

### Visitor Snapshot Summary

Understand your visitor makeup, where they come from, how they spend and where they go within your destination. Note that geolocation data less than 30 days old is subject to small changes through the normalization process.

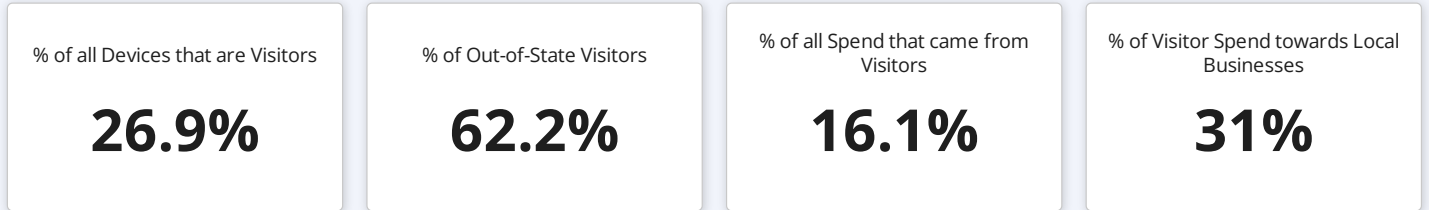
These insights are based on a device count sample size of 29,338 and a cardholder count sample size of 9,649.

These insights are based on a date range 2024-11-01 to 2024-11-30.

### Key Visitor Insights

Source: Zartico Geolocation Data, Zartico Spend Data

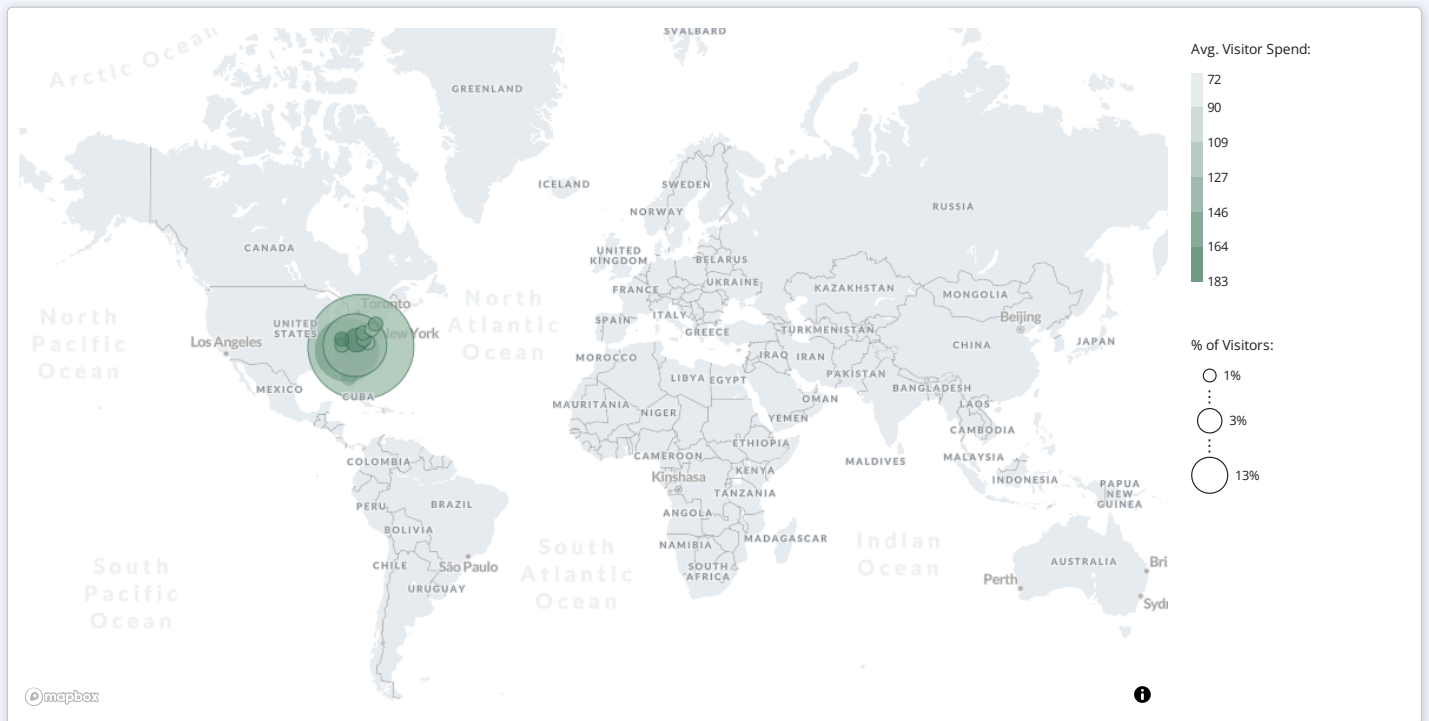
Better understand your visitor makeup, including the share of total visitation and spending that comes from visitors, and their share of total spending towards local businesses.



### Where are your visitors from?

Source: Zartico Geolocation Data

Within this map, the size of a bubble is based on % of visitors from that market. The shading is based on avg. visitor spending. The darker the shade the higher avg. visitor spend from that market.



### Top 10 Visitor Markets

Visitor Market Area	% of Visitors ▼	% of Visitor Spend
Raleigh-Durham (Fayetteville) NC	13.1%	15.1%
Greensboro-High Point-Winston Salem NC	12.0%	5.9%
Greenville-Spartanburg-Asheville-Anderson	8.9%	11.7%
Columbia SC	5.3%	3.4%
Florence-Myrtle Beach SC	4.6%	1.6%
Charlotte NC	4.2%	2.1%
Atlanta GA	3.9%	3.2%
Wilmington NC	3.1%	2.2%
Roanoke-Lynchburg VA	2.5%	2.2%

## How much are visitors contributing to your economy?

Source: Zartico Spend Data

Better understand visitor impact on your destination.

% of all Restaurant Spend that came from Visitors

**17%**

% of all Retail Spend that came from Visitors

**17%**

% of all Attraction Spend that came from Visitors

**44%**

Restaurant Avg. Visitor Spend

**\$66**

Retail Avg. Visitor Spend

**\$122**

Attraction Avg. Visitor Spend

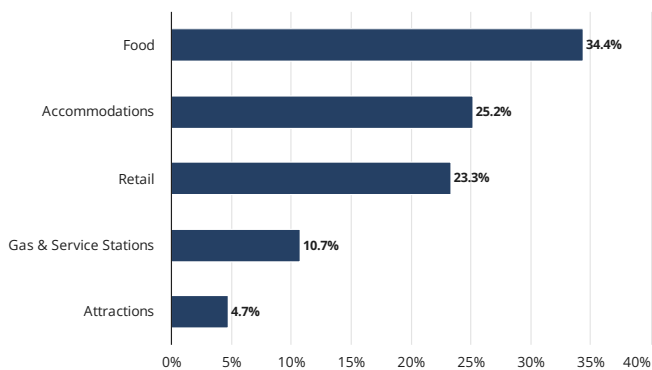
**\$90**

## Where are visitors spending in your destination?

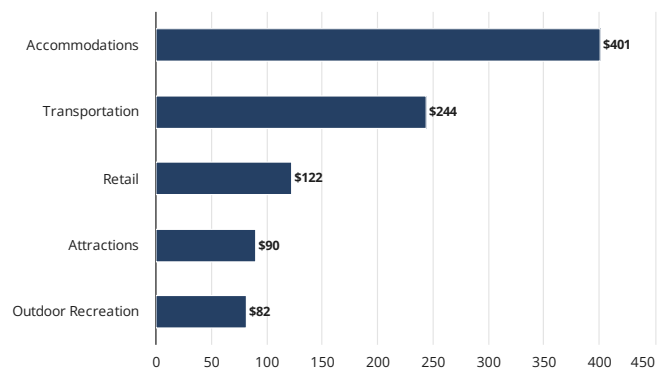
Source: Zartico Spend Data

Better understand the types of categories visitors are spending towards.

% of Visitor Spend by Category



Avg. Visitor Spend by Category

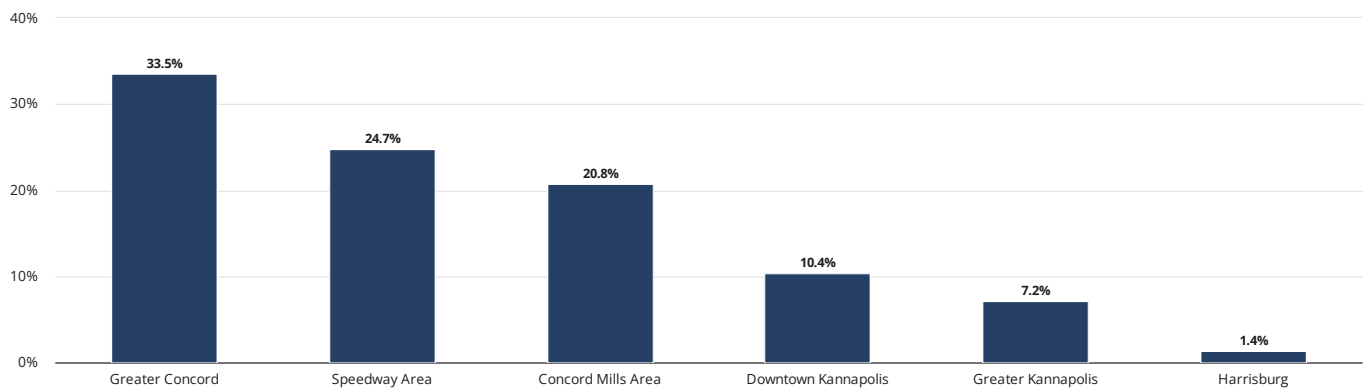


## What Regions are visitors observed in?

Source: Zartico Geolocation Data

Better understand where visitors are going in your destination.

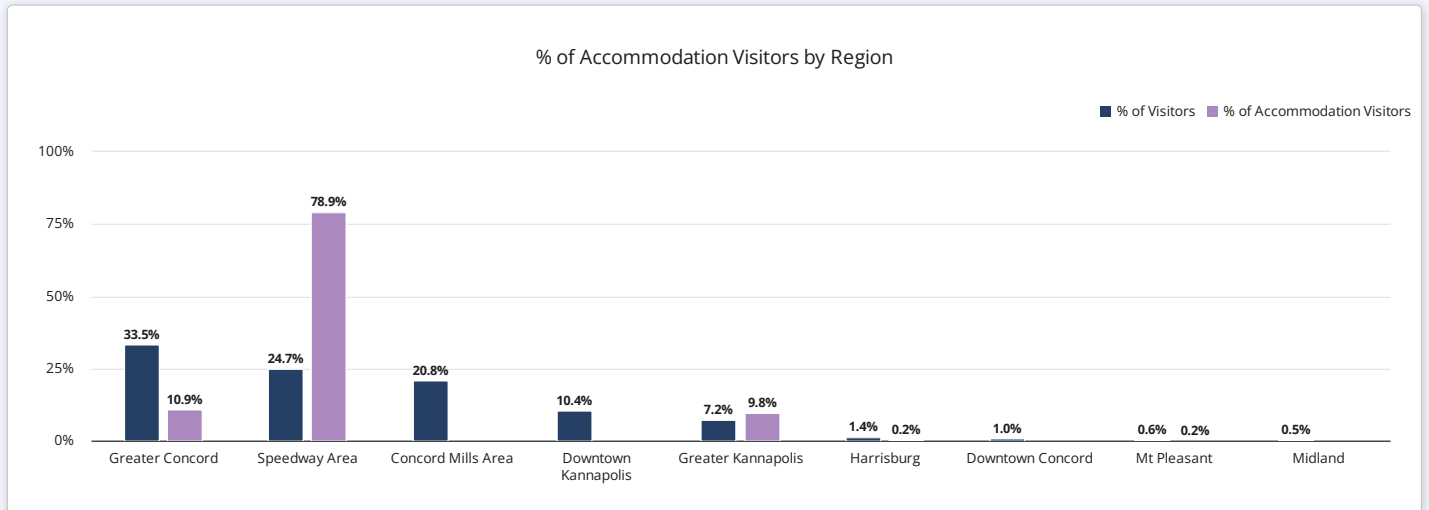
% of Visitors by Region



## What Regions are Accommodation visitors observed in?

Source: Zartico Geolocation Data

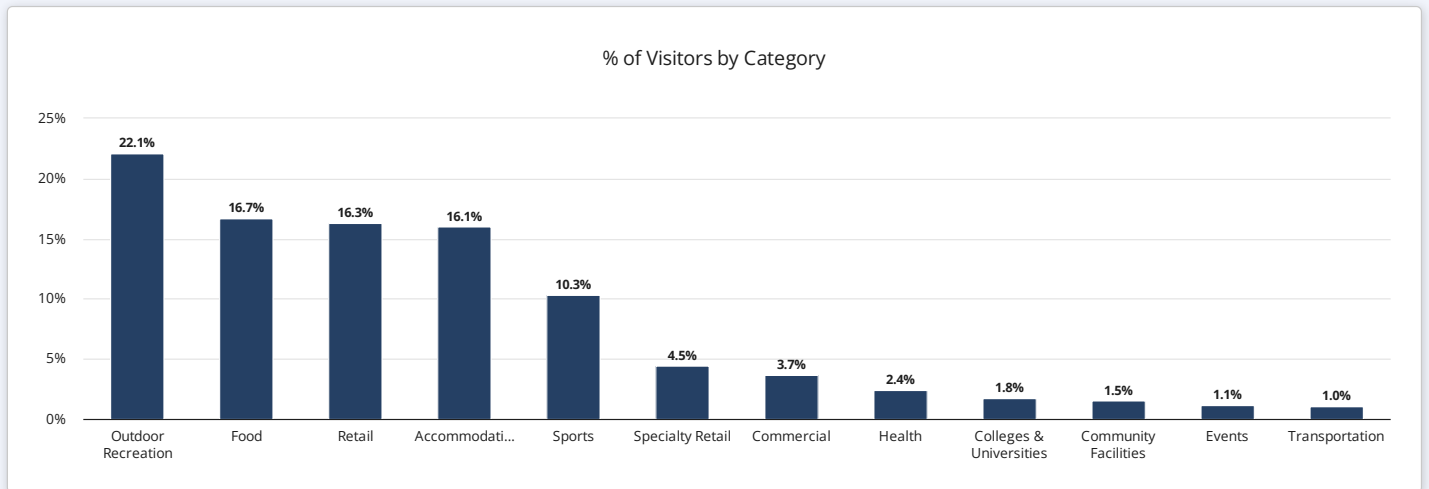
Better understand where visitors that have been observed at your accommodations compare to all visitors.



## What types of places do your visitors go to?

Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination by looking at the percentage of visited POI categories.



## 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

**9,649**

Visitor Device Count

**29,338**

Spend data loaded through:

**2024-11-30**

Geolocation data loaded through:

**2024-11-30**