JAN 1ST 2024 - DEC 31ST 2024

Destination Summary

KPEDD Report Prepared for the City of Homer

Powered by DATAFY

Destination Summary
for Homer Chamber Kenai, AK

Main Dates: 1/1/24 - 12/31/24
Compare Dates: 1/1/23 - 12/31/23

In-State | Out-of-State | Distance: 50 mi - 4,083 mi | Clusters: All Included
POIs: All Included | Locals: 0 - 50 miles | Spend Locations: All Included

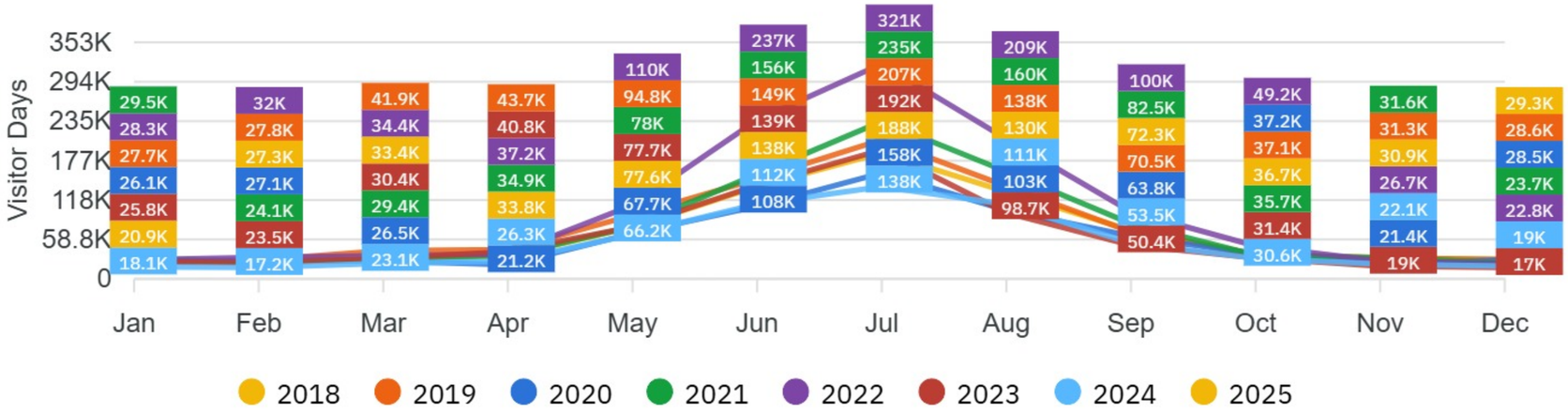
Visitor Volume Estimates
for Jan 1, 2024 - Dec 31, 2024
% ↑/↓ vs 1/01/23 - 12/31/23

TOTAL TRIPS
244,444 Trips
↘ 25.7%

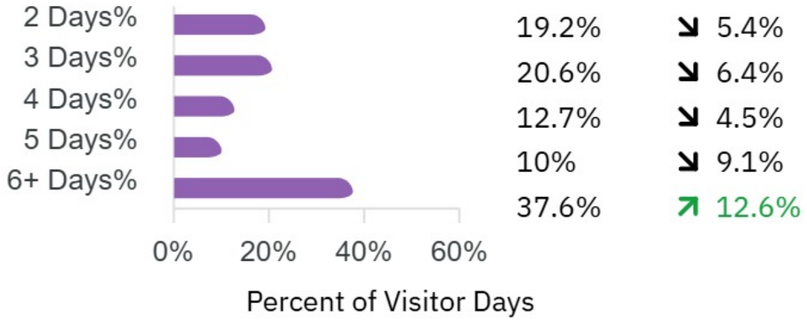
VISITOR DAYS
629,754 Days
↘ 17.7%

AVERAGE LENGTH OF STAY
2.6 Days
↗ 0.3 Days

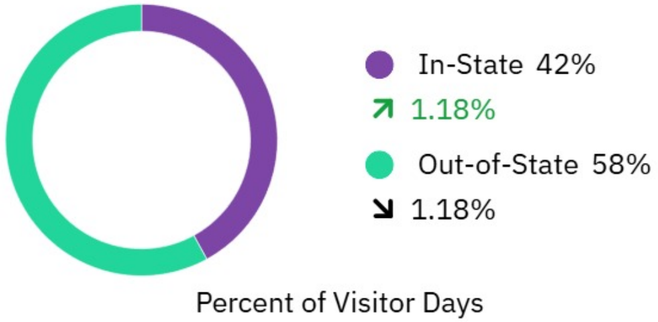
Annual Volume by Visitor Days*



Overnight Visitation % Share**
for Jan 1, 2024 - Dec 31, 2024
% ↑/↓ vs 1/01/23 - 12/31/23



In-State vs Out-of-State % Share
for Jan 1, 2024 - Dec 31, 2024
% ↑/↓ vs 1/01/23 - 12/31/23



Caladan 1.2 Model | © Datafy - All Rights Reserved
*Only full months of complete data are displayed | **1 day visitors are removed
Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.

DATAFY

Destination Summary
for Homer Chamber Kenai, AK

Main Dates: 1/1/24 - 12/31/24
Compare Dates: 1/1/23 - 12/31/23

In-State | Out-of-State | Distance: 50 mi - 4,083 mi | Clusters: All Included
POIs: All Included | Locals: 0 - 50 miles | Spend Locations: All Included

Top DMAs
for 1/01/24 - 12/31/24 %↑/↓1/01/23 - 12/31/23

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Anchorage	38.7%	270,123	↘ 17.3%
Seattle-Tacor	3.8%	26,662	↘ 9.49%
Minneapolis-	2.9%	20,419	↘ 3.36%
Portland- OR	2.7%	18,935	↘ 2.45%
Phoenix -Pre:	2.6%	17,840	↘ 7.69%
Fairbanks	2.1%	14,782	↘ 18.9%
Salt Lake City	2%	14,182	↗ 7.84%

Top Spending by Destination
for 1/01/24 - 12/31/24 %↑/↓1/01/23 - 12/31/23

DMA	% Spend Share	Change in Share of Spend
Anchorage	39%	+ 1.34%
Fairbanks	2.9%	− 0.36%
Los Angeles	2.8%	+ 1.22%
Minneapolis-	2.22%	+ 0.01%
Denver	2.11%	+ 0.22%
Seattle-Taco	2.08%	− 0.3%
Dallas-Ft. Wo	1.85%	+ 0.08%

Top Clusters
for 1/01/24 - 12/31/24 %↑/↓1/01/23 - 12/31/23

Cluster	Share of Visitor Days	% Change in Visitor Days
City	83.7%	− 20%
Outdoor Recreati	71.4%	− 28.7%
Lodging	42.2%	− 31.2%
Attractions	41.3%	− 28.8%

Caladan 1.2 Model | © Datafy - All Rights Reserved
These estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.

DATAFY

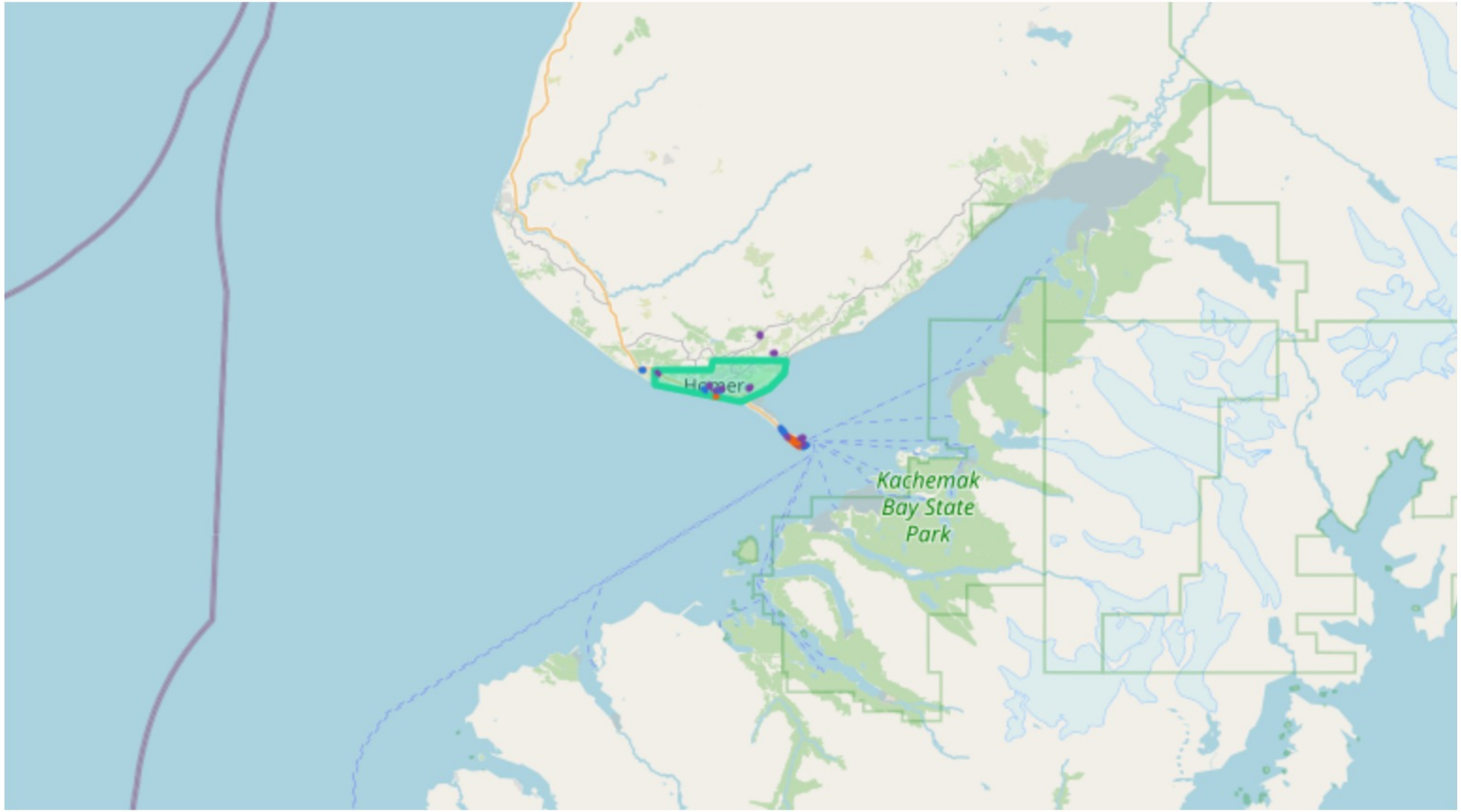
Destination Summary
for Homer Chamber Kenai, AK

Main Dates: 1/1/24 - 12/31/24
Compare Dates: 1/1/23 - 12/31/23

In-State | Out-of-State | Distance: 50 mi - 4,083 mi | Clusters: All Included
POIs: All Included | Locals: 0 - 50 miles | Spend Locations: All Included

Selected Clusters

Color by: Cluster



Notes

Custom notes

Key Definitions

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.

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

Locals vs Visitors - Gives an estimate of the number of visitors vs. locals within a given POI or cluster of POIs. Locals are typically measured as those coming from 0 - 50 miles the POI; those seen as coming from outside this radius are considered visitors. This radius is customizable and set by the user.

Percent Change - This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Market - Estimates of visitors based on unique device counts within the filter parameters set by the user.

Overnight Visitation Percent Share - An estimate of the number of visitors in the destination for longer than 24 hours, broken up into 2, 3, 4, 5, and 6+ day percentage share. For example, a single visitor that was tracked in the destination for 3 days presumably spent 2 evenings overnight.

Share of Spend - Share of Spend is a percent share estimate specific to spend. To calculate, the total number of spend is added together. Then each individual spend metric (such as the spend for individual markets) is divided by the total spend value to provide a percentage that can easily be compared against other similar values.

© Datafy - All Rights Reserved

Key Definitions Continued

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.

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.

The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates. Datafy Models use multiple sources of data to produce a composite estimate. Areas geofenced capture a sample size of devices and are statistically modeled to estimate visitor volumes.

© Datafy - All Rights Reserved

JAN 1ST 2024 - DEC 31ST 2024

Thank You

Powered by DATAFY