

Impact Report Summary

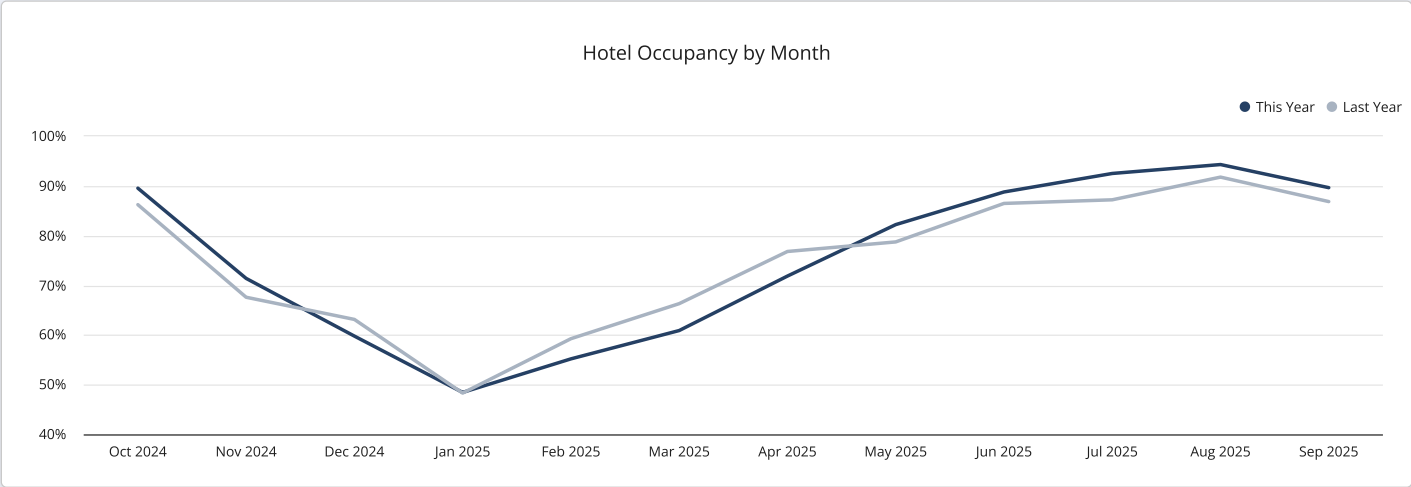
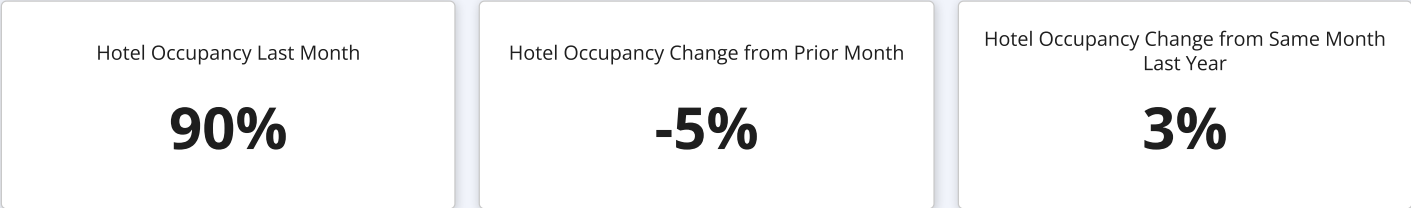
Understand how your destination is progressing toward your goals. These insights show performance over time. You will see historical performance over the most recent 12-month period, as well as last month compared to the previous month and the previous year.

The date filter will not change these insights.

Hotel Occupancy Trend

Source: Zartico Lodging Data

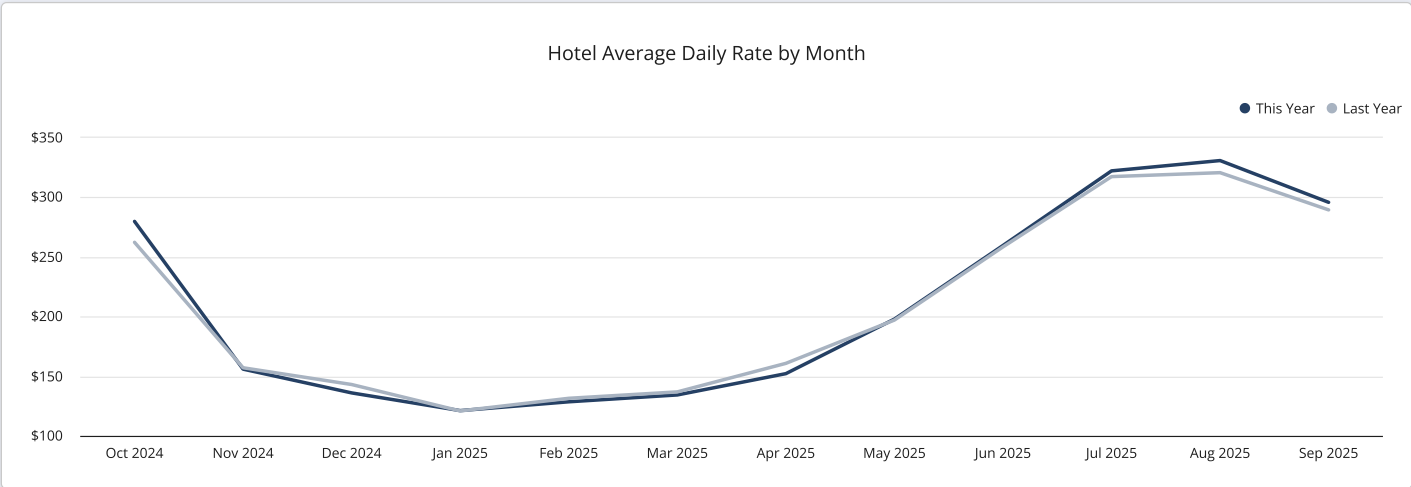
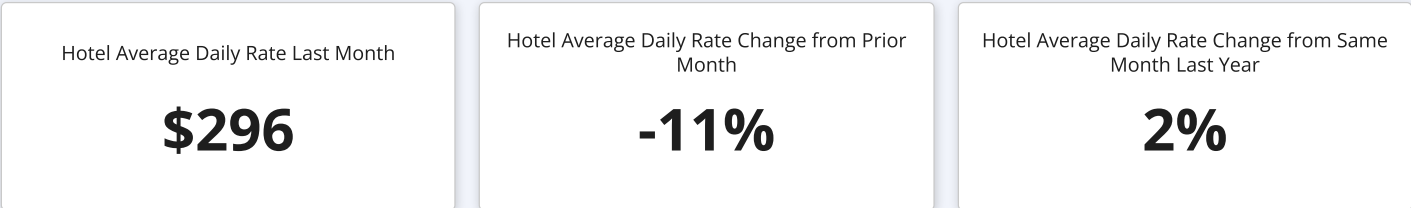
Track lodging occupancy by month to define seasonal trends, peak periods, and periods of low demand. Use your knowledge of these trends to make informed decisions about tourism development, such as investment in hospitality infrastructure.



Hotel Average Daily Rate Trend

Source: Zartico Lodging Data

Monitor the month-to-month trends in lodging rates to strategically position your destination and attract visitors who are a good economic match for the types of stays you have to offer.



Hotel Stay Value Trend

Source: Zartico Lodging Data
The cost of lodging has a significant impact on overall visitor spending. Tracking average stay value in your destination can help you understand visitor economy patterns and inform future targeting and tactics.

Hotel Average Stay Value Last Month

\$530

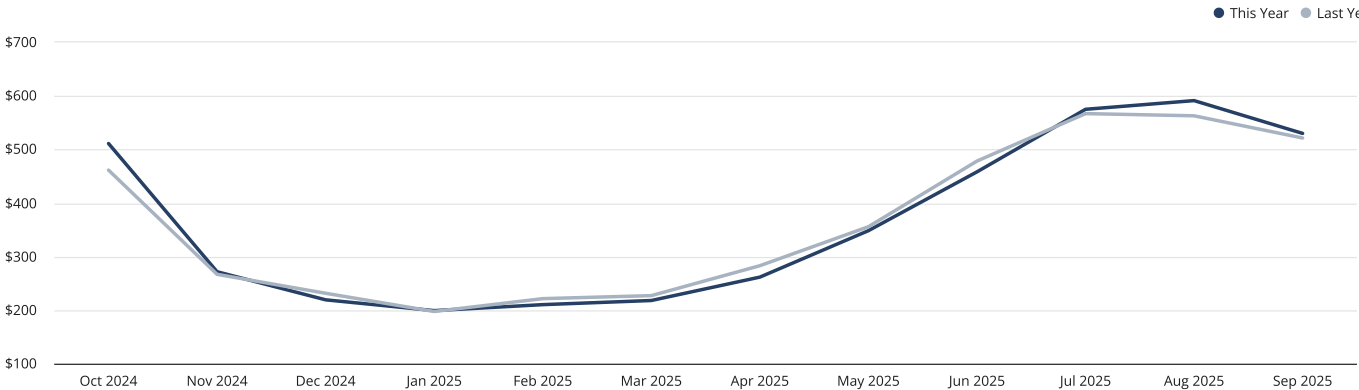
Hotel Average Stay Value Change from Prior Month

-10%

Hotel Average Stay Value from Same Month Last Year

2%

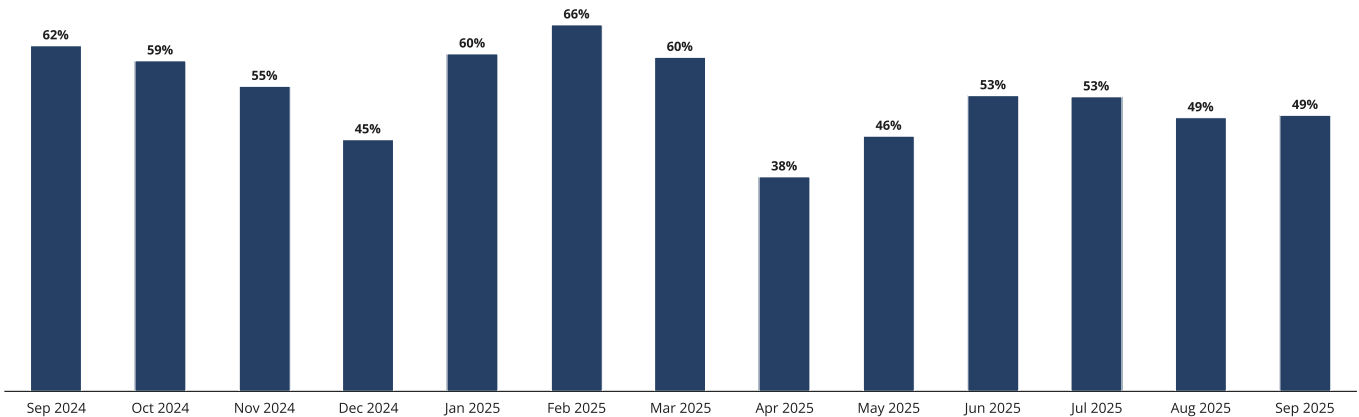
Hotel Average Stay Value by Month



Share of Overnight Visitors

Source: Zartico Geolocation Data
Overnight visitors are strong contributors to your economy. Monitoring monthly changes in overnight visitation helps define strategies during key periods and mitigate the impact of seasonal changes.

% of Overnight Visitors: Running 12 Months



Origin Market Trend

Source: Zartico Geolocation Data
Knowing where your visitors come from allows you to make better marketing decisions. Out-of-state visitors tend to stay longer in destination and spend more.

% of Out-of-State Visitors Last Month

84%

% Change from Prior Month

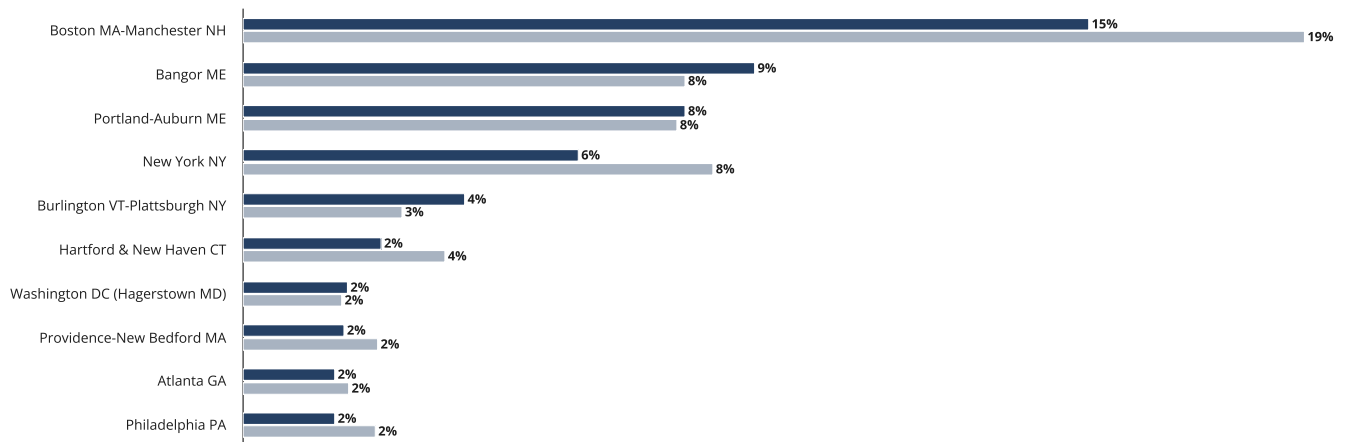
-3%

% Change from Same Month Last Year

-1%

Top 10 Visitor Markets ▾

■ Last Month - % of Visitors ■ Same Month Last Year - % of Visitors



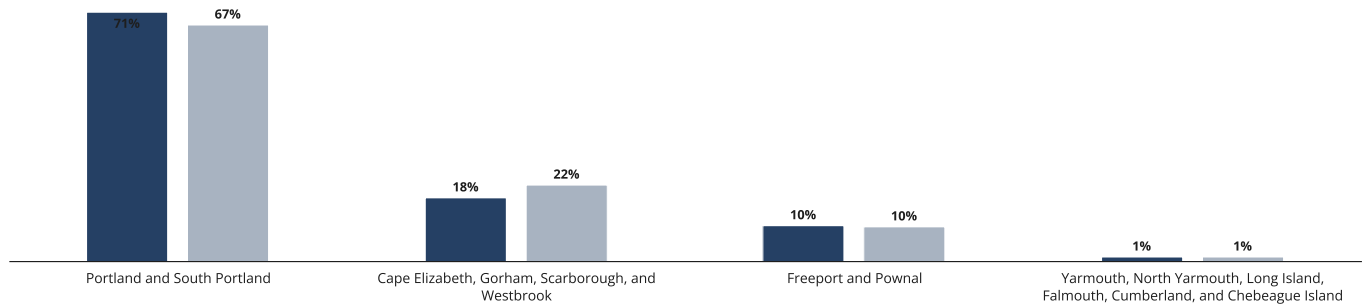
Regional Visitation Trend

Source: Zartico Geolocation Data

Understanding where visitors go in your destination allows you to see opportunities to influence future visitor movement.

% of Visitors by Region ▾

■ This Year - % of Visitors ■ Last Year - % of Visitors



Impact of Visitor Spending on the Local Economy

Source: Zartico Spend Data

Visitors make an impact on your economy across all categories — not just accommodations and attractions. This shows the visitor share of total spending overall and by category, illustrating the full value of visitors to your destination and stakeholders.

% of all Spend that came from Visitors Last Month

38%

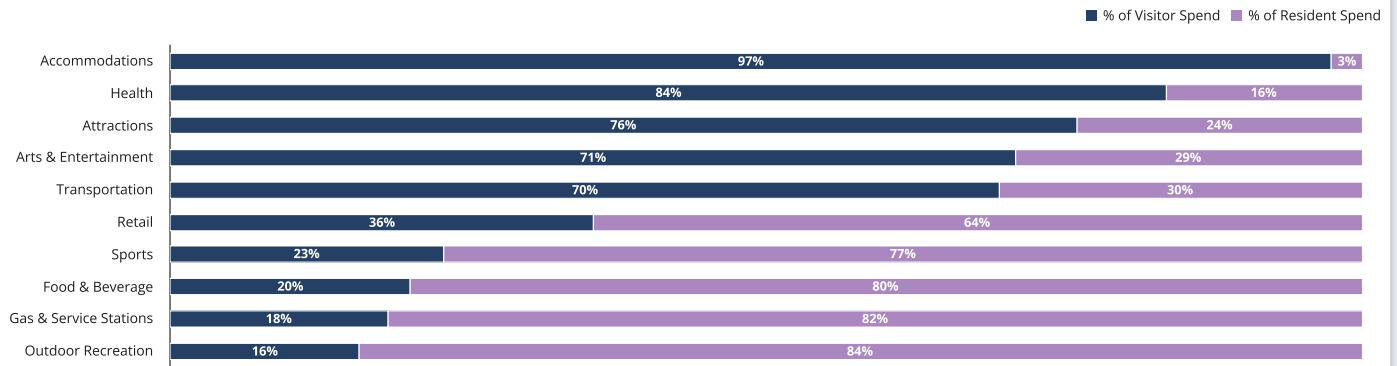
% Change from Prior Month

-7%

% Change from Same Month Last Year

-7%

% of Visitor and Resident Spend by Category



Visitor Spending Trends

Source: Zartico Spend Data

Understand average visitor spending and how visitors spend by category in your destination.

Avg. Visitor Spend Last Month

\$135

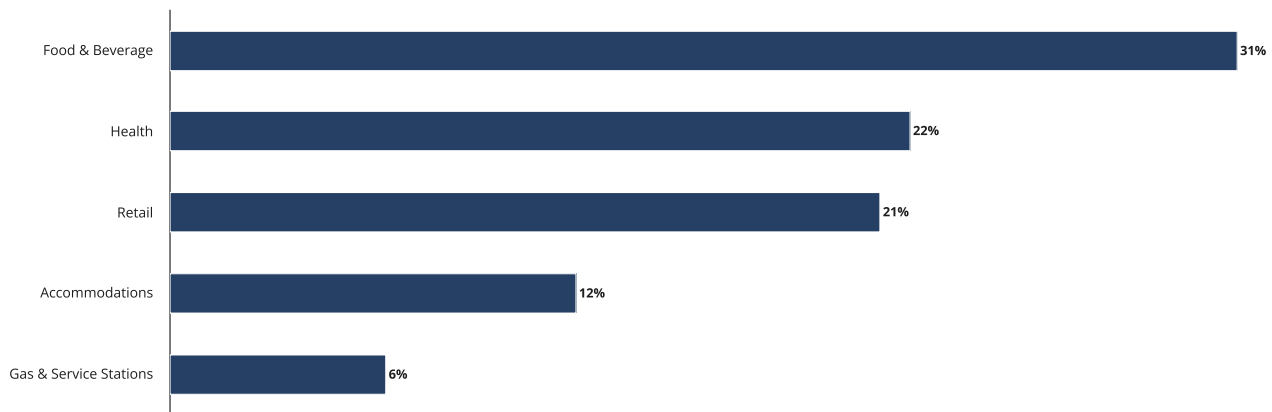
% Change from Prior Month

1%

% Change from Same Month Last Year

-0.3%

% of Visitor Spend by Category



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above and are controlled by the filters selected at the top. If these show yellow or red values, the insights should be treated as directional but less precise, owing to a smaller sample size. In these cases, expanding your filter criteria at the top will increase the sample size.

Visitor Cardholder Count

19,352

Visitor Device Count

7,765

Spend data loaded through:

2025-10-03

Geolocation data loaded through:

2025-10-14