Visitor Profile Summary

Understand a snapshot of your destination by looking at who your visitors are and the impact they make on your destination. These insights are based on a device count sample size of **18,756** and a cardholder count sample size of **6,511**. Note that geolocation data less than 30 days old is subject to slight changes through the normalization process.
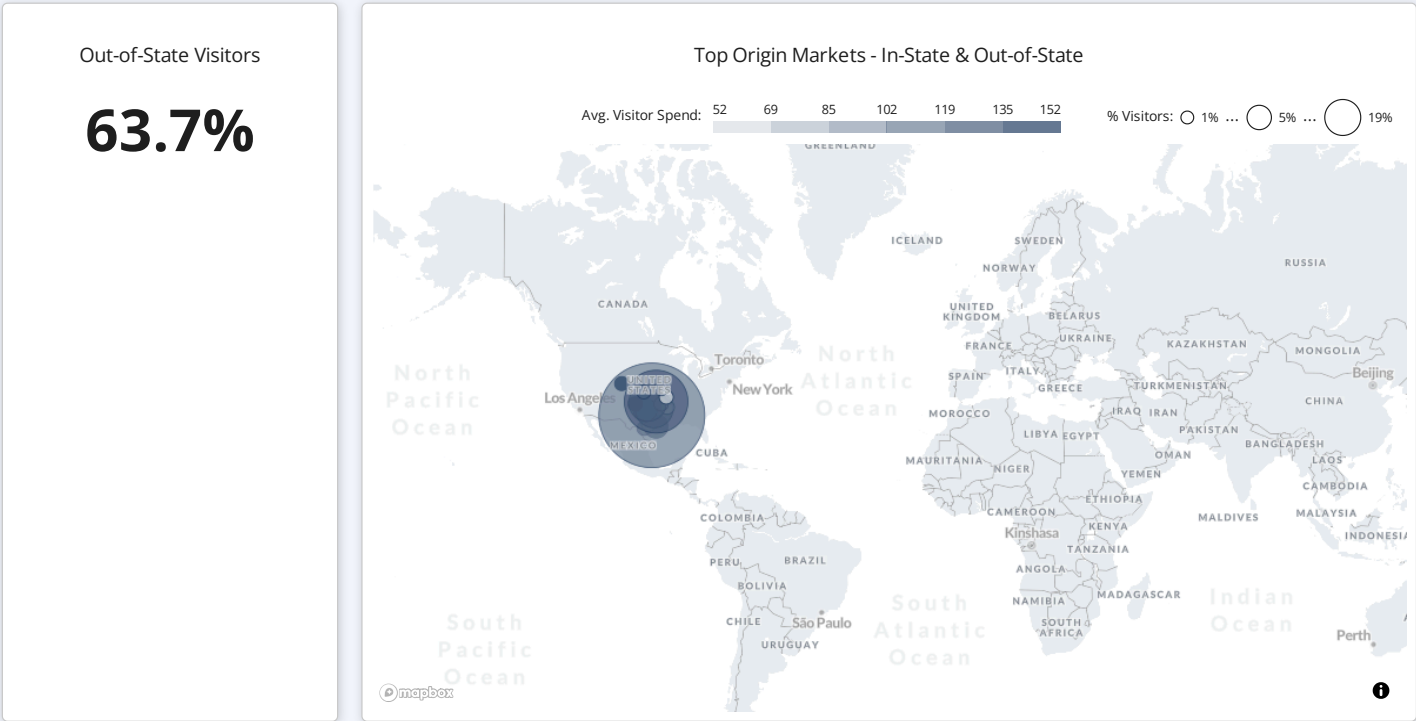
Key Insights

Source: Zartico Geolocation Data, Zartico Spend Data
Better understand your visitor makeup, including the visitor percentage of total devices, percentage of total visitor spend and the average visitor spend.

Visitor % of Total	Visitor Spend of Total	Avg. Visitor Spend
28.0%	**17.8%**	**$117**

Where are your visitors from?

Source: Zartico Geolocation Data
Better understand where visitors are coming from, including the percentage of visitors from out-of-state, top DMAs and how they relate to the percentage of visitors, percentage of visitor spend and average visitor spend.

Out-of-State Visitors

63.7%

Top Origin Markets - In-State & Out-of-State

Avg. Visitor Spend: 52 69 85 102 119 135 152   % Visitors: ○ 1% ... ◯ 5% ... ◯ 19%

Visitor Market Area	% Visitors ▼	% Visitor Spend	Avg. Visitor Spend
Dallas-Ft. Worth TX	19.4%	15.5%	$94
Tulsa OK	13.0%	9.3%	$107
Oklahoma City OK	9.2%	7.9%	$115
Sherman-Ada OK	9.2%	8.0%	$116
Houston TX	5.1%	4.2%	$151
Wichita Falls TX & Lawton OK	4.8%	5.0%	$111
Wichita-Hutchinson KS	2.4%	2.1%	$107
Ft. Smith-Fayetteville-Springdale-Rogers AR	2.1%	2.8%	$79
San Antonio TX	1.7%	0.9%	$106
Austin TX	1.6%	1.3%	$81

What are your visitor demographics?

Source: Zartico Spend Data
Better understand the demographics of visitors including age, income and children in the household

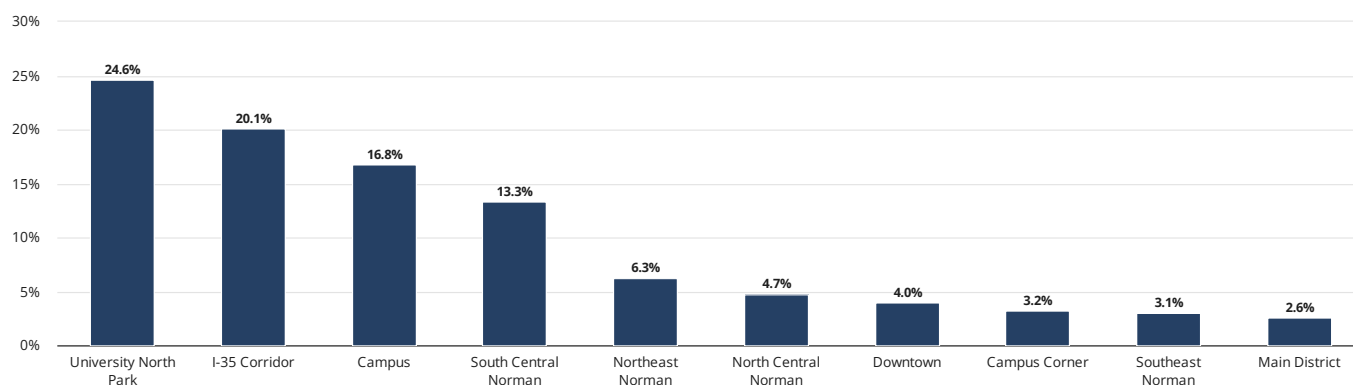| % Cardholders - 25-54	% Cardholders - $100K+	% Cardholders Children in Household
56%	**26%**	**51%**

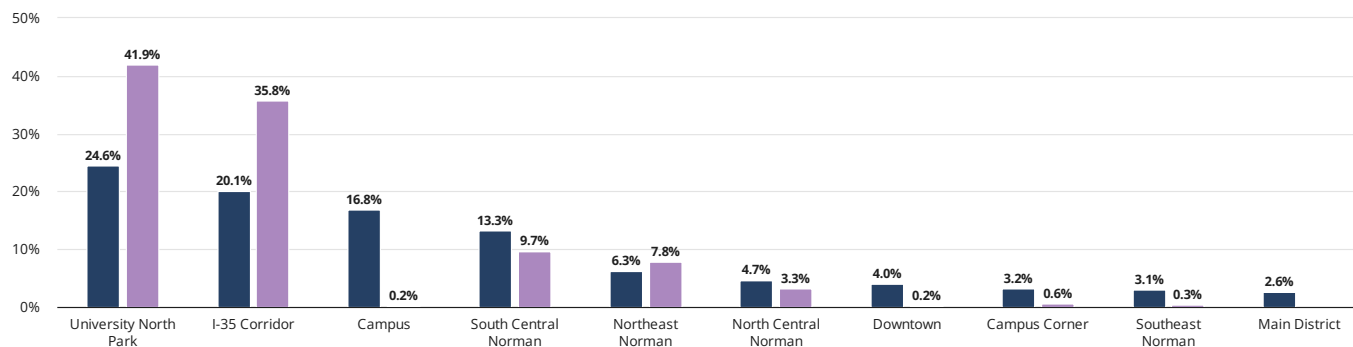# Where do your visitors go?

Source: Zartico Geolocation Data
Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.
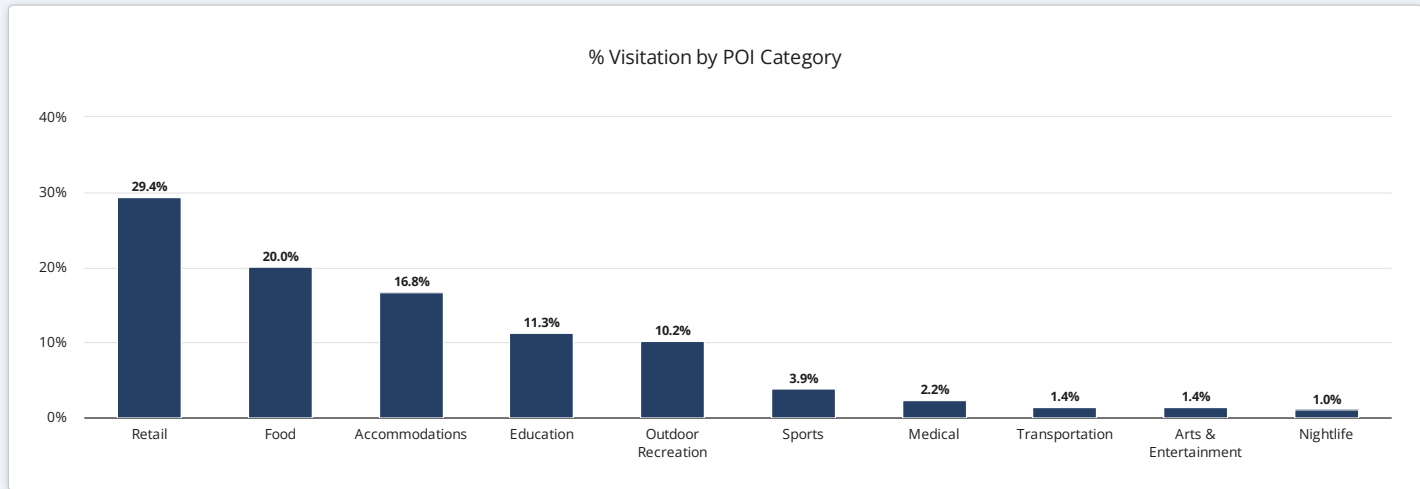
% Visitation by Region

Region	%
University North Park	24.6%
I-35 Corridor	20.1%
Campus	16.8%
South Central Norman	13.3%
Northeast Norman	6.3%
North Central Norman	4.7%
Downtown	4.0%
Campus Corner	3.2%
Southeast Norman	3.1%
Main District	2.6%

Visitation & Accommodation Visitation by Region

■ % Visitors   ■ % Accommodation Visitors

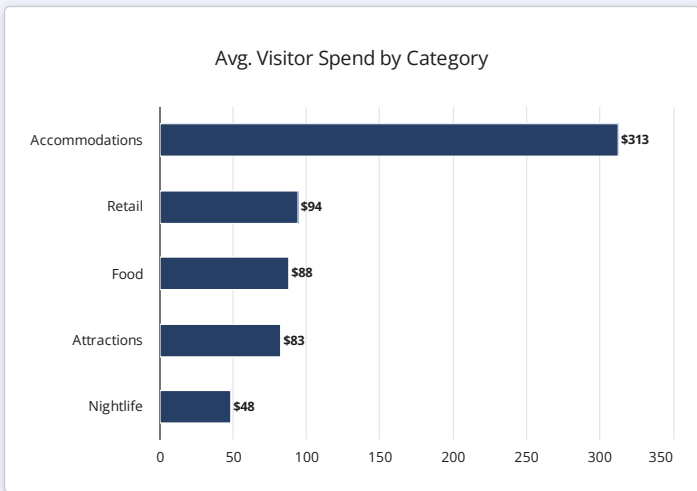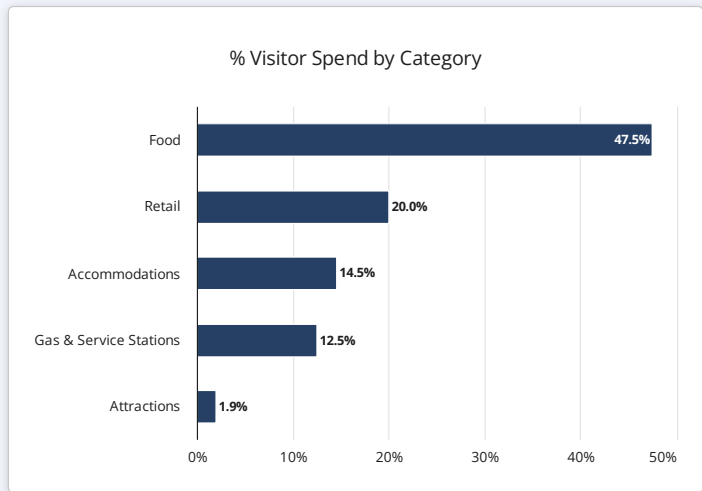| Region	% Visitors	% Accommodation Visitors
University North Park	24.6%	41.9%
I-35 Corridor	20.1%	35.8%
Campus	16.8%	0.2%
South Central Norman	13.3%	9.7%
Northeast Norman	6.3%	7.8%
North Central Norman	4.7%	3.3%
Downtown	4.0%	0.2%
Campus Corner	3.2%	0.6%
Southeast Norman	3.1%	0.3%
Main District	2.6%	

What types of point of interest 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.

% Visitation by POI Category

| Category	Percentage
Retail	29.4%
Food	20.0%
Accommodations	16.8%
Education	11.3%
Outdoor Recreation	10.2%
Sports	3.9%
Medical	2.2%
Transportation	1.4%
Arts & Entertainment	1.4%
Nightlife	1.0%

Where are your visitors spending?

Source: Zartico Spend Data
Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.

% Visitor Spend by Category

Category	Percentage
Food	47.5%
Retail	20.0%
Accommodations	14.5%
Gas & Service Stations	12.5%
Attractions	1.9%

Avg. Visitor Spend by Category

Category	Amount
Accommodations	$313
Retail	$94
Food	$88
Attractions	$83
Nightlife	$48

What is the visitor impact on restaurants?

Source: Zartico Spend Data
Better understand visitor impact on restaurants in your destination

Visitor Spend % of Total	Avg. Visitor Spend
18%	**$63**
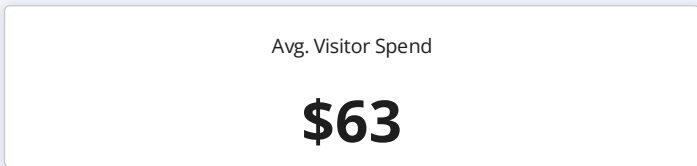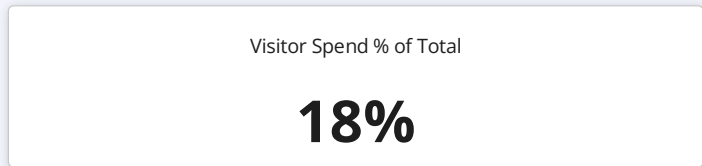
What is the visitor impact on retail?

Source: Zartico Spend Data
Better understand visitor impact on retail in your destination

Visitor Spend % of Total	Avg. Visitor Spend
23%	**$94**
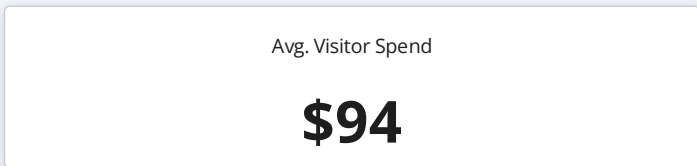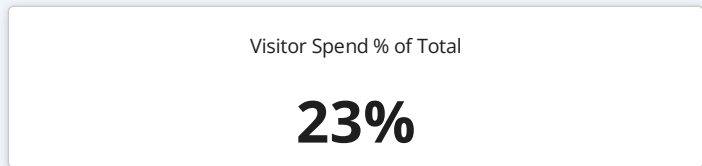
What is the visitor impact on accommodations?

Source: Zartico Spend Data
Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total	Avg. Visitor Spend
82%	**$313**

What is the visitor impact on attractions?

Source: Zartico Spend Data
Better understand visitor impact on attractions in your destination

Visitor Spend % of Total	Avg. Visitor Spend
11%	**$83**

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	Visitor Device Count
6,511	**18,756**