


JUL 1ST 2024 - SEP 30TH 2024


The Islands Q3 Report

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TOTAL TRIPS
663,399 Trips
↑ 66%



VISITOR DAYS
1,293,935 Days
↓ 2.7%



AVERAGE LENGTH OF STAY
2 Days
↓ 1.4 Days

Trips by Length of Stay

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●	1 Day	67.9%	↓ 2.04%
●	2 Days	7.13%	↓ 0.03%
●	3 Days	4.77%	↓ 0.16%
●	4 Days	4.18%	↑ 0.05%
●	5 Days	4.77%	↑ 0.22%
●	6+ Days	11.3%	↑ 1.96%

Monthly Volume by Visitor Days

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Month	2024 - Main	2023 - Comparison
Jan	~0	~0
Feb	~0	~0
Mar	~0	~0
Apr	~0	~0
May	~0	~0
Jun	~0	~0
Jul	~480K	~500K
Aug	~450K	~430K
Sep	~280K	~300K
Oct	~0	~0
Nov	~0	~0
Dec	~0	~0

Top Counties

for 7/01/24 - 9/30/24 % ↑/↓ 7/01/23 - 9/30/23

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County	Share of Visitor Days	% Change in Visitor Days
San Juan County	53.7%	- 3.67%
Island County	53.3%	- 2.25%

Top DMAs

Geo Data

DMA	Share of Visitor Days	Total Visitor Days
Portland- OR	9.5%	131,553
Los Angeles	6.1%	84,018
Phoenix -Prescott	5.7%	78,617
San Francisco-Oak-Sa	3.5%	48,301
Sacramnto-Stkton-Mo	2.8%	39,023
Denver	2.3%	31,889
Salt Lake City	2.2%	29,978
Dallas-Ft. Worth	2.1%	28,434
New York	1.6%	21,912
Chicago	1.4%	19,447

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

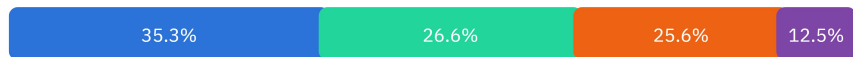
DMA	Avg Length of Stay	Share of Visitor Days
San Diego	2.7 Days	2.31%
Phoenix -Prescott	2.6 Days	5.71%
Sacramnto-Stkton-Modesto	2.5 Days	2.83%
San Francisco-Oak-San Jose	2.4 Days	3.51%
Boise	2.3 Days	1.87%
Denver	2.3 Days	2.31%
Los Angeles	2.3 Days	6.1%
Portland- OR	2.2 Days	9.55%
Salt Lake City	2.2 Days	2.18%
Minneapolis-St. Paul	2.2 Days	1.72%

Age Demographics

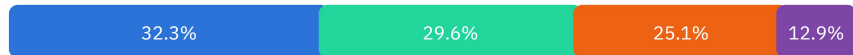
🔍 Demographics

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

San Juan County

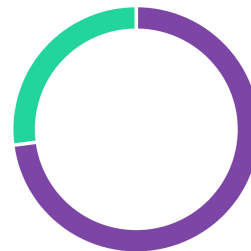


Island County



Comparison of Trips

📍 Geo Data



- One Time 72.9%
- Repeat 27.1%