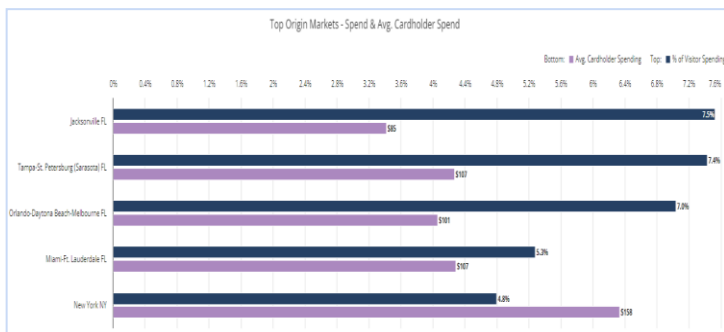
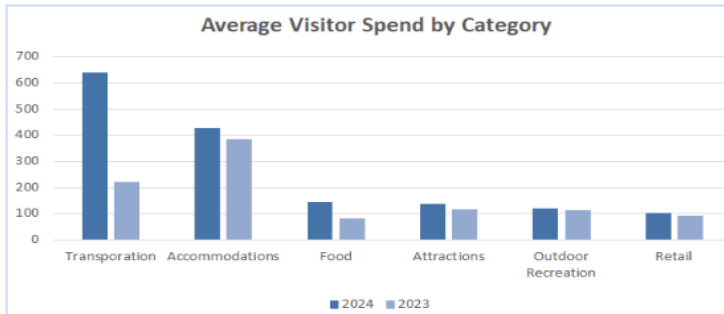
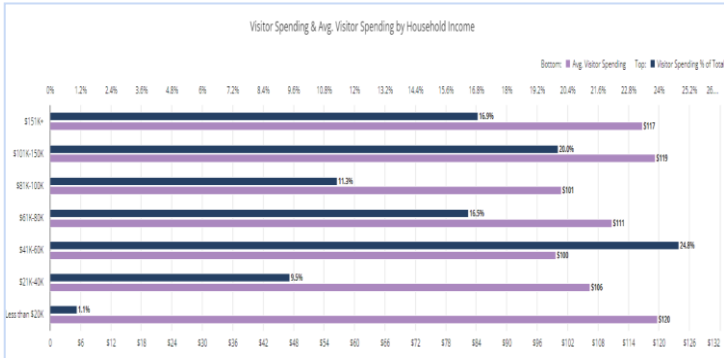


May 2024 Zartico Visitor Profile

54.4% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.



Visitor % of Total

45.3%

Visitors made up **45.3%** of all devices seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend of Total

34.1%

Visitors made up **34.1%** of all spending in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

\$122

Visitors spending had an average transaction amount of **\$122** during this timeframe.

% Cardholders - 25-54

50%

50% of all cardholders spending in tourism-related categories during this timeframe were within the ages of 25-54.

% Cardholders - \$100K+

34%

34% of all cardholders spending in tourism-related categories during this timeframe have a household income level above \$100,000.

% Cardholders Children in Household

49%

49% of all cardholders spending in tourism-related categories during this timeframe were from a household with children.

International Markets in Destination

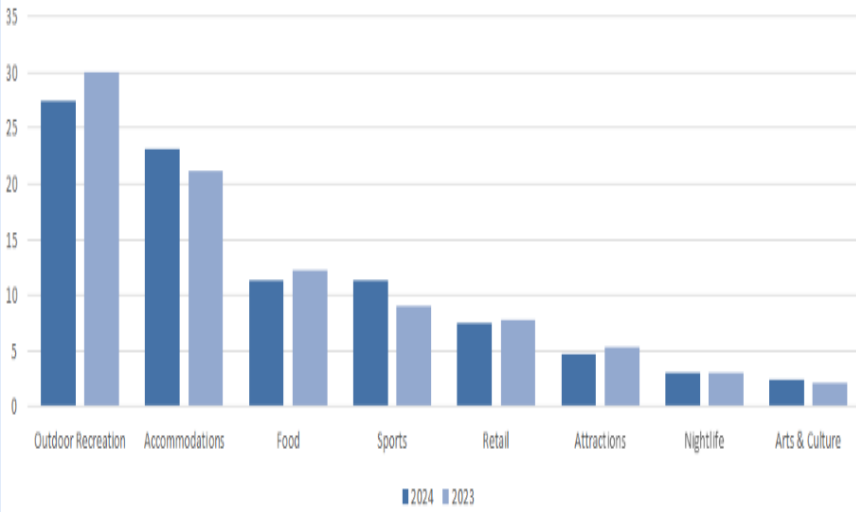
- Canada
- Mexico
- Australia
- Brazil
- South Africa
- Saudi Arabia
- Japan
- Singapore
- United Arab Emirates
- Colombia
- Indonesia
- Israel
- Serbia
- Argentina
- Chile
- Taiwan
- Philippines
- Honduras
- Ecuador
- Iran
- Vietnam

In May 2024, visitor spending in tourism-related categories was up 43.3% and the average transaction amount was 23.2% higher compared to May 2023.

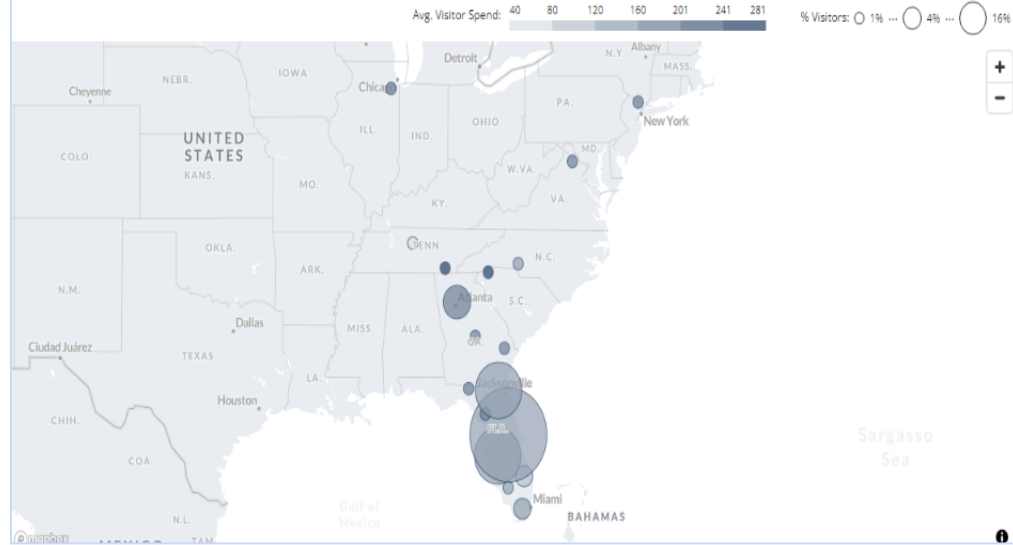
There were 12.8% less household income levels above \$100,000 than May 2023.

May 2024 Zartico Visitor Profile

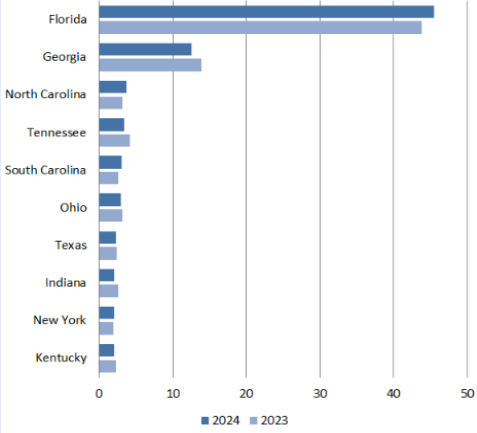
Percent Visitation by POI Category



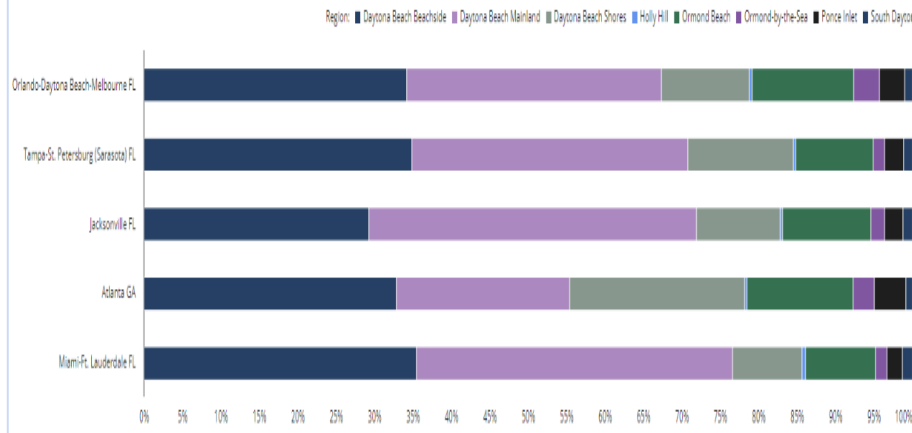
Top Origin Markets - In-State & Out-State



Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent of Visitation Top Origin Markets

