

# 2024 Total Solar Eclipse Impact Reports

Released October 15, 2024



On Monday April 8, 2024, a total solar eclipse submerged portions of Vermont into about 3 minutes of complete darkness. Visitors from far and wide came to the state to witness this celestial phenomenon. The weather in Vermont was warm and dry on the day, with very limited cloud cover, producing very favorable viewing conditions.

To estimate the economic impact of this historic event, the Vermont Department of Tourism and Marketing commissioned two studies to analyze visitation and visitor spending.

- The Economic Impact Study from Tourism Economics looked at a variety of data sources and estimated that the eclipse brought an additional 175,000 visitors and \$34.8M in direct spending to Vermont, with an estimated total economic impact of \$54M.
- The Data Collection and Insights study from Datafy combined geolocation and credit card spending/cardholder data. The Datafy report concluded that there was a significant increase in both cardholders/people and spending vs a “typical” April. The Datafy analysis also made a comparison to a busy fall foliage weekend. The data shows that although there were significantly more cardholders/people in the state during the eclipse, the spending was only about 10% higher for a single day. In contrast, a busy fall foliage weekend brings high visitor spending over multiple days each weekend.

The studies, enclosed herein, show a significant boost to the state’s economy during April, which is typically a slow tourism season. Given the similarity in impact to a typical fall foliage season, the reports also call attention to the importance of foliage visitation to Vermont’s economy on a regular annual basis.





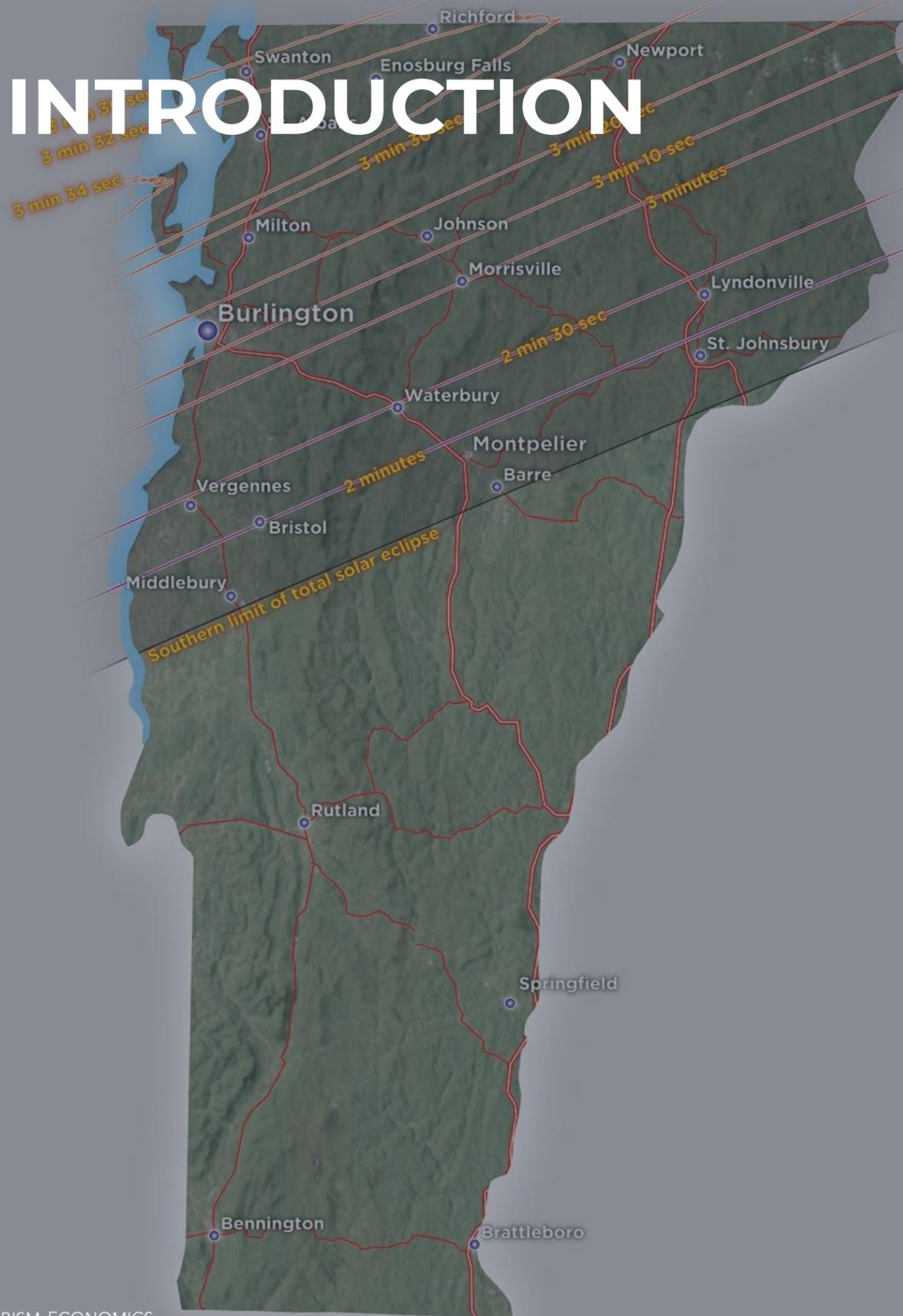
TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY

# Economic Impact of the Total Solar Eclipse in Vermont

October 2024

# INTRODUCTION



## Research Overview

On Monday April 8th, 2024, the total solar eclipse completely submerged portions of Vermont into about 3 minutes of darkness. The total solar eclipse was the second total solar eclipse in the continental U.S. in a decade and the last until 2044. Given the rarity, the eclipse attracted 175,000 out of state visitors to Vermont.

On a typical Monday in April, there are approximately 50,000 visitors traveling within Vermont. However, during the total solar eclipse, there were an estimated 225,000 visitors (50,000 baseline visitors and 175,000 solar eclipse visitors). The impact study focuses on the 175,000 eclipse visitors.

The 175,000 out of state visitors that traveled to Vermont to experience the total solar eclipse spent money while in the state, which drove significant economic activity that supported businesses, households, and government finances in Vermont.

## Methodology

Tourism Economics prepared a comprehensive model using multiple primary and secondary data sources to quantify the impacts arising from the total solar eclipse in Vermont. Data sources include, but are not limited to, the following:

- Amtrak (ridership)
- Burlington Airport (air travelers)
- Datafy mobile geolocation data (origin, spending profile)
- Email survey of visitors subscribed to the VDTM eclipse newsletter
- Key Data (short term rental data)
- STR (hotel data)
- Vermont Agency of Transportation (car count)
- Vermont Department of Taxes (meals and rooms tax, sales and use tax)
- Vermont Department of Tourism & Marketing (benchmark reports 2015 and 2017)
- Visa (credit card spending)

The first step of the economic impact assessment involved calculating the number of out of state visitors which was derived using multiple approaches including 1) car counts from VTTrans, 2) Amtrak ridership, 3) Burlington Airport traveler data, 4) Visa credit card counts, and 5) lodging demand.

The next step involved calculating the spending by out of state visitors while in Vermont. The analysis was based on information from the Vermont Department of Tourism & Marketing, the Vermont Department of Taxes, Visa, Key Data, and STR.

After calculating the direct spending, the research team utilized an Input-Output (I-O) model for the State of Vermont economy, developed through IMPLAN, to trace the full extent of impacts across multiple industries. The results of this study show the scope of the total solar eclipse in terms of visitor spending, as well as total economic impacts, including employment and fiscal (tax) impacts.

# Economic Impacts Methodology

Tourism Economics calculated the potential economic impacts of the total solar eclipse's direct spending using regional Input-Output (I-O) model based on a customized IMPLAN (www.implan.com) model for the State of Vermont economy. IMPLAN is recognized as an industry standard in local-level I-O models.

An I-O model represents a profile of an economy by measuring the relationships among industries and consumers to track the flow of industry revenue to wages, profits, capital, taxes and suppliers. The supply chain is traced as dollars flow through the economy, representing indirect impacts. The model also calculates the induced impacts of spending. Induced impacts represent benefits to the economy as incomes earned as a result of direct spending are spent in the local economy, generating additional sales, jobs, taxes, and income.

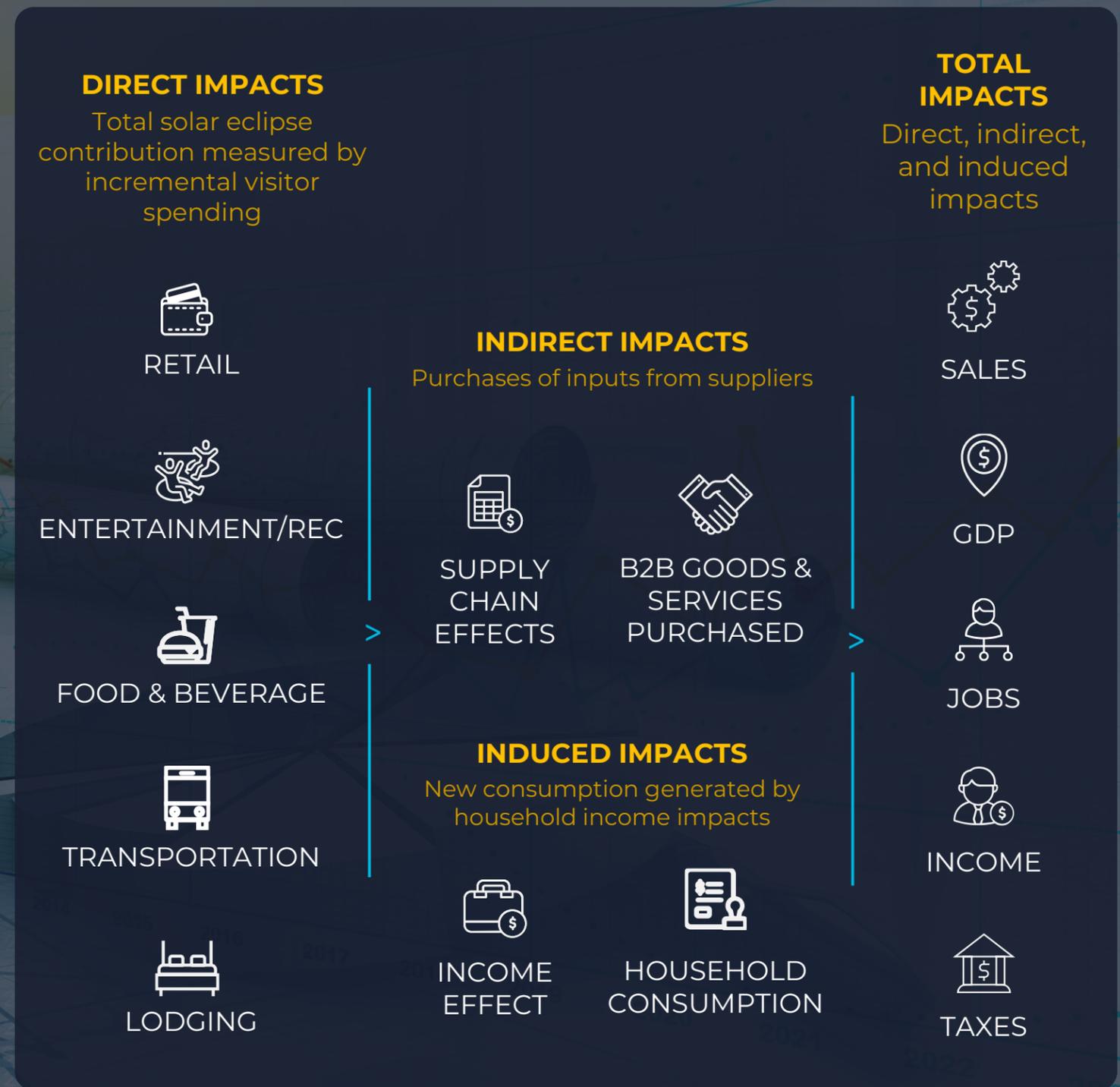
The modeling process begins with aligning the direct expenditure measurements with the related sectors in the model (e.g. hotels, restaurants, retail, and recreation). The model is then run to trace the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact.

IMPLAN calculates three levels of impact – direct, indirect, and induced – for a broad set of indicators.

These include the following:

- Business sales (also called gross output)
- Household income (including wages and benefits)
- Employment
- Federal taxes
- State and local taxes

# ECONOMIC IMPACTS FRAMEWORK



# Economic Impact of the Total Solar Eclipse in Vermont

## Direct Spending Impacts

The total solar eclipse attracted 175,000 out of state visitors to Vermont – with an estimated 30% coming for the day and 70% staying overnight in the state across various accommodation types, including hotels, B&Bs, short-term rentals, camp sites, and staying with friends and family.

# 175,000

## Incremental Out of State Visitors

In addition to the overnight visitors spending money on lodging, which were at high rates given the significant demand, the 175,000 out of state visitors spent money at local businesses on food & beverage, recreation & entertainment, retail, and transportation.

In total, the solar eclipse generated \$34.8 million in direct spending throughout the State of Vermont, which was spread across the following sectors:

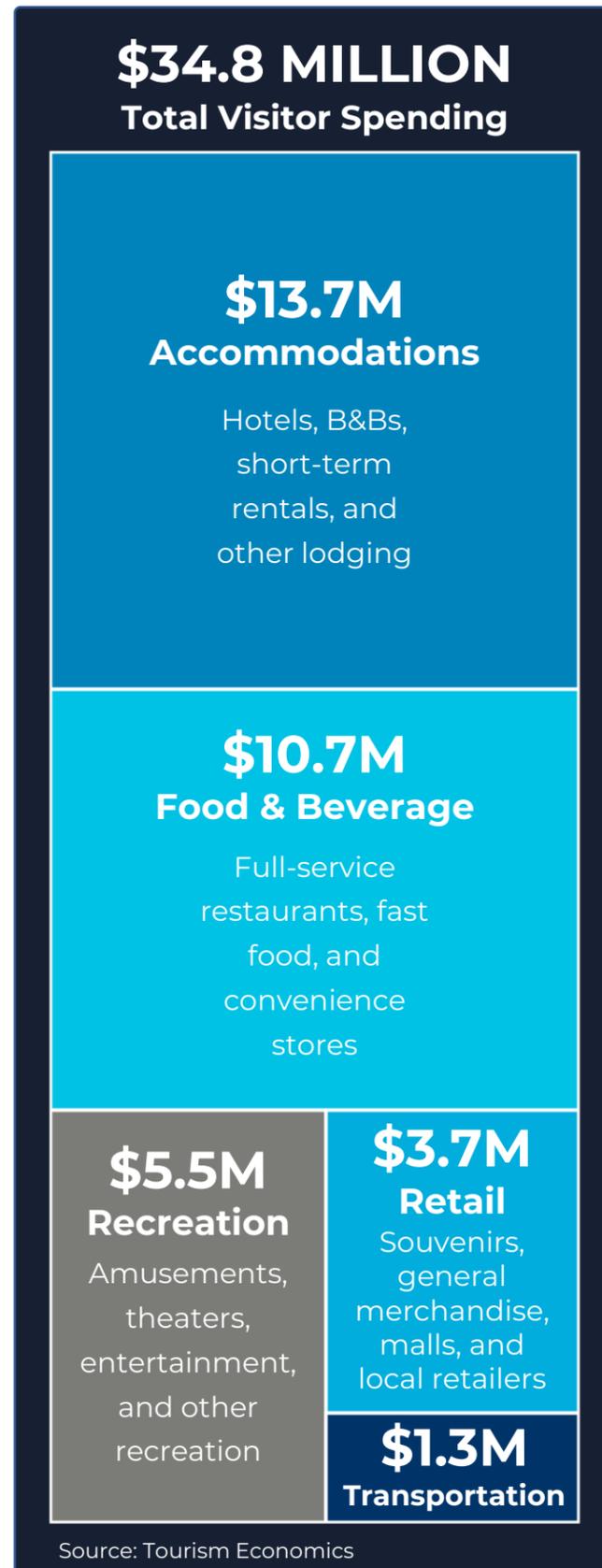
- Lodging: 39%
- Food & beverage: 31%
- Recreation & entertainment: 16%
- Retail: 11%
- Transportation: 4%

## Direct Taxes

The \$34.8 million spent by the 175,000 out of state visitors generated \$512,000 in sales tax and \$2.1 million in meals and rooms tax for the state and local governments.

# \$2.6 million

## Sales Tax & Meals and Rooms Tax



## Economic Impact

The \$34.8 million in total solar eclipse visitor spending generated \$9.6 million in indirect expenditures (purchases of inputs from suppliers) and \$9.5 million in induced expenditures (new consumption generated by household income impacts), resulting in a total economic impact of \$54.0 million in the state economy.

## Summary Impacts Total Solar Eclipse in Vermont



## About the Research Team



Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

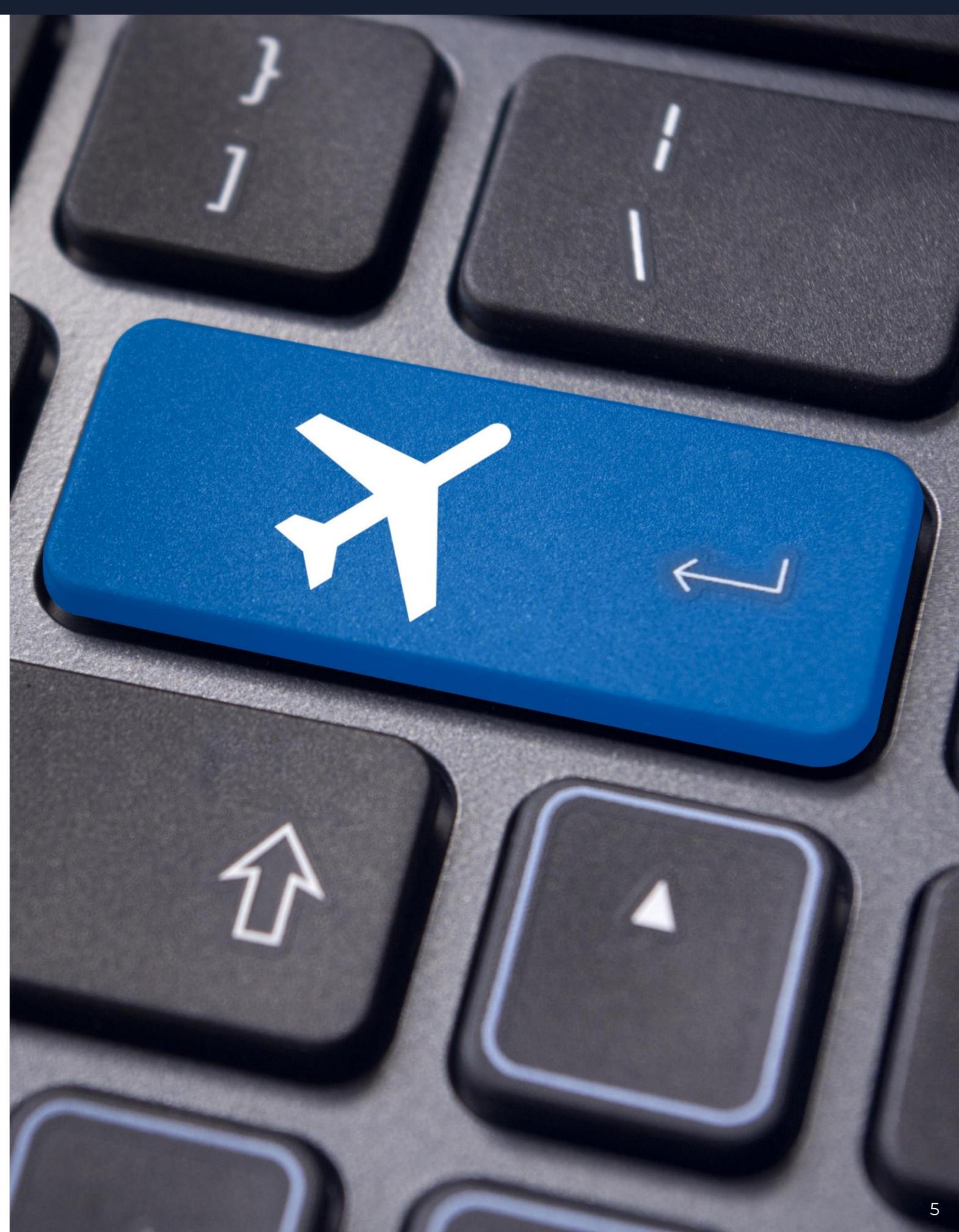
Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs 400 full-time staff, including 250 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.

For more information:

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# State of Vermont

Vermont Eclipse Data Collection and Insights

FINAL September 2024



# Executive Summary

Vermont saw significantly more out-of-state visitors and had more out-of-state spending during the Eclipse day and weekend, as compared to a typical April weekend/Monday.

All counties benefited from Eclipse Weekend visitors, whether they were within or outside of the path.

About 80% of cardholders visiting Vermont during Eclipse Weekend were from the Northeast.

44.9% of out-of-state spend came from those who have not previously spent in Vermont.

The average spend on Accommodations transactions throughout the state was \$397.59

Although, there were more visitors and more spending, clearly providing a boost compared to previous April visitation, the average spend per visitor was down compared to the same time period during years prior.

## Eclipse Weekend



**94.55%** increase in trips,  
estimated at 206,294



**97.94%** increase in total  
spend, estimated at \$19,144,313

## Eclipse Day



**261%** increase in trips,  
estimated at 100,589

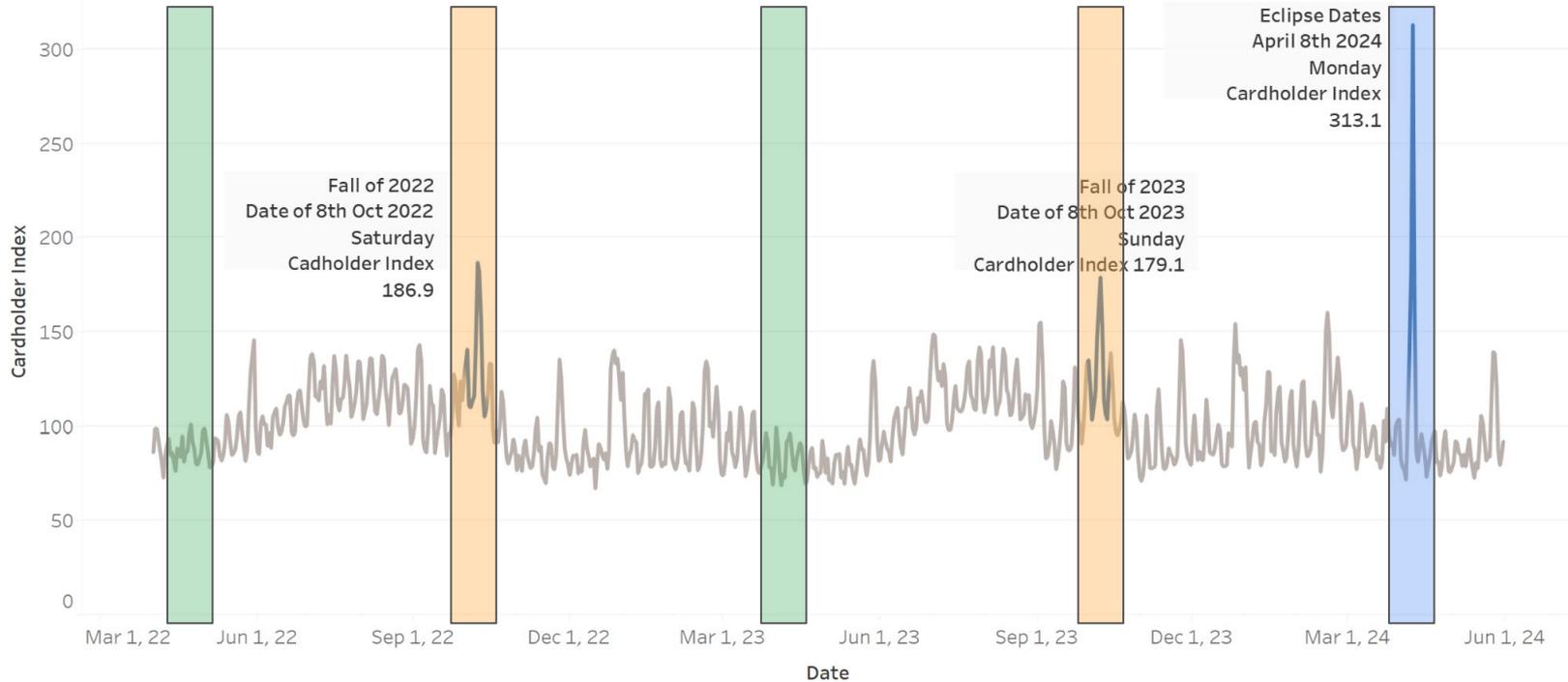


**178%** increase in total spend,  
estimated at \$5,153,069



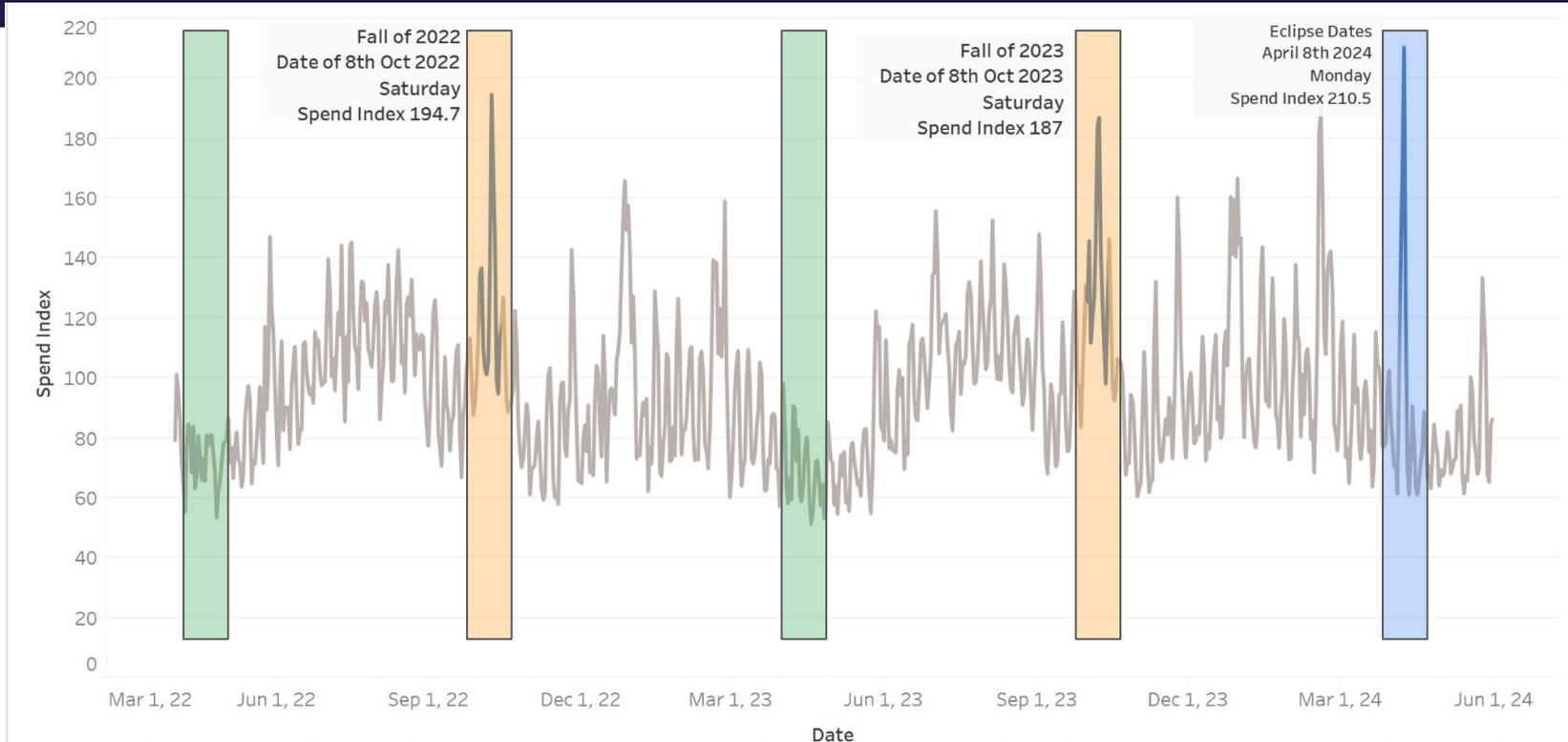
# State of Vermont Statewide Insights

# Statewide Visitor Trends: Out-of-State Cardholders



Vermont saw an unprecedented number of out-of-state people on Eclipse Day with 3.7x more trips seen compared to the average of the same time in April 2022 and 2023. Compared to Peak Fall Season, which is historically a popular time to visit Vermont, Eclipse Day saw about 71% more visitors than an average Fall Peak day.

# Statewide Visitor Trends: Out-of-State Spending

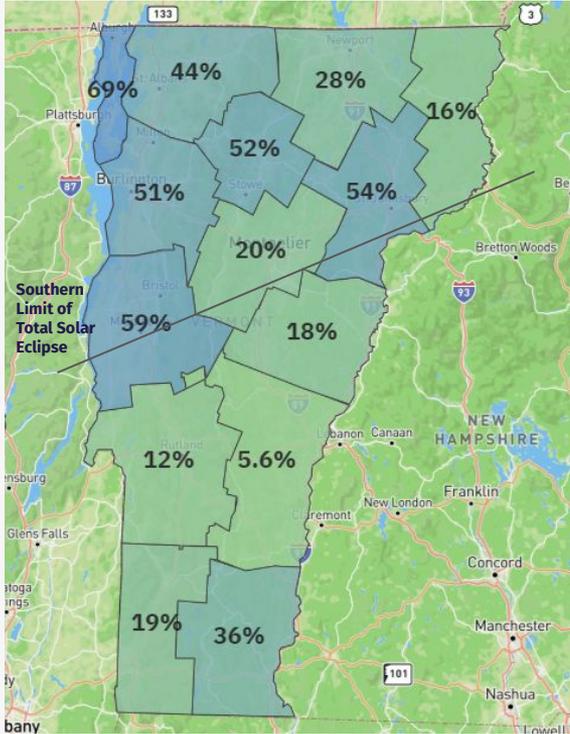


It is clear that April saw a boost in spending throughout the state, relative to an average April. Visitors spent 2.4x more spending on Eclipse Day compared to the average of the same time in April 2022 and 2023. Peak spending typically occurs during Peak Fall Seasons throughout the state. When compared to Fall peak season, Eclipse Day spend was about 10% higher.

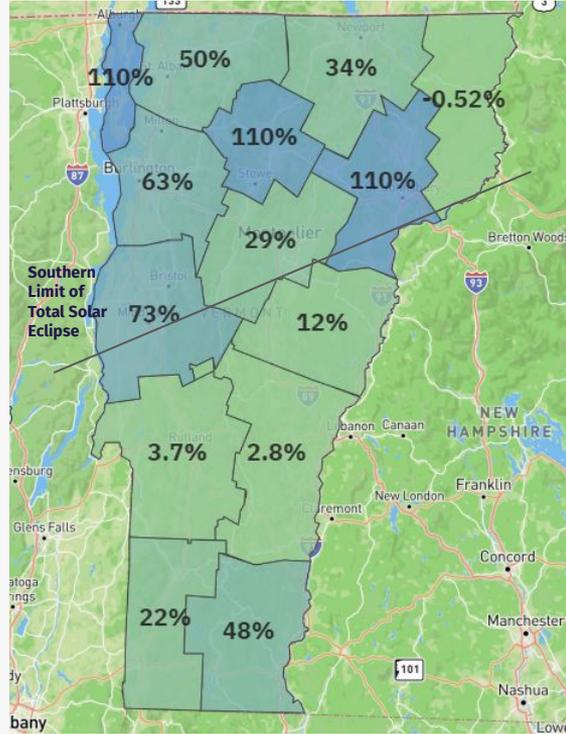
SOURCE: Datafy Advanced Spending Data. "Eclipse Weekend" is defined as April 5-9, 2024, Eclipse Day is April 8, 2024. Data shown represents the estimated number of Out-of-State spending.

# County-by-County: Impact of Eclipse Weekend

## Change in # of Cardholders



## Change in Total Spending



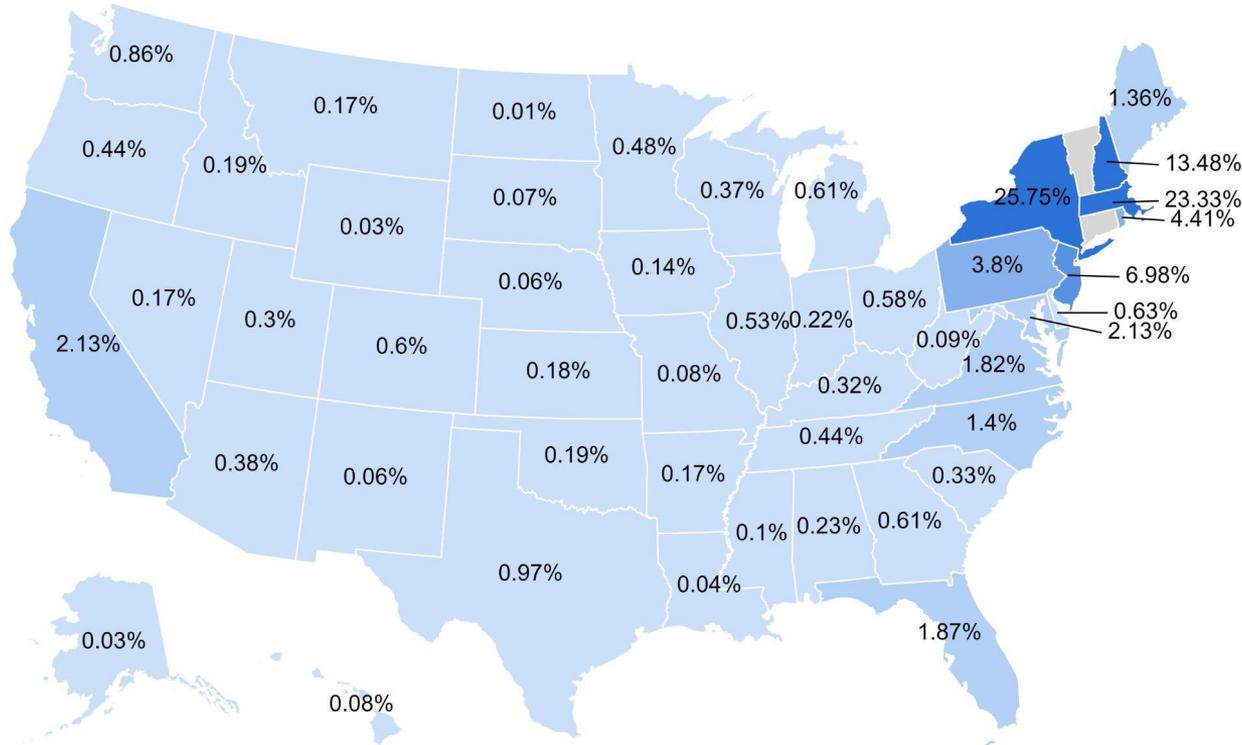
## Change in Share

Statewide, Vermont saw 94.55% increase in out-of-state trips and 97.94% increase in spend from these visitors during the Eclipse Weekend.

All counties benefited from Eclipse Weekend visitors, whether they were within or outside of the path.

Counties within the path saw the largest increase in cardholders and spend.

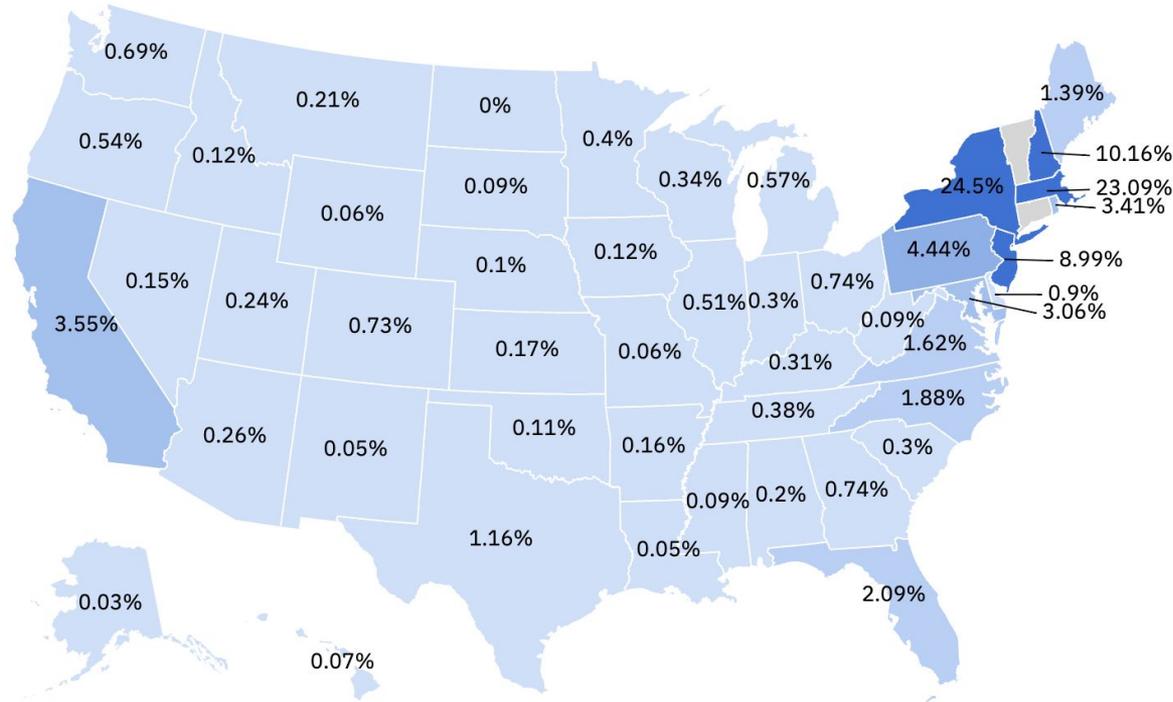
# Statewide Visitor Insights: Out-of-State Cardholders



About 80% of cardholders visiting Vermont during Eclipse Weekend were from the Northeast.

- 25.75% from New York
- 23.33% from Massachusetts
- 13.48% from New Hampshire
- 6.98% from New Jersey
- 4.41% from Rhode Island

# Statewide Visitor Insights: Out-of-State Spending



Spending followed a similar pattern, with more than 75% of Eclipse Weekend spending coming from the Northeast.

24.5% from New York

23.09% from Massachusetts

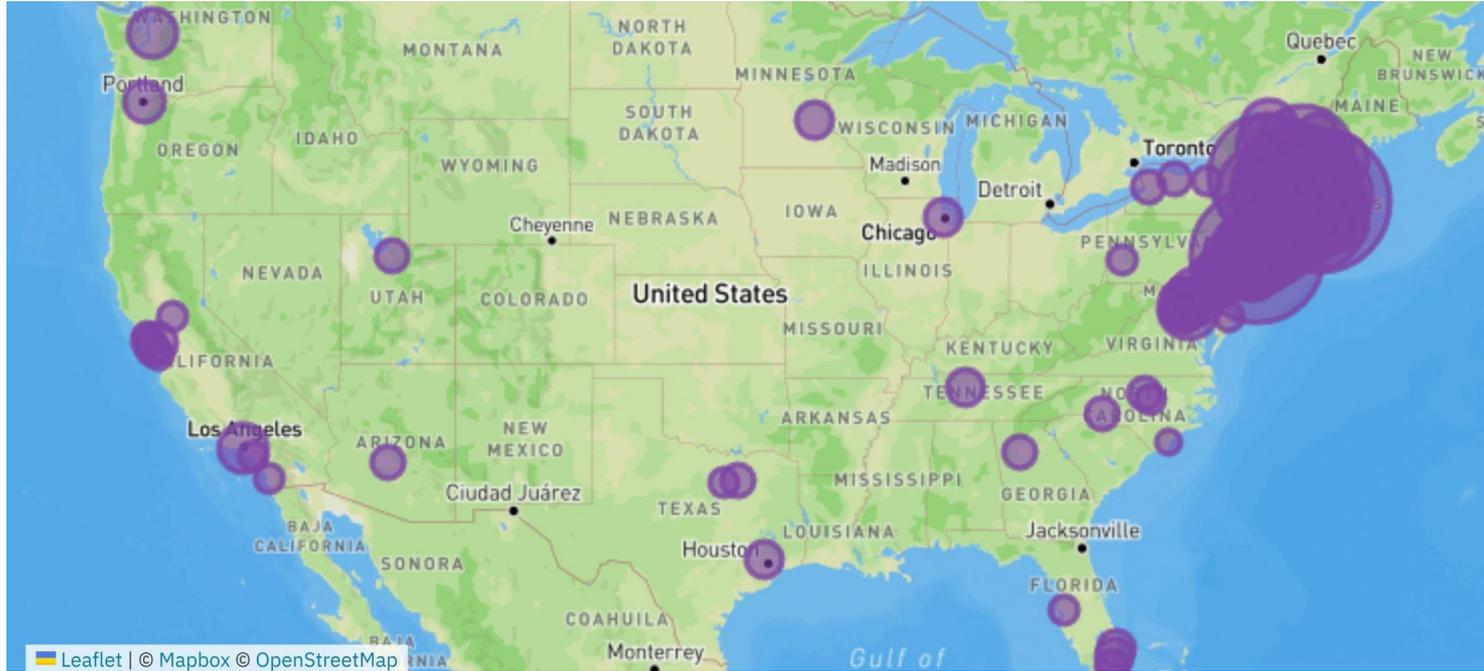
10.16% from New Hampshire

8.99% from New Jersey

4.44% from Pennsylvania

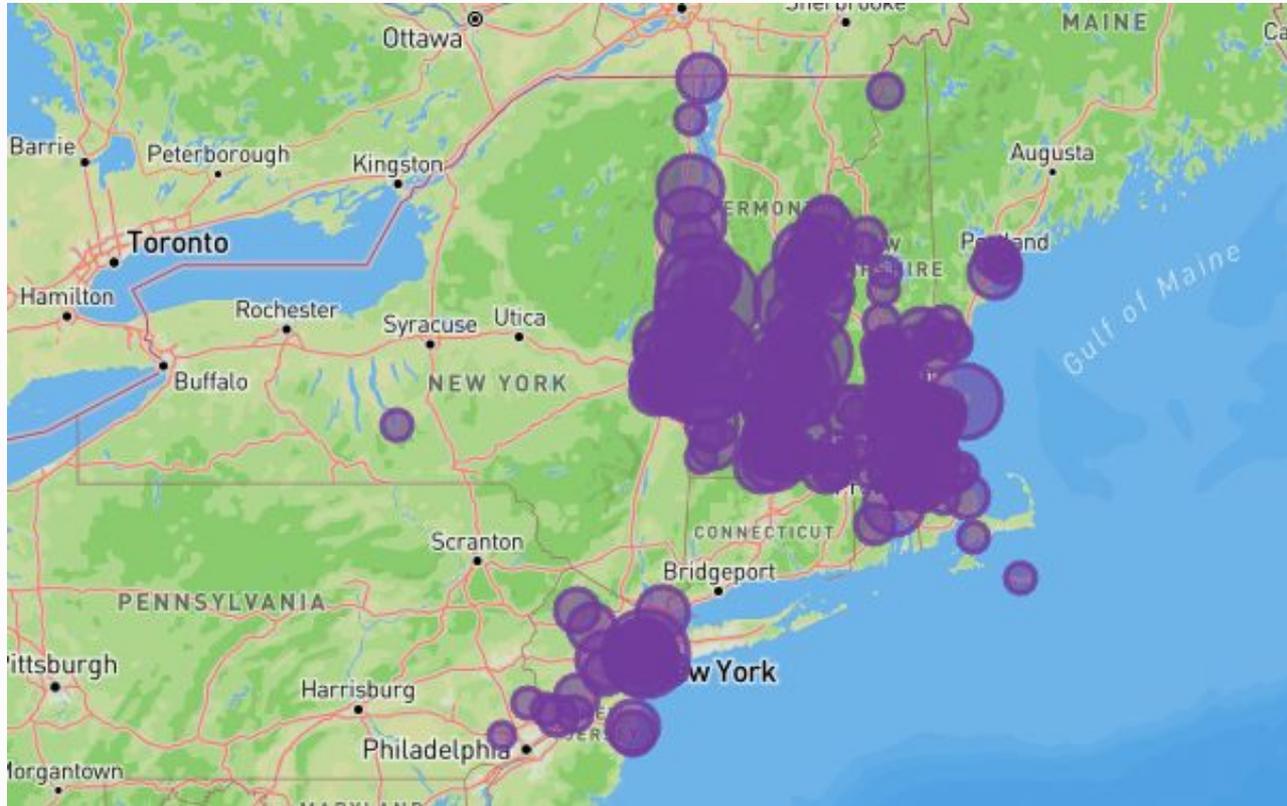
SOURCE: Datafy Advanced Spending Data. "Eclipse Weekend" is defined as April 5-9, 2024. Data shown represents percentage of Out-of-State spending.

# Statewide Visitor Insights: Out-of-State Spending



Spending data also showed that visitors came from across the country, with 3 out of 4 out-of-state visitors coming from the Northeast.

# Statewide Visitor Insights: Out-of-State Spending



SOURCE: Datafy Advanced Spending Data. "Eclipse Weekend" is defined as April 5-9, 2024. All data shown represents Out-of-State Visitor metrics unless otherwise specified.

# Statewide Visitor Trends

## Where were visitors from? How did they spend in Vermont?

New York and Boston DMAs represent the largest share of out-of-state cardholders and spend. Philadelphia DMA represents highest avg. spend per trip, but only made up about 5% of overall out-of-state spend.

### Boston DMA Highlights

- Accounts for 27% of all accommodations spend
- Average spend on accommodations: \$537.80

### New York DMA Highlights

- Accounts for 23.9% of all accommodations spend
- Average spend on accommodations: \$302.83

Origin DMA	Spending Data Share of Cardholders	Spending Data Share of Spend	Avg. Spend
New York	19.3%	24.7%	\$123.25
Boston-Manchester	23.3%	20.6%	\$102.16
Albany-Schenectady	9.9%	8.6%	\$97.29
Springfield-Holyoke	6.7%	5.3%	\$102.31
Philadelphia	3.7%	5.1%	\$143.31
Burlington-Plattsburgh	6.2%	3.7%	\$73.53
Washington DC	2.6%	3.1%	\$123.54
Providence RI	5.3%	2.9%	\$79.36
Portland-Auburn	1.6%	1.7%	\$111.77
All Others	21.4%	24.2%	

# Statewide Visitor Trends: Eclipse Weekend

## What did Out-of-State spending look like?

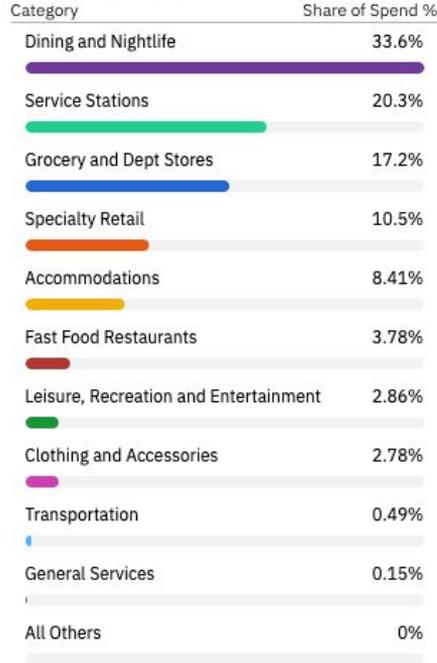
An estimated \$19,144,313 was spent in Vermont during the eclipse weekend.

44.9% of this spend was from those who have not previously spent in Vermont.

Dining and Nightlife saw the majority of overall spend.

The average spend on Accommodations was \$397.59

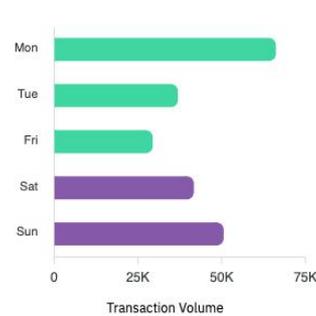
### Category Visitation



### Spend by Day



### Transactions by Day

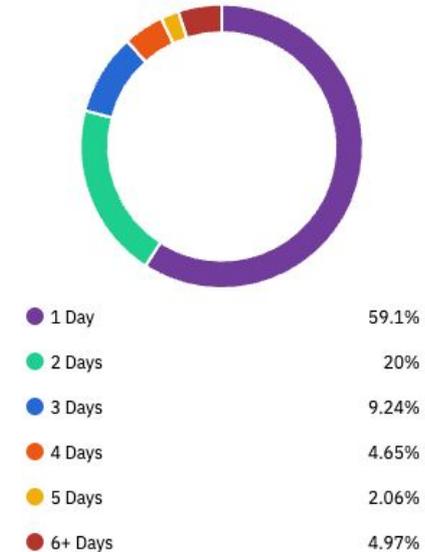


### Repeat Spenders



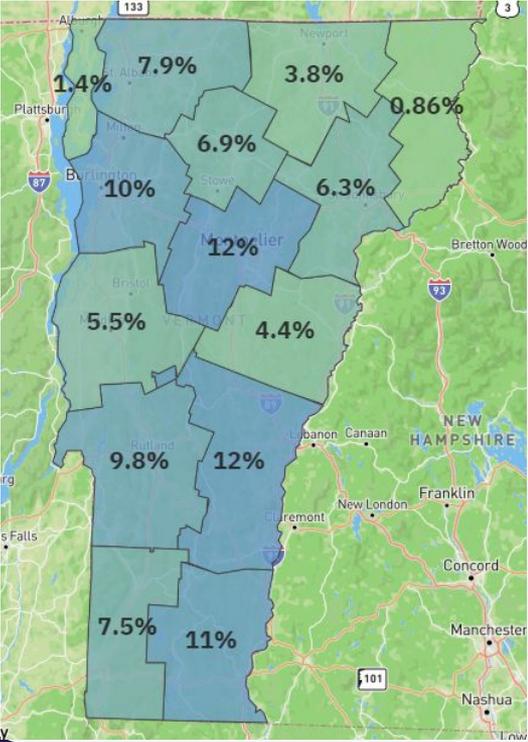
### Length of Stay <sup>?</sup>

from visitor spending

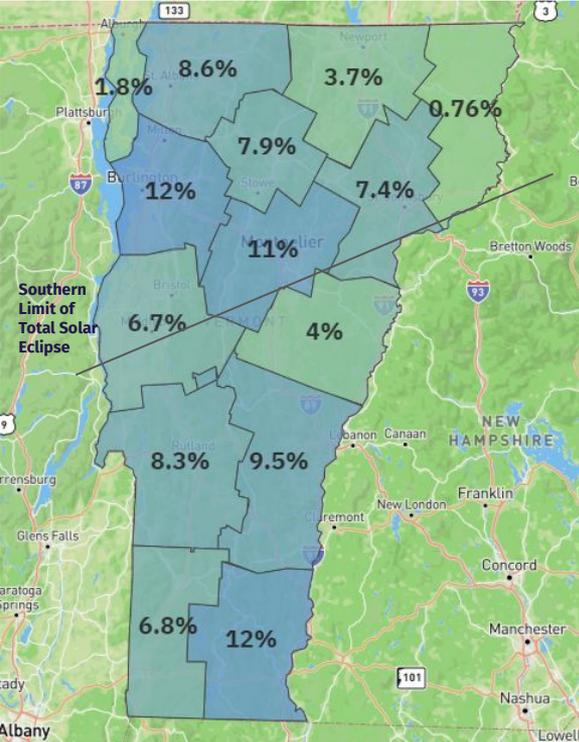


# Statewide Visitor Trends: Out-of-State Cardholders

2022-24 AVG



Eclipse Day



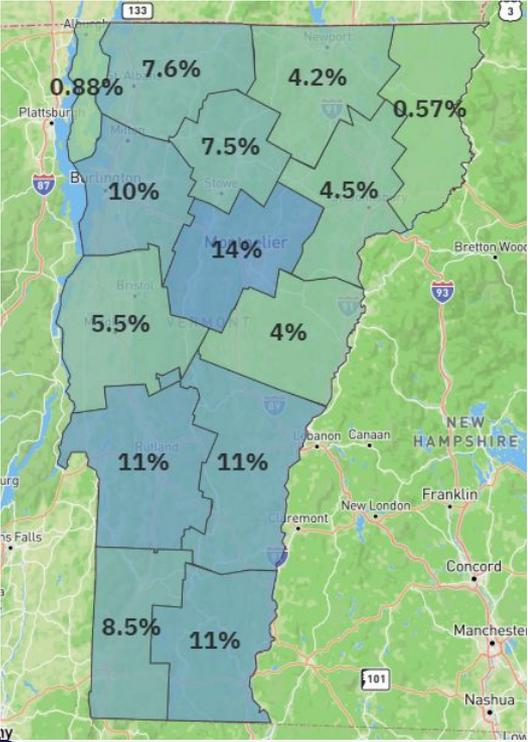
Cardholder Share

Vermont saw 261% more out-of-state Cardholders on Eclipse Day compared to the average of the same time in April 2022 and 2023.

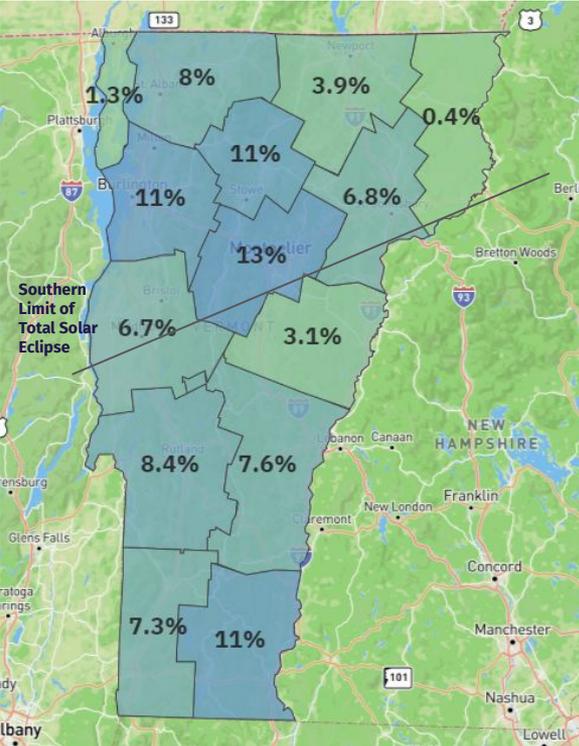
However, the distribution of where cardholders transacted did not vary significantly compared to where they typically are transacting.

# Statewide Visitor Trends: Out-of-State Spending

2022-24 AVG



Eclipse Day



Share of Spend

Vermont saw 178% more spend from out-of-state visitors on Eclipse Day compared to the average of the same time in April 2022 and 2023.

The distribution of cardholder spend did not shift significantly compared to where spending typically occurs throughout the state, indicating that all counties saw an increase in spend from out-of state visitors.

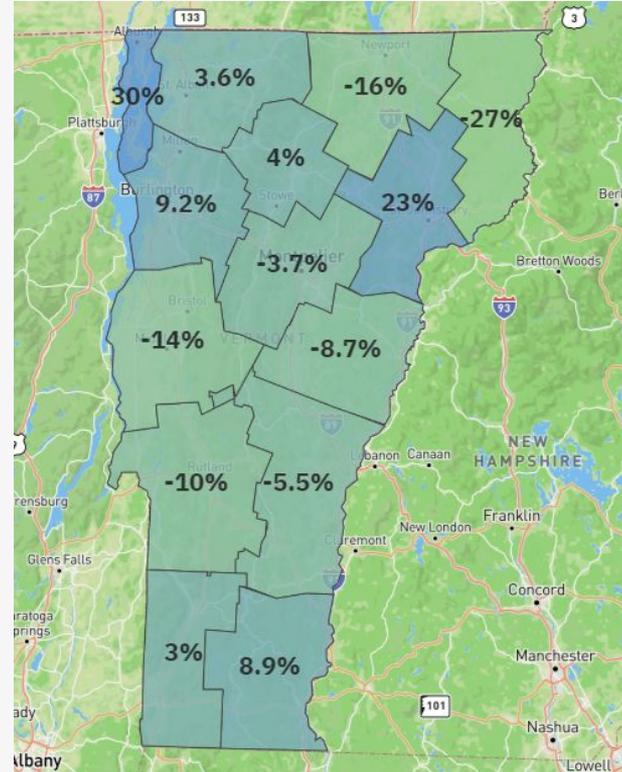
# Statewide Visitor Trends: Out-of-State Spending

## Comparison change in avg spend per card against same weekend 2022 & 2023

The average spend per visitor throughout the State of Vermont varied compared to the average of the same time in April 2022 and 2023.

A large portion of Chittenden County's 9% increase is related to an increase in Accommodations spend during Eclipse weekend.

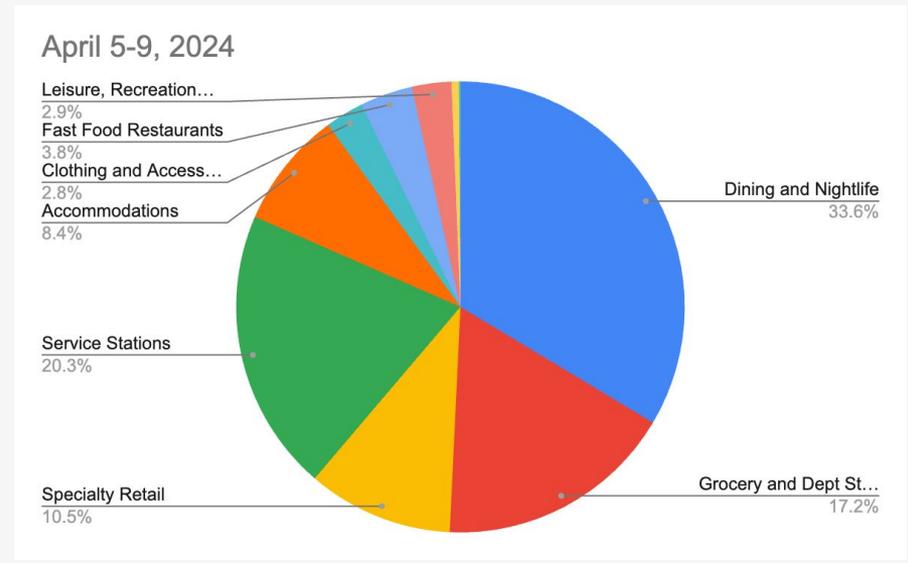
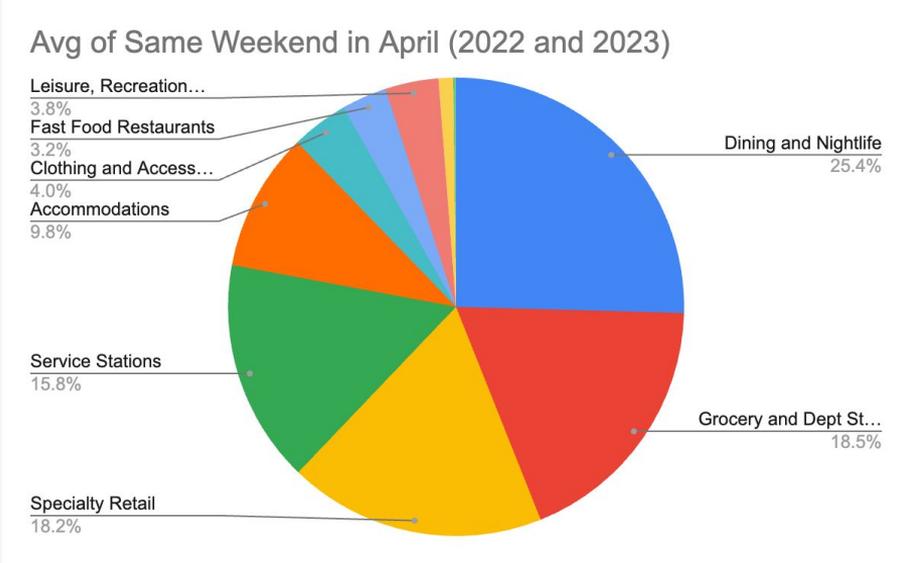
County Insights provides greater breakout into what impacted the avg. spend per card per county.



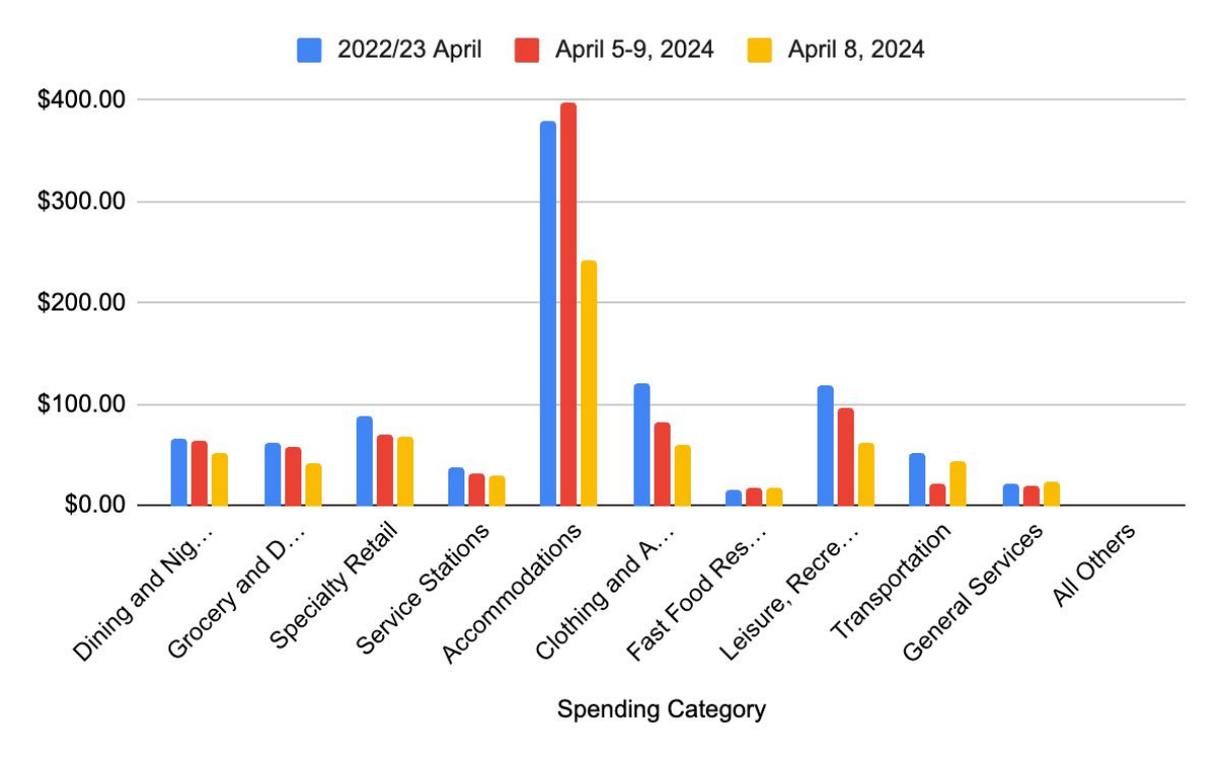
# Statewide Spending Category Insights:

## Share of Spend

Compared to the average spend of visitors during the same timeframe in 2022 and 2023, the visitor seen during the eclipse spent less in almost every category, except accommodations, fast food and general services.



# Statewide Spending Category Insights



## Average Spend per Card

Compared to the average spend of visitors during the same timeframe in 2022 and 2023, the visitor seen during the eclipse spent less in almost every category, except accommodations, fast food and general services.



# County Insights

# Chittenden County Insights



**11%** of statewide Eclipse Day spending occurred in Chittenden County

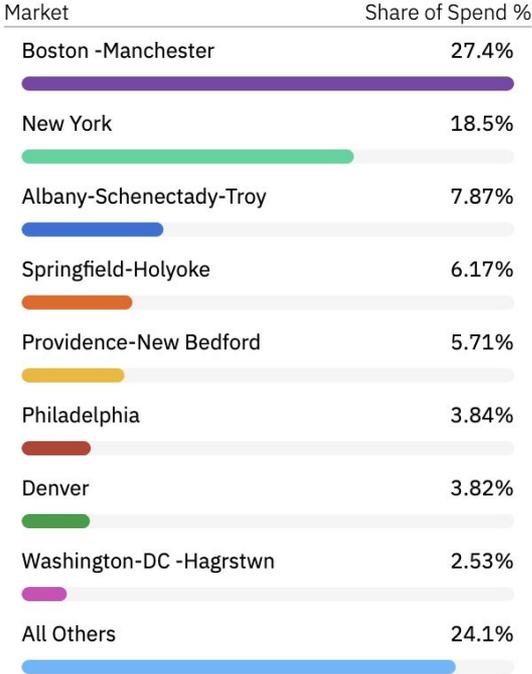


**333%** increase in trips seen on Eclipse Day



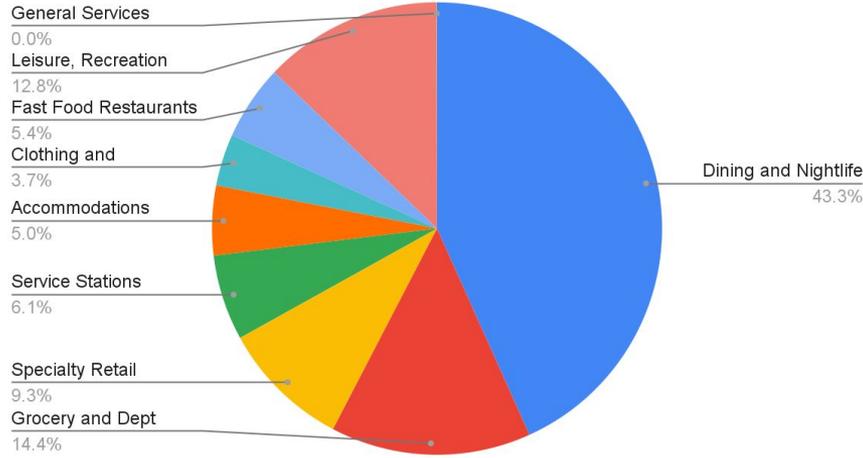
**221%** increase in total spend seen on Eclipse Day

## Market Visitation

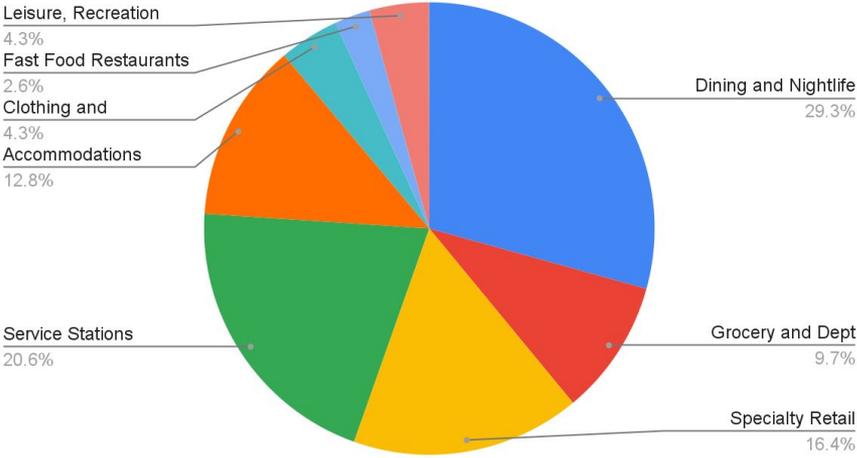


# Chittenden County Insights: Share of Spend

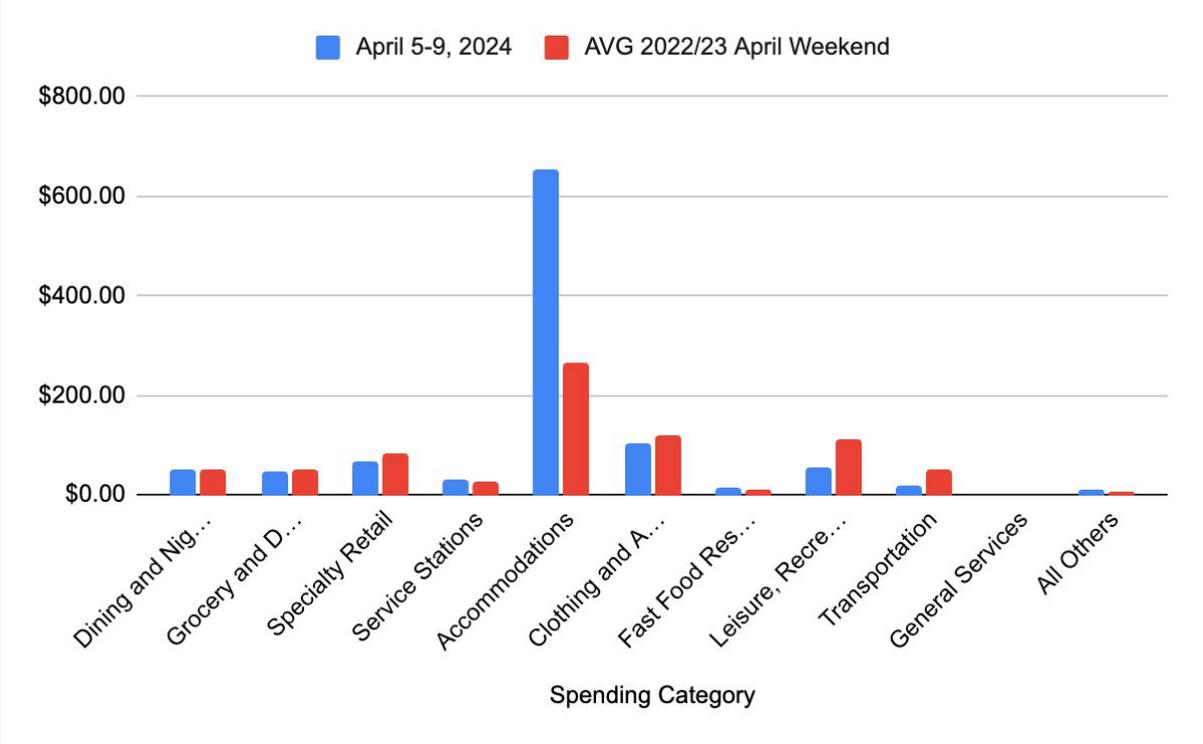
AVG 2022/23 April Weekend



April 5-9, 2024



# Chittenden County Insights: Avg. Spend per Card



# Franklin County Insights



**8%** of statewide Eclipse Day spending occurred in Franklin County

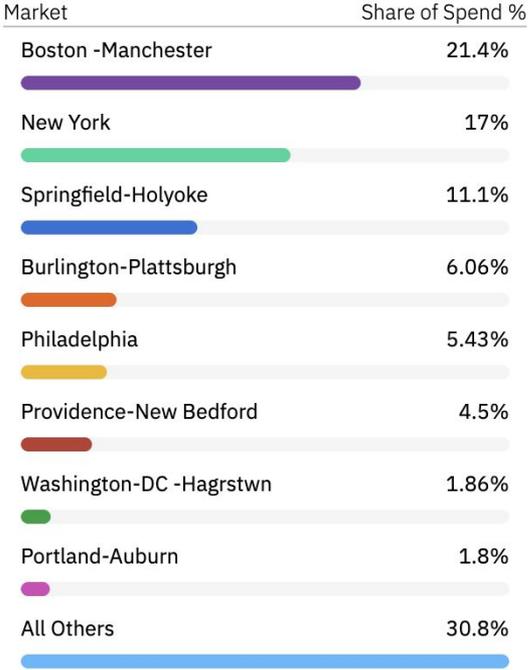


**228%** increase in trips seen on Eclipse Day



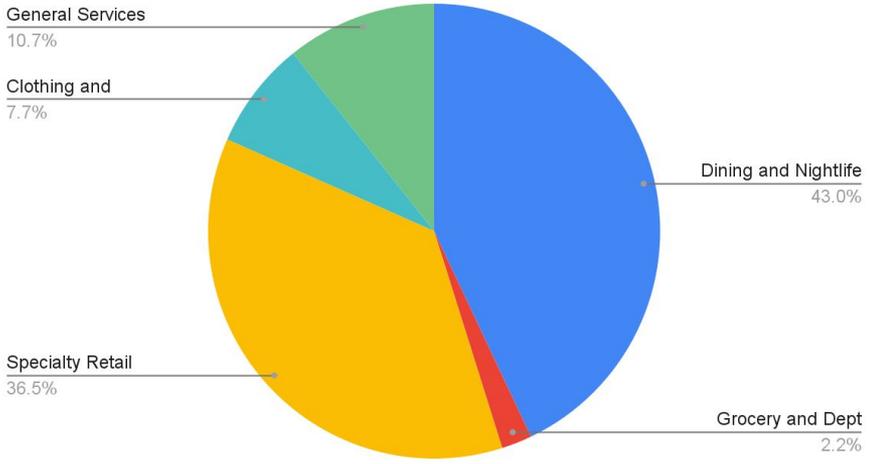
**334%** increase in total spend seen on Eclipse Day

## Market Visitation

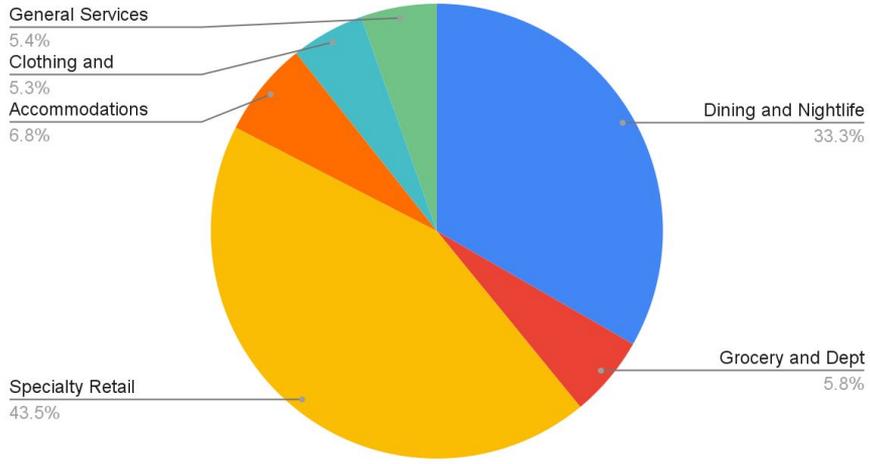


# Franklin County Insights: Share of Spend

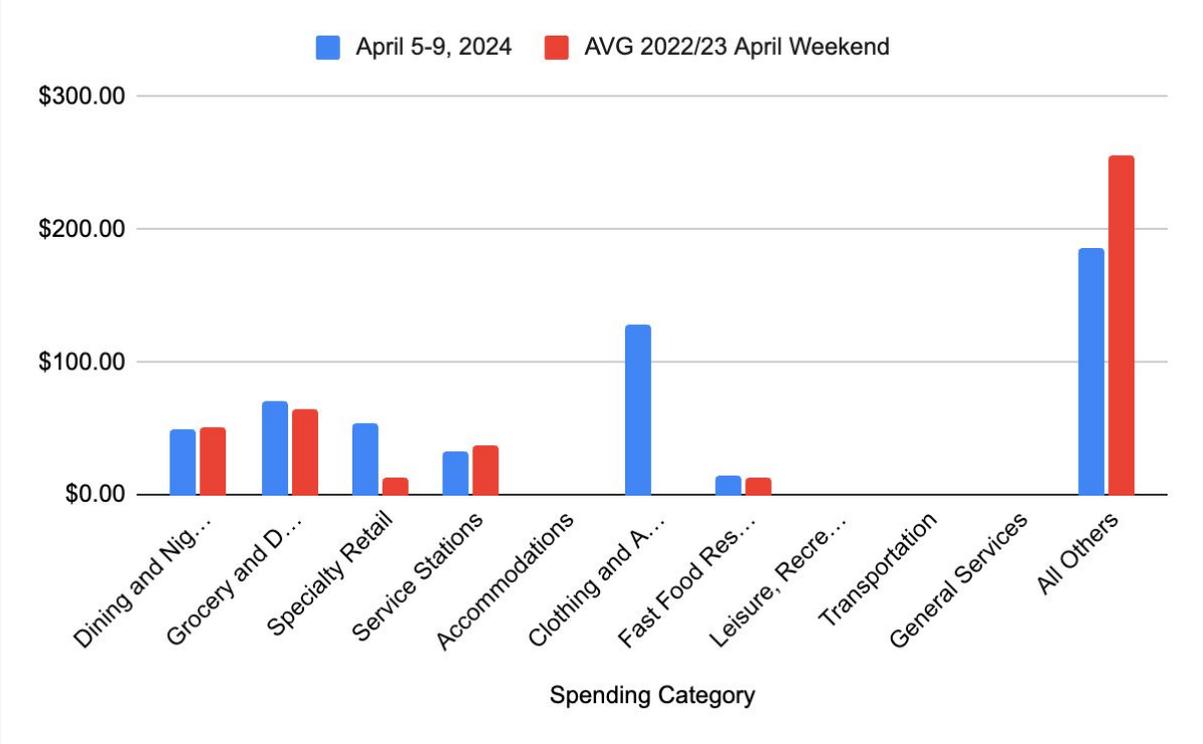
AVG 2022/23 April Weekend



April 5-9, 2024



# Franklin County Insights: Avg. Spend per Card



# Grand Isle County Insights



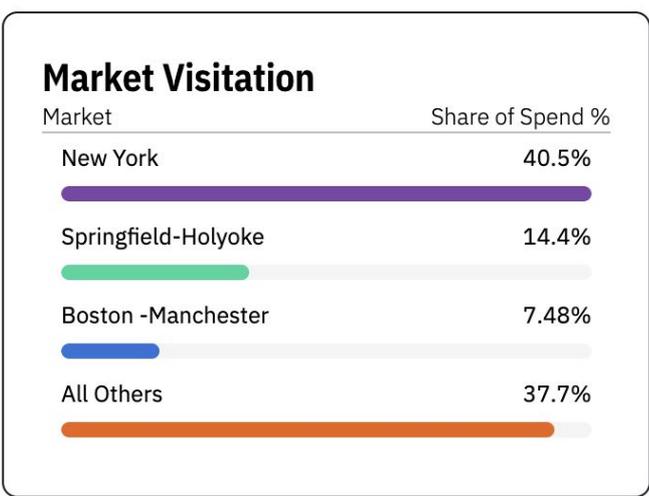
**1.3%** of statewide Eclipse Day spending occurred in Grand Isle County



**642%** increase in trips seen on Eclipse Day

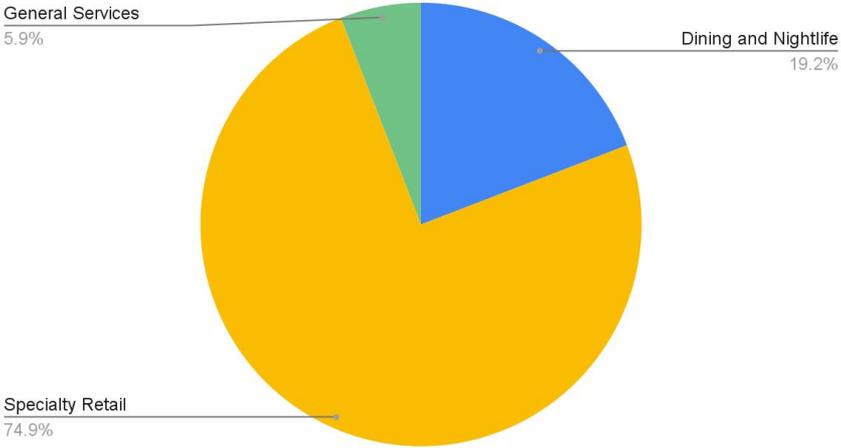


**968%** increase in total spend seen on Eclipse Day

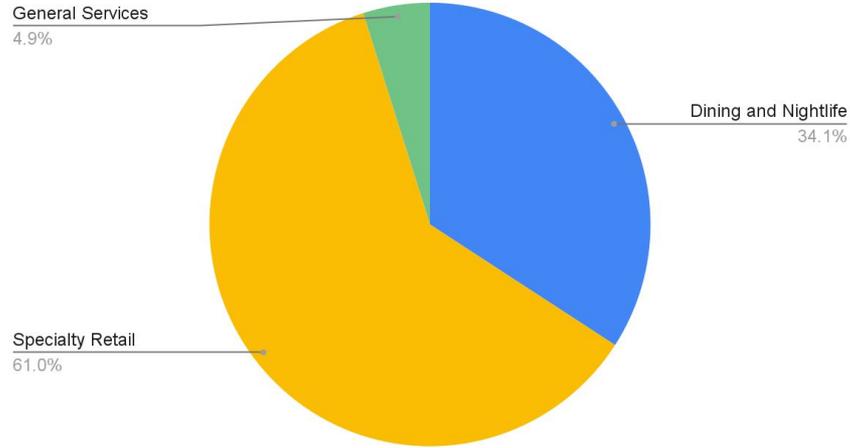


# Grand Isle County Insights: Share of Spend

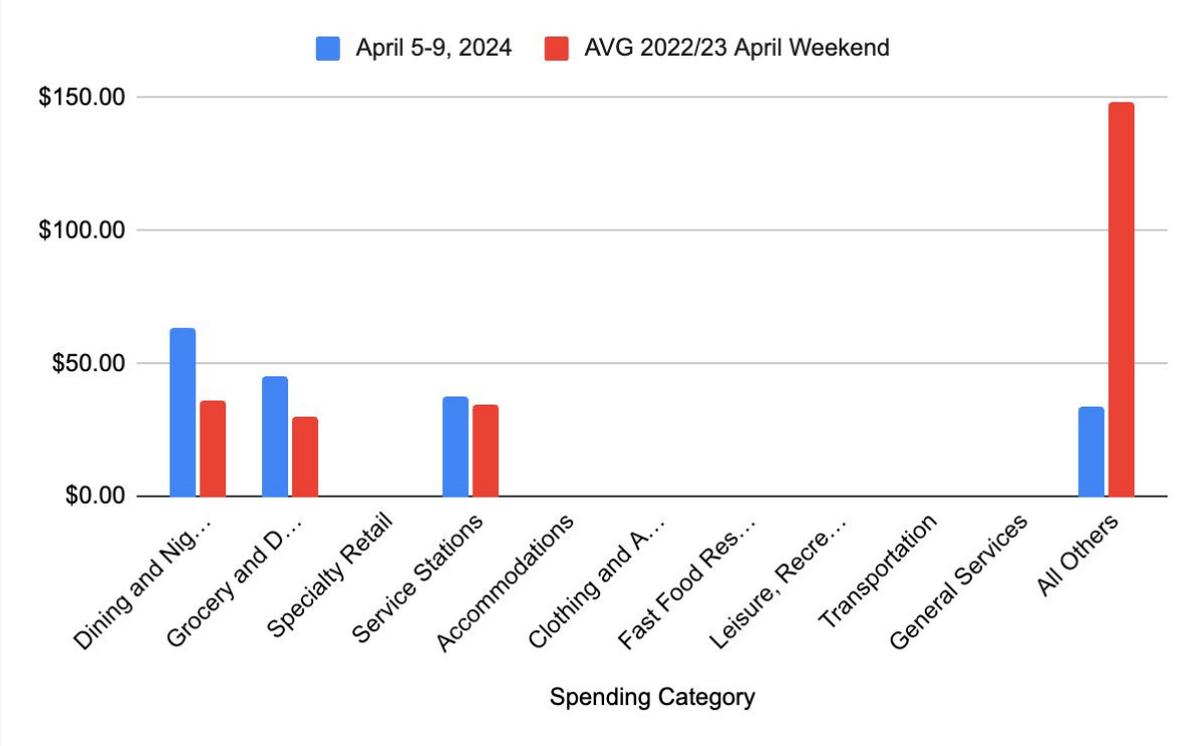
AVG 2022/23 April Weekend



April 5-9, 2024



# Grand Isle County Insights: Avg. Spend per Card



# Lamoille County Insights



**11%** of statewide Eclipse Day spending occurred in Lamoille County

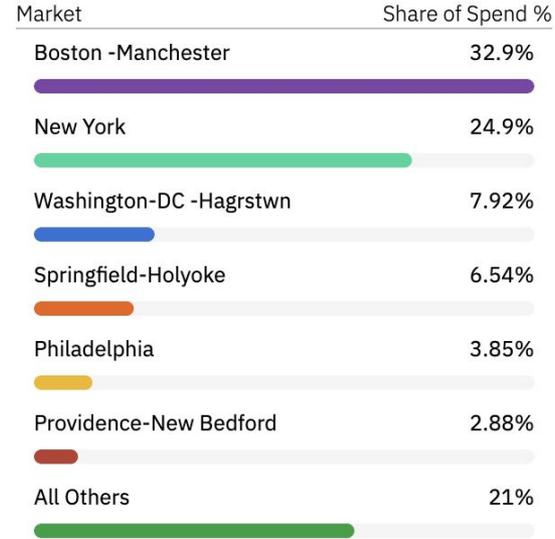


**611%** increase in trips seen on Eclipse Day



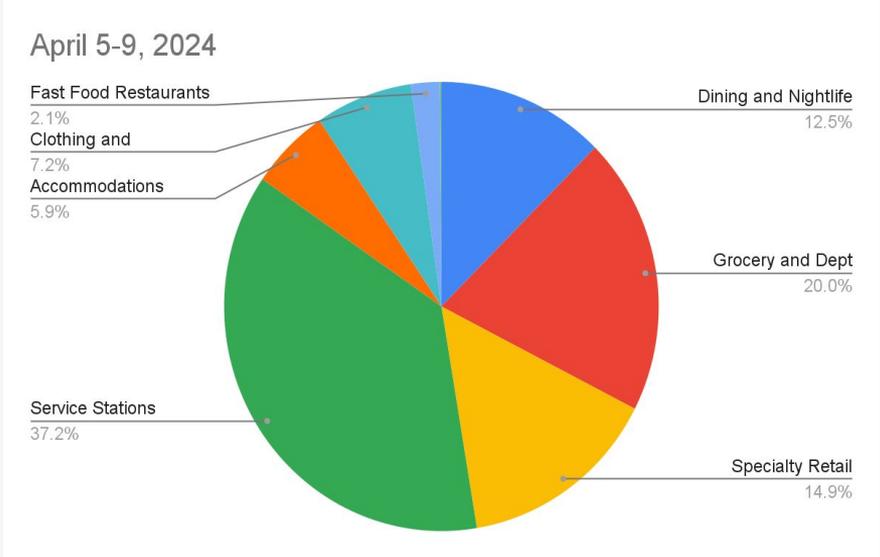
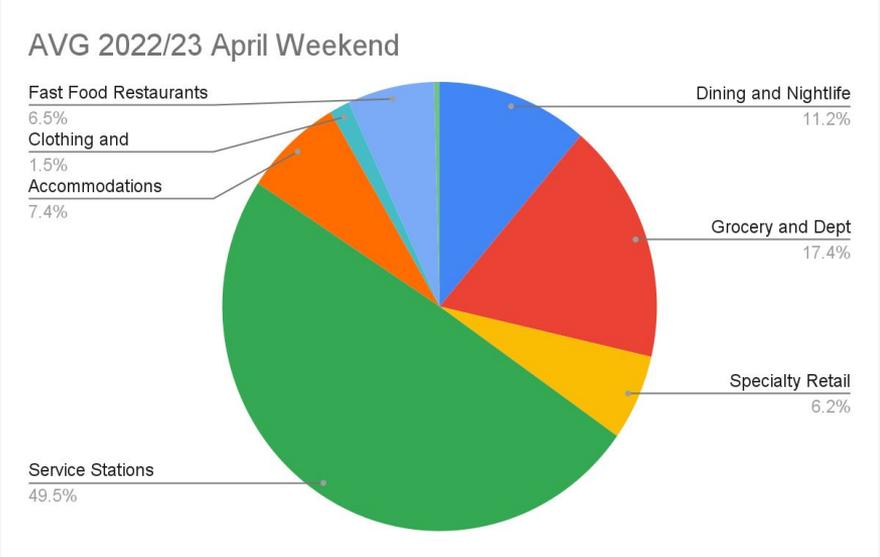
**317%** increase in total spend seen on Eclipse Day

## Market Visitation

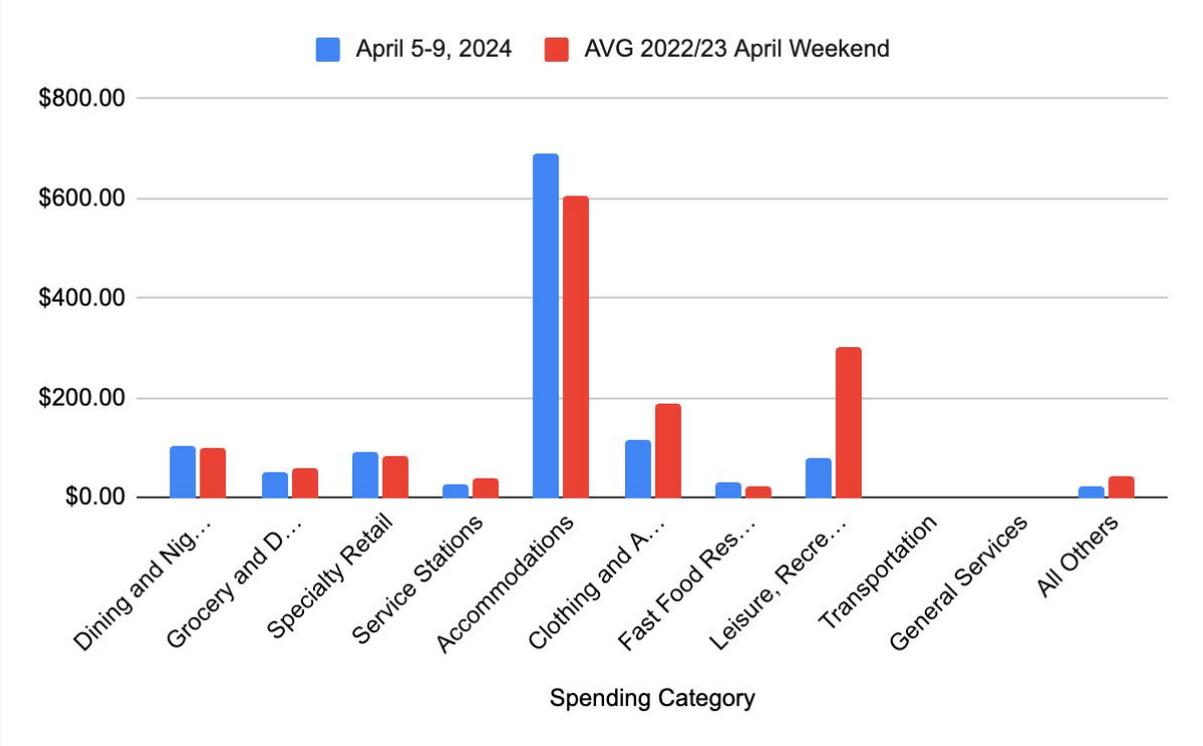


# Lamoille County Insights:

# Share of Spend



# Lamoille County Insights: Avg. Spend per Card



# Orleans County Insights



**3.9%** of statewide Eclipse Day spending occurred in Orleans County

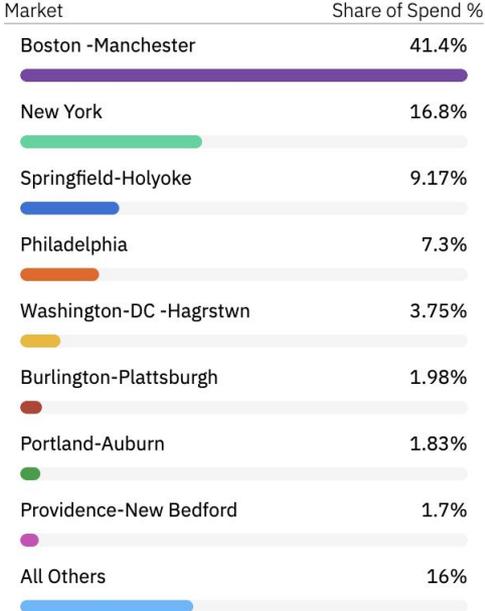


**1264%** increase in trips seen on Eclipse Day

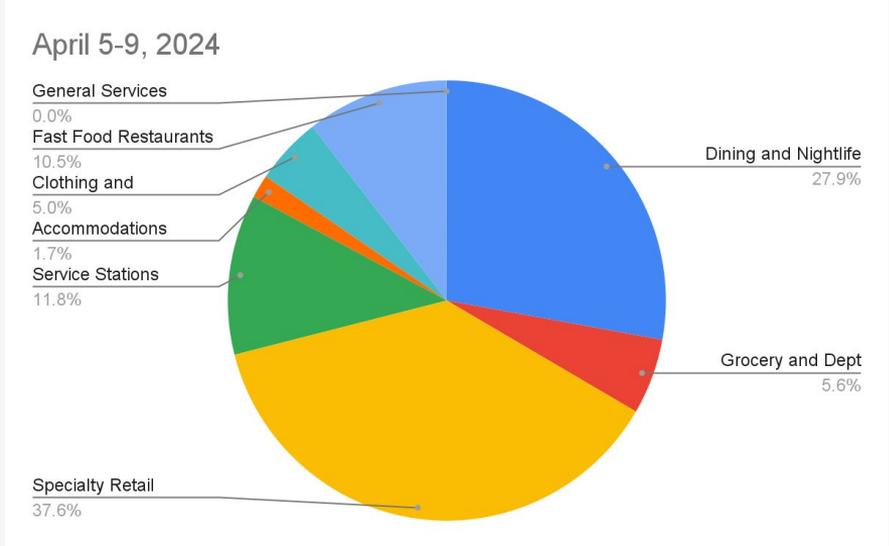
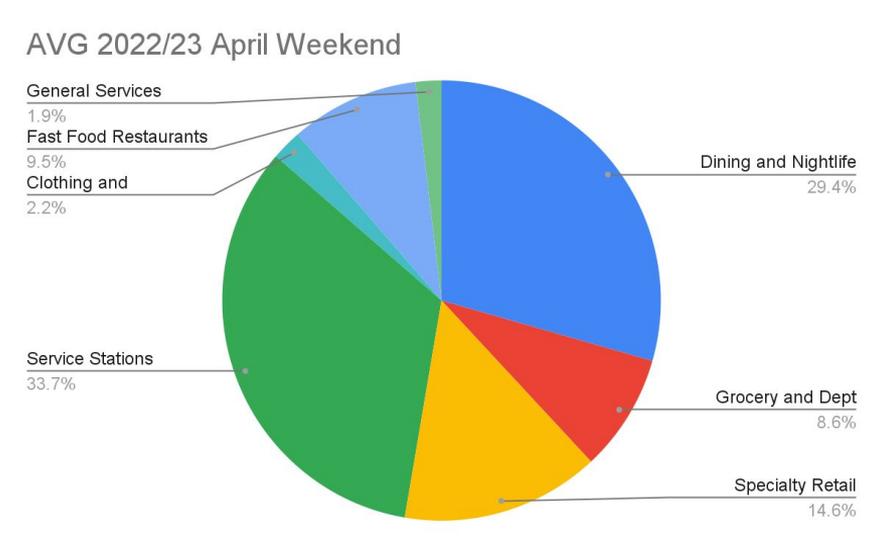


**549%** increase in total spend seen on Eclipse Day

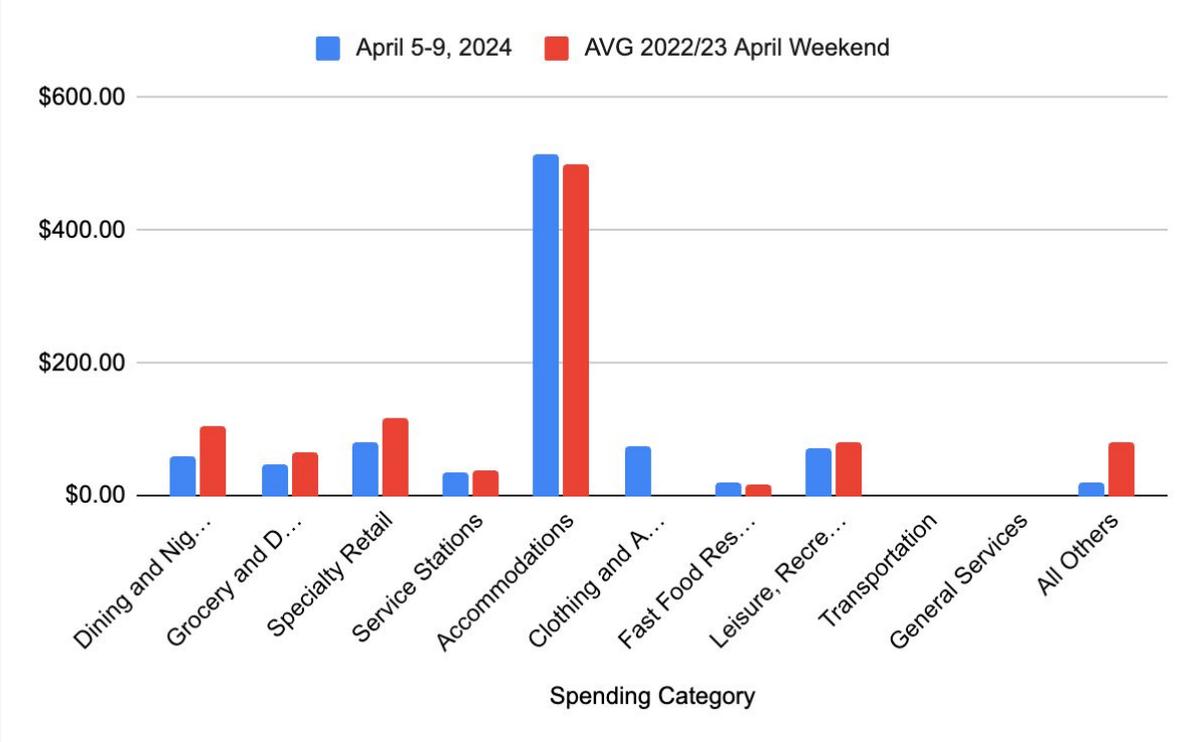
## Market Visitation



# Orleans County Insights: Share of Spend



# Orleans County Insights: Avg. Spend per Card



# Addison County Insights



**6.7%** of statewide Eclipse Day spending occurred in Addison County

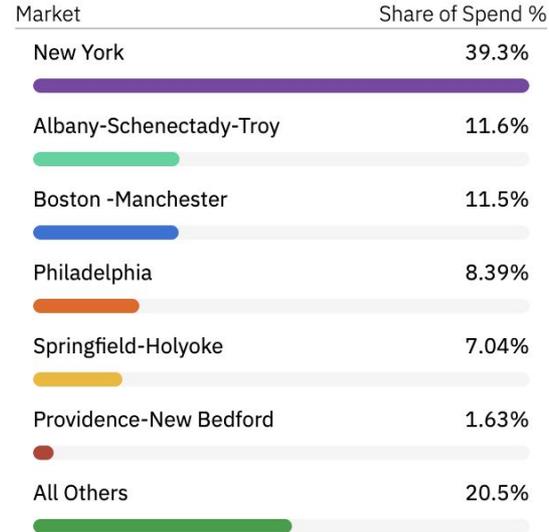


**586%** increase in trips seen on Eclipse Day



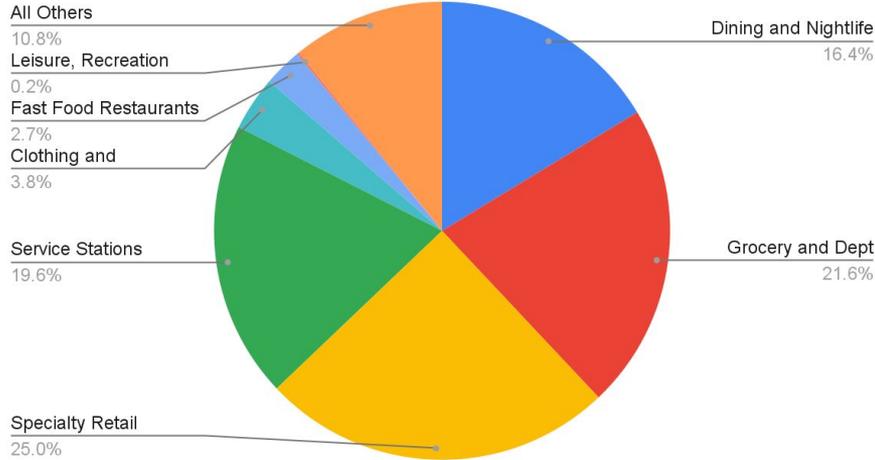
**127%** increase in total spend seen on Eclipse Day

## Market Visitation

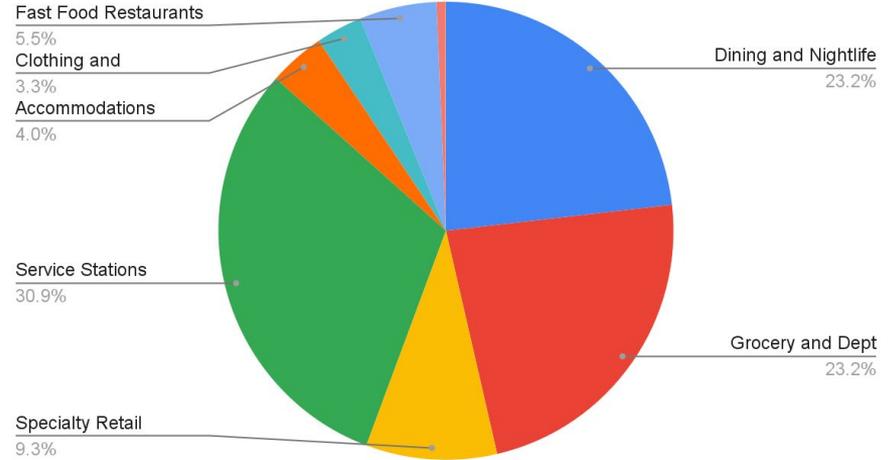


# Addison County Insights: Share of Spend

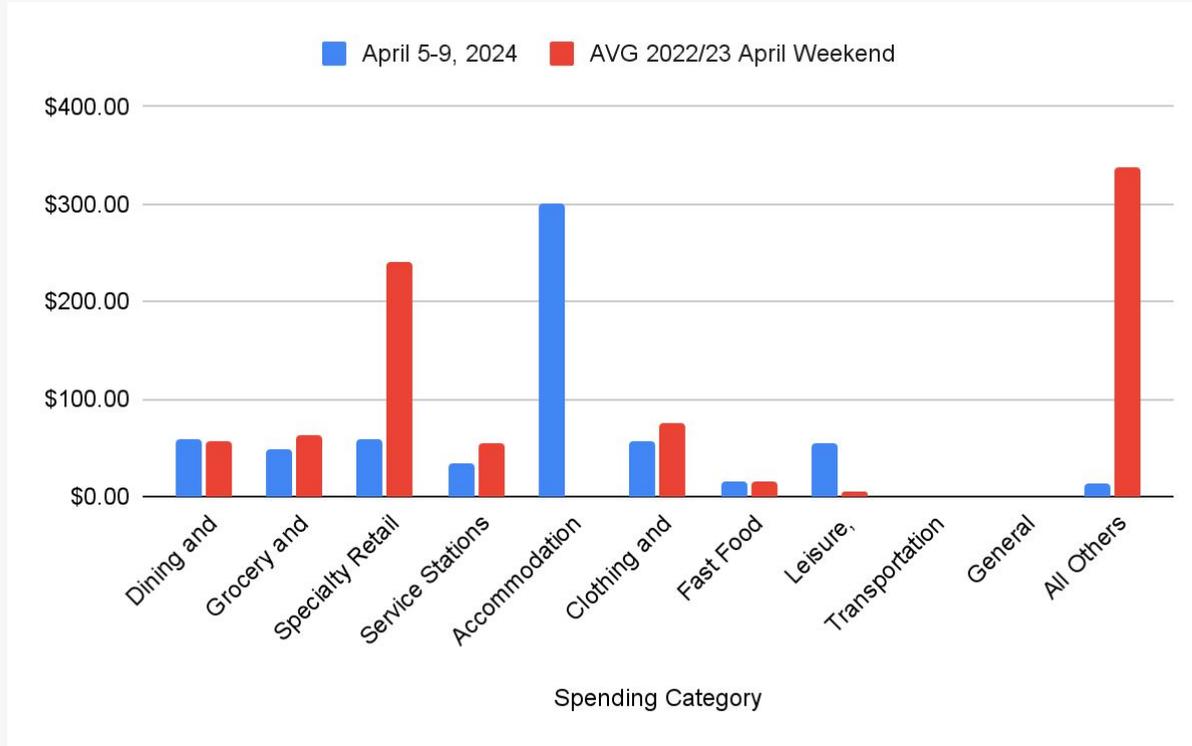
AVG 2022/23 April Weekend



April 5-9, 2024



# Addison County Insights: Avg. Spend per Card



# Caledonia County Insights



**6.8%** of statewide Eclipse Day spending occurred in Caledonia County



**3,312%** increase in trips seen on Eclipse Day



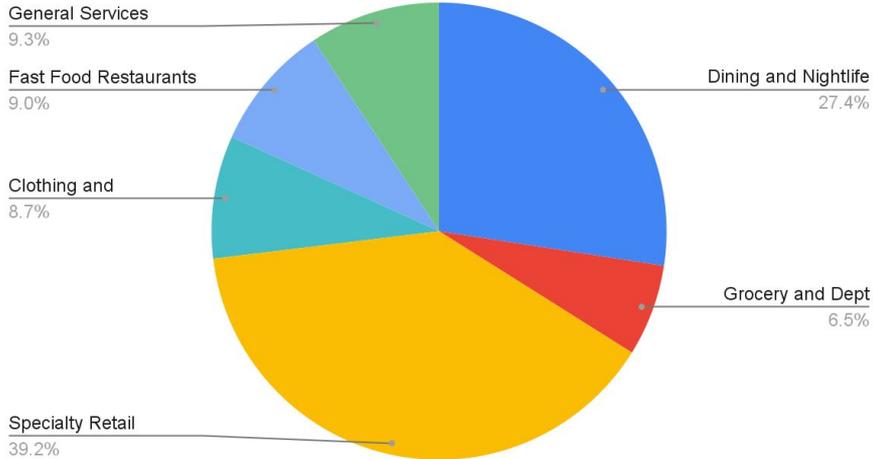
**2,853%** increase in total spend seen on Eclipse Day

## Market Visitation

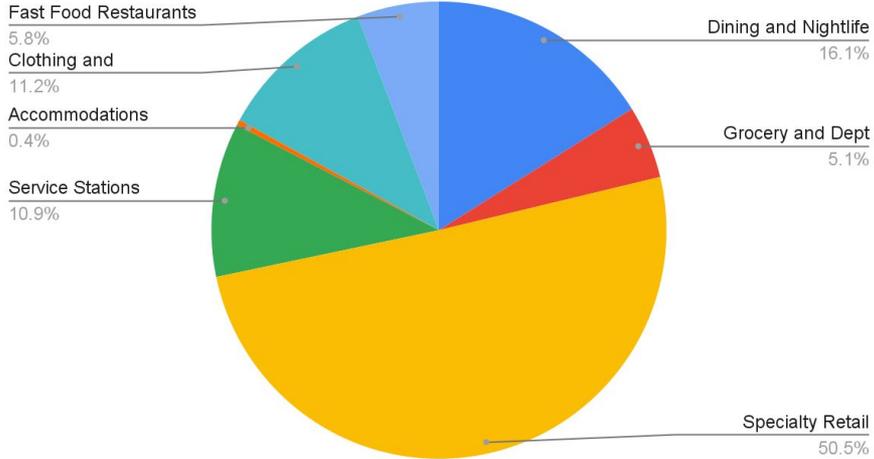
Market	Share of Spend %
Boston -Manchester	37.5%
Springfield-Holyoke	14.9%
New York	10.7%
Providence-New Bedford	8.28%
Burlington-Plattsburgh	5.06%
Philadelphia	4.06%
Washington-DC -Hagrstwn	3.63%
Albany-Schenectady-Troy	3.51%
Portland-Auburn	1.9%
All Others	10.5%

# Caledonia County Insights: Share of Spend

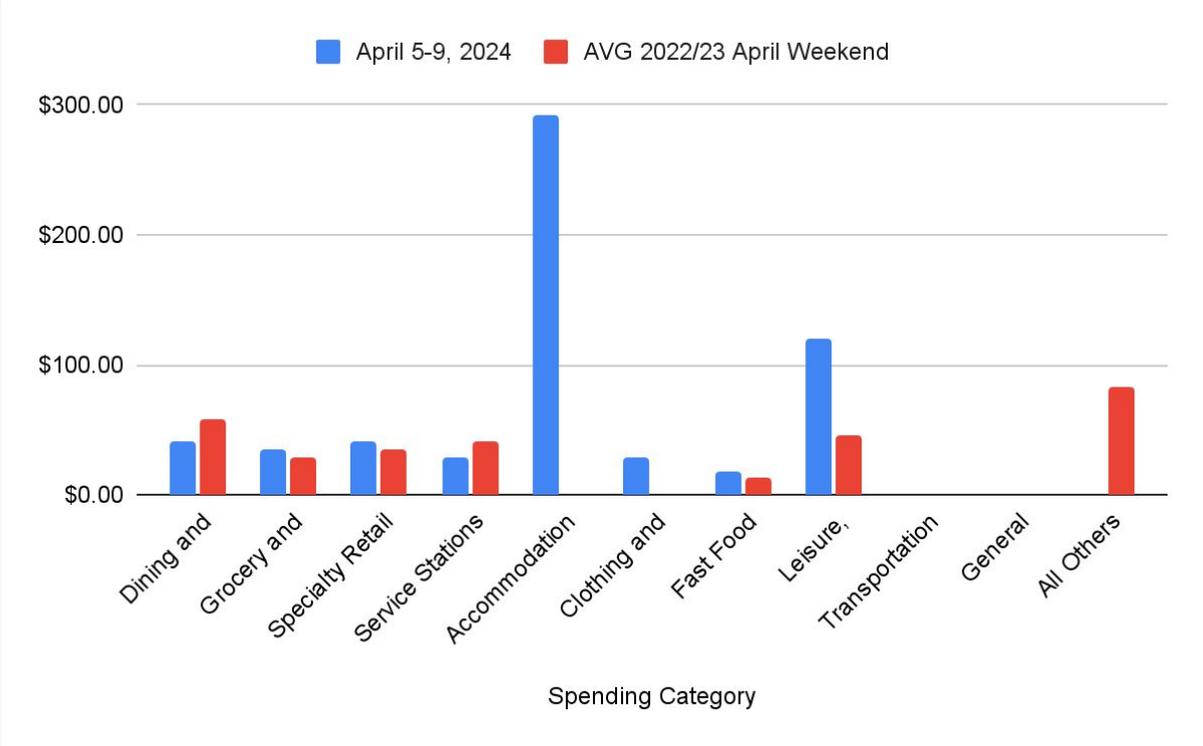
AVG 2022/23 April Weekend



April 5-9, 2024



# Caledonia County Insights: Avg. Spend per Card



# Essex County Insights



**0.4%** of statewide Eclipse Day spending occurred in Essex County



**795%** increase in trips seen over Eclipse Weekend\*



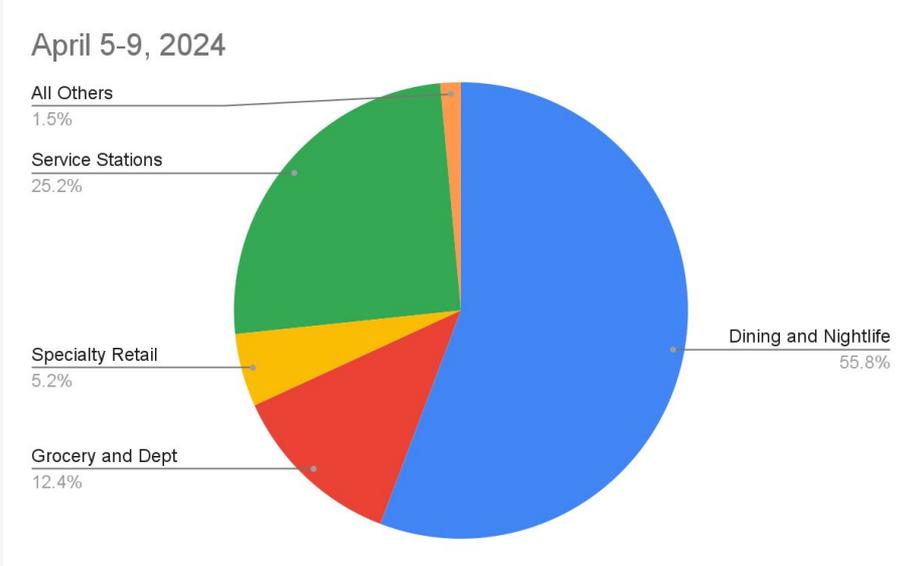
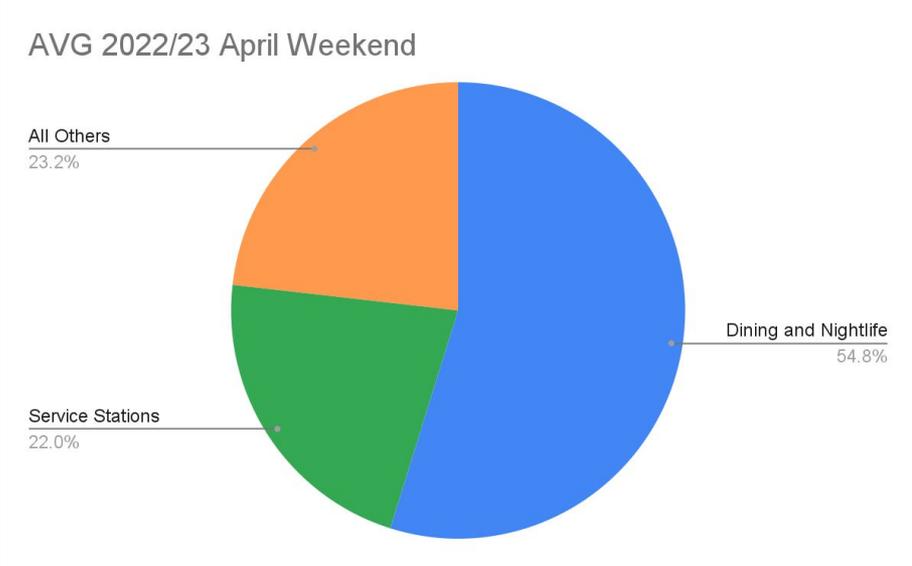
**669%** increase in total spend seen over Eclipse Weekend\*

## Market Visitation

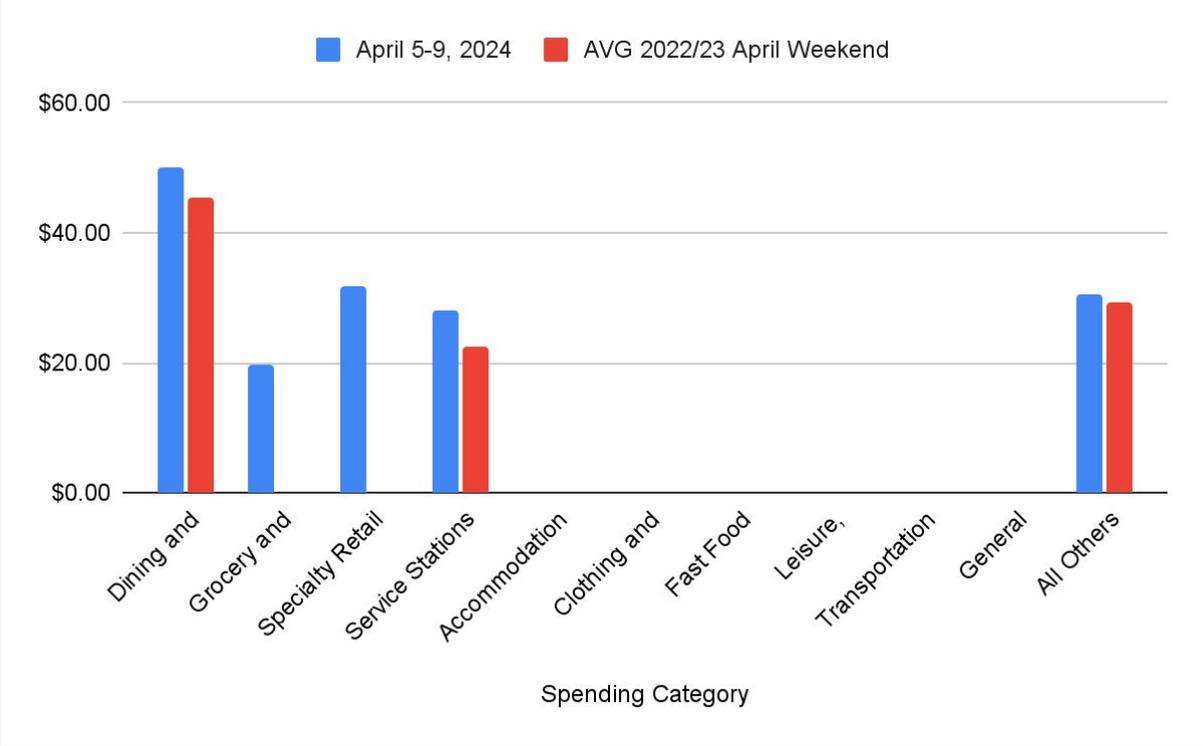


\*There is not enough comparison data for Eclipse Day only. Comparisons are based of Eclipse Weekend.

# Essex County Insights: Share of Spend



# Essex County Insights: Avg. Spend per Card



# Washington County Insights



**13%** of statewide Eclipse Day spending occurred in Washington County

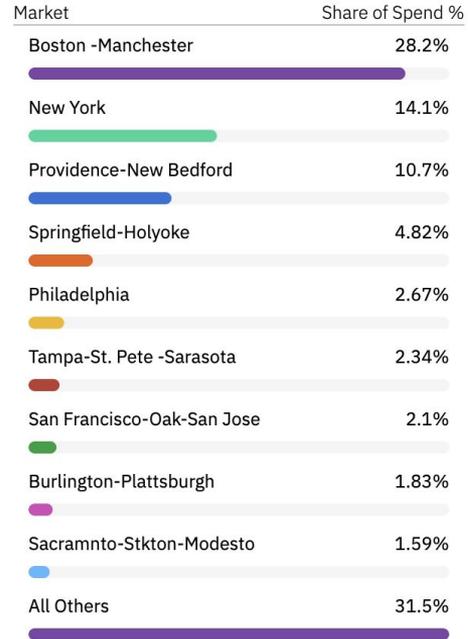


**195%** increase in trips seen on Eclipse Day



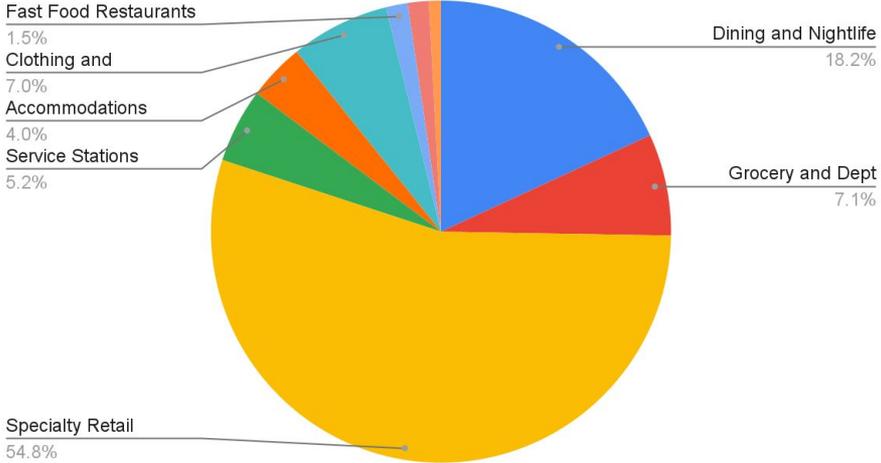
**116%** increase in total spend seen on Eclipse Day

## Market Visitation

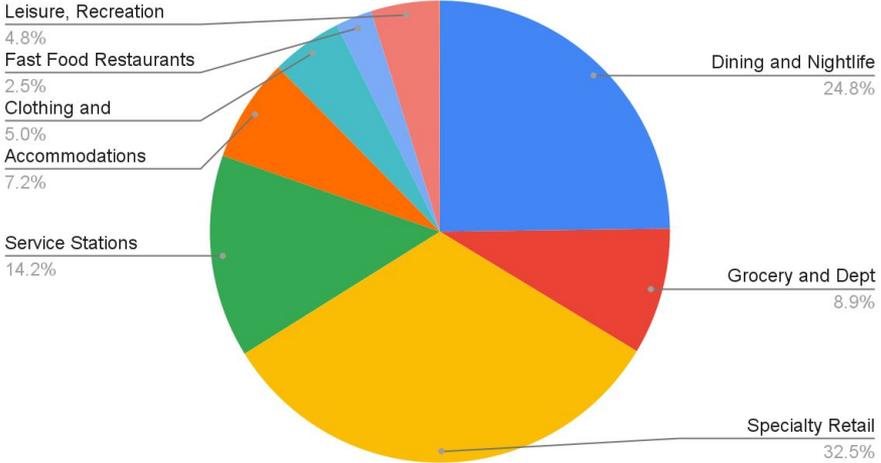


# Washington County Insights: Share of Spend

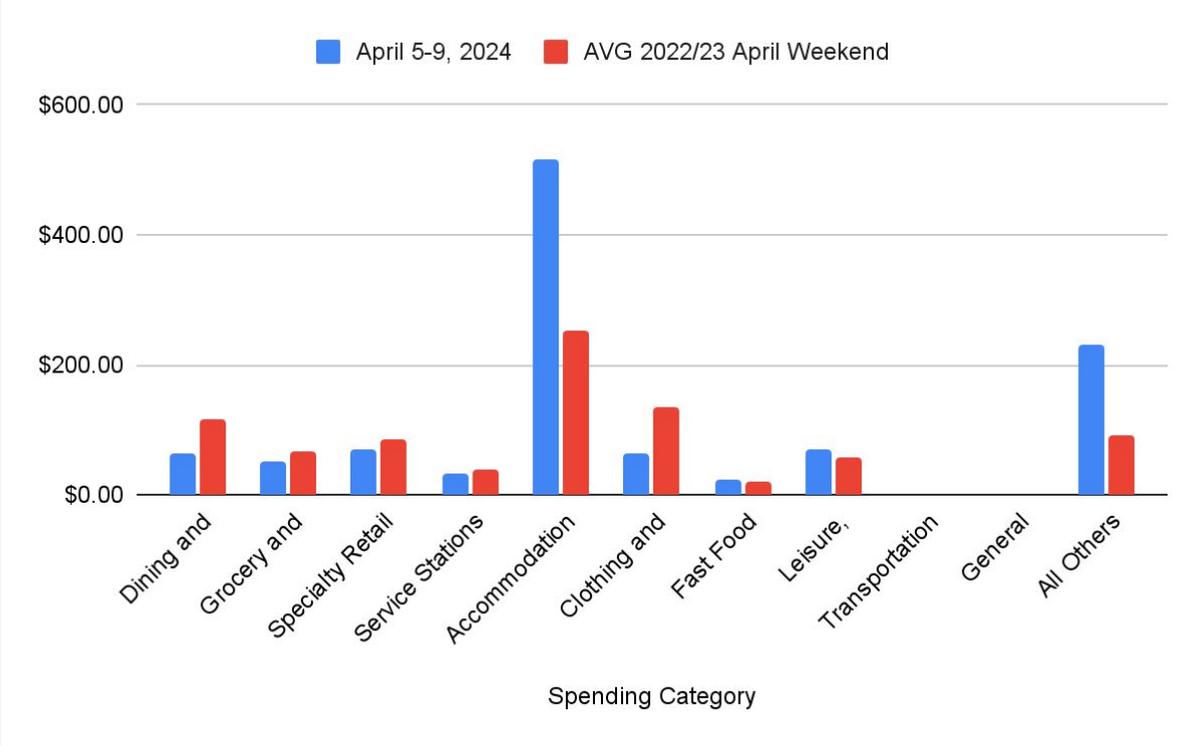
AVG 2022/23 April Weekend



April 5-9, 2024



# Washington County Insights: Avg. Spend per Card



# Bennington County Insights



**7.3%** of statewide Eclipse Day spending occurred in Bennington County

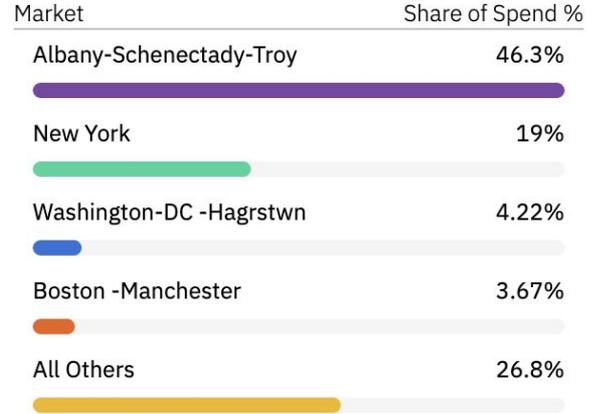


**83%** increase in trips seen on Eclipse Day



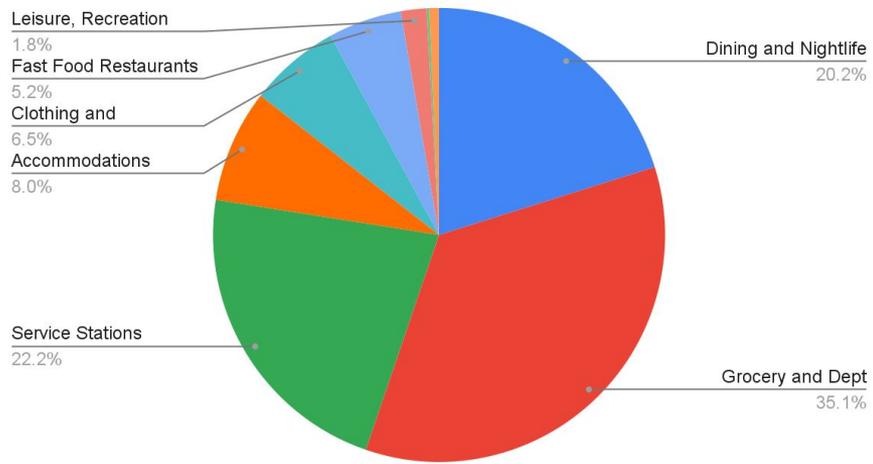
**75%** increase in total spend seen on Eclipse Day

## Market Visitation

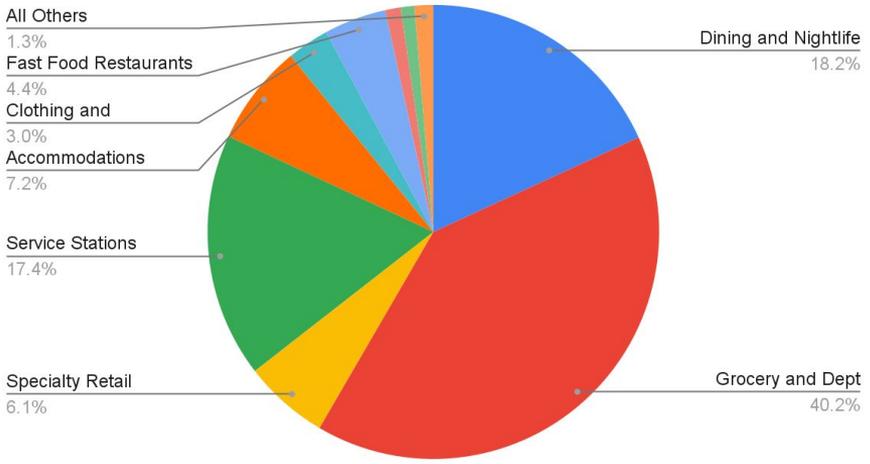


# Bennington County Insights: Share of Spend

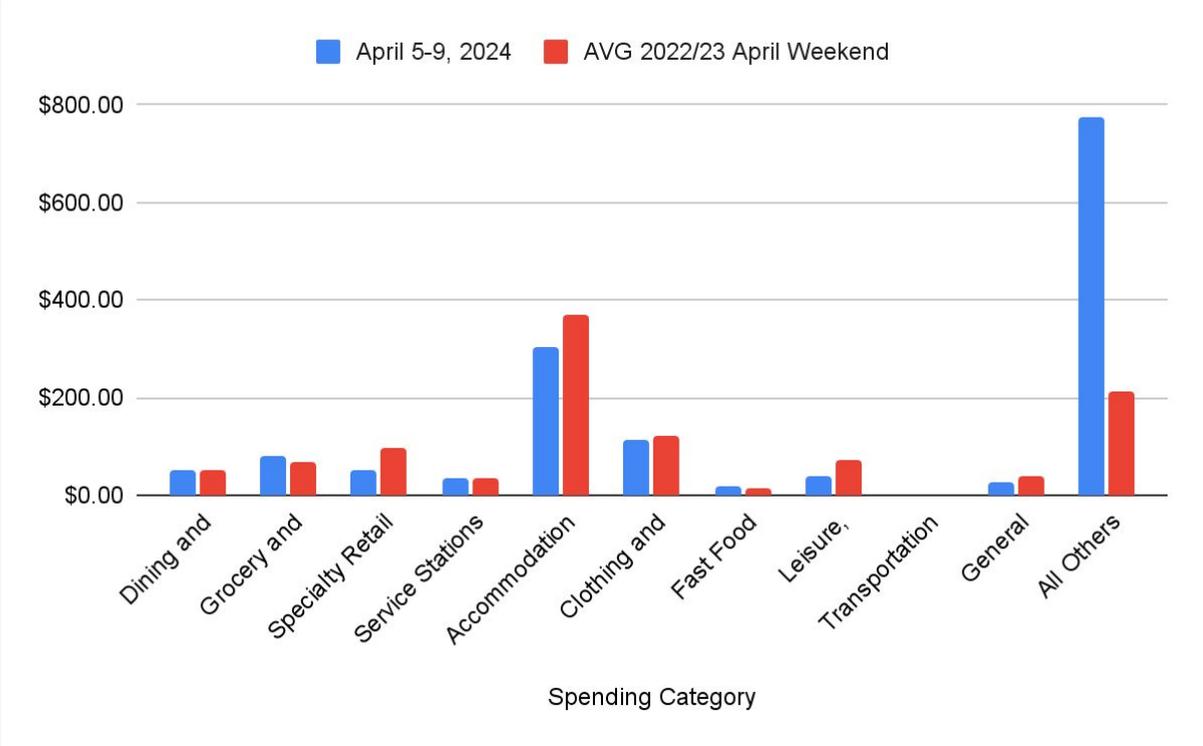
AVG 2022/23 April Weekend



April 5-9, 2024



# Bennington County Insights: Avg. Spend per Card



# Orange County Insights



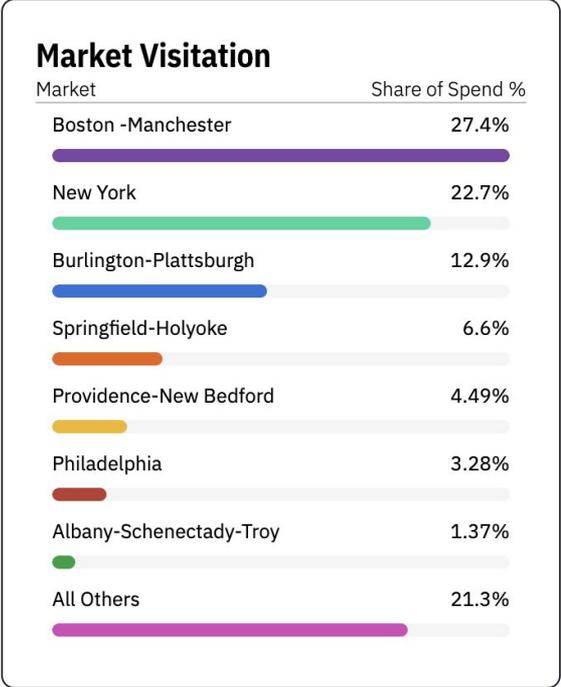
**3.1%** of statewide Eclipse Day spending occurred in Orange County



**334%** increase in trips seen on Eclipse Day

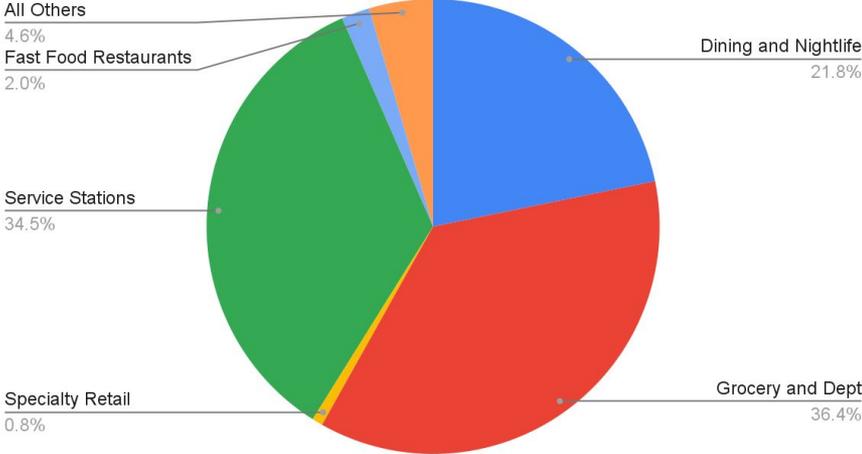


**203%** increase in total spend seen on Eclipse Day

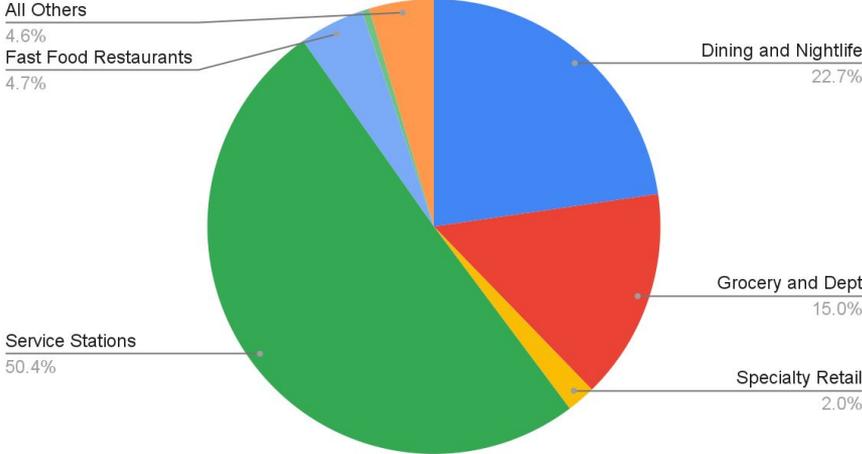


# Orange County Insights: Share of Spend

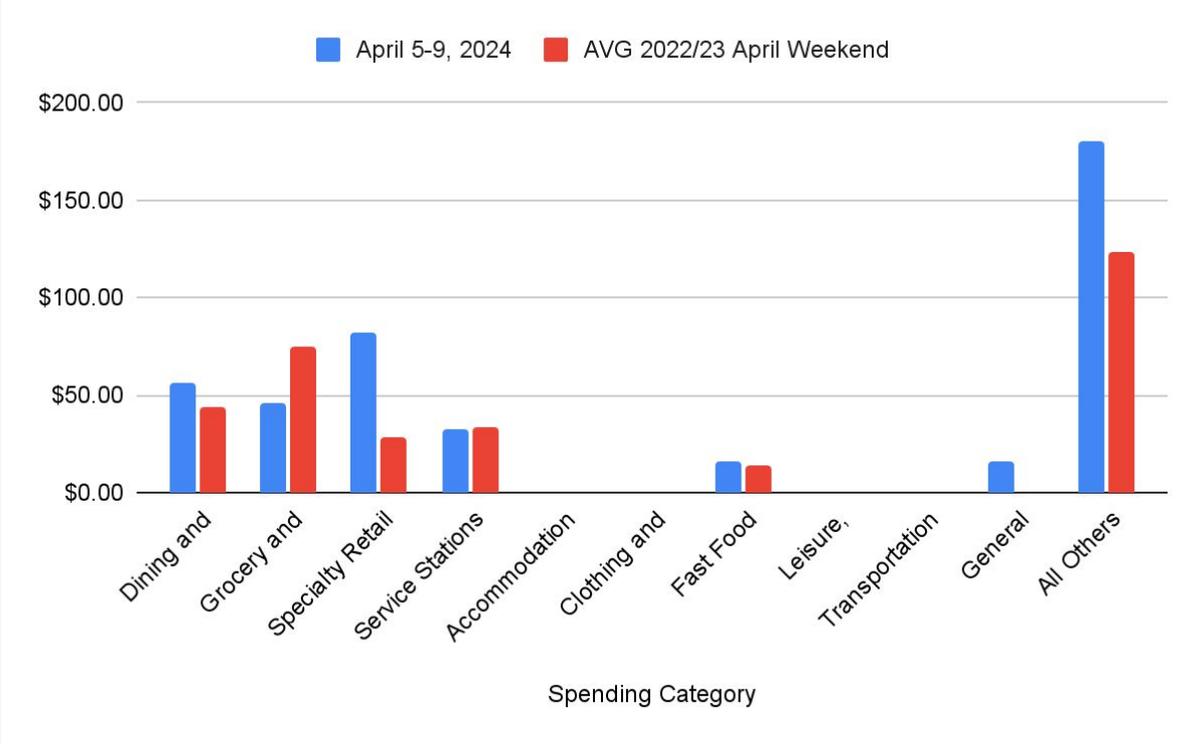
AVG 2022/23 April Weekend



April 5-9, 2024



# Orange County Insights: Avg. Spend per Card



# Rutland County Insights



**8.4%** of statewide Eclipse Day spending occurred in Rutland County

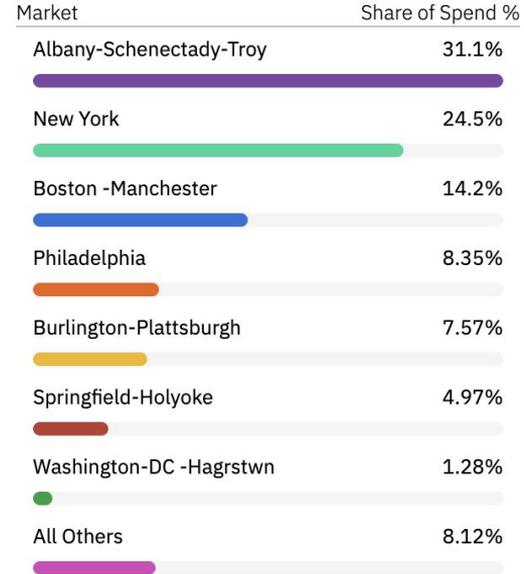


**122%** increase in trips seen on Eclipse Day



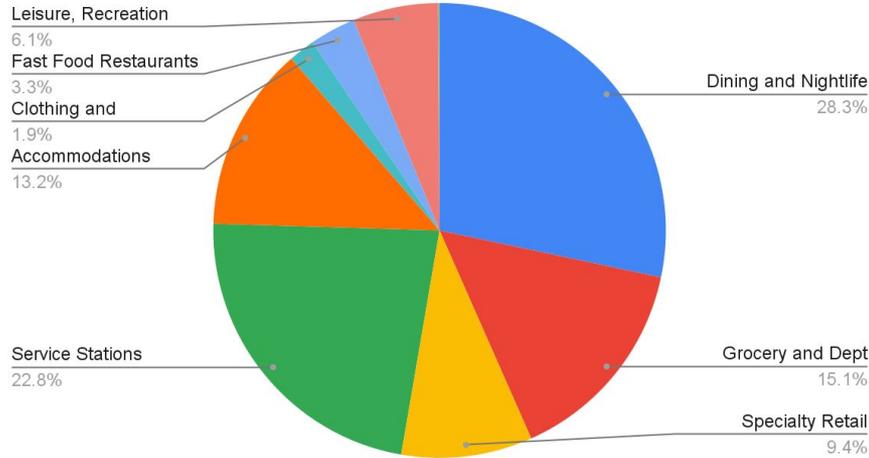
**61%** increase in total spend seen on Eclipse Day

## Market Visitation

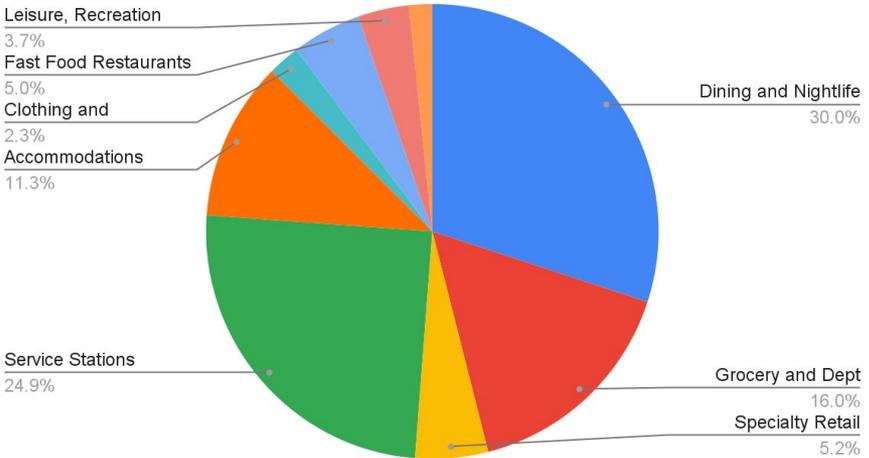


# Rutland County Insights: Share of Spend

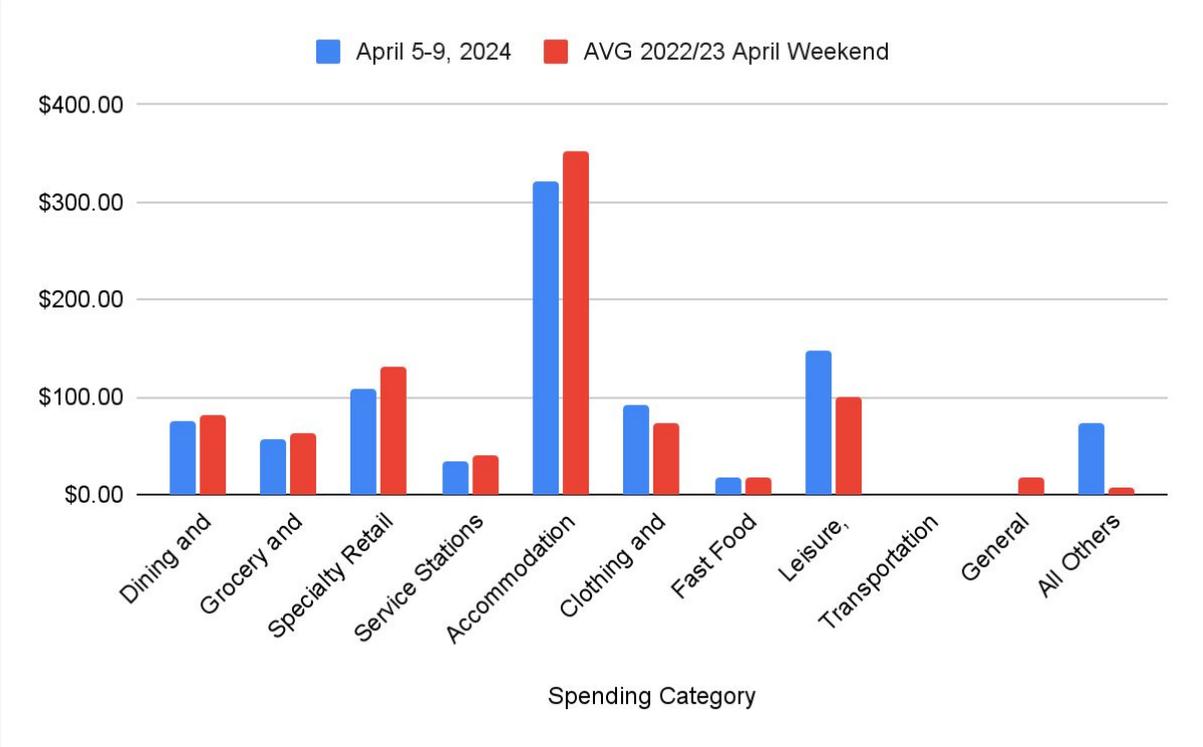
AVG 2022/23 April Weekend



April 5-9, 2024



# Rutland County Insights: Avg. Spend per Card



# Windham County Insights



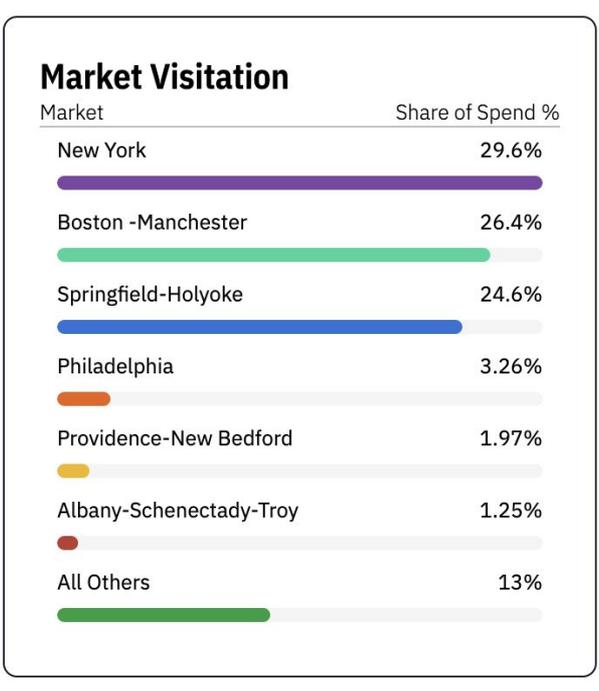
**11%** of statewide Eclipse Day spending occurred in Windham County



**107%** increase in trips seen on Eclipse Day

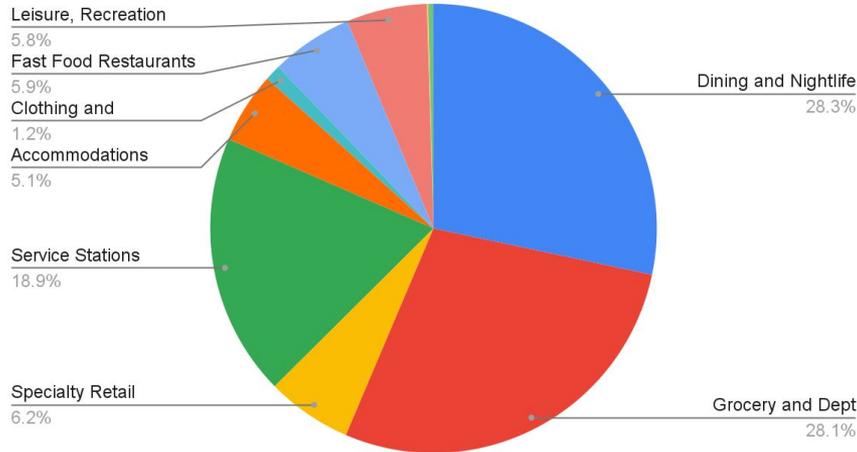


**79%** increase in total spend seen on Eclipse Day

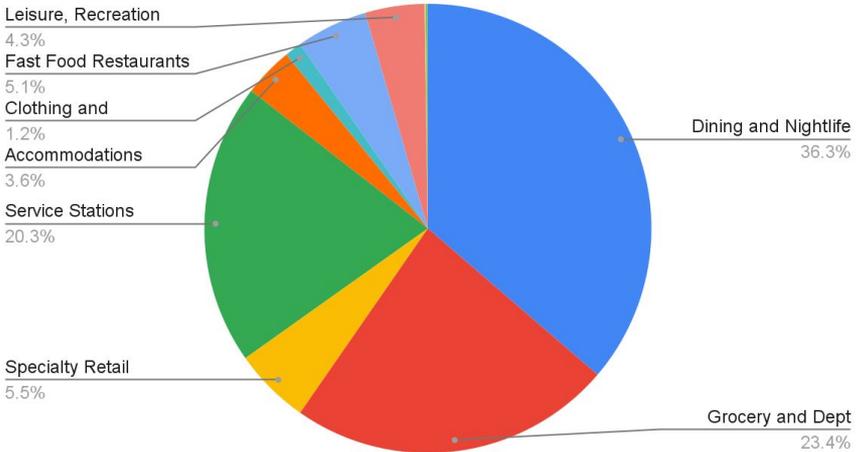


# Windham County Insights: Share of Spend

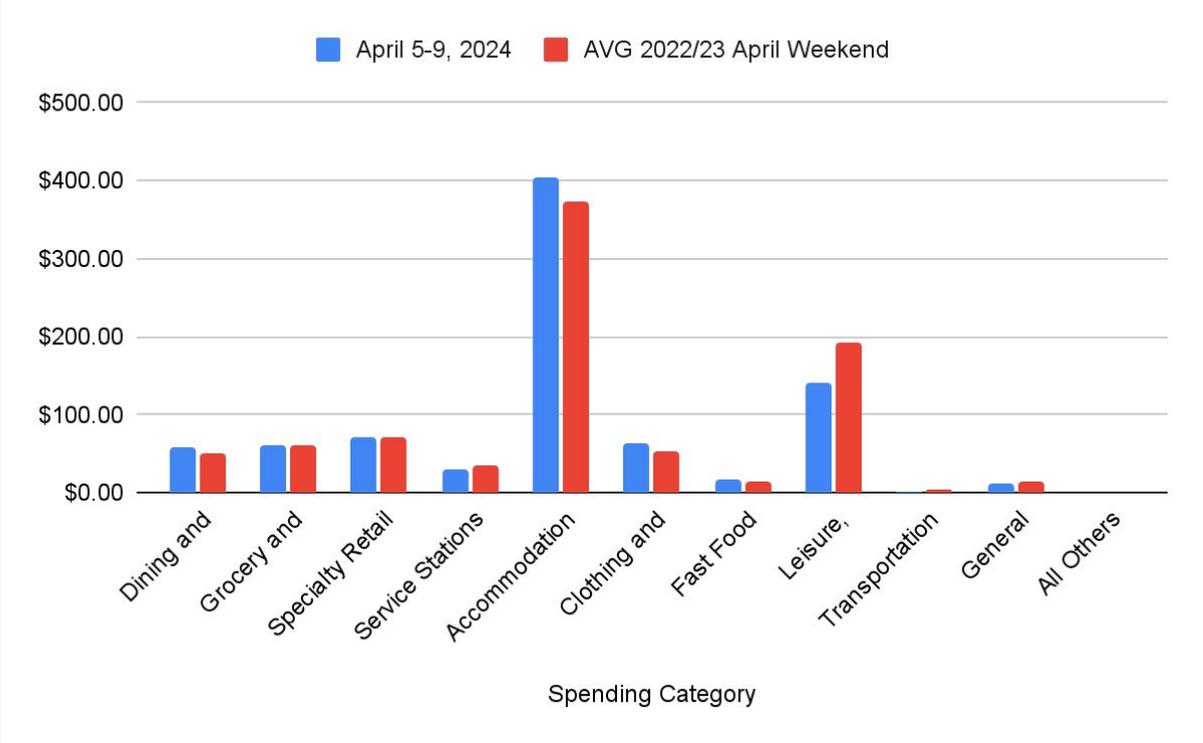
AVG 2022/23 April Weekend



April 5-9, 2024



# Windham County Insights: Avg. Spend per Card



# Windsor County Insights



**7.6%** of statewide Eclipse Day spending occurred in Windsor County

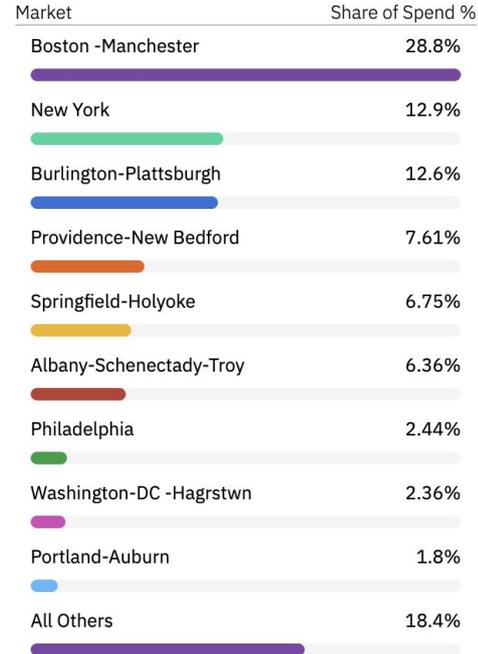


**109%** increase in trips seen on Eclipse Day



**19%** increase in total spend seen on Eclipse Day

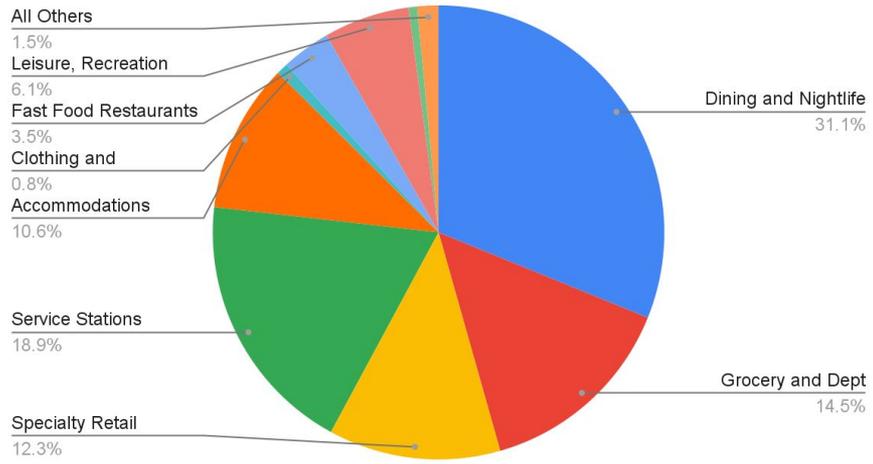
## Market Visitation



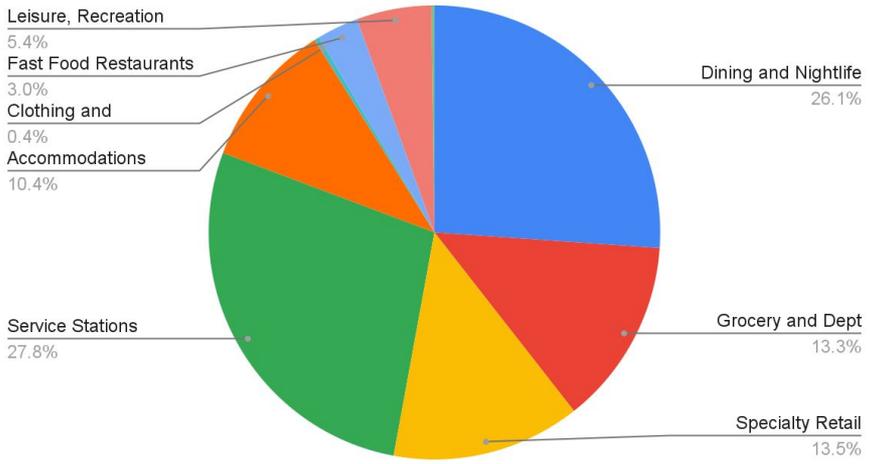
# Windsor County Insights:

# Share of Spend

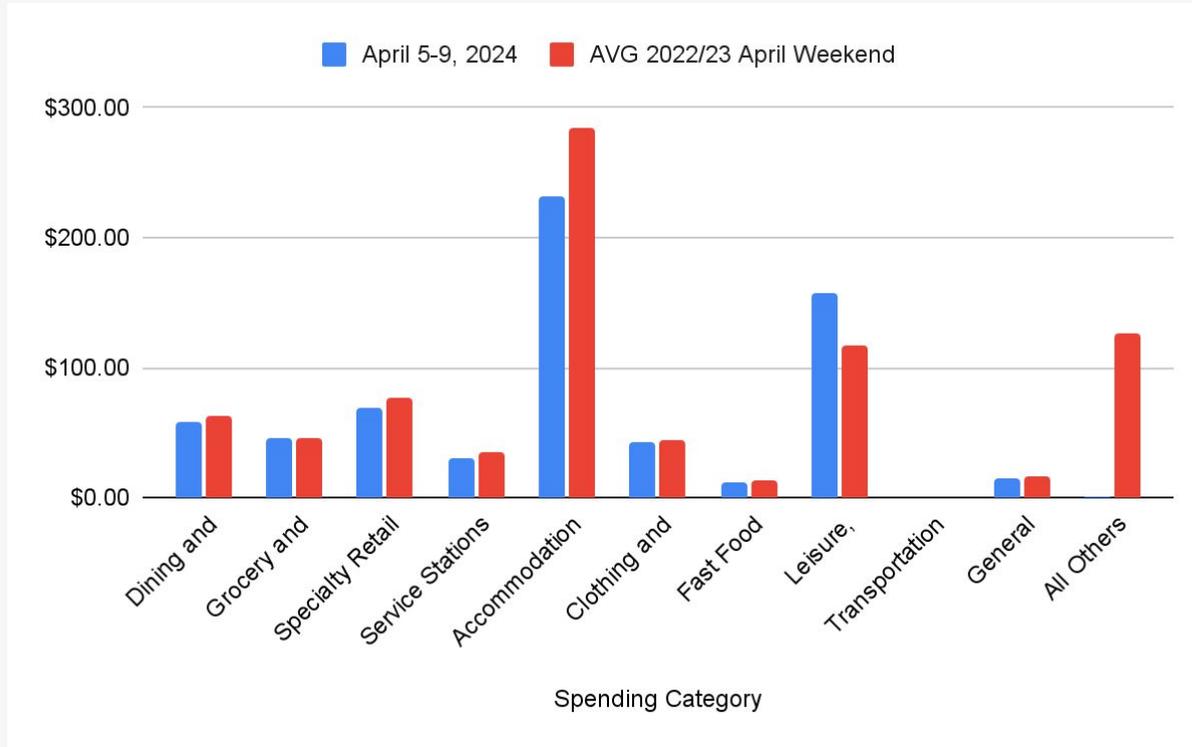
AVG 2022/23 April Weekend



April 5-9, 2024



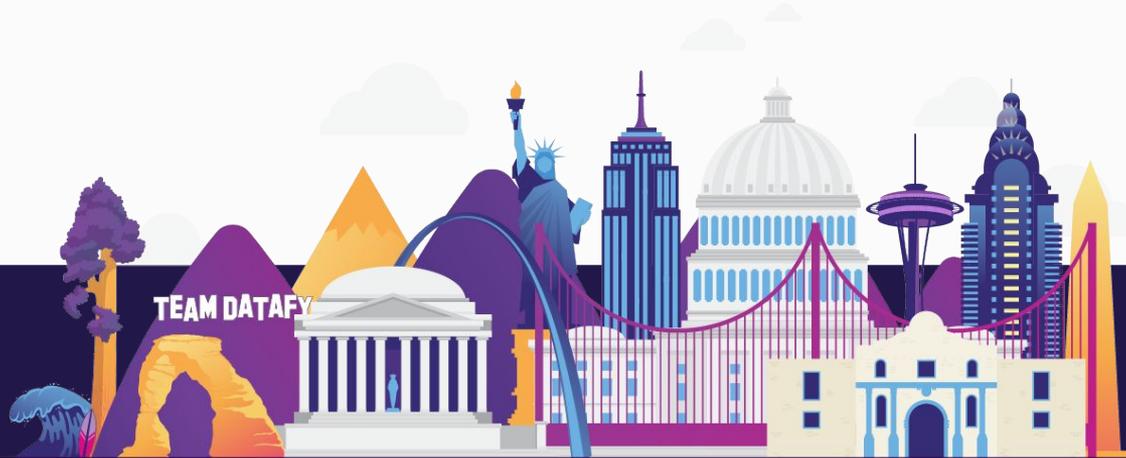
# Windsor County Insights: Avg. Spend per Card





# Thank You

Kari Hoffman  
kari@datafyhq.com





# Appendix

# Data Collection & Report - Scope of Work

**Final Report with categorized data as outlined below:**

**Section 1:** Total/Statewide

**Section 2:** County Insights

**Information within each section:**

- Total visitation and spending estimates for the specific days within a 5-day period
  - April 5-9, 2024
  - April 8, 2024
- Comparison with previous years
  - April 7-11, 2023 and April 6, 2023
  - April 8-12, 2022 and April 7, 2022
- Map visualizations/images of all of the above
- Additional insights developed during project

# Eclipse 2024 - Defined Visitor Parameters

**Goal:** Better understand the impact of visitation from domestic out-of-state visitors during Eclipse 2024 weekend.

## **Spending-Filter Parameters** (*Primary data set used*)

- Credit Card holders with an out-of-state billing zip code
- Dates: Primarily April 5-9, 2024 (eclipse weekend) compared to an average of same days of week in 2023 and 2022
- Dates: April 8, 2024 (eclipse day) compared to an average of spending on same Monday in 2023 and 2022
- Exclusions: any card with a VT billing zip. B2B transactions and online-only transactions occurring within Vermont were also excluded.

## **Geo-Specific Filter Parameters** (*Secondary, supporting for specific insights*)

- Visitors living Out-of-State
- Dates: Primarily April 6-8, 2024 with specific daily breakdowns as compared to April 8-10, 2023
- Caladan Model used

## **Worth Noting:**

- April 7-9, 2023 was Good Friday and Easter Weekend.

## **Data Sets used:**

- Advanced Credit Card Spending: sample of about 20% of card holders and 12% of all cards. *Sample transactional data provided by Affinity Solutions. Modeling, analysis, insights, and estimates generated by Datafy.*
- Geolocation: sample of over 150M monthly active users.

# Glossary of Terms: Advanced Spending Data

**Total Spend:** The total estimated spend for all visitors for the applied date range and filter settings

**Total Trips:** The estimated number of unique “trips” to a destination. If a cardholder visits in March, and then returns in June, this would be considered two separate trips.

**Repeat Spenders:** If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a “Repeat Spender.” If the cardholder has only made one trip to the destination, then they are considered “One Time.”

**Length of Stay:** Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the “Primary Cards” option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

**Transaction Volume:** The total estimated number of transactions that occurred.

## **Primary vs. All Cards? What’s the Difference?**

Not all credit cards are created (or used) equally. Some cards are someone’s go-to card that they use for nearly every transaction. Other cards might only be used occasionally as a backup. And other cards might only be used categorically, such as for restaurants or gas, but never for groceries, etc. “Primary Cards” uses logic developed by Datafy to isolate cards that we suspect are likely the go-to card for the visitor and thus have the greatest potential of reflecting all spend during the trip, including the hotel, restaurants, retail, recreation, etc. Including “All Cards” will show a greater total spend and is a more complete picture of total spend from visitors, but will show lower transactions per trip and shorter trip length due to the inclusion of these category-heavy cards.

The following are slides Datafy archived out of the report, but did not want to complete delete unless you wanted them included.



# Vermont Path of Totality

