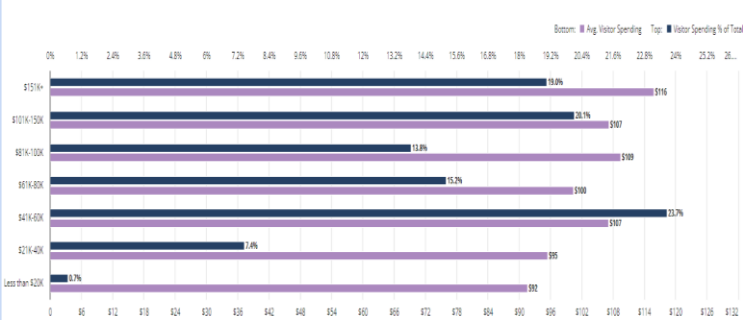


January 2024 Zartico Visitor Profile

55.7% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

Visitor Spending & Avg. Visitor Spending by Household Income



Visitor % of Total

41.9%

Visitors made up **41.9% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend of Total

32.4%

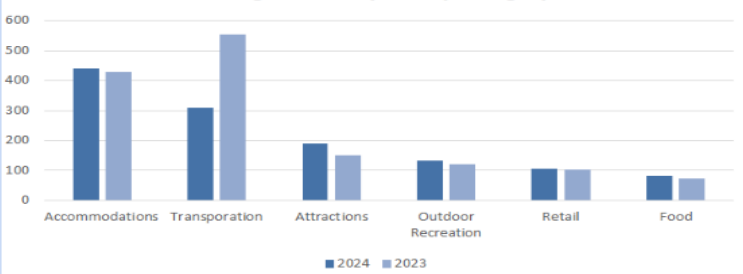
Visitors made up **32.4% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

\$113

Visitors spending had an **average transaction amount of \$113** during this timeframe.

Average Visitor Spend by Category



% Cardholders - 25-54

46%

46% of all cardholders spending in tourism-related categories during this timeframe were **within the ages of 25-54**.

% Cardholders - \$100K+

38%

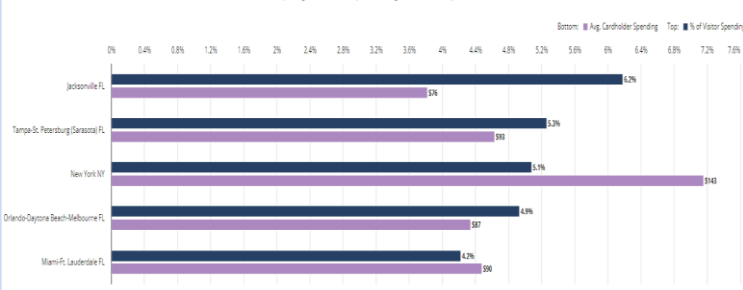
38% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% Cardholders Children in Household

47%

47% of all cardholders spending in tourism-related categories during this timeframe **were from a household with children**.

Top Origin Markets - Spend & Avg. Cardholder Spend



International Markets in Destination

- | | |
|----------------|-------------|
| Canada | France |
| Mexico | Morocco |
| United Kingdom | Russia |
| Taiwan | Spain |
| Colombia | South Korea |
| Japan | Peru |
| Brazil | Argentina |
| Italy | Australia |
| Indonesia | Germany |
| Vietnam | Turkey |
| Netherlands | Kenya |
| Finland | Ghana |

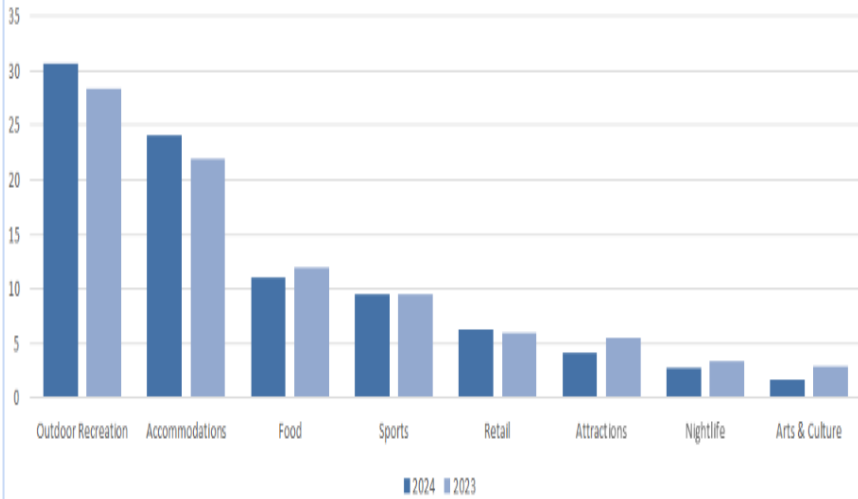
In January 2024, visitor spending in tourism-related categories was up 50.0% and the average transaction amount was 17.7% higher compared to January 2023.

There were 11.8% more household income levels above \$100,000 than January 2023.

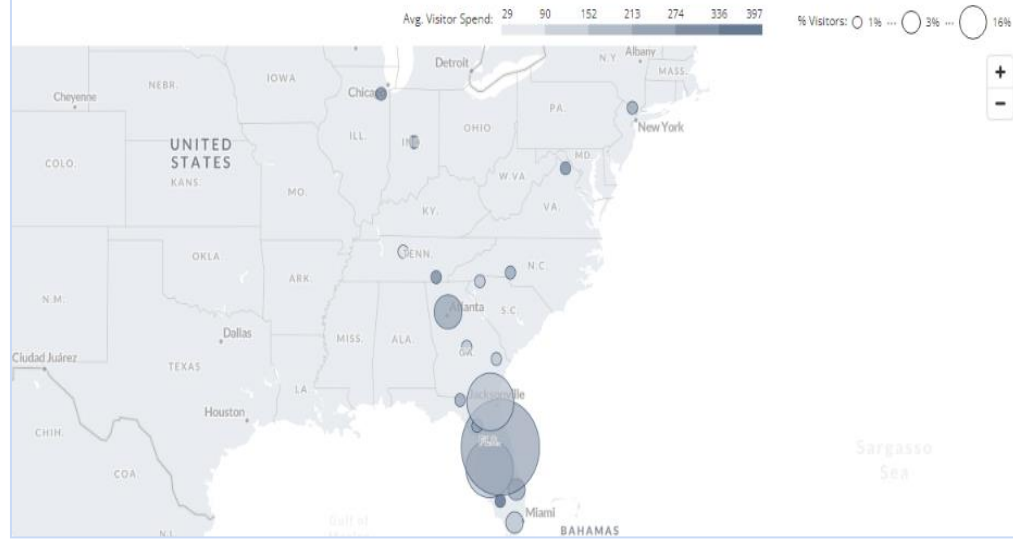
January 2024 Zartico Visitor Profile



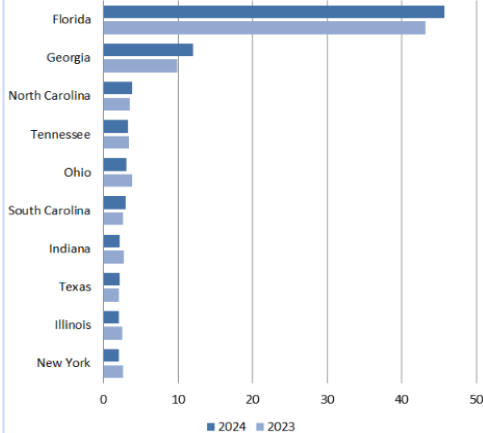
Percent Visitation by POI Category



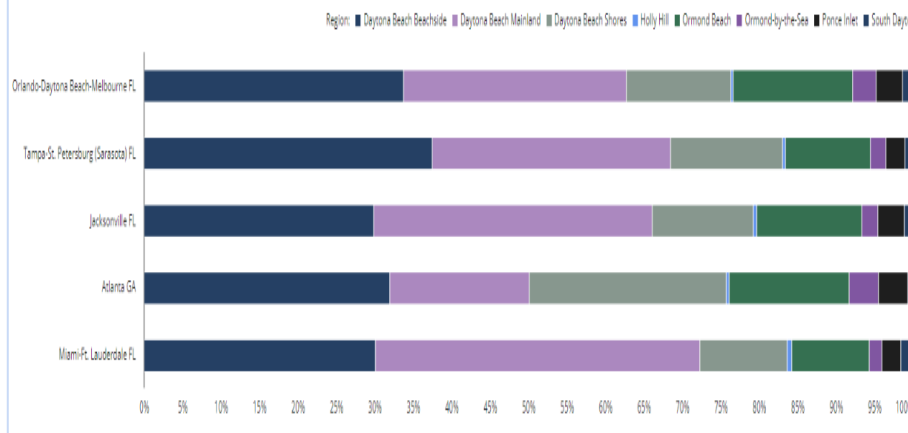
Top Origin Markets - In-State & Out-of-State



Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent of Visitation Top Origin Markets

