



Over
1 Million
behavioral data
points collected



Over
250,000
location visits
catalogued



Over
18,000
personalized
recommendation
lists generated



Over
350,000
points of interest
recommended



125%
increase in traffic to
rural AZ destinations



Over
7,500
locations shared on
social media via app



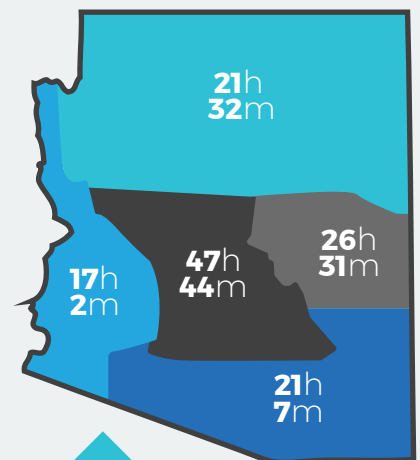
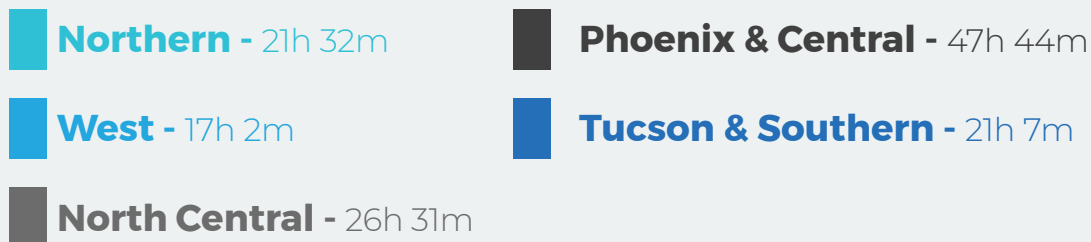
18.81
Average # of AZ
points of interests
visited per visitor



Tracking over
20,000
location changes
per month

LighthousePE tracks over one hundred data points, including length of visit.

Average Time Spent Per Visitor in Each of Arizona's Regions



Key Takeaway

In our first 12 months, we nearly **tripled** the number of locations each app user visited while in AZ while more than **doubling** visitation to less-trafficked areas.

3X
in 12
months