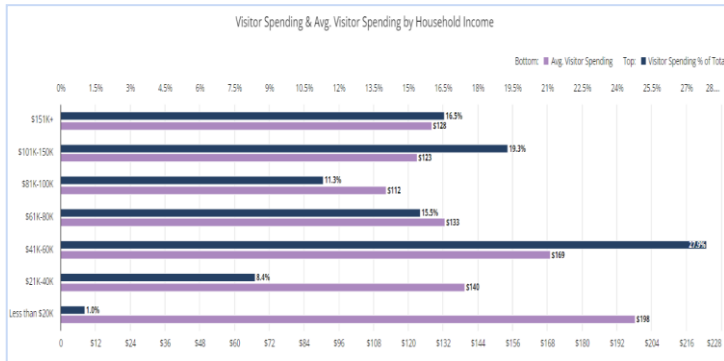


April 2024 Zartico Visitor Profile

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



Visitor % of Total

47.9%

Visitors made up **47.9% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend % of Total

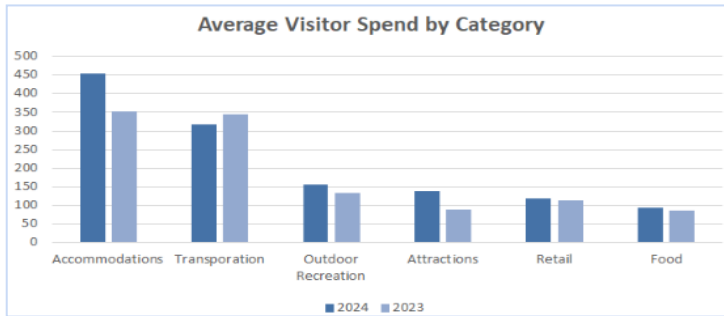
40.9%

Visitors made up **40.9% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

\$129

Visitors spending had an **average transaction amount of \$129** during this timeframe.



% Cardholders - 25-54

48%

48% of all cardholders spending in tourism-related categories during this timeframe were within the ages of 25-54.

% Cardholders - \$100K+

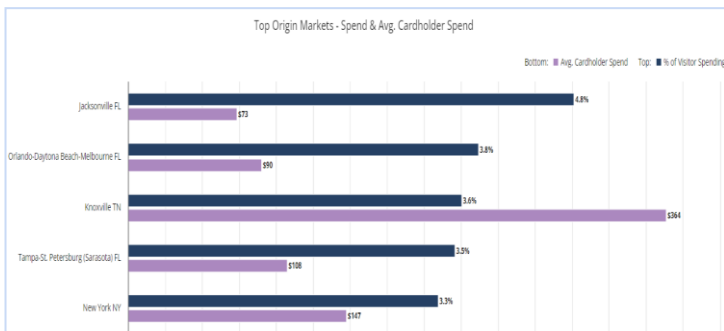
39%

39% of all cardholders spending in tourism-related categories during this timeframe have a household income level above \$100,000.

% Cardholders Children in Household

50%

50% of all cardholders spending in tourism-related categories during this timeframe were from a household with children.



International Markets in Destination

- Canada
- Brazil
- Mexico
- Indonesia
- Japan
- Taiwan
- Costa Rica
- India
- Bangladesh
- United Arab Emirates

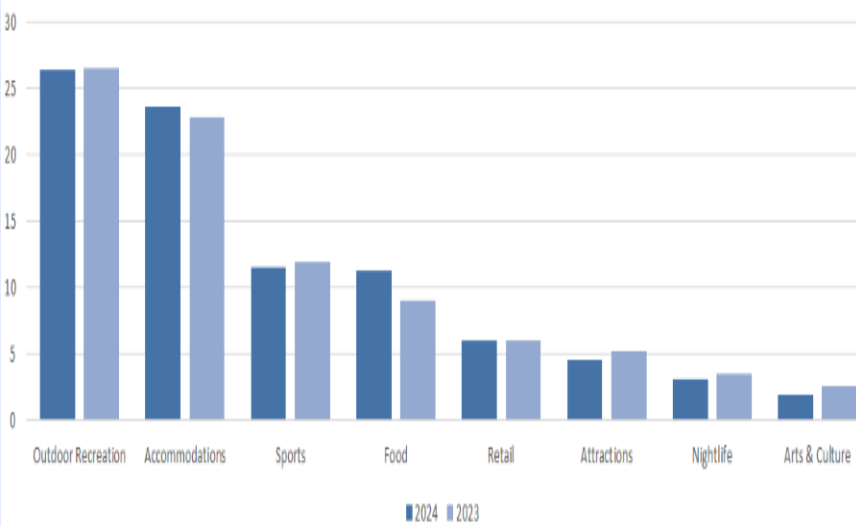
In April 2024, visitor spending in tourism-related categories was up 41.5% and the average transaction amount was 19.4% higher compared to April 2023.

There were 25.8% more household income levels above \$100,000 than April 2023.

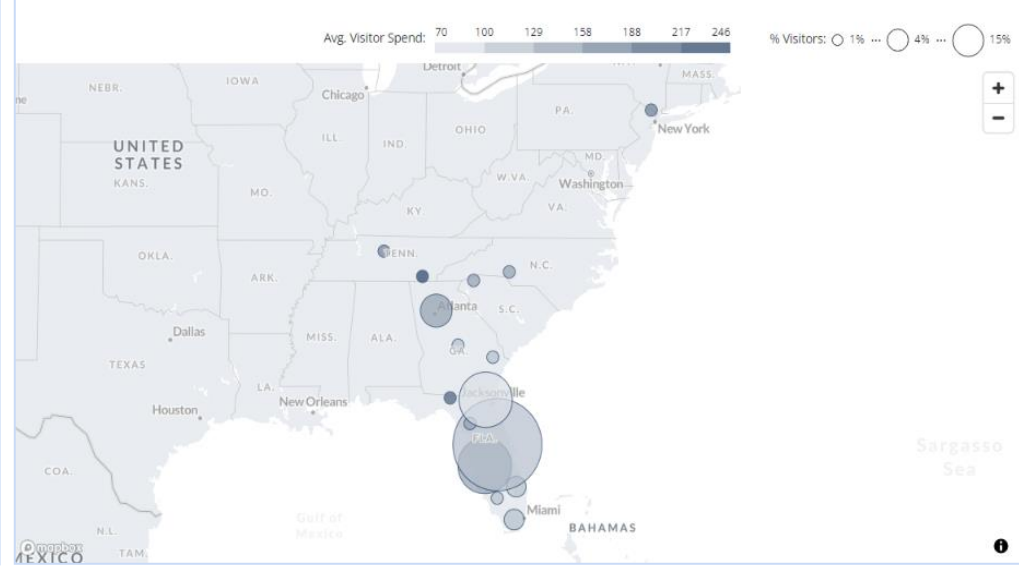
April 2024 Zartico Visitor Profile



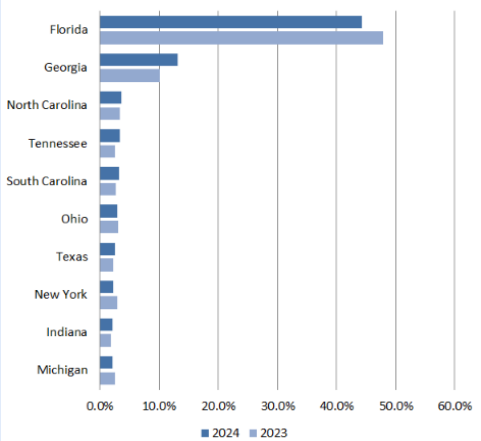
Percent Visitation by POI Category



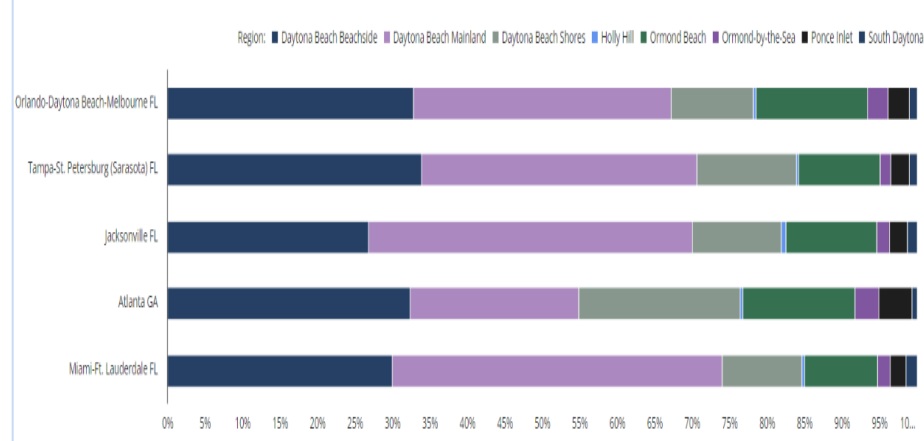
Top Origin Markets - In-State & Out-of-State



Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent of Visitation Top Origin Markets

