

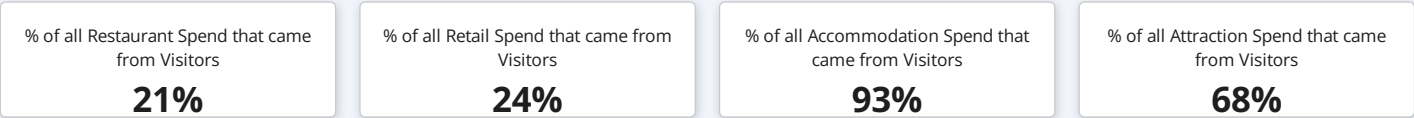
How do visitors impact your economy?

Source: Zartico Spend Data



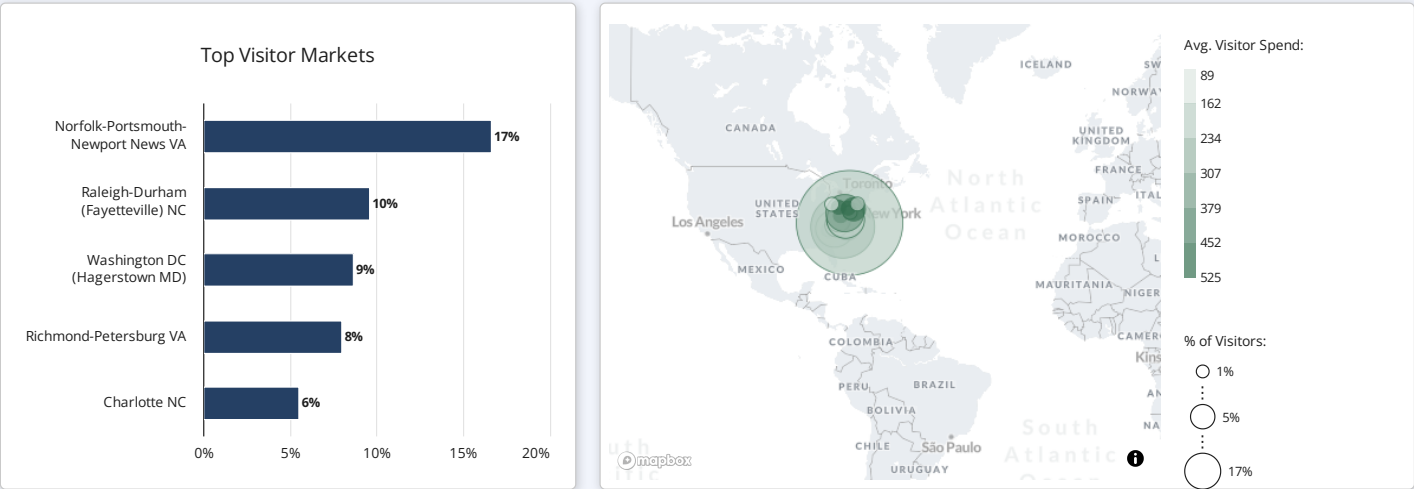
How much are visitors contributing to your economy?

Source: Zartico Spend Data



Where are your visitors coming from?

Source: Zartico Geolocation Data



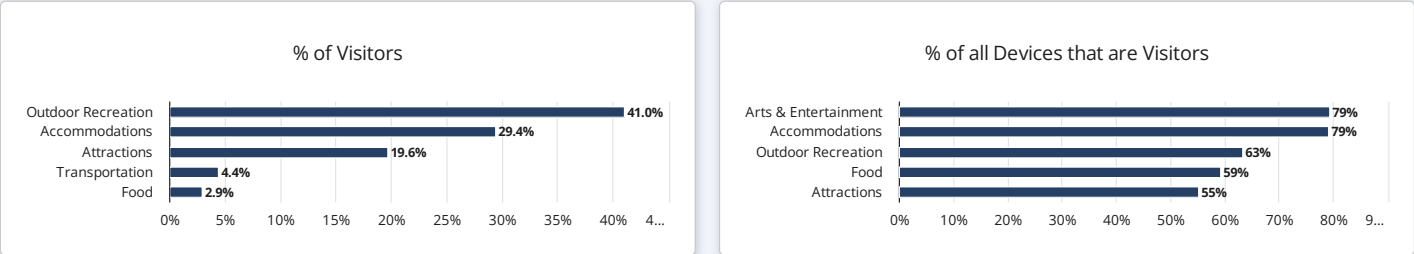
What are your visitor demographics?

Source: Zartico Spend Data



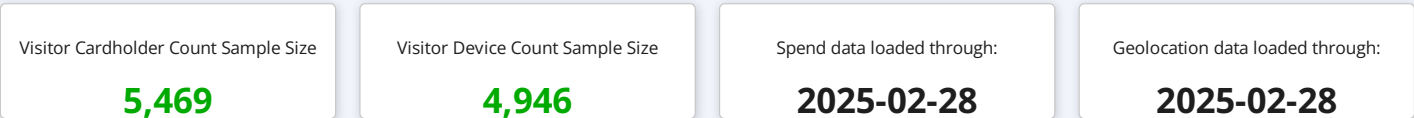
Where do visitors go in-destination? Where do they make the greatest impact?

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

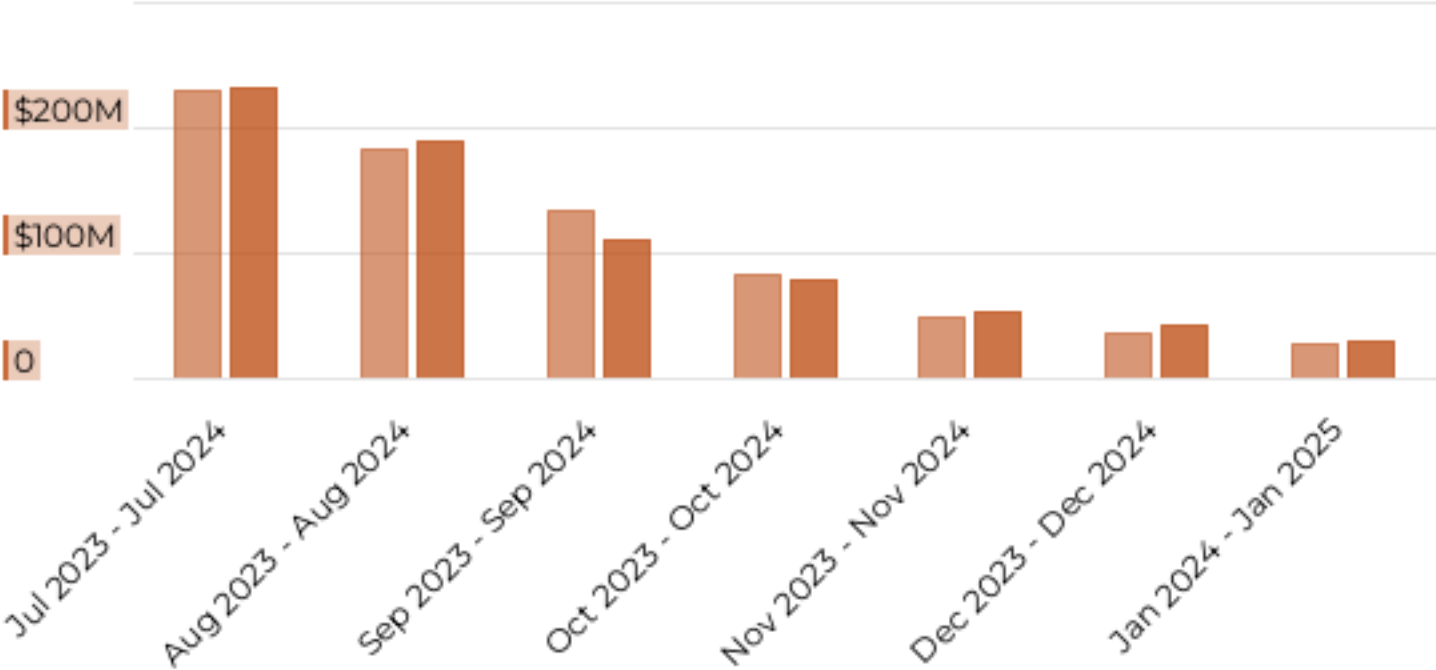
\$736,617,994 -1%
(Custom Range: \$741,993,677)

FYTD: Visa Tracked Spend

\$249,665,976 -4%
(Custom Range: \$260,480,129)

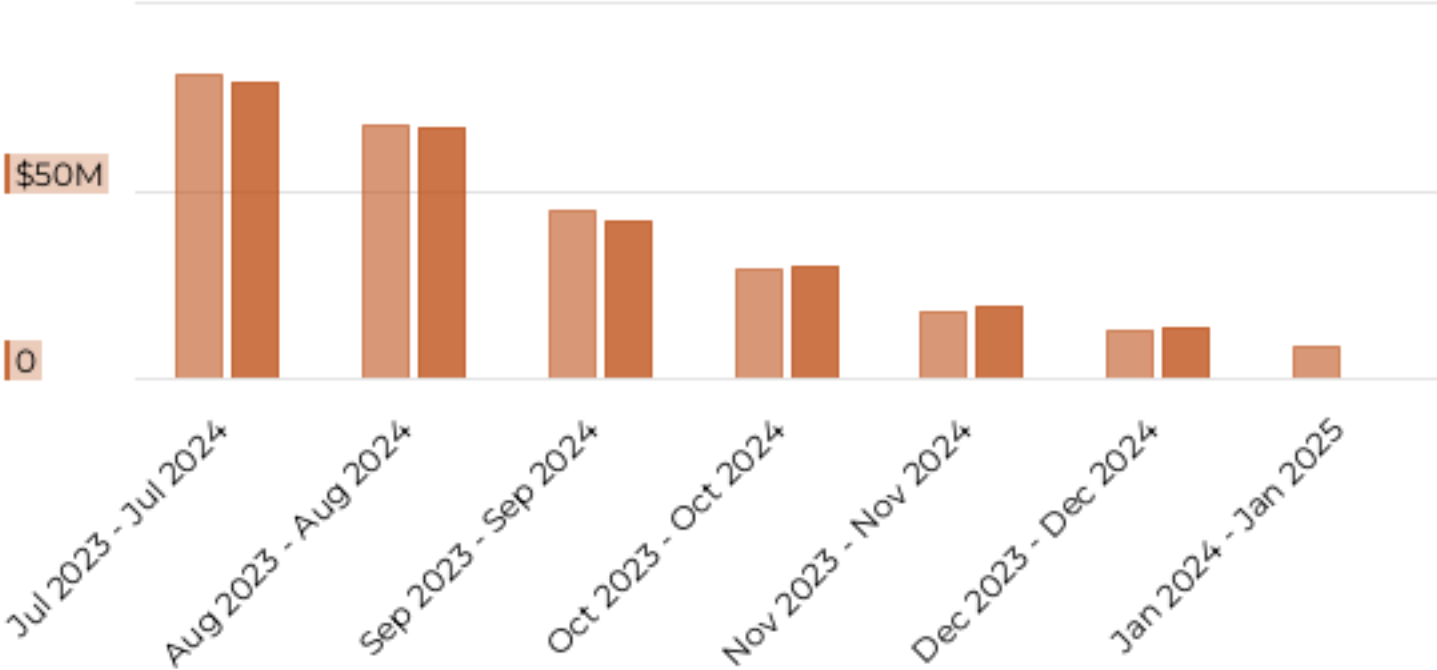
Zartico Monthly Spend v. Previous Year

Tracked Spend



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

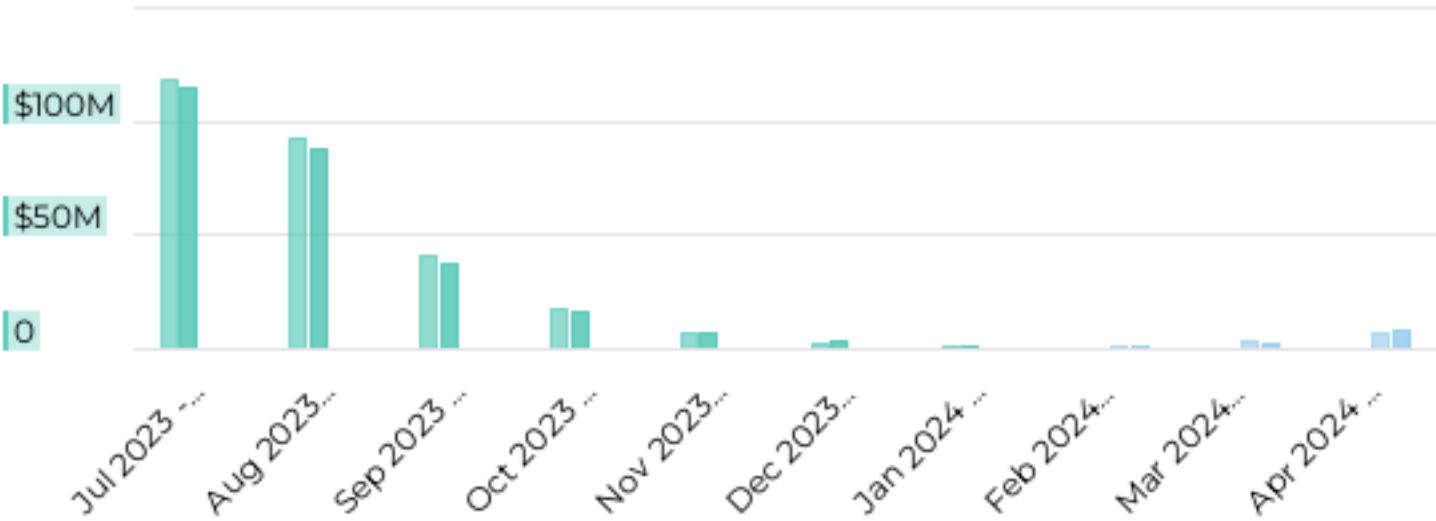
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$268,196,202 -5%
(Custom Range: \$281,791,379)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 2/11/25 vs. 2/13/24

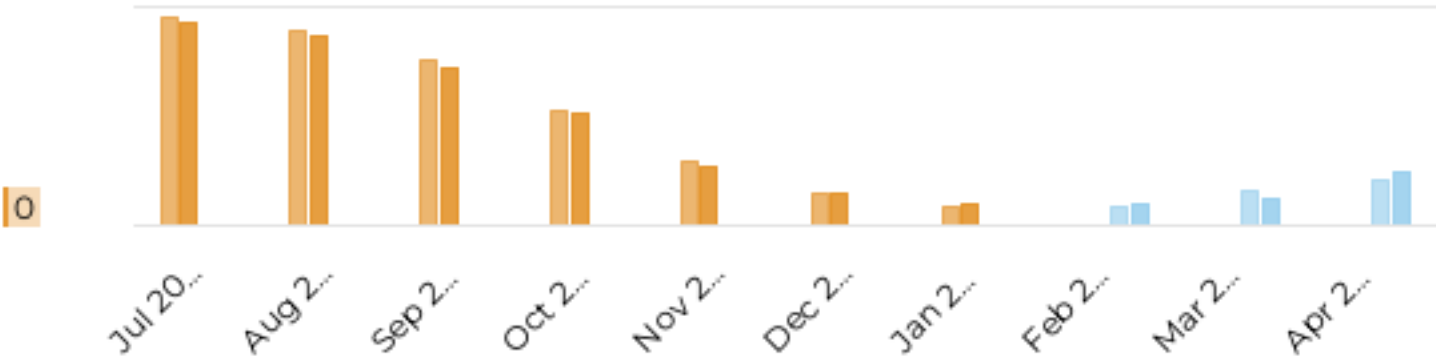


FYTD: Adj. Paid Occupancy %

60 % -4%
(Custom Range: 63 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 2/11/25 vs. 2/13/24



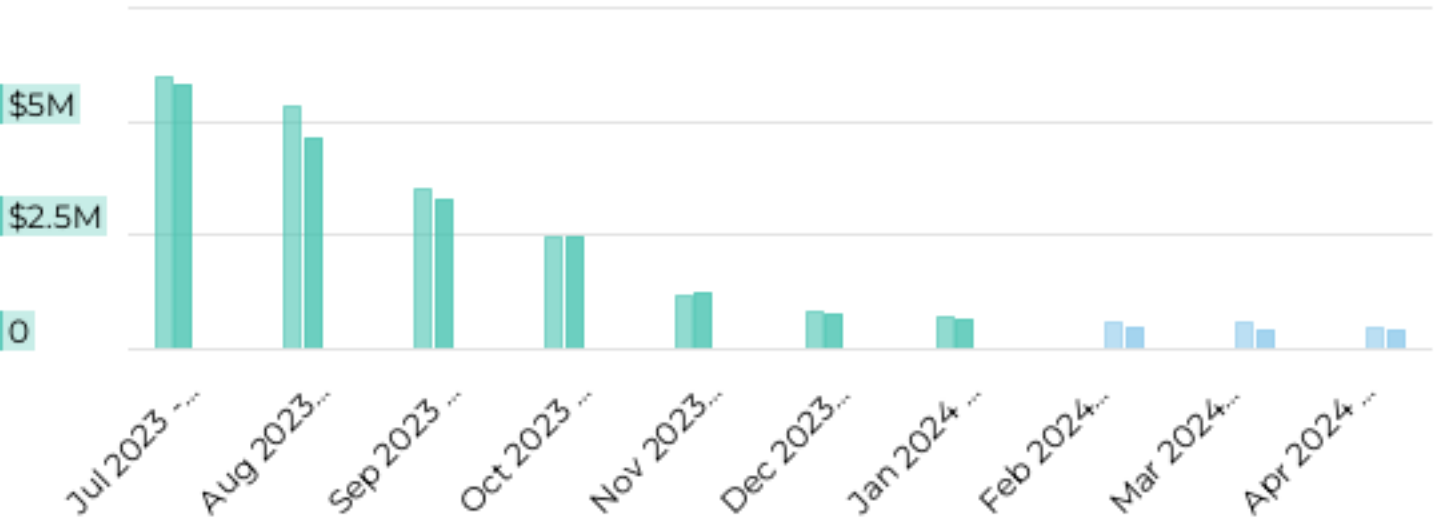
Hotels

FYTD: Total Revenue

\$18,859,051 -6%
(Custom Range: \$19,968,267)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 2/5/25 vs. 2/7/24

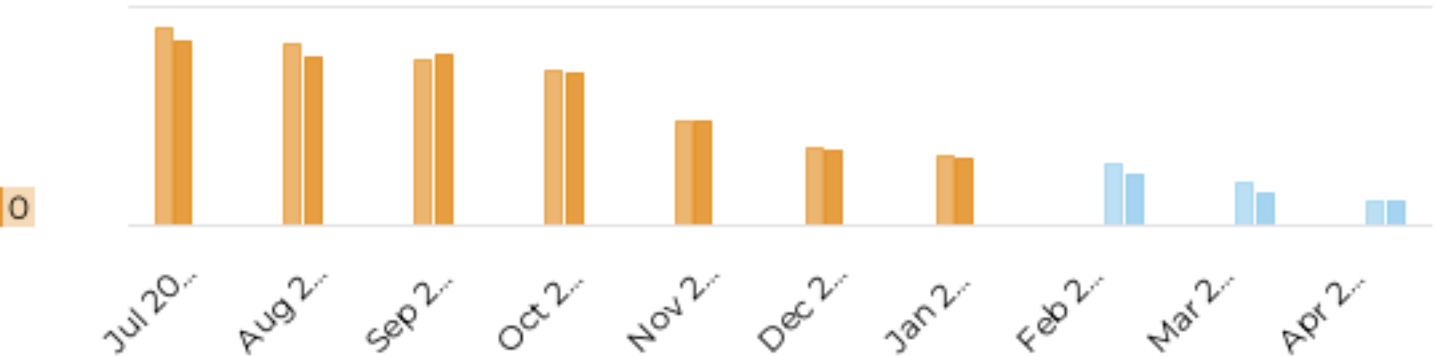


FYTD: Paid Occupancy %

60 % -10%
(Custom Range: 67 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 2/5/25 vs. 2/7/24



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 (Z...	▲ Diff
Virginia	\$763,864	▲ 64%	15,377	▲ 9%	\$10,854,422	▼ -5%
North Carolina	\$761,036	▲ 16%	10,915	▼ -16%	\$9,758,313	▲ 30%
Maryland	\$85,615	▲ 95%	2,077	▼ -28%	\$1,365,089	▲ 6%
Florida	\$20,495	▲ 21%	3,024	▼ -46%	\$1,291,599	▲ 87%
Pennsylvania	\$117,591	▲ 61%	4,704	▼ -35%	\$987,231	▲ 45%
New York	\$121,294	▲ 41%	6,298	▼ -25%	\$865,036	▲ 276%
New Jersey	\$33,734	▲ 36%	1,206	▼ -33%	\$840,563	▲ 13%
Ohio	\$18,937	▼ -49%	3,144	▼ -48%	\$522,882	▼ -19%
South Carolina	\$63,276	▼ -42%	1,138	▼ -50%	\$514,956	▲ 61%
California	\$2,945	▼ -44%	1,773	▼ -11%	\$317,162	▼ -16%
Connecticut	\$1,580	--	549	▼ -46%	\$181,468	▲ 264%
Georgia	\$21,920	▲ 24%	4,517	▼ -30%	\$173,503	▼ -35%
West Virginia	\$16,536	▼ -7%	659	▼ -56%	\$139,282	▼ -31%
Vermont	--	--	154	▼ -61%	\$137,702	▲ 56%
District of Columbia	\$26,940	▲ 112%	451	▼ -37%	\$133,163	▼ -52%
Delaware	\$13,100	▼ -11%	232	▼ -49%	\$128,197	▲ 112%
Massachusetts	\$1,299	▼ -46%	2,710	▼ -1%	\$112,581	▲ 18%
Tennessee	\$10,613	▼ -75%	1,164	▼ -43%	\$94,844	▲ 89%
Michigan	\$1,444	▼ -89%	1,622	▼ -53%	\$93,916	▼ -60%
Colorado	\$22,162	--	902	▼ -11%	\$73,958	▼ -45%
Texas	\$29,311	▲ 64%	2,528	▼ -17%	\$71,922	▼ -82%
Kentucky	\$2,658	--	689	▼ -62%	\$71,309	▼ -83%
Oregon	--	--	186	▼ -40%	\$54,732	▲ 218%
New Hampshire	\$1,850	▲ 40%	342	▼ -57%	\$50,541	▲ 29%
Minnesota	--	--	1,061	▲ 2%	\$48,596	▼ -20%
Indiana	\$2,215	--	1,163	▼ -58%	\$48,388	▲ 298%
Washington	\$3,149	▲ 1,029%	656	▼ -11%	\$37,494	▼ -34%
Total	\$2,182,944	▲ 30%	78,498	▼ -27%	\$29,234,736	▲ 9%

KeyData Short Term Rental Total Re...

FYTD: Top 50 Cities

City	State	Total Rent
--	Virginia	\$2,667,079
Richmond	Virginia	\$2,407,666
Pittsburgh	Pennsylva...	\$2,350,303
Alexandria	Virginia	\$1,972,594
Mechanics...	Virginia	\$1,878,265
Midlothian	Virginia	\$1,812,566
Chesapeake	Virginia	\$1,630,227
Fredericks...	Virginia	\$1,600,173
Virginia Be...	Virginia	\$1,557,553
Charlottes...	Virginia	\$1,502,614
Williamsbu...	Virginia	\$1,480,429
Raleigh	North Caro...	\$1,431,608
Fairfax	Virginia	\$1,411,111
Arlington	Virginia	\$1,372,435
Kill Devil Hi...	North Caro...	\$1,293,004
Glen Allen	Virginia	\$1,202,849
Ashburn	Virginia	\$1,169,487
Washington	District of ...	\$1,156,128
Leesburg	Virginia	\$1,092,915
Kitty Hawk	North Caro...	\$1,047,662
Manassas	Virginia	\$1,013,277
Vienna	Virginia	\$944,006
Frederick	Maryland	\$887,754
Herndon	Virginia	\$878,644
Springfield	Virginia	\$838,080
Silver Spring	Maryland	\$809,275
Roanoke	Virginia	\$803,427
Chesterfield	Virginia	\$786,026
Cary	North Caro...	\$775,208
Yorktown	Virginia	\$774,354
Philadelphia	Pennsylva...	\$773,202
Winchester	Virainia	\$767,510

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	Visits
Ashburn	Virginia	57,267
New York	New York	49,456
Atlanta	Georgia	39,947
--	Florida	34,382
Chicago	Illinois	15,453
Philadelphia	Pennsylva...	13,370
Virginia Be...	Virginia	13,234
Roanoke	Virginia	12,146
Boston	Massachus...	11,871
Raleigh	North Caro...	11,828
--	North Caro...	11,580
--	Virginia	10,992
Charlotte	North Caro...	10,857
Kill Devil Hi...	North Caro...	10,357
Baltimore	Maryland	10,124
Washington	District of ...	7,852
--	Pennsylva...	6,901
Nags Head	North Caro...	6,778
Dallas	Texas	6,767
Miami	Florida	5,690
Kitty Hawk	North Caro...	4,783
Reston	Virginia	4,402
Orlando	Florida	4,280
Los Angeles	California	4,230
Manteo	North Caro...	3,975
Corolla	North Caro...	3,645
--	Ohio	3,607
Jet	Oklahoma	3,466
Richmond	Virginia	3,426
Pittsburgh	Pennsylva...	3,208
--	Georgia	3,205
Norfolk	Virainia	3,152

Zartico Normalized Visitor Spend

FYTD: States

State	Visitor Sp...	% Share o...
Virginia	\$271,602,863	37.24 %
North Caroli...	\$142,871,421	19.59 %
Pennsylvania	\$74,491,771	10.21 %
Maryland	\$58,631,080	8.04 %
New York	\$27,248,597	3.74 %
New Jersey	\$22,393,946	3.07 %
Florida	\$19,748,336	2.71 %
Ohio	\$17,202,819	2.36 %
West Virginia	\$14,751,607	2.02 %
South Caroli...	\$7,380,769	1.01 %
Indiana	\$5,704,384	0.78 %
Connecticut	\$5,546,837	0.76 %
Tennessee	\$5,415,198	0.74 %
Delaware	\$5,171,716	0.71 %
Massachuse...	\$4,611,009	0.63 %
California	\$4,292,017	0.59 %
Texas	\$3,519,332	0.48 %
Georgia	\$3,518,436	0.48 %
Michigan	\$3,323,081	0.46 %
District of C...	\$3,217,681	0.44 %
Kentucky	\$3,013,291	0.41 %
Illinois	\$2,534,114	0.35 %
Colorado	\$2,140,636	0.29 %
Vermont	\$1,825,496	0.25 %
Alabama	\$1,803,887	0.25 %
New Hamps...	\$1,649,439	0.23 %
Washington	\$1,620,726	0.22 %
Wisconsin	\$1,513,312	0.21 %
Oregon	\$1,437,455	0.20 %
Minnesota	\$1,292,880	0.18 %
Missouri	\$1,209,485	0.17 %
Arizona	\$1,172,413	0.16 %