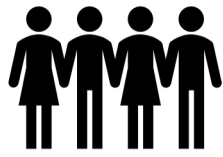


Sample Report

2026 Distance Travel Report



22,957
Total Visits

Average # of Visits Per Year: 4.52



3,578
Unique Visits



10,461
Weekend Visits



12,495
Weekday Visits

59.55%



Total Visits Were Locals

13,671 Visits from Locals (Located 0-40km away)

Average # of Local Visits Annually: 5.89

40.45%



Total Visits Were Visitors

9,286 Visits from Visitors (Located 40km + away)

Average # of Visitor Visits Annually: 4.32

45.57%



All Visits Were on Weekends

4,741 Weekend Visits were by Locals (45.32%)

5,720 Weekend Visits were by Visitors (54.68%)

54.43%



All Visits Were on Weekdays

9,204 Weekday Visits were by Locals (73.66%)

3,291 Weekday Visits were by Visitors (26.34%)



**Unique
Visitors**

36.89%

Unique Visits Were Locals

1,320 Unique Visits from
Locals 0-40KM

63.11%

Unique Visits Were Visitors

2,258 Unique Visits from Visitors 40KM+

Key Terms

Unique Visitor

The number of distinct individuals (15+) who entered the targeted Geofenced Area during 2025 and remained in the area for a minimum of one hour. This metric filters for individuals to measure true, unique foot traffic.

Visits

The total number of unique daily visits of individuals (15+) who entered the targeted Geofenced Area during 2025 remained in the area for a minimum of one hour. Visits measure overall foot traffic, where multiple visits by one person in a single day count as one visit, but daily visits over a week are cumulative.

Weekend Visits

The total number of daily visits recorded on Saturdays and Sundays in the targeted Geofenced Area during 2025.

Weekday Visits

The total number of visits recorded from Monday to Friday in the targeted Geofenced Area during 2025.