

JUNE 2026 IN-MARKET VISITOR SPENDING



\$30.8M

Credit Card Spend

+4.5% YOY

- Spending increased 5% YOY, reflecting more money being spent against fewer cardholders.
- Out of state visitors spend nearly double the local day tripper.



122.7K

Cardholders
-1.9% YOY



345.3K

Transactions
+1.4% YOY



\$251

Cardholder Average
+6.6% YOY



\$89

Transaction Average
+3.0% YOY



San Francisco Visitor

\$82

Credit Card
Transaction

\$361

Tasting Room
AOV



New York City Visitor

\$131

Credit Card
Transaction

\$566

Tasting Room
AOV