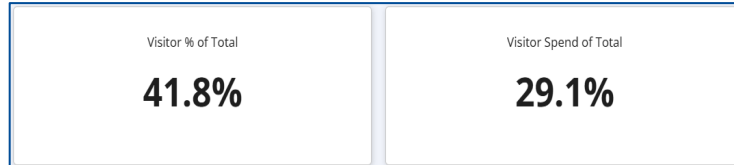
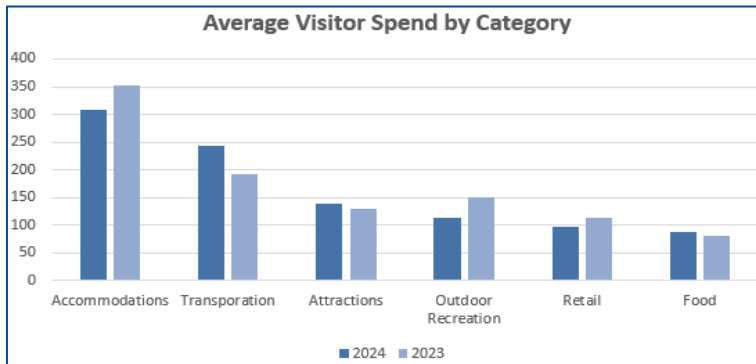


# September 2024 Zartico Visitor Profile

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

For September 2024, the percent of all spending in tourism-related categories by visitors was up 35.4% and the average transaction amount was 10.5% less compared to September 2023.

There were 2.9% less household income levels above \$100,000 than September 2023.

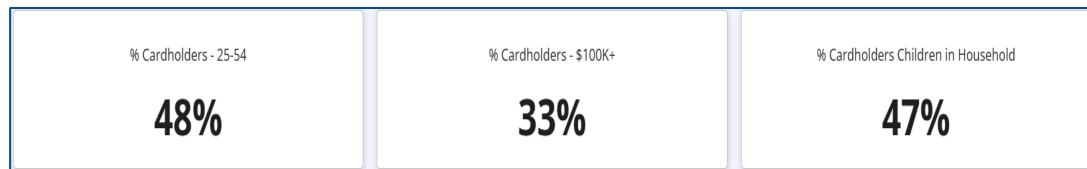


Visitors made up **41.8% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitors made up **29.1% of all spending** in tourism-related categories during this timeframe. The rest were residents.



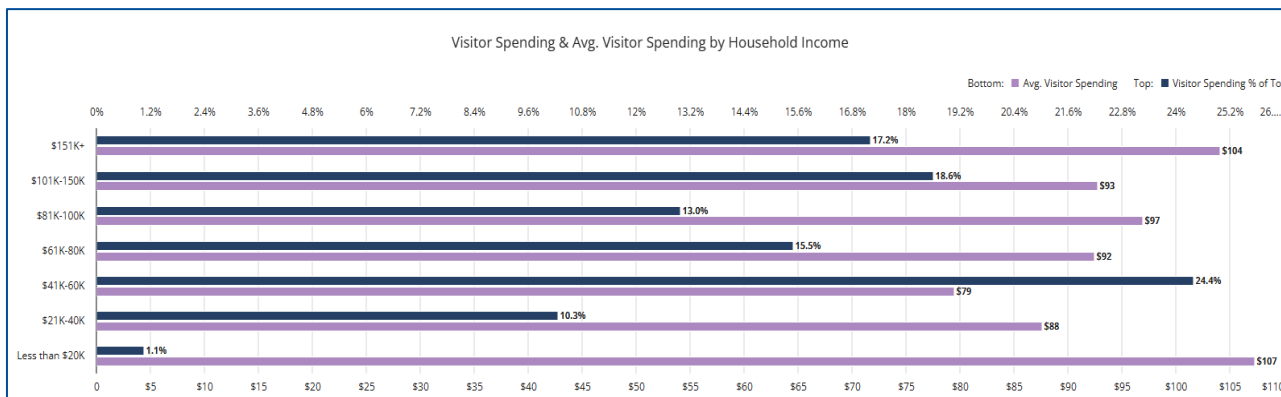
Visitors spending had an **average transaction amount of \$102** during this timeframe.



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

**33% 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**.



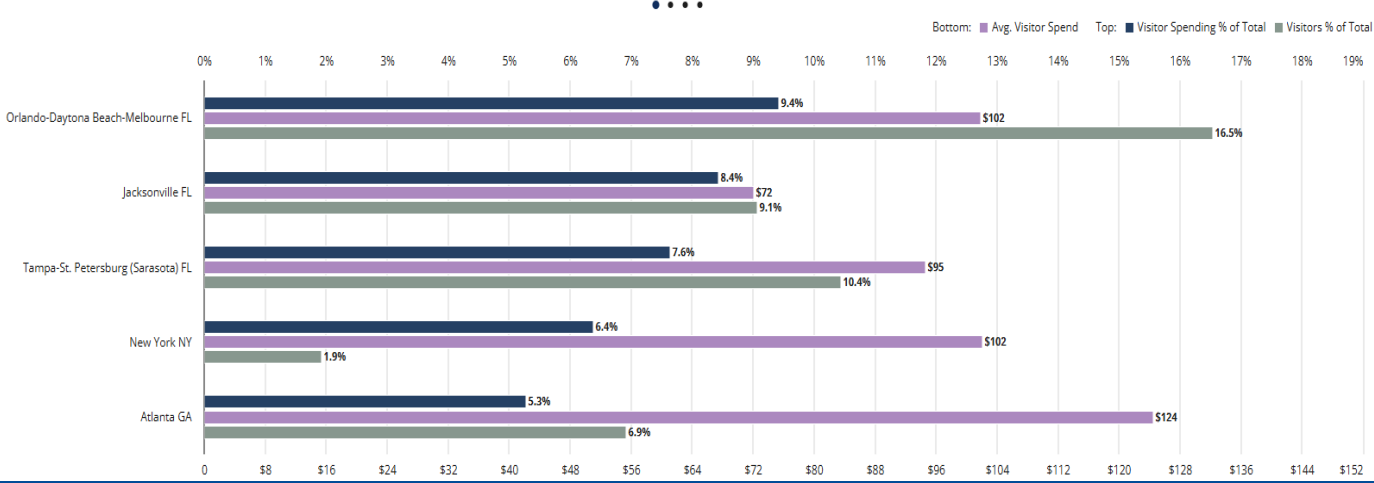
### Top International Markets in Destination

- |              |            |
|--------------|------------|
| Canada       | Indonesia  |
| Mexico       | India      |
| Brazil       | Russia     |
| The Bahamas  | Myanmar    |
| Saudi Arabia | Venezuela  |
| South Africa | Costa Rica |
| Japan        |            |
| Columbia     |            |
| Australia    |            |
| Taiwan       |            |
| Argentina    |            |
| South Korea  |            |

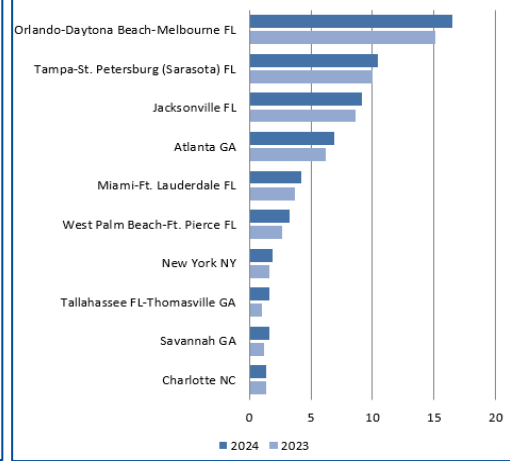
# September 2024 Zartico Visitor Profile



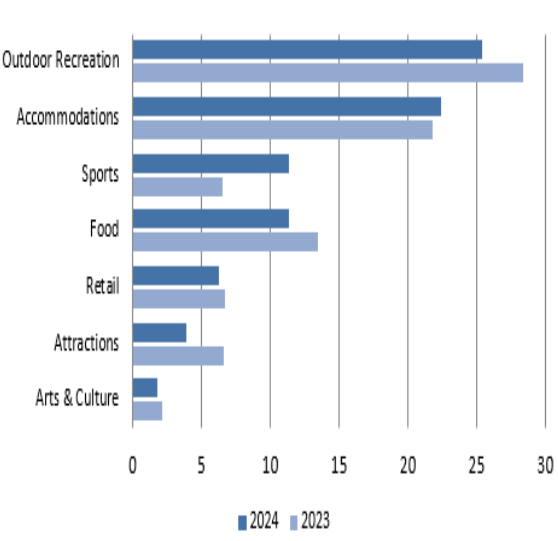
Visitor Spending Top 5 Market Areas vs Visitation



Percent of Visitation  
Top Origin Markets



Percent Visitation by POI Category



Top 20 Dining Locations

- |                                       |                              |
|---------------------------------------|------------------------------|
| Porto Fino Ristorante                 | Caribbean Jack's             |
| Hog Heaven Bar-B-Q Restaurant         | Charlie Horse Restaurant     |
| Crabby's Oceanside                    | Steve's Famous Diner         |
| Landshark Bar & Grill                 | Off the Hook at Inlet Harbor |
| The Beach Bucket Bar & Grill          | Stonewood Grill & Tavern     |
| Cruisin Café                          | Hull's Seafood Restaurant    |
| Riptides Raw Bar & Grill              | Our Deck Down Under          |
| Crabby Joe's Deck & Grill             | Tipsy Taco Cantina           |
| Pat's Riverfront Café                 | Donnie's Donuts              |
| Racing's North Turn Beach Bar & Grill | Beachside Bar Deck & Grill   |

Top 20 Points of Interest\*

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| Ponce Inlet Lighthouse & Museum     | Jackie Robinson Ballpark              |
| Daytona Beach Boardwalk             | Razzle's                              |
| Ocean Walk Shoppes                  | Lighthouse Point Park                 |
| Congo River Adventure Golf          | Bellair Plaza                         |
| Screamer's Park                     | Ponce Preserve                        |
| Ocean Center Convention Complex     | Daytona Flea & Farmers Market         |
| Motorsports Hall of Fame of America | Tanger Outlets                        |
| Sun Splash Park                     | Daytona Beach Municipal Stadium       |
| Daytona Lagoon Waterpark            | Daytona Beach Zipline/Tuscowilla Park |
| Daytona International Speedway      | Riverfront Esplanade                  |

\*excludes area beaches and lodging

Percent of Visitation  
Top 10 States

