L. Executive Pulse 06/12/2025

How do visitors impact your economy?

Source: Zartico Spend Data

% of all Devices that are Visitors

35.6%

% of all Spend that came from Visitors

29.8%

% of Visitor Spend towards Local Businesses

41%

How much are visitors contributing to your economy?

Source: Zartico Spend Data

% of all Restaurant Spend that came from Visitors

42%

% of all Retail Spend that came from Visitors

46%

% of all Accommodation Spend that came from Visitors

92%

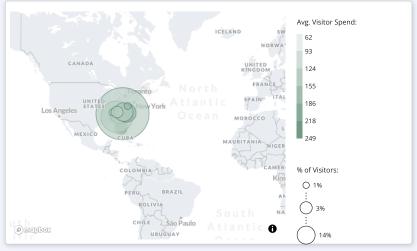
% of all Attraction Spend that came from Visitors

100%

Where are your visitors coming from?

Source: Zartico Geolocation Data





What are your visitor demographics?

Source: Zartico Spend Data

% of Visitor Cardholders Age 25-54

47%

% of Visitor Cardholders with a Household Income \$100k+

55%

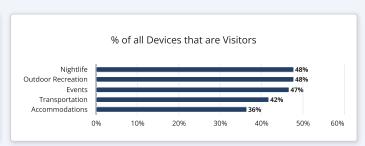
% of Visitor Cardholders with Children

37%

Where do visitors go in-destination? Where do they make the greatest impact?

Source: Zartico Location Data





Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.

Visitor Cardholder Count Sample Size

1.341

Visitor Device Count Sample Size

2,621

Spend data loaded through:

2025-05-31

Geolocation data loaded through:

2025-05-31