

POI Analysis

National Harbor



Start Date
January 01, 2024

End Date
December 31, 2024

Point of Interest
National Harbor

Dwell Filter
0

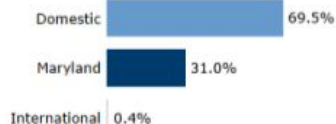
Sample Size: 206,352

81.4%

Overnight

Visitor Breakdown

Unique Visitors

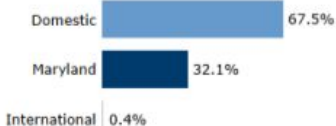


41.3%

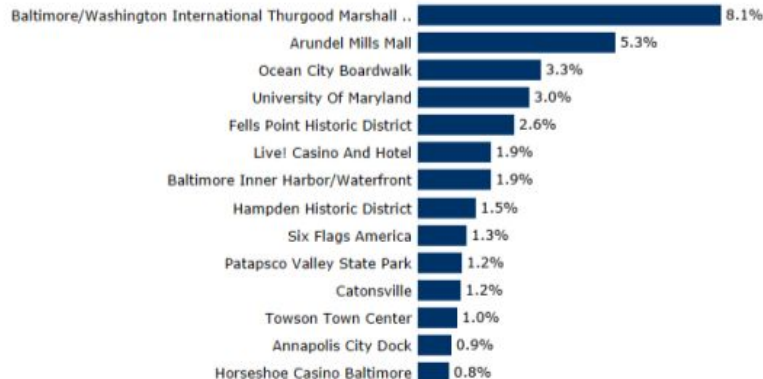
New Visitors

Visits Breakdown

Total Visits

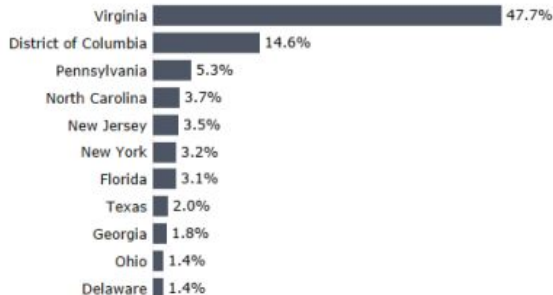


Top Cross-Visited Points of Interest



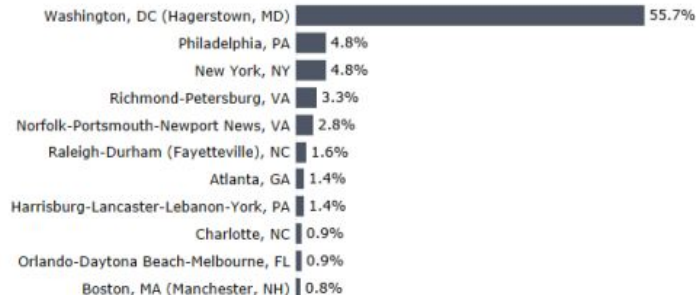
Top Origin Market by State

Unique Visitors, Excluding Maryland



Top Origin Market by DMA

Unique Visitors, Excluding Maryland

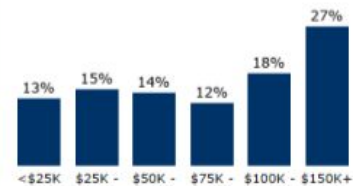


Demographics

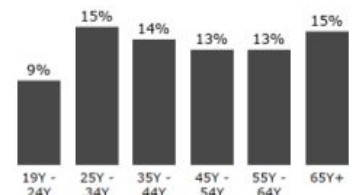
Domestic Only

Household Income (in USD)

Median: \$102.8K



Age



Race

