

May 2026

Zartico Visitor Profile



67.0% of visitors are from out of state. Our top origin market was **Atlanta, Georgia**.

Percent of Visitors Seen in Destination

37%

Percent of All Spending from Visitors

22%

Average Daily Visitor Spend

\$66

Average Daily Local Visitor Spend

\$55

Average Length of Stay:

- Hotel: 2.8 days (0.6 days more than May 2025)
- Short-Term Vacation Rental: 4.3 days (0.4 days more than May 2025)

Average Booking Window:

- Hotel: 96 days (66 days more than May 2025)
- Short-Term Vacation Rental: 98 days (44 days more than May 2025)

Average Stay Value*:

- Hotel: \$619 (\$247 more than May 2025)
- Short-Term Vacation Rental: \$800 (\$38 more than May 2025)

Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Atlanta GA	10.26%	5.60%	\$82
Orlando-Daytona Beach-Melbourne FL	9.65%	4.47%	\$60
Tampa-St. Petersburg-Sarasota FL	7.48%	7.57%	\$56
Jacksonville FL	6.54%	6.88%	\$61
Miami-Ft. Lauderdale FL	4.06%	5.05%	\$53
West Palm Beach-Fort Pierce FL	2.69%	3.11%	\$61
Chattanooga TN	2.49%	0.78%	\$95
Nashville TN	2.43%	0.94%	\$72
Savannah GA	2.06%	1.55%	\$77
Greenville-Spartanburg-Anderson SC-Asheville NC	1.98%	1.43%	\$67

Average Daily Visitor Spend: Restaurants

\$61

% of Spend from Visitors: Restaurants

38%

Average Daily Visitor Spend: Retail

\$67

% of Spend from Visitors: Retail

21%

Average Daily Visitor Spend: Attractions

\$56

% of Spend from Visitors : Attractions

50%

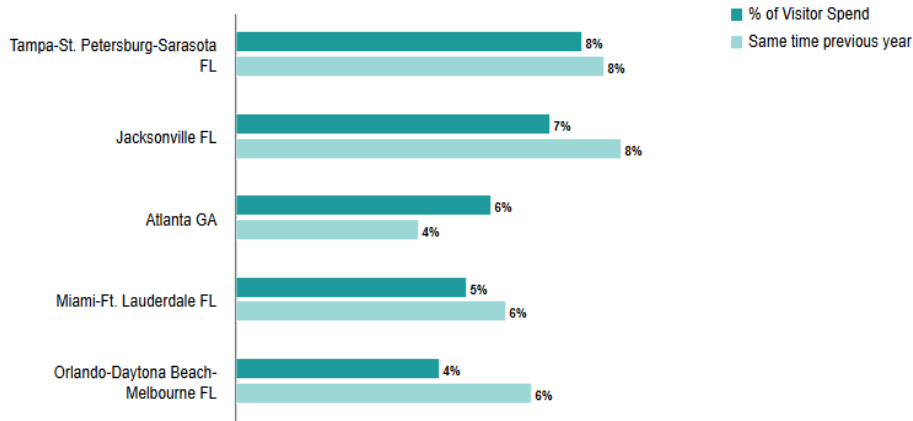
***Average Stay Value** KPI is the average Unit Revenue by number of Guest Check-ins during a selected time.

Average Stay Value = Unit Revenue / Guest Check-ins

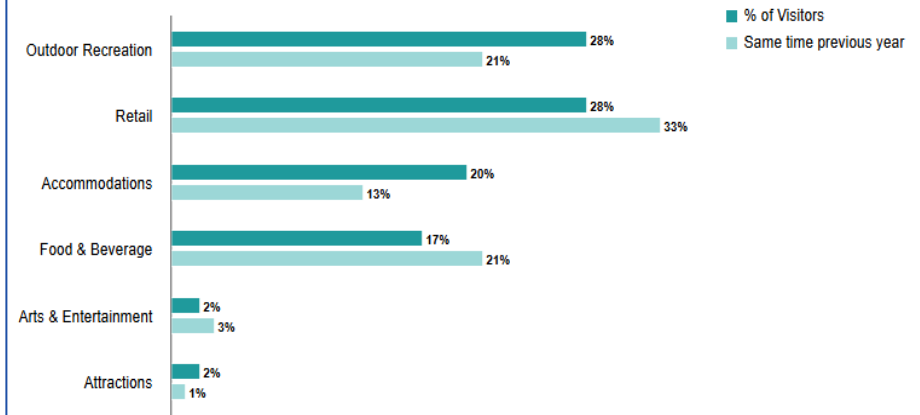
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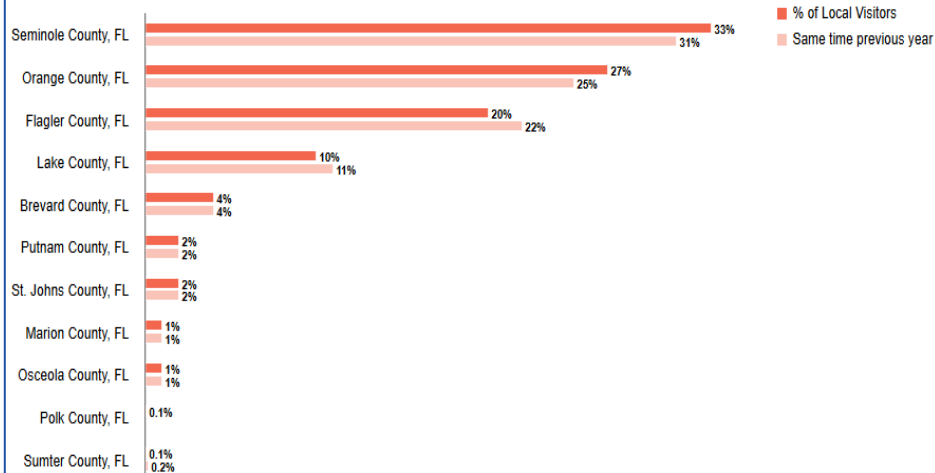
Top Spend Markets ▾



Where visitors are spending their time ▾



Local Visitor Origin County



Where visitors outnumber locals/residents ▾

