

July 2025 Zartico Visitor Profile



50.0% of visitors are from out of state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For July 2025, the percentage of all spending in tourism-related categories by visitors was down 0.1%, and the average transaction amount was 1.4% lower compared to July 2024.

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

% of Visitors Devices seen in Destination

36%

Visitors made up **36% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

27%

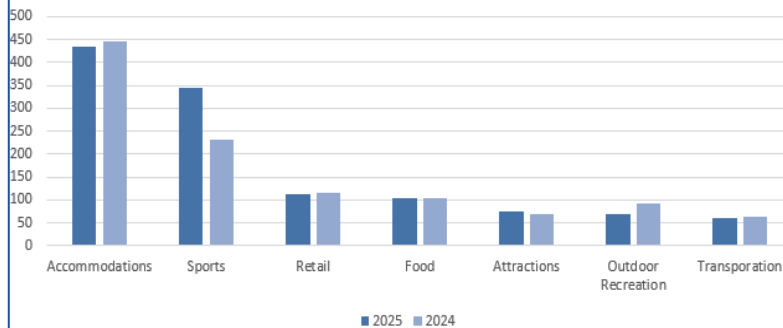
Visitors made up **27% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$146

Visitors spent an average of **\$146** 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+

48%

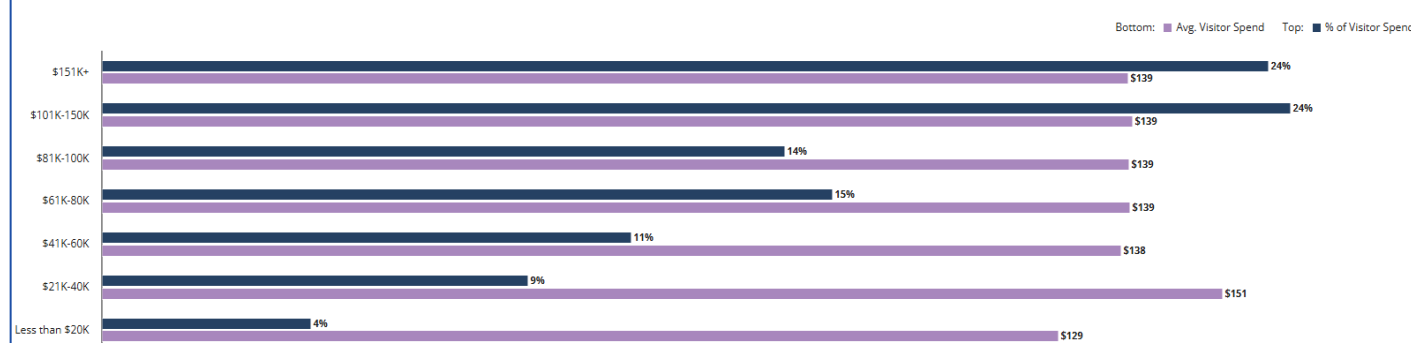
48% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% 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

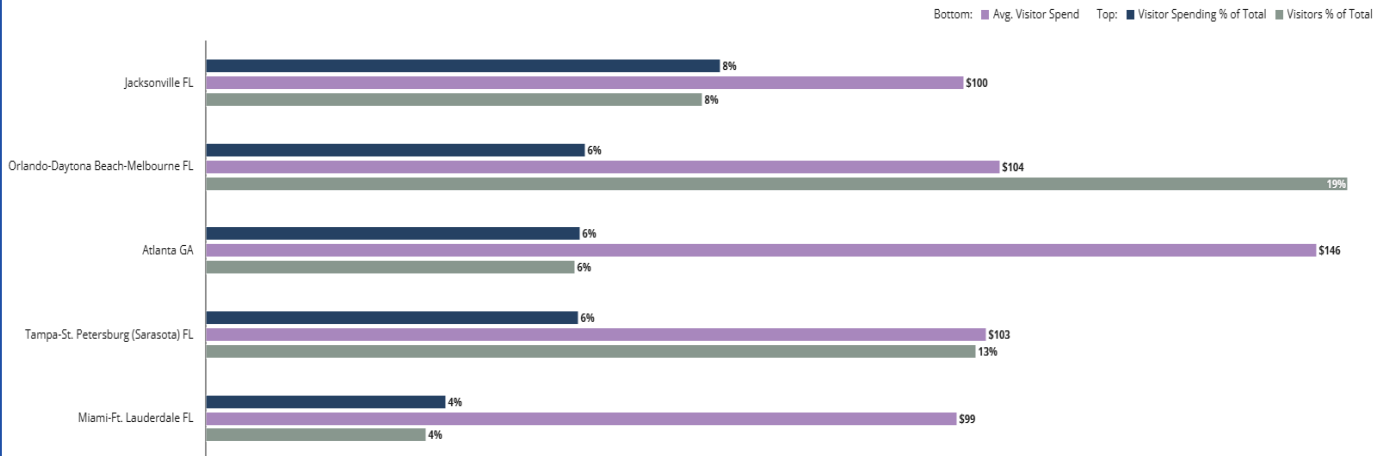
| | |
|--------------------|----------------|
| Argentina | South Korea |
| Australia | Spain |
| Brazil | The Bahamas |
| China | Uganda |
| Dominican Republic | United Kingdom |
| France | |
| Germany | |
| Mexico | |
| Nicaragua | |

Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 44,522 Cardholder Count: 19,497

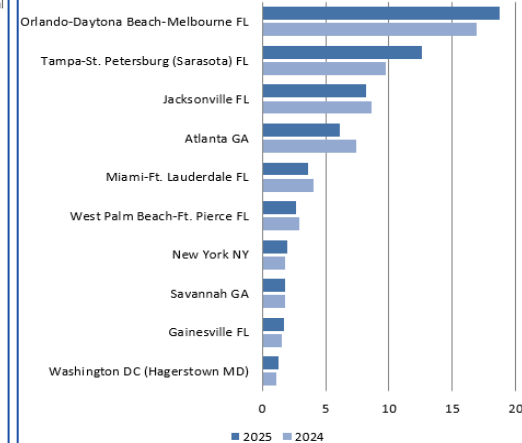
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Visitor Spend vs. Visitation by Top 5 Markets



Percent of Visitation
Top Origin Markets



Average Stay Value*:

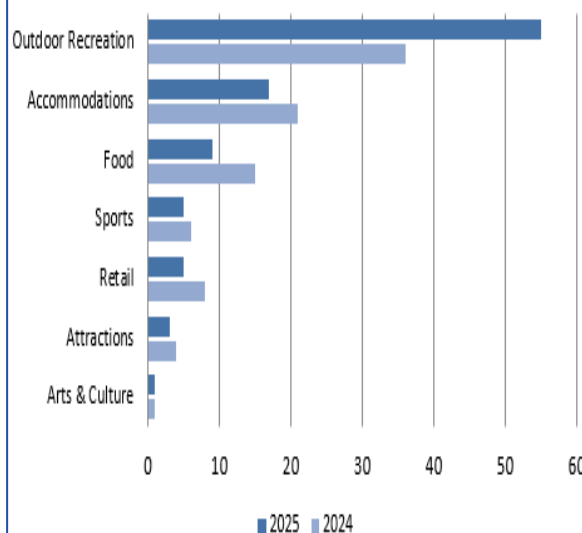
- Hotel: \$344 – no change from July 2024
- Short-Term Vacation Rental: \$1,041 - up 12% from July 2024

Length of Stay:

- Hotel: 2.3 days - up 3% from July 2024
- Short-Term Vacation Rental: 3.9 days – no change from July 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

