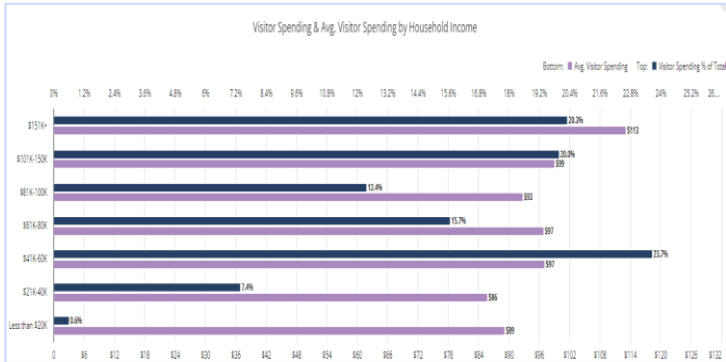


# November 2023 Zartico Visitor Profile

**55.6%** of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.



Visitor % of Total  
**35.3%**

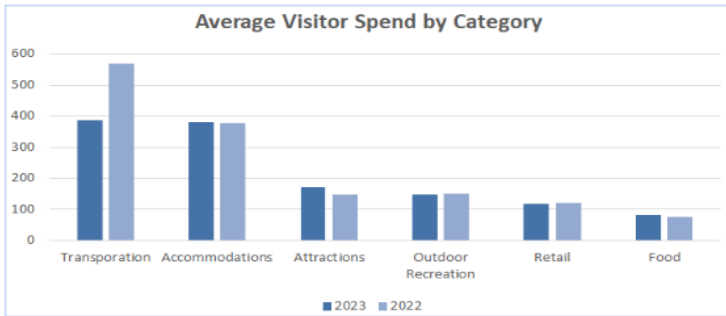
Visitors made up **35.3% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend of Total  
**20.4%**

Visitors made up **20.4% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend  
**\$103**

Visitors spending had an **average transaction amount of \$103** during this timeframe.



% Cardholders - 25-54  
**48%**

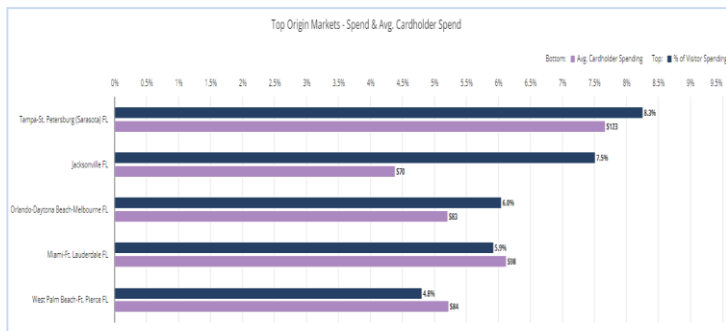
**48% of all cardholders** spending in tourism-related categories during this timeframe were **within the ages of 25-54**.

% Cardholders - \$100K+  
**38%**

**38% of all cardholders** spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% Cardholders Children in Household  
**48%**

**48% of all cardholders** spending in tourism-related categories during this timeframe **were from a household with children**.



- ### International Markets in Destination
- |             |                      |           |
|-------------|----------------------|-----------|
| Canada      | United Kingdom       | Honduras  |
| Mexico      | Argentina            | Poland    |
| Brazil      | Vietnam              | India     |
| Luxembourg  | Israel               | Austria   |
| South Korea | Italy                | Qatar     |
| Australia   | Ukraine              | Singapore |
| Taiwan      | Spain                |           |
| Germany     | Ecuador              |           |
| Japan       | Thailand             |           |
| Colombia    | Netherlands          |           |
| Chile       | Costa Rica           |           |
| France      | United Arab Emirates |           |

In November 2023, visitor spending in tourism-related categories was up 4.1% and the average transaction amount was 7.3% higher compared to November 2022.

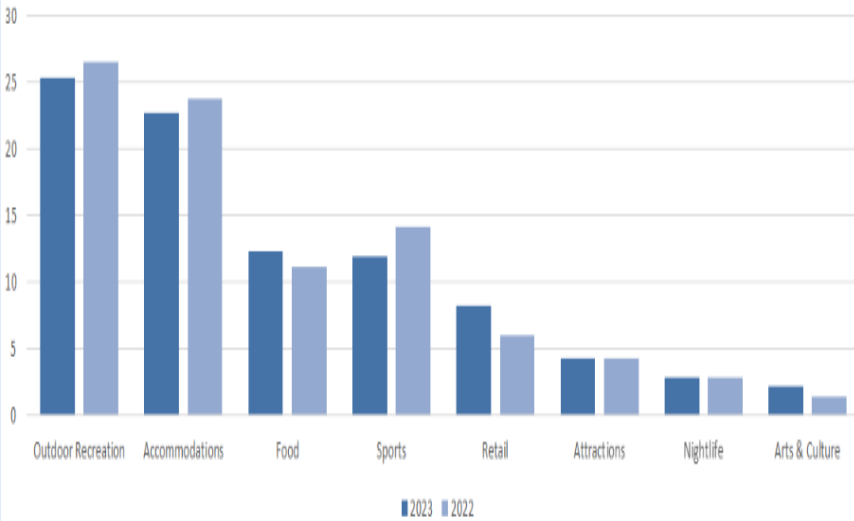
There were 22.6% more household income levels above \$100,000 than November 2022.

Source: Zartico Geolocation Data, Zartico Spending Data  
Sample Size: Device Count: 60,539 Cardholder Count: 16,368

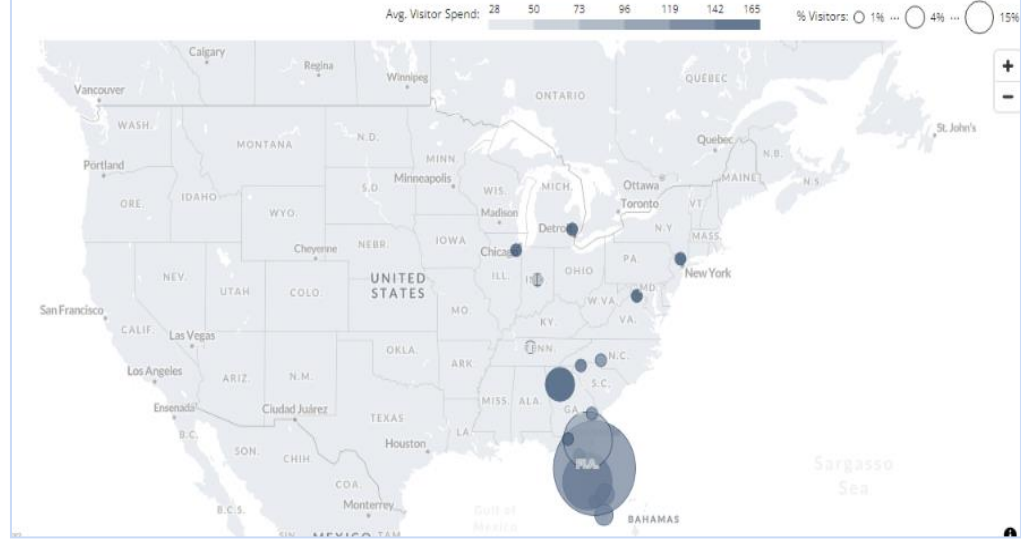
# November 2023 Zartico Visitor Profile



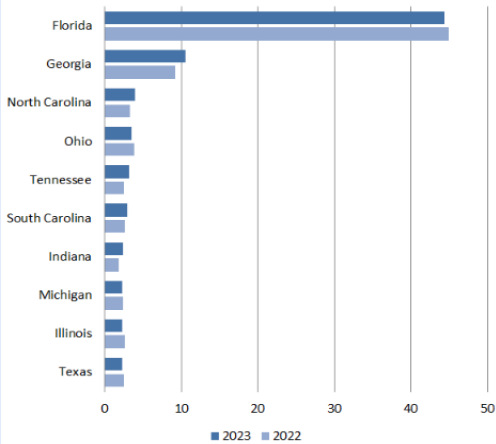
Percent Visitation by POI Category



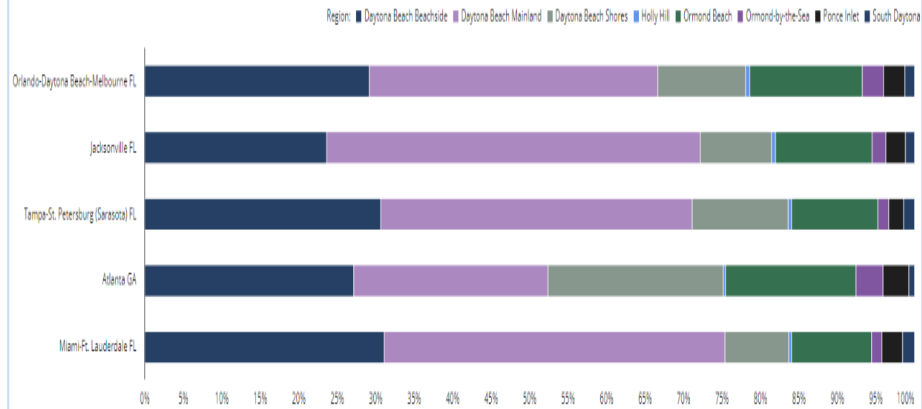
Top Origin Markets - In-State & Out-of-State



Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent of Visitation Top Origin Markets

