Peninsulas Q3 Report

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Peninsulas Q3 Report

Geo Data | Compare Dates

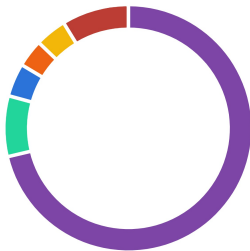**TOTAL TRIPS**
1,730,092 Trips
↗ 53.9%

VISITOR DAYS
3,376,789 Days
↘ 3.9%

AVERAGE LENGTH OF STAY
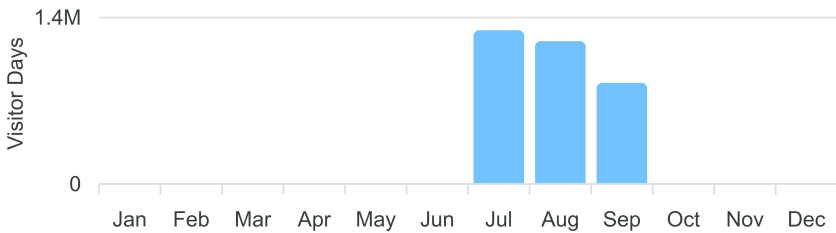**2 Days**
↘ 1.2 Days

Trips by Length of Stay

Geo Data

1 Day	71.3%
2 Days	7.95%
3 Days	4.34%
4 Days	3.61%
5 Days	4.08%
6+ Days	8.73%

Monthly Volume by Visitor Days

Geo Data

Top Counties

Geo Data

County	Share of Visitor Days
Kitsap County	53.7%
Clallam County	28.6%
Jefferson County	17.3%
Mason County	16.5%

Peninsulas Q3 Report

Top DMAs

◎ Geo Data

DMA	Share of Visitor Days	Total Visitor Days
Portland- OR	13.3%	464,509
Los Angeles	5.7%	198,351
Phoenix -Prescott	5.4%	190,146
San Francisco-Oak-Sa	3%	105,254
Sacramnto-Stkton-Mo	2.7%	94,445
Denver	2%	70,548
Salt Lake City	2%	70,106
Dallas-Ft. Worth	1.9%	66,632
New York	1.8%	63,508
Chicago	1.5%	53,065

Top Spending by Destinaton

▣ Spend Data

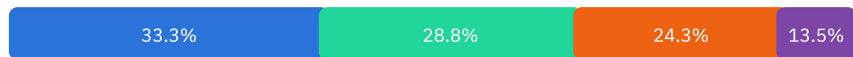| DMA	% Spend Share
Portland- OR	45.9%
Los Angeles	3.51%
Spokane	2.6%
Eugene	2.25%
Phoenix -Prescott	1.98%
Boise	1.86%
Denver	1.72%
San Francisco-Oak-San Jose	1.55%
Augusta-Aiken	1.54%
Las Vegas	1.36%

Length of Stay by Top DMAs

◎ Geo Data

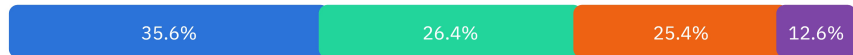| DMA	Avg Length of Stay	Share of Visitor Days
San Diego	2.8 Days	2.25%
Phoenix -Prescott	2.6 Days	5.43%
Boise	2.5 Days	1.69%
Spokane	2.5 Days	1.7%
Sacramnto-Stkton-Modesto	2.5 Days	2.7%
Eugene	2.4 Days	1.76%
Salt Lake City	2.4 Days	2%
San Francisco-Oak-San Jose	2.4 Days	3.01%
Denver	2.3 Days	2.02%
Portland- OR	2.3 Days	13.3%

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Peninsulas Q3 Report

Age Demographics

👤 Demographics

- 🟣 16-24
- 🟢 25-44
- 🔵 45-64
- 🟠 65+

Kitsap County

33.3%	28.8%	24.3%	13.5%

Jefferson County

35.6%	26.4%	25.4%	12.6%

Clallam County

34.2%	27.9%	24.1%	13.9%

Mason County

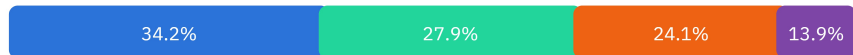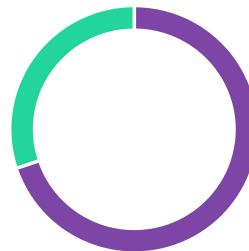| 33.7%	27.5%	25.8%	13%

Comparison of Trips

📍 Geo Data

- 🟣 One Time   69.9%
- 🟢 Repeat   30.1%

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