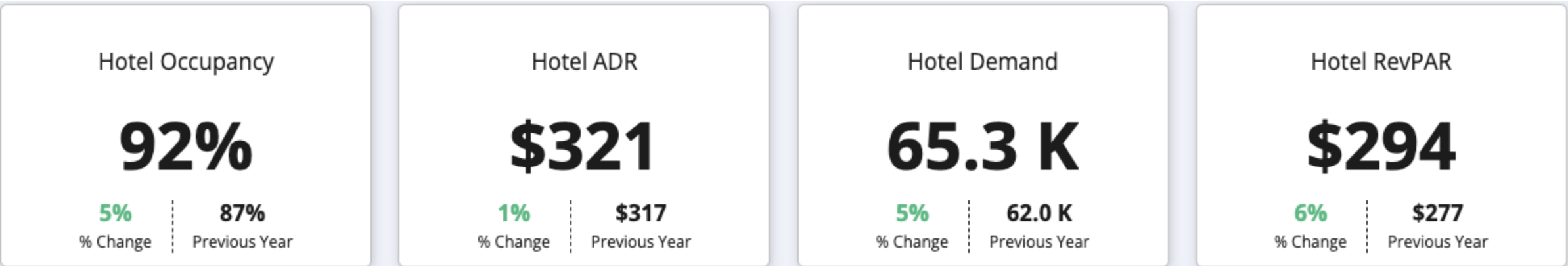


ZARTICO DATA

Hotel Pacing | 3 months ago to 6 months ahead



Lodging Data from July



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%
Portland-Auburn ME	6%	2%
Raleigh-Durham (Fayetteville) NC	4%	1%
Hartford & New Haven CT	3%	3%
Tampa-St. Petersburg (Sarasota) FL	2%	2%
Washington DC (Hagerstown MD)	2%	3%
Providence-New Bedford MA	2%	1%
Burlington VT-Plattsburgh NY	2%	2%

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

-5.1%

Difference

% of Out-of-State Visitors

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%

Same time previous year

-2.9%

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