

March 2025 Zartico Visitor Profile



53.7% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For March 2025, the percent of all spending in tourism-related categories by visitors was down 11.9% and the average transaction amount was 3.5% less than compared to March 2024.

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

% of Visitors Devices seen in Destination

48.9%

Visitors made up **48.9% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

26.5%

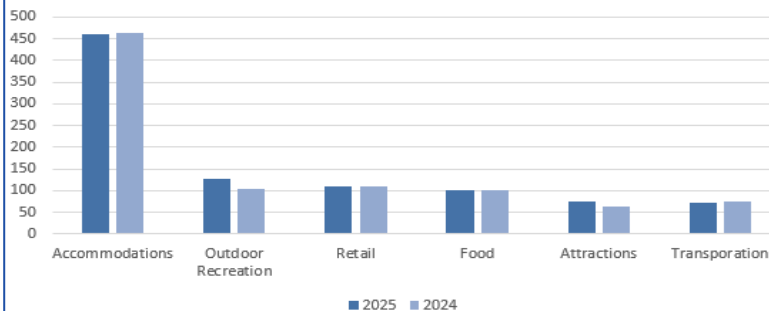
Visitors made up **26.5% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$137

Visitors spending had an **average transaction amount of \$137** during this timeframe.

Average Visitor Spend by Category



% 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+

49%

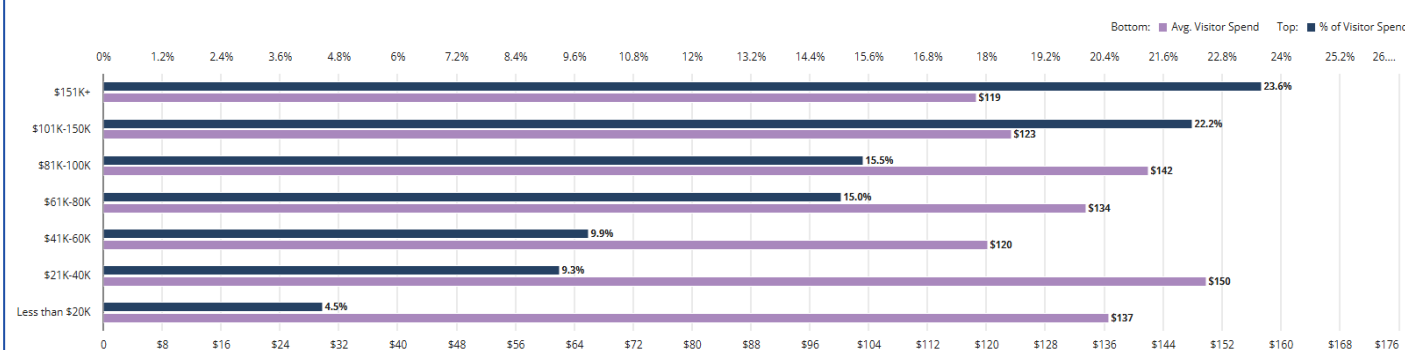
49% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% of Visitors with Children

36%

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

Visitor Spending by Household Income



International Markets in Destination

Argentina
Brazil
Canada
Colombia
Costa Rica
France
Germany
Mexico
Switzerland
United Kingdom

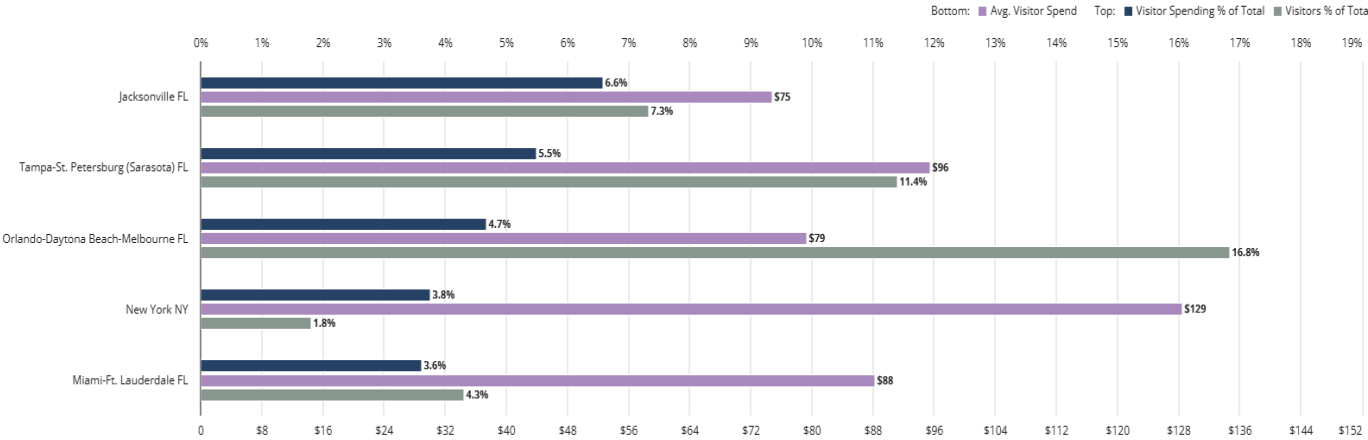
Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 16,252 Cardholder Count: 19,887

March 2025

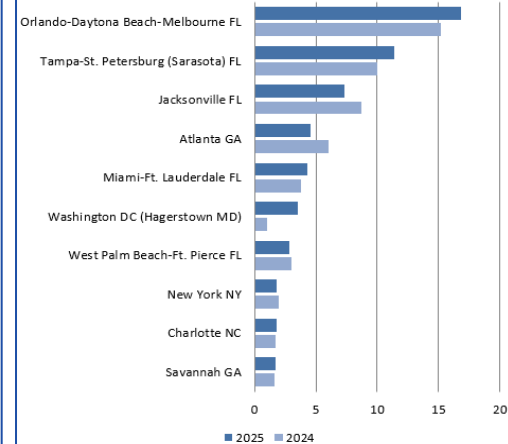
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Visitor Spend vs. Visitation by Top 5 Markets



Percent of Visitation
Top Origin Markets



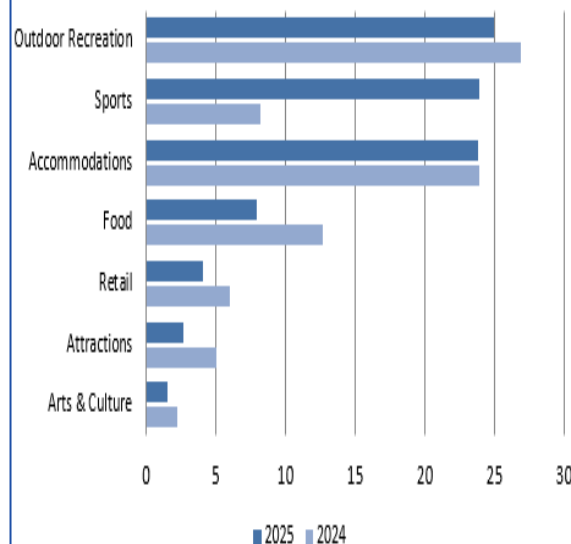
Average Stay Value*:

- Hotel: \$403
- Short-Term Vacation Rental: \$958

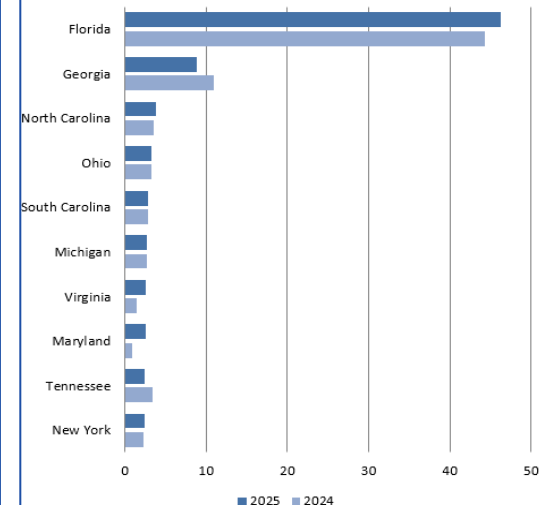
Length of Stay:

- Hotel: 2.1 days
- Short-Term Vacation Rental: 3.7 days

Percent Visitation by POI Category



Percent of Visitation
Top 10 States



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

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

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