The definition of a visitor

- Anyone traveling to or within the State of Wyoming from 50+ miles away, including both in-state and out-of-state visitors.

Geolocation

- Privacy-compliant location data obtained from devices that have opted into location services that are then observed in Wyoming. Our data is sourced, stored, cleaned, and modeled in-house. Geolocation data is based on the captured sample of devices within the area geofenced and then statistically modeled to estimate visitor volumes. This allows us to view visitation estimates, trends, origin markets, and travel patterns to and within Wyoming. The Datafy data is dynamic and any shifts in regulations or improvements to the geolocation algorithm will be reflected in the dataset.

Advanced Spending

- Privacy-compliant transaction-level data from Affinity Solutions, including spend date and time, transaction amount, location, and cardholder ZIP code. The data is cleaned, analyzed, and modelled using Datafy's proprietary algorithms to deliver highly accurate, destination-relevant insights. To better capture traveler-specific spending, Datafy excludes non-tourism-related transactions, such as business-to-business purchases and online-only sales. Please note: Accommodation data excludes online bookings through platforms like Airbnb, VRBO, and online travel agencies (OTAs), as these transactions are typically processed through corporate headquarters rather than within the destination. However, hotel stays paid for on-site are included in accommodation totals.This data source is not adjusted for inflation.

Airport Data:

- This data is provided by the Bureau of Transportation Statistics. The Bureau of Transportation Statistics (BTS), part of the Department of Transportation (DOT), is the preeminent source of statistics on commercial aviation and provides context to decision-makers and the public for understanding statistics on transportation. The airport data is based on the visitor's original flight number at trip start.

Wyoming Department of Revenue Tax Data:

- Data sourced from the Wyoming Department of Revenue website. We are able to view State Lodging Tax, Local Lodging Tax, and Sales and Use Tax, all filterable by County, NAICS Code, and Fiscal Year.

Lodging Data (AirDNA and CoStar):

- Statewide Hotel Occupancy and Wyoming Short Term Rental listings are provided by CoStar and AirDNA, respectively. Hotel Occupancy represents the percentage of available rooms sold during a particular amount of time. Available Listings represents the total number of unique rental properties that were advertised for rent or had booking activity during the reporting period. Neither dataset is obtained in-house by Datafy; our platform display is based on data supplied and uploaded directly by the client.

Demographics:

- An analysis of demographic data of visitors using household profiles matched to devices observed in Wyoming. Household profiles are leveraged via 3rd parties, and are based on a variety of signals including tax data, credit card data, credit reporting data, public records, etc. Data for Age and Income are reported at the household level, meaning that if a single member from the household visits a destination, then demographics for the entire household are reported.
    - Age Reports at a household level. For example: 15% in the 45-64 Age range indicates that 15% of visitors have someone between the ages of 45-64 in their household. Income and Household Size display shares of visitation from different household sizes and household incomes.

Additional notes:

Volumes under a different context:

- Existing Wyoming clients might notice that city or county estimates reported at the state level may differ from their own dashboard estimates. State-level dashboards utilize unique methodology due to differences in size and distance calculations, as well as visitor definitions, that allow for a more macro level view across multiple counties and regions. Volume estimates and visitation shares may not align exactly between the State dashboard and individual, smaller dashboards, but trends will remain similar.

- ***Data Update Cadence:***

Updates typically occur once a week across Geolocation and Spending. Wyoming DOR Tax data and Lodging Data are updated manually and are not on an automatic update schedule. Airport Data, while roughly 3 months behind, is not always updated on a consistent cadence due to variability in delivery from data source.