ZARTICO DATA

Hotel Pacing | 3 months ago to 6 months ahead

Hotel Avg. Stay Value: Future vs. Historical

\$624

162% of

\$385

Historical Hotel Avg. Stay Value

Hotel ADR: Future vs. Historical

\$279

126% of

\$222

Historical Hotel ADR

Hotel Avg. Length of Stay: Future vs. Historical

2.2 days

126%

1.7 days

Historical Hotel Avg. LOS

Lodging Data from July

Hotel Occupancy

92%

5%

% Change

87% Previous Year Hotel ADR

\$321

1%

\$317

% Change

Previous Year

Hotel Demand

65.3 K

5%

% Change

62.0 K Previous Year Hotel RevPAR

\$294

6%

% \$277

% Change Previous Year

ZARTICO DATA

Your Top 10 Visitor Markets

 Visitor Origin Market
 % of Visitors ▼
 % of Spend

 Boston MA-Manchester NH
 16%
 12%

 Bangor ME
 8%
 3%

 New York NY
 6%
 7%

Top 10 Marketing | Data from June 1-August 11

Key Insights | June 1-August 11

% of all Devices that are Visitors

36%

41% Same time previous year

Portland-Auburn ME

Hartford & New Haven CT

Raleigh-Durham (Fayetteville) NC

Tampa-St. Petersburg (Sarasota) FL

Washington DC (Hagerstown MD)

Providence-New Bedford MA

Burlington VT-Plattsburgh NY

-5.1% Difference % of Out-of-State Visitors

1%

2%

1%

2%

2%

2%

86%

83%Same time previous year

2.5% Difference % of Accommodation Visitors

29%

32%

Same time previous year

-2.5% Difference % of Visitor Spend towards Local Businesses

23%

26%

-2.9%

Same time previous year

Difference

ZARTICO DATA

Visitor Spending | June 1-August 11

% of all Spending in your destination that came from Visitors

64%

68%

Same time previous year

-3.7%

Difference

% of all Visitor Spend towards Local Businesses

20%

24%

Same time previous year

-4.5%

Difference

% of all Accommodation Spend that came from Visitors

98%

97%

Same time previous year

0.2%

Difference

% of all Restaurant Spend that came from Visitors

70%

69%

Same time previous year

1.1%

Difference

% of all Retail Spend that came from Visitors

68%

72%

Same time previous year

-4.1%

Difference

% of all Arts, Entertain. & Attraction Spend that came from Visitors

74%

89%

Same time previous year

-15.3%

Difference