

Measuring Overnight Visitation

The Municipal Overnight Visitation Report uses anonymized and privacy-compliant mobile data. This data is enriched with third-party datasets, advanced analytics and psychographic modeling to generate overnight visitation insights for the municipality as a whole.

Who Counts as an Overnight Visitor?

A visitor is included if they meet the criteria:

- **Distance:** Their primary residence is located within the United States.
- **Timeframe:** Their device is detected outside the *Municipality of Sampleville* location and tracked overnight within the municipality from 10:00 PM to 7:00 AM.

Capturing All Stay Types

This report identifies a visitor's *Common Evening Location* (where their device is located during overnight hours), to capture all forms of accommodation. This includes: hotels, motels, and bed & breakfasts, short-term rentals (such as Airbnb), and stays at private residences with friends or family.

COMING

SOON

15.4K

1,966

3.1

-0.6% from 2024

Nights per Trip

Overnight Visits

Overnight Trips

+17.9% from 2024

Where Your Overnight Visitors Come From

TOP 10 OVERNIGHT VISITOR STATES		
Origin	Nights	% Change
Ohio	1,9K	-64.9%
Michigan	1.6K	-14.9%
New York	1.4K	-46.5%
Massachusetts	1.3K	-49.2%
Texas	1.2k	15.3%
Illinois	910	-37.8%
California	894	-36.3%
Pennsylvania	740	-51.7%
Maryland	701	-48.9%
Virginia	620	-36.3%

Understanding your data

This section shows your **Top 10 US Overnight Visitor States**. The **Count** column displays the total number of overnight visits, while **% Change** shows the % increase or decrease in visitation from the previous year.