

July 2024 Zartico Visitor Profile

52.1% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

In July 2024, the percent of all spending in tourism-related categories by visitors was up 36.3% and the average transaction amount was 1.5% higher compared to July 2023.

There was no change in household income levels above \$100,000 than July 2023.

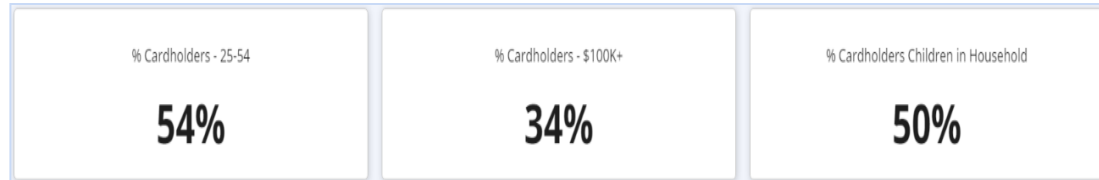
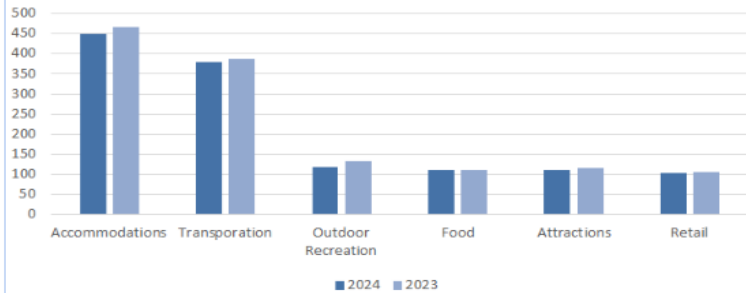


Visitors made up **43.0%** of all devices seen at Places Of Impact during this timeframe. The rest were residents.

Visitors made up **22.9%** of all spending in tourism-related categories during this timeframe. The rest were residents.

Visitors spending had an **average transaction amount of \$134** during this timeframe.

Average Visitor Spend by Category

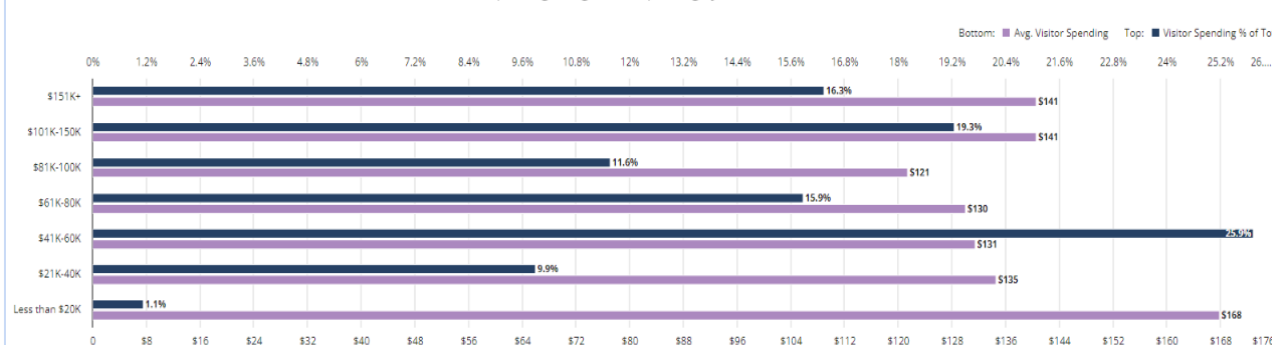


54% of all cardholders spending in tourism-related categories during this timeframe were within the ages of 25-54.

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

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

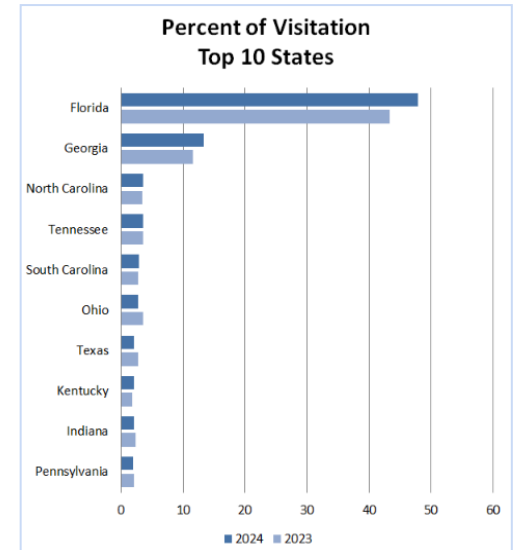
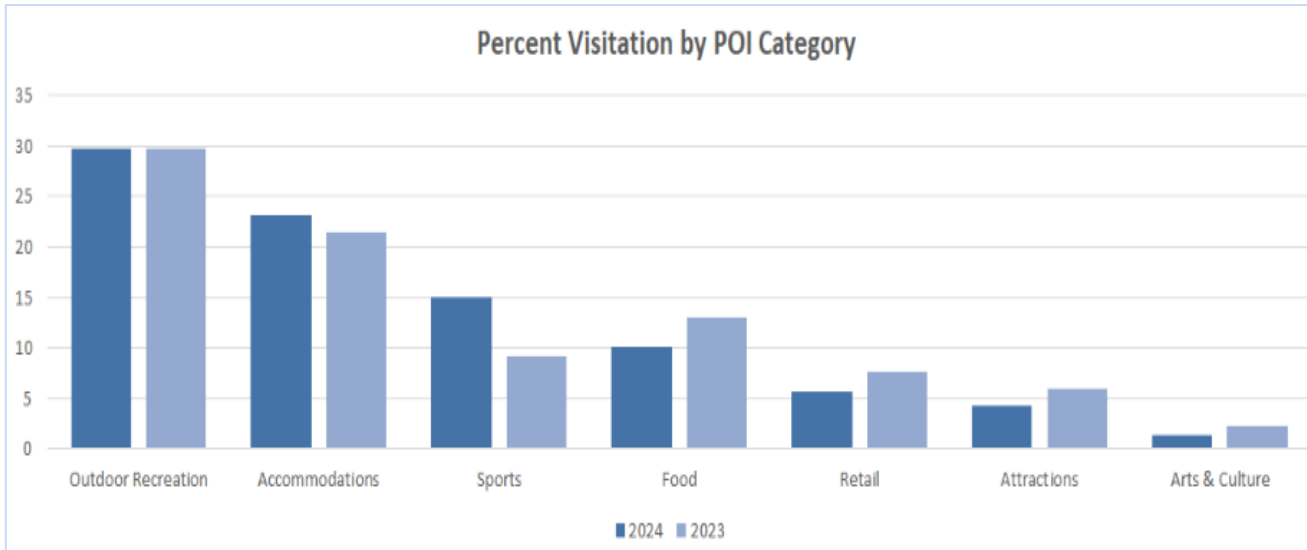
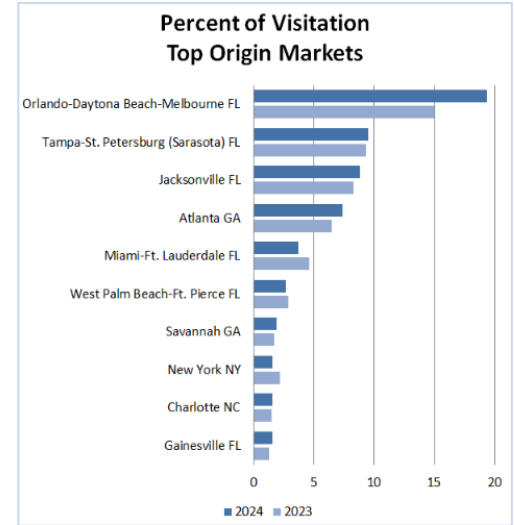
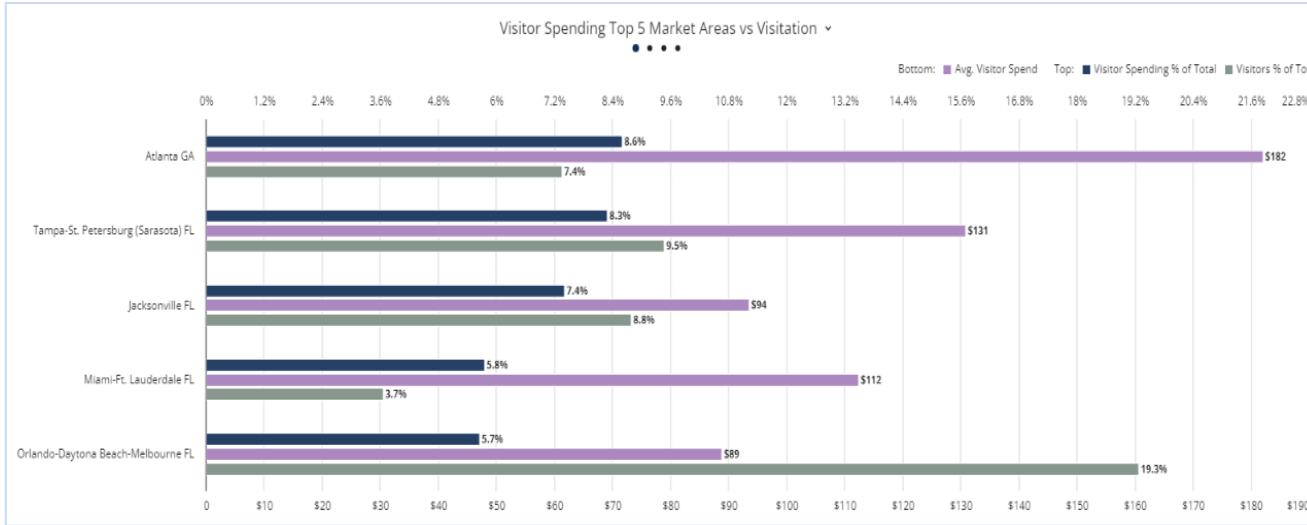
Visitor Spending & Avg. Visitor Spending by Household Income



International Markets in Destination

- | | |
|--------------|-------------------|
| Canada | Chile |
| Mexico | South Africa |
| Brazil | Columbia |
| Uzbekistan | South Korea |
| Japan | Grenada |
| Philippines | Honduras |
| Peru | Trinidad & Tobago |
| Vietnam | The Bahamas |
| Australia | New Zealand |
| Zambia | Jamaica |
| Saudi Arabia | Argentina |
| Guatemala | |

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Source: Zartico Geolocation Data, Zartico Spending Data
 Sample Size: Device Count: 50,308 Cardholder Count: 29,188