THE STATE OF WASHINGTON

Northwest - 2026 Q3 Report

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Report Filters

- Geolocation
- Dates: 7/1/26 - 9/30/26
- Dates: 7/1/25 - 9/30/25
- Out-of-State
- Distance: 0 mi - 3796 mi
- Regions: Northwest Included
- Counties: All Included
- Clusters: All Included
- POIs: All Included
- Device: Commuter All Excluded

Visitation Key Indicators

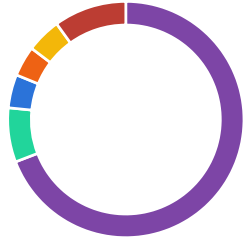
Geolocation | 7/1/25 - 9/30/25

Total Trips	1,265,241 Trips	↗ 20.27%
Visitor Days	2,679,476 Days	↘ 2.11%
Avg Length of Stay	2.1 Days	– 0.5 Days

Trips by Length of Stay

How long are visitors seen in my destination by Trips?

Geolocation | 7/1/25 - 9/30/25



1 Day	69.16%	– 0.82%	2 Days	7.43%	+ 0.55%
3 Days	4.57%	– 0.12%	4 Days	4.13%	+ 0.31%
5 Days	4.74%	+ 0.63%	6+ Days	9.96%	– 0.54%

Top Regions

Where are visitors going in my destination?

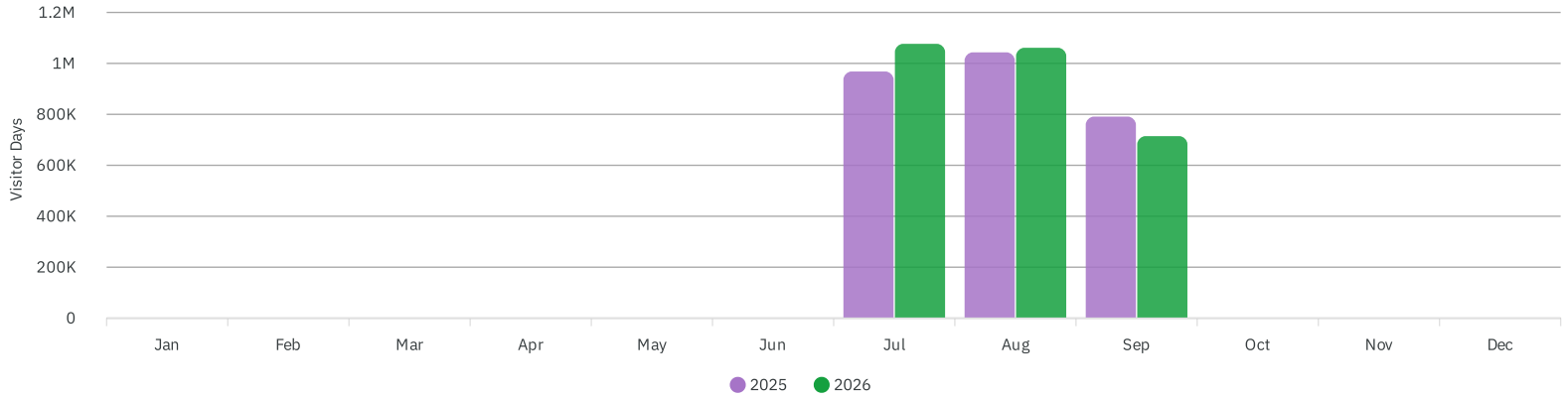
Geolocation | 7/1/25 - 9/30/25

Region	Share of Visitor Days	% Change in Visitor Days
Northwest	100%	+ 97.89%

Visitor Days by Month

What is my visitation over time?

Geolocation | 7/1/25 - 9/30/25



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Top DMAs

What markets are most visitors from?

Geolocation

DMA	Share of Visitor Days	Total Visitor Days
Portland- OR	9.4%	260,670
Los Angeles	6.1%	168,463
Phoenix -Prescott	6.1%	167,957
San Francisco-Oak-...	3.3%	91,743
Sacramnto-Stkton-...	2.8%	77,225
Denver	2.4%	66,098
Salt Lake City	2.3%	63,588
Dallas-Ft. Worth	2.1%	56,650
Las Vegas	1.9%	52,272
New York	1.7%	46,905

Top Spending by Destination

Which markets are bringing the most money into my destination?

Basic Spending

DMA	% Spend Share
Portland- OR	7.54%
Los Angeles	7.05%
Phoenix -Prescott	4.49%
San Francisco-Oak-San Jose	4.06%
Dallas-Ft. Worth	3.43%
Denver	3.01%
Honolulu	2.76%
New York	2.51%
San Diego	2.12%
Chicago	1.93%

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
Portland- OR	2.4 Days	9.44%
Los Angeles	2.1 Days	6.10%
Phoenix -Prescott	2.8 Days	6.08%
San Francisco-Oak-San Jose	2.3 Days	3.32%
Sacramnto-Stkton-Modesto	2.2 Days	2.80%
Denver	2.4 Days	2.39%
Salt Lake City	2.4 Days	2.30%
Dallas-Ft. Worth	2.1 Days	2.05%
San Diego	2.5 Days	2.04%

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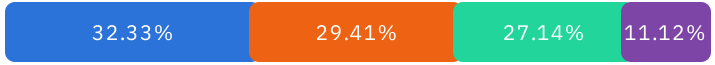
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Age breakdown by Region

Geolocation

- 16-24
- 25-44
- 45-64
- 65+

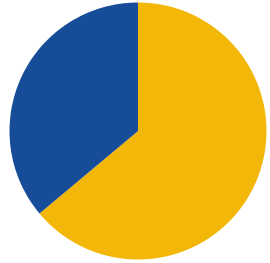
Northwest



Repeat vs One Time Visitation

What share of visitors are repeat vs one time?

Geolocation



One Time	63.91%
Repeat	36.09%

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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.

Spending

Spend Percent : Measures the percentage of spend that a particular market contributed to the overall spend. (Provided by Mastercard)

Spending Categories : Spending categories are based on the North American Industry Classification System (NAICS). We use six categories, as provided by Mastercard: (1) Accommodations (2) Arts, entertainment and recreation (3) Automotive fuel (4) Eating places (5) Grocery and food stores (6) Total retail.

Accommodations : This sector covers lodging services for travelers and visitors, and is typically inclusive of hotels, motels, resorts, B&Bs, etc.

Arts, Entertainment, and Recreation : Covers a wide range of establishments that provide cultural, entertainment and recreational activities for visitors. This can include things like movie theaters, dinner cruises, helicopter rides, libraries, live entertainment, sightseeing buses, and

Glossary

Total Retail : A combination of retail trade (i.e. stores/shops primarily focused on retailing merchandise) and the five other spending categories (Accommodations, art, entertainment and recreation, automotive fuel, eating places, and grocery and food stores).

Spend Index : An index provided by Mastercard that displays a change in spend up or down proportional to dollars spent based on a selected index point.

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.