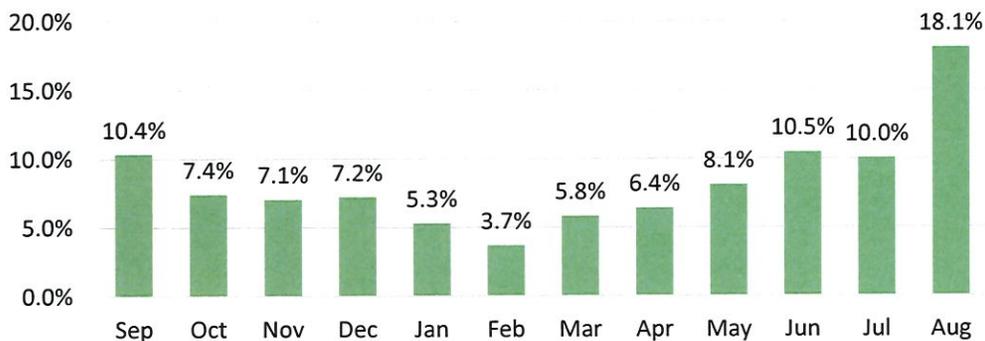


# Monroe Yearly Visitor Profile – Sep 2018-Aug 2019

Yearly Trends



Top Origin Market Areas (DMA) Based on Volume

Origin DMA	% Visits	Avg. Stay	Repeat Visits
Seattle/Tacoma	80.7%	7 Hours 7 Min	30.8%
Spokane	5.2%	15 Hours 27 Min	23.1%
Portland	4.8%	16 Hours 19 Min	28.0%
Yakima/Pasco	3.1%	13 Hours 12 Min	29.5%
Los Angeles	0.5%	17 Hours	2.0%

56.6%



Same Day

43.4%



Overnight

17 Hours  
40 Minutes



Avg Length of Stay  
-Out of State-



Visitation Trends

When Snohomish  
County is the Primary  
Destination

10 hours spent in Monroe  
18 hours spent in Snohomish  
County

When Snohomish  
County is the  
*SECONDARY*  
Destination

4 hours spent in Monroe  
8 hours spent in Snohomish  
County