

# December 2024 Zartico Visitor Profile

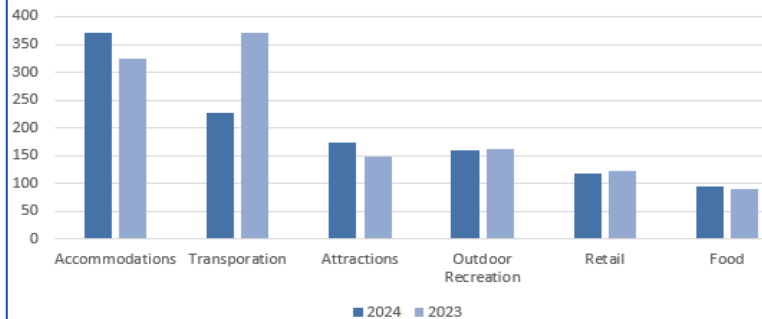


**56.2%** of visitors are from out-of-state. Our top origin market is **Orlando-Daytona Beach-Melbourne.**

For December 2024, the percent of all spending in tourism-related categories by visitors was up 2% and the average transaction amount was 1% less than compared to December 2023.

There were 7.0% more household income levels above \$100,000 than December 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

**23.4%**

Visitors made up **23.4% of all spending** in tourism-related categories during this timeframe. The rest were residents.

Average Visitor Spend for the Month

**\$115**

Visitors spending had an **average transaction amount of \$115** 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+

**46%**

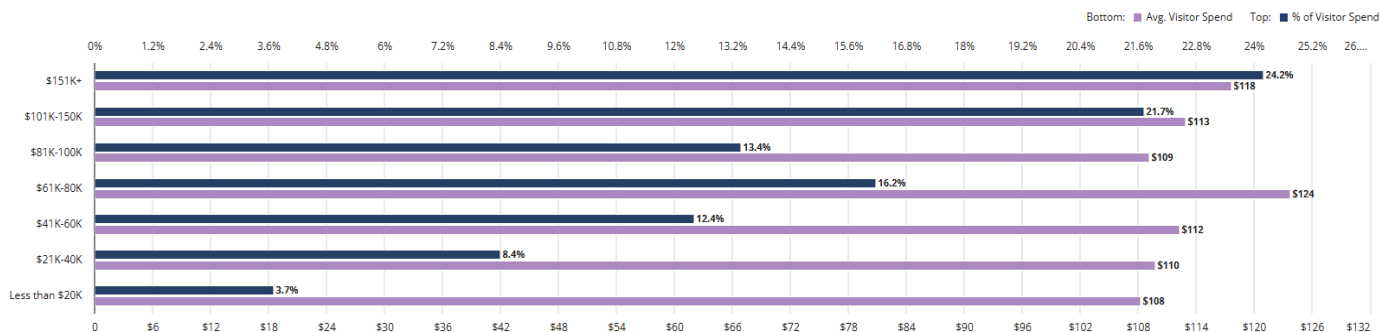
**46% of all cardholders** spending in tourism-related categories during this timeframe **have a household income level above \$100,000.**

% 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



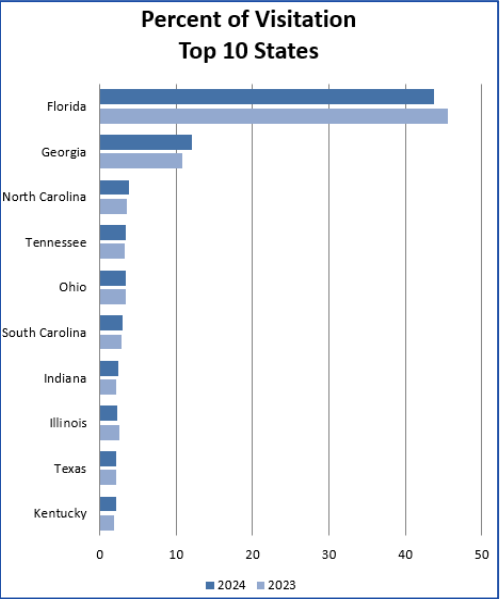
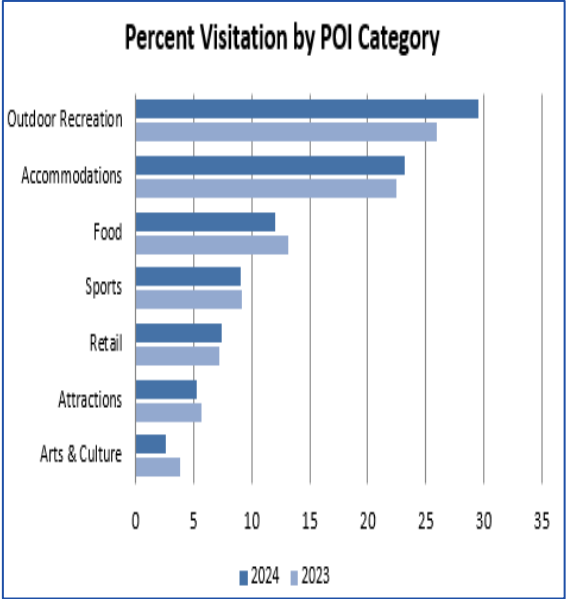
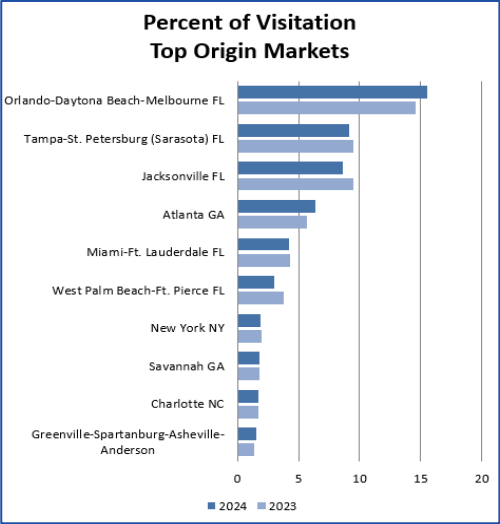
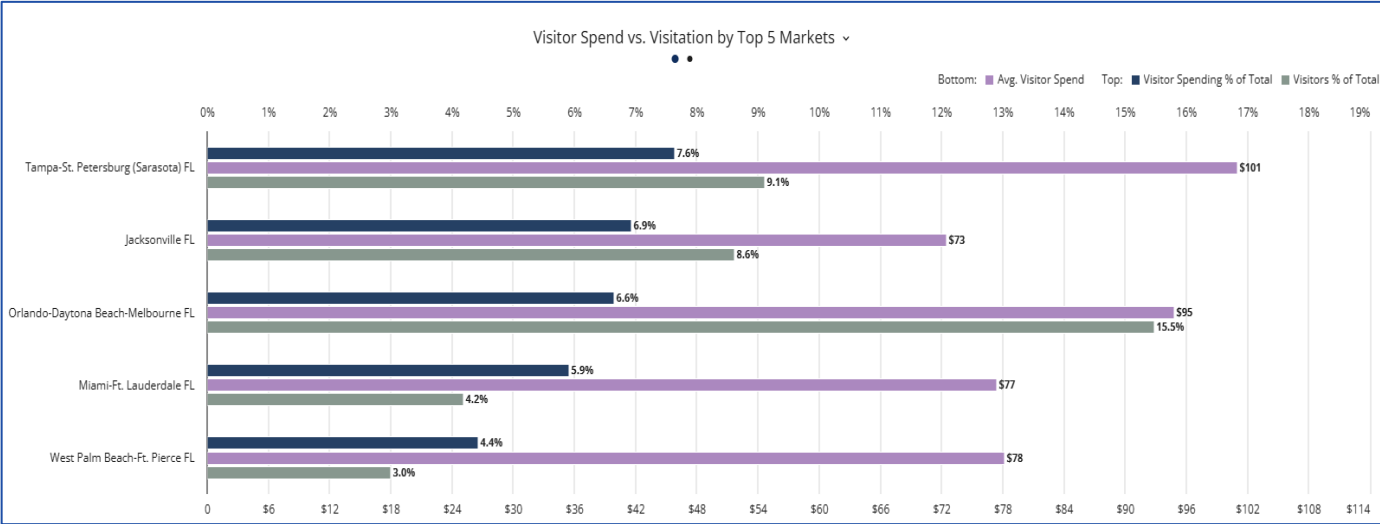
## International Markets in Destination

Australia  
Brazil  
Canada  
Colombia  
Costa Rica  
India  
Mexico

Source: Zartico Geolocation Data, Zartico Spending Data  
Sample Size: Device Count: 66,212 Cardholder Count: 26,383

# December 2024

## Zartico Visitor Profile



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