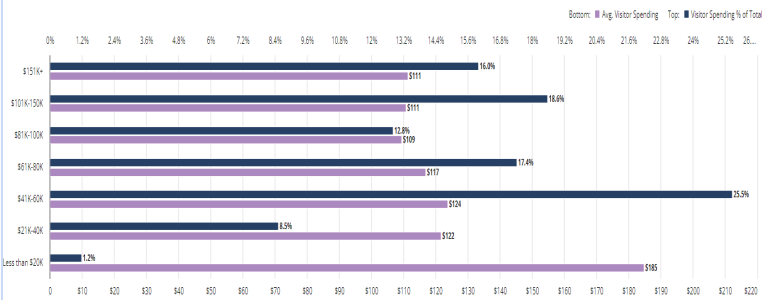


# October 2023 Zartico Visitor Profile

**54.3%** of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne.**

Visitor Spending & Avg. Visitor Spending by Household Income



Visitor % of Total

**35.7%**

Visitors made up **35.7% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend % of Total

**34.8%**

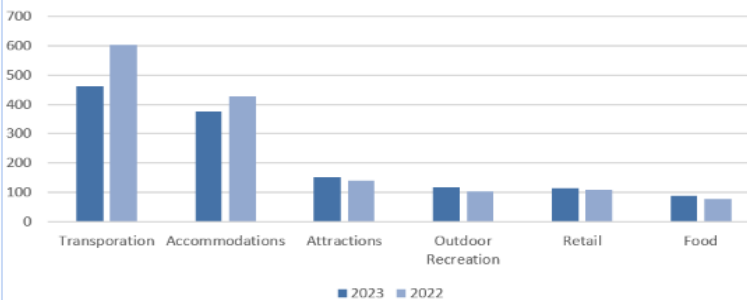
Visitors made up **34.8% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

**\$122**

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

Average Visitor Spend by Category



% Cardholders - 25-54

**47%**

**47% of all cardholders** spending in tourism-related categories during this timeframe were **within the ages of 25-54.**

% Cardholders - \$100K+

**36%**

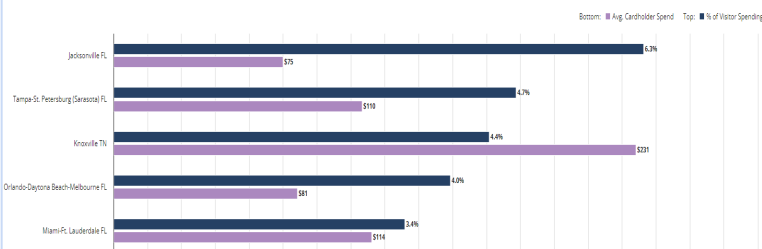
**36% of all cardholders** spending in tourism-related categories during this timeframe **have a household income level above \$100,000.**

% Cardholders Children in Household

**47%**

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

Top Origin Markets - Spend & Avg. Cardholder Spend



## International Markets in Destination

- Canada
- South Korea
- Mexico
- France
- United Kingdom
- Japan
- Germany
- Brazil
- Russia
- Spain

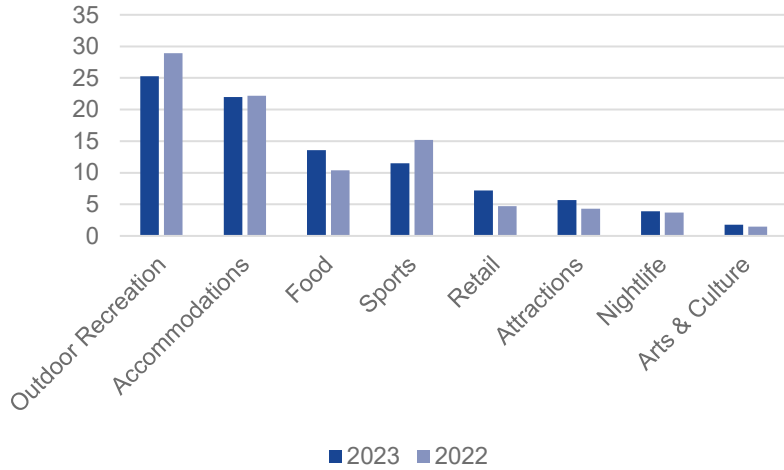
In October 2023, visitor spending in tourism-related categories was up 43.8%, and the average transaction amount was 16.2% higher compared to October 2022.

There were 24.1% more household income levels above \$100,000 than in October 2022.

# October 2023 Zartico Visitor Profile



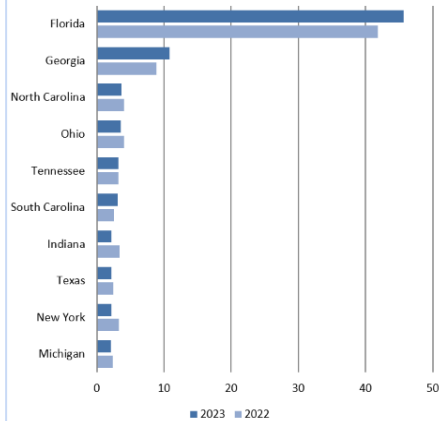
### Percent Visitation by POI Category



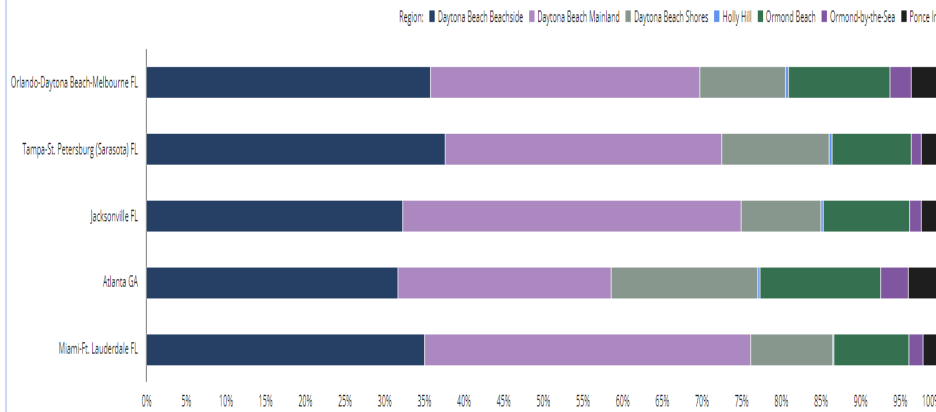
### Top Origin Markets - In-State & Out-of-State



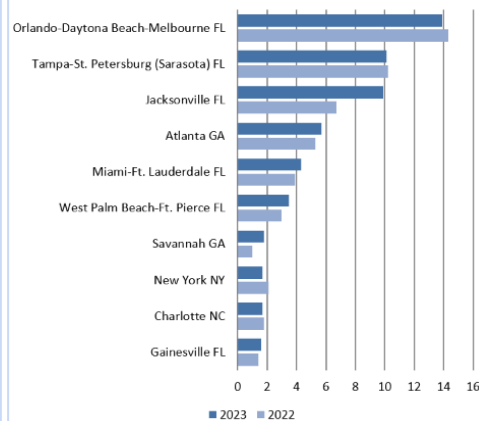
### Percent of Visitation Top 10 States



### Top Origin Markets - Total Devices by Region



### Percent of Visitation Top Origin Markets



Source: Zartico Geolocation Data, Zartico Spending Data  
 Sample Size: Device Count: 37,776 Cardholder Count: 13,434