

June 2026

Zartico Visitor Profile



56.0% of visitors are from out of state. Our top origin market was **Orlando-Daytona Beach-Melbourne**.

Percent of Visitors Seen in Destination

28%

Percent of All Spending from Visitors

28%

Average Daily Visitor Spend

\$77

Average Daily Local Visitor Spend

\$53

Average Length of Stay:

- Hotel: 3.1 days (0.9 days more than June 2025)
- Short-Term Vacation Rental: 5.1 days (0.8 days more than June 2025)

Average Booking Window:

- Hotel: 128 days (27 days more than June 2025)
- Short-Term Vacation Rental: 119 days (72 days more than June 2025)

Average Stay Value*:

- Hotel: \$529 (\$217 more than June 2025)
- Short-Term Vacation Rental: \$965 (\$72 more than June 2025)

Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	12.41%	4.31%	\$65.93
Tampa-St. Petersburg-Sarasota FL	9.59%	5.70%	\$73.88
Jacksonville FL	8.02%	6.67%	\$60.62
Atlanta GA	6.33%	5.40%	\$105.23
Miami-Ft. Lauderdale FL	5.91%	2.71%	\$64.05
West Palm Beach-Fort Pierce FL	3.60%	2.58%	\$61.47
New York NY	2.39%	2.78%	\$62.01
Washington DC-Hagerstown MD	1.66%	1.66%	\$86.99
Greenville-Spartanburg-Anderson SC-Asheville NC	1.62%	2.06%	\$85.24
Gainesville FL	1.60%	1.51%	\$80.36

Average Daily Visitor Spend: Restaurants

\$65

% of Spend from Visitors: Restaurants

36%

Average Daily Visitor Spend: Retail

\$84

% of Spend from Visitors: Retail

29%

Average Daily Visitor Spend: Attractions

\$60

% of Spend from Visitors : Attractions

44%

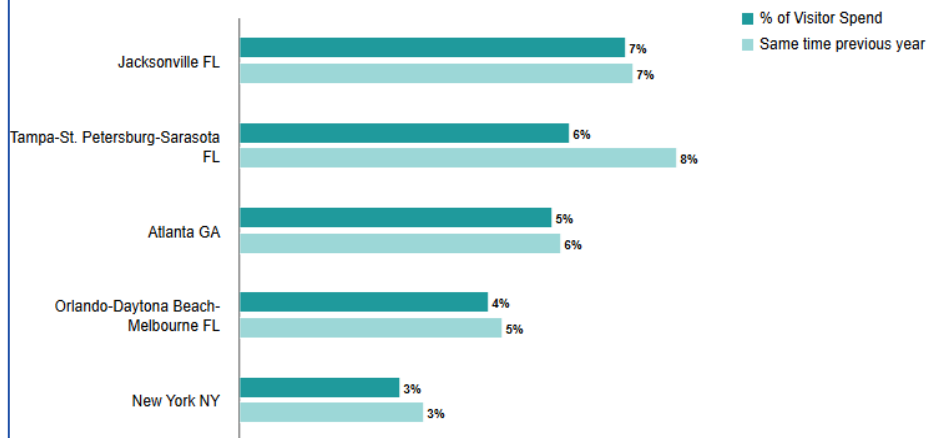
*Average Stay Value KPI is the average Unit Revenue by number of Guest Check-ins during a selected time.

Average Stay Value = Unit Revenue / Guest Check-ins

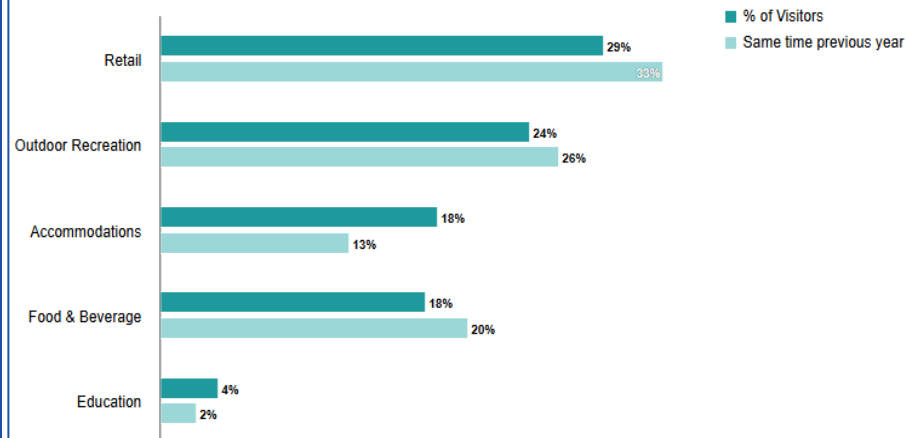
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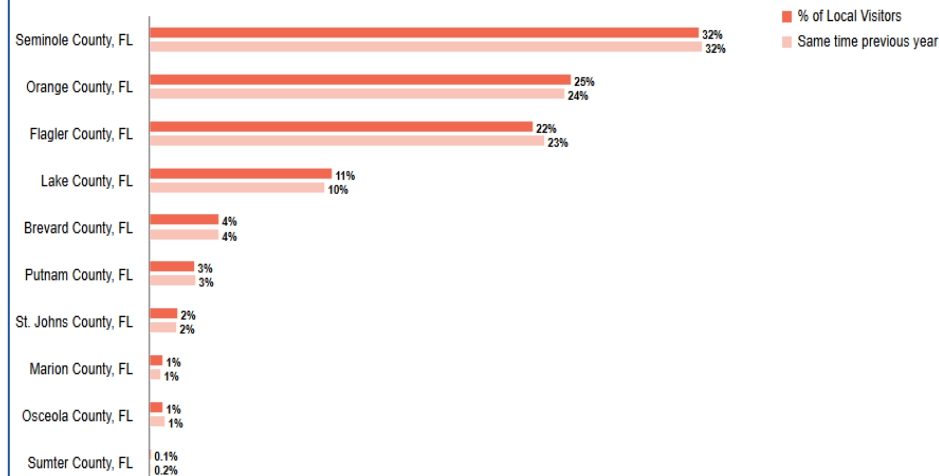
Top Spend Markets ▾



Where visitors are spending their time ▾



Local Visitor Origin County



Where visitors outnumber locals/residents ▾

