

October 2024 Zartico Visitor Profile

50.5% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For October 2024, the percent of all spending in tourism-related categories by visitors was up 25.5% and the average transaction amount was 5.0% less compared to October 2023.

There were 2.4% more household income levels above \$100,000 than October 2023.

% of Visitors Devices seen in Destination

38.7%

Visitors made up **38.7% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

% of Visitors Spend in Tourism Related Categories

17.7%

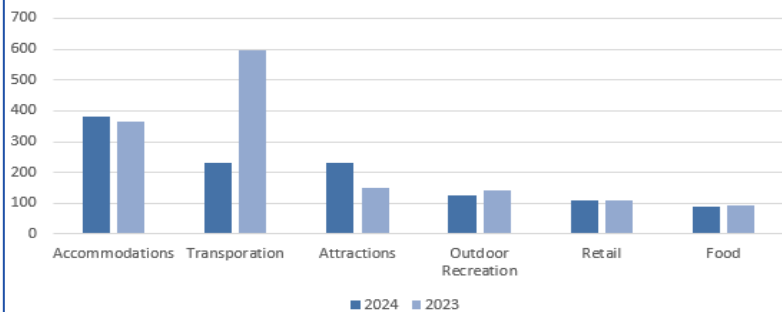
Visitors made up **17.7% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

113%

Visitors spending had an **average transaction amount of \$113** during this timeframe.

Average Visitor Spend by Category



% of Visitor Cardholders Age 25-54

50%

50% of all cardholders spending in tourism-related categories during this timeframe were **within the ages of 25-54**.

% of Visitor HHI \$100K+

42%

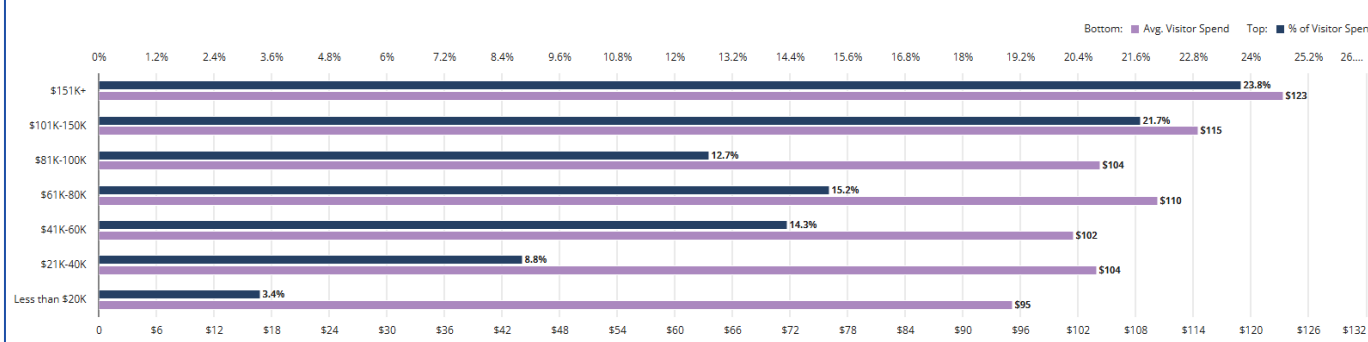
42% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% of Visitors with Children

37%

37% of all cardholders spending in tourism-related categories during this timeframe **were from a household with children**.

Visitor Spending by Household Income



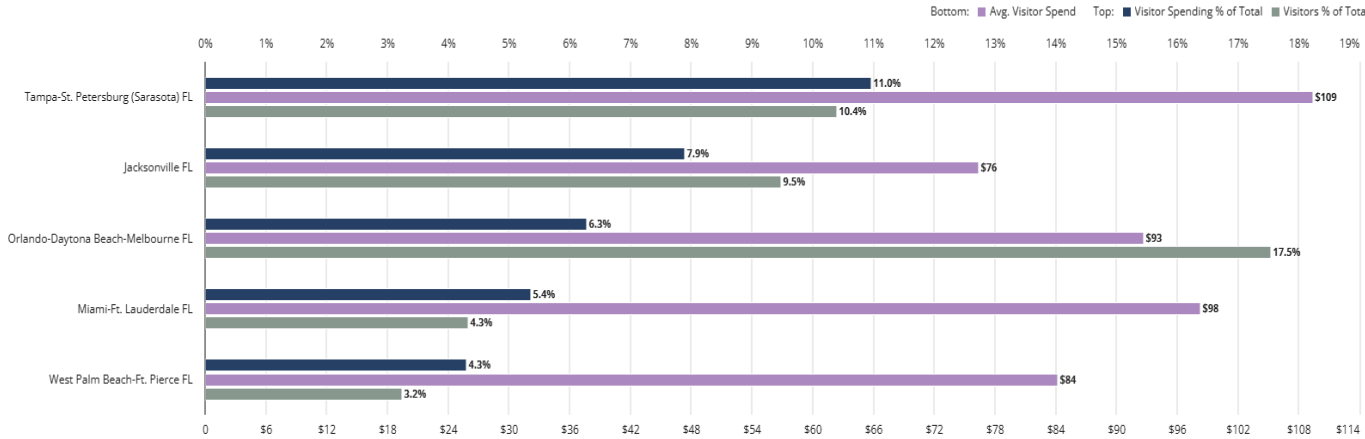
International Markets in Destination

- | | |
|------------|----------------|
| Australia | Mexico |
| Brazil | Netherlands |
| Canada | Russia |
| Costa Rica | South Korea |
| France | Spain |
| Germany | The Bahamas |
| Luxembourg | United Kingdom |

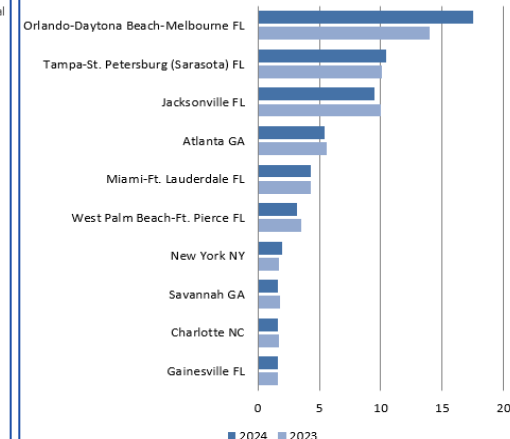
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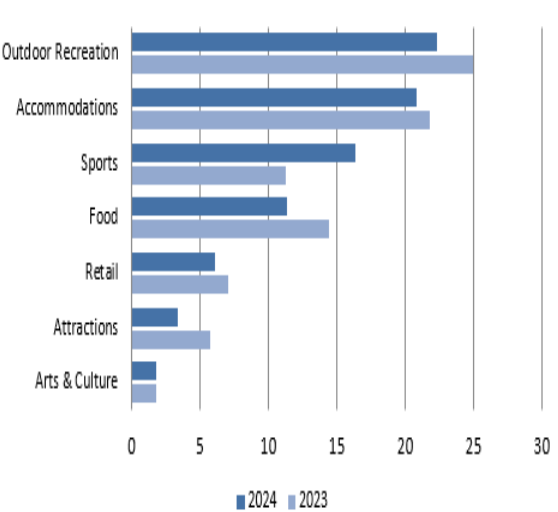
Visitor Spend vs. Visitation by Top 5 Markets



Percent of Visitation
Top Origin Markets



Percent Visitation by POI Category



Top 20 Dining Locations

- | | |
|-------------------------------|---------------------------------------|
| Hog Heaven Bar-B-Q Restaurant | Riptides Raw Bar & Grill |
| Joe's Crab Shack | Caribbean Jacks |
| Porto Fino Ristorante | Hidden Treasure Rum Bar & Grill |
| Landshark Bar & Grill | Ocean Deck Restaurant & Beach Bar |
| Cruisin Café | Steve's Famous Diner |
| Crabby's Oceanside | Racing's North Turn Beach Bar & Grill |
| The Health Tree Café | Stonewood Grill & Tavern |
| Mike's Galley Restaurant | Swillerbees Craft Donuts |
| Daytona Taproom | Charlie Horse Restaurant |
| CrabbyJoe's Deck & Grill | Seabreeze Taphouse |

Top 20 Points of Interest*

- | | |
|---------------------------------|--------------------------------------|
| Daytona International Speedway | Congo River Adventure Golf |
| The Manatee Scenic Boat Tours | Maux Nix Surf Shop |
| Ponce Inlet Lighthouse & Museum | Coyote Ugly Daytona Beach |
| Daytona Beach Boardwalk | Daytona Board Store |
| Ocean Walk Shoppes | Pirate's Cove Adventure Golf |
| Tanger-Daytona Beachj | Pirate's Island Mini Golf |
| Zeno's Boardwalk Sweetshop | Peabody Auditorium/Rose Room Gallery |
| Screamers Park | Dirty Harry's |
| Daytona Beach Bandshell | Main Street Station |
| Ocean Center Convention Complex | Jackie Robinson Ballpark |

*excludes area beaches and lodging

Percent of Visitation
Top 10 States

