



# 2025 Annual Report

January 1, 2025 - December 31, 2025

Powered by **DATAFY**

- In 2025, **the Florida Keys** welcomed approximately **20,184,304 Visitor Days** from **50+ miles** away, excluding day-trip visitation and Excluding Monroe County, representing a **4.04% decrease** from 2024. The average stay was **5.4 days**, which is **0.4 days shorter** compared to last year.
- Our destination reflects broader national trends to shorter trips.
- Overnight visitors continued to deliver strong economic value, representing **84.76%** of total visitation
- Visitors play a meaningful role in supporting the local economy, jobs, and tax base that fund community services; about **88.91%** of total in-market leisure spending comes from visitors.
- **56.37%** of visitation and **69.20%** of spending came from out-of-state travelers, generating net-new dollars for the local economy. Visitor spending was highest in the **Dining and Nightlife (35.24%)**, **Accommodations (28.04%)**, and **Grocery and Dept Stores (10.28%)**
- The majority of visitation originated from the top 3–5 source markets, with visitors from **New York, Philadelphia, and Chicago** markets being the highest-value visitors due to higher per-trip spend and longer stays (averaging over 6 days each).

Geolocation 1/1/24 - 12/31/24

Total Trips **3,756,850 Trips**  
▲ 3.46%

Visitor Days **20,201,618 Days**  
▼ 3.85%

Avg Length of Stay **5.4 Days**  
▼ -0.4 Days

### Length of Stay

How long are visitors seen in my destination by Trips?

Geolocation 1/1/24 - 12/31/24



2 Days	25.99%	+ 0.81%	3 Days	19.08%	+ 0.50%
4 Days	15.22%	- 0.05%	5 Days	12.40%	- 0.66%
6+ Days	27.31%	- 0.60%			

### Repeat vs One Time Visitation

What share of visitors are repeat vs one time?

Geolocation

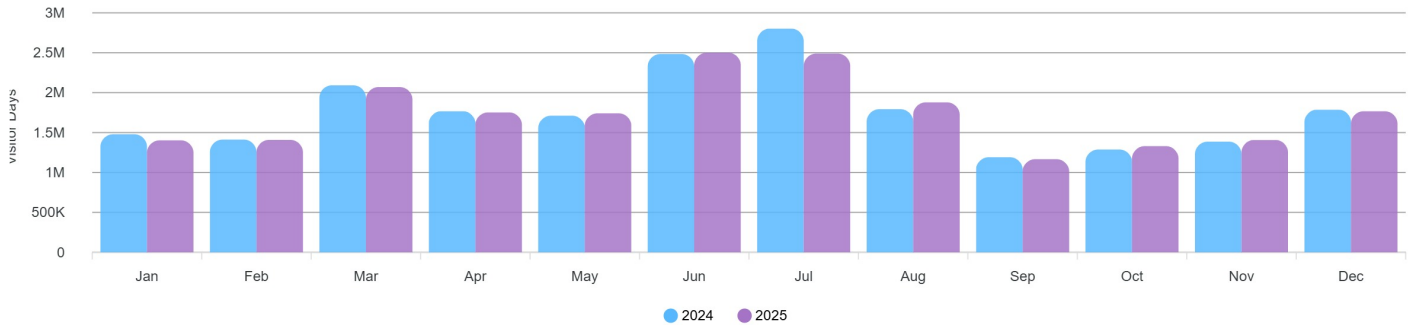


One Time	42.26%
Repeat	57.74%

### Visitor Days by Month

When is my destination busiest & how did visitation compare to last year?

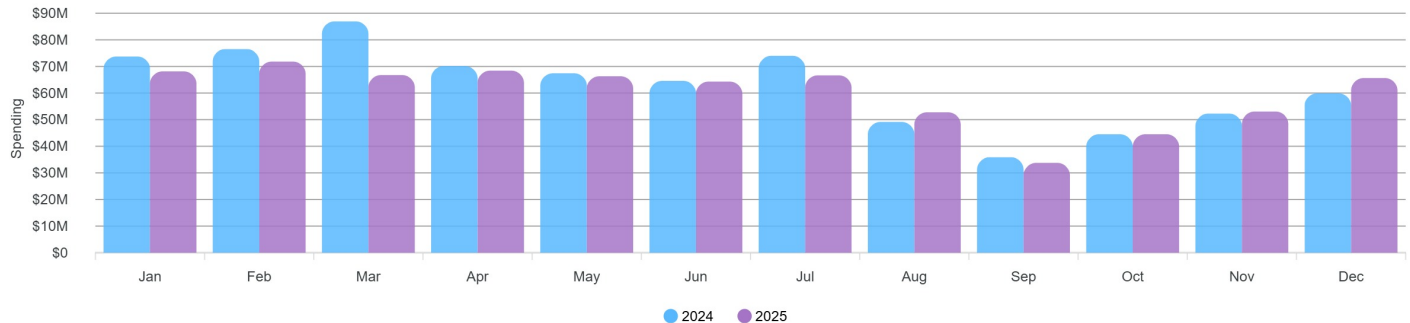
Geolocation 2024 & 2025



### Spending by Month

When do visitors spend the most in my destination & how does it compare?

Advanced Spending 2024 & 2025



Filters: All Visitors

📍 Geolocation

📅 Dates: 1/1/25 - 12/31/25

🔄 Dates: 1/1/24 - 12/31/24

In-State

Out-of-State

Distance: 50 mi - 4944 mi

Districts: All Included

Clusters: All Included

POIs: 2 Excluded

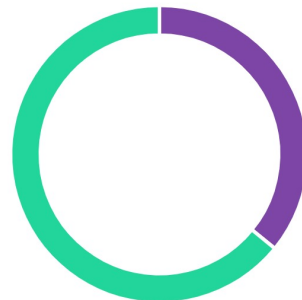
## Locals vs Visitors in Market

What was the split of locals vs visitors in the destination?

📍 Geolocation

🔄 1/1/24 - 12/31/24

All Visitors



● Locals	35.89%	+ 4.22%
● Visitors	64.11%	- 4.22%

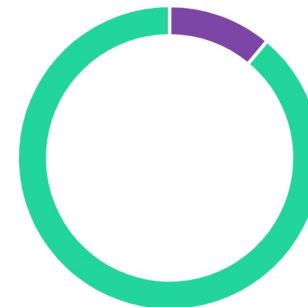
Locals: 0 - 50 Miles | Visitors: 50 - 4944 Miles  
Min Distance filter is not applied to this chart

## Local vs Visitor Spending

What share of leisure spending came from visitors?

📷 Advanced Spending

All Visitors



● Local	11.09%
● Visitor	88.91%

Locals: 0 - 50 Miles | Visitors: 50 - 4944 Miles  
Min Distance filter is not applied to this chart



# Visitor Makeup

- The majority of travel originated from Miami-Ft. Lauderdale, Tampa-St. Pete, Orlando-Daytona Beach, West Palm Beach-Ft. Pierce, and New York.
- Approximately **56.37% of visitation** and **69.20% of spending** came from out-of-state travelers, representing net-new dollars entering the local economy rather than recirculated resident spending.
- Visitor spending directly supporting local businesses, hospitality employment, and small business revenue. The highest visitor spending occurred in **Dining and Nightlife (35.24%), Accommodations (28.04%),** and **Grocery and Dept Stores (10.28%)** categories.
- Drive markets from **Florida (In-State)** regions accounted for approximately **43.63% of visitation** , while fly-in visitors represented **56.37%**.
- The Miami-Ft. Lauderdale market remains the core visitation and spending market, accounting for **7.59% of total visitor spending.**
- The **Philadelphia** market; while it represents only **2.32% of visitation** , travelers from this market tend to stay longer (**6.6 days**) and spend more per trip (**\$617.47**) , maximizing economic return per visitor

**Use this to answer:** How many visitors came to my destination, how long did they stay, what share stayed overnight vs for the day and what share were repeat vs first time visitors? Note: Repeat visitation reflects trips taken by visitors who have visited the destination at least once since 2018.

- In 2025, **DESTINATION** welcomed approximately **X** **visits** from travelers originating **X+ miles** away.
- Visitors are staying an average of **X days**, which is slightly longer/shorter than last year.
- Overnight visitors

### In-State vs Out-of-State Visitor Days

What share of visitation came from in-state vs out-of-state?

[📍 Geolocation](#) [📅 1/1/24 - 12/31/24](#)

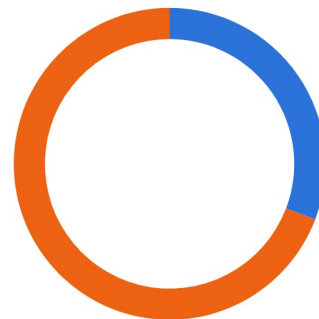


● In-State	43.60%	+ 1.18%
● Out-of-State	56.40%	- 1.18%

### In/Out of State Spending

What share of leisure spending came from in-state vs out-of-state visitors?

[📷 Advanced Spending](#) [📅 1/1/24 - 12/31/24](#)



● In State	30.80%	+ 1.11%
● Out-of-State	69.20%	- 1.11%

## District Visitation

Where are in-state visitors going?

Geolocation 1/1/24 - 12/31/24 In-State District

District	Share of Visitor Days	% ↗ ↘
Key Largo	51.74%	+ 2.7
Islamorada	43.38%	+ 3.8
Marathon	38.44%	+ 1.3
Lower Keys	30.90%	+ 1.1
Key West	29.60%	- 1.1

## District Visitation

Where are Out-of-State Visitors going?

Geolocation 1/1/24 - 12/31/24

Out of State Districts

District	Share of Visitor Days	% ↗ ↘
Key West	55.73%	- 2.8
Marathon	41.48%	+ 2.0
Islamorada	36.47%	+ 4.0
Key Largo	34.98%	+ 1.7
Lower Keys	34.36%	+ 2.2



## DMA Visitation

Where are my visitors coming from?

[Geolocation](#) [1/1/24 - 12/31/24](#)

DMA	Share of Visitor Days	Change in Share of Visitor Days
<a href="#">Miami-Ft. Lauderdale</a>	20.36%	+ 0.7
<a href="#">Tampa-St. Pete -Sai</a>	5.77%	+ 0.1
<a href="#">Orlando-Davtona Br</a>	5.36%	+ 0.1
<a href="#">West Palm Beach-F</a>	5.10%	+ 0.2
<a href="#">New York</a>	4.20%	- 0.1
<a href="#">Ft. Mvers-Naples</a>	3.23%	+ 0.1
<a href="#">Atlanta</a>	2.59%	+ 0.1
<a href="#">Philadelphia</a>	2.32%	- 0.1
<a href="#">Jacksonville</a>	2.31%	+ 0.1
<a href="#">Chicago</a>	1.96%	- 0.1

## DMA Spending

Which markets spend the most in my destination?

[Advanced Spending](#)

DMA	Share of Spend %	Avg. Spend
<a href="#">Miami-Ft. Lauderdale</a>	7.59%	\$282.29
<a href="#">Tampa-St. Pete -Sarasota</a>	7.09%	\$515.38
<a href="#">New York</a>	6.33%	\$568.01
<a href="#">Orlando-Davtona Bch-Melbrn</a>	4.53%	\$465.19
<a href="#">Philadelphia</a>	3.86%	\$617.47
<a href="#">West Palm Beach-Ft. Pierce</a>	3.65%	\$406.09
<a href="#">Ft. Mvers-Naples</a>	3.54%	\$469.05
<a href="#">Atlanta</a>	2.66%	\$538.34
<a href="#">Washington-DC -Hagrstwn</a>	2.19%	\$630.45
<a href="#">Minneapolis-St. Paul</a>	1.85%	\$559.72

## Length of Stay by Top DMAs

What is the average length of stay by market?

[Geolocation](#)

DMA	Avg Length of Stay	Share of Trips
Boston -Manchester	6.7 Days	1.06%
Chicago	6.6 Days	1.66%
Philadelphia	6.6 Days	1.95%
Detroit	6.5 Days	1.25%
New York	6.4 Days	3.67%
Washington-DC -Hagrstwn	6.4 Days	1.26%
Dallas-Ft. Worth	6.3 Days	1.25%
Atlanta	5.9 Days	2.48%
Charlotte	5.9 Days	1.15%



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Washington-DC -Hagrstwn	6.4 Days	1.26%
Dallas-Ft. Worth	6.3 Days	1.25%
Atlanta	5.9 Days	2.48%
Charlotte	5.9 Days	1.15%

• **Miami-Ft. Lauderdale** remained the dominant source market year-round, peaking in the summer months

• **New York** the #2 market in Q1 (Jan–Mar) with **4.84%** share, but dropping to the #6 spot by Q3 (July–Sept) with **3.65%**.

• **Cold-weather markets** (Chicago, Minneapolis-St. Paul, and Detroit) most prominent during the Q1 winter months

• **Philadelphia** maintained a consistent presence in the Top 10

• **Dallas-Ft. Worth** made an entry into the Top 10 only during the Q3 (July–Sept)

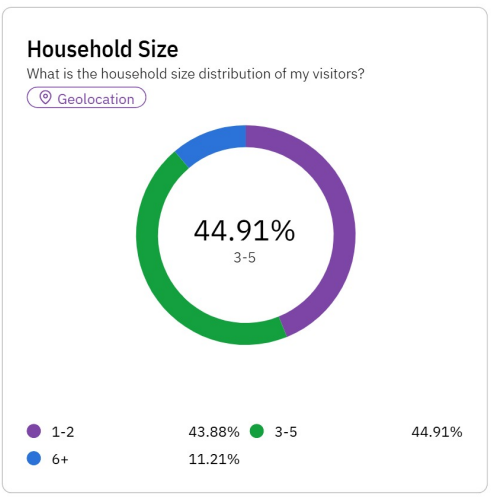
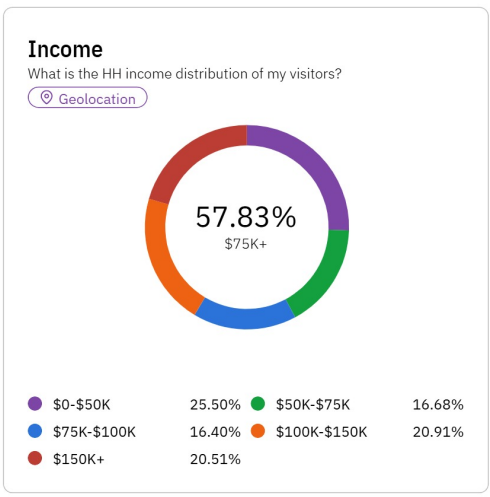
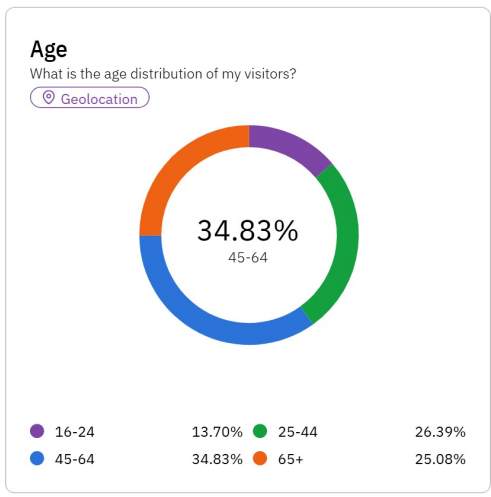
### Top DMAs by Visitor Days

How do my top markets compare across seasons?

📍 Geolocation

	1/1/25 - 3/31/25	4/1/25 - 6/30/25	7/1/25 - 9/30/25	10/1/25 - 12/31/25
1	Miami-Ft. Lauderdale 15.48%	Miami-Ft. Lauderdale 19.92%	Miami-Ft. Lauderdale 23.35%	Miami-Ft. Lauderdale 20.06%
2	New York 4.84%	Tampa-St. Pete -Sarasota 5.74%	Tampa-St. Pete -Sarasota 8.11%	Tampa-St. Pete -Sarasota 5.27%
3	West Palm Beach-Ft. Pierce 3.63%	Orlando-Daytona Bch-Melbrn 5.73%	Orlando-Daytona Bch-Melbrn 7.29%	Orlando-Daytona Bch-Melbrn 4.72%
4	Tampa-St. Pete -Sarasota 3.51%	West Palm Beach-Ft. Pierce 5.19%	West Palm Beach-Ft. Pierce 6.67%	New York 4.46%
5	Orlando-Daytona Bch-Melbrn 3.35%	New York 3.79%	Ft. Myers-Naples 4.27%	West Palm Beach-Ft. Pierce 4.31%
6	Philadelphia 2.92%	Ft. Myers-Naples 3.11%	New York 3.65%	Ft. Myers-Naples 3.22%
7	Chicago 2.91%	Atlanta 2.88%	Jacksonville 3.23%	Philadelphia 2.69%
8	Minneapolis-St. Paul 2.72%	Jacksonville 2.71%	Atlanta 2.40%	Atlanta 2.65%
9	Detroit 2.54%	Philadelphia 2.25%	Philadelphia 1.75%	Chicago 2.32%
10	Atlanta 2.36%	Chicago 1.79%	Dallas-Ft. Worth 1.51%	Detroit 1.74%

**Note:** Retirement age (with no-income and the younger demographic) will fall into the 0-50K category.



Filters: KEY West Airport

Airport

Dates: 1/1/24 - 8/31/25

Destination Airports: EYW Included

Incoming Airlines: All Included

Journey Origin Airports: All Included

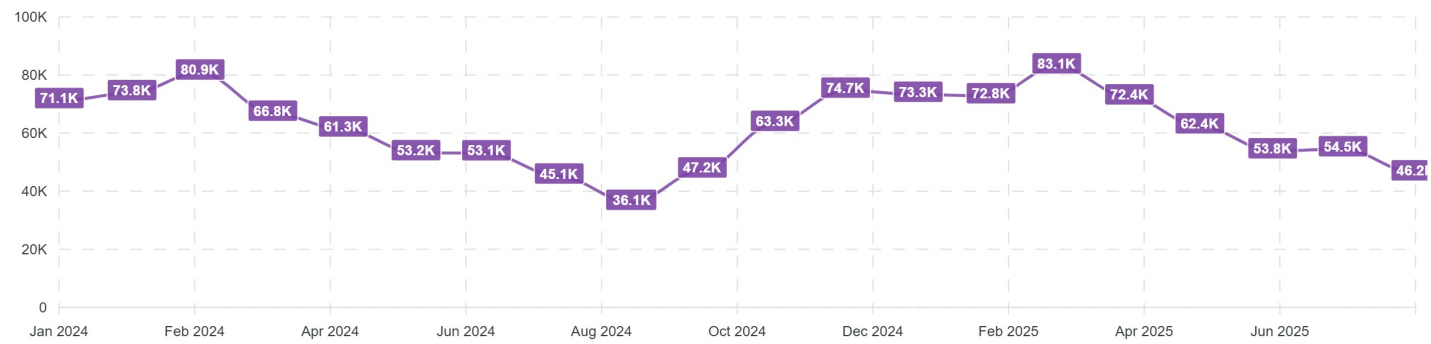
Flight Origin Airports: All Included

### KeyWest Airport Analysis: 2024-2025 True Origin Market Share



### Monthly Incoming Passengers for Destination Airport(s)

Airport KEY West Airport



### Top Journey Origin Airports

Origin Airport	Passengers
Hartsfield-Jackson Atlanta International Airport (ATL)	3.72%
LaGuardia Airport (LGA)	3.35%
John F. Kennedy International Airport (JFK)	2.96%
Dallas/Fort Worth International Airport (DFW)	2.90%
Chicago O'Hare International Airport (ORD)	2.39%
Newark Liberty International Airport (EWR)	2.32%
Los Angeles International Airport (LAX)	2.18%
Charlotte Douglas International Airport (CLT)	2.11%
Logan International Airport (BOS)	2.11%
Ronald Reagan Washington National Airport (DCA)	2.01%

### Top Journey Origin Airports

Origin Airport	Passengers
Hartsfield-Jackson Atlanta International Airport (ATL)	7.15%
Newark Liberty International Airport (EWR)	4.56%
LaGuardia Airport (LGA)	4.11%
John F. Kennedy International Airport (JFK)	3.37%
Charlotte Douglas International Airport (CLT)	3.18%
Logan International Airport (BOS)	2.90%
Chicago O'Hare International Airport (ORD)	2.88%
Baltimore/Washington International Thurgood Marshall F	2.78%
Dallas/Fort Worth International Airport (DFW)	2.75%
Detroit Metro Wayne County Airport (DTW)	2.57%

### Monthly Incoming Passengers for Destination Airport(s)





# Visitation Across the Destination

- Visitors typically spend the most time at **Lodging (69.93%)**, **Marinas (51.53%)**, and **Restaurants (41.81%)**.
- The most visited districts were **Key West (43.72%)**, **Key Largo (41.73%)**, and **Islamorada (38.46%)**.
- We saw improved visitor dispersal with an increase in visitation to the **Key Largo (+2.8% from in-state and +1.7% from out-of-state visitors)** and **Islamorada (+3.9% from in-state and +4% from Out-of-State visitors)** compared to the previous period, and a slight decrease in
- Key West (-2.9% share for out-of-state visitors and -1.2% share for in-state visitors)**, this does not mean less people went to Key West compared to 2024. this means the overall share of visitation to Key West went down pointing to increased movement to other districts.

### District Visitation

Where are visitors going in my destination?

Geolocation 1/1/24 - 12/31/24 Districts

District	Share of Visitor Days	%
Key West	44.29%	- 2.0
Key Largo	41.66%	+ 2.4
Marathon	39.38%	+ 1.4
Islamorada	38.42%	+ 3.2
Lower Keys	32.66%	+ 1.7

### Cluster Visitation

Where are visitors going in my destination?

Geolocation 1/1/24 - 12/31/24 Cluster Visitation

Cluster	Share of Visitor Days	%
Lodging	69.90%	+ 2.8
Marinas	51.60%	+ 4.8
Restaurants	41.83%	+ 1.3
Attractions	16.00%	+ 1.0
Airports	11.21%	+ 0.4
Museums	7.65%	+ 0.5
Retail	2.95%	+ 0.0
Art Galleries	2.76%	+ 0.2

### Category Spending

How are visitors spending their money in my destination?

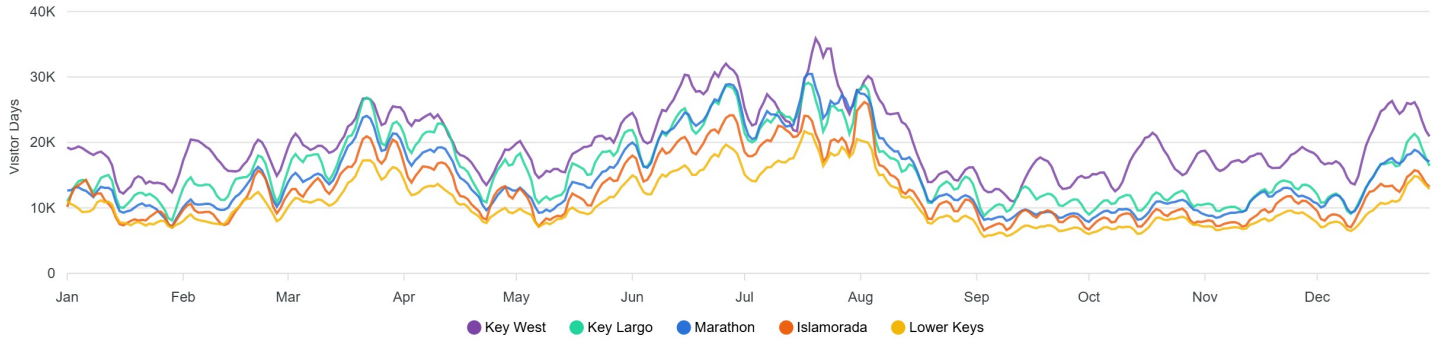
Advanced Spending 1/1/24 - 12/31/24

Category	Share of Spend %	Change in Share vs Compare Dates
Dining and Nightlife	35.24%	+ 2.4
Accommodations	28.04%	- 3.9
Grocery and Dept S	10.28%	+ 0.8
Leisure, Recreation	8.84%	+ 1.0
Specialty Retail	5.72%	- 0.2
Clothing and Access	4.73%	- 0.0
Service Stations	2.93%	- 0.3
Fast Food Restaurai	2.02%	+ 0.4
Transportation	1.41%	- 0.2
Personal Care and S	0.68%	+ 0.1

### Daily Visitor Trends by District

Geolocation  Districts

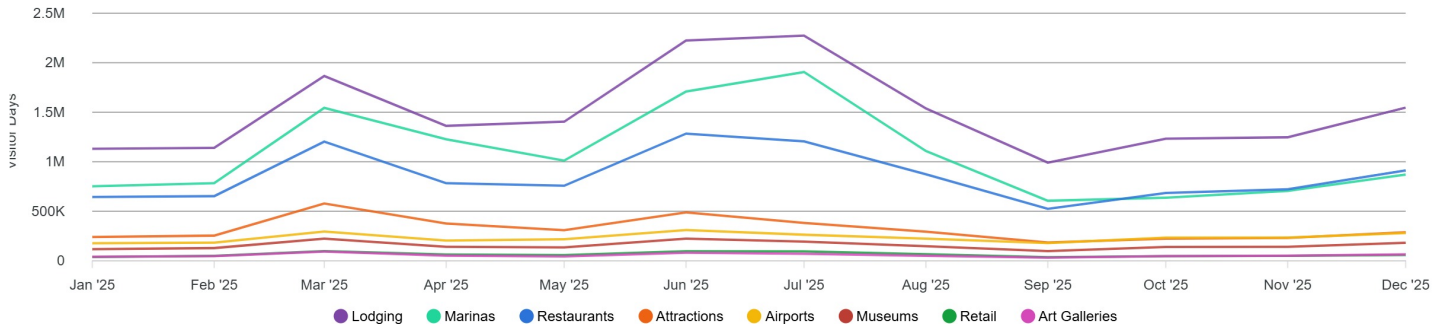
5-Day Rolling Average



### Top Cluster Visitation

How does visitation to certain attractions or locations change over time?

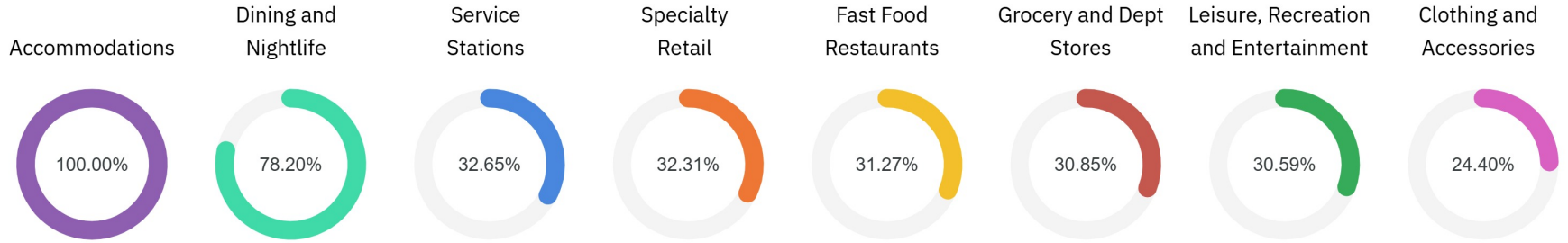
Geolocation  Cluster Visitation



### Average Spending Correlation

Of those that spent at **Category: Accommodations**, which other categories did they spend at in the **Same Trip**?

Advanced Spending





# Lodging Insights

- In 2025, our hotels (Monroe County TDC) reported an average of **72.36% occupancy** , **\$334.72 ADR** , and **\$249.48 RevPAR**
  - **How does this compare to last year?** Compared to 2024, occupancy increased by **1.00%** , ADR increased by **2.20%** , and RevPAR saw a **1.20% decrease**.
  - Key West hotels followed a similar trend, showing occupancy as slightly down
- In 2025, our short-term rentals (Monroe County TDC) reported an average of **37,449 Guest Nights**, **\$458.31 ADR** and **\$189.47 RevPAR**
  - **How does this compare to last year?** Compared to 2024, Property nights decreased by **24.6%** , ADR increased by **decreased by 1.1%** , and RevPAR saw a **6.3% increase**.
  - The markets that stayed in hotels the most were **Miami-Ft. Lauderdale, New York**, and **Philadelphia**.
  - We also saw that **Philadelphia** is a valuable market because they have one of the highest average lengths of stay at **6.6 days** and the highest average spend per trip at **\$617.47**

Monroe TDC / Key West side by side

### CoStar Monthly Averages for 1/25 - 12/25

Monroe County TDC

CoStar [↗ 1/1/24 - 12/31/24](#) [2025 vs 2024](#)



ADR

**\$334.72**

↘ 2.20% vs 1/24 - 12/24



OCCUPANCY

**72.36%**

↗ 1.00% vs 1/24 - 12/24



REVPAR

**\$249.48**

↘ 1.20% vs 1/24 - 12/24



REVENUE

**\$0**

— 0% vs 1/24 - 12/24



SUPPLY

**0**

— 0% vs 1/24 - 12/24



DEMAND

**0**

— 0% vs 1/24 - 12/24

### CoStar Monthly Averages for 1/25 - 12/25

Key West Hotels

CoStar [↗ 1/1/24 - 12/1/24](#) [Key West](#)



ADR

**\$351.14**

↘ 2.80% vs 1/24 - 12/24



OCCUPANCY

**75.39%**

↘ 0.40% vs 1/24 - 12/24



REVPAR

**\$274.75**

↘ 1.60% vs 1/24 - 12/24



REVENUE

**\$7,424,076**

↗ 0.10% vs 1/24 - 12/24



SUPPLY

**35,192.083**

— 0% vs 1/24 - 12/24



DEMAND

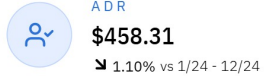
**26,148.583**

↗ 1.60% vs 1/24 - 12/24

Monroe TDC / Key West side by side

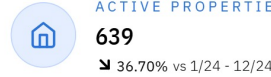
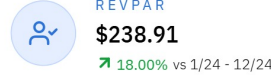
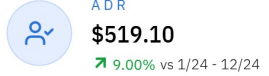
## Key Data Monthly Averages for 1/25 - 12/25

Key Data | 1/1/24 - 12/31/24 | Key Data



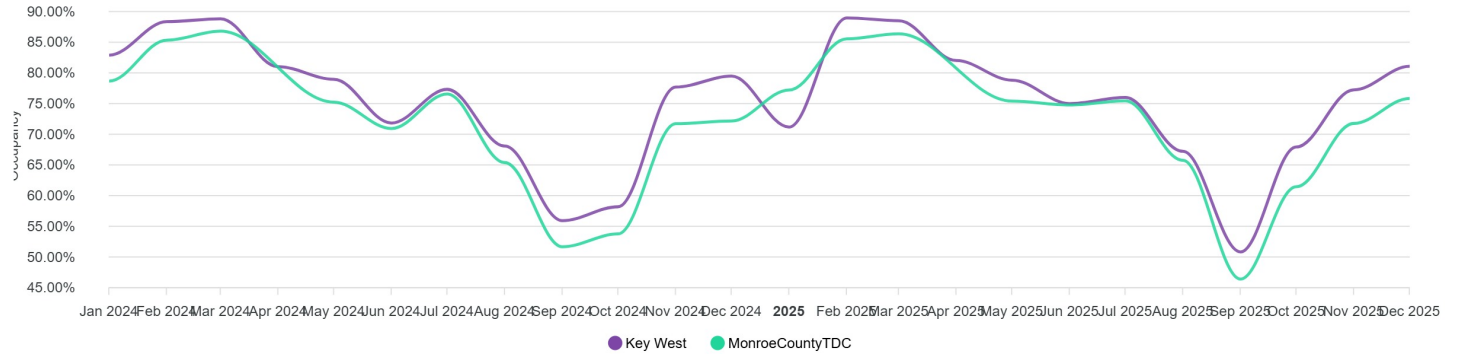
## Key Data Monthly Averages for 1/25 - 12/25

Key Data | 1/1/24 - 12/31/24 | Key Data Key West



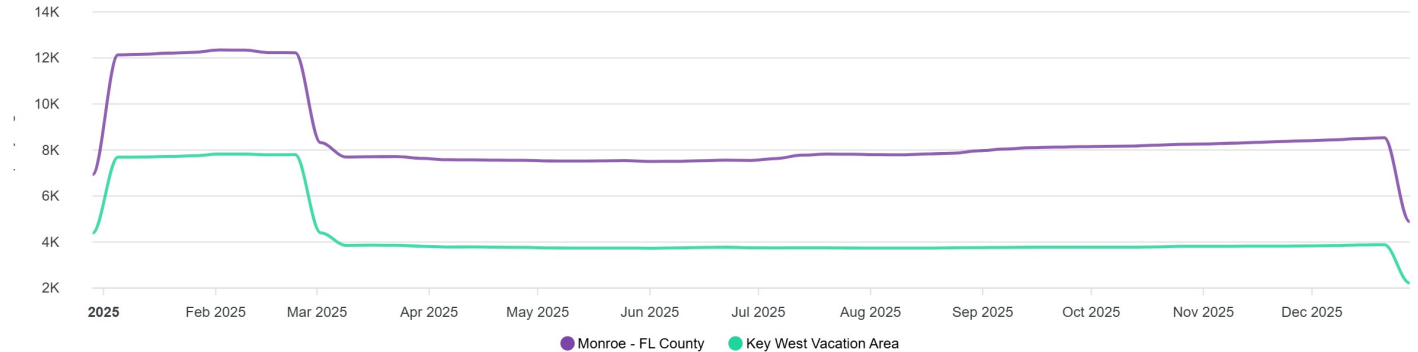
### CoStar Occupancy

CoStar 2024 - 2025 Occupancy



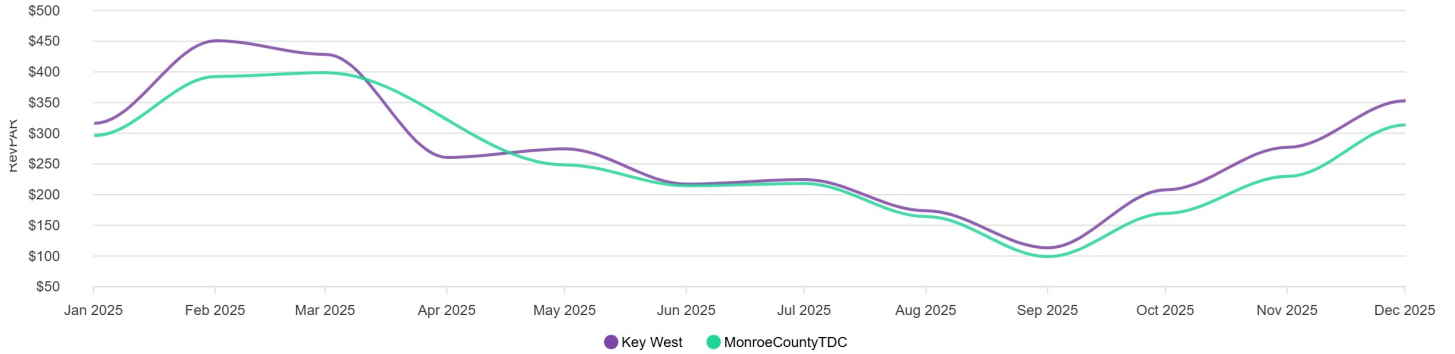
### Key Data Property Nights

Key Data Key Data Both



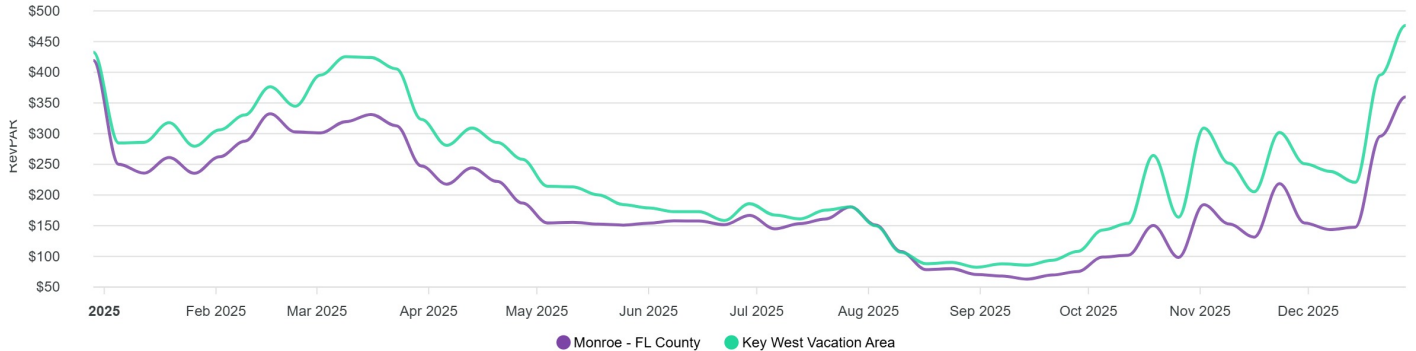
### CoStar RevPAR

CoStar Costar Monroe and Key West

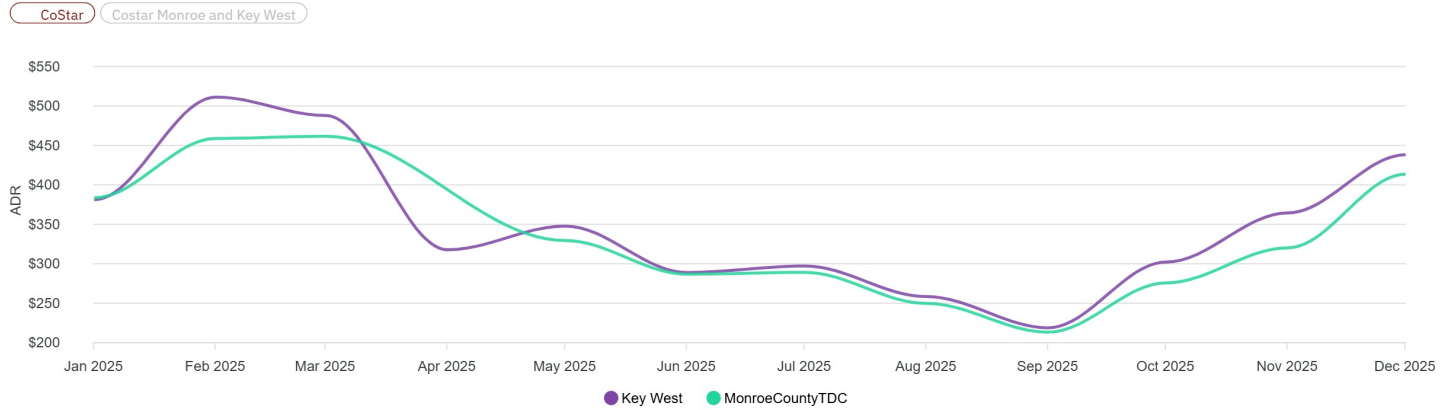


### Key Data RevPAR

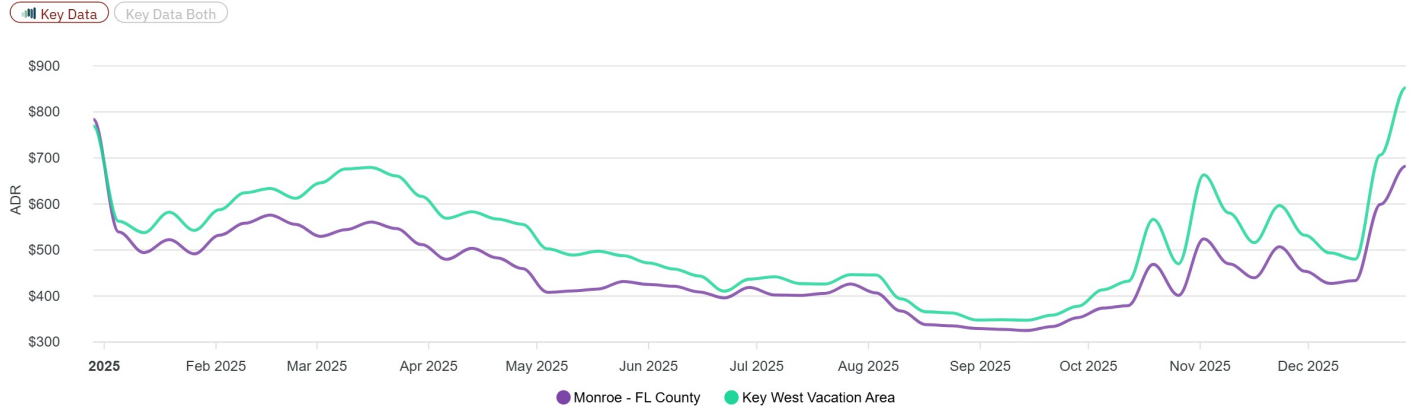
Key Data Key Data Both



### CoStar ADR



### Key Data ADR



# Thank you!

**Datafy Methodology:** The Datafy data is dynamic and will change from time to time as data providers and regulations shift and as improvements to the geolocation algorithms are made. Additional action items may be identified during the review of this report.

**Geolocation data** is based off the captured sample size of devices within the area geofenced and then statistically modeled to estimate visitor volumes.

The data provides insights into behavior patterns of visitors. Estimates are not foot traffic counters. There are data limitations.

To be picked up in geolocation data, a person must be within the footprint of the area while actively using an application on their mobile device with the geolocation privacy setting turned on.

**Spending data** Datafy receives transaction-level data from Affinity Solutions, including spend date and time, amount, transaction location, and cardholder ZIP code. We then clean, analyze, and model the data using Datafy's proprietary algorithms to deliver highly accurate, destination-relevant insights. To better capture traveler-specific spending, Datafy excludes non-tourism-related transactions such as business-to-business purchases and online-only sales. The Advanced Spend dashboard highlights categories with a strong likelihood of visitor activity, including accommodations, dining, and nightlife. Please note: accommodation data excludes online bookings through platforms like Airbnb, VRBO, and OTAs, as these are typically processed through corporate headquarters rather than within the destination. However, hotel stays paid for on-site are included in the accommodation totals.

**Airport data** is provided by the Bureau of Transportation Statistics. The Bureau of Transportation Statistics (BTS), part of the Department of Transportation (DOT), is the preeminent source of statistics on commercial aviation and provides context to decision-makers and the public for understanding statistics on transportation. BTS assures the credibility of its products and services through rigorous analysis, transparent data quality, and independence from political influence.

## Geolocation

**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.

## Advanced Spending

**Total Spend** : The total estimated spend for all visitors for the applied date range and filter settings.

**Total Trips** : The estimated number of unique "trips" to a destination. If a cardholder visits in March, and then returns in June this would be considered two separate trips.

**Spend Volume** : The total estimated dollars spent.

**Average Spend per Trip** : The average cumulative amount spent by each visitor during a trip. If a visitor completed four transactions during a trip that were \$25 each, then the spend for this visitor for this trip would be \$100.

**Average Transactions per Trip** : The average number of transactions that each visitor completed during a trip.

**Average Transaction Size** : The average dollar amount for each completed transaction. If a visitor spent \$50 on gas and \$100 at a restaurant during a short trip, then the average transaction size for this visitor would be \$75.

**Transaction Volume** : The total estimated number of transactions that occurred.

**Repeat Spenders** : If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a “Repeat Spender.” If the cardholder has only made one trip to the destination, then they are considered “One Time”.

**Length of Stay** : Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the “Primary Cards” option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

**Merchant Location** : Available as a filter. The merchant location reflects the zip code or county where the transaction took place.

## Demographics

**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.

## STR (Smith Travel Research)

**Demand** : Refers to the number of rooms sold within a specific time period, excluding complimentary rooms.

**Occupancy** : The percentage of available rooms sold during a specified time period.  $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

**Revenue** : Total revenue generated from guest room rentals or sales.

**RevPAR** : Stands for Revenue Per Available Room, and is calculated by dividing total room revenue by the total number of available rooms.  $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$ .

**Supply** : Number of rooms available in a hotel (or set of hotels) multiplied by the number of days in a specified time period. For example, if you're looking for the supply during the month of October, you would multiply (number of available rooms) x (31 days in the month).