High Level Visitation & Lodging Report

January -March 2026

Powered by DATAFY

Sample Key Insights

- In Q1 2026, **Yuma** welcomed approximately **659,015** visits from **50+ Miles** away. The average stay was **2.6** days - slighty longer than the same period last year.
- Nearly **two-thirds of visitors (63%)** stayed overnight, making them Yuma's most economically impactful guests.
- Out-of-town visitors accounted for nearly **40% of all leisure spending** in Yuma — up from last year — showing their growing importance to the local economy.
- Yuma's top visitor markets are **Phoenix, Los Angeles, and San Diego**, though travelers from the Pacific Northwest tend to stay longer and spend more per trip.
- When visitors spend money in Yuma, it spreads across the local economy — **grocery stores, gas stations, and restaurants** are the top spending categories, meaning tourism dollars are circulating through everyday local businesses, not just hotels and attractions.
- Yuma's **lodging sector is growing** — hotel demand is up nearly 4% and short-term rental listings increased by 27% compared to last year, reflecting rising interest in Yuma as an overnight destination.

Overall Visitation & Spending

Highlights

- Yuma received **659,015 visits** from out-of-town travelers in Q1 2026 — a dip from last year, but visitors who did come **stayed longer** (2.6 days vs. 2.2 days in Q1 2025).
- About **6 in 10 visitors** stayed overnight, which matters because overnight visitors spend significantly more than day-trippers.
- Out-of-town visitors drove nearly **40 cents of every dollar** spent on leisure in Yuma during this period.

How many trips were taken to the destination?

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

TOTAL TRIPS

659,015 Trips

↘ 23.80% vs Compare Dates

What was the average length of stay in the destination?

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

AVG LENGTH OF STAY

2.6 Days

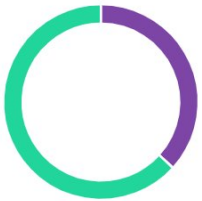
↗ 0.4 Days vs Compare Dates

Visitor Days by Length of Stay

What share of visitors stayed overnight?

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

Day Trip vs Overnight Mode

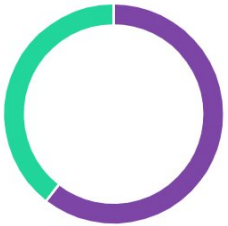


Day Trips	36.75%	+ 2.68%
Overnight Trips	63.25%	− 2.68%

Local vs Visitor Spending

What is my local vs visitor spending split?

Advanced Spending | 1/1/25 - 3/31/25



Local (0 - 50 mi)	60.53%	− 4.52%
Visitor (50+ mi)	39.47%	+ 4.52%

Min Distance filter is not applied to this chart

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.

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

Visitation & Spending by Month

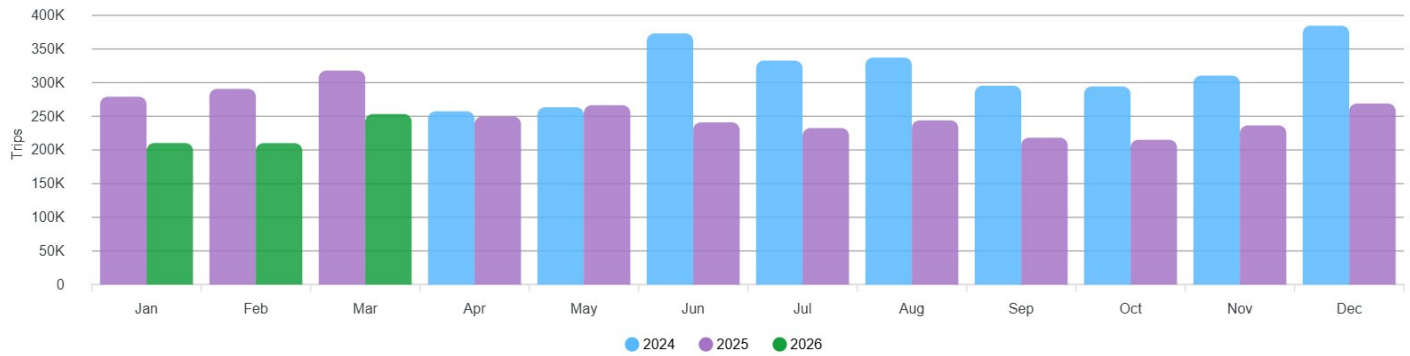
Highlights

- While **trip counts in Q1 2026 ran below Q1 2025**, visitor **spending told a very different story** — every month in Q1 all came in higher than last year, meaning the visitors who did come spent more.
- **March remained the peak month** for both visits and spending, reinforcing Yuma's winter season as its most critical window for tourism activity.
- The gap between fewer trips but higher spending suggests Yuma is attracting **higher-value visitors**

Trips by Month

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

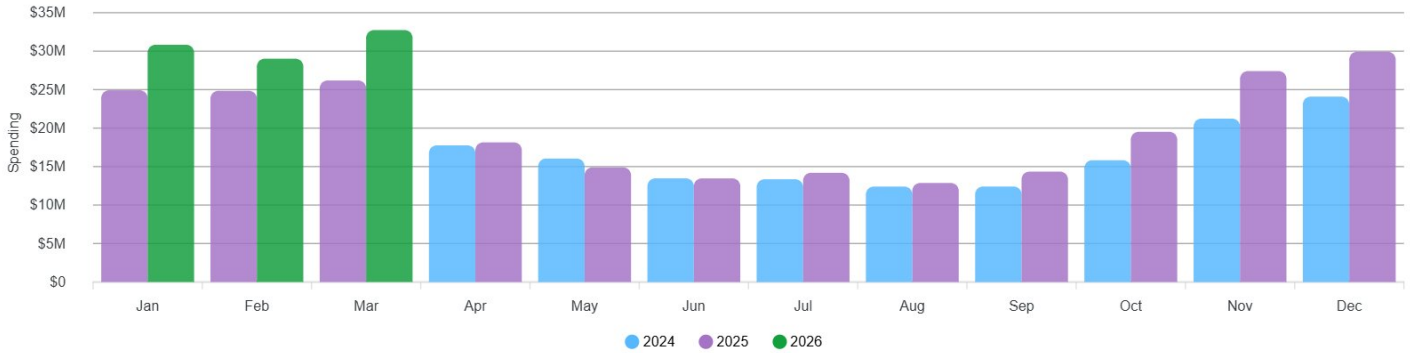
Geolocation | Q1 2026 Y2Y



Spending by Month

When do visitors spend the most in the destination & how does it compare?

Advanced Spending | Q1 2026 Y2Y



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Visitation & Spending by DMA

DMA = Designated Market Area

Highlights

- **Phoenix is Yuma's #1 visitor market** by far, making up nearly **1 in 4 visitor days**. LA and San Diego round out the top three.
- Visitors from **Portland, Monterey, and Seattle spend the most** per trip ($247–$266 on average) **and stay the longest** — making them **high-priority targets** even though they visit in smaller numbers.

DMA Visitation

Where are visitors coming from?

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

DMA	Share of Visitor Days	Change in Share of Visitor Days
Phoenix -Prescott	24.64%	+ 0.6
Los Angeles	8.87%	+ 0.1
San Diego	7.50%	+ 0.2
Yuma-El Centro	5.51%	+ 0.1
Tucson -Sierra Vista	4.12%	+ 0.0
Monterey-Salinas	2.59%	− 0.1
Seattle-Tacoma	2.27%	− 0.1
Sacramnto-Stkton-Mod	1.73%	− 0.1
Portland- OR	1.68%	− 0.1
Fresno-Visalia	1.59%	− 0.0

DMA Spending

Which markets spend the most in the destination?

Advanced Spending | 1/1/25 - 3/31/25

DMA	Share of Spend %	Avg. Spend
Phoenix -Prescott	11.19%	$124.09
San Diego	7.37%	$149.08
Yuma-El Centro	7.01%	$112.20
Los Angeles	5.68%	$166.26
Portland- OR	4.88%	$266.27
Monterey-Salinas	4.33%	$247.25
Seattle-Tacoma	4.04%	$244.99
Tucson -Sierra Vista	3.29%	$119.28
Salt Lake City	2.86%	$262.22
Spokane	2.46%	$251.67

Length of Stay by Top DMAs

What is the average length of stay by market?

Geolocation

DMA	Avg Length of Stay	Share of Visitor Days
Phoenix -Prescott	2.5 Days	24.64%
Los Angeles	2.7 Days	8.87%
San Diego	2.4 Days	7.50%
Yuma-El Centro	1.9 Days	5.51%
Tucson -Sierra Vista	2.7 Days	4.12%
Monterey-Salinas	3.6 Days	2.59%
Seattle-Tacoma	3.5 Days	2.27%
Sacramnto-Stkton-Modesto	2.8 Days	1.73%
Portland- OR	3.4 Days	1.68%

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Highlights

- **Phoenix-Prescott has held the #1 spot every year** shown, consistently sending about 30–31% of Yuma's visitors — a reliable and loyal base.
- **San Diego moved up to #2** this period (9.34%), edging ahead of Los Angeles (8.99%) — a notable shift worth watching as California coastal markets grow in importance.
- **Yuma-El Centro came in at #4 with 8.93%** — reflecting the strong connection between Yuma and its

Top DMAs by Trips

How season visitaion compared over time?

Geolocation

	9/1/25 - 3/31/26		9/1/24 - 3/31/25		9/1/23 - 3/31/24		9/1/22 - 3/31/23	
1	Phoenix -Prescott	30.94%	Phoenix -Prescott	30.74%	Phoenix -Prescott	31.26%	Phoenix -Prescott	33.45%
2	San Diego	9.34%	Los Angeles	9.33%	Los Angeles	10.01%	San Diego	10.05%
3	Los Angeles	8.99%	San Diego	9.09%	Yuma-El Centro	8.80%	Los Angeles	10.04%
4	Yuma-El Centro	8.93%	Yuma-El Centro	8.56%	San Diego	7.96%	Yuma-El Centro	8.85%
5	Tucson -Sierra Vista	5.00%	Tucson -Sierra Vista	5.02%	Tucson -Sierra Vista	4.95%	Tucson -Sierra Vista	5.45%
6	Monterey-Salinas	1.72%	Monterey-Salinas	1.87%	Monterey-Salinas	2.10%	Monterey-Salinas	1.85%
7	Las Vegas	1.42%	Las Vegas	1.42%	Fresno-Visalia	1.54%	Las Vegas	1.49%
8	Sacramnto-Stkton-Modesto	1.27%	Seattle-Tacoma	1.34%	Las Vegas	1.50%	Fresno-Visalia	1.32%
9	Fresno-Visalia	1.27%	Fresno-Visalia	1.32%	Sacramnto-Stkton-Modesto	1.35%	Sacramnto-Stkton-Modesto	1.14%
10	Seattle-Tacoma	1.25%	Sacramnto-Stkton-Modesto	1.28%	Seattle-Tacoma	1.19%	Seattle-Tacoma	1.10%

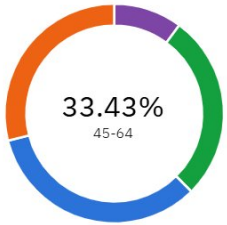
Who is visiting Yuma?

- Yuma's **typical visitor is 45 or older**, this age group makes up over **60% of all visitors**, reflecting the destination's strong appeal to retirees and snowbirds.
- **Most visitors** come from **middle- to upper-income households**, with nearly **65% earning $50,000 or more** per year.

Age

What is the age distribution of my visitors?

Geolocation

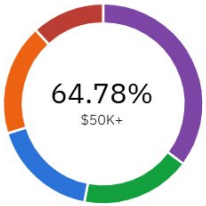


16-24	10.10%	25-44	27.49%
45-64	33.43%	65+	28.98%

Income

What is the HH income distribution of my visitors?

Geolocation

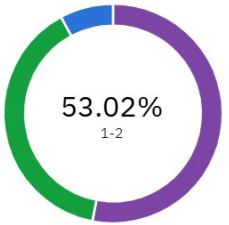


$0-$50K	35.22%	$50K-$75K	17.80%
$75K-$100K	17.23%	$100K-$150K	17.96%
$150K+	11.79%		

Household Size

What is the household size distribution of my visitors?

Geolocation



1-2	53.02%	3-5	39.12%
6+	7.86%		

High Level Visitation & Lodging Report

Highlights

- **Hotels are the top destination** for visitor time in Yuma, capturing nearly **45% of visitor days** — and growing significantly (+6.0%). This confirms that overnight stays are a core part of the Yuma visitor experience.
- **Arts & Entertainment (+1.5)** and **Historic & Misc Attractions (+2.1)** both saw meaningful growth, showing that visitors are increasingly engaging with Yuma's cultural and heritage offerings beyond just sleeping and eating.

Cluster Visitation

Where are visitors going in my destination?

Geolocation | 1/1/25 - 3/31/25 | POI Visitation Test

Cluster	Share of Visitor Days	% ↗ ↘
Hotels	44.75%	+ 6.0
San Luis	27.19%	− 1.7
Downtown	19.00%	− 0.8
Wellton	15.86%	+ 0.8
Arts & Entertainment	12.68%	+ 1.5
Somerton	11.50%	− 1.2
RV Parks	11.05%	+ 1.1
Historic and Misc Attrac	6.47%	+ 2.1
Colorado River	4.64%	+ 0.7

Category Spending

How are visitors spending their money in the destination?

Advanced Spending | 1/1/25 - 3/31/25

Category	Share of Spend %	Change in Share vs Compare Dates
Grocery and Dept Store	34.37%	+ 2.1
Service Stations	23.00%	+ 1.4
Dining and Nightlife	13.12%	− 0.3
Accommodations	8.33%	− 2.8
Specialty Retail	7.46%	+ 1.1
Fast Food Restaurants	5.16%	− 0.2
Clothing and Accessorie	2.41%	− 0.1
Leisure, Recreation and	2.11%	− 0.2
Financial Services	1.54%	− 0.3
Transportation	1.09%	− 0.7

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Highlights

- Yuma hotels generated **$8.6 million in revenue in Q1 2026, up 3.9%** from the same period last year — a positive sign even as occupancy dipped slightly.
- **More hotel rooms are available** in Yuma than a year ago (supply up 8.7%), and the rooms being sold (demand) also grew 3.8%, suggesting the market is absorbing new capacity.
- **March 2026 occupancy slightly outpaced March 2025**, making it a bright spot in the

CoStar Monthly Averages for 1/26 - 3/26

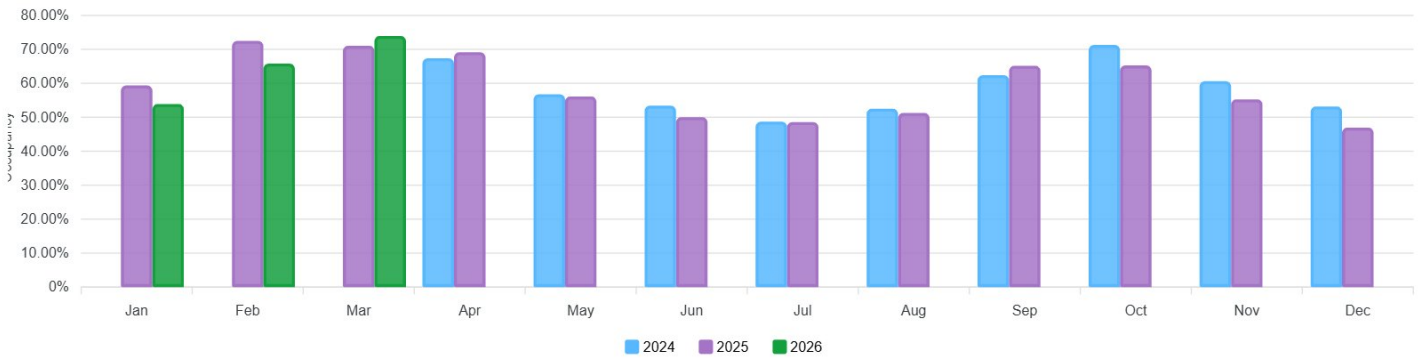
CoStar | 1/1/25 - 3/31/25

ADR	OCCUPANCY	REVPAR
$110.72	64.55%	$72.46
↘ 0.10% vs 1/25 - 3/25	↘ 4.60% vs 1/25 - 3/25	↘ 4.50% vs 1/25 - 3/25

REVENUE	SUPPLY	DEMAND
$8,621,110	119,100	76,834.333
↗ 3.90% vs 1/25 - 3/25	↗ 8.70% vs 1/25 - 3/25	↗ 3.80% vs 1/25 - 3/25

CoStar Occupancy

CoStar | Q1 2026 Y2Y



High Level Visitation & Lodging Report

Highlights

- Short-term rental occupancy in Q1 2026 **outperformed both 2024 and 2025** in every month — January, February, and March all ran higher than the prior two years.
- **February was the peak**, with occupancy reaching nearly 80% — a strong indicator that Yuma's winter rental demand is robust and growing.
- With **27% more listings available** yet occupancy still climbing, Yuma's short-term rental market is in a healthy growth phase.

AirDNA Monthly Averages for 1/26 - 3/26

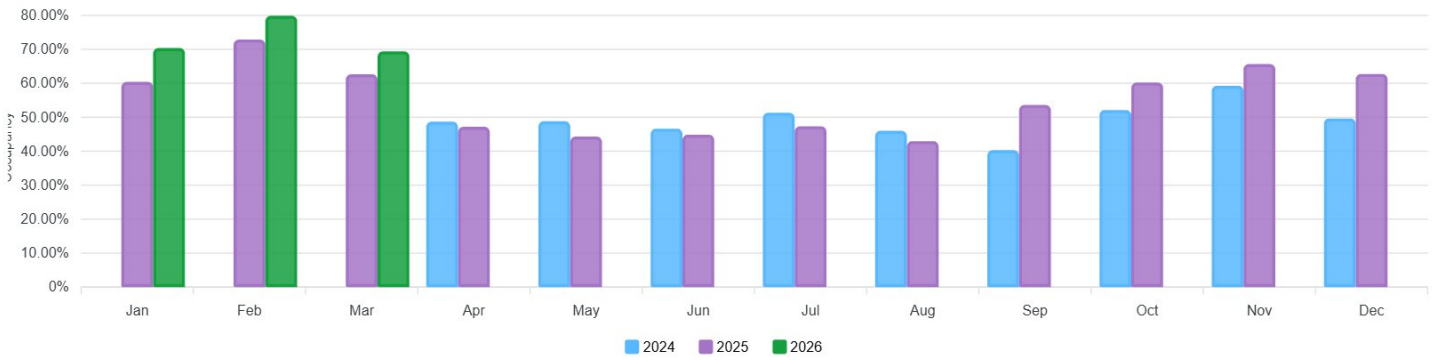
AirDNA | 1/1/25 - 3/31/25

AVAILABLE LISTINGS	AVAILABLE ROOM NIGHTS	BOOKED ROOM NIGHTS	OCCUPANCY
610	0	0	73.2%
↗ 27.10% vs 1/25 - 3/25	— 0% vs 1/25 - 3/25	— 0% vs 1/25 - 3/25	↗ 12.10% vs 1/25 - 3/25

ADR	REVPAR
$115.49	$84.56
↘ 16.00% vs 1/25 - 3/25	↘ 5.80% vs 1/25 - 3/25

AirDNA Occupancy

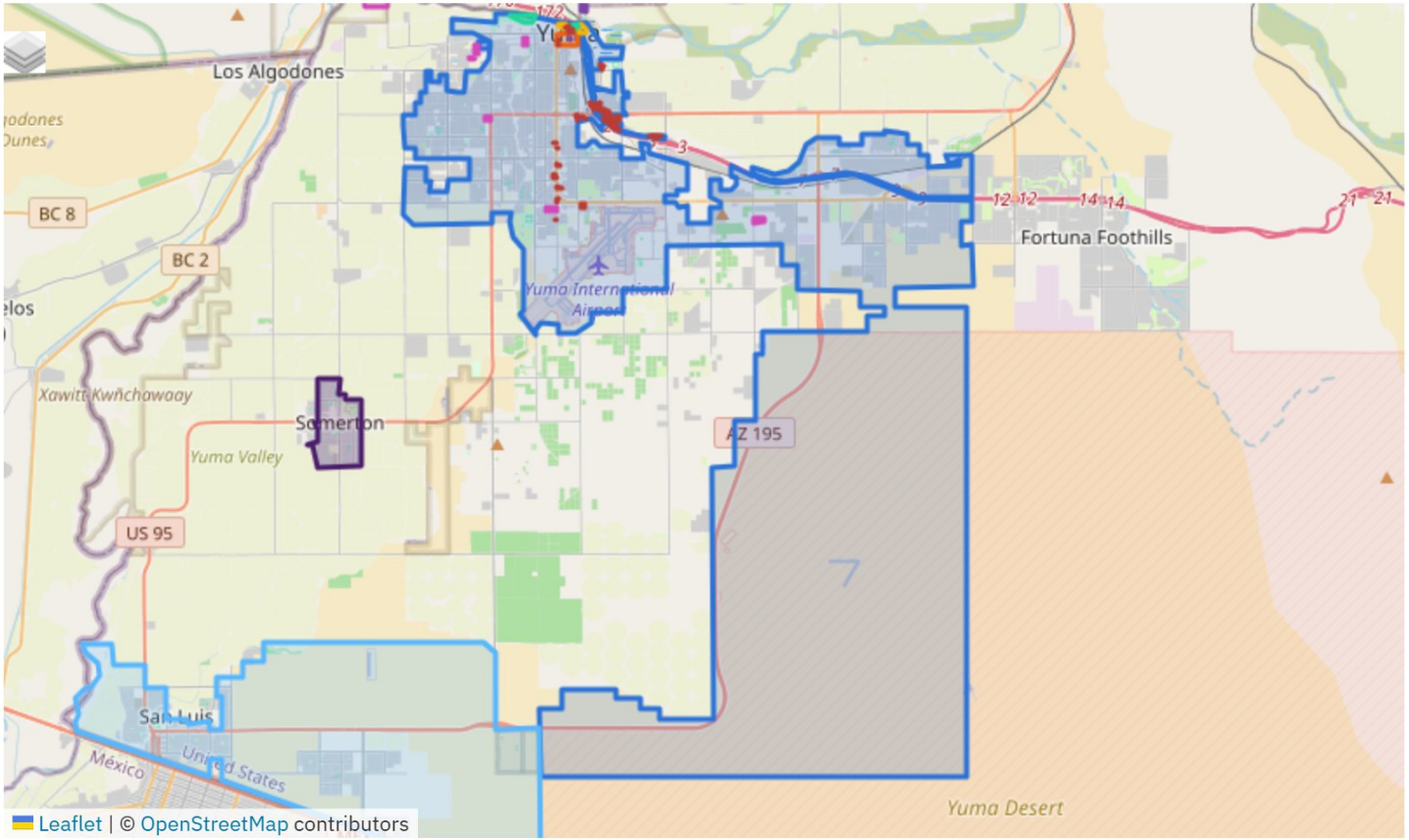
AirDNA | Q1 2026 Y2y



Thank you!

Selected Clusters

Geolocation



Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.

Datafy Methodology: The Datafy data is dynamic and will change from time to time as data providers and regulations shift and as improvements to the geolocation algorithms are made. Additional action items may be identified during the review of this report.
Geolocation data is based off the captured sample size of devices within the area geofenced and then statistically modeled to estimate visitor volumes.
The data provides insights into behavior patterns of visitors. Estimates are not foot traffic counters. There are data limitations.
To be picked up in geolocation data, a person must be within the footprint of the area while actively using an application on their mobile device with the geolocation privacy setting turned on.
Spending data Datafy receives transaction-level data from Affinity Solutions, including spend date and time, amount, transaction location, and cardholder ZIP code. We then clean, analyze, and model the data 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. The Advanced Spend dashboard highlights categories with a strong likelihood of visitor activity, including accommodations, dining, and nightlife. Please note: accommodation data excludes online bookings through platforms like Airbnb, VRBO, and OTAs, as these are typically processed through corporate headquarters rather than within the destination. However, hotel stays paid for on-site are included in the accommodation totals.
Airport 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. BTS assures the credibility of its products and services through rigorous analysis, transparent data quality, and independence from political influence.

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 - 3201 mi | Regions: County of Yuma Excluded | Clusters: All Included | POIs: All Included

Advanced Spending | Dates: 1/1/26 - 3/31/26 | Dates: 1/1/25 - 3/31/25 | In-State | Out-of-State | Distance: 50 mi - 3201 mi | Locations: All Included | Categories: All Included | Cards: Datafy Default

AirDNA | Dates: 1/26 - 3/26 | Dates: 1/25 - 3/25 | Areas: All Included

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

Filters Summary

Visual Level Filters

Q1 2026 Y2Y

Geolocation | Dates: 4/1/24 - 3/31/26

In-State | Out-of-State

Distance: 50 mi - 3201 mi

Regions: County of Yuma Excluded

Clusters: All Included | POIs: All Included

Q1 2026 Y2Y

Advanced Spending | Dates: 4/1/24 - 3/31/26

In-State | Out-of-State

Distance: 50 mi - 3201 mi | Locations: All Included

Categories: All Included | Cards: Datafy Default

Q1 2026 Y2y

AirDNA | Dates: 4/24 - 3/26

Areas: All Included

Q1 2026 Y2Y

CoStar | Dates: 4/1/24 - 3/31/26

Areas: All Included | STR Period: Day

POI Visitation Test

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

Dates: 1/1/25 - 3/31/25 | In-State

Out-of-State | Distance: 50 mi - 3201 mi

Regions: County of Yuma Excluded

Clusters: County & Cities Excluded

POIs: All Included

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.

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.

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).