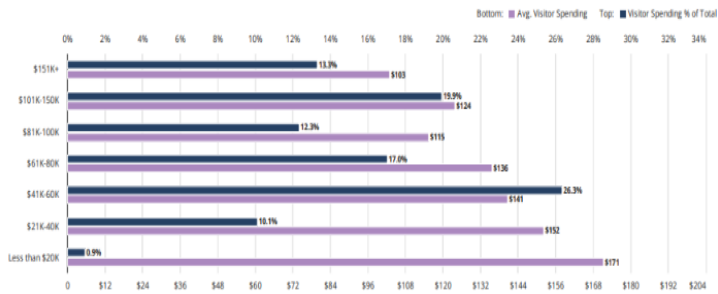


March 2024 Zartico Visitor Profile

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

50.4%

Visitors made up 50.4% of all devices seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend % of Total

45.6%

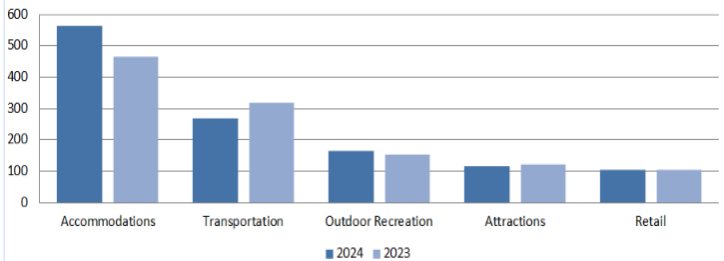
Visitors made up 45.6% of all spending in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

\$133

Visitors spending had an average transaction amount of \$133 during this timeframe.

Average Visitor Spend by Category



% Cardholders - 25-54

47%

47% of all cardholders spending in tourism-related categories during this timeframe were within the ages of 25-54.

% Cardholders - \$100K+

37%

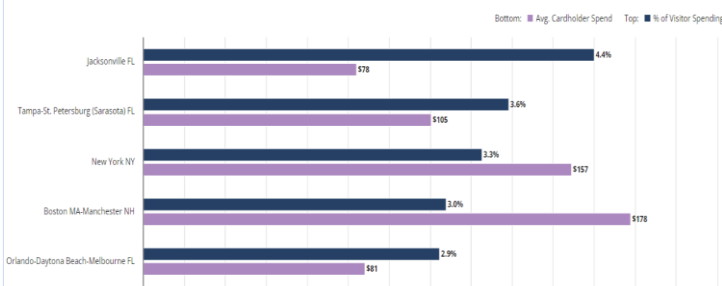
37% of all cardholders spending in tourism-related categories during this timeframe have a household income level above \$100,000.

% 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
- Brazil
- United Kingdom
- Mexico
- Serbia
- Taiwan
- France
- India
- Germany
- Luxembourg

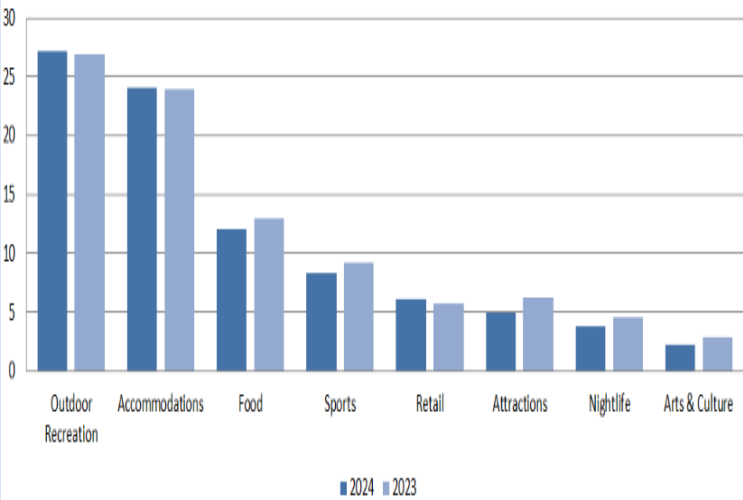
In March 2024, visitor spending in tourism-related categories was up 36.1% and the average transaction amount was 15.7% higher compared to March 2023.

There were 27.6% more household income levels above \$100,000 than March 2023.

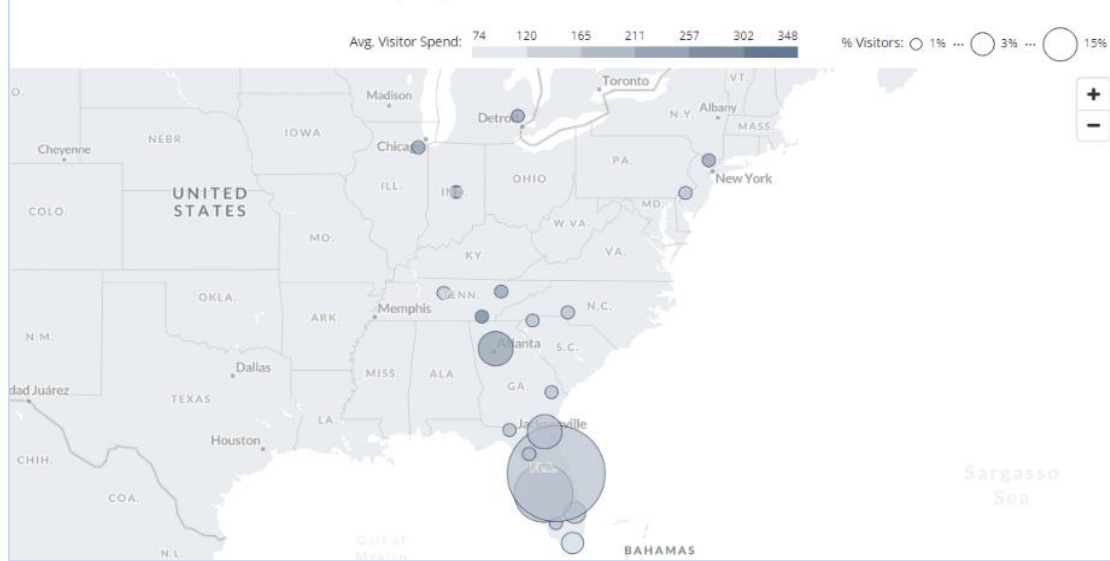
March 2024 Zartico Visitor Profile



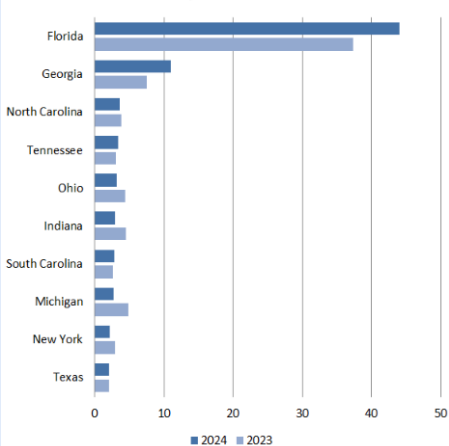
Percent Visitation by POI Category



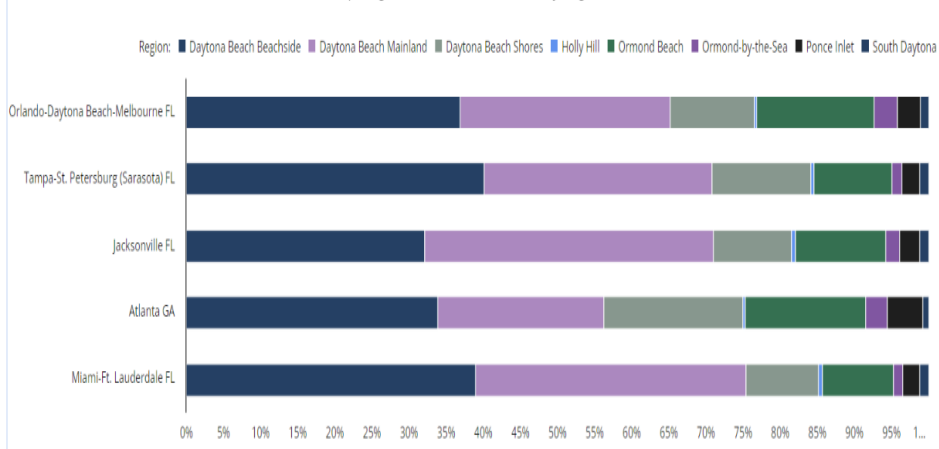
Top Origin Markets - In-State & Out-of-State



Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent Visitation Top Origin Markets

