

An aerial photograph of a coastal road in the Western Cape, South Africa. The road is a two-lane asphalt road that curves along the edge of a steep, rocky cliffside. The cliffside is covered in sparse, dry vegetation. In the background, there are several large, rugged mountains under a bright blue sky with scattered white clouds. The ocean is a deep blue, with white waves crashing against the rocky shore. The overall scene is scenic and picturesque.

Tourism Research Overview

August 2022

Cape Town & the Western Cape

Key Findings

- Tourism recovery in the Western Cape remains positive. In August 2022, passengers through CTIA's international terminal reached a recovery rate of 83% when compared to the same month in 2019.
- Domestic recovery is at 67% in August and passengers through George Airport recovered to 92% when compared to 2019.
- Year to date (as at June 2022), UK ranked as the top source market to Cape Town (via Air), followed by Germany, USA, Netherlands and Namibia. Europe has regained its position as the Western Cape's top region for tourist arrivals, with 6 out of the top 10 source markets to Cape Town originating from the continent. In addition, Cape Town holds close to 60% share of all German arrivals to South Africa.
- Hotel occupancy for the Western Cape stood at 46,1% in August 2022, representing a recovery rate of 83% when compared to 2019. The Average Daily Rate (ADR) for the Western Cape grew to R1, 464.47 and RevPAR (Revenue Per Available Room) reached R674.49. ADR exceeded June 2019 levels, recovering to 111% and RevPAR reached 92% recovery.
- Footfall at 25 participating attractions recorded a total of 301,427 visitors in August 2022, a 84% year-on-year growth in the number of visitors and a recovery rate of 52% when compared to August 2019.
- The top 5 highest year-on-year growth rates in August 2022 were recorded for Robben Island (1076%), Cango Caves (279%), Table Mountain National Park: Boulders (330%), Table Mountain National Park: Cape of Good Hope (229%) and Tsitsikamma National Park (163%).
- The closure of Table Mountain Aerial Cableway throughout the month of August 2022 had a significant impact on recovery rates this month.
- Based on mobile location data insights of 57,951 domestic and 1,386 international tourists, the Cape Winelands was the most popular region among domestic visitors while international visitors mainly spent time in Cape Town. On average, both domestic and international visitors spent the longest time in the Garden Route & Klein Karoo (2,8 days & 2,9 days respectively). The Cape Winelands was the most popular region for repeat visits among the domestic sample and the Garden Route & Klein Karoo saw the most repeat visits among the international sample. The weekend stay trend among domestic tourists was apparent in the Weskus and Cape Overberg regions, which reflected Fridays as the most common arrival day and Sunday as the frequent day of departure.
- Shopping and markets was the most popular type of attraction visited by domestic, international and local tourists. Prominent shopping points included the V&A Waterfront, Willowbridge and Tygervalley. Domestic visitors spent on average 2,5 hours shopping while international visitors shopped for 3,1 hours.
- Natural attractions; particularly Cape Point, Table Mountain and Knysna Waterfront were popular with both domestic and international tourists and a high number of local tourists spent time at Hottentots Hollandberge.
- From a sample size of 570 tourists who visited the Stellenbosch Wine Route, 76% were locals, 22% domestic and 2% international tourists. Spier was the most visited farm on the route, followed by Skilpadvlei and Zevenwacht Wine Estates.

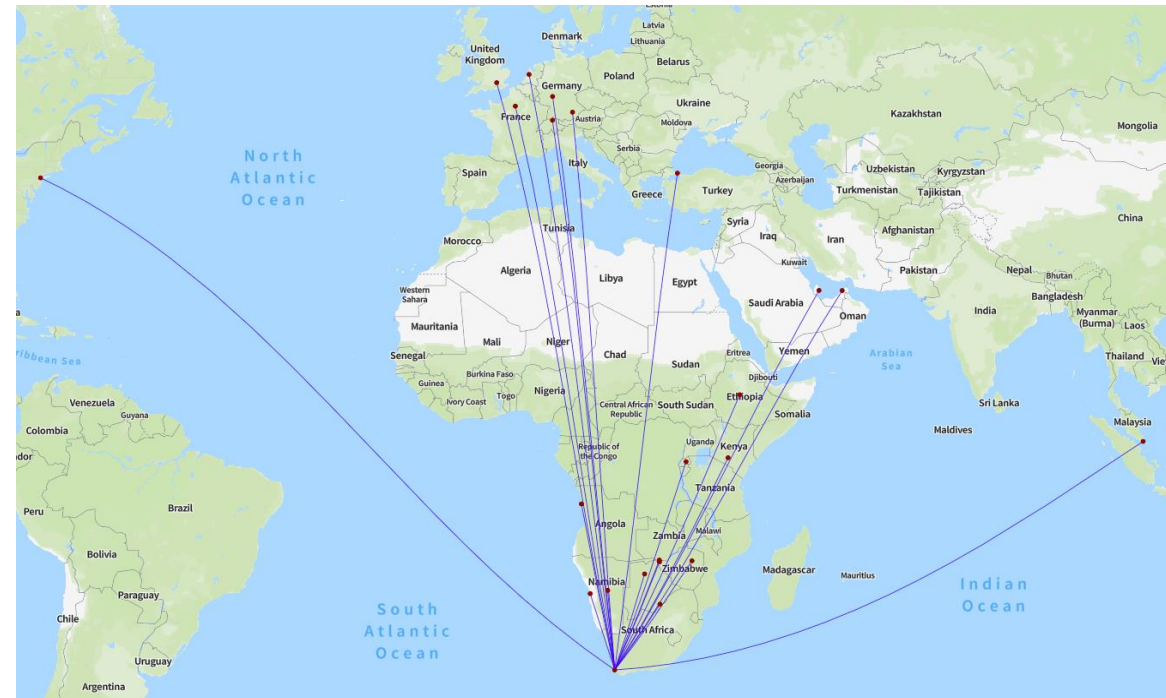
CPT INTERNATIONAL terminal passenger performance

Year/Month	2019	2020	2021	2022						Jan-Aug
				Mar	Apr	May	Jun	Jul	Aug	
Two-way passengers	2 606 398	810 811	525 441	161 064	156 933	119 729	124 783	150 938	148 366	1 085 107
Passenger recovery*	100%	31%	20%	61%	76%	74%	73%	87%	83%	65%
Average load factor	82%	63%	46%	Arr 71%	Arr 77%	Arr 60%	Arr 63%	Arr 86%	Arr 77%	
				Dep 82%	Dep 83%	Dep 75%	Dep 81%	Dep 70%	Dep 81%	

* Passenger recovery compared to same period in 2019

Passenger data source: ACSA

Operating carriers



CPT DOMESTIC terminal passenger performance

Year/Month	2019	2020	2021	2022						Jan-Aug
				Mar	Apr	May	Jun	Jul	Aug	
Two-way passengers	8 363 307	3 167 542	4 221 365	556 644	539 049	504 172	407 626	456 785	458 979	3 865 812
Passenger recovery*	100%	38%	50%	72%	75%	83%	62%	68%	67%	71%
Average load factor	78%	64%	67%	Arr 82%	Arr 81%	Arr 75%	Arr 84%	Arr 91%	Arr 88%	
				Dep 84%	Dep 82%	Dep 73%	Dep 91%	Dep 85%	Dep 88%	

* Passenger recovery compared to same period in 2019

Passenger data source: ACSA

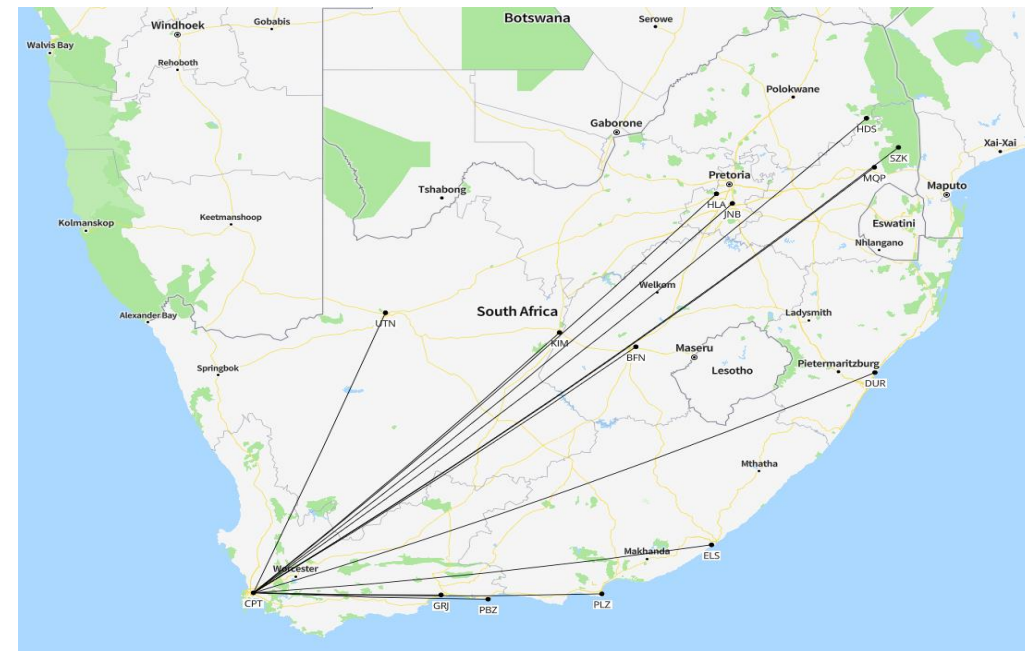
Operating carriers



SOUTH AFRICAN AIRWAYS



AIRLINK



Source: OAG Schedules Analyser

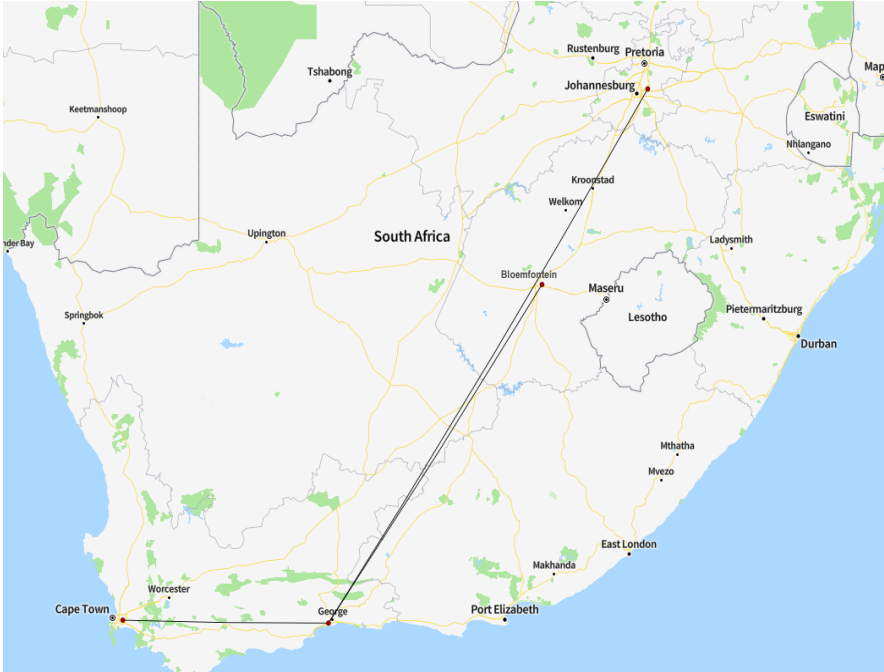
George Airport (GRJ) passenger performance

Year/Month	2019	2020	2021	2022						Jan-Aug
				Mar	Apr	May	Jun	Jul	Aug	
Two-way passengers	832 981	340 438	536 886	70 528	72 678	61 290	56 116	62 926	60 240	493 361
Passenger recovery*	100%	41%	64%	97%	109%	97%	86%	103%	92%	94%

* Passenger recovery compared to same period in 2019

Passenger data source: ACSA

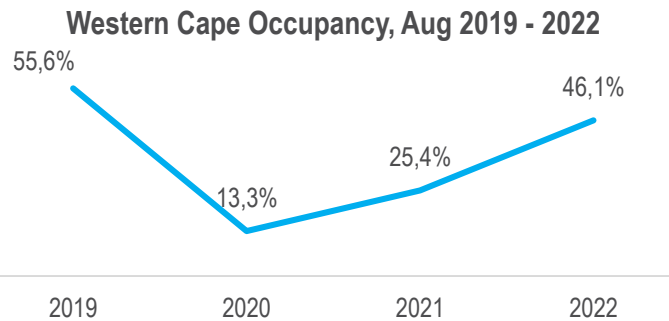
Operating carriers



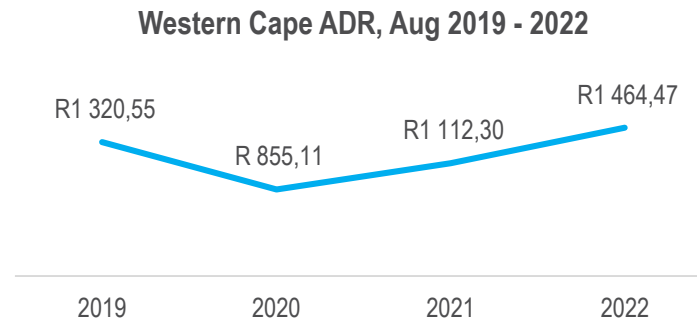
Source: OAG Schedules Analyser
An Inspiring Place To Do Business

4. Hotel Occupancy in the Western Cape

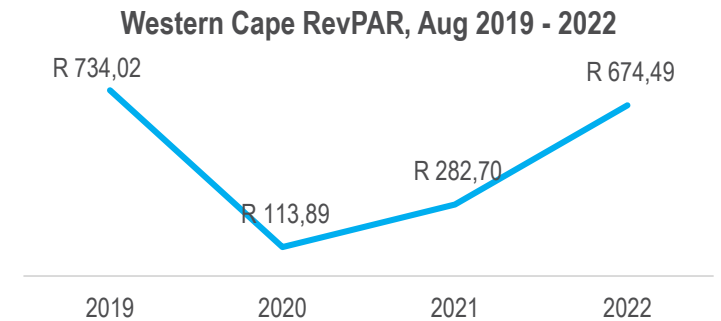
- **Occupancy** in the Western Cape, at **46,1%** in August 2022, **increased by 81%** when compared to the 25,4% in the same month in 2021, reaching a **recovery rate of 83%** when compared to 55,6% occupancy in August 2019.
- **The Average Daily Rate (ADR)** for the Western Cape grew to **R1, 464.47** in August 2022 with a **recovery rate of 111%** on its 2019 figure.
- At **R674.49** in August 2022, **RevPAR (Revenue Per Available Room)** grew by **139%** against its 2021 figure and **recovered to 92%** of what it was in August 2019.



Source: STR, 2022



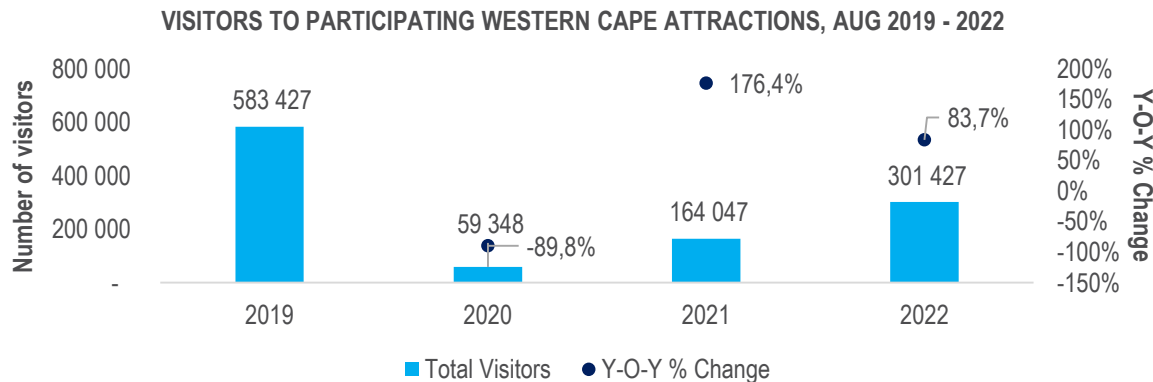
Source: STR, 2022



Source: STR, 2022

5. Western Cape Attractions

- Visitors to the 25 participating attractions across the province recorded a total of **301,427 visitors** in August 2022, an **84% growth in the number of visitors** when compared to the same month last year and **52% of what it was in August 2019**.
- **The top 5 highest year-on-year growth** rates in August 2022 were recorded for Robben Island (1076%), Cango Caves (279%), Table Mountain National Park: Boulders (330%), Table Mountain National Park: Cape of Good Hope (229%) and Tsitsikamma National Park (163%).
- It is worth noting that Table Mountain Aerial Cableway was closed for annual maintenance for the majority of the month, having re-opened on 28 August 2022. This is slightly later than the opening date in 2019 (20 August) and thus significantly impacts the recovery and growth percentages.

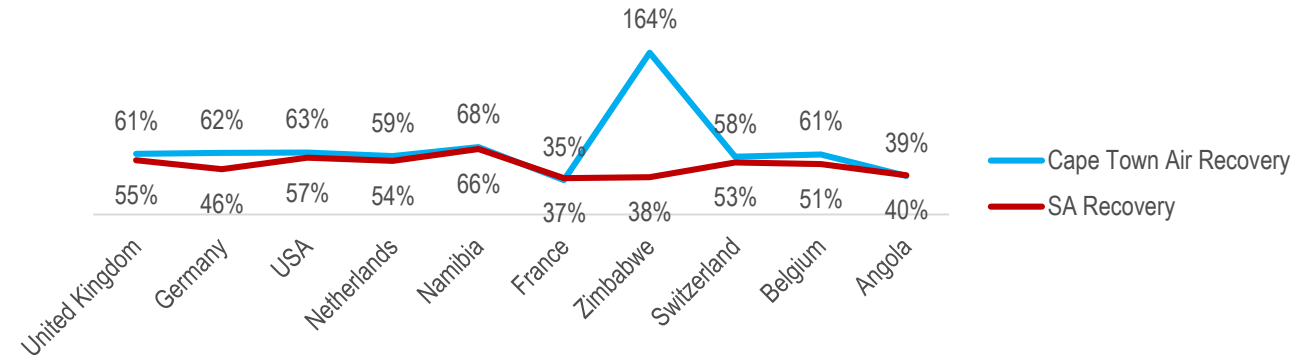


Attractions	Aug 2021/2022 % Change	Aug 2019/2022 Recovery %
Cape Town		
Table Mountain Aerial Cableway	-55%	11%
Table Mountain National Park	115%	49%
Table Mountain National Park: Boulders	330%	64%
Table Mountain National Park: Cape of Good Hope	229%	60%
Robben Island	1076%	64%
Cape Overberg		
Agulhas National Park	28%	57%
Bontebok National Park	10%	65%
Cape Agulhas Lighthouse	33%	58%
De Hoop Nature Reserve	93%	88%
De Mond Nature Reserve	-17%	58%
Harold Porter National Botanical Garden	-32%	58%
Kogelberg Nature Reserve	-27%	150%
Stony Point	53%	41%
Shipwreck Museum	71%	52%
Garden Route & Klein Karoo		
Cango Caves	279%	57%
Tsitsikamma National Park	163%	68%
Wilderness National Park	10%	75%
Knysna National Park	45%	150%
Weskus		
West Coast National Park	-48%	58%
!Khwattu	30%	97%
Old Jail	-35%	77%
Cape Karoo		
Karoo National Park	-10%	89%
Cape Winelands		
Protea Tractor Trip	-18%	45%
Birds Paradise	0%	73%
Viljoensdrift River Cruises	116%	138%

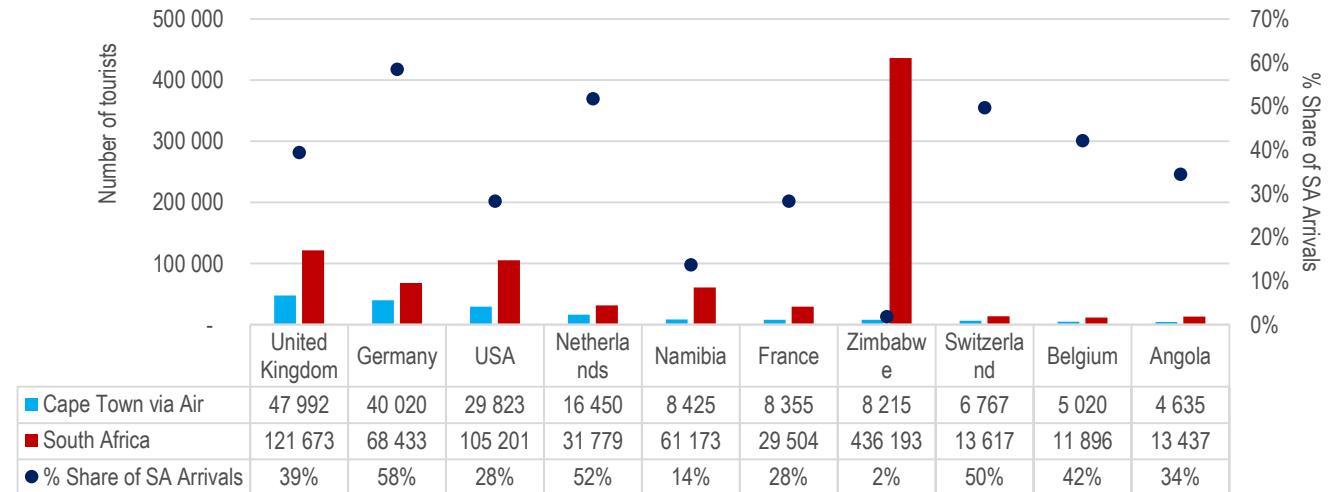
6. Top International Source Markets to Cape Town

- Year-to-date (as at June 2022), the top source market to Cape Town via Air was the **UK**, followed by **Germany**, **USA**, **Netherlands** and **Namibia**.
- Tourist arrivals from the UK grew** from 2 108 during the first half of last year to 47 992 over the same period in 2022 and recovered to 61% of what it was in 2019 (78 046 tourist arrivals).
- Germany** with 40 020 tourist arrivals, **recovered to 62%** and **USA** (29 823 tourist arrivals) **had a recovery rate of 63%** when compared to Jan - Jun 2019.
- Netherlands** (16 450 tourist arrivals) **recovered to 59%** of its Jan - Jun 2019 figure, and **France** (8 355 tourist arrivals) **recovered to 35%**.
- Namibia** (8 425 tourist arrivals) **led as the top source market from the African continent to Cape Town**, followed by **Zimbabwe** with 8 215 tourist arrivals. Among the top ten list, **Zimbabwe** was the only country that **exceeded pre-pandemic levels** (164% recovery rate).
- 58% of German tourists who travelled to South Africa in the first half of 2022 visited Cape Town**, followed by **52% of Dutch tourists to South Africa**.

Recovery in Top 10 Source Markets to Cape Town (via Air) and South Africa, Jan - Jun 2019/2022



Top 10 Source Markets to Cape Town (via Air) and South Africa, Jan - Jun 2019/2022



Visitor Trends Mobile Location Data Insights

8. Western Cape Mobile Location Data Insights

• What is mobile location data?

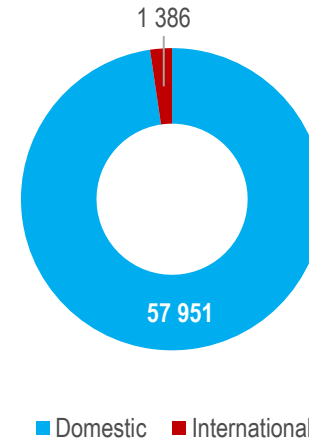
- Geo or spatial data from smartphones. When a user installs an app, they are often asked to share their location data with the company which provides the app, and other companies who are partners with the app publisher.
- Users can opt in to location sharing (or choose not to opt in). When they opt in, then their phone collects data and shares it with the publisher companies.
- All data collected is anonymized and does not include any personally identifiable information.

• Why use mobile location data insights?

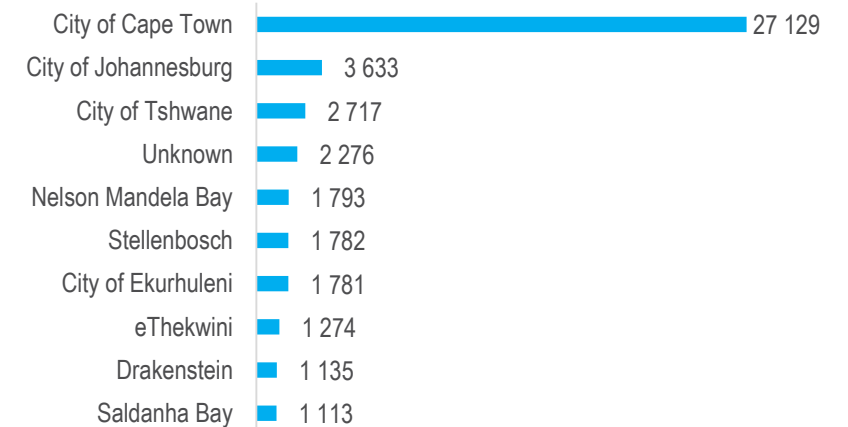
- Mobile location-based data offers a more granular lens on visitor behaviour and provides a much larger sample size.
- These insights aim to facilitate a better understanding of visitor movement throughout the Western Cape's six region.
- Mobile location data serves as a sample. It is not 100% of visitors, and it should not be treated as such. Like any sampling method, it can be subject to biases or lack of volume.

The insights in this report represents mobile location data from a sample of **57 951 domestic** and **1 386 international** tourists who visited the Western Cape in August 2022. Within the domestic data set, **27 129** of the sampled tourists were from the City of Cape Town and from the international sampled tourists, **546** were from the USA.

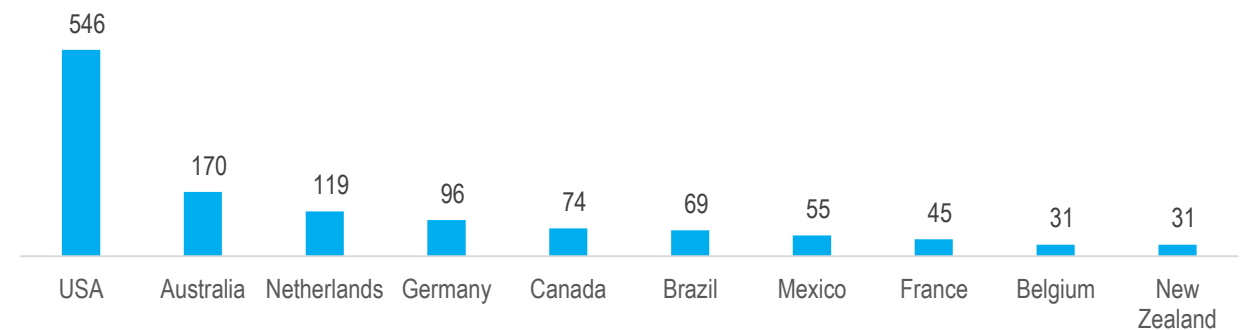
Total Sample Size, Aug 2022



Domestic Origin Municipality, Aug 2022



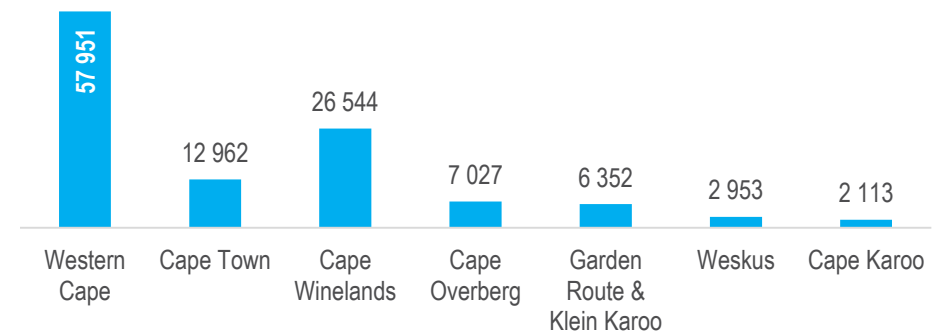
International Origin Country, Aug 2022



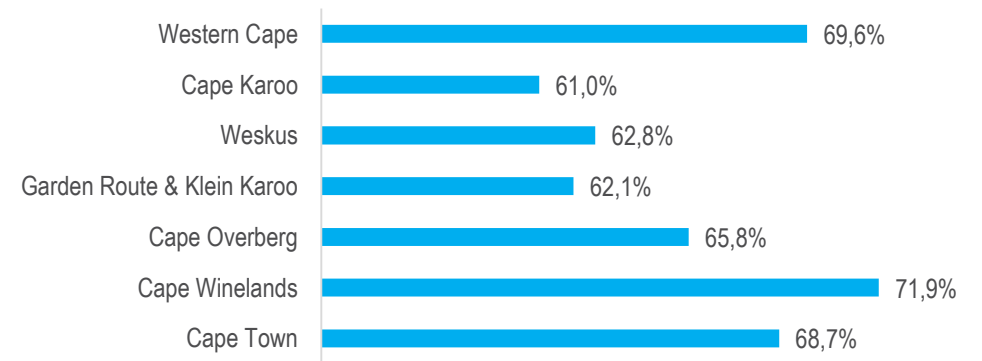
8.1. Mobile Insights: Domestic Visitor Trends

- In August 2022, the Cape Winelands (46%) and Cape Town (22%) saw the most domestic visitors in terms of volume of sample size and Cape Karoo (4%) had the least.
- The Cape Winelands (71,9%) was the most popular region for repeat visits, followed by Cape Town (68,7%) and the Cape Overberg (65,8%).

Domestic Sample Size, Aug 2022



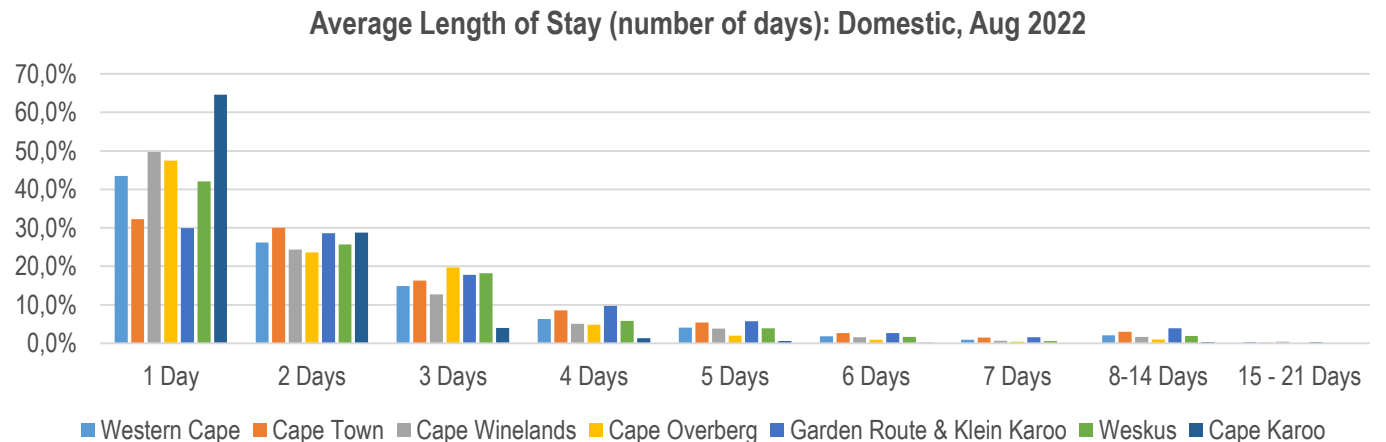
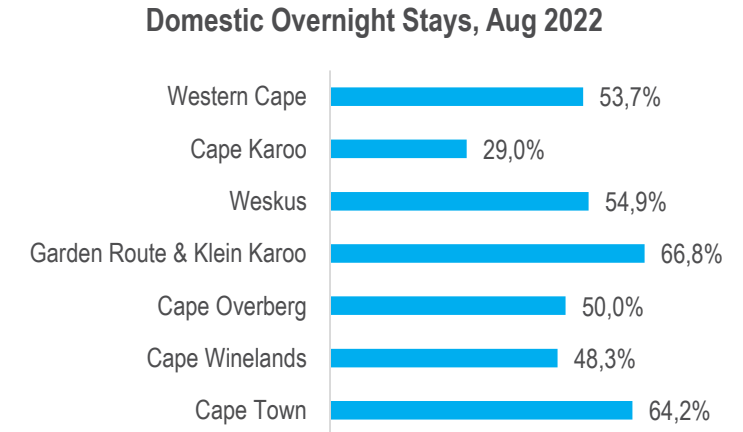
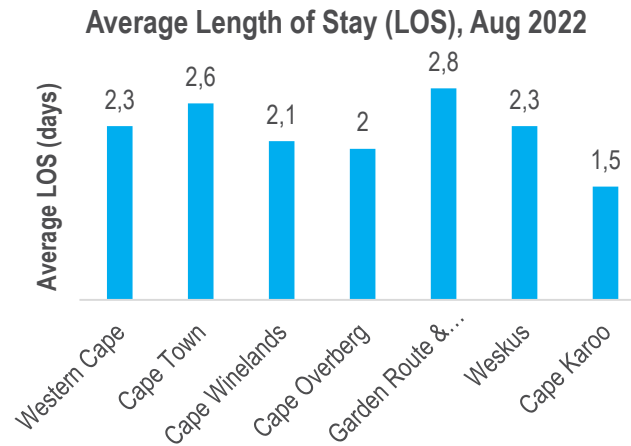
Domestic Repeat Visitors, Aug 2022



Source: Rove, 2022

8.1. Mobile Insights: Domestic Visitor Trends

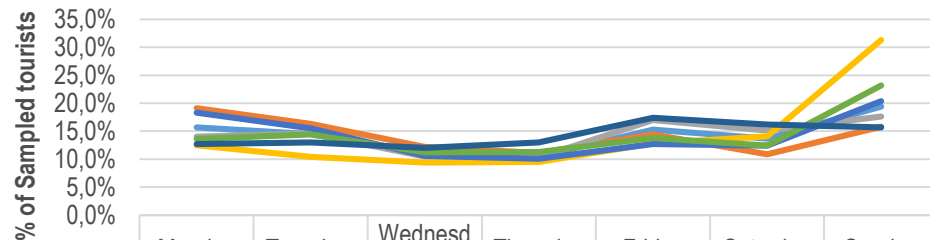
- On average, domestic visitors spent the longest time in the Cape Garden Route & Klein Karoo during Aug 2022 (2,8 days) and the shortest time in the Cape Karoo (1,5 days).
- More than half of sampled tourists stayed overnight in the Garden Route & Klein Karoo, Weskus and Cape Town at a slightly higher rate than the general average for the province (53,7%). In contrast, visitors to the Cape Karoo were more likely to stay for the day.
- An overnight stay is defined as tourists that arrived prior to midnight and stayed until 07:00 the following day.



8.1. Mobile Insights: Domestic Visitor Trends

- Domestic visitors to the province were most likely to arrive on a Friday or Saturday and depart on a Sunday or Monday, which points to the popularity in weekend stays.
- In the Cape Winelands, Monday and Saturday were the most popular arrival days while Friday and Sunday were the most common day for departure.
- Tourists to the Garden Route & Klein Karoo generally arrived on a Friday and departed on a Sunday.

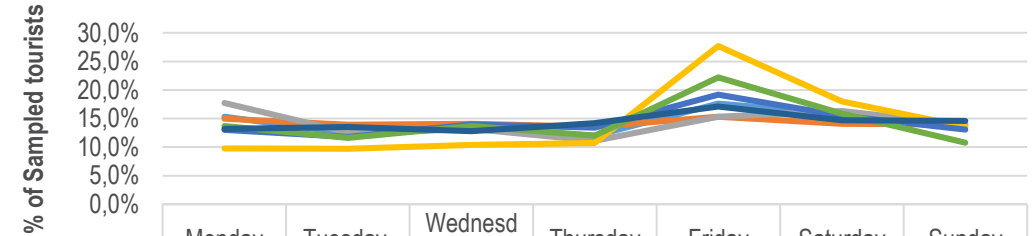
Popular Departure Days of the Week: Domestic, Aug 2022



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Western Cape	15,7%	14,5%	10,9%	10,5%	15,3%	13,7%	19,4%
Cape Town	19,1%	16,3%	12,2%	11,1%	14,4%	10,9%	15,8%
Cape Winelands	14,0%	14,6%	10,5%	10,3%	17,0%	15,1%	17,6%
Cape Overberg	12,5%	10,4%	9,4%	9,5%	12,8%	14,1%	31,3%
Garden Route & Klein Karoo	18,3%	15,5%	10,6%	10,1%	12,7%	12,4%	20,4%
Weskus	13,6%	14,4%	11,2%	11,3%	13,8%	12,4%	23,2%
Cape Karoo	12,7%	13,0%	12,0%	13,0%	17,4%	16,2%	15,7%

Source: Rove, 2022

Popular Arrival Days of the Week: Domestic, Aug 2022



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Western Cape	15,3%	12,4%	13,2%	12,0%	17,6%	15,8%	13,6%
Cape Town	15,0%	13,9%	14,1%	13,6%	15,3%	14,1%	14,0%
Cape Winelands	17,7%	12,6%	13,2%	11,1%	15,3%	16,3%	13,9%
Cape Overberg	9,8%	9,7%	10,4%	10,7%	27,7%	18,0%	13,6%
Garden Route & Klein Karoo	13,0%	11,8%	14,0%	13,4%	19,2%	15,5%	13,1%
Weskus	13,7%	11,6%	13,7%	12,0%	22,2%	15,9%	10,8%
Cape Karoo	13,2%	13,5%	12,8%	14,2%	17,1%	14,7%	14,6%

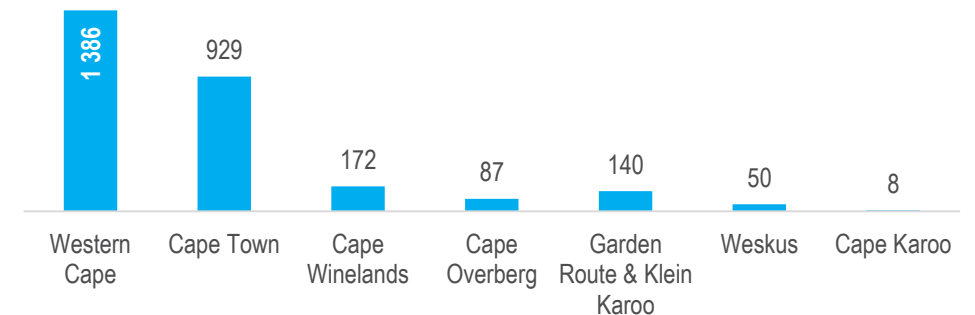
Source: Rove, 2022

- In the Cape Karoo, which saw majority day visitors, Friday was the most popular day for arrival and departure.
- Cape Town arrival days were most common on Friday and departure was most popular on a Monday.
- Friday was the most popular arrival day in the Cape Overberg and Sunday was its most common departure day.
- In the Weskus, Friday was the most popular arrival day and Sunday the most popular day for departure.

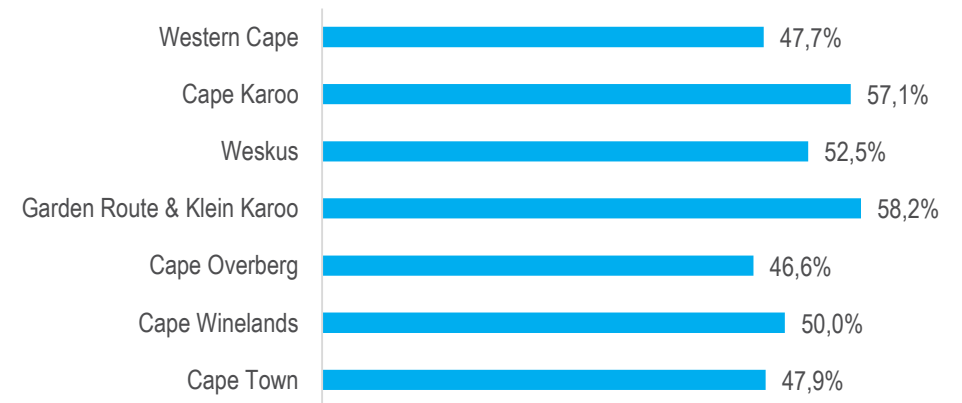
8.2. Mobile Insights: International Visitor Trends

- Two thirds of the sampled international tourists visited Cape Town followed by 12% and 10% who visited the Cape Winelands and the Cape Garden Route & Klein Karoo respectively.
- Visitor trends for the Cape Karoo is based on a sample size of only 8 international tourists and therefore does not provide an accurate statistical representation for the region.
- The Garden Route & Klein Karoo, Cape Karoo and Weskus saw the most international repeat visitors in August 2022.

International Sample Size, Aug 2022



International Repeat Visits, Aug 2022

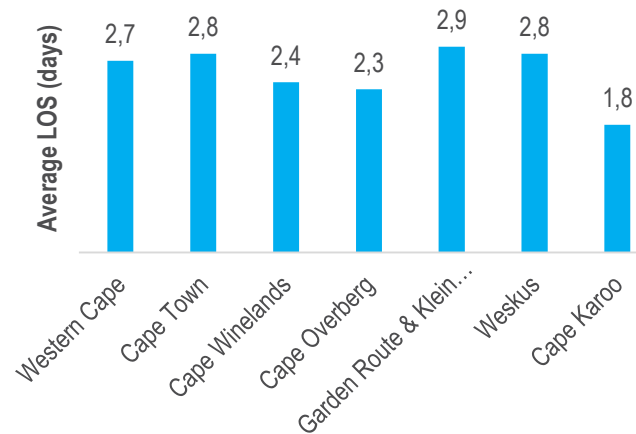


Source: Rove, 2022

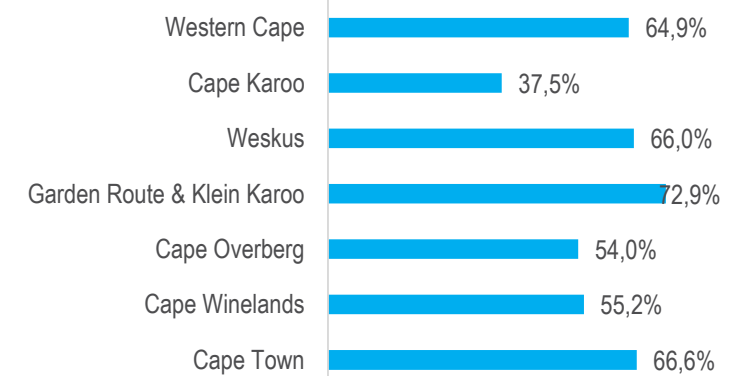
8.2. Mobile Insights: International Visitor Trends

- International visitors spent the longest time in the Garden Route & Klein Karoo (2,9 days), Cape Town (2,8 days), and Weskus (2,8 days).
- Nearly three quarters of sampled tourists stayed overnight in the Garden Route & Klein Karoo and two thirds had overnight stays in Cape Overberg and Cape Town, which is slightly higher than the general average for the province (64,9%).
- An overnight stay is defined as tourists that arrived prior to midnight and stayed until 07:00 the following day.

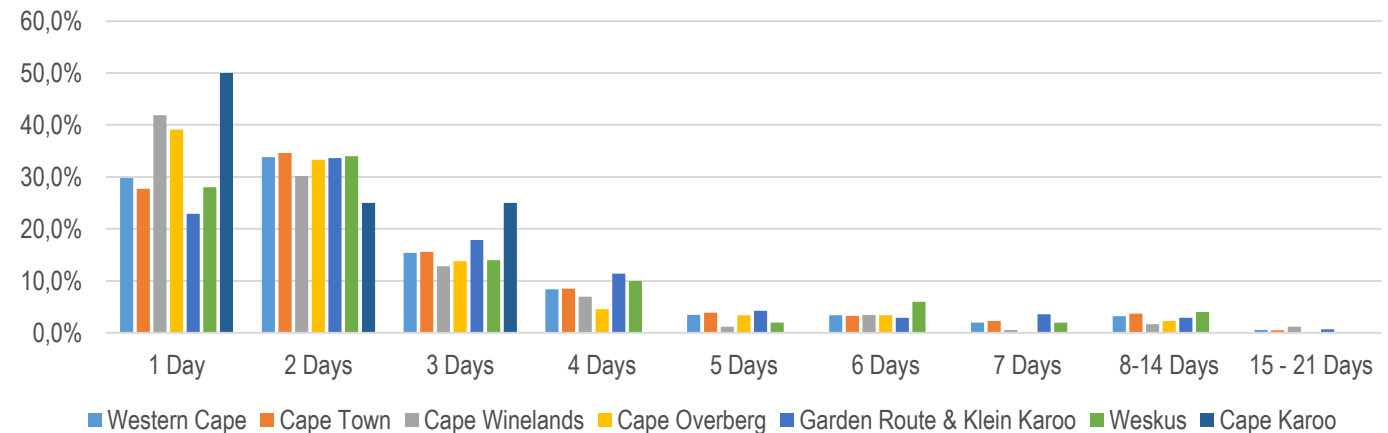
Average Length of Stay (LOS), Aug 2022



International Sample of Overnight Stays, Aug 2022



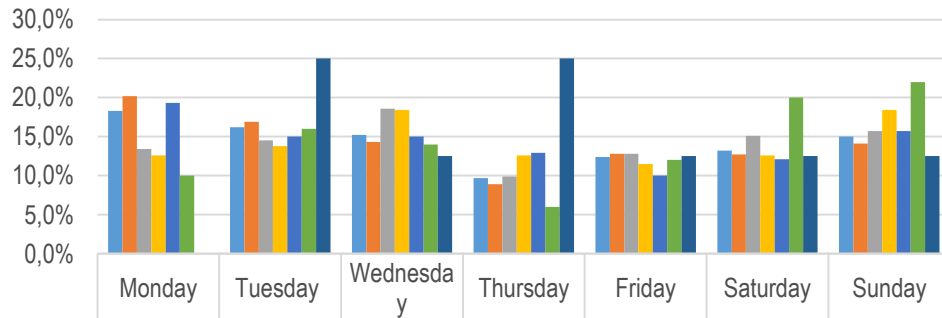
Average Length of Stay (Number of Days): International, Aug 2022



8.2. Mobile Insights: International Visitor Trends

- International visitors to the province were most likely to arrive on a Saturday or Sunday and depart on a Monday or Tuesday.
- In the Cape Winelands, Saturday was the most popular arrival day and Wednesday the most common for departures.
- International visitors to the Garden Route & Klein Karoo arrived mostly on a Sunday and departed on a Monday.

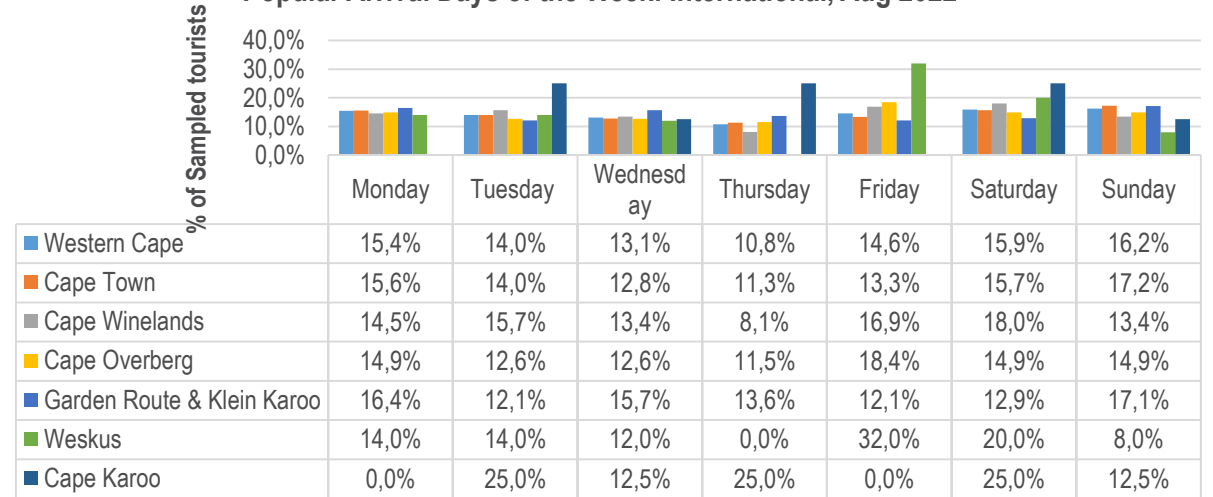
Popular Departure Days of the Week: International, Aug 2022



Western Cape	18,3%	16,2%	15,2%	9,7%	12,4%	13,2%	15,0%
Cape Town	20,2%	16,9%	14,3%	8,9%	12,8%	12,7%	14,1%
Cape Winelands	13,4%	14,5%	18,6%	9,9%	12,8%	15,1%	15,7%
Cape Overberg	12,6%	13,8%	18,4%	12,6%	11,5%	12,6%	18,4%
Garden Route & Klein Karoo	19,3%	15,0%	15,0%	12,9%	10,0%	12,1%	15,7%
Weskus	10,0%	16,0%	14,0%	6,0%	12,0%	20,0%	22,0%
Cape Karoo	0,0%	25,0%	12,5%	25,0%	12,5%	12,5%	12,5%

Source: Rove, 2022

Popular Arrival Days of the Week: International, Aug 2022

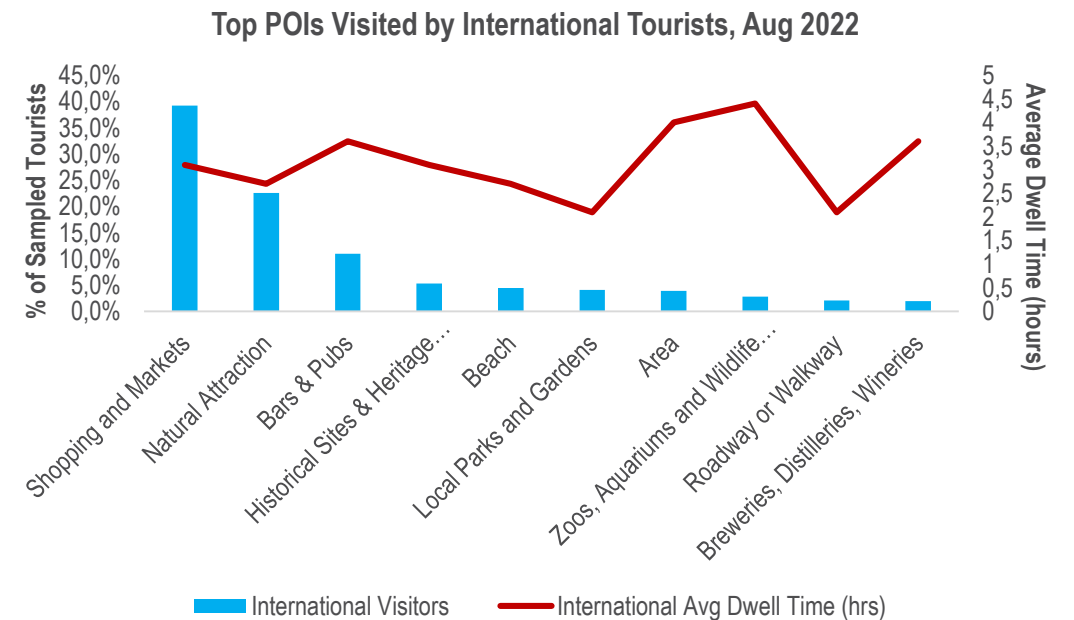
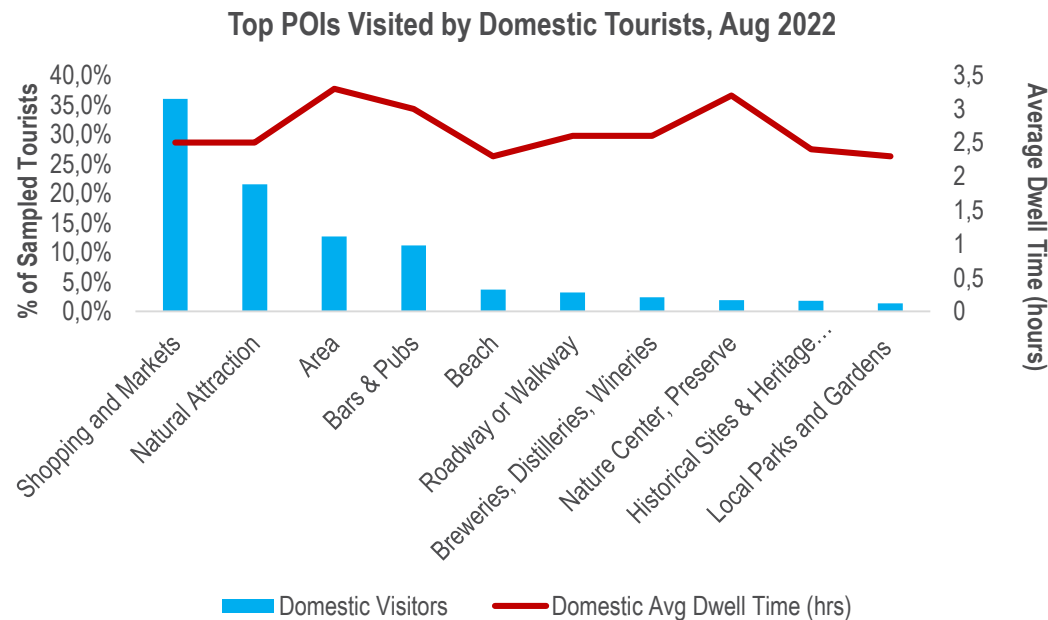


Source: Rove, 2022

- The sampled visitors (8) in the Cape Karoo, arrived on Tuesday, Thursday and Saturday, and departed on a Tuesday and Thursday.
- Cape Town arrival days were most common on Saturday or Sunday and departure was most popular on a Monday and Tuesday.
- Friday was the most popular arrival day in the Cape Overberg and Sunday and Wednesday were the most common departure days.
- In the Weskus, a Friday or Saturday was popular arrival days while Saturdays and Sundays were common departure days.

8.3. Points of Interest (POIs) Visited

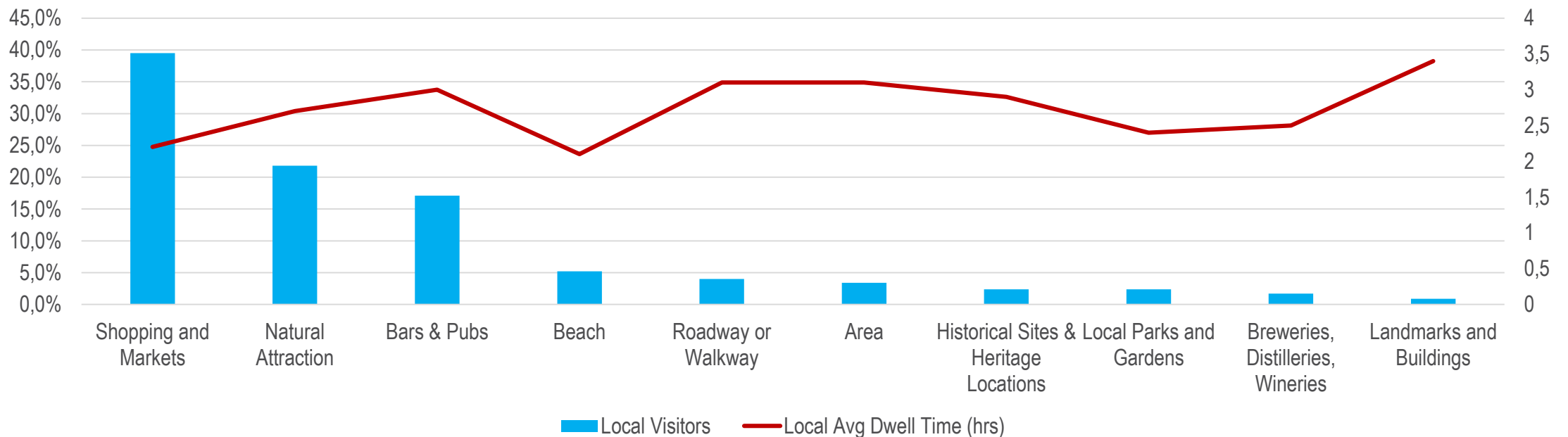
- Shopping and markets was the most popular type of attraction visited for both domestic and international tourists.
- Domestic visitors spent on average 2,5 hours shopping while international visitors shopped for 3,1 hours.
- Natural attractions, particularly Table Mountain and Cape Point were popular with both domestic and international tourists.
- Spending time in areas like Cedeberg Wilderness, Hemel-en-Aarde Valley, Stanford Valley and Van Dyks Bay ranked third among the top POIs visited by domestic tourists, with an average dwell time of 3,3 hours.
- Bars & Pubs in the city centre were the third most popular point of interest for international tourists who spent on average 3,6 hours at the location.



8.3. Points of Interest (POIs) Visited

- Similar to domestic tourist trends, shopping and markets, natural attractions and bars and pubs, ranked as the top three points of interests for local visitors. Locals spent on average 2,2 hours at shops and markets, 2,7 hours at natural attractions and 3 hours at bars and pubs.
- During August 2022, locals spent the longest time in a day trip at resorts with an average dwell time of 6,2 hours, however, this was based on a sample of 16 local tourists.

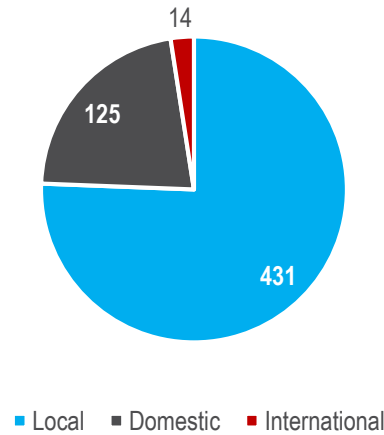
Top POIs Visited by Locals, Aug 2022



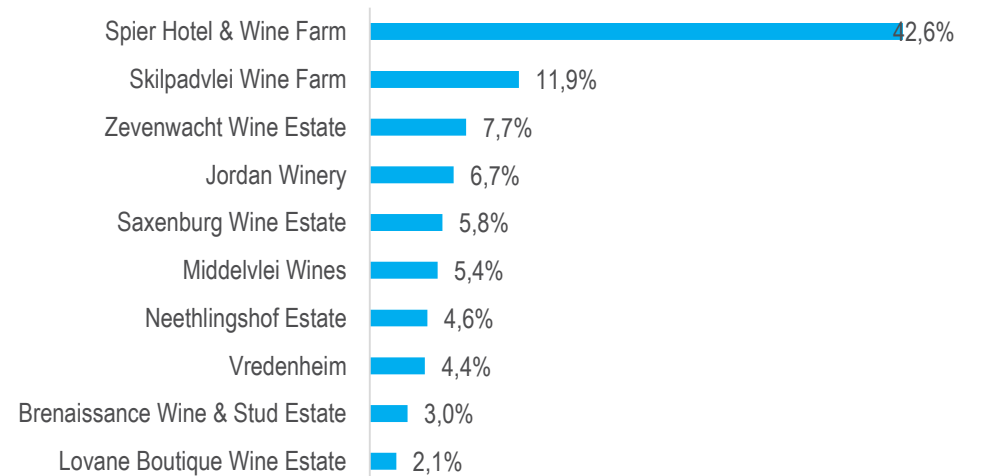
8.4. Stellenbosch Valley Wine Route

- From a sample size of 570 tourists who visited the Stellenbosch Wine Route, over 76% were locals, 22% domestic and 2% were international.
- Spier was the most visited farm on the route, followed by Skilpadvlei and Zevenwacht Wine Estates.
- Among the top ten POIs, Zevenwacht Wine Estate (2,9 hours) and Middelvlei Wines (2,7 hours) had the longest dwell time.

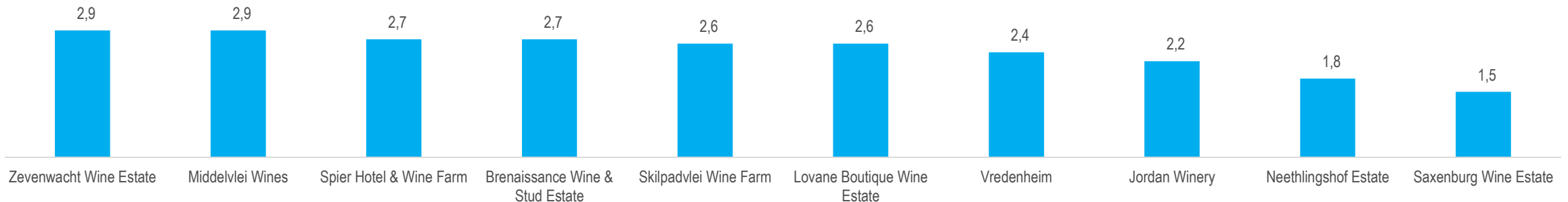
Sample Size: Visitors to Stellenbosch Wine Valley, Aug 2022



Stellenbosch Valley Wine Route: Top POIs Visited, Aug 2022



Stellenbosch Wine Valley Route: Average Hours Spent at POIs, Aug 2022



Mobile Tourists and Non-Tourists Definitions

- About Mobile Location Data

- Privacy compliant data is collected from location enabled apps on mobile devices. Data collected when those location enabled mobile devices entered our geo fenced area
- Data is collected through applications (news, weather, games, texting apps, traffic, etc)
 - Year over year numbers could be skewed by increase app penetration and data privacy settings/policies.
 - Exception with China which does not share data...
- Think of mobile data like survey data on steroids.
 - A sample size greater than 30 yields a 95% level of confidence.
 - This may be the largest sample size of data pertaining to visitors
- Should not be compared to visitation data.
- Many factors impact total sample size
 - Number of app partnerships
 - Usage of apps
 - App developer policies
 - Volume of visitors

- Who Are Tourists vs Non-Tourists?

- A Tourist is typically defined as follows:
 - The visitor does not live or work within the study geography
 - The visitor travels a minimum distance to the study geography
 - The visitor appears in the study geography for a minimum period of time (exclude commuters/passers through etc.)

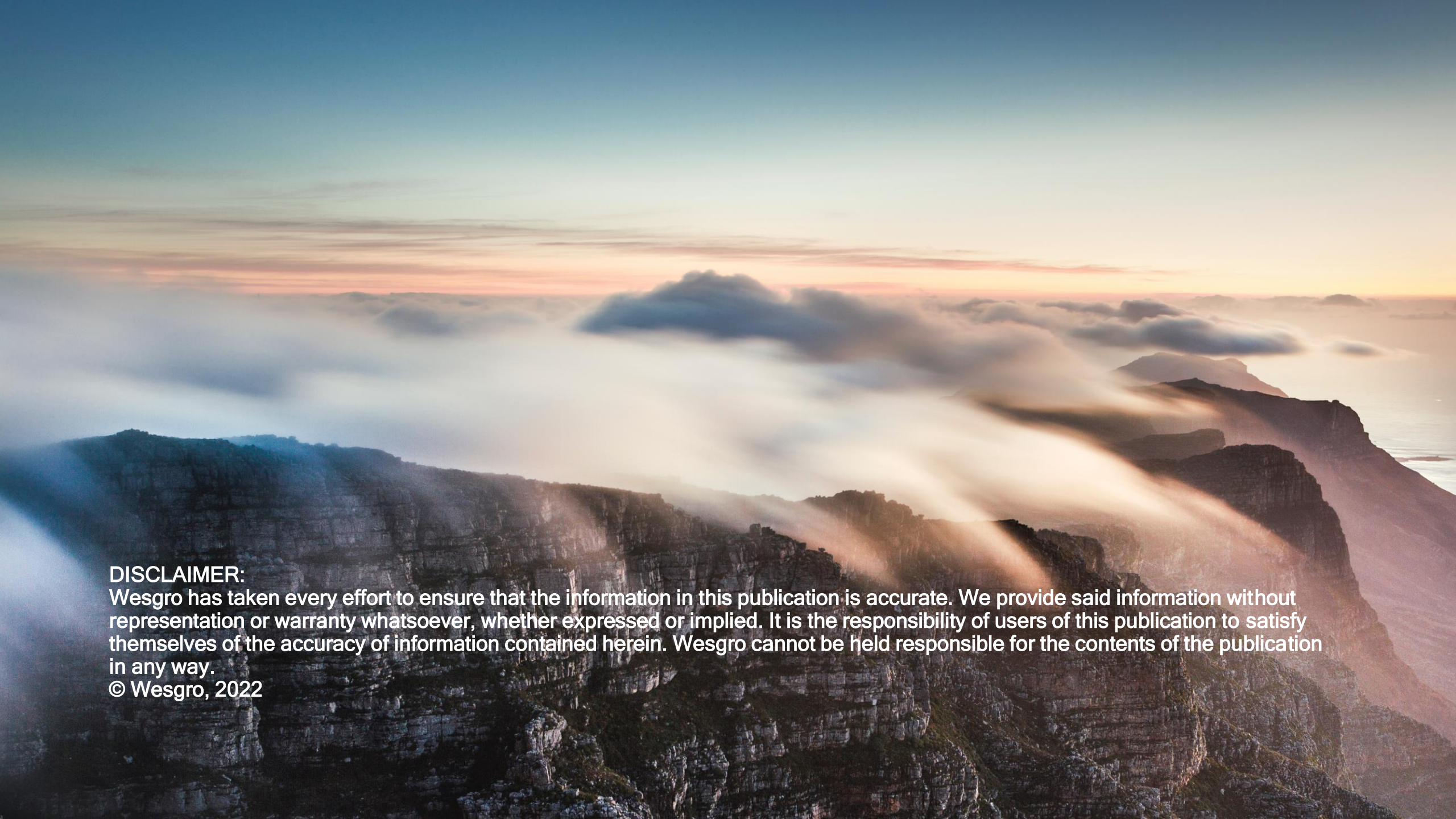
Source: Rove, 2022

Mobile Tourists and Non-Tourists Definitions

Primary Study Geography		Tourists are defined as:
Province/Tourism Regions	When a visitor does not live or work in Cape Town, Cape Winelands, Cape Overberg, Weskus, Garden Route & Klein Karoo and Cape Karoo and they have traveled more than 25 miles (40km) and they have stayed in the polygon for more than 120 minutes, they are a tourist.	
Notes and Considerations: <ul style="list-style-type: none"> Residents of the Western Cape are not counted as a tourists Minimum distance traveled to meet the definition of tourist. Distance travelled is calculated from the visitors Common Evening Location (latitude and longitude) to the center of the polygon Minimum duration of visit of 120 minutes excludes commuters driving through each region 		
Secondary Study Geography		Tourists are defined as:
City or Town	When a visitor does not live or work in the City or Town and they have traveled more than 25 miles (40km), and they have stayed for more than 45 minutes, they are a tourist.	
Notes and Considerations: <ul style="list-style-type: none"> Residents of a city are not counted as a tourist of the city Minimum distance traveled of 40km satisfies tourist definition for minimum distance traveled. Distance travelled is calculate d f rom the visitors Common Evening Location (latitude and longitude) to the center of the polygon Minimum duration of visit of 45 minutes excludes commuters driving through each city 		
Point of Interest Study Geography		Tourists are defined as:
All Tourism Experiences	When a visitor stays in the polygon for more than 15 minutes and has not visited the polygon more than 20 times in any 90 day period, they are a tourist	
Notes and Considerations: <ul style="list-style-type: none"> Any 90 day period refers to any consecutive 90 days in their mobile location data history Filter out visitors not staying for any meaningful length of time (couriers, taxis etc.). Filter out people who work at the Tourism Experience. 		
What are Tourist Segments?		
<ul style="list-style-type: none"> Local Tourists: Tourists who reside within the same Region. Domestic Tourists: Tourists who reside in South Africa outside of Western Cape International Tourists: Tourists who reside outside of South Africa 		

Glossary of Key Terms

Term	Definition and Usage
Study Geography	A specific geography, defined by a boundary called a polygon.
Primary Study Geography	The largest area in the destination in which you want to capture mobile device data. For most destinations this is usually a country, province, or state.
Secondary Study Geography	Often destinations want to derive insights about sub-geographies within their destination, such as counties, tourism regions, and city regions.
Point of Interest	Points of interest are the smallest study geographies in your destination such as tourism businesses, parks, roadways, or city districts.
Sample	Not all people carry GPS enabled, opted in mobile devices with location services always activated. Thus, in any period of time, in any given study geography, mobile location data is a sample. Therefore, whenever this whitepaper discusses “visitors” or “tourists” or “residents” or any other grouping of devices, it should always be understood to be a sampling of real world visitor ship or foot traffic.
Visitors	Mobile devices seen within the study geography during a specific period of time
Common Evening Location (CEL)	Derived latitude-longitude point near which a device spends most of its time on evenings and/or weekends. While most often associated with a device’s home, there is nothing that inherently guarantees that it is a home (e.g. a person who works an overnight shift at a power plant).
Common Daytime Location (CDL)	Derived latitude-longitude point near which a device spends most of its traditional workweek [Monday Friday, 8am 6pm local time] time]. While most often associated with a device’s office or work location, there is nothing that inherently guarantees that it is an office or work location (e.g. a person who is a stay at home parent).
Residents/Workers/Locals	Terms referring to a visitor segment comprising of devices which are determined to have a CEL or a CDL with the study geography or within a certain (usually short) distance of the study geography. For most tourism analyses, these devices are eliminated from the project because they are not, by definition, tourists. However, it is possible to include these devices within a broader visitor study.
Tourists	Term generally referring to a visitor segment comprising of devices which are determined to have NOT have a CEL or a CDL with the study geography or within a certain (usually short) distance of the study geography but have come to the study geography from a different origin market.
Tourist Segments	Groupings of tourist segments which have a defining characteristic associated with their appearance in a study geography, such as “Short Haul Tourists” or “International Tourists” or “In State Tourists.”
Overnighters	Term which characterizes a specific visitor segment where mobile devices are seen in the study geography for more than one consecutive day. An overnight stay is defined as tourists that arrived prior to midnight (0:00) and stayed until 07:00 the following day.
Day Trippers	Term which characterizes a specific visitor segment where mobile devices are seen in the study geography for less than one day.
Length of Stay	Duration of trip within the study geography. The methodology for calculating length of stay is based on the characteristics of the geography.



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