

Datafy Key Insights January 1, 2025-March 22, 2025

DMA Visitation

| DMA | Visitor Days |
|----------------------------|--------------|
| Springfield- MO | 10.3% |
| Kansas City | 8.95% |
| Little Rock-Pine Bluff | 8.83% |
| St. Louis | 8.12% |
| Ft. Smith-Fay-Sprngdl-Rgrs | 6.48% |
| Tulsa | 6.03% |
| Joplin-Pittsburg | 4.35% |
| Oklahoma City | 3.73% |
| Dallas-Ft. Worth | 3.01% |
| Columbia-Jefferson City | 2.74% |
| Wichita-Hutchinson Plus | 2.11% |
| Paducah-Cape Girard-Harsbg | 1.51% |

Glossary of terms:

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.

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.



TOTAL TRIPS
798,676 Trips

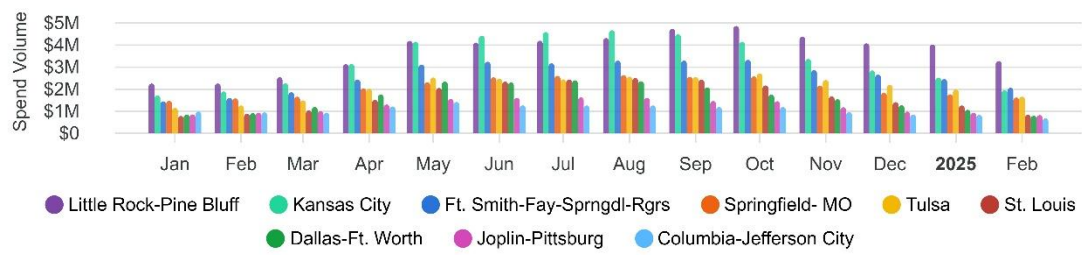


VISITOR DAYS
1,958,343 Days



AVG LENGTH OF STAY
2.5 Days

Top Market Spending



Global Filters

Dashboard Filters