

### Impact Report Summary

Understand how your destination is progressing toward your goals. These insights show performance over time. You will see historical performance over the most recent 12-month period, as well as last month compared to the previous month and the previous year.

These insights are based on a device count sample size of 386,695 and a cardholder count sample size of 302,456.

The date filter will not change these insights.

### Hotel Occupancy Trend

Source: Zartico Lodging Data

Track lodging occupancy by month to define seasonal trends, peak periods, and periods of low demand. Use your knowledge of these trends to make informed decisions about tourism development, such as investment in hospitality infrastructure.

Hotel Occupancy Last Month

**34%**

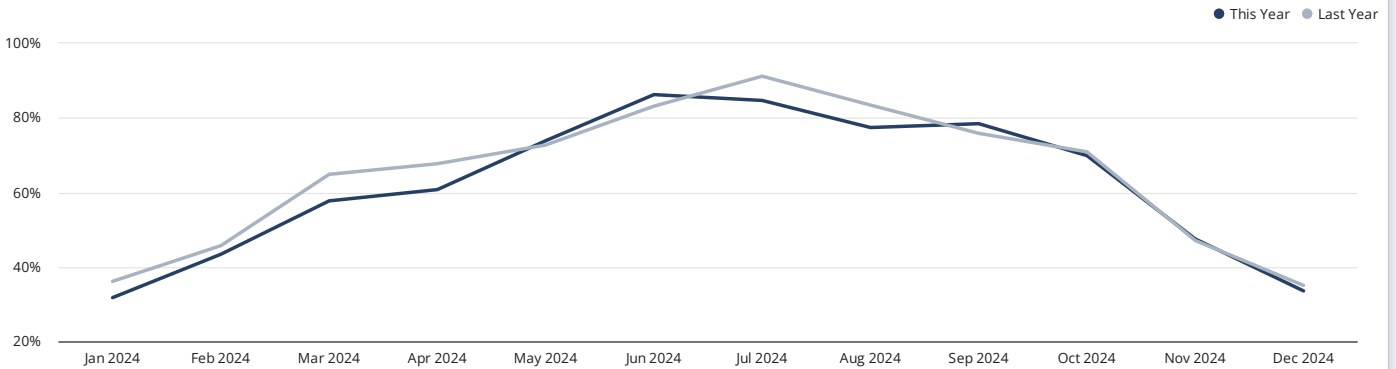
Hotel Occupancy Change from Month Prior

**-29%**

Hotel Occupancy Change from Same Month Last Year

**-4%**

Hotel Occupancy by Month



### Hotel Average Daily Rate Trend

Source: Zartico Lodging Data

Monitor the month-to-month trends in lodging rates to strategically position your destination and attract visitors who are a good economic match for the types of stays you have to offer.

Hotel Average Daily Rate Last Month

**\$102**

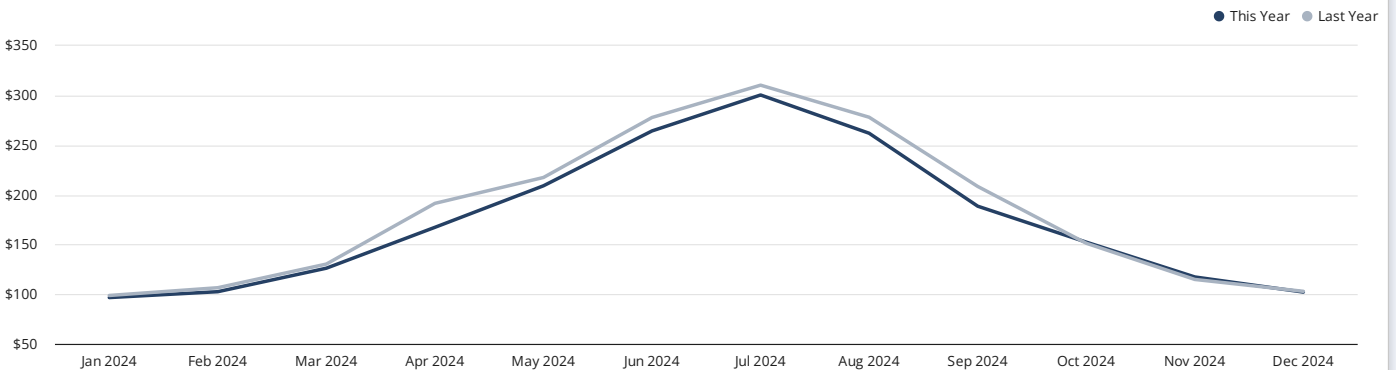
Hotel Average Daily Rate Change Month Prior

**-13%**

Hotel Average Daily Rate Change from Same Month Last Year

**-1%**

Hotel Average Daily Rate by Month



## Hotel Stay Value Trend

Source: Zartico Lodging Data

The cost of lodging has a significant impact on overall visitor spending. Tracking average stay value in your destination can help you understand visitor economy patterns and inform future targeting and tactics.

Hotel Average Stay Value Last Month

**\$195**

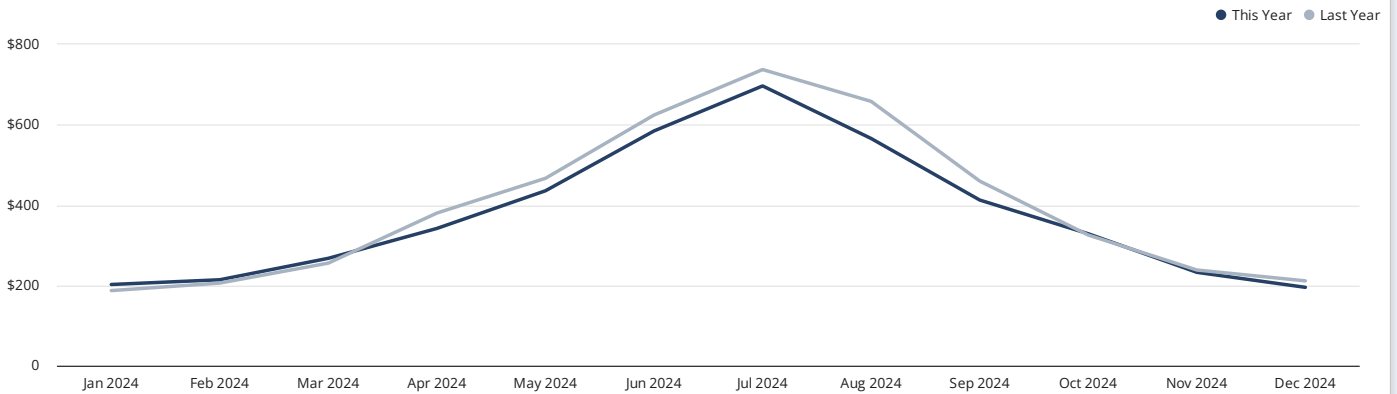
Hotel Average Stay Value Change Prior Month

**-16%**

Hotel Average Stay Value from Same Month Last Year

**-8%**

Hotel Average Stay Value by Month

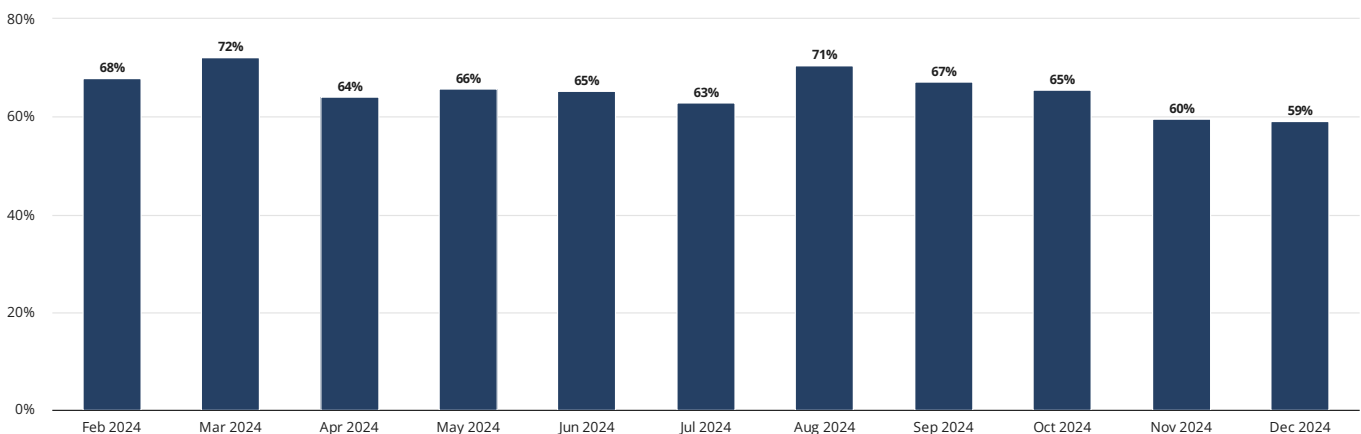


## Share of Overnight Visitors

Source: Zartico Geolocation Data

Overnight visitors are strong contributors to your economy. Monitoring monthly changes in overnight visitation helps define strategies during key periods and mitigate the impact of seasonal changes.

% of Overnight Visitors: Running 12 Months



## Origin Market Trend

Source: Zartico Geolocation Data

Knowing where your visitors come from allows you to make better marketing decisions. Out-of-state visitors tend to stay longer in destination and spend more.

% of Out-of-State Visitors Last Month

**71%**

% Change from Prior Month

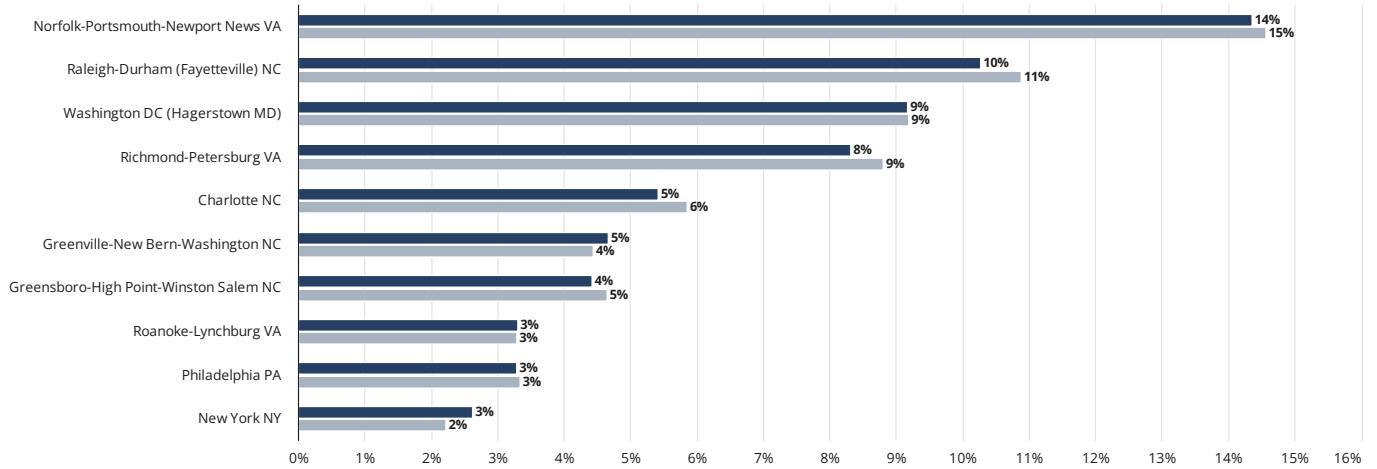
**+3%**

% Change from Same Month Last Year

**+3%**

### Top 10 Visitor Markets

■ Last Month - % of Visitors ■ Same Month Last Year - % of Visitors



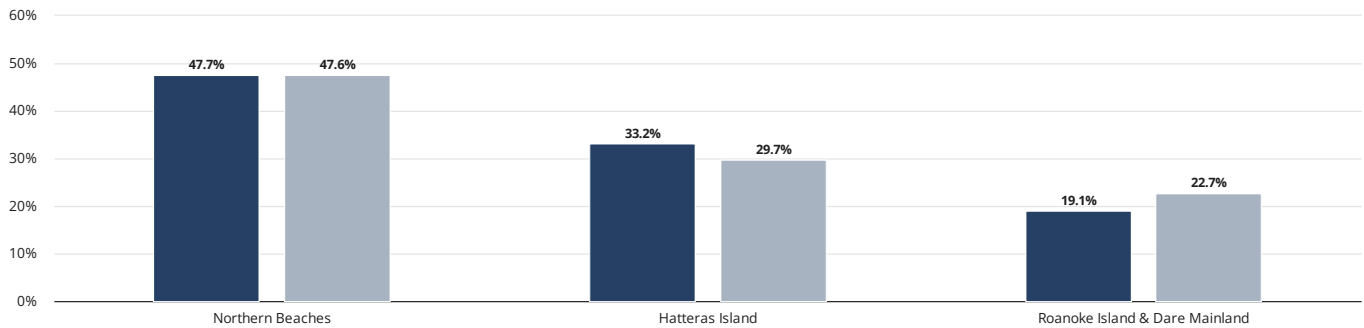
### Regional Visitation Trend

Source: Zartico Geolocation Data

Understanding where visitors go in your destination allows you to see opportunities to influence future visitor movement.

### % of Visitors by Region

■ This Year - % of Visitors ■ Last Year - % of Visitors



### Impact of Visitor Spending on the Local Economy

Source: Zartico Spend Data

Visitors make an impact on your economy across all categories — not just accommodations and attractions. This shows the visitor share of total spending overall and by category, illustrating the full value of visitors to your destination and stakeholders.

% of all Spend that came from Visitors Last Month

**43%**

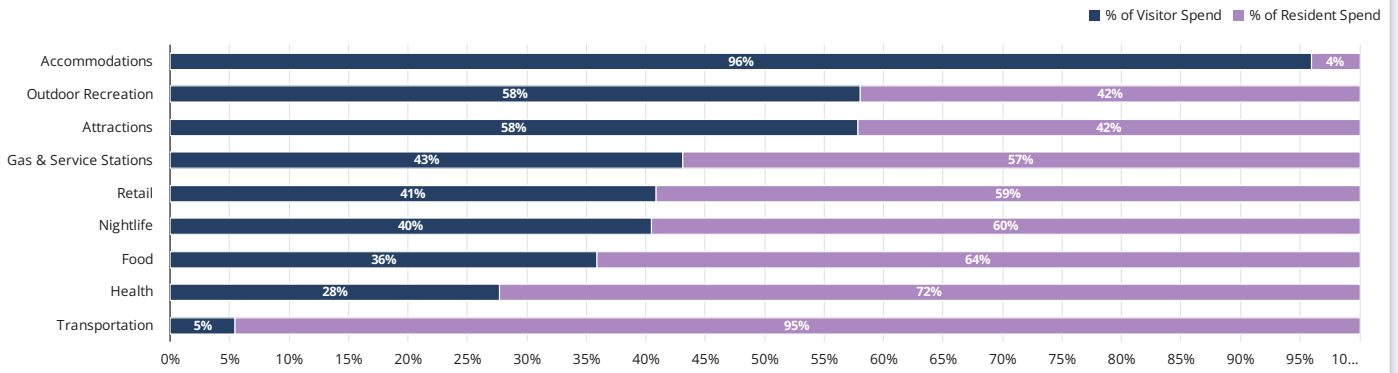
% Change from Prior Month

**-19%**

% Change from Same Month Last Year

**-7%**

### % of Visitor and Resident Spend by Category



### Visitor Spending Trends

Source: Zartico Spend Data

Understand average visitor spending and how visitors spend by category in your destination.

Avg. Visitor Spend Last Month

**\$165**

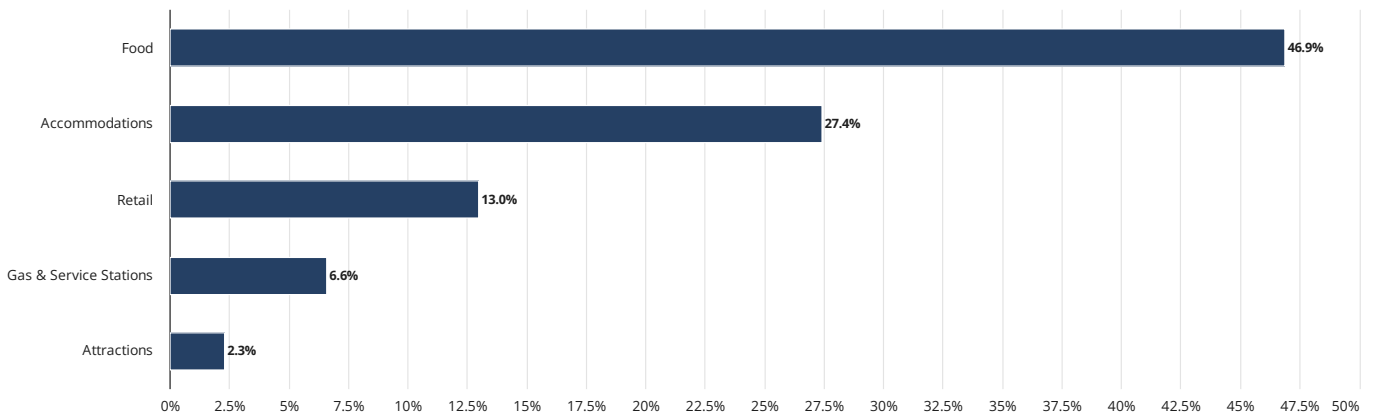
% Change from Prior Month

**-8%**

% Change from Same Month Last Year

**-37%**

### % of Visitor Spend by Category



### 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.

Visitor Cardholder Count

**7,154**

Visitor Device Count

**16,343**

Spend data loaded through:

**2024-12-31**

Geolocation data loaded through:

**2024-12-31**

## Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

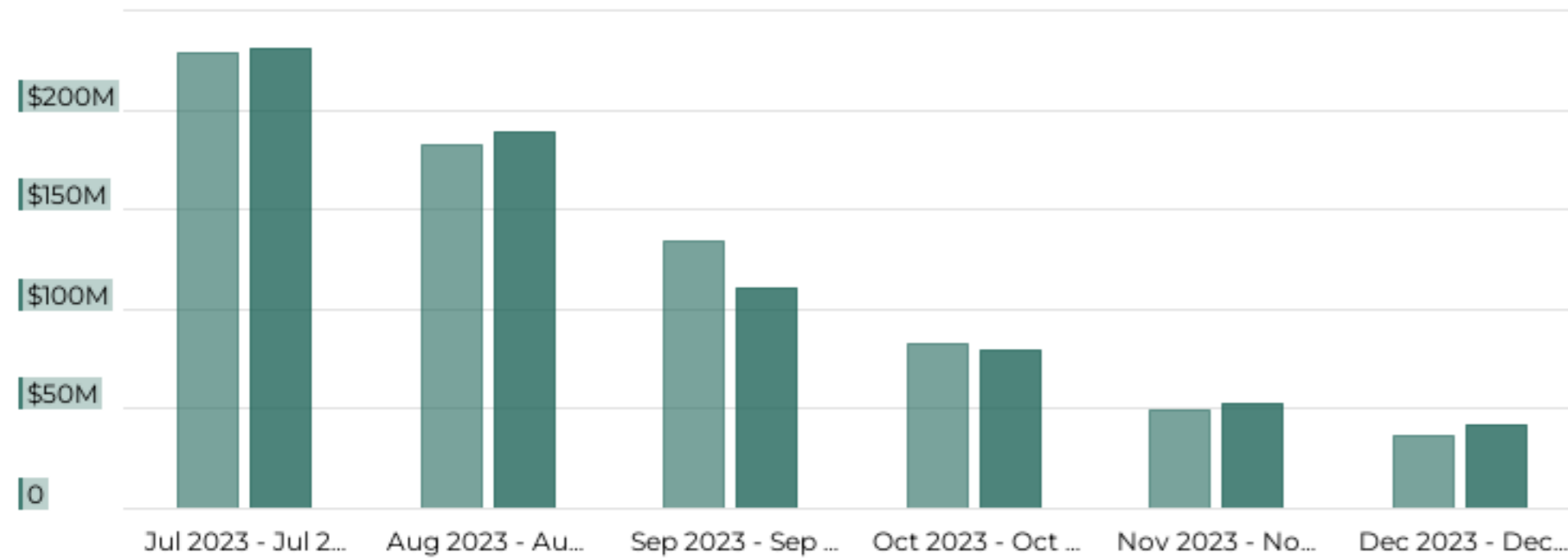
**\$703,764,261** ▼ -1%  
(Custom Range: \$712,630,369)

FYTD: Visa Tracked Spend

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

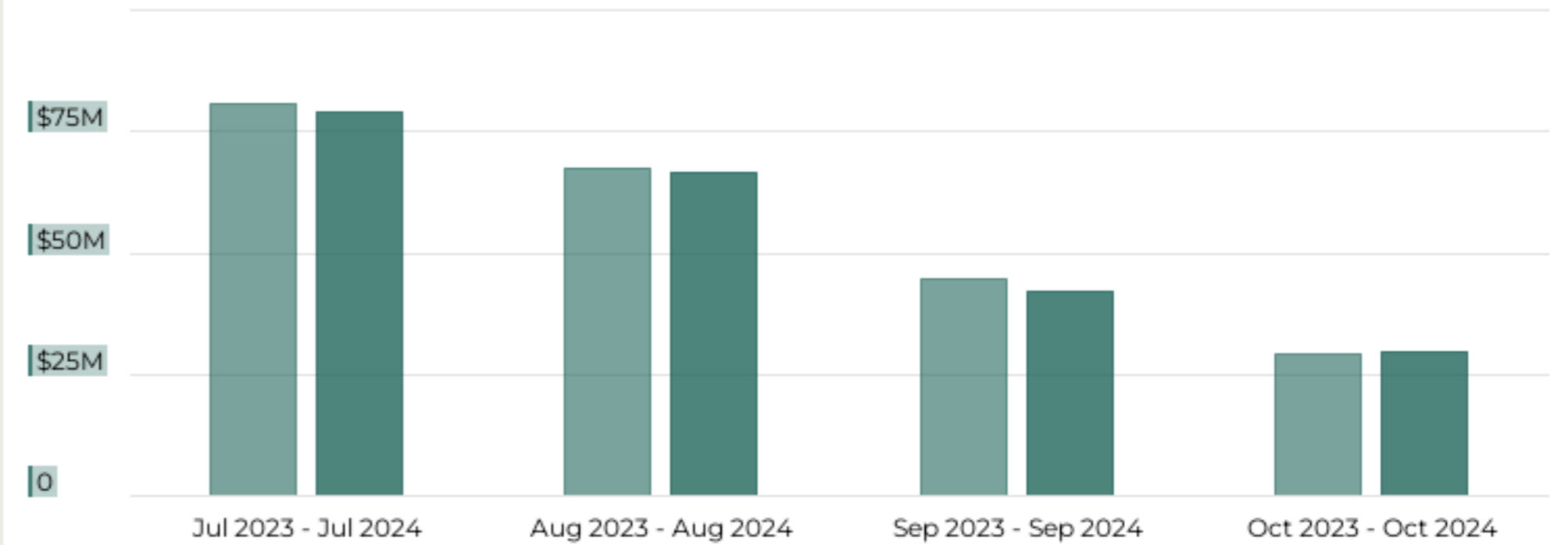
Zartico Monthly Spend v. Previous Year

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

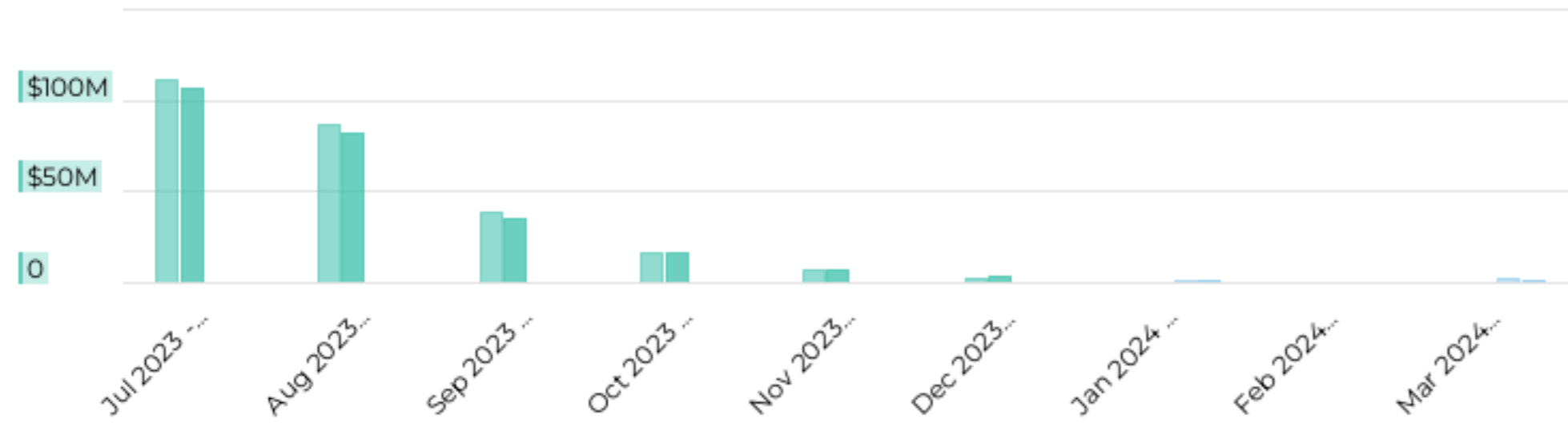
## Short Term Rentals

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

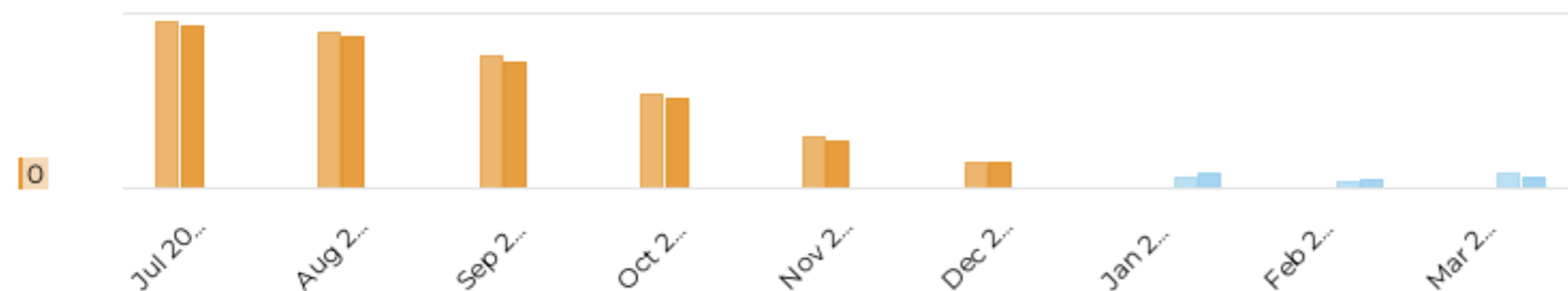


FYTD: Adj. Paid Occupancy %

**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



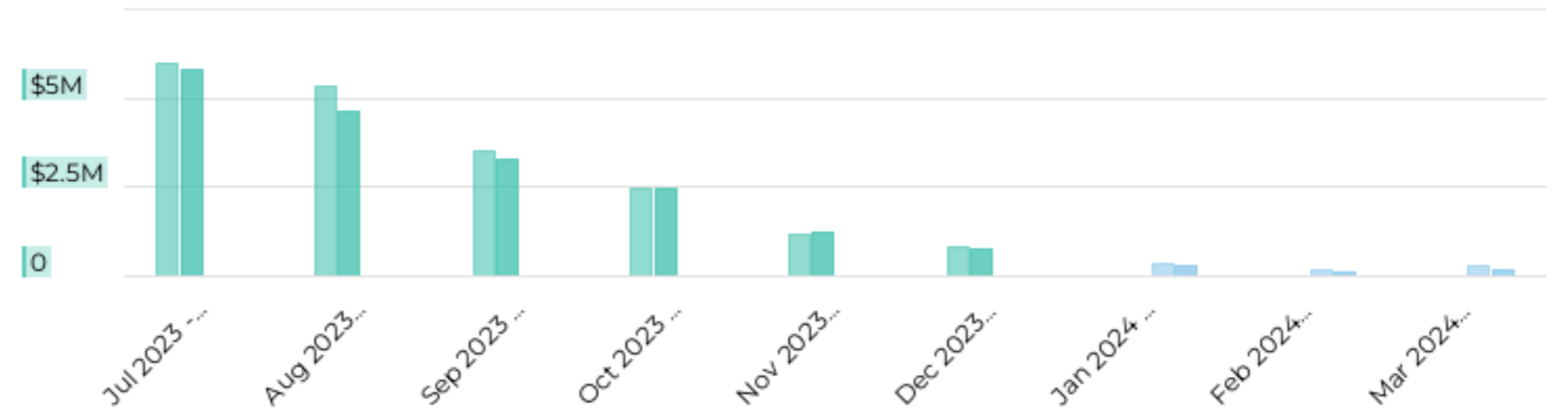
## Hotels

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

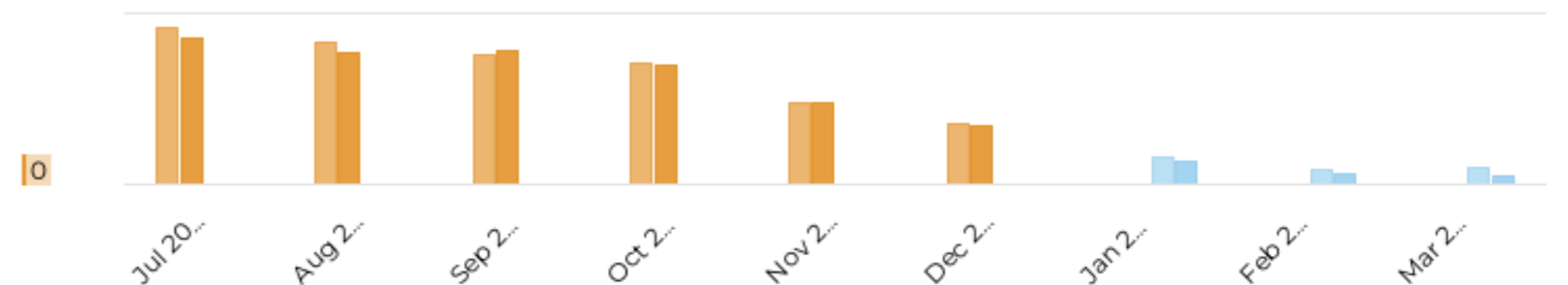


FYTD: Paid Occupancy %

**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%
<b>Total</b>	<b>\$4,006,924</b>	<b>▲ 36%</b>	<b>57,699</b>	<b>▼ -17%</b>	<b>\$41,902,201</b>	<b>▲ 17%</b>

## 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

