



# **FY Board Report**

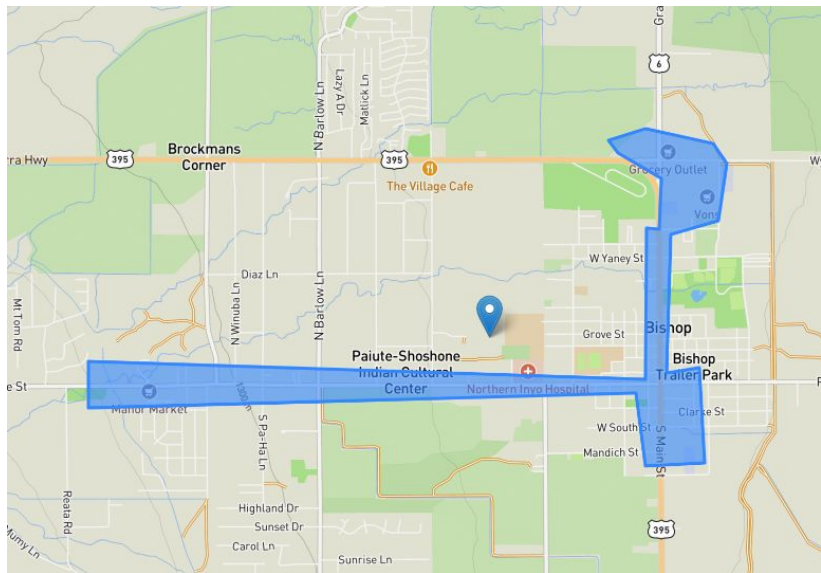
**FY 22-23 July '22 - June '23**

Bishop, CA

# Visitor Volume Estimates

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes. Example of the City of Bishop Polygon:

**Caladan Model:** Our Caladan Model uses multiple sources of data to produce a composite estimate.





# Overall Visitation Trends to Bishop

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

# Visitation Trends

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles



Total Trips

**1,886,457 Trips**

↑ **16.6%** vs. 7/1/21 - 6/30/22



Visitor Days

**3,353,790 Days**

↑ **5.5%** vs. 7/1/21 - 6/30/22



Average Length of Stay

**1.8 Days**

↓ **-10.0%** vs. 7/1/21 - 6/30/22

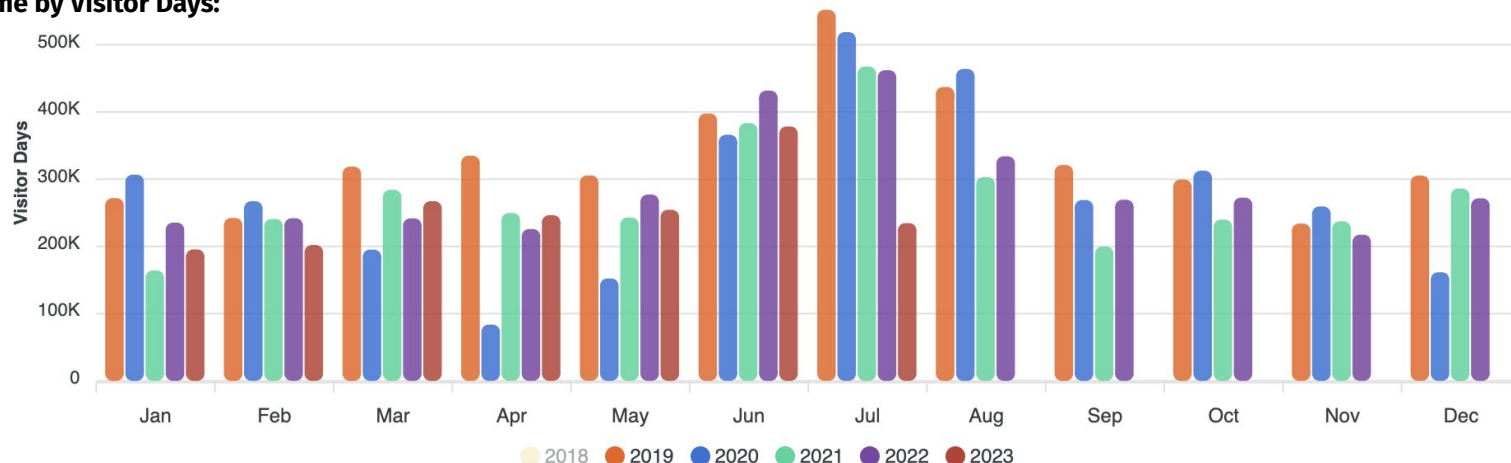


Unique Visitors

**1,115,339 Visitors**

↑ **32.5%** vs. 7/1/21 - 6/30/22

## Monthly Volume by Visitor Days:



Bishop saw a 16.6% increase in Trips to the destination when comparing to FY 21-22! Monthly visitor volume is consistent with historical trends, while we aren't seeing Bishop consistently surpass 2019 visitor volume, we do have a few months in '22-'23 where those pre-covid visitor volumes are close.

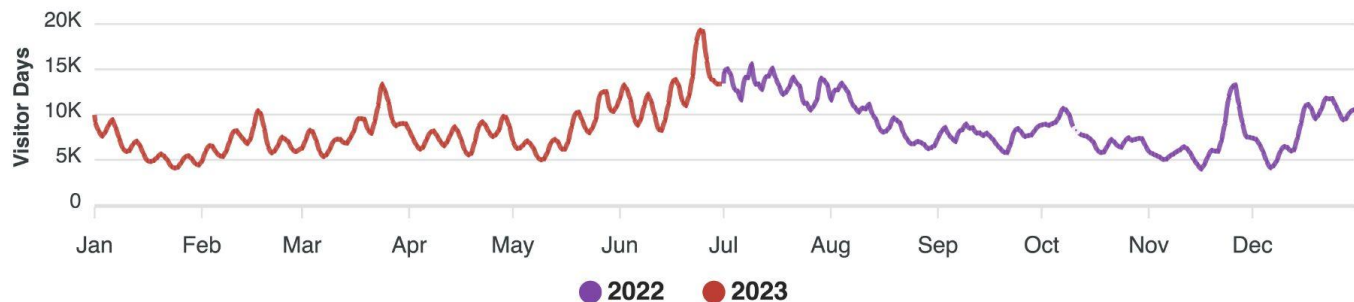


# Visitation Trends

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

## Daily Visitors Trend

5-Day Rolling Average



We see the our peak visitation season runs June - August with additional spikes around spring break, fall break, and Thanksgiving. Although day trips make up a large portion of visitors at 47.2%, we see a strong share of overnight visitors (52.8% in total) shifting that trend.

## Visitor Days by Length of Stay



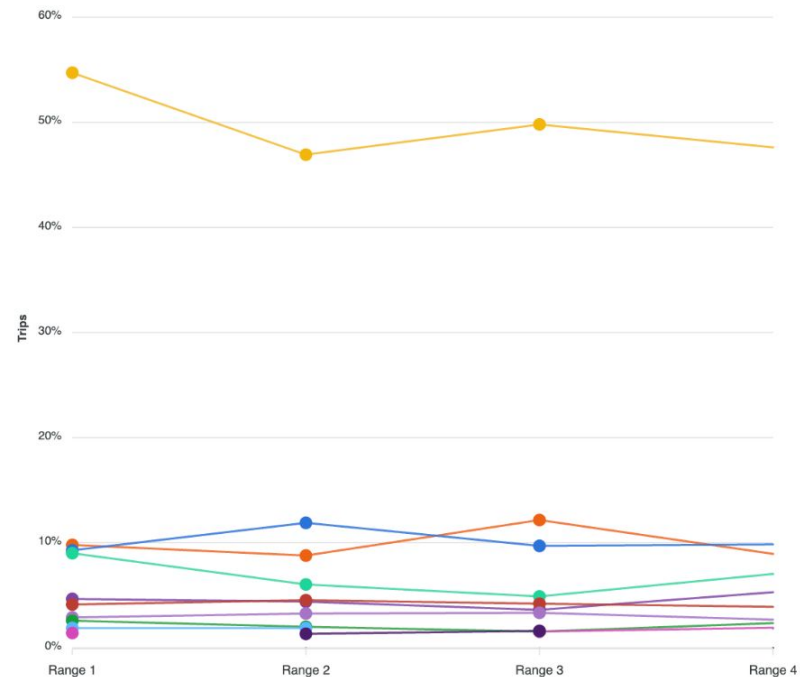
|                  |                |
|------------------|----------------|
| ● Day Trip 47.2% | ● 2 Days 11.7% |
| ● 3 Days 13.9%   | ● 4 Days 11.1% |
| ● 5 Days 6.2%    | ● 6+ Days 9.9% |



# Top Visitor Markets (DMA) coming to Bishop each Season

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

Percent of Trips



Date Range 1: 7/1/22 — 9/30/22  
 Date Range 2: 10/1/22 — 12/31/22  
 Date Range 3: 1/1/23 — 3/31/23  
 Date Range 4: 4/1/23 — 6/30/23

Top Market Rank

|    | Range 1                           | Range 2                           | Range 3                           | Range 4                           |
|----|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| 1  | Los Angeles<br>54.73%             | Los Angeles<br>46.93%             | Los Angeles<br>49.81%             | Los Angeles<br>47.63%             |
| 2  | San Diego<br>9.79%                | Reno<br>11.89%                    | San Diego<br>12.16%               | Reno<br>9.84%                     |
| 3  | Reno<br>9.28%                     | San Diego<br>8.78%                | Reno<br>9.7%                      | San Diego<br>8.94%                |
| 4  | Bakersfield<br>9%                 | Bakersfield<br>6.03%              | Bakersfield<br>4.89%              | Bakersfield<br>7.03%              |
| 5  | Sacramnto-Stkton-Mo...<br>4.65%   | Las Vegas<br>4.53%                | Las Vegas<br>4.2%                 | Sacramnto-Stkton-Mo...<br>5.29%   |
| 6  | Las Vegas<br>4.12%                | Sacramnto-Stkton-Mo...<br>4.39%   | Sacramnto-Stkton-Mo...<br>3.61%   | Las Vegas<br>3.9%                 |
| 7  | San Francisco-Oak-San...<br>2.89% | San Francisco-Oak-San...<br>3.26% | San Francisco-Oak-San...<br>3.33% | San Francisco-Oak-San...<br>2.68% |
| 8  | Phoenix -Prescott<br>2.58%        | Phoenix -Prescott<br>2%           | Boise<br>1.61%                    | Phoenix -Prescott<br>2.35%        |
| 9  | Fresno-Visalia<br>1.88%           | Fresno-Visalia<br>1.87%           | SantaBarbra-SanMar-S...<br>1.55%  | SantaBarbra-SanMar-S...<br>1.91%  |
| 10 | SantaBarbra-SanMar-S...<br>1.41%  | Boise<br>1.33%                    | Phoenix -Prescott<br>1.54%        | Fresno-Visalia<br>1.8%            |

- Los Angeles
- San Diego
- Reno
- Bakersfield
- Sacramnto-Stkton-Modesto
- Las Vegas
- San Francisco-Oak-San Jose
- Phoenix -Prescott
- Fresno-Visalia
- SantaBarbra-SanMar-SanLuob
- Boise

# California Visitation Trends

Provided by Visit California



INYO TRAVEL-RELATED  
SPENDING

**\$250.5M**



INYO STATE AND LOCAL  
TAX REVENUE

**\$21.2M**



INYO EMPLOYMENT

**2.7K**



- In 2022, travel spending grew to \$134.4 billion, a 31.7% increase from the prior year. Since the peak of 2019, travel spending has declined by 7.2%.
- The travel industry supported approximately 1.09 million jobs in 2022, a 16.8% increase from the prior year. Compared to 2019, travel industry employment has declined by 7.3%.
- Travel-generated state and local tax revenue increased to \$11.9 billion in 2022, an increase of 21.6% from the prior year. Compared to 2019, travel-generated tax revenue has fallen by 3%.
- Visitor air travel on domestic flights to California destinations increased by 66% in 2022, from 21.4 million to 35.5 million arrivals.
- Visitors who stayed in a hotel, motel, or short-term vacation rental (STVR) spent a combined \$67.6 billion in 2022, an increase of 25.7% compared to 2021.





# Visitation Trends by Category

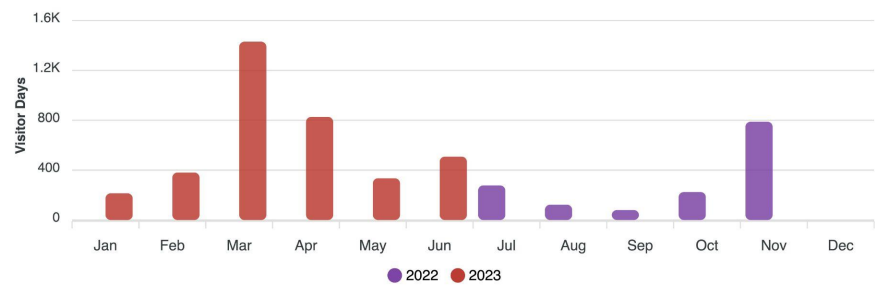
July 1, 2022 - June 30, 2023 | Visitors 50+ Miles



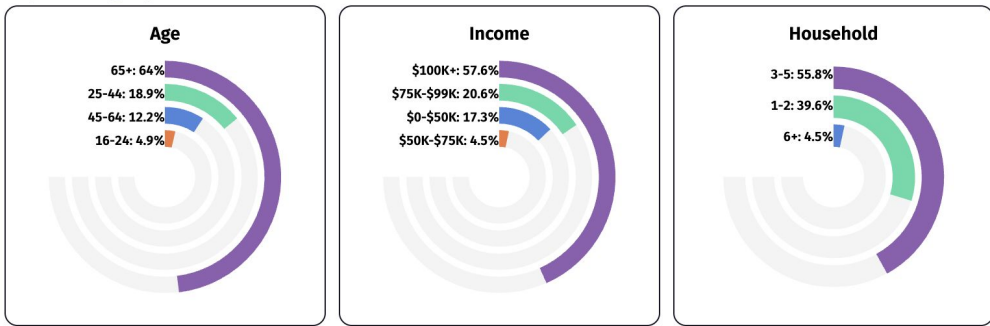
# Boulderers: Tablelands + Buttermilk Boulders


July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

Monthly Volume by Visitor Days




Top Demographics







**Total Trips**  
2,864 Trips



**Visitor Days**  
5,324 Days



**Avg Length of Stay**  
1.9 Days

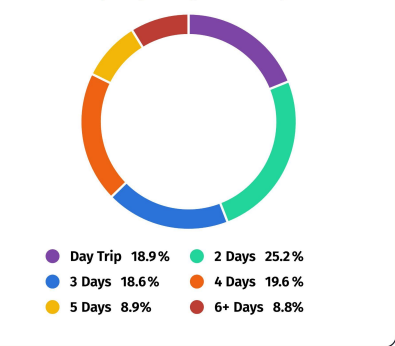


**Unique Visitors**  
1,953 Visitors

Top DMAs

| DMA                        | Trips |
|----------------------------|-------|
| Los Angeles                | 1,029 |
| SantaBarbra-SanMar-SanLuob | 212   |
| Sacramnto-Stkton-Modesto   | 194   |
| San Diego                  | 136   |
| Reno                       | 106   |
| San Francisco-Oak-San Jose | 102   |
| Bend- OR                   | 63    |
| Portland- OR               | 59    |
| Chico-Redding              | 59    |
| Philadelphia               | 45    |

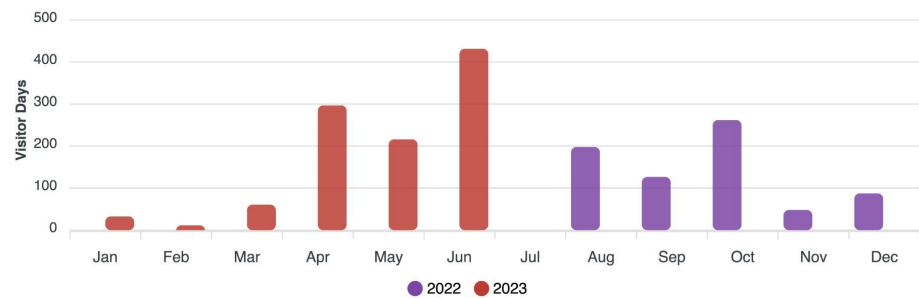
Visitor Days by Length of Stay



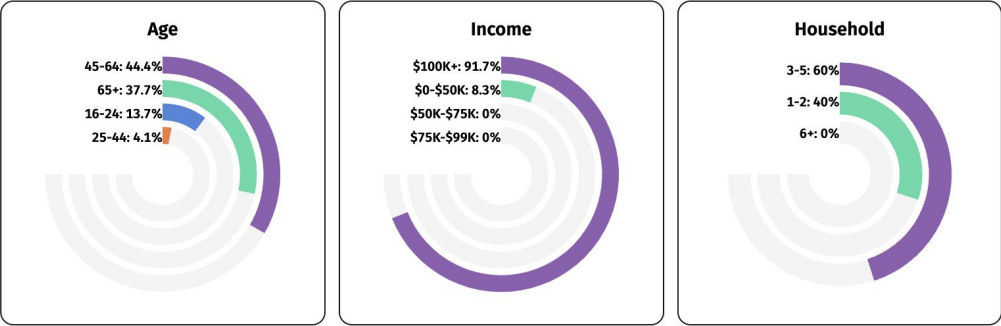
# Climbers: Owens River Gorge & Pine Creek

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

Monthly Volume by Visitor Days



Top Demographics



Total Trips  
1,313 Trips



Visitor Days  
1,754 Days

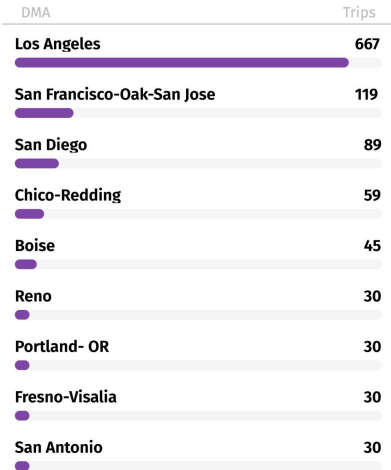


Avg Length of Stay  
1.3 Days

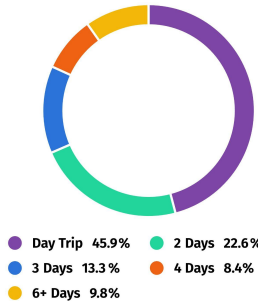


Unique Visitors  
852 Visitors

Top DMAs



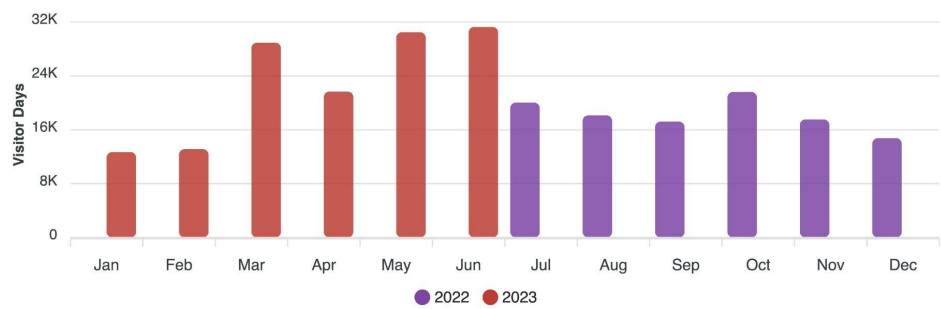
Visitor Days by Length of Stay



# Fisherfolk: Owens River, Intake 2, Buckley Ponds, Rock Creek Lake

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

Monthly Volume by Visitor Days



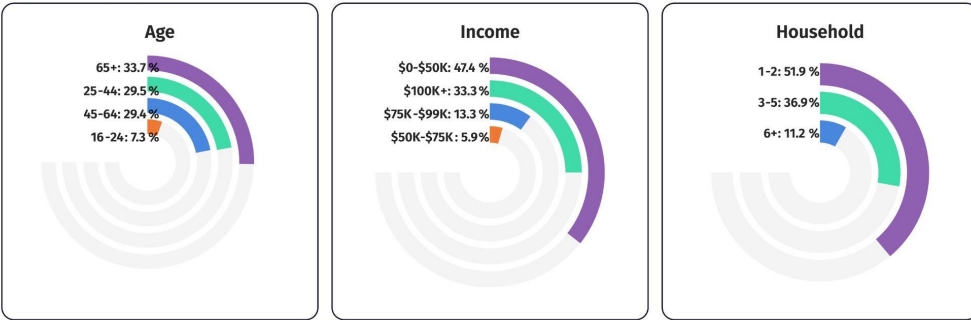
**Total Trips**  
94,585 Trips

**Visitor Days**  
246,763 Days

**Avg Length of Stay**  
2.6 Days

**Unique Visitors**  
61,756 Visitors

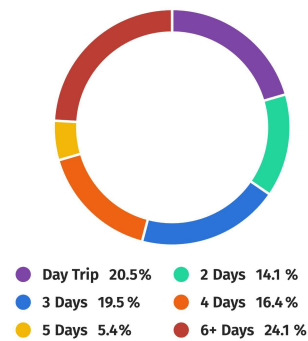
Top Demographics



Top DMAs

| DMA                        | Trips  |
|----------------------------|--------|
| Los Angeles                | 46,879 |
| Bakersfield                | 4,091  |
| Reno                       | 3,235  |
| San Diego                  | 1,915  |
| Sacramnto-Stkton-Modesto   | 1,471  |
| Boise                      | 1,311  |
| Las Vegas                  | 1,033  |
| San Francisco-Oak-San Jose | 925    |
| Phoenix -Prescott          | 916    |

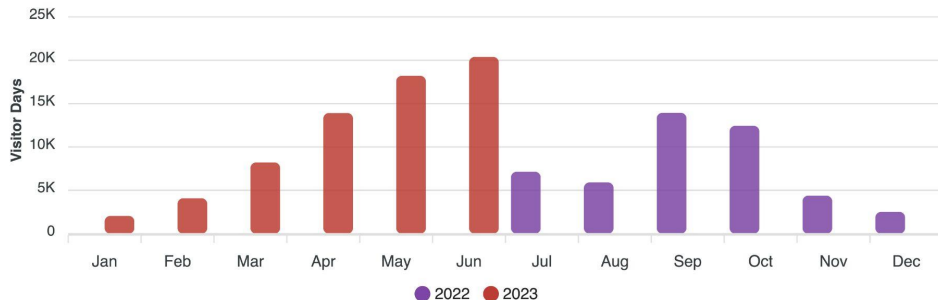
Visitor Days by Length of Stay



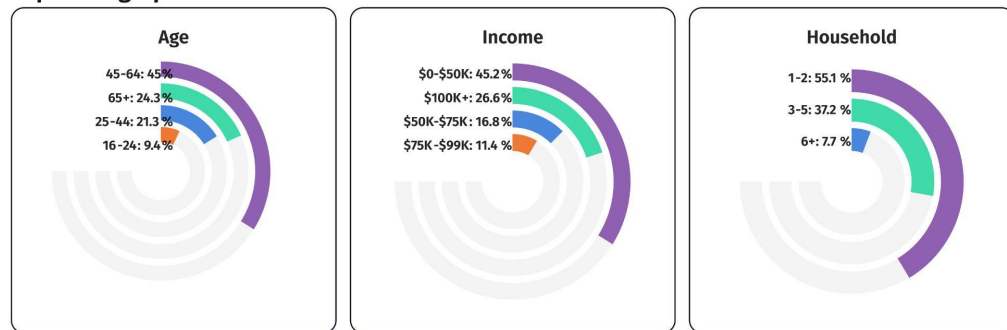
# Hikers: Big Pine Creek, Cottonwood, Horseshoe Meadow, Independence Creek, Mosquito Flat Trail, Onion Valley, Taboose Creek, Tinnemaha, Tuttle Creek, Tungsten Hills

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

## Monthly Volume by Visitor Days



## Top Demographics



Total Trips  
**44,345 Trips**



Visitor Days  
**115,274 Days**



Avg Length of Stay  
**2.6 Days**



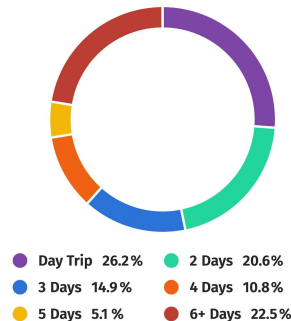
Unique Visitors  
**29,526 Visitors**

## Top Markets



|                            |        |
|----------------------------|--------|
| Los Angeles                | 18,864 |
| Bakersfield                | 2,370  |
| San Diego                  | 905    |
| Sacramnto-Stkton-Modesto   | 534    |
| Reno                       | 443    |
| San Francisco-Oak-San Jose | 434    |
| Las Vegas                  | 354    |
| SantaBarbra-SanMar-SanLuob | 301    |

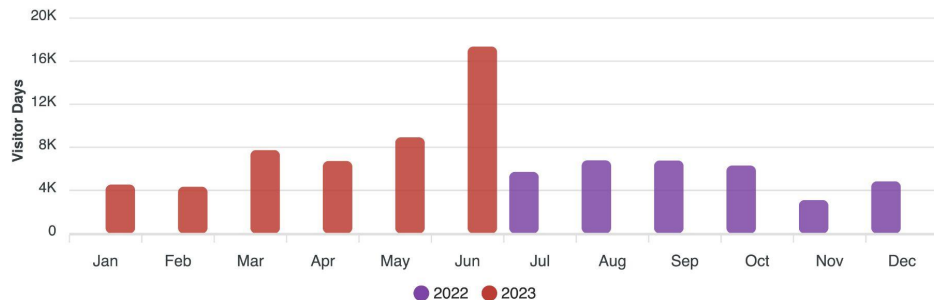
## Visitor Days by Length of Stay



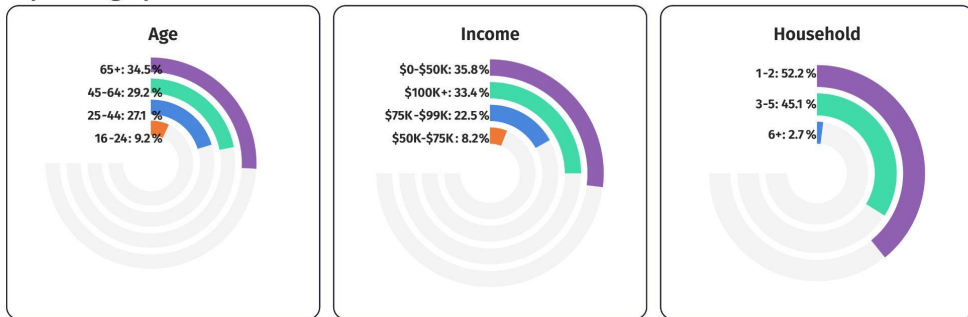
# History + Heritage: Laws Railroad Museum, Manzanar, Eastern Ca Museum, Museum of Western Film History

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

## Monthly Volume by Visitor Days



## Top Demographics



Total Trips  
**78,350 Trips**



Visitor Days  
**88,134 Days**



Avg Length of Stay  
**1.1 Days**

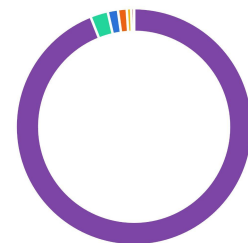


Unique Visitors  
**54,119 Visitors**

## Top DMAs

| DMA                        | Trips  |
|----------------------------|--------|
| Los Angeles                | 34,941 |
| San Diego                  | 1,602  |
| Bakersfield                | 1,545  |
| Reno                       | 1,369  |
| Las Vegas                  | 670    |
| Sacramento-Stokton-Modesto | 625    |
| San Francisco-Oak-San Jose | 353    |
| Denver                     | 240    |

## Visitor Days by Length of Stay



Day Trip 93.9%  
2 Days 2.4%  
3 Days 1.4%  
4 Days 1.2%  
5 Days 0.6%  
6+ Days 0.4%



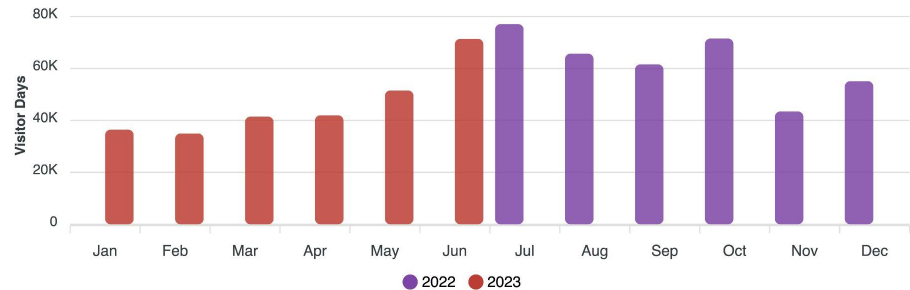
# Accommodations Report

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

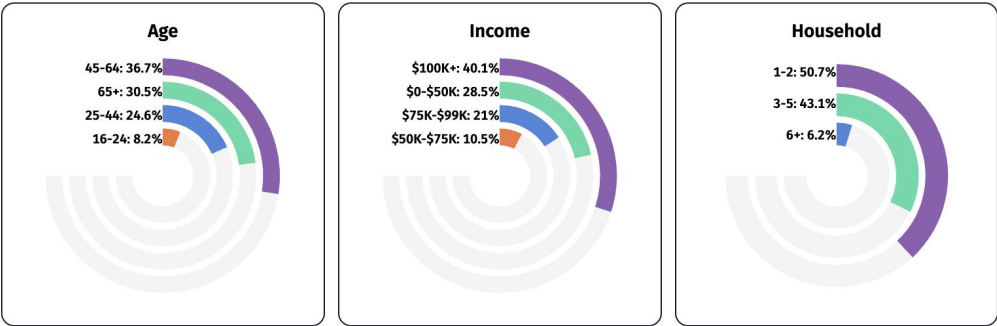
# All Lodging

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

Monthly Volume by Visitor Days



Top Demographics



Total Trips  
217,537 Trips



Visitor Days  
643,241 Days

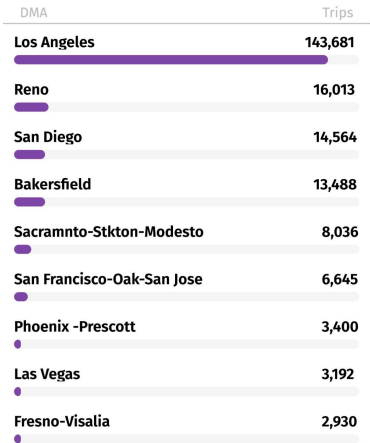


Avg Length of Stay  
3 Days

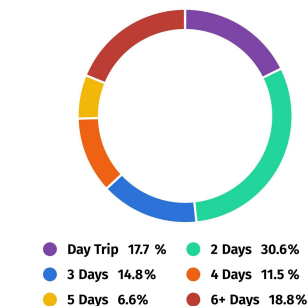


Unique Visitors  
139,295 Visitors

Top DMAs



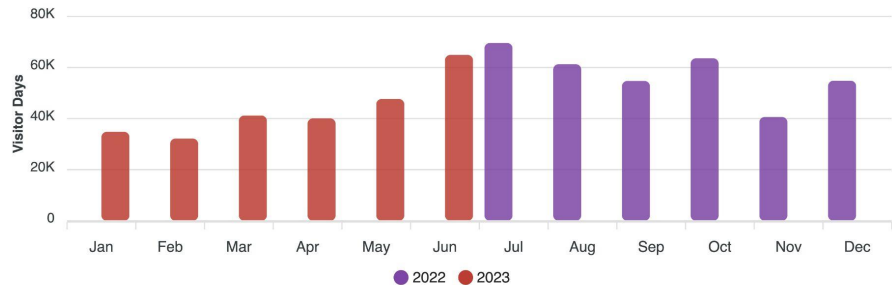
Visitor Days by Length of Stay



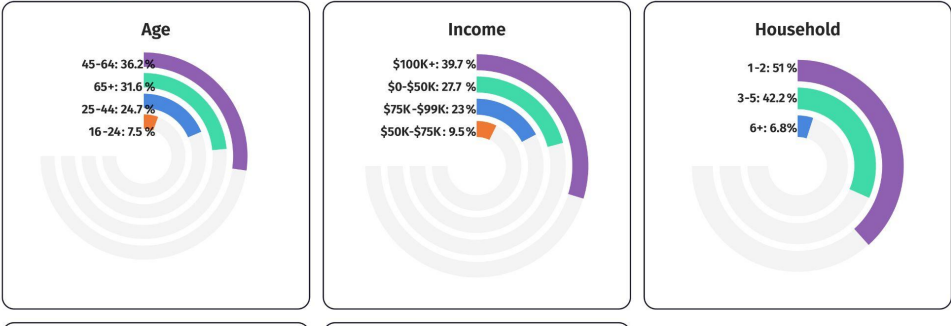
# City of Bishop Lodging Only

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

Monthly Volume by Visitor Days



Top Demographics



Total Trips  
218,469 Trips



Visitor Days  
619,313 Days

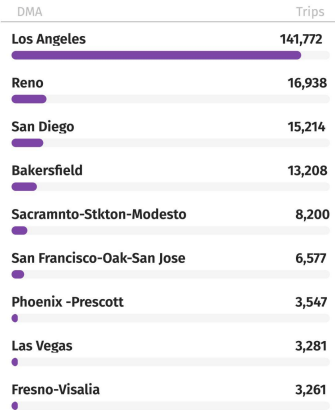


Avg Length of Stay  
2.8 Days

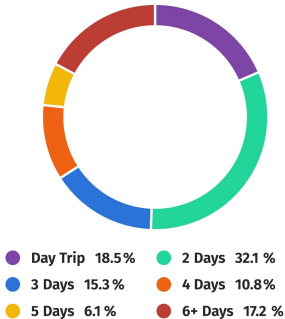


Unique Visitors  
138,133 Visitors

Top DMAs



Visitor Days by Length of Stay

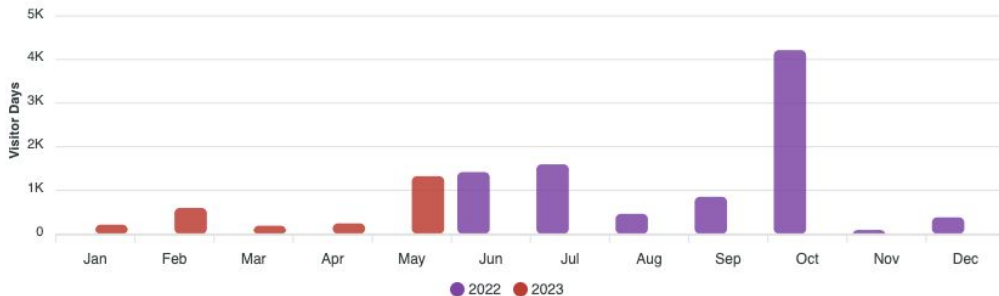




# Bishop Creek Lodging (Parchers, Bishop Creek Lodge, Cardinal Village)

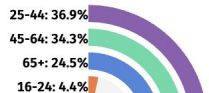
July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

## Monthly Volume by Visitor Days

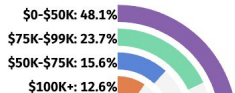


## Top Demographics

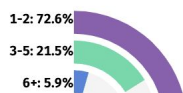
### Age



### Income



### Household



Total Trips  
**3,982 Trips**



Visitor Days  
**17,258 Days**



Avg Length of Stay  
**4.3 Days**

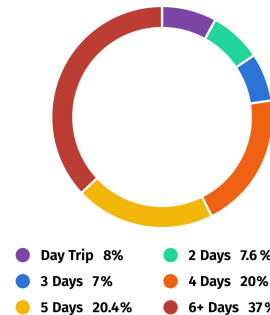


Unique Visitors  
**2,665 Visitors**

## Top DMAs

| DMA                        | Trips |
|----------------------------|-------|
| Los Angeles                | 2,296 |
| Bakersfield                | 129   |
| San Diego                  | 89    |
| Sacramnto-Stkton-Modesto   | 87    |
| Reno                       | 74    |
| SantaBarbra-SanMar-SanLuob | 67    |
| Fresno-Visalia             | 36    |
| Phoenix -Prescott          | 36    |

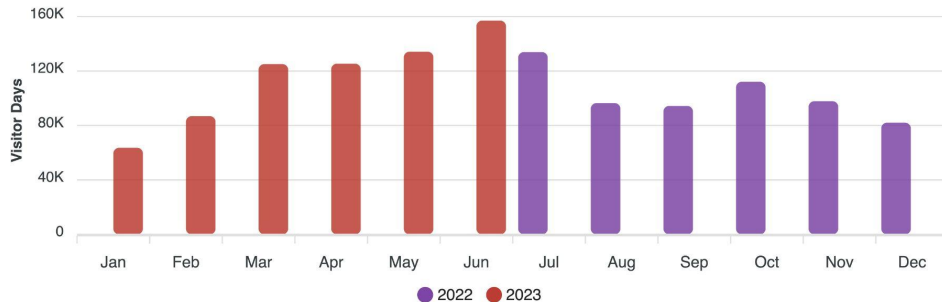
## Visitor Days by Length of Stay



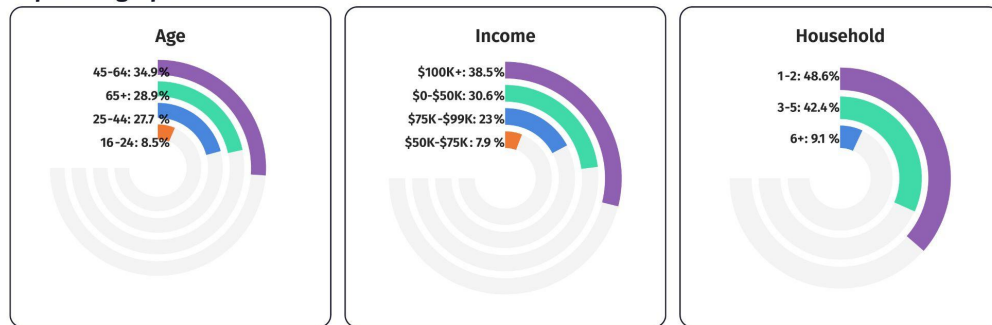
# All Campgrounds

July 1, 2022 - June 30, 2023 | Visitors 50+ Miles

## Monthly Volume by Visitor Days



## Top Demographics



Total Trips  
**572,224 Trips**



Visitor Days  
**1,301,353 Days**



Avg Length of Stay  
**2.3 Days**

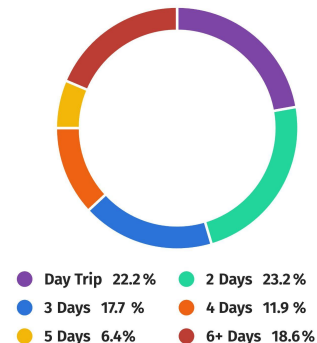


Unique Visitors  
**356,783 Visitors**

## Top DMAs

| DMA                        | Trips   |
|----------------------------|---------|
| Los Angeles                | 195,495 |
| Bakersfield                | 59,712  |
| Las Vegas                  | 46,987  |
| San Diego                  | 30,184  |
| Reno                       | 29,161  |
| Sacramento-Stokton-Modesto | 25,249  |
| San Francisco-Oak-San Jose | 23,299  |
| Phoenix -Prescott          | 14,345  |
| Fresno-Visalia             | 8,360   |

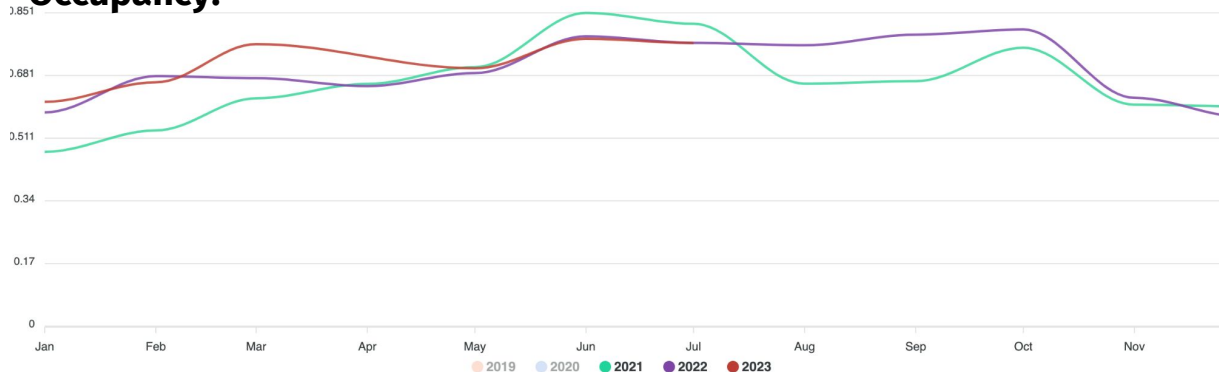
## Visitor Days by Length of Stay



# STR Data

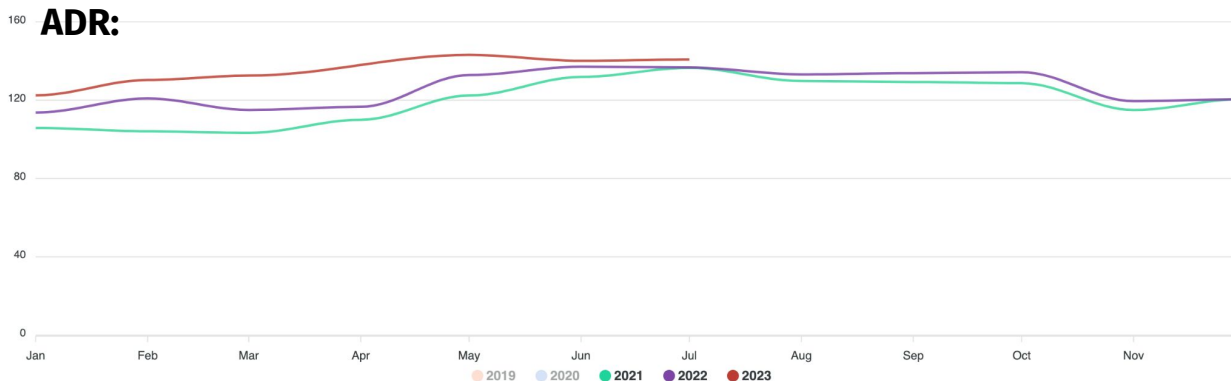
## 2021, 2022, Jan-June 2023 Comparison

### Occupancy:



2022 Occupancy and ADR were strong and overall above 2021 Occupancy levels, we do see a dip in June & July Occupancy in 2022 when compared to 2021.

### ADR:



2023 Occupancy and ADR have had a very strong start. Occupancy and ADR have kept in pace with 2022 data.





# **Domestic Spend Report**

January 2020 - May 2023

# Spend by Market

Data through May 2023



Top Spend DMA

**Los Angeles**

53.72% of Spend



2nd Top Spend DMA

**San Diego**

8.28% of Spend



3rd Top Spend DMA

**Reno**

6.12% of Spend



4th Top Spend DMA

**Bakersfield**

5.45% of Spend



5th Top Spend DMA

**Sacramnto-Stkton-Modesto**

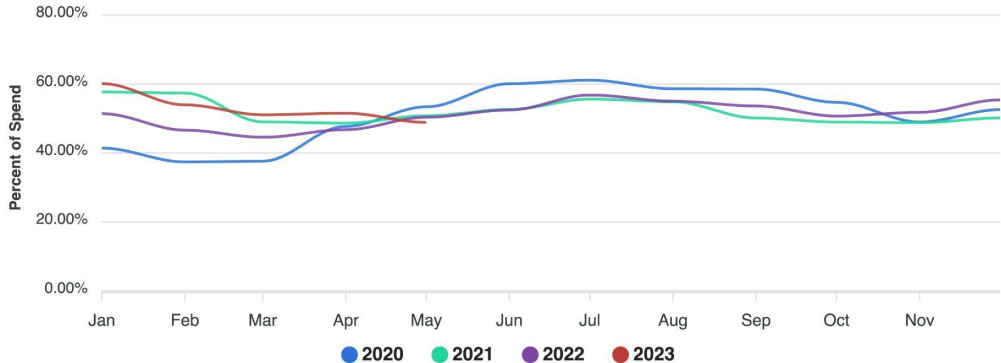
3.29% of Spend

## Top DMA Spending

| DMA                        | % Share of Spending |
|----------------------------|---------------------|
| Los Angeles                | 53.72 %             |
| San Diego                  | 8.28 %              |
| Reno                       | 6.12 %              |
| Bakersfield                | 5.45 %              |
| Sacramnto-Stkton-Modesto   | 3.29 %              |
| San Francisco-Oak-San Jose | 2.73 %              |
| SantaBarbra-SanMar-SanLuob | 2.44 %              |
| Las Vegas                  | 2.15 %              |
| Phoenix -Prescott          | 1.32 %              |
| Fresno-Visalia             | 1.29 %              |

## Year Over Year Spending

Los Angeles



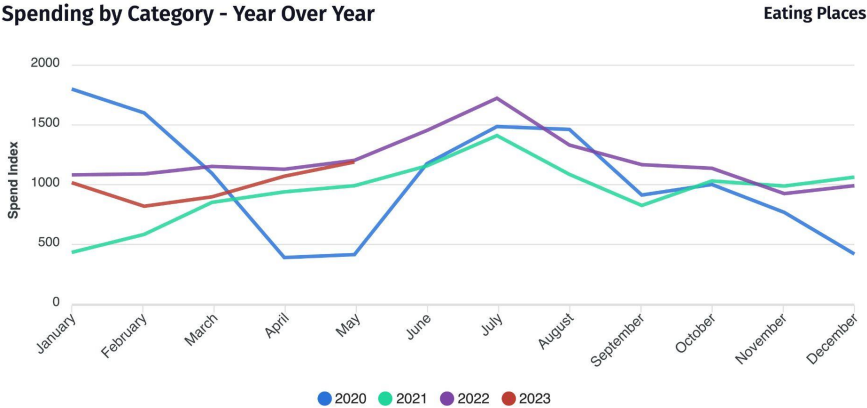
Los Angeles is your top spending DMA making up over 50% of visitor spend in Bishop. Above is their YoY spending trendline - 2023 is showing a strong start in their spending trends, the deficit we see in May is likely due to data delay.



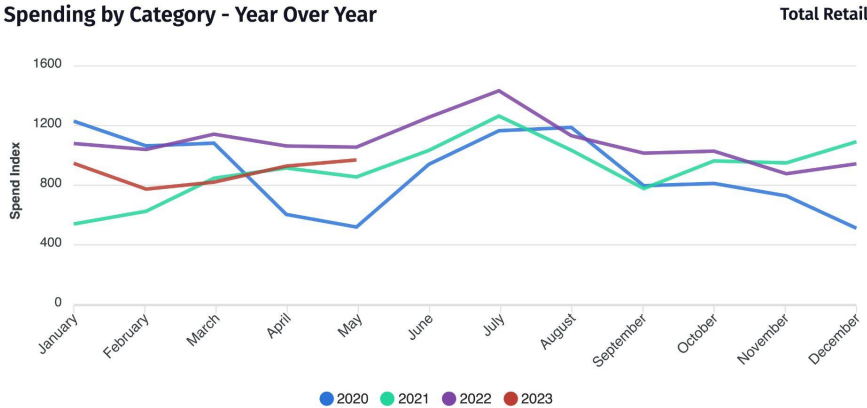
# Spend by Category

Data through May 2023

## Restaurants:



## Retail:



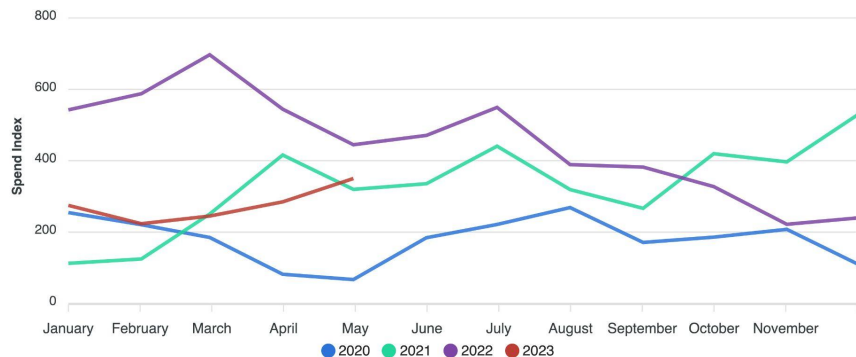
# Spend by Category

Data through May 2023

## Accommodations:

Spending by Category - Year Over Year

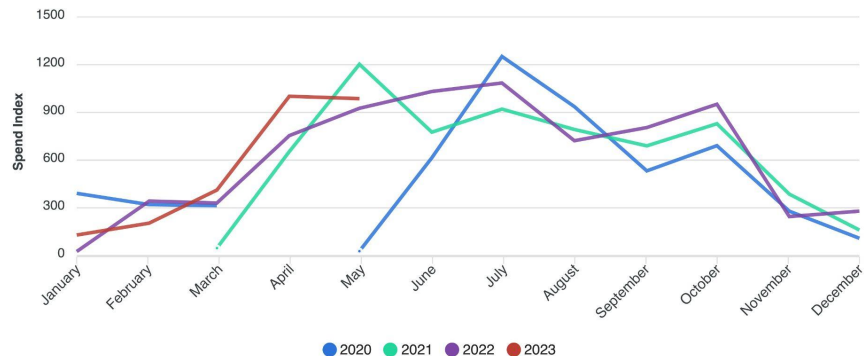
Accommodations



## Art & Entertainment:

Spending by Category - Year Over Year

Art, Entertainment and Recreation





# Thank You!



# Data Definitions

Data may change as new data is delivered throughout the year. Know that every effort is made to ensure the accuracy of the data provided. That said, mistakes can occur. Please notify your Datafy contact with any questions that arise.

**Census Demographics** - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

**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.

**Home Zip Code** - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

**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.

**Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. Utilizes a combination of observation patterns, distance traveled, 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.

**Point of Interest (POI)** - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.



# Data Definitions Continued

Data may change as new data is delivered throughout the year. Know that every effort is made to ensure the accuracy of the data provided. That said, mistakes can occur. Please notify your Datafy contact with any questions that arise.

**Repeat vs One Time Visitors** - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is “flagged” as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

**Trips** - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, 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.

**Unique Device** - A unique mobile device determined by unique identifiers.

**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.

**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.

**Trip Length** - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, 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.

**Our Zip Code vs Postal Zip Code** - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

