

April 2026 Zartico Visitor Profile



69.0% of visitors are from out of state. Our top origin market is **the Orlando-Daytona Beach-Melbourne area**.

Percent of Visitors Seen in Destination

31%

Percent of All Spending from Visitors

25%

Average Daily Visitor Spend

\$64

Average Daily Local Visitor Spend

\$50

Average Length of Stay:

- Hotel: 2.4 days (0.2 days more than April 2025)
- Short-Term Vacation Rental: 4.0 days (no change compared to April 2025)

Average Booking Window:

- Hotel: 40 days (16 days more than April 2025)
- Short-Term Vacation Rental: 54 days (9 days more than April 2025)

Average Stay Value*:

- Hotel: \$427 (\$74 more than April 2025)
- Short-Term Vacation Rental: \$1,156 (\$140 more than April 2025)

Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	10.00%	3.55%	\$53
Atlanta GA	9.18%	4.40%	\$71
Tampa-St. Petersburg-Sarasota FL	7.12%	6.09%	\$54
Jacksonville FL	5.82%	4.87%	\$55
Miami-Ft. Lauderdale FL	3.06%	3.84%	\$52
New York NY	2.90%	4.18%	\$58
West Palm Beach-Fort Pierce FL	2.49%	2.33%	\$48
Chattanooga TN	2.13%	0.29%	\$73
Nashville TN	2.09%	0.82%	\$71
Cincinnati OH	2.00%	0.94%	\$81

Average Daily Visitor Spend: Restaurants

\$59

% of Spend from Visitors: Restaurants

39%

Average Daily Visitor Spend: Retail

\$89

% of Spend from Visitors: Retail

26%

Average Daily Visitor Spend: Attractions

\$80

% of Spend from Visitors : Attractions

56%

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

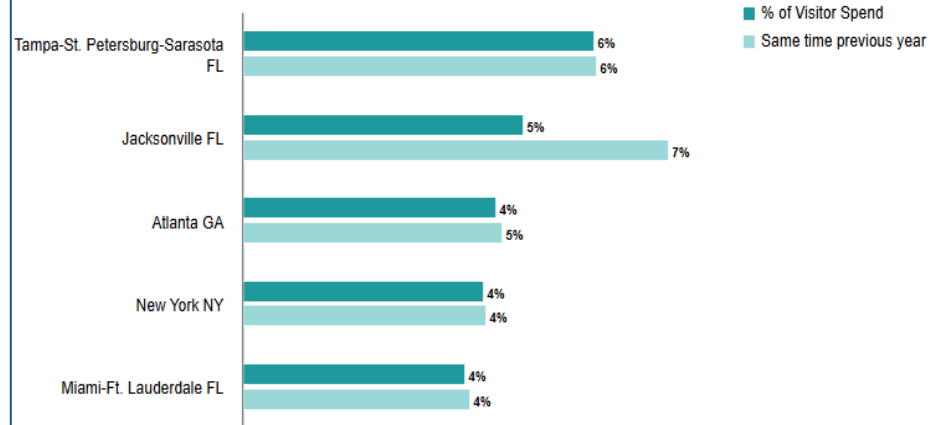
Average Stay Value = Unit Revenue / Guest Check-ins

Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Geolocation: 210,474 Spend: 42,600

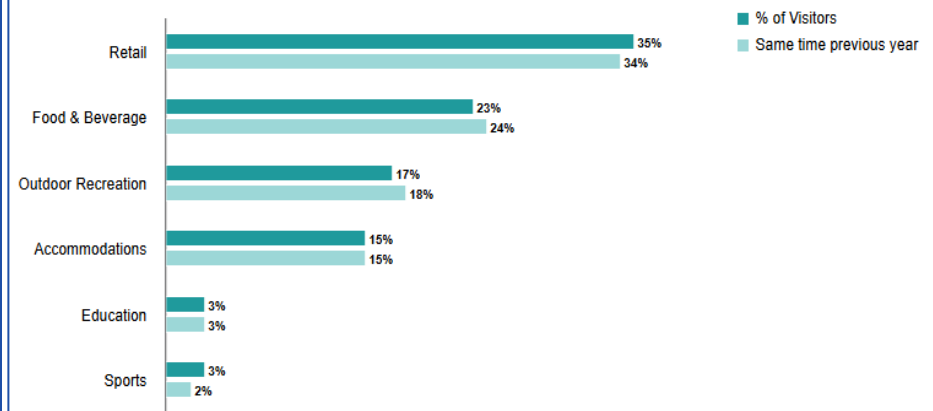
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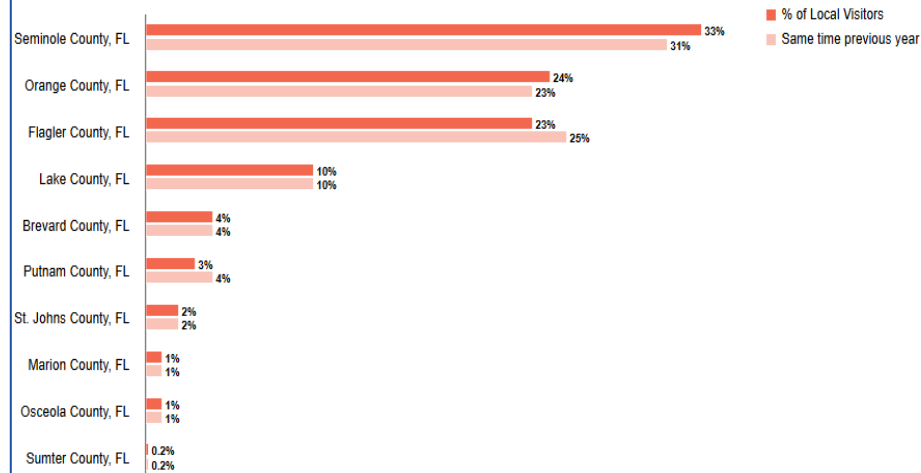
Top Spend Markets ▾



Top Places Visited ▾



Local Visitor Origin County



Places with Highest Share of Visitors ▾

