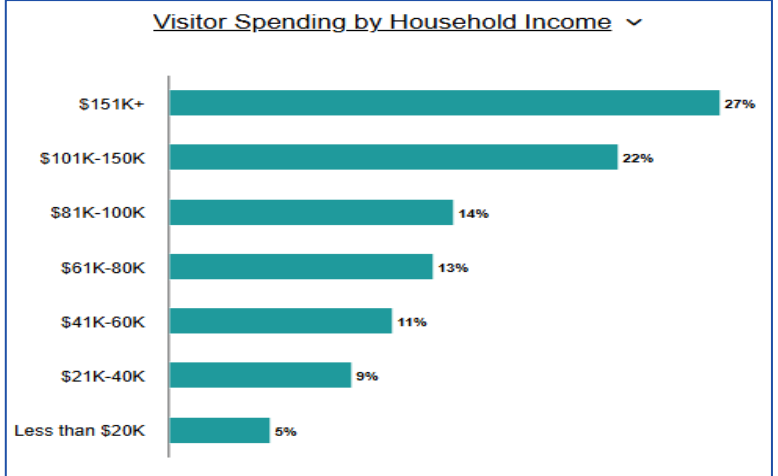


February 2026 Zartico Visitor Profile



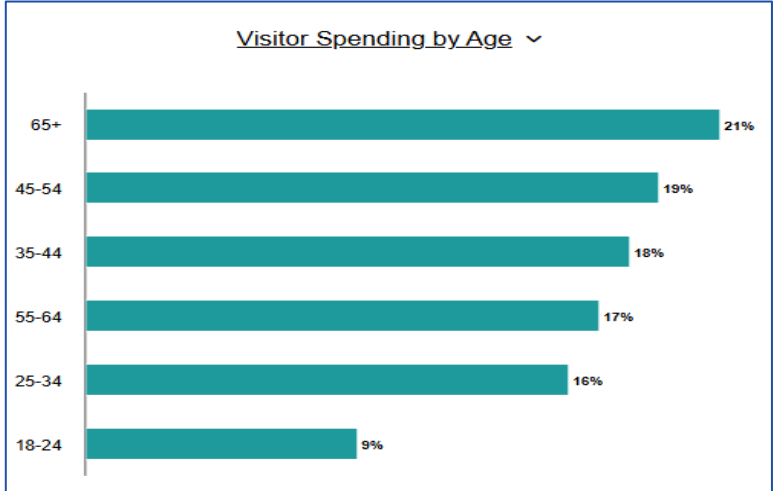
75.0% of visitors are from out of state. Our top origin market is **the Orlando-Daytona Beach-Melbourne area**.

Percent of Visitors Seen in Destination 36%	Percent of All Spending from Visitors 29%	Average Daily Visitor Spend \$72
Average Daily Visitor Spend: Restaurants \$58	Average Daily Visitor Spend: Retail \$71	Average Daily Visitor Spend: Attractions \$54



Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	7%	2%	\$49
Tampa-St. Petersburg-Sarasota FL	5%	5%	\$56
Jacksonville FL	5%	4%	\$54
New York NY	5%	4%	\$58
Atlanta GA	4%	3%	\$70
Boston MA-Manchester NH	3%	3%	\$61
Miami-Ft. Lauderdale FL	3%	3%	\$46
Chicago IL	3%	2%	\$57
Indianapolis IN	2%	1%	\$57
Philadelphia PA	2%	2%	\$55

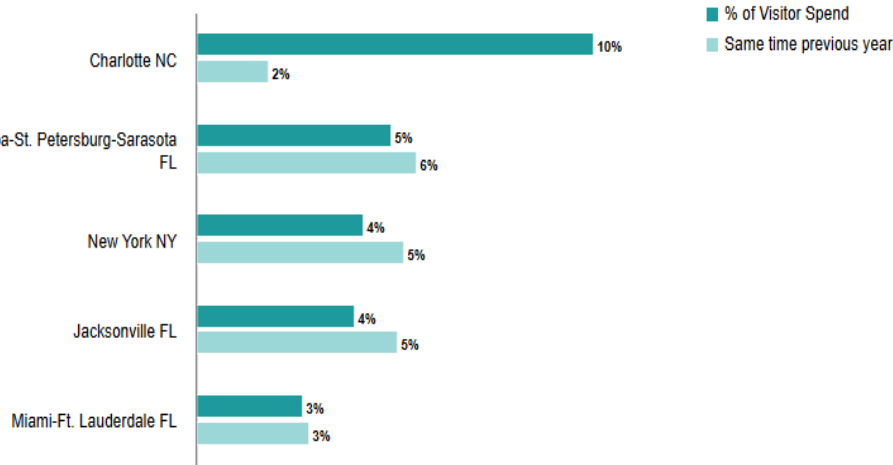


Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Geolocation: 230,988 Spend: 21,307

February 2026 Zartico Visitor Profile



Top Spend Markets



Average Length of Stay:

- Hotel: 3.6 days (+1.3 days compared to February 2025)
- Short-Term Vacation Rental: 5.3 days (+1.5 days compared to February 2025)

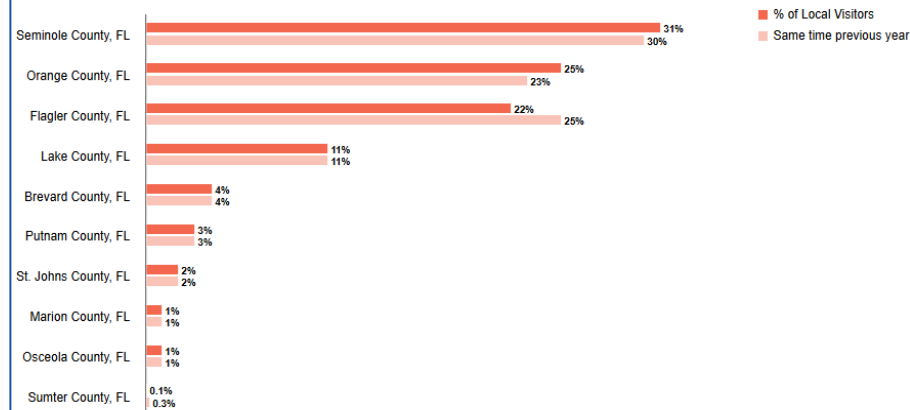
Average Booking Window:

- Hotel: 34 days (2 days more than February 2025)
- Short-Term Vacation Rental: 72 days (5 days less than February 2025)

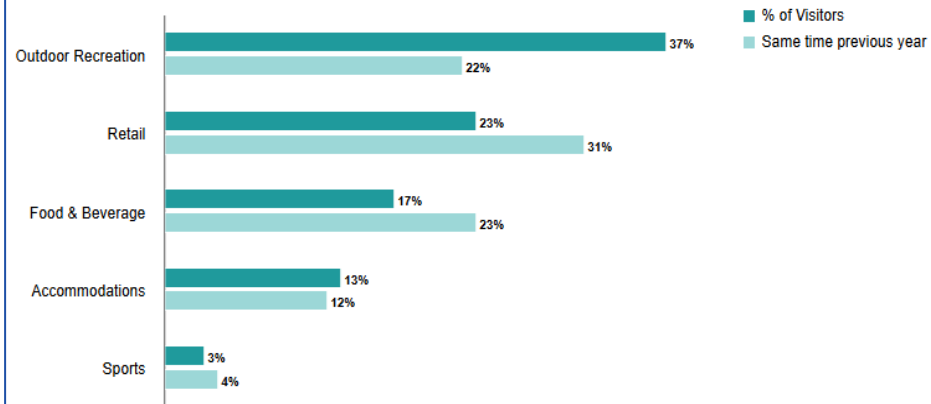
Average Stay Value*:

- Hotel: \$966 (\$440 more than February 2025)
- Short-Term Vacation Rental: \$1,561 (\$121 more than February 2025)

Local Visitor Origin County



Top Places Visited



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

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