



22,957
Total Visits

Average # of Visits Per Year: 4.52



3,578
Unique Visits



10,461

Weekend Visits



12,495

Weekday Visits

59.55%



Total Visits Were Locals

13,671 Visits from Locals (Located 0-40km away)

Average # of Local Visits Annually: 5.89

40.45%



Total Visits Were Visitors

9,286 Visits from Visitors (Located 40km + away)

Average # of Visitor Visits Annually: 4.32

45.57%



All Visits Were on Weekends

4,741 Weekend Visits were by Locals (45.32%)

5,720 Weekend Visits were by Visitors (54.68%)

54.43%



All Visits Were on Weekdays

9,204 Weekday Visits were by Locals (73.66%)

3,291 Weekday Visits were by Visitors (26.34%)



**Unique
Visitors**

36.89%

Unique Visits Were Locals

1,320 Unique Visits from Locals 0-40KM

63.11%

Unique Visits Were Visitors

2,258 Unique Visits from Visitors 40KM+

Key Terms

Unique Visitor

The number of distinct individuals (15+) who entered the targeted *Geofenced Area* during 2025 and remained in the area for a minimum of one hour. This metric filters for individuals to measure true, unique foot traffic.

Visits

The total number unique daily visits of individuals (15+) who entered the targeted *Geofenced Area* during 2025 remained in the area for a minimum of one hour. Visits measure overall foot traffic, where multiple visits by one person in a single day count as one visit, but daily visits over a week are cumulative.

Weekend Visits

The total number of daily visits recorded on Saturdays and Sundays in the targeted *Geofenced Area* during 2025.

Weekday Visits

The total number of visits recorded from Monday to Friday in the targeted *Geofenced Area* during 2025.