

August 2025 Zartico Visitor Profile

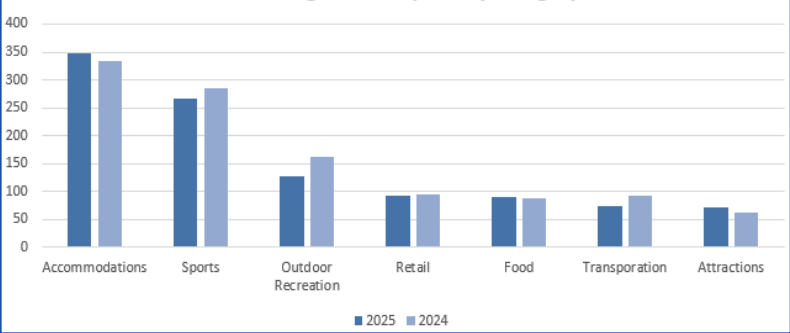


43.0% of visitors are from out of state. Our top origin market is **Orlando-Daytona Beach-Melbourne.**

For August 2025, the percentage of all spending in tourism-related categories by visitors increased by 0.3%, while the average transaction amount was 0.8% higher than compared to August 2024.

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

Average Visitor Spend by Category



% of Visitors Devices seen in Destination

32%

Visitors made up **32% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

22%

Visitors made up **22% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$124

Visitors spent an average of **\$124** during this timeframe.

% of Visitor Cardholders Age 25-54

54%

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

% of Visitor HHI \$100K+

49%

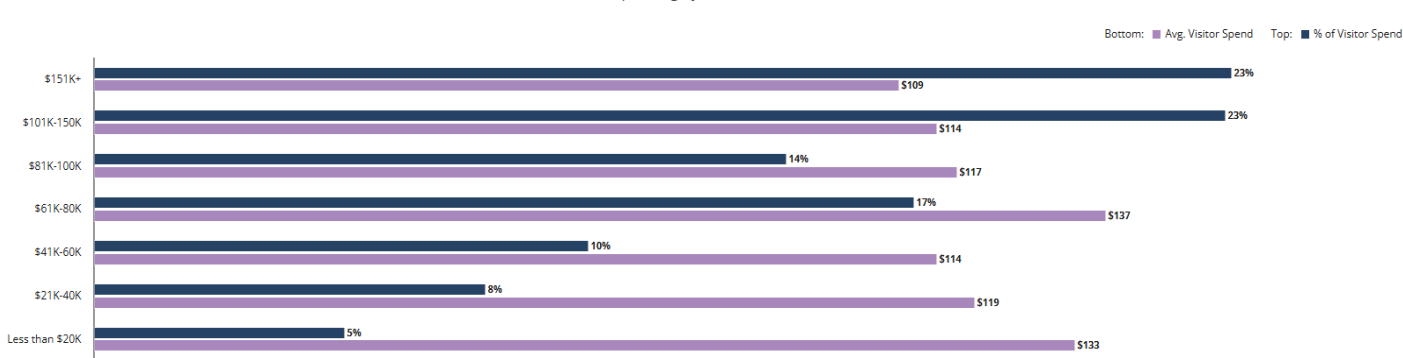
49% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000.**

% of Visitors with Children

39%

39% 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

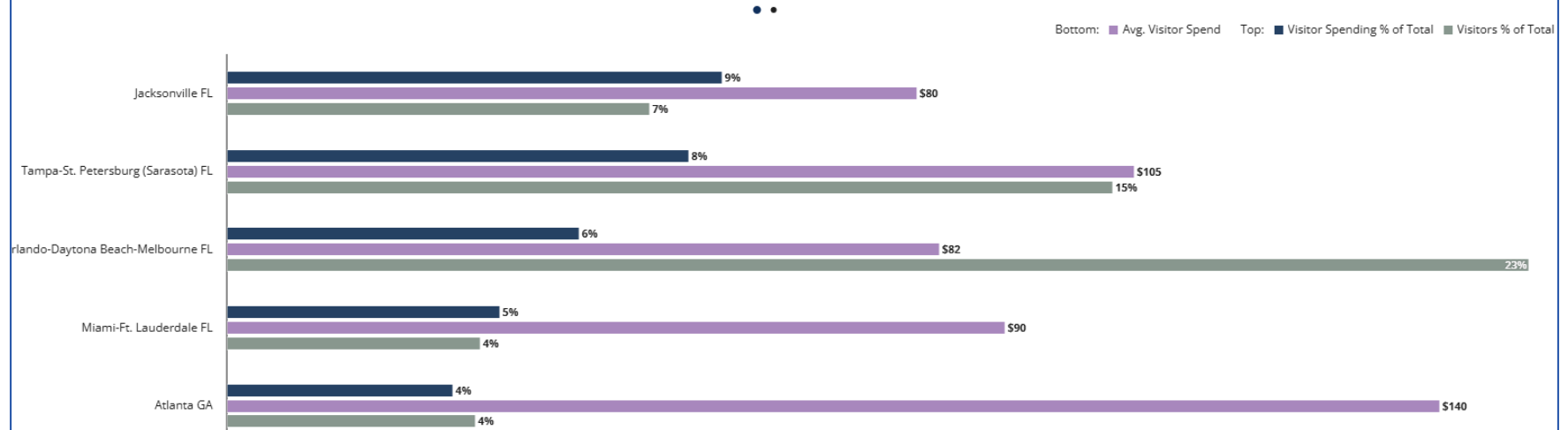
Brazil	South Korea
Canada	Taiwan
France	Uganda
Germany	
Greece	
Italy	
Mauritius	
Mexico	

Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 17,375 Cardholder Count: 16,943

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Visitor Spend vs. Visitation by Top 5 Markets



Average Stay Value*:

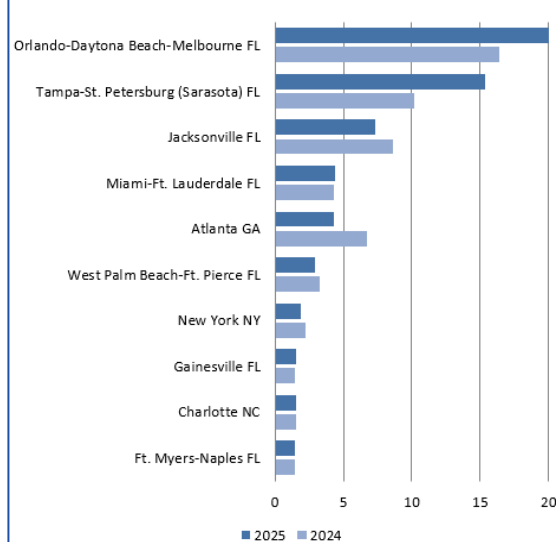
- Hotel: \$338 – up 7% from August 2024
- Short-Term Vacation Rental: \$855 - up 14% from August 2024

Length of Stay:

- Hotel: 2.1 days - up 4% from August 2024
- Short-Term Vacation Rental: 3.6 days – up 1% from August 2024

***Average Stay Value** KPI is the average Unit Revenue by number of Guest Check-ins during a selected time.
 $Average\ Stay\ Value = \frac{Unit\ Revenue}{Guest\ Check-ins}$

Percent of Visitation
Top Origin Markets



Percent of Visitation
Top 10 States

