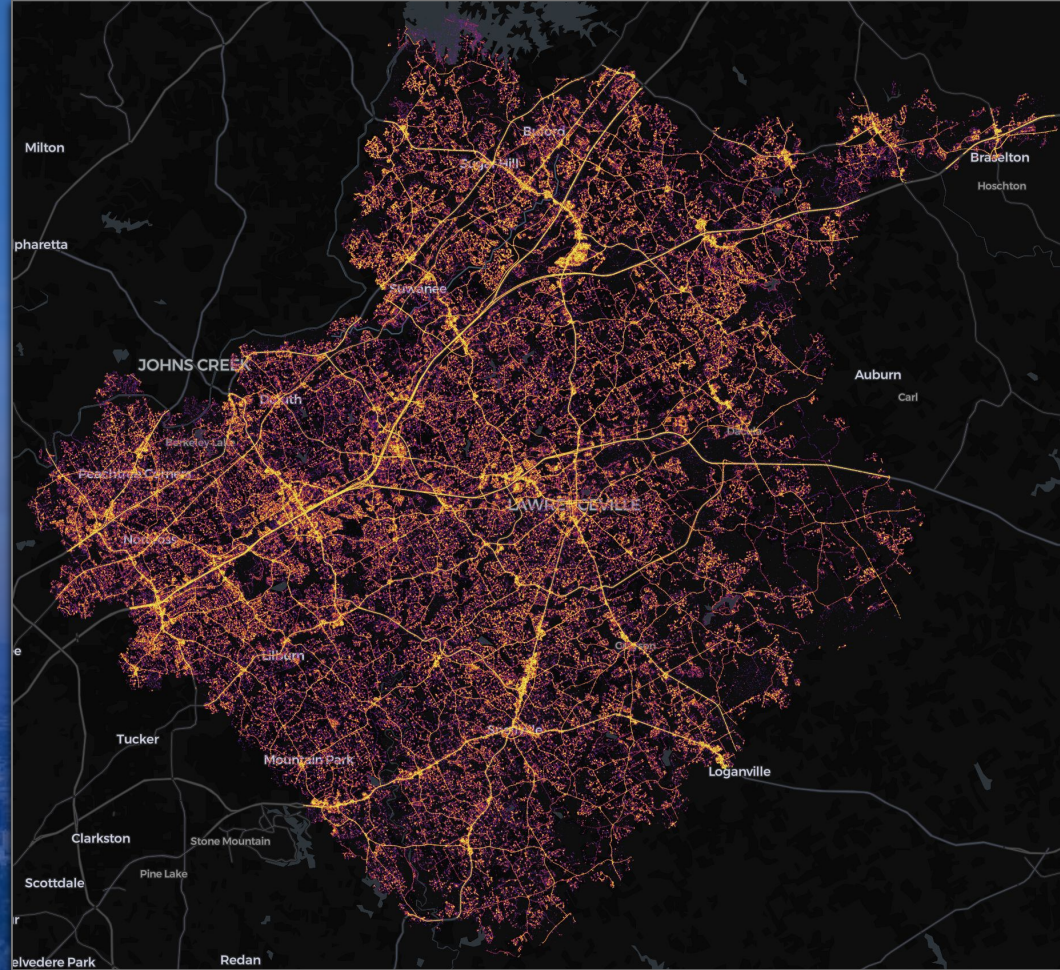




ZARTICO

This Changes **Everything!**



Powering the *Possibilities* of Place

2024

- 280+ clients
- Intelligence tools for strategic vision & marketing optimization


Strategic
Planning
Principles

2022

Strengthened
Investor
Confidence

Seed Round: \$4.5m
Series A: \$20m

2019 - 2021


entrada


ZARTICO

Created by tourism, for tourism

Our Data is Different

Dedicated data science team

PhDs, GIS experts, engineers, and data scientists

Rigorous quality checks to clean, filter, and balance raw data

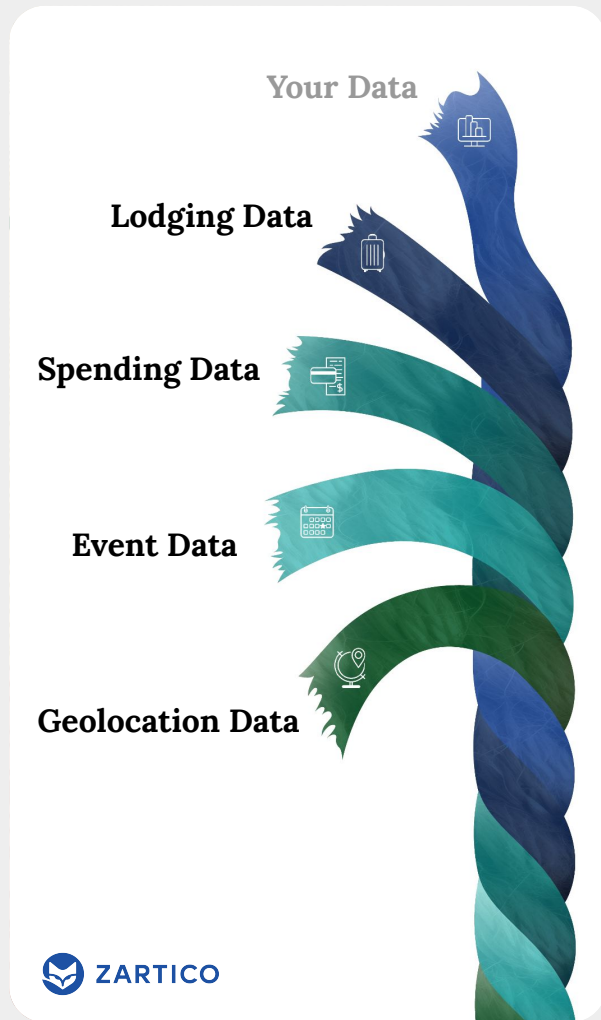
Hotspot filtering, normalization, balanced lodging data

Place-Based Strategy

GIS expert-driven methodology

Integrated Data Model

Insights strengthened by multiple data sets





Strategic Planning Principles

*Leveraging data
intelligence to
inform, optimize
and execute a
place's strategic
vision.*



Destination Leadership

Guiding your
community forward



Demand Optimization

Creating your balanced
visitor economy



Marketing Strategy

Maximizing your return
on investment with
calculated tactics



Impact Reporting

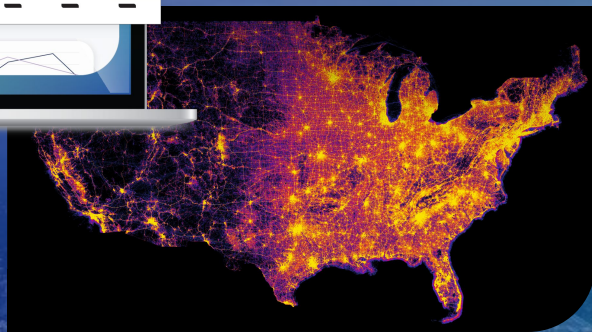
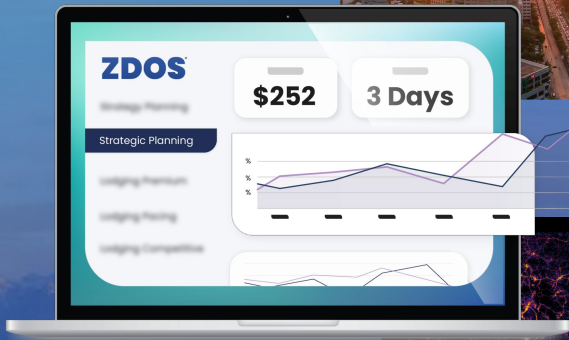
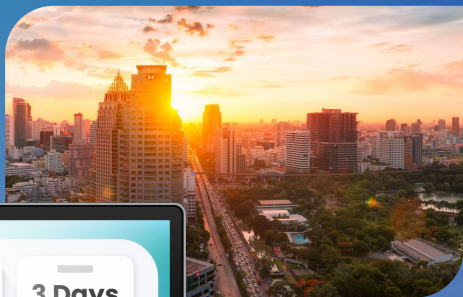
Leveraging your
performance trends as a
catalyst for future action

What is a Quality Visit?

A **Quality Visit** contributes *more value than cost* to our community.

1. **Overnight** or **multi-day trip**, contribute extended tax revenue and spending for local benefit
2. Occurs during **low demand periods** helping to stabilize the demand of our services.
3. Follows high **engagement** with **our recommendations** of how, when, and where to visit
4. Supports our **locally owned businesses**, keeping profits within the community
5. Is **shared with friends** on social media, **creating ambassadors** for our destination*
6. Provides **reasons to return***

** These characteristics are not directly measured in ZDOS®*



Let's Dive In!

Objective

To understand Gwinnett County visitation trends from Memorial Day weekend through August 1. Diving deeper into top visited points of interest and understand who those visitors are.

Photo Credit: Explore Gwinnett
<https://www.explore-gwinnett.org/things-to-do/heritage-history/>

Dates analyzed: May 24, 2024- August 9, 2024



Where Did Visitors Come From?

Top 10 Origin Markets:

- Atlanta, GA
- Greenville - Spartanburg, SC
- Macon, GA
- Birmingham, AL
- Savannah, GA
- Orlando, FL
- Augusta, GA
- Charlotte, NC
- Columbus, GA
- Tampa, FL

14%

Visitor % of Total

\$143

Average Visitor
Spend

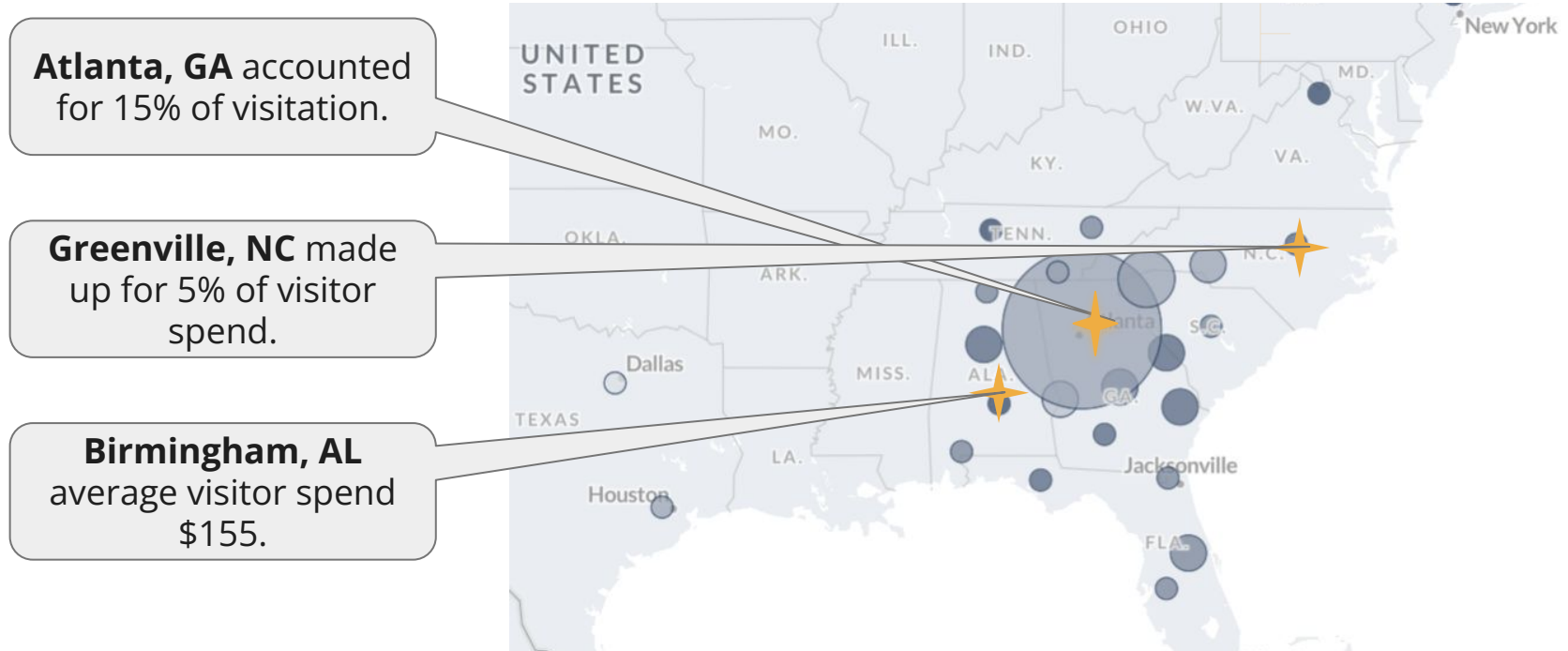
13%

Visitor Spend of Total

Visitor Market Area	% Visitors ▼	% Visitor Spend	Avg. Visitor Spend
Atlanta GA	14.8%	2.7%	\$118
Greenville-Spartanburg-Asheville-Anderson	5.8%	4.9%	\$109
Macon GA	4.0%	2.4%	\$135
Birmingham (Ann and Tusc) AL	4.0%	3.0%	\$155
Savannah GA	3.2%	1.7%	\$151
Orlando-Daytona Beach-Melbourne FL	3.1%	1.9%	\$135
Augusta GA	2.7%	2.5%	\$150
Charlotte NC	2.6%	3.1%	\$105
Columbus GA	2.4%	2.2%	\$103
Tampa-St. Petersburg (Sarasota) FL	2.4%	2.3%	\$138

Where are quality visits originating from?

70% of visitors were from out-of-state markets.



Who are our visitors?



57%
are 25-54
years old



32%
have an average household
income \$100k+

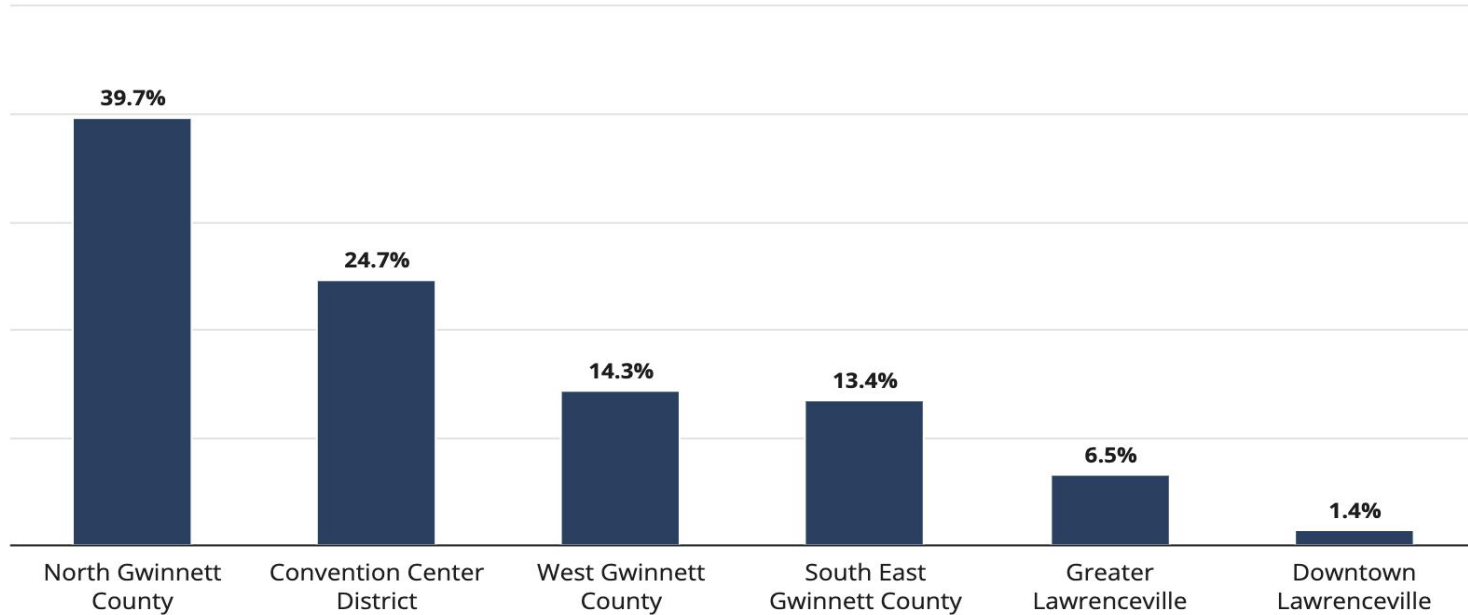


47%
have children in the
household



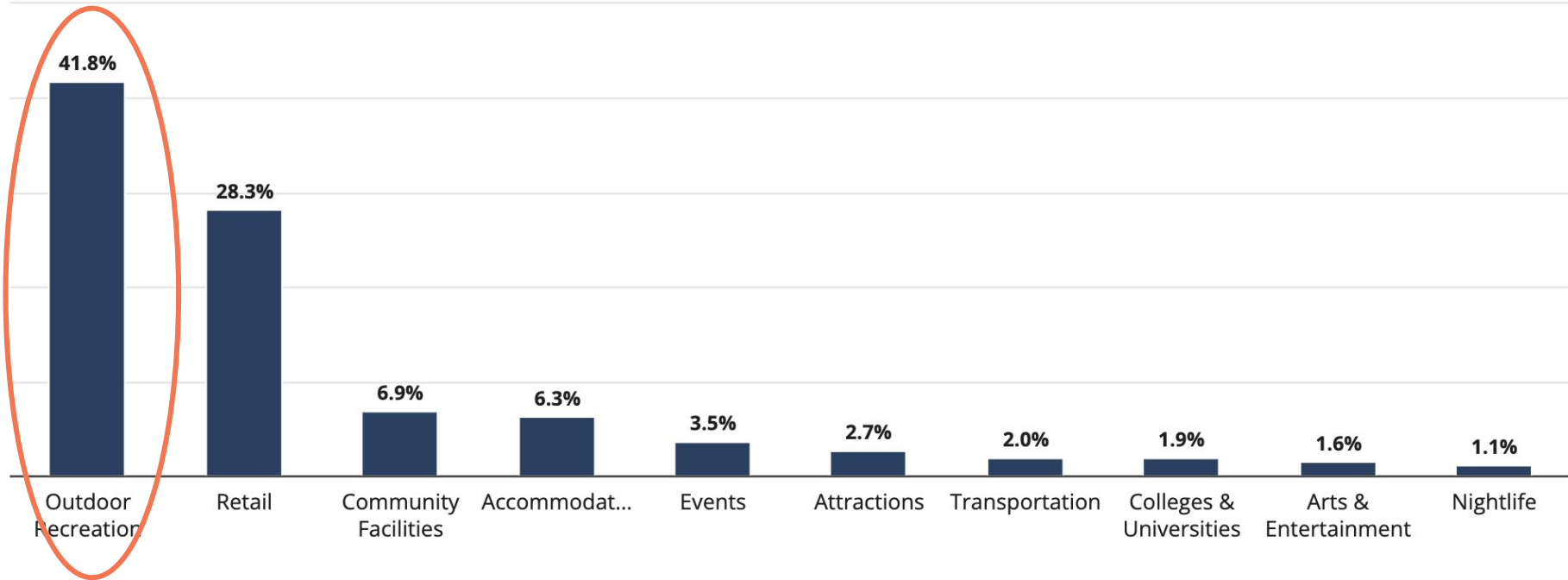
Where are visitors going by region?

Regional visitation patterns showed some minor changes compared to the previous year, but North Gwinnett County remains the most visited area



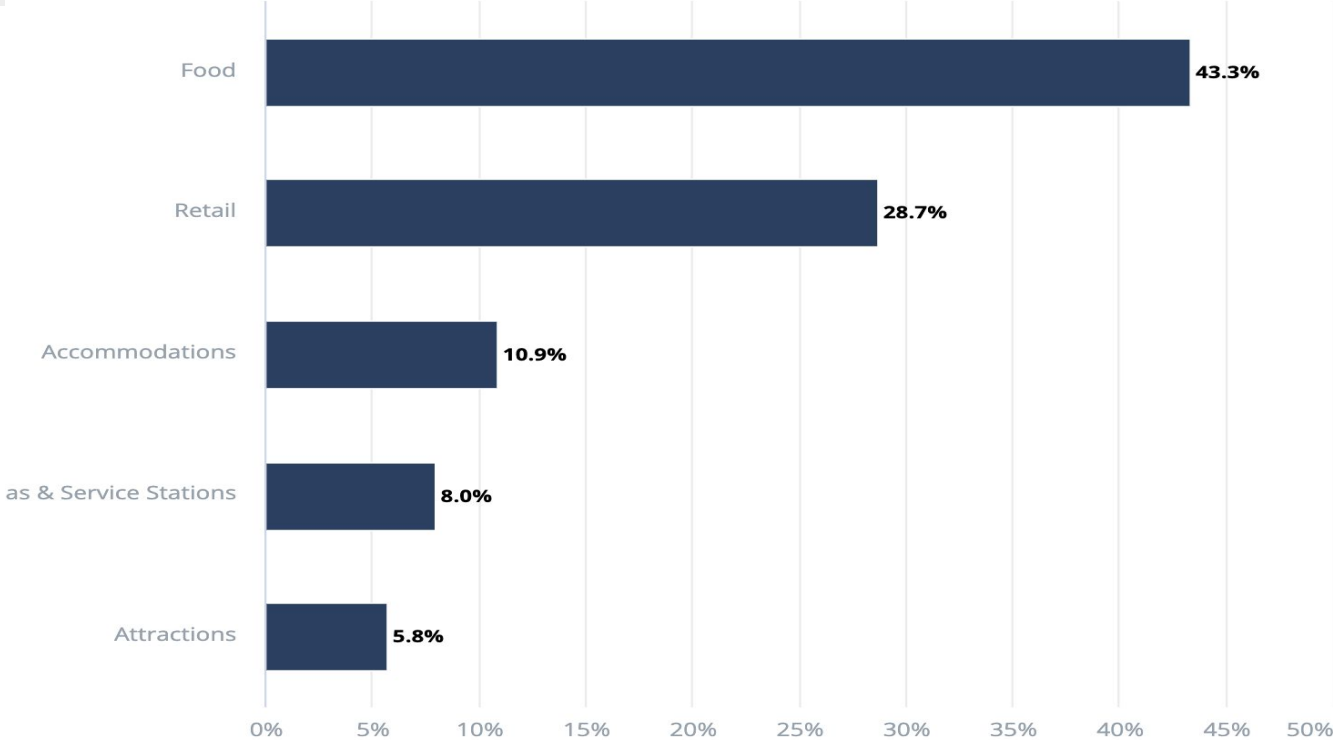
Where are visitors going by POI Category?

Outdoor recreation has become the leading driver of visitation, replacing retail, which was the top driver last year.



Where are visitors spending their money?

A large proportion of visitor share of wallet is spent on Food and Retail

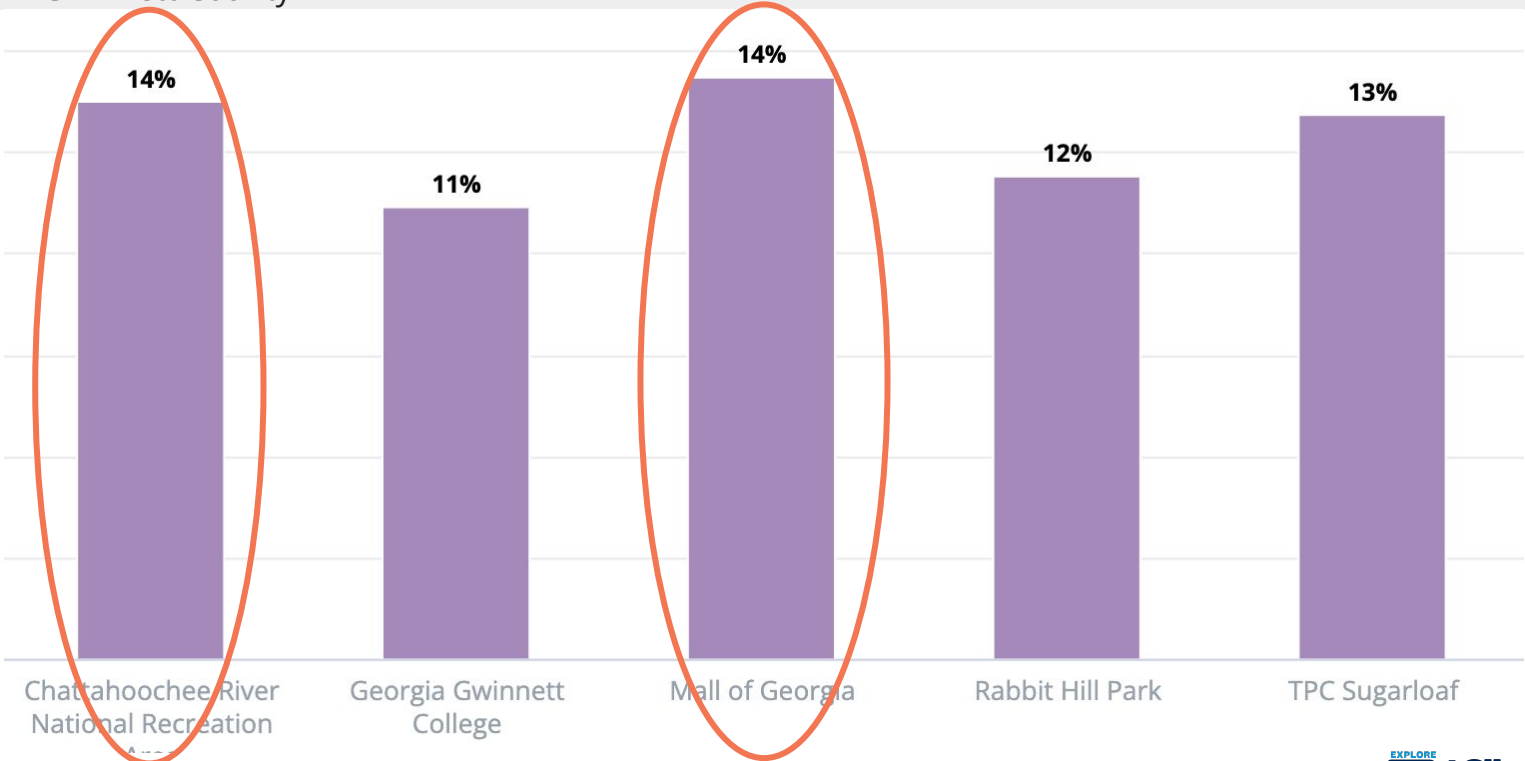


Source: Zartico Spending Data, May 24, 2024 - August 9, 2024. Zartico spending data includes in destination spending only. Doesn't include e-commerce such as OTAs (Expedia, etc) or Airbnb so Accommodations is lower share because of this.



What are Gwinnett County's Top 5 Points of Interest?

The Mall of Georgia and the Chattahoochee River National Recreation Area are the most visited points of interest in Gwinnett County



Source: Zartico Geolocation Data, May 24, 2024 - August 9, 2024.



What is the visitor impact in retail?

Visitors make over a fifth of spending at retail in your community

22%

Spending is from visitors at retail

\$202

Average spending at retail

What is the visitor impact in restaurants?

Visitor account for over 15% of the total spending at restaurants.

16%

*Visitor Spend % of Total at
Restaurants*

\$68

Avg. Visitor Restaurant Spend

What is the visitor impact on attractions?

Visitors make up 36% of spending at attractions in your community

36%

Spending is from visitors

\$154

Average spending at attractions

Key Insights

Key tourism performance indicators

- Visitors represented 14% of all devices observed in the destination
- Visitor spending represented 13% of all spending activity in the destination
- Outdoor Recreation has become a lead driver for visitors over the last year.

Where were visitors from and what did they do?

- 70% of visitors were from out of state markets, and top visitor origin markets include Greenville-Spartanburg, Birmingham, and Orlando.
- Top spending origin markets at hotels include New York, Miami, and Orlando.

Where were visitors spending their money?

- A large proportion of visitors share of wallet is spent on Food and Retail
- Retail spending accounts for 29% of all visitor expenditures, with an average of \$202 spent per visitor.



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