

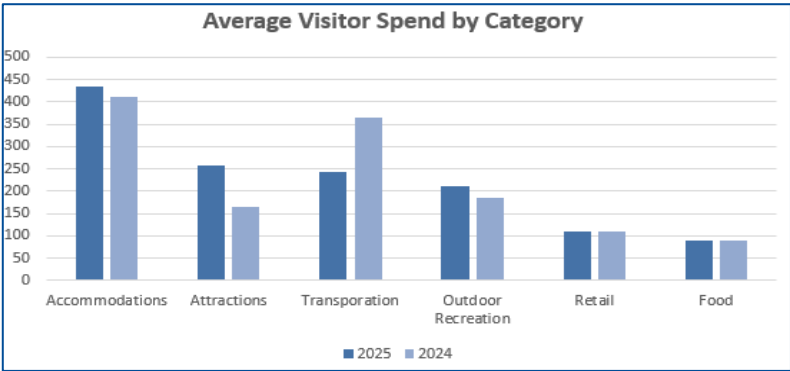
# January 2025 Zartico Visitor Profile



55.3% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne.**

For January 2025, the percent of all spending in tourism-related categories by visitors was up 4.0% and the average transaction amount was 3.0% more than compared to January 2024.

There were 4.6% more household income levels above \$100,000 than January 2024.



% of Visitors Devices seen in Destination

**41.2%**

Visitors made up **41.2% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

**28.9%**

Visitors made up **28.9% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

**\$132**

Visitors spending had an **average transaction amount of \$132** during this timeframe.

% of Visitor Cardholders Age 25-54

**48%**

**48% of all cardholders** spending in tourism-related categories during this timeframe were **within the ages of 25-54.**

% of Visitor HHI \$100K+

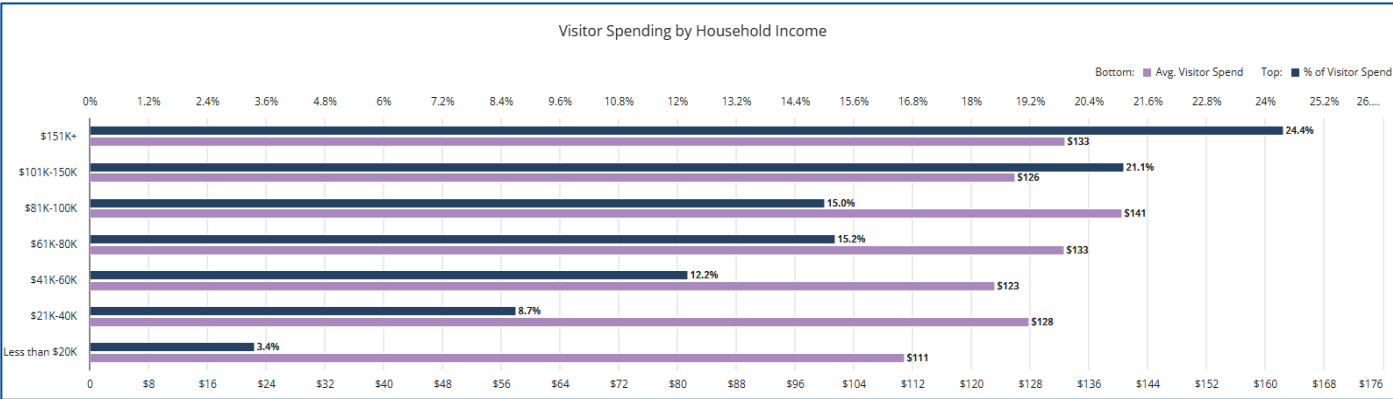
**46%**

**46% of all cardholders** spending in tourism-related categories during this timeframe **have a household income level above \$100,000.**

% of Visitors with Children

**36%**

**36% of all cardholders** spending in tourism-related categories during this timeframe **were from a household with children.**

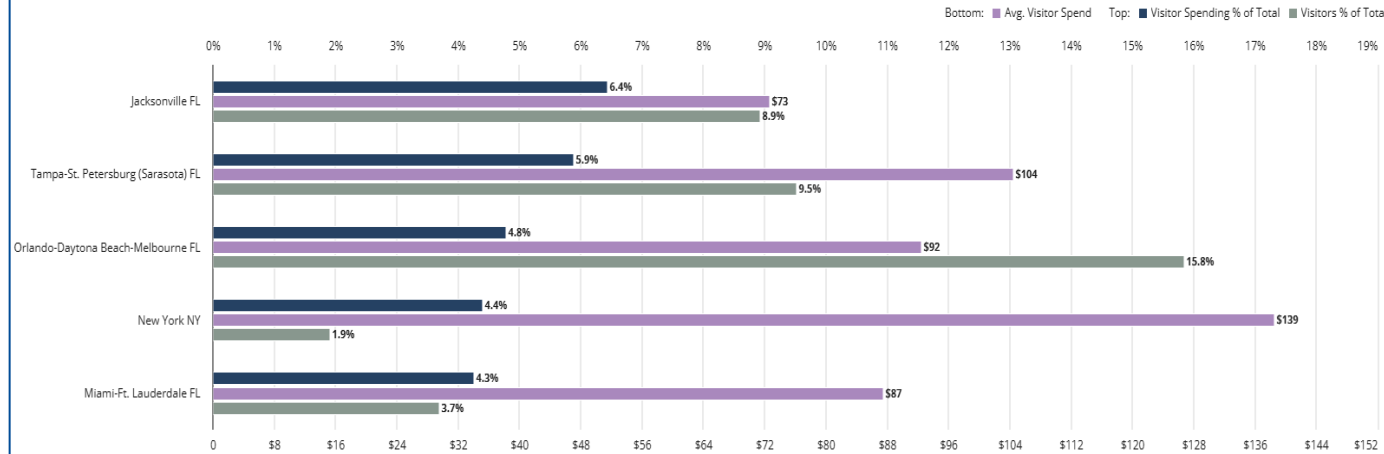


- International Markets in Destination
- Australia
  - Brazil
  - Canada
  - China
  - Colombia
  - India
  - Jamaica
  - Japan
  - Mexico
  - South Korea

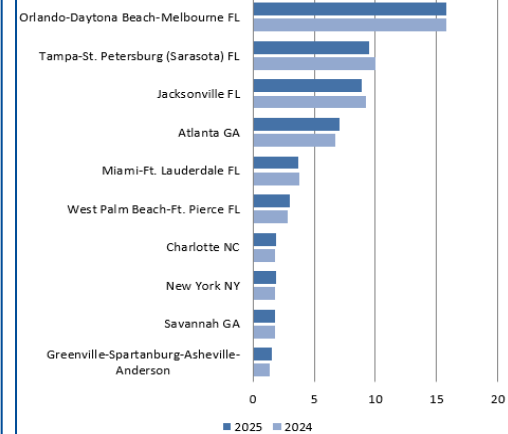
# January 2025 Zartico Visitor Profile



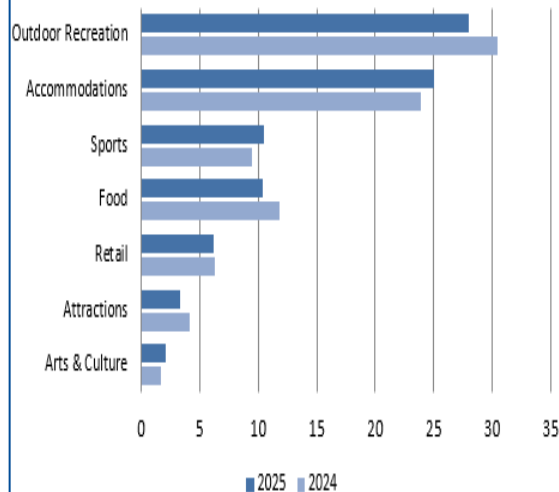
Visitor Spend vs. Visitation by Top 5 Markets



Percent of Visitation  
Top Origin Markets



Percent Visitation by POI Category



Top 20 Dining Locations

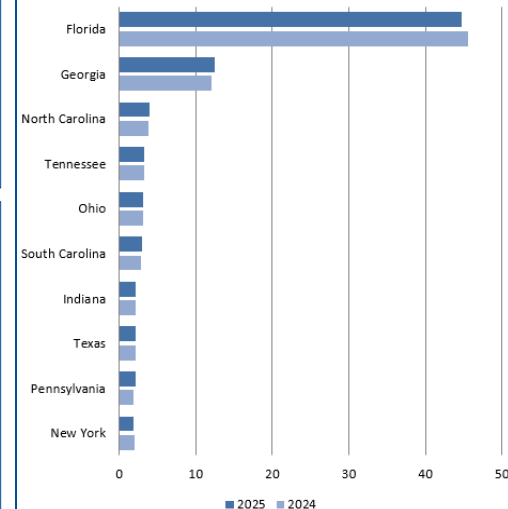
Beachside Bar Deck & Grill	Hull's Seafood Restaurant
Caribbean Jack's	Joe's Crab Shack
Charlie Horse Restaurant	Landshark Bar & Grill
Chart House	Ocean Deck Restaurant & Beach Bar
Crabby Joe's Deck & Grill	Off the Hook at Inlet Harbor
Crabby's Oceanside	Our Deck Down Under
Cruisin' Café	Racing's North Turn Beach Bar & Grill
Down the Hatch Seafood Company	Riptides Raw Bar & Grill
First Watch	Steve's Famous Diner
Hidden Treasure Rum Bar & Grill	The Oyster Pub

Top 20 Points of Interest\*

Congo River Adventure Golf	Ocean Center Convention Complex
Daytona Beach Boardwalk/Pier/Bandshell	Ocean Walk Shoppes
Daytona Beach International Airport	Peabody Auditorium
Daytona International Speedway	Pirate's Island Mini Golf
Daytona Lagoon	Ponce Inlet Lighthouse & Museum
Jackie Robinson Ballpark	Ponce Preserve
Lighthouse Point Park	Screamer's Park
Maui Nix Surf Shop	Shoppes at ONE DAYTONA
Motorsports Hall of Fame of America	Sun Splash Park
Museum of Arts & Sciences	Tanger-Daytona Beach

\*excludes area beaches, bars/restaurants, and lodging

Percent of Visitation  
Top 10 States



Source: Zartico Geolocation Data, Zartico Spending Data  
Sample Size: Device Count: 44,986 Cardholder Count: 23,523