

Placer.ai

Hunden uses Placer.ai to collect visitation data.

- Placer.ai is a location analytics company that studies visit trends, trade areas, and demographics.
- Placer.ai collects geolocation data from mobile devices that have enabled data sharing in an unidentifiable fashion

VISITS:

- The estimated number of visits to the Point of Interest
- This includes repeat visitors

VISITORS:

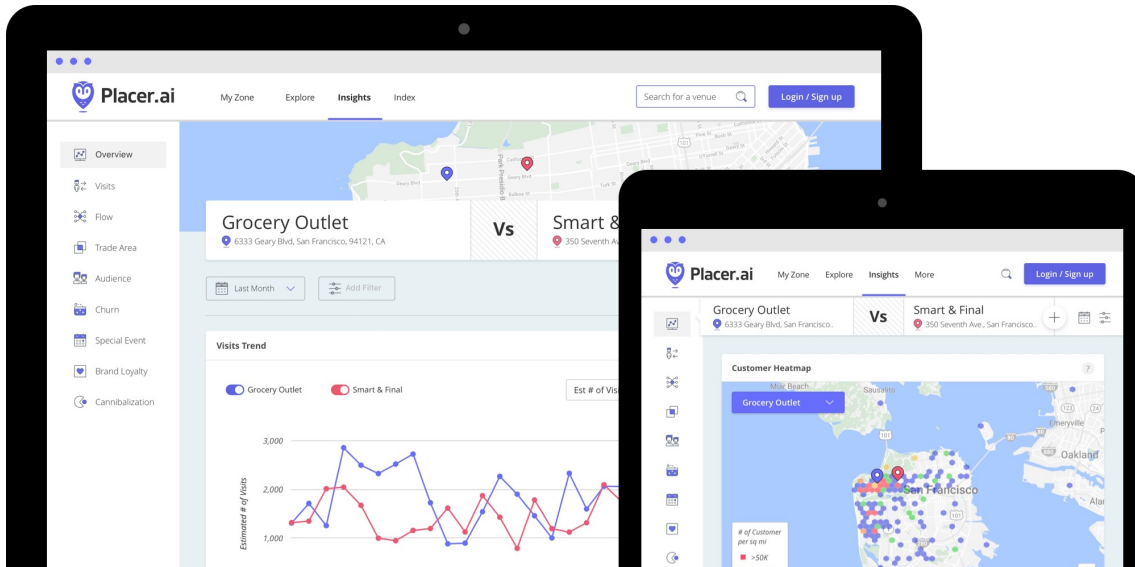
- The estimated number of unique visitors to the Point of Interest

Example:

- A person goes to their favorite restaurant 12 times throughout the year

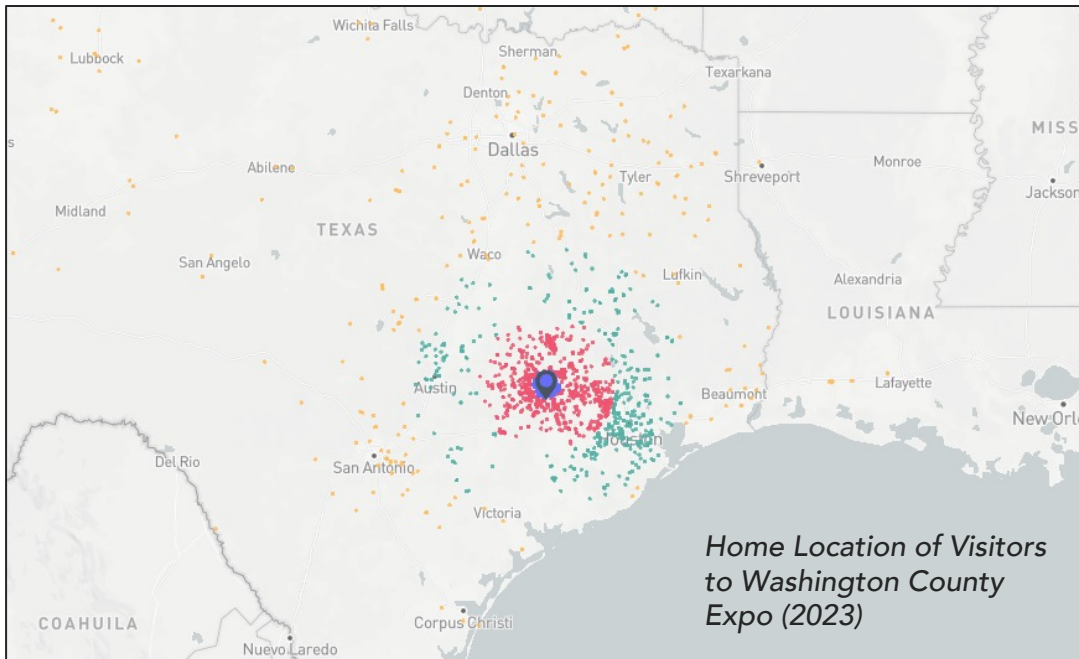
12 Visits

1 Visitor



Washington County Expo Visitation

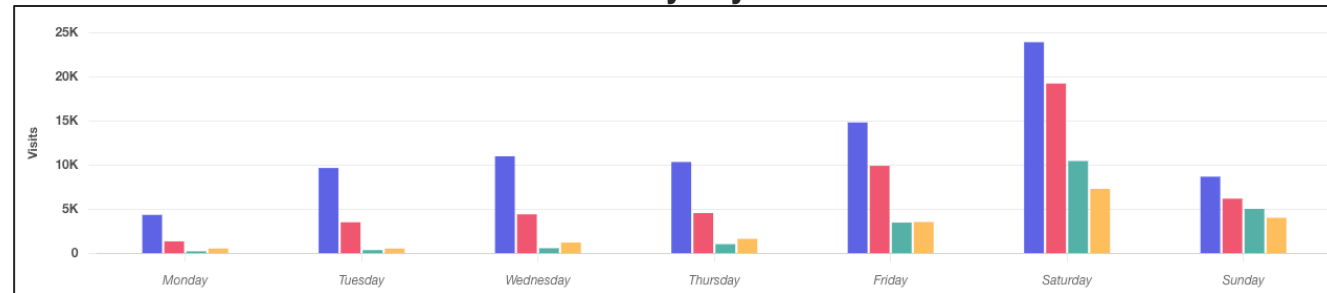
In 2023, Washington County Expo had over 170,000 visits, of which 48 percent came from within ten miles. However, there was a noticeable increase of weekend visitors from more than ten miles away which demonstrates the impact of the facility on regional and long-distance visitation to the county. The facility had a large spike in September due to the Washington County Fair that brings in over 50,000 visitors every year. The 2023 Visits over the Calendar Year does not include the month of September to show visits during the other 11 months of the year.



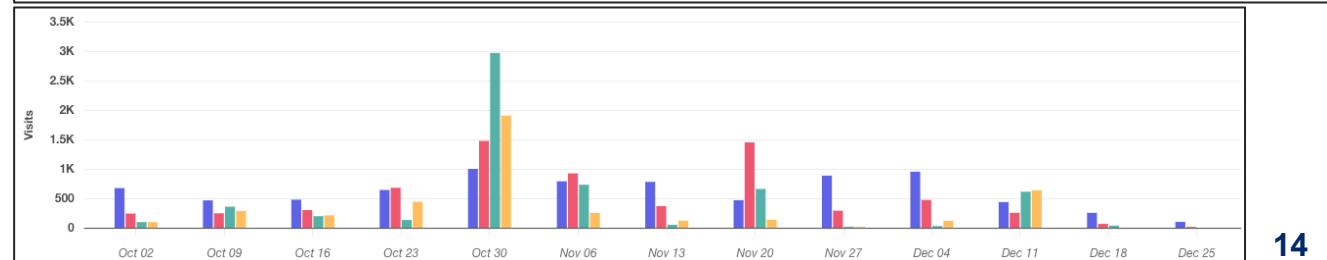
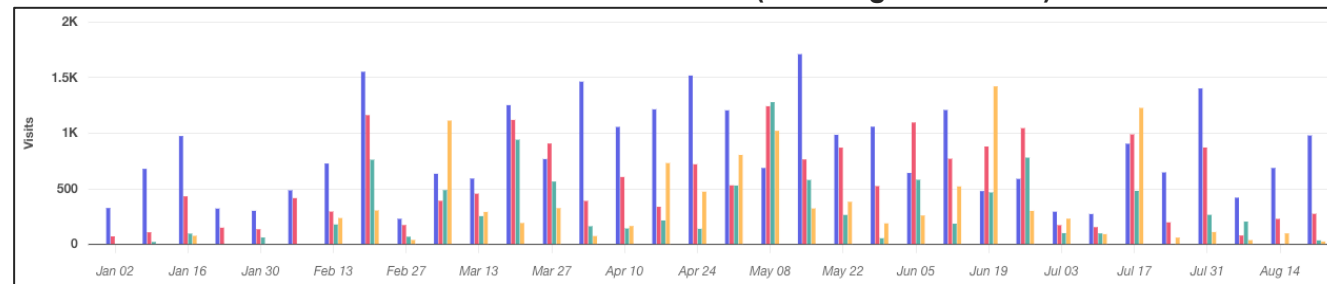
Washington County Expo Center January 1st, 2023 - December 31st, 2023						
Visitor Origins by Distance from Site (Colors correspond to charts & maps)	Total Visits		Total Unique Customers		Avg. Visits per Customer	Avg. Dwell Time
	Est. Number of Visits	Percent of Total Visits	Est. Number of Customers	Total Customers		
Locals - Within 10 miles	82,900	48.0%	19,900	32.5%	4.17	135 min.
Regional Distance - Over 10 miles & Less Than 50 miles	49,300	28.5%	21,200	34.6%	2.33	178 min.
Regional Distance - Over 50 miles & Less Than 100 miles	21,400	12.4%	12,000	19.6%	1.78	186 min.
Long Distance only - Over 100+ miles	19,100	11.1%	8,100	13.2%	2.36	230 min.
Total Visits	172,700	100.0%	61,200	100.0%	2.82	164 min.

Source: Placer.ai

2023 Visits by Day of Week



2023 Visits over Calendar Year (Jan-Aug & Oct-Dec)



Competitive Set Visitation

In 2023, Washington County Expo ranked sixth in terms of total visits throughout the year. Additional Washington County Expo ranked fifth in terms of percentage of visits that came from more than 100 miles away.

The Cadence Bank Center is the most visited Expo facility in the competitive set with almost half of a million visits in 2023, while more than one quarter of their visitation comes from more than 100 miles away. The Great Southwest Equestrian Center has the greatest percentage of long-distance visitation with over 35 percent.

Placer.ai Visitation Data for the Competitive Set

Facility	2023 Visits	2023 Visitors	Visits from 100 miles away	% of Visits from 100 miles away
Waller County Fairgrounds	122,000	48,100	7,300	5.98%
Brazos County Expo	236,500	11,600	22,700	9.60%
Great Southwest Equestrian Center	202,900	38,100	71,300	35.14%
The Lone Star Convention & Expo Center	473,700	269,400	68,400	14.44%
Cadence Bank Center	478,100	289,900	137,000	28.66%
Extraco Events Center	370,100	202,000	86,800	23.45%
Average	313,883	143,183	65,583	20.89%
Washington County Expo	185,700	61,200	19,300	10.39%
Difference from Average	(128,183)	(81,983)	(46,283)	(10.50%)

Source: Hunden Partners

