Executive Summary (Portrait) for De

Geo Data Filters: In-State | Out-of-State | Distance: 50 - 3321 mi | Dates: 1/1/25 - 1/25/25 | ⇄ Dates: 1/1/24 - 1/25/24

Clusters: All Included | POIs: Los Alamos Lab Excluded
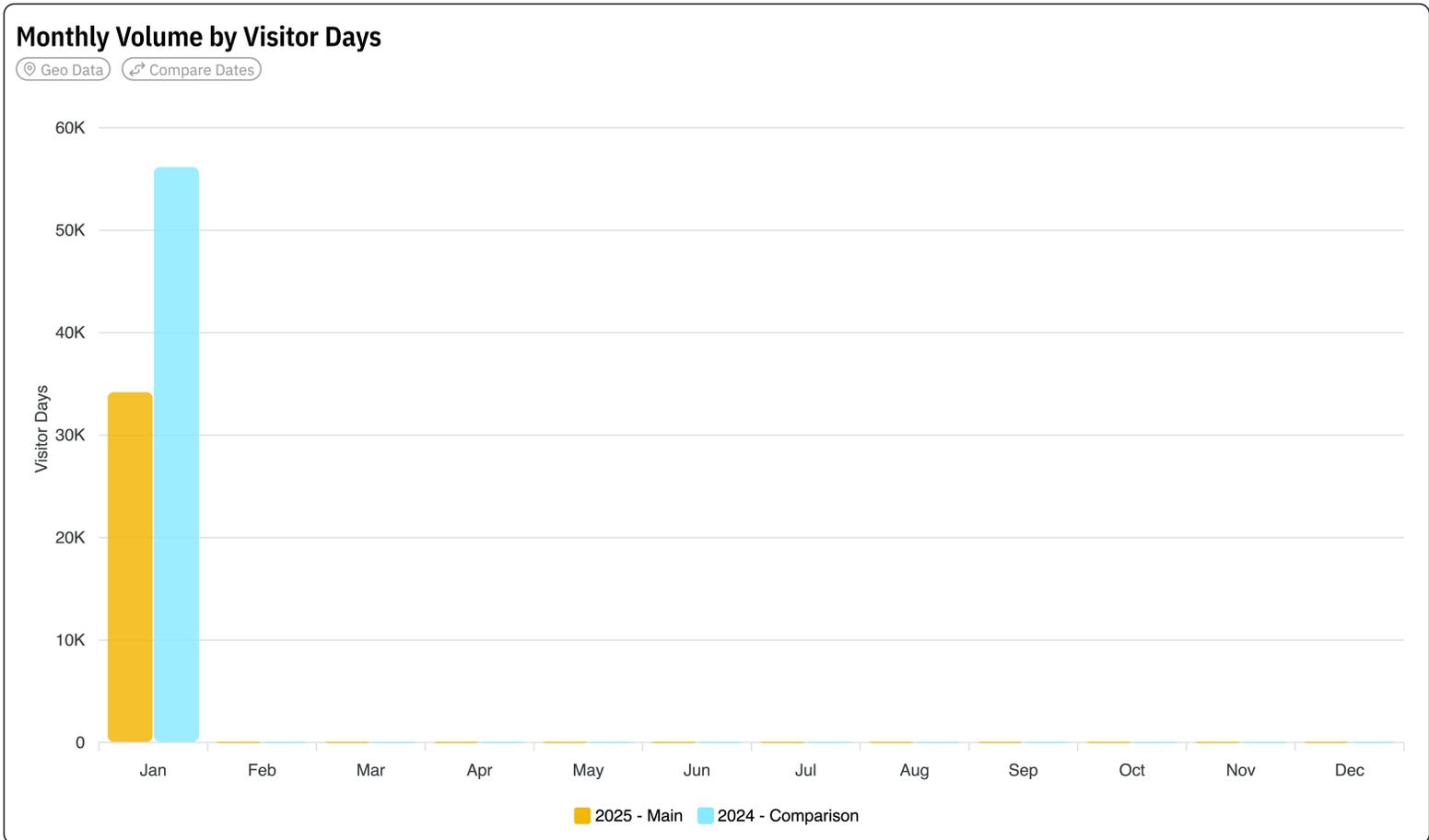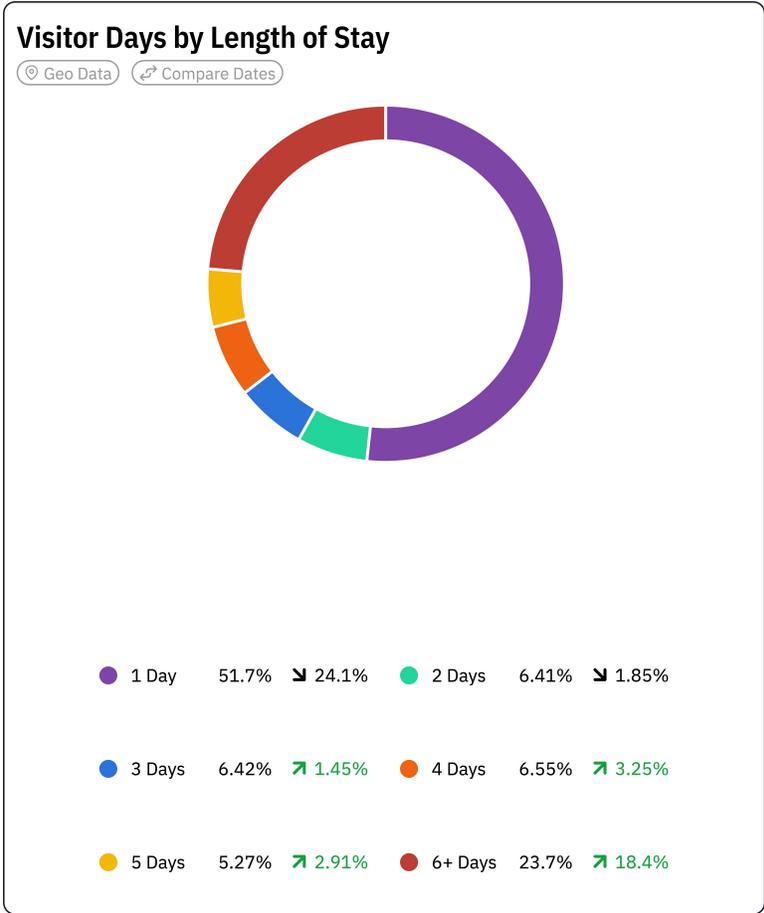
⊙ Geo Data | ⇄ Compare Dates

TOTAL TRIPS
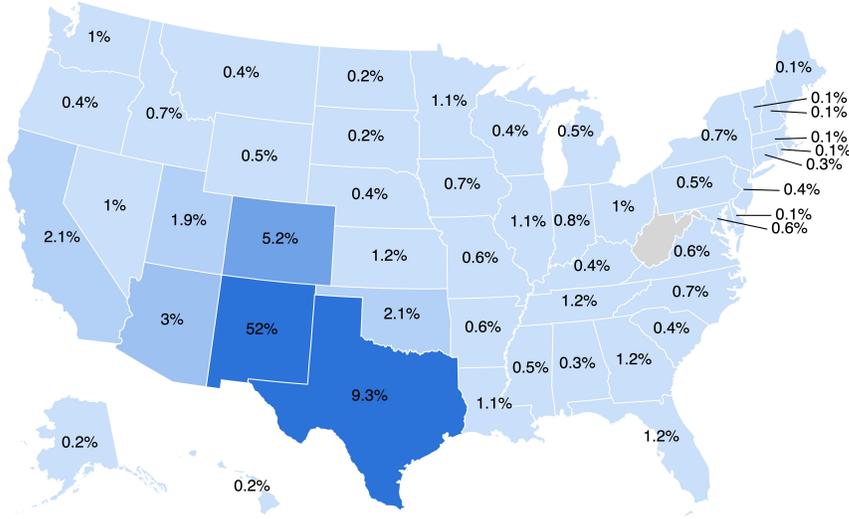
28,259 Trips

↗ 18.4% vs Compare Dates

VISITOR DAYS

34,263 Days

↘ 39.1% vs Compare Dates

AVG LENGTH OF STAY

1.2 Days

↘ 1.14% vs Compare Dates

Visitor Days by Length of Stay

⊙ Geo Data | ⇄ Compare Dates

● 1 Day	51.7%	↘ 24.1%	● 2 Days	6.41%	↘ 1.85%
● 3 Days	6.42%	↗ 1.45%	● 4 Days	6.55%	↗ 3.25%
● 5 Days	5.27%	↗ 2.91%	● 6+ Days	23.7%	↗ 18.4%

Monthly Volume by Visitor Days

⊙ Geo Data | ⇄ Compare Dates

■ 2025 - Main   ■ 2024 - Comparison

ATTACHMENT B

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Share of Trips by State

◎ Geo Data

The states we focus our advertising on are NM, TX, CO and AZ.

Top DMAs

for 1/01/25 - 1/25/25 % ↑ / ↓ 1/01/24 - 1/25/24

◎ Geo Data | ⧉ Compare Dates

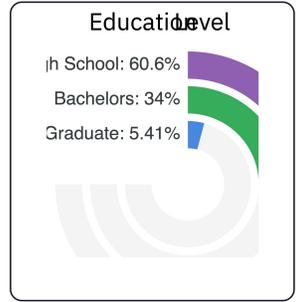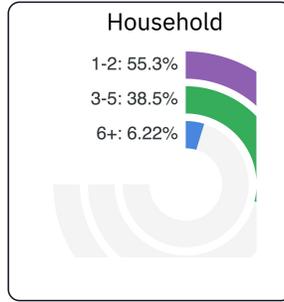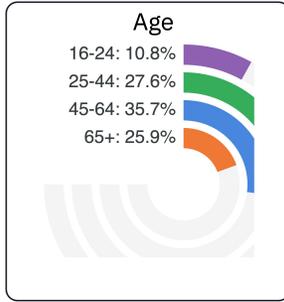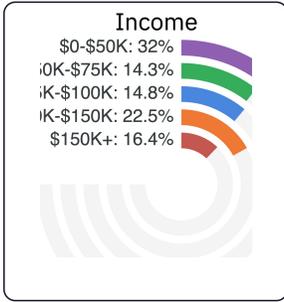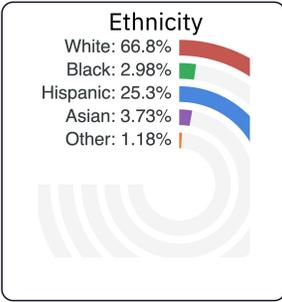| DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Albuquerque-S	32.2%	15,236	↘ 38.9%
Denver	3.6%	1,683	↘ 27.6%
El Paso -Las Cr	3.3%	1,580	↘ 43.2%
Salt Lake City	2.7%	1,297	↘ 20.6%
Phoenix -Presc	2.5%	1,167	↘ 34.2%
Houston	2.3%	1,107	↘ 44.4%
Dallas-Ft. Wor	2.2%	1,047	↘ 42%
Los Angeles	1.2%	570	↘ 43%
Amarillo	1%	485	— —
Austin	0.9%	415	↘ 59.1%

Top Clusters

for 1/01/25 - 1/25/25 % ↑ / ↓ 1/01/24 - 1/25/24

◎ Geo Data | ⧉ Compare Dates

Cluster	Share of Visitor Days	% Change in Visitor Days
Cities	93.7%	— 37.9%
Downtown Los Ala	59.3%	— 41%
Hotel	15.9%	— 13.7%
Attractions	14.8%	— 12.8%

ATTACHMENT B

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Demographics

👤 Demographics

Ethnicity
- White: 66.8%
- Black: 2.98%
- Hispanic: 25.3%
- Asian: 3.73%
- Other: 1.18%

Income
- $0-$50K: 32%
- 50K-$75K: 14.3%
- 5K-$100K: 14.8%
- 0K-$150K: 22.5%
- $150K+: 16.4%

Age
- 16-24: 10.8%
- 25-44: 27.6%
- 45-64: 35.7%
- 65+: 25.9%

Household
- 1-2: 55.3%
- 3-5: 38.5%
- 6+: 6.22%

Education Level
- High School: 60.6%
- Bachelors: 34%
- Graduate: 5.41%

Lower numbers may be due to lower snow this year than last.

ATTACHMENT B

Glossary

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.

ATTACHMENT B

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