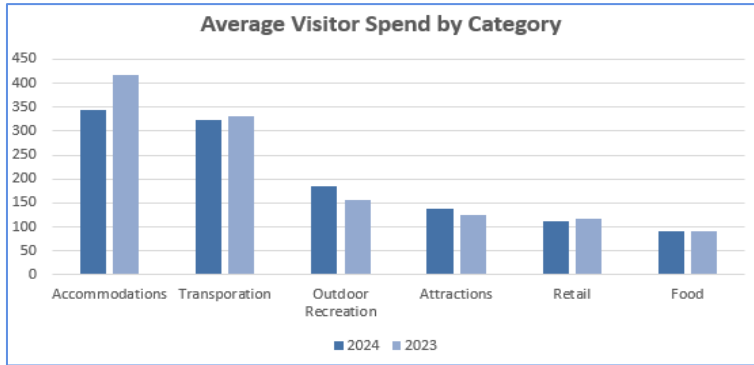


August 2024 Zartico Visitor Profile

51.9% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For August 2024, the percent of all spending in tourism-related categories by visitors was up 24.8% and the average transaction amount was 6.3% less compared to August 2023.

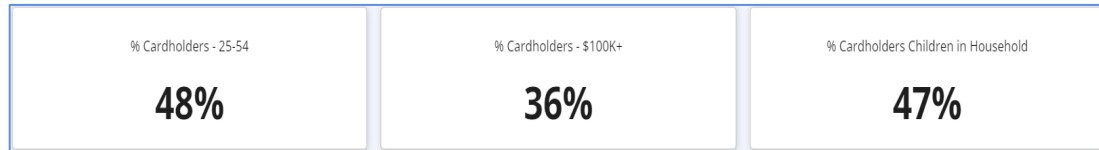
August 2024 and August 2023 both had the same percentage of household income levels above \$100,000.



Visitors made up **36.7% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitors made up **18.6% of all spending** in tourism-related categories during this timeframe. The rest were residents.

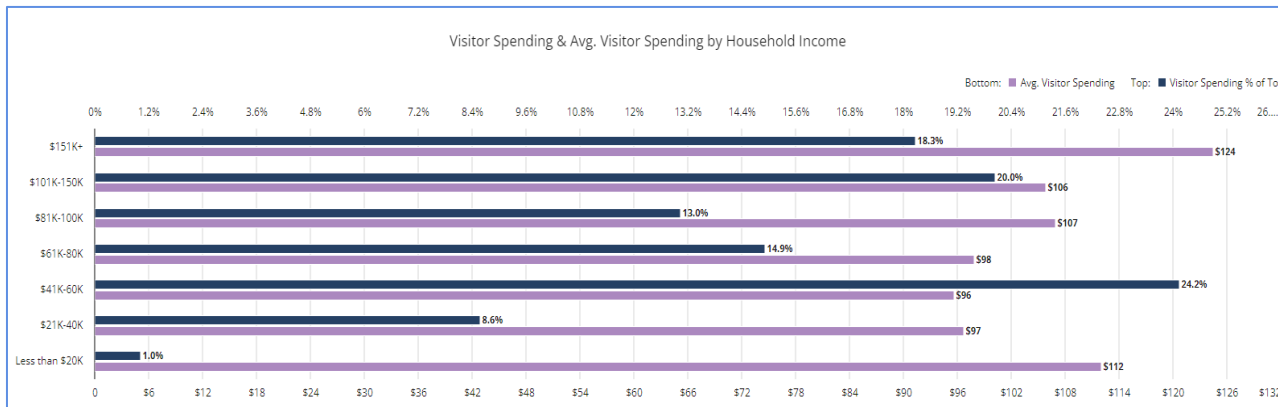
Visitors spending had an **average transaction amount of \$119** during this timeframe.



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

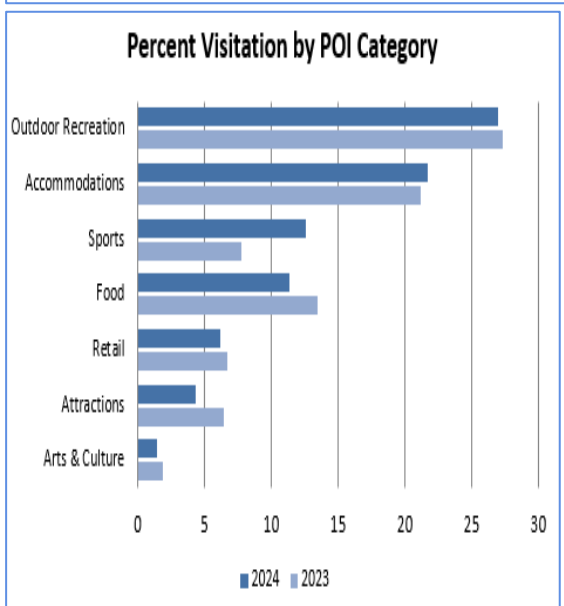
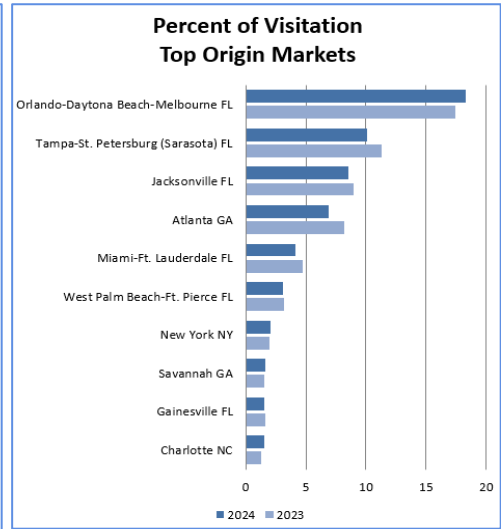
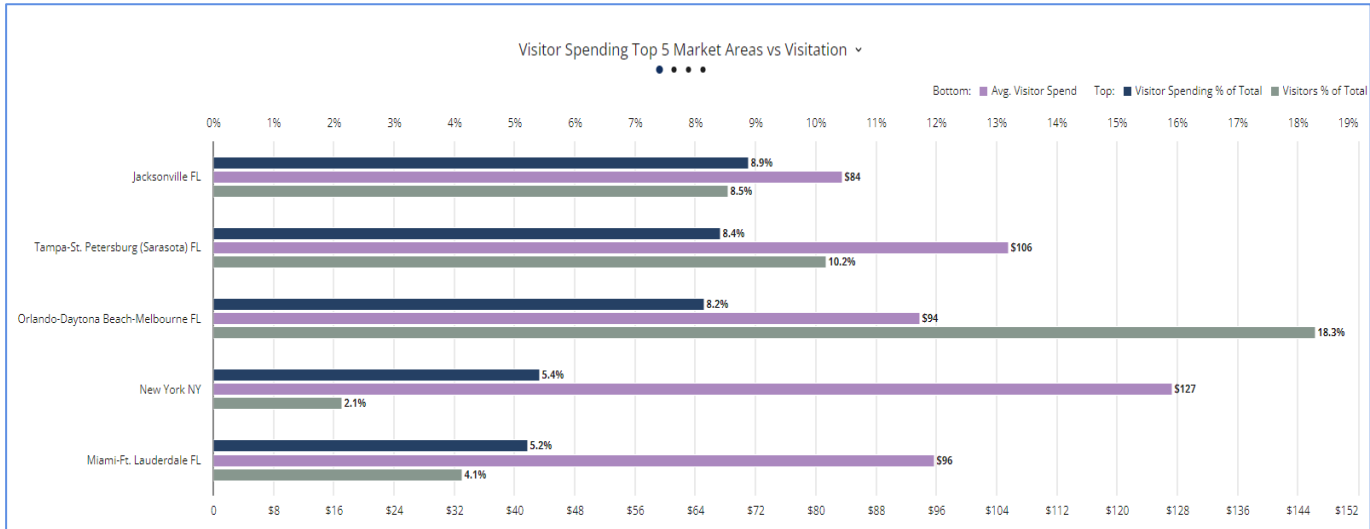
36% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

47% of all cardholders spending in tourism-related categories during this timeframe **were from a household with children**.



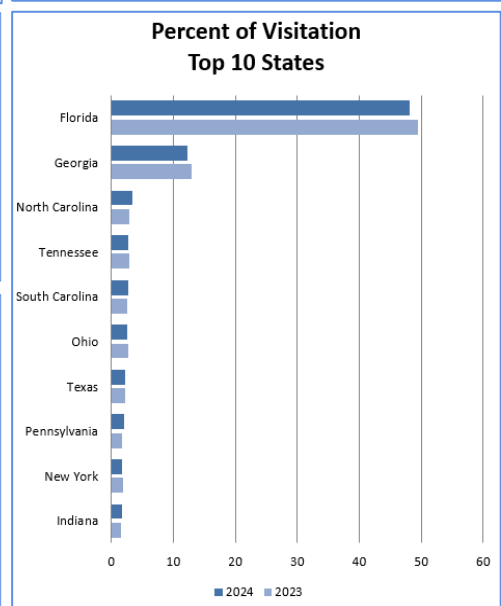
- ### Top International Markets in Destination
- | | |
|----------------------|-------------------|
| Canada | Turkey |
| Mexico | Argentina |
| Saudi Arabia | Trinidad & Tobago |
| Brazil | Vietnam |
| Japan | Panama |
| Australia | South Korea |
| Peru | Columbia |
| United Arab Emirates | |
| Uzbekistan | |
| Philippines | |

August 2024 Zartico Visitor Profile



- ### Top 20 Dining Locations
- | | |
|---------------------------------------|---------------------------------|
| Joe's Crab Shack | Off the Hook at Inlet Harbor |
| Crabby's Oceanside | Charlie Horse Restaurant |
| Riptides Raw Bar & Grill | Cruisin Cafe |
| Caribbean Jacks | Down the Hatch Seafood Company |
| Crabby's Joe's Deck & Grill | The Oyster Pub |
| Ocean Deck Restaurant & Beach Bar | Hidden Treasure Rum Bar & Grill |
| Racing's North Turn Beach Bar & Grill | Jimmy Hula's Food Nirvana |
| Landshark Bar & Grill | Hog Heaven Bar-B-Q Restaurant |
| Hull's Seafood Restaurant | Stonewood Grill & Tavern |
| River Grille on the Tomoka | Steve's Famous Diner |

- ### Top 20 Points of Interest*
- | | |
|---------------------------------|-------------------------------------|
| Daytona International Speedway | Ocean Center |
| Daytona Beach Zipline Adventure | Daytona Beach International Airport |
| Daytona Beach Boardwalk | Screamer's Park |
| Tanger Outlets | LPGA International |
| Volusia Mall | Sunshine Plaza |
| Daytona Flea & Farmers Market | Motorsports Hall of Fame of America |
| Shoppes at ONE DAYTONA | Daytona Beach Municipal Stadium |
| Bellair Plaza | Daytona Beach Golf Club |
| Ocean Walk Shoppes | Oceans Golf Club |
| Daytona Lagoon | Ponce Inlet Lighthouse & Museum |
- *excludes area beaches, parks and lodging



Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 53,271 Cardholder Count: 24,371