


APR 1ST 2024 - JUN 30TH 2024


Wine Country Q2 Report

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TOTAL TRIPS
2,542,160 Trips
↑ 7%



VISITOR DAYS
4,742,948 Days
↑ 0.3%



AVERAGE LENGTH OF STAY
1.9 Days
↓ 0.1 Days

Trips by Length of Stay

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1 Day	83.5%	↓ 1.35%
2 Days	7.15%	↑ 0%
3 Days	3.08%	↓ 0.05%
4 Days	1.87%	↑ 0.12%
5 Days	1.32%	↑ 0.2%
6+ Days	3.08%	↑ 1.08%

Monthly Volume by Visitor Days

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Month	2024 - Main	2023 - Comparison
Jan	~0	~0
Feb	~0	~0
Mar	~0	~0
Apr	~1.3M	~1.2M
May	~1.4M	~1.5M
Jun	~1.8M	~1.7M
Jul	~0	~0
Aug	~0	~0
Sep	~0	~0
Oct	~0	~0
Nov	~0	~0
Dec	~0	~0

Top Counties

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

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County	Share of Visitor Days	% Change in Visitor Days
Benton County	45.5%	+ 1.38%
Yakima County	28.8%	+ 0.56%
Franklin County	24.5%	+ 1.07%

Top DMAs

📍 Geo Data

DMA	Share of Visitor Days	Total Visitor Days
Yakima-Pasco-RchLnd	17.8%	853,395
Portland- OR	13.4%	641,574
Boise	5.7%	272,509
Spokane	4.7%	223,309
Phoenix -Prescott	3.1%	150,183
Salt Lake City	3.1%	147,138
Los Angeles	3%	142,010
Medford-Klamath Fall:	2.6%	123,921
Sacramnto-Stkton-Mo	2.2%	106,347
Eugene	1.7%	81,595

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
Medford-Klamath Falls	2.5 Days	2.59%
San Francisco-Oak-San Jose	2.5 Days	1.54%
Phoenix -Prescott	2.4 Days	3.14%
Los Angeles	2.2 Days	2.97%
Eugene	2.1 Days	1.71%
Boise	2.1 Days	5.7%
Denver	2.1 Days	1.39%
Sacramnto-Stkton-Modesto	2.1 Days	2.22%
Idaho Falls-Pocatillo-Jcksn	2.1 Days	1.35%

Age Demographics

🔍 Demographics

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

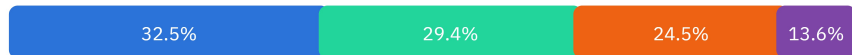
Franklin County



Benton County



Yakima County

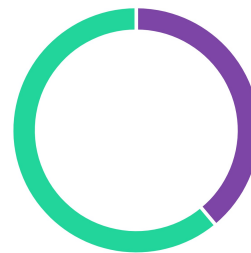


Walla Walla County



Comparison of Trips

📍 Geo Data



- One Time 38.9%
- Repeat 61.1%

General Definitions

Distance Filter: This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

Home Zip Code: The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Percent Change: This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Data Definitions

Cluster: A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Share of Trips: Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days: Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips: The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Trip Length: Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device: A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Spending Data Definitions

Spend Percent: Measures the percentage of spend that a particular market contributed to the overall spend. (Provided by Mastercard)

Spending Categories: Spending categories are based on the North American Industry Classification System (NAICS). We use six categories, as provided by Mastercard: (1) Accommodations (2) Arts, entertainment and recreation (3) Automotive fuel (4) Eating places (5) Grocery and food stores (6) Total retail.

Accommodations: This sector covers lodging services for travelers and visitors, and is typically inclusive of hotels, motels, resorts, B&Bs, etc.

Arts, Entertainment, and Recreation: Covers a wide range of establishments that provide cultural, entertainment and recreational activities for visitors. This can include things like movie theaters, dinner cruises, helicopter rides, libraries, live entertainment, sightseeing buses, and many more.

Automotive Fuel: Typically covers gas from gas stations, but can also include repair services, replacements parts and food services.

Eating Places: This covers restaurants, food service, and drinking places that prepare meals, snacks, and beverages for immediate consumption. We're mostly talking about restaurants and bars here, but note that F&B services at hotels, amusement parks, theaters, etc. do not typically fall within this category.

Grocery and Food Stores: This industry group comprises establishments primarily engaged in retailing a general line of food products. This industry group also includes vending machine operators.

Total Retail: A combination of retail trade (i.e. stores/shops primarily focused on retailing merchandise) and the five other spending categories (Accommodations, art, entertainment and recreation, automotive fuel, eating places, and grocery and food stores).

Spend Index: An index provided by Mastercard that displays a change in spend up or down proportional to dollars spent based on a selected index point.

Demographics Definitions

Education: We can report on the education level of households into three categories: high school degree, bachelor's degree, and graduate degree.

Age: Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity: Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children: Reports on the percentage of households that have someone under the age of 18 living in them.

Census Demographics: We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.