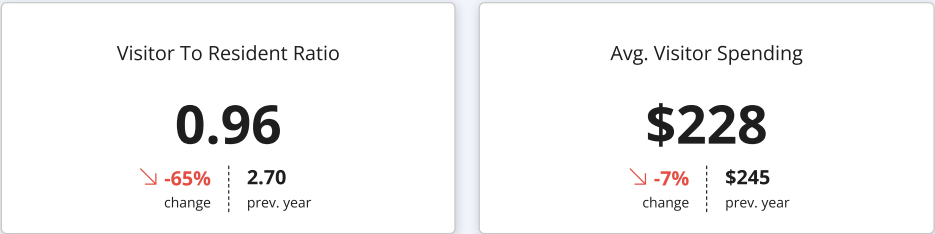


Director’s Brief Summary

See a summary of your destination’s key metrics, so that you can stay aware of where you are today and where you’re heading. This module will give you high-level insights into your top origin markets for visitation and spending, your most visited regions, regions experiencing compression, and hotel performance.

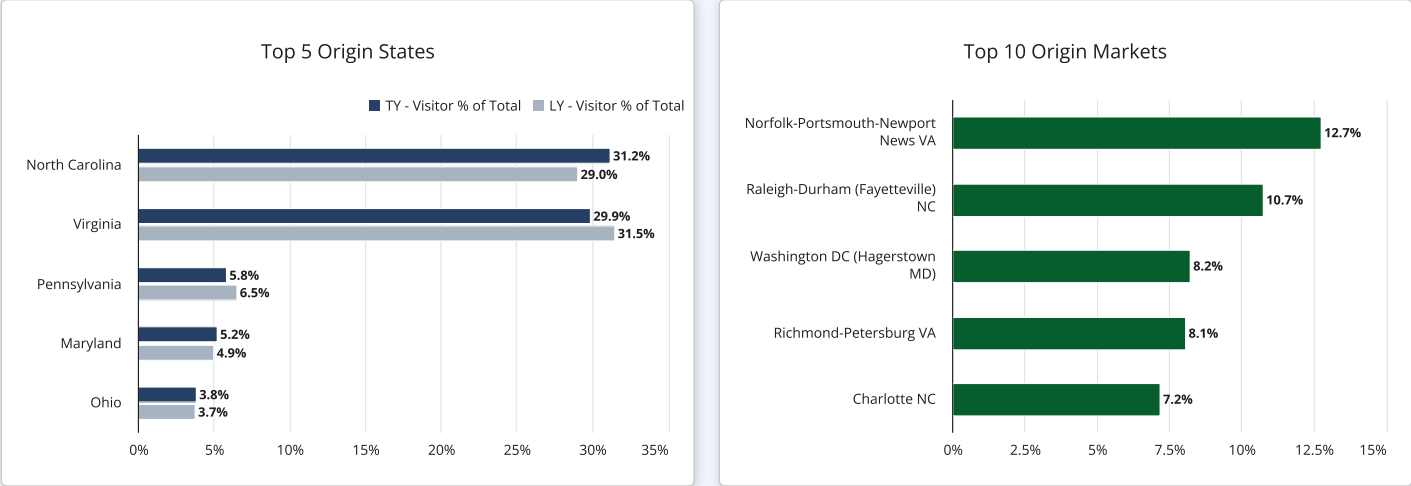
Outer Banks Performance Summary

Source: Zartico Geolocation Data, Zartico Spend Data. Visitors are defined as devices more than 30 miles from their home and work locations.



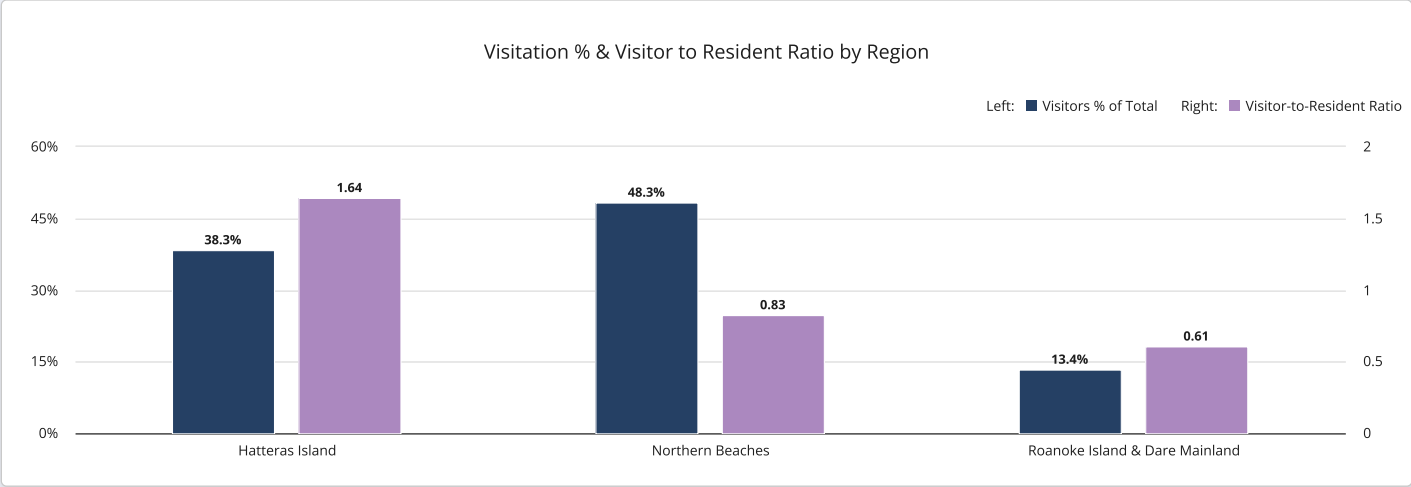
Who is visiting Outer Banks?

Source: Zartico Geolocation Data. Note: This insight shows which origin markets that generate the greatest volume of visitors, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. LY = Last Year, TY = This Year.

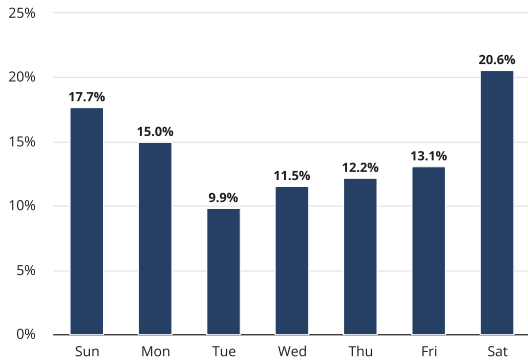


Where are visitors going within Outer Banks?

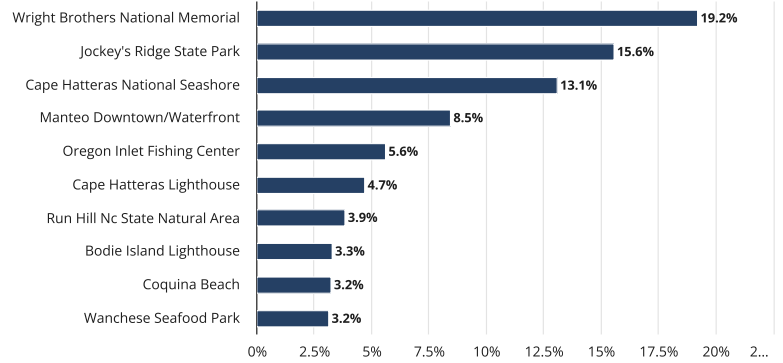
Source: Zartico Geolocation Data. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. Visitor-to-Resident Ratio is used as a measure of understanding the “stress” a visitor economy is placing on the resident quality of life.



Visitation by Day of the Week



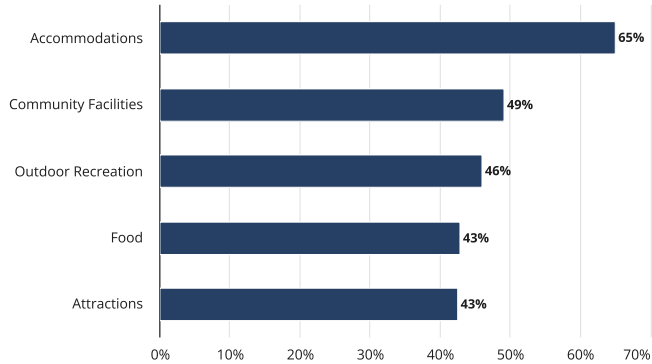
Top 10 Primary Points of Interest



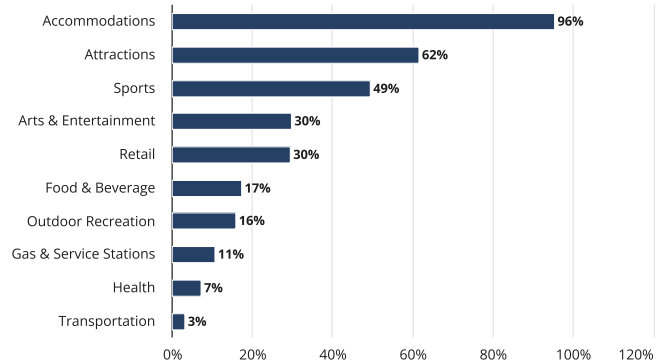
How are visitors impacting Outer Banks?

Source: Zartico Geolocation Data, Zartico Spend Data. These charts show the share of visitors/visitor spend that make up your main categories of businesses to show the impact of visitors on your local economy.

Visitors as Percent Of Total Patrons



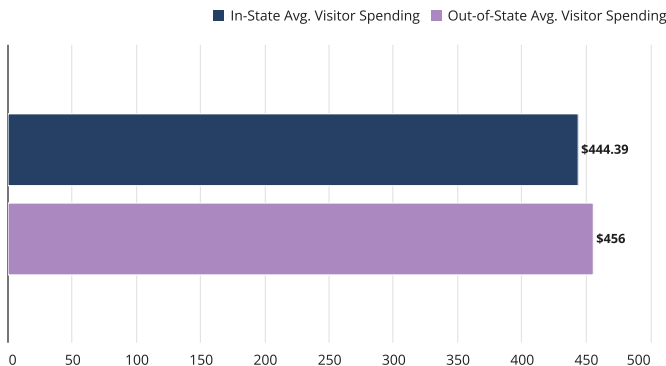
Visitor Spend as Percent of Total Spend



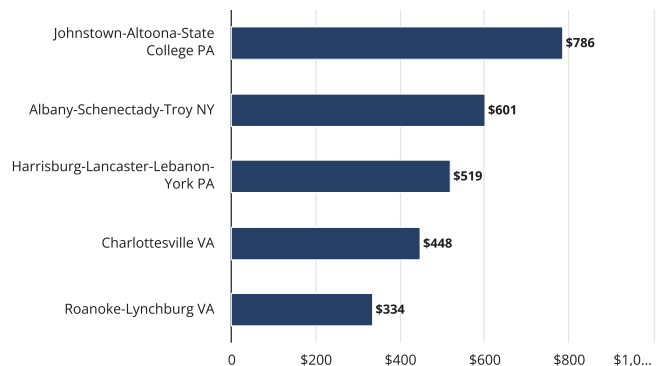
How are visitors contributing to your destination's economy?

Source: Zartico Spend Data. Note: Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count.

Avg Visitor Spending - In-State vs OOS

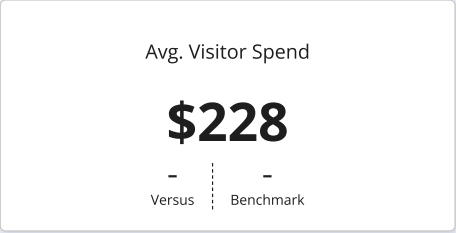
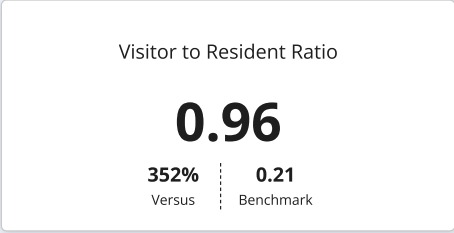


Top Markets Ranked By Avg Visitor Spend



How does Outer Banks compare to Zartico benchmark averages?

Source: Zartico Geolocation Data, Zartico Spend Data. Note: Visitor-to-Resident Ratio is used as a measure of understanding the “stress” a visitor economy is placing on the resident quality of life. Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count.



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. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size.

