

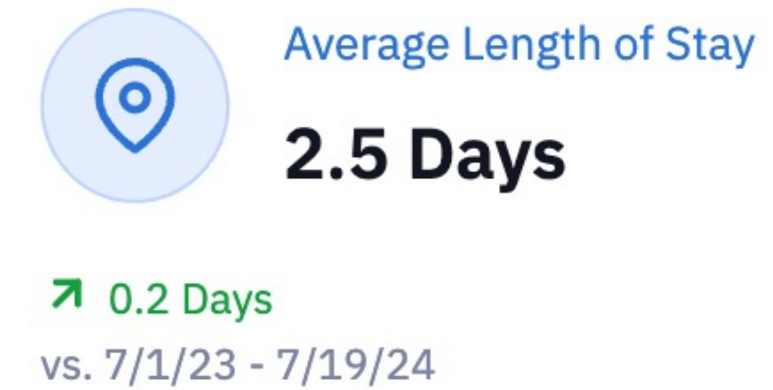
SUNNY505

JUL 1ST 2024 - JUL 19TH 2025

Executive Summary

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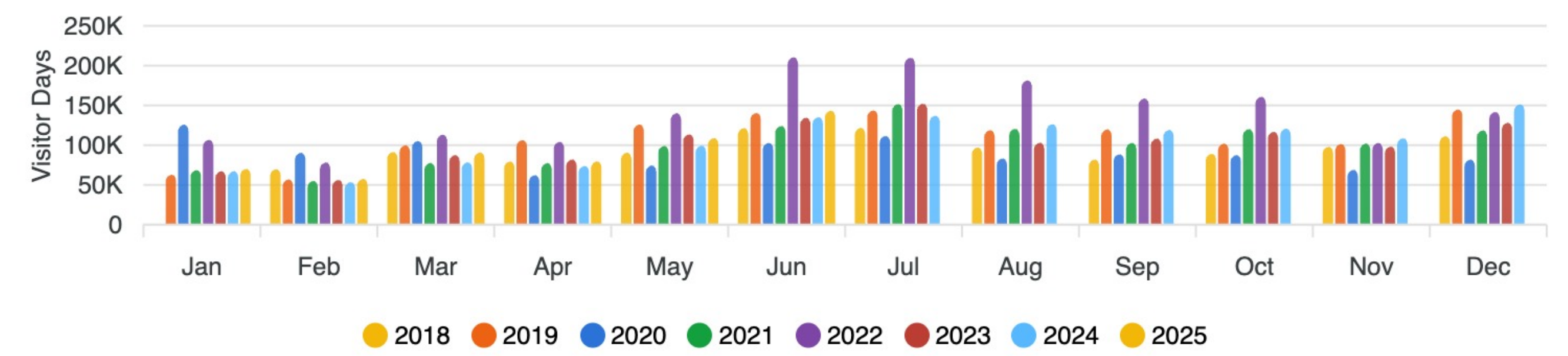
Overview : 7/1/24 - 7/19/25



Monthly Volume by Visitor Days

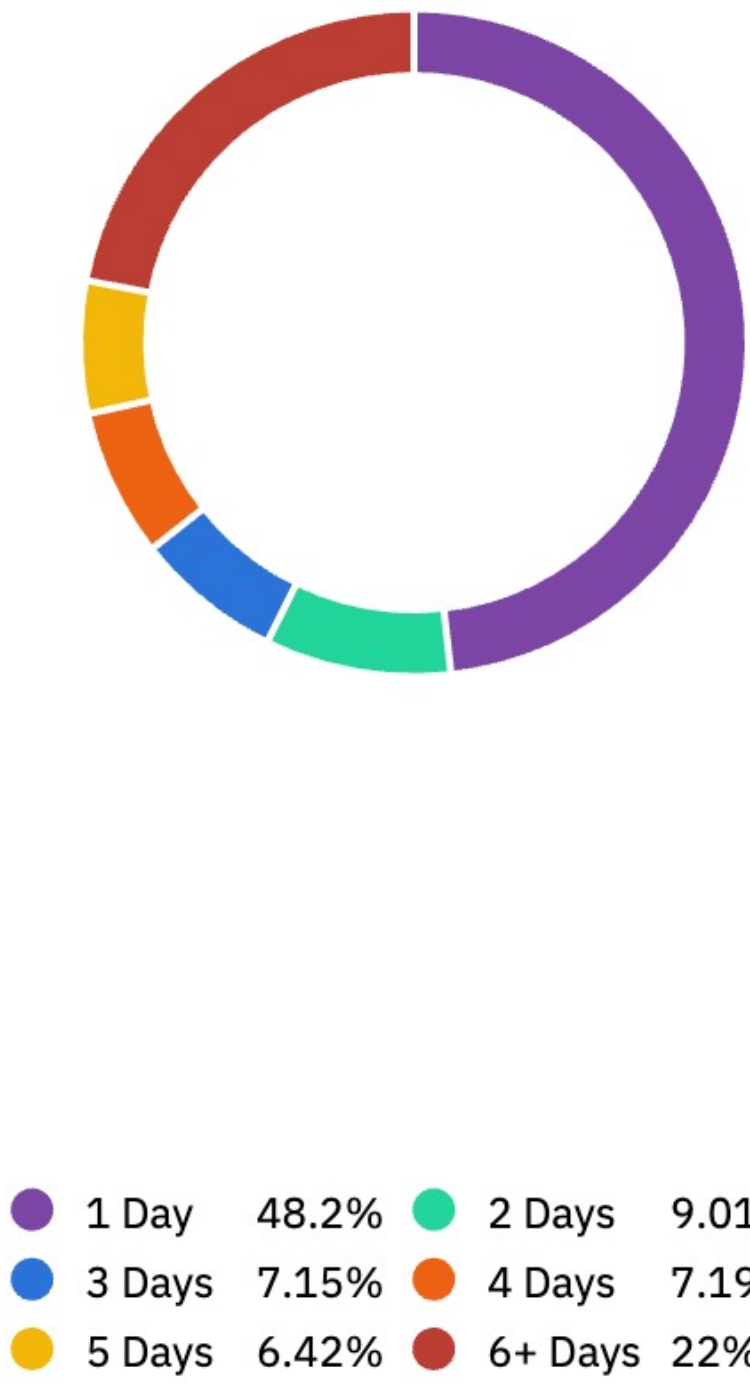
All

Main Dates vs Compare Dates



2018	0	71K	93K	81K	92K	123K	123K	98K	83K	90K	99K	113K
2019	64K	58K	101K	108K	127K	142K	145K	120K	121K	103K	103K	146K
2020	127K	92K	107K	64K	76K	104K	113K	85K	90K	89K	70K	83K
2021	70K	56K	79K	79K	100K	125K	153K	122K	104K	121K	103K	120K
2022	108K	80K	115K	106K	142K	212K	211K	183K	160K	162K	104K	143K
2023	69K	58K	89K	83K	115K	136K	153K	104K	110K	118K	99K	129K
2024	69K	55K	80K	75K	101K	136K	138K	128K	121K	122K	110K	153K
2025	71K	59K	92K	81K	110K	145K	0	0	0	0	0	0
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Visitor Days by Length of Stay



Top Markets

DMA	Share of Trips 7/1/2024 - 7/19/2025	Change in Share of Trips vs 7/1/2023 - 7/19/2024	% Change in Trips vs 7/1/2023 - 7/19/2024
Albuquerque-Santa F	36.1%	— 7.7	↘ 1.2%
Denver	2.9%	— 0.9	↘ 9.31%
El Paso -Las Cruces	2.65%	— 0.6	↘ 1.69%
Dallas-Ft. Worth	2.54%	— 0.4	↗ 4.63%
Phoenix -Prescott	1.97%	— 0.9	↘ 17.5%
Los Angeles	1.32%	— 0.1	↗ 14.5%
Houston	1.28%	— 0.2	↗ 1.17%
Salt Lake City	1.06%	— 0.1	↗ 7.17%

DMA	Share of Trips 7/1/2024 - 7/19/2025	Change in Share of Trips vs 7/1/2023 - 7/19/2024	% Change in Trips vs 7/1/2023 - 7/19/2024
Washington-DC -Hag	1.05%	+ 0.2	↗ 46.4%
Colorado Springs-Pu	1.02%	— 0.3	↘ 4.58%
New York	1%	+ 0.1	↗ 28.9%
Seattle-Tacoma	0.95%	+ 0.1	↗ 33.8%
Austin	0.92%	— 0.2	↘ 2.57%
Amarillo	0.91%	— 0.1	↗ 7.79%
Chicago	0.87%	— 0.0	↗ 14.9%
Atlanta	0.86%	+ 0.0	↗ 25.5%

Top Clusters

Cluster	Share of Trips 7/1/2024 - 7/19/2025	% Change in Trips vs 7/1/2023 - 7/19/2024
Cities	88.9%	↗ 0.38%
Downtown Los Alamos	40.2%	↗ 3.56%
Hotel	6.13%	↘ 1.56%

Top Demographics for 7/1/2024 - 7/19/2025

Age

45-64: 35%
25-44: 27.7%
65+: 26.6%
16-24: 10.7%

Income

\$0-\$50K: 28.2%
\$100K-\$150K: 22.1%
\$150K+: 18.6%
\$75K-\$100K: 16%
\$50K-\$75K: 15.1%

Household

1-2: 53.2%
3-5: 40.1%
6+: 6.74%

Education Level

High School: 57%
Bachelors: 37%
Graduate: 6.04%

Ethnicity

White: 69.5%
Hispanic: 23.8%
Asian: 3.26%
Black: 2.8%
Other: 0.73%

Top Demographics for 7/1/2023 - 7/19/2024

Age

45-64: 34.8%
25-44: 28.4%
65+: 25.2%
16-24: 11.6%

Income

\$0-\$50K: 27.6%
\$100K-\$150K: 21.4%
\$150K+: 18.6%
\$75K-\$100K: 17%
\$50K-\$75K: 15.5%

Household

1-2: 52.4%
3-5: 40.3%
6+: 7.3%

Education Level

High School: 57.3%
Bachelors: 36.8%
Graduate: 5.98%

Ethnicity

White: 68.8%
Hispanic: 24.3%
Asian: 3.48%
Black: 2.51%
Other: 0.94%

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Thank You

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

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.

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.

Repeat vs One Time - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

POI (Point of Interest) - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

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.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a customer are based off the demographics of their household, as opposed to the individual person in the POI.