

JAN 1ST 2024 - DEC 31ST 2024

# Executive Summary

Estacada Mainstreet - Compare 2024 to 2019

Powered by **DATAFY**

# Executive Summary

## Overview

Global Filters

In-State

Out-of-State

Distance: 50 mi - 3,692 mi

Regions: All Included

Clusters: Misc Excluded

Grouped POIs: All Included

Polygon: Estacada Main Street Included

Dashboard Filters

Main Dates: 1/1/24 - 12/31/24

Compare Dates: 1/1/19 - 12/31/19

### Overview : 1/1/24 - 12/31/24



Total Trips

**38,781 Trips**

↗ 14.3%

vs. 1/1/19 - 12/31/19

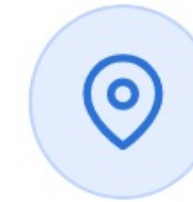


Visitor Days

**140,442 Days**

↘ -14.2%

vs. 1/1/19 - 12/31/19



Average Length of Stay

**3.6 Days**

↘ -1.2 Days

vs. 1/1/19 - 12/31/19

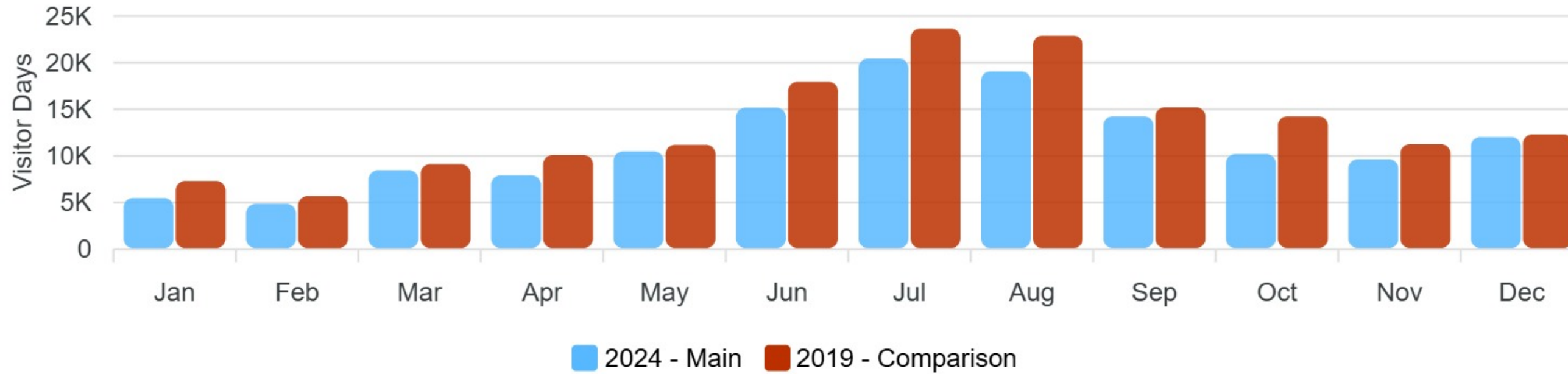
# Executive Summary

## Visitor Days

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**Dashboard Filters** Main Dates: 1/1/24 - 12/31/24 Compare Dates: 1/1/19 - 12/31/19

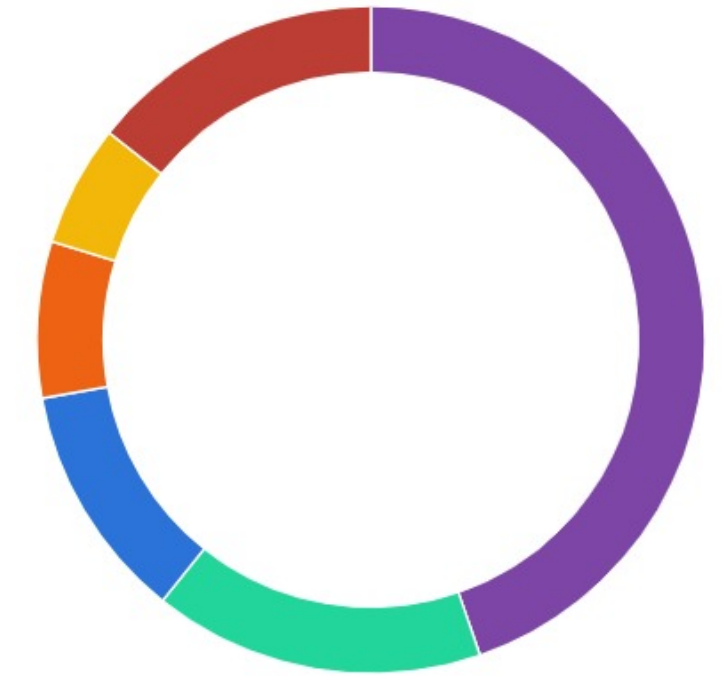
### Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>2024</b>	5.6K	5K	8.6K	8K	11K	15K	21K	19K	14K	10K	9.8K	12K
<b>2019</b>	7.4K	5.8K	9.2K	10K	11K	18K	24K	23K	15K	14K	11K	12K

### Trips by Length of Stay



1 Day	44.7%	2 Days	16%
3 Days	11.5%	4 Days	7.57%
5 Days	5.91%	6+ Days	14.3%

# Executive Summary

## Top Markets

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## Top Markets

City	Share of Trips 1/1/2024 - 12/31/2024	Change in Share of Trips vs 1/1/2019 - 12/31/2019	% Change in Trips vs 1/1/2019 - 12/31/2019
Eugene, OR	4.95%	+ 2.2	↗ 171.9%
Bend, OR	3.57%	+ 1.5	↗ 157.3%
Seaside, OR	3.37%	+ 3.4	↔ 0%
Redmond, OR	3.22%	+ 2.4	↗ 494.3%
Saint Helens, OR	3.04%	+ 1.7	↗ 235.4%
Longview, WA	2.86%	+ 1.7	↗ 273.2%
Corvallis, OR	2.67%	+ 0.7	↗ 111.5%
Forest Grove, OR	2.62%	+ 1.2	↗ 181.9%

City	Share of Trips 1/1/2024 - 12/31/2024	Change in Share of Trips vs 1/1/2019 - 12/31/2019	% Change in Trips vs 1/1/2019 - 12/31/2019
Albany, OR	2.55%	- 0.1	↗ 44.3%
The Dalles, OR	2.16%	+ 2.2	↔ 0%
Prineville, OR	1.98%	+ 0.3	↗ 76.9%
Madras, OR	1.76%	+ 0.2	↗ 77.7%
Boise, ID	1.69%	+ 0.8	↗ 194.9%
Dallas, OR	1.68%	+ 0.9	↗ 235%
Woodland, WA	1.67%	- 1.7	↘ 24.1%
Newport, OR	1.6%	+ 1.6	↔ 0%



# Executive Summary

## Top Regions

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## Top Regions

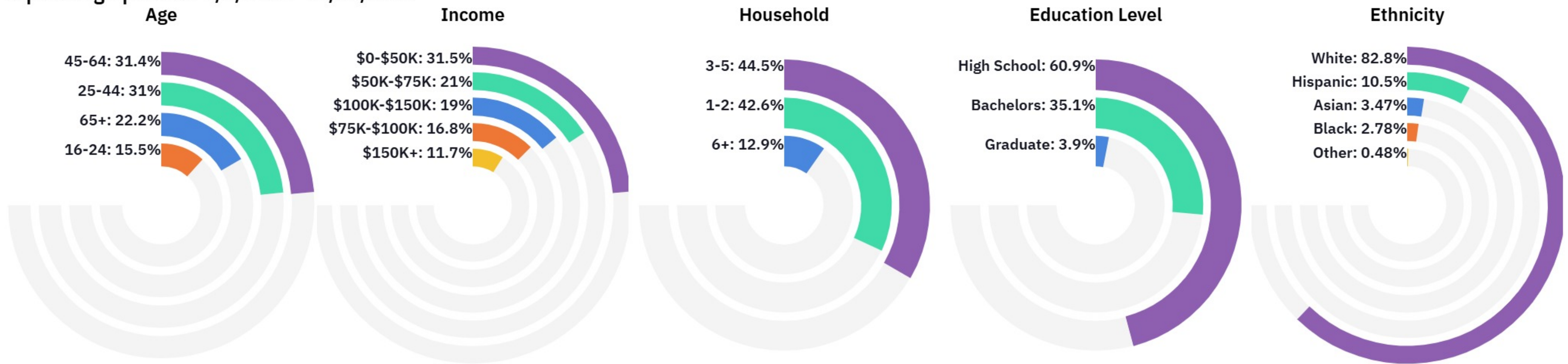
Region	Share of Trips 1/1/2024 - 12/31/2024	% Change in Trips vs 1/1/2019 - 12/31/2019
Mt Hood Gorge	100%	↗ 14.3%

# Executive Summary

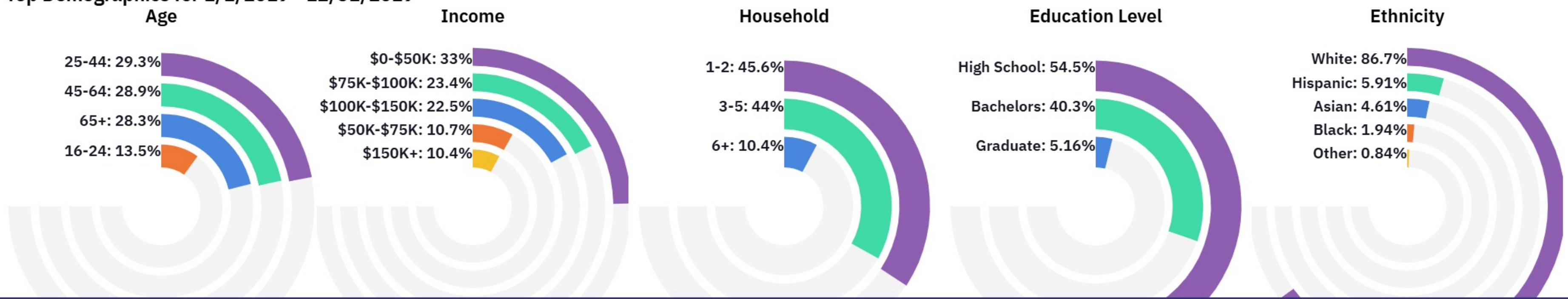
## Demographics

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### Top Demographics for 1/1/2024 - 12/31/2024



### Top Demographics for 1/1/2019 - 12/31/2019



# Executive Summary

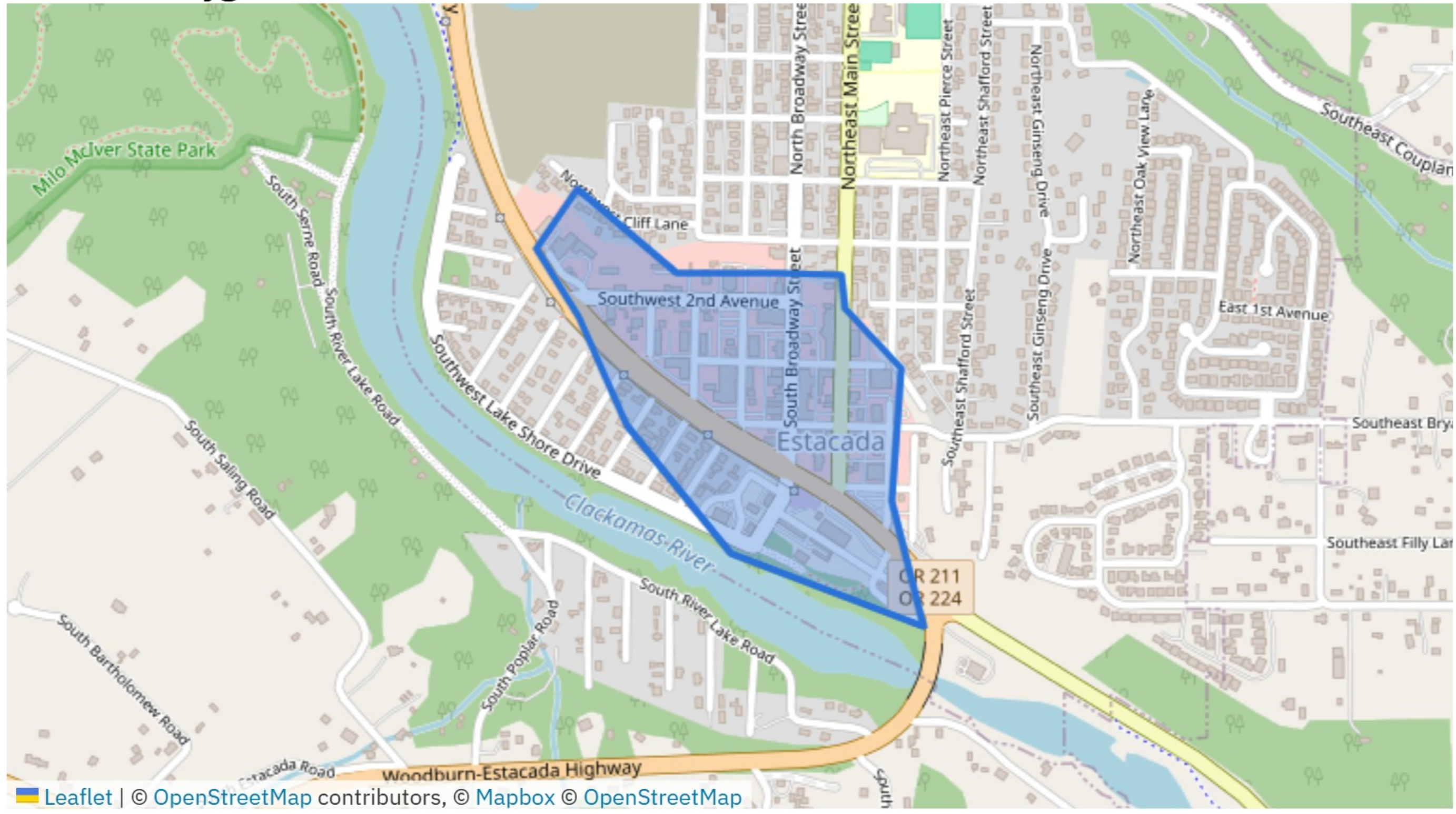
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Dashboard Filters Main Dates: 1/1/24 - 12/31/24 Compare Dates: 1/1/19 - 12/31/19

## Selected Polygons

Color by: Polygon



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## Notes

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# Thank You

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**Cluster** - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

**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.

**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.

**Repeat vs One Time** - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

**Household Level Demographics** - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

**POI (Point of Interest)** - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

**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.

**Household Level Demographics** - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a customer are based off the demographics of their household, as opposed to the individual person in the POI.