



# VISITOR SPENDING INSIGHTS

A data-driven spending profile to help members better serve today's visitors  
Data Insights: March 2025-February 2026 from Placer.ai

VISIT  
**SANTA CLARITA**  
CALIFORNIA

## TOTAL VISITOR SPEND

# \$132.7 Million

Total visitor spending in Santa Clarita • March 2025 – February 2026

**-4.5%**

vs. prior year  
(\$138.9M → \$132.7M)

*Spending is down year-over-year*

**1.7M**

total trips  
from 50+ miles away

*These are committed out-of-market  
visitors*

**\$113.2M**

from overnight  
guests alone

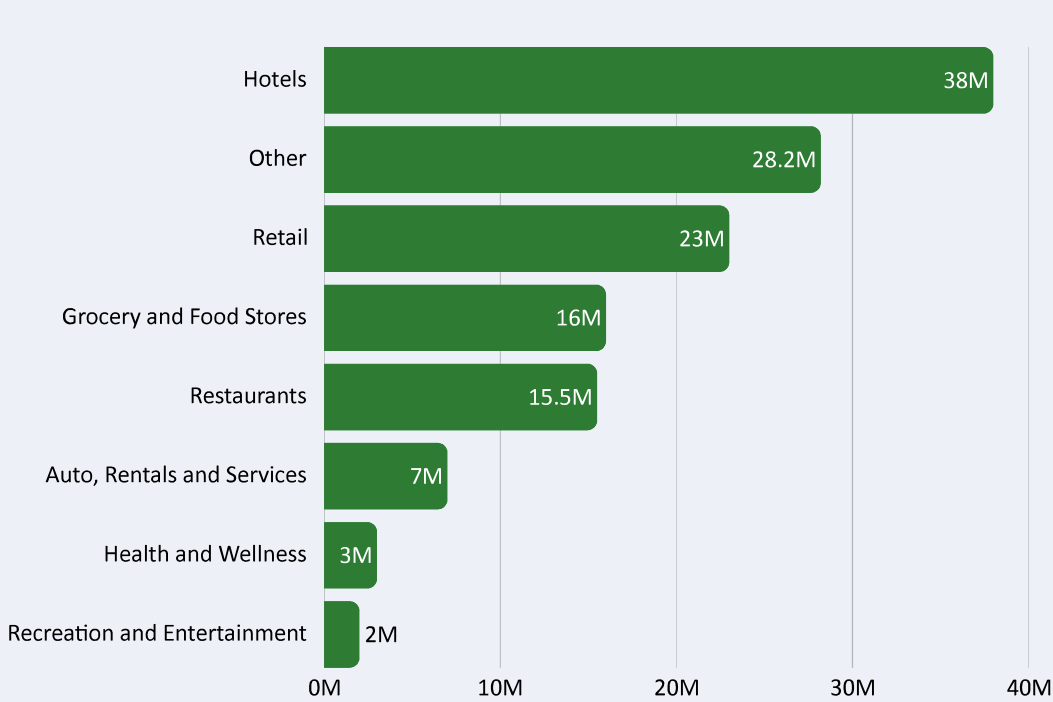
*85% of all spending comes from  
people who stay the night*

**\$19.5M**

from day  
visitors

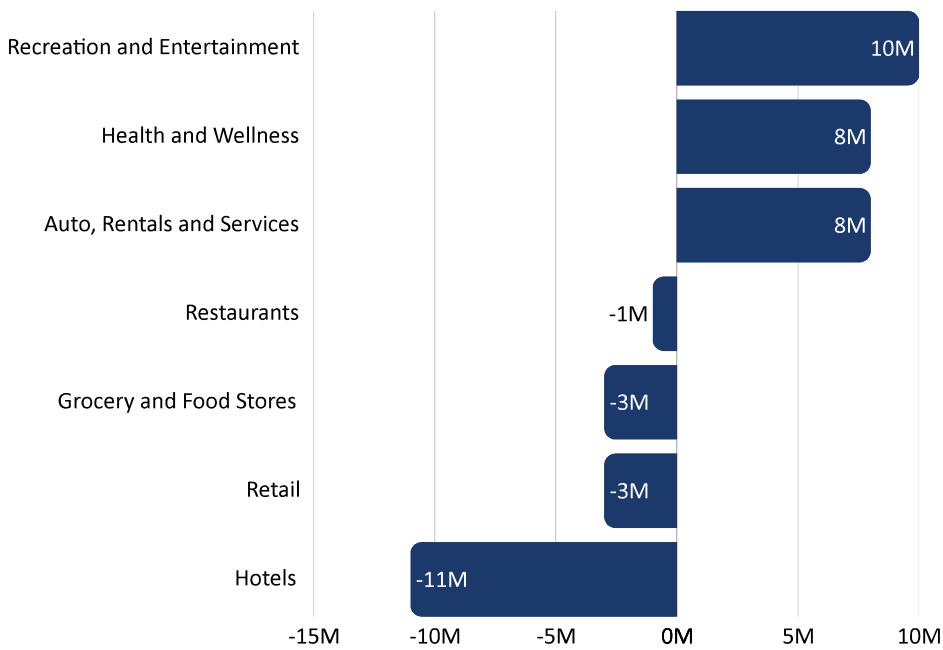
*15% of spending — day trippers  
spend far less per visit*

## WHERE DOES THE MONEY GO?



<b>28.6%</b>	<b>Hotels</b> \$38M - the single biggest category
<b>23.7%</b>	<b>Dining</b> \$31.5M - restaurants + grocery combined
<b>21.1%</b>	<b>Other</b> \$28M+ - Beauty Services, Pet Services, General Merchandise, etc
<b>17%</b>	<b>Retail</b> \$23M - Clothing, Gas Stations, Regional Malls
<b>5.6%</b>	<b>Auto &amp; Rentals</b> \$7.4M - Rentals, Car Shops, Car Services
<b>2%</b>	<b>Health &amp; Wellness</b> \$2.7M - Spas, Gyms, Wellness treatments, medical services
<b>2%</b>	<b>Rec &amp; Entertainment</b> \$2.1M - attractions, theaters, venues

## YEAR-OVER-YEAR TRENDS — What's Growing and What's Declining



### Growing

Three categories are growing year-over-year:

Rec & Entertainment +9.4%  
Health & Wellness +7.8%  
Auto & Rentals +8.0%

### Declining

Hotels are the biggest drop at -10.5%. That's roughly \$4.5M less in hotel revenue compared to last year.

## DAY VISITOR vs. OVERNIGHT GUEST

*61% of visitors stay at least one night. That segment accounts for 85% of all visitor spending.*



### DAY VISITOR

Comes for the day, leaves before dark

**\$29**

avg spend per visit

**\$19.5M** total day trip spend/year

**669,500** day trips per year

**39%** of all trips

VS



### OVERNIGHT GUEST

Stays at least one night — averages 3.2 nights

**\$160**

avg spend per visit

**\$113.2M** total overnight spend/year

**1.1M** overnight trips per year

**\$50** avg spend per night

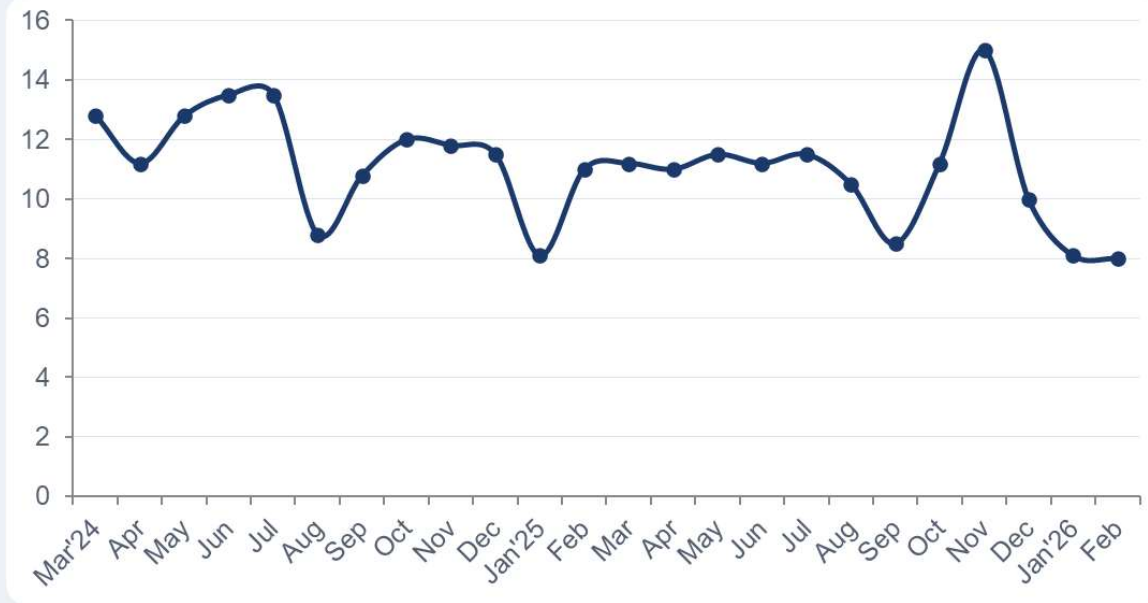
## WHERE VISITORS COME FROM — And What Each Market Spends

*Our visitors come from across the West. Where they're from affects how long they stay and how much they spend.*

Origin Market	Trips/Year	Avg. Stay	Total Spend	Avg \$/Trip	Tier
Los Angeles, CA	510,505	2.9 nights	<b>\$19.7M</b>	\$39	High Volume
Bakersfield, CA	151,877	2.8 nights	<b>\$4.5M</b>	\$30	High Volume
SF Bay Area, CA	131,159	3.1 nights	<b>\$7.9M</b>	<b>\$60</b>	High Value ★
San Diego, CA	98,958	3.1 nights	<b>\$5.9M</b>	<b>\$60</b>	High Value ★
Phoenix, AZ	87,711	3.1 nights	<b>\$7.1M</b>	<b>\$81</b>	Premium ★
Sacramento–Stockton, CA	85,136	2.9 nights	<b>\$4.5M</b>	\$53	Mid Tier
Fresno–Visalia, CA	77,846	2.6 nights	<b>\$3.9M</b>	\$51	Mid Tier
Las Vegas, NV	68,404	2.9 nights	<b>\$4.6M</b>	<b>\$67</b>	High Value ★

## MONTHLY SPENDING TREND — How Visitor Spend Shifts Through the Year

Total visitor spend by month over the last 24 months



**Nov 2025 — PEAK**  
~\$15M — highest spend month on record

**Summer (Jun–Aug)**  
Consistent \$11–13M strong season

**Jan–Feb — Softest**  
~\$8M — lowest spend but Bay Area surges

**Bay Area seasonal pattern: SF Bay Area visitors surge from #3 to the #2 feeder market November through January — the same window when overall spend is softest.**

## 5 Strategies to Capture More Revenue

01

### Target High-Value Drive Markets

Bay Area, Phoenix, and San Diego visitors stay 3.1+ nights and travel with purpose. Build packages and digital campaigns aimed at these markets, especially during their seasonal surges (Bay Area peaks Nov–Jan).

02

### Position around Recreation and Entertainment

It's the only category up +8.6–9.4%. Partner with outdoor recreation, family attractions, and entertainment venues near you. Create combo offers and cross-promotions that extend the visitor's experience.

03

### Convert the Weekend Cliff to a 3-Night Stay

Fri–Sun accounts for 51% of visitors. A Sunday-night retention deal: late checkout, Monday activity bundle, or dining discount could directly add one night to thousands of stays per year.

04

### Compete Against Glendale & Burbank Leakage

Glendale leakage nights jumped +43.5% YoY. Burbank is up +11.1%. Understand what those markets offer that we don't: dining variety, entertainment, hotel product

Close that gap intentionally.

05

### Accelerate the Leakage Rate Improvement

Leakage dropped: from 14% to 12.9%.

Getting to single digits is realistic. Coordinated promotions across lodging, dining, and entertainment keep visitors sleeping here. Let the Visit Santa Clarita help you connect those dots.