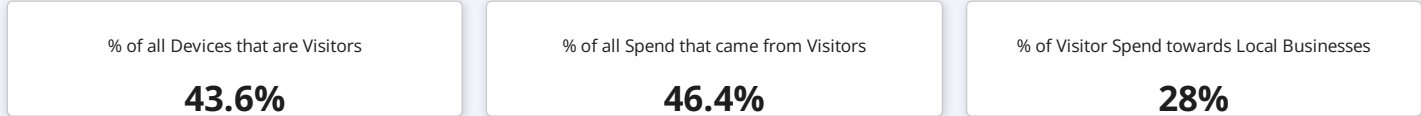


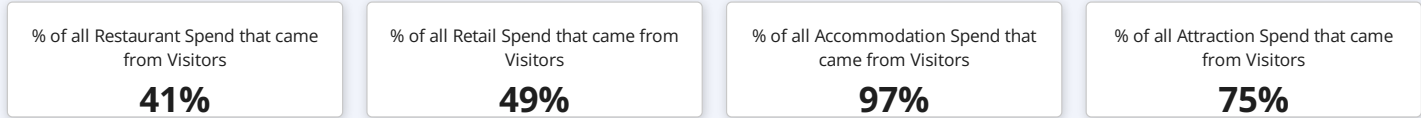
How do visitors impact your economy?

Source: Zartico Spend Data



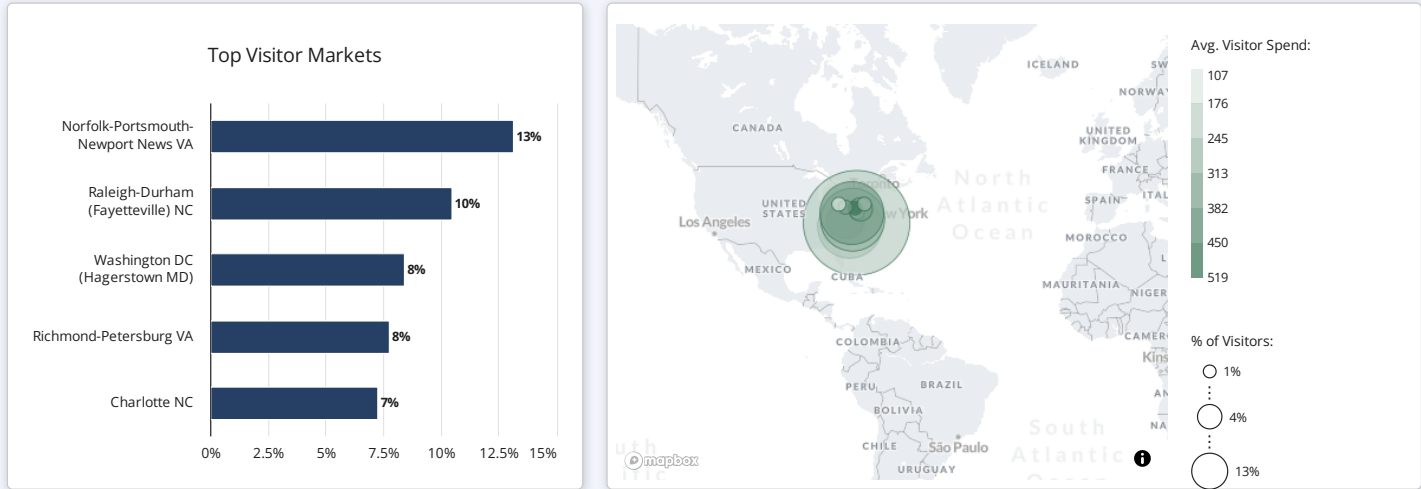
How much are visitors contributing to your economy?

Source: Zartico Spend Data



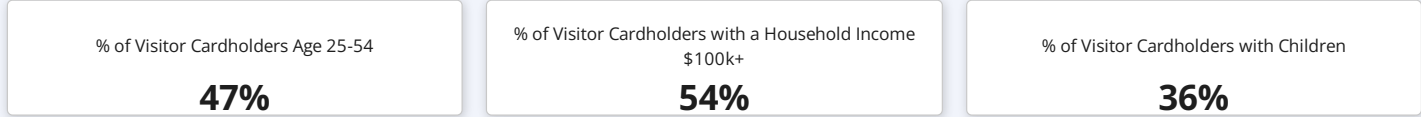
Where are your visitors coming from?

Source: Zartico Geolocation Data



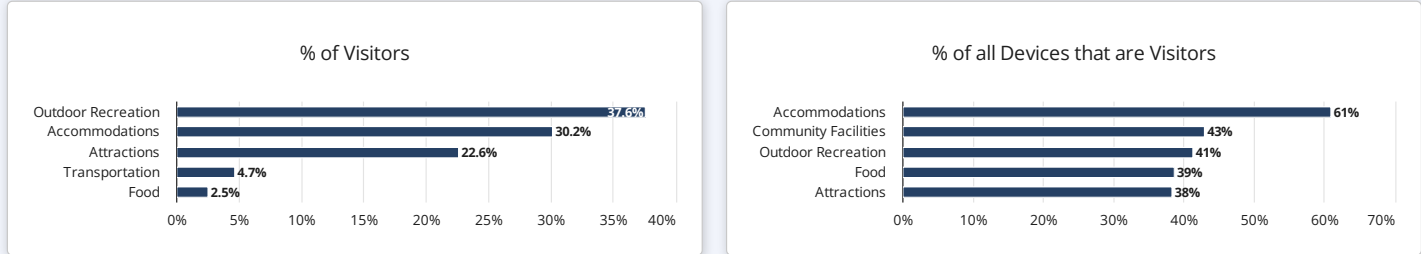
What are your visitor demographics?

Source: Zartico Spend Data



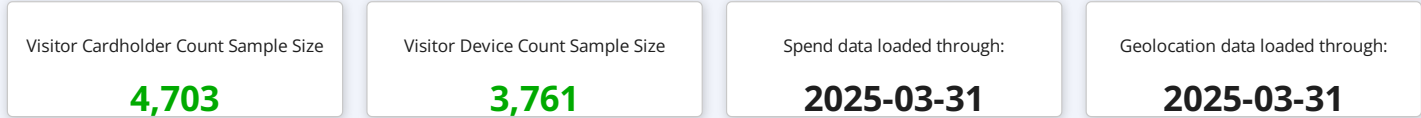
Where do visitors go in-destination? Where do they make the greatest impact?

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.



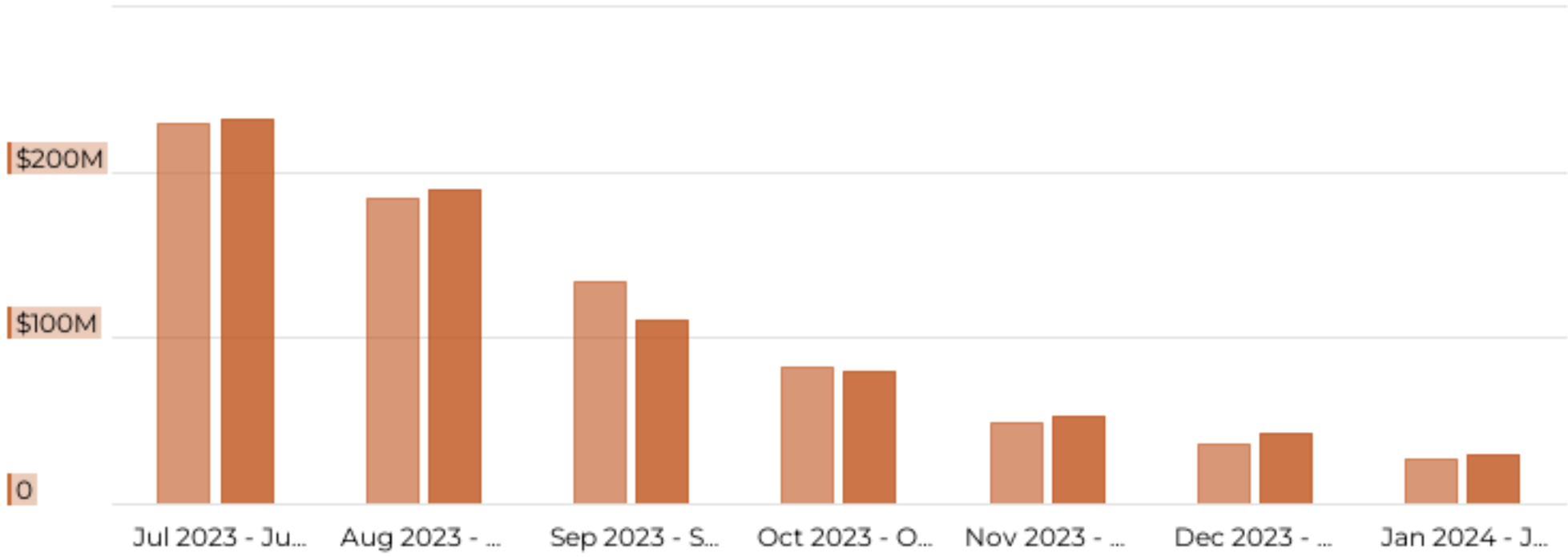
Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

\$736,617,994 -1%  
(Custom Range: \$741,993,677)

Zartico Monthly Spend v. Previous Year

Tracked Spend

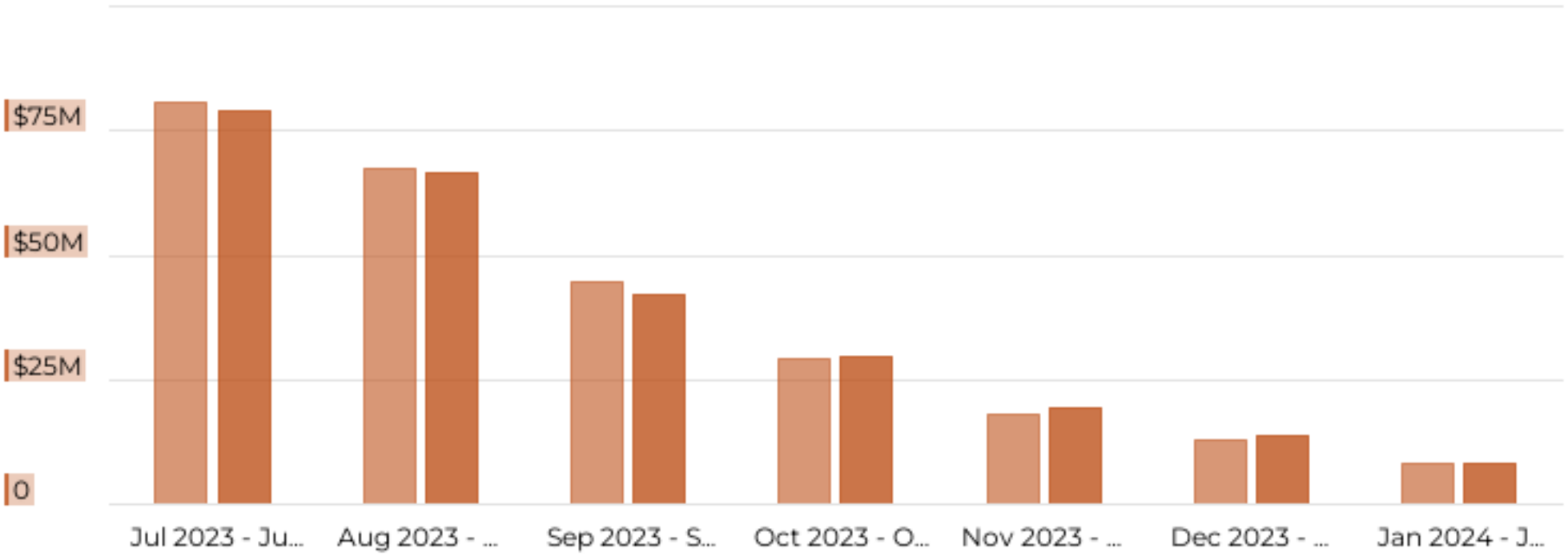


FYTD: Visa Tracked Spend

\$257,897,409 -1%  
(Custom Range: \$260,480,129)

Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

KeyData Rental Data

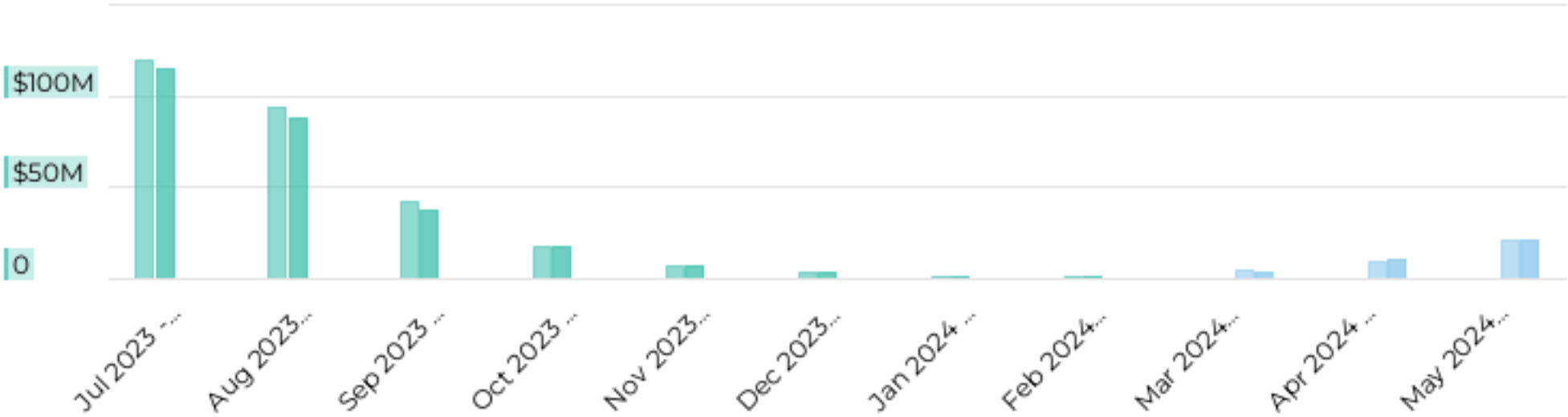
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$270,443,133 -5%  
(Custom Range: \$284,153,336)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 3/11/25 vs. 3/12/24

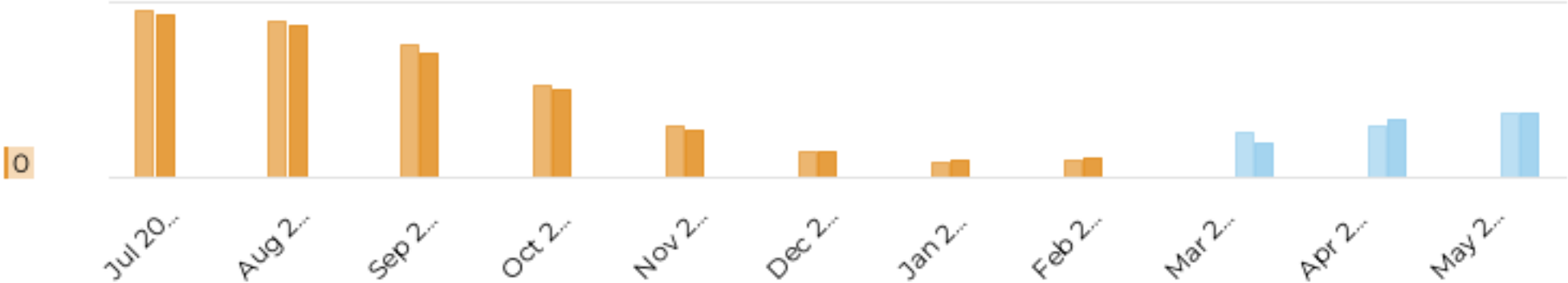


FYTD: Adj. Paid Occupancy %

57 % -4%  
(Custom Range: 60 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 3/11/25 vs. 3/12/24



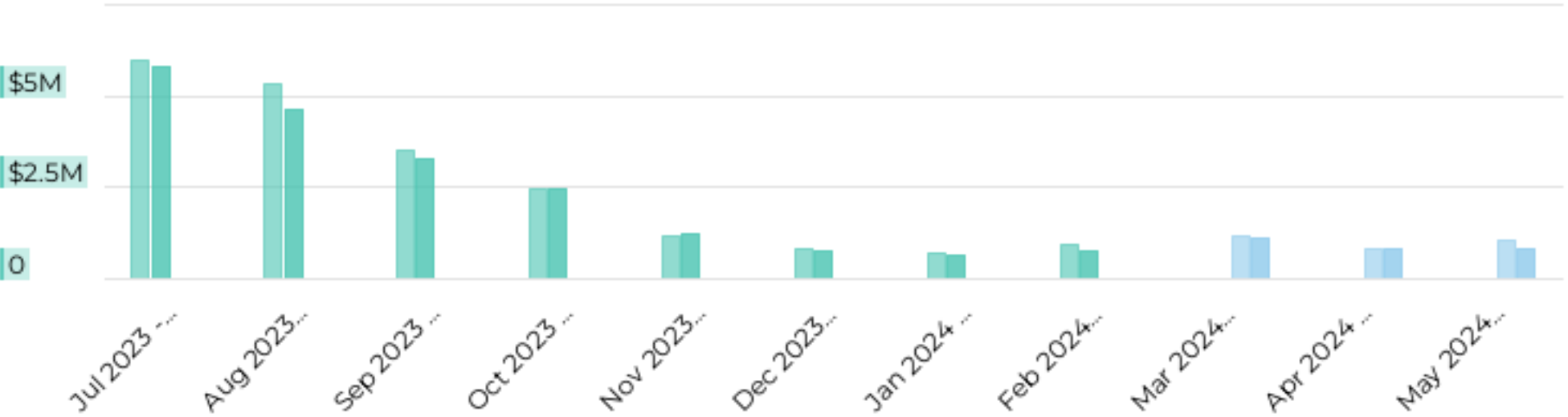
Hotels

FYTD: Total Revenue

\$19,648,340 -6%  
(Custom Range: \$20,921,363)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 3/5/25 vs. 3/6/24

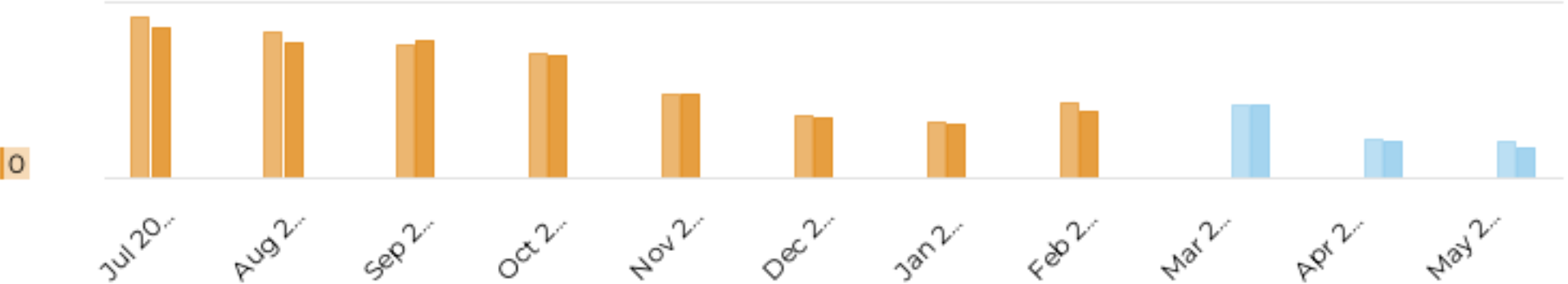


FYTD: Paid Occupancy %

58 % -3%  
(Custom Range: 60 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 3/5/25 vs. 3/6/24



# Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

## Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

🏠 State	# KeyData STR	▲ Diff	# Organic Sessions	▲ Diff	# Tracked Spend (Zartico) ↓	▲ Diff
North Carolina	\$626,134	▼ -5%	10,520	▼ -19%	--	▼ -100%
Virginia	\$380,866	▼ -18%	13,451	▼ -5%	--	▼ -100%
Maryland	\$67,745	▲ 54%	2,061	▼ -28%	--	▼ -100%
Pennsylvania	\$56,808	▼ -22%	4,042	▼ -44%	--	▼ -100%
New York	\$54,059	▼ -37%	5,063	▼ -40%	--	▼ -100%
Colorado	\$22,322	--	788	▼ -23%	--	▼ -100%
South Carolina	\$22,205	▼ -80%	1,320	▼ -42%	--	▼ -100%
Florida	\$20,348	▲ 20%	3,463	▼ -38%	--	▼ -100%
Delaware	\$15,664	▲ 7%	293	▼ -35%	--	▼ -100%
Texas	\$11,433	▼ -36%	2,200	▼ -28%	--	▼ -100%
New Jersey	\$9,426	▼ -62%	1,325	▼ -27%	--	▼ -100%
Wisconsin	\$8,244	--	673	▼ -48%	--	▼ -100%
Maine	\$6,714	--	432	▼ -48%	--	▼ -100%
District of Columbia	\$6,374	▼ -50%	453	▼ -37%	--	▼ -100%
West Virginia	\$5,429	▼ -69%	779	▼ -48%	--	▼ -100%
Massachusetts	\$4,560	▲ 90%	2,890	▲ 6%	--	▼ -100%
Tennessee	\$4,458	▼ -89%	1,264	▼ -38%	--	▼ -100%
Michigan	\$4,055	▼ -70%	1,967	▼ -42%	--	▼ -100%
California	\$3,995	▼ -24%	1,523	▼ -23%	--	▼ -100%
Washington	\$3,680	▲ 1,219%	595	▼ -20%	--	▼ -100%
Illinois	\$2,835	▲ 17%	2,490	▼ -27%	--	▼ -100%
Georgia	\$2,537	▼ -86%	3,318	▼ -49%	--	▼ -100%
Ohio	\$1,859	▼ -95%	3,181	▼ -47%	--	▼ -100%
Louisiana	\$1,857	--	206	▼ -43%	--	▼ -100%
Iowa	\$1,500	▼ -22%	509	▼ -28%	--	▼ -100%
New Mexico	\$1,383	--	79	▼ -52%	--	▼ -100%
Indiana	\$1,270	--	1,484	▼ -47%	--	▼ -100%
Total	\$1,349,790	▼ -20%	73,588	▼ -32%	--	▼ -100%



KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	Total Rent ↓	% Share of Total
--	Virginia	\$2,700,566	4.90 %
Richmond	Virginia	\$2,417,248	4.38 %
Pittsburgh	Pennsylvania	\$2,365,800	4.29 %
Alexandria	Virginia	\$1,979,923	3.59 %
Mechanicsville	Virginia	\$1,878,948	3.41 %
Midlothian	Virginia	\$1,814,229	3.29 %
Chesapeake	Virginia	\$1,638,925	2.97 %
Fredericksburg	Virginia	\$1,605,272	2.91 %
Virginia Beach	Virginia	\$1,570,538	2.85 %
Charlottesville	Virginia	\$1,509,824	2.74 %
Williamsburg	Virginia	\$1,488,390	2.70 %
Kill Devil Hills	North Carolina	\$1,481,487	2.69 %
Raleigh	North Carolina	\$1,439,394	2.61 %
Fairfax	Virginia	\$1,412,987	2.56 %
Arlington	Virginia	\$1,373,803	2.49 %
Glen Allen	Virginia	\$1,204,875	2.18 %
Kitty Hawk	North Carolina	\$1,178,735	2.14 %
Ashburn	Virginia	\$1,169,487	2.12 %
Washington	District of Columbia	\$1,162,502	2.11 %
Leesburg	Virginia	\$1,093,510	1.98 %
Manassas	Virginia	\$1,013,277	1.84 %
Vienna	Virginia	\$945,076	1.71 %
Carrollton	Virginia	\$924,290	1.68 %
Frederick	Maryland	\$890,104	1.61 %
Herndon	Virginia	\$880,134	1.60 %
Springfield	Virginia	\$839,176	1.52 %
Silver Spring	Maryland	\$809,275	1.47 %
Roanoke	Virginia	\$803,427	1.46 %
Yorktown	Virginia	\$797,072	1.44 %
Chesterfield	Virginia	\$787,170	1.43 %
Cary	North Carolina	\$778,854	1.41 %
Philadelphia	Pennsylvania	\$773,202	1.40 %

1 - 50 of 50 items

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	Visits ↓	% Share of Total
Ashburn	Virginia	63,569	13.68 %
New York	New York	52,148	11.22 %
Atlanta	Georgia	41,460	8.92 %
--	Florida	34,557	7.44 %
Chicago	Illinois	17,117	3.68 %
Philadelphia	Pennsylvania	14,032	3.02 %
Virginia Beach	Virginia	13,962	3.00 %
Boston	Massachusetts	13,915	2.99 %
Raleigh	North Carolina	12,722	2.74 %
Roanoke	Virginia	12,714	2.74 %
--	North Carolina	12,268	2.64 %
Charlotte	North Carolina	11,887	2.56 %
--	Virginia	11,808	2.54 %
Kill Devil Hills	North Carolina	11,022	2.37 %
Baltimore	Maryland	10,697	2.30 %
Washington	District of Columbia	8,305	1.79 %
--	Pennsylvania	7,541	1.62 %
Dallas	Texas	7,451	1.60 %
Nags Head	North Carolina	7,055	1.52 %
Miami	Florida	6,976	1.50 %
Kitty Hawk	North Carolina	5,131	1.10 %
Reston	Virginia	4,857	1.05 %
Los Angeles	California	4,602	0.99 %
Orlando	Florida	4,403	0.95 %
Manteo	North Carolina	4,352	0.94 %
--	Ohio	3,904	0.84 %
Richmond	Virginia	3,853	0.83 %
Corolla	North Carolina	3,726	0.80 %
Jet	Oklahoma	3,637	0.78 %
Pittsburgh	Pennsylvania	3,517	0.76 %
Norfolk	Virginia	3,471	0.75 %
--	Georgia	3,417	0.74 %

1 - 50 of 50 items

Zartico Normalized Visitor Spend

FYTD: States

State	Visitor Spend ↓	% Share of Total
Virginia	\$271,099,294	37.28 %
North Carolina	\$141,879,184	19.51 %
Pennsylvania	\$74,431,126	10.23 %
Maryland	\$58,558,179	8.05 %
New York	\$27,206,037	3.74 %
New Jersey	\$22,341,297	3.07 %
Florida	\$19,635,981	2.70 %
Ohio	\$17,185,880	2.36 %
West Virginia	\$14,749,616	2.03 %
South Carolina	\$7,351,785	1.01 %
Indiana	\$5,704,384	0.78 %
Connecticut	\$5,527,494	0.76 %
Tennessee	\$5,408,752	0.74 %
Delaware	\$5,145,031	0.71 %
Massachusetts	\$4,608,036	0.63 %
California	\$4,287,421	0.59 %
Texas	\$3,516,359	0.48 %
Georgia	\$3,504,351	0.48 %
Michigan	\$3,323,081	0.46 %
District of Columbia	\$3,217,681	0.44 %
Kentucky	\$3,013,291	0.41 %
Illinois	\$2,534,114	0.35 %
Colorado	\$2,127,643	0.29 %
Vermont	\$1,825,496	0.25 %
Alabama	\$1,803,887	0.25 %
New Hampshire	\$1,648,714	0.23 %
Washington	\$1,595,831	0.22 %
Wisconsin	\$1,511,862	0.21 %
Oregon	\$1,437,455	0.20 %
Minnesota	\$1,289,073	0.18 %
Missouri	\$1,209,485	0.17 %
Arizona	\$1,168,614	0.16 %

1 - 50 of 50 items