

# November 2025 Zartico Visitor Profile



59.0% of visitors are from out of state. Our top origin market is **the Orlando-Daytona Beach-Melbourne area**.

Percent of Visitors Seen in Destination

**27%**

Percent of All Spending from Visitors

**22%**

Average Daily Visitor Spend

**\$109**

Average Daily Visitor Spend: Restaurants

**\$109**

Average Daily Visitor Spend: Retail

**\$148**

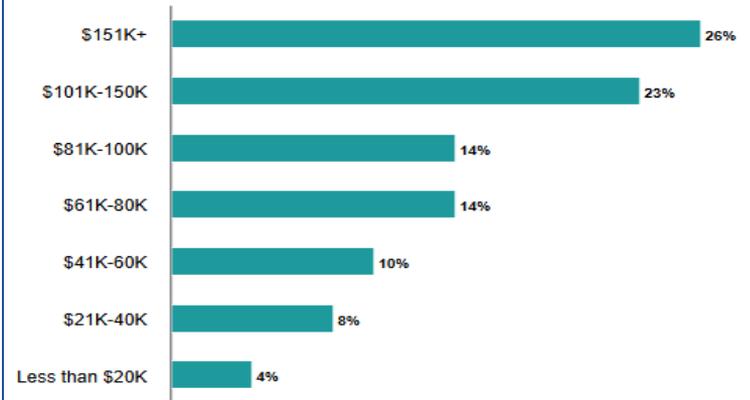
Average Daily Visitor Spend: Attractions

**\$118**

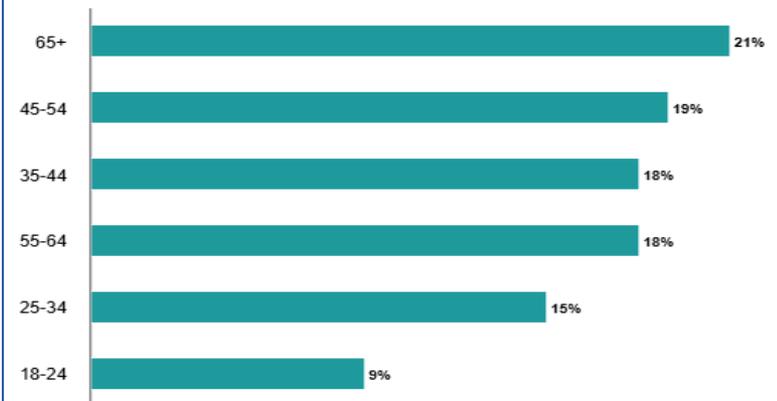
## Top 10 Visitor Markets

Visitor Origin Market	% of Visitors ▼	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne FL	12%	4%	\$78
Tampa-St. Petersburg-Sarasota FL	8%	7%	\$91
Jacksonville FL	8%	8%	\$108
Miami-Ft. Lauderdale FL	5%	4%	\$100
New York NY	4%	6%	\$101
West Palm Beach-Fort Pierce FL	4%	3%	\$80
Washington DC-Hagerstown MD	3%	2%	\$101
Atlanta GA	3%	4%	\$112
Baltimore MD	3%	0.4%	\$107
Philadelphia PA	2%	2%	\$88

## % of Visitors by Household Income



## % of Visitors by Age

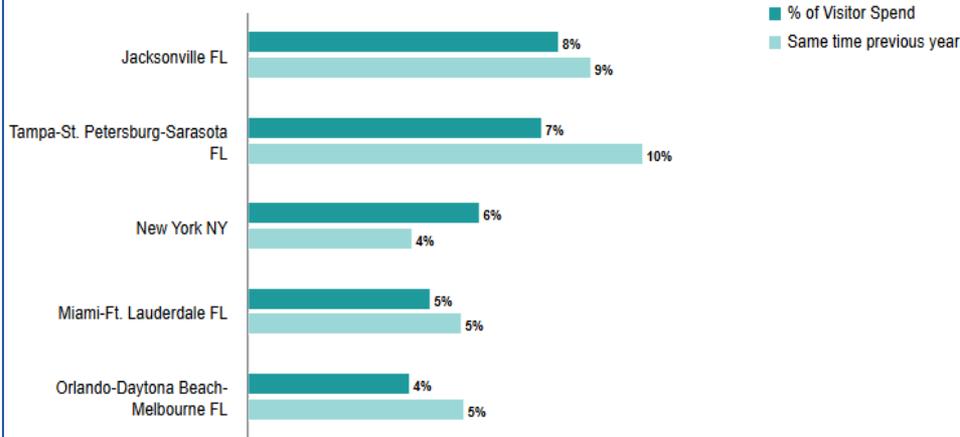


Source: Zartico Geolocation Data, Zartico Spending Data  
Sample Size: Geolocation:306,290 Spend: 38,349

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Top Spend Markets ▾



### Average Length of Stay:

- Hotel: 2.4 days (+0.5 days compared to November 2024)
- Short-Term Vacation Rental: 4.0 days (+0.8 days compared to November 2024)

### Average Booking Window:

- Hotel: 62 days (34 more days than November 2024)
- Short-Term Vacation Rental: 80 days (55 more days than November 2024)

### Average Stay Value\*:

- Hotel: \$367 (\$141 more than November 2024)
- Short-Term Vacation Rental: \$976 (\$188 more than November 2024)

% of Local Visitors by Origin County



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

$$\text{Average Stay Value} = \text{Unit Revenue} / \text{Guest Check-ins}$$