

# March 2026 Zartico Visitor Profile



**72.0%** 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>31%</b>	Percent of All Spending from Visitors <b>26%</b>
Average Daily Visitor Spend <b>\$62</b>	Average Daily Local Visitor Spend <b>\$48</b>

**Average Length of Stay:**

- Hotel: 2.1 days (no change compared to March 2025)
- Short-Term Vacation Rental: 3.9 days (-0.2 days compared to March 2025)

**Average Booking Window:**

- Hotel: 24 days (2 days less than March 2025)
- Short-Term Vacation Rental: 42 days (6 days less than March 2025)

**Average Stay Value\*:**

- Hotel: \$367 (\$26 less than March 2025)
- Short-Term Vacation Rental: \$1,471 (\$100 more than March 2025)

Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	7.9%	3.3%	\$53
Tampa-St. Petersburg-Sarasota FL	5.8%	5.6%	\$51
Jacksonville FL	5.6%	5.3%	\$54
Atlanta GA	5.3%	2.5%	\$55
New York NY	5.3%	3.9%	\$59
Miami-Ft. Lauderdale FL	4.0%	3.5%	\$50
Philadelphia PA	2.9%	2.3%	\$57
Detroit MI	2.7%	1.9%	\$64
West Palm Beach-Fort Pierce FL	2.4%	2.1%	\$50
Chicago IL	2.4%	3.1%	\$73

Average Daily Visitor Spend: Restaurants  
**\$58**

% of Spend from Visitors: Restaurants  
**45%**

Average Daily Visitor Spend: Retail  
**\$67**

% of Spend from Visitors: Retail  
**27%**

Average Daily Visitor Spend: Attractions  
**\$53**

% of Spend from Visitors: Attractions  
**57%**

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

Average Stay Value = Unit Revenue / Guest Check-ins

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