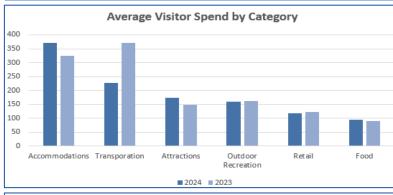
## December 2024 Zartico Visitor Profile



**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.



% 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.

% 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**.

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.

% 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.

Average Visitor Spend for the Month

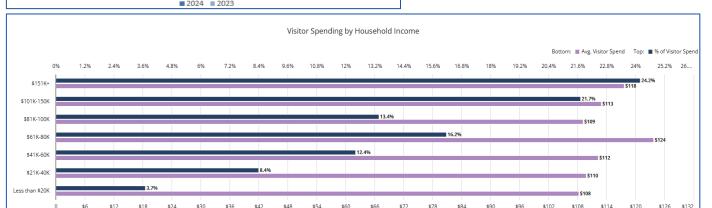
\$115

Visitors spending had an **average transaction amount of \$115** during this
timeframe.

% of Visitors with Children

36%

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



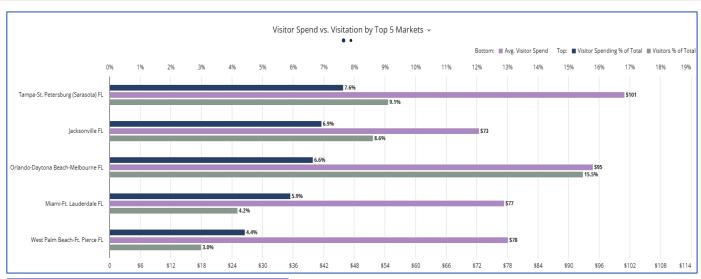
## **International Markets in Destination**

Australia Brazil Canada Colombia Costa Rica India Mexico

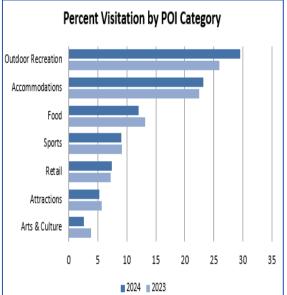
Source: Zartico Geolocation Data, Zartico Spending Data Sample Size: Device Count: 66,212 Cardholder Count: 26,383

## December 2024 **Zartico Visitor Profile**









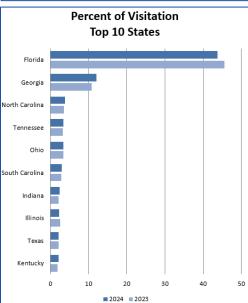
Beachside Bar Deck & Grill Brickyard Lounge & Grill Caribbean Jack's Charlie Horse Restaurant Crabby Joe's Deck & Grill Crabby's Oceanside Cruisin' Café Down the Hatch Seafood Company Hog Heaven Bar-B-Q Restaurant Ichi Ni San Asian Grill

**Top 20 Dining Locations** Landshark Bar & Grill Our Deck Down Under Porto Fino Restaurant Racing's North Turn Beach Bar & Grill Riptides Raw Bar & Grill Steve's Famous Diner Stonewood Grill & Tavern The Beach Bucket Bar & Grill The Cellar Tipsy Taco Cantina

## Top 20 Points of Interest\*

Angell & Phelps Chocolate Factory Congo River Adventure Golf Daytona Beach Boardwalk & Pier Area Daytona Beach Parasail Daytona International Speedway Daytona Lagoon Hanksters Hot Rods & Museum Jackie Robinson Ballpark Lighthouse Point Park Lilian Place

Motorsports Hall of Fame of America Mulligan's Lagoon Pizza Pub & Putt Ocean Center Ocean Walk Shoppes Peabody Auditorium Pirate's Cove Adventure Golf Ponce Inlet Lighthouse & Museum Screamer's Park The Manatee Scenic Boat Tours WildPuzzle Escape Room \*excludes area beaches, bars/restaurants, and lodging



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