

Visit Bishop FY25 Board Report

September 10th, 2025



What's on Tap

1. Who is Datafy & what do we do?
2. FY 25 Visitation
3. FY 25 Fall-Winter Campaign Performance
4. Bishopvisitor.com Website Attribution



Datafy Solutions

Datafy's all-in-one solution expertly incorporates data, advertising, attribution and performance analytics, all within one streamlined platform.

Datafy Analytics



Uncover strategy-defining analytics through our big data insights, including: geolocation, spending, demographic & more.

Datafy Advertising



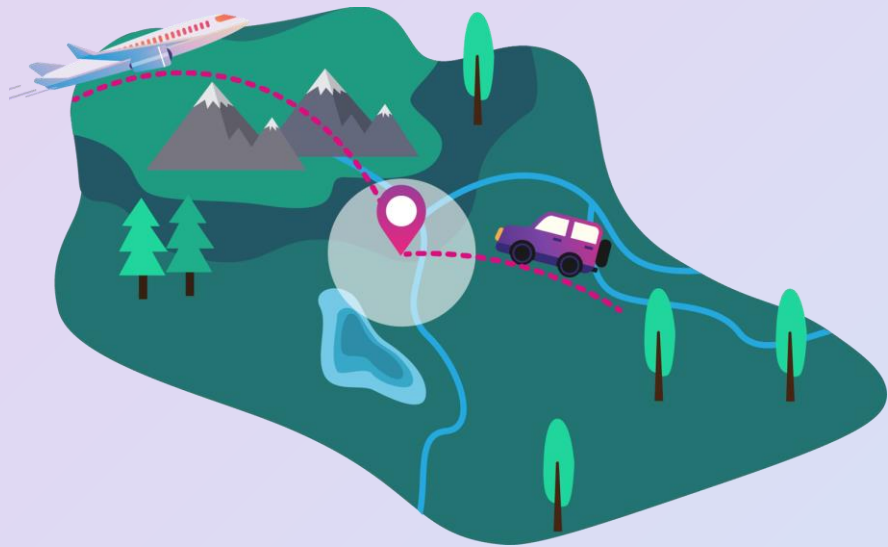
Tap into **real-world behavioral audiences** with dynamic advertising through Datafy's DSP.

Datafy Attribution



Prove impact by directly linking ad-exposed audiences to in-market visitation for **defensible visitor attribution**.

Analytics



Additional
Data Sources



Geolocation



7+Year Historical
lookback



Universal IDs



Visitor
Spending Data



Household-level
Demographic

Geolocation Data

Allow MyApp to track your activity across other companies' apps and websites?

This helps our ad partners aggregate information about you and provide you with a more personalized ad experience.

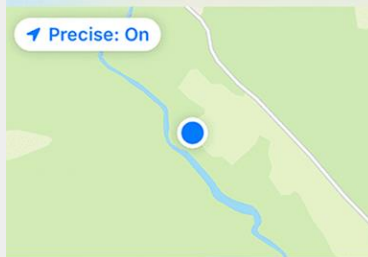
Ask App Not to Track

Allow

Allow "Maps" to use your location?

Your location is used to show your position on the map, get directions, estimate travel times, and improve search results.

📍 Precise: On



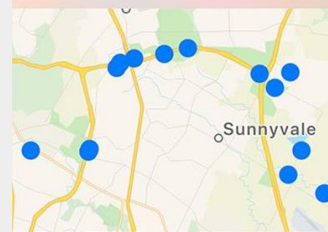
Allow Once

Allow While Using App

Don't Allow

"App" has used your location 14 times in the background over the past 3 days. Do you want to continue to allow background location use?

As our Privacy Policy describes, we use and share your device's location with trusted partners to deliver forecasts, weather alerts, and ads, and to provide and improve our Services.



Change to Only While Using

Always Allow

FY 25 Tourism in Bishop Big Picture.



Who are our visitors?



When do they come?



What do they do?

The story of your Visitors Through Data



Visitor Definition



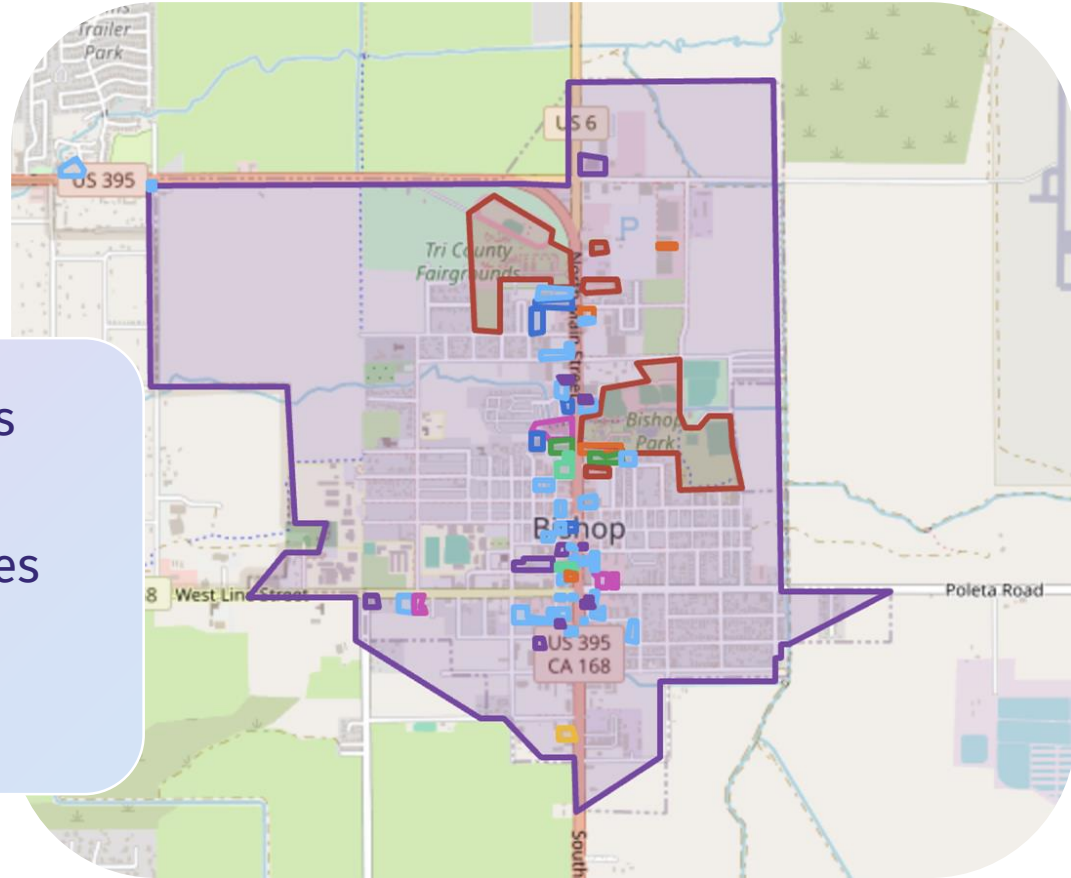
Domestic Visitors
to Bishop, CA



Traveled 50+ Miles
From their home location



July 1, 2024 -
June 30, 2025



FY25 Visitation At a Glance:

985,640
Trips



2,193,166
Visitor Days



2.2 Days
Avg. Length of Stay



Avg. Visitor
Spend/Trip

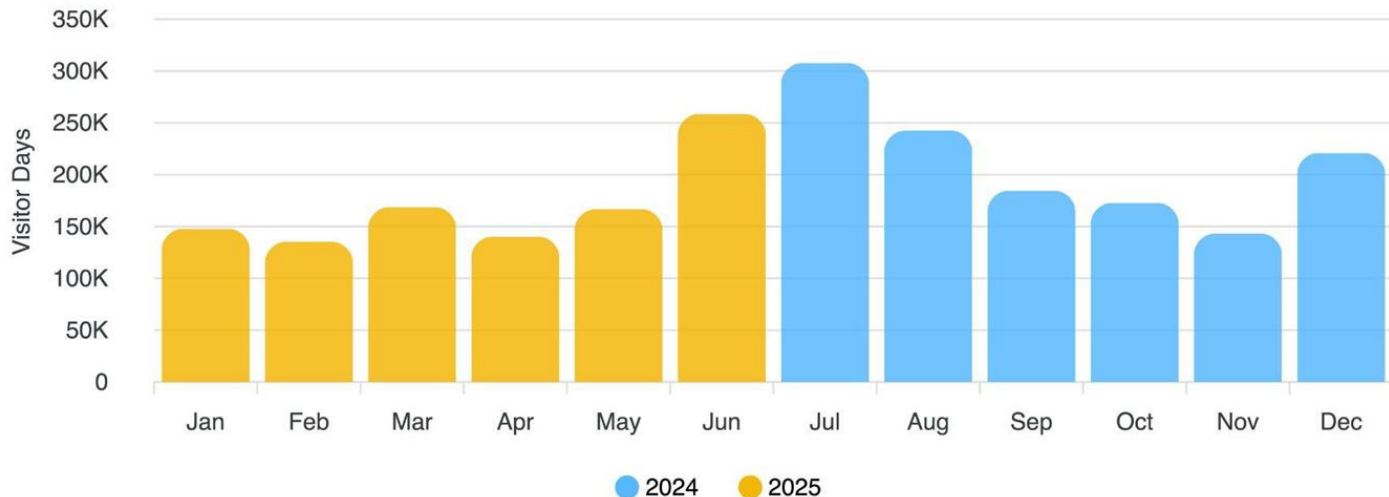
\$164



Visitation

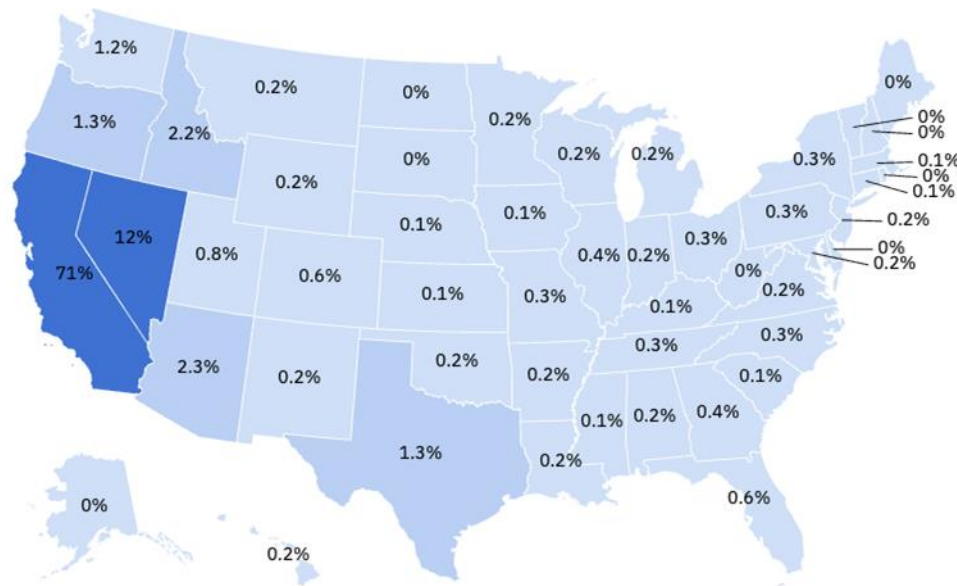
When do they come?

Visitation by Month - Visitor Days



Visitation

Where are they from?



In-State vs Out-of-State % Share

- In State 71%
- Out-of-State 29%



Where are they from?

Top Markets

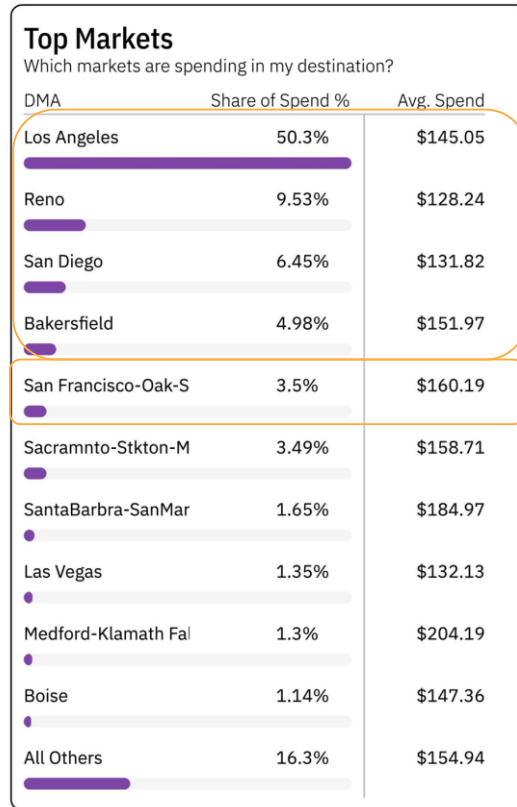
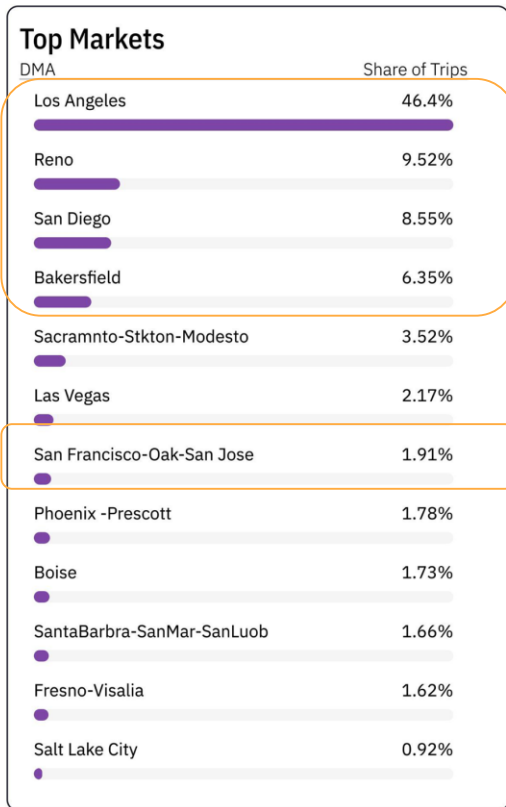
DMA	Share of Trips
Los Angeles	46.4%
Reno	9.52%
San Diego	8.55%
Bakersfield	6.35%
Sacramnto-Stkton-Modesto	3.52%
Las Vegas	2.17%
San Francisco-Oak-San Jose	1.91%
Phoenix -Prescott	1.78%
Boise	1.73%
SantaBarbra-SanMar-SanLuob	1.66%
Fresno-Visalia	1.62%
Salt Lake City	0.92%

Top Markets

Which markets are spending in my destination?

DMA	Share of Spend %	Avg. Spend
Los Angeles	50.3%	\$145.05
Reno	9.53%	\$128.24
San Diego	6.45%	\$131.82
Bakersfield	4.98%	\$151.97
San Francisco-Oak-S	3.5%	\$160.19
Sacramnto-Stkton-M	3.49%	\$158.71
SantaBarbra-SanMar	1.65%	\$184.97
Las Vegas	1.35%	\$132.13
Medford-Klamath Fal	1.3%	\$204.19
Boise	1.14%	\$147.36
All Others	16.3%	\$154.94

Where are they from?



Accommodation Insights

DMA Visitation

DMA	Visitor Days
Los Angeles	42.5%
Reno	6.12%
San Diego	6.12%
Bakersfield	5.37%
Sacramnto-Stkton-Modesto	4.16%
San Francisco-Oak-San Jose	3.54%
Phoenix -Prescott	2.81%
Fresno-Visalia	2.36%
Las Vegas	2.35%
Salt Lake City	1.59%
SantaBarbra-SanMar-SanLuob	1.57%
Boise	1.37%

Top Markets - Accommodations ▾

Which markets are spending on this category in my destination?

DMA	Share of Spend %	Avg. Spend
Los Angeles	46.1%	\$245.68
Reno	7.02%	\$247.19
San Diego	5.74%	\$216.39
Sacramnto-Stkton-M	5.37%	\$223.16
Bakersfield	4.72%	\$203.32
San Francisco-Oak-S	4.12%	\$228.61
SantaBarbra-SanMar	1.96%	\$371.24
Portland- OR	1.95%	\$255.31
Boise	1.46%	\$211.25
Phoenix -Prescott	1.46%	\$182.39
All Others	20.1%	\$252.35

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Visitation

How are they spending their time?

Restaurants



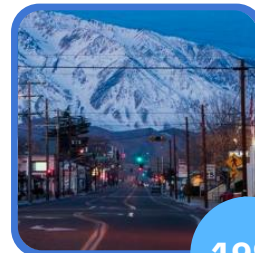
74%

Lodging



27%

Retail



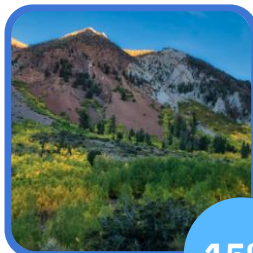
19%

Campgrounds



16%

Outdoor Rec



15%

History & Heritage



8%

Spending

How are they spending their money?



AVG. SPEND PER TRIP

\$164.44



AVG. TRANSACTIONS PER TRIP

3.57 transactions

Spending by Year

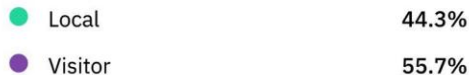


Spending

How are they spending their money?

Locals vs Visitor

What is the spending split for locals vs visitors?



Min distance filter is not applied to this chart.

Locals: 0 - 50 Miles | Visitors: 50 - 3481 Miles

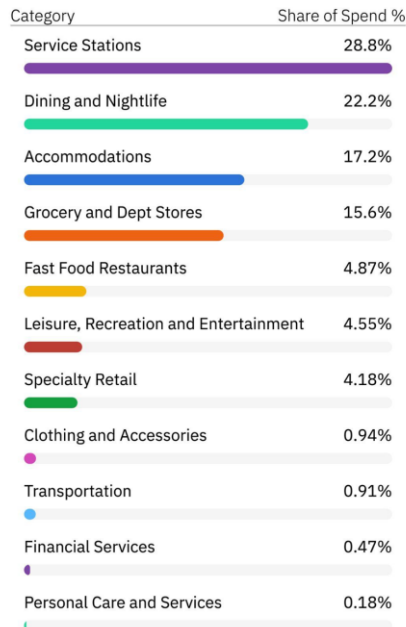
In/Out of State

What is the spending split for in-state vs out-of-state?



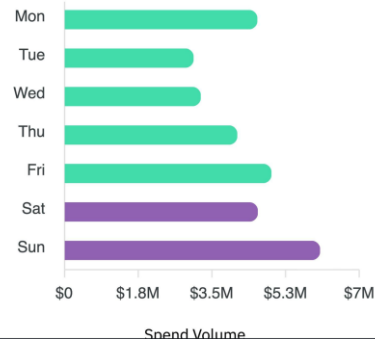
Category Spending

Which categories are visitors spending in my destination?



Spend by Day

How much are visitors spending per day?



FY 24/25 Fall-Winter Campaign

Performance & Attribution

Audience Targeting



Past Visitor Re-Engagement

- Past Visitors (Sept-May 2022-2024) seen in Lodging & Airport POIs.
- 50+ Miles in select MSAs:
 - Los Angeles-Long Beach
 - Riverside-San Bern
 - Denver - Aurora
 - San Fran - Oakland - Frem
 - Phoenix - Mesa - Scottsdale
 - San Diego - Carlsbad
 - Boulder
 - Bakersfield
 - Reno Sparks
 - Oxnard-Thousand Oaks
 - Sacramento
 - Las Vegas-Paradise, NV



Airport Visitor Look a Like

- 50+ Miles from Bishop in select MSAs:
 - Denver-Aurora
 - San Fran - Oakland-Frem
 - Boulder, CO
 - Las Vegas - Paradise, NV
- Ages 45-64
- HHI \$75K
- Known Traveler AND Outdoors



Lodging Look a Like

- 50+ Miles from Bishop in select MSAs:
 - Los Angeles-Long beach
 - San Diego-Carlsbad
 - Bakersfield, CA
 - Las Vegas - Paradise, NV
- Ages 45-64
- HHI \$100K
- Known Traveler AND Outdoors

FY 24-25 Fall-Winter Visitation Campaign

Campaigns:

Run Dates: 11.05.24 - 02.28.25

3,765

Total Trips Taken to Bishop

By Ad Exposed Visitors who Live
50+ miles away



4,278

Estimated Room Nights

By Ad Exposed Visitors who Live
50+ miles away



\$41 : \$1

Return On Ad Spend*

ROAS based on raw, impacted visitation



Los Angeles

Top Attribution Market

44% of Ad Exposed Trips came from
LA-Long Beach MSA



2.2 Days

**Lodging Avg Length of
Stay**

Ad Exposed visitors seen in lodging
properties had a higher avg length of stay



61%

Lodging Correlation

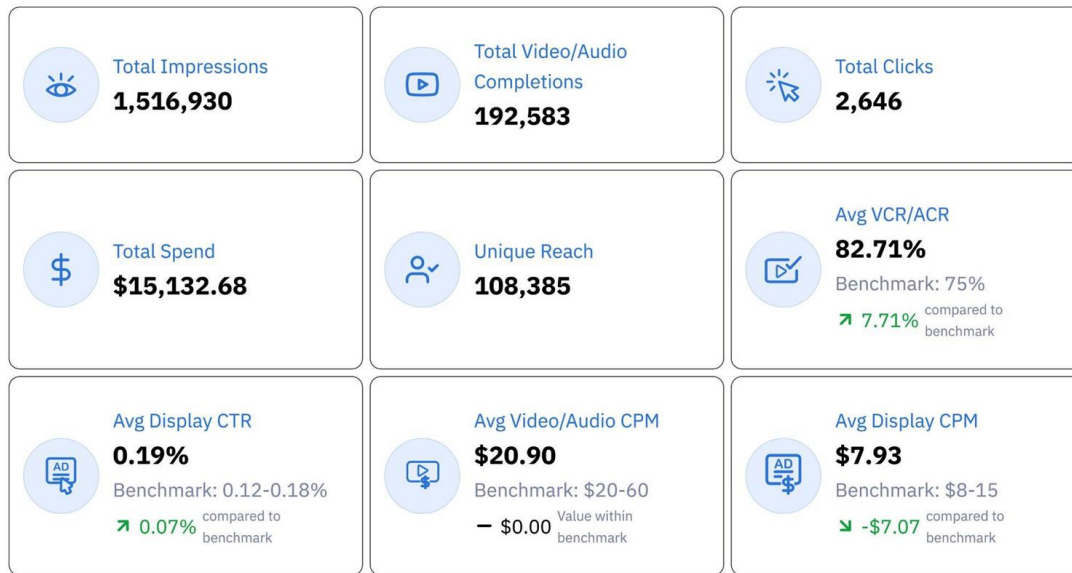
Ad Exposed Visitors seen at Lodging
Properties



Key Performance Indicators

Campaigns:

Run Dates: 11.05.24 - 06.30.25



BishopVisitor.com Website Attribution

November 11, 2024 - June 30, 2025

Website Attribution Highlights

1,272

Total Trips Taken to Bishop

By Website Exposed Visitors who live 50+ miles away



\$181,618

Estimated Impact

Attributable Web Visitors Spending in Bishop*



Organic Search

Top Attribution Channel

654 Attributable Trips



1,010

Estimated Hotel Room Nights

By Website Exposed Visitors who live 50+ miles away



2.8 Days

Average Days in Market

By Website Exposed Visitors who live 50+ miles away



Los Angeles

Top Attribution Market

467 Attributable Trips



Website Attribution

ATTRIBUTABLE
TRIPS

1,279

UNIQUE REACH

241,154

EST. IMPACT

\$181,618

TOTAL WEBSITE
SESSIONS

311,561

WEBSITE
PAGEVIEWS

423,245

AVG. TIME ON SITE

3 min 35 sec

AVG.
ENGAGEMENT RATE

41.7%

*Estimated Campaign Impact calculated by multiplying Bishop's Average Spend Per Trip (\$142) by each website visitor we've observed an attributable trip for.

Thank you.

Erin Stiehler

Senior Director, Client Experience

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