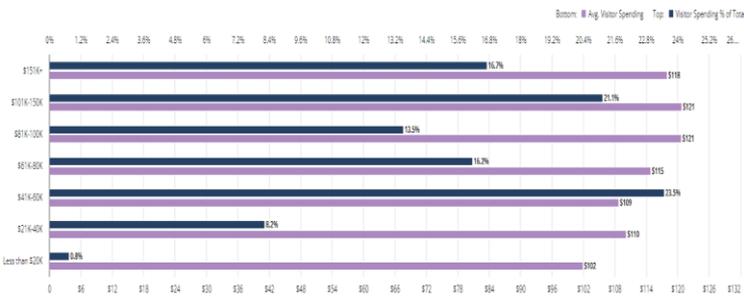


February 2024 Zartico Visitor Profile

53.2% 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

45.2%

Visitors made up **45.2% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend of Total

37.6%

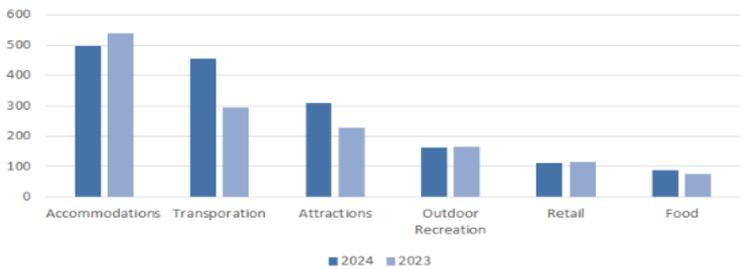
Visitors made up **37.6% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

\$127

Visitors spending had an **average transaction amount of \$127** during this timeframe.

Average Visitor Spend by Category



% Cardholders - 25-54

44%

44% of all cardholders spending in tourism-related categories during this timeframe were **within the ages of 25-54.**

% Cardholders - \$100K+

36%

36% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000.**

% Cardholders Children in Household

48%

48% 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 | Japan |
| Mexico | France |
| Taiwan | Colombia |
| Italy | Australia |
| Brazil | Vietnam |
| India | Denmark |
| United Kingdom | Peru |
| Germany | Spain |
| South Korea | Sweden |
| Chile | The Bahamas |
| New Zealand | Netherlands |
| Russia | Thailand |

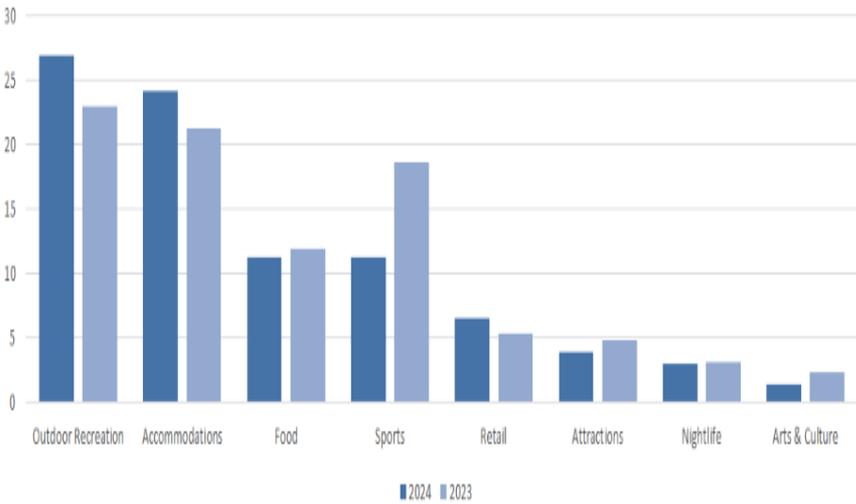
In February 2024, visitor spending in tourism-related categories was up 36.7% and the average transaction amount was 12.4% higher compared to February 2023.

There were 16.1% more household income levels above \$100,000 than February 2023.

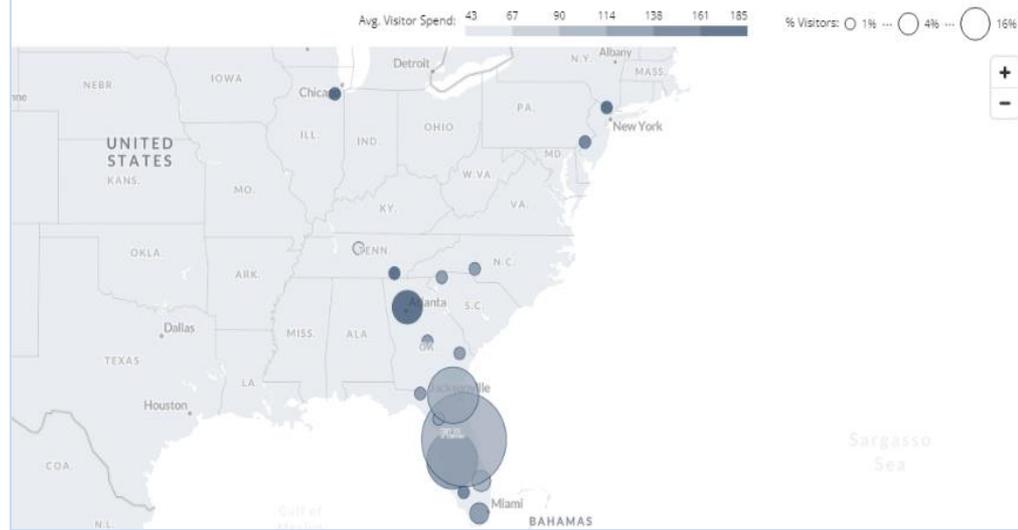
February 2024 Zartico Visitor Profile



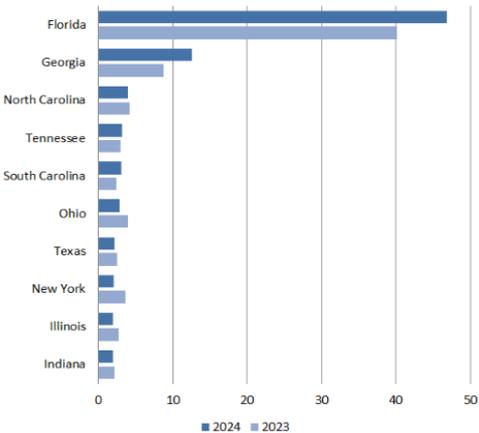
Percent Visitation by POI Category



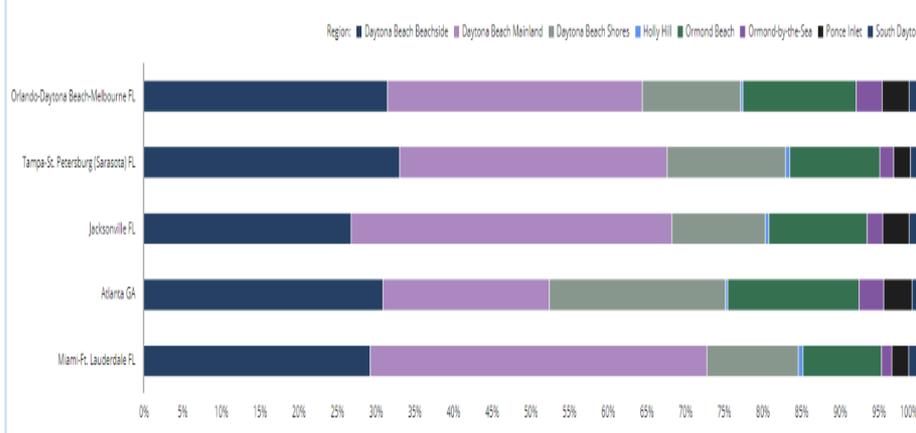
Top Origin Markets - In-State & Out-of-State



Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent of Visitation Top Origin Markets

