

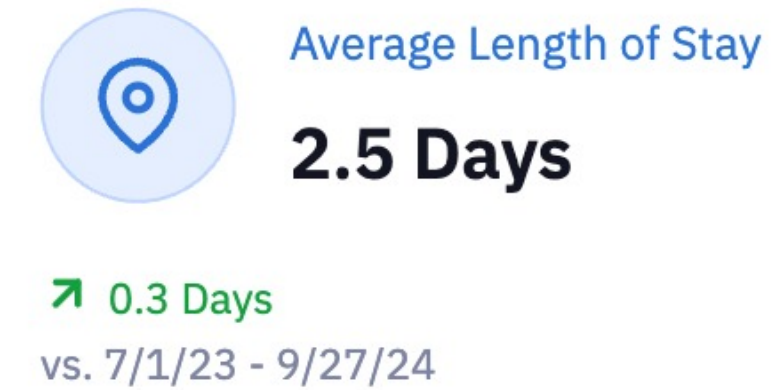
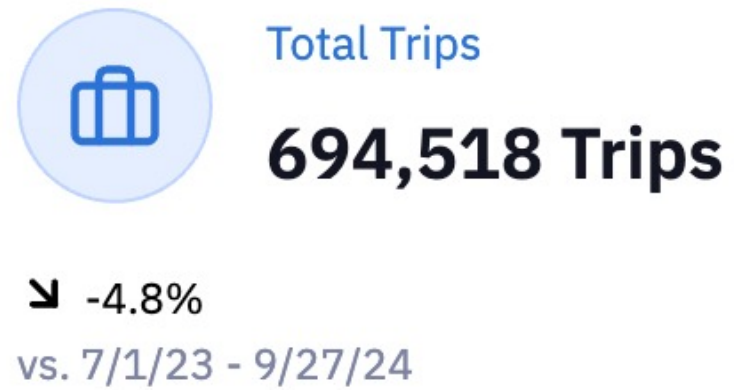
SUNNY505

JUL 1ST 2024 - SEP 27TH 2025

Executive Summary

Powered by **DATAFY**

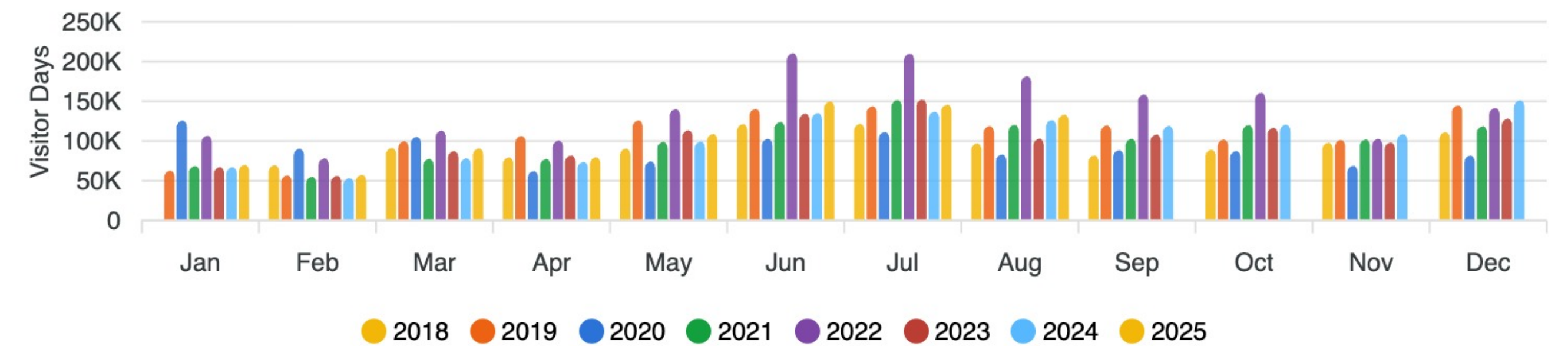
Overview : 7/1/24 - 9/27/25



Monthly Volume by Visitor Days

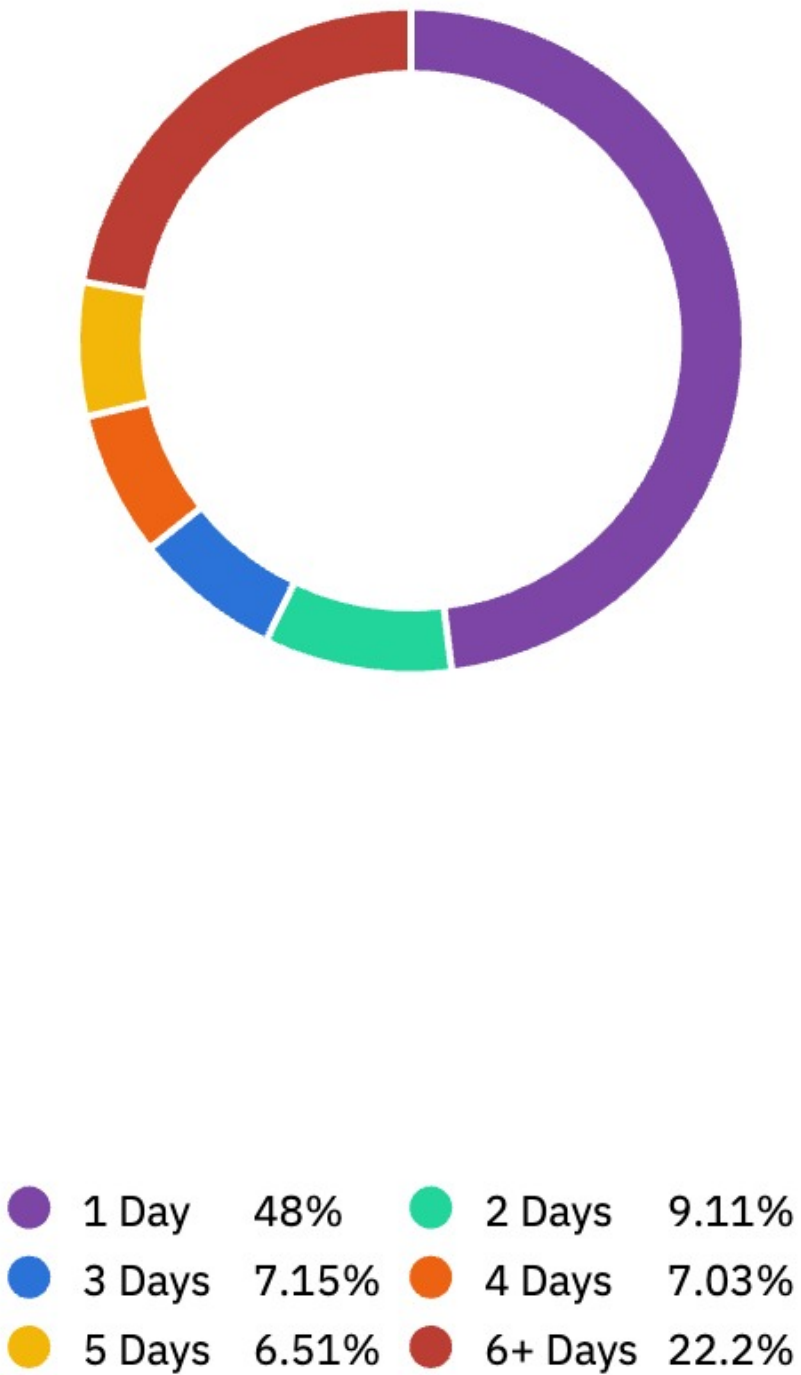
All

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	102K	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	151K	147K	135K	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 - 9/27/2025	Change in Share of Trips vs 7/1/2023 - 9/27/2024	% Change in Trips vs 7/1/2023 - 9/27/2024
Albuquerque-Santa F	38.1%	— 2.4	↘ 0.92%
Denver	2.97%	— 0.5	↘ 8.99%
El Paso -Las Cruces	2.7%	— 0.2	↘ 1.96%
Dallas-Ft. Worth	2.53%	— 0.2	↘ 3.76%
Phoenix -Prescott	2.07%	— 0.4	↘ 13.6%
Los Angeles	1.36%	— 0.1	↘ 0.57%
Houston	1.26%	— 0.2	↘ 6.06%
Salt Lake City	1.07%	— 0.0	↗ 3.67%

DMA	Share of Trips 7/1/2024 - 9/27/2025	Change in Share of Trips vs 7/1/2023 - 9/27/2024	% Change in Trips vs 7/1/2023 - 9/27/2024
Washington-DC -Hag	1.05%	+ 0.0	↗ 9.16%
Colorado Springs-Pui	1.02%	— 0.1	↘ 6.12%
New York	1.02%	— 0.0	↗ 5.08%
Seattle-Tacoma	0.95%	+ 0.0	↗ 7.94%
Amarillo	0.95%	— 0.0	↗ 4.89%
Austin	0.91%	— 0.1	↘ 9.16%
Las Vegas	0.87%	— 0.0	↗ 2.35%
Chicago	0.83%	— 0.1	↘ 1.26%

Top Clusters

Cluster	Share of Trips 7/1/2024 - 9/27/2025	% Change in Trips vs 7/1/2023 - 9/27/2024
Cities	88.9%	↘ 5.56%
Downtown Los Alamos	41.2%	↘ 0.64%
Hotel	6.26%	↘ 3.5%

Top Demographics for 7/1/2024 - 9/27/2025

Age

45-64: 35%
25-44: 27.7%
65+: 26.8%
16-24: 10.6%

Income

\$0-\$50K: 28.5%
\$100K-\$150K: 21.9%
\$150K+: 18.4%
\$75K-\$100K: 16%
\$50K-\$75K: 15.2%

Household

1-2: 53.3%
3-5: 39.9%
6+: 6.77%

Education Level

High School: 56.9%
Bachelors: 37%
Graduate: 6.04%

Ethnicity

White: 69.5%
Hispanic: 23.7%
Asian: 3.23%
Black: 2.79%
Other: 0.72%

Top Demographics for 7/1/2023 - 9/27/2024

Age

45-64: 34.7%
25-44: 28.2%
65+: 25.7%
16-24: 11.5%

Income

\$0-\$50K: 27.4%
\$100K-\$150K: 21.5%
\$150K+: 18.6%
\$75K-\$100K: 16.8%
\$50K-\$75K: 15.6%

Household

1-2: 52.4%
3-5: 40.5%
6+: 7.16%

Education Level

High School: 56.9%
Bachelors: 37%
Graduate: 6.16%

Ethnicity

White: 69.2%
Hispanic: 23.8%
Asian: 3.38%
Black: 2.73%
Other: 0.89%