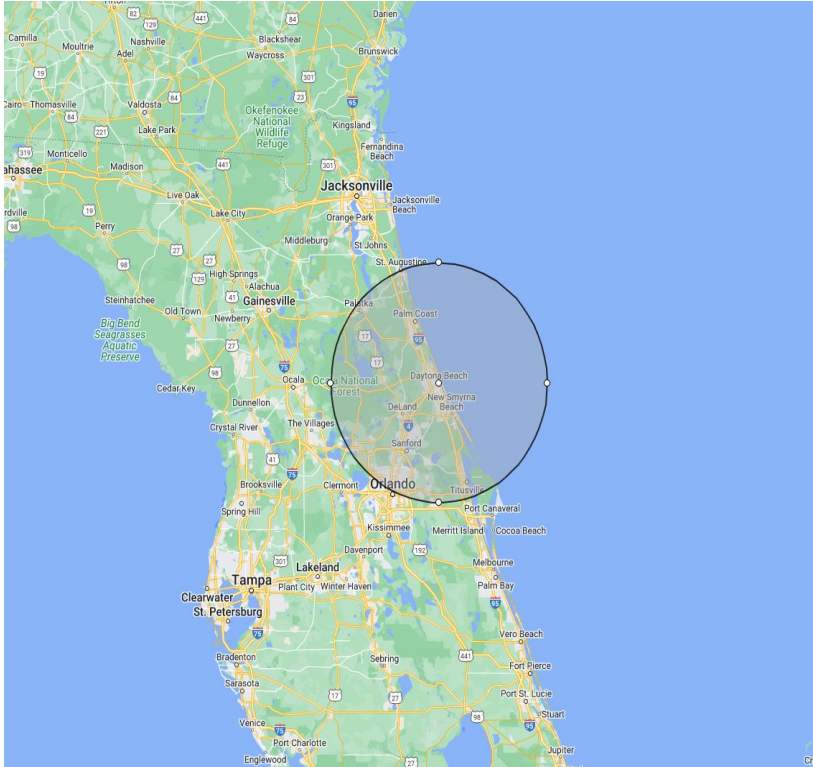


Resources



Visitor Definition – Zartico defines a visitor as someone who has:

- Come from more than ***50 miles*** from their common evening location
- Stayed for more than ***two hours*** in the destination
- Visited at least ***one place of impact***

There is no time minimum that a person must stay at a Place of Impact to be counted as a visitor, but they must meet all three criteria to be counted.

Visitor Spending – Transactions are considered Visitor Spending when the distance between the center of the credit card cardholder's zip code and the center of the merchant's zip code is ***greater than 60 miles***.

Place of Impact - Places of impact (POI) are designed to help you fully understand your visitor economy. Both the places promoted on the website and the additional places a visitor spends time and money while in the destination.

Resources

Sample Size – Average of 5% as the sample size, you may see a lower percentage one date range and larger percentage over another date range. Sample size varies depending on app usage and location services being turned on.

Categories:

Accommodation: Hotel, Motel, Resort, RV Park, Campground

Airports: DBIA, OIA

Arts: Art Museum, Arts Organization, Art Gallery, Live Theater

Attractions: Historic Sites, Non-Art Museum, Amusement Parks, Scenic Attraction, Aquarium, Planetarium, Waterpark, Mini Golf, Escape Room, Movie Theater, Bowling Alley, Roller Rink

Conventions & Meetings: Convention & Conference Centers

Food: Grocery Stores, Restaurants, Coffee Shop, Café

Health: Spa, Wellness, Gym, Yoga Studio

Nightlife: Bars, Clubs

Outdoor Recreation: Trails, Beaches, Golf Course, Park, Harbor/Marina/Boat Launch, Splash Pad

Retail: Individual Stores, Shopping Mall, Pharmacy, Grocery Stores, Liquor Store

Sports: Speedway, Card Club, Stadium, Sports Complex, Youth Sports, Shooting Range

Transportation: Parking Lots, Public Transit Stations

Resources

These metrics provide a snapshot for the number of unique visitor devices and cardholders based on sample sizes using the Monthly STR Report, AirDNA, Affinity, and Near.

Geolocation

This is the largest commercially available data stream. These insights leverage physical place as the core component for creating their place-based measurement strategy for destinations.

2+ billion data points refreshed every 24 hours

1.6 + billion global devices

19+ trillion observations of visitors + residents 180 countries

3 years historical data

Events

Why are people coming? See robust data on events happening in the destination. Sourced from Ticketmaster, SeatGeek, Live Nation, Eventbrite, and others. This increases the visibility destinations have on the events impacting their community by an average of 5X. This shows: What is the overall visitor movement before, during, and after an event? Where are visitors coming from? How do visitors and residents consume the event or the destination? Where else do event visitors go in the destination?

2+ billion data points refreshed every 24 hours

40+ million events worldwide

300+ sources ensuring coverage quality and accuracy

3 years historical data

12-month look into the future

Visitor Spending

Where are they spending? Zartico ingests anonymized data from over 3,000 financial institutions, with over 10B transactions annually. This shows: Where and how much visitors are spending? Which tourism-related merchant categories are they spending? Who are the visitors contributing the most to the economy? What emerging markets should be activated today?

- **2+ billion** data points refreshed every 7 days with daily granularity

- **90+ million card** holders

- **Debit** and **credit** card transactions

- MasterCard, Visa, AmEx, Discover