

November 2024 Zartico Visitor Profile

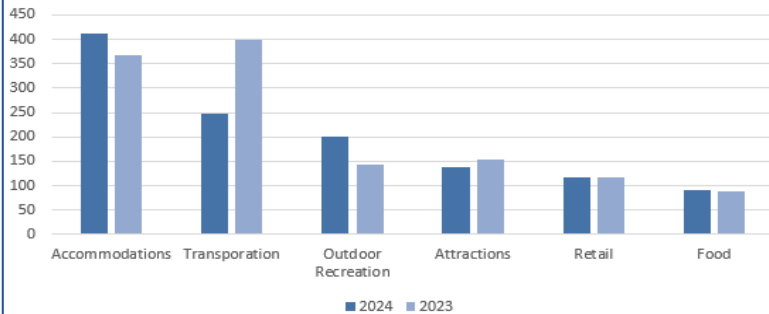


52.7% of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne**.

For November 2024, the percent of all spending in tourism-related categories by visitors was up 3% and the average transaction amount was 1% more than compared to November 2023.

There were 4.8% more household income levels above \$100,000 than November 2023.

Average Visitor Spend by Category



% of Visitors Devices seen in Destination

44.4%

Visitors made up **44.4% of all devices** seen at Places Of Impact during this timeframe. The rest were residents.

Visitor Share of Total Spend

24.9%

Visitors made up **24.9% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

\$117

Visitors spending had an **average transaction amount of \$117** during this timeframe.

% of Visitor Cardholders Age 25-54

51%

51% of all cardholders spending in tourism-related categories during this timeframe were **within the ages of 25-54**.

% of Visitor HHI \$100K+

44%

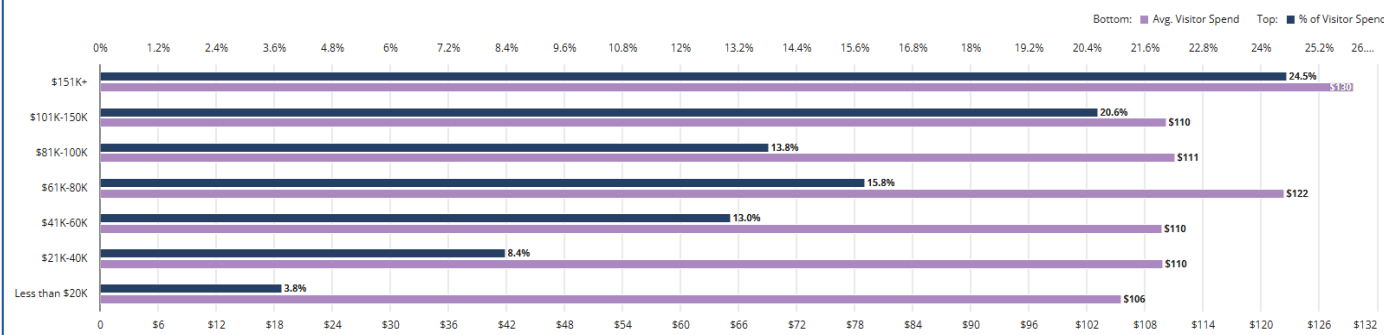
44% of all cardholders spending in tourism-related categories during this timeframe **have a household income level above \$100,000**.

% of Visitors with Children

36%

36% of all cardholders spending in tourism-related categories during this timeframe **were from a household with children**.

Visitor Spending by Household Income



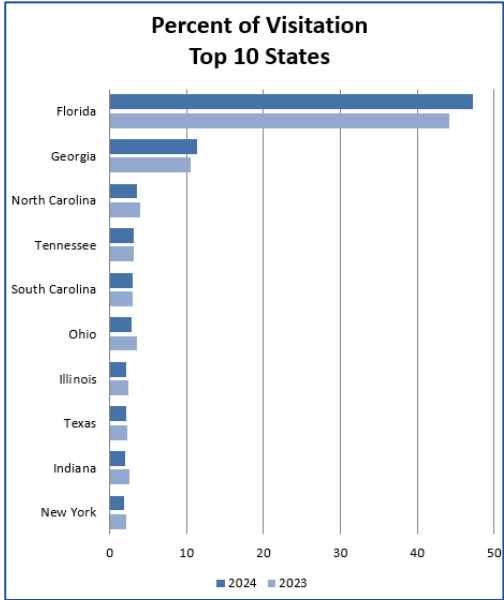
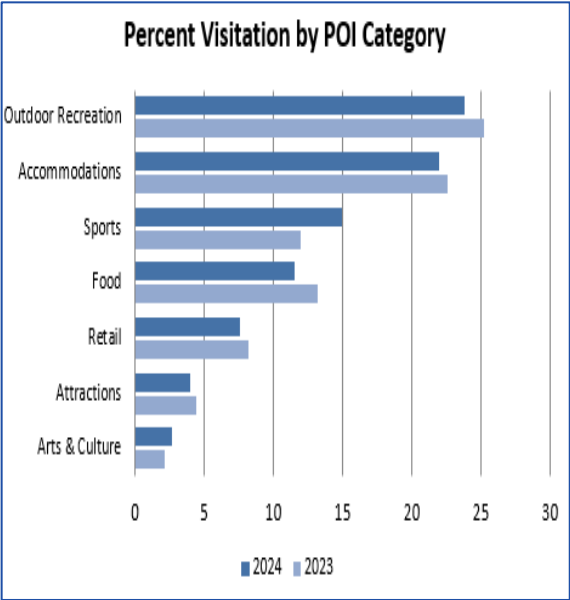
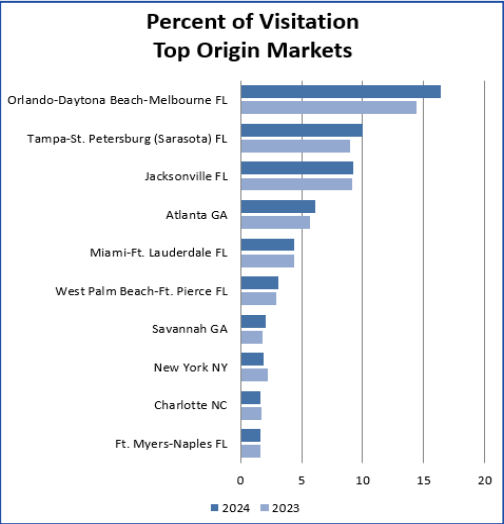
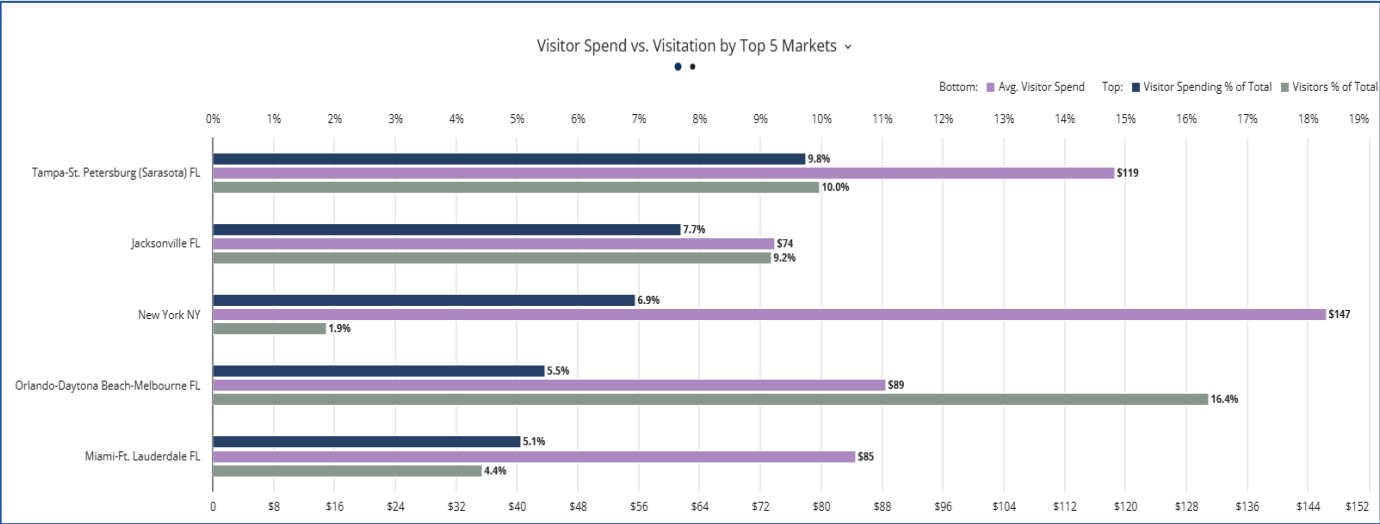
International Markets in Destination

Australia
Brazil
Canada
Costa Rica
Dominican Republic
Jamaica
Mexico
South Korea

Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Device Count: 58,522 Cardholder Count: 23,924

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