


JUL 1ST 2024 - SEP 30TH 2024


Ponderosa Q3 Report

Powered by **DATAFY**


Geo Data
Compare Dates



TOTAL TRIPS
4,023,598 Trips
↗ 2.1%



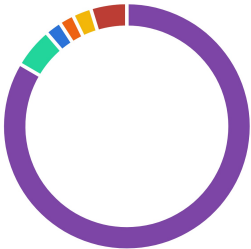
VISITOR DAYS
6,831,274 Days
↘ 2.6%



AVERAGE LENGTH OF STAY
1.7 Days
↘ 0.1 Days

Trips by Length of Stay

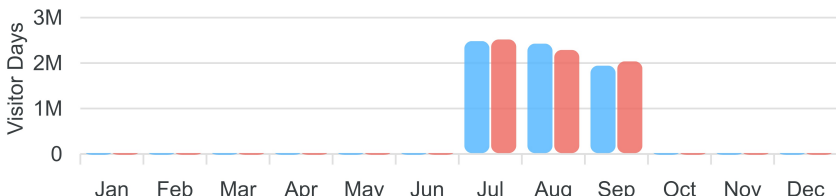
Geo Data
Compare Dates



● 1 Day	83.5%	↘ 0.67%
● 2 Days	5.3%	↗ 0.04%
● 3 Days	2.14%	↘ 0.08%
● 4 Days	1.94%	↘ 0.05%
● 5 Days	2.45%	↗ 0.16%
● 6+ Days	4.72%	↗ 0.6%

Monthly Volume by Visitor Days

Geo Data
Compare Dates



■ 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
Spokane County	84.4%	- 2.3%
Stevens County	7.4%	- 2.21%
Lincoln County	6.4%	- 7.03%

Top DMAs

📍 Geo Data

DMA	Share of Visitor Days	Total Visitor Days
Spokane	31.4%	2,186,262
Portland- OR	5.8%	402,937
Los Angeles	3.2%	222,528
Phoenix -Prescott	3.2%	220,465
Boise	2.8%	197,468
Missoula	2.6%	182,165
Sacramnto-Stkton-Mo	1.8%	125,319
Salt Lake City	1.7%	115,810
Dallas-Ft. Worth	1.6%	111,458
Chicago	1.6%	109,395

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
Boise	2.6 Days	2.84%
Phoenix -Prescott	2.6 Days	3.17%
Portland- OR	2.4 Days	5.79%
Salt Lake City	2.4 Days	1.67%
San Francisco-Oak-San Jose	2.4 Days	1.56%
Denver	2.3 Days	1.47%
Sacramnto-Stkton-Modesto	2.3 Days	1.8%
Los Angeles	2.2 Days	3.2%
Houston	2.1 Days	0.85%
Missoula	2.1 Days	2.62%

Age Demographics

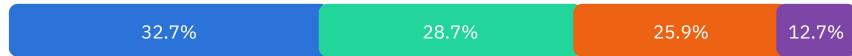
🔍 Demographics

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

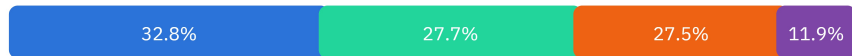
Spokane County



Stevens County



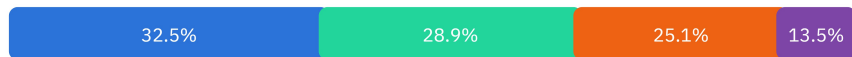
Pend Oreille County



Ferry County

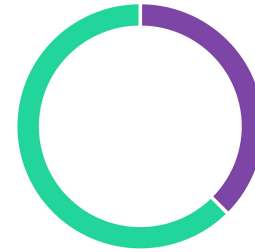


Lincoln County



Comparison of Trips

📍 Geo Data



- One Time 37.5%
- Repeat 62.5%