## SUNNY505

# **Executive Summary**

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Global Filters In-State Clusters: 2 Excluded POIs: All Included Out-of-State Distance: 50 mi - 3,321 mi

Dashboard Filters (Main Dates: 7/1/24 - 9/27/25) Compare Dates: 7/1/23 - 9/27/24

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



**Total Trips** 

694,518 Trips

**¥** -4.8%

vs. 7/1/23 - 9/27/24



**Visitor Days** 

1,713,965 Days

7.7%

vs. 7/1/23 - 9/27/24



Average Length of Stay

**2.5 Days** 

**7** 0.3 Days

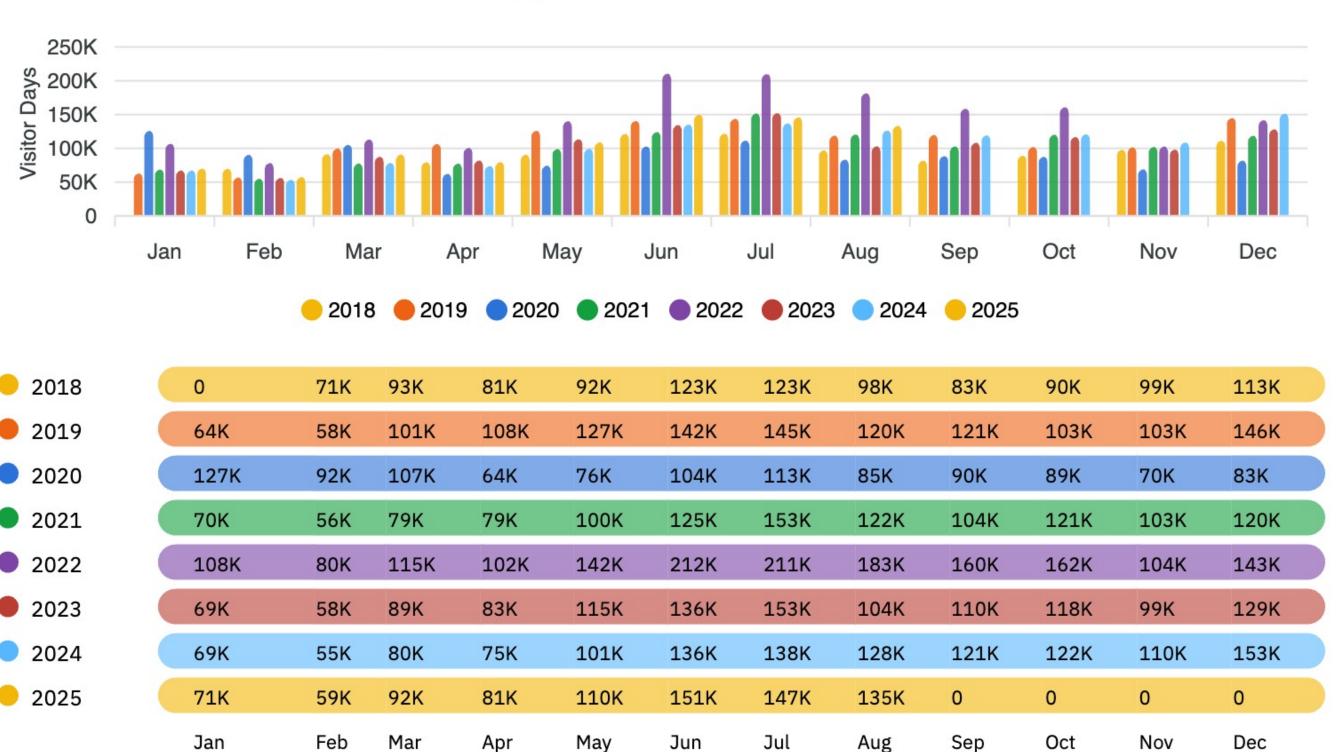
vs. 7/1/23 - 9/27/24

Dashboard Filters (Main Dates: 7/1/24 - 9/27/25) Compare Dates: 7/1/23 - 9/27/24

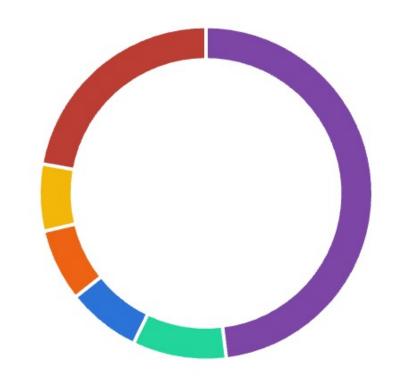
## Monthly Volume by Visitor Days

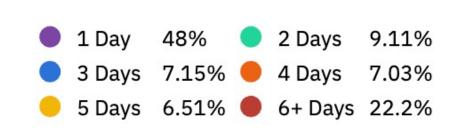


#### **Main Dates vs Compare Dates**



### Visitor Days by Length of Stay





Global Filters In-State Out-of-State Distance: 50 mi - 3,321 mi

Clusters: 2 Excluded

POIs: All Included

Dashboard Filters (Main Dates: 7/1/24 - 9/27/25) Compare Dates: 7/1/23 - 9/27/24

#### **Top Markets**

10p i lai koto			
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%	<b>-</b> 2.4	0.92% لا
Denver	2.97%	<b>—</b> 0.5	≱ 8.99%
El Paso -Las Cruces	2.7%	<b>-</b> 0.2	≥ 1.96%
Dallas-Ft. Worth	2.53%	<b>-</b> 0.2	¥ 3.76%
Phoenix -Prescott	2.07%	<b>—</b> 0.4	13.6%
Los Angeles	1.36%	<b>-</b> 0.1	<b>凶</b> 0.57%
Houston	1.26%	<b>-</b> 0.2	¥ 6.06%
Salt Lake City	1.07%	<b>-</b> 0.0	<b>7</b> 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	<b>7</b> 9.16%
Colorado Springs-Pu	1.02%	<b>-</b> 0.1	⊻ 6.12%
New York	1.02%	<b>-</b> 0.0	<b>7</b> 5.08%
Seattle-Tacoma	0.95%	+ 0.0	<b>7</b> 7.94%
Amarillo	0.95%	<b>-</b> 0.0	<b>7</b> 4.89%
Austin	0.91%	<b>—</b> 0.1	<b>لا</b> 9.16% لا
Las Vegas	0.87%	<b>-</b> 0.0	<b>7</b> 2.35%
Chicago	0.83%	<b>-</b> 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%

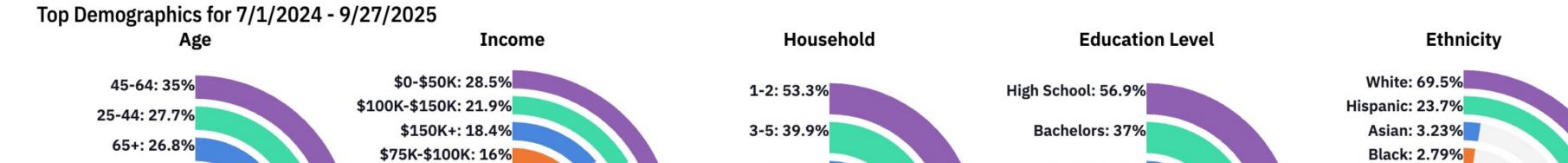
16-24: 10.6%

\$50K-\$75K: 15.2%

Graduate: 6.04%

Other: 0.72%

Dashboard Filters Main Dates: 7/1/24 - 9/27/25 Compare Dates: 7/1/23 - 9/27/24



6+: 6.77%

