

May 2025 Zartico Visitor Profile



46.7% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For May 2025, the percentage of all spending in tourism-related categories by visitors was down 11.2%, and the average transaction amount was 11.2% lower compared to May 2024.

There were 6.5% more household income levels above \$100,000 than in May 2024.

% of Visitors Devices seen in Destination

34.5%

Visitors made up **34.5% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

21.4%

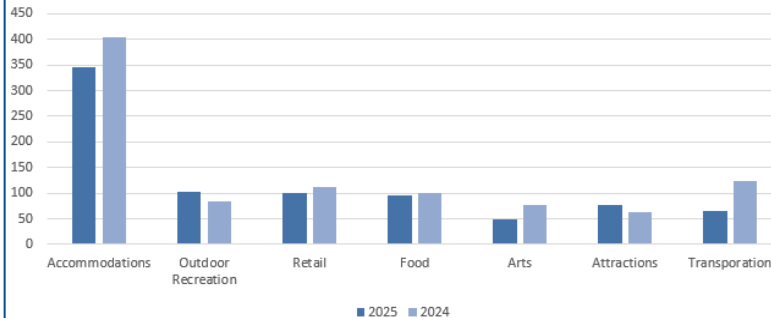
Visitors made up **21.4% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$119

Visitors spent an average of **\$119** during this timeframe.

Average Visitor Spend by Category



% of Visitor Cardholders Age 25-54

53%

53% of all cardholders spending in tourism-related categories during this timeframe were **between the ages of 25 and 54**.

% of Visitor HHI \$100K+

49%

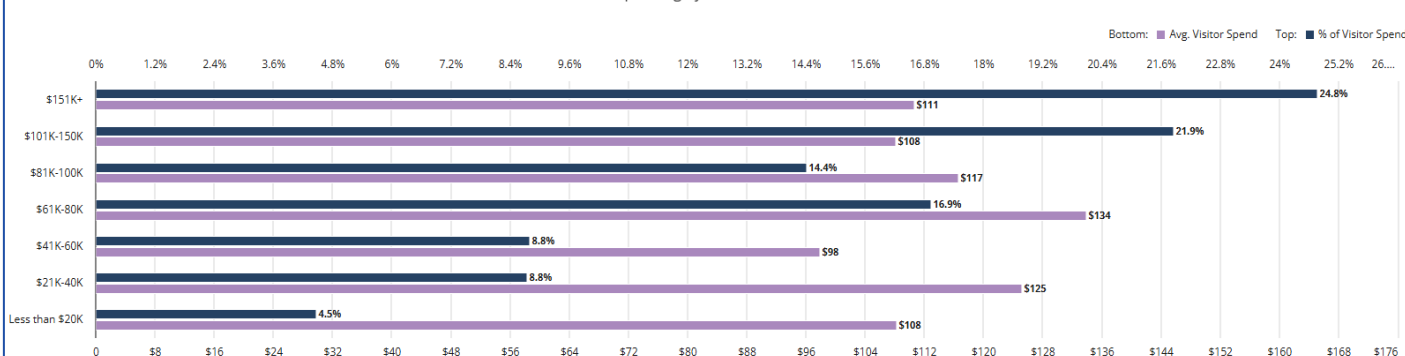
49% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% of Visitors with Children

37%

37% 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

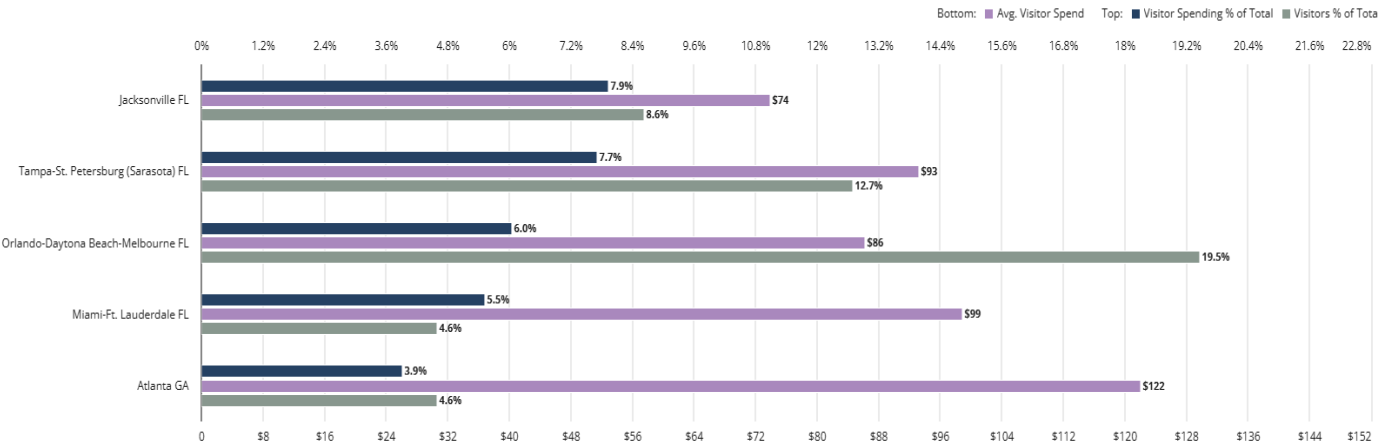
Argentina	New Zealand
Australia	Panama
Brazil	Peru
Canada	Philippines
Colombia	Poland
Germany	South Africa
Ireland	Thailand
Jamaica	United Kingdom
Japan	
Mexico	
Netherlands	

Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 42,874 Cardholder Count: 15,523

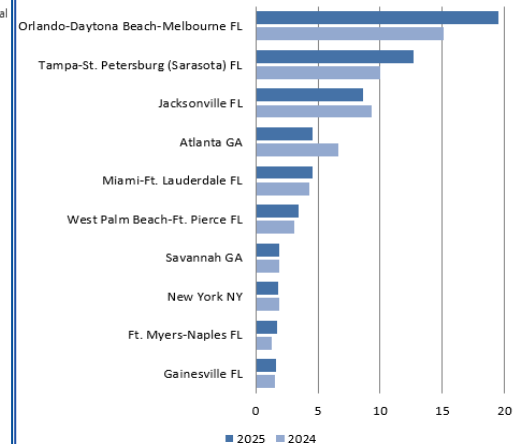
May 2025

Zartico Visitor Profile

Visitor Spend vs. Visitation by Top 5 Markets



Percent of Visitation
Top Origin Markets



Average Stay Value*:

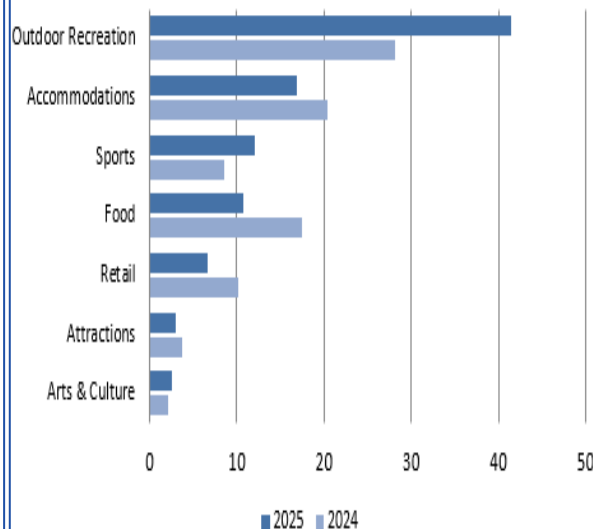
- Hotel: \$382 - down 2.6% from May 2024
- Short-Term Vacation Rental: \$748 - up 11.3% from May 2024

Length of Stay:

- Hotel: 2.2 days - down 4.4% from May 2024
- Short-Term Vacation Rental: 3.3 days - up 3.1% from May 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



Percent of Visitation
Top 10 States

