

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.

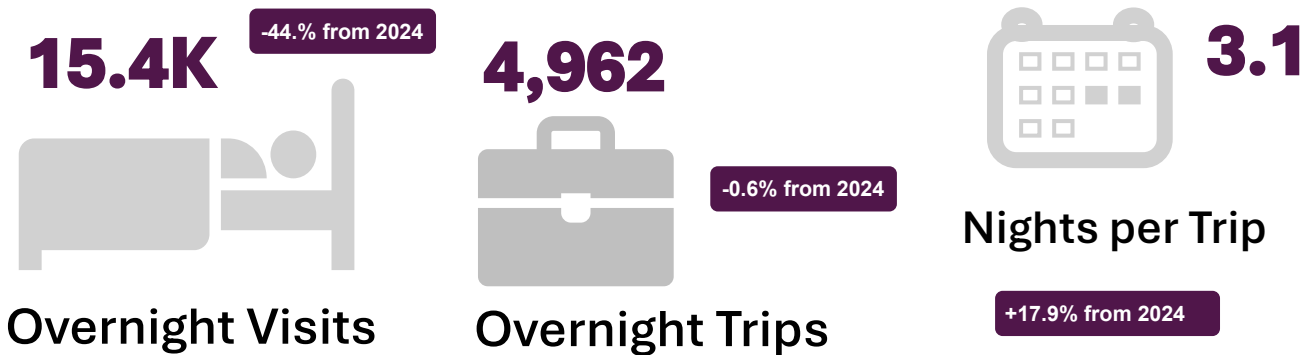
Who is counted as an "Overnight Visitor"?

A visitor is included if they meet two criteria:

- Distance: Their primary residence is located within the United States
- Timeframe: Their device is detected outside of the visitors *Common Evening Location* and tracked overnight within the municipality from 6:00 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.



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.



Top 5 Overnight Visitor Profiles (United States)

COUNTRY SQUIRES

5



The wealthiest residents in exurban America live in **Country Squires**, an oasis for affluent Baby Boomers who've **fled the city for the charms of small-town living**. In their bucolic communities noted for their recently built homes on sprawling properties, **the families of executives live in six-figure comfort**. The wealthiest residents in exurban America live in Country Squires, an oasis for affluent older couples and singles who've fled the city for the charms of small-town living. Their **shopping habits tend to focus on home furnishings** like those found at Pottery Barn and Anthropologie as well as athletic clothing and equipment from Dick's Sporting Goods.

Quick Facts:

Profile Count:	648
% of Overnights:	4.2%
Base Count:	9,267,814
% Penetration:	0.001%
% Change 2024:	-48.7%
Urbanity:	Town & Rural
Index:	154

MIDDLEBURG MANAGERS

22



Middleburg Managers are affluent, well-educated professionals who have built stable careers in white-collar fields, often holding graduate degrees. They are **firmly rooted in suburban and second-city communities**, where they balance demanding careers with **family-oriented lifestyles**. Despite their strong earning power, Middleburg Managers are notably pragmatic and disciplined with their finances. They **value long-term security over short-term indulgence**, carefully managing their spending and prioritizing investments such as college savings plans, like IRAs and 401(k)s, and other wealth-building strategies. Their approach reflects a **mindset focused on stability**, planning, and ensuring future opportunities for both themselves and their children.

Quick Facts:

Profile Count:	575
% of Overnights:	3.7%
Base Count:	10,408,098
% Penetration:	0.001%
% Change 2024:	-44.1%
Urbanity:	Second City
Index:	121



Top 5 Overnight Visitor Profiles (United States)

CONNECTED BOHEMIANS

31



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A collection of mobile urbanites, **Connected Bohemians** represent the nation's most liberal lifestyles. Its residents are a **progressive mix of tech savvy, young singles, couples,** and families ranging from students to professionals. They are the early adopters who are heavy users of both Instagram and TikTok and prefer to stream using Twitch. **When they aren't online, you can find them going to college sports events, skiing, and eating out at coffee houses and bakeries.** They are **well travelled** and often visiting European countries between work contracts.

Quick Facts:

Profile Count:	590
% of Overnights:	3.8%
Base Count:	3,701,173
% Penetration:	0.001%
% Change 2024:	-3.9%
Urbanity:	Urban
Index:	350

COUNTRY STRONG

44



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Country Strong represents young, middle-class families rooted in rural communities who **value tradition, hard work, and close-knit family life.** Guided by strong traditional family values, they spend much of their time outdoors enjoying activities like hunting and following motocross, while prioritizing time together at home and in their community. Their **lifestyle leans toward practical, familiar choices,** from dining at fast-casual spots like Hardee's to listening to classic country music, reflecting a **preference for comfort, consistency, and a deep connection to rural living.**

Quick Facts:

Profile Count:	648
% of Overnights:	4.6%
Base Count:	11,404,133
% Penetration:	0.001%
% Change 2024:	-21.4%
Urbanity:	Town & Rural
Index:	136



Top 5 Overnight Visitor Profiles (United States)

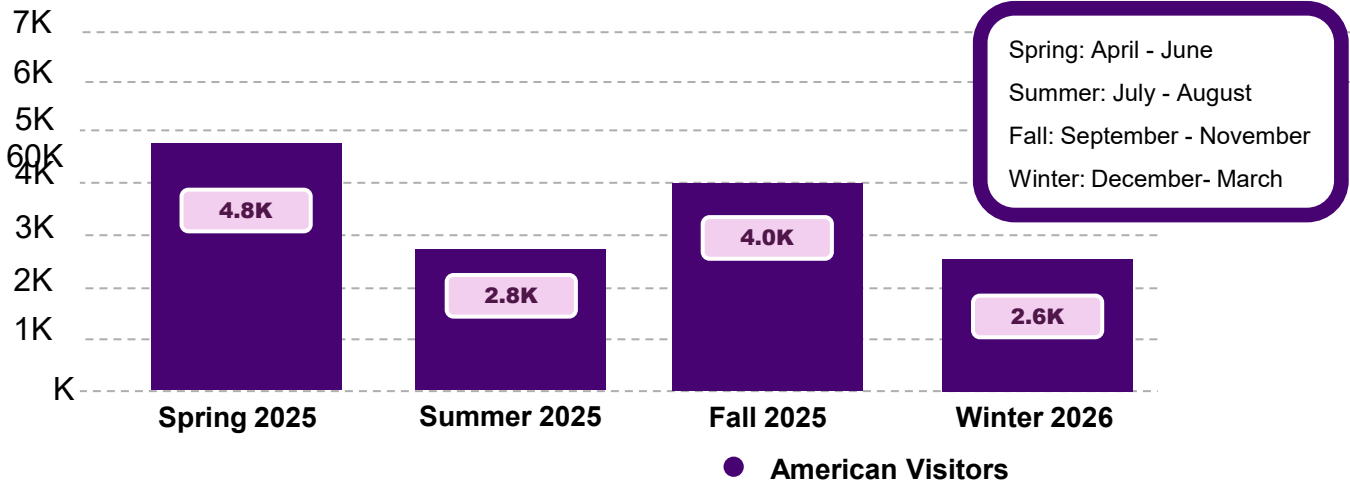


The **Urban Modern Mix** segment consists of **middle-class singles and couples** who reside in ethnically diverse neighborhoods **located in or near vibrant city centers**. **Culturally active and socially connected**, they are avid fans of basketball and soccer, frequently attend R&B and rap concerts, and maintain a nostalgic connection to music through Urban Oldies. **While they rank average in overall technology use, they are heavily engaged in digital culture**, spending the majority of their online time streaming short-form content on TikTok.

Quick Facts:

Profile Count:	972
% of Overnights:	6.3%
Base Count:	6,818,239
% Penetration:	0.01%
% Change 2024:	-21.3%
Urbanity:	Urban
Index:	313

American Overnight Visits By Season



All report packages include one-on-one knowledge transfer sessions designed to support accurate interpretation of the report and a clear understanding of overnight visitation data. Upon request, RTO8 can also present findings to council or other key stakeholders.