Ponderosa Q2 Report

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Ponderosa Q2 Report

Geo Data | Compare Dates

TOTAL TRIPS
3,388,894 Trips
↗ 5%
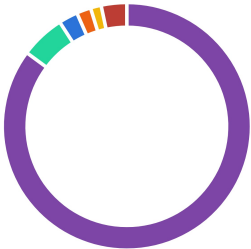
VISITOR DAYS
5,829,969 Days
↗ 2.7%

AVERAGE LENGTH OF STAY
1.7 Days
— 0 Days

Trips by Length of Stay
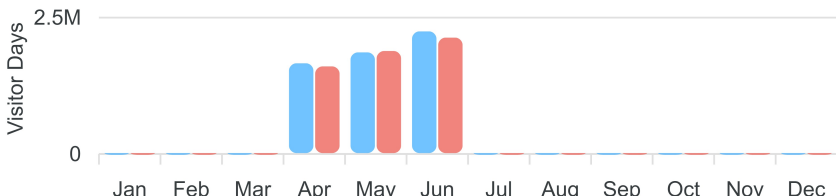
Geo Data | Compare Dates

● 1 Day	85.1%	↘ 1.69%
● 2 Days	5.8%	↗ 0.1%
● 3 Days	2.49%	↗ 0%
● 4 Days	1.86%	↗ 0.16%
● 5 Days	1.39%	↗ 0.25%
● 6+ Days	3.32%	↗ 1.18%

Monthly Volume by Visitor Days

Geo Data | Compare Dates

Legend: 2024 - Main | 2023 - Comparison

Top Counties

for 4/01/24 - 6/30/24 %↑/↓4/01/23 - 6/30/23

Geo Data | Compare Dates

County	Share of Visitor Days	% Change in Visitor Days
Spokane County	85.7%	+ 1.95%
Stevens County	6.8%	+ 2.37%
Lincoln County	6.7%	+ 2.24%

Ponderosa Q2 Report

Top DMAs

◎ Geo Data

DMA	Share of Visitor Days	Total Visitor Days
Spokane	34.5%	2,042,243
Portland- OR	5.7%	335,335
Boise	3.1%	180,946
Phoenix -Prescott	3%	179,889
Los Angeles	2.9%	172,226
Missoula	2.7%	157,714
Dallas-Ft. Worth	1.8%	105,244
Salt Lake City	1.7%	99,671
Sacramnto-Stkton-Mo	1.6%	96,414
Chicago	1.5%	86,752

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	2.8 Days	3.04%
Boise	2.6 Days	3.06%
Las Vegas	2.5 Days	0.96%
San Francisco-Oak-San Jose	2.5 Days	1.45%
Salt Lake City	2.4 Days	1.68%
Sacramnto-Stkton-Modesto	2.4 Days	1.63%
Eugene	2.3 Days	0.9%
Portland- OR	2.3 Days	5.67%
Los Angeles	2.3 Days	2.91%
Minneapolis-St. Paul	2.3 Days	0.85%

Ponderosa Q2 Report

Age Demographics

🔲 Demographics

- 🟣 16-24
- 🟢 25-44
- 🔵 45-64
- 🟠 65+

Spokane County

34%	29%	23%	13.9%

Ferry County

32%	31.1%	27.3%	9.61%

Pend Oreille County

32.7%	28.3%	27%	12%

Stevens County

33.8%	28.5%	24.8%	12.9%

Lincoln County

34.1%	28.8%	22.9%	14.2%
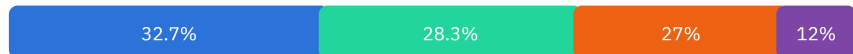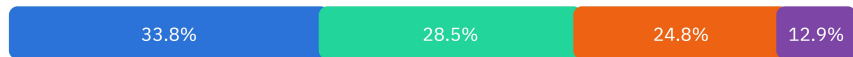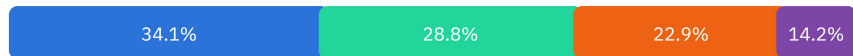
Comparison of Trips

📍 Geo Data

- 🟣 One Time   35.2%
- 🟢 Repeat   64.8%