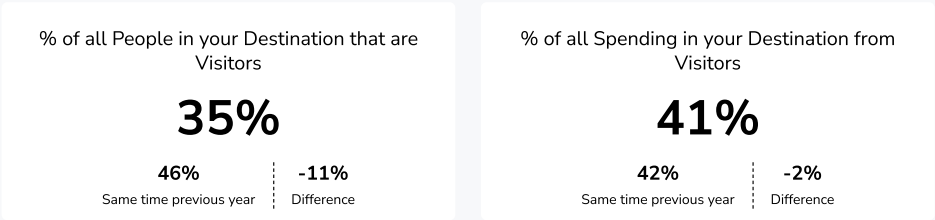


What is the balance of visitors vs. residents in your destination and how are visitors contributing to your economy?

The insights below are based on a date range of January 1, 2025 to December 31, 2025

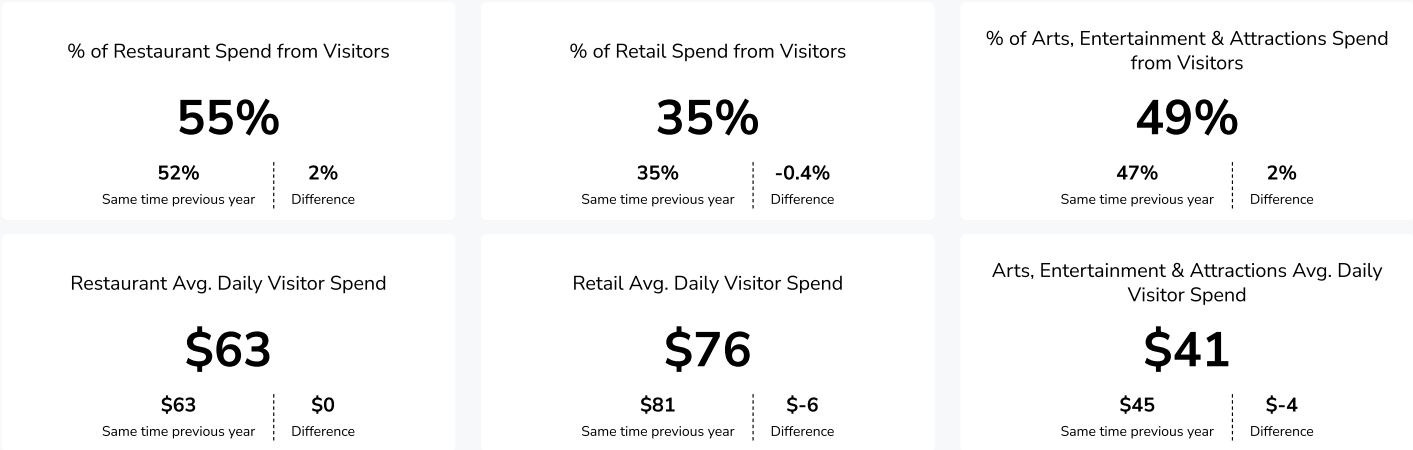
How do visitors impact your economy?

Source: Zartico Spend Data, Zartico Geolocation Data



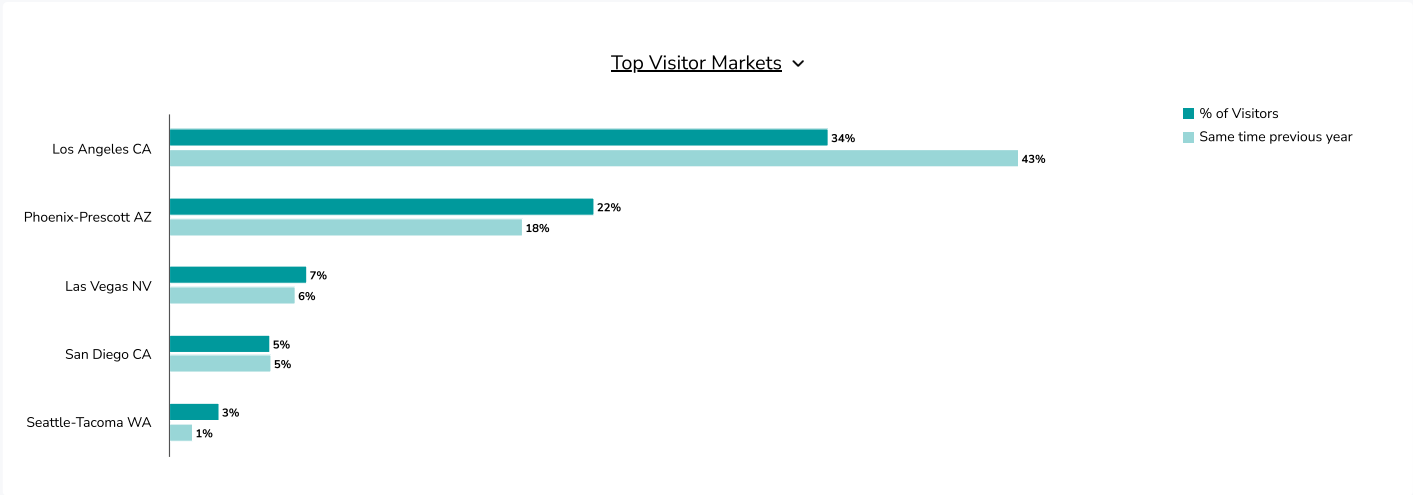
Share of spending from visitors by category and avg. daily spending

Source: Zartico Spend Data



Who are your visitors?

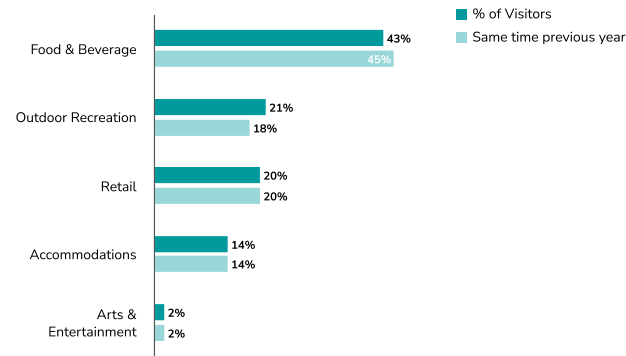
Source: Zartico Geolocation Data



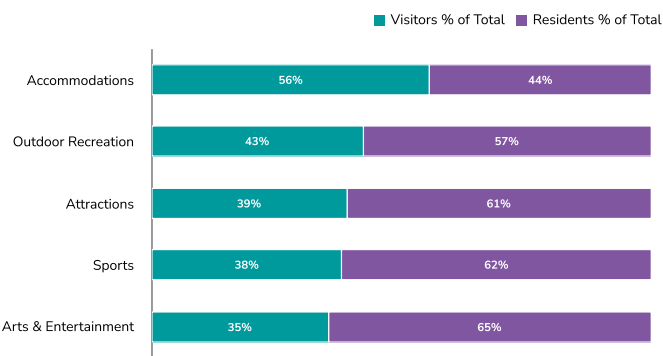
Which places are they visiting in your destination? Where do they make the greatest impact?

Source: Zartico Geolocation Data

Where visitors are spending their time



Where visitors outnumber locals/residents



% of Visitor by Region



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

Geolocation Data Loaded Through:

06-16-2026

Spend Data Loaded Through:

06-12-2026

Geolocation Sample Size

278,750

Spend Sample Size

123,387

Have Product Feedback?

Submit [here!](#)

