

JUL 1ST 2024 - MAR 30TH 2025

Los Alamos Visitation Trends

Comparing July 1-Mar. 30. to previous years. timeframe: Lab Excluded (shared)

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Los Alamos Visitation Trends

Geo Data Filters:

In-State

Out-of-State

Distance: 50 - 3326 mi

Dates: 7/1/24 - 3/30/25

↻ Dates: 7/1/23 - 3/30/24

Clusters: Cities Included

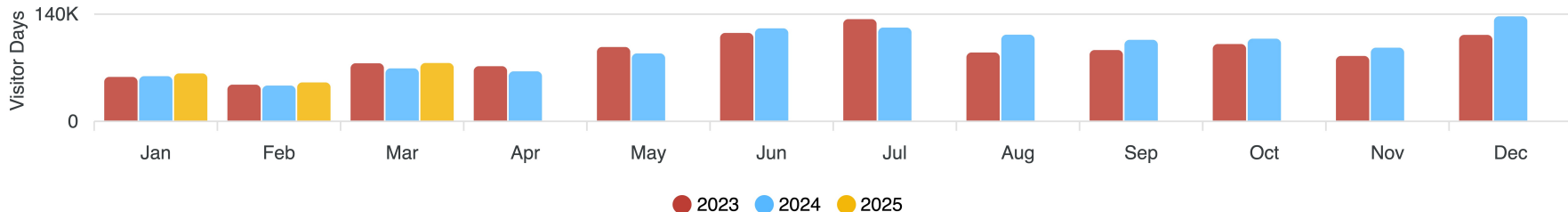
POIs: All Included

Monthly Volume by Visitor Days



Geo Data

Dates: 1/1/23 - 3/30/25



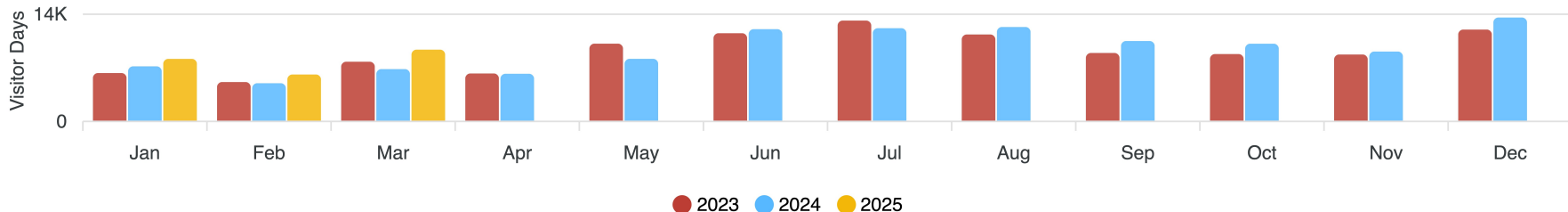
Monthly Volume by Visitor Days



Geo Data

Dates: 1/1/23 - 3/30/25

Clusters: Hotel Included



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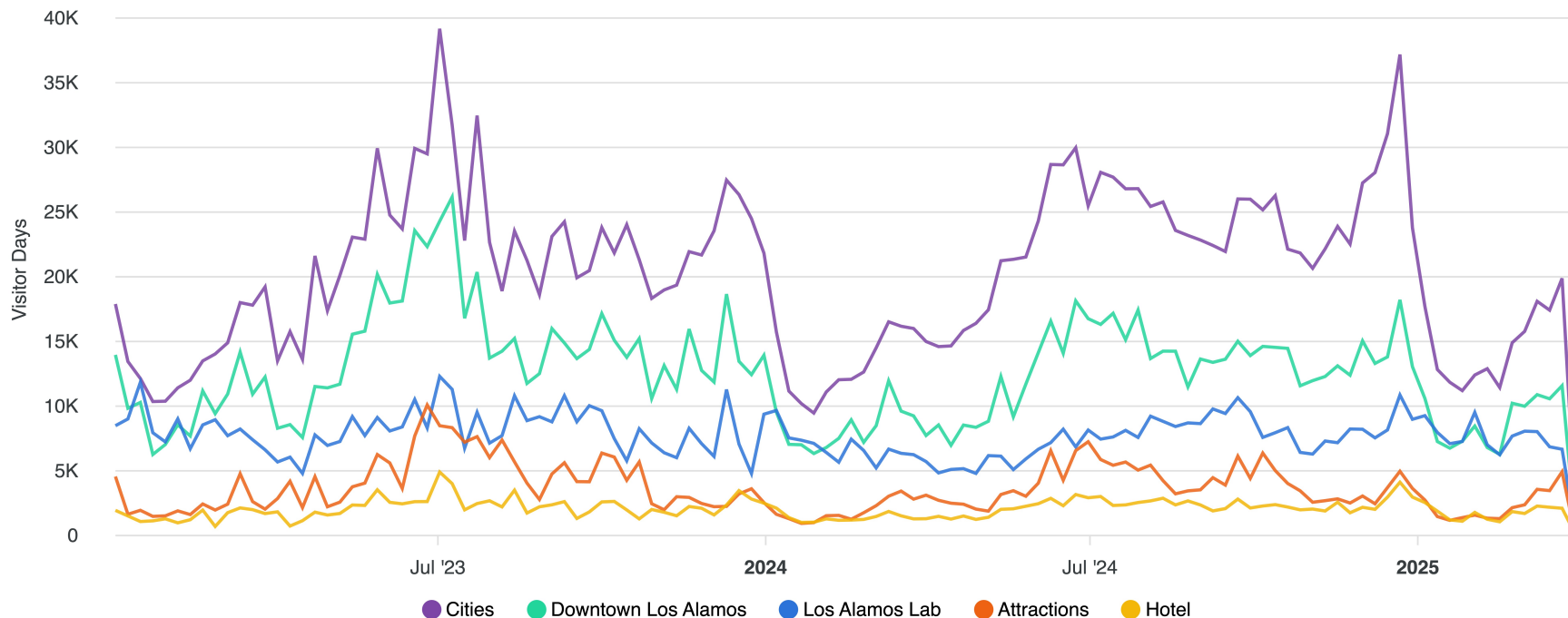
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Clusters: Cities Included POIs: All Included

Top Cluster Visitation



Geo Data Dates: 1/1/23 - 3/30/25 Clusters: All Included

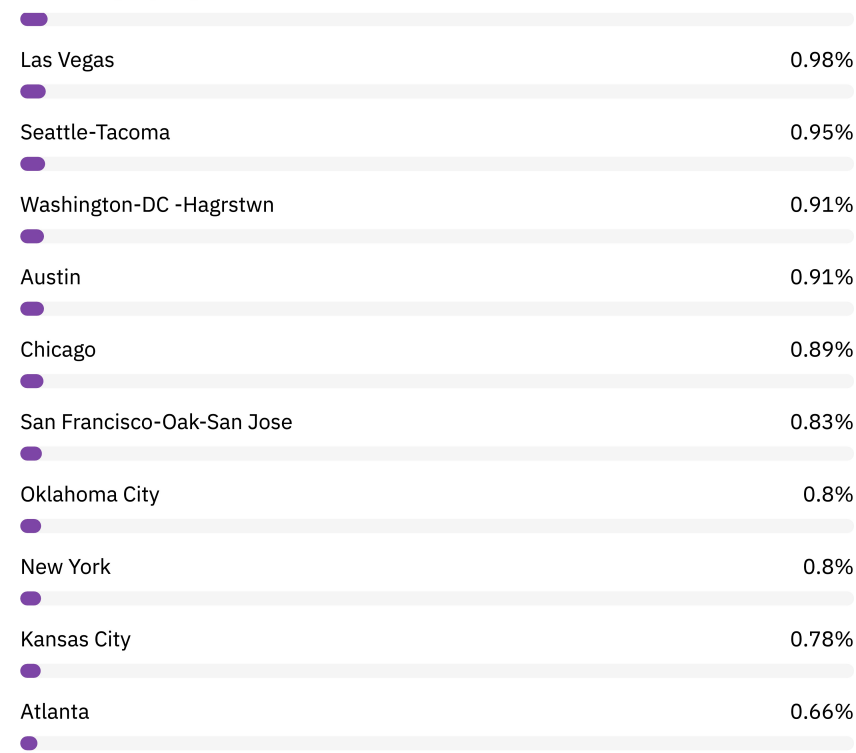


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Los Alamos Visitation Trends

DMA Visitation Geo Data



Length of Stay by Top DMAs Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Phoenix -Prescott	3.6 Days	2.53%
Salt Lake City	3.2 Days	1.56%
Denver	3 Days	3.46%
Amarillo	3 Days	1.05%
Las Vegas	2.8 Days	0.98%
El Paso -Las Cruces	2.8 Days	3%
Houston	2.6 Days	1.47%
Colorado Springs-Pueblo	2.6 Days	1.15%
Austin	2.4 Days	0.91%
Chicago	2.3 Days	0.89%
Dallas-Ft. Worth	2.3 Days	2.52%

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DMA Visitation 📍 Geo Data		Length of Stay by Top DMAs 📍 Geo Data	
Clusters: Hotel Included		Clusters: Hotel Included	
DMA	Visitor Days	DMA	Share of Visitor Days
Albuquerque-Santa Fe	12.4%	Waco-Temple-Bryan	2.27%
Dallas-Ft. Worth	5.53%	Seattle-Tacoma	2.1%
Denver	4.99%	Las Vegas	3.03%
Phoenix -Prescott	4.48%	Dallas-Ft. Worth	5.53%
El Paso -Las Cruces	4.47%	Los Angeles	2.73%
Houston	4.34%	Amarillo	3.56%
San Antonio	3.61%	Knoxville	1.71%
Amarillo	3.56%	El Paso -Las Cruces	4.47%
Las Vegas	3.03%	Phoenix -Prescott	4.48%
Los Angeles	2.73%	Oklahoma City	2.05%
		Denver	4.99%



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↻ Dates: 7/1/23 - 3/30/24

Clusters: Cities Included

POIs: All Included

Cluster Visitation



Geo Data

Compare Dates

Clusters: All Included

Cluster	Share of Visitor Days	% ↗ ↘
Cities	82.4%	+ 4.3
Downtown Los Alamos	42.9%	- 0.4
Los Alamos Lab	30.4%	+ 1.3
Attractions	13.2%	+ 2.5
Hotel	7.86%	+ 0.5

POI Visitation



Geo Data

Compare Dates

Clusters: All Included

POI	Share of Visitor Days	% ↗ ↘
Los Alamos-NM	78.3%	+ 8.3
Downtown Los Alamos	42.9%	- 0.4
Los Alamos Lab	30.4%	+ 1.3
White Rock NM	21.6%	+ 0.5
Bradbury Science Museum	4.48%	+ 3.2
Bandelier National Monument	3.92%	+ 0.5
Pajarito Mountain	3.36%	+ 1.6
Manhattan Project National Hist	3.03%	+ 1.2
Hampton Inn & Suites Los Alamo	2.88%	+ 0.2
Holiday Inn Express at Entrada	2.7%	+ 0.1

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[↗ Dates: 7/1/23 - 3/30/24](#)

Clusters: Cities Included

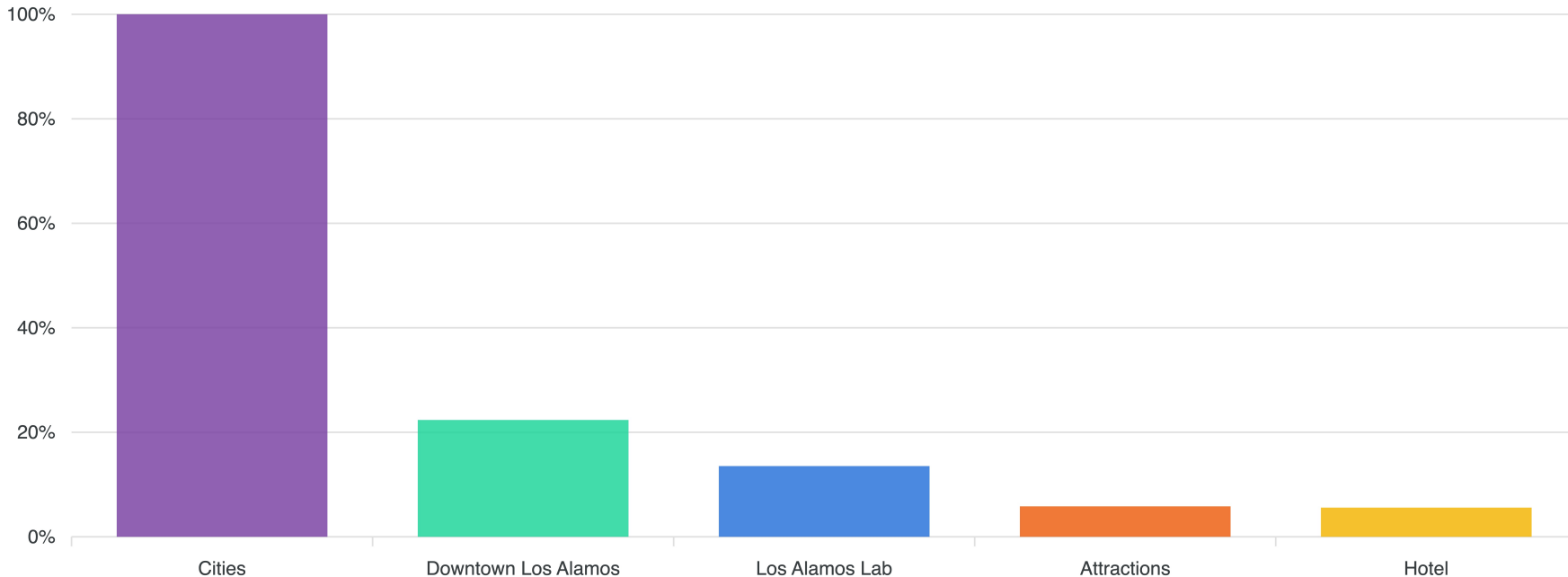
POIs: All Included

Average Correlation



Geo Data

Clusters: All Included



Of the devices observed at the [Cluster: Cities](#), which other [Clusters](#) were they observed at during the [Same Trip](#)?

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Los Alamos Visitation Trends

Average Correlation



📍 Geo Data Clusters: All Included



Of the devices observed at the [Cluster: Hotel](#), which other [Clusters](#) were they observed at during the [Same Trip](#)?

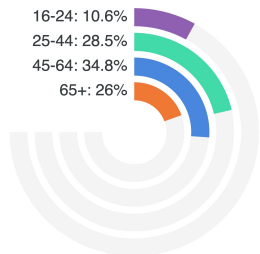
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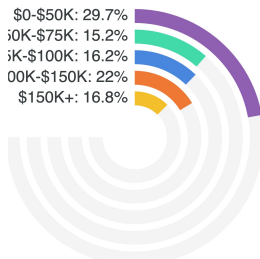
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Clusters: Cities Included POIs: All Included

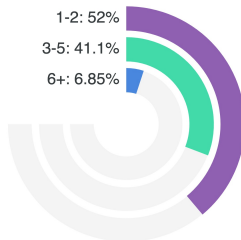
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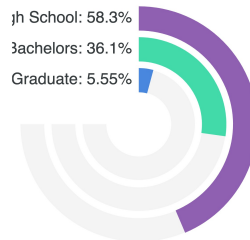
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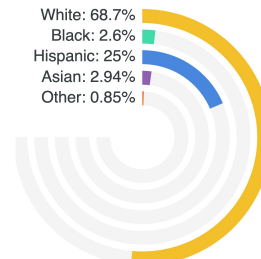
Household



Education Level

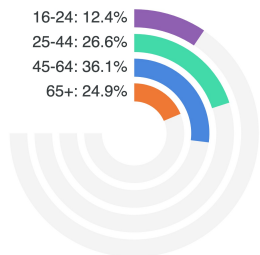


Ethnicity

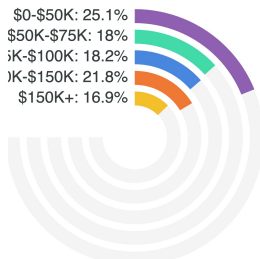


Clusters: Hotel Included

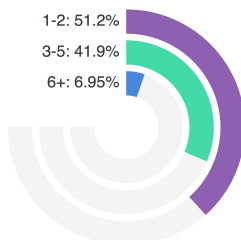
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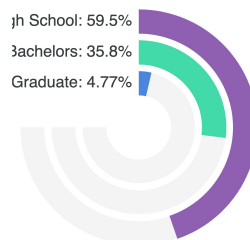
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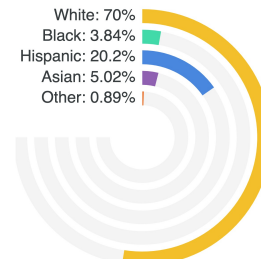
Household



Education Level



Ethnicity



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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.

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.