

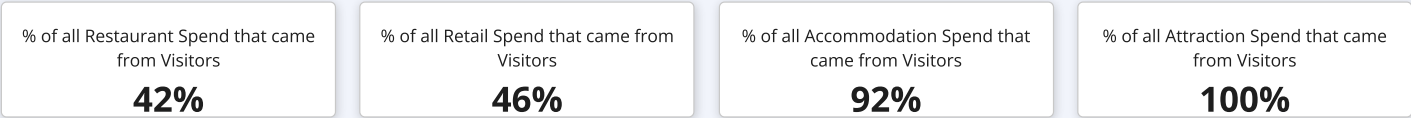
How do visitors impact your economy?

Source: Zartico Spend Data



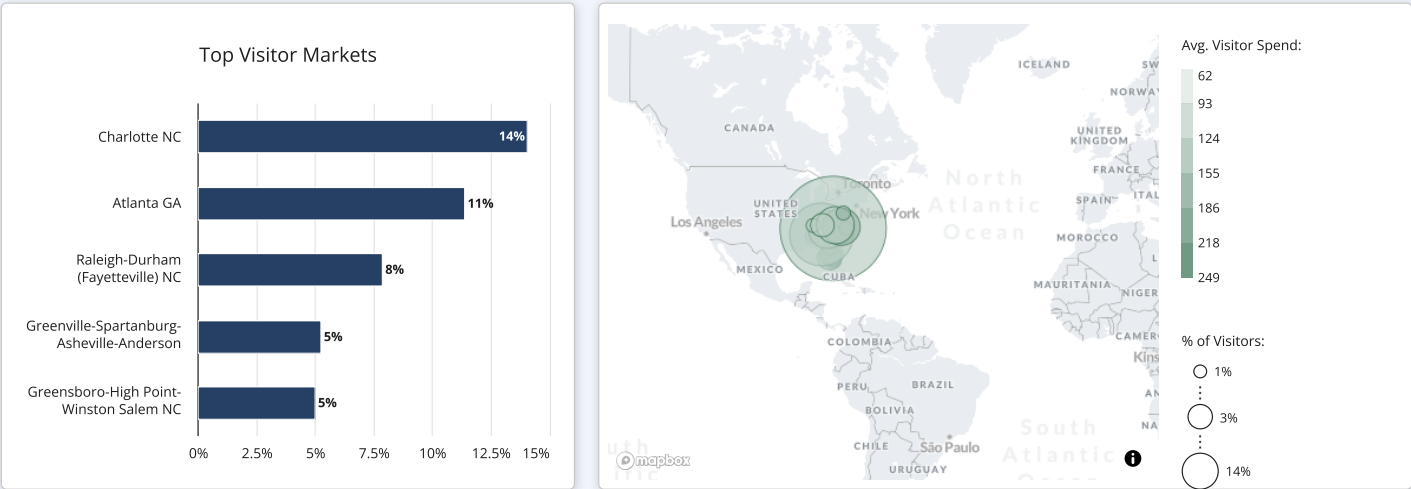
How much are visitors contributing to your economy?

Source: Zartico Spend Data



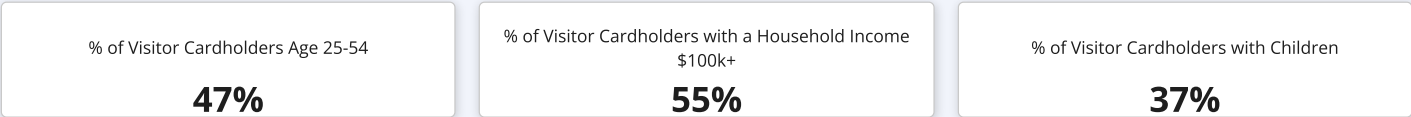
Where are your visitors coming from?

Source: Zartico Geolocation Data



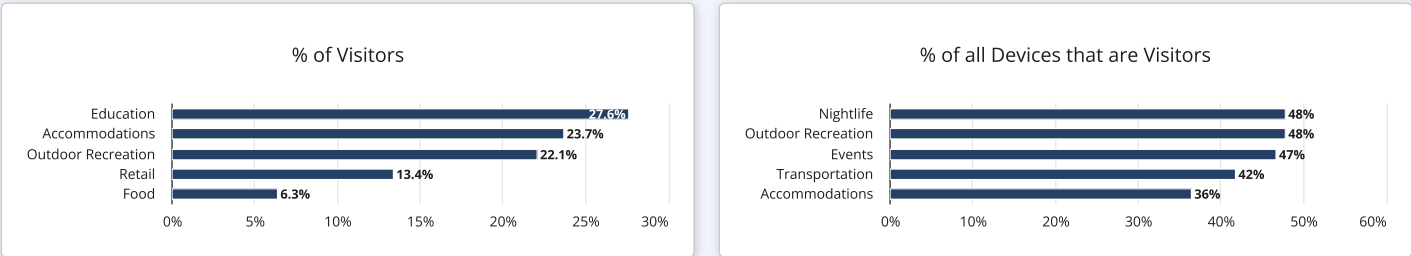
What are your visitor demographics?

Source: Zartico Spend Data



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.

