

July 2026 Zartico Visitor Profile



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

Percent of Visitors Seen in Destination

24%

Percent of All Spending from Visitors

29%

Average Daily Visitor Spend

\$79

Average Daily Local Visitor Spend

\$55

Average Length of Stay:

- Hotel: 3.2 days (0.9 days more than July 2025)
- Short-Term Vacation Rental: 5.7 days (1.4 days more than July 2025)

Average Booking Window:

- Hotel: 156 days (26 days more than July 2025)
- Short-Term Vacation Rental: 145 days (45 days more than July 2025)

Average Stay Value*:

- Hotel: \$565 (\$240 more than July 2025)
- Short-Term Vacation Rental: \$1,012 (\$24 more than July 2025)

Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	14.22%	4.06%	\$70.74
Tampa-St. Petersburg-Sarasota FL	11.61%	5.51%	\$70.10
Jacksonville FL	8.68%	6.91%	\$65.73
Atlanta GA	7.98%	5.57%	\$96.37
Miami-Ft. Lauderdale FL	6.54%	2.93%	\$66.81
West Palm Beach-Fort Pierce FL	4.45%	2.32%	\$65.05
New York NY	1.82%	3.13%	\$71.93
Gainesville FL	1.79%	1.56%	\$81.59
Ft. Myers-Naples FL	1.38%	1.10%	\$74.07
Chicago IL	1.31%	1.10%	\$70.66

Average Daily Visitor Spend: Restaurants

\$66

% of Spend from Visitors: Restaurants

38%

Average Daily Visitor Spend: Retail

\$86

% of Spend from Visitors: Retail

30%

Average Daily Visitor Spend: Attractions

\$66

% of Spend from Visitors : Attractions

52%

***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

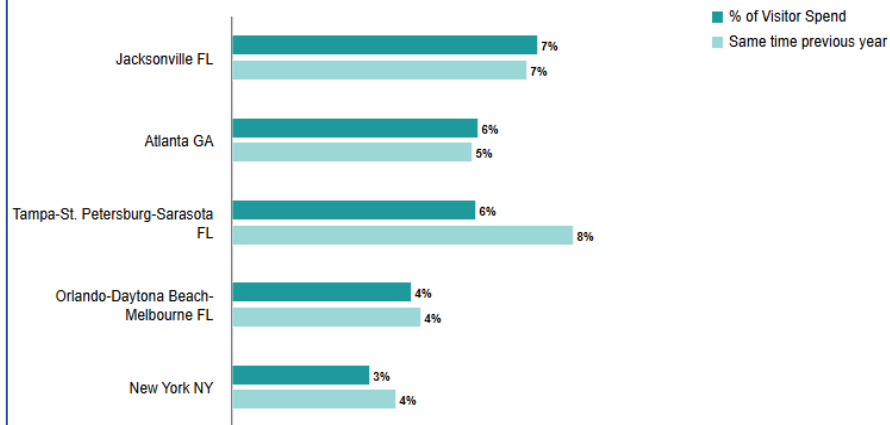
Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Geolocation: 118,318 Spend: 187,326

July 2026

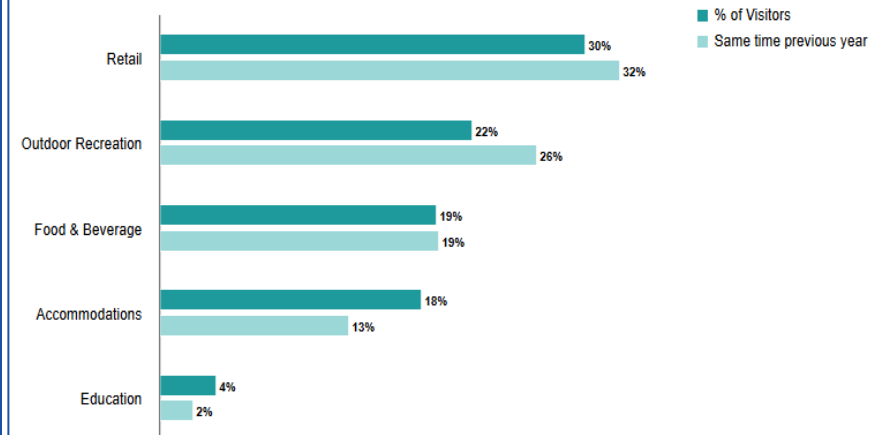
Zartico Visitor Profile



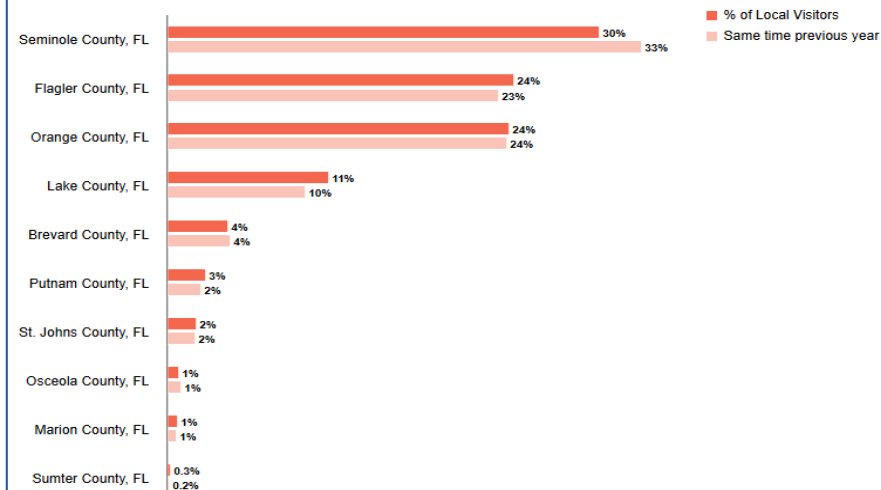
Top Spend Markets ▾



Where visitors are spending their time ▾



Local Visitor Origin County



Where visitors outnumber locals/residents ▾

