



Visitor Behavior Dashboard

U.S. MARKET (May / June 2025) as of 6/30/25



Average Visitor Spend
\$126

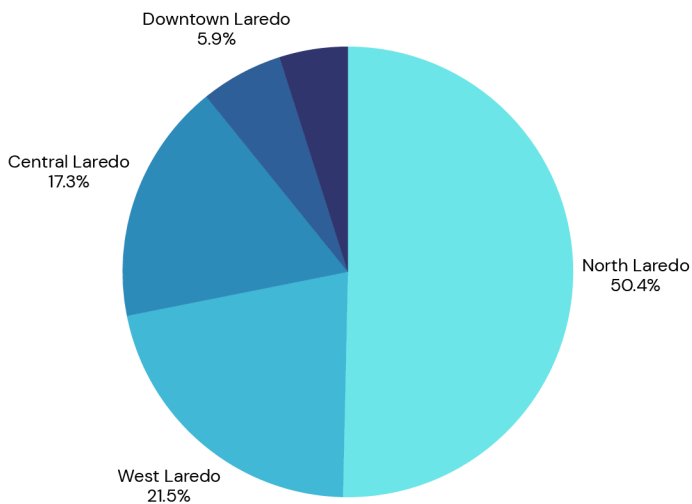


Spend on Local Businesses
23%

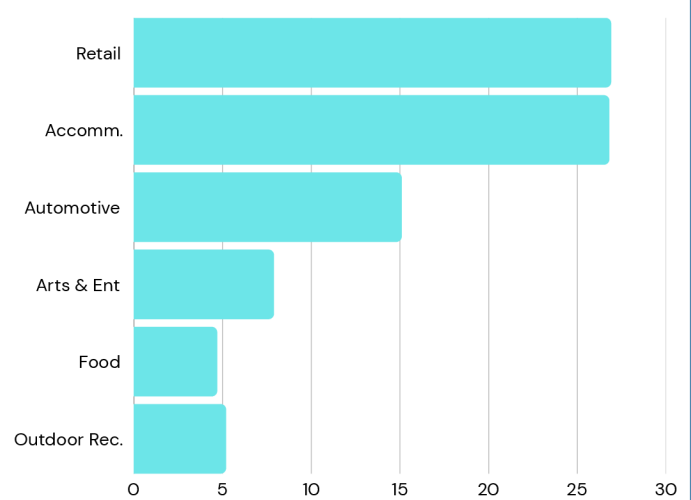


Out-of-State Visitors
37.8%

% Visitation by Region



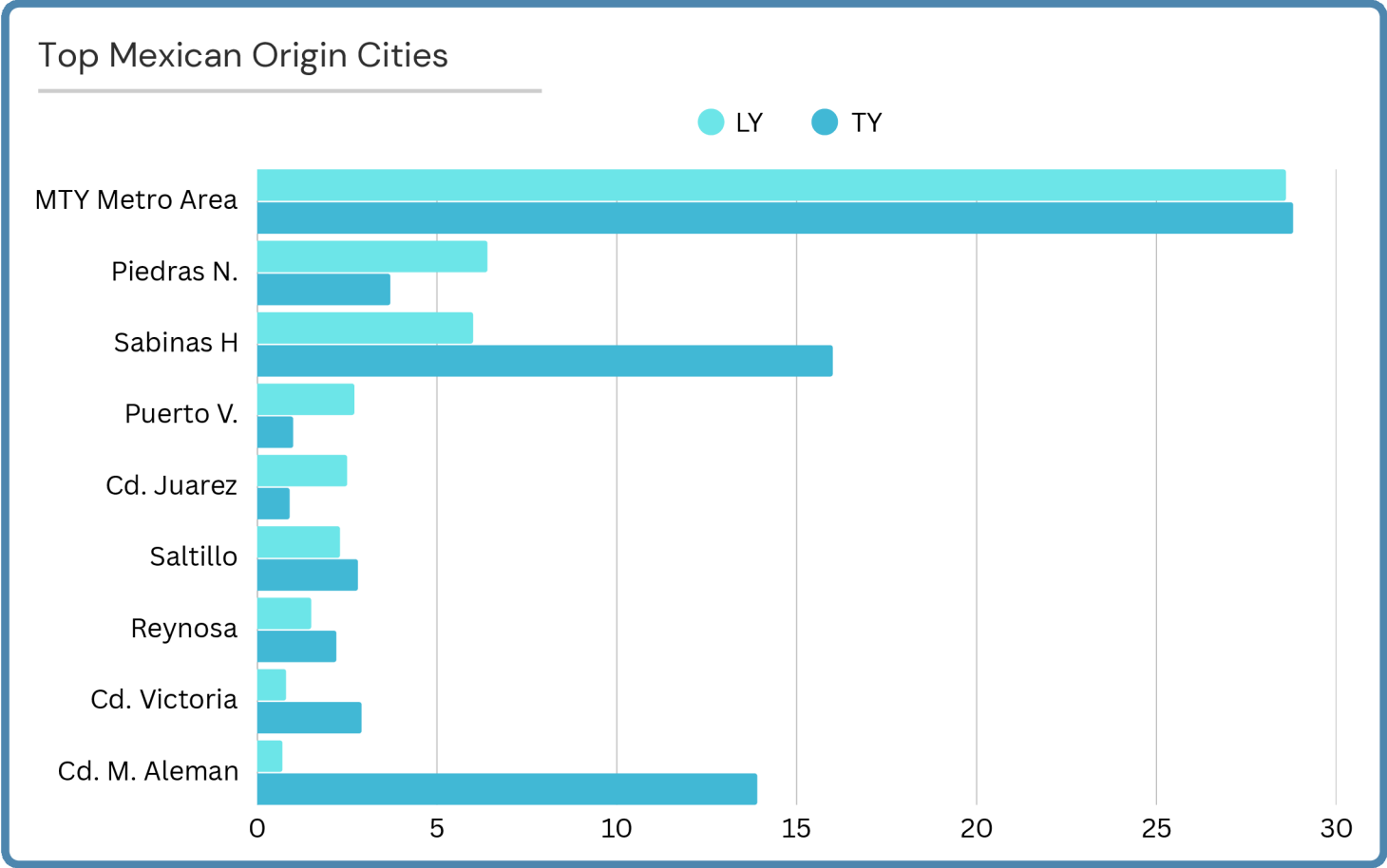
% Visitation by POI Category



Visitor Market Areas by Economic Impact

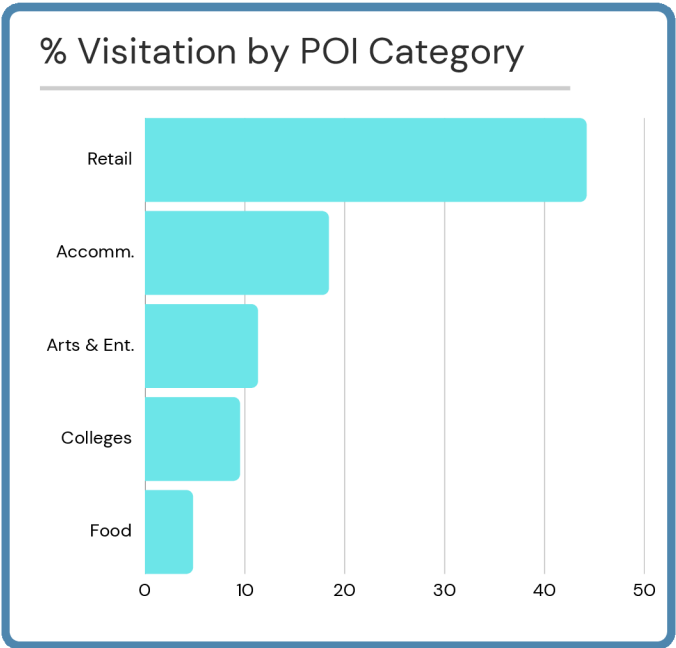
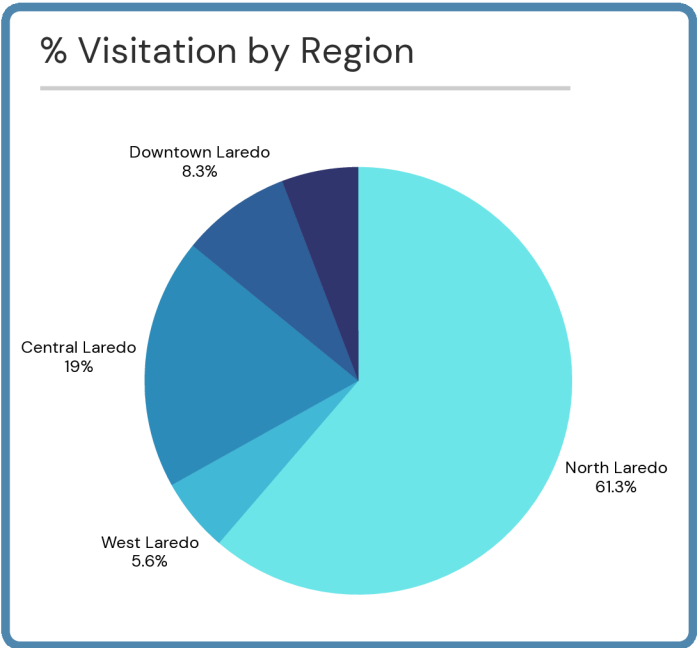
Market	% Visitors	% Visitor Spend
San Antonio TX	21.8%	12.7%
DFW	8.9%	7.5%
Houston TX	8.2%	12.8%
The Valley	7.4%	15.6%
Odessa-Midland TX	4.8%	0.7%
Tucson, AZ	4.0%	0.7%
Austin TX	3.4%	3.5%
El Paso TX	2.9%	2.7%
Los Angeles CA	2.5%	1.0%
Corpus Christi TX	2.5%	4.4%

MX MARKET (April / May 2025) as of 5/22/25



Source: Zartico Geolocation Data. Note: TY = This Year, LY = Last Year

Note: MTY Metro Area includes the City of Monterrey as well as the municipalities in its metro area: San Nicolas, Guadalupe, Escobedo, Apodaca, San Pedro.



Overall (February / March 2025) as of 3/31/25



Hotel Occupancy
86%



Hotel ADR
\$153



Hotel Avg. Stay Value
\$752



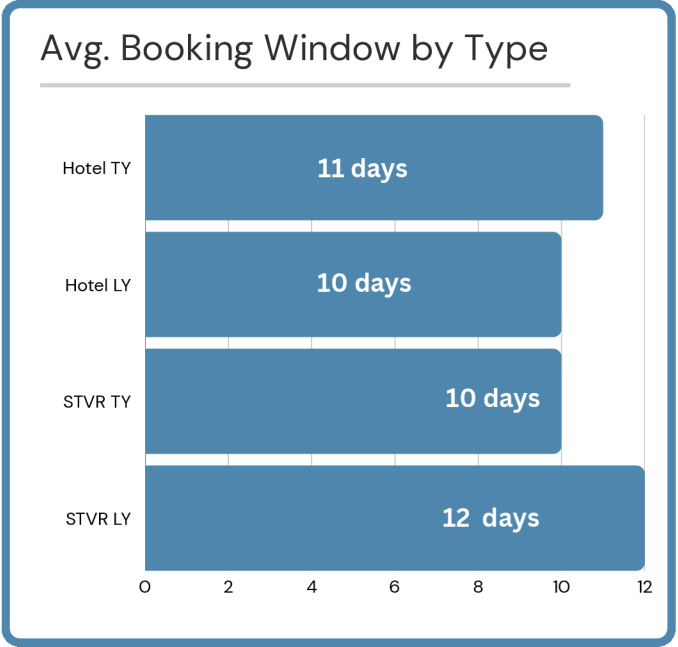
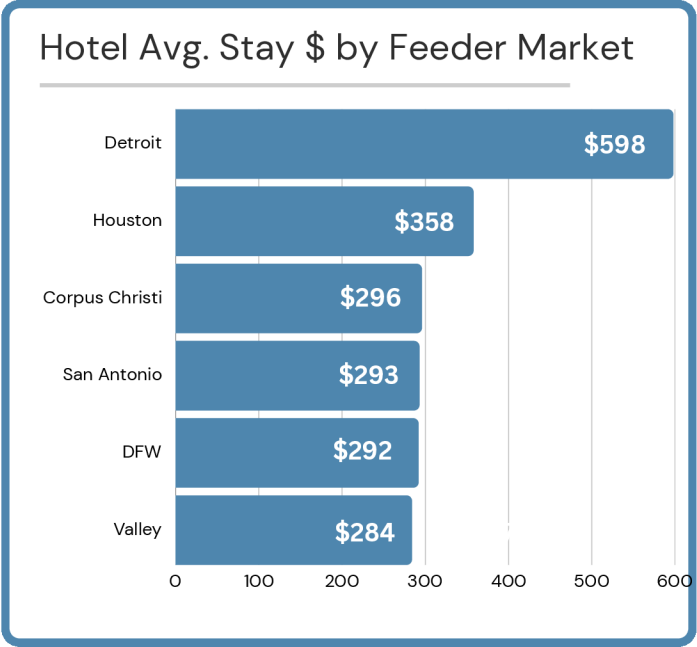
STVR Occupancy
43%




STVR ADR
\$135



STVR Avg. Stay Value
\$698




How do visitors impact our economy?




12%
% of all Restaurant spend that came from visitors

\$71
Average Visitor Spend



27%
% of all Retail spend that came from visitors

\$195
Average Visitor Spend



48%
% of all Attraction spend that came from visitors

\$
Average Visitor Spend