1. Executive Pulse 11/17/2025



What is the balance of visitors vs. residents in your destination and how are visitors contributing to your economy?

Note that geolocation data less than 30 days old is subject to small changes through Zartico's normalization process.

The insights below are based on a date range of 07-01-2025 to 09-30-2025

How do visitors impact your economy?

Source: Zartico Spend Data, Zartico Geolocation Data



% of all People in your Destination that are Visitors

26%

27% -1%
Same time previous year Difference



% of all Spending in your Destination from Visitors

37% -3%
Same time previous year Difference

Share of spending from visitors by category and avg. daily spending

Source: Zartico Spend Data

% of Restaurant Spend from Visitors

59%

59% -0.2% Same time previous year Difference

Restaurant Avg. Daily Visitor Spend

\$65

\$66 \$-1
Same time previous year Difference

% of Retail Spend from Visitors

34%

40% Same time previous year

Retail Avg. Daily Visitor Spend

\$93

\$97 \$-4
Same time previous year Difference

% of Arts, Entertainment & Attractions Spend from Visitors

78%

75%Same time previous year
Difference

Arts, Entertainment & Attractions Avg. Daily Visitor Spend

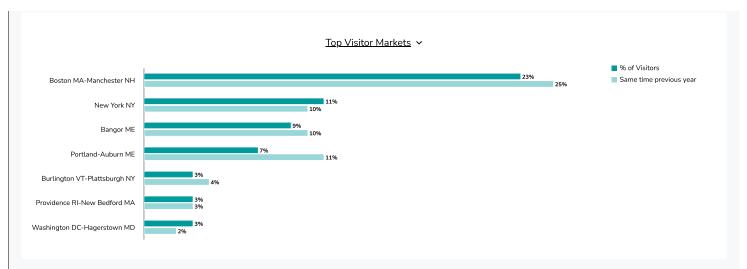
\$124

\$107 \$17
Same time previous year Difference

Who are your visitors?

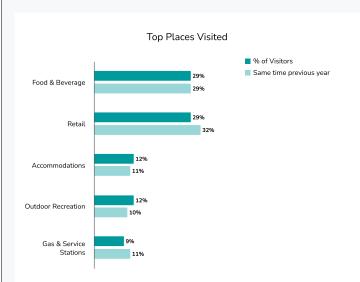
Source: Zartico Geolocation Data

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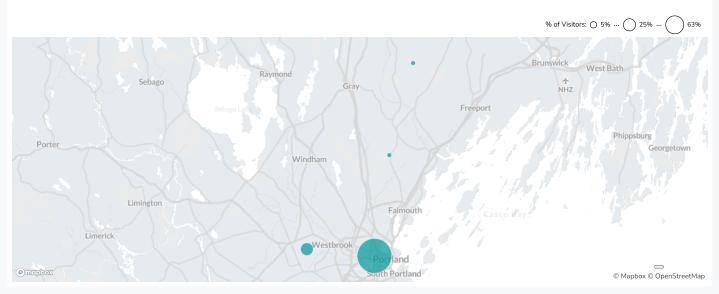
Which places are they visiting in your destination? Where do they make the greatest impact?

Source: Zartico Geolocation Data









Data Reference

The following sample sizes drive the insights in this dashboard and are controlled by the filters selected at the top. If these show yellow or red values the insights should be treated as directional. In these cases, try expanding your filter criteria at the top.

Geolocation Data Loaded Through:

11-06-2025

Spend Data Loaded Through:

11-07-2025

Geolocation Sample Size

90,195

Spend Sample Size

119,764

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