

DATAFY

Summer Season

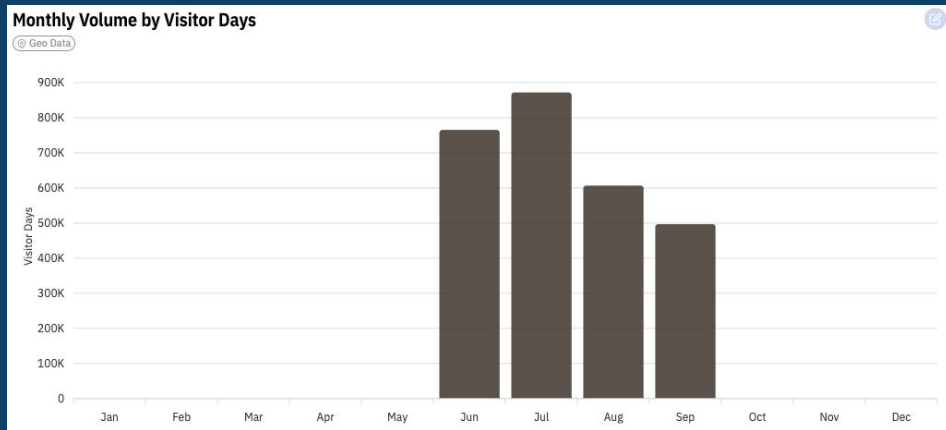
July - September

**Beavers
Bend**
Cabin Country



Summary

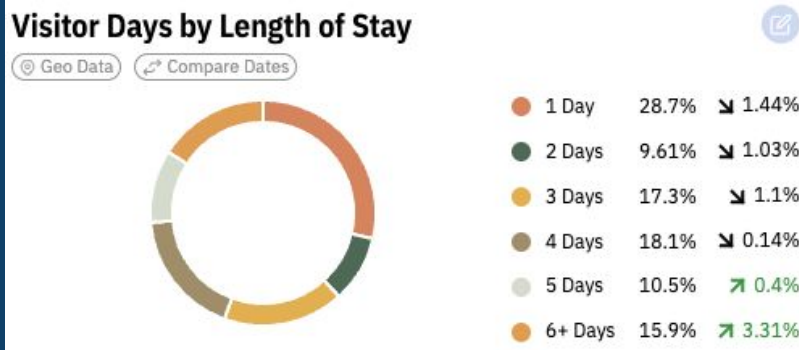
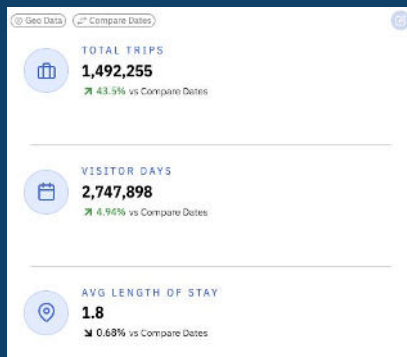
Summer Season - All Trips



Total trips to the county: 1.4M, a 44% increase from Summer Season 2023.

July had the **most visits** by monthly volume at **873K** visitor days. Compared to July 2023, this season saw around 67K less visitor days.

September saw the **lowest** amount of visitor days at **500K**. Compared to Sept 2023, this season saw about 7K more visitor days.



Majority of visitors had a length of stay at 4 days (18%). However, 6 day or more trips had the largest increase YoY of 3%.

Trips & Visitors

Summer Season - All Trips

Comparison of Trips

Geo Data



One Time 34.4%

Repeat 65.6%

In-State vs Out-of-State % Share

Geo Data

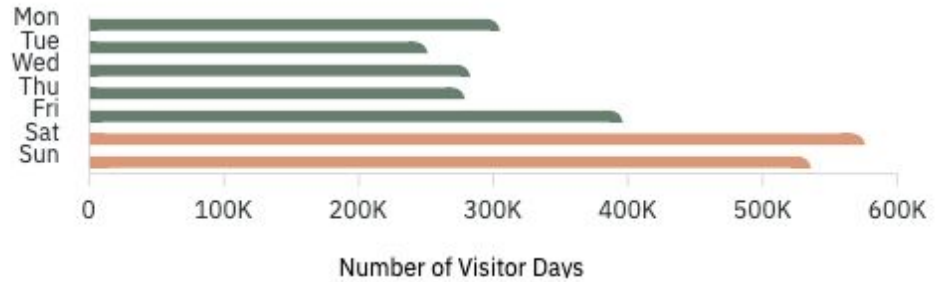


In-State 24.8%

Out-of-State 75.2%

Visitors by Day

Geo Data



Comparing one-time trips vs repeat, the **majority (65%) were repeat trips.**

Out-of-state visitors have the **largest percent share of trips** at **75%.**

Breaking down the visitors by day, **most are spending long weekends in county**, the Friday–Monday peaks show.

Top DMAs

Summer Season - All Trips

Top DMAs

for 6/01/24 - 9/30/24 % ↑/↓ 6/01/23 - 9/30/23

Geo Data Compare Dates

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Dallas-Ft. Worth	31.2%	900,458	↗ 5.82%
Shreveport	12.5%	359,867	↗ 3.45%
Oklahoma City	10.9%	315,687	↗ 4.81%
Tulsa	5.9%	170,005	↗ 4.58%
Tyler-Longview-Lfkn&...	5.6%	160,461	↗ 4.91%
Sherman-Ada	5.4%	155,155	↗ 4.62%
Ft. Smith-Fay-Sprngdl...	3.1%	88,299	↗ 2.09%
Houston	2.3%	65,064	↗ 3.73%
Little Rock-Pine Bluff	2.2%	63,057	↗ 3.62%

Length of Stay by Top DMAs

Geo Data

DMA	Avg Length of Stay	Share of Visitor Days
Dallas-Ft. Worth	1.9 Days	31.2%
Shreveport	1.6 Days	12.5%
Oklahoma City	2.1 Days	10.9%
Tulsa	1.9 Days	5.89%
Tyler-Longview-Lfkn&Ncgd	1.7 Days	5.56%
Sherman-Ada	1.8 Days	5.37%
Ft. Smith-Fay-Sprngdl-Rgrs	1.7 Days	3.06%
Houston	2 Days	2.25%
Little Rock-Pine Bluff	1.9 Days	2.18%
Wichita Falls & Lawton	2.1 Days	1.72%
Monroe-El Dorado	1.9 Days	0.9%

Average Correlation

Summer Season - All Trips

Average Correlation

© Geo Data



Of the devices observed at the Cluster: County, which other Clusters were they observed at during the Same Trip?

Of those seen in the County, visitors were also observed at:

- Cabin Communities (12.1%)
- Trip Essential Locations (9.34%)
- Downtowns (8%)

Spending

Summer Season - All Trips

AVG. SPEND PER TRIP

\$199.49

AVG. TRANSACTIONS PER TRIP

4.18 transactions

TOTAL SPEND

\$67,811,284

\$50,859,788 - \$84,762,781

AVG. TRANSACTION SIZE

\$47.70

Top DMAs *Advanced Spend Data

DMA	Share of Spend %	Avg. Spend
Dallas-Ft. Worth	36.3%	\$193.81
Oklahoma City	9.73%	\$218.79
Shreveport	9.54%	\$190.46
Sherman-Ada	5.77%	\$180.44
Tyler-Longview-Lf...	5.62%	\$195.71
Tulsa	5.11%	\$179.95
Houston	3.62%	\$234.18
Little Rock-Pine Bl...	2.59%	\$216.36
Ft. Smith-Fay-Sprn...	2.05%	\$150.73
Wichita Falls & La...	1.78%	\$226.37

Top Categories *Advanced Spend Data

Category	Share of Spend %	Avg. Spend
Dining and Nightlife	30%	\$107.13
Grocery and Dept ...	20.4%	\$93.86
Service Stations	15.2%	\$53.45
Leisure, Recreatio...	9.36%	\$97.22
Accommodations	9.08%	\$478.83
Specialty Retail	6.28%	\$81.38
Clothing and Acce...	4.55%	\$79.30
Fast Food Restaur...	4.18%	\$35.83
Personal Care and ...	0.43%	\$227.88
Financial Services	0.31%	\$489.84

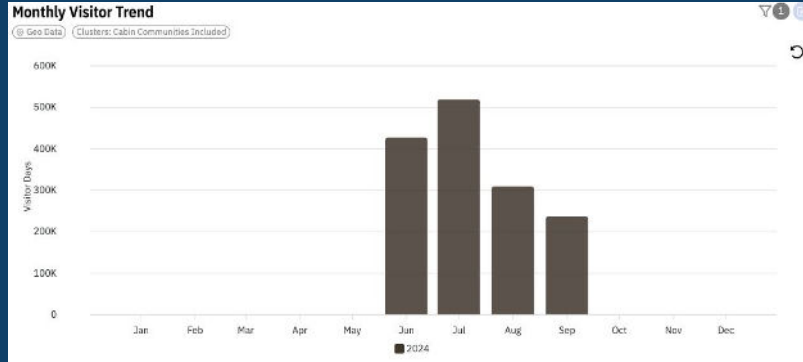
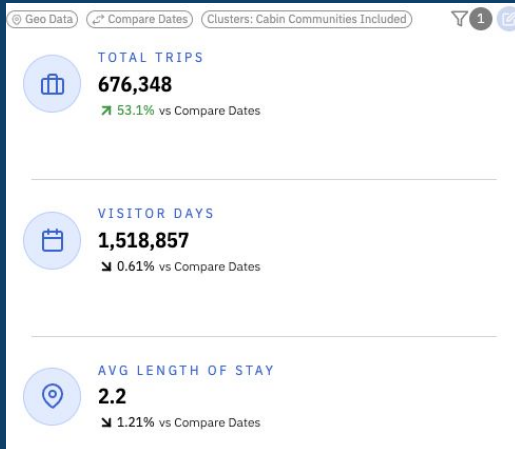
Summary

Summer Season - Cabin Communities

Summer 2024: Lodging Tax								
MONTH	2020 % Change	2021 % Change	2022	2022 % Change	2023	2023 % Change	2024	2024 % Change
June	55.90%	14.31%	\$287,776.39	-1.20%	\$254,407.24	-11.60%	\$307,517.36	20.88%
July	74.38%	41.60%	\$374,437.12	-7.21%	\$392,547.58	4.84%	\$431,311.11	9.87%
August	95.89%	25.76%	\$414,086.06	4.82%	\$429,777.77	3.79%	\$482,077.28	12.17%
September	155.46%	-2.16%	\$274,765.94	-16.13%	\$262,938.01	-4.30%	\$319,145.36	21.38%
TOTAL	92.26%	19.24%	\$1,351,065.51	-4.69%	\$1,339,670.60	-0.84%	\$1,540,051.11	14.96%

Specifically filtering for those observed at Cabin Communities, total trips: 676K, a 53% increase from Summer Season 2023.

However, from a lodging tax perspective, we saw a 15% increase YoY.



July had the **most visits to Cabin Communities** by monthly volume at **520K** visitor days. Compared to July 2023, this season saw around 29K less visitor days.

Trips & Visitors

Summer Season - Cabin Communities

Comparison of Trips

Geo Data Clusters: Cabin Communities Included



One Time 61.5%
Repeat 38.5%

Visitor Days by Length of Stay

Geo Data Compare Dates Clusters: Cabin Communities Included



1 Day 8.53% ↓ 1.24%
2 Days 7.06% ↓ 2.3%
3 Days 20.1% ↓ 1.34%
4 Days 28.6% ↑ 1.19%
5 Days 16.4% ↑ 1.59%
6+ Days 19.3% ↑ 2.11%

In-State vs Out-of-State % Share

Geo Data Clusters: Cabin Communities Included



In-State 21.8%
Out-of-State 78.2%

Majority of visitors had a length of stay at **4 days (28%)**.

However, **4, 5 and 6 day or more trips** had the **largest increases** YoY (1, 1.5 and 2% respectively).

Most trips were one-time trips at (62%) and came from out-of-state devices (78%).

Top DMAs

Summer Season - Cabin Communities

Top DMAs

for 6/01/24 - 9/30/24 % ↑/↓ 6/01/23 - 9/30/23

Geo Data Compare Dates Clusters: Cabin Communities Included

DMA	Share of Visitor Days	Total Visitor Days	% Change in Visitor Days
Dallas-Ft. Worth	41%	614,242	↗ 0.66%
Oklahoma City	12.2%	182,809	↗ 2.69%
Shreveport	8%	120,103	↘ 7.64%
Tyler-Longview-Lfkn&...	5.9%	89,138	↘ 3.57%
Tulsa	5.1%	76,464	↘ 0.46%
Sherman-Ada	4.5%	66,961	↗ 1.8%
Wichita Falls & Lawton	2.5%	37,137	↗ 5.44%
Houston	2.4%	35,454	↗ 3.62%
Ft. Smith-Fay-Sprngdl...	1.5%	22,716	↘ 9.41%

Length of Stay by Top DMAs

Geo Data Clusters: Cabin Communities Included

DMA	Avg Length of Stay	Share of Visitor Days
Dallas-Ft. Worth	2.4 Days	41%
Oklahoma City	2.7 Days	12.2%
Shreveport	2.2 Days	8.01%
Tyler-Longview-Lfkn&Ncgd	2.4 Days	5.95%
Tulsa	2.5 Days	5.1%
Sherman-Ada	2.5 Days	4.47%
Wichita Falls & Lawton	2.7 Days	2.48%
Houston	2.6 Days	2.37%
Ft. Smith-Fay-Sprngdl-Rgrs	2.1 Days	1.52%
Waco-Temple-Bryan	2.5 Days	1.23%
Monroe-El Dorado	2.8 Days	1.23%

Average Correlation

Summer Season - Cabin Communities

Average Correlation

Geo Data

Cabin Communities



County



Towns



Outdoor Activities



Trip Essentials



Food & Bev



Lodging



Water Attractions



Of the devices observed at the **Cluster: Cabin Communities**, which other **Clusters** were they observed at during the **Same Trip**?

Of those seen in the Cabin Communities, visitors were also observed at:

- Outdoor Activities (8.5%)
- Trip Essential Locations (5%)
- Food & Beverage Locations (4%)