Datafy City-Wide Reports
3rd Quarter- July-September 2025

Reports reflect data collected from visitors to the Boerne community within the <u>city limits</u> for the dates above that came from 50 + miles away.

Datafy City-Wide Reports: Visitor Trip Data

Monthly Visitor Trend
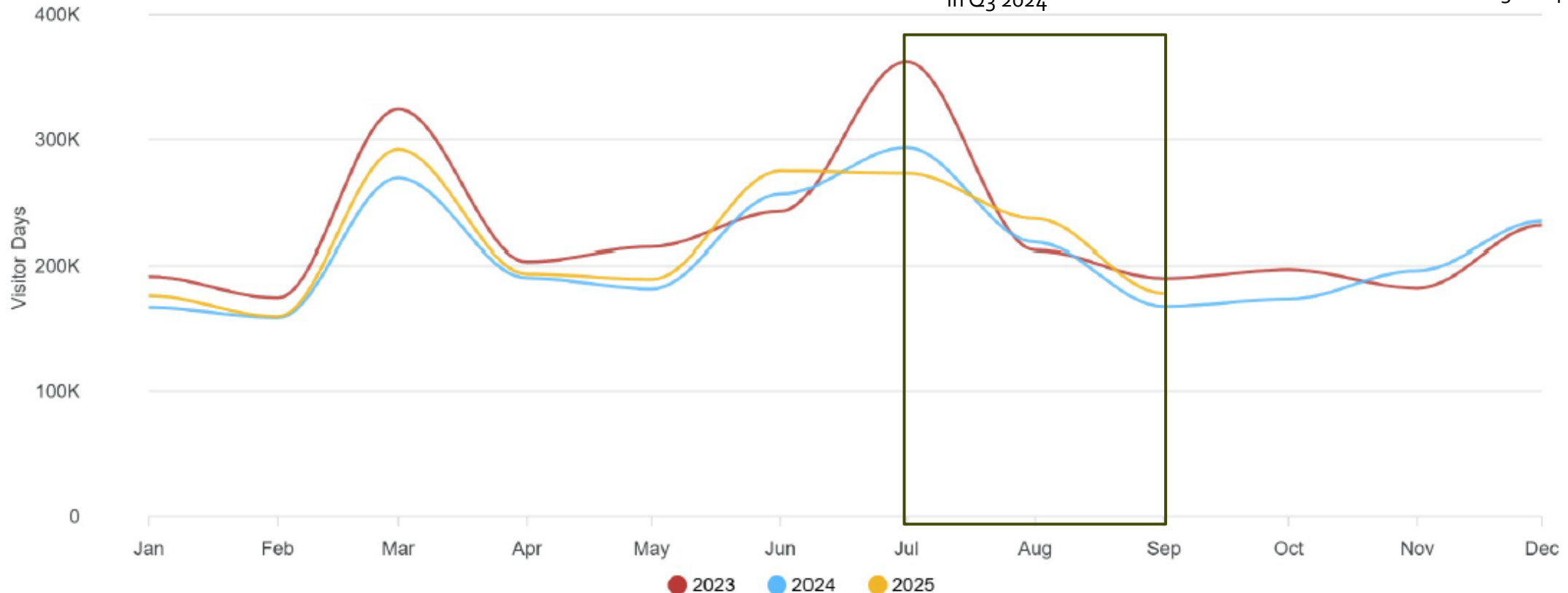(Geo Data) (Dates: 1/1/23 - 9/30/25)

VISITOR DAYS
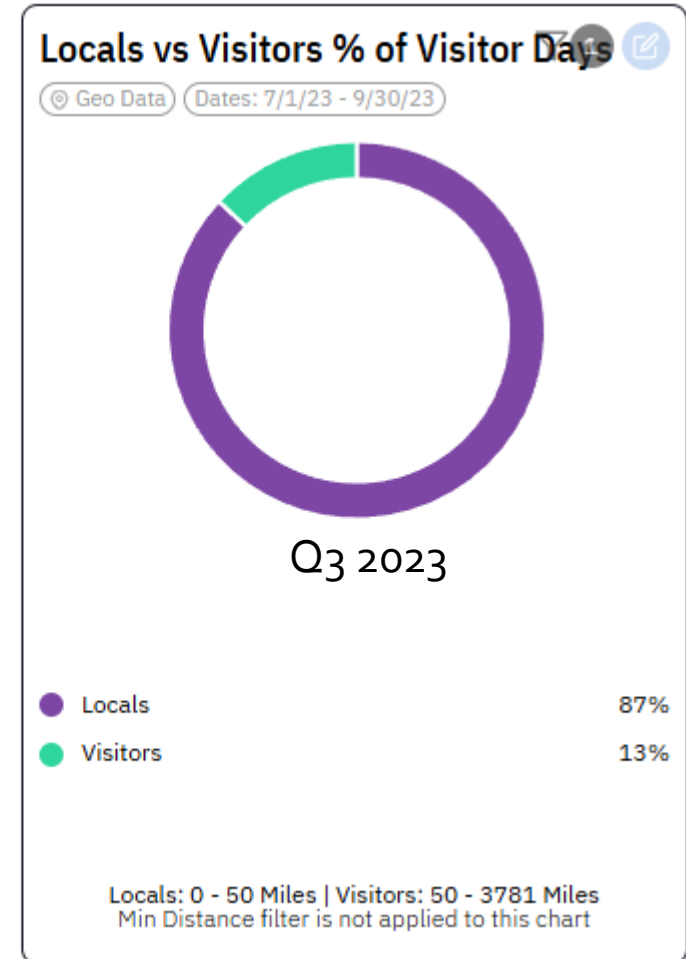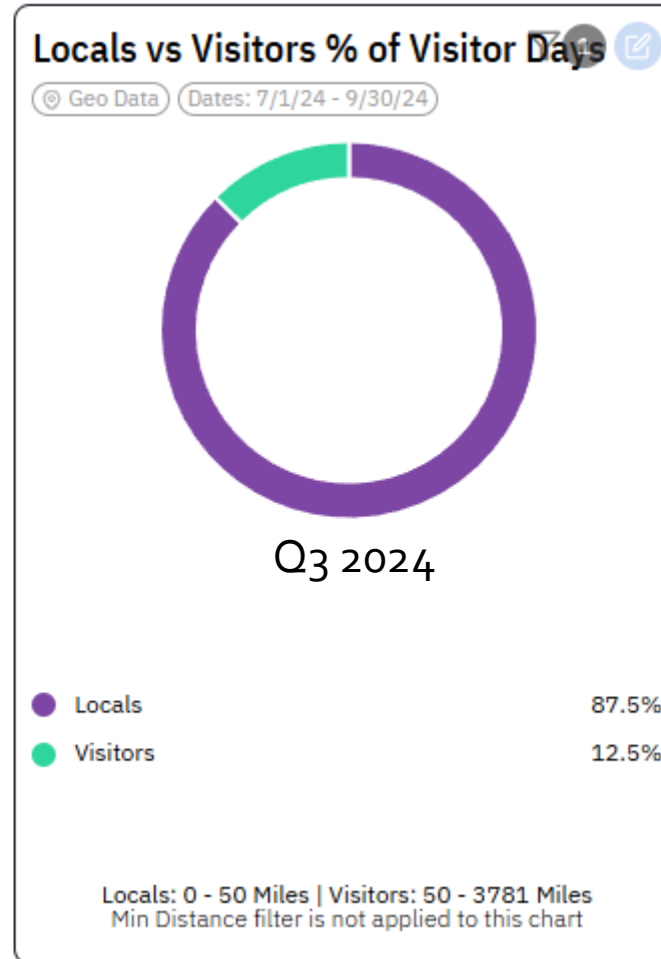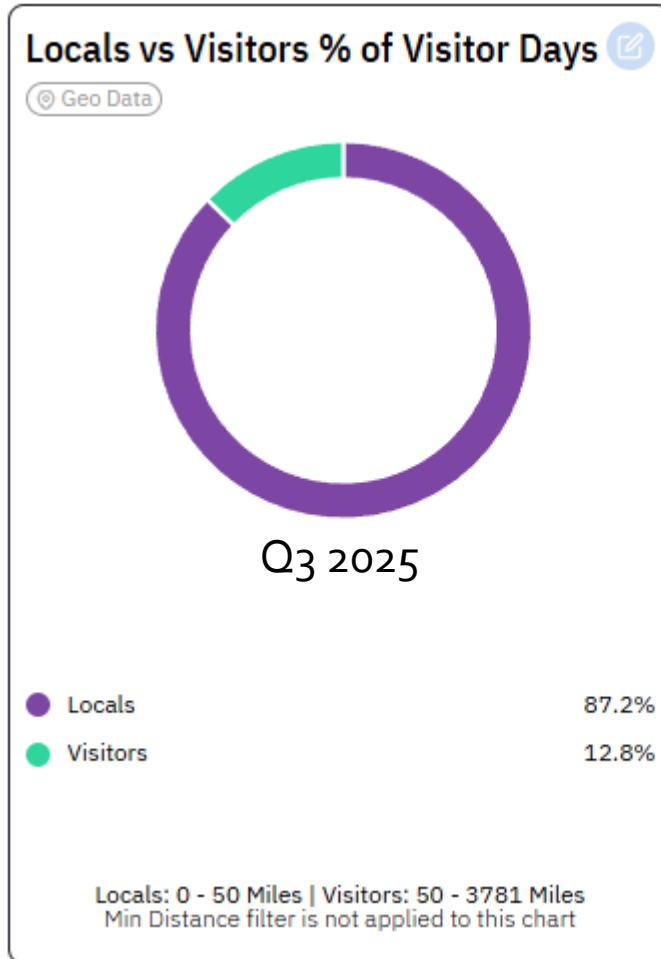**686,909 Days**
↗ 1.66% vs Compare Dates
in Q3 2024

AVG LENGTH OF STAY
2 Days
↗ 0.4 Days vs Compare Dates
in Q3 2024

Legend: ● 2023 ● 2024 ● 2025

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Datafy City-Wide Reports: Visitor Trip Data

Locals vs Visitors % of Visitor Days
(Geo Data)

Q3 2025

● Locals		87.2%
● Visitors		12.8%

Locals: 0 - 50 Miles | Visitors: 50 - 3781 Miles
Min Distance filter is not applied to this chart

Locals vs Visitors % of Visitor Days
(Geo Data) (Dates: 7/1/24 - 9/30/24)

Q3 2024

● Locals		87.5%
● Visitors		12.5%

Locals: 0 - 50 Miles | Visitors: 50 - 3781 Miles
Min Distance filter is not applied to this chart

Locals vs Visitors % of Visitor Days
(Geo Data) (Dates: 7/1/23 - 9/30/23)

Q3 2023

● Locals		87%
● Visitors		13%

Locals: 0 - 50 Miles | Visitors: 50 - 3781 Miles
Min Distance filter is not applied to this chart

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Datafy Hotel Reports
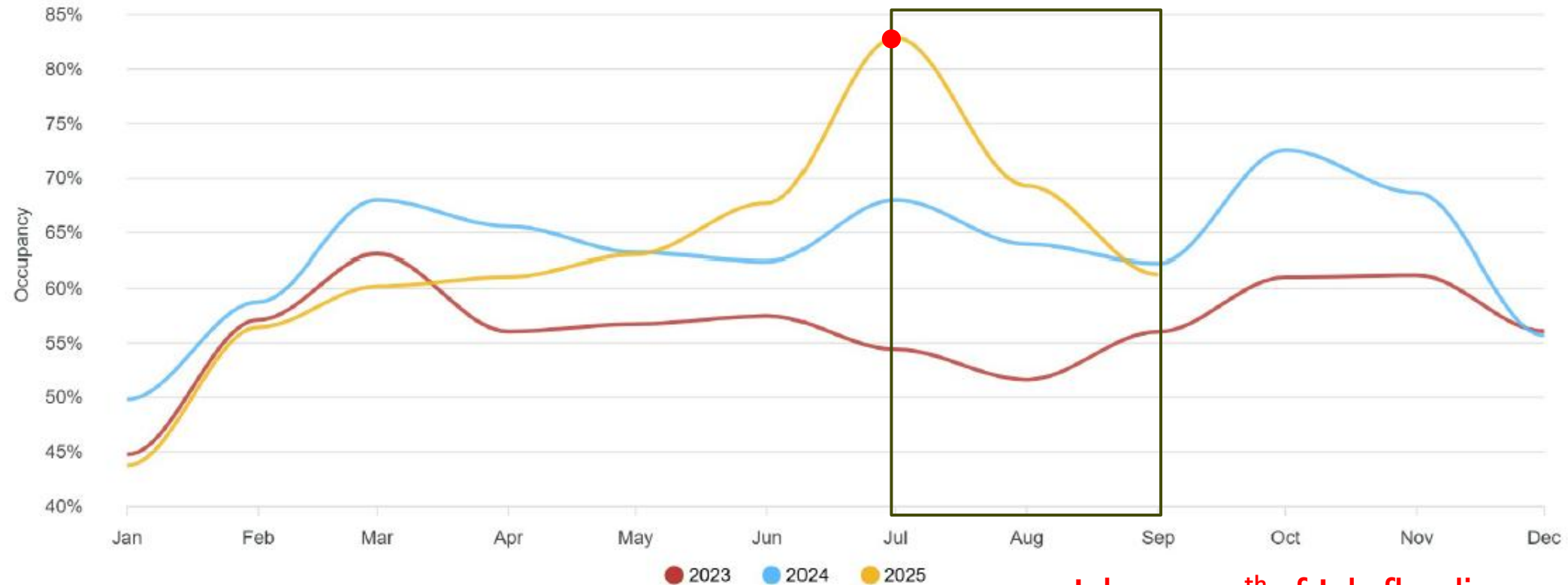## 3rd Quarter- July-September 2025

Reports reflect data collected from visitors to Boerne hotels within the city limits for the dates above that came from 50 + miles away.

Please note: 1-day trips have been excluded from hotel reports to better isolate overnight stays in Boerne hotels.

Datafy Hotel Report: Visitation Data

Length of Stay by Top DMAs ▾

(⊙ Geo Data) (Clusters: Hotels Included) (Trip Lengths: 1-Day Trips Excluded)

DMA	Avg Length of Stay	Share of Visitor Days
Houston	3 Days	13.9%
Dallas-Ft. Worth	3.2 Days	10.4%
Austin	2.8 Days	5.06%
Harlingen-Wslco-Brnsvl-Mca	3.1 Days	4.83%
Waco-Temple-Bryan	3 Days	4.13%
Odessa-Midland	3.2 Days	4.07%
Corpus Christi	3 Days	3.99%
Abilene-Sweetwater	2.9 Days	3.08%
San Antonio	2.7 Days	2.73%
Phoenix -Prescott	3.3 Days	2.69%
Lubbock	2.8 Days	2.47%
Laredo	2.9 Days	2.23%
San Angelo	3 Days	2.19%
Amarillo	3.1 Days	1.66%

DMA: Designated Marketing Area

Top Length of Stay: Dallas- Fort Worth

Top Share of Visitor Days: Houston
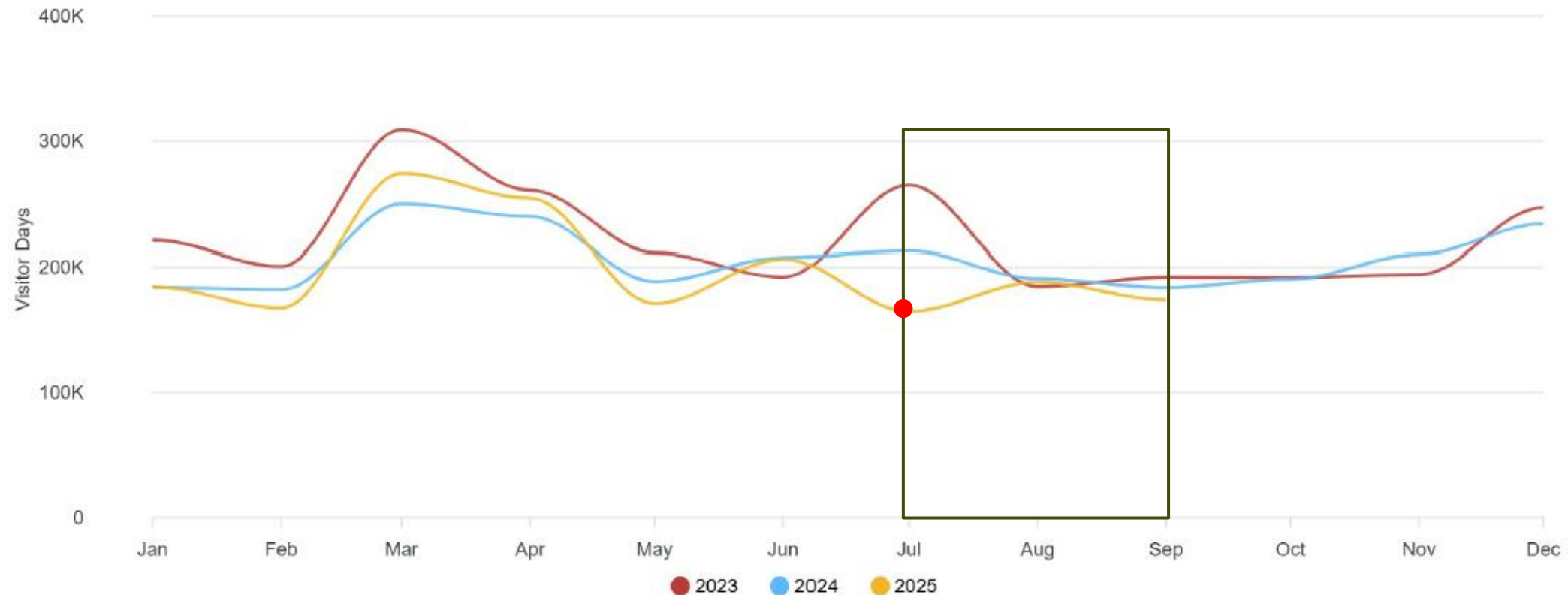
Datafy Hill Country Mile Reports
3rd Quarter- July-September 2025

Reports reflect data collected from visitors to the Hill Country Mile for the dates above. This includes locals and single-day visits as well.

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Datafy Hill Country Mile Report: Visitor Trip Data

July 2025: 4th of July flooding event.

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Datafy Hill Country Mile Report: Visitor Day Data & Trends

Q3 2025

City Visitation (Geo Data)	Visitor Days
Boerne, TX	53.8%
San Antonio, TX	9.89%
Bergheim, TX	2.59%
Comfort, TX	2.26%
Bandera, TX	1.36%
Pipe Creek, TX	1.18%
Bulverde, TX	0.95%
Kerrville, TX	0.91%
Spring Branch, TX	0.74%
Helotes, TX	0.73%

Q3 2024

City Visitation (Geo Data)	Visitor Days
Boerne, TX	54%
San Antonio, TX	10.6%
Bergheim, TX	2.88%
Comfort, TX	2.39%
Bandera, TX	1.49%
Pipe Creek, TX	1.21%
Bulverde, TX	0.99%
Kerrville, TX	0.94%
Spring Branch, TX	0.82%
Helotes, TX	0.76%

Q3 2023

City Visitation (Geo Data)	Visitor Days
Boerne, TX	55.3%
San Antonio, TX	10.4%
Bergheim, TX	2.64%
Comfort, TX	2.49%
Bandera, TX	1.39%
Pipe Creek, TX	1.27%
Bulverde, TX	1.07%
Kerrville, TX	1%
Spring Branch, TX	0.84%
New Braunfels, TX	0.79%

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Datafy Hill Country Mile Report:
Peak Visitation – Day & Time

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 am	14%	18%	12%	11%	13%	11%	11%
7 am	31%	35%	30%	29%	29%	25%	18%
8 am	48%	55%	43%	43%	39%	44%	33%
9 am	42%	49%	45%	46%	39%	66%	46%
10 am	46%	52%	40%	51%	43%	74%	58%
11 am	56%	65%	53%	57%	53%	88%	64%
Noon	68%	71%	62%	66%	61%	100%	71%
1 pm	63%	66%	57%	65%	62%	94%	65%
2 pm	58%	63%	51%	54%	54%	91%	60%
3 pm	53%	52%	43%	47%	46%	73%	51%
4 pm	65%	63%	51%	55%	52%	66%	51%
5 pm	58%	55%	46%	48%	46%	65%	45%
6 pm	46%	42%	39%	45%	40%	51%	38%
7 pm	45%	38%	52%	42%	42%	59%	43%
8 pm	35%	36%	35%	34%	32%	46%	29%
9 pm	17%	19%	21%	19%	23%	32%	20%
10 pm	11%	15%	14%	10%	16%	18%	13%
11 pm	8%	6%	9%	6%	8%	13%	10%
Midnight	6%	6%	7%	5%	5%	8%	9%

The box showing 100% represents the day & hour with the highest average number of devices in use per hour during **Q3 of 2025**.

All other percentages are in comparison to the peak time of noon on Saturday.

Every time that is 60% or higher has been noted.

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