



Region 10



DATAFY

What are we looking at?

Geolocation Data Short Haul and Long Haul

Top Visitor Origin Markets and Most Visited POI's

Drive Market Vehicle Data

Peak Visitation to Regions, Lodging and Main Streets

Credit Card Spend Data

Top Spend Origin Markets

Vacation Rental Data

Top Rental Counties



Strengths of Data Sources

Credit Card Spend Data

- Very large sample of broad cross-section of credit and debit cards in U.S. with mix of ultra high to low-income spenders

Geolocation Data

- Lots of historical data as reference to adjust for technological changes
- Normalized at relevant levels
- Custom filtering
- Precise origin data

Vehicle Data

- Large cross section of vehicles currently operating in U.S.
- Evenly distributed with population density
- Consistent sample across dates/trips
- Not dependent on big tech



Challenges with Individual Data Sources

Credit Card Spend Data

- Zip code cardholder location to zip code transaction
- Business/bulk bookings under corporate card don't reflect actual visitor home markets
- Some unknown data with pre-purchased online transactions

Geolocation Data

- Dependent upon area geofenced, probability of sample pick up
- Recent volatility due to changes in the tech ecosystem

Vehicle Data

- Skewed towards newer vehicles, but accounted for in modeling



Visitation Patterns Insights

- Visitation overall by trips, visitor days spent and unique visitors to the Region 10 counties increased in 2022 per 2021.
- The number of trips from visitors increased in 2022 from 2020 and 2021, but 8.5% less trips than 2019.
- Top origin feeder markets to Region 10 counties remained fairly consistent from both in-state and out-of-state markets the past four years.



Visitor Volume Estimates

2022 vs 2019

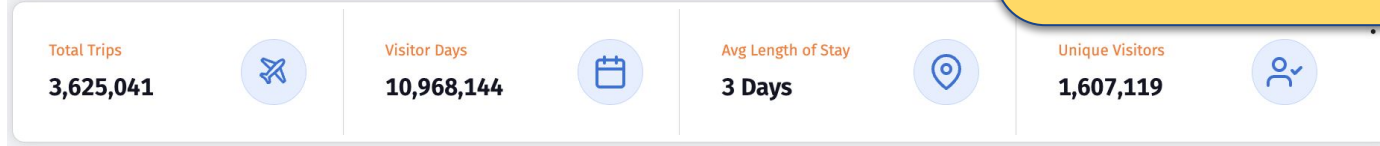
Overall visitation:

Number of Trips **-8.5%**

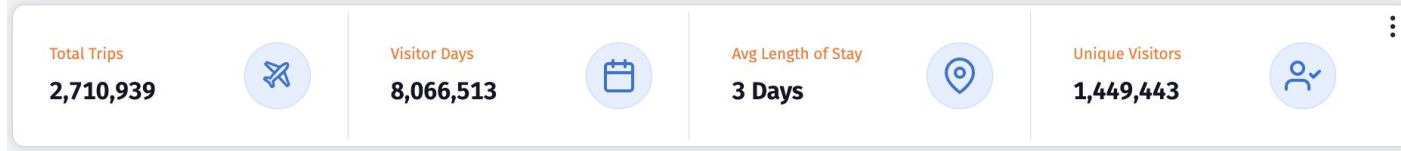
Visitor Days **+1%**

Unique Visitors **-6.3%**

Jan - December 2022



Jan - December 2021



Jan - December 2020



Jan - December 2019

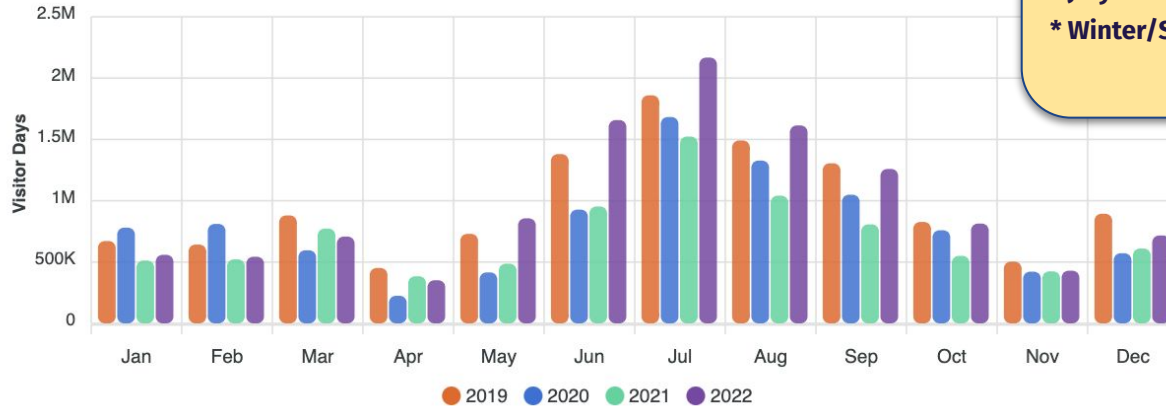


Visitor Days by Month 2019 - 2022

Key Insights

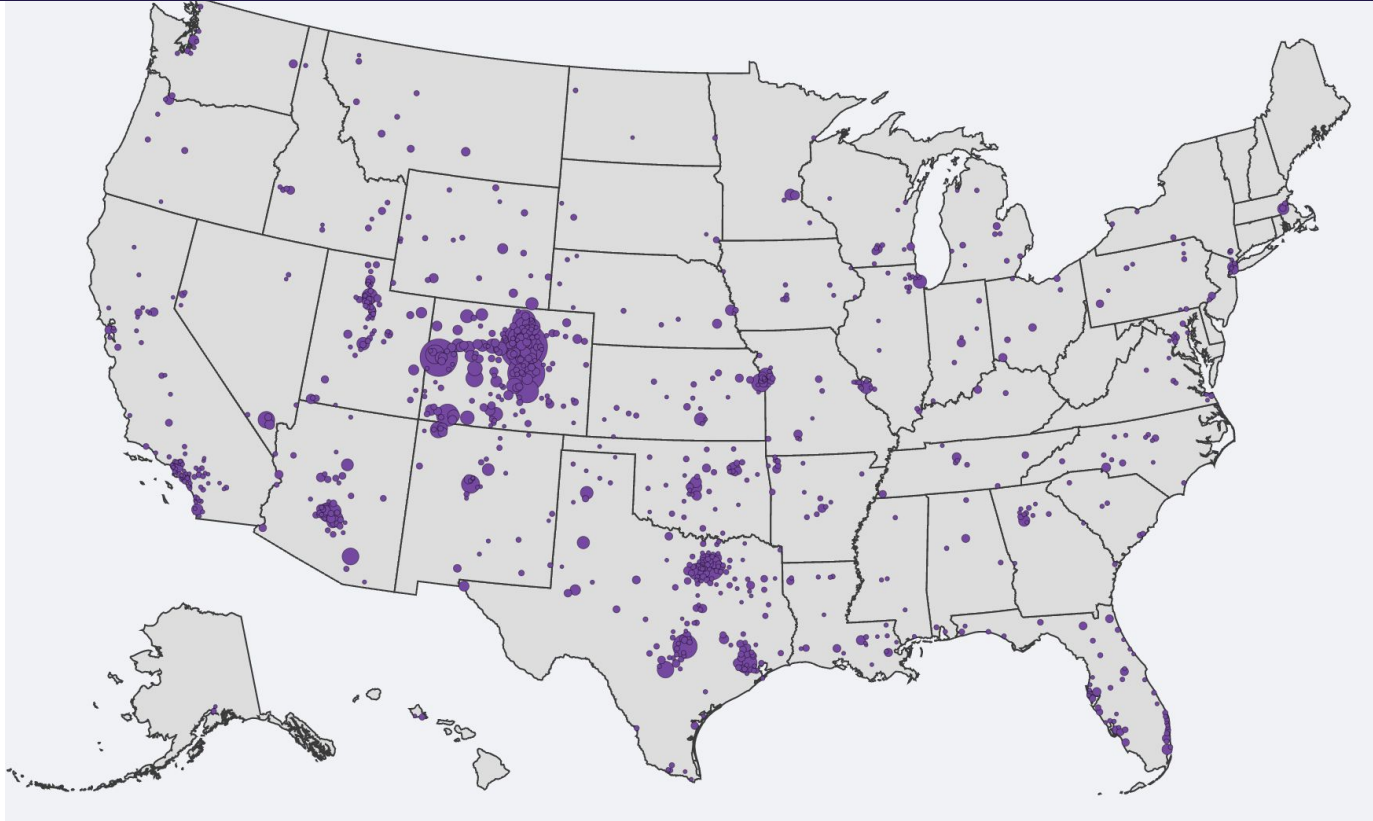
- * Summer months surpassed previous years.
- * July of 2022 Most Visitor Days in past 4 years.
- * Winter/Shoulder Seasons still down from 2019.

Monthly Volume by Visitor Days



Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	671.5K	642.5K	880.2K	451.9K	730.0K	1.4M	1.9M	1.5M	1.3M	827.1K	503.6K	893.9K
2020	780.6K	811.0K	595.9K	225.1K	415.4K	927.6K	1.7M	1.3M	1.0M	759.1K	421.6K	571.7K
2021	512.5K	522.0K	772.9K	384.2K	487.0K	953.1K	1.5M	1.0M	807.2K	550.4K	424.2K	610.2K
2022	559.0K	543.2K	707.9K	351.6K	856.5K	1.7M	2.2M	1.6M	1.3M	813.8K	429.5K	716.6K

Where are visitors coming from?



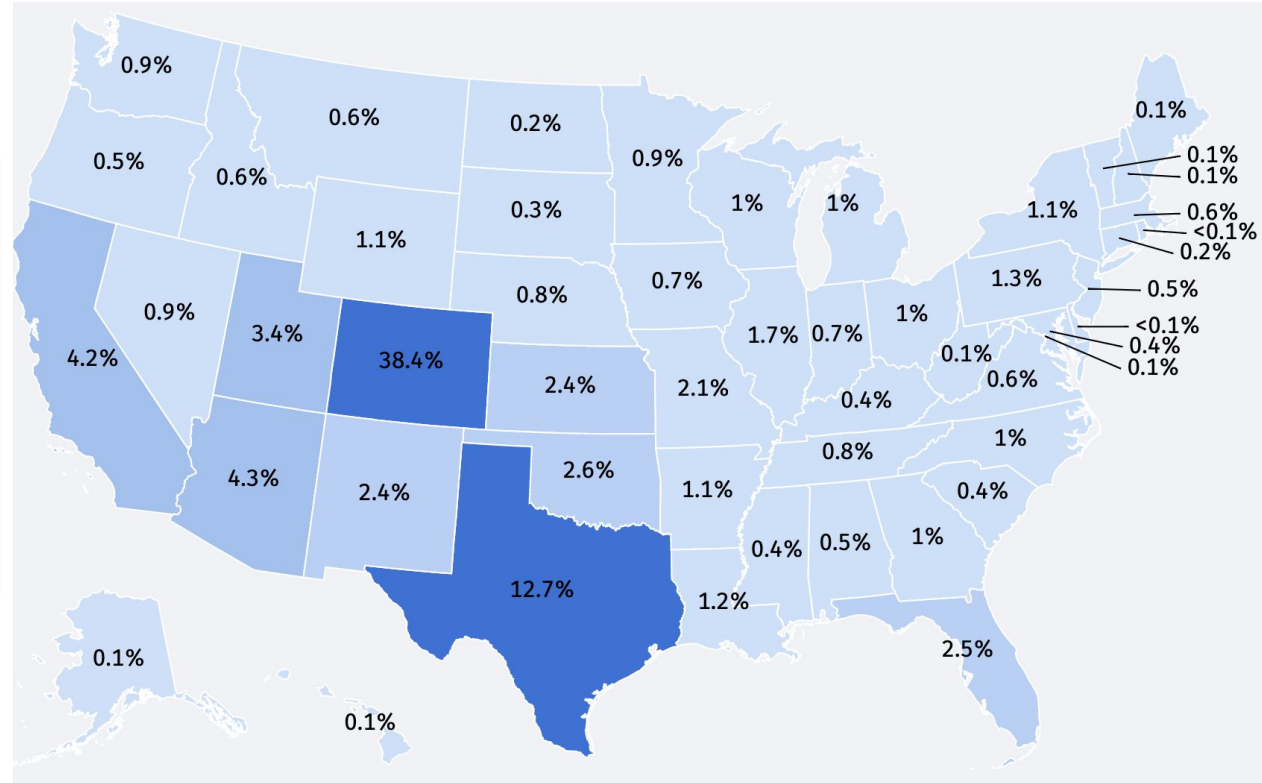
2022 Visitors by State (visitors from 75+ miles)

Top Visitors by State in 2022

In-state visitors represent **38.4%** share of trips in 2022.

Out of State Visitors from surrounding states (**UT, WY, NE, KS, OK, NM**) make up **12.7%** share of trips.

Visitors from **CA, TX, AZ** and **FL** make up **19.4%** share of trips.



Note: 2022 Trips by state from visitors 75+ miles.

Top Markets by State - Visitor Day Analysis

2019

Top Markets

Colorado
30.15%



Texas
16.13%



California
4.5%



State	% of Visitor Days
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Arizona	4.12%
Florida	3.41%
Oklahoma	3.24%
Utah	2.78%
Kansas	2.64%
Missouri	2.17%
New Mexico	1.93%
Illinois	1.9%
Louisiana	1.54%

2020

Top Markets

Colorado
32.13%



Texas
17.4%



Arizona
5.07%



State	% of Visitor Days
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California	4.58%
Oklahoma	3.28%
Utah	3.09%
Florida	2.87%
Kansas	2.52%
Missouri	2.17%
New Mexico	2.05%
Illinois	1.68%
Pennsylvania	1.38%

2021

Top Markets

Colorado
31.81%



Texas
16.35%



Arizona
4.85%



State	% of Visitor Days
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California	4.17%
Oklahoma	3.55%
Florida	3.25%
Utah	2.55%
Kansas	2.09%
New Mexico	2.08%
Missouri	2.04%
Illinois	1.79%
Louisiana	1.76%

2022

Top Markets

Colorado
28.21%



Texas
17.62%



California
4.63%

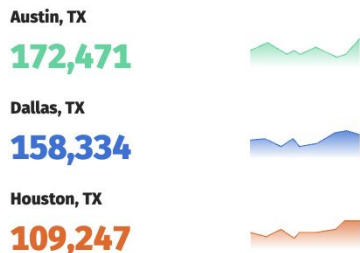


State	% of Visitor Days
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Arizona	4.47%
Oklahoma	3.73%
Florida	3.42%
Kansas	2.63%
Utah	2.54%
Missouri	2.34%
Illinois	1.96%
New Mexico	1.85%
Louisiana	1.7%

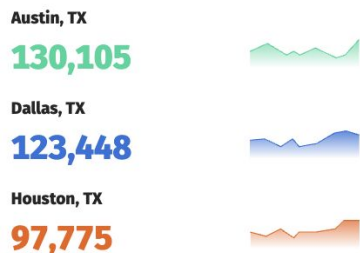
Top Markets by Out of State Cities

2019



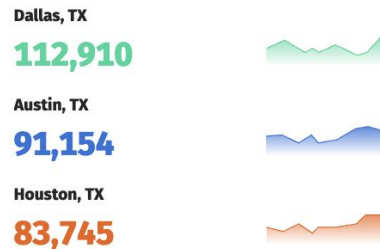
City	Visitor Days
Phoenix, AZ	70,367
Fort Worth, TX	69,156
San Antonio, TX	63,480
Albuquerque, NM	57,478
Scottsdale, AZ	56,440
Tucson, AZ	50,970
Oklahoma City, OK	47,320

2020



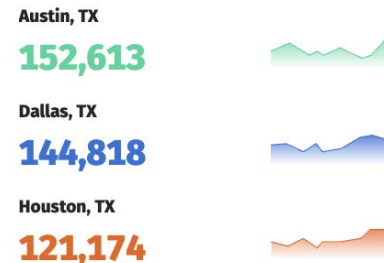
City	Visitor Days
Phoenix, AZ	72,630
Fort Worth, TX	58,226
San Antonio, TX	52,233
Scottsdale, AZ	49,179
Tucson, AZ	48,785
Albuquerque, NM	43,360
Oklahoma City, OK	31,973

2021



City	Visitor Days
Phoenix, AZ	57,395
Fort Worth, TX	48,579
Albuquerque, NM	43,306
Tucson, AZ	41,803
Scottsdale, AZ	41,490
San Antonio, TX	40,670
Oklahoma City, OK	33,645

2022



City	Visitor Days
Fort Worth, TX	68,802
Phoenix, AZ	68,063
San Antonio, TX	66,869
Albuquerque, NM	55,713
Tucson, AZ	52,007
Scottsdale, AZ	51,601
Oklahoma City, OK	44,843

Top Markets by In State Cities 75+ Miles

2019

Top Markets

Denver, CO

560,836



Colorado Springs, CO

283,345



Grand Junction, CO

215,025



City	Visitor Days
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Littleton, CO	174,935
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Aurora, CO	144,320
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Gunnison, CO	104,669
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Fort Collins, CO	97,518
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Boulder, CO	85,748
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Durango, CO	77,467
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Pueblo, CO	74,194
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Arvada, CO	70,324
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Englewood, CO	66,797
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2020

Top Markets

Denver, CO

438,035



Colorado Springs, CO

266,815



Grand Junction, CO

210,167



City	Visitor Days
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Littleton, CO	161,030
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Aurora, CO	128,136
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Fort Collins, CO	76,587
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Pueblo, CO	72,537
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Arvada, CO	68,010
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Englewood, CO	62,144
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Castle Rock, CO	57,385
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Boulder, CO	54,351
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Broomfield, CO	50,460
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2021

Top Markets

Denver, CO

410,432



Colorado Springs, CO

197,904



Grand Junction, CO

170,678



City	Visitor Days
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Littleton, CO	135,287
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Aurora, CO	129,878
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Fort Collins, CO	70,336
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Pueblo, CO	63,112
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Arvada, CO	62,642
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Englewood, CO	54,795
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Boulder, CO	49,610
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Castle Rock, CO	45,857
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Durango, CO	45,022
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2022

Top Markets

Denver, CO

482,624



Colorado Springs, CO

263,931



Grand Junction, CO

201,748



City	Visitor Days
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Littleton, CO	168,561
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Aurora, CO	146,452
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Fort Collins, CO	89,382
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Pueblo, CO	78,279
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Arvada, CO	72,711
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Englewood, CO	66,722
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Boulder, CO	65,952
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Durango, CO	57,879
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Castle Rock, CO	56,255
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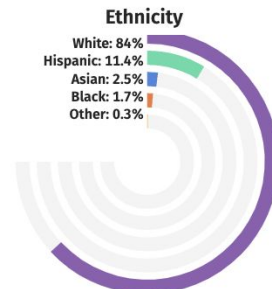
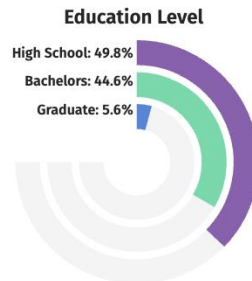
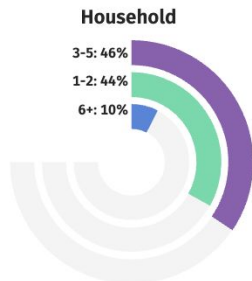
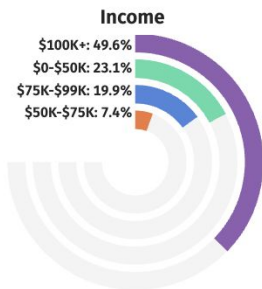
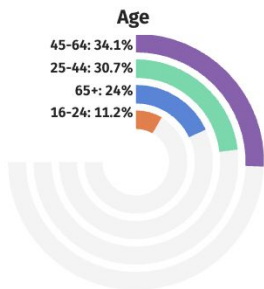
Visitor Demographics - In and Out of State 2022



75+ Mi In State & Out of State - 2022

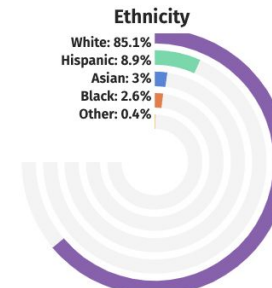
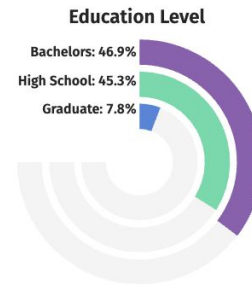
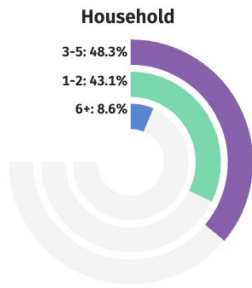
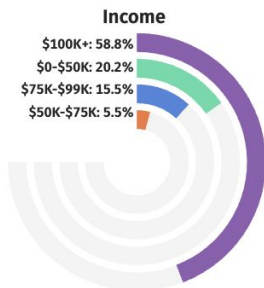
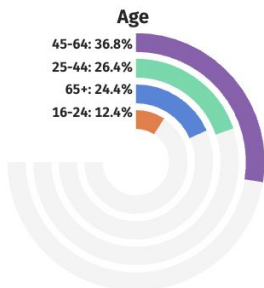
Demographics for 1/1/22 - 12/31/22

**In
State**



Demographics for 1/1/22 - 12/31/22

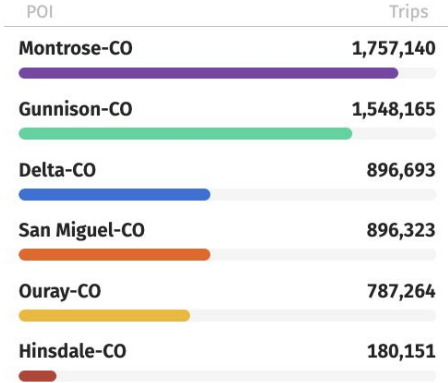
**Out
of State**



Top Visited Counties - 75+ Miles by # of Trips Taken

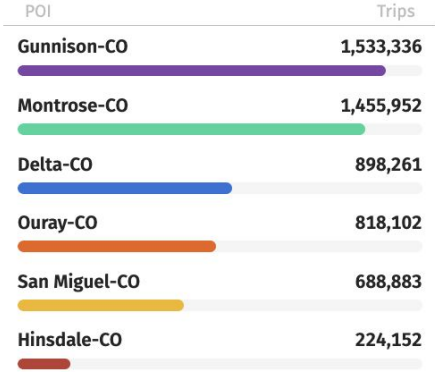
2019

Top POIs



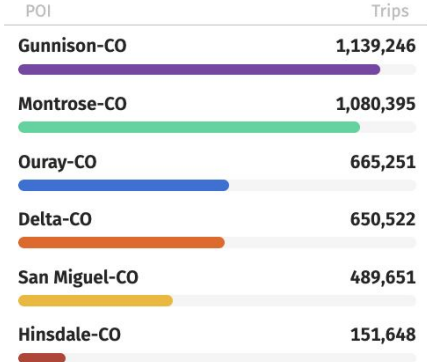
2020

Top POIs



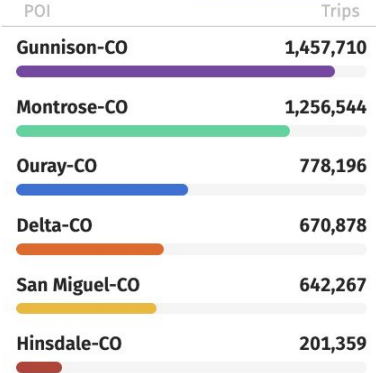
2021

Top POIs



2022

Top POIs



Top Visited Counties - 75+ Miles by Quarter - IN STATE

Level of Detail

POI

Date Range 1

1/1/22 — 3/31/22

Date Range 2

4/1/22 — 6/30/22

Date Range 3

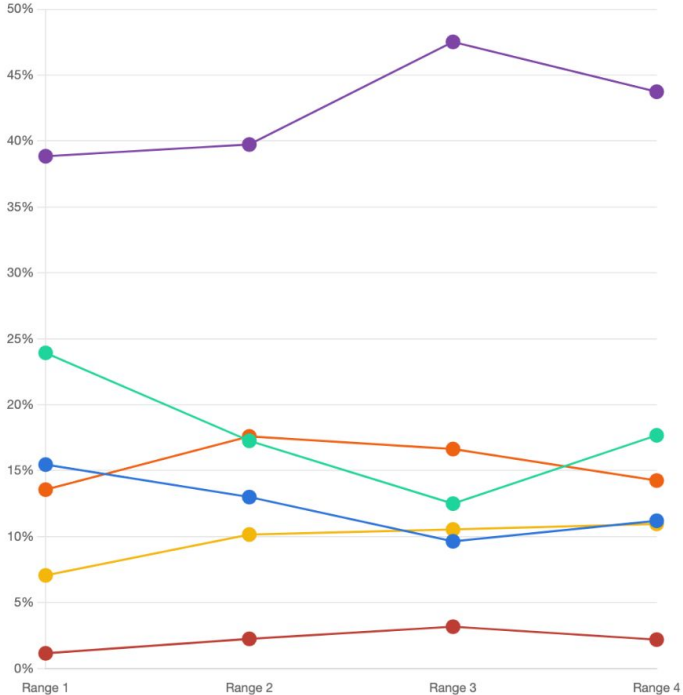
7/1/22 — 9/30/22

Date Range 4

10/1/22 — 12/31/22

Apply Ranges

Percent of Trips



Top POI Rank

	Range 1	Range 2	Range 3	Range 4
1	Gunnison-CO 38.84%	Gunnison-CO 39.73%	Gunnison-CO 47.51%	Gunnison-CO 43.73%
2	Montrose-CO 23.93%	Ouray-CO 17.6%	Ouray-CO 16.64%	Montrose-CO 17.68%
3	Delta-CO 15.46%	Montrose-CO 17.26%	Montrose-CO 12.5%	Ouray-CO 14.25%
4	Ouray-CO 13.56%	Delta-CO 13%	San Miguel-CO 10.54%	Delta-CO 11.2%
5	San Miguel-CO 7.06%	San Miguel-CO 10.16%	Delta-CO 9.64%	San Miguel-CO 10.96%
6	Hinsdale-CO 1.15%	Hinsdale-CO 2.25%	Hinsdale-CO 3.17%	Hinsdale-CO 2.19%

- Gunnison-CO
- Montrose-CO
- Delta-CO
- Ouray-CO
- San Miguel-CO
- Hinsdale-CO

Top Visited Counties by Quarter - OUT OF STATE

Level of Detail

POI

Date Range 1

1/1/22 — 3/31/22

Date Range 2

4/1/22 — 6/30/22

Date Range 3

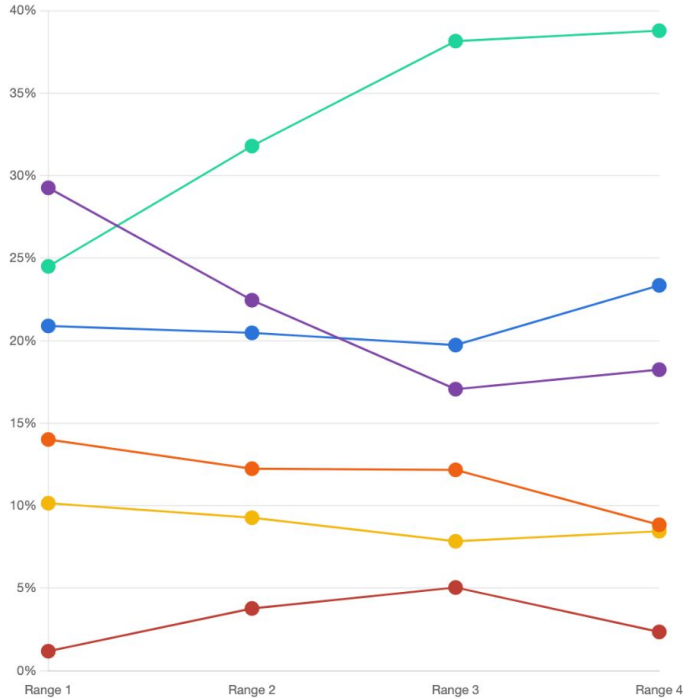
7/1/22 — 9/30/22

Date Range 4

10/1/22 — 12/31/22

Apply Ranges

Percent of Trips



Top POI Rank

	Range 1	Range 2	Range 3	Range 4
1	Montrose-CO 29.26%	Gunnison-CO 31.79%	Gunnison-CO 38.15%	Gunnison-CO 38.78%
2	Gunnison-CO 24.5%	Montrose-CO 22.45%	San Miguel-CO 19.73%	San Miguel-CO 23.35%
3	San Miguel-CO 20.89%	San Miguel-CO 20.47%	Montrose-CO 17.06%	Montrose-CO 18.24%
4	Ouray-CO 14.01%	Ouray-CO 12.24%	Ouray-CO 12.17%	Ouray-CO 8.84%
5	Delta-CO 10.15%	Delta-CO 9.27%	Delta-CO 7.84%	Delta-CO 8.45%
6	Hinsdale-CO 1.18%	Hinsdale-CO 3.77%	Hinsdale-CO 5.04%	Hinsdale-CO 2.35%

- Montrose-CO
- Gunnison-CO
- San Miguel-CO
- Ouray-CO
- Delta-CO
- Hinsdale-CO

Top Visited Towns/Area - 75+ Miles by # of Trips Taken

2019

Top POIs

POI	Trips
Montrose County East End	1,688,743
Gunnison County South	1,156,344
Ouray County	787,264
San Miguel East End	757,060
Gunnison County North	585,558
Delta County Delta Area	495,040
Delta County Surface Creek Area	291,181
Delta County North Fork Valley Area	243,273
San Miguel County West End	202,733
Hinsdale County	180,151
Montrose County West End	81,396

2020

Top POIs

POI	Trips
Montrose County East End	1,384,134
Gunnison County South	1,242,013
Ouray County	818,102
Delta County Delta Area	614,632
San Miguel East End	578,644
Gunnison County North	509,012
Delta County Surface Creek Area	246,412
Hinsdale County	224,152
Delta County North Fork Valley Area	216,388
San Miguel County West End	187,073
Montrose County West End	96,603

2021

Top POIs

POI	Trips
Montrose County East End	1,029,315
Gunnison County South	879,625
Ouray County	665,251
San Miguel East End	423,860
Delta County Delta Area	410,442
Gunnison County North	401,127
Delta County North Fork Valley Area	191,612
Delta County Surface Creek Area	176,002
Hinsdale County	151,648
San Miguel County West End	115,052
Montrose County West End	69,006

2022

Top POIs

POI	Trips
Montrose County East End	1,198,456
Gunnison County South	1,095,425
Ouray County	778,196
San Miguel East End	559,169
Gunnison County North	545,004
Delta County Delta Area	382,831
Delta County Surface Creek Area	201,550
Hinsdale County	201,359
Delta County North Fork Valley Area	200,162
San Miguel County West End	127,745
Montrose County West End	70,863

Top Visited Main Streets - 75+ Miles by # of Trips Taken

2019

Top POIs

POI	Trips
Town of Telluride Main Street	240,867
City of Gunnison Main Street	210,872
Town of Crested Butte Main Street	209,286
City of Ouray Main Street	198,599
City of Montrose Main Street	142,621
City of Delta Main Street	112,694
Town of Ridgway Main Street	101,019
Town of Lake City Main Street	41,575
Town of Hotchkiss Main Street	27,876
Town of Paonia Main Street	13,973
Town of Naturita Main Street	13,137

2020

Top POIs

POI	Trips
City of Ouray Main Street	260,389
City of Gunnison Main Street	242,893
Town of Telluride Main Street	238,430
Town of Crested Butte Main Street	177,745
City of Montrose Main Street	174,302
Town of Ridgway Main Street	152,525
City of Delta Main Street	145,471
Town of Lake City Main Street	62,718
Town of Hotchkiss Main Street	37,439
Town of Naturita Main Street	18,333
Town of Norwood Main Street	16,182

2021

Top POIs

POI	Trips
City of Gunnison Main Street	173,987
Town of Telluride Main Street	173,566
City of Ouray Main Street	172,188
City of Montrose Main Street	128,824
Town of Crested Butte Main Street	127,662
City of Delta Main Street	114,852
Town of Ridgway Main Street	86,304
Town of Lake City Main Street	38,873
Town of Hotchkiss Main Street	26,465
Town of Naturita Main Street	10,624
Town of Norwood Main Street	9,836

2022

Top POIs

POI	Trips
City of Ouray Main Street	216,500
Town of Telluride Main Street	196,100
City of Gunnison Main Street	187,261
Town of Crested Butte Main Street	164,282
City of Montrose Main Street	124,678
City of Delta Main Street	101,138
Town of Ridgway Main Street	86,178
Town of Lake City Main Street	46,249
Town of Hotchkiss Main Street	21,979
Town of Norwood Main Street	9,881
Town of Naturita Main Street	8,274

Top Visited Lodging - 75+ Miles by # of Trips Taken

2019

Top POIs

POI	Trips
Crested Butte Mountain Resort	149,562
Madeline Hotel	144,220
The Lodge at Mountaineer Square	105,336
Grand Lodge Crested Butte	84,904
Inn at Lost Creek	66,332
Elevation Hotel & Spa	62,186
The Peaks Resort & Spa	53,543
Holiday Inn Express and Suites Montro...	35,787
Holiday Inn Express & Suites Gunnison	32,182
Camels Garden Hotel	31,690
Twin Peaks Lodge & Hot Springs	28,448

2020

Top POIs

POI	Trips
Madeline Hotel	114,780
Crested Butte Mountain Resort	106,478
The Lodge at Mountaineer Square	75,157
Inn at Lost Creek	66,819
Grand Lodge Crested Butte	60,792
Elevation Hotel & Spa	44,950
The Peaks Resort & Spa	36,785
Twin Peaks Lodge & Hot Springs	36,210
Ourray Riverside Resort	33,568
Almont Resort & Restaurant	31,442
Holiday Inn Express and Suites Montro...	30,054

2021

Top POIs

POI	Trips
Madeline Hotel	94,467
Crested Butte Mountain Resort	86,444
The Lodge at Mountaineer Square	58,093
Inn at Lost Creek	51,013
Grand Lodge Crested Butte	49,867
The Peaks Resort & Spa	31,430
Elevation Hotel & Spa	29,197
Holiday Inn Express & Suites Gunnison	27,588
Holiday Inn Express and Suites Montro...	23,964
Almont Resort & Restaurant	22,608
Twin Peaks Lodge & Hot Springs	21,385

2022

Top POIs

POI	Trips
Crested Butte Mountain Resort	106,257
Madeline Hotel	99,845
The Lodge at Mountaineer Square	71,396
Grand Lodge Crested Butte	65,760
Inn at Lost Creek	46,640
The Peaks Resort & Spa	38,308
Elevation Hotel & Spa	36,187
Holiday Inn Express & Suites Gunnison	28,591
Holiday Inn Express and Suites Montro...	26,272
Almont Resort & Restaurant	20,194
Ourray Riverside Resort	19,481

Vehicle Data Visitation Patterns Insights

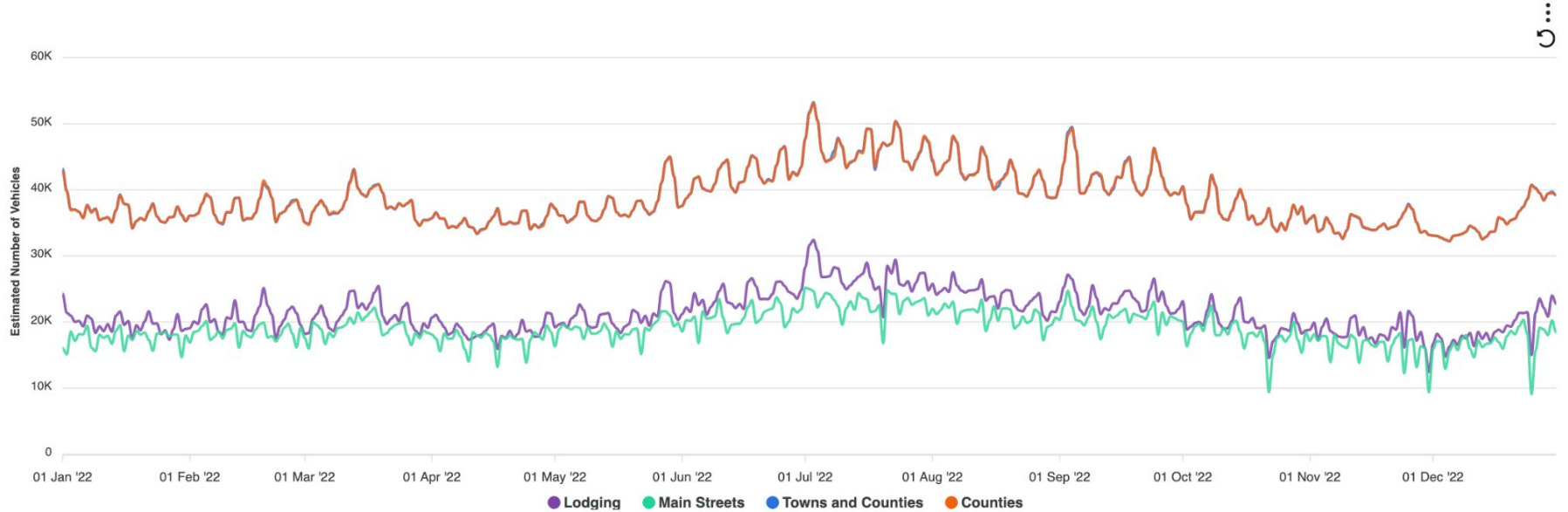
- For 2022, peak visitation for most counties was July.
- In 2022, 31% of drive visitors 75+ miles were from in state, while 20% were from Texas
- 70% of vehicles that were observed at a Lodging POI in the Region 10 area, were also observed at a Main Street during their trip.
- Weekdays and weekends remain fairly consistent year-round, with an increase in weekend visitation from March to October in Montrose and Delta counties.



Vehicle Data to All Counties 75+ Miles

Vehicle Trends

Clusters



Vehicle Data to All Counties 75+ Miles

Top Markets - State

Area	% of Vehicles per Day
Colorado	31.68%
Texas	20.40%
Arizona	8.49%
California	3.93%
Oklahoma	3.86%
New Mexico	3.12%
Utah	3.03%
Florida	2.91%
Missouri	2.22%
Kansas	1.91%

Top Markets - DMA

Area	% of Vehicles per Day
Denver	22.60%
Dallas-Ft. Worth	7.95%
Phoenix -Prescott	7.11%
Colorado Springs-Pueblo	5.12%
Albuquerque-Santa Fe	4.46%
Salt Lake City	3.16%
Houston	3.14%
Grand Junction-Montrose	3.02%
Austin	2.79%
Oklahoma City	2.30%

Top Markets - City

Area	% of Vehicles per Day
Montrose, CO	26.99%
Gunnison, CO	10.74%
Delta, CO	6.39%
Crested Butte, CO	5.50%
Olathe, CO	3.61%
Grand Junction, CO	2.88%
Telluride, CO	2.42%
Paonia, CO	1.86%
Hotchkiss, CO	1.75%
Denver, CO	1.64%

Vehicle Data Correlation for Lodging & Main Streets

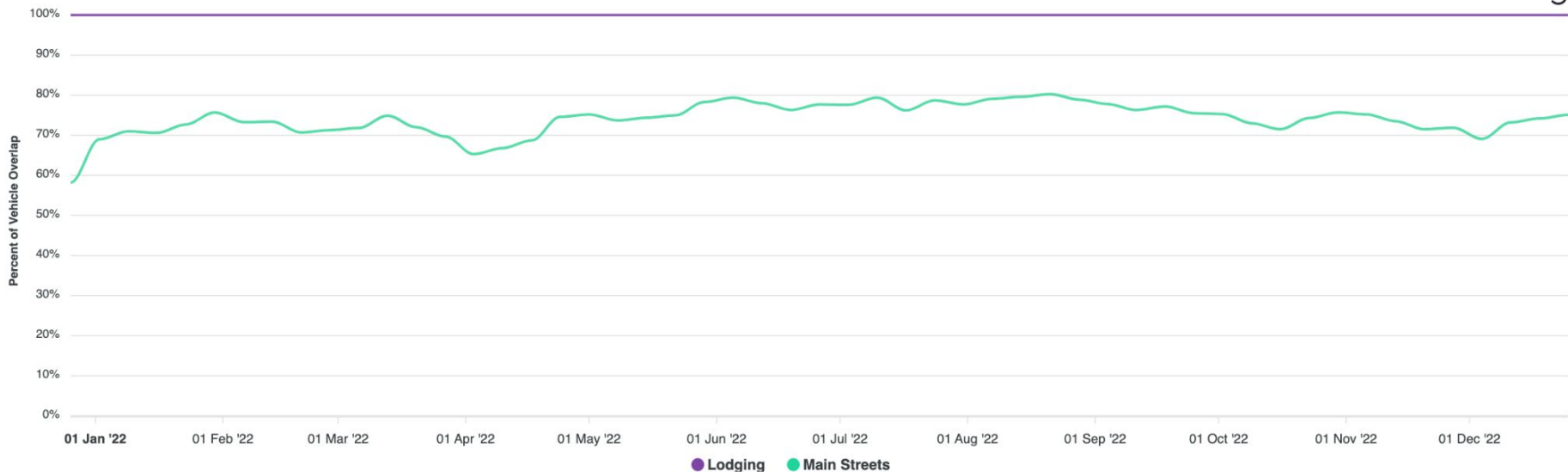
Vehicle Correlation

● Reference Cluster

Lodging

● Comparison Cluster

Main Streets



Vehicle Data to All Counties 75+ Miles

All

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	31%	35%	36%	23%	38%	60%	83%	61%	67%	30%	17%	22%
Tuesday	27%	26%	34%	21%	34%	57%	80%	59%	54%	32%	19%	24%
Wednesday	28%	28%	35%	23%	32%	57%	77%	59%	55%	30%	18%	23%
Thursday	30%	33%	36%	23%	35%	63%	83%	67%	57%	34%	22%	21%
Friday	32%	40%	44%	27%	41%	66%	90%	70%	67%	44%	27%	25%
Saturday	43%	44%	46%	30%	47%	76%	100%	82%	80%	44%	24%	27%
Sunday	40%	40%	45%	28%	45%	77%	99%	77%	81%	43%	22%	22%

Vehicle Data to Montrose & Delta: 75+ Miles

Montrose-CO

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	46%	47%	46%	36%	55%	67%	76%	69%	75%	42%	27%	25%
Tuesday	42%	34%	46%	35%	52%	62%	80%	68%	65%	45%	27%	25%
Wednesday	44%	42%	44%	39%	50%	63%	73%	65%	68%	43%	25%	24%
Thursday	47%	43%	46%	40%	49%	70%	79%	72%	68%	47%	33%	22%
Friday	41%	50%	57%	43%	56%	73%	90%	79%	75%	58%	41%	25%
Saturday	48%	53%	54%	56%	71%	88%	100%	91%	87%	55%	35%	30%
Sunday	47%	46%	50%	51%	67%	87%	99%	92%	86%	55%	31%	27%

Delta-CO

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	41%	48%	51%	50%	65%	90%	69%	61%	81%	49%	28%	23%
Tuesday	41%	42%	52%	50%	62%	81%	73%	63%	64%	46%	34%	28%
Wednesday	35%	41%	45%	52%	63%	80%	62%	67%	64%	45%	31%	21%
Thursday	47%	54%	55%	53%	64%	86%	68%	67%	69%	54%	33%	24%
Friday	43%	59%	61%	61%	79%	100%	74%	72%	84%	63%	46%	31%
Saturday	47%	61%	59%	55%	75%	94%	94%	95%	96%	60%	41%	30%
Sunday	41%	48%	58%	50%	68%	95%	77%	76%	95%	48%	34%	27%

Vehicle Data to San Miguel & Hinsdale: 75+ Miles

San Miguel-CO

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	36%	42%	40%	17%	30%	51%	87%	56%	49%	29%	12%	26%
Tuesday	34%	35%	35%	11%	23%	48%	76%	47%	42%	30%	14%	29%
Wednesday	32%	37%	33%	17%	22%	53%	86%	54%	44%	28%	17%	31%
Thursday	33%	40%	38%	15%	26%	53%	83%	62%	47%	30%	18%	25%
Friday	35%	43%	47%	15%	26%	48%	89%	57%	55%	36%	19%	30%
Saturday	49%	55%	61%	17%	32%	60%	96%	66%	60%	41%	18%	30%
Sunday	43%	52%	53%	15%	30%	63%	100%	61%	63%	37%	13%	28%

Hinsdale-CO

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	3%	8%	10%	9%	17%	46%	99%	57%	56%	9%	4%	7%
Tuesday	5%	5%	11%	10%	13%	48%	95%	57%	50%	9%	5%	5%
Wednesday	4%	8%	9%	7%	9%	46%	84%	58%	47%	9%	5%	6%
Thursday	6%	11%	11%	8%	13%	49%	92%	68%	43%	9%	7%	6%
Friday	6%	13%	12%	9%	19%	53%	81%	64%	53%	14%	6%	8%
Saturday	9%	9%	15%	11%	22%	64%	100%	86%	74%	15%	7%	8%
Sunday	6%	8%	19%	6%	23%	65%	100%	65%	65%	13%	6%	5%

Vehicle Data to Gunnison & Ouray: 75+ Miles

Gunnison-CO

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	24%	27%	33%	15%	28%	50%	79%	56%	62%	24%	14%	21%
Tuesday	21%	20%	29%	12%	23%	46%	76%	52%	47%	23%	15%	21%
Wednesday	20%	22%	31%	13%	22%	48%	73%	54%	47%	22%	14%	22%
Thursday	21%	28%	32%	14%	26%	54%	83%	61%	51%	26%	16%	22%
Friday	29%	36%	40%	20%	31%	59%	91%	68%	61%	38%	23%	24%
Saturday	42%	37%	41%	19%	34%	66%	100%	73%	75%	37%	20%	26%
Sunday	37%	39%	47%	19%	36%	69%	98%	73%	78%	40%	20%	20%

Ouray-CO

Day of Week	2022											
	January	February	March	April	May	June	July	August	September	October	November	December
Monday	22%	20%	20%	12%	31%	60%	89%	63%	71%	24%	8%	13%
Tuesday	12%	12%	21%	11%	27%	68%	78%	67%	54%	35%	8%	17%
Wednesday	15%	13%	23%	14%	26%	61%	83%	58%	59%	28%	8%	13%
Thursday	18%	16%	22%	15%	31%	69%	88%	72%	57%	30%	10%	15%
Friday	20%	28%	29%	17%	43%	68%	87%	67%	67%	37%	14%	18%
Saturday	40%	34%	35%	22%	49%	86%	93%	89%	82%	48%	16%	16%
Sunday	26%	25%	20%	19%	42%	78%	100%	79%	83%	38%	10%	13%

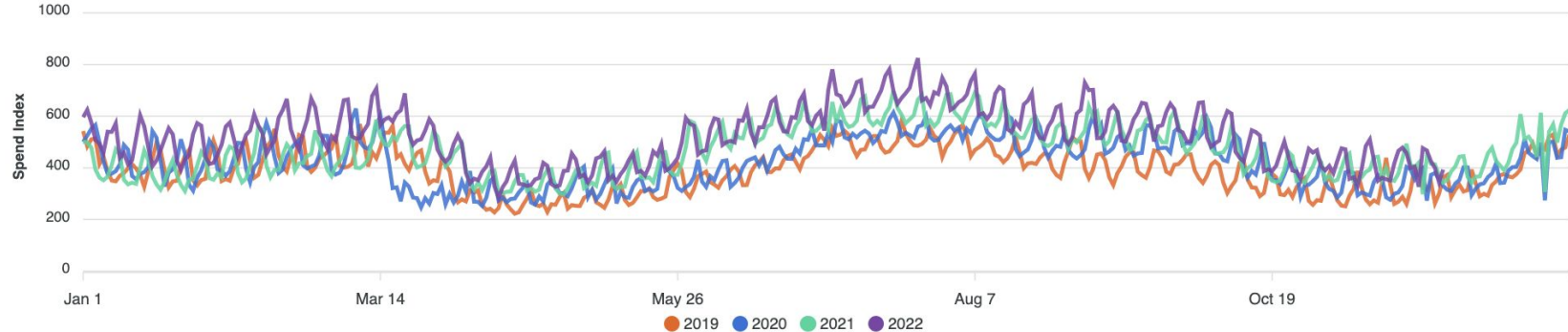
Spending Data Key Insights

- Top markets for Region 10 geolocation origin data and spending data align.
- Spending in 2022 surpassed all previous years.
- The share of in state vs out of state spend from 2019 to 2022 has shifted from 51% in state to 72% in state.
- New York is in the top spending states, but not top visited.

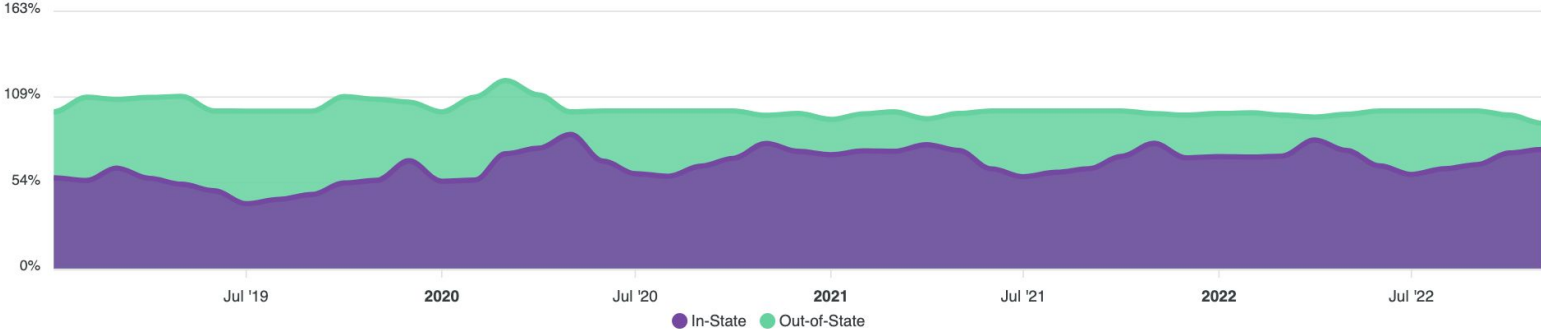


Spending Overview 75+ Miles - All Counties

Spending by Year Overview



Spending by Location Overview



Spending Overview by Year

2022

Top Spend State



Colorado

71.76% of Spend

2nd Top Spend State



Texas

9.72% of Spend

3rd Top Spend State



California

1.66% of Spend

4th Top Spend State



Arizona

1.30% of Spend

5th Top Spend State



Oklahoma

1.30% of Spend

2021

Top Spend State



Colorado

71.06% of Spend

2nd Top Spend State



Texas

9.85% of Spend

3rd Top Spend State



California

1.85% of Spend

4th Top Spend State



Arizona

1.34% of Spend

5th Top Spend State



Oklahoma

1.34% of Spend

2020

Top Spend State



Colorado

67.68% of Spend

2nd Top Spend State



Texas

12.17% of Spend

3rd Top Spend State



California

2.05% of Spend

4th Top Spend State



Arizona

1.53% of Spend

5th Top Spend State



Oklahoma

1.53% of Spend

2019

Top Spend State



Colorado

51.10% of Spend

2nd Top Spend State



Texas

15.85% of Spend

3rd Top Spend State



California

5.09% of Spend

4th Top Spend State



Oklahoma

2.13% of Spend

5th Top Spend State



New York

2.13% of Spend



2022 Spending Data - Top Origin Markets

Top States



State	% Share of Spending
Colorado	71.76%
Texas	9.72%
California	1.66%
Arizona	1.65%
Oklahoma	1.3%
New Mexico	1.25%
Florida	1.11%
Missouri	0.81%
Utah	0.69%
Illinois	0.68%

Top DMAs



DMA	% Share of Spending
Denver	50.89%
Grand Junction-Montrose	18.16%
Dallas-Ft. Worth	4.67%
Albuquerque-Santa Fe	2.52%
Phoenix -Prescott	1.4%
Houston	1.32%
Austin	1.19%
Colorado Springs-Pueblo	1.13%
New York	0.75%
Salt Lake City	0.74%

Top Cities (In)



City	% Share of Spending
Montrose, CO	21.12%
Gunnison, CO	16.37%
Delta, CO	13.86%
Telluride, CO	8.65%
Lake City, CO	5.56%
Hotchkiss, CO	4.12%
Crested Butte, CO	3.71%
Grand Junction, CO	2.85%
Denver, CO	1.92%
Ridgway, CO	1.88%

Top Cities (Out)



City	% Share of Spending
Dallas, TX	2.45%
Austin, TX	1.35%
Fort Worth, TX	1.01%
Houston, TX	0.99%
Arnett, OK	0.9%
Phoenix, AZ	0.61%
Albuquerque, NM	0.49%
Rossville, GA	0.46%
San Antonio, TX	0.43%
Scottsdale, AZ	0.38%

Jan - December 2022 total spending to Region 10 Counties from 75+ Miles. Spending is all retail sales.
Spending data source is Mastercard and represents 34% of all credit and debit cards in the United States.



Key Insights for 2023

- Drive Market seasonality differs by county. Movement of vehicle data from people residing outside of 75 miles from center of each county significantly varies. July is at peak for all counties. Seasonality in counties of San Miguel, Gunnison, Ouray, and Hinsdale could benefit from awareness campaigns for earlier/later visitation seasonally. We will be able to monitor the vehicle trends moving forward to see shifts in drive seasonality & markets.
- While vehicle data and geolocation indicate visitation to Region 10 increased overall in 2022, the winter and shoulder seasons are still down from 2019.
- The Top Feeder Markets (City) from Out of State to Region 10 experienced growth from 2019 to 2022; however, in state visitation is down when comparing 2019 and 2022.
- Spending origin data for these feeder markets reinforces top spending markets, with New York as an outlier in 2022.



Food for Thought for 2023

Seasonality

- Speculation within industry on shoulder seasons disappearing due to remote work; however, Region 10 area has seen consistent historical seasonal patterns the past 5 years.

Weekday vs. Weekend

- Weekday vs. weekend visitation is nearly equal across all days of the week. This may indicate high volumes of pass-through traffic and/or longer lengths of stay at resorts and second homes/vacation rentals.

Summer Visitation

- Don't cram more people during July when you are already at peak. Develop events/offerings during June/August/September and/or Winter months where you are already seeing an uptick of visitors.





Thank You

DATAFY

Appendix



Data Definitions

Data Definitions

Data may change as new data is delivered throughout the year. Know that every effort is made to ensure the accuracy of the data provided. That said, mistakes can occur. Please notify your Datafy contact with any questions that arise.

Census Demographics - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

Cluster - A grouping of POIs based on venue type, visit purpose, etc.

Distance Filter Calculated as the distance between the center point of a POI and the center point of a device's Home Zip Code. This is a dynamic filter that allows real-time adjustments and flexibility to segment Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.

Home Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

Number of Trips - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Point of Interest (POI) - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.



Data Definitions

Data Definitions Continued

Data may change as new data is delivered throughout the year. Know that every effort is made to ensure the accuracy of the data provided. That said, mistakes can occur. Please notify your Datafy contact with any questions that arise.

Repeat vs One Time Visitors - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

Trips - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device - A unique mobile device determined by unique identifiers.

Visitors - An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors, and 2 Trips.

Visitor Days - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

Trip Length - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Our Zip Code vs Postal Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

