October 2025 Zartico Visitor Profile
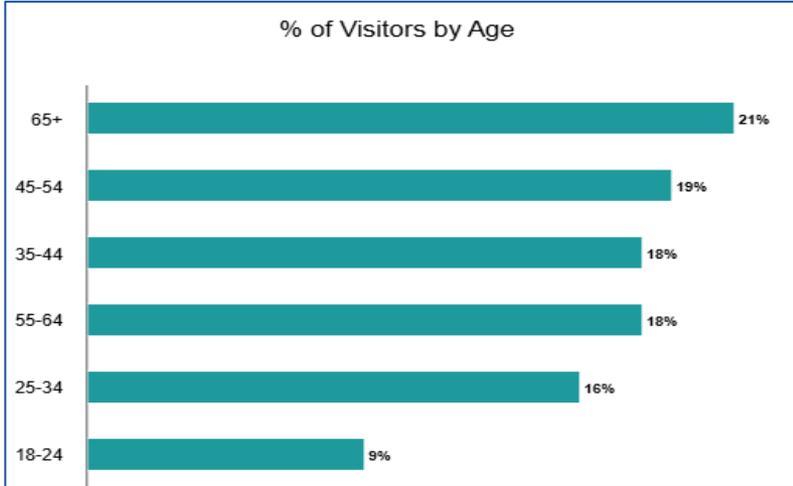
DAYTONA BEACH®

54.0% of visitors are from out of state. Our top origin market is **the Orlando-Daytona Beach-Melbourne area**.

Percent of Visitors Seen in Destination	Visitor Share of Total Spend	Average Daily Visitor Spend
24%	**17%**	**$60**

Average Daily Visitor Spend: Restaurants	Average Daily Visitor Spend: Retail	Average Daily Visitor Spend: Attractions
$58	**$76**	**$77**

% of Visitors by Household Income

Income	%
$151K+	26%
$101K-150K	23%
$81K-100K	14%
$61K-80K	14%
$41K-60K	11%
$21K-40K	8%
Less than $20K	4%
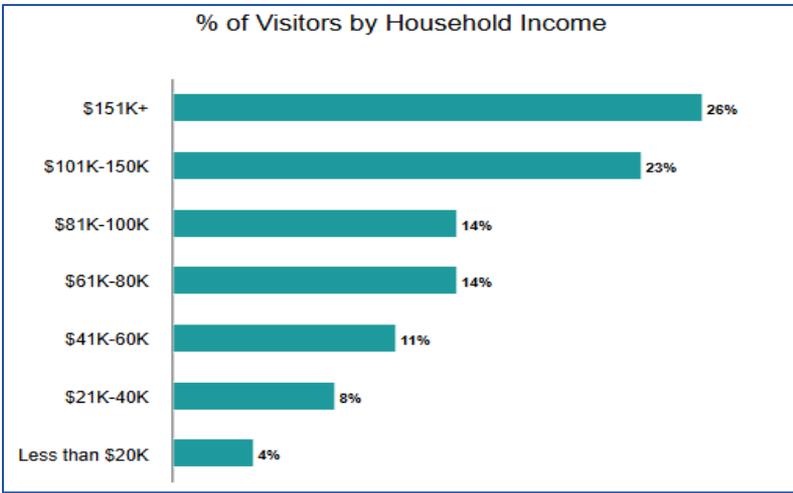
Top 10 Visitor Markets

Visitor Origin Market	% of Visitors ▼	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	13%	5%	$48
Tampa-St. Petersburg-Sarasota FL	10%	7%	$47
Jacksonville FL	10%	7%	$53
Miami-Ft. Lauderdale FL	5%	4%	$43
Washington DC-Hagerstown MD	4%	1%	$54
West Palm Beach-Fort Pierce FL	4%	4%	$50
New York NY	4%	4%	$58
Atlanta GA	3%	4%	$62
Baltimore MD	3%	0.5%	$43
Philadelphia PA	2%	2%	$53

% of Visitors by Age

Age	%
65+	21%
45-54	19%
35-44	18%
55-64	18%
25-34	16%
18-24	9%

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Destination-Wide: Year-Over-Year Changes

Change in ADR	Change in Occupancy	Change in Booking Window
$+20	**-13%**	**+43.8 days**

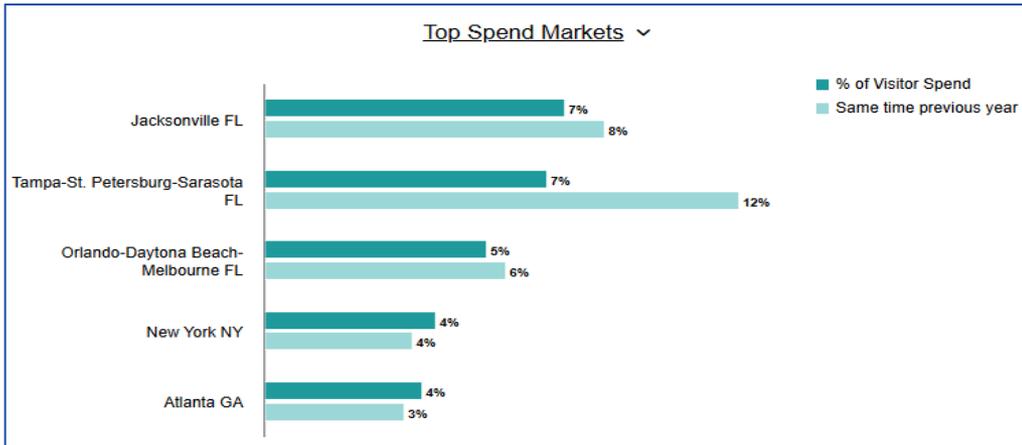| Change in Average Length of Stay |
|:---:|
| **+0.3 days** |
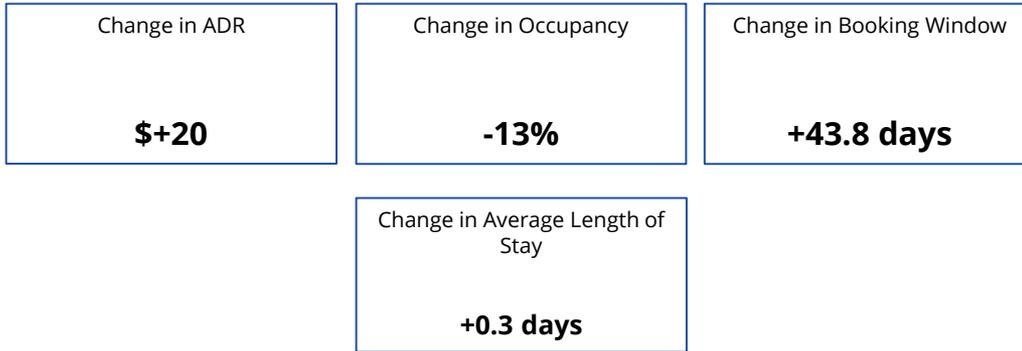
Average Length of Stay:
- Hotel: 2.4 days
- Short-Term Vacation Rental: 4.0 days

Average Booking Window:
- Hotel: 62 days
- Short-Term Vacation Rental: 80 days

Average Stay Value*:
- Hotel: $367
- Short-Term Vacation Rental: $976

Top Spend Markets ⌄

■ % of Visitor Spend
■ Same time previous year

Market	% of Visitor Spend	Same time previous year
Jacksonville FL	7%	8%
Tampa-St. Petersburg-Sarasota FL	7%	12%
Orlando-Daytona Beach-Melbourne FL	5%	6%
New York NY	4%	4%
Atlanta GA	4%	3%

*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