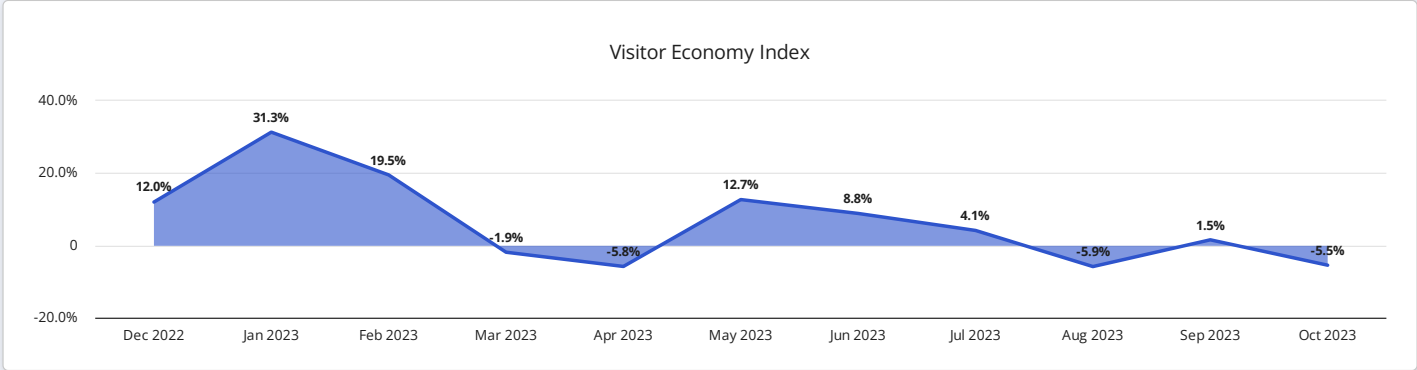## Situational Awareness Summary (formerly Guide: Your Destination)

Understand how your destination is performing by analyzing high-level visitation and spending trends, as well as key hotel insights. This 'destination pulse' is valuable for sharing in board reports or with local stakeholders. These insights are based on a device count sample size of **15,369** and a cardholder count sample size of **8,221**. Your weekly STR data is submitted via data@zartico.com and is current as of **2023-11-30**. Please note that geolocation data less than 30 days old is subject to change and should not be used in reporting.
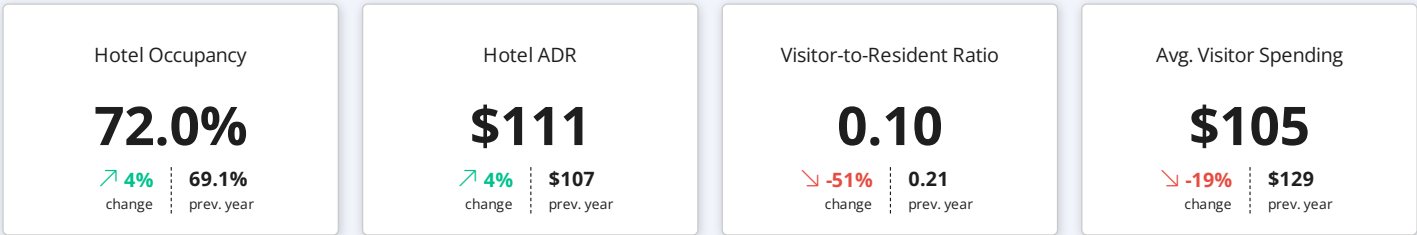
Learn more: Module Overview | Visitor Economy Index | Origin Markets | Definition of a Visitor

How is your visitor economy performing compared to last year?

Sources: Zartico Geolocation Data, Zartico Spend Data, Monthly STR and AirDNA if your destination subscribes. Note: The Visitor Economy Index measures the year-over-year percent change across several data sources and combines them to give you a clearer view of how your destination's tourism economy is doing compared to the same month in the previous year. Anything above 0% means that month's performance is ahead of the previous year. Anything below 0% indicates that month's performance is below the previous year. Click into a month to see the year-over-year percent change by data source.

Visitor Economy Index

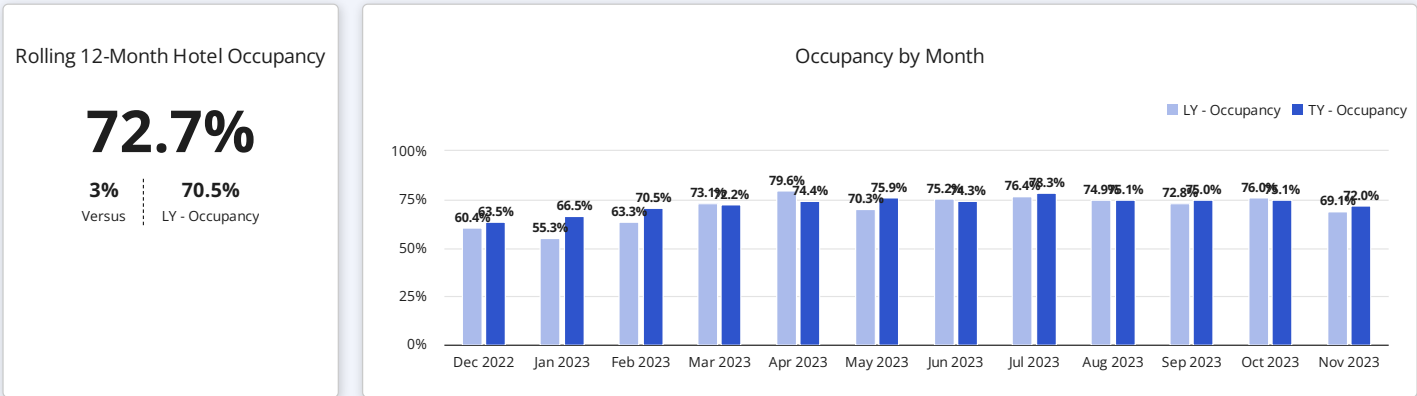|	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023
	12.0%	31.3%	19.5%	-1.9%	-5.8%	12.7%	8.8%	4.1%	-5.9%	1.5%	-5.5%

Key Destination Insights

Source: STR Weekly, Zartico Geolocation Data, Zartico Spend Data. Note: The hotel insights below are applicable to your STR Weekly Primary Geography. A Visitor-to-Resident Ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prolonged periods above 1.5 a proactive destination management plan is recommended. The Average Visitor Spending is calculated per visitor cardholder to your destination and will not display if 10 or less cardholders are present based on the filters selected.

Hotel Occupancy	Hotel ADR	Visitor-to-Resident Ratio	Avg. Visitor Spending
72.0%	**$111**	**0.10**	**$105**
↗ 4% change / 69.1% prev. year	↗ 4% change / $107 prev. year	↘ -51% change / 0.21 prev. year	↘ -19% change / $129 prev. year

How did your hotels perform over the last 12 months?

Source: STR Weekly. Note: insights below are applicable to your STR Weekly Primary Geography and are not tied to the Date range filter at the top. TY stands for "This Year" and LY stands for "Last Year". The insights below show a rolling 12 months with the current month excluded.

Rolling 12-Month Hotel Occupancy

72.7%

3% Versus / 70.5% LY - Occupancy

Occupancy by Month

Legend: LY - Occupancy, TY - Occupancy

	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023
LY	60.4%	55.3%	63.3%	73.1%	79.6%	70.3%	75.2%	76.4%	74.9%	72.8%	76.0%	69.1%
TY	63.5%	66.5%	70.5%	72.2%	74.4%	75.9%	74.3%	76.3%	75.1%	75.0%	75.1%	72.0%

Rolling 12-Month Hotel ADR

$110

6% | **$103**
Versus | LY - ADR

Average Daily Rate by Month

Legend: ■ LY - ADR ■ TY - ADR

| Month	LY - ADR	TY - ADR
Dec 2022	$87	$94
Jan 2023	$89	$103
Feb 2023	$92	$108
Mar 2023	$100	$108
Apr 2023	$111	$116
May 2023	$107	$120
Jun 2023	$107	$108
Jul 2023	$108	$109
Aug 2023	$108	$107
Sep 2023	$111	$118
Oct 2023	$116	$117
Nov 2023	$107	$111
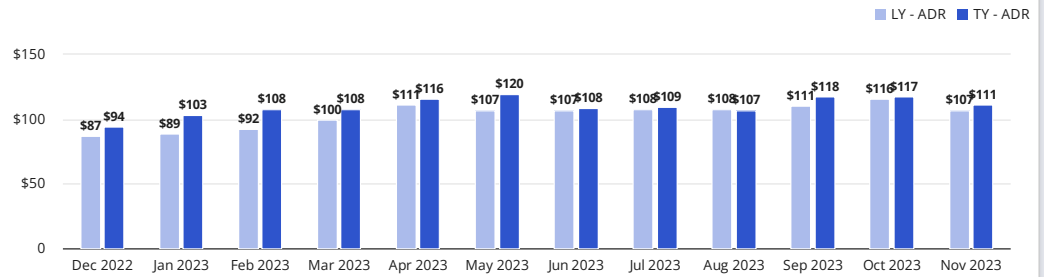
Where are visitors to your destination coming from?

Sources: Zartico Geolocation Data.

In-State vs. Out-of-State Visitors

Legend: ■ In-State Visitors % of Total ■ Out-of-State Visitors % of Total
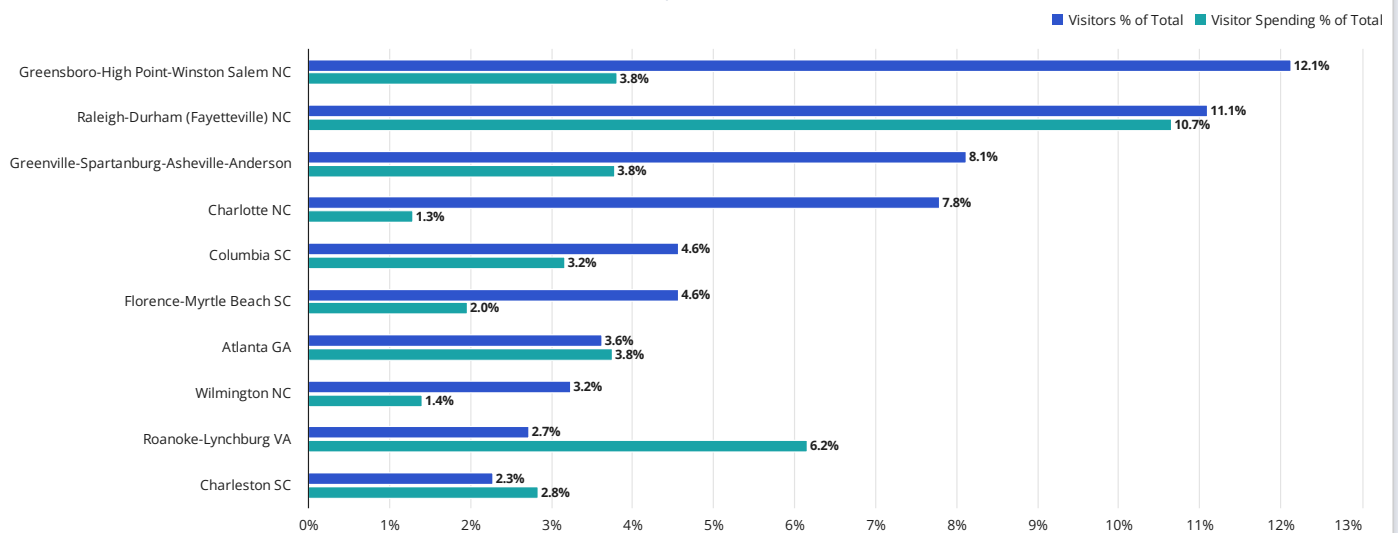
Nov 2023:
- In-State Visitors: 39.3%
- Out-of-State Visitors: 60.7%
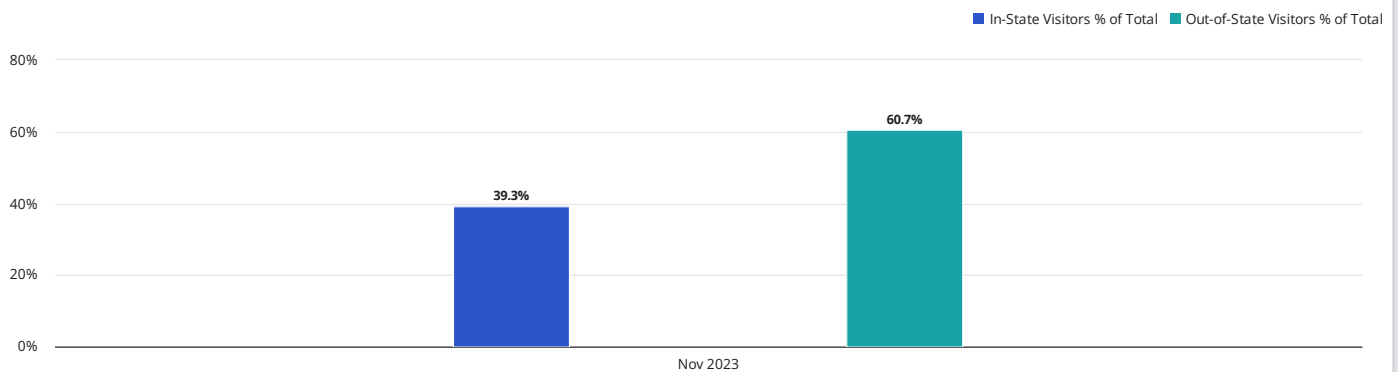
How do your visitation origin markets compare to visitor spending origin markets?
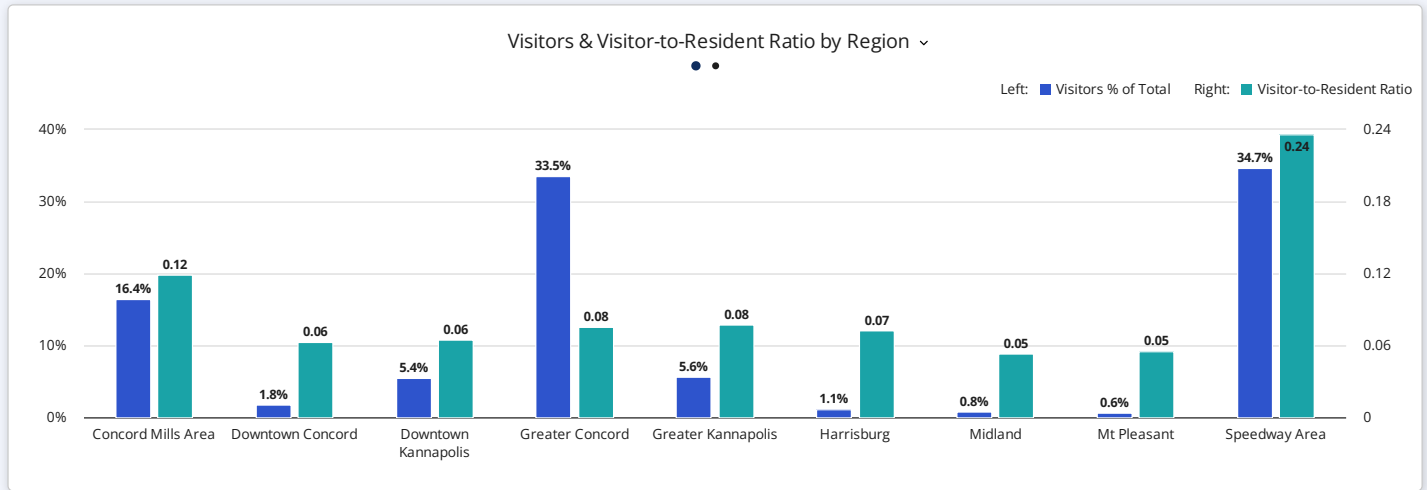
Sources: Zartico Geolocation Data, Zartico Spend Data. Note: The insight below is filtered to show the top 10 Market Areas based on total visitation for the date range selected. Tip: Click into a Visitor Market Area to see the metrics by Visitor City. Toggle to the next insight to see all Market Areas in a table format, and click column headers to re-sort the table.

Top 10 Origin Markets - % Visitation & % Visitor Spend ⌄

Legend: ■ Visitors % of Total ■ Visitor Spending % of Total

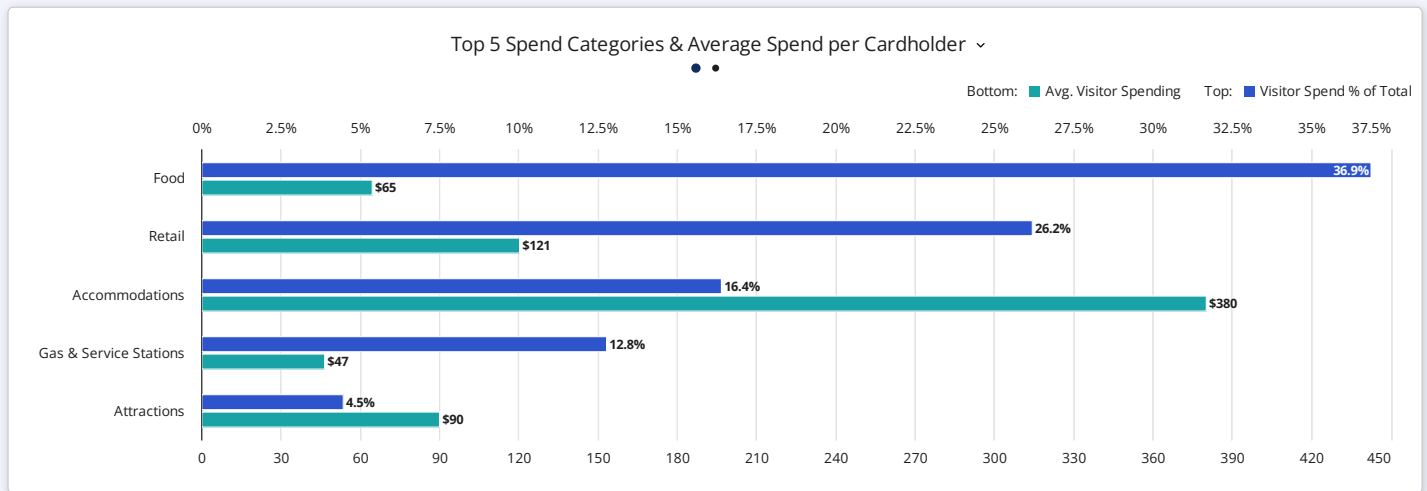| Market	Visitors % of Total	Visitor Spending % of Total
Greensboro-High Point-Winston Salem NC	12.1%	3.8%
Raleigh-Durham (Fayetteville) NC	11.1%	10.7%
Greenville-Spartanburg-Asheville-Anderson	8.1%	3.8%
Charlotte NC	7.8%	1.3%
Columbia SC	4.6%	3.2%
Florence-Myrtle Beach SC	4.6%	2.0%
Atlanta GA	3.6%	3.8%
Wilmington NC	3.2%	1.4%
Roanoke-Lynchburg VA	2.7%	6.2%
Charleston SC	2.3%	2.8%

Where are visitors going within your destination?

Sources: Zartico Geolocation Data. Note: This insight helps you balance the volume of visitation with the capacity in that region to welcome visitors. Visitor-to-Resident Ratios lower than 1 are prime candidates for additional visitation. "Other" in your regions simply means visitation is taking place at POIs outside the regions you defined during implementation. Tip: Click into visitation to see the top 10 primary POIs in that Region. Toggle to the next insight to see a table of all Regions.

Visitors & Visitor-to-Resident Ratio by Region

Left: ■ Visitors % of Total   Right: ■ Visitor-to-Resident Ratio

Region	Visitors % of Total	Visitor-to-Resident Ratio
Concord Mills Area	16.4%	0.12
Downtown Concord	1.8%	0.06
Downtown Kannapolis	5.4%	0.06
Greater Concord	33.5%	0.08
Greater Kannapolis	5.6%	0.08
Harrisburg	1.1%	0.07
Midland	0.8%	0.05
Mt Pleasant	0.6%	0.05
Speedway Area	34.7%	0.24

What are visitors spending money on within your destination?

Source: Zartico Spend Data. Tip: Click into a spend category to see spend by MCC in that category, or toggle to the next insight to see all categories in a table format, and click column headers to re-sort the table.

Top 5 Spend Categories & Average Spend per Cardholder

Bottom: ■ Avg. Visitor Spending   Top: ■ Visitor Spend % of Total

Category	Visitor Spend % of Total	Avg. Visitor Spending
Food	36.9%	$65
Retail	26.2%	$121
Accommodations	16.4%	$380
Gas & Service Stations	12.8%	$47
Attractions	4.5%	$90

How many devices is this snapshot based on?

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. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directional, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count Sample Size	Visitor Cardholder Count Sample Size
15,369	**8,221**