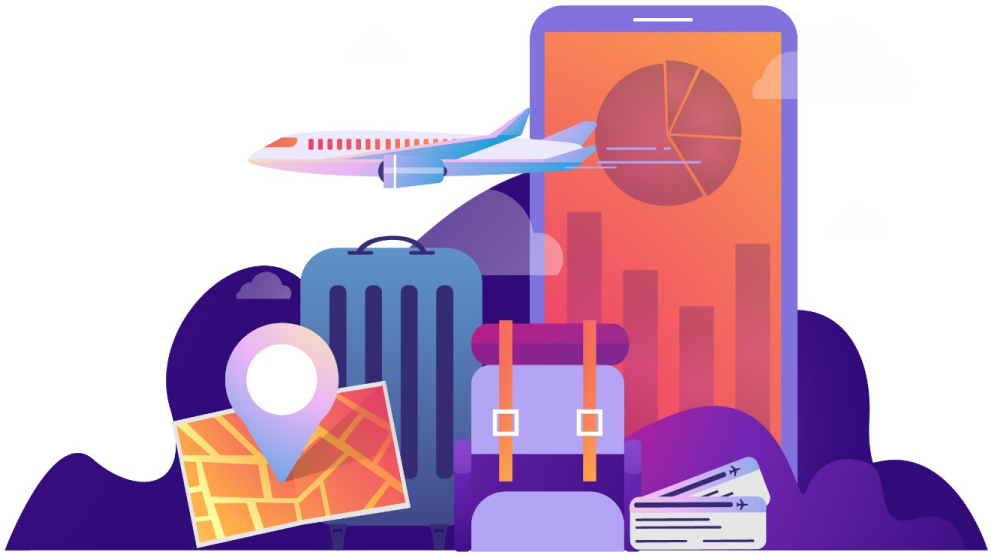
Travel Medford Visitor Profile 2023-24

Visitor & Demographic Information from 7.1.2023 - 6.30.24



Travel Medford Visitor Profile 2023-24

Global Filters In-State | Out-of-State | Distance: 50 mi - 2,744 mi | Dates: 7/1/23 - 6/30/24 | Compare Dates: 7/1/22 - 6/30/23 | Clusters: All Included | POIs: All Included

Geo Data

VISITOR DAYS
4,320,403 Days

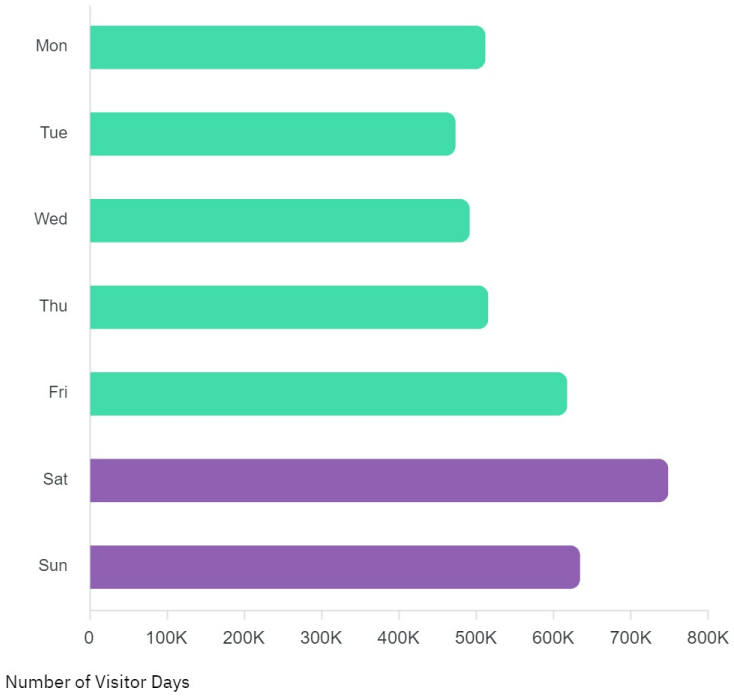
TOP IN-STATE DMA
Medford-Klamath Falls

TOP OUT-OF-STATE DMA
Seattle-Tacoma

TOTAL TRIPS
2,142,864 Trips

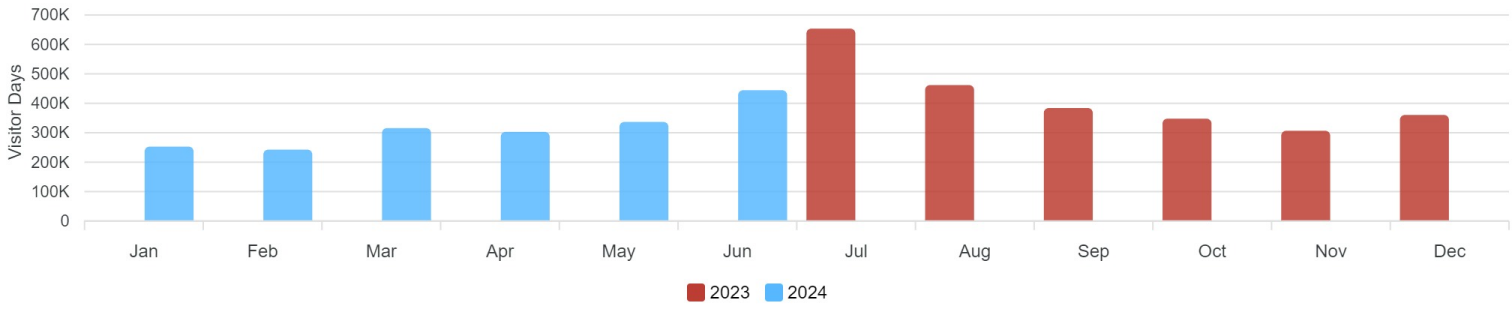
Visitors by Day

Geo Data



Monthly Volume by Visitor Days

Geo Data



DMA Visitation

Geo Data

DMA	Visitor Days
Medford-Klamath Falls	14.58%
Portland- OR	14.38%
Eugene	10.75%
Seattle-Tacoma	5.96%

DMA	Visitor Days
Sacramnto-Stkton-Modesto	5.56%
Los Angeles	4.94%
San Francisco-Oak-San Jose	3.77%
Chico-Redding	3.55%

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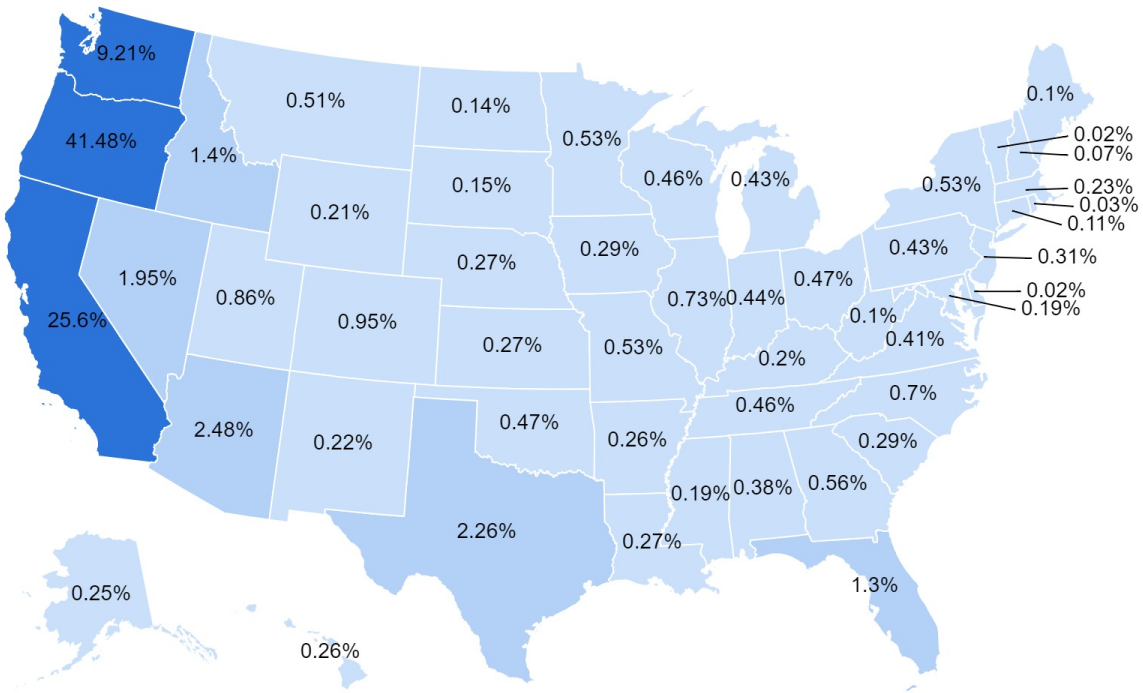
Share of Trips by State

Geo Data



Demographics

TOP AGE GROUP
45-64
32.8%

TOP INCOME LEVEL
$0-$49K
33.4%

TOP HOUSEHOLD GROUP
1-2
46.6%

TOP EDUCATION LEVEL
High School
58%

TOP ETHNICITY
White
81.2%

Top In-State Demographics Totals

Demographics

TOP AGE GROUP
25-44
31%

TOP INCOME LEVEL
$0-$50K
37.4%

TOP HOUSEHOLD GROUP
1-2
46.2%

TOP EDUCATION LEVEL
High School
59.8%

TOP ETHNICITY
White
87.5%

Top Out-of-State Demographics Totals

Demographics

TOP AGE GROUP
45-64
34.9%

TOP INCOME LEVEL
$0-$50K
30.5%

TOP HOUSEHOLD GROUP
1-2
47%

TOP EDUCATION LEVEL
High School
56.7%

TOP ETHNICITY
White
76.6%

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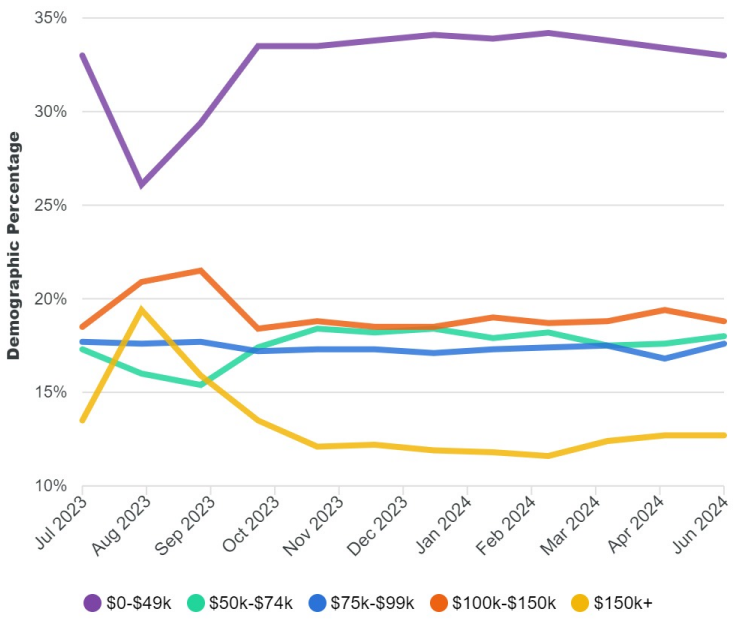
Income Trends

Demographics



Census Demographics by DMA

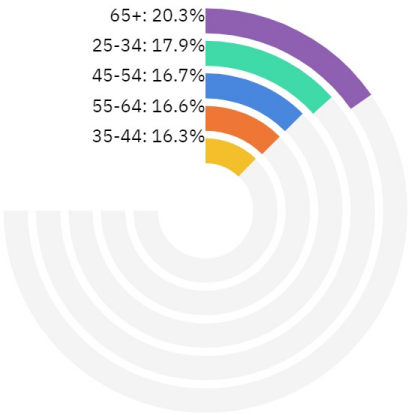
Census Demographics

DMA	Prevalence	Population
Portland- OR	5.8%	3,419,809
Medford-Klamath Falls	4.1%	443,056
Eugene	4.0%	629,001
Seattle-Tacoma	2.7%	5,323,016
Sacramnto-Stkton-Modesto	1.7%	4,497,646
Los Angeles	1.2%	18,303,884
San Francisco-Oak-San Jose	1.1%	7,414,652
Chico-Redding	1.0%	516,528
Eureka	0.7%	163,536
Yakima-Pasco-Rchlnd-Knnwck	0.6%	722,294

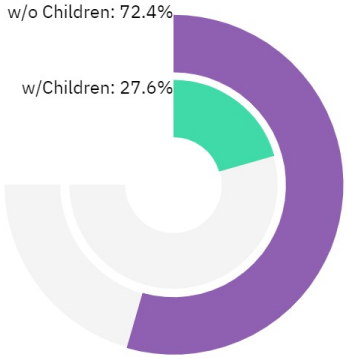
Census Demographics

Census Demographics

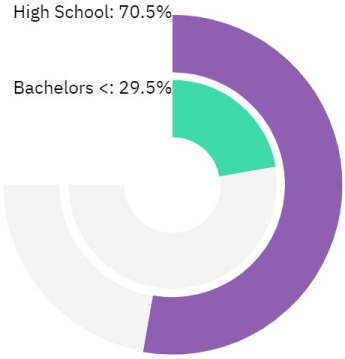
Age



Household



Education Level



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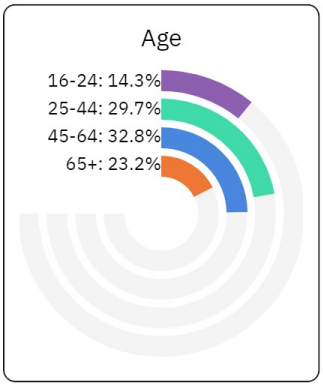
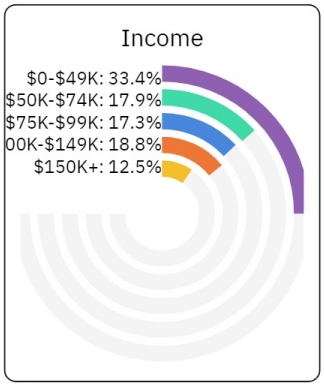
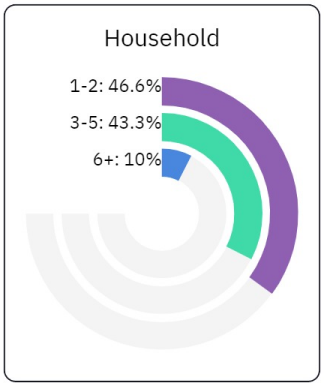
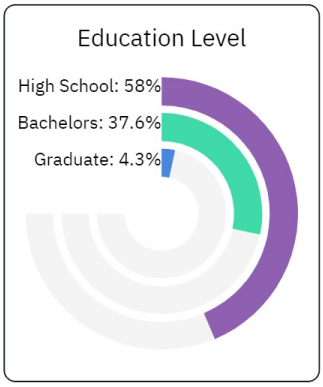
Demographics

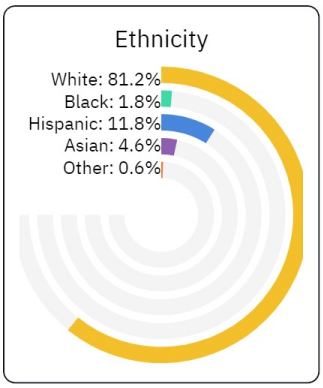
Demographics







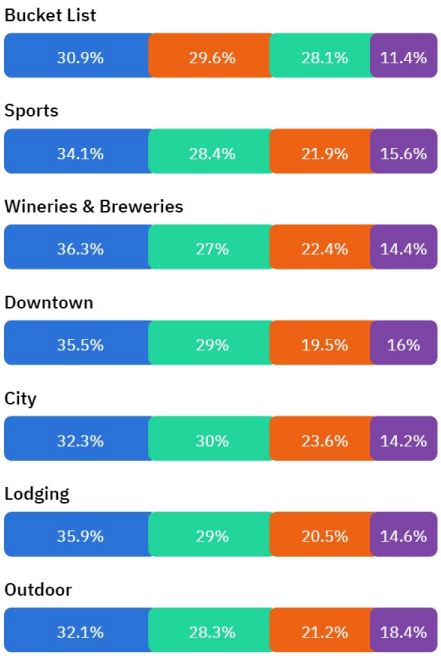




Age Demographics

Demographics

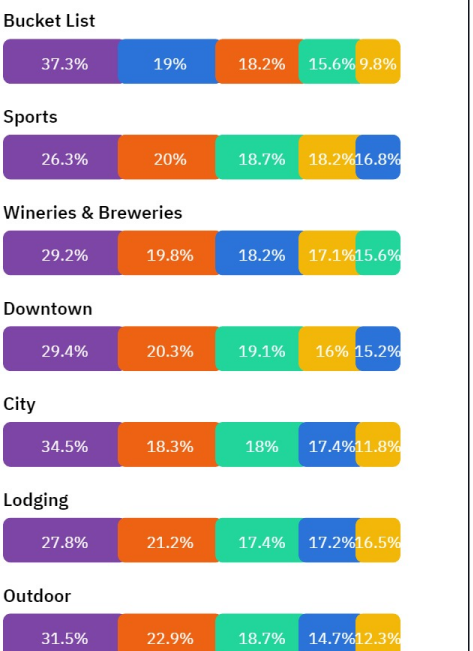
- 16-24
- 25-44
- 45-64
- 65+



Income Demographics

Demographics

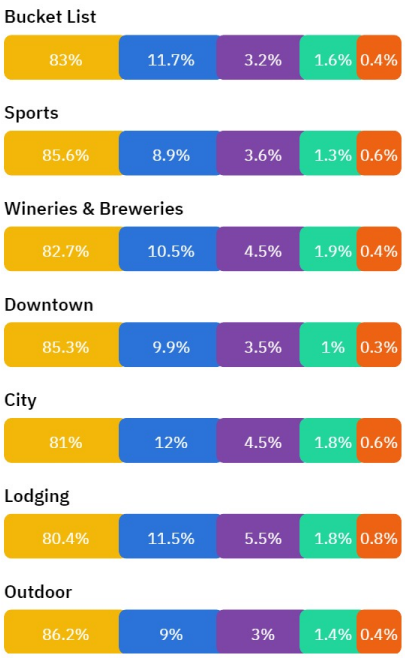
- $0-$49k
- $50k-$74k
- $75k-$99k
- $100k-$150k
- $150k+



Ethnicity Demographics

Demographics

- Asian
- Black
- Hispanic
- Other
- White



Glossary

General Definitions

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 Visitor Days and Trips based on the distance between the home location, and the POI. The distance filter is calculated as flight distance, not driving 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.

Percent Change: Percent change is the percentage difference between two values, representing the relative increase or decrease. A positive percent change indicates an increase, while a negative percent change indicates a decrease. This calculation is used on a variety of comparable metrics, such as Percent Change of Trips and Percent Change of Visitor Days. For example, if a destination saw an increase from 100 trips to 125 trips, then the Percent Change in Trips would result in a 20% increase.

Geolocation Data Definitions

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

Cluster: A grouping of Points of Interest (POIs) based on venue type, visit purpose, etc.

Locals vs. Visitors: An estimate of the number of visitors to a given POI or cluster of POIs that factors a customizable distance split. 'Locals' are typically measured within a radius of 0 miles - 50 miles or a custom maximum distance point set by the user. All devices that consistently originate from within the defined radius will be displayed as a local within the data. Those non-locals tracked outside of this radius will be considered 'Visitors'.

Repeat vs One-Time Visitor: Based on observations of unique devices and then our estimate algorithm is applied. Once a device is observed a second time at any of the selected devices 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 visitors within the date range covering 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 numbers in both March and September and any subsequent visits.

Share of Trips: The relative presence of a particular market represented by a percentage which takes its individual trips compared to the total number of trips. For example if a specific location tracked 20 visitors out of a total of 80 trips, then that location witnessed a 25% share of trips.

Share of Visitor Days: The relative presence of a particular market represented by a percentage which takes its individual visitor days compared to the total number of visitor days. For example if a specific location tracked 20 visitor days out of a total of 80 visitor days, then that location witnessed a 25% share of visitor days.

Trips: The number of distinct trips to a destination by a 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.

Trip Length: Measures how long, in consecutive days, the visitor spent in the destination.

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

Visitor Days: An estimate of the number of daily 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.

Demographics Definitions

Education Levels: Education levels have been divided into three categories due to the limitations of the household level aggregation. We are able to provide estimates for Highschool Degrees, Bachelor's Degrees, and Graduate Degrees which include master's, doctoral, and technical college degrees.

Age Categories: Based on the age groups of known members of a household. This is aggregated and weighted based on the probability of someone of each age being present in the household. For example, if the report shows 15% in the 65+ age category, that should be interpreted as 15% of the visitors having someone 65+ in their household.

Ethnicity: Race and Ethnicity has been classified based on definitions provided by the US Census Bureau.

Households with Children: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.

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