

June 2024 Zartico Visitor Profile

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

In June 2024, visitor spending in tourism-related categories was up 55.5% and the average transaction amount was 15.9% higher compared to June 2023.

There were 9.7% more household income levels above \$100,000 than June 2023.

Visitor % of Total
45.1%

Visitors made up **45.1%** of all devices seen at Places Of Impact during this timeframe. The rest were residents.

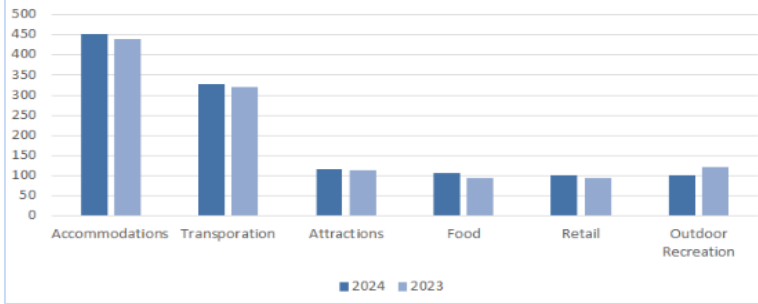
Visitor Spend of Total
22.7%

Visitors made up **22.7%** of all spending in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend
\$131

Visitors spending had an **average transaction amount of \$131** during this timeframe.

Average Visitor Spend by Category



% Cardholders - 25-54
53%

53% of all cardholders spending in tourism-related categories during this timeframe were within the ages of 25-54.

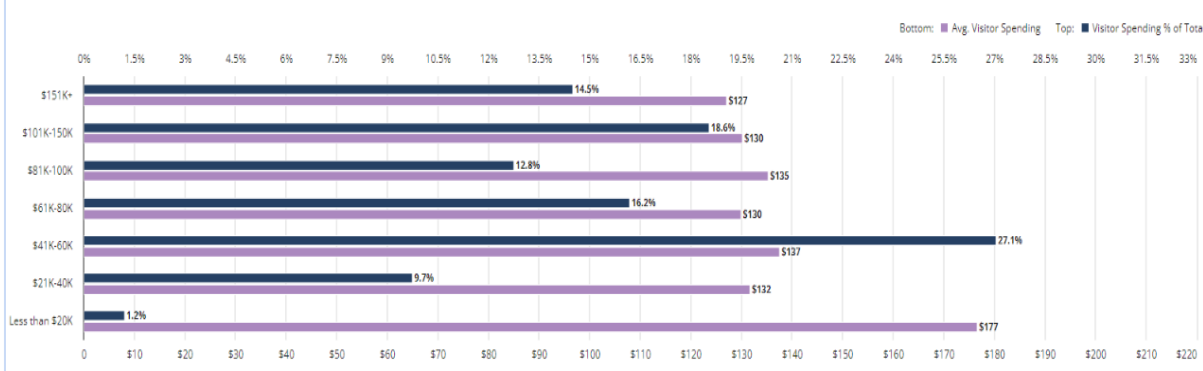
% Cardholders - \$100K+
34%

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

% Cardholders Children in Household
50%

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

Visitor Spending & Avg. Visitor Spending by Household Income



International Markets in Destination

- | | |
|--------------|----------------------|
| Mexico | Costa Rica |
| Canada | United Arab Emirates |
| Brazil | Guatemala |
| Japan | Jamaica |
| Colombia | Vietnam |
| Taiwan | India |
| Saudi Arabia | New Zealand |
| Indonesia | Israel |
| Australia | Argentina |
| Philippines | Chile |
| Singapore | El Salvador |

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