



UNDERSTANDING THE SANTA CLARITA VISITOR

A data-driven profile to help our members better serve today's visitors
Data Insights: March 2025 – February 2026

VISIT
SANTA CLARITA
CALIFORNIA

April 7, 2026 | Monica Fawcett, Economic Development Associate

Why This Matters to Your Business



Who's Visiting

1.7 million trips per year from out-of-market visitors traveling 50+ miles

These are **committed travelers**, not just locals passing through.



The Trend

Visitor volume has softened for the most recent 12-month period.

Total spend is down 4.5% YoY.

Understanding the data is a critical step to reversing it.



The Opportunity

Recreation & Entertainment visits are surging +8.6%. Leakage is improving.

There are real strategies available to capture more revenue.

Santa Clarita at a Glance

Last 12 Months · Visitors from 50+ Miles Away

1.7M

Total Trips

-1.1% YoY

109.9K

Avg. Monthly Visitors

+1.8% YoY

2.3M

Visit Nights

-3.0% YoY

\$132.7M

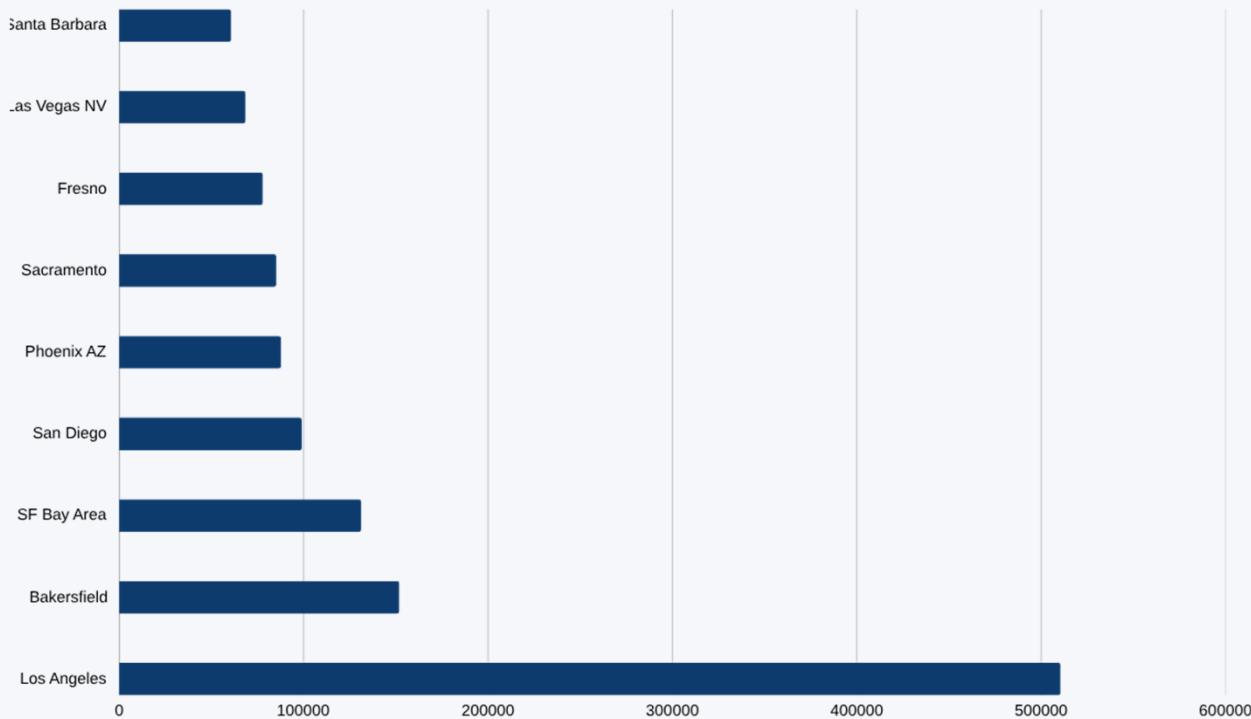
Total Visitor Spend

-4.5% YoY

Note: Visitor volume has softened across two consecutive reporting periods, but average monthly visitors ticked UP +1.8%, and the leakage rate is improving.

Who's Coming to Santa Clarita?

Top feeder markets by total trips (50+ miles, last 12 months)



What This Means for You

LA dominates but those are often day-trippers. The bigger revenue opportunity is regional drive markets.

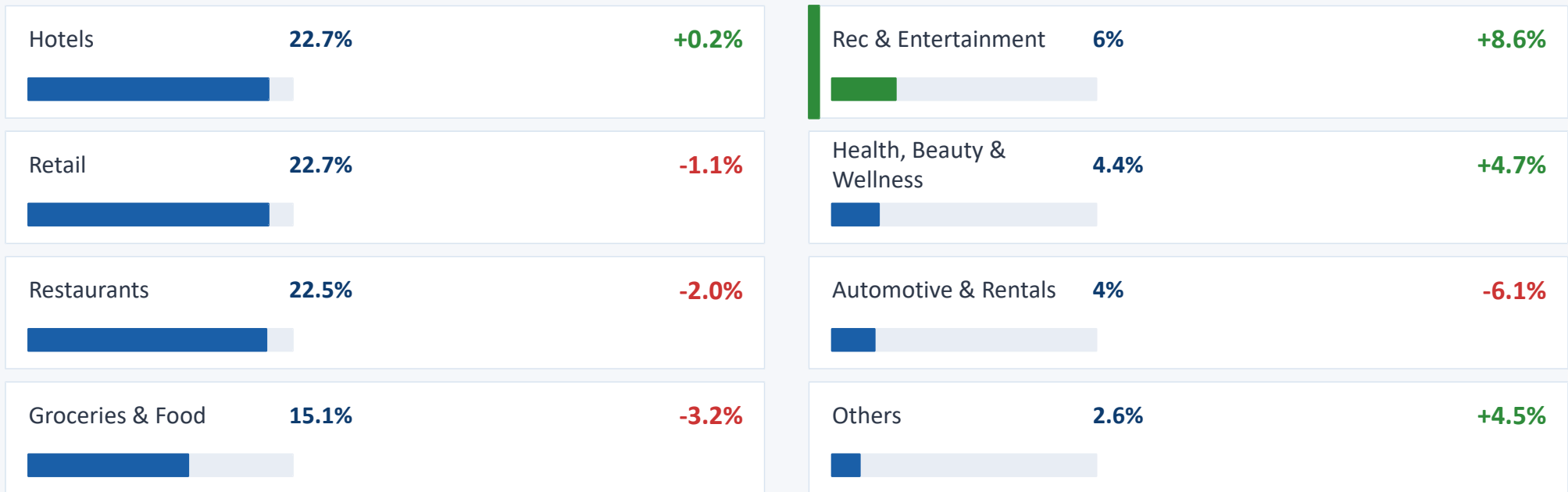
Bay Area, Phoenix & San Diego visitors travel further, stay longer (3.1+ nights) and spend more per trip.

SF Bay Area visitors surged to #2 in Nov–Jan, making that time period a seasonal window worth targeting with specific campaigns.

Build packages and promotions targeting out-of-region visitors specific to these regions since they are pre-committed to their trip.

What Visitors Do When They're Here

Overnight trips by category · Last 12 months (Mar '25 – Feb '26)



Recreation & Entertainment: +8.6% YoY overnight, +9.4% all trips signaling strong growth to build on.

How Visitors Stay: Day Trips vs. Overnight

61%

Overnight
 Trips

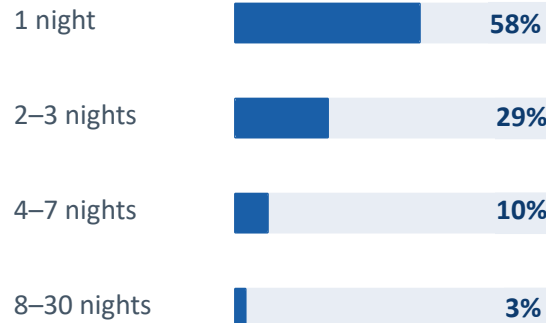
1.1M overnight trips
 per year

39% Day Trips (669.5K)

Average Stay

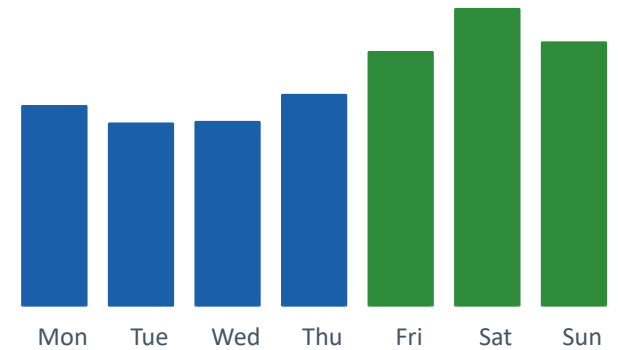
3.2

nights



Peak Arrival Days

Saturday & Sunday drive the highest visitor presence. Saturday leads at 18.6% of all visitors.



Fri – Sun = 51% of weekly visitors

The Leakage Problem: Where Are We Losing Overnight Visitors?

Nights Lost
 To Other Markets

335.3K

Leakage Rate

12.9%

Down 10.2% YoY
 ✓ Improving!

Top Destinations Capturing Our Overnight Visitors

Destination	Leakage Nights	YoY	% Share
Los Angeles	62.0K	-14.2%	30.1%
Palmdale	8.3K	+12.9%	4.0%
Castaic	7.9K	-11.6%	3.8%
Lancaster	7.3K	+13.4%	3.5%
Burbank	4.4K	+11.1%	2.2%
Anaheim	4.1K	-14.6%	2.0%
Acton	4.1K	-0.3%	2.0%
Glendale ⚠	3.5K	+43.5%	1.7%

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.

We're not far behind.

Santa Clarita has the visitors, the stay length, and the market position to grow.



Connect with Visit Santa Clarita to co-market your business



Align programming with high-visit windows (Fri–Sun, Nov–Jan Bay Area surge)



Collaborate across lodging, dining & entertainment to reduce leakage