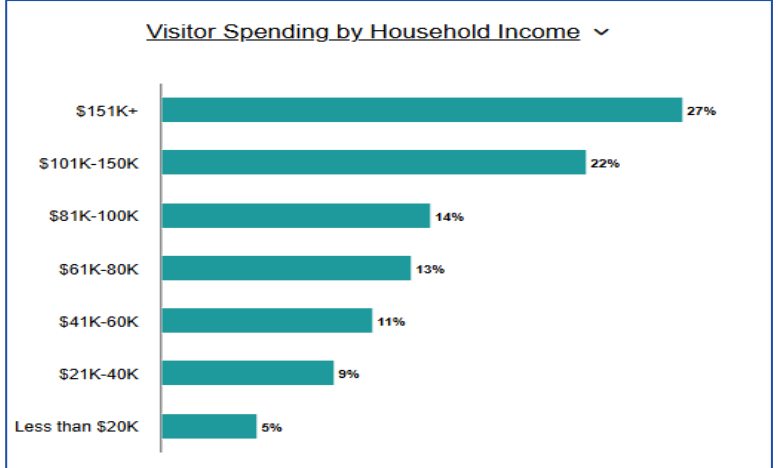


December 2025 Zartico Visitor Profile



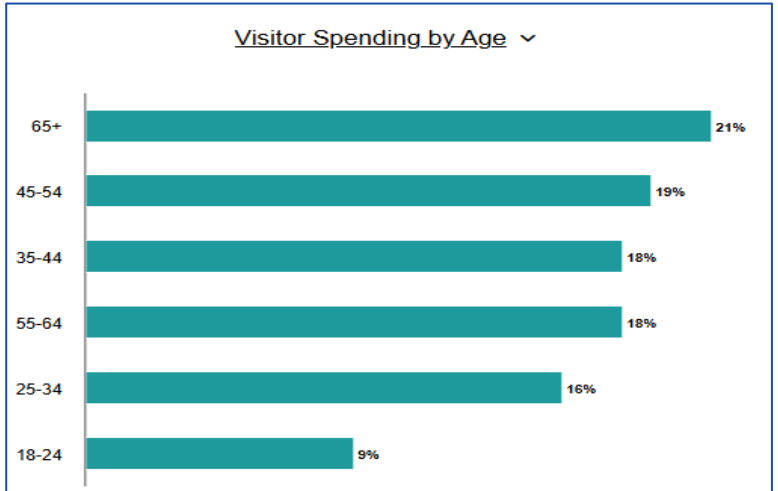
61.0% of visitors are from out of state. Our top origin market is **the Orlando-Daytona Beach-Melbourne area**.

Percent of Visitors Seen in Destination 22%	Percent of All Spending from Visitors 19%	Average Daily Visitor Spend \$67
Average Daily Visitor Spend: Restaurants \$63	Average Daily Visitor Spend: Retail \$84	Average Daily Visitor Spend: Attractions \$65



Top 10 Visitor Markets

Visitor Origin Market	% of Visitors ▼	% of Visitor Spend	Avg. Daily Visitor Spend
Orlando-Daytona Beach-Melbourne...	12%	3%	\$53
Tampa-St. Petersburg-Sarasota FL	7%	7%	\$53
Jacksonville FL	7%	5%	\$49
Miami-Ft. Lauderdale FL	6%	4%	\$62
New York NY	4%	5%	\$59
Baltimore MD	4%	0.4%	\$55
Atlanta GA	3%	3%	\$69
Washington DC-Hagerstown MD	3%	2%	\$69
West Palm Beach-Fort Pierce FL	3%	3%	\$55
Philadelphia PA	2%	2%	\$61

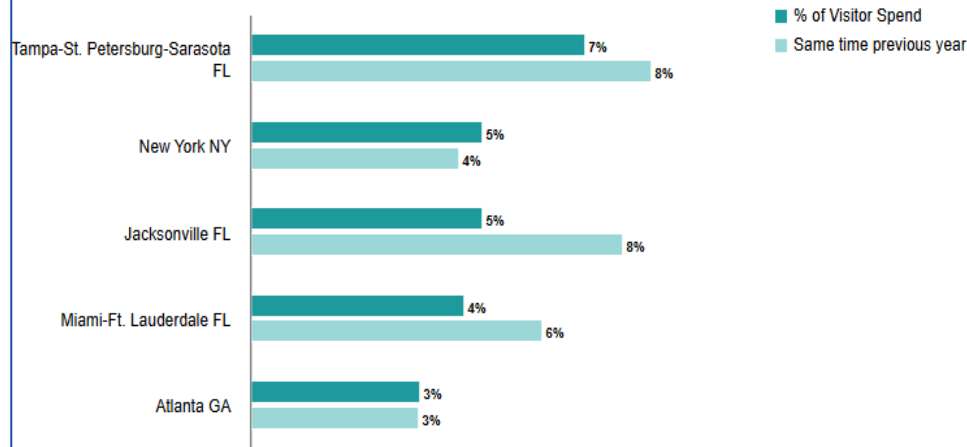


Source: Zartico Geolocation Data, Zartico Spending Data
Sample Size: Geolocation: 59,380 Spend: 31,429

December 2025 Zartico Visitor Profile



Top Spend Markets ▾



Average Length of Stay:

- Hotel: 2.6 days (+0.6 days compared to December 2024)
- Short-Term Vacation Rental: 5.6 days (+1.6 days compared to December 2024)

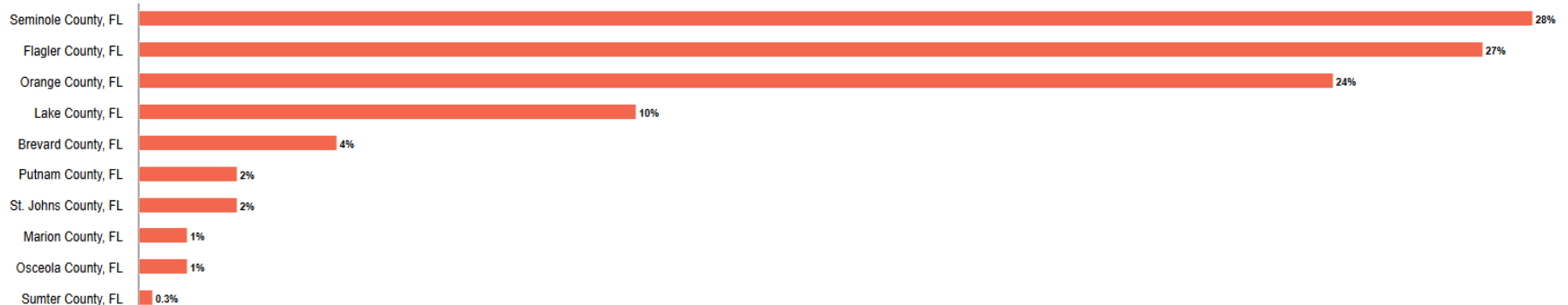
Average Booking Window:

- Hotel: 137 days (114 more days than December 2024)
- Short-Term Vacation Rental: 139 days (113 more days than December 2024)

Average Stay Value*:

- Hotel: \$369 (\$113 more than December 2024)
- Short-Term Vacation Rental: \$1,038 (\$147 more than December 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.

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