkton-Modesto	3.9 Days	2.23%
Phoenix -Prescot	3.8 Days	2.07%

Top DMAs

Top DMAs Visiting Accommodations

[📍 Geolocation](#)

[📅 1/1/25 - 3/31/25](#)

[🏠 Lodging Cluster](#)

DMA	Share of Trips	Total Trips	% Change in Trips
Seattle-Tacoma	26.1%	14,197	↘ 0.81%
Spokane	4.7%	2,561	↘ 5.76%
Yakima-Pasco-R	4.6%	2,525	↘ 8.72%
Portland- OR	4.5%	2,470	↘ 7.37%
Los Angeles	2.9%	1,604	↘ 10.64%
Eugene	2.9%	1,571	↘ 9.36%
Bend- OR	2.6%	1,419	↘ 15.50%
Medford-Klamat	2.2%	1,212	↘ 6.69%
Phoenix -Prescot	2.2%	1,203	— —
Sacramnto-Stktc	2.2%	1,191	↘ 23.26%

DMA Spending - Accommodations

Which markets are spending on Accommodations in my destination?

[📊 Advanced Spending](#)

[Accommodations - Spending](#)

DMA	Share of Spend %	Avg. Spend
<u>Seattle-Tacoma</u>	30.25%	\$320.31
<u>Yakima-Pasco-RchInd-Knnwck</u>	10.54%	\$688.49
<u>Spokane</u>	6.91%	\$407.87
<u>Portland- OR</u>	5.74%	\$275.06
<u>Boise</u>	4.70%	\$433.16
<u>Eugene</u>	4.35%	\$251.03
<u>Medford-Klamath Falls</u>	2.76%	\$308.07
<u>San Francisco-Oak-San Jose</u>	2.73%	\$380.67
<u>Los Angeles</u>	2.26%	\$544.50
<u>All Others</u>	29.76%	\$330.16

Report Filters

📍 Geolocation

📅 Dates: 1/1/26 - 3/31/26

🔄 Dates: 1/1/25 - 3/31/25

In-State

Out-of-State

📏 Distance: 50 mi - 3740 mi

📍 Clusters: Clark County Included

📍 POIs: Clark County - Washington Excluded

📏 Trip Length: 2 Excluded

📱 Device: Commuter Excluded

Top DMAs by Visitor Days

Top markets by quarter - last 12 months

📍 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	1/1/26 - 3/31/26
1	Seattle-Tacoma 26.43%	Seattle-Tacoma 27.02%	Seattle-Tacoma 26.83%	Seattle-Tacoma 24.18%
2	Portland-OR 10.30%	Portland-OR 9.74%	Portland-OR 10.34%	Portland-OR 9.95%
3	Eugene 4.32%	Eugene 4.30%	Eugene 4.75%	Eugene 3.62%
4	Yakima-Pasco-RchInd-Knnwck 3.93%	Yakima-Pasco-RchInd-Knnwck 3.92%	Yakima-Pasco-RchInd-Knnwck 4.08%	Yakima-Pasco-RchInd-Knnwck 3.60%
5	Spokane 3.86%	Los Angeles 3.49%	Spokane 3.99%	Spokane 3.22%
6	Los Angeles 3.21%	Spokane 3.42%	Los Angeles 3.17%	Los Angeles 2.97%
7	Bend-OR 3.14%	Phoenix-Prescott 2.60%	Sacramnto-Stkton-Modesto 2.34%	Bend-OR 2.36%
8	Phoenix-Prescott 2.61%	Sacramnto-Stkton-Modesto 2.56%	Bend-OR 2.20%	Sacramnto-Stkton-Modesto 2.23%
9	Sacramnto-Stkton-Modesto 2.60%	Bend-OR 2.47%	Phoenix-Prescott 2.05%	Phoenix-Prescott 2.07%
10	Medford-Klamath Falls 1.90%	San Francisco-Oak-San Jose 1.90%	Medford-Klamath Falls 2.00%	Medford-Klamath Falls 1.69%

Report Filters

Geolocation

Dates: 1/1/26 - 3/31/26

Dates: 1/1/25 - 3/31/25

In-State Out-of-State

Distance: 50 mi - 3740 mi

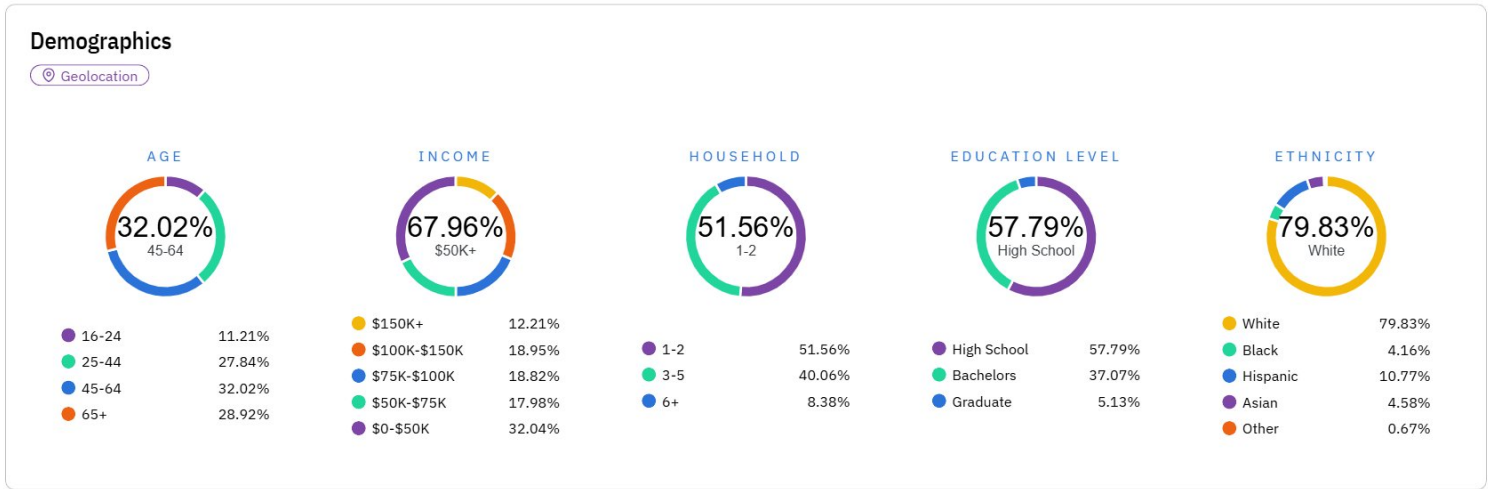
Clusters: Clark County Included

POIs: Clark County - Washington Excluded

Trip Length: 2 Excluded

Device: Commuter Excluded

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



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

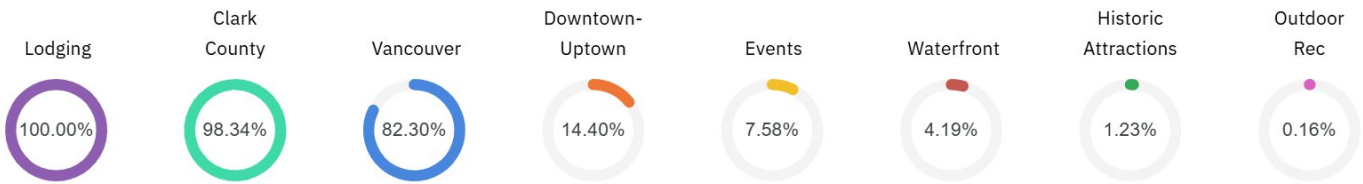
Trip Length: 2 Excluded

Device: Commuter Excluded

Average Correlation

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

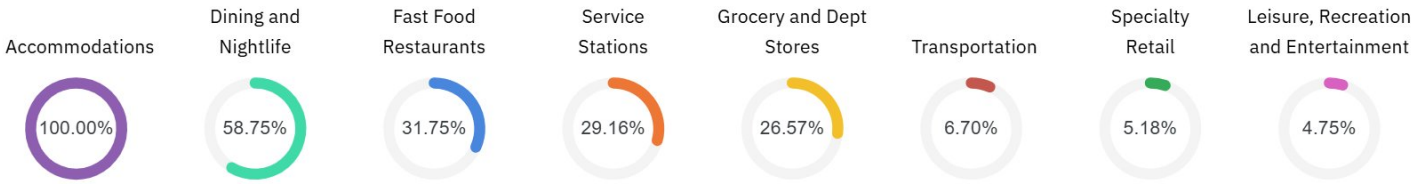
Geolocation Annual Report (Cluster/POIs)



Average Spending Correlation

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

Advanced Spending



Report Filters

CoStar

Dates: 1/1/26 - 3/31/26

↻ Dates: 1/1/25 - 3/31/25

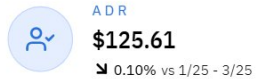
Areas: Clark County, WA+ Included

STR Period: Day

CoStar Monthly Averages for 1/26 - 3/26

CoStar

↻ 1/1/25 - 3/31/25



CoStar Occupancy

CoStar

Hotel Occupancy



Filters Summary

Report Filters

- 📍 Geolocation
- Dates: 1/1/26 - 3/31/26
- ↻ Dates: 1/1/25 - 3/31/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County - Washington Excluded
- Trip Length: 2 Excluded
- Device: Commuter Excluded

Visual Level Filters

- Lodging Cluster
- 📍 Geolocation
- Dates: 1/1/26 - 3/31/26
- ↻ Dates: 1/1/25 - 3/31/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Lodging Included
- POIs: All Included
- Trip Length: 2 Excluded
- Device: Commuter Excluded

- 📺 Advanced Spending
- Dates: 1/1/26 - 3/31/26
- ↻ Dates: 1/1/25 - 3/31/25
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Locations: All Included
- Categories: All Included
- Cards: Datafy Default
- Trip Length: 2 Excluded

- Hotel Occupancy
- 📺 CoStar
- Dates: 1/1/26 - 3/31/26
- ↻ Dates: 1/1/25 - 12/31/25
- Areas: 2 Included
- STR Period: Day

- 📺 CoStar
- Dates: 1/1/26 - 3/31/26
- ↻ Dates: 1/1/25 - 3/31/25
- Areas: Clark County, WA+ Included
- STR Period: Day

- 2024-2026
- 📍 Geolocation
- Dates: 1/1/24 - 3/31/26
- ↻ Dates: 1/1/26 - 3/31/26
- In-State
- Out-of-State
- Distance: 50 mi - 3740 mi
- Clusters: Clark County Included
- POIs: Clark County WA No Highways Included
- Trip Length: 2 Excluded
- Device: Commuter Excluded

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

Accommodations - Spending

 Advanced Spending

Dates: 1/1/26 - 3/31/26

 Dates: 1/1/25 - 3/31/25

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

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).