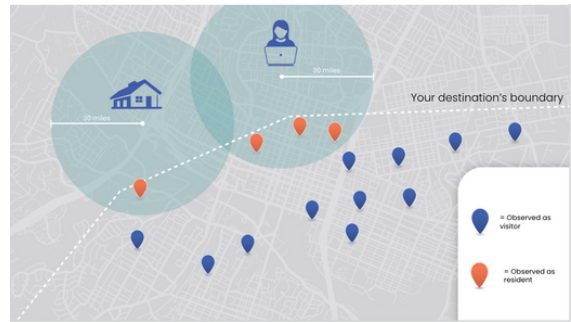# Tips for Understanding Visitation

## Who is a visitor?

### For geolocation data

Visitor = Total number of device count observed more than 30 miles from the common device location to the POI.
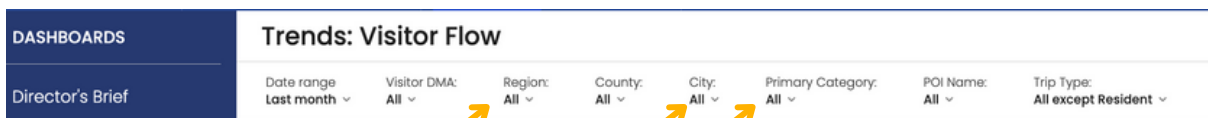


### For spending data

Visitor = Total number of credit card count observed more than 60 miles from the zip code location to the POI.



## Where are visitors going?

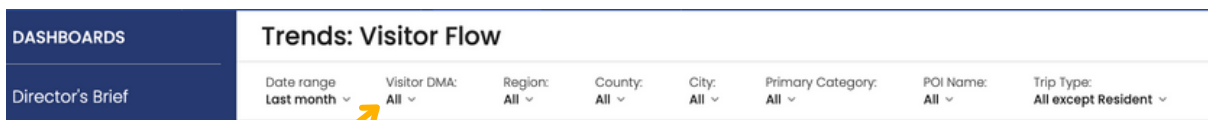**Looking at Trends: Visitor Flow**    Use these filters



Most helpful charts for this:
- Where are visitors going within your destination?
- What types of places are visitors going to within your destination?

## Where are visitors from?

**Looking at Trends: Visitor Flow**    Use these filters Along with Click to Drill



Most helpful charts for this:
- Where are your visitors coming from?