

Executive Pulse

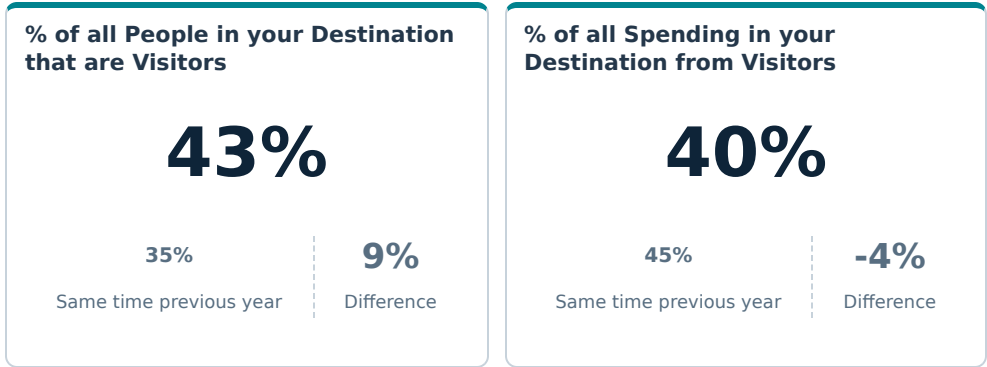
DATE Jul 1, 2026 - Sep 30, 2026 COUNTY All CITY All

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

The insights below are based on a date range of July 1, 2026 to September 30, 2026

How do visitors impact your economy?

Source: Zartico Spend Data, Zartico Geolocation Data



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

Source: Zartico Spend Data

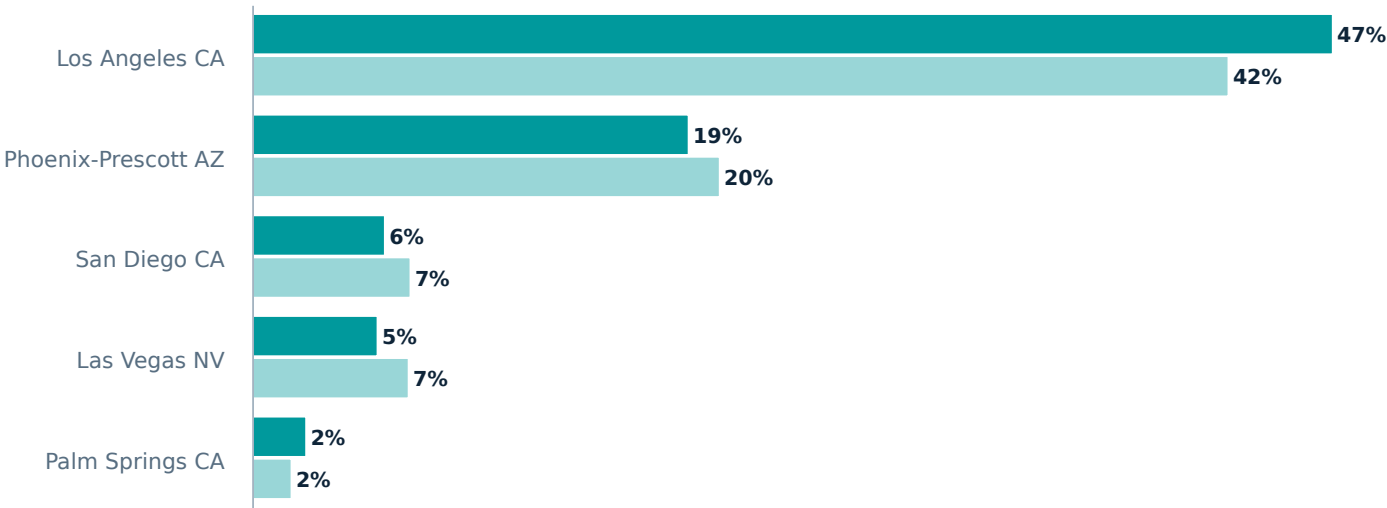


Who are your visitors?

Source: Zartico Geolocation Data

Top Visitor Markets

% of Visitors Same time previous year

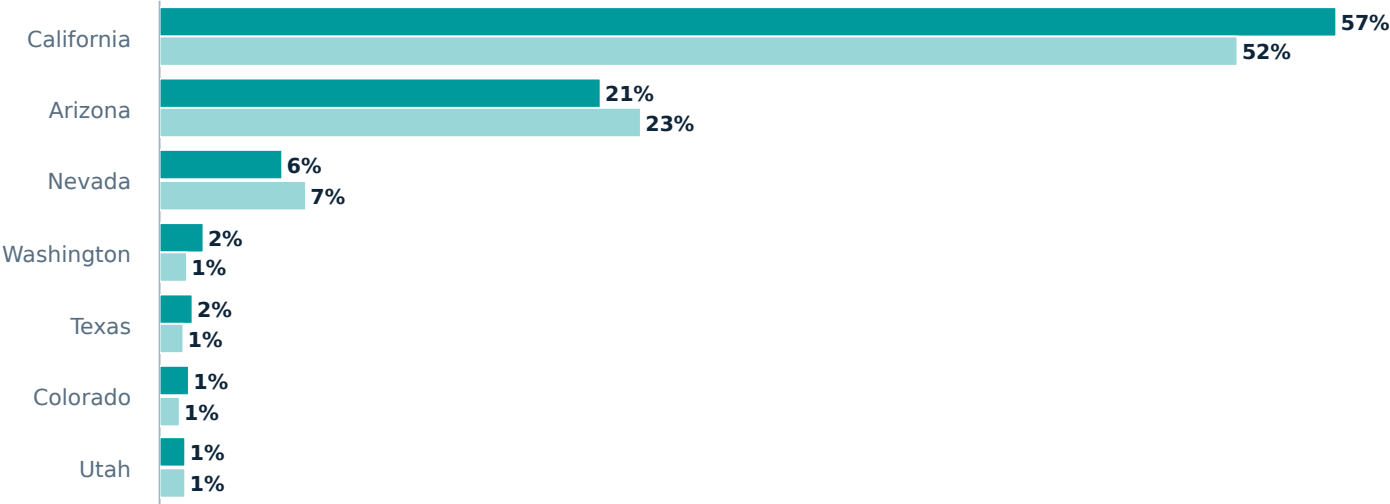


Top Visitor Markets - Table

Visitor Origin Market	% of Visitors	Same time previous year
Los Angeles CA	47%	42%
Phoenix-Prescott AZ	19%	20%
San Diego CA	6%	7%
Las Vegas NV	5%	7%
Palm Springs CA	2%	2%
Tucson-Sierra Vista AZ	2%	3%
Salt Lake City UT	2%	1%
Seattle-Tacoma WA	1%	1%
San Francisco-Oakland-San Jose CA	1%	1%
Yuma AZ-El Centro CA	1%	1%
Denver CO	1%	1%
Anchorage AK	1%	0.1%
Albuquerque-Santa Fe NM	1%	1%
Sacramento-Stockton-Modesto CA	1%	1%
Santa Barbara-Santa Maria-San Luis Obispo CA	1%	0.3%
Reno NV	1%	1%

Top Visitor Origin States

■ % of Visitors ■ Same time previous year



Top Visitor Origin States - Table

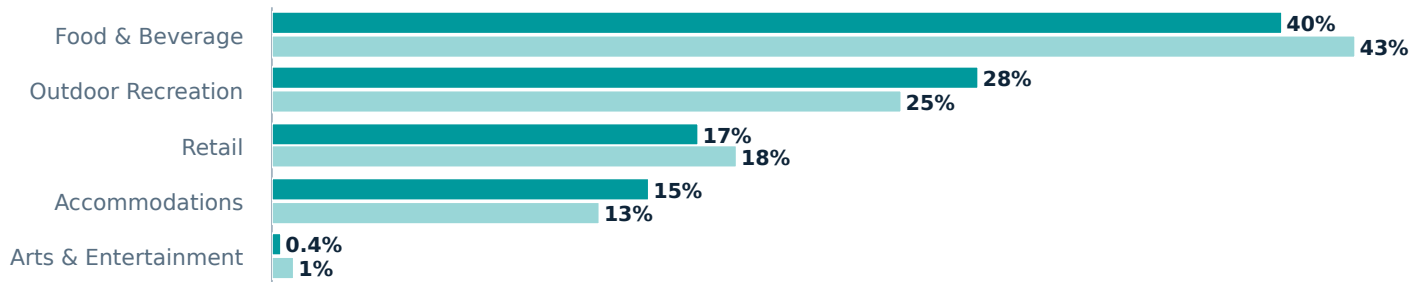
Visitor Origin State	% of Visitors	Same time previous year
California	57%	52%
Arizona	21%	23%
Nevada	6%	7%
Washington	2%	1%
Texas	2%	1%
Colorado	1%	1%
Utah	1%	1%
Michigan	1%	1%
Alaska	1%	0.2%
Idaho	1%	1%
New Mexico	1%	1%
Wisconsin	0.5%	1%
Montana	0.5%	1%
Minnesota	0.5%	1%
Florida	0.5%	1%
Indiana	0.5%	0.2%

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

Source: Zartico Geolocation Data

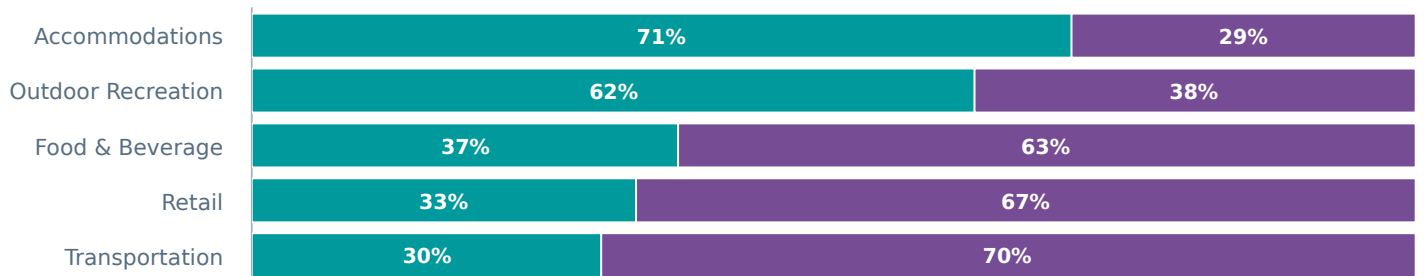
Where visitors are spending their time

■ % of Visitors ■ Same time previous year



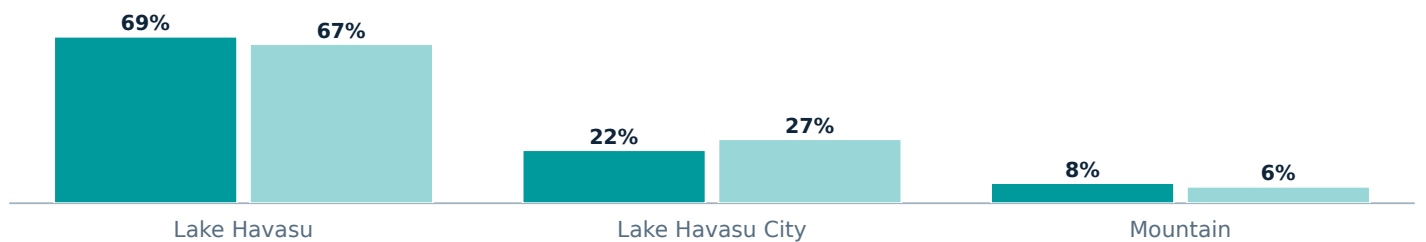
Where visitors outnumber locals/residents

■ Visitors % of Total ■ Residents % of Total



% of Visitors by Region YoY

■ % of Visitors ■ Same time previous year



Data Reference

The following sample sizes drive the insights in this dashboard and are controlled by the filters selected at the top. Note that geolocation data less than 30 days old is subject to small changes through Zartico's normalization process.

Geolocation Data Loaded Through: 10/05/26	Spend Data Loaded Through: 10/02/26	Geolocation Sample Size 48,113
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