

Datafy



What is Datafy?

- A platform tool that will give unlimited in and out-of-town visitor stats with historical data.
- First-party data access with an unmatched global network of media solutions reaching audiences worldwide.
- Specialize in high-touch campaign management, working in partnership with marketing organizations looking to reach their target audience and markets with more precision and efficiency.



Why Datafy?



- Knowledge of travel.
- In depth expertise in connecting US-based marketers and their agencies with national and international data.
- Access to trusted and precise data information.
- Show us comparison overtime of the POIs



Comparison over time

- **Comparison over time** is a helpful tool that will allow you to compare different **Market Levels** or **Points of Interest (POIs)** to each other during different date ranges.



Clusters



Over 20 POIs Point of Interest



- ✓ 1867 Settlement Historic District
- ✓ Bayou Golf Course
- ✓ Best Western Texas City
- ✓ Candlewood Suites Texas city
- ✓ Comfort Inn & Suites
- ✓ Dike Events
- ✓ Downtown Events
- ✓ Doyle Convention Center

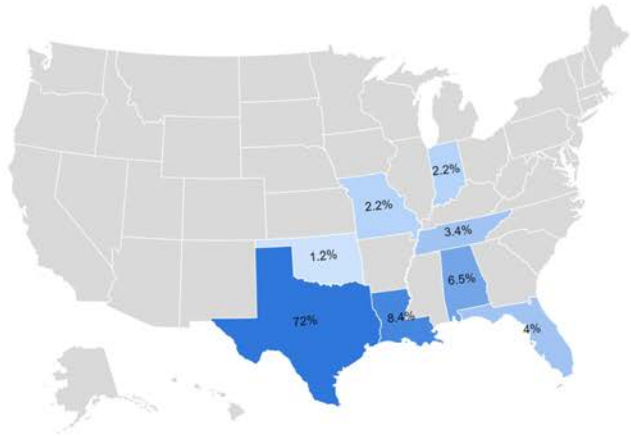
- ✓ Heritage Square Park
- ✓ Holiday Inn Express & Suites Texas City
- ✓ Home2Suites by Hilton Texas City
- ✓ Karat Creations
- ✓ La Quinta Inn & Suites by Texas City
- ✓ Mall of the Mainland
- ✓ Quality Inn Texas City



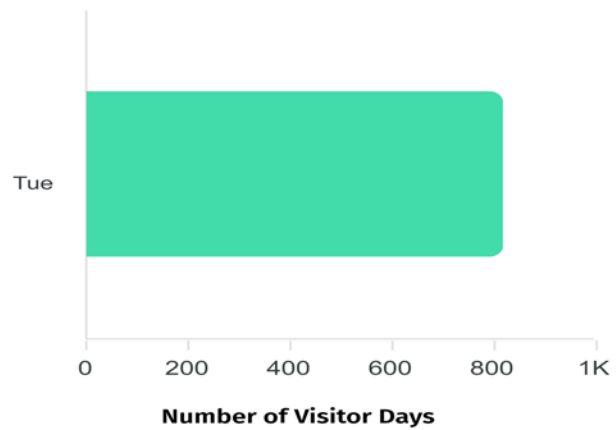
- ✓ Springhill Suites by Marriot
- ✓ Tanger Outlets Houston
- ✓ Terror Isle
- ✓ Texas City Museum
- ✓ Urban Gypsies
- ✓ WoodSpring Suites Texas City

Fourth of July

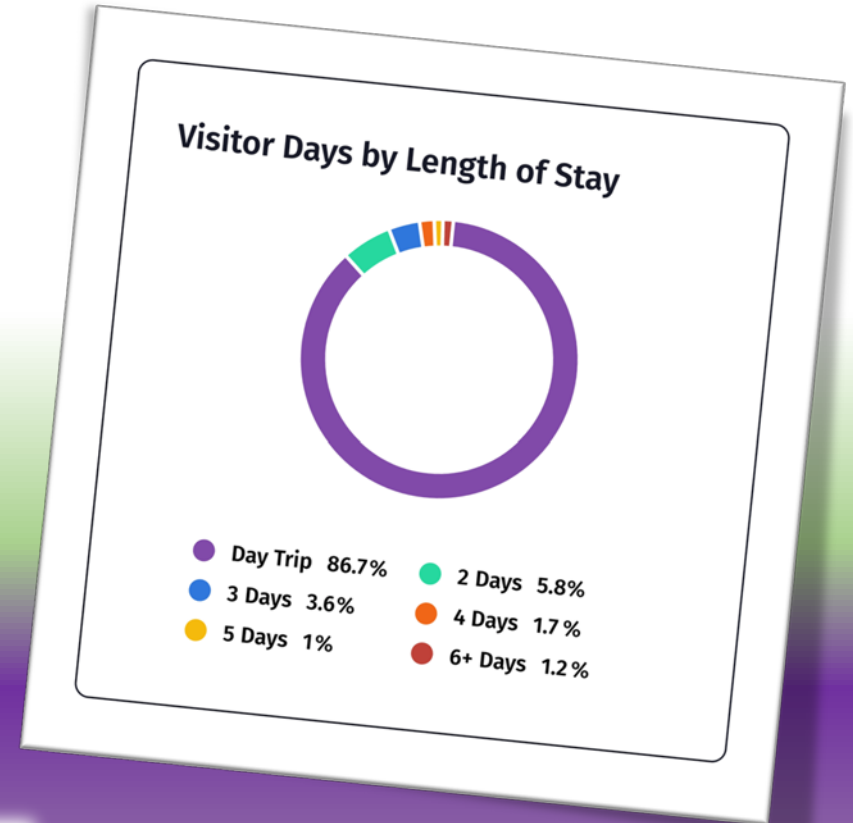
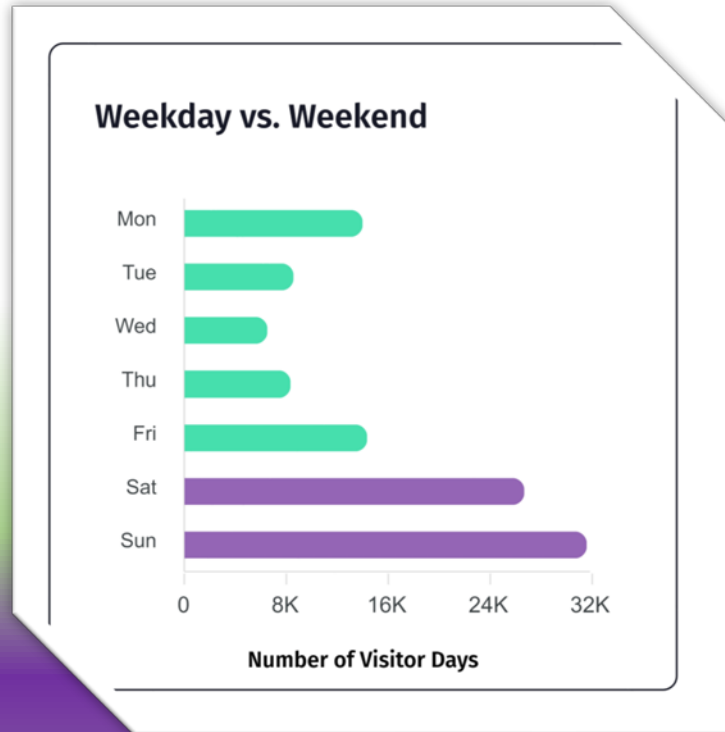
Share of Trips by State




Weekday vs. Weekend




Tanger Outlets Houston



 **Total Trips**
93,228 Trips

 **Visitor Days**
110,066 Days

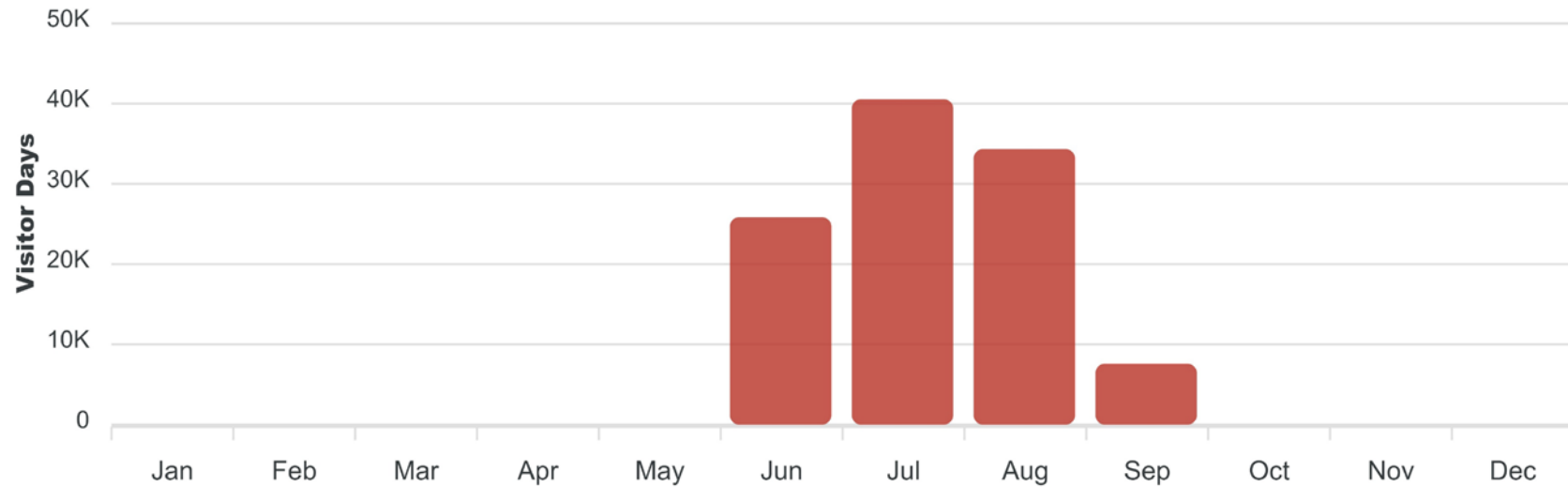
 **Avg Length of Stay**
1.2 Days

 **Unique Visitors**
81,527 Visitors

Date Ranges
6/1/2023- 9/15/2023

Tanger Outlets Houston Monthly Volume

Monthly Volume by Visitor Days



● 2023

0	0	0	0	0	25.8K	40.6K	34.3K	7.6K	0	0	0
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Thank you!

Ariel Callis
Economic Development Project Manager



Q & A?

