

# February 2025 Zartico Visitor Profile

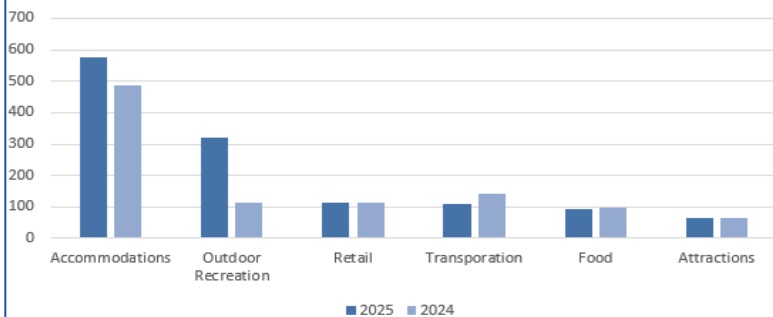


**58.8%** of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For February 2025, the percent of all spending in tourism-related categories by visitors was down 3.5% and the average transaction amount was 0.6% less than compared to February 2024.

There were no change in household income levels above \$100,000 from February 2024.

Average Visitor Spend by Category



% of Visitors Devices seen in Destination

**39.3%**

Visitors made up **39.3% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

**27.4%**

Visitors made up **27.4% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

**\$151**

Visitors spending had an **average transaction amount of \$151** during this timeframe.

% of Visitor Cardholders Age 25-54

**47%**

**47% of all cardholders** spending in tourism-related categories during this timeframe were **within the ages of 25-54**.

% of Visitor HHI \$100K+

**48%**

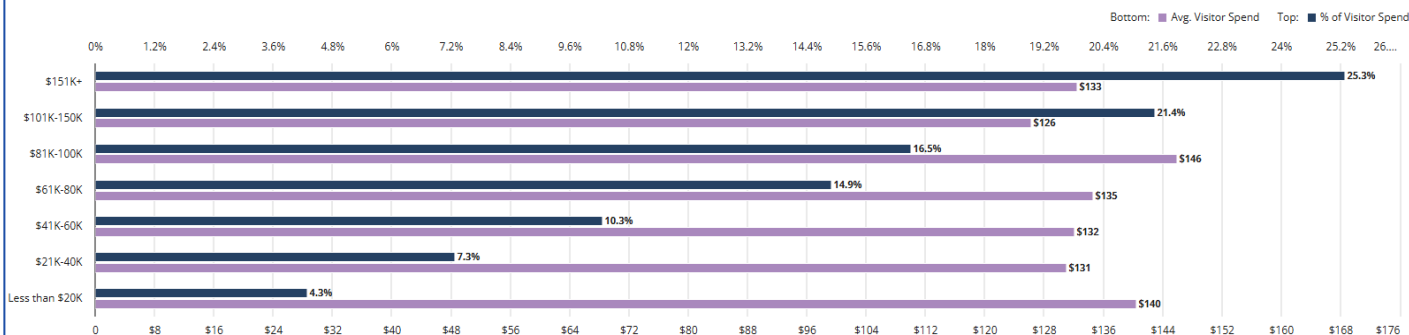
**48% of all cardholders** spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% of Visitors with Children

**33%**

**33% of all cardholders** spending in tourism-related categories during this timeframe **were from a household with children**.

Visitor Spending by Household Income



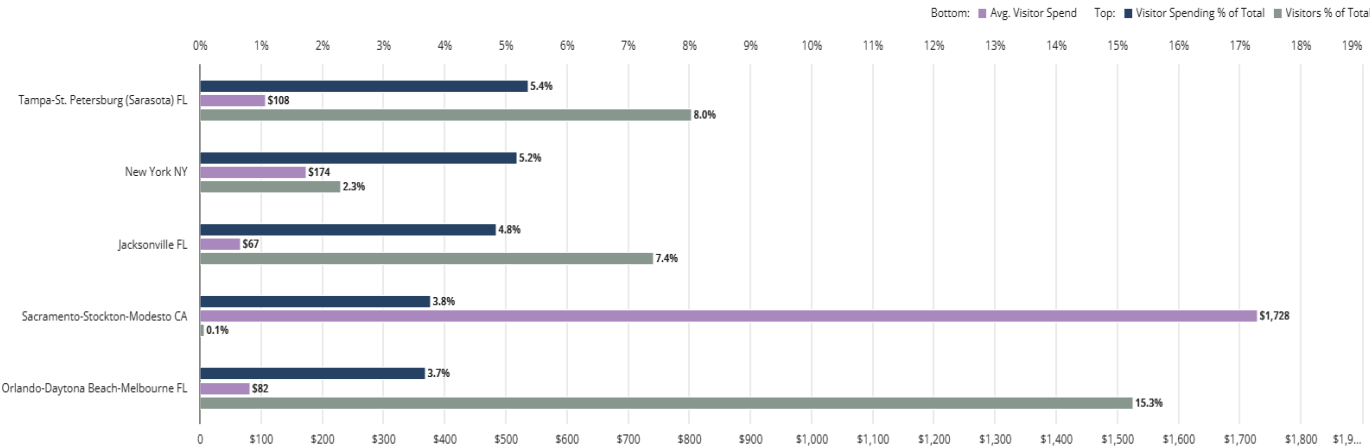
International Markets in Destination

Argentina  
Australia  
Brazil  
Canada  
France  
Germany  
India  
Italy  
Japan  
Mexico  
United Kingdom

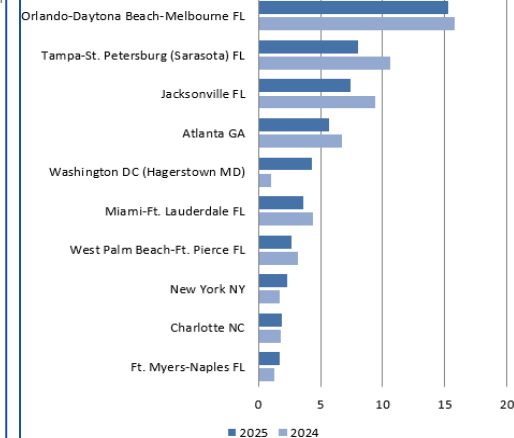
Source: Zartico Geolocation Data, Zartico Spending Data  
Sample Size: Device Count: 23,041 Cardholder Count: 15,853

# February 2025 Zartico Visitor Profile

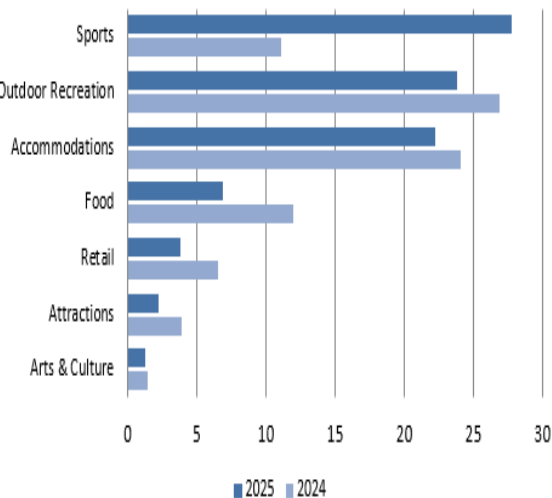
Visitor Spend vs. Visitation by Top 5 Markets



Percent of Visitation  
Top Origin Markets



Percent Visitation by POI Category



Top 20 Dining Locations

Charlie Horse Restaurant	Ocean Deck Restaurant & Beach Bar
Chart House	Porto Fino Restaurant
Crabby's Oceanside	Racing's North Turn Beach Bar & Grill
Cruisin Café	Riptides Raw Bar & Grill
Ichi Ni San Asian Grill	Steve's Famous Diner
Joe's Crab Shack	Stroud's Hog Heaven BBQ
Landshark Bar & Grill	The Beach Bucket Bar & Grill
Mario's Italian Restaurant & Lounge	The Oyster Pub
Martini's Organic Restaurant	Tipsy Taco Cantina
McK's Tavern & Brewery	Wild Rabbit Bistro

Top 20 Points of Interest\*

Congo River Adventure Golf	Ocean Center
Daytona Aquarium & Rainforest Adventure	Ocean Walk Shoppes
Daytona Beach Boardwalk/Pier/Bandshell	Peabody Auditorium
Daytona Board Store	Pictona at Holly Hill
Daytona International Speedway	Pirate's Island Mini Golf
Daytona Lagoon	Ponce Inlet Lighthouse & Museum
Jackie Robinson Ballpark	Screamer's Park
Lighthouse Point Park	Tanger-Daytona Beach
Motorsports Hall of Fame of America	The Manatee Scenic Boat Tours
Museum of Arts & Sciences	Zeno's Boardwalk Sweetshop

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

Percent of Visitation  
Top 10 States

