Visit Bee Cave: Destination Snapshot
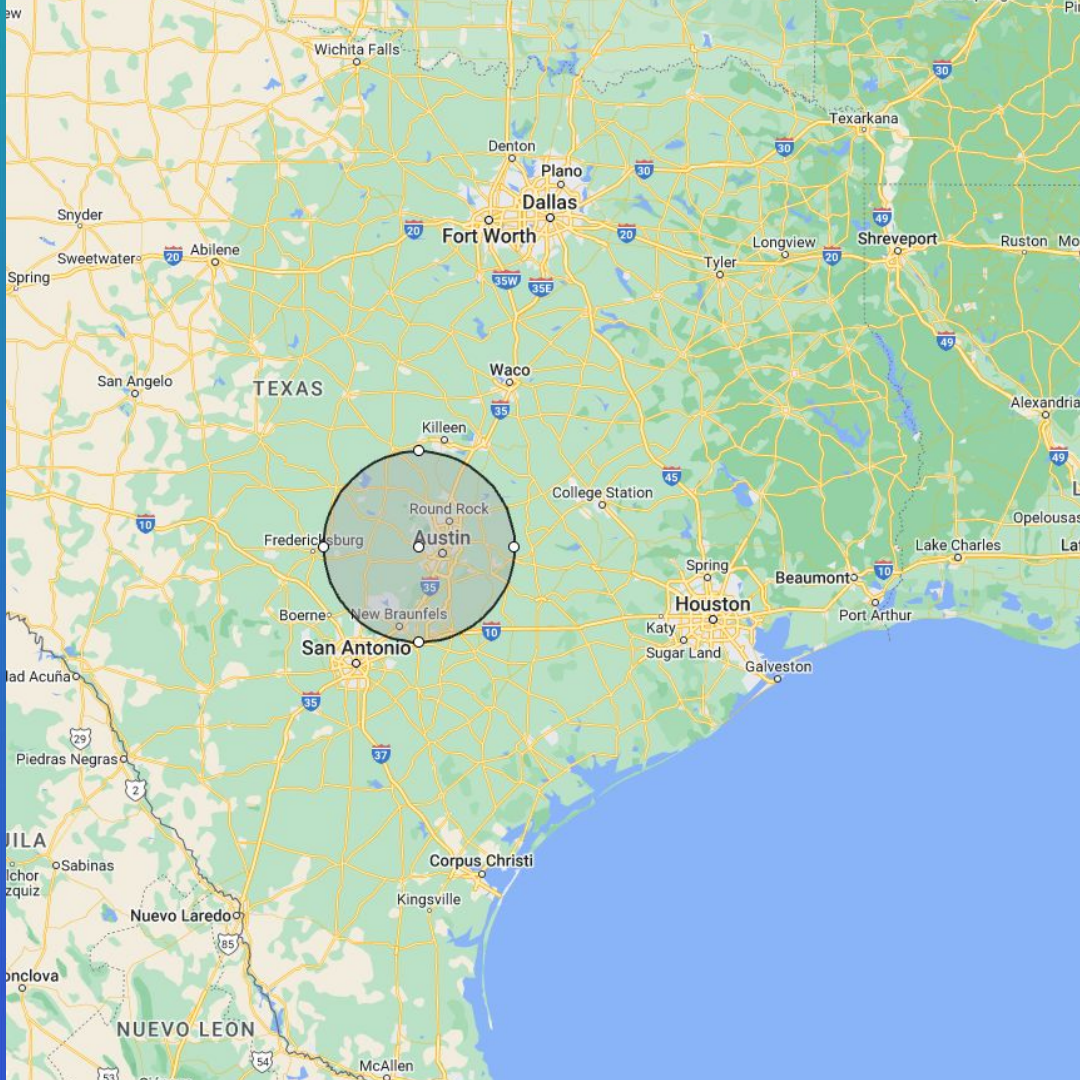
August 2023

ZARTICO

Objective

To illustrate the state of tourism in Bee Cave, TX.

Date(s): July 2022 - June 2023

Visitor Definition

Zartico defines a visitor as someone who has:

- Come from over **_50 miles_** from where their common evening location

- Stayed for more than **_two hours_** in your destination

- Visited at least **_one place of impact_**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending,** a visitor is defined as a transaction greater than **_60 miles_** between the center of the cardholder zip and the center of the merchant zip.

KEY INSIGHTS

Retail is the primary driver for visitation. Locals from within a 50 mile radius (Austin DMA) dominate both overall visitation and spend specific to retail, primarily attributed to Department Stores. Stand out visitor markets from outside a 50 mile radius are Houston, Dallas-Ft Worth, and San Antonio.

Visitors (defined as outside a 50 mile radius) **contribute substantially to the overall economy**. They account for **23%** of the **total spending** at **restaurants**, **13%** of the **total retail spend**, and **57% of the outdoor recreation spending** (primarily golf courses).

43% of Bee Cave visitors are between the ages of 35-54, 42% of which have an average household income of $100-150k+.

Who are Bee Cave Visitors?

65% of visitors are from the State of Texas.
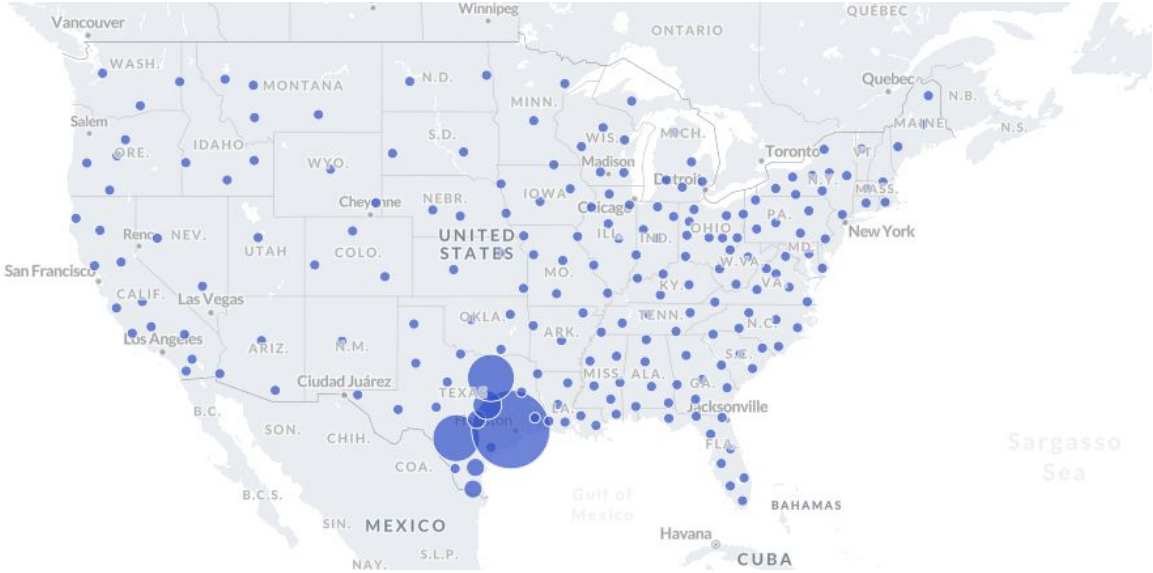
42% of visitors have an average household income of $101K-151K+

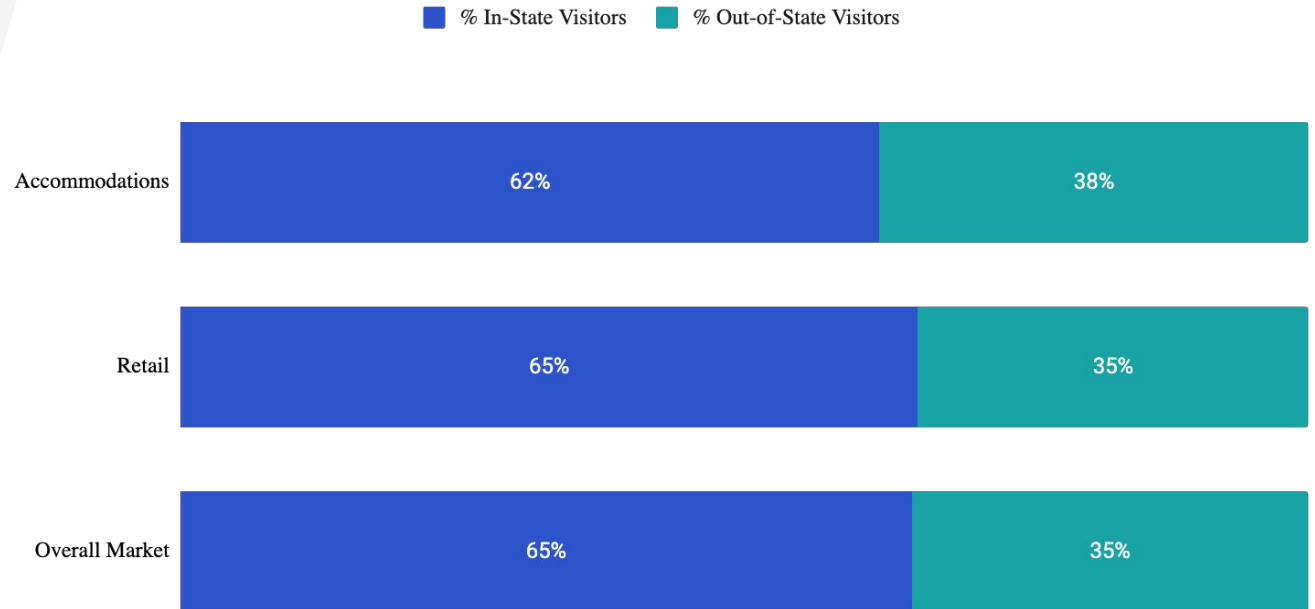**43%** of visitors are between the ages of 35-54

45% of visitors are observed overnight

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In-State / Out-of-State Mix

Accommodations sees a greater % of visitation from out-of-state markets.

■ % In-State Visitors   ■ % Out-of-State Visitors

	% In-State Visitors	% Out-of-State Visitors
Accommodations	62%	38%
Retail	65%	35%
Overall Market	65%	35%

What is the Visitor Impact on Bee Cave?

Share of spend allows us to understand what percentage of revenue at key businesses is being supplied by visitors. For example, if $100 was spent at restaurants, $23 of that would be from visitors.

16%
Visitor Contribution to
Total Spend

13%
Visitor Contribution to
Total Retail Spend

23%
Visitor Contribution to
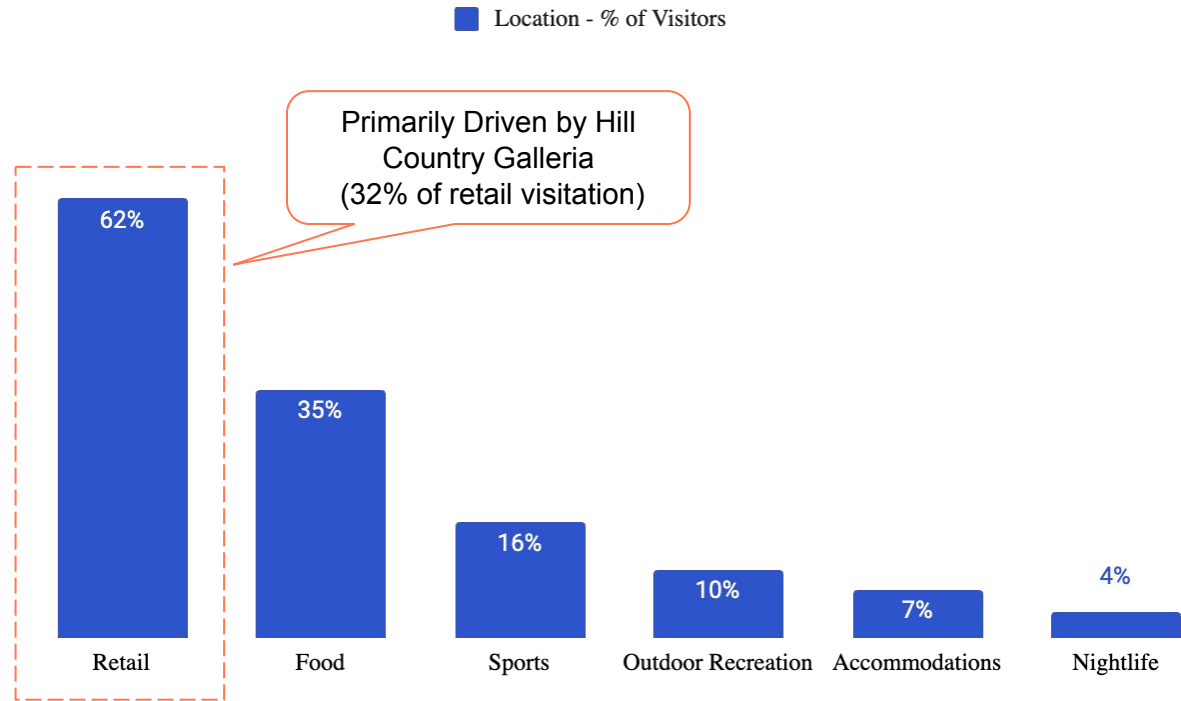Total Restaurant Spend

$156
Avg. Visitor Spend

57%
Visitor Contribution to
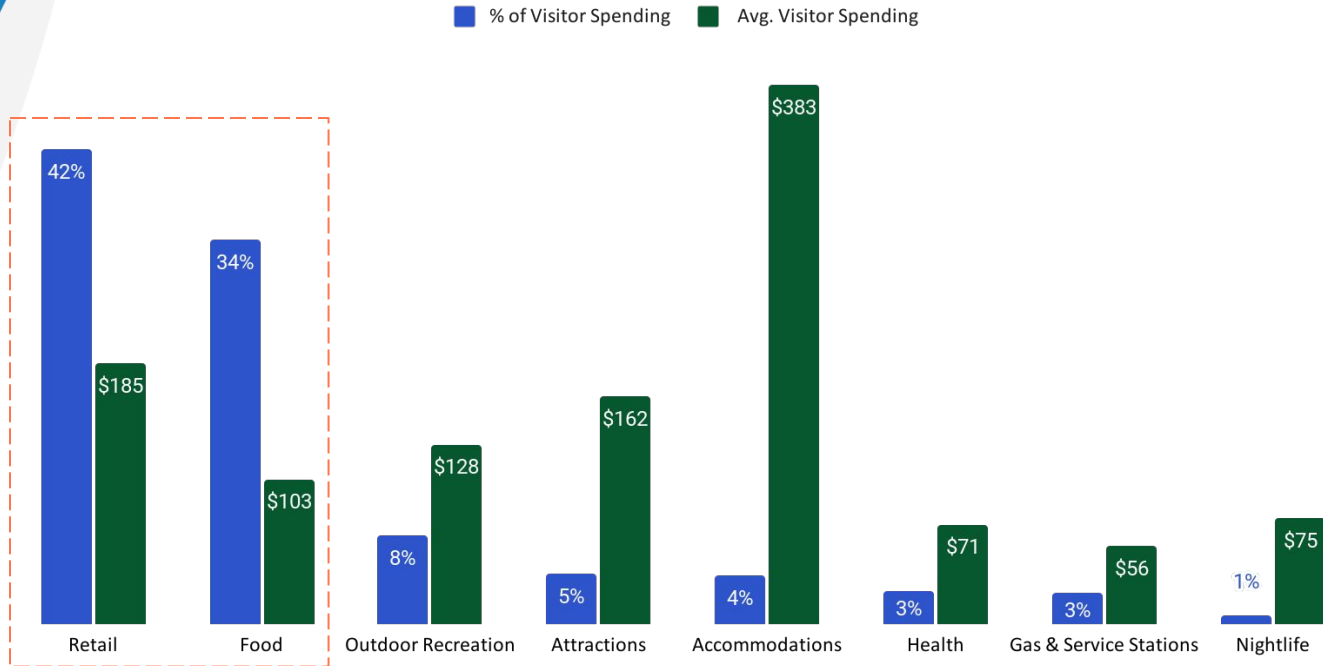Total Outdoor Recreation Spend

How are Visitors Spending?

42% of the visitor wallet is spent on retail, driven by specialty retail, discount, and sporting goods stores. Spending on food is also strong, primarily at restaurants and grocery stores. 72% of the spending observed at outdoor recreation is at Golf Courses

Legend:
- ■ % of Visitor Spending
- ■ Avg. Visitor Spending

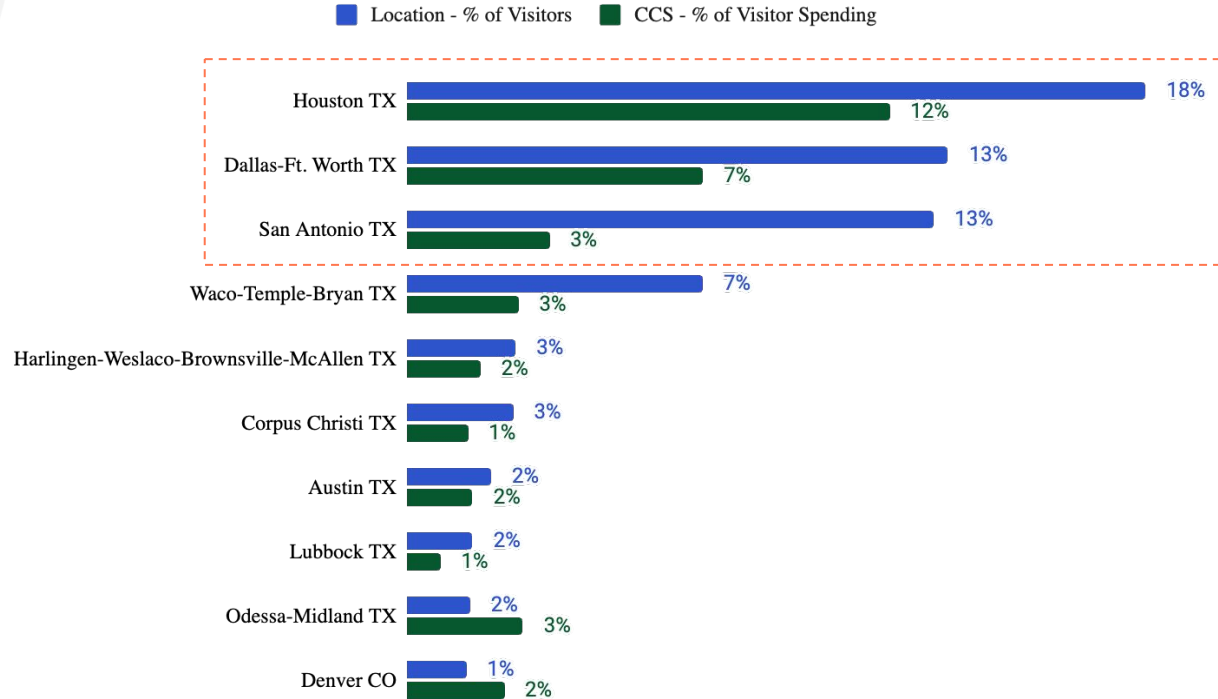| Category	% of Visitor Spending	Avg. Visitor Spending
Retail	42%	$185
Food	34%	$103
Outdoor Recreation	8%	$128
Attractions	5%	$162
Accommodations	4%	$383
Health	3%	$71
Gas & Service Stations	3%	$56
Nightlife	1%	$75

When are Visitors Spending in Key Categories?

Outdoor Recreation and Accommodations spending peaked in October while retail saw the highest % of visitor spend in May and June.

Legend: — % Visitors Spending - Outdoor Recreation — % Visitor Spending - Retail — % Visitor Spending - Accommodations

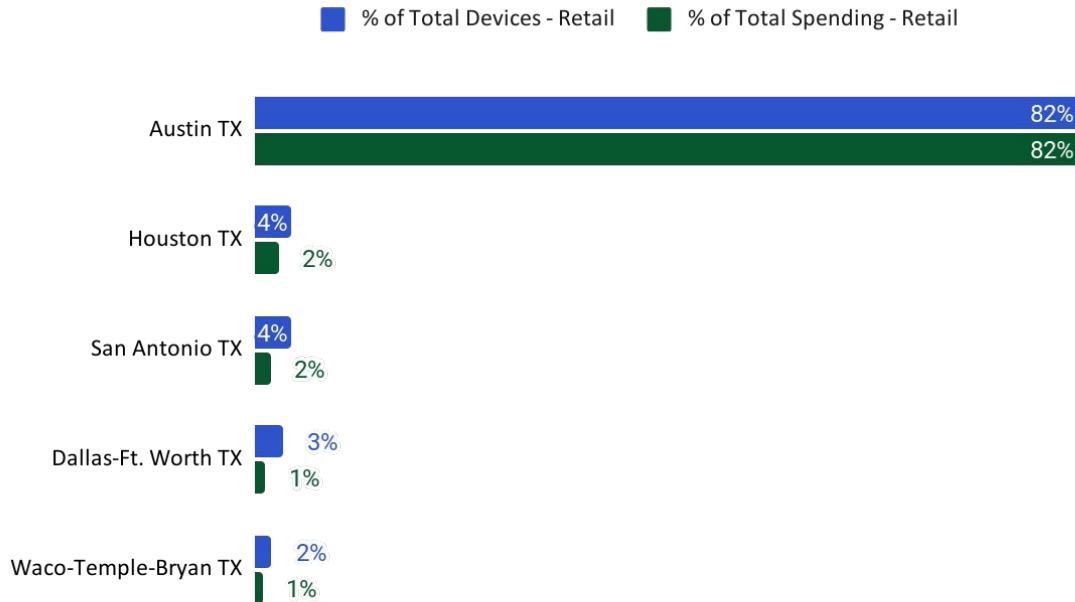ZARTICO
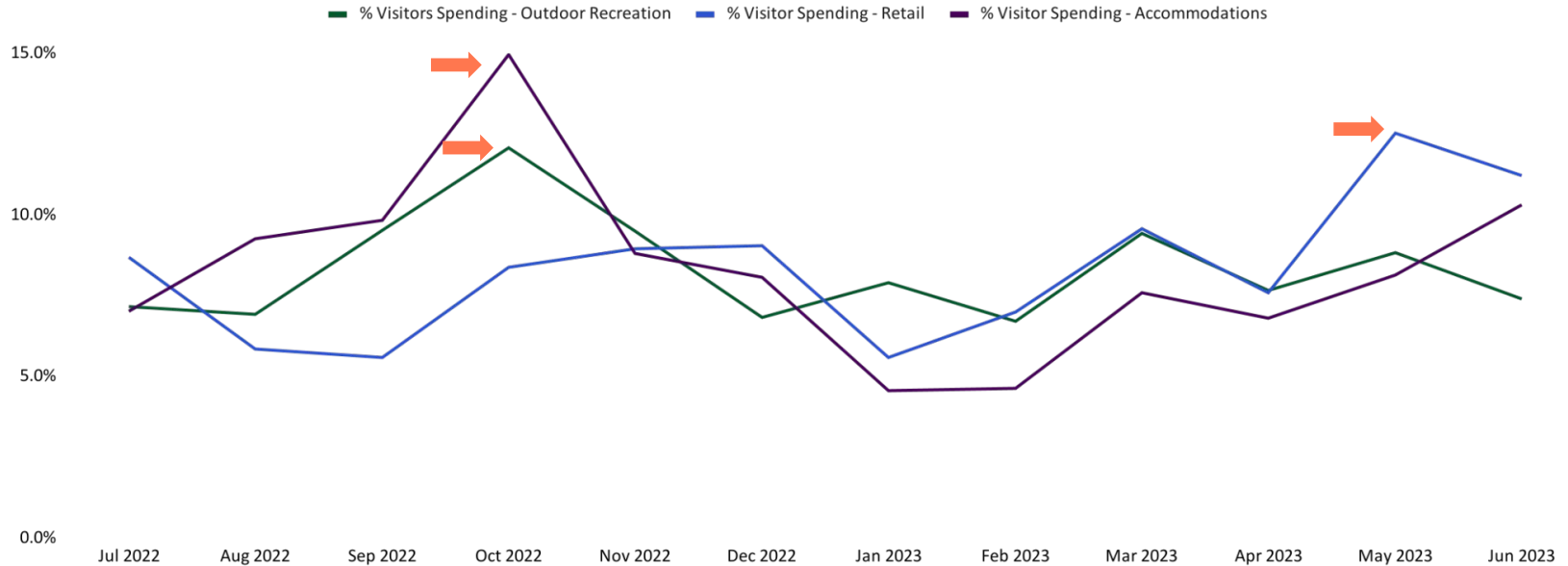
Top Visitor Origin Markets w/Spend

Top three markets for visitation and spend are Houston, Dallas–Ft Worth, and San Antonio. They are also the top three markets for spending at accommodations. Odessa and Denver CO both show strong spending behaviors and could be potential opportunity markets.

Legend: ■ Location - % of Visitors   ■ CCS - % of Visitor Spending

Market	Location - % of Visitors	CCS - % of Visitor Spending
Houston TX	18%	12%
Dallas-Ft. Worth TX	13%	7%
San Antonio TX	13%	3%
Waco-Temple-Bryan TX	7%	3%
Harlingen-Weslaco-Brownsville-McAllen TX	3%	2%
Corpus Christi TX	3%	1%
Austin TX	2%	2%
Lubbock TX	2%	1%
Odessa-Midland TX	2%	3%
Denver CO	1%	2%

Top Origin Markets Observed At Retail & % of Total Retail Spend
(Includes locals from *within* a 50 mile radius)

■ % of Total Devices - Retail **■ % of Total Spending - Retail**

| Market	% of Total Devices - Retail	% of Total Spending - Retail
Austin TX	82%	82%
Houston TX	4%	2%
San Antonio TX	4%	2%
Dallas-Ft. Worth TX	3%	1%
Waco-Temple-Bryan TX	2%	1%

Visitors from the Austin DMA overwhelmingly dominate visitation and spend observed at retail. 43% of the DMAs spending at retail is at Department Stores.

Top cities include:
Austin, Lakeway, Hudson Bend, and Cedar Park.

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Visitor / Resident Movement

Review the movement of visitors/residents throughout Bee Cave May 1 - May 31, 2023.
Filter by origin market, trip type, and more.

Link > Dynamic Visualization

Source: Near; May 1-31, 2023
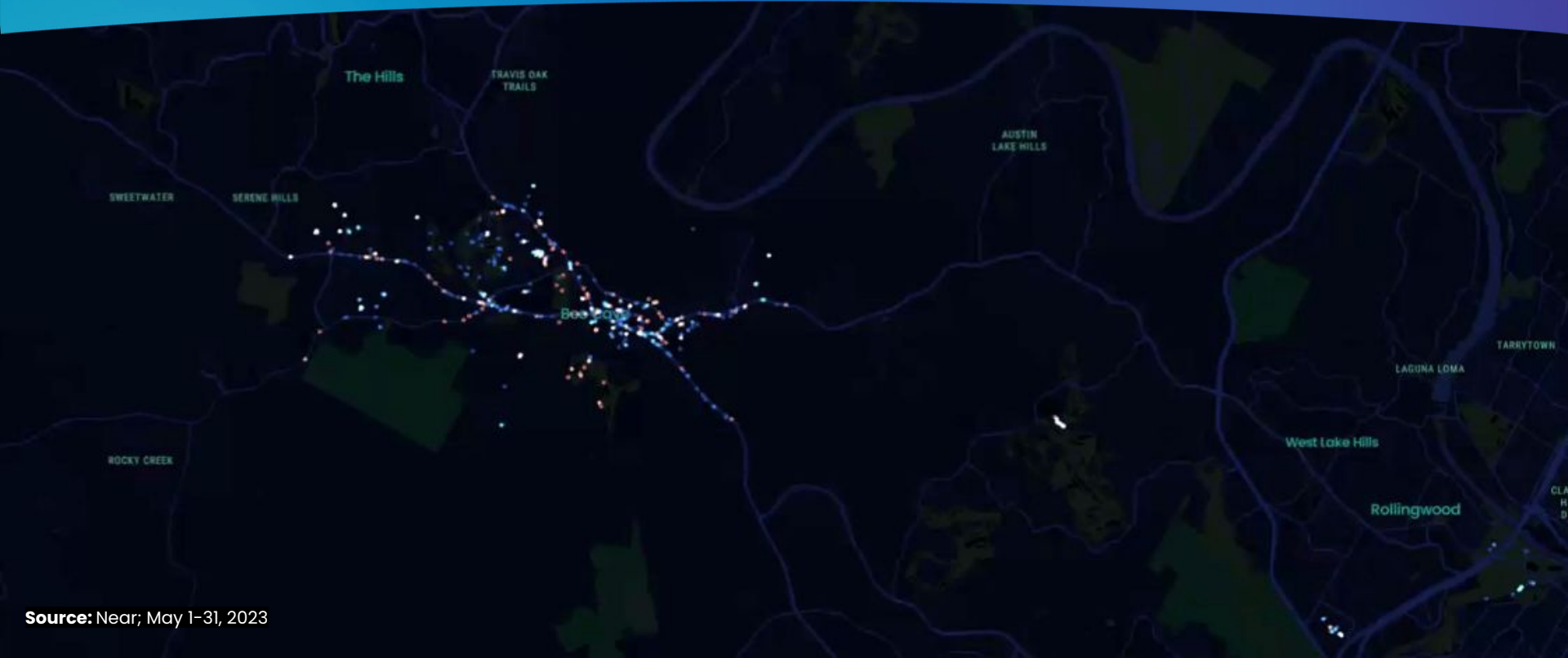
RECOMMENDED
ACTIONS

- Visitors from the Austin DMA show to be very valuable to retail but due to proximity aren't observed at accommodations to the same extent as markets such as Houston or Dallas-Ft. Worth. Considering working with hotels and local retailers to create packages incentivising weekend getaways.

- Insights suggest alignment between visitor engagement with outdoor recreation and accommodations. Use ZDOS insights from Visitor Flow and Marketing: Planning to uncover top markets and behaviors of visitors coming for golf to potentially impact overnight stays at accommodations.

THANK YOU!

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