DATAFY

State of Washington

Regions at a Glance

January 1 - July 31, 2023

State of Washington

Top Visitation Markets (DMA*)

1. Portland
2. Los Angeles
3. Sacramento
4. Eugene
5. Phoenix-Prescott

Top Spending Markets

1. Los Angeles
2. Portland
3. San Francisco
4. Honolulu
5. New York

Average Length of Stay

2.5 Days

Most Visited Months

Primary: July, August

Secondary: June, September

Top Visited Regions

1. Metro Puget Sound
2. The Volcanoes
3. Wine Country
4. Ponderosa
5. The Gorge

Total Trips Estimate

38.1 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior. The results are based on an observed sample of devices that met the specified filter settings.

*Designated Market Area

Beaches

Top Visitation Markets (DMA)

1. Portland
2. Phoenix
3. Eugene
4. Los Angeles
5. Salt Lake City

Top Spending Markets

1. Portland
2. Los Angeles
3. Spokane
4. Phoenix
5. Eugene

Average Length of Stay

2.5 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. Grays Harbor County
2. Pacifica County
3. Wahkiakum County

Total Trips Estimate

790,808

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

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The results are based on an observed sample of devices that met the specified filter settings.

The Gorge

Top Visitation Markets (DMA)

1. Portland
2. Eugene
3. Sacramento
4. Los Angeles
5. Medford

Top Spending Markets

1. Portland
2. Los Angeles
3. Eugene
4. San Francisco
5. Phoenix

Average Length of Stay

2.4 Days

Most Visited Months

Primary: July, August

Secondary: June, September

Top Visited Counties

1. Clark County
2. Klickitat County
3. Skamania County

Total Trips Estimate

3.6 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

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The results are based on an observed sample of devices that met the specified filter settings.

The Islands

Top Visitation Markets (DMA)

1. Portland
2. Los Angeles
3. Phoenix
4. Chicago
5. San Francisco

Top Spending Markets

1. Portland
2. Los Angeles
3. San Francisco
4. San Diego
5. Honolulu

Average Length of Stay

2.9 Days

Most Visited Months

Primary: July, June

Secondary: January, May

Top Visited Counties

1. Island County
2. San Juan County

Total Trips Estimate

709,544

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

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The results are based on an observed sample of devices that met the specified filter settings.

Metro Puget Sound

Top Visitation Markets (DMA)

1. Portland
2. Los Angeles
3. San Francisco
4. Boise
5. Phoenix

Top Spending Markets

1. Los Angeles
2. Portland
3. San Francisco
4. New York
5. Honolulu

Average Length of Stay

2.8 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. King County
2. Pierce County West
3. Snohomish County
4. Pierce County East

Total Trips Estimate

17.9 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

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The results are based on an observed sample of devices that met the specified filter settings.

Palouse

Top Visitation Markets (DMA)

1. Spokane
2. Portland
3. Boise
4. Missoula
5. Phoenix

Top Spending Markets

1. Spokane
2. Portland
3. Missoula
4. Boise
5. Los Angeles

Average Length of Stay

1.7 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. Adams County
2. Whitman County
3. Asotin County
4. Columbia County
5. Garfield County

Total Trips Estimate

1.92 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior. The results are based on an observed sample of devices that met the specified filter settings.

Peninsulas

Top Visitation Markets (DMA)

1. Portland
2. Los Angeles
3. Phoenix
4. San Francisco
5. Sacramento

Top Spending Markets

1. Portland
2. Chicago
3. Los Angeles
4. San Francisco
5. San Diego

Average Length of Stay

2.9 Days

Most Visited Months

Primary: July, June

Secondary: May, January

Top Visited Counties

1. Kitsap County
2. Clallam County
3. Jefferson County
4. Mason County

Total Trips Estimate

1.79 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior.
The results are based on an observed sample of devices that met the specified filter settings.

Ponderosa

Top Visitation Markets (DMA)

1. Spokane
2. Portland
3. Missoula
4. Boise
5. Los Angeles

Top Spending Markets

1. Spokane
2. Missoula
3. Portland
4. Los Angeles
5. Phoenix

Average Length of Stay

2.4 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. Spokane County
2. Lincoln County
3. Stevens County
4. Pend Oreille County
5. Ferry County

Total Trips Estimate

3.8 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior.
The results are based on an observed sample of devices that met the specified filter settings.

Salish Sea

Top Visitation Markets (DMA)

1. Portland
2. Los Angeles
3. Phoenix
4. San Francisco
5. Sacramento

Top Spending Markets

1. Los Angeles
2. Portland
3. Phoenix
4. San Francisco
5. Honolulu

Average Length of Stay

2.8 Days

Most Visited Months

Primary: July, June

Secondary: May, January

Top Visited Counties

1. Whatcom County
2. Skagit County

Total Trips Estimate

1.15 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior.
The results are based on an observed sample of devices that met the specified filter settings.

Trails and Lakes

Top Visitation Markets (DMA)

1. Spokane
2. Portland
3. Phoenix
4. Boise
5. Los Angeles

Top Spending Markets

1. Spokane
2. Portland
3. Los Angeles
4. Phoenix
5. Missoula

Average Length of Stay

2 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. Kittitas County
2. Grant County
3. Chelan County
4. Douglas County
5. Okanogan County

Total Trips Estimate

3 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior. The results are based on an observed sample of devices that met the specified filter settings.

Volcanoes

Top Visitation Markets (DMA)

1. Portland
2. Los Angeles
3. Sacramento
4. Eugene
5. Phoenix

Top Spending Markets

1. Portland
2. Los Angeles
3. Eugene
4. Honolulu
5. San Francisco

Average Length of Stay

1.9 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. Thurston County
2. Cowlitz County
3. Lewis County

Total Trips Estimate

4.9 Million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior.
The results are based on an observed sample of devices that met the specified filter settings.

Wine Country

Top Visitation Markets (DMA)

1. Portland
2. Yakima
3. Spokane
4. Boise
5. Salt Lake City

Top Spending Markets

1. Portland
2. Spokane
3. Los Angeles
4. Boise
5. Phoenix

Average Length of Stay

2.1 Days

Most Visited Months

Primary: July, June

Secondary: May, March

Top Visited Counties

1. Benton County
2. Yakima County
3. Franklin County
4. Walla Walla County

Total Trips Estimate

4.16 million

Household Demographics

- **Top age group: 45-64**
- **Top Income Level: $0-50k**
- **Top Household Group: 1-2**

These estimates are generated from a statistical model which has been trained using historical behavior. The results are based on an observed sample of devices that met the specified filter settings.

Definitions

Data Definitions

Data may change as new data is delivered throughout the year. Know that every effort is made to ensure the accuracy of the data provided. That said, mistakes can occur. Please notify your Datafy contact with any questions that arise.

Census Demographics - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

Cluster - A grouping of POIs based on venue type, visit purpose, etc.

Distance Filter Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.

Home Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

Number of Trips - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Point of Interest (POI) - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.

Definitions

Data Definitions Continued

Data may change as new data is delivered throughout the year. Know that every effort is made to ensure the accuracy of the data provided. That said, mistakes can occur. Please notify your Datafy contact with any questions that arise.

Repeat vs One Time Visitors - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

Trips - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device - A unique mobile device determined by unique identifiers.

Visitors - An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors, and 2 Trips.

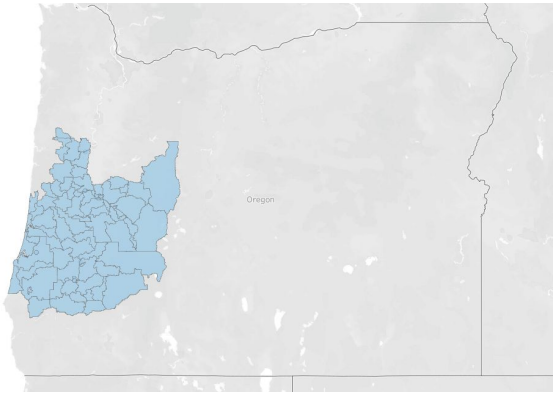
Visitor Days - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

Trip Length - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

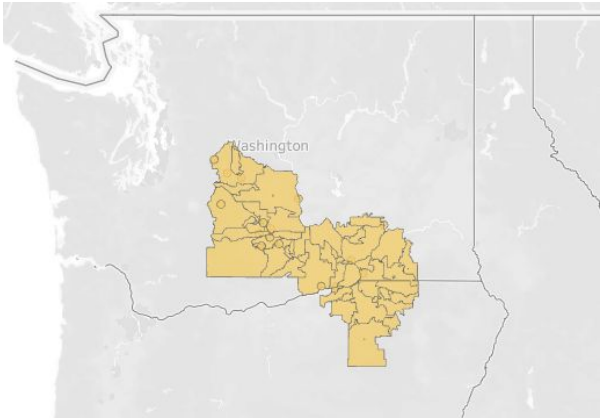
Our Zip Code vs Postal Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

DMA Maps

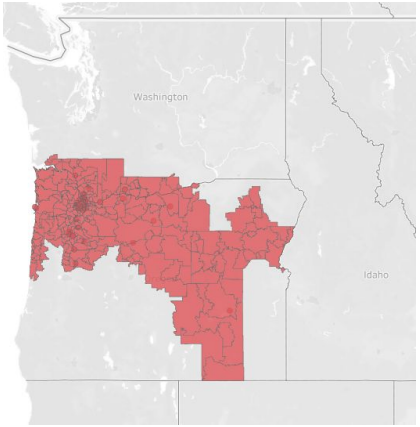
Eugene



Yakima

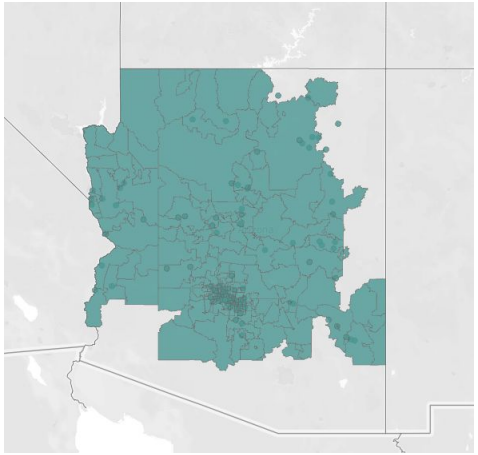


Portland

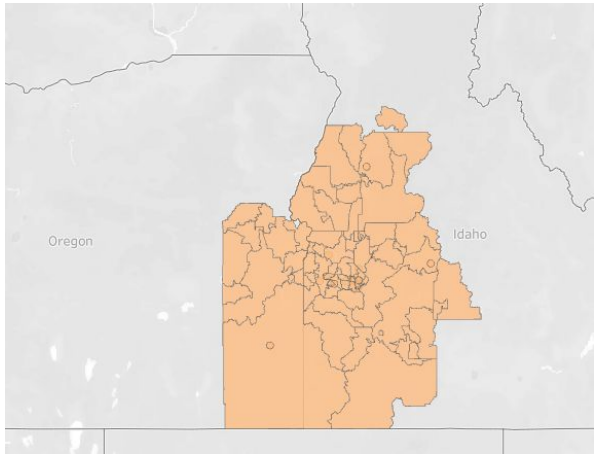


DMA Maps

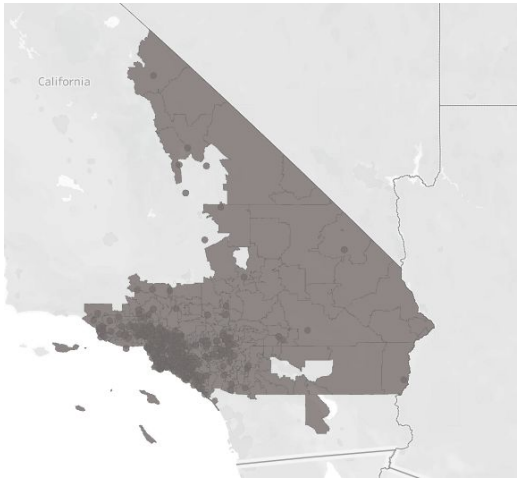
Phoenix



Boise



Los Angeles

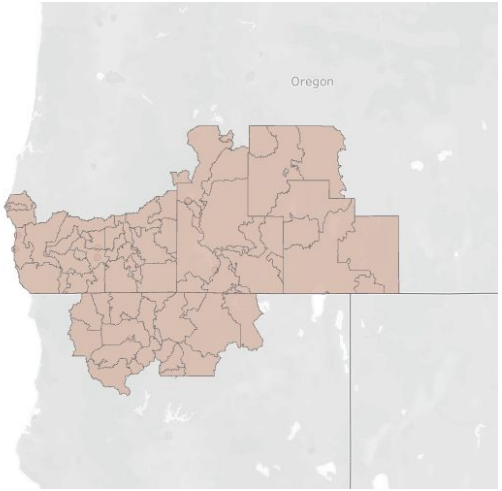


DMA Maps

Sacramento

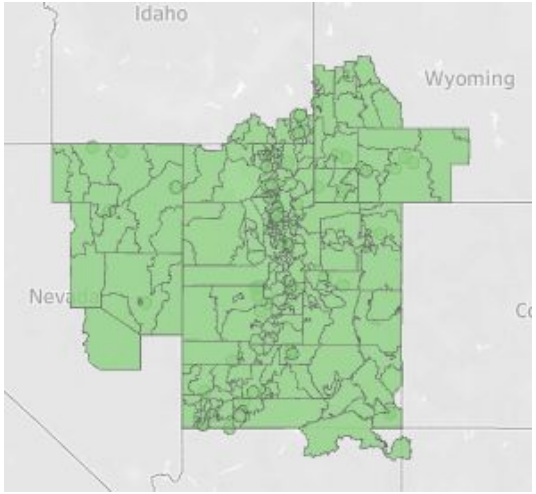
San Francisco

Medford-Klamath Falls

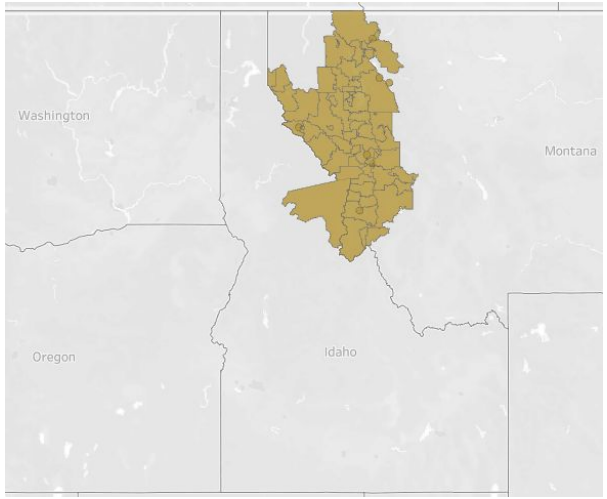


DMA Maps

Salt Lake City



Missoula



Honolulu