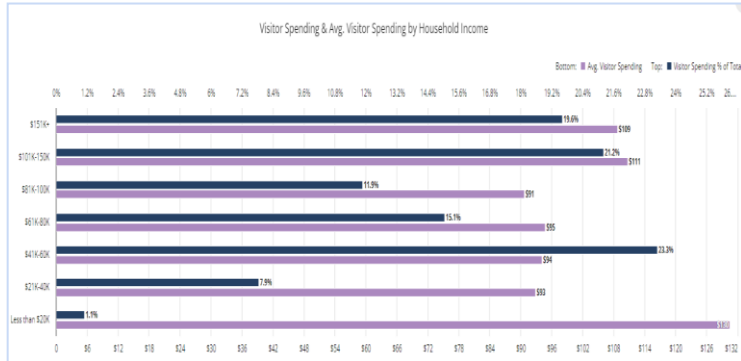


December 2023 Zartico Visitor Profile

55.7% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.



Visitor % of Total

38.0%

Visitors made up **38.0% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Spend of Total

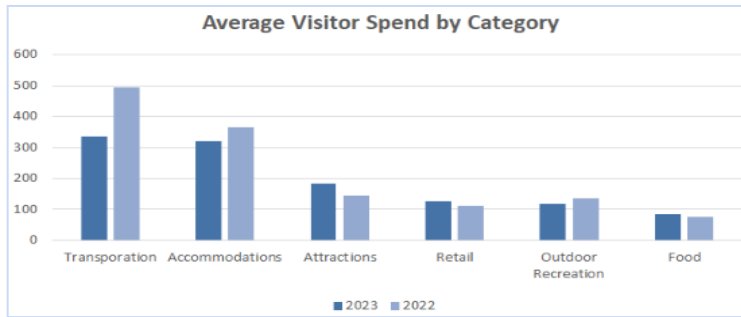
18.9%

Visitors made up **18.9% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Avg. Visitor Spend

\$102

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



% Cardholders - 25-54

49%

49% of all cardholders spending in tourism-related categories during this timeframe were **within the ages of 25-54**.

% Cardholders - \$100K+

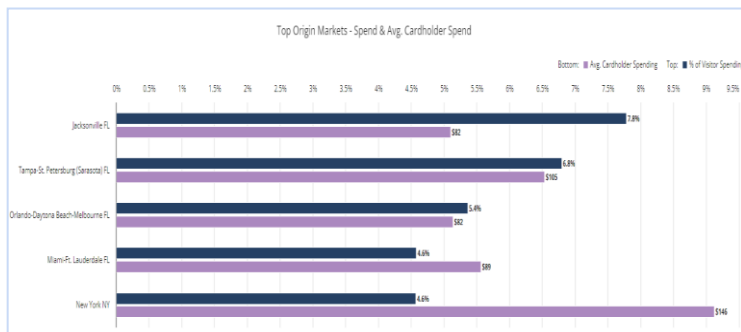
37%

37% 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 | Ecuador | Honduras |
| Mexico | Indonesia | Germany |
| United Kingdom | Vietnam | Israel |
| Japan | India | Poland |
| Brazil | Philippines | |
| Iceland | United Arab Emirates | |
| Argentina | Denmark | |
| Netherlands | Ukraine | |
| Taiwan | Chile | |
| Colombia | New Zealand | |
| France | Spain | |
| Australia | Panama | |

In December 2023, visitor spending in tourism-related categories was up 6.2% and the average transaction amount was 10.9% higher compared to December 2022.

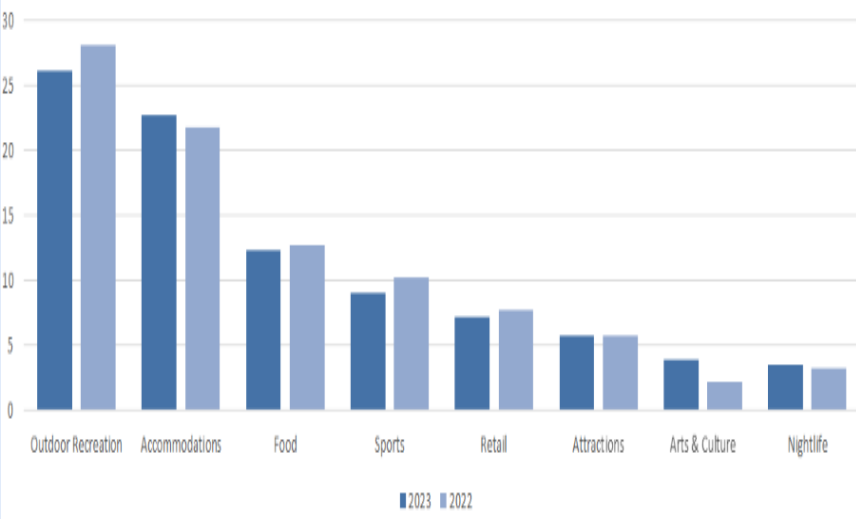
There were 12.1% more household income levels above \$100,000 than December 2022.

Source: Zartico Geolocation Data, Zartico Spending Data
 Sample Size: Device Count: 71,404 Cardholder Count: 18,070

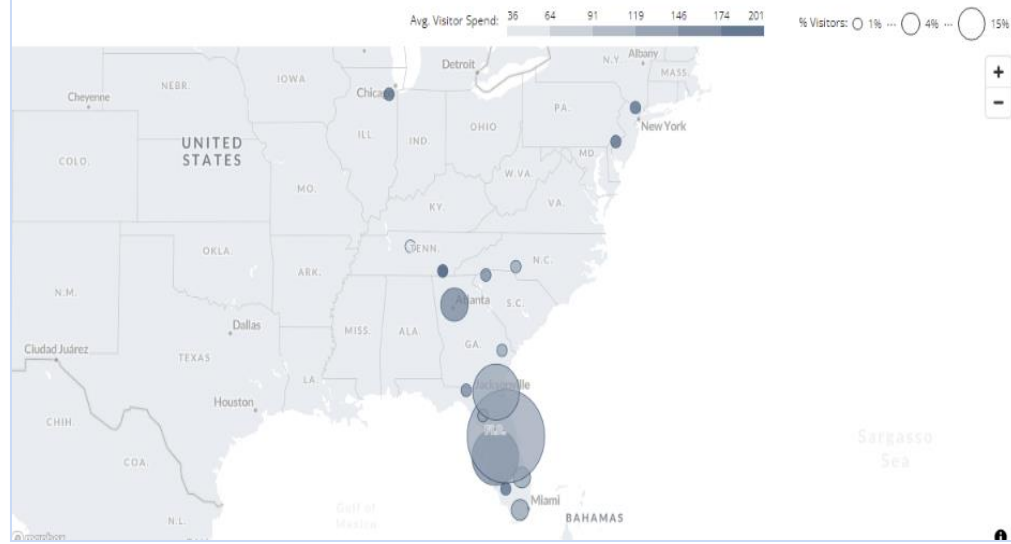
December 2023 Zartico Visitor Profile



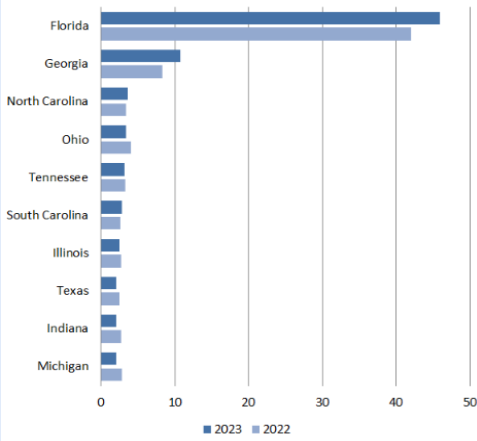
Percent Visitation by POI Category



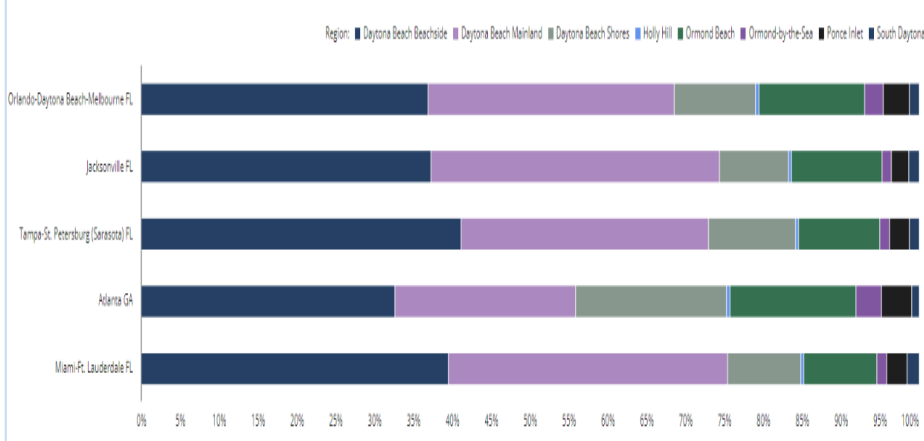
Top Origin Markets - In-State & Out-of-State



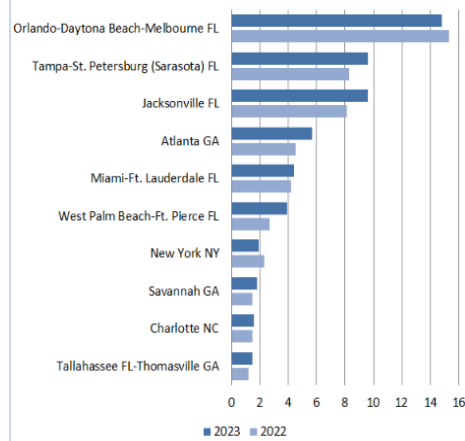
Percent of Visitation Top 10 States



Top Origin Markets - Total Devices by Region



Percent of Visitation Top Origin Markets



Source: Zartico Geolocation Data, Zartico Spending Data
 Sample Size: Device Count: 71,404 Cardholder Count: 18,070