Beaches Q3 Report

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Beaches Q3 Report

Geo Data Filters: Out-of-State | Distance: 0 - 3796 mi | Dates: 7/1/24 - 9/30/24 | Dates: 7/1/23 - 9/30/23 | Regions: Beaches Included

Counties: All Included | Clusters: All Included | POIs: All Included | Devices: Commuter All Excluded

Geo Data | Compare Dates

TOTAL TRIPS
837,494 Trips
↗ 30.6%

VISITOR DAYS
1,453,678 Days
↘ 1.8%

AVERAGE LENGTH OF STAY
1.7 Days
↘ 0.6 Days

Trips by Length of Stay

Geo Data | Compare Dates

● 1 Day	75.7%	↘	1.74%
● 2 Days	8.56%	↗	0.12%
● 3 Days	4.35%	↗	0.16%
● 4 Days	2.83%	↗	0.2%
● 5 Days	2.95%	↗	0.38%
● 6+ Days	5.65%	↗	0.87%

Monthly Volume by Visitor Days

Geo Data | Compare Dates

Visitor Days — 600K, 400K, 200K, 0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

■ 2024 - Main   ■ 2023 - Comparison

Top Counties

for 7/01/24 - 9/30/24 %↑/↓7/01/23 - 9/30/23

Geo Data | Compare Dates

County	Share of Visitor Days	% Change in Visitor Days
Grays Harbor County	55.5%	— 2.64%
Pacific County	44%	— 0.7%
Wahkiakum County	6.1%	— 3.62%

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Top DMAs

Geo Data

DMA	Share of Visitor Days	Total Visitor Days
Portland- OR	30%	463,958
Phoenix -Prescott	4.7%	72,332
Los Angeles	3.4%	52,912
Eugene	2.4%	37,477
Spokane	2.3%	36,186
Salt Lake City	2.1%	32,613
Sacramnto-Stkton-Mo	2%	30,880
Boise	1.9%	29,938
Charlotte	1.1%	17,176
New York	1.1%	16,879

Top Spending by Destinaton

Spend Data

DMA	% Spend Share
Portland- OR	45.9%
Los Angeles	3.51%
Spokane	2.6%
Eugene	2.25%
Phoenix -Prescott	1.98%
Boise	1.86%
Denver	1.72%
San Francisco-Oak-San Jose	1.55%
Augusta-Aiken	1.54%
Las Vegas	1.36%

Length of Stay by Top DMAs

Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Phoenix -Prescott	2.5 Days	4.68%
Boise	2.4 Days	1.94%
Spokane	2.4 Days	2.34%
Medford-Klamath Falls	2.4 Days	1.62%
Salt Lake City	2.3 Days	2.11%
Sacramnto-Stkton-Modesto	2.3 Days	2%
San Francisco-Oak-San Jose	2.3 Days	1.71%
Eugene	2.2 Days	2.43%
Denver	2.1 Days	1.35%

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Dates: 7/1/24 - 9/30/24
⟳ Dates: 7/1/23 - 9/30/23
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Age Demographics

⌂ Demographics

- 🟣 16-24
- 🟢 25-44
- 🔵 45-64
- 🟠 65+

Wahkiakum County

34.2%	29.1%	21.7%	15.1%

Grays Harbor County

33.7%	28.4%	24.3%	13.6%

Pacific County

31.6%	29.7%	25.8%	12.9%
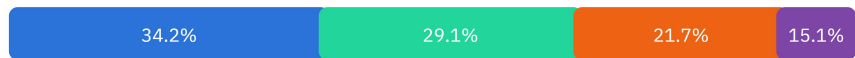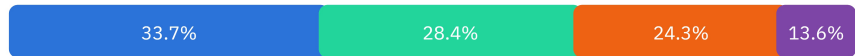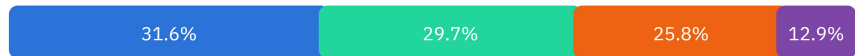
Comparison of Trips

⌖ Geo Data

- 🟣 One Time   58.6%
- 🟢 Repeat   41.4%

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