

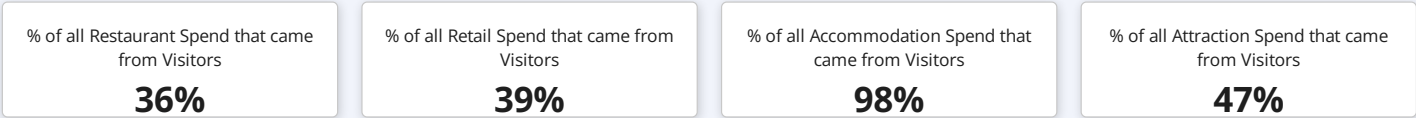
How do visitors impact your economy?

Source: Zartico Spend Data



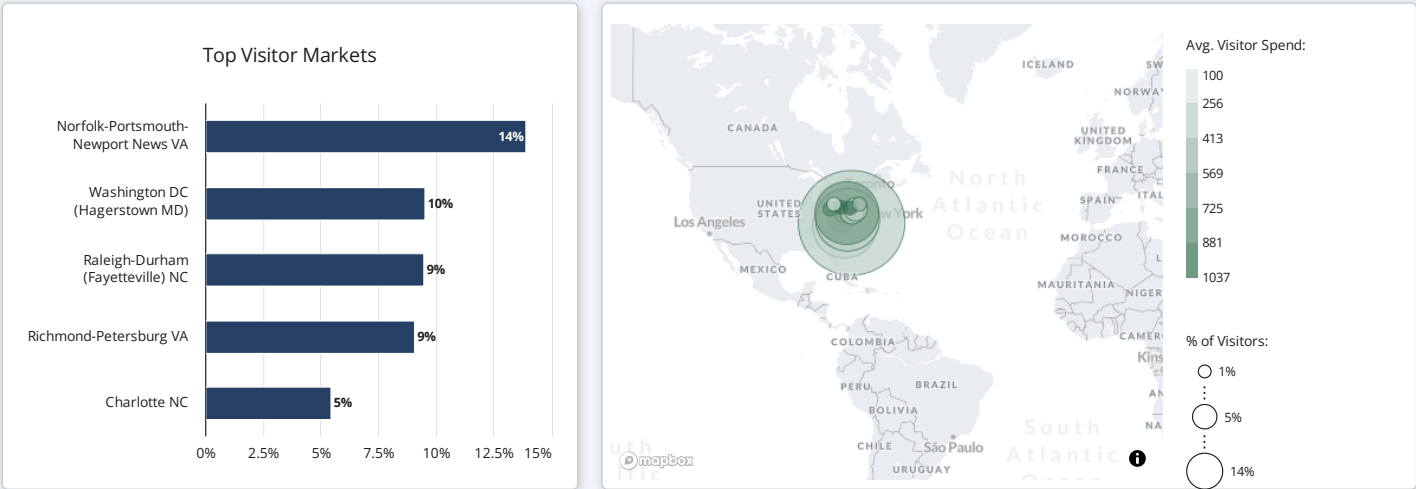
How much are visitors contributing to your economy?

Source: Zartico Spend Data



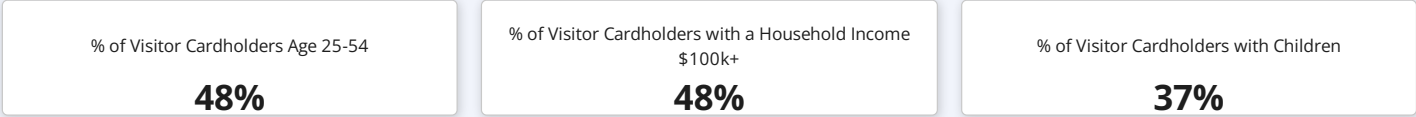
Where are your visitors coming from?

Source: Zartico Geolocation Data



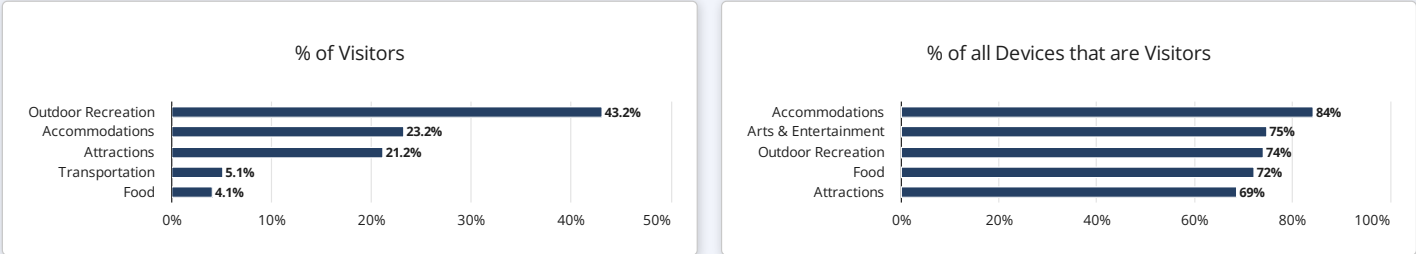
What are your visitor demographics?

Source: Zartico Spend Data



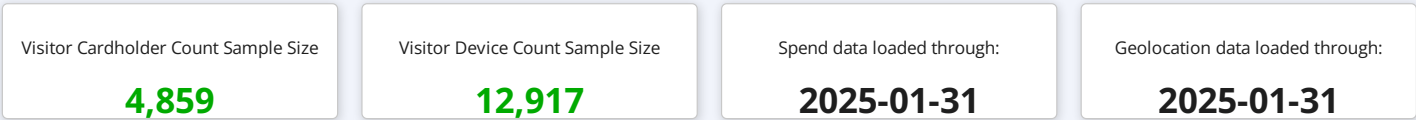
Where do visitors go in-destination? Where do they make the greatest impact?

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

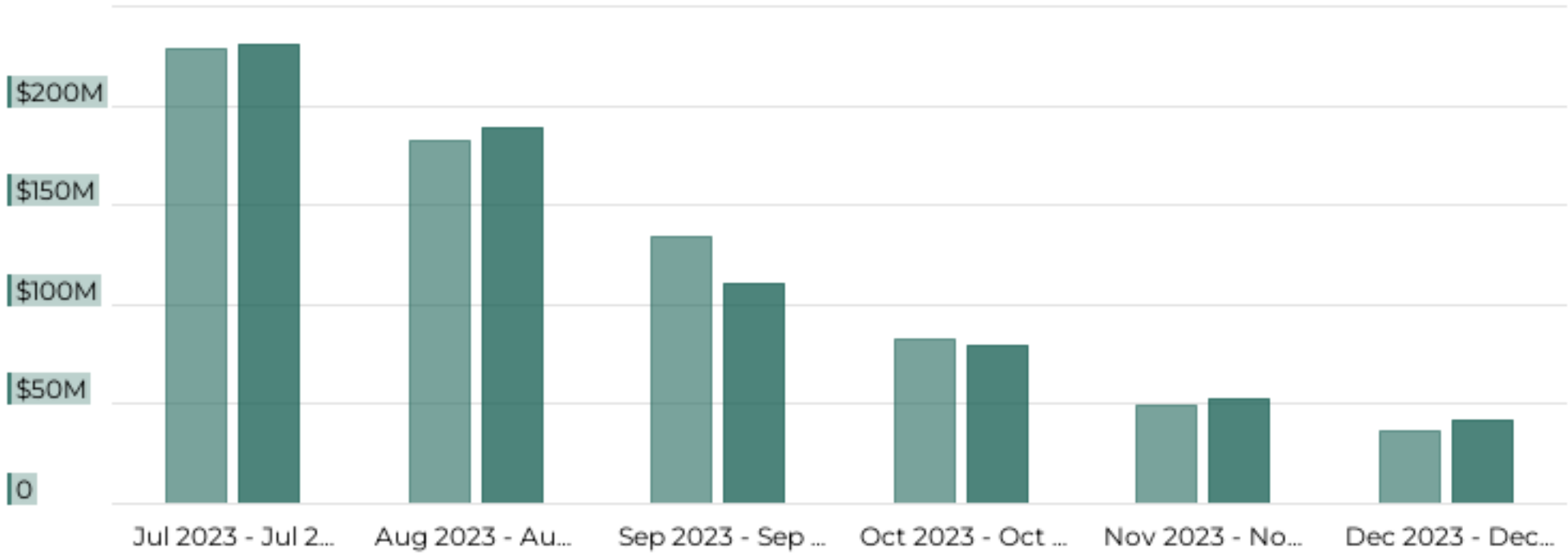
\$703,764,261 -1%
(Custom Range: \$712,630,369)

FYTD: Visa Tracked Spend

\$216,933,922 -2%
(Custom Range: \$221,462,161)

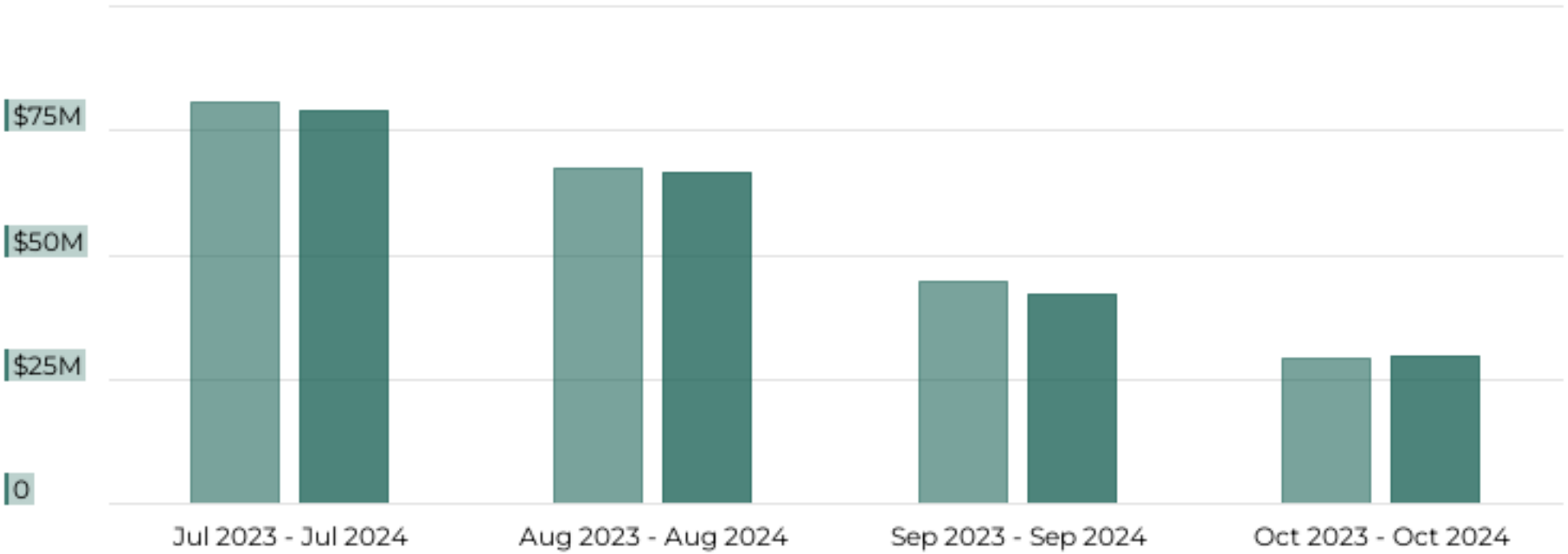
Zartico Monthly Spend v. Previous Year

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

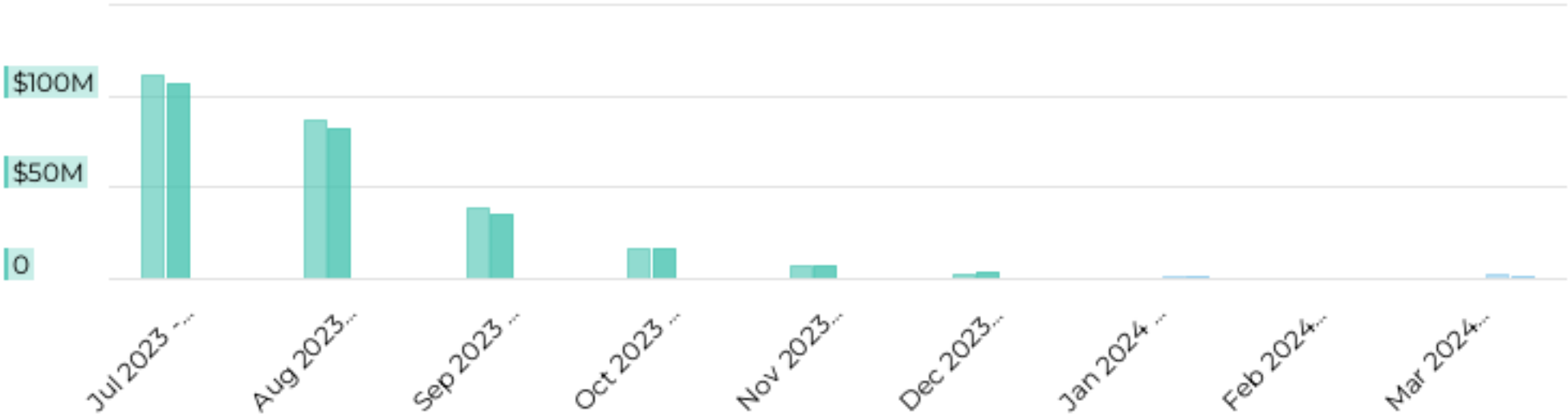
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$249,426,914 -5%
(Custom Range: \$263,065,981)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 1/7/25 vs. 1/9/24

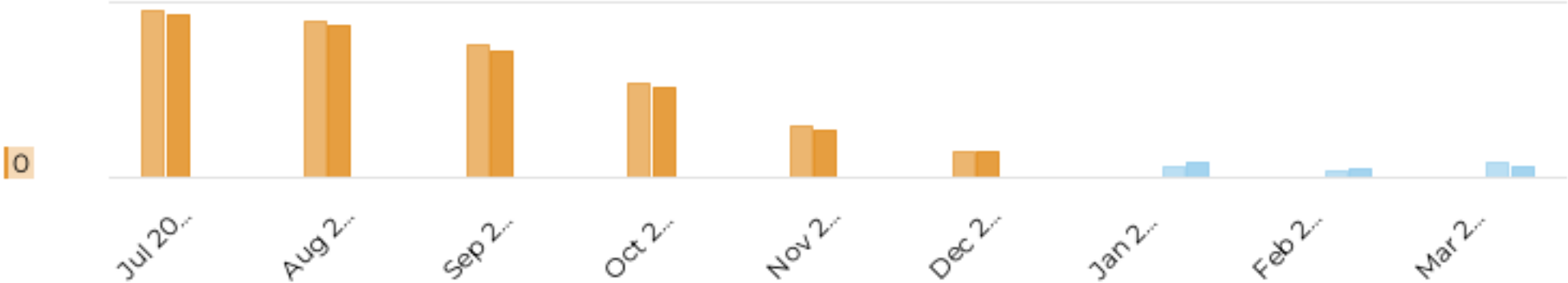


FYTD: Adj. Paid Occupancy %

64 % -4%
(Custom Range: 67 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 12/10/24 vs. 12/12/23



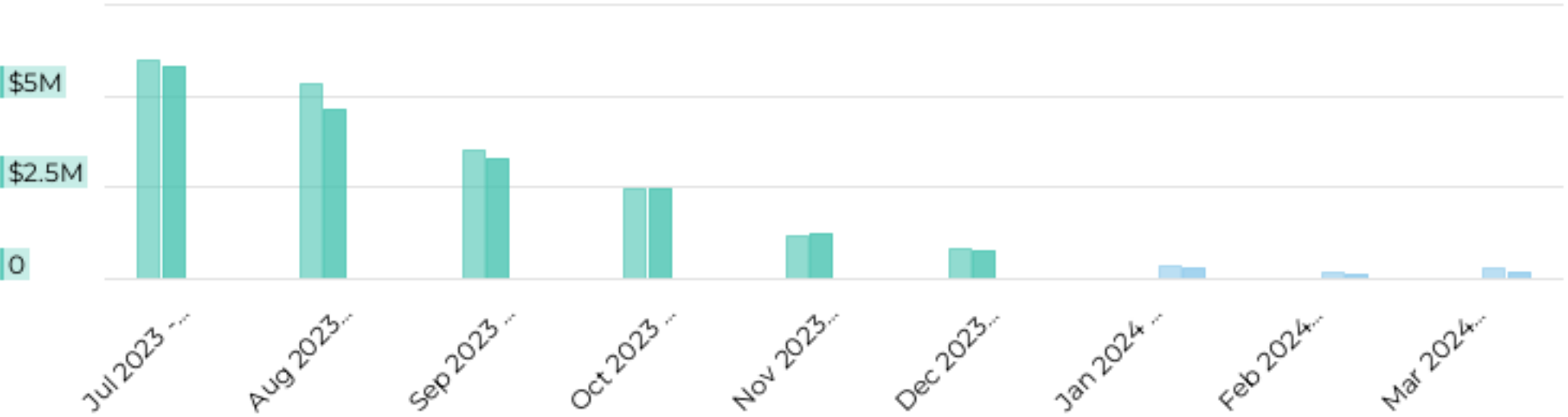
Hotels

FYTD: Total Revenue

\$18,210,420 -5%
(Custom Range: \$19,265,841)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 1/1/25 vs. 1/2/24

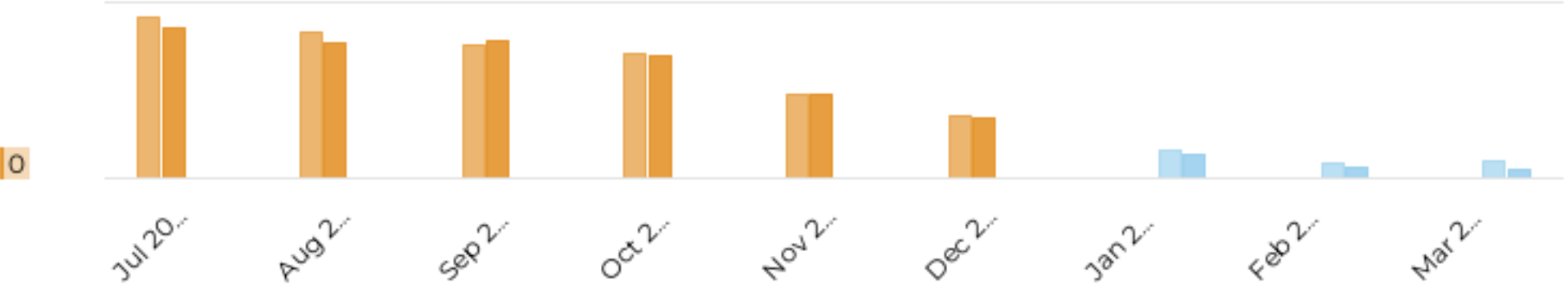


FYTD: Paid Occupancy %

65 % -2%
(Custom Range: 67 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 12/4/24 vs. 12/6/23



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
Virginia	\$1,557,470	▲ 83%	11,755	▲ 14%	\$15,561,834	▲ 0%
North Carolina	\$1,135,571	▲ 12%	9,654	▼ -11%	\$14,450,482	▲ 71%
Maryland	\$241,175	▲ 67%	1,592	▼ -14%	\$2,313,833	▲ 38%
Pennsylvania	\$241,615	▲ 61%	3,453	▼ -18%	\$1,806,211	▼ -4%
Florida	\$31,425	▼ -9%	2,499	▼ -14%	\$1,094,199	▼ -6%
New York	\$139,945	▼ -21%	4,970	▲ 3%	\$1,060,531	▲ 64%
New Jersey	\$73,851	▲ 50%	686	▼ -25%	\$803,187	▼ -42%
South Carolina	\$95,802	▼ -56%	704	▼ -46%	\$622,539	▲ 23%
District of Columbia	\$29,854	▲ 34%	425	▼ -20%	\$430,896	▼ -35%
Ohio	\$63,899	▲ 12%	2,360	▼ -48%	\$385,974	▲ 14%
Georgia	\$62,834	▲ 182%	3,778	▼ -21%	\$335,202	▲ 64%
California	\$7,509	▼ -23%	1,302	▲ 2%	\$306,003	▼ -2%
Kentucky	\$17,417	▲ 132%	430	▼ -59%	\$272,813	▲ 38%
Tennessee	\$34,930	▼ -24%	693	▼ -42%	\$250,103	▲ 26%
Delaware	\$23,078	▼ -5%	147	▼ -38%	\$211,861	▲ 119%
West Virginia	\$36,252	▲ 93%	358	▼ -59%	\$205,982	▲ 21%
Connecticut	\$7,795	▼ -29%	346	▼ -32%	\$178,355	▲ 62%
Washington	\$7,155	▲ 227%	472	▲ 12%	\$177,596	▲ 89%
Texas	\$34,970	▲ 46%	1,585	▼ -5%	\$174,086	▼ -84%
Vermont	\$1,370	▼ -79%	94	▼ -59%	\$136,092	▲ 833%
Oregon	--	--	116	▼ -31%	\$125,280	▲ 228%
Massachusetts	\$10,224	▲ 325%	1,493	▲ 11%	\$124,934	▲ 22%
Indiana	\$2,345	▲ 135%	786	▼ -56%	\$112,261	▼ -26%
Alabama	\$7,456	▲ 311%	210	▼ -35%	\$79,923	▲ 28%
New Hampshire	\$10,052	▲ 202%	216	▼ -55%	\$75,088	▲ 110%
Arizona	\$2,883	▲ 2%	332	▼ -5%	\$61,503	▲ 31%
Illinois	\$13,448	▲ 99%	1,842	▲ 2%	\$61,478	▼ -1%
Total	\$4,006,924	▲ 36%	57,699	▼ -17%	\$41,902,201	▲ 17%

KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	#	Total Rent	↓
--	Virginia		\$2,632,340	
Richmond	Virginia		\$2,383,338	
Pittsburgh	Pennsylvania		\$2,345,875	
Alexandria	Virginia		\$1,955,146	
Mechanicsville	Virginia		\$1,852,454	
Midlothian	Virginia		\$1,799,073	
Chesapeake	Virginia		\$1,602,416	
Fredericksburg	Virginia		\$1,586,162	
Virginia Beach	Virginia		\$1,531,668	
Charlottesville	Virginia		\$1,469,326	
Williamsburg	Virginia		\$1,461,409	
Raleigh	North Carolina		\$1,408,206	
Fairfax	Virginia		\$1,408,110	
Arlington	Virginia		\$1,361,662	
Glen Allen	Virginia		\$1,194,084	
Ashburn	Virginia		\$1,161,475	
Washington	District of Columbia		\$1,129,188	
Kill Devil Hills	North Carolina		\$1,121,460	
Leesburg	Virginia		\$1,088,893	
Manassas	Virginia		\$1,013,277	
Vienna	Virginia		\$934,081	
Kitty Hawk	North Carolina		\$925,684	
Frederick	Maryland		\$883,268	
Herndon	Virginia		\$874,937	
Springfield	Virginia		\$823,880	
Silver Spring	Maryland		\$805,836	
Roanoke	Virginia		\$802,192	
Chesterfield	Virginia		\$784,594	
Philadelphia	Pennsylvania		\$771,011	
Winchester	Virginia		\$767,510	
Cary	North Carolina		\$764,033	
Yorktown	Virginia		\$757,278	

1 - 50 of 50 items

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	#	Visits	↓
Ashburn	Virginia		49,327	
New York	New York		45,226	
Atlanta	Georgia		36,873	
--	Florida		33,479	
Chicago	Illinois		12,978	
Virginia Beach	Virginia		12,367	
Philadelphia	Pennsylvania		12,257	
Roanoke	Virginia		11,501	
--	North Carolina		10,874	
Raleigh	North Carolina		10,837	
Boston	Massachusetts		9,986	
--	Virginia		9,880	
Charlotte	North Carolina		9,800	
Kill Devil Hills	North Carolina		9,721	
Baltimore	Maryland		9,556	
Washington	District of Columbia		7,401	
Nags Head	North Carolina		6,454	
--	Pennsylvania		6,125	
Dallas	Texas		5,754	
Miami	Florida		5,053	
Kitty Hawk	North Carolina		4,469	
Orlando	Florida		4,176	
Reston	Virginia		3,944	
Los Angeles	California		3,724	
Manteo	North Carolina		3,565	
Corolla	North Carolina		3,529	
Jet	Oklahoma		3,291	
Richmond	Virginia		3,036	
--	Ohio		2,966	
Norfolk	Virginia		2,908	
Pittsburgh	Pennsylvania		2,854	
--	Georgia		2,822	

1 - 50 of 50 items

Zartico Normalized Visitor Spend

FYTD: States

State	#	Visitor Spend	↓
Virginia		\$259,803,531	
North Carolina		\$132,359,194	
Pennsylvania		\$73,194,930	
Maryland		\$56,940,068	
New York		\$26,176,629	
New Jersey		\$21,326,164	
Florida		\$18,314,577	
Ohio		\$16,598,879	
West Virginia		\$14,564,541	
South Carolina		\$6,793,068	
Indiana		\$5,655,995	
Connecticut		\$5,337,278	
Tennessee		\$5,314,334	
Delaware		\$4,999,692	
Massachusetts		\$4,471,434	
California		\$3,931,160	
Texas		\$3,423,421	
Georgia		\$3,331,447	
Michigan		\$3,192,647	
District of Columbia		\$3,067,688	
Kentucky		\$2,937,307	
Illinois		\$2,518,970	
Colorado		\$2,063,694	
Alabama		\$1,775,607	
New Hampshire		\$1,590,774	
Washington		\$1,580,318	
Vermont		\$1,525,256	
Wisconsin		\$1,473,497	
Oregon		\$1,369,019	
Minnesota		\$1,237,172	
Missouri		\$1,188,571	
Arizona		\$1,148,845	

1 - 50 of 50 items