Datafy Reporting Guide

Key Metrics & Filters Defined

Powered by DATAFY

.ıl Datafy Reporting Guide

Geo Data Filters: (In-State) (Out-of-State) (Distance: 150 - 3167 mi) (Dates: 1/1/24 - 12/31/24) (⤢ Dates: 1/1/23 - 12/31/23)

(Counties: All Included) (Towns: All Included) (Clusters: All Included) (POIs: All Included) (Trip Lengths: 1 Excluded)

(Devices: Commuter 0-150 8x Excluded)

Datafy Methodology
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Geolocation data is collected from mobile devices that are within a set area and are using apps with location services turned on. From the sample of devices that are picked up, we statistically model the data to estimate visitor volumes. This data is used to understand general visitation patterns and trends, however it is not a foot traffic counter.

Due to federal privacy regulations, anyone under 16 cannot directly be tracked, however estimates for this group are incorporated into the model.

Geolocation data is dynamic and may change over time due to shifts in data sources, regulatory requirements, and ongoing improvements to geolocation algorithms.

Datafy collects, cleans and models our data directly from 1,000+ apps.

📊 **Datafy Reporting Guide**

Selected Towns

Color by: Town
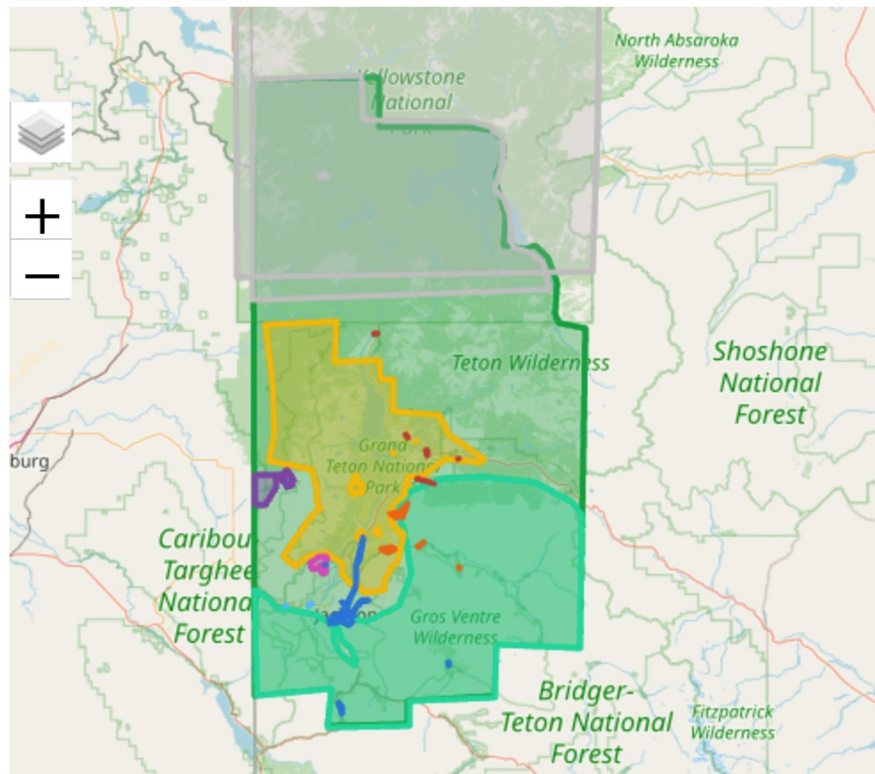
Global Filters
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- **Model:** Galicia 1.2

- **Distance:** 150+ Miles

- **Dates:** January 1, 2024-December 31, 2024

- **Compared Dates:** January 1, 2023-December 31, 2023

- **Clusters and POIs**: All Included

- **Advanced Filters:**

     ○ Overnight visitors

- **Commuter Filter:**

     ○ Devices coming from 0-150 miles seen more than 8x per month are excluded

- Any deviations from applied filters are noted on each visual

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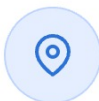
○ Geo Data   ⇄ Compare Dates

TOTAL TRIPS

2,070,793 Trips

↗ 9.68% vs Compare Dates

VISITOR DAYS

10,838,173 Days

↗ 9.43% vs Compare Dates

AVG LENGTH OF STAY

5.2 Days

↘ -0 Days vs Compare Dates

Key Metrics Definitions
==============================
Data presented are modeled estimates based on available inputs and are not exact counts

Trips: The number of distinct trips by a visitor to the destination. We calculate this using a combination of observation patterns and distance traveled.

Visitor Days: An estimate of the total number of daily visitors to a given POI or cluster of POIs during the timeframe selected.

Average Length of Stay: Calculated by taking the average number of days spent by the average visitor within the filter set. If only overnight visitors are selected, this would show the average length of stay for overnight visitors only.
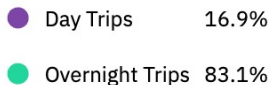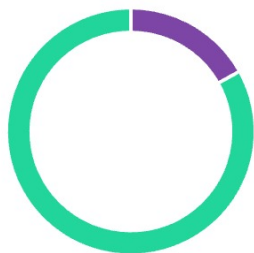
Example: *If a visitor comes twice within the time period selected and on the first trip stays for 2 days and the second trip stays for 3 days, this would be 2 trips, 5 visitor days, and an average length of stay of 2.5 days.*
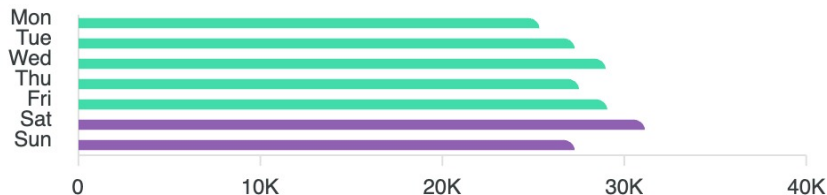
Visitor Days by Length of Stay

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⊙ Geo Data | Trip Lengths: All Included

- **Day Trips** — 16.9%
- **Overnight Trips** — 83.1%

Visitors by Day

⊙ Geo Data

(Bar chart: Mon, Tue, Wed, Thu, Fri, Sat, Sun)

Axis: 0 — 10K — 20K — 30K — 40K

Average Number of Visitor Days

Day Trips vs Overnight
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Day Trips: Datafy uses 1-day visitation which is any device seen in a destination on one calendar day. If this device is not again seen on the next calendar day, they are counted as a 1-day trip.

Overnight Visitor: A device that is picked up on 2 or more days in the destination.

Average Daily Overnight Visitors (by Season): Looking at only overnight visitor devices, we can get an average of the number of daily visitors during the timeframe selected.

The Visitor Days by Length of Stay Chart has a filter set to include both day and overnight visitors in order to see the split. This chart is telling us "of all of the visitation to the destination, what share of days spent were by overnight visitors vs 1-day visitors."

Visitor Makeup

Who are my visitors?

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Devices: Commuter 0-150 8x Excluded

Visitor Makeup Definitions
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Market Visitation: The share of trips by market, either by volume of trips taken or volume of visitor days (visitation). Market origin is based on the home zip code of the device, which is based on where the device is most often picked up in our data set, or where the device "sleeps". A toggle for comparison to a different timeframe is available to either see the change in market share or change in visitation volume per market.

Top Markets by Share of Spend: Top markets by share of in-market spend volume to the zip codes selected, with an average spend per trip for each market. Market origin is based on billing zip code. This data is sourced from Affinity Solutions.

Length of Stay by Market: The average number of days spent by the average visitor within the selected POIs and date range. If only overnight visitors are selected in the filters, the average length of stay will be for overnight visitors only.

Demographics: Reports on income, education levels and age brackets of everyone living in a household. If one person from the household visits a POI, the entire household profile would be reported - so, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

Geo Data Filters: [In-State] [Out-of-State] [Distance: 150 - 3167 mi] [Dates: 1/1/24 - 12/31/24] [⤢ Dates: 1/1/23 - 12/31/23]

[Counties: All Included] [Towns: All Included] [Clusters: All Included] [POIs: All Included] [Trip Lengths: 1 Excluded]

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DMA Visitation ⊙ Geo Data

DMA	Visitor Days
Salt Lake City	5.33%
Los Angeles	3.63%
Denver	3.63%
New York	3%
Atlanta	2.98%
Dallas-Ft. Worth	2.71%
Minneapolis-St. Paul	2.1%
Houston	2.07%
Chicago	2.06%
Seattle-Tacoma	2.06%

Top DMAs ▣ *Spend Data

DMA	Share of Spend %	Avg. Spend
Salt Lake City	6.55%	$297.72
Los Angeles	5.55%	$576.39
New York	5.17%	$465.04
Denver	4%	$329.65
Dallas-Ft. Worth	3.37%	$594.90
Atlanta	3.12%	$528.62
San Francisco-Oak-San Jos	2.98%	$485.82
Washington-DC -Hagrstwn	2.88%	$720.67
Houston	2.37%	$621.35
Minneapolis-St. Paul	2.05%	$421.89

Length of Stay by Top DMAs
⊙ Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Salt Lake City	4.6 Days	5.33%
Los Angeles	5.1 Days	3.63%
Denver	4.9 Days	3.63%
New York	6 Days	3%
Atlanta	5.9 Days	2.98%
Dallas-Ft. Worth	5.6 Days	2.71%
Minneapolis-St. Paul	4.8 Days	2.1%
Houston	5.9 Days	2.07%
Chicago	5.6 Days	2.06%
Seattle-Tacoma	4.8 Days	2.06%
Phoenix -Prescott	5 Days	1.81%

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Age — Demographics

Age	Percentage
16-24	17.6%
25-44	25.5%
45-64	38.5%
65+	18.4%

Income — Demographics

Income	Percentage
$0-50K	16.5%
$50-75K	11.7%
$75-100K	15.2%
$100K-150k	23.1%
$150K+	33.5%
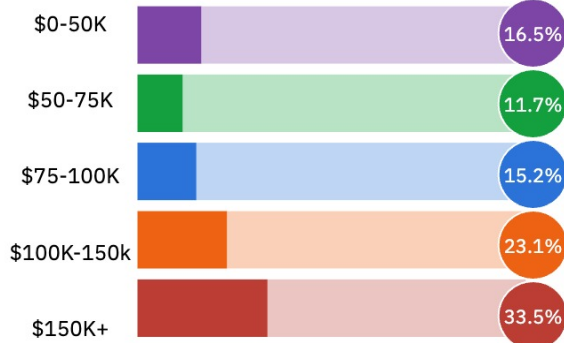
Household — Demographics

Household	Percentage
1-2	38.2%
3-5	50.8%
6+	11%
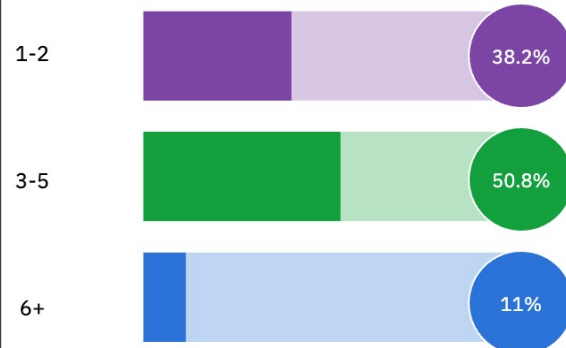
Visitation Across The Destination

Where are visitors going?

Visitation Definitions
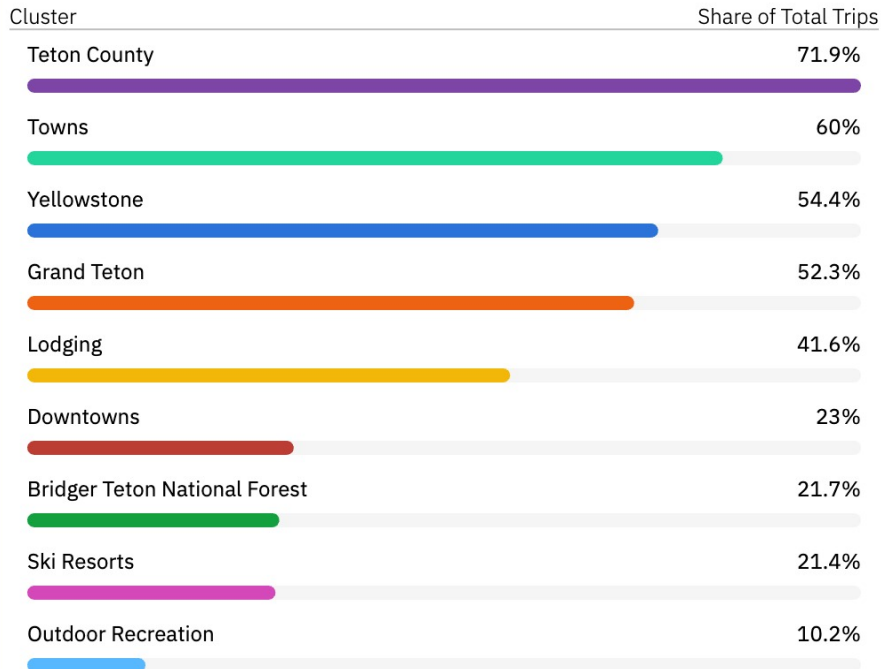
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Share of Total Trips: This ranks the most visited clusters or POIs by looking at the share of trips to the destination that included a stop in each one.

Share of Total Visitor Days: This ranks the most visited clusters or POIs by looking at the share of total days spent in each one.

Datafy Reporting Guide
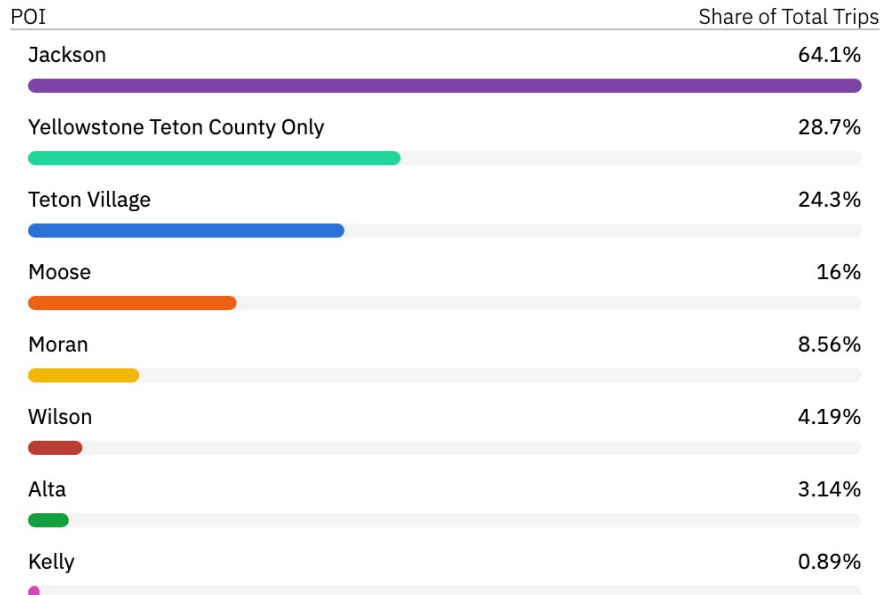
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Devices: Commuter 0-150 8x Excluded

Cluster Visitation

(⌖ Geo Data)

Cluster	Share of Total Trips
Teton County	71.9%
Towns	60%
Yellowstone	54.4%
Grand Teton	52.3%
Lodging	41.6%
Downtowns	23%
Bridger Teton National Forest	21.7%
Ski Resorts	21.4%
Outdoor Recreation	10.2%

POI Visitation

▽ 1

(⌖ Geo Data) (Clusters: Towns Included)

POI	Share of Total Trips
Jackson	64.1%
Yellowstone Teton County Only	28.7%
Teton Village	24.3%
Moose	16%
Moran	8.56%
Wilson	4.19%
Alta	3.14%
Kelly	0.89%

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.

Glossary

Advanced Spending Data Definitions

Total Spend: The total estimated spend for all visitors for the applied date range and filter settings.

Total Trips: The estimated number of unique "trips" to a destination. If a cardholder visits in March, and then returns in June this would be considered two separate trips.

Spend Volume: The total estimated dollars spent.

Average Spend per Trip: The average cumulative amount spent by each visitor during a trip. If a visitor completed four transactions during a trip that were $25 each, then the spend for this visitor for this trip would be $100.

Average Transactions per Trip: The average number of transactions that each visitor completed during a trip.

Average Transaction Size: The average dollar amount for each completed transaction. If a visitor spent $50 on gas and $100 at a restaurant during a short trip, then the average transaction size for this visitor would be $75.

Transaction Volume: The total estimated number of transactions that occurred.

Repeat Spenders: If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a "Repeat Spender." If the cardholder has only made one trip to the destination, then they are considered "One Time".

Length of Stay: Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the "Primary Cards" option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

Merchant Location: Available as a filter. The merchant location reflects the zip code or county where the transaction took place.

Demographics Definitions

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

📊 Glossary

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.