



Penn Cove Water Festival 2026

Visitation & Spending Report: Coupeville (40+ Mile Visitors)

Powered by **DATAFY**

This report focuses on visitors traveling 40+ miles who picked up in Coupeville during festival days: 5/8-5/9, 2026.

Event Location



 Leaflet | © OpenStreetMap contributors

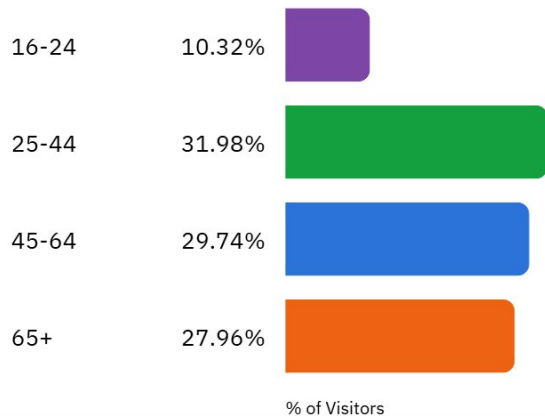
KEY TAKEAWAYS

- Visitors traveling 40+ miles make up 8.44% of the overall physical presence in Coupeville during festival days.
- In-state visitors represent 63.61% of total visitor trips (+17.68 vs. 2025), led primarily by Seattle-Tacoma (42.38%), Portland (4.44%), and Spokane (4.36%).
- Visitors from the Spokane market (DMA) had the longest average length of stay at 2.7 days, while Seattle-Tacoma visitors averaged 1.6 days.
- Day trips account for 55.05% of visits, but overnight stays represent a growing share of event impact at 44.95% (+7.01 percentage points vs. 2025).
- During the same trip, devices observed in Coupeville were recorded across secondary clusters led by Downtowns (36.12%), Hotels (22.91%), and State Parks (17.62%), followed by Marinas/Docks (13.22%), Restaurants (12.33%), and Museums/Galleries (6.61%),.
- Devices observed in Coupeville during the festival days were also picked up in Downtown Greenbank (13.22%), Downtown Freeland (12.78%), and Deception Pass State Park (11.01%).
- While 40+ mile visitors represent less than a tenth of total physical attendance, they account for 22.86% of total market spending in Coupeville.
- Out-of-state visitors deliver high spending impact, generating 48.21% of total visitor spend despite making up only 36.39% of visitor trips.
- Dining and Nightlife absorbs the largest share of spending impact at 69.61% (up 22.6 percentage points vs. 2025).
- The average spend per visitor trip sits at \$88.67 with one-time spenders driving 57.17% of total visitor dollars spent.

📍 Age

What is the age distribution of my visitors?

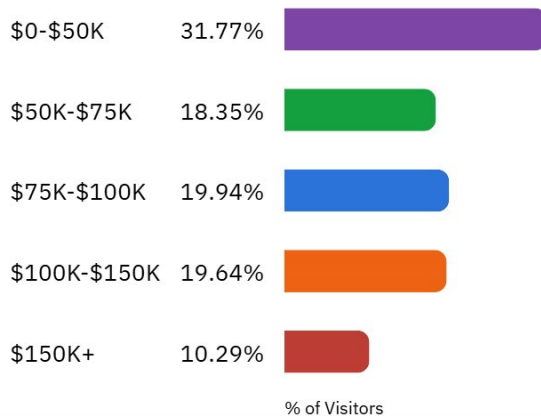
Top Age Range 25-44 **31.98%**



📍 Income

What is the HH income distribution of my visitors?

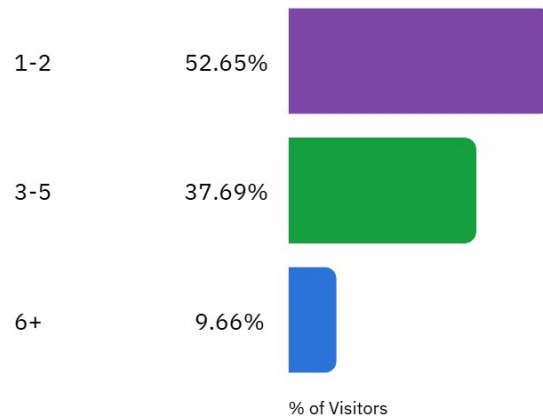
Top Income Range \$50K+ **68.23%**



📍 Household Size

What is the household size distribution of my visitors?

Top Household Range 1-2 **52.65%**



📍 Locals vs Visitors in Market

VS. 2025 FESTIVAL

↪ 5/9/25 - 5/10/25



● Locals (0 - 40 mi) 91.56%

+ 1.21 vs Compare Dates

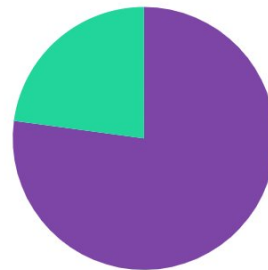
● Visitors (40+ mi) 8.44%

- 1.21 vs Compare Dates

💰 Local vs Visitor Spending

VS. 2025 FESTIVAL

↪ 5/9/25 - 5/10/25



● Local (0 - 40 mi) 77.14%

- 8.54 vs Compare Dates

● Visitor (40+ mi) 22.86%

+ 8.54 vs Compare Dates

📍 In/Out of State Visitation

Vs. 2025 FESTIVAL

↻ 5/9/25 - 5/10/25



● In-State 63.61%

+ 17.68 vs Compare Dates

● Out-of-State 36.39%

- 17.68 vs Compare Dates

💰 In/Out of State Spending

Vs. 2025 FESTIVAL

↻ 5/9/25 - 5/10/25



● In State 51.79%

+ 4.66 vs Compare Dates

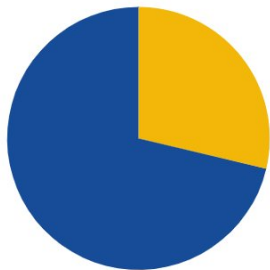
● Out-of-State 48.21%

- 4.66 vs Compare Dates

📍 Repeat vs One Time Visitation ⓘ

Vs. 2025 FESTIVAL

↪ 5/9/25 - 5/10/25



● One Time 28.72%

— 25.49 vs Compare Dates

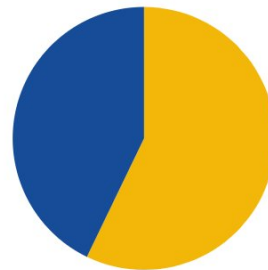
● Repeat 71.28%

+ 25.49 vs Compare Dates

💰 Repeat Spenders ⓘ

Vs. 2025 FESTIVAL

↪ 5/9/25 - 5/10/25



● One Time 57.17%

+ 27.57 vs Compare Dates

● Repeat 42.83%

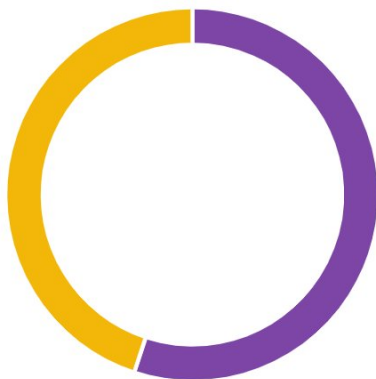
— 27.57 vs Compare Dates

📍 Trips by Length of Stay

Vs. 2025 FESTIVAL

📅 5/9/25 - 5/10/25

Day Trip vs Overnight Mode



Day Trips	55.05%	- 7.01%
Overnight Trips	44.95%	+ 7.01%

📍 Trips by Length of Stay

Vs. 2025 FESTIVAL

📅 5/9/25 - 5/10/25



1 Day	55.05%	- 7.01%	2 Days	9.58%	+ 0.15%
3 Days	11.72%	+ 4.30%	4 Days	7.99%	+ 3.21%
5 Days	4.30%	+ 0.30%	6+ Days	11.35%	- 0.95%

📍 DMA Visitation

What markets took the most trips?

↻ 5/9/25 - 5/10/25

DMA	Share of Trips	Change in Share of Trips
<u>Seattle-Tacoma</u>	42.38%	— 2.7
<u>Portland- OR</u>	4.44%	— 6.5
<u>Spokane</u>	4.36%	+ 3.0
<u>Nashville</u>	3.40%	No Data
<u>Los Angeles</u>	2.90%	+ 2.3
<u>Oklahoma City</u>	2.80%	No Data
<u>Tampa-St. Pete -Sarasc</u>	2.31%	No Data
<u>Las Vegas</u>	1.76%	+ 1.1
<u>Houston</u>	1.40%	— 0.8
<u>Utica</u>	1.40%	No Data

📍 Length of Stay by Top DMAs

What is the average length of stay by market?

DMA	Avg Length of Stay	Share of Trips
Seattle-Tacoma	1.6 Days	42.38%
Portland- OR	1.8 Days	4.44%
Spokane	2.7 Days	4.36%
Nashville	1.3 Days	3.40%
Los Angeles	2.2 Days	2.90%
Oklahoma City	1.3 Days	2.80%
Tampa-St. Pete - Sarasota	2.4 Days	2.31%
Las Vegas	2.4 Days	1.76%
Houston	1.3 Days	1.40%

Spending Key Indicators

 5/9/25 - 5/10/25

Avg. Spend per Trip

\$88.67

 -1.6% vs Compare Dates

Category Spending

Vs. 2025 FESTIVAL

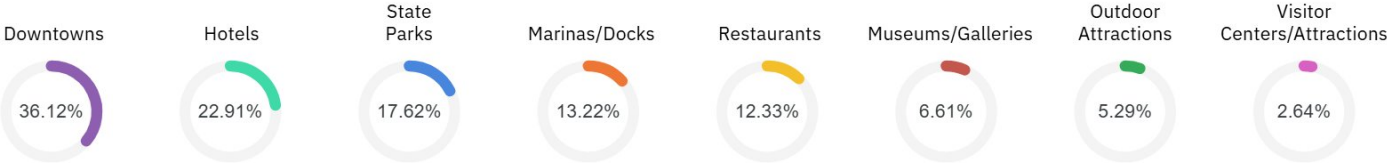
↻ 5/9/25 - 5/10/25

Category	Share of Spend %	Change in Share vs Compare Dates
Dining and Nightlife	69.61%	+ 22.6
Specialty Retail	13.74%	- 10.4
Grocery and Dept Stores	9.27%	- 14.4
Fast Food Restaurants	7.39%	+ 2.2

📍 Average Correlation

Of the devices observed at the **POI: Coupeville**, which other **Clusters** were they observed at during the **Same Trip**?
Coupeville Visitation (40+ MILE VISITOR)

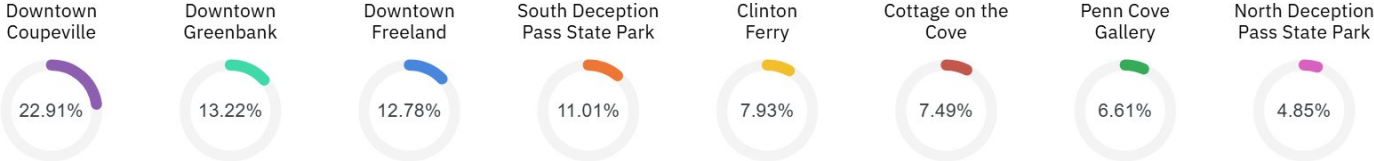
CLUSTERS (ALL)



📍 Average Correlation

Of the devices observed at the **POI: Coupeville**, which other **POIs** were they observed at during the **Same Trip**?

CLUSTERS (ALL)



Filters Summary

Report Filters

 Geolocation

Dates: 5/8/26 - 5/9/26

 Dates: 5/9/25 - 5/10/25

In-State

Out-of-State

Distance: 40 mi - 3773 mi

Clusters: Island County Communities Included

POIs: Coupeville Included

 Advanced Spending

Dates: 5/8/26 - 5/9/26

 Dates: 5/9/25 - 5/10/25

In-State

Out-of-State

Distance: 40 mi - 3773 mi

Locations: 98239 Included

Categories: All Included

Cards: Datafy Default

Visual Level Filters

CLUSTERS (ALL)

 Geolocation

Dates: 5/8/26 - 5/9/26

 Dates: 5/9/25 - 5/10/25

In-State

Out-of-State

Distance: 40 mi - 3773 mi

Clusters: Island County, Island County Communities Excluded

POIs: All Included