April 2025
Zartico Visitor Profile
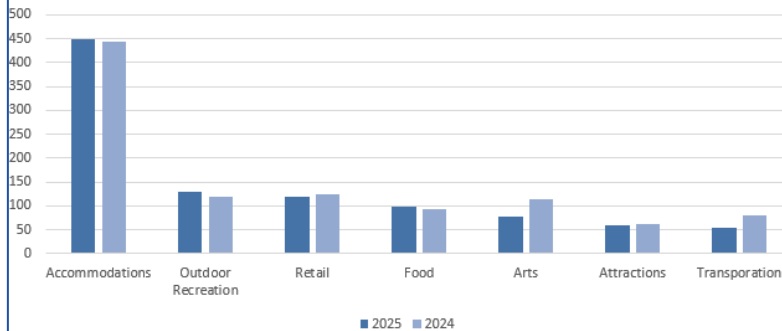
DAYTONA BEACH®

53.3% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For April 2025, the percentage of all spending in tourism-related categories by visitors was down 4.7%, and the average transaction amount was 4.2% lower compared to April 2024.

There were 2.0% more household income levels above $100,000 than in April 2024.

% of Visitors Devices seen in Destination

34.9%

*Visitors made up **34.9% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.*

Visitor Share of Total Spend

24.4%

*Visitors made up **24.4% of all spending** in tourism-related categories during this timeframe. The rest were residents.*

Average Visitor Spend for the Month

$136

*Visitors spent an average **of $136** during this timeframe.*

% of Visitor Cardholders Age 25-54

51%

*51% of all cardholders spending in tourism-related categories during this timeframe were **between the ages of 25 and 54**.*
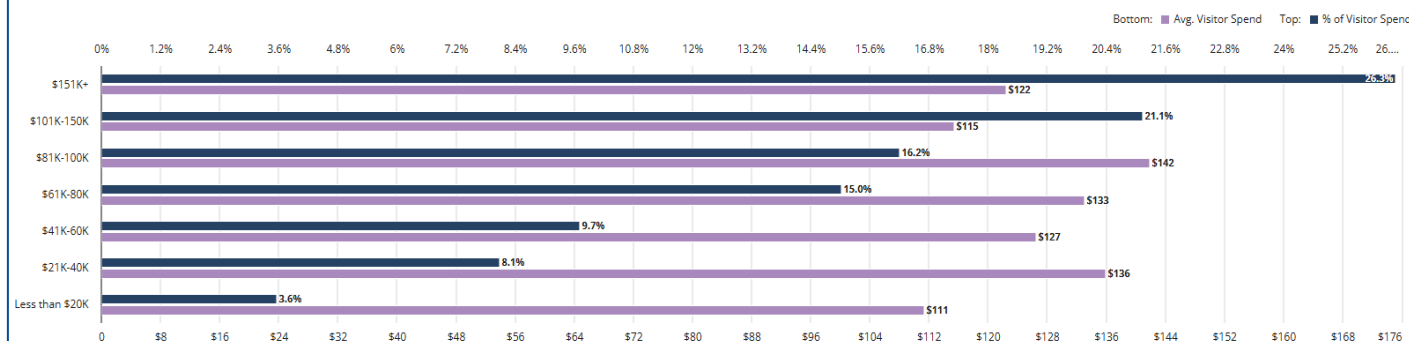
% of Visitor HHI $100K+

50%

*50% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above $100,000**.*

% of Visitors with Children

39%

*39% of all cardholders spending in tourism-related categories during this timeframe **were from a household with children**.*

Average Visitor Spend by Category

■ 2025 ■ 2024

Visitor Spending by Household Income

Bottom: ■ Avg. Visitor Spend   Top: ■ % of Visitor Spend

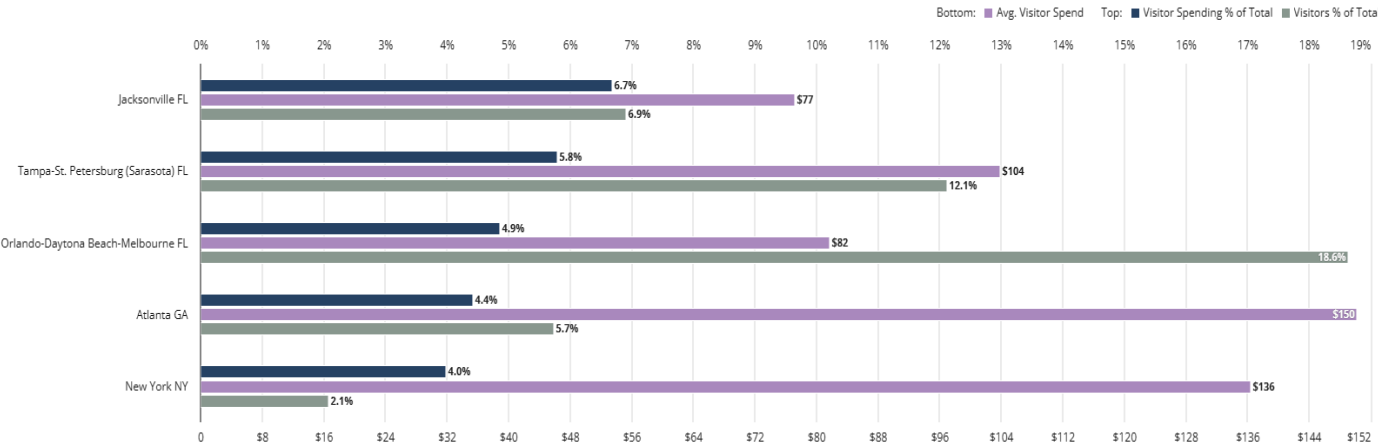| Household Income	% of Visitor Spend	Avg. Visitor Spend
$151K+	26.3%	$122
$101K-150K	21.1%	$115
$81K-100K	16.2%	$142
$61K-80K	15.0%	$133
$41K-60K	9.7%	$127
$21K-40K	8.1%	$136
Less than $20K	3.6%	$111

International Markets in Destination
Argentina
Australia
Brazil
Canada
Colombia
France
Germany
Ireland
Mexico
United Kingdom

Source: Zartico Geolocation Data, Zartico Spending Data
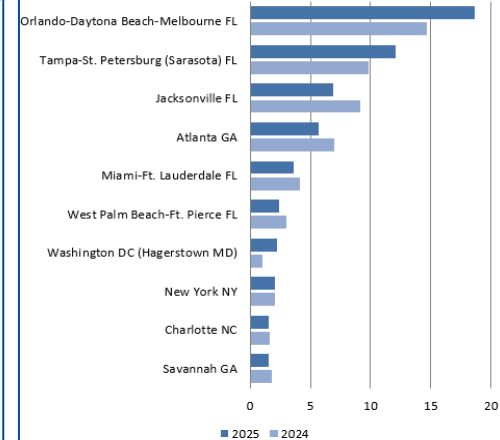**Sample Size:** Device Count: 32,162 Cardholder Count: 16,222

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Zartico Visitor Profile

DAYTONA BEACH®

Visitor Spend vs. Visitation by Top 5 Markets

Bottom: ■ Avg. Visitor Spend   Top: ■ Visitor Spending % of Total ■ Visitors % of Total

Market	Visitor Spending % of Total	Visitors % of Total	Avg. Visitor Spend
Jacksonville FL	6.7%	6.9%	$77
Tampa-St. Petersburg (Sarasota) FL	5.8%	12.1%	$104
Orlando-Daytona Beach-Melbourne FL	4.9%	18.6%	$82
Atlanta GA	4.4%	5.7%	$150
New York NY	4.0%	2.1%	$136

Percent of Visitation Top Origin Markets

Orlando-Daytona Beach-Melbourne FL
Tampa-St. Petersburg (Sarasota) FL
Jacksonville FL
Atlanta GA
Miami-Ft. Lauderdale FL
West Palm Beach-Ft. Pierce FL
Washington DC (Hagerstown MD)
New York NY
Charlotte NC
Savannah GA
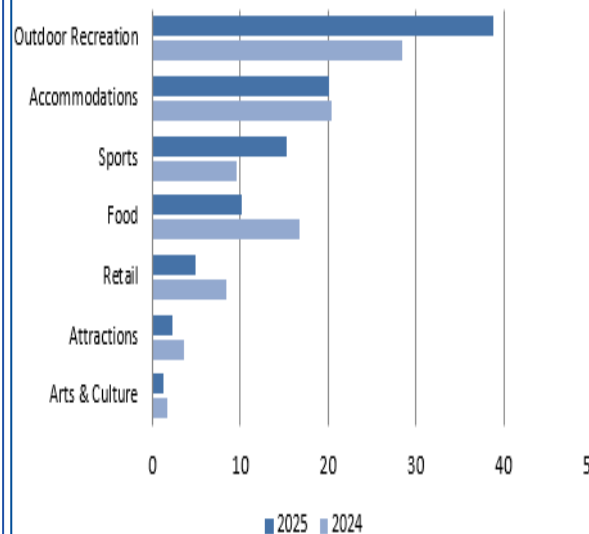
■ 2025 ■ 2024

Average Stay Value*:
- Hotel: $370 - down 6% from April 2024
- Short-Term Vacation Rental: $866 - up 15% from April 2024

Length of Stay:
- Hotel: 2.2 days - down 3% from April 2024
- Short-Term Vacation Rental: 3.6 days – no change from April 2024

*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*

Percent Visitation by POI Category

Outdoor Recreation
Accommodations
Sports
Food
Retail
Attractions
Arts & Culture

■ 2025 ■ 2024

Percent of Visitation Top 10 States

Florida
Georgia
North Carolina
Ohio
Tennessee
South Carolina
New York
Michigan
Pennsylvania
Texas

■ 2025 ■ 2024