


[Geo Data](#) [Compare Dates](#)




TOTAL TRIPS

**530,979 Trips**

↗ 3.2%

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VISITOR DAYS

**1,240,776 Days**

↗ 4.5%

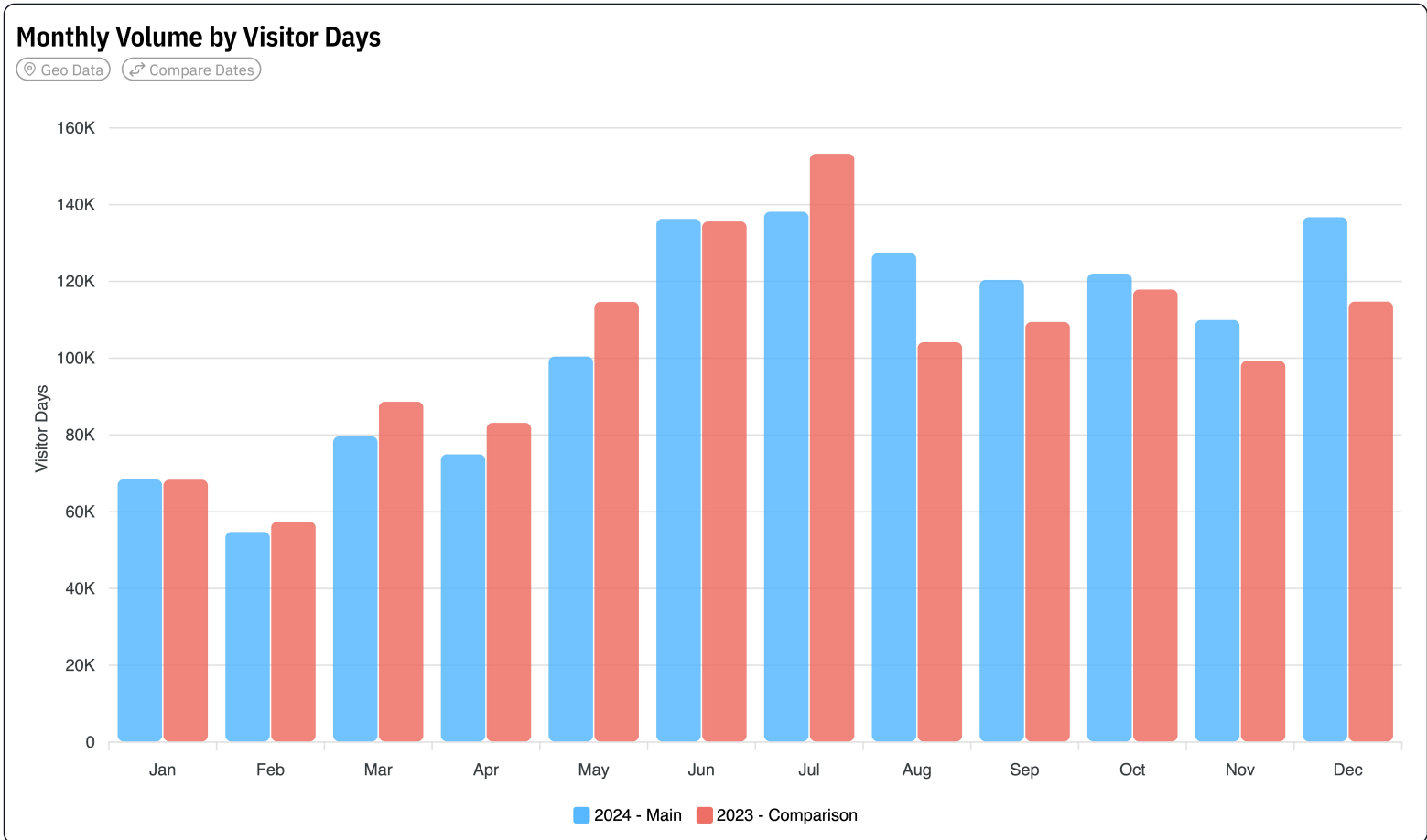
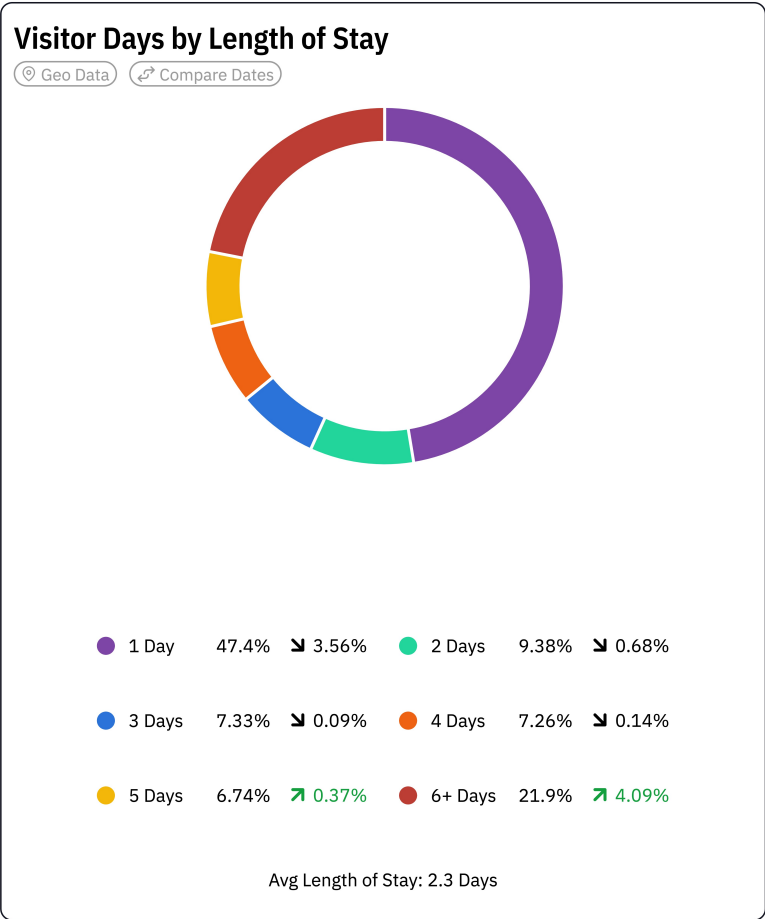
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AVERAGE LENGTH OF STAY

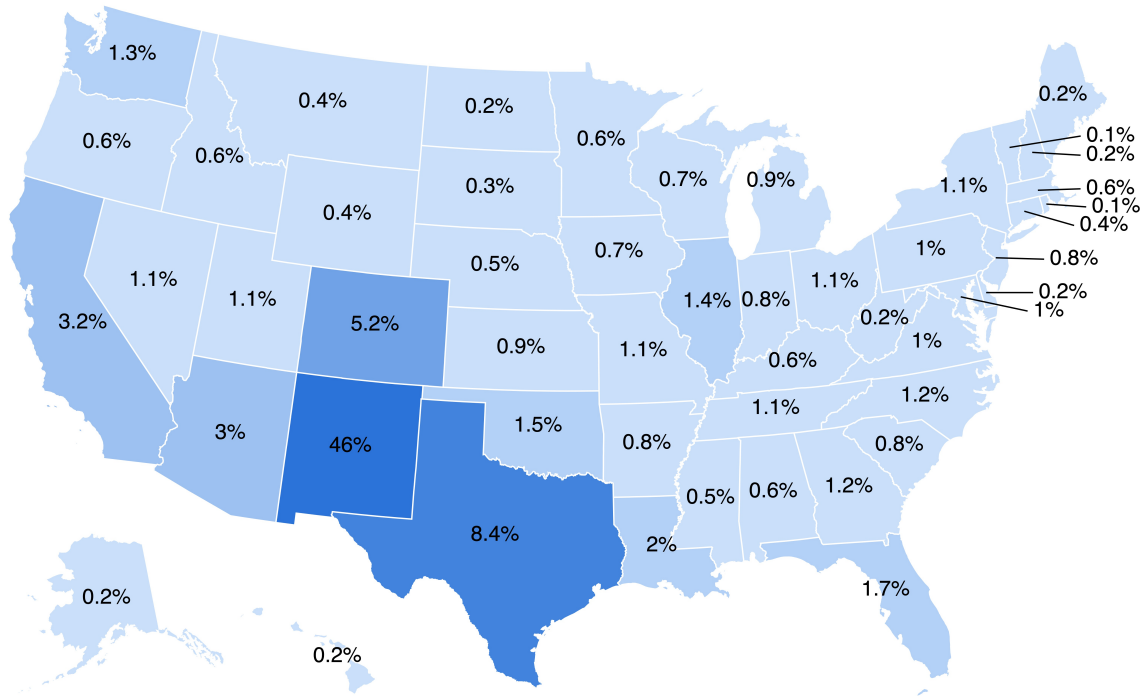
**2.3 Days**

↔ 0 Days



### Share of Trips by State

Geo Data



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

### Top DMAs

for 1/01/24 - 12/28/24 %↑/↓1/01/23 - 12/28/23

Geo Data Compare Dates

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Albuquerque-S	36.1%	526,185	↗ 5.62%
Denver	3.7%	54,671	↗ 5.05%
El Paso -Las Ci	3.2%	47,099	↗ 8.33%
Phoenix -Presc	2.8%	41,227	↗ 5.87%
Dallas-Ft. Wor	2.5%	35,839	↗ 7.28%
Houston	1.5%	21,775	↗ 17.1%
Salt Lake City	1.4%	20,449	↗ 19.5%
Los Angeles	1.2%	18,167	↗ 22.3%
Colorado Sprir	1.2%	17,313	↗ 14.8%
Austin	1%	14,592	— —

### Top Clusters

for 1/01/24 - 12/28/24 %↑/↓1/01/23 - 12/28/23

Geo Data Compare Dates

Cluster	Share of Visitor Days	% Change in Visitor Days
Cities	89%	+ 7.02%
Downtown Los Ala	50.2%	- 12%
Hotel	8.8%	+ 2.33%