

September 2025 Zartico Visitor Profile



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

% of Visitors' seen in Destination

19%

Visitor Share of Total Spend

17%

Average Daily Visitor Spend

\$61

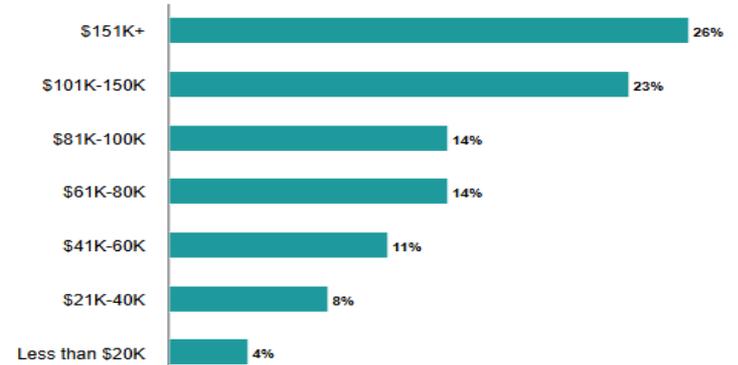
Average Length of Stay:

- Hotel: 2.0 days
- Short-Term Vacation Rental: 3.6 days

Average Booking Window:

- Hotel: 23 days
- Short-Term Vacation Rental: 29 days

% of Visitors by Household Income



Top 10 Visitor Markets

Visitor Origin Market	% of Visitors ▼	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	15%	7%	\$54
Jacksonville FL	11%	11%	\$56
Tampa-St. Petersburg-Sarasota FL	10%	9%	\$55
Miami-Ft. Lauderdale FL	6%	5%	\$47
Atlanta GA	5%	5%	\$62
West Palm Beach-Fort Pierce FL	4%	4%	\$47
New York NY	3%	4%	\$55
Greenville-Spartanburg-Anderson SC-Asheville NC	2%	2%	\$62
Gainesville FL	1%	1%	\$55
Chicago IL	1%	1%	\$64

% of Visitors by Age

