

June 2025 Zartico Visitor Profile



51.0% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne.**

For June 2025, the percentage of all spending in tourism-related categories by visitors was down 3.9%, and the average transaction amount was 4.9% lower compared to June 2024.

There was no change in household income levels above \$100,000 compared to June 2024.

% of Visitors Devices seen in Destination

35%

Visitors made up **35% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

25%

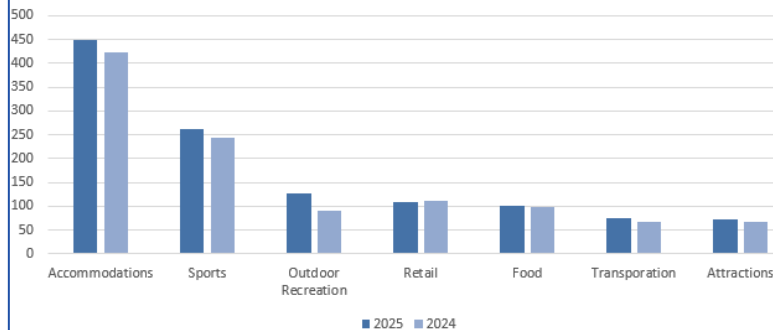
Visitors made up **25% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$137

Visitors spent an average of **\$137** during this timeframe.

Average Visitor Spend by Category



% of Visitor Cardholders Age 25-54

56%

56% of all cardholders spending in tourism-related categories during this timeframe were **between the ages of 25 and 54.**

% of Visitor HHI \$100K+

47%

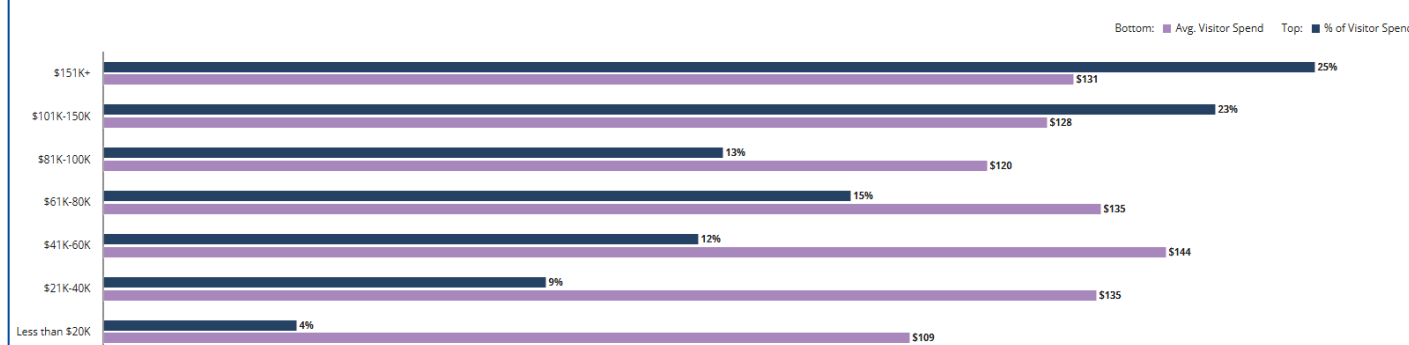
47% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000.**

% of Visitors with Children

41%

41% of all cardholders spending in tourism-related categories during this timeframe **was from a household with children.**

Visitor Spending by Household Income



International Markets in Destination

Argentina	Netherlands
Australia	New Zealand
Brazil	Philippines
Canada	South Africa
Colombia	Sweden
France	The Bahamas
India	United Kingdom
Japan	
Mexico	

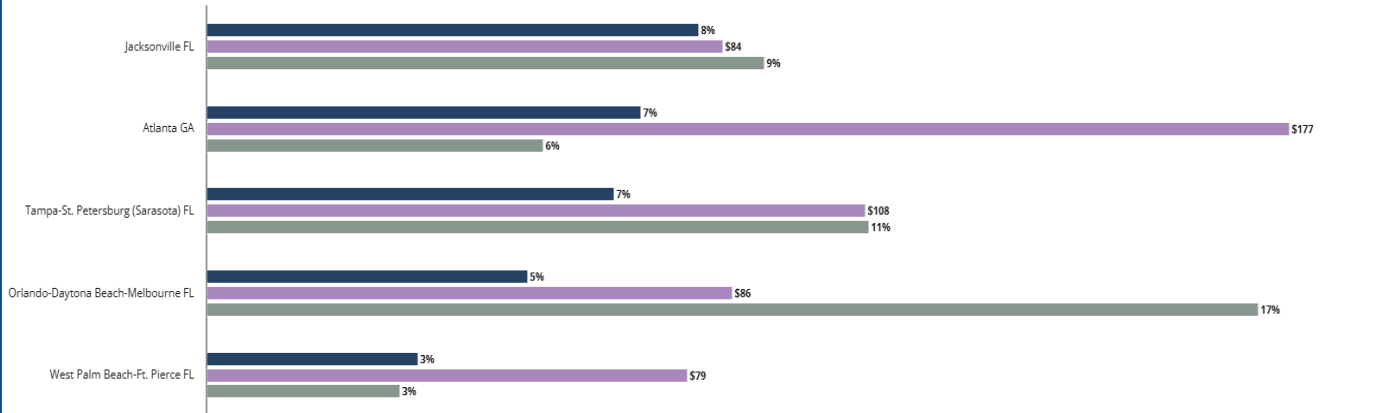
Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 61,748 Cardholder Count: 18,302

June 2025

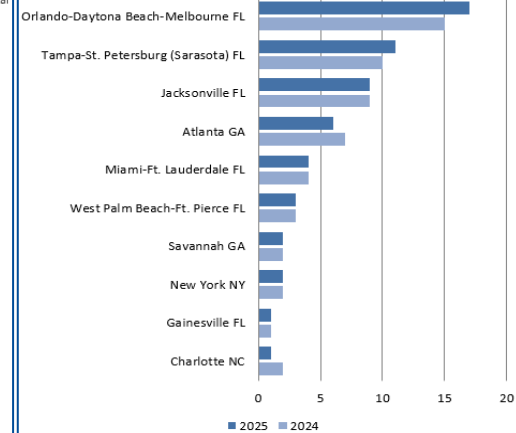
Zartico Visitor Profile

Visitor Spend vs. Visitation by Top 5 Markets

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



Percent of Visitation
Top Origin Markets



Average Stay Value*:

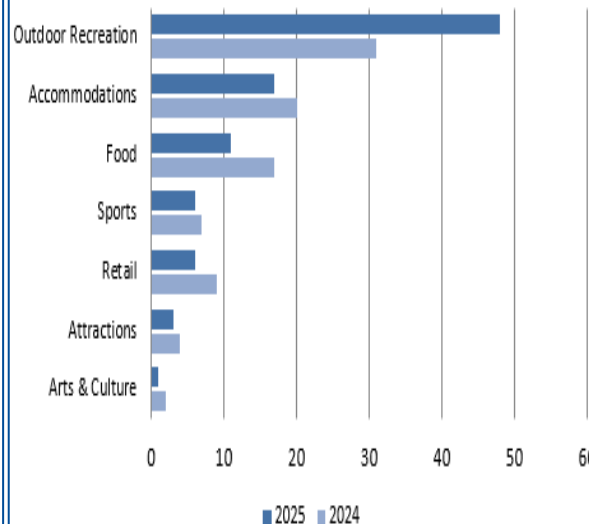
- Hotel: \$324 - down 8% from June 2024
- Short-Term Vacation Rental: \$990 - up 15% from June 2024

Length of Stay:

- Hotel: 2.2 days - down 3% from June 2024
- Short-Term Vacation Rental: 3.8 days – up 1% from June 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

