



# CITY OF NORMAN, OK CITY COUNCIL BUSINESS & COMMUNITY AFFAIRS COMMITTEE MEETING

Municipal Building, Executive Conference Room, 201 West Gray, Norman,  
OK 73069

Thursday, August 01, 2024 at 4:00 PM

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## AGENDA

*It is the policy of the City of Norman that no person or groups of persons shall on the grounds of race, color, religion, ancestry, national origin, age, place of birth, sex, sexual orientation, gender identity or expression, familial status, marital status, including marriage to a person of the same sex, disability, relation, or genetic information, be excluded from participation in, be denied the benefits of, or otherwise subjected to discrimination in employment activities or in all programs, services, or activities administered by the City, its recipients, sub-recipients, and contractors. In the event of any comments, complaints, modifications, accommodations, alternative formats, and auxiliary aids and services regarding accessibility or inclusion, please contact the ADA Technician at 405-366-5424, Relay Service: 711. To better serve you, five (5) business days' advance notice is preferred.*

### CALL TO ORDER

### AGENDA ITEMS

1. UPDATE ON THE 820 SOLAR INITIATIVE PROGRAM.
2. REPORT ON SPECIAL EVENTS ATTENDANCE AND VISITORS.

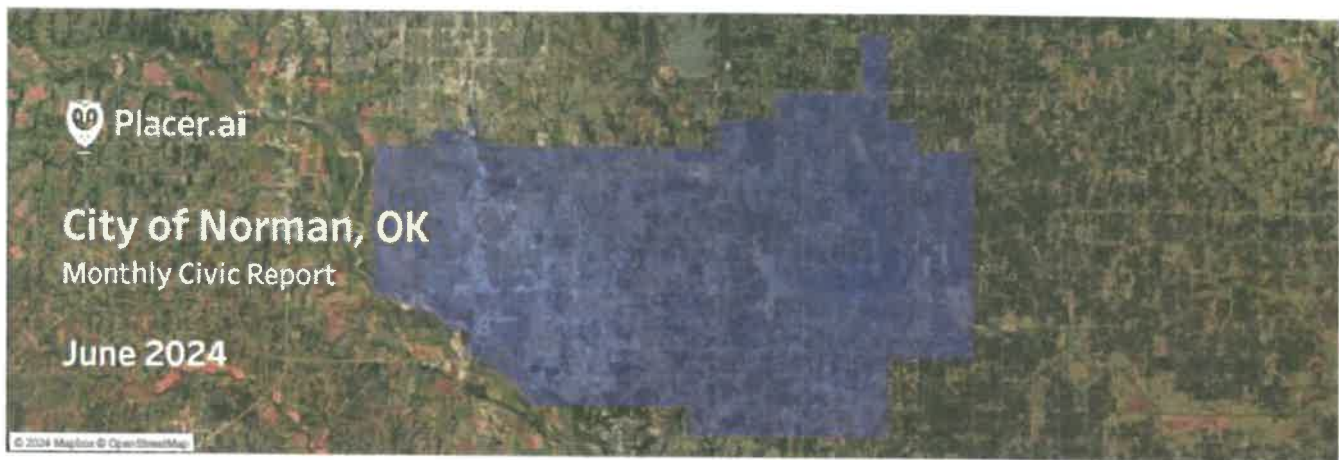
### ADJOURNMENT

# The City of NORMAN

Business & Community Relations Division



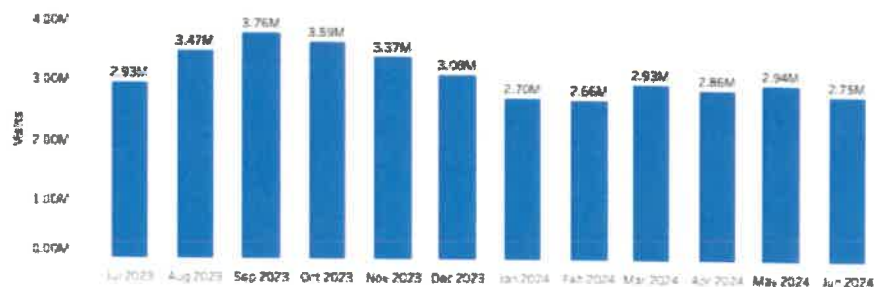
## Special Events & Visitation Report – JUNE 2024



### Visitors

Jun 2024

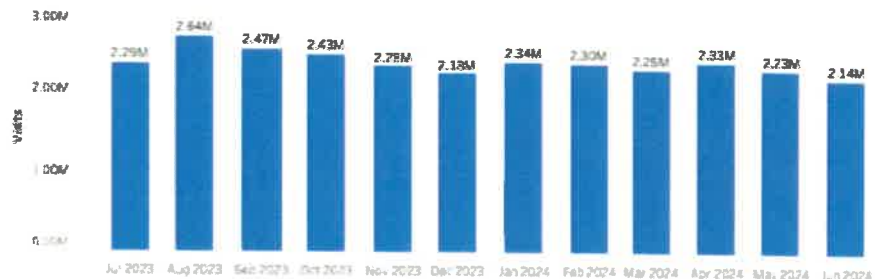
V.sits	2.75M
MoM	-6.5%
YoY	-7.1%
Yo3Y	-15.1%



### Employees

Jun 2024

V.sits	2.14M
MoM	-4.2%
YoY	-1.2%
Yo3Y	29.2%



## 2024 Major Festivals

The City of Norman is home to several large festivals and community events. The table below provides a snapshot of some of our major annual events, hosted both by the City of Norman and private entities. Data is sourced from Placer AI.

Date	Event/Location	Visits	Average Dwell Time (minutes)	Origin	Event History
4/5-4-7	Medieval Fair Reaves Park	Fri – 14,300 Sat – 39,300 Sun – 37,800 TOTAL – 91,400	98	26.8% from Norman	2022 – 77,400 2023 – 90,900
4/21	Earth Day Festival* Reaves Park	2,000	104	54.0% from Norman	2022 – n/a 2023 – 3,800
4/25-4/27	Norman Music Festival Downtown	Thu – 9,800 Fri – 22,600 Sat – 10,300 TOTAL – 42,700	106	45.9% from Norman	2022 – 65,400 2023 – 59,100
5/4	Norman Pride Festival Andrews Park	2,600	128	52.6% from Norman	2022 – 5,600 2023 – 3,300
5/18-5/19	May Fair Arts Festival Campus Corner	Sat – 7,600 Sun – 4,000 TOTAL - 11,600	93	41.1% from Norman	2023 – 10,700
6/13-6/15	Jazz in June Andrews Park	Thu – 1,000 Fri – 2,000 Sat – 3,300 TOTAL - 6,300	114	57.8% from Norman	2022 – 4,000 2023 – 5,500
6/19	Juneteenth Festival* Reaves Park	2,300	103	50.5% from Norman	2022 – 4,000 2023 – 2,500
7/4	4 <sup>th</sup> Fest* Reaves Park	8,300	128	63.0% from Norman	2022 – 9,000 2023 – 13,000

\*Hosted by City of Norman

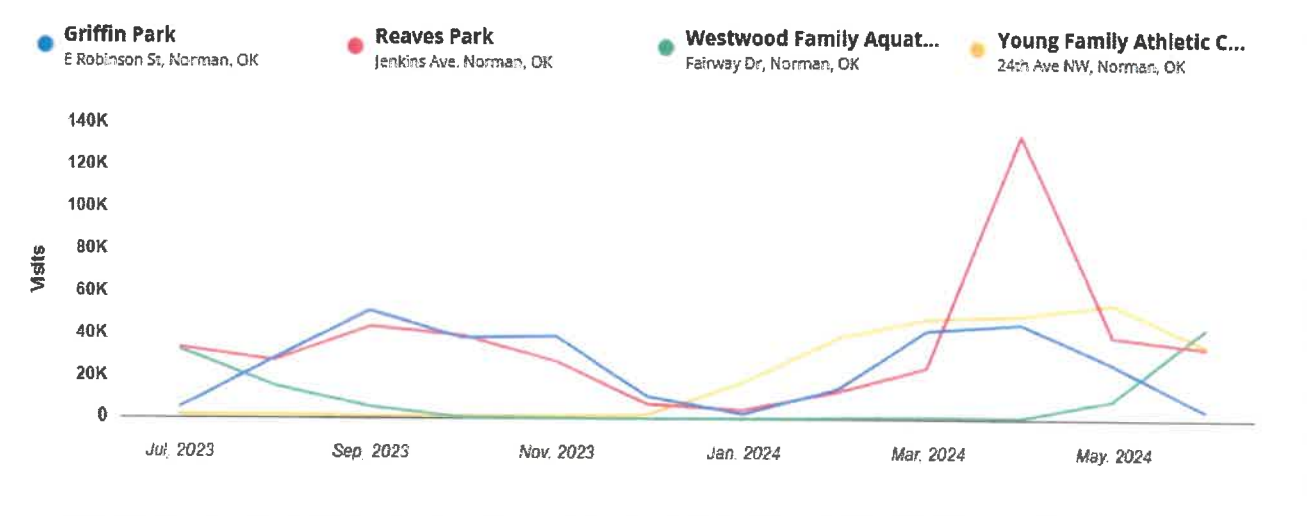
## Norman Parks & Recreation

Several tournaments, camps, and other activities were held in our facilities this summer, as highlighted below for Griffin Parks, Reaves Park, Westwood Family Aquatic Center, and the Young Family Athletic Center. Data is sourced from Placer AI.

### Visits Trend \_NPR June 2024

Jul 1, 2023 - Jun 30, 2024

#### Visits Trend



Monthly | Visits | Jul 1st, 2023 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)

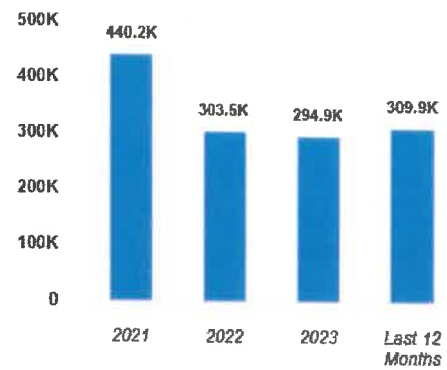
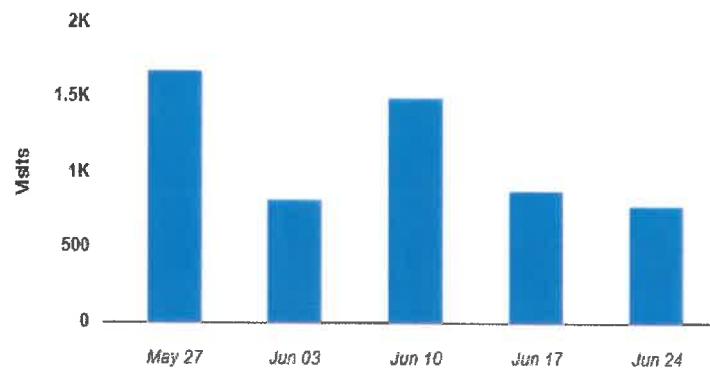


Griffin Park

- May 28-31: Oklahoma Celtic Recreational Camp
- June 10-14: Striker/Keeper Soccer Camp
- June 17-18: NYSA Summer Camp
- June 20: NYSA Summer Camp
- June 24-25: NYSA Summer Camp
- June 27: NYSA Summer Camp

Visits Trend

Griffin Park  
E Robinson St, Norman, OK



Weekly | Visits | Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)

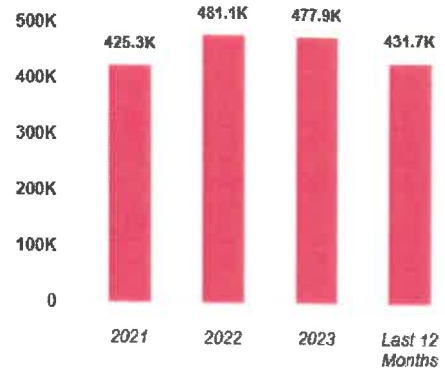
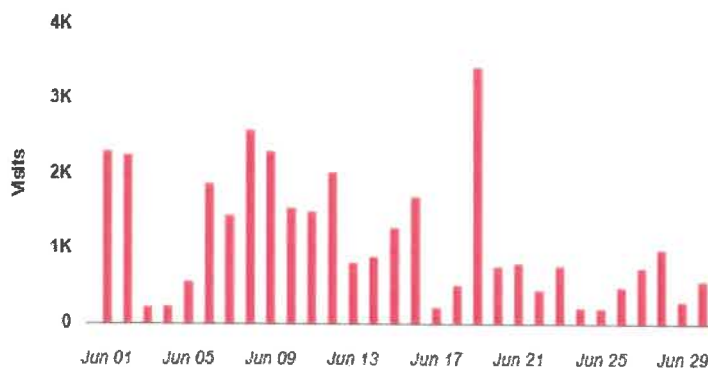


## Reaves Park

- Youth Spring Baseball and Softball Summer ended the week of June 10<sup>th</sup> for 1,240 youth ball players (938 baseball, 302 softball). Team practices/reservations take place all summer (25-50 plus bookings per month)
- May 31-June 2: Perfect Game National Softball Tournament
- June 7-9: Youth League Postseason Tournament, Baseball and Softball
- June 10-13: Spring League games finished
- June 15-16: NOC Softball Tournament
- June 15-17: Summer Vacation Softball Tournament
- June 15-17: Dinger's for Dads Baseball Tournament
- June 19: Juneteenth Festival
- June 27: Norman Music Fest Tournament/game
- June 28: Paradigm Church Glow Softball Game
- June 29: Softball C Level Summer Showdown
- June 29: Ron's Banana's for Nanner Ball
- Adult Softball Leagues ran for all of June and most of July (leagues ended on different weeks due to rain/other events)
- Thursday nights: Men's Church League and Senior League
- Friday nights: Coed Softball
- Sunday nights: Men's League

### Visits Trend

**Reaves Park**  
Jenkins Ave, Norman, OK



Daily | Visits | Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

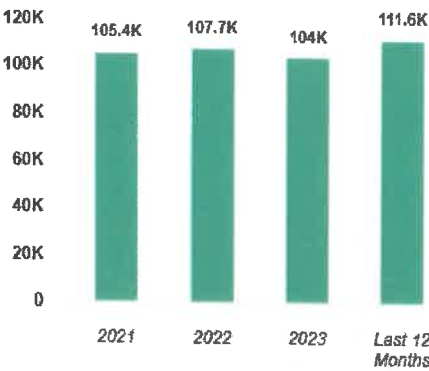
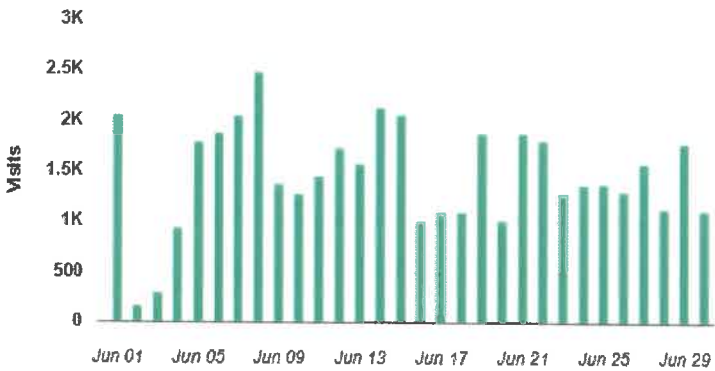
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Westwood Family Aquatic Center

- June 14: Let it Glow
- June 15: Short Course Swim Meet
- June 20: The World’s Largest Swimming Lesson 2024
- June 21: Let it Glow 21+ Adult Night
- June 29: Short Course Swim Meet

Visits Trend

Westwood Family Aquat...  
Fairway Dr, Norman, OK



Daily | Visits | Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)

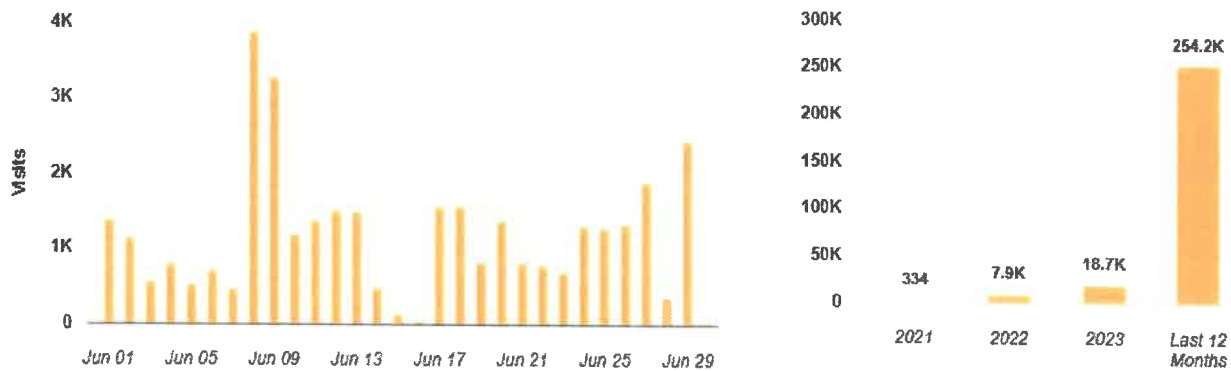


## Young Family Athletic Center

- June 1-2: Mid America Youth Basketball "Oklahoma Kickoff"
- June 8-10: Fadeaway Hoops Tournament
- June 10-July 19: YFAC Summer Youth Basketball League (733 Participants)
- June 12-August 7: Adult Volleyball League (88 Participants)
- June 21-24: Basketball Primetime Sports
- June 22-23: Fadeaway Hoops Tournament (60 Teams)
- June 28-July 1: MayB Tournament
- June 29-30: Fadeaway Hoops Tournament (65 Teams)

### Visits Trend

**Young Family Athletic C...**  
24th Ave NW, Norman, OK



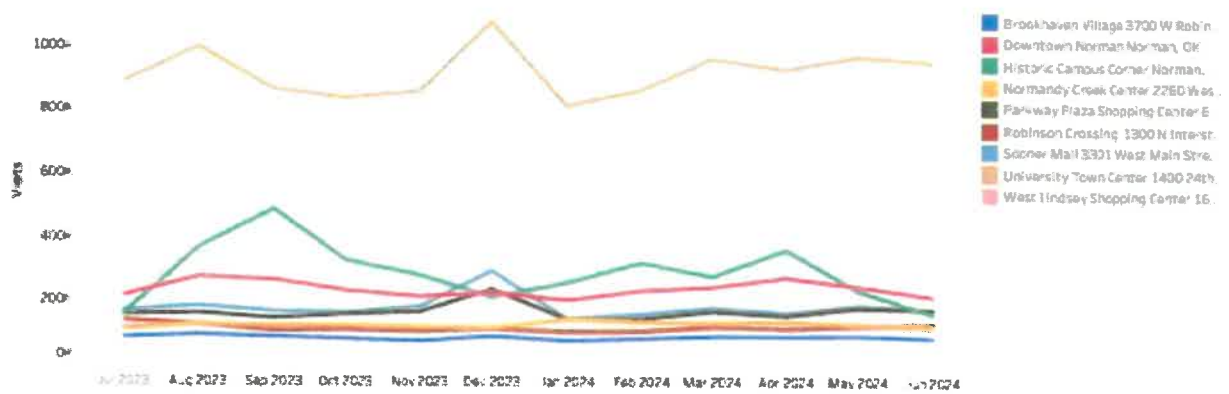
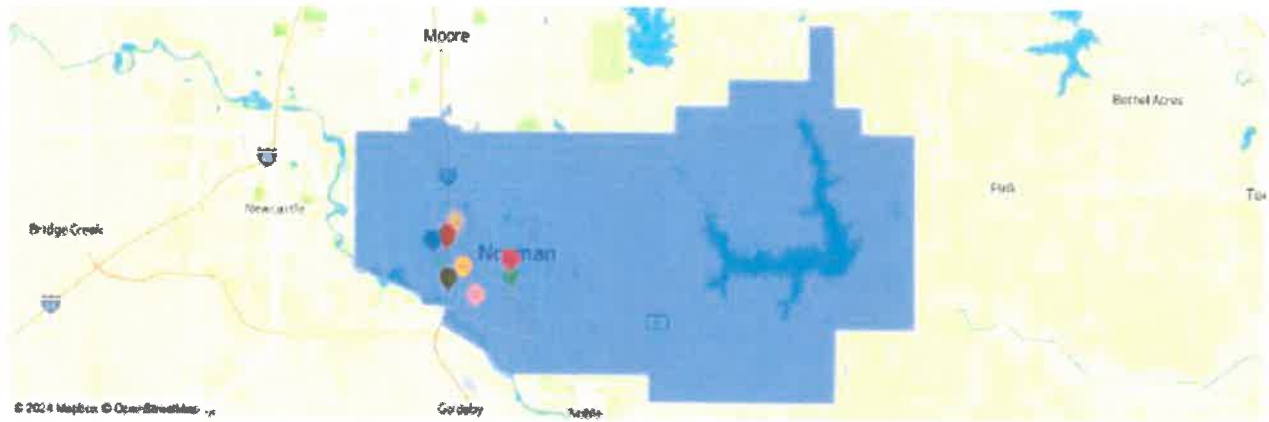
Daily | Visits | Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



Placer Labs



## Shopping Districts

### Selected Locations



Name	Address	Visits	MoM	YoY	Yo3Y	
Sooner Mall	3301 West Main Street Norman, OK 73074	172,846	10.94%	7.62%	1.63%	
University Town Center	1400 24th Ave NW Norman, OK 73069	947,256	1.71%	11.54%	21.94%	
Downtown Norman	Norman, OK	213,686	13.01%	0.21%	9.38%	
Historic Campus Corner	Norman, OK	159,526	41.11%	6.61%	14.57%	
Normandy Creek Center	2260 West Main Norman, OK 73064	120,299	5.21%	2.42%	14.39%	
West Lindsey Shopping Center	2610 W Lindsey St Norman, OK 73069	116,856	0.43%	2.17%	22.36%	
Parkway Plaza Shopping Center	640 E Noble Pkwy Norman, OK 73072	174,336	2.82%	19.61%	14.77%	
Brookhaven Village	3700 W Robinson St Norman, OK 73074	84,976	6.35%	2.94%	1.48%	
Robinson Crossing	13001 N Interstate Dr Norman, OK 73072	127,466	1.94%	0.99%	17.91%	

## Summary KPIs

Source: Zartico Lodging Data.

KPI metrics display short-term vacation rental (STVR) and hotel performance for your primary geographic area.

Use the filter at the top to filter all insights by STVR or hotel performance. Twelve-month rolling trends can be found in the sections below.

Hotel Avg. Stay Value

**\$259**

1%  
% Change

**\$256**

Previous Year

STVR Avg. Stay Value

**\$739**

3%  
% Change

**\$717**

Previous Year

Hotel Avg. Length of Stay

**1.9 days**

-12%  
% Change

**2.1 days**

Previous Year

STVR Avg. Length of Stay

**4.4 days**

-3%  
% Change

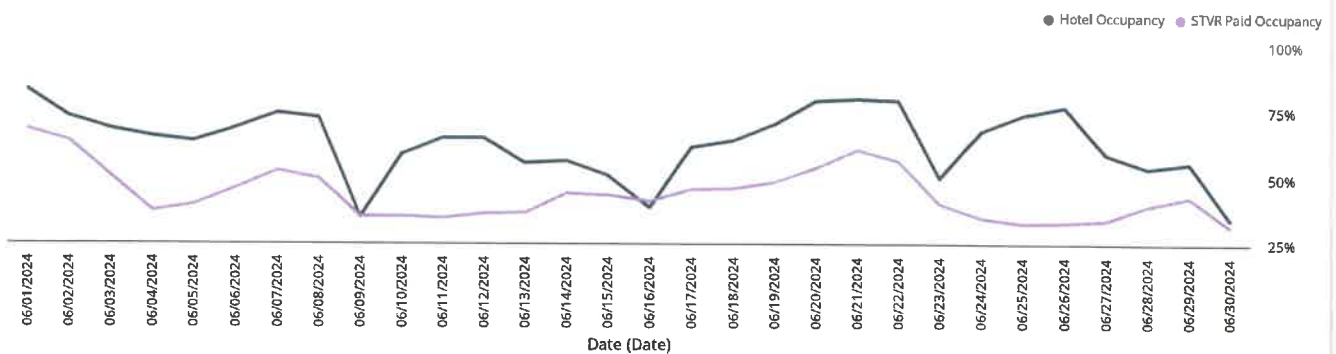
**4.5 days**

Previous Year

## How does occupancy vary by day?

Use this chart to understand your daily occupancy trend and how it differs between hotels and short-term vacation rentals (STVR) for your primary geographic area.

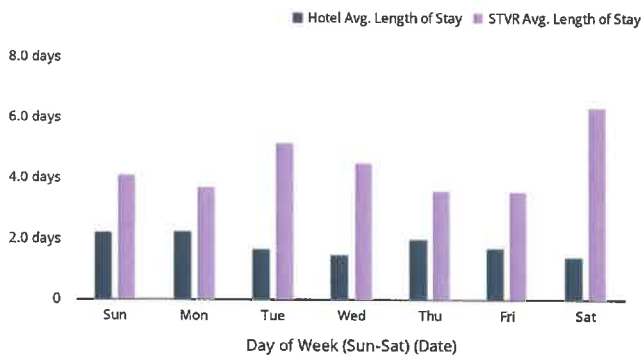
Hotel & STVR Paid Occupancy



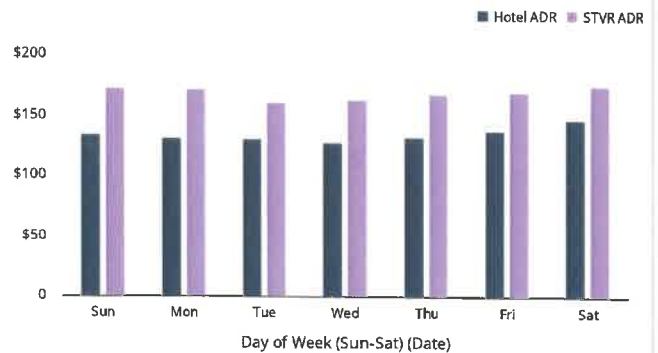
## How does lodging performance vary by day of week?

Changes in length of stay or ADR help to illuminate different visitor groups and the reasons why they visit your destination.

Length of Stay by Day of Week

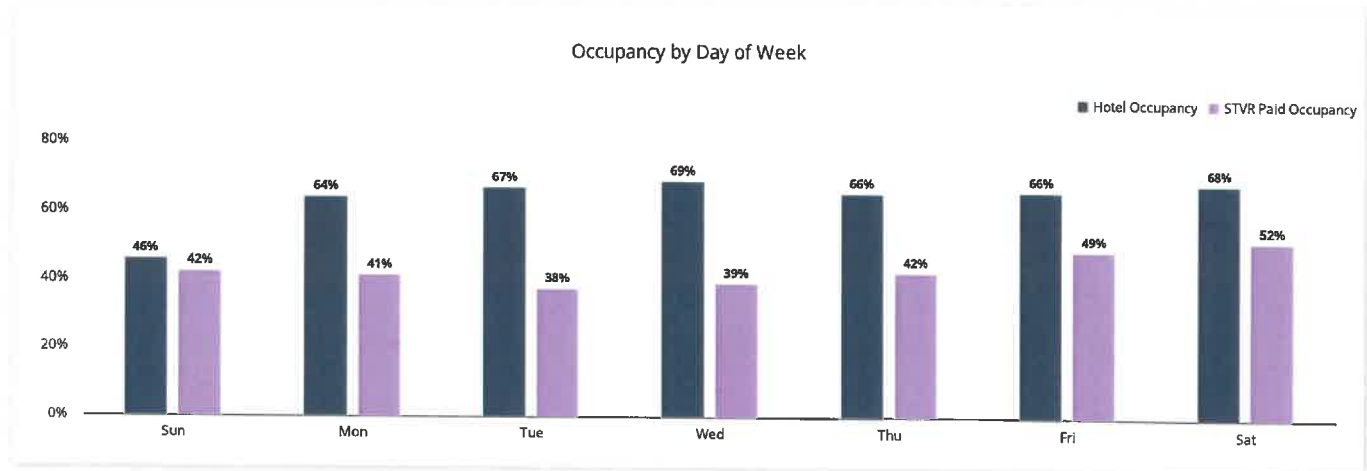
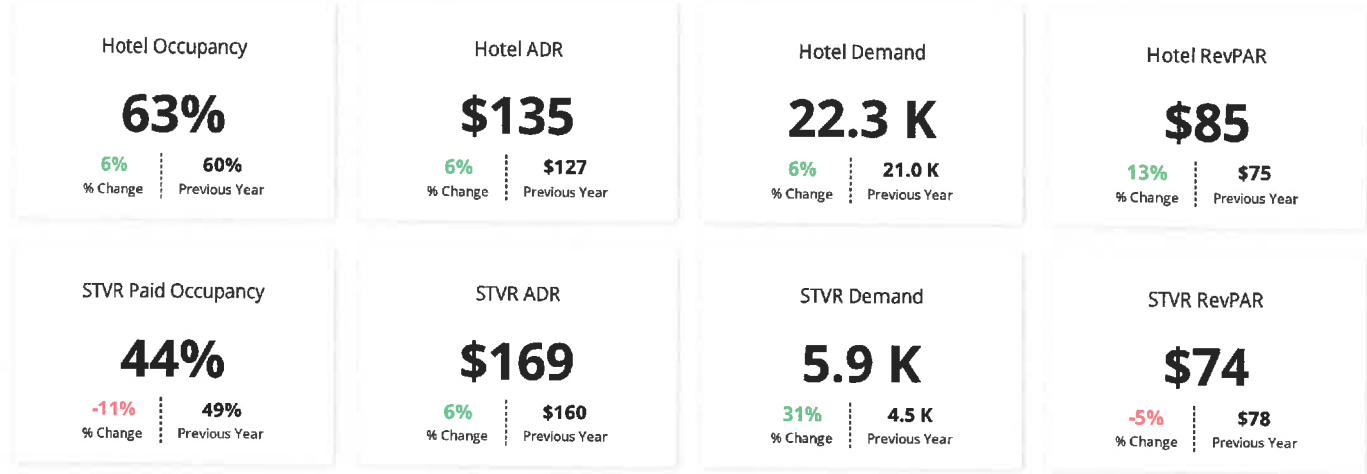


ADR by Day of Week



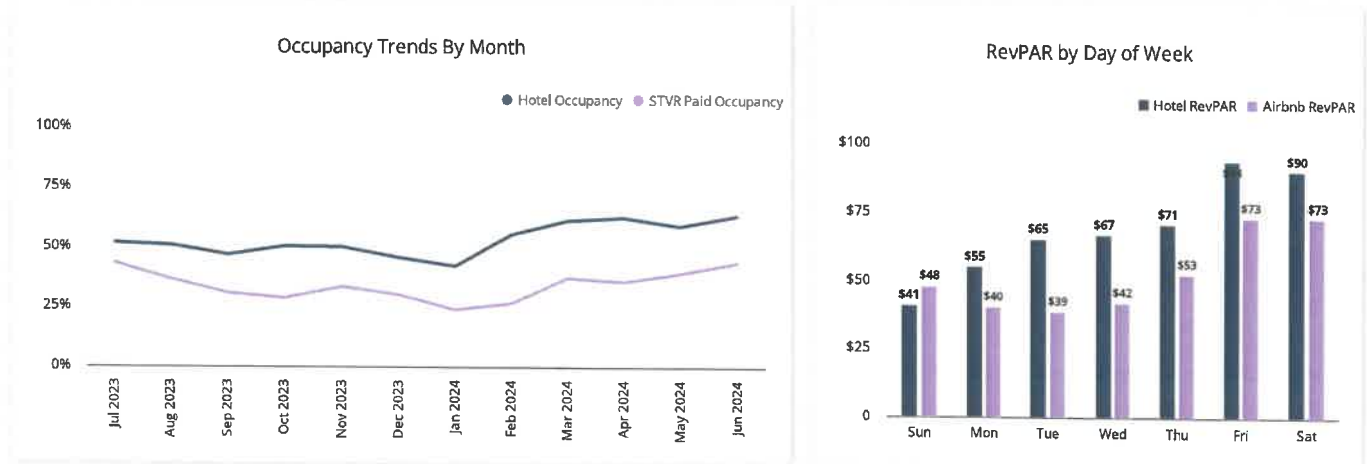
## Key Lodging KPIs for Reporting

Use this section to report key insights about your hotels and short-term vacation rentals (STVR). Observed hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. Use this to understand year-over-year demand trends. Zartico recommends using lodging tax data as the most authoritative measure of total lodging revenue and demand.

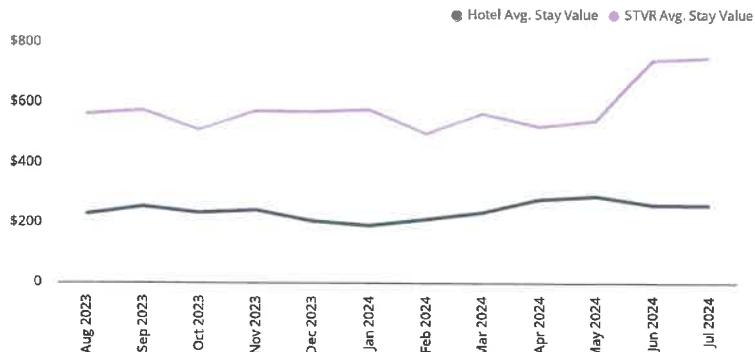


## What are your destination-wide trends over the past 12 months?

Use these charts to see destination-wide trends over the previous 12 months, independent of the date filter specified above. Average Stay Value is total revenue divided by the number of guest check-ins, reflecting the amount for the entire stay timeframe. These insights reflect your primary geography only.



Avg. Stay Value by Month



Avg. Stay Value - Previous 12 Months



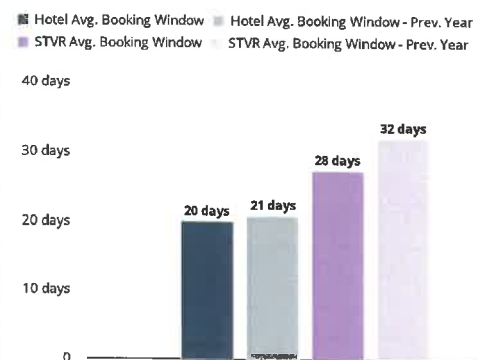
### How does your average booking window change over time?

Use these insights to understand the difference in booking window between hotels and short-term vacation rentals (STVR) in your primary geography. The dates used in the graphs below indicate the check-in date, while the booking window indicates the number of days in advance of check-in the room or rental was reserved. Insights are not connected to the date filter and are auto-set to a rolling 12 months.

Avg. Booking Window by Month



Avg. Booking Window by Lodging Type



### Complete Lodging Data Table

Export this data to either CSV or Excel. This chart shows data for all geographic areas in your subscription.

Month/Year (Date) ▾	Market	Lodging Type	Source	Market Flag	Market Type	Avg. Stay Value	Occupancy	Hotel ADR	STVR ADR	Revenue	Demand	Hotel Avg.
Jul 2024	Cleveland - OK	Hotel	hotel	primary	County	\$253	52%	\$122	-	\$3,043,833	24,983	
		STVR	airbnb	primary	County	\$699	36%	-	\$168.45	\$1,181,710	7,015	
			direct	primary	County	\$602	19%	-	-	\$23,461	161	
	Norman	Hotel	hotel	primary	Vacation Area	\$258	52%	\$131	-	\$2,396,650	18,289	
		STVR	airbnb	primary	Vacation Area	\$748	38%	-	\$175.05	\$932,469	5,327	
			direct	primary	Vacation Area	\$376	12%	-	-	\$10,152	84	
Jun 2024	Cleveland - OK	Hotel	hotel	primary	County	\$246	64%	\$125	-	\$3,851,302	30,702	
		STVR	airbnb	primary	County	\$739	42%	-	\$167.25	\$1,332,808	7,969	
			direct	primary	County	\$858	22%	-	-	\$33,458	193	
	Norman	Hotel	hotel	primary	Vacation Area	\$259	63%	\$135	-	\$3,006,431	22,333	
		STVR	airbnb	primary	Vacation Area	\$739	44%	-	\$169.37	\$1,001,150	5,911	
			direct	primary	Vacation Area	\$623	16%	-	-	\$16,816	108	
May 2024	Cleveland - OK	Hotel	hotel	primary	County	\$269	66%	\$144	-	\$4,355,034	30,294	

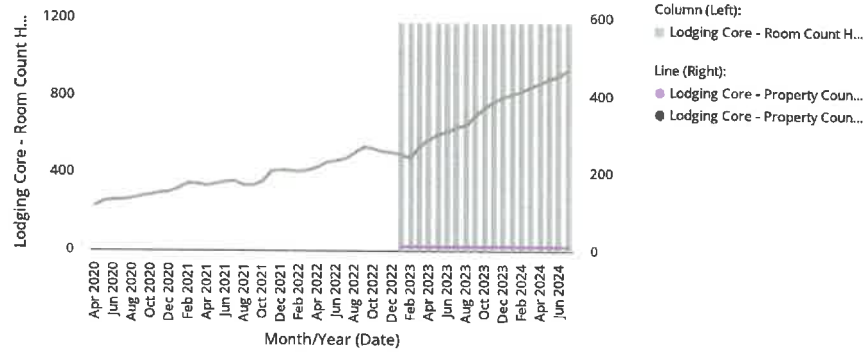
## Module Diagnostics

Indicates the most recent date of data loaded. Use this to validate that you have a full month of data prior to reporting. Technical support: If the Core Coverage Measures insight is blank, please check the Primary Geography Variable.

Lodging Core - Max Date Loaded

**2024-07-30**

Lodging Core Coverage Measures





# Prior / Post Compare

Jun 1 - Jun 30, 2024

Properties:



**Griffin Park**

1001 E Robinson St, Norman, OK 73071



**Reaves Park**

2501 Jenkins Ave, Norman, OK 73072



**Westwood Family Aquatic Center**

1017 Fairway Dr, Norman, OK 73069



**Young Family Athletic Center**

24th Ave NW, Norman, OK 73069



Prior / Post Compare

Jun 1 - Jun 30, 2024

Item 2.

Prior / Post Compare

Griffin Park / E Robinson St, Norman, OK

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Griffin Community Park / E Robinson St, Norma...	1.9%	1	Griffin Community Park / E Robinson St, Norma...	2.5%
2	7-Eleven / 12th Ave NE, Norman, OK	1.1%	2	Del Taco / 12th Ave. NE, Norman, OK	0.8%
3	10GYM / W Main St, Norman, OK	0.8%	3	Steel Fitness & Tan / 12th Ave NE, Norman, OK	0.8%
4	Steel Fitness & Tan / 12th Ave NE, Norman, OK	0.8%	4	Sam's Club / W Main St, Norman, OK	0.8%
5	Oklahoma City University / N Blackwelder Ave, ...	0.8%	5	Target / 24th Ave NW, Norman, OK	0.8%
6	Target / 24th Ave NW, Norman, OK	0.7%	6	Tarahumara's Mexican Cafe & Cantina / N Port...	0.7%
7	Lightning Creek Park / SW 81st St, Oklahoma Cit...	0.6%	7	Thunder Express Stop / N Sooner Road, Midwes...	0.6%
8	Moore Central Park & The Station / S Broadway...	<0.5%	8	7-Eleven / 12th Ave NE, Norman, OK	0.6%
9	Bart Conner Gymnastics Academy / Bart Conne...	<0.5%	9	Braum's Ice Cream & Dairy Stores / E Robinson ...	0.6%
10	Tcm Health Center-Norman / McKown Dr, Nor...	<0.5%	10	Frances Cate Park / N Carter Ave, Norman, OK	0.6%

Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



Prior / Post Compare

Jun 1 - Jun 30, 2024

Item 2.

Prior / Post Compare

Reaves Park / Jenkins Ave, Norman, OK

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	La Quinta Inn & Suites by Wyndham Oklahoma...	0.8%	1	Braum's Ice Cream & Dairy Stores / E Lindsey St...	1.1%
2	Jimmie Austin Golf Club - University of Oklaho...	0.8%	2	Jimmie Austin Golf Club - University of Oklaho...	1.1%
3	OU Softball Complex / Jenkins Ave, Norman, OK	0.6%	3	Rudy's Country Store & Bar-B-Q / Chautauqua ...	1%
4	Braum's Ice Cream & Dairy Stores / E Lindsey St...	<0.5%	4	Tarahumara's Mexican Cafe & Cantina / N Port...	0.5%
5	Sam Noble Oklahoma Museum of Natural Hist...	<0.5%	5	BJ's Restaurant and Brewhouse / Ed Noble Park...	0.5%
6	Country Inn & Suites by Radisson / Ed Noble Pk...	<0.5%	6	La Quinta Inn & Suites by Wyndham Oklahoma...	<0.5%
7	SureStay Plus Hotel By Best Western Norman /...	<0.5%	7	Chuy's / North Interstate Drive, Norman, OK	<0.5%
8	SONIC Drive In / Chautauqua Ave, Norman, OK	<0.5%	8	Walmart / 12th Ave NE, Norman, OK	<0.5%
9	Rudy's Country Store & Bar-B-Q / Chautauqua ...	<0.5%	9	Target / 24th Ave NW, Norman, OK	<0.5%
10	Raising Cane's Chicken Fingers / Alameda St, N...	<0.5%	10	Deep Deuce Grill / NE 2nd St, Oklahoma City, OK	<0.5%

Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)





Prior / Post Compare

Jun 1 - Jun 30, 2024

Item 2.

Prior / Post Compare

Westwood Family Aquatic Center / Fairway Dr, Norman, OK

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	University Town Center / 24th Ave NW, Norman...	1.5%	1	University Town Center / 24th Ave NW, Norman...	3.6%
2	Walmart / N Interstate Dr, Norman, OK	0.9%	2	SONIC Drive In / N 24th Ave NW, Norman, OK	3.1%
3	Carl's Jr. / 24th Ave NW, Norman, OK	0.7%	3	Carl's Jr. / 24th Ave NW, Norman, OK	1.6%
4	Walmart / 12th Ave NE, Norman, OK	<0.5%	4	Walmart / N Interstate Dr, Norman, OK	1.2%
5	Conoco / W Robinson St, Norman, OK	<0.5%	5	Braum's Ice Cream & Dairy Stores / E Robinson ...	1%
6	Walmart / Classen Blvd, Norman, OK	<0.5%	6	Taco Bell / 24th St NW, Norman, OK	0.9%
7	Raising Cane's Chicken Fingers / W Main St, Nor...	<0.5%	7	Braum's Ice Cream & Dairy Stores / N Interstat...	0.8%
8	SONIC Drive In / N 24th Ave NW, Norman, OK	<0.5%	8	Braum's Ice Cream & Dairy Stores / 24th Ave S...	0.8%
9	Walmart / Sw 19th St, Moore, OK	<0.5%	9	The centre on main / W Main St, Norman, OK	0.7%
10	McDonald's / E Robinson St, Norman, OK	<0.5%	10	McDonald's / Ed Noble Pky, Norman, OK	0.7%

Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)



Prior / Post Compare

Jun 1 - Jun 30, 2024

Item 2.

Prior / Post Compare

Young Family Athletic Center / 24th Ave NW, Norman, OK

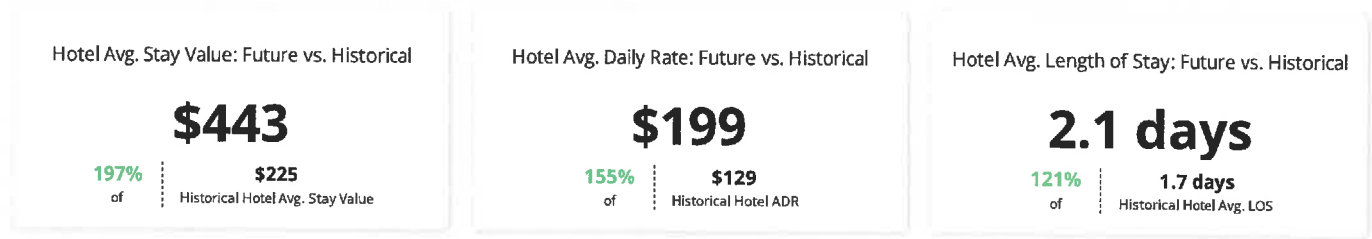
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	University Town Center / 24th Ave NW, Norman...	5.6%	1	University Town Center / 24th Ave NW, Norman...	14.2%
2	Embassy Suites By Hilton Norman Hotel & Con...	4.7%	2	Walmart / N Interstate Dr, Norman, OK	1.4%
3	Gilliam Music / W Main St, Norman, OK	1%	3	Walmart Neighborhood Market / W Rock Creek...	1%
4	Tropical Smoothie Cafe / 24th Ave NW, Norman...	0.6%	4	Tropical Smoothie Cafe / 24th Ave NW, Norman...	1%
5	Norman Regional Hospital / N Porter Ave, Nor...	0.5%	5	Braum's Ice Cream & Dairy Stores / N Interstat...	1%
6	SONIC Drive In / N 24th Ave NW, Norman, OK	0.5%	6	McDonald's / W Tecumseh Rd, Norman, OK	0.9%
7	Norman Regional Hospital - Kyle W Toal MD / ...	0.5%	7	Embassy Suites By Hilton Norman Hotel & Con...	0.8%
8	Holiday Inn Express & Suites Norman / Confere...	0.5%	8	Raising Cane's Chicken Fingers / W Main St, Nor...	0.7%
9	Springhill Suites Oklahoma / NW 8th St, Moore,...	<0.5%	9	Chipotle Mexican Grill / 24th Ave NW, Norman, ...	0.7%
10	OnCue Express / N Flood Ave, Norman, OK	<0.5%	10	Freddy's Frozen Custard & Steakburgers / W M...	0.6%

Jun 1st, 2024 - Jun 30th, 2024  
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

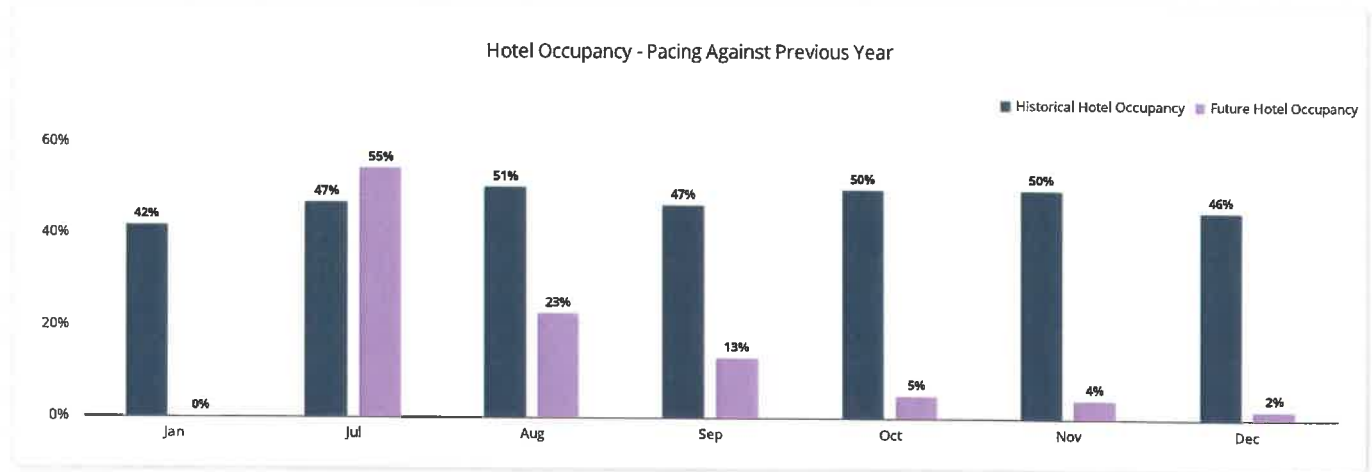
## How does current demand compare to last year's demand at this time?

This section reflects bookings for the next 6 months compared to last year's values.



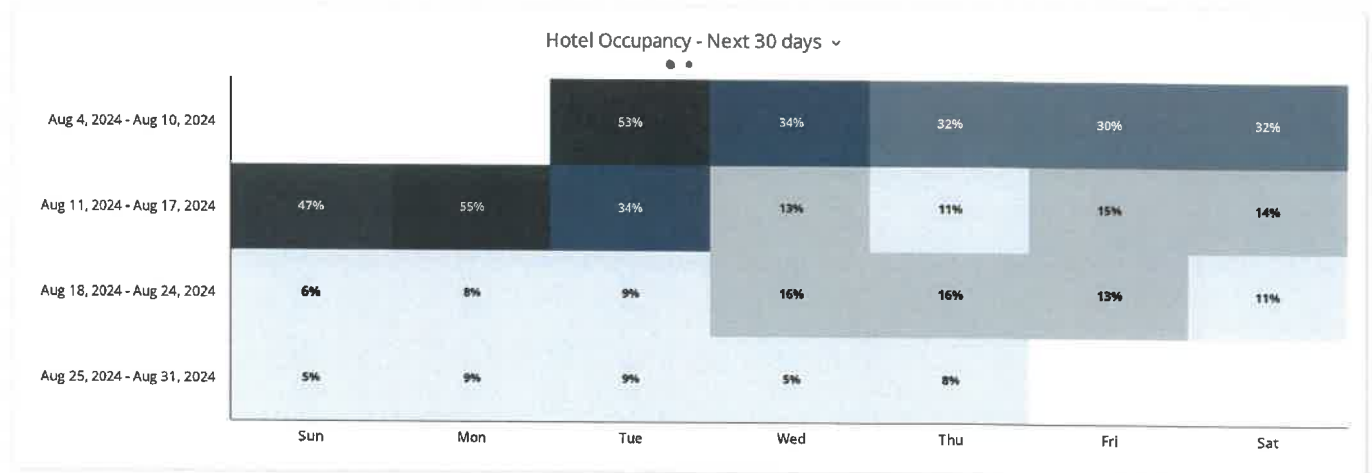
## How does future hotel occupancy compare to historical occupancy over the past year?

Use these insights to monitor progress towards occupancy goals.



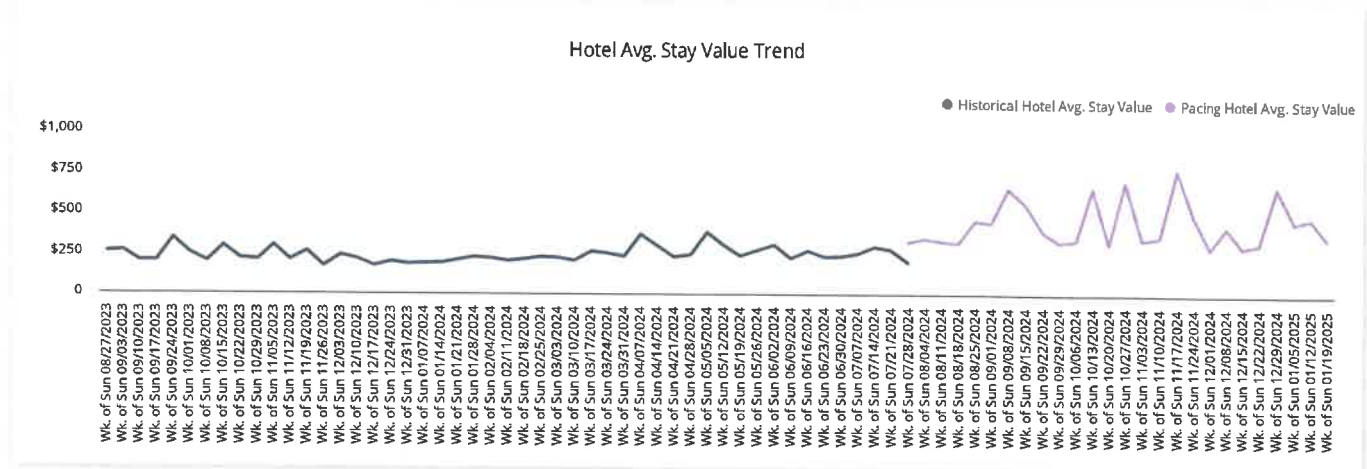
## What future reservations are on the books?

The first insight shows occupancy pacing by day for the next four weeks. Toggle to the next insight to see the next 90 days of occupancy. Use these insights to identify opportunities to fill mid-week or weekend gaps.



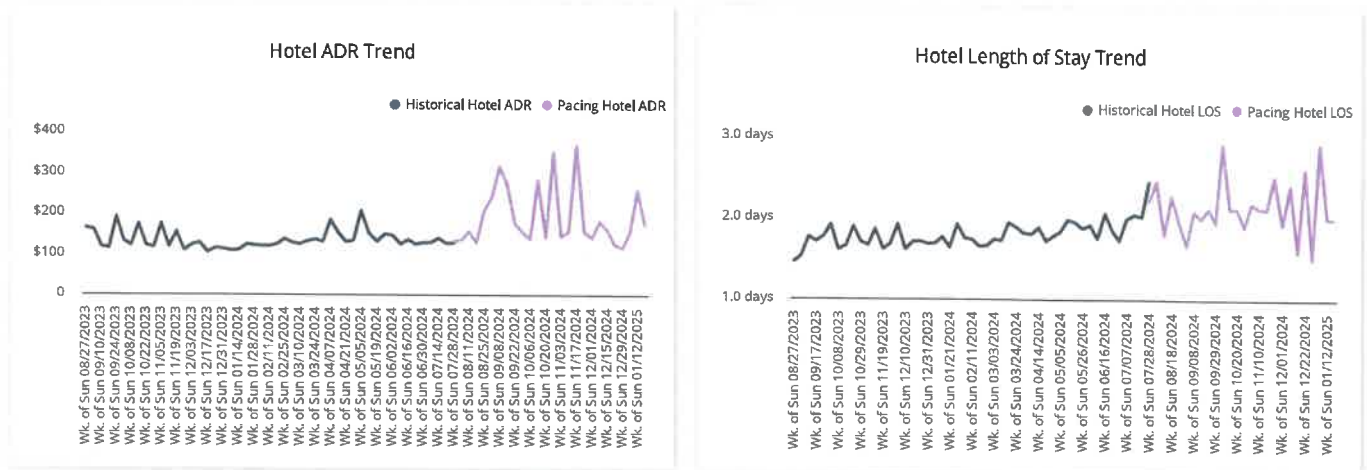
## How does the value of your future bookings compare to the current trend?

Use these insights to identify opportunities for generating quality visits to your destination.



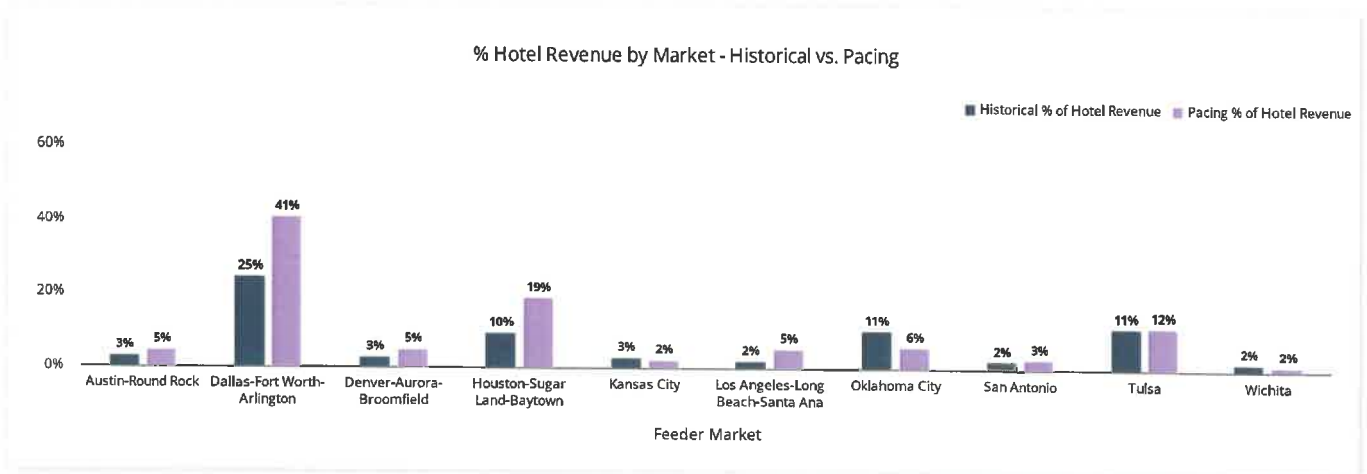
## How are the components of stay value trending individually?

Compare trends in average daily rate and length of stay.

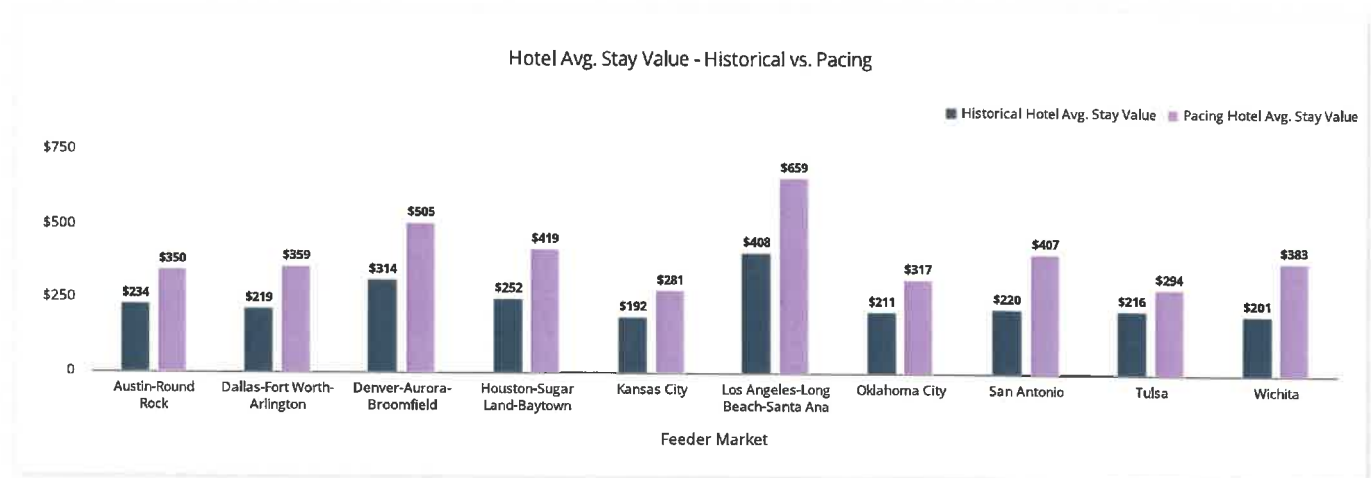


## How do your future booking markets compare with historical booking rates?

Shows the percentage of historical revenue (left) against future bookings (right) to identify markets that are over or under-pacing relative to their historical averages. Use these insights to influence visitor volume by market area and optimize targeting.



Are future bookings of your top 10 markets pacing at a similar stay value compared to their historical trend?



## Spending Summary (formerly Trends: Visitor Spending)

See where visitors are spending money in your destination to understand economic impact. Use this information to identify opportunities to align marketing strategies with visitor interests. These insights sourced from [Affinity](#) and are based on a cardholder count sample size of 6,111. Learn more: [Module Overview](#) | [Average Visitor Spend](#) | [Demographic Data](#) | [Restaurant-to-Fast Food Ratio](#)

### How are visitors spending throughout the destination?

Source: Zartico Spend Data. Note: Data is provided at level of cardholder zip. Visitor is classified as > 60 miles between center of Cardholder Zip and center of Merchant Zip. Zip codes can cross multiple counties, so Primary Merchant County includes the county the center of the zip code falls within. Avg. Visitor Spending will not appear for a City where there are 10 or less cardholders based on the filters selected. Tip: Click into a City to see which Visitor Market Areas are spending in that City.



### How does your destination's average visitor spending compare to the average of Zartico partners?

Source: Zartico Spend Data. Note: Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count. The blue bar is your data, where the purple is the average of all Zartico partners. This insight is not connected to any of the filters above. Tip: Click into a month to see the data by day.



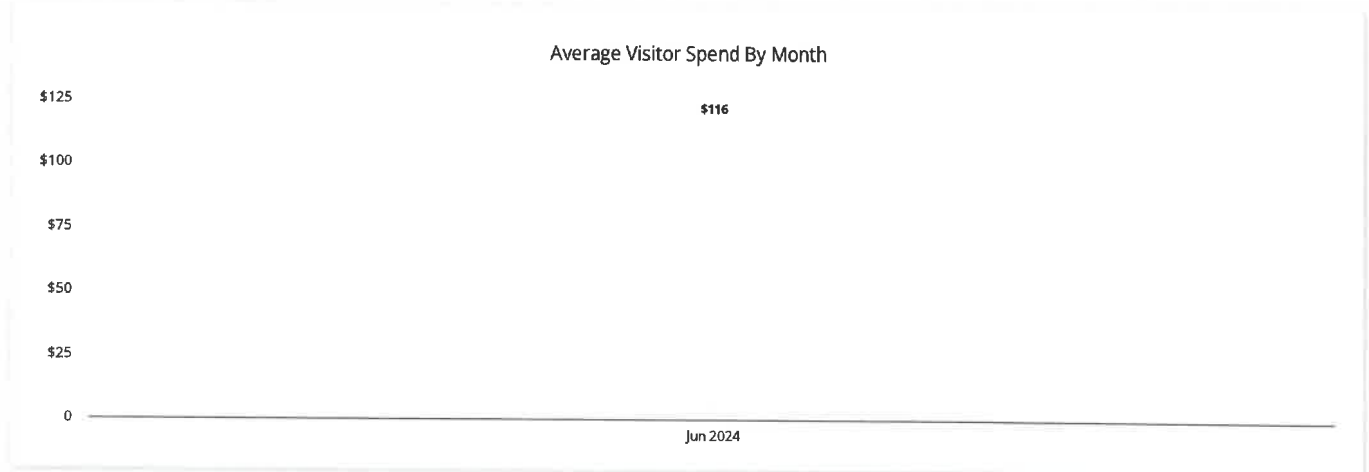
### How does your destination's average visitor spending compare to last year?

Source: Zartico Spend Data. Note: This insight is not configured to the Date Range filter above and will instead always show the last 12 months compared to the previous year. Avg. Visitor Spending will not appear for a Month where there are 10 or less cardholders based on the filters selected. Tip: Click into a month to see the YOY change in Avg. Visitor Spending by Category. LY = Last Year, TY = This Year.



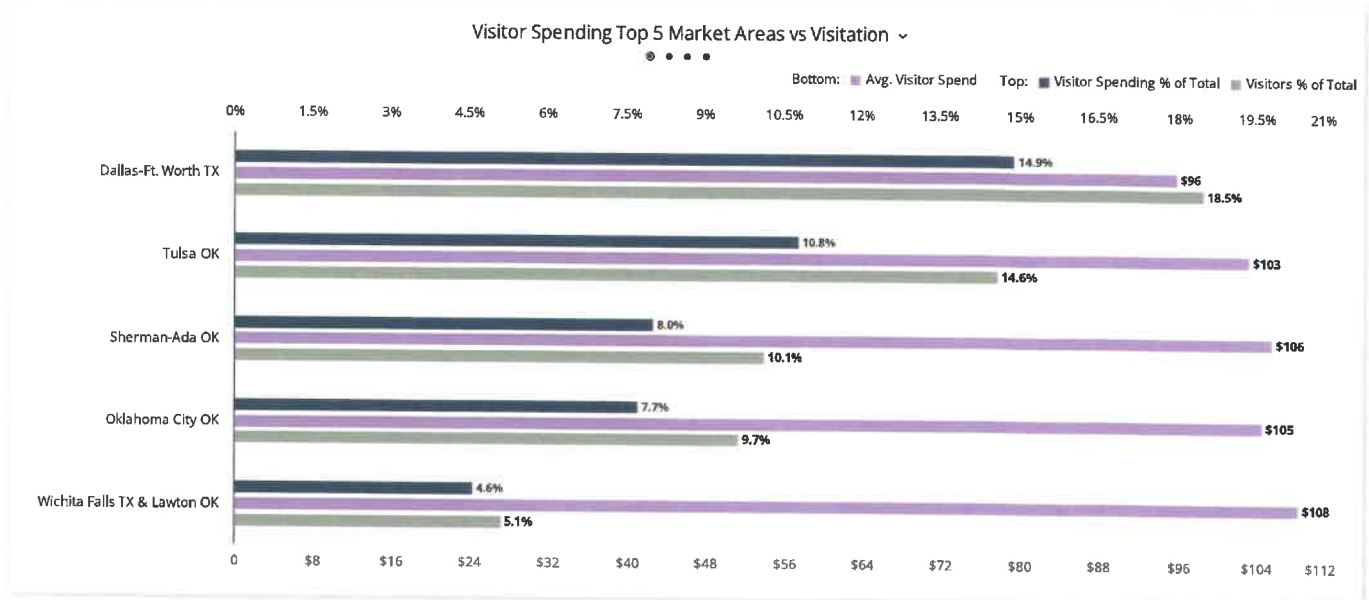
### How does average visitor spending change over the course of the year?

Source: Zartico Spend Data. Note: Average Visitor Spend will be influenced by seasonal rates for accommodations, types of travel (e.g. summer camping vs winter hotel) and the length of stay.



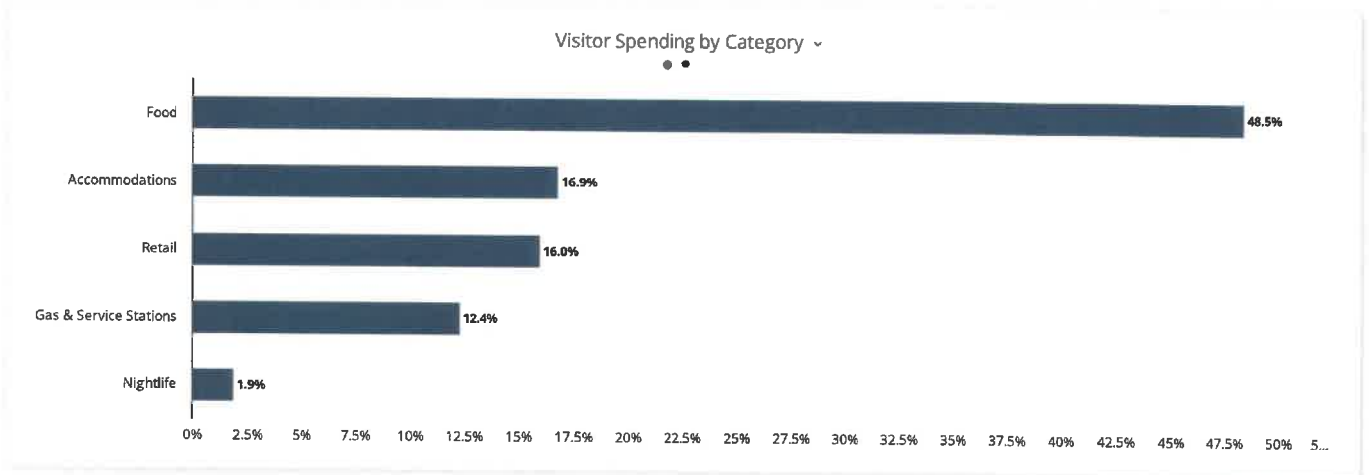
## Are the visitor Market Areas spending the most also visiting the most?

Source: Zartico Spend Data, Zartico Geolocation Data. Note: The insight below is filtered to show the top 5 Market Areas based on total visitor spending for the date range selected. Avg. Visitor Spending will not appear for a market where there are 10 or less cardholders based on the filters selected. Tip: Click into a Visitor Market Area to see the metrics by Visitor City. Toggle to the next insight to see the top 5 Visitor Cities spending the most, or tables of all Visitor Market Areas and Visitor Cities.



## What are your visitors spending money on in your destination?

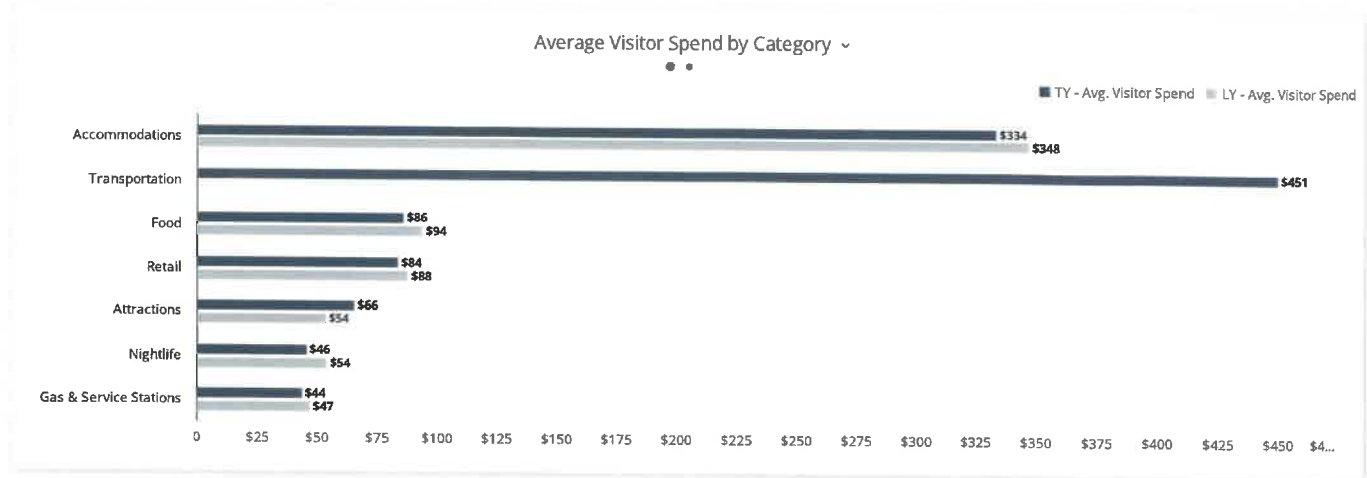
Source: Zartico Spend Data. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Avg. Visitor Spending will not appear for a Category where there are 10 or less cardholders based on the filters selected. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category.





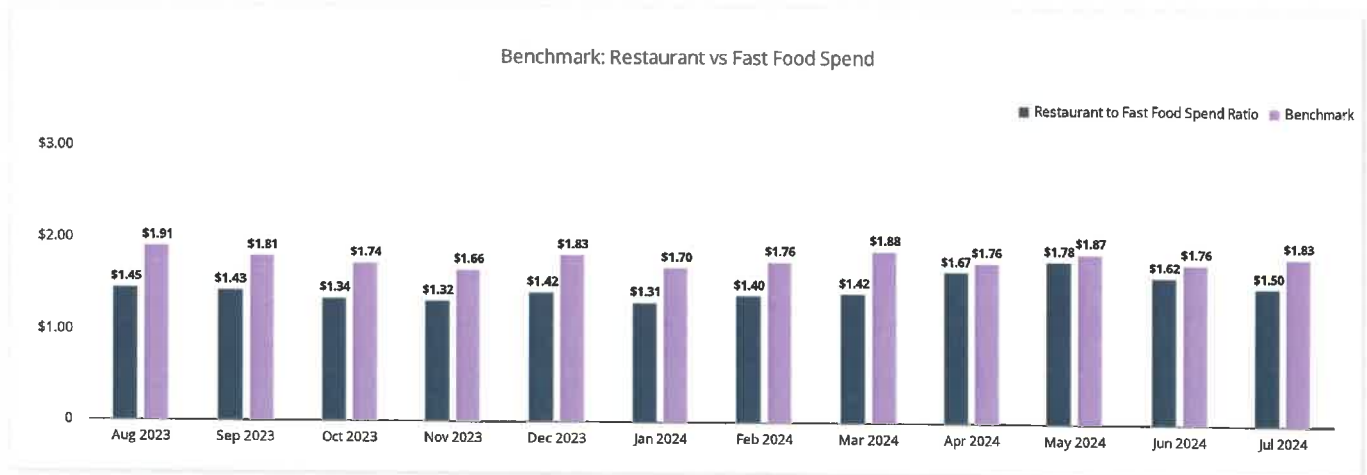
### How does average visitor spending by category compare to the previous year?

Source: Zartico Spend Data. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Avg. Visitor Spending will not appear for a Category where there are 10 or less cardholders based on the filters selected. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category. Toggle to the next insight to see a table of all Categories.



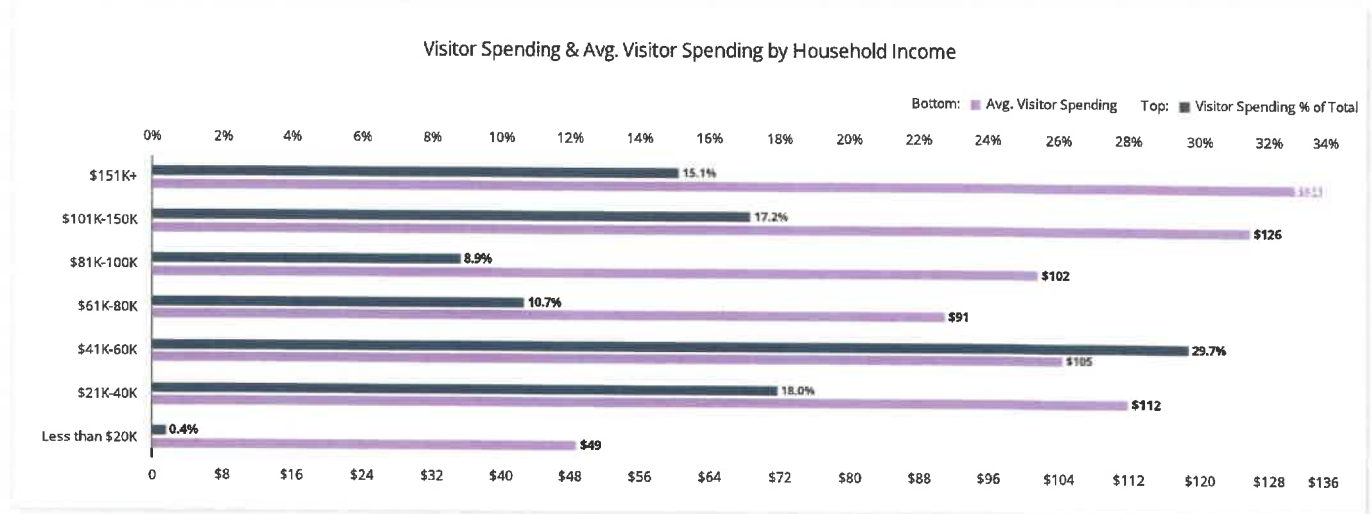
### How does your destination's restaurant to fast food spend ratio compare to the average of all Zartico partners?

Source: Zartico Spend Data. Note: Restaurant to Fast Food Spend Ratio is calculated as restaurant visitor spend divided by fast food visitor spend. The blue bar is your data, where the purple is the average of all Zartico partners. The number shown is the number of dollars spent in Restaurants for every dollar at Fast Food. This benchmark helps to provide a frame of reference for how effectively a destination is cultivating visits to their local restaurants, both in the aggregate (all visitors) or seasonally or origin markets/seasons. Tip: Select a market using the Visitor Market Area filter above to see if those travelers go to restaurants in your destination (blue) at rates near the national Zartico average (purple).



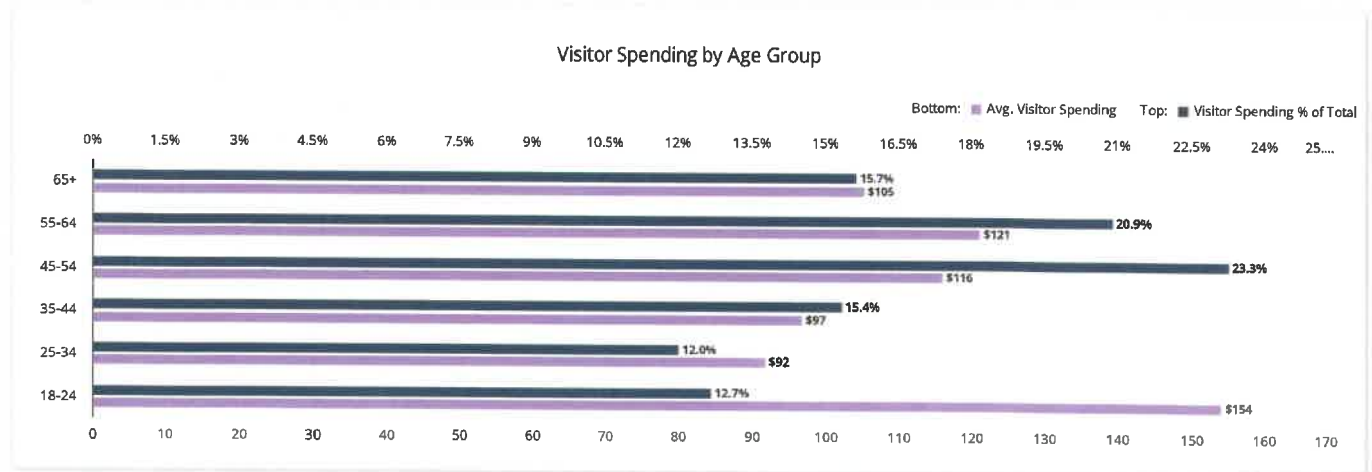
### Which income levels are spending the most in destination and which are the highest value?

Source: Zartico Spend Data. Avg. Visitor Spending will not appear for an income level where there are 10 or less cardholders based on the filters selected. Note: Insight is sorted from highest Avg. Visitor Spending to lowest. Tip: Click into an income bracket to see visitor spending by Visitor Market Area.



### Which age groups are spending the most in destination?

Source: Zartico Spend Data. Avg. Visitor Spending will not appear for an age group where there are 10 or less cardholders based on the filters selected. Tip: Click into an Age Group to see which Visitor Market Area those spenders are coming from.



### Sample Size Reference & Diagnostics

The first metric provides a reference for the number of unique cardholders (Zartico Spend Data) used in the insights above. This value is 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 directionally, 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. The second metric shows the date visitor spend data is loaded through.

Visitor Cardholder Count Sample Size

**6,111**

Visitor Spending - Max Date

**2024-07-19**