



# Datafy Report

Year over Year Visitor Comparison

Fruita, Colorado

2023



COLORADO  
TOURISM OFFICE

# Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

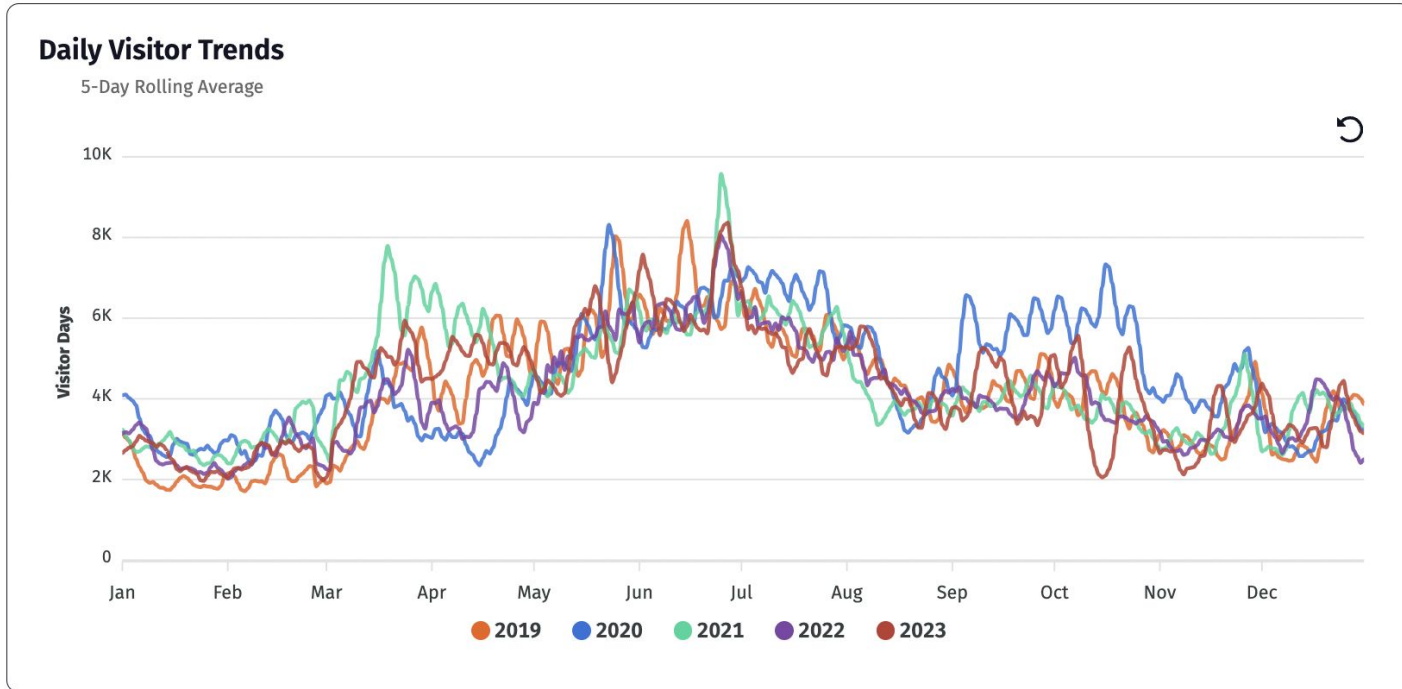
The Datafy dashboard is active and dynamic. Additional action items may be identified during the review of this report. If appropriate and requested, a revised report will be generated to reflect historical updates.

## Areas GeoFenced

- Fruita Geographic Boundary
- Downtown Fruita
- POIs: Aspen Street Coffee shop, Colorado Welcome Center, James M. Robb - Colorado River State Park, Mcinnis Canyon National Conservation, Rimrock Adventures



# Daily Trend Analysis

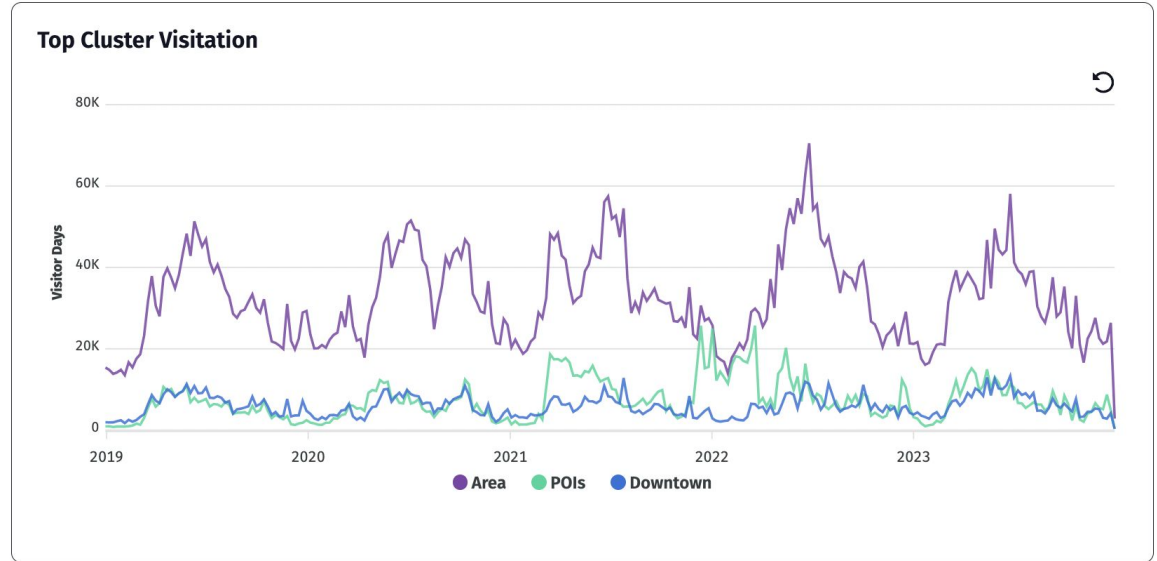


Visitors to City of Fruita from 50+ miles, estimates based on Daily visitors  
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Weekly Trips By Cluster

## Areas GeoFenced

- (1) Fruita Geo Boundary
- (2) Downtown Fruita
- (3) POIs
  - Aspen Street Coffee Shop
  - Colorado Welcome Center
  - James M. Robb Colorado River State Park
  - McInnis Canyon National Park
  - Rimrock Adventures



# Year over Year

## Monthly Trend Analysis

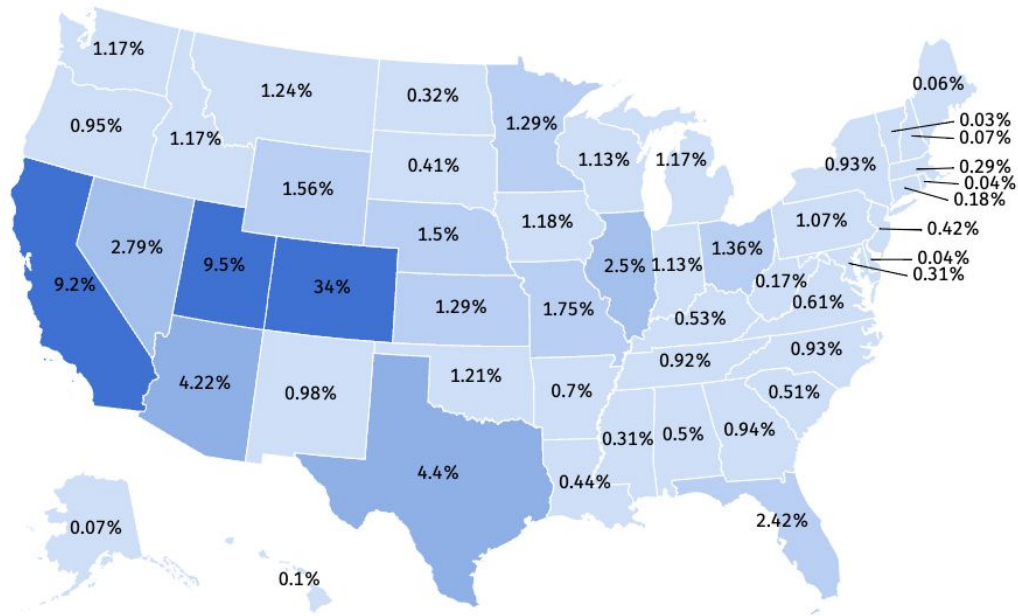
### Visitation by Year - Visitor Days



Visitors to City of Fruita from 50+ miles, estimates based on Visitor Days.  
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Share of Trips by State Map

2023

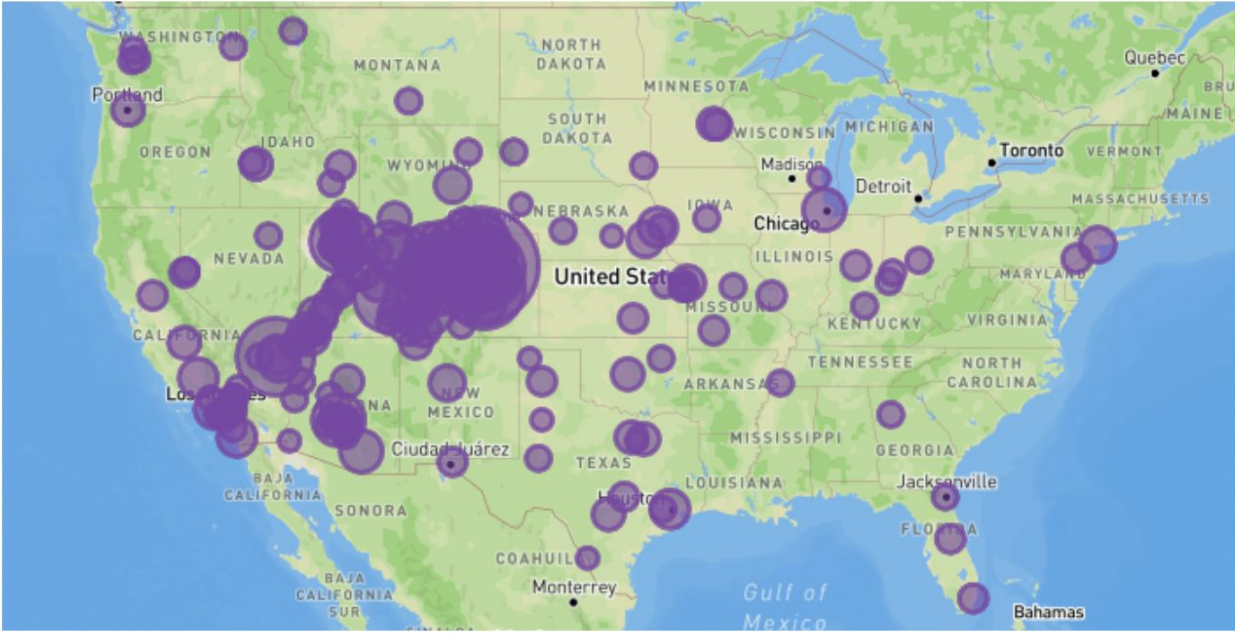


Visitors to City of Fruita from 50+ miles, estimates based on Total Trips Taken.  
Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

# Visitor Density Map

2023

Density Map



Visitors to City of Fruita from 50+ miles, estimates based on Total Trips Taken.  
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# Top Source Markets 2023

## City Visitation

City	Visitor Days
Denver, CO	86,291
Aurora, CO	33,492
Colorado Springs, CO	30,408
Littleton, CO	29,296
Montrose, CO	23,023
Las Vegas, NV	21,480
Fort Collins, CO	17,489
Salt Lake City, UT	16,932
Moab, UT	16,505

## State Visitation

State	Visitor Days
Colorado	590,308
Utah	148,086
California	137,389
Texas	75,226
Arizona	66,040
Florida	40,375
Nevada	39,479
Illinois	36,680
Wyoming	27,745

## DMA Visitation

DMA	Visitor Days
Denver	504,056
Salt Lake City	156,691
Los Angeles	73,340
Phoenix -Prescott	55,760
Colorado Springs-Pueblo	50,357
Las Vegas	33,486
Grand Junction-Montrose	32,846
Albuquerque-Santa Fe	28,682
Chicago	26,669

Visitors to City of Fruita from 50+ miles, estimates based on Total Trips Taken.

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# Appendices

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**DATAFY**



# Definitions

- **Point of Interest (POI)** - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.
- **Cluster** - A grouping of POIs based on venue type, visit purpose, etc.
- **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 Visitors, Visitor Days, and Trips based on the distance between home location, and the POI. Calculated as flight distance, not drive distance.
- **Unique Device** - A unique mobile device determined by unique identifiers
- **Visitor Days** - An estimate of the number of 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.
- **Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance travelled, 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.
- **Visitors** - An estimate of the number of visitors to a given POI or cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Visitors and 2 Trips.

# Definitions

- **Household Level Demographics** - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.
  - **Education Levels** - Bachelor+ includes all bachelors, masters, and doctoral degrees and technical college degrees. These are grouped together due to limitations of the household level aggregation.
  - **Gender**: Based on inferred probability that each device is owned/operated by someone of the specified gender.
  - **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 have someone 65+ in their household.
  - **Generation Categories**: Uses the same process as Age Categories, but is broken down by generation rather than age.
  - **Households with Children**: Should be interpreted as the % of visitors who have someone under the age of 18 in the household.
- **How is POI Correlation Calculated?** POI Correlation is calculated at the device level, and then aggregated up using our proprietary visitor volume algorithm. A unique device must be observed at both the reference location and the comparison location within the same week of each other. Weeks run Monday through Sunday.
- **How is your data cleaned?** Our cleaning process is among the best in the industry. Between our internal processes and those that are implemented, or co-developed with our data partners, we are confident that our data cleaning process is as robust as any other available. Cleaning generally falls into two categories: data integrity cleansing and use-case/destination-specific adjustments. General cleaning includes removing data artifacts such as device teleportation (being in two places within a timespan that is physically impossible), duplication, spoofing, etc. Use-case/destination-specific adjustments include local factors such as device sample size normalization, regional app popularity adjustments, etc. Use-case/destination-specific adjustments can also include customized filters such as employee filters, commuters, construction workers, college students, etc. These types of filters are implemented in collaboration with clients based on local knowledge to ensure that the filters are transparently defined and applied.
- **How big is your sample size?** There are lots of companies out there that like to claim that they have the biggest sample in the industry. That's a pretty hard claim to back up because of the arms race of sorts to always improve the sample size. But we like to put it this way, we're not. Sample size ranges from 7-15% depending on the Cluster/POI referenced.