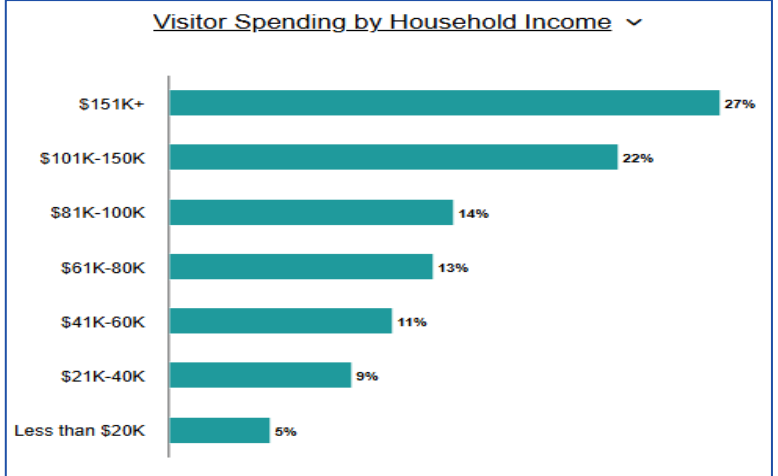


# January 2026 Zartico Visitor Profile



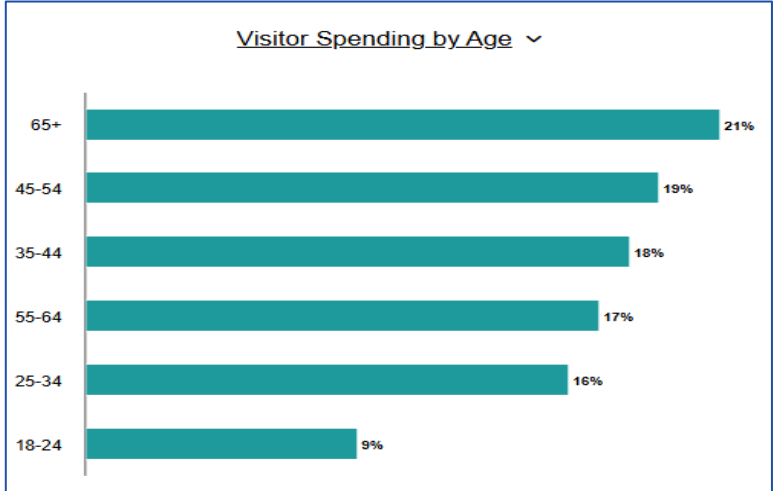
71.0% of visitors are from out of state. Our top origin market is **the Orlando-Daytona Beach-Melbourne area**.

Percent of Visitors Seen in Destination <b>27%</b>	Percent of All Spending from Visitors <b>24%</b>	Average Daily Visitor Spend <b>\$62</b>
Average Daily Visitor Spend: Restaurants <b>\$56</b>	Average Daily Visitor Spend: Retail <b>\$69</b>	Average Daily Visitor Spend: Attractions <b>\$68</b>



## Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	9%	3%	\$49
Tampa-St. Petersburg-Sarasota FL	6%	5%	\$46
Jacksonville FL	6%	5%	\$53
New York NY	5%	5%	\$57
Atlanta GA	4%	3%	\$55
Miami-Ft. Lauderdale FL	4%	3%	\$48
Washington DC-Hagerstown MD	3%	2%	\$57
West Palm Beach-Fort Pierce FL	3%	2%	\$51
Philadelphia PA	2%	2%	\$59
Bend OR	2%	0.0%	\$32

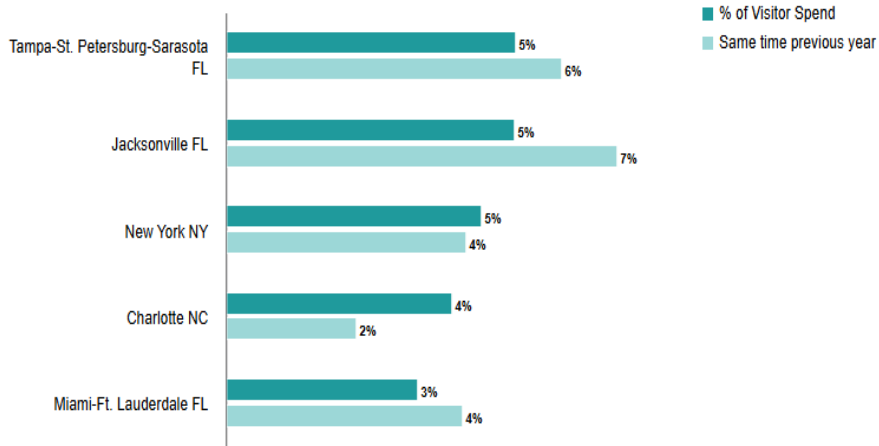


Source: Zartico Geolocation Data, Zartico Spending Data  
Sample Size: Geolocation: 189,729 Spend: 34,613

# January 2026 Zartico Visitor Profile



Top Spend Markets ▾



## Average Length of Stay:

- Hotel: 2.5 days (+0.1 days compared to January 2025)
- Short-Term Vacation Rental: 8.8 days (+1.1 days compared to January 2025)

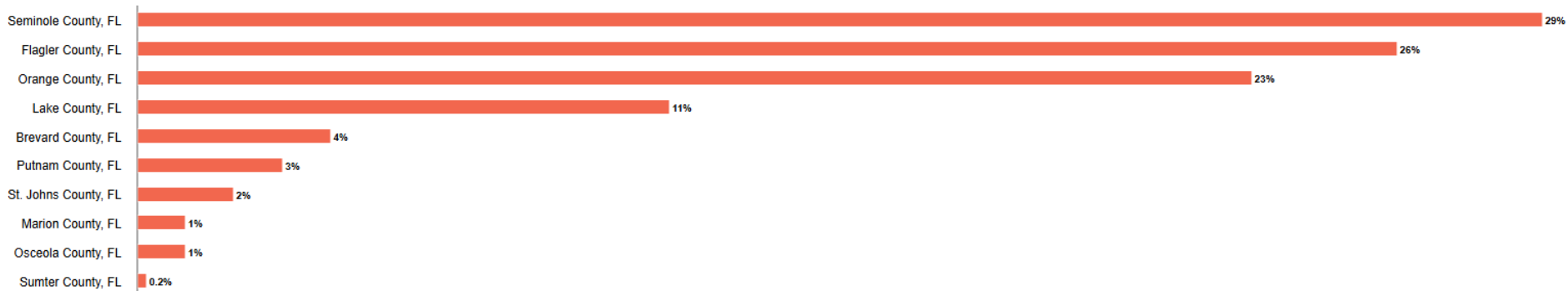
## Average Booking Window:

- Hotel: 24 days (1 day less than January 2025)
- Short-Term Vacation Rental: 56 days (5 days less than January 2025)

## Average Stay Value\*:

- Hotel: \$449 (\$10 less than January 2025)
- Short-Term Vacation Rental: \$1,030 (\$98 more than January 2025)

% of Local Visitors by Origin County



\*Average Stay Value KPI is the average Unit Revenue by number of Guest Check-ins during a selected time.

$$\text{Average Stay Value} = \text{Unit Revenue} / \text{Guest Check-ins}$$