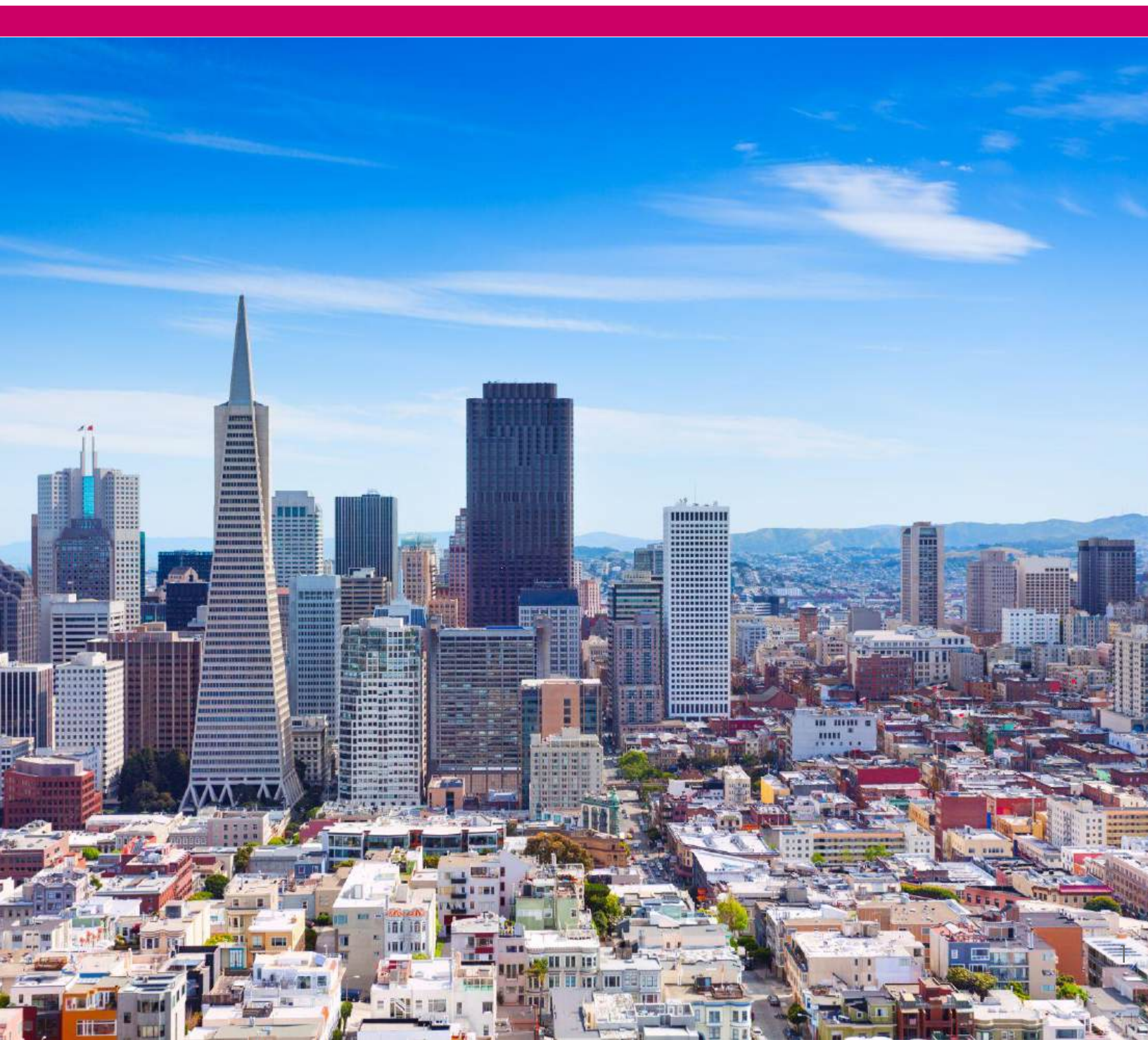




DESTINATION EXPENDITURE ANALYSIS

Campaign Measurement

St Pete Clearwater | 1 Apr'23 - 31 Oct'23



Introduction

Tourism and travel have the ability to greatly impact a destination across all types of businesses. This report aims to provide destination marketers and researchers with a wider view of the economic impact brought about by tourism, beyond hotel and flight data.

As this report will only capture transactions (txn) that are billed within the specified travel period and at the named destination, this analysis may not fully represent the value of a single traveler. This is due to the nature of how travelers plan, pre-book or post pay for services such as hotel room stays and flights. Any hotel or flight data represented in the Destination Expenditure Reports should therefore be treated separately from insights provided by other ADARA products and insights.

**Destination :**

St Pete Clearwater

**Travel Period:**

1 Apr'23 - 31 Oct'23

**Travelers:**

All media reached travelers who traveled to the destination within the travel period.

Summary Statistics

**Traveler in this report is defined as an individual.

TOTAL CREDIT CARD SPEND**\$179,060,676.87**

TRAVELERS

711,526TOTAL #
TXNS**2,735,789**SPEND /
TRAVELER**\$251.66**SPEND /
TXN**\$65.45**

Methodology & Match Rates

This report is created by analyzing the spending behavior of identities that can be matched between Adara and our data provider. The conversion rate and spending trends of these identities are then projected and applied across the total reach for your campaign.

117,928,038

Identities reached by campaign

36.5% $(43,018,789 / 117,928,038 * 100)$

Identities were matched and used in this analysis

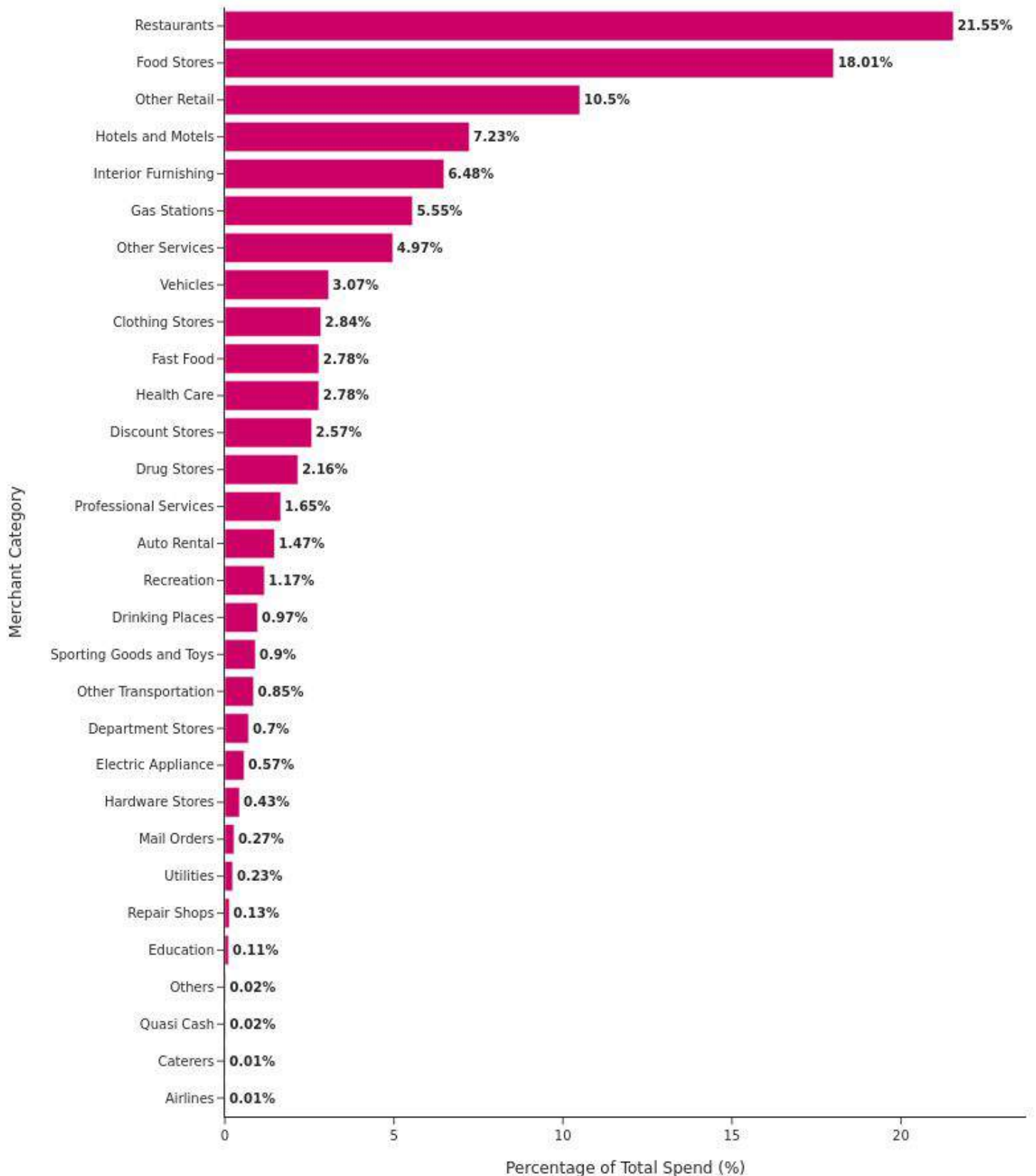
0.36% $(155,734 / 43,018,789 * 100)$

Conversion rate (those who purchased within the defined destination) across identities matched

Breakdown by Merchant Category Codes (MCC)

Merchant Categories

The below shows a breakdown of credit card spend by travelers at the destination by Merchant Category Codes (MCC), which are used by payment networks and card issuers.



Merchant Categories

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$38,549,360	278,166	546,901	\$138.58	\$70.49
2	Food Stores	\$32,222,608	210,633	583,704	\$152.98	\$55.20
3	Other Retail	\$18,780,513	137,290	262,006	\$136.79	\$71.68
4	Hotels and Motels	\$12,937,973	25,037	31,543	\$516.75	\$410.16
5	Interior Furnishing	\$11,598,365	32,855	82,783	\$353.02	\$140.11
6	Gas Stations	\$9,933,786	162,601	315,580	\$61.09	\$31.48
7	Other Services	\$8,884,677	37,538	63,178	\$236.69	\$140.63
8	Vehicles	\$5,496,651	13,889	18,892	\$395.75	\$290.95
9	Clothing Stores	\$5,072,655	59,587	77,753	\$85.13	\$65.24
10	Fast Food	\$4,968,531	137,715	267,813	\$36.08	\$18.55
11	Health Care	\$4,966,712	21,437	30,113	\$231.69	\$164.93
12	Discount Stores	\$4,589,342	42,577	75,724	\$107.79	\$60.61
13	Drug Stores	\$3,864,340	70,169	118,407	\$55.07	\$32.64
14	Professional Services	\$2,957,203	5,757	8,727	\$513.69	\$338.88
15	Auto Rental	\$2,634,576	9,553	10,202	\$275.77	\$258.23
16	Recreation	\$2,090,192	22,026	33,641	\$94.89	\$62.13
17	Drinking Places	\$1,744,097	24,608	35,016	\$70.88	\$49.81
18	Sporting Goods and Toys	\$1,609,745	8,599	11,125	\$187.21	\$144.69
19	Other Transportation	\$1,525,960	91,135	121,952	\$16.74	\$12.51
20	Department Stores	\$1,257,192	9,252	12,190	\$135.88	\$103.14
21	Electric Appliance	\$1,013,396	3,897	5,387	\$260.03	\$188.13
22	Hardware Stores	\$766,015	7,817	13,387	\$97.99	\$57.22
23	Mail Orders	\$484,044	361	466	\$1,341.07	\$1,038.67
24	Utilities	\$407,783	2,051	3,916	\$198.78	\$104.15
25	Repair Shops	\$235,025	324	388	\$724.52	\$605.19
26	Education	\$201,573	685	1,256	\$294.13	\$160.43
27	Others	\$34,531	1,033	1,215	\$33.44	\$28.41
28	Quasi Cash	\$30,764	169	192	\$181.99	\$160.32
29	Caterers	\$15,674	439	1,978	\$35.74	\$7.92
30	Airlines	\$9,620	155	164	\$61.93	\$58.49

Top Merchants by Merchant Category Codes (MCC)

Top Merchants

Each Merchant Category Codes (MCC) is further broken down into top merchants.

Restaurants

TOTAL SPEND
\$38,549,360

AVG/TRAVELER
\$138.58

AVG/TXN
\$70.49

Merchant Name	Total Spend	# Indv	# Tms	Avg \$/Indv	Avg \$/Tm
SALT ROCK GRILL	\$1,872,521.88	10,179	11,943	\$183.95	\$156.79
CRABBY'S DOCKSIDE	\$1,412,936.04	12,478	13,917	\$113.24	\$101.53
CRABBY'S ON THE PRSS	\$1,189,778.27	10,284	13,140	\$115.69	\$90.55
CRABBY BILLS	\$1,176,849.13	10,380	14,343	\$113.29	\$80.07
COLUMBIA SAND KEY	\$1,133,086.33	7,735	9,101	\$146.49	\$124.50
GUPPY'S ON THE BEACH	\$881,802.53	6,703	8,073	\$131.56	\$109.23
MIDDLE GROUNDS GRILL	\$695,501.64	3,853	4,674	\$178.67	\$148.00
HELLAS BAKERY AND PITA	\$656,047.68	6,821	7,201	\$96.18	\$91.11
HILTON HOTEL	\$634,414.64	5,707	8,900	\$111.17	\$70.81
HOOTERS	\$614,302.48	7,863	9,059	\$78.13	\$67.74
SEADOG	\$574,923.18	4,806	6,040	\$119.62	\$95.15
RUSTY BELLIES WATERFRONT	\$525,527.80	4,863	5,707	\$107.40	\$92.09
FRIENDLY FISHERMAN	\$520,250.25	5,332	5,693	\$97.57	\$91.39
BASCOM'S CHOP HOUSE	\$512,432.49	1,814	2,047	\$282.51	\$250.35
CADDY'S	\$481,768.87	4,011	5,135	\$122.59	\$95.76
BON APPETIT RESTAURANT AN	\$488,473.17	3,267	3,884	\$149.53	\$123.78
DUBBA GUMP MADIRA BEA	\$410,470.34	3,961	4,235	\$103.63	\$96.02
RICKY T'S BAR AND GRILL	\$391,945.04	4,553	6,492	\$86.04	\$60.37
FRIENDLY FISHERMAN	\$389,077.35	3,527	4,121	\$110.31	\$94.41
SEA DOG ISLAND	\$357,342.34	3,216	3,879	\$111.10	\$92.12
SEABREEZE ISLAND GRILL	\$355,230.84	3,406	3,920	\$103.90	\$90.62
RUSTY BELLIES WATER	\$344,026.04	3,643	4,299	\$94.48	\$80.02
OMADDOY'S BAR	\$340,746.42	3,861	5,003	\$88.26	\$68.11
FRENCH'S SALTWATER CAFE	\$282,653.39	3,267	3,833	\$86.52	\$73.74
CLEAR SKY DRAUGHT HAUS	\$282,565.67	3,002	3,806	\$94.13	\$74.24

Food Stores

TOTAL SPEND
\$32,222,608

AVG/TRAVELER
\$152.98

AVG/TXN
\$55.20

Merchant Name	Total Spend	# Indv	# Tms	Avg \$/Indv	Avg \$/Tm
PUBLIX	\$17,224,236.97	119,366	288,464	\$144.30	\$59.71
WALMART	\$6,393,622.33	53,748	113,139	\$118.96	\$56.51
WINN-DIXIE	\$2,259,890.21	21,172	40,741	\$106.74	\$55.41
TARGET	\$1,840,145.22	16,233	26,901	\$113.36	\$68.40
ALDI	\$1,421,631.53	11,886	25,828	\$88.94	\$40.82
WHOLE FOODS MARKET	\$394,345.93	3,564	7,123	\$110.66	\$55.36
SPROUTS FARMERS MARKET	\$282,740.66	2,951	5,382	\$95.80	\$52.53
MD ORIENTAL MARKET	\$202,197.86	2,225	3,280	\$90.87	\$61.64
HELLAS BAKERY AND PITA	\$200,926.35	7,050	7,667	\$28.50	\$26.21
RELAXSLIM SYSTEM	\$176,204.26	721	1,215	\$244.09	\$144.99
NATURE'S FOOD PATCH	\$168,598.39	1,645	4,039	\$102.50	\$41.74
NATURE'S FOOD PATCH	\$102,121.19	1,078	2,335	\$94.71	\$43.74
SURF STYLE ISLAND MARKE	\$71,417.19	1,951	2,718	\$36.61	\$26.27
CIRCLE K	\$68,618.26	3,108	4,697	\$21.46	\$14.61
RESTAURANT DEPOT	\$64,818.02	265	411	\$244.60	\$157.63
FRESH MARKET	\$61,872.71	726	1,343	\$85.17	\$46.06
GULF MART	\$59,574.21	1,357	2,138	\$43.90	\$27.86
DONG A 2 MARKET	\$57,711.76	489	754	\$118.05	\$76.55
WARD SEAFOOD	\$54,560.11	535	726	\$102.07	\$75.11
COSTCO	\$48,919.83	270	608	\$181.46	\$80.50
THE SPICE AND TEA EXCHANG	\$47,515.30	2,069	1,100	\$44.44	\$40.94
ICE AND CREAM CREAMERY	\$45,869.59	2,243	2,874	\$20.45	\$13.96
THE CANDY KITCHEN	\$42,318.59	3,706	2,280	\$13.69	\$18.56
YELLOW BANKS GROVES	\$36,895.40	1,069	1,311	\$34.51	\$28.14
KHART	\$34,896.20	343	548	\$103.84	\$63.65

Other Retail

TOTAL SPEND
\$18,780,513

AVG/TRAVELER
\$136.79

AVG/TXN
\$71.68

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
COSTCO	\$5,309,899.59	17,814	45,373	\$298.07	\$117.03
SAM'S CLUB	\$2,402,300.88	13,487	30,785	\$192.94	\$84.53
PINCH A PENNY	\$606,875.44	3,641	8,484	\$166.66	\$71.53
HAWAIIAN MOOR	\$369,595.93	3,934	3,960	\$93.95	\$93.20
RJ'S WHOLESALE CLUB	\$321,928.72	1,946	1,888	\$165.40	\$83.80
ULTA BEAUTY	\$295,739.15	3,294	3,970	\$89.78	\$74.49
THE BRONZE LADY HOME FURN	\$288,918.49	2,115	2,330	\$136.58	\$123.99
ABC FINE WINE AND SPIRITS	\$286,636.89	3,331	4,628	\$86.06	\$61.91
SPA MANUFACTURERS	\$233,585.00	274	315	\$852.09	\$740.95
DOLLAR TREE	\$223,616.76	11,294	37,448	\$19.80	\$12.82
WYNN-DIXIE	\$210,139.91	3,445	4,784	\$61.00	\$43.91
LUKENS WINE AND SPIRITS	\$208,427.46	2,019	3,207	\$103.21	\$64.98
LUKENS LIQUORS	\$174,727.01	1,608	2,577	\$108.65	\$67.81
OUTLET OF BARDMOOR	\$149,171.55	1,307	2,225	\$129.47	\$76.03
PETSMART	\$134,681.39	1,782	2,686	\$86.81	\$57.58
THE GREAT GIFTSBY	\$140,007.72	2,069	2,330	\$67.81	\$60.09
THE LANDING JOHN S PASS	\$133,228.94	379	402	\$351.33	\$331.37
ETTY BAZAAR	\$126,033.82	3,381	3,743	\$37.28	\$31.68
BEACH ZONE	\$123,486.13	1,666	1,997	\$73.25	\$61.85
THE FLORIDA WINERY	\$113,557.73	3,463	3,888	\$32.79	\$29.21
MARKET 341 ST	\$109,700.24	6,195	7,159	\$17.71	\$15.32
DOLLAR GENERAL	\$105,821.14	3,276	4,601	\$32.30	\$23.00
INDIAN SHORES TRADING	\$101,478.79	1,722	2,051	\$59.03	\$49.57
STAPLES	\$99,365.76	1,681	2,335	\$59.10	\$42.58
MICHAEL'S STORES	\$98,464.00	2,152	2,677	\$45.76	\$36.78

Hotels and Motels

TOTAL SPEND
\$12,937,973

AVG/TRAVELER
\$516.75

AVG/TXN
\$410.16

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
OPAL SANDS RESORT	\$1,436,515.20	1,818	2,289	\$899.97	\$714.95
SANDPEARL RESORT	\$1,257,522.46	1,348	1,585	\$933.01	\$793.19
BLIMAR BEACH RESORT	\$1,215,051.87	1,706	2,102	\$680.16	\$578.14
RESIDENCE INN	\$738,880.89	1,147	1,354	\$644.31	\$533.73
HAMPTON INN AND SUITES	\$551,353.63	1,270	1,487	\$433.08	\$379.64
HOLIDAY INN	\$550,297.31	1,521	1,745	\$361.70	\$315.30
FENWAY MARRIOTT	\$348,998.06	585	772	\$596.67	\$451.91
SPRINGHILL SUITES	\$332,205.20	918	1,110	\$361.81	\$299.28
PROVIDENT OCEANA BCHT	\$295,927.84	388	420	\$762.01	\$704.03
FUSION RESORT	\$273,831.66	326	420	\$856.21	\$651.46
BEAREFOOT BEACH RESORT	\$259,202.18	457	557	\$567.32	\$465.02
THE HOTEL SOL	\$249,866.45	320	361	\$781.27	\$692.27
ISLAND INN BEACH RESORT	\$211,907.55	270	302	\$786.12	\$702.74
TREASURE ISLAND BEACH RES	\$209,075.14	521	576	\$401.41	\$363.18
BEST WESTERN HOTEL	\$190,579.21	434	535	\$439.08	\$356.52
SHORELINE RESORT	\$182,898.09	196	219	\$930.96	\$833.99
QUALITY INN	\$175,742.15	781	1,046	\$222.30	\$166.08
CAMBRIA SUITES	\$168,958.33	905	1,503	\$186.77	\$112.40
SAFETY HARBOR RESORT AND	\$162,927.57	324	366	\$502.26	\$445.76
COURTYARD INN	\$157,096.57	480	661	\$327.47	\$230.77
COMFORT INN	\$153,924.82	521	635	\$295.52	\$242.37
FENWAY MARRIOTT F AND B	\$141,720.44	1,672	2,161	\$84.75	\$65.58
HILTON HOTEL	\$137,463.54	539	740	\$254.90	\$185.72
SUNCOAST HOTEL	\$133,657.59	164	164	\$812.61	\$812.61
TREASURE ISLAND RESORT WE	\$119,199.90	247	260	\$483.14	\$457.71

Interior Furnishing

TOTAL SPEND
\$11,598,365

AVG/TRAVELER
\$353.02

AVG/TXN
\$140.11

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
THE HOME DEPOT	\$3,937,529.38	15,392	38,452	\$255.81	\$102.40
LOWE'S	\$2,268,707.24	10,088	20,665	\$224.89	\$109.79
TJ MAXX	\$514,301.89	4,053	7,073	\$126.91	\$72.72
FLOOR AND DECOR	\$483,878.68	617	1,005	\$784.50	\$481.40
RTG CUST AR	\$395,939.73	233	270	\$1,699.23	\$1,468.82
HOMEGOODS	\$361,671.42	1,741	2,938	\$207.77	\$123.11
ASHLEY FURNITURE HOMESTOR	\$321,779.72	210	256	\$1,531.06	\$1,257.06
MATRESS FIRM	\$226,842.47	155	169	\$1,460.29	\$1,341.88
MARSHALLS	\$190,123.33	1,841	2,714	\$103.26	\$70.06
AT HOME	\$139,782.24	932	1,230	\$149.97	\$112.90
OLD TIME POTTERY	\$114,003.15	1,183	1,471	\$96.34	\$77.49
WORLD MARKET	\$103,763.24	1,074	1,266	\$96.64	\$81.99
COASTAL MARKET	\$74,212.19	202	320	\$253.80	\$232.04
BED BATH AND BEYOND	\$56,788.16	763	818	\$74.43	\$69.44
KIRKLAND'S	\$51,315.26	589	662	\$87.07	\$77.46
LAFAYETTE AND RUSHFORD HO	\$40,150.62	434	452	\$92.50	\$88.77
AERIELANE.COM	\$11,335.56	160	178	\$70.89	\$63.62
WATERSIDE FURNISHINGS	\$5,383.90	137	146	\$39.28	\$36.82

Gas Stations

TOTAL SPEND
\$9,933,786

AVG/TRAVELER
\$61.09

AVG/TXN
\$31.48

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
WAWA	\$1,960,337.35	39,521	72,302	\$49.83	\$27.24
SHELL	\$1,308,611.39	26,883	40,430	\$48.68	\$32.37
COSTCO	\$972,123.83	12,144	25,229	\$80.05	\$38.53
CIRCLE K	\$966,137.11	21,588	30,214	\$44.75	\$31.98
7-ELEVEN	\$951,407.89	34,484	38,648	\$28.84	\$24.63
SPEEDWAY	\$864,673.18	13,757	21,346	\$48.32	\$31.14
RACETRAC	\$541,741.85	11,582	18,088	\$46.77	\$29.91
CHEVRON	\$493,508.42	10,586	14,938	\$46.62	\$32.99
EXXON	\$300,596.21	7,132	9,229	\$42.15	\$32.57
CITGO	\$297,280.23	7,100	9,238	\$41.87	\$32.16
THORNTONS	\$291,830.72	5,661	9,343	\$51.55	\$31.23
SAM'S CLUB	\$285,756.24	3,934	7,370	\$72.64	\$38.78
SUNOCO	\$116,245.86	2,668	3,098	\$43.57	\$37.53
TEXACO	\$77,173.99	1,882	2,499	\$41.00	\$30.88
MARATHON PETROLEUM	\$54,239.06	1,311	1,549	\$41.36	\$35.03
DODGE STORES	\$49,384.09	739	1,417	\$67.11	\$30.51
BP	\$43,019.27	969	1,230	\$44.84	\$35.27
MURPHY	\$41,126.03	740	1,078	\$55.56	\$40.01
CITY OF GULFPORT	\$33,708.03	219	302	\$153.70	\$111.78
TACCO OIL SS	\$28,026.01	795	964	\$35.25	\$29.07
WALMART	\$21,776.68	383	416	\$119.16	\$52.38
VALERO	\$17,453.98	356	495	\$48.92	\$35.33
BAYSHORE BREEZE MARKET AN	\$16,969.61	347	594	\$48.70	\$28.47
OLDSMAR RALLY	\$12,391.46	352	416	\$34.91	\$29.54
PATRIOT FOOD MART	\$10,379.03	283	297	\$36.64	\$34.95

Other Services

TOTAL SPEND
\$8,884,677

AVG/TRAVELER
\$236.69

AVG/TXN
\$140.63

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
PRECISION GARAGE DOOR	\$839,753.42	694	609	\$1,209.21	\$1,301.30
ONE HOUR HEATING AND AIR	\$586,520.91	306	509	\$1,916.02	\$979.95
COS PSD	\$476,417.97	187	420	\$2,542.29	\$1,133.42
COS FLAG CREW	\$405,298.20	356	891	\$1,137.29	\$454.92
EXTRA SPACE STORAGE	\$373,786.59	251	882	\$691.51	\$197.08
FANTASTIC PHOTO	\$344,698.38	2,796	2,874	\$51.75	\$50.35
AMERICAN ANIMAL HOSPITAL	\$321,117.63	279	516	\$434.58	\$234.60
LIFE STORAGE	\$45,778.85	178	489	\$481.40	\$175.45
OPAL SANDS RESORTS	\$75,677.37	589	726	\$128.40	\$104.17
MCW	\$65,179.42	1,499	2,787	\$43.49	\$23.39
MASSAGE ENVY	\$59,247.21	206	891	\$288.17	\$66.50
USPS	\$56,643.83	1,704	2,138	\$33.24	\$26.49
SALON 131	\$55,789.99	302	544	\$184.95	\$102.58
PARADISE SPA	\$55,153.29	206	238	\$268.26	\$232.15
DOGGY DENTALS	\$45,163.16	224	224	\$201.73	\$201.73
GREAT CLIPS	\$42,027.96	1,213	1,672	\$34.58	\$23.11
BOYANICA DAY SPA	\$42,000.73	146	103	\$287.33	\$229.06
SPORT CLIPS	\$34,883.73	662	955	\$52.66	\$36.53
WALMART	\$32,313.02	334	731	\$96.88	\$44.20
SAFETY HARBOR RESORT AND	\$32,029.06	206	233	\$155.78	\$137.45
LAVENDER NAIL BAR	\$29,899.29	292	388	\$102.25	\$76.99
CLEARWATER INN	\$25,236.65	201	206	\$125.64	\$122.84
VO NAILS AND SPA	\$24,464.43	242	288	\$101.86	\$65.69
CLEARWATER MARI NE AQUARI	\$24,434.69	260	292	\$94.59	\$84.25
OASIS SALON STUDIO AND SP	\$22,976.19	142	311	\$162.22	\$73.95

Vehicles

TOTAL SPEND
\$5,496,651

AVG/TRAVELER
\$395.75

AVG/TXN
\$290.95

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
AUTOZONE	\$206,506.89	2,741	3,372	\$75.33	\$61.24
SUNCOAST CJDR	\$185,588.97	146	183	\$1,269.39	\$1,015.51
CROWN HONDA	\$180,458.51	201	219	\$897.67	\$822.86
DAYTON ANDREWS	\$157,310.85	169	187	\$930.57	\$839.78
TIRES PLUS	\$153,435.27	324	370	\$473.00	\$414.60
CITY OF MADEIRA BEACH CIT	\$136,370.45	334	644	\$408.87	\$211.69
ADVANCE AUTO PARTS	\$105,356.81	1,622	2,015	\$64.96	\$52.29
JOHN S PASS WAVERUNNERS	\$78,750.52	402	411	\$195.87	\$191.52
TIRE KINGDOM	\$78,396.48	201	206	\$389.97	\$381.31
JIFFY LUBE	\$72,945.15	521	553	\$140.05	\$131.95
WEST MARINE	\$66,285.03	461	617	\$143.64	\$107.47
O'REILLY AUTO PARTS	\$57,801.35	548	749	\$105.43	\$77.14
JACK S MARINE SERVICES	\$53,912.25	210	251	\$256.52	\$214.54
HUBBARD S MARINA	\$41,863.90	1,421	1,937	\$29.46	\$21.61
ISLAND MARINE	\$32,950.15	142	164	\$232.64	\$200.33
TAKE	\$28,000.70	247	256	\$113.49	\$109.44

Clothing Stores

TOTAL SPEND
\$5,072,655

AVG/TRAVELER
\$85.13

AVG/TXN
\$65.24

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
SURF STYLE	\$1,353,222.72	15,132	18,684	\$89.43	\$74.83
JOHN S PASS TRADING	\$284,196.34	3,833	4,043	\$74.14	\$70.29
WILD STYLE	\$262,921.00	3,408	3,637	\$77.14	\$72.29
FUN AND SUN SHOP	\$193,846.54	2,906	3,079	\$66.71	\$63.04
SAND AND SKY SHORPE ST	\$153,207.78	9,211	10,681	\$16.63	\$14.31
SKECHERS	\$141,602.52	1,279	1,421	\$110.68	\$99.66
COOL STYLES	\$135,211.51	1,745	1,882	\$77.47	\$71.81
BURLINGTON COAT FACTORY	\$119,009.60	2,024	2,394	\$58.83	\$49.71
OVERHEAD SURF SHOP	\$118,435.71	1,485	1,698	\$79.76	\$71.02
FREAKY TIKI	\$80,996.07	1,677	1,741	\$48.30	\$46.53
PALM PALMS	\$77,547.18	576	603	\$134.71	\$128.58
COOL STYLE	\$73,819.58	758	813	\$97.33	\$90.71
PALM PALMS,JOHN S PASS	\$72,408.67	511	553	\$141.50	\$130.98
'S O CLOCK SOMEWHERE	\$69,517.59	672	685	\$103.51	\$101.44
RACK ROOM SHOES	\$69,463.41	685	749	\$101.36	\$92.71
PIRATES COVE SHELL HOUSE	\$48,945.89	1,302	1,412	\$37.59	\$46.84
SPONGE DIVER SUPPLY	\$47,835.09	1,567	1,640	\$43.16	\$41.24
BO TIKI	\$46,795.42	484	507	\$137.90	\$131.69
FANTASIA'S	\$46,020.91	909	946	\$72.63	\$69.82
CELEBRITY STYLES	\$41,989.12	969	1,019	\$64.00	\$60.84
TALBOTS	\$39,252.83	466	557	\$127.15	\$106.30
DSW	\$34,404.13	608	690	\$89.52	\$78.86
CHROS FAS	\$31,709.74	247	297	\$209.59	\$174.12
THE ZONE	\$49,860.95	1,060	1,115	\$47.04	\$44.73
GIFTS BY THE SHORE S BCH	\$43,966.32	589	662	\$74.65	\$66.41

Fast Food

TOTAL SPEND
\$4,968,531

AVG/TRAVELER
\$36.08

AVG/TXN
\$18.55

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
MCDONALD'S	\$520,303.03	24,160	40,923	\$21.54	\$12.71
CHICK-FIL-A	\$440,895.14	15,347	22,113	\$28.73	\$19.94
STARBUCKS	\$412,553.38	18,353	28,944	\$22.48	\$14.25
PANERA BREAD	\$208,410.32	7,093	10,997	\$29.37	\$18.95
WENDY'S	\$191,500.23	9,055	13,844	\$21.15	\$13.74
DUNKIN DONUTS	\$179,004.83	10,645	17,595	\$16.82	\$10.17
TACO BUS	\$137,743.71	5,559	4,884	\$38.70	\$28.26
CHPOTLE MEXICAN GRILL	\$137,218.61	4,235	6,648	\$32.40	\$20.64
CUBAN PARADISE	\$123,907.92	2,604	3,673	\$47.60	\$33.75
RAISING CANE'S	\$115,575.79	3,805	5,140	\$29.90	\$22.49
SCREWIE LOUIE'S	\$104,980.34	1,398	1,704	\$75.09	\$61.60
TACO BELL	\$95,312.72	4,254	6,182	\$22.41	\$15.42
UMAI SUSHI	\$94,986.10	950	1,645	\$99.95	\$57.75
BURGER KING	\$93,867.50	5,109	7,137	\$18.05	\$13.15
LITTLE CAESAR'S	\$93,683.61	2,271	4,857	\$41.26	\$19.29
TROPICAL ICE CREAM AND CO.	\$91,894.66	3,468	4,372	\$26.50	\$21.01
KIWINS	\$86,005.37	3,401	3,804	\$24.64	\$22.15
SUBWAY	\$83,964.64	3,454	4,701	\$24.31	\$17.86
KOHR FAMILY FROZEN CUSTAR	\$82,076.15	3,728	3,993	\$22.02	\$20.55
FIVE GUYS	\$67,118.30	1,873	2,216	\$35.83	\$30.29
POLLO TROPICAL	\$58,949.87	2,111	2,623	\$27.93	\$22.48
RED RIBBON BAKESHOP	\$58,677.29	1,042	1,330	\$56.33	\$44.13
DAIRY QUEEN	\$56,266.53	2,979	4,254	\$18.89	\$13.23
ICE AND CREAM CREAMERY	\$55,807.09	3,162	3,714	\$17.65	\$15.07
PETE S SUSHI AND POKE	\$54,059.73	626	749	\$86.37	\$72.15

Health Care

TOTAL SPEND
\$4,966,712

AVG/TRAVELER
\$231.69

AVG/TXN
\$164.93

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
LIFEWORKS WELLNESS CENTER	\$1,389,158.57	247	859	\$5,630.54	\$1,617.28
AFC URGENT CARE	\$813,341.76	12,135	14,104	\$67.03	\$57.67
ORTHODONTIC SPECIALIST	\$84,981.49	201	407	\$422.73	\$208.99
COSTCO	\$72,410.37	265	274	\$273.25	\$264.14
1 HEALTHCARE SOLUTIONS	\$65,236.62	667	927	\$97.80	\$70.34
PALM BAY MEDICAL ALLIANCE	\$59,797.21	338	361	\$176.86	\$165.67
PALM BAY MEDICAL ALLIA	\$56,649.27	324	379	\$174.63	\$149.39
JACKSONVILLE MEDICAL ALLI	\$22,667.84	137	142	\$165.38	\$160.04
UROLOGY SPECIALISTS CB	\$14,497.44	201	219	\$72.12	\$66.11
MINUTECLINIC	\$9,541.01	192	210	\$49.72	\$45.40
MORTON PLANT CAFETERIA	\$9,244.76	416	1,334	\$22.24	\$6.93
ST LUKE S CATARACT AND LA	\$9,238.23	160	192	\$57.77	\$48.14

Discount Stores

TOTAL SPEND
\$4,589,342

AVG/TRAVELER
\$107.79

AVG/TXN
\$60.61

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
WALMART	\$1,480,093.87	12,775	25,499	\$115.86	\$58.05
T.J.MAXX	\$810,644.03	9,627	12,857	\$84.21	\$63.05
HOMEGOODS	\$487,499.64	3,861	5,213	\$126.27	\$93.51
TARGET	\$469,569.34	4,811	6,716	\$97.60	\$69.92
ROSS DRESS FOR LESS	\$382,783.84	5,665	7,356	\$67.57	\$52.04
MARSHALLS	\$267,500.00	3,970	4,683	\$67.37	\$57.12
BEALL'S	\$264,848.42	4,345	5,368	\$60.95	\$49.33
BIG LOTS	\$202,543.18	2,184	3,111	\$92.74	\$65.10
688 DISCOUNT LIQUORS IN	\$168,048.80	2,033	2,595	\$82.65	\$64.76
DOLLAR GENERAL	\$38,003.07	1,197	1,974	\$31.75	\$19.25
DOLLAR PLUS AND PARTY	\$5,206.81	178	210	\$29.22	\$24.77

Drug Stores

TOTAL SPEND
\$3,864,340

AVG/TRAVELER
\$55.07

AVG/TXN
\$32.64

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
WALGREENS	\$1,811,126.44	37,017	59,423	\$48.93	\$30.48
CVS PHARMACY	\$1,697,013.87	36,642	56,631	\$46.31	\$29.97
SHEILDS PHARMACY	\$225,448.00	192	397	\$1,174.87	\$567.18
COSTCO	\$39,034.17	535	946	\$73.02	\$41.27
UNITY EXPRESS PHARMACY	\$33,371.44	270	338	\$123.80	\$98.70

Professional Services

TOTAL SPEND
\$2,957,203

AVG/TRAVELER
\$513.69

AVG/TXN
\$338.88

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
A AND M SUPPLY	\$719,453.93	196	612	\$3,662.07	\$1,175.14
THE UPS STORE	\$173,038.64	2,426	3,134	\$71.32	\$55.21
WINN-DIXIE	\$57,390.70	384	973	\$149.54	\$58.97
TROPICAL INN AND SUITES	\$52,843.73	224	247	\$236.04	\$214.19
QUICK PACK AND SHIP	\$32,856.03	608	955	\$54.07	\$34.41
FLORIDA PARKING COMPAN	\$16,293.51	589	603	\$27.65	\$27.02

Auto Rental

TOTAL SPEND
\$2,634,576

AVG/TRAVELER
\$275.77

AVG/TXN
\$258.23

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
ALAMO RENT-A-CAR	\$1,201,539.84	5,423	5,807	\$221.55	\$206.91
AVIS RENT A CAR	\$913,291.74	2,974	3,061	\$307.06	\$298.35
ENTERPRISE RENT-A-CAR	\$200,432.59	557	594	\$359.58	\$337.46
U-HAUL	\$139,342.40	288	334	\$484.10	\$417.78
HERTZ	\$38,819.94	146	146	\$265.52	\$265.52

Recreation

TOTAL SPEND
\$2,090,192

AVG/TRAVELER
\$94.89

AVG/TXN
\$62.13

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
HUBBARD S MARINA	\$221,255.94	1,014	1,320	\$218.14	\$167.57
BARDMOOR GOLF AND TENNIS	\$134,241.73	1,069	1,521	\$97.50	\$68.52
CONGO RIVER GOLF	\$98,347.86	1,613	1,814	\$60.98	\$54.22
SEMPVOLE LAKE COUNTRY CLUB	\$68,870.95	661	1,160	\$133.23	\$176.56
CLEARWATER MARINE AQUARIUM	\$46,957.80	822	955	\$61.42	\$70.12
ODYSSEY CRUISERS	\$53,083.09	694	726	\$76.44	\$73.07
TARPON SPRINGS GOLF COURSE	\$48,799.28	544	1,224	\$89.76	\$39.85
AMC	\$43,817.17	1,316	1,878	\$33.30	\$23.33
REGAL ENTERTAINMENT	\$43,086.93	1,407	1,933	\$30.62	\$22.29
SPLASH HARBOR	\$41,915.90	535	649	\$78.45	\$64.64
BEACH FUN AND GAMES	\$40,191.92	850	1,092	\$47.30	\$36.81
SKYZONE	\$40,156.51	388	653	\$103.40	\$61.46
SPONGEBOB'S CRUISE LINE	\$34,683.52	452	475	\$76.68	\$12.06
DOUBLE EAGLE DEEP SEA FIS	\$33,046.55	206	247	\$160.73	\$133.94
PHILLIES ADMIN	\$29,915.60	489	576	\$61.19	\$51.97
SEMINOLE LANES	\$29,668.70	451	786	\$64.94	\$27.73
CLEARWATER ICE ARENA	\$28,772.15	452	955	\$63.61	\$30.11
EAST BAY COUNTRY CLUB	\$23,501.84	311	445	\$75.65	\$53.03
ASTRO SKATE II	\$23,320.68	768	1,579	\$30.38	\$14.79
RELOAD GUN RANGE	\$22,216.71	183	256	\$121.57	\$86.83
MAINLANDS GOLF CLUB	\$21,204.02	238	429	\$89.25	\$49.37
GAMESTOP	\$20,458.11	306	361	\$66.83	\$56.68
GREEN HOUANA RENTALS	\$19,819.67	187	206	\$105.80	\$96.40
FLORIDA ORANGE GROVES AND	\$17,403.42	146	178	\$119.04	\$97.67
CITY OF CLEARWATER	\$17,387.96	366	1,023	\$47.52	\$16.97

Drinking Places

TOTAL SPEND
\$1,744,097

AVG/TRAVELER
\$70.88

AVG/TXN
\$49.81

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
VP LOUNGE AND MEXICAN RE	\$250,216.19	3,326	4,605	\$75.23	\$54.33
ROAD PUB	\$137,956.66	2,947	3,628	\$46.81	\$38.03
BAMBOO BEACH BAR AND GRILL	\$115,005.46	1,805	2,248	\$63.73	\$51.16
OCC ROAD HOUSE AND MUSEUM	\$68,668.34	1,252	1,525	\$70.84	\$57.77
BUFFALO WILD WINGS	\$68,066.97	1,364	1,745	\$63.20	\$50.88
GULF COAST HOLDINGS	\$79,777.37	324	525	\$245.93	\$149.24
O'KEEFE'S TAVERN AND GRILL	\$67,150.83	726	982	\$92.44	\$68.36
OCC ROAD HOUSE	\$66,917.36	891	1,106	\$75.11	\$60.52
BAMBOO BEACH BAR	\$62,995.00	927	1,234	\$67.92	\$51.07
SALT ROCK TAVERN	\$56,095.29	544	653	\$103.17	\$85.86
PIRATES PUB AND GRUB	\$54,777.33	781	886	\$70.11	\$61.86
FLANAGAN'S IRISH PUB	\$47,758.54	740	1,001	\$64.53	\$47.73
ARKANE ALEWORKS	\$37,138.05	461	544	\$80.48	\$68.31
FINLEY'S IRISH PUB	\$33,091.00	425	662	\$77.88	\$49.05
DJ'S CLAM SHACK	\$32,703.52	416	539	\$78.66	\$60.66
WONDER SOCIAL	\$23,202.90	320	388	\$72.59	\$59.75
CADDY'S	\$22,118.85	411	443	\$53.79	\$49.01
CALEDONIA BREWING	\$21,912.88	548	708	\$39.97	\$30.94
SANDBAR GRILL	\$21,428.95	329	443	\$65.14	\$48.35
CUENI BREWING	\$20,595.82	685	809	\$30.05	\$25.41
ANCLOTE BREW	\$19,893.45	512	567	\$38.88	\$35.11
THE BREAKROOM BAR AND GRILL	\$19,081.69	320	388	\$59.60	\$49.08
TARPON SPRINGS	\$18,485.37	196	234	\$94.09	\$82.57
BREWERS	\$18,302.57	343	457	\$53.41	\$40.06
TREASURE ISLAND FUN CENTE	\$18,275.43	247	416	\$52.63	\$43.96

Sporting Goods and Toys

TOTAL SPEND
\$1,609,745

AVG/TRAVELER
\$187.21

AVG/TXN
\$144.69

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
MARINEMAX	\$365,467.60	137	498	\$2,666.37	\$733.86
DICK'S SPORTING GOODS	\$223,282.59	1,732	1,946	\$128.95	\$114.72
GOLF GALAXY	\$103,817.15	521	612	\$199.32	\$169.57
ACADEMY SPORTS AND OUTDOO	\$95,492.83	777	877	\$122.95	\$108.86
HOBBY LOBBY	\$71,231.60	1,129	1,343	\$63.12	\$53.03
DOGFISH TACKLE	\$58,874.26	196	242	\$299.67	\$243.13
ISLAND SHOP	\$57,932.43	909	1,055	\$63.72	\$54.89
SHOOT STRAIGHT	\$42,379.99	256	393	\$165.64	\$107.86
WET LINES	\$30,770.30	219	270	\$140.31	\$114.15
T AND D GOLF	\$15,279.72	206	265	\$74.32	\$57.66
LS KAFE RACER	\$13,861.14	160	183	\$86.68	\$75.85
NEKTON SURF SHOP	\$11,961.54	174	178	\$68.90	\$67.13
COOL STYLES	\$11,906.35	160	169	\$74.46	\$70.43
CLEARWATER BAIT AND TACKL	\$9,362.14	210	306	\$44.55	\$30.58
ANGLER 360	\$8,982.60	142	224	\$63.42	\$40.12

Other Transportation

TOTAL SPEND
\$1,525,960

AVG/TRAVELER
\$16.74

AVG/TXN
\$12.51

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
FLORIDA PARKING COMPAN	\$423,796.88	14,113	15,347	\$30.03	\$27.01
CITY OF CLEARWATER	\$381,699.79	36,258	49,723	\$10.53	\$7.68
FL PARKING IS FL	\$154,262.50	4,875	5,378	\$31.64	\$28.09
RPS ST PETERSBURG CLEA	\$129,046.74	2,198	2,641	\$54.63	\$45.46
MADEIRA BEACH MARINA	\$105,366.22	10,851	13,400	\$9.71	\$7.86
CALADESI HONEYMOON FERRY	\$54,489.20	1,078	1,097	\$50.53	\$49.69
MADEIRA BEACH GARAGE	\$39,983.45	4,167	5,081	\$9.60	\$7.87
CLEARWATER INN	\$37,268.95	3,079	3,134	\$12.10	\$11.89
CITY OF CLWR OCC LISC	\$35,459.77	3,139	4,167	\$11.30	\$8.51
TREASURE ISLAND CITY	\$24,066.05	2,476	3,262	\$9.72	\$7.38
CALE AMERICA	\$18,909.77	4,468	5,707	\$4.23	\$3.31
MADEIRA BEACH	\$15,001.16	1,485	1,837	\$10.10	\$8.17
RIVERSIDE VENUE	\$13,465.15	1,142	1,160	\$11.79	\$11.60
WFR FRED HOWARD PARK	\$11,450.93	1,965	2,284	\$5.83	\$5.01
INDIAN ROCKS BEACH	\$10,873.88	1,206	1,521	\$9.02	\$7.15
CALADESI ISLAND STATE PAR	\$10,138.30	196	206	\$51.60	\$49.31
HOWARD PARK	\$9,594.83	1,636	1,905	\$5.87	\$5.04
INDIAN ROCKS BEACH LIBRAR	\$9,126.29	1,110	1,389	\$8.22	\$6.57
HILTON HOTEL	\$7,360.77	169	169	\$42.36	\$42.36
TOWN OF REDINGTON SHORES	\$6,773.33	749	1,092	\$9.04	\$6.20
CLEARWATER MARI NE AQUARI	\$5,311.30	356	356	\$14.90	\$14.00
PHILLIES FLORIDA	\$2,444.34	393	480	\$6.22	\$5.10

Department Stores

TOTAL SPEND
\$1,257,192

AVG/TRAVELER
\$135.88

AVG/TXN
\$103.14

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
DILLARD'S	\$367,720.55	2,097	2,782	\$175.35	\$132.16
BEALL'S	\$344,969.00	3,710	4,532	\$92.99	\$76.11
NORDSTROMRACK	\$221,532.81	1,540	1,828	\$143.88	\$121.22
J.C.PENNEY	\$114,270.97	1,229	1,435	\$92.98	\$79.65
MACY'S	\$99,867.42	215	306	\$465.07	\$326.24
KOHL'S	\$87,283.96	1,060	1,256	\$82.35	\$69.47

Electric Appliance

TOTAL SPEND
\$1,013,396

AVG/TRAVELER
\$260.03

AVG/TXN
\$188.13

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
BEST BUY	\$404,541.56	1,316	1,517	\$307.44	\$266.70
ENVIRONMENTAL QUALITY AS	\$107,834.27	169	174	\$637.89	\$621.11
VERITAS INSTRUMENT RENTAL	\$44,170.44	685	1,087	\$64.45	\$40.62
GUITAR CENTER	\$27,684.40	146	174	\$189.36	\$159.46
7-ELEVEN	\$21,170.21	667	1,197	\$31.74	\$17.69

Hardware Stores

TOTAL SPEND
\$766,015

AVG/TRAVELER
\$97.99

AVG/TXN
\$57.22

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
ACE HARDWARE	\$291,788.64	4,094	7,507	\$71.28	\$38.87
HARBOR FREIGHT TOOLS	\$156,801.05	1,928	2,755	\$81.33	\$56.91
SHERWIN WILLIAMS	\$75,388.48	388	562	\$194.12	\$134.15
HAMMERHEAD HARDWARE	\$56,171.27	685	932	\$81.96	\$60.27
LANDMARK NURSERY	\$23,730.65	164	228	\$144.28	\$103.88
PINELLAS CENTRAL ACE	\$8,529.19	178	224	\$47.87	\$38.10

Mail Orders

TOTAL SPEND
\$484,044

AVG/TRAVELER
\$1,341.07

AVG/TXN
\$1,038.67

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
MAD PUB	\$5,746.21	146	183	\$39.30	\$31.44

Utilities

TOTAL SPEND
\$407,783

AVG/TRAVELER
\$198.78

AVG/TXN
\$104.15

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
AMPLEX	\$136,688.67	270	1,832	\$507.08	\$74.61
T-MOBILE	\$57,091.35	315	347	\$181.10	\$164.42
CELLULAR SALES	\$25,641.85	151	155	\$170.07	\$165.07
AMERIGAS PROPANE	\$9,028.79	338	416	\$26.70	\$21.72
AMERIGAS PROPANE LP	\$8,835.12	311	338	\$28.44	\$26.13

Repair Shops

TOTAL SPEND
\$235,025

AVG/TRAVELER
\$724.52

AVG/TXN
\$605.19

There are insufficient transactions for each merchant in this category for results to be reported.

Education

TOTAL SPEND
\$201,573

AVG/TRAVELER
\$294.13

AVG/TXN
\$160.43

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
CRABBY BILLS	\$13,801.65	142	174	\$97.45	\$79.49

Others

TOTAL SPEND

\$34,531

AVG/TRAVELER

\$33.44

AVG/TXN

\$28.41

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
KOHR FAMILY FROZEN CUSTAR	\$7,722.19	347	379	\$22.24	\$20.36

Quasi Cash

TOTAL SPEND

\$30,764

AVG/TRAVELER

\$181.99

AVG/TXN

\$160.32

There are insufficient transactions for each merchant in this category for results to be reported.

Caterers

TOTAL SPEND

\$15,674

AVG/TRAVELER

\$35.74

AVG/TXN

\$7.92

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
TRINITY SERVICES GROUP	\$10,474.65	338	1,864	\$30.98	\$5.62

Airlines

TOTAL SPEND
\$9,620

AVG/TRAVELER
\$61.93

AVG/TXN
\$58.49

Merchant Name	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
INDIGO	\$9,620.19	155	164	\$61.93	\$58.49

TOTAL SPEND

AVG/TRAVELER

AVG/TXN

TOTAL SPEND

AVG/TRAVELER

AVG/TXN

How to Interpret the Charts

In addition to a summary table for each segment detailing the spends across different merchant category codes for each segment, comparison charts are drawn between the segment travelers and all travelers to your destination. The charts focus on 2 key metrics:

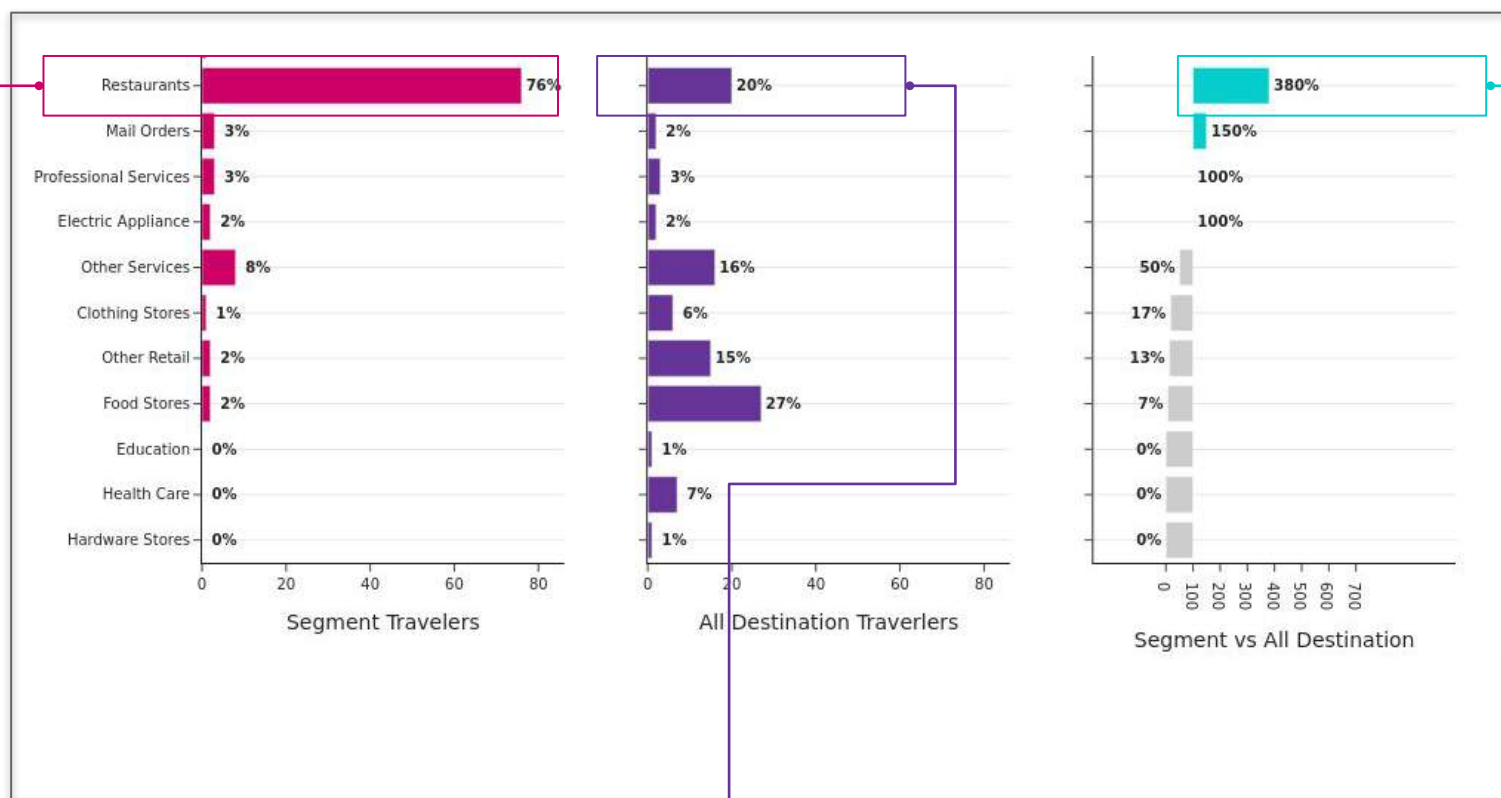
- % of Total Spend in the Category
- Average Spend per Transaction

The charts below illustrate how we can interpret the results for travelers from New York to the destination.

% of Total Spend in the Category:

The proportion of total spend contributed by travelers for the targeted category.

New York



The **average traveler from New York** to the destination spends **76%** of their travel expenses on **Restaurants**.

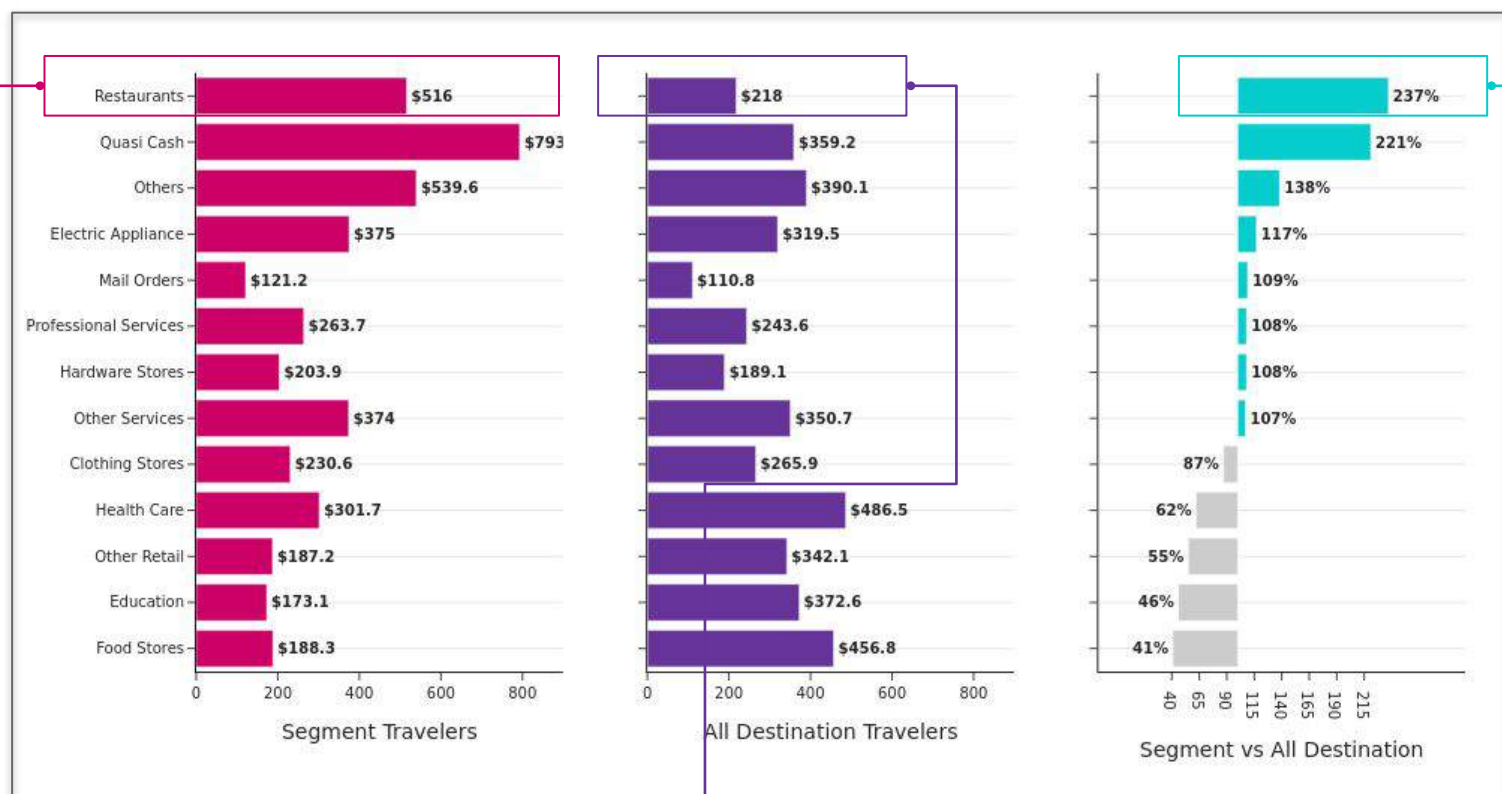
The **average traveler from any state** to the destination spends **20%** of their travel expenses on **Restaurants**.

The **average traveler from New York** spends a greater share of expenditure (**280% more**) on **Restaurants** than what the **average traveler from any state** would.

$$(76/20 \times 100) - 100 = 380 - 100 = 280\%$$

Average Spend per Transaction:

The average spend per transaction within the targeted category.

New York

The **average traveler from New York** to the destination spends **\$516** on **Restaurants**.

The **average traveler from any state** to the destination spend **\$218** on **Restaurants**

The **average traveler from New York** spends **137% more** on **Restaurants** than the **average traveler from any state**.

$$(516/218*100) - 100 = 237 - 100 = 137\%$$

Spend by Segments - Campaign

Campaign

Overview

Campaign	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
Expedia/VRBO/Hotels.com	\$20,206,852.41	81,234	304,048	\$248.75	\$66.46
Padsquad	\$12,635,007.31	51,194	202,675	\$246.81	\$62.34
Google Adwords	\$4,683,348.95	18,317	70,269	\$255.69	\$66.65
Nativo	\$88,164,784.92	356,494	1,343,847	\$247.31	\$65.61
Atlas	\$5,553,178.02	22,579	85,927	\$245.94	\$64.63
Adgenuity/Basis/Arts Co-Op	\$122,474,378.28	487,374	1,880,400	\$251.29	\$65.13
Sojern/DNU	\$45,762,973.25	179,104	711,019	\$255.51	\$64.36
TripAdvisor	\$726,435.74	2,700	10,536	\$269.03	\$68.95
Undertone	\$8,716,957.71	35,788	133,274	\$243.57	\$65.41

Campaigns in this breakdown are defined by pixel groups from your Impact account.

Expedia/VRBO/Hotels.com : DTV2_Consortium

Padsquad : DTV2_Consortium

Google Adwords : 1131

Nativo : DTV2_Consortium

Atlas : DTV2_Consortium

Adgenuity/Basis/Arts Co-Op : DTV2_Consortium

Sojern/DNU : DTV2_Consortium

TripAdvisor : DTV2_Consortium

Undertone : DTV2_Consortium

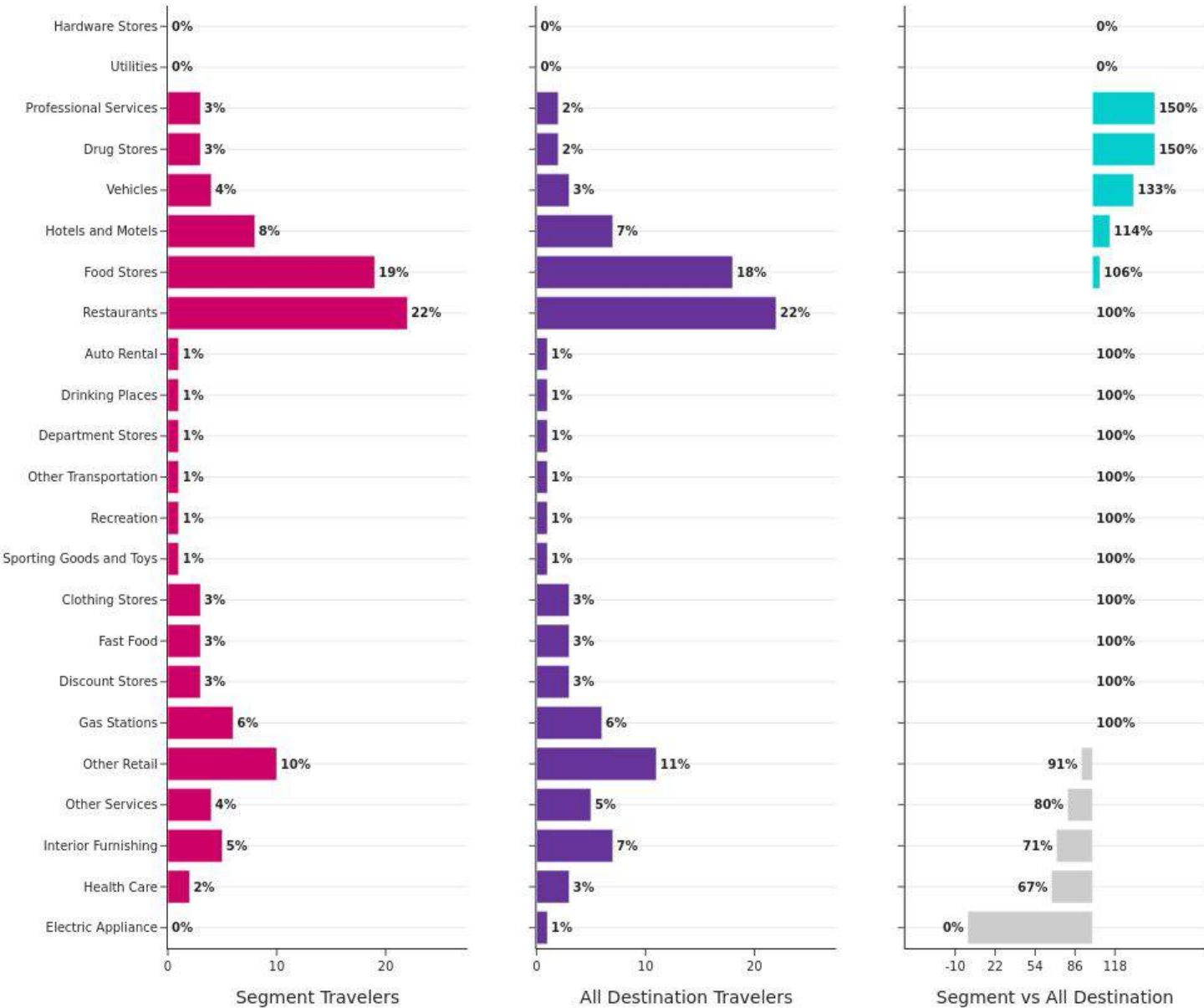
Campaign

Expedia/VRBO/Hotels.com

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$4,426,680.94	32,083	61,236	\$137.98	\$72.29
2	Food Stores	\$3,690,301.86	24,256	67,199	\$152.14	\$54.92
3	Other Retail	\$2,036,093.71	15,415	29,282	\$132.08	\$69.53
4	Hotels and Motels	\$1,628,426.63	3,153	3,833	\$516.55	\$424.81
5	Gas Stations	\$1,118,783.84	18,746	34,225	\$59.68	\$32.69
6	Interior Furnishing	\$919,952.08	3,733	8,672	\$246.45	\$106.09
7	Other Services	\$761,855.99	4,167	6,977	\$182.84	\$109.20
8	Vehicles	\$699,676.07	1,649	2,549	\$424.21	\$274.44
9	Clothing Stores	\$578,368.92	6,629	8,859	\$87.24	\$65.29
10	Professional Services	\$550,097.01	635	1,051	\$866.20	\$523.48
11	Fast Food	\$536,054.77	15,836	28,889	\$33.85	\$18.56
12	Discount Stores	\$519,159.91	4,834	8,219	\$107.40	\$63.16
13	Drug Stores	\$516,606.65	7,776	12,811	\$66.43	\$40.32
14	Health Care	\$471,686.18	2,271	3,043	\$207.73	\$155.01
15	Auto Rental	\$242,372.84	1,010	1,119	\$240.04	\$216.53
16	Recreation	\$208,936.56	2,380	3,513	\$87.77	\$59.47
17	Drinking Places	\$176,689.66	2,778	3,815	\$63.61	\$46.31
18	Other Transportation	\$174,592.28	10,239	13,565	\$17.05	\$12.87
19	Department Stores	\$131,343.65	1,037	1,320	\$126.64	\$99.47
20	Sporting Goods and Toys	\$126,608.53	937	1,101	\$135.18	\$114.98
21	Electric Appliance	\$93,674.51	370	484	\$253.12	\$193.42
22	Hardware Stores	\$63,044.62	809	1,316	\$77.96	\$47.91
23	Utilities	\$34,988.13	187	366	\$186.78	\$95.72
24	Others	\$4,096.67	142	164	\$28.92	\$24.91

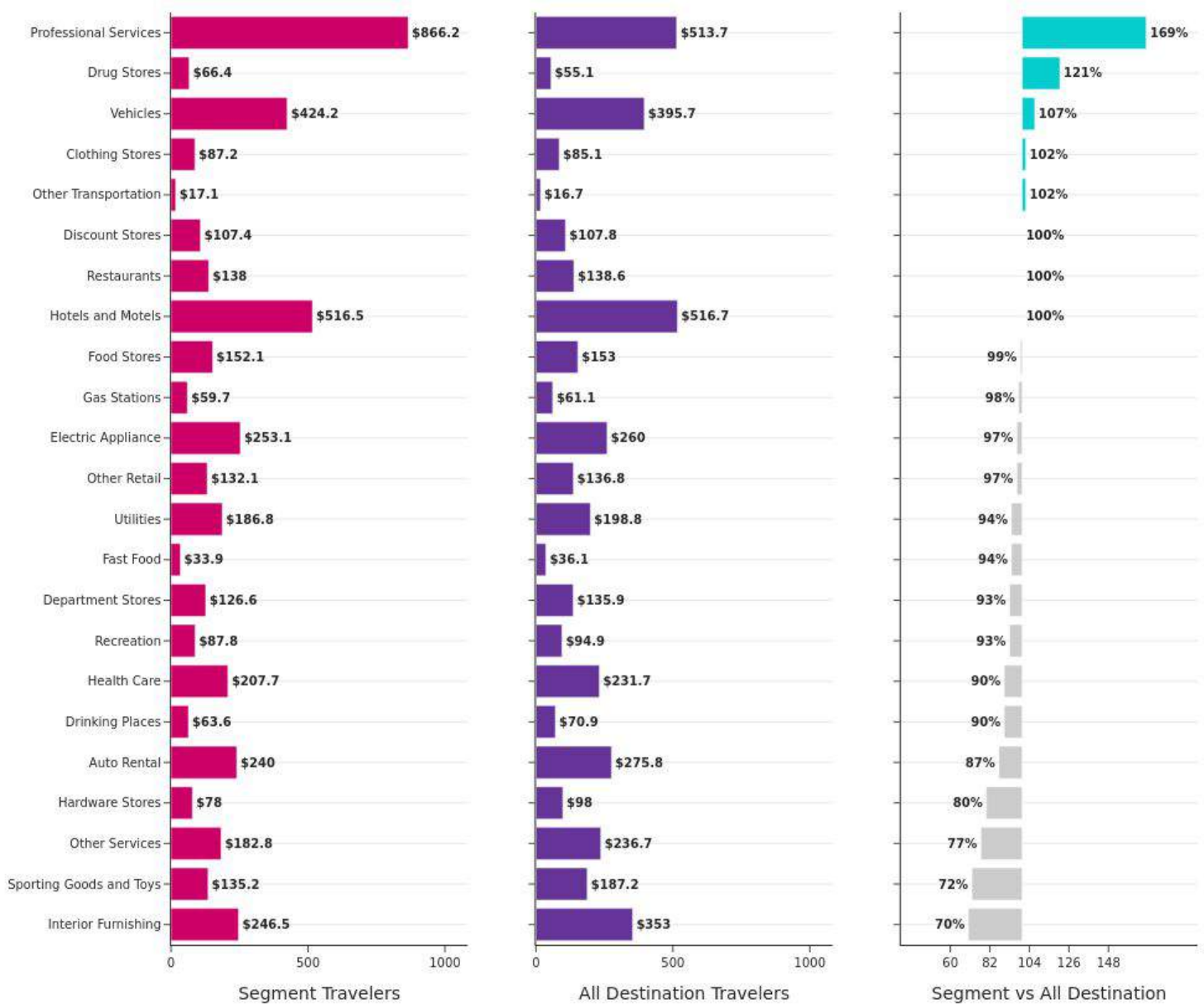
Campaign

Expedia/VRBO/Hotels.com - Share of Spend by Category



Campaign

Expedia/VRBO/Hotels.com - Average Spend Per Traveler



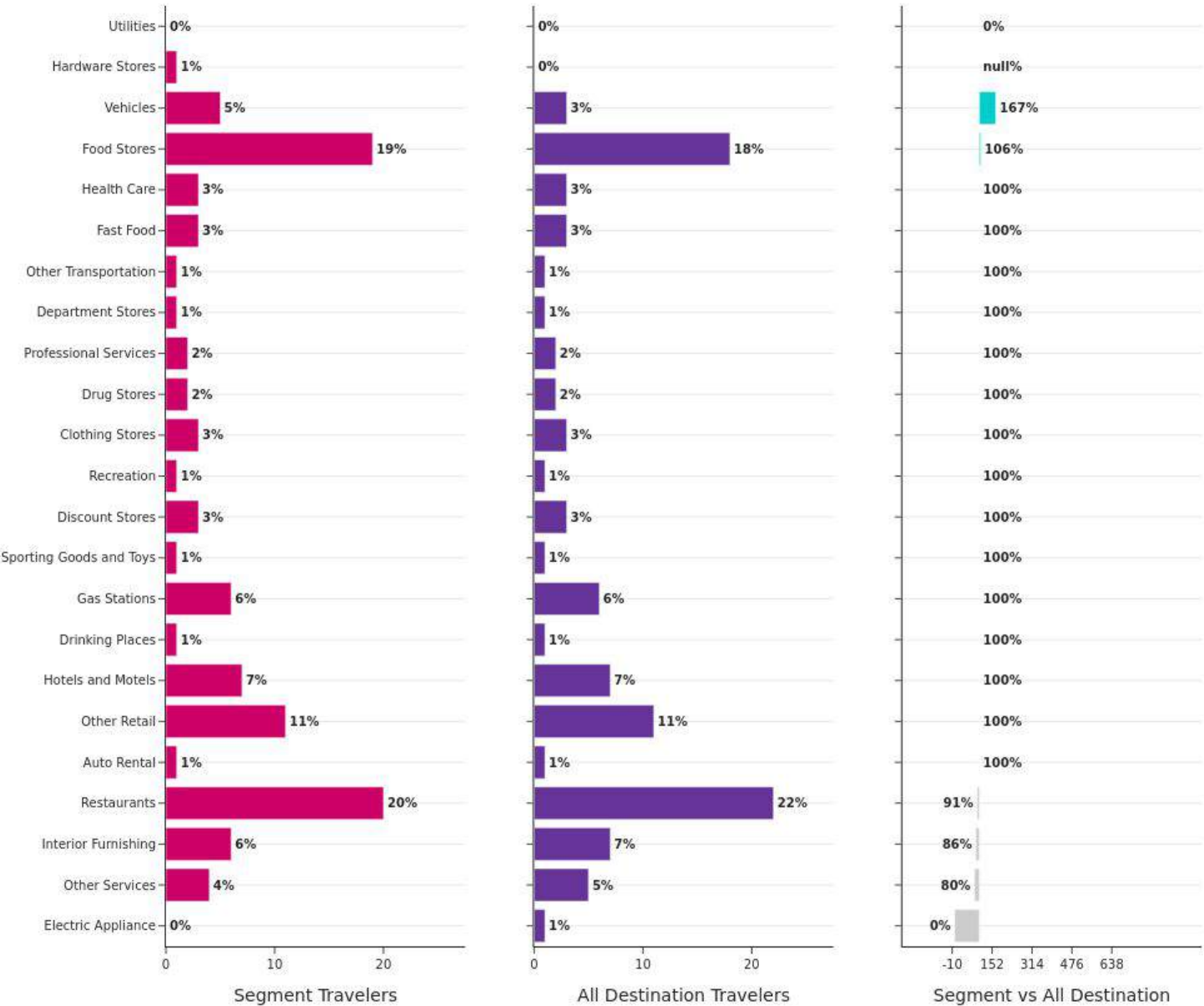
Campaign

Padsquad

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$2,579,379.20	19,916	38,653	\$129.52	\$66.73
2	Food Stores	\$2,354,680.58	14,671	43,948	\$160.50	\$53.58
3	Other Retail	\$1,350,291.84	9,887	19,527	\$136.57	\$69.15
4	Hotels and Motels	\$891,338.56	1,873	2,307	\$475.83	\$386.32
5	Gas Stations	\$799,790.16	12,254	25,097	\$65.27	\$31.87
6	Interior Furnishing	\$779,602.07	2,636	6,415	\$295.73	\$121.53
7	Vehicles	\$568,641.96	1,101	1,531	\$516.43	\$371.52
8	Other Services	\$526,349.64	2,613	4,948	\$201.41	\$106.37
9	Health Care	\$381,305.40	1,375	2,115	\$277.27	\$180.25
10	Fast Food	\$364,838.14	10,024	21,423	\$36.40	\$17.03
11	Discount Stores	\$333,605.34	3,194	5,876	\$104.46	\$56.78
12	Clothing Stores	\$328,448.06	3,847	4,852	\$85.38	\$67.69
13	Drug Stores	\$242,738.62	4,752	8,306	\$51.09	\$29.22
14	Professional Services	\$217,847.94	420	685	\$518.27	\$317.87
15	Auto Rental	\$169,419.37	539	580	\$314.25	\$291.98
16	Sporting Goods and Toys	\$137,709.21	603	772	\$228.34	\$178.35
17	Recreation	\$122,967.38	1,636	2,499	\$75.18	\$49.20
18	Drinking Places	\$106,814.78	1,677	2,252	\$63.70	\$47.42
19	Other Transportation	\$105,836.49	6,127	7,950	\$17.27	\$13.31
20	Department Stores	\$88,370.25	612	758	\$144.34	\$116.52
21	Hardware Stores	\$73,317.06	640	1,129	\$114.62	\$64.97
22	Electric Appliance	\$57,461.61	279	457	\$206.18	\$125.77
23	Utilities	\$23,770.62	142	288	\$167.83	\$82.58

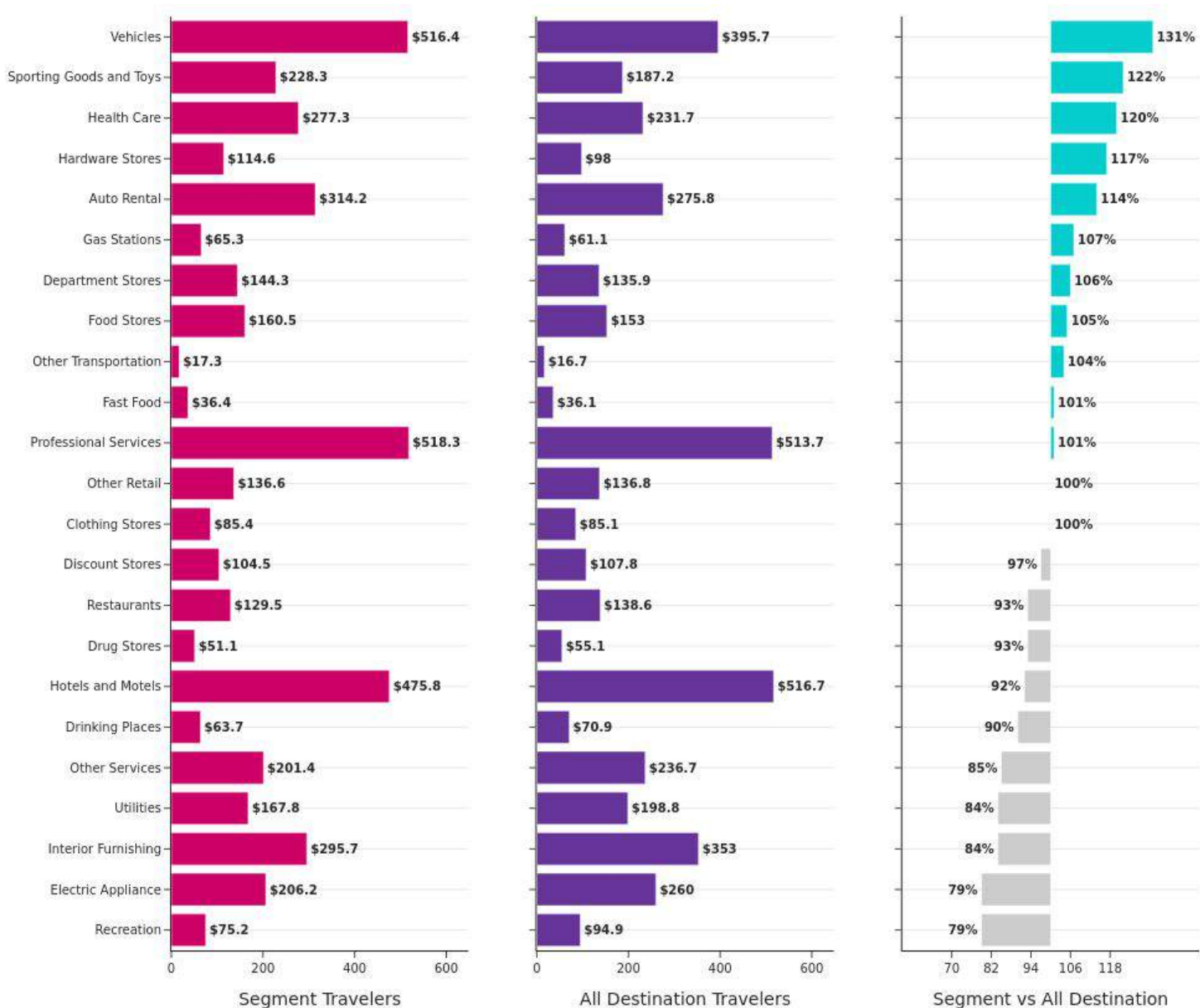
Campaign

Podsquad - Share of Spend by Category



Campaign

Padsquad - Average Spend Per Traveler



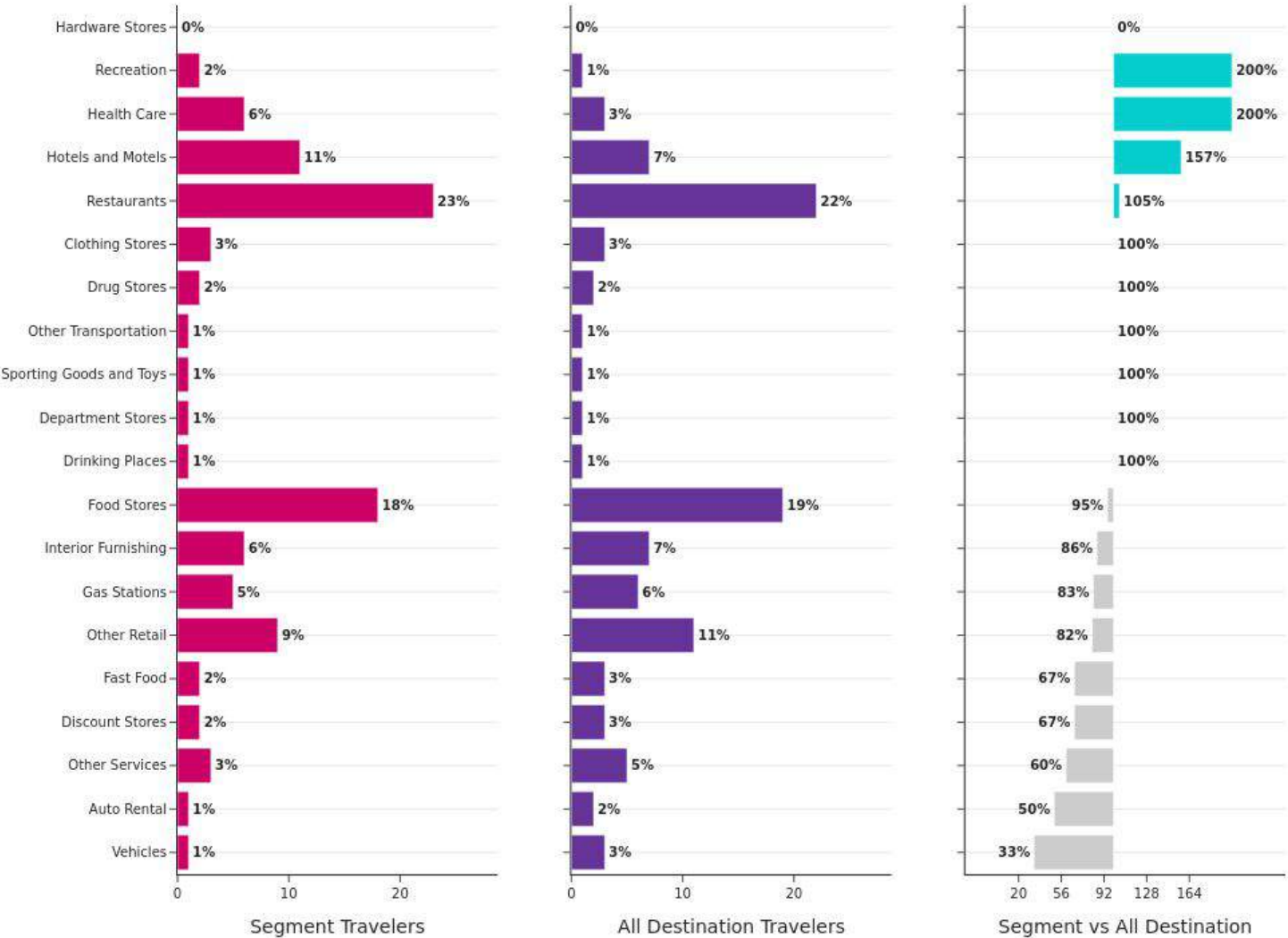
Campaign

Google Adwords

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,089,061.91	7,731	14,968	\$140.88	\$72.76
2	Food Stores	\$838,560.99	5,908	14,374	\$141.95	\$58.34
3	Hotels and Motels	\$501,672.56	914	1,065	\$549.01	\$471.26
4	Other Retail	\$431,851.78	3,737	7,114	\$115.55	\$60.71
5	Interior Furnishing	\$268,658.11	836	1,686	\$321.32	\$159.36
6	Health Care	\$256,335.26	370	608	\$692.65	\$421.84
7	Gas Stations	\$255,072.20	4,382	7,868	\$58.22	\$32.42
8	Other Services	\$152,917.34	982	1,508	\$155.67	\$101.42
9	Clothing Stores	\$150,614.45	1,864	2,444	\$80.80	\$61.62
10	Discount Stores	\$114,515.50	1,202	1,860	\$95.30	\$61.58
11	Fast Food	\$114,088.17	3,372	6,077	\$33.84	\$18.78
12	Recreation	\$88,786.02	681	918	\$130.42	\$96.68
13	Drug Stores	\$83,887.61	1,709	2,750	\$49.09	\$30.50
14	Auto Rental	\$63,595.71	274	283	\$231.99	\$224.51
15	Vehicles	\$56,456.87	329	420	\$171.62	\$134.31
16	Other Transportation	\$56,360.79	2,764	4,212	\$20.39	\$13.38
17	Sporting Goods and Toys	\$47,082.40	201	260	\$234.21	\$180.79
18	Drinking Places	\$36,413.93	631	822	\$57.75	\$44.28
19	Department Stores	\$29,197.70	256	338	\$114.12	\$86.36
20	Hardware Stores	\$9,131.41	164	210	\$55.52	\$43.45

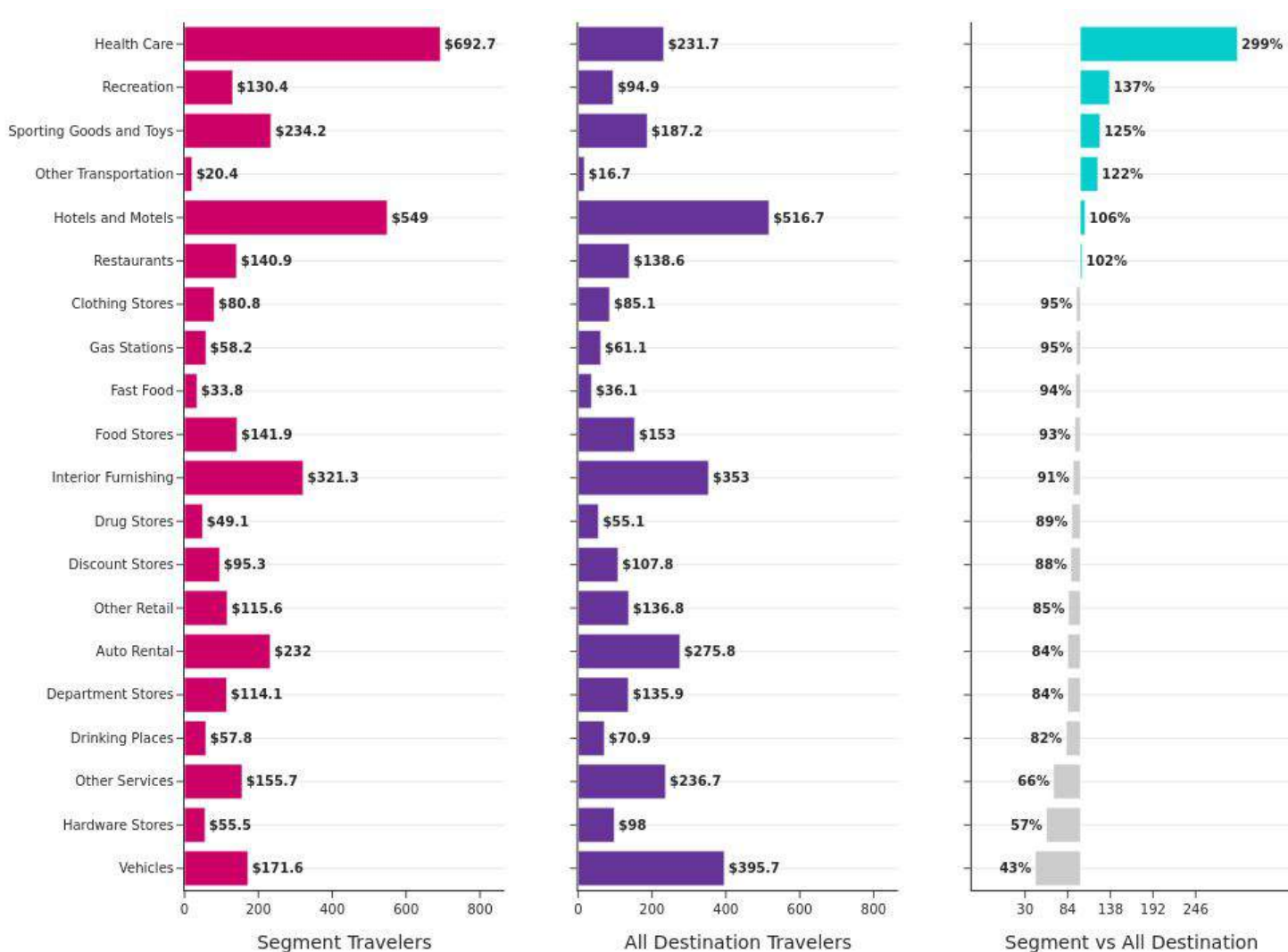
Campaign

Google Adwords - Share of Spend by Category



Campaign

Google Adwords - Average Spend Per Traveler



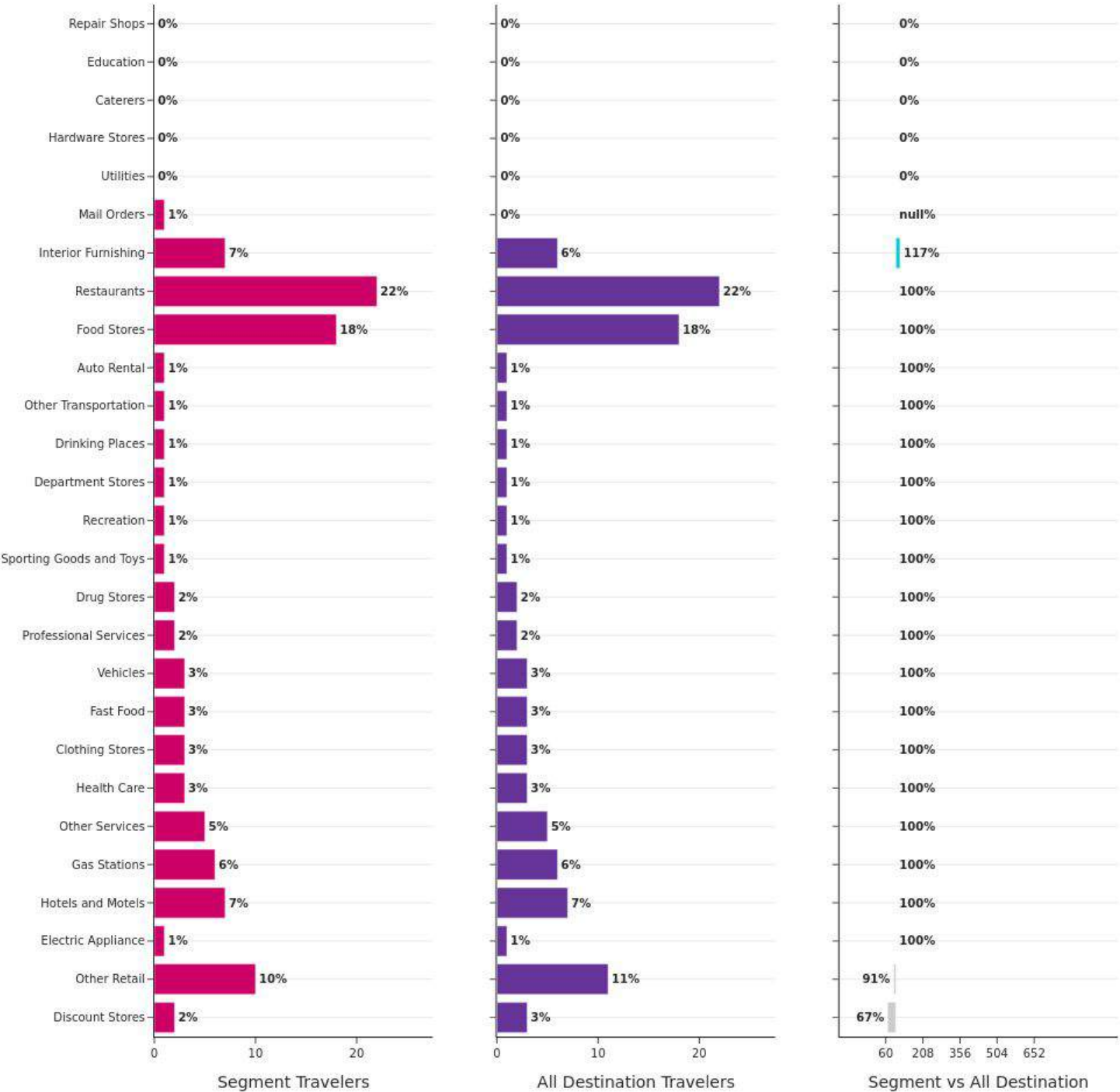
Campaign

Nativo

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$19,136,534.14	139,597	271,605	\$137.08	\$70.46
2	Food Stores	\$15,502,298.84	103,215	279,989	\$150.19	\$55.37
3	Other Retail	\$9,160,735.49	68,003	130,770	\$134.71	\$70.05
4	Hotels and Motels	\$6,566,601.62	12,679	15,996	\$517.93	\$410.53
5	Interior Furnishing	\$5,781,875.16	16,251	40,421	\$355.78	\$143.04
6	Gas Stations	\$4,960,486.27	81,645	157,717	\$60.76	\$31.45
7	Other Services	\$4,652,276.33	18,728	31,320	\$248.42	\$148.54
8	Vehicles	\$2,517,364.12	6,675	9,078	\$377.13	\$277.29
9	Clothing Stores	\$2,502,600.82	29,286	37,954	\$85.45	\$65.94
10	Fast Food	\$2,469,007.52	68,542	131,949	\$36.02	\$18.71
11	Health Care	\$2,283,421.47	10,444	14,625	\$218.63	\$156.13
12	Discount Stores	\$2,165,479.06	20,656	36,204	\$104.84	\$59.81
13	Drug Stores	\$1,765,820.69	34,253	57,632	\$51.55	\$30.64
14	Professional Services	\$1,340,962.19	2,920	4,445	\$459.31	\$301.64
15	Auto Rental	\$1,316,313.47	4,742	5,044	\$277.56	\$260.97
16	Recreation	\$976,424.99	10,856	16,283	\$89.95	\$59.96
17	Sporting Goods and Toys	\$849,682.32	4,176	5,510	\$203.47	\$154.21
18	Drinking Places	\$844,808.22	12,121	17,206	\$69.70	\$49.10
19	Other Transportation	\$773,637.79	44,912	59,907	\$17.23	\$12.91
20	Department Stores	\$567,333.08	4,441	5,766	\$127.75	\$98.39
21	Electric Appliance	\$495,047.03	1,997	2,865	\$247.95	\$172.81
22	Mail Orders	\$474,310.58	169	242	\$2,805.78	\$1,958.75
23	Hardware Stores	\$359,372.60	3,925	6,616	\$91.57	\$54.32
24	Utilities	\$204,659.24	1,019	1,892	\$200.87	\$108.20
25	Repair Shops	\$192,831.52	187	247	\$1,029.41	\$781.59
26	Education	\$106,902.59	329	407	\$324.97	\$262.90
27	Others	\$17,191.88	503	576	\$34.21	\$29.86
28	Caterers	\$8,182.46	183	1,316	\$44.77	\$6.22

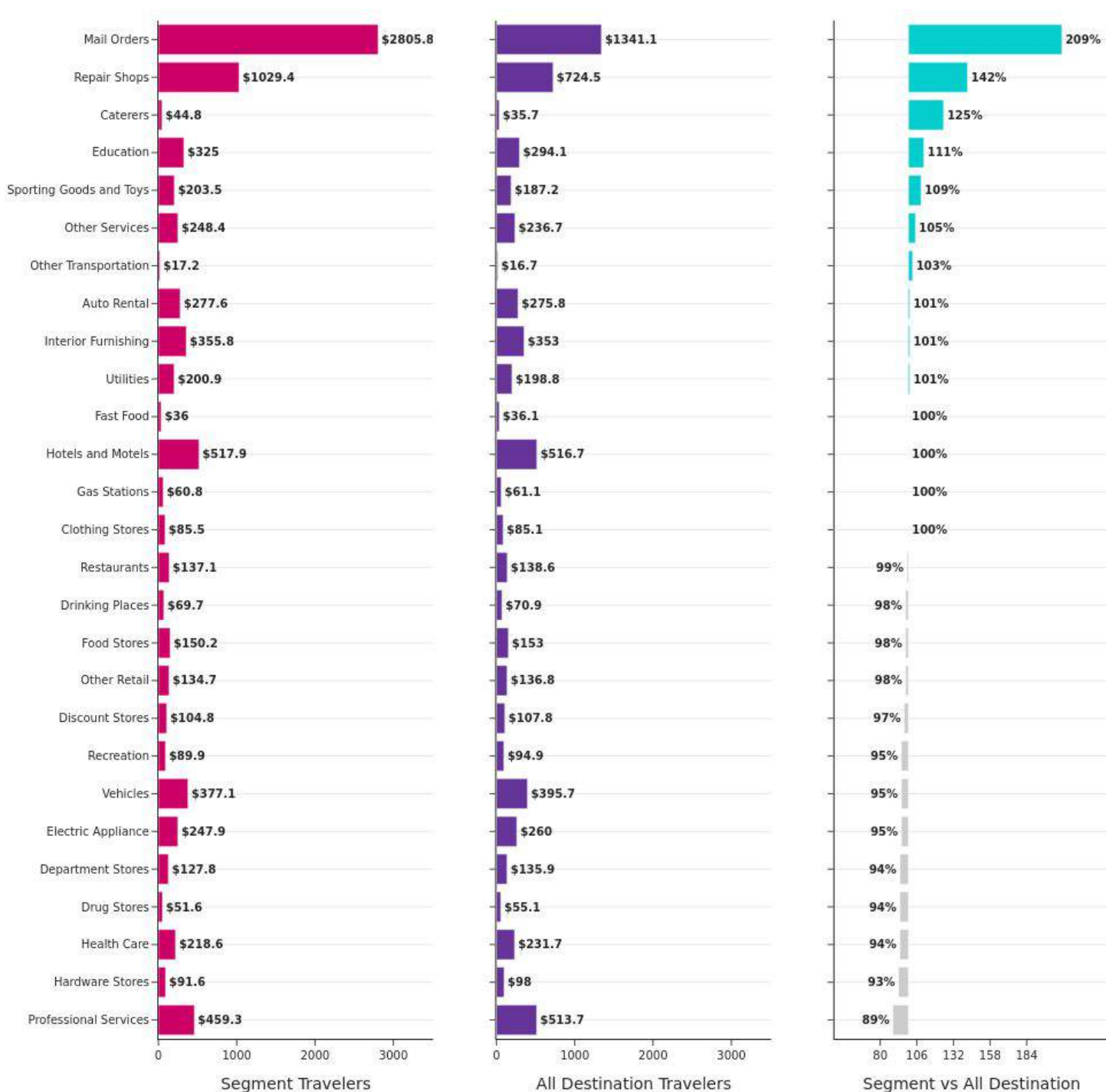
Campaign

Nativo - Share of Spend by Category



Campaign

Nativo - Average Spend Per Traveler



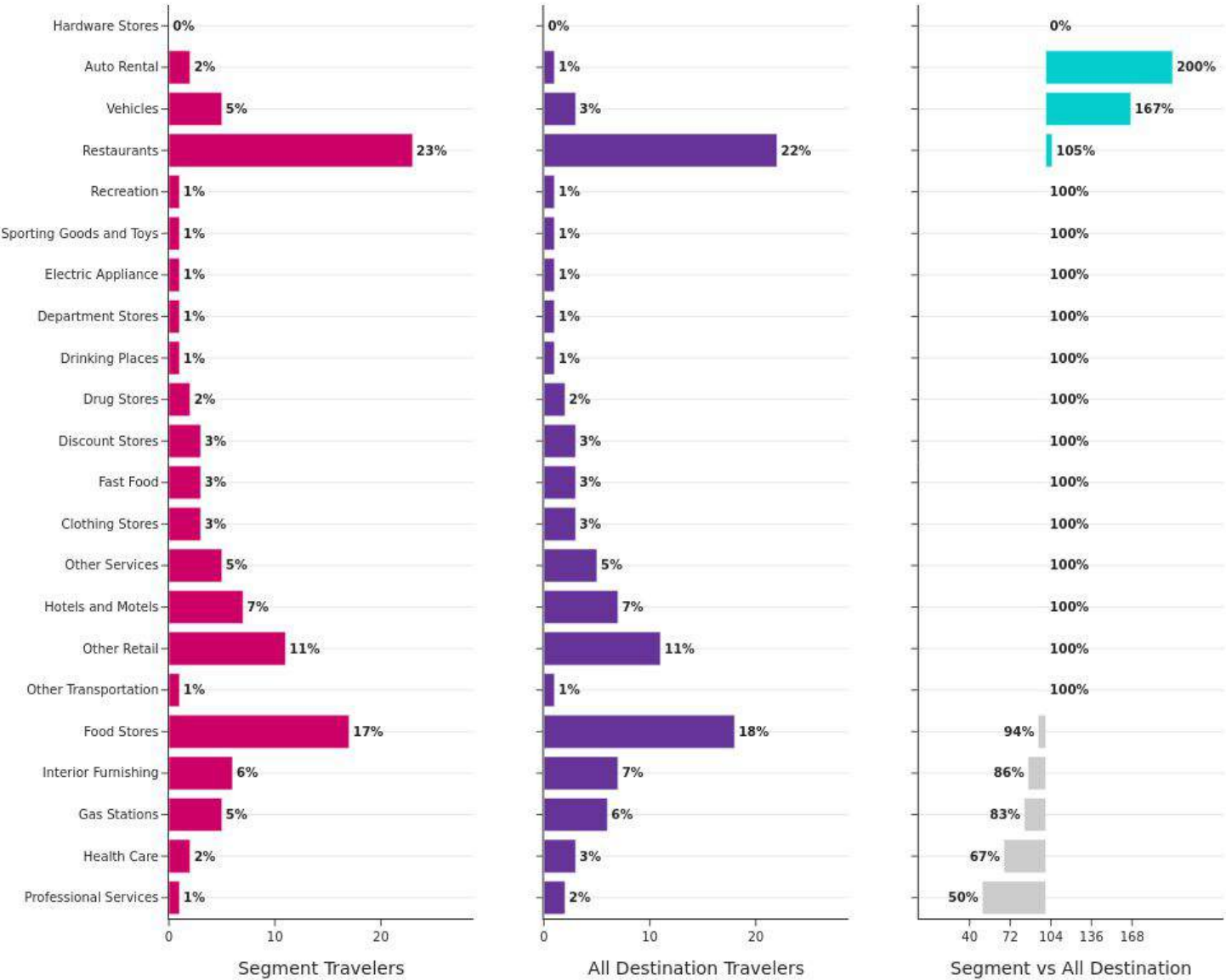
Campaign

Atlas

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,252,281.34	8,804	17,773	\$142.24	\$70.46
2	Food Stores	\$962,937.82	6,703	17,869	\$143.67	\$53.89
3	Other Retail	\$593,830.90	4,541	8,557	\$130.76	\$69.39
4	Hotels and Motels	\$409,381.95	891	1,069	\$459.50	\$382.92
5	Interior Furnishing	\$326,001.62	1,023	2,559	\$318.54	\$127.42
6	Gas Stations	\$301,969.61	5,140	9,581	\$58.75	\$31.52
7	Other Services	\$280,777.47	1,179	1,983	\$238.20	\$141.60
8	Vehicles	\$251,490.22	448	571	\$561.68	\$440.36
9	Clothing Stores	\$154,762.25	1,937	2,444	\$79.89	\$63.31
10	Discount Stores	\$152,720.42	1,430	2,408	\$106.79	\$63.43
11	Fast Food	\$141,951.81	4,340	7,680	\$32.70	\$18.48
12	Drug Stores	\$110,522.77	2,262	3,641	\$48.87	\$30.35
13	Health Care	\$96,210.87	781	1,051	\$123.15	\$91.56
14	Auto Rental	\$92,530.84	375	397	\$246.98	\$232.79
15	Recreation	\$80,120.27	722	1,138	\$110.99	\$70.43
16	Electric Appliance	\$61,151.42	146	238	\$418.26	\$257.39
17	Other Transportation	\$48,811.21	3,043	4,075	\$16.04	\$11.98
18	Professional Services	\$47,732.18	187	366	\$254.81	\$130.59
19	Department Stores	\$42,965.08	306	411	\$140.36	\$104.49
20	Drinking Places	\$39,086.21	658	937	\$59.41	\$41.73
21	Sporting Goods and Toys	\$30,416.94	251	306	\$121.04	\$99.36
22	Hardware Stores	\$26,956.22	256	366	\$105.36	\$73.75

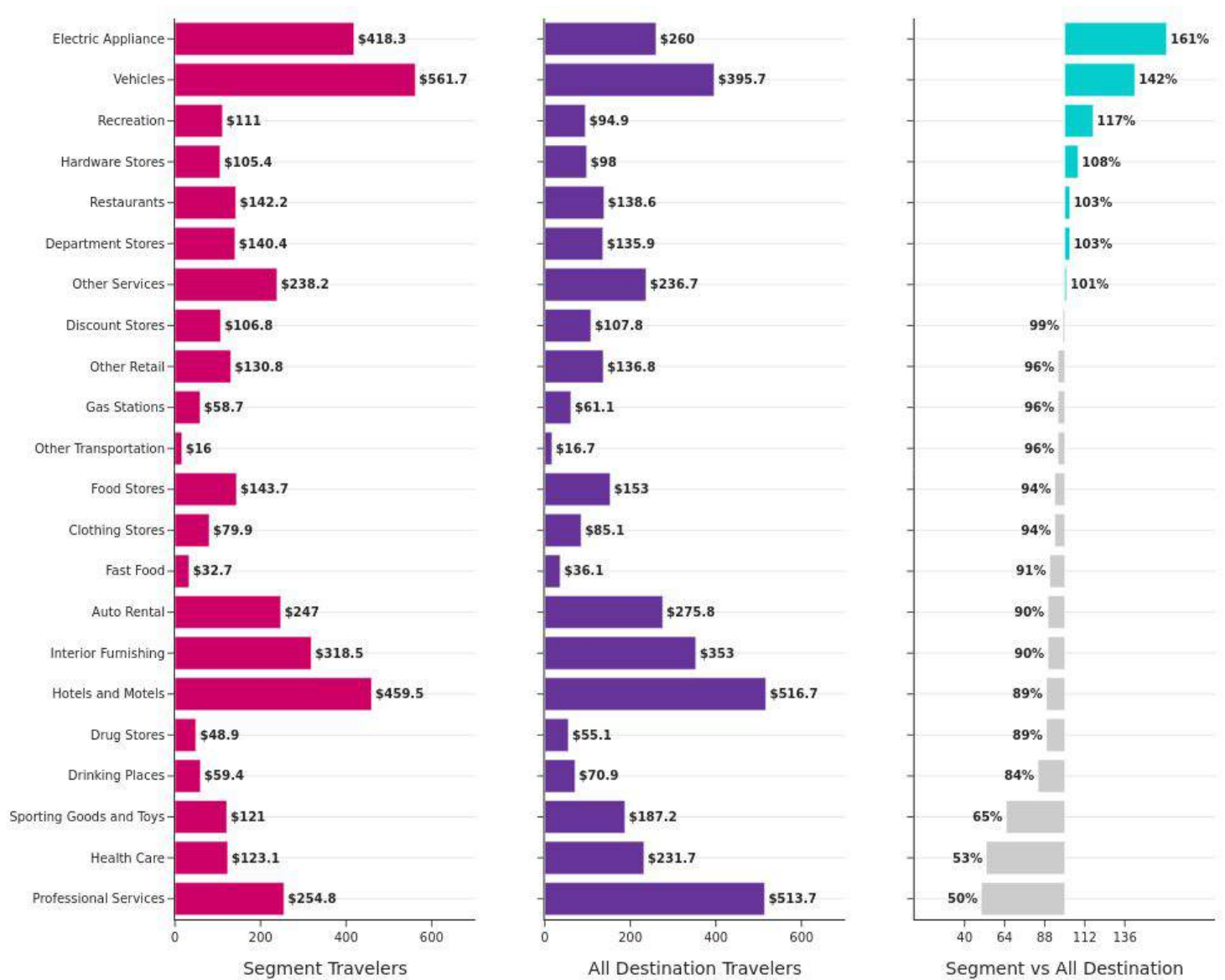
Campaign

Atlas - Share of Spend by Category



Campaign

Atlas - Average Spend Per Traveler



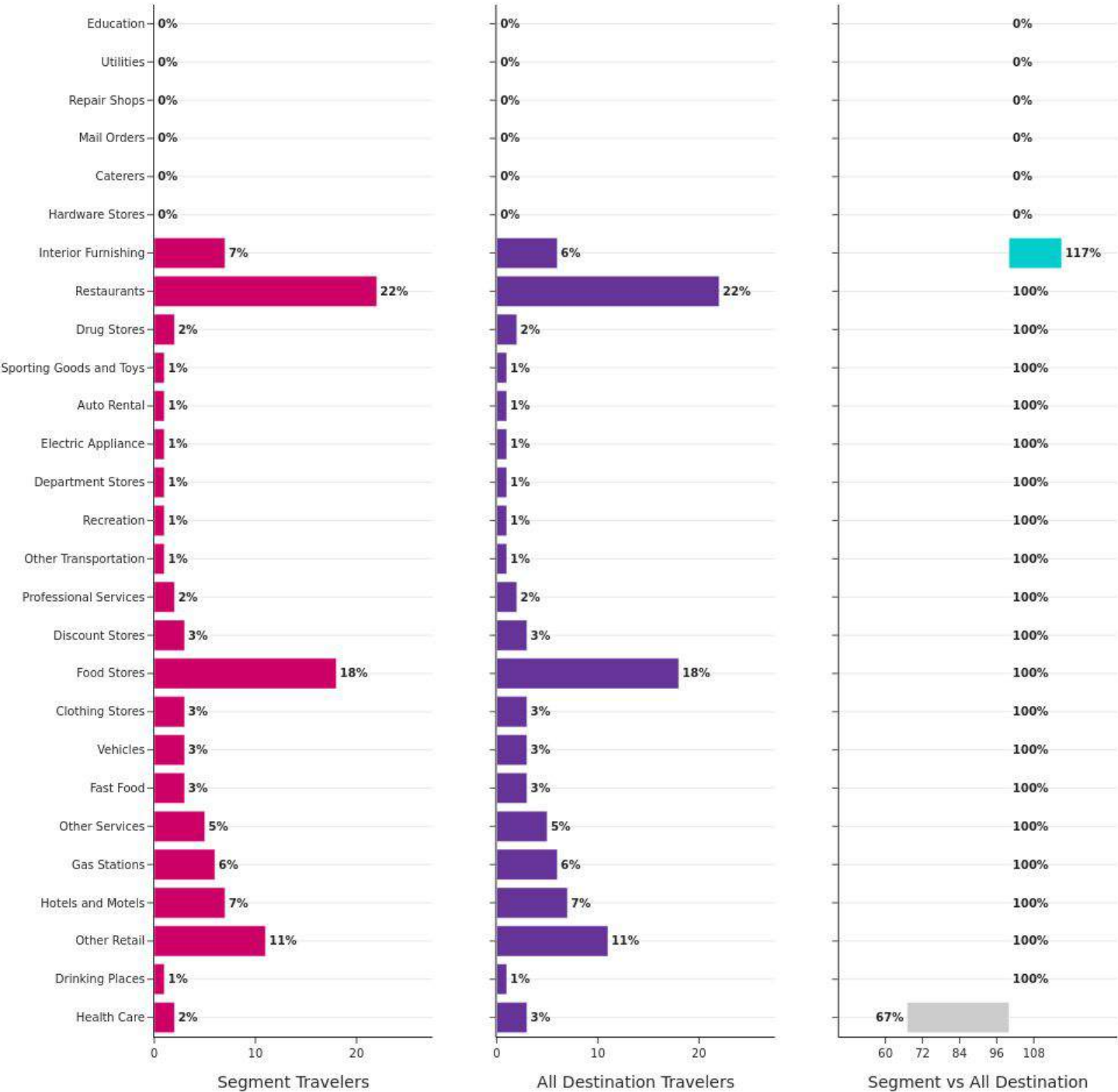
Campaign

Adgenuity/Basis/Arts Co-Op

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$26,382,531.36	191,024	377,283	\$138.11	\$69.93
2	Food Stores	\$22,281,526.97	144,207	402,603	\$154.51	\$55.34
3	Other Retail	\$13,173,973.49	94,324	181,576	\$139.67	\$72.55
4	Hotels and Motels	\$8,531,741.75	17,357	21,711	\$491.54	\$392.96
5	Interior Furnishing	\$7,993,363.49	22,639	56,955	\$353.08	\$140.34
6	Gas Stations	\$6,890,822.07	112,266	217,313	\$61.38	\$31.71
7	Other Services	\$5,925,385.18	25,846	43,655	\$229.26	\$135.73
8	Vehicles	\$3,771,576.36	9,526	13,003	\$395.92	\$290.06
9	Fast Food	\$3,381,212.64	94,233	182,709	\$35.88	\$18.51
10	Clothing Stores	\$3,374,002.44	40,105	51,934	\$84.13	\$64.97
11	Discount Stores	\$3,189,389.06	29,177	52,583	\$109.31	\$60.65
12	Health Care	\$3,057,262.85	14,547	20,519	\$210.16	\$149.00
13	Drug Stores	\$2,683,992.52	47,941	80,234	\$55.99	\$33.45
14	Professional Services	\$2,025,151.75	4,103	6,086	\$493.60	\$332.77
15	Auto Rental	\$1,771,858.43	6,438	6,858	\$275.24	\$258.37
16	Recreation	\$1,421,422.15	15,146	23,077	\$93.85	\$61.59
17	Drinking Places	\$1,211,283.06	17,129	24,283	\$70.72	\$49.88
18	Sporting Goods and Toys	\$1,135,830.20	5,917	7,762	\$191.97	\$146.32
19	Other Transportation	\$1,044,891.16	61,954	82,600	\$16.87	\$12.65
20	Department Stores	\$838,587.53	6,479	8,548	\$129.44	\$98.10
21	Electric Appliance	\$747,472.08	2,645	3,573	\$282.56	\$209.21
22	Hardware Stores	\$547,498.93	5,528	9,521	\$99.04	\$57.50
23	Mail Orders	\$479,131.69	247	306	\$1,942.02	\$1,565.21
24	Utilities	\$278,879.97	1,384	2,623	\$201.45	\$106.34
25	Repair Shops	\$123,879.65	233	274	\$531.65	\$451.90
26	Education	\$112,737.57	484	621	\$232.79	\$181.44
27	Others	\$25,152.80	722	850	\$34.84	\$29.60
28	Caterers	\$9,605.66	315	1,055	\$30.47	\$9.10

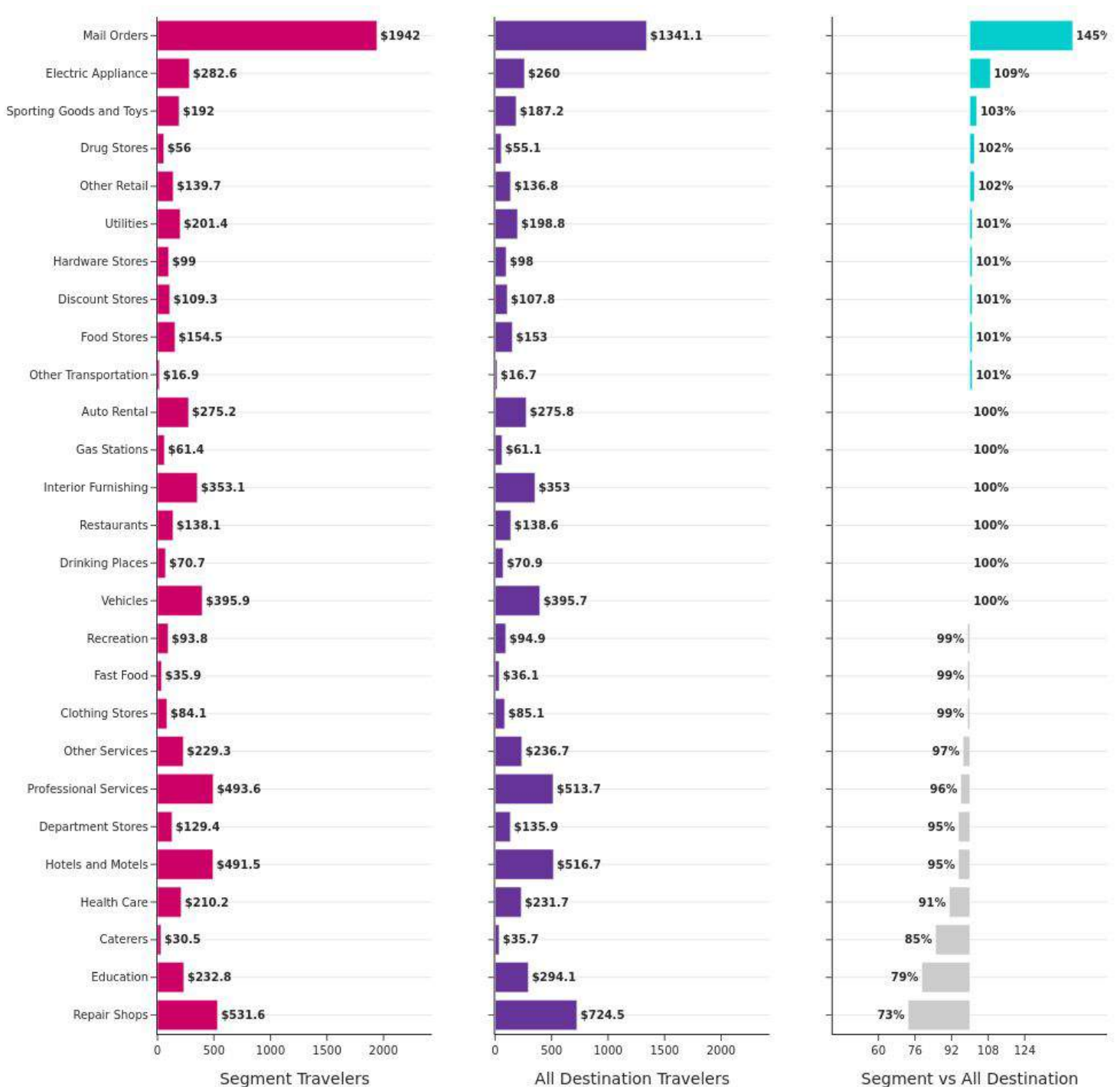
Campaign

Adgenuity/Basis/Arts Co-Op - Share of Spend by Category



Campaign

Adgenuity/Basis/Arts Co-Op - Average Spend Per Traveler



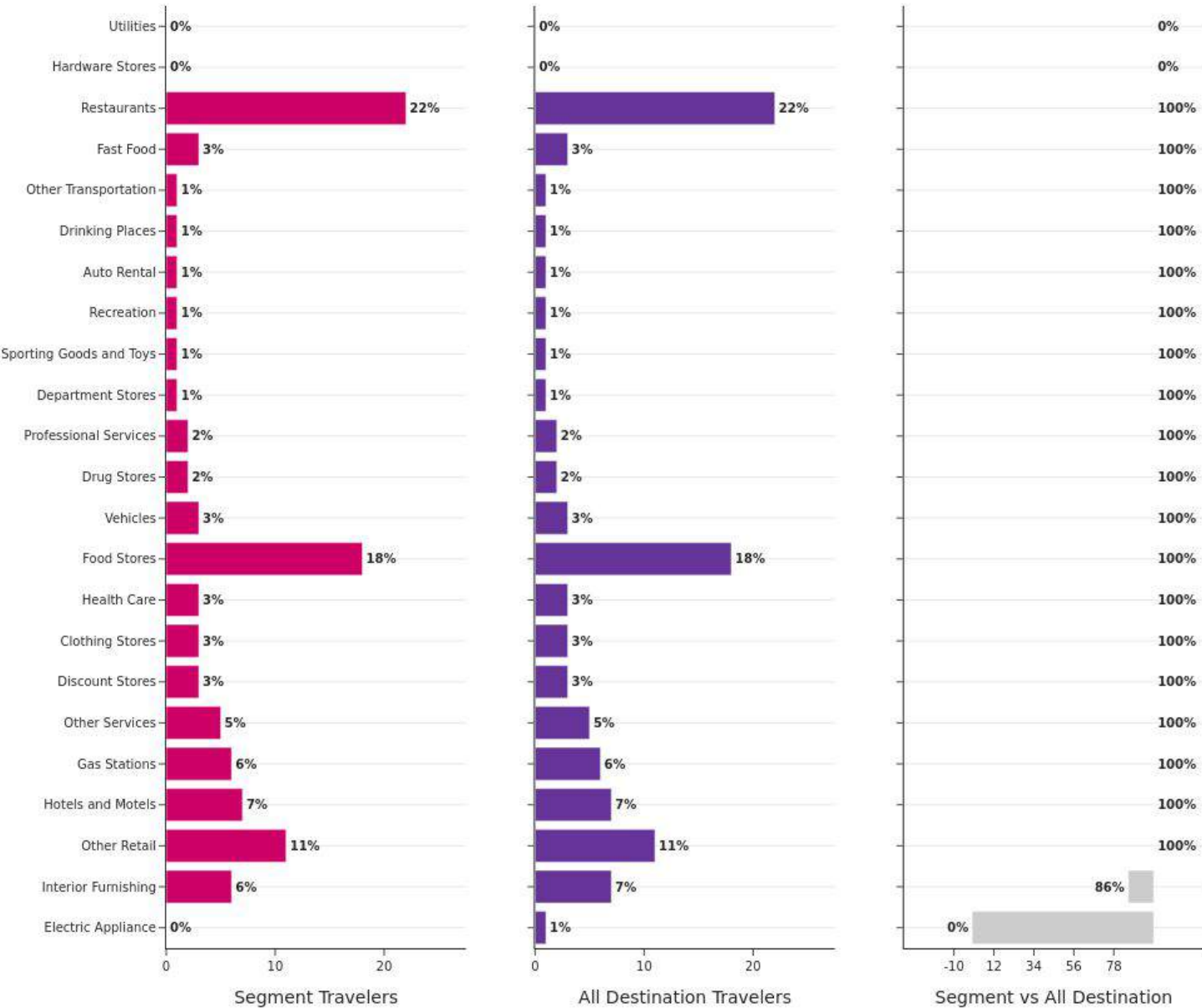
Campaign

Sojern/DNU

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$9,941,203.77	70,726	142,224	\$140.56	\$69.90
2	Food Stores	\$8,291,652.52	53,319	152,129	\$155.51	\$54.50
3	Other Retail	\$4,954,891.66	34,911	67,998	\$141.93	\$72.87
4	Hotels and Motels	\$3,140,399.53	6,579	8,425	\$477.33	\$372.75
5	Interior Furnishing	\$2,860,659.05	8,685	22,598	\$329.36	\$126.59
6	Gas Stations	\$2,654,708.70	42,563	84,643	\$62.37	\$31.36
7	Other Services	\$2,429,225.42	9,882	16,905	\$245.81	\$143.70
8	Vehicles	\$1,426,762.55	3,660	4,829	\$389.86	\$295.44
9	Fast Food	\$1,273,558.47	35,176	69,922	\$36.21	\$18.21
10	Clothing Stores	\$1,241,112.36	14,264	18,719	\$87.01	\$66.30
11	Health Care	\$1,203,533.87	4,966	7,324	\$242.34	\$164.33
12	Discount Stores	\$1,144,916.52	10,627	18,947	\$107.73	\$60.43
13	Drug Stores	\$1,064,301.13	17,946	30,461	\$59.30	\$34.94
14	Professional Services	\$753,021.51	1,371	1,937	\$549.39	\$388.72
15	Auto Rental	\$615,672.60	2,234	2,380	\$275.57	\$258.65
16	Recreation	\$509,002.97	5,908	9,407	\$86.16	\$54.11
17	Sporting Goods and Toys	\$462,924.58	2,307	3,102	\$200.64	\$149.22
18	Drinking Places	\$435,241.50	6,364	9,225	\$68.39	\$47.18
19	Other Transportation	\$387,155.23	22,077	29,241	\$17.54	\$13.24
20	Department Stores	\$339,046.44	2,421	3,057	\$140.02	\$110.92
21	Electric Appliance	\$201,743.17	959	1,170	\$210.27	\$172.48
22	Hardware Stores	\$200,084.49	2,029	3,678	\$98.63	\$54.40
23	Utilities	\$128,699.88	493	1,046	\$260.82	\$123.01
24	Others	\$7,712.32	265	306	\$29.10	\$25.19

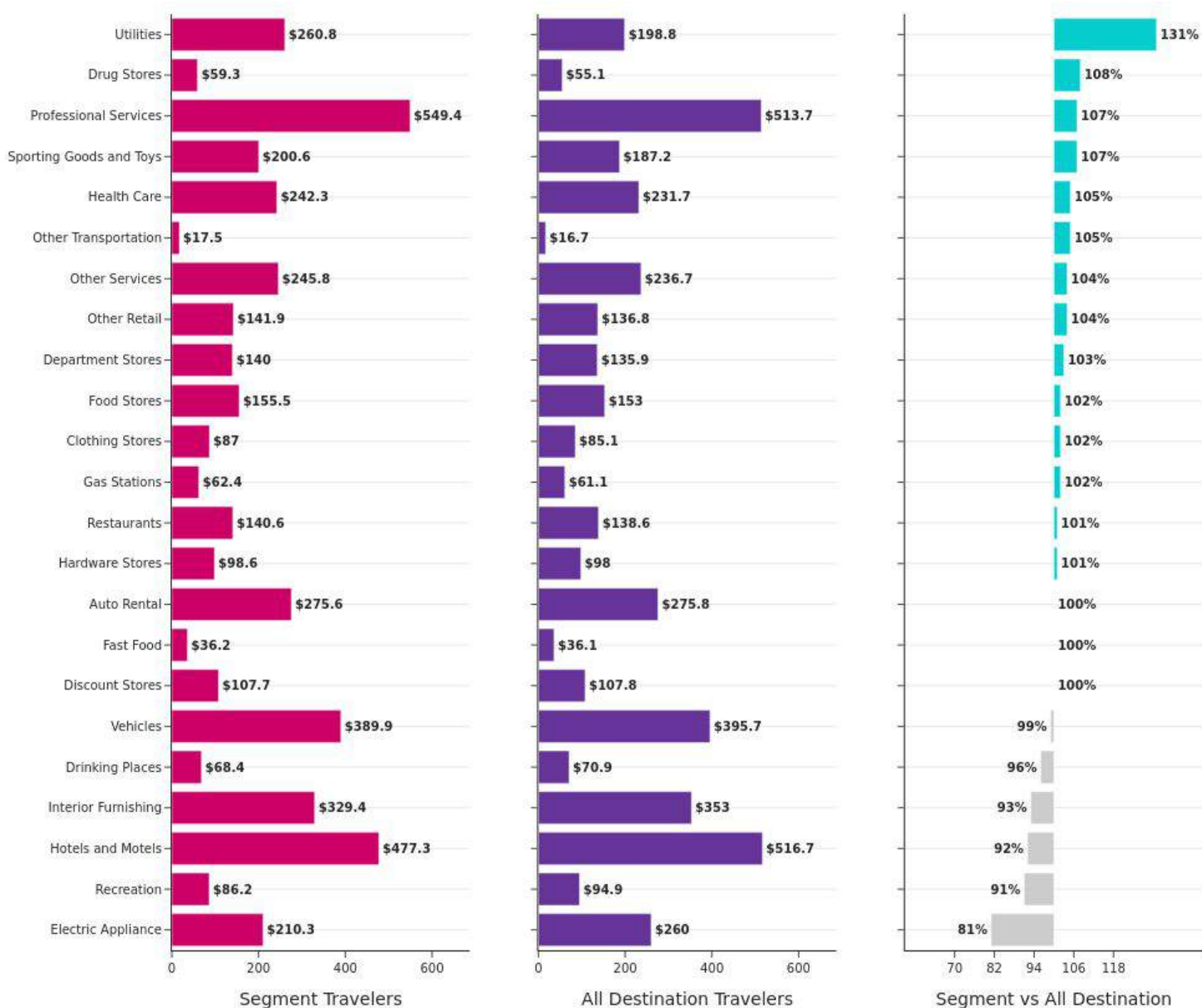
Campaign

Sojern/DNU - Share of Spend by Category



Campaign

Sojern/DNU - Average Spend Per Traveler



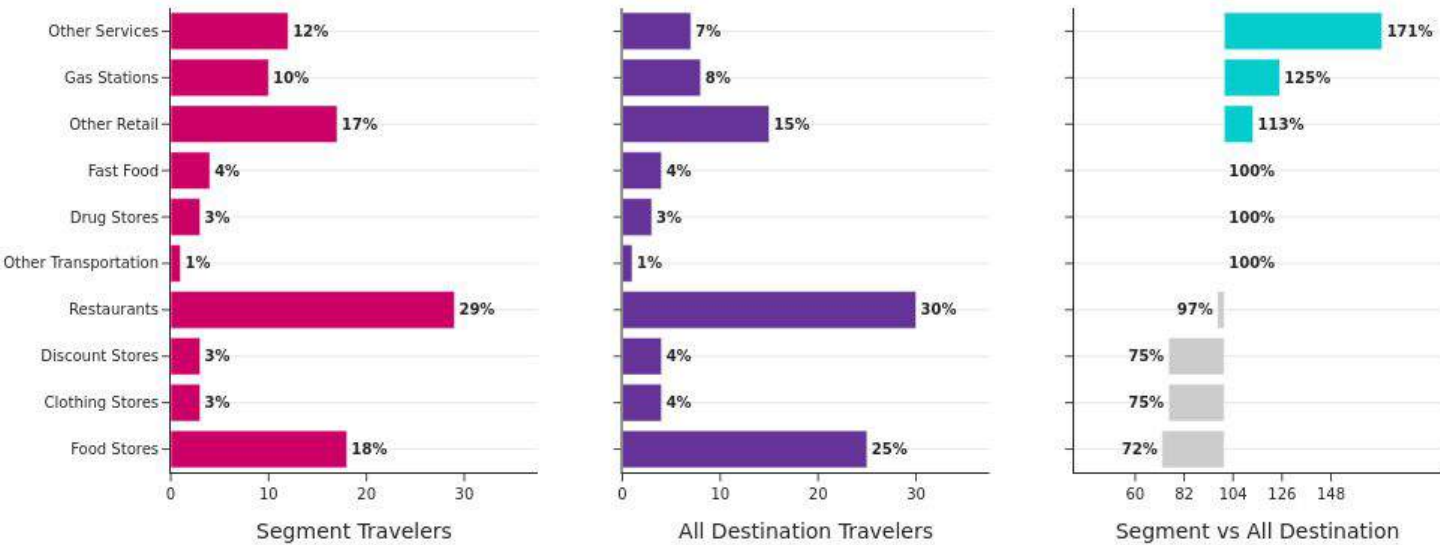
Campaign

TripAdvisor

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$148,874.77	1,019	2,051	\$146.12	\$72.57
2	Food Stores	\$90,171.85	690	1,722	\$130.70	\$52.35
3	Other Retail	\$85,206.41	512	1,156	\$166.51	\$73.71
4	Other Services	\$61,703.93	164	302	\$375.15	\$204.63
5	Gas Stations	\$52,099.83	713	1,503	\$73.10	\$34.66
6	Fast Food	\$20,981.98	489	1,119	\$42.92	\$18.74
7	Discount Stores	\$16,631.14	164	324	\$101.11	\$51.27
8	Clothing Stores	\$15,676.48	192	256	\$81.69	\$61.27
9	Drug Stores	\$13,024.67	283	512	\$45.98	\$25.45
10	Other Transportation	\$6,074.07	329	480	\$18.46	\$12.66

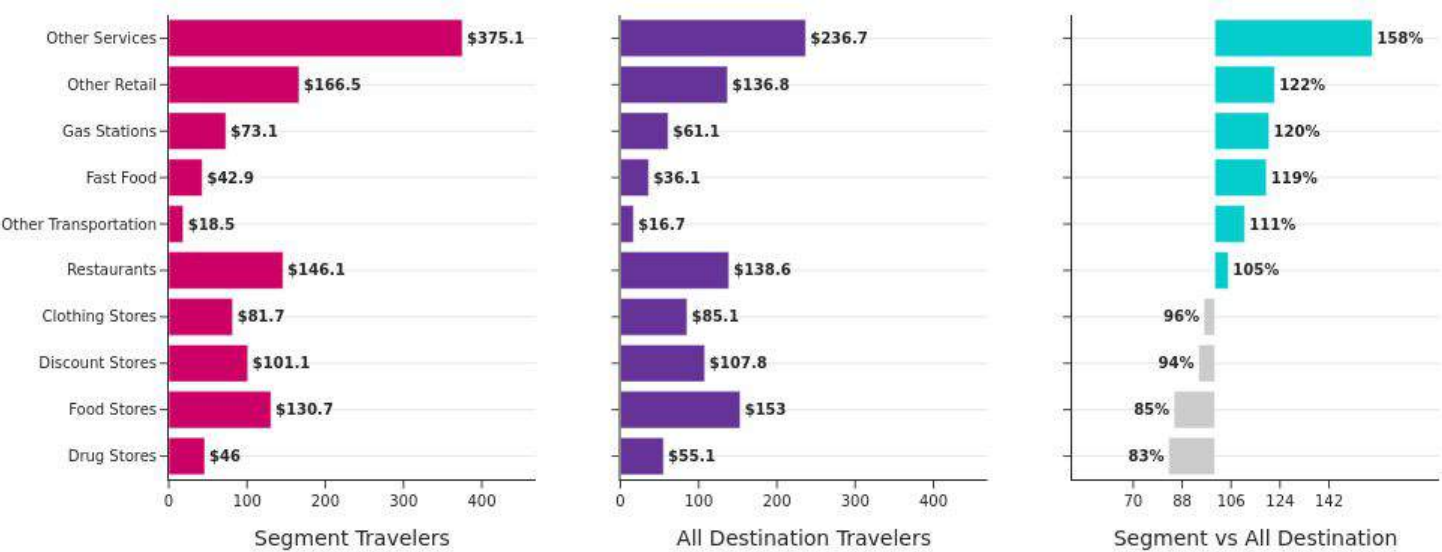
Campaign

TripAdvisor - Share of Spend by Category



Campaign

TripAdvisor - Average Spend Per Traveler



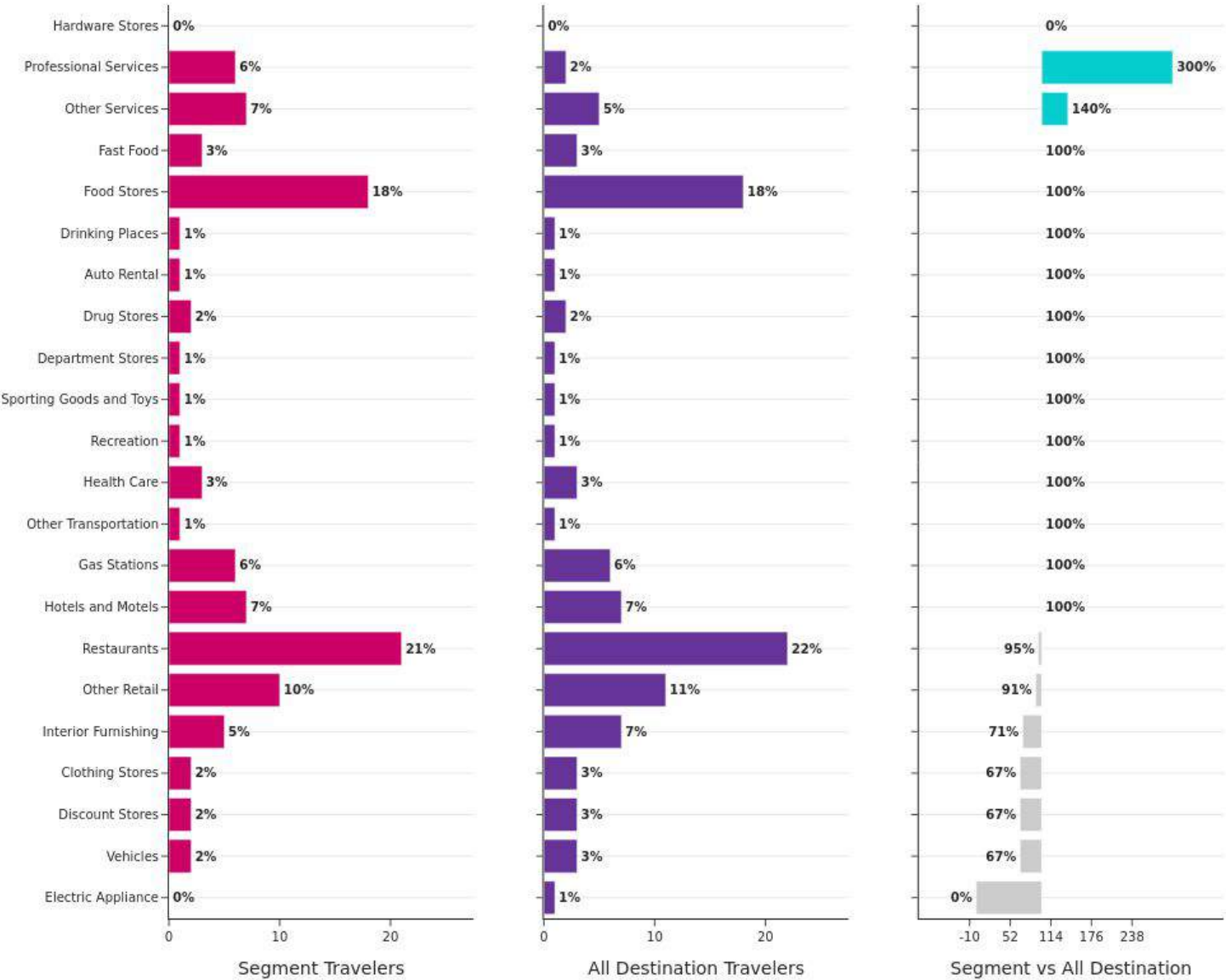
Campaign

Undertone

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,821,090.53	13,675	26,134	\$133.17	\$69.68
2	Food Stores	\$1,579,387.62	10,024	28,729	\$157.56	\$54.98
3	Other Retail	\$861,893.09	6,625	13,008	\$130.10	\$66.26
4	Hotels and Motels	\$600,188.97	1,307	1,658	\$459.32	\$361.89
5	Other Services	\$567,557.50	1,850	3,628	\$306.72	\$156.45
6	Gas Stations	\$505,106.19	8,398	16,576	\$60.15	\$30.47
7	Professional Services	\$495,910.18	288	457	\$1,722.88	\$1,085.41
8	Interior Furnishing	\$432,465.33	1,485	3,312	\$291.25	\$130.56
9	Fast Food	\$242,744.42	6,867	13,049	\$35.35	\$18.60
10	Health Care	\$223,214.47	978	1,485	\$228.30	\$150.33
11	Clothing Stores	\$214,176.77	2,682	3,545	\$79.86	\$60.41
12	Discount Stores	\$211,983.85	2,024	3,778	\$104.73	\$56.10
13	Vehicles	\$198,631.87	603	740	\$329.36	\$268.37
14	Drug Stores	\$161,774.30	3,198	5,254	\$50.58	\$30.79
15	Recreation	\$99,297.55	1,033	1,480	\$96.17	\$67.08
16	Auto Rental	\$92,610.43	434	461	\$213.37	\$200.69
17	Other Transportation	\$79,706.97	4,519	6,177	\$17.64	\$12.90
18	Drinking Places	\$75,445.05	1,037	1,540	\$72.74	\$49.00
19	Sporting Goods and Toys	\$73,420.77	393	530	\$186.86	\$138.53
20	Department Stores	\$69,632.41	407	530	\$171.24	\$131.38
21	Electric Appliance	\$37,928.37	178	219	\$212.86	\$172.95
22	Hardware Stores	\$32,977.47	402	644	\$82.02	\$51.19

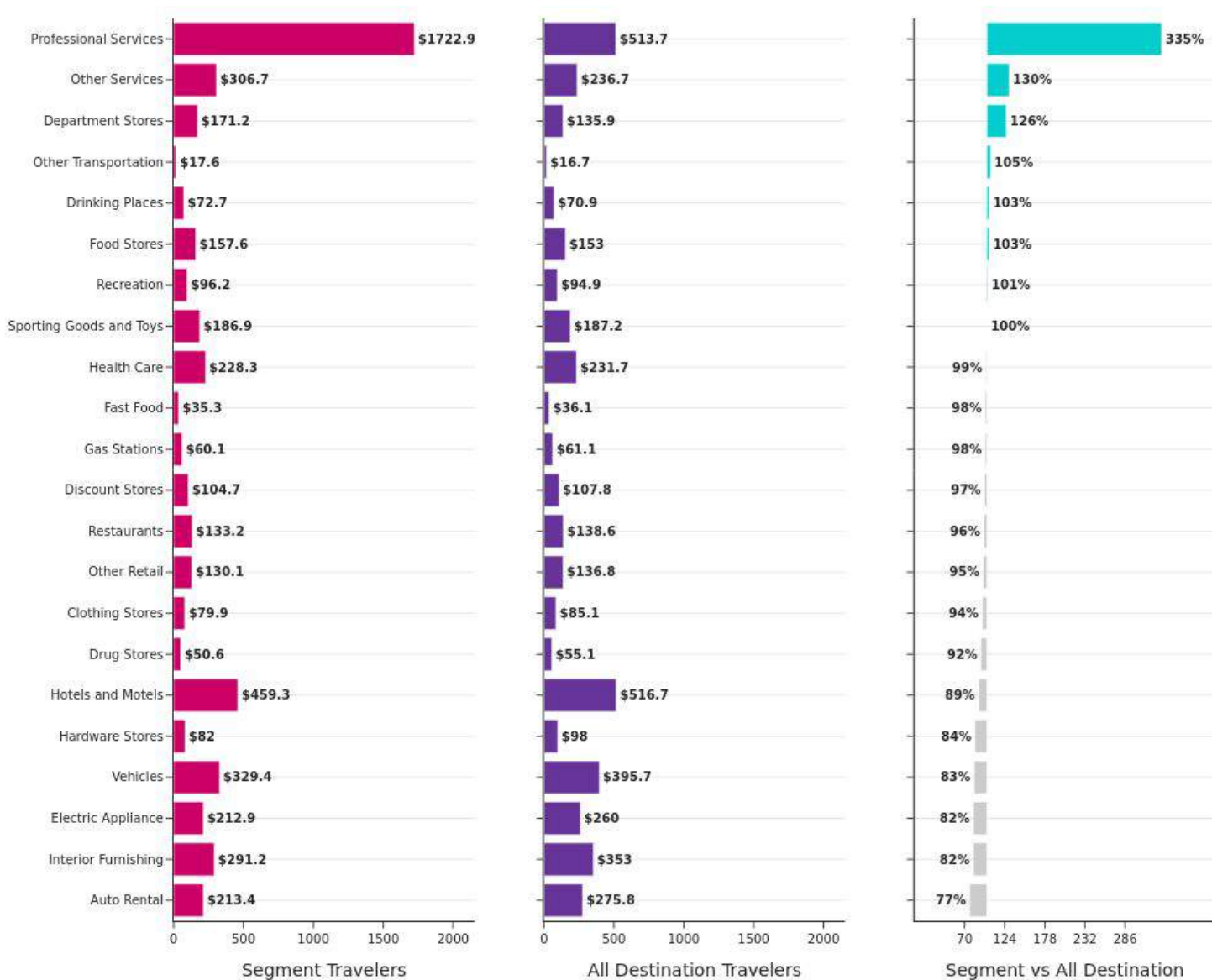
Campaign

Undertone - Share of Spend by Category



Campaign

Undertone - Average Spend Per Traveler



Spend by Segments - Origin

Origin

Overview

Origin	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
Orlando, FL	\$15,240,891.46	74,207	261,160	\$205.38	\$58.36
New York, NY	\$11,146,380.10	35,820	168,659	\$311.18	\$66.09
Chicago, IL	\$9,455,483.19	25,892	134,736	\$365.19	\$70.18
Miami, FL	\$8,843,328.71	31,781	134,635	\$278.26	\$65.68
Philadelphia, PA	\$6,625,480.95	22,026	95,772	\$300.80	\$69.18
Boston, MA	\$6,499,268.67	20,427	99,866	\$318.16	\$65.08
Cincinnati, OH	\$5,728,339.21	15,269	82,354	\$375.16	\$69.56
Atlanta, GA	\$5,601,782.26	22,141	89,477	\$253.01	\$62.61
West Palm Beach, FL	\$5,533,917.49	18,170	80,617	\$304.56	\$68.64
Cleveland, OH	\$4,955,641.87	14,470	78,635	\$342.49	\$63.02
Jacksonville, FL	\$4,463,723.73	16,827	66,175	\$265.27	\$67.45
Detroit, MI	\$4,379,826.34	14,209	69,433	\$308.24	\$63.08
Tampa, FL	\$4,290,093.06	20,884	59,345	\$205.42	\$72.29
Ft Myers, FL	\$4,113,612.93	17,864	55,228	\$230.27	\$74.48
Pittsburgh, PA	\$4,016,861.47	13,501	65,230	\$297.52	\$61.58
Washington, DC	\$3,967,232.26	16,347	66,239	\$242.68	\$59.89
Indianapolis, IN	\$3,466,229.68	10,993	55,512	\$315.32	\$62.44
St Louis, MO	\$3,068,127.14	8,918	46,470	\$344.02	\$66.02
Charlotte, NC	\$3,011,454.71	10,687	43,125	\$281.80	\$69.83
Minneapolis-St Paul, MN	\$2,956,528.04	10,348	46,840	\$285.70	\$63.12
Dallas-Fort Worth, TX	\$2,713,293.33	8,781	38,045	\$308.98	\$71.32
Buffalo, NY	\$2,562,966.08	7,306	40,649	\$350.82	\$63.05
Columbus, OH	\$2,294,612.29	8,146	36,204	\$281.68	\$63.38
Hartford, CT	\$2,286,106.59	7,735	36,971	\$295.55	\$61.83
Baltimore, MD	\$2,041,960.44	7,269	36,089	\$280.91	\$56.58

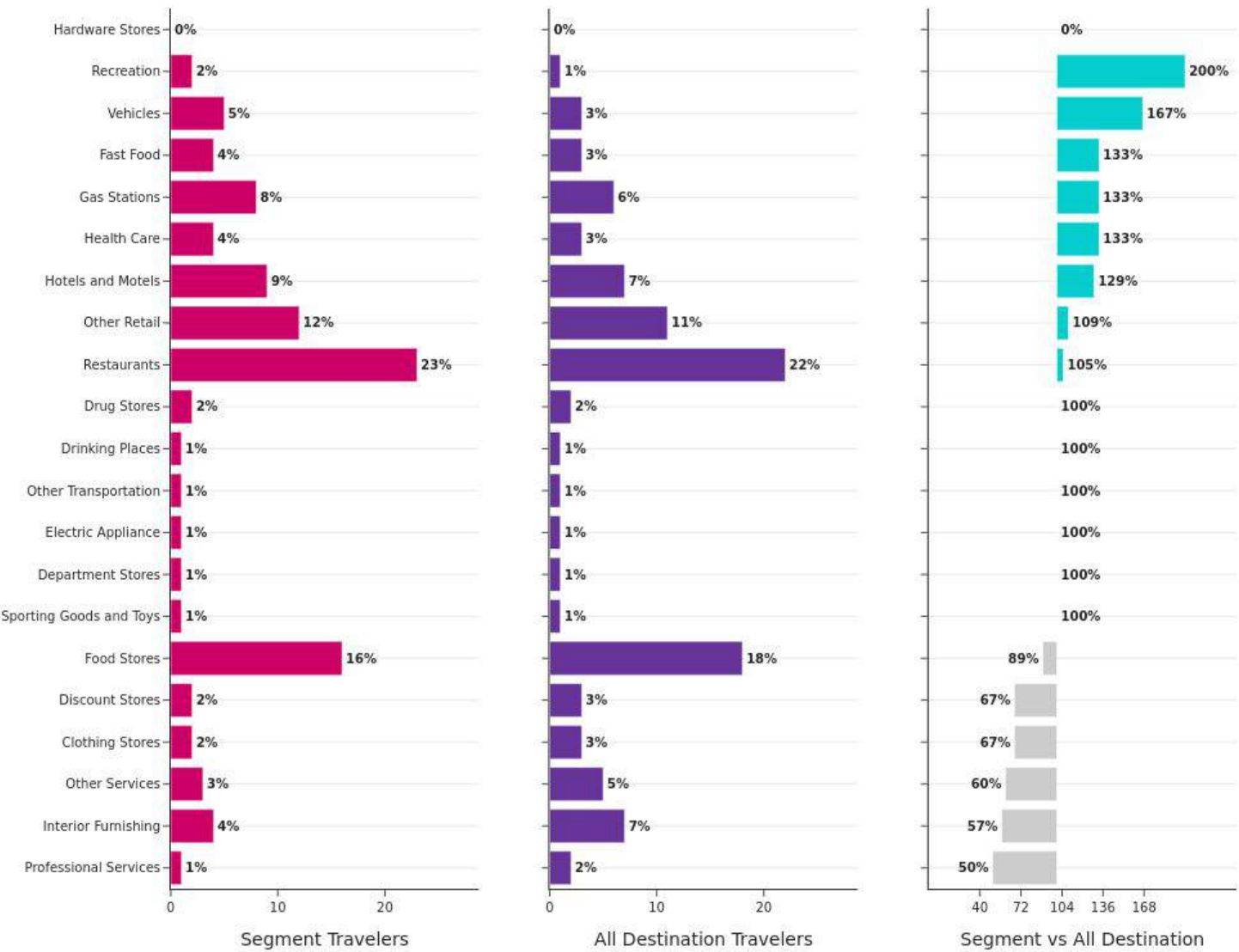
Origin

Orlando, FL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$3,454,048.28	27,477	53,255	\$125.71	\$64.86
2	Food Stores	\$2,446,836.26	18,248	49,280	\$134.09	\$49.65
3	Other Retail	\$1,759,191.73	11,358	23,543	\$154.88	\$74.72
4	Hotels and Motels	\$1,363,625.50	3,153	4,464	\$432.55	\$305.49
5	Gas Stations	\$1,191,821.42	17,851	38,031	\$66.77	\$31.34
6	Vehicles	\$738,464.67	1,174	1,741	\$628.91	\$424.23
7	Interior Furnishing	\$631,278.26	2,266	5,556	\$278.57	\$113.63
8	Fast Food	\$608,840.23	15,324	34,609	\$39.73	\$17.59
9	Health Care	\$577,358.38	1,371	2,938	\$421.23	\$196.53
10	Other Services	\$450,613.29	2,435	4,281	\$185.04	\$105.26
11	Discount Stores	\$280,082.31	2,732	5,405	\$102.51	\$51.82
12	Clothing Stores	\$273,239.40	3,020	4,244	\$90.48	\$64.38
13	Drug Stores	\$248,764.94	4,998	8,786	\$49.77	\$28.31
14	Recreation	\$230,774.42	2,636	5,158	\$87.54	\$44.74
15	Sporting Goods and Toys	\$194,603.19	745	1,065	\$261.31	\$182.80
16	Professional Services	\$160,568.53	334	667	\$481.43	\$240.71
17	Drinking Places	\$151,777.32	2,061	3,459	\$73.66	\$43.88
18	Other Transportation	\$142,298.86	7,854	11,532	\$18.12	\$12.34
19	Electric Appliance	\$132,907.30	471	736	\$282.43	\$180.68
20	Department Stores	\$80,704.44	621	950	\$129.88	\$84.92
21	Hardware Stores	\$57,935.72	525	982	\$110.27	\$58.98

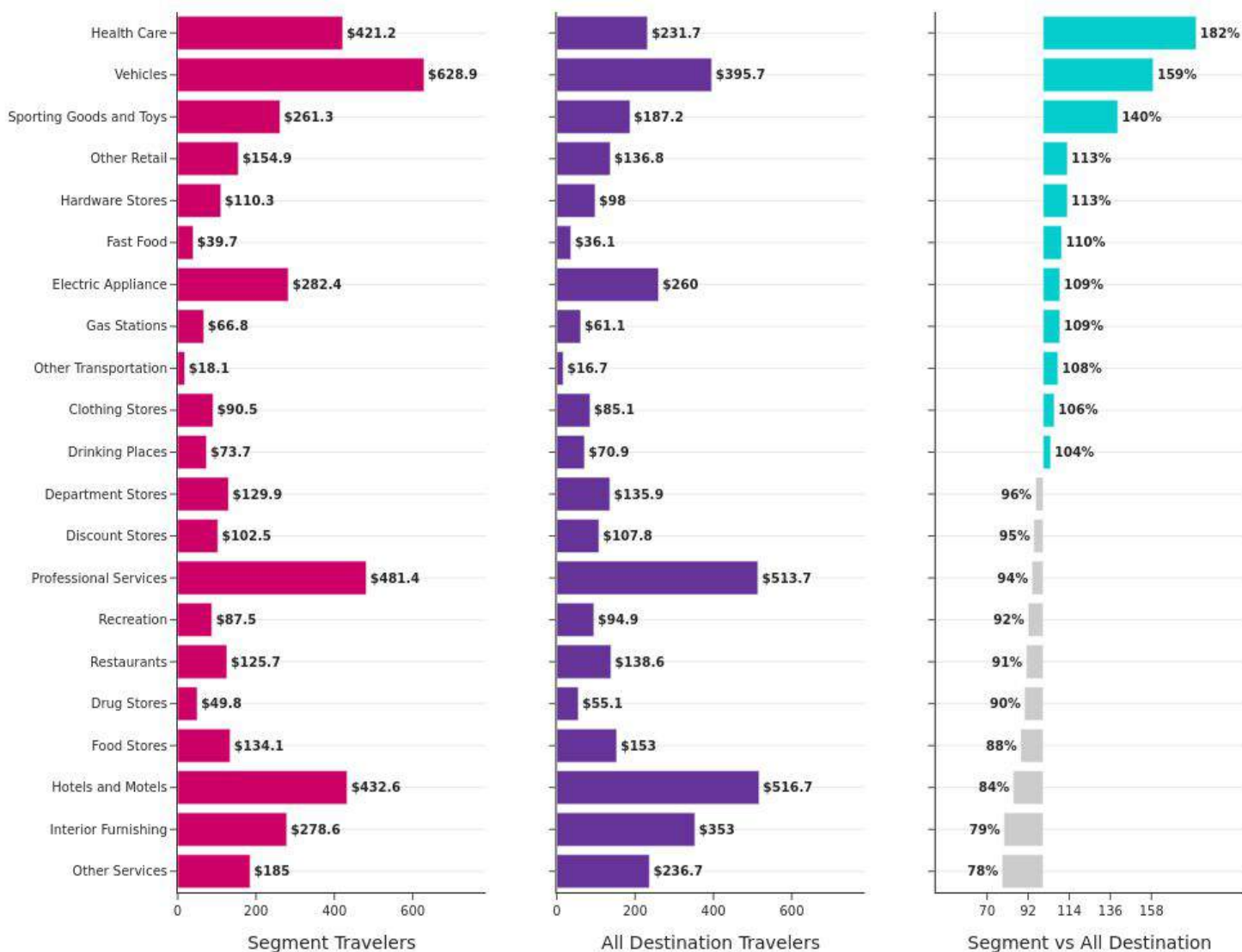
Origin

Orlando, FL - Share of Spend by Category



Origin

Orlando, FL - Average Spend Per Traveler



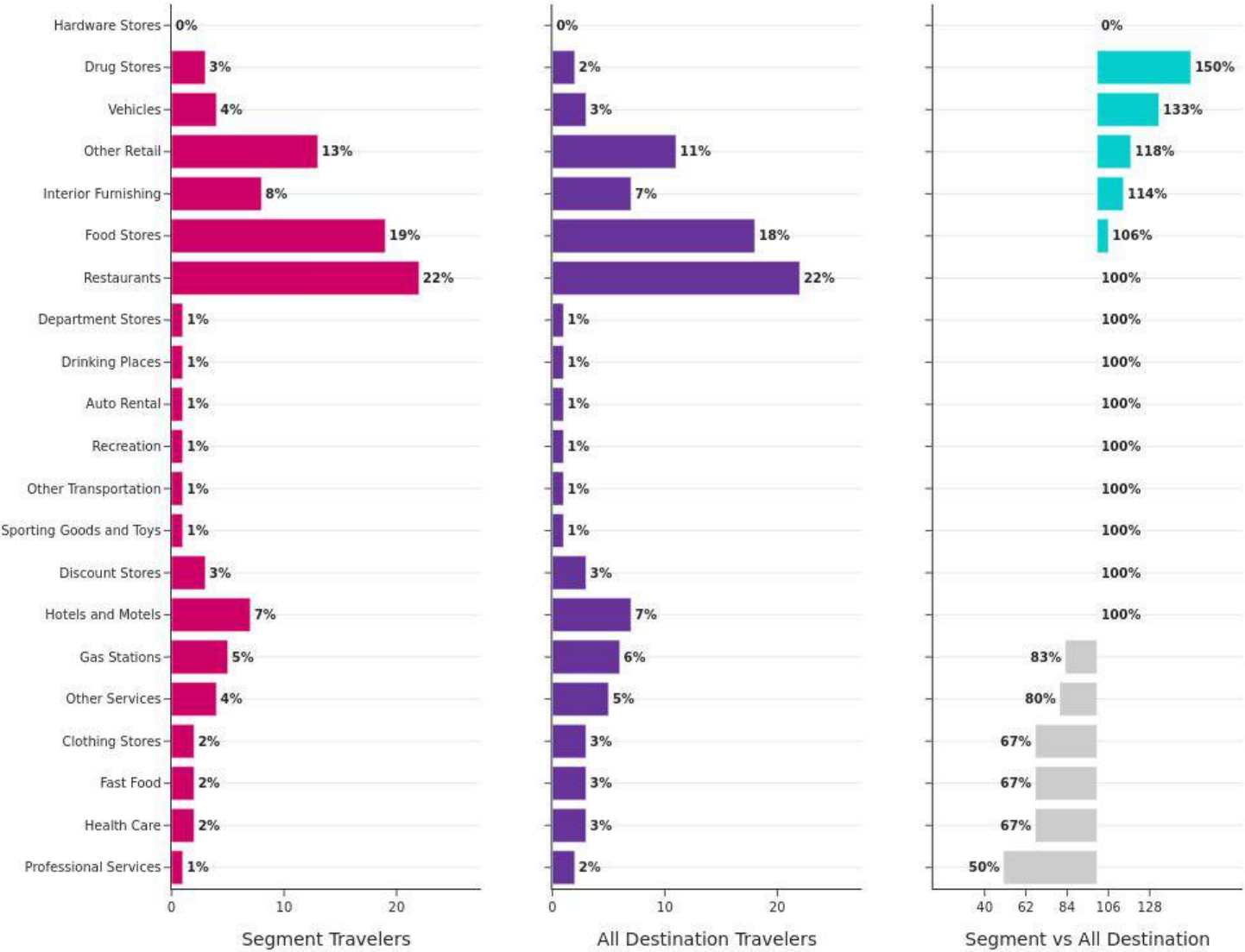
Origin

New York, NY

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$2,396,854.38	13,803	29,661	\$173.65	\$80.81
2	Food Stores	\$2,144,764.36	11,482	42,052	\$186.80	\$51.00
3	Other Retail	\$1,413,280.63	6,721	17,713	\$210.28	\$79.79
4	Interior Furnishing	\$870,116.35	2,440	7,132	\$356.64	\$122.00
5	Hotels and Motels	\$720,772.77	1,256	1,700	\$573.66	\$424.08
6	Gas Stations	\$600,891.88	7,817	19,020	\$76.87	\$31.59
7	Other Services	\$475,500.95	1,905	3,363	\$249.58	\$141.41
8	Vehicles	\$399,386.43	763	1,110	\$523.44	\$359.73
9	Discount Stores	\$369,990.72	2,632	5,958	\$140.59	\$62.10
10	Drug Stores	\$304,957.05	4,231	8,073	\$72.08	\$37.77
11	Clothing Stores	\$238,694.22	2,472	3,523	\$96.57	\$67.76
12	Fast Food	\$234,462.77	6,054	13,378	\$38.73	\$17.53
13	Health Care	\$185,114.68	1,649	2,157	\$112.23	\$85.84
14	Auto Rental	\$118,311.62	274	329	\$431.59	\$359.66
15	Sporting Goods and Toys	\$102,454.53	457	585	\$224.25	\$175.19
16	Professional Services	\$100,480.01	302	402	\$333.22	\$249.91
17	Recreation	\$93,195.20	1,160	1,933	\$80.31	\$48.22
18	Drinking Places	\$78,225.88	932	1,435	\$83.93	\$54.53
19	Other Transportation	\$76,191.92	4,610	6,986	\$16.53	\$10.91
20	Department Stores	\$74,750.12	516	763	\$144.79	\$97.97
21	Hardware Stores	\$40,981.56	489	932	\$83.83	\$43.97

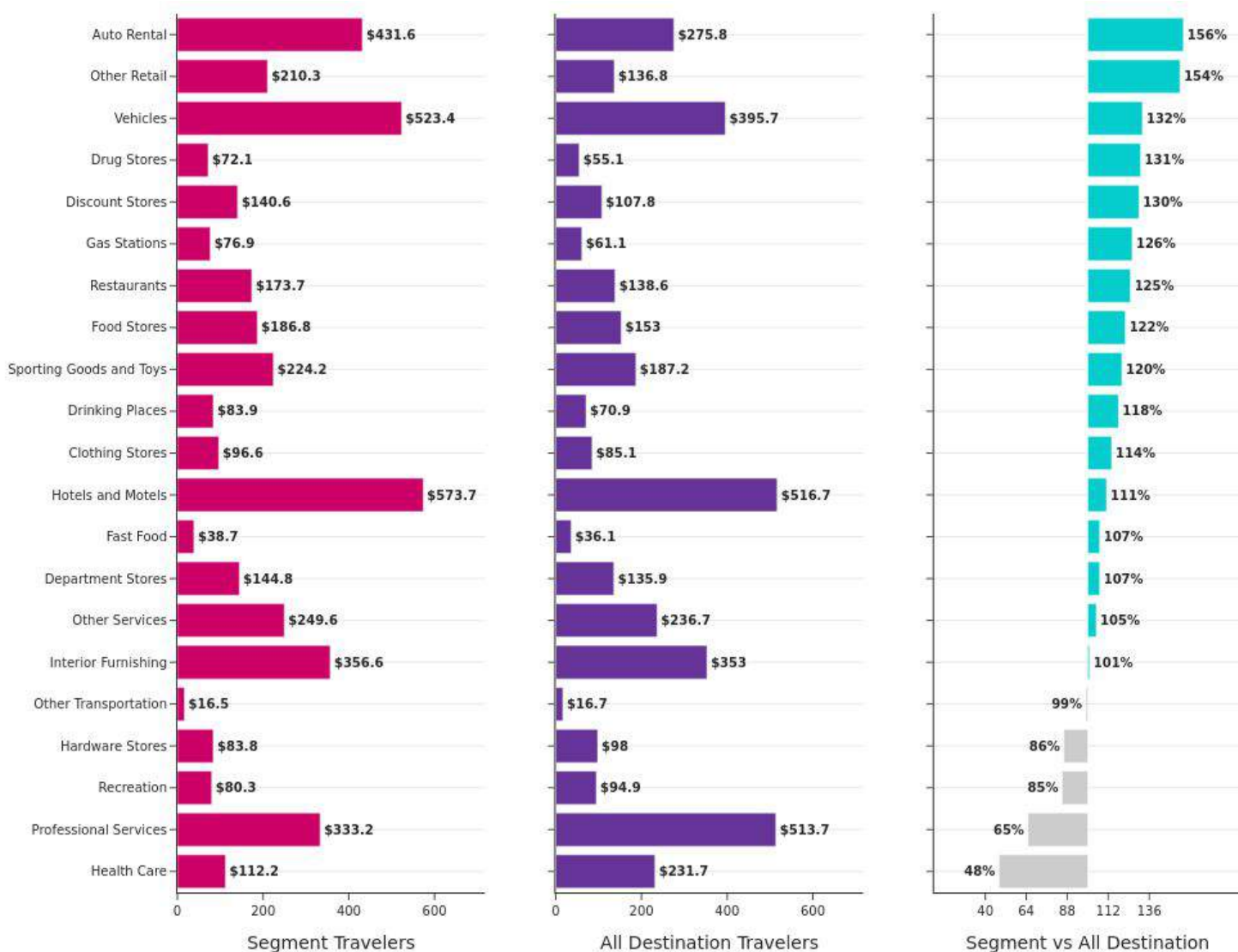
Origin

New York, NY - Share of Spend by Category



Origin

New York, NY - Average Spend Per Traveler



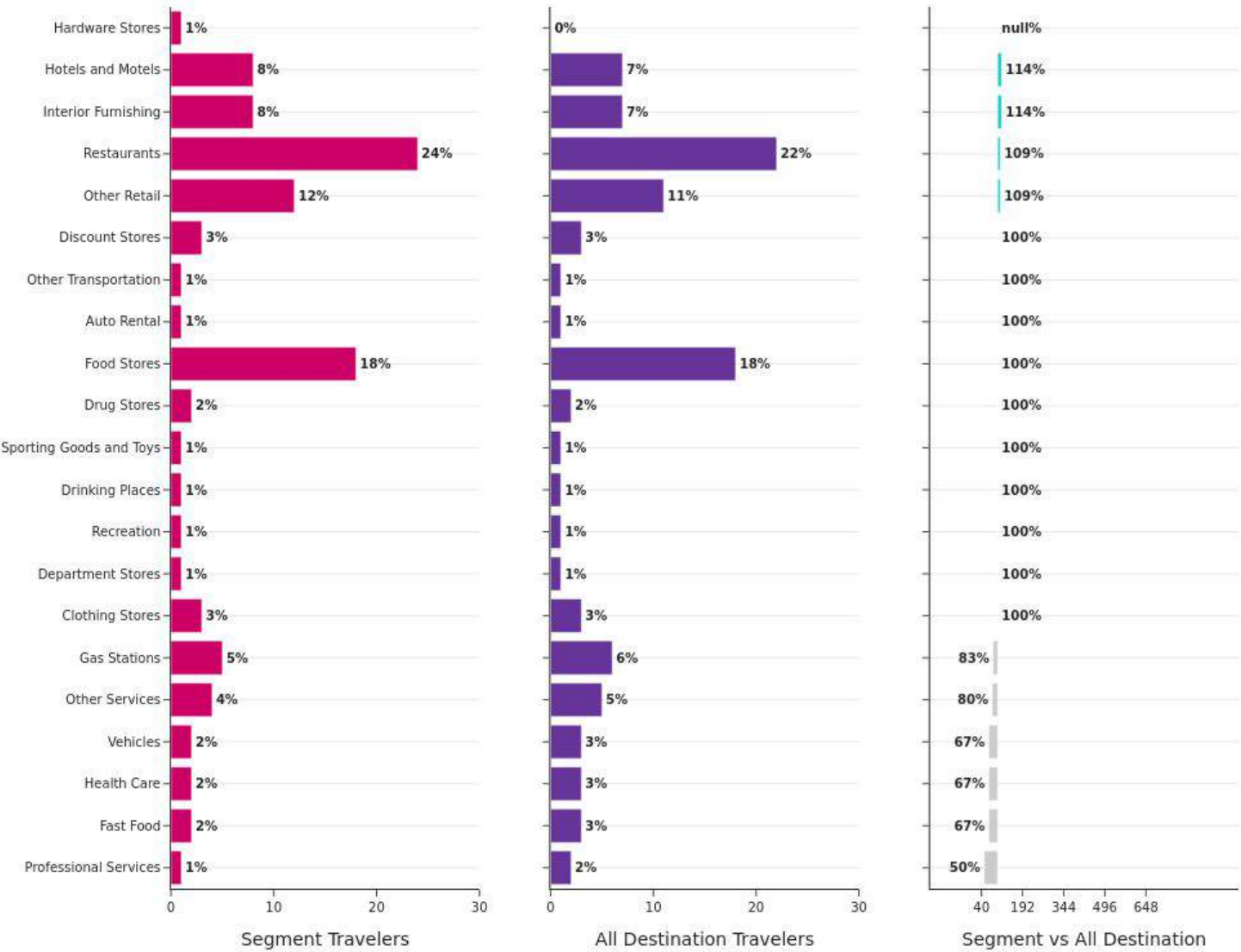
Origin

Chicago, IL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$2,242,233.40	10,997	26,993	\$203.89	\$83.07
2	Food Stores	\$1,655,945.46	8,516	28,720	\$194.44	\$57.66
3	Other Retail	\$1,126,020.64	6,063	14,620	\$185.72	\$77.02
4	Interior Furnishing	\$736,187.14	1,595	5,113	\$461.69	\$144.00
5	Hotels and Motels	\$735,962.08	886	1,467	\$830.32	\$501.81
6	Gas Stations	\$498,186.70	6,090	14,109	\$81.80	\$35.31
7	Other Services	\$394,035.66	1,860	3,952	\$211.90	\$99.70
8	Clothing Stores	\$275,940.42	2,431	3,669	\$113.53	\$75.21
9	Discount Stores	\$249,405.08	1,869	4,363	\$133.47	\$57.16
10	Drug Stores	\$220,788.00	3,513	6,671	\$62.84	\$33.10
11	Fast Food	\$210,093.44	4,907	11,372	\$42.82	\$18.47
12	Vehicles	\$206,625.13	521	758	\$396.71	\$272.44
13	Health Care	\$182,814.26	324	580	\$563.57	\$315.06
14	Department Stores	\$113,662.03	416	640	\$273.38	\$177.70
15	Recreation	\$98,497.63	836	1,398	\$117.81	\$70.45
16	Sporting Goods and Toys	\$80,462.98	370	589	\$217.42	\$136.52
17	Drinking Places	\$77,091.94	973	1,457	\$79.22	\$52.89
18	Other Transportation	\$71,005.72	3,778	6,543	\$18.79	\$10.85
19	Professional Services	\$54,398.69	201	334	\$270.60	\$163.10
20	Auto Rental	\$52,434.36	160	187	\$327.90	\$279.91
21	Hardware Stores	\$48,511.95	379	662	\$127.93	\$73.23

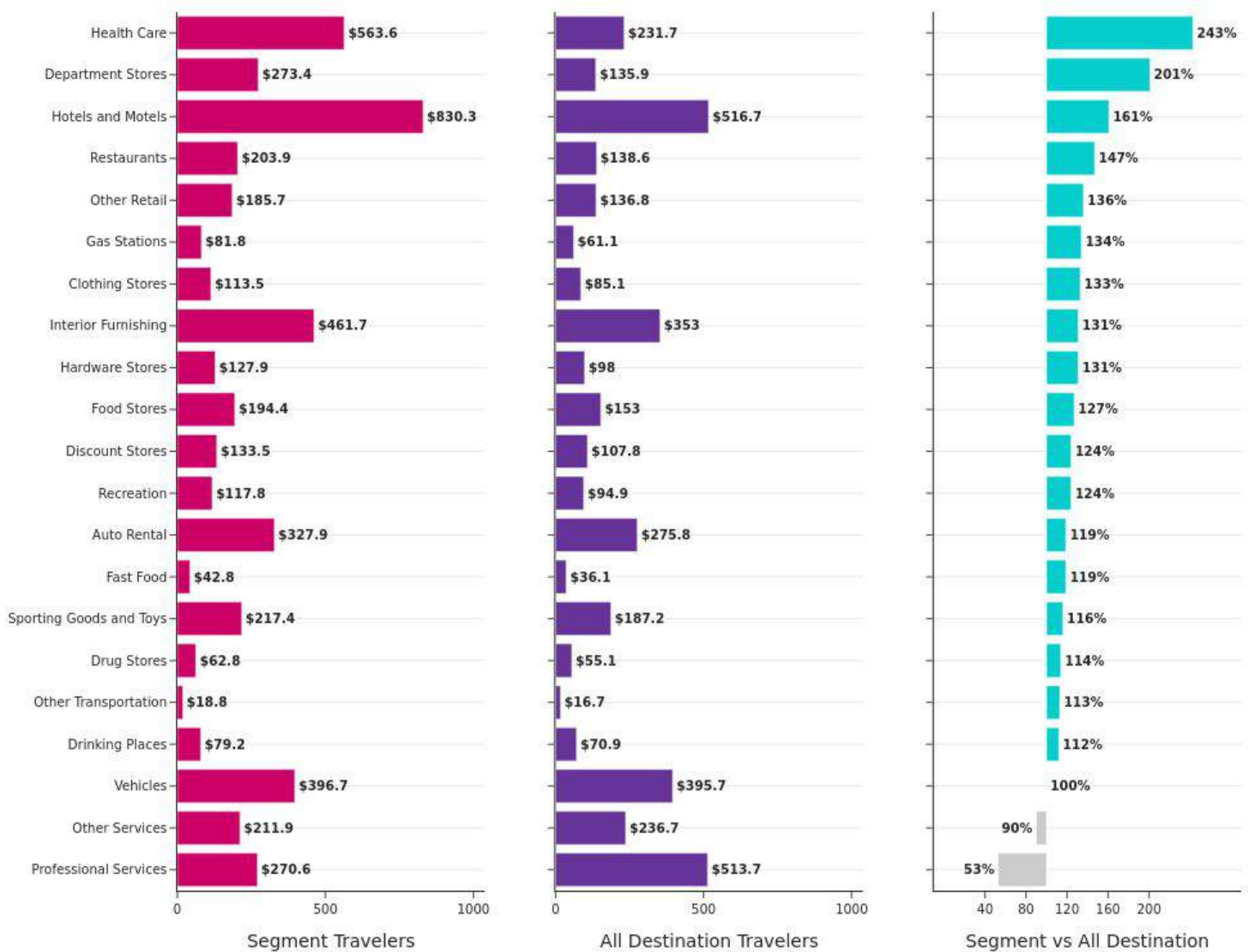
Origin

Chicago, IL - Share of Spend by Category



Origin

Chicago, IL - Average Spend Per Traveler



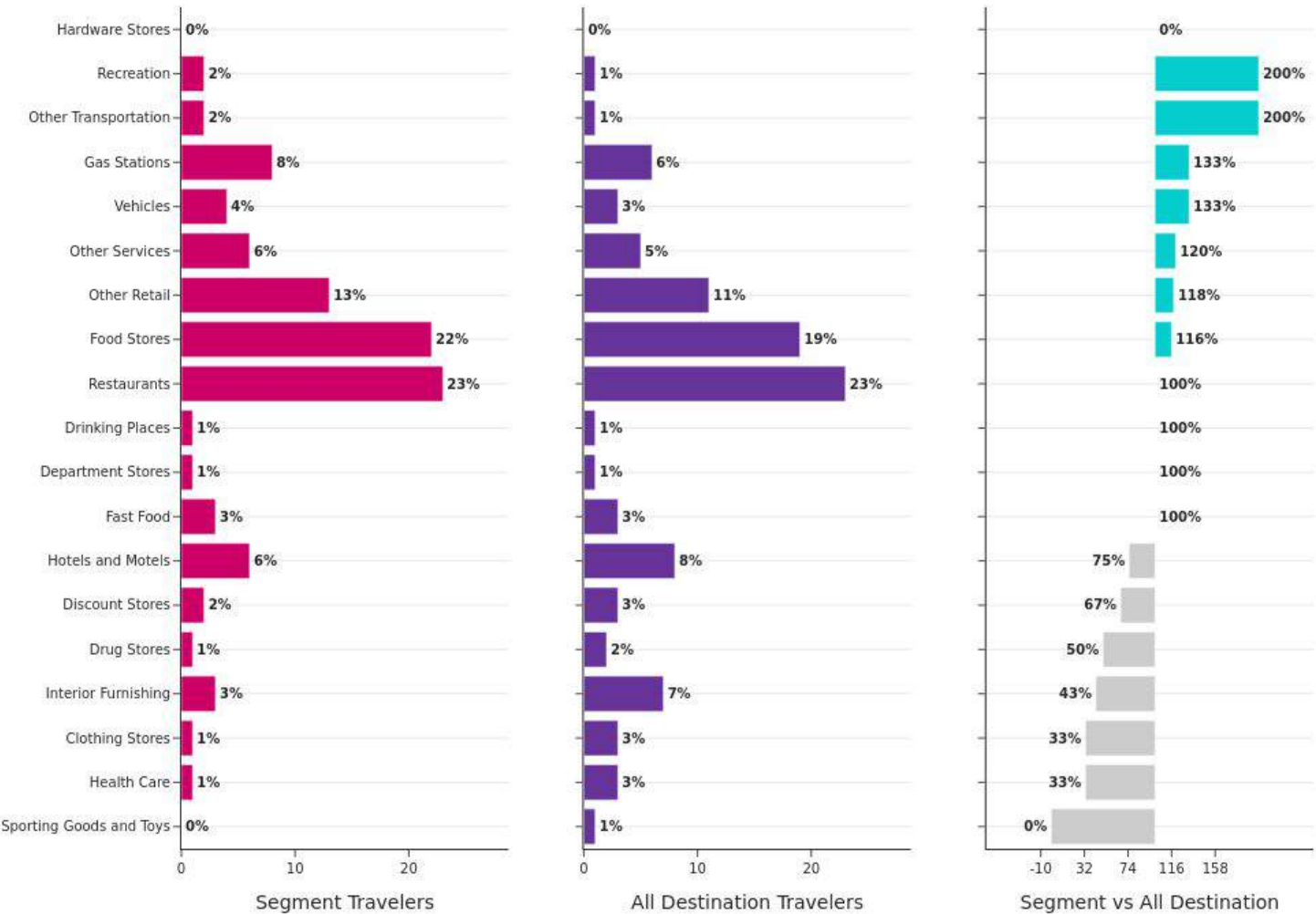
Origin

Miami, FL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,856,454.90	12,391	29,921	\$149.83	\$62.04
2	Food Stores	\$1,811,110.95	7,310	33,380	\$247.75	\$54.26
3	Other Retail	\$1,060,787.63	3,472	10,157	\$305.50	\$104.44
4	Gas Stations	\$659,781.26	7,027	19,797	\$93.89	\$33.33
5	Hotels and Motels	\$513,165.15	987	1,796	\$519.99	\$285.80
6	Other Services	\$464,792.60	946	2,339	\$491.45	\$198.69
7	Vehicles	\$331,627.85	434	818	\$764.05	\$405.50
8	Interior Furnishing	\$269,193.40	772	2,152	\$348.63	\$125.09
9	Fast Food	\$236,472.98	4,688	13,474	\$50.45	\$17.55
10	Other Transportation	\$173,698.06	4,130	6,844	\$42.06	\$25.38
11	Discount Stores	\$140,610.25	1,051	2,673	\$133.81	\$52.61
12	Recreation	\$123,263.26	786	1,841	\$156.85	\$66.95
13	Clothing Stores	\$119,753.28	868	1,681	\$137.95	\$71.22
14	Drug Stores	\$113,744.09	1,919	3,888	\$59.28	\$29.25
15	Health Care	\$74,194.23	352	905	\$210.90	\$82.02
16	Drinking Places	\$64,003.94	694	1,348	\$92.16	\$47.49
17	Department Stores	\$42,377.12	183	361	\$231.88	\$117.41
18	Sporting Goods and Toys	\$32,226.62	169	416	\$190.64	\$77.51
19	Hardware Stores	\$29,183.21	155	302	\$187.87	\$96.78

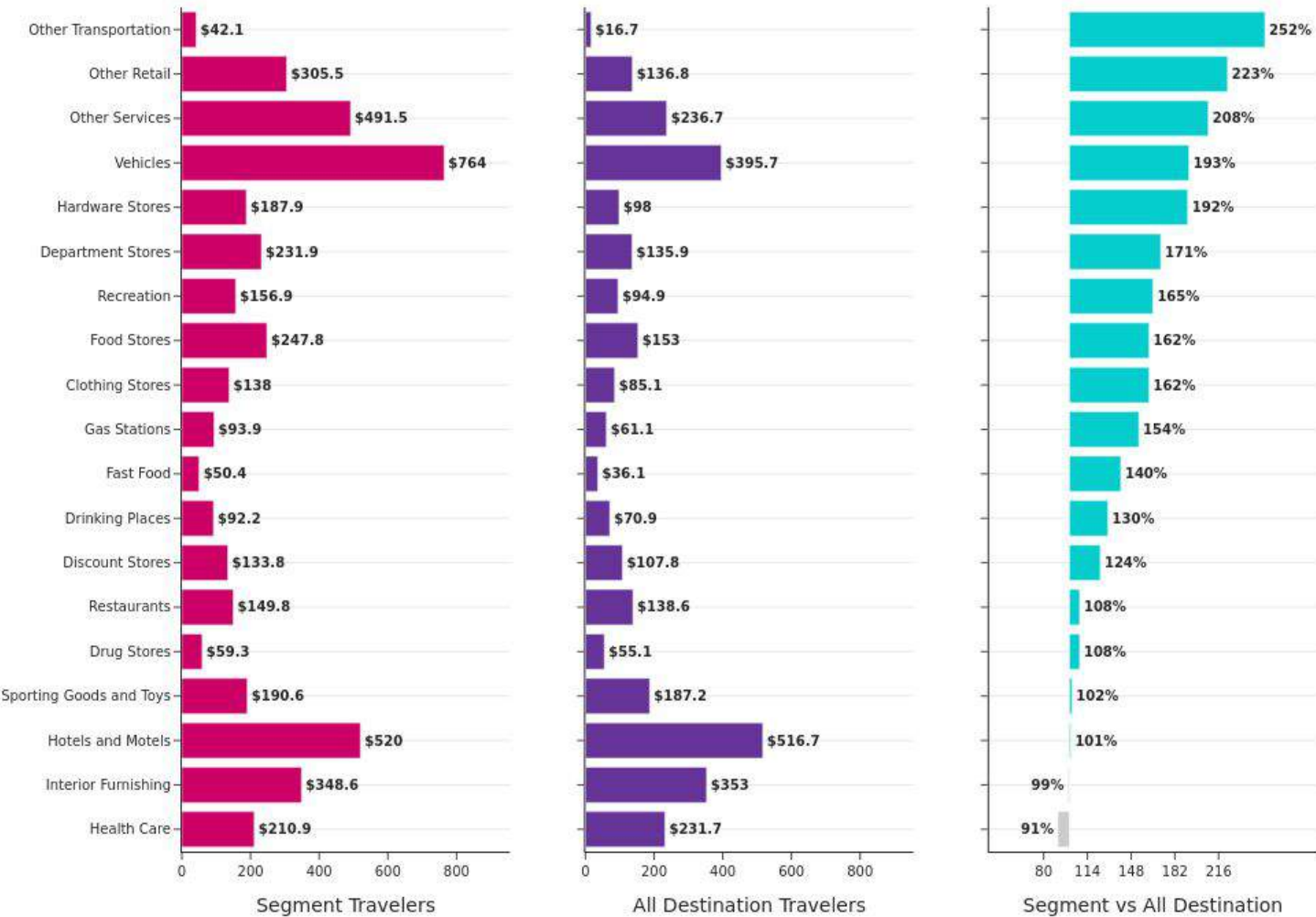
Origin

Miami, FL - Share of Spend by Category



Origin

Miami, FL - Average Spend Per Traveler



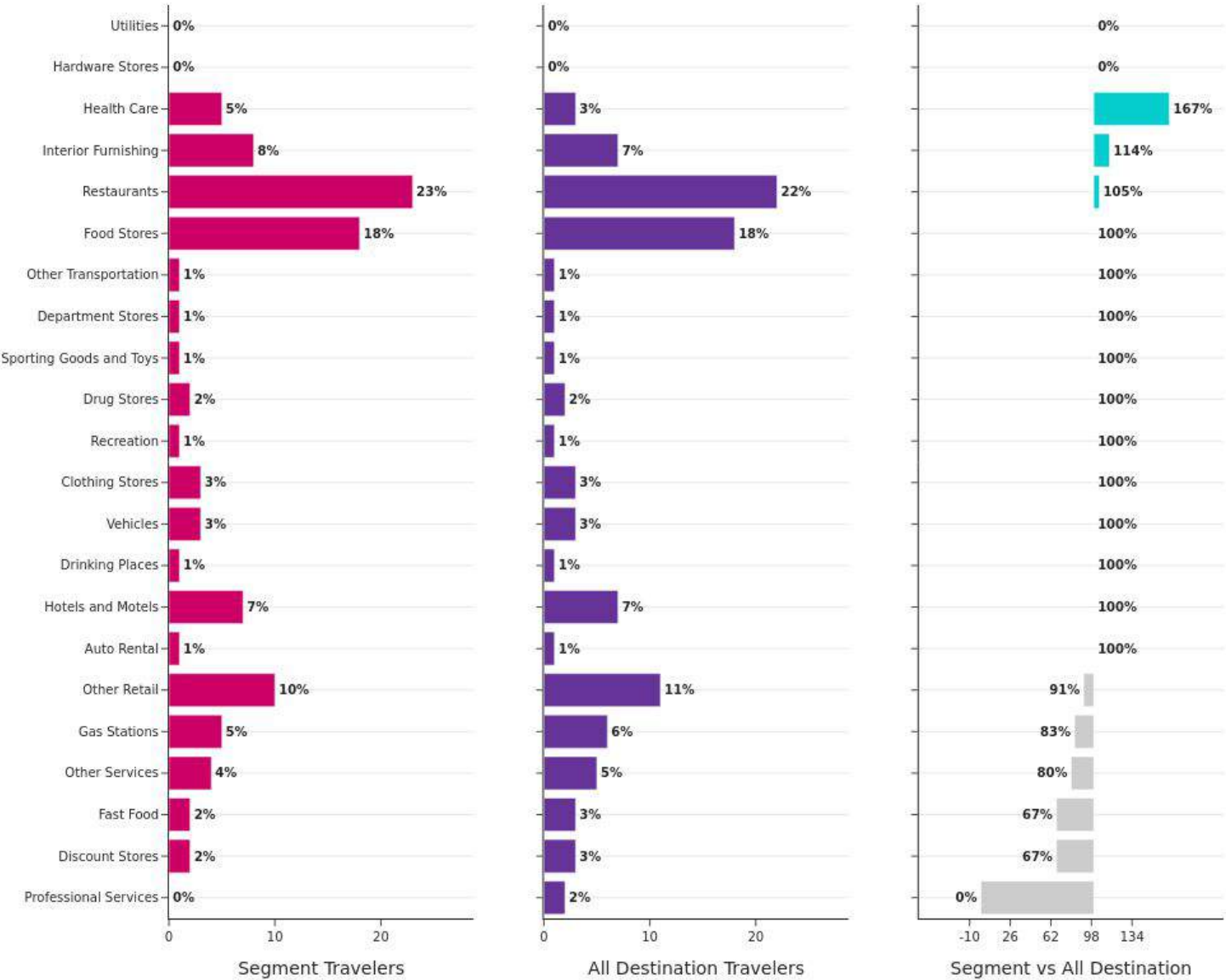
Origin

Philadelphia, PA

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,521,206.64	8,690	19,523	\$175.05	\$77.92
2	Food Stores	\$1,214,772.12	6,511	20,555	\$186.58	\$59.10
3	Other Retail	\$688,612.72	4,167	9,330	\$165.26	\$73.81
4	Interior Furnishing	\$508,286.48	1,234	3,532	\$412.04	\$143.92
5	Hotels and Motels	\$459,426.34	681	950	\$674.87	\$483.44
6	Gas Stations	\$314,500.39	4,880	10,518	\$64.45	\$29.90
7	Health Care	\$301,301.14	1,572	2,111	\$191.71	\$142.74
8	Other Services	\$279,303.23	1,384	2,380	\$201.76	\$117.34
9	Vehicles	\$203,977.16	402	822	\$507.33	\$248.03
10	Clothing Stores	\$179,026.12	1,987	2,741	\$90.08	\$65.31
11	Discount Stores	\$160,167.57	1,288	2,444	\$124.31	\$65.53
12	Drug Stores	\$151,147.55	2,421	4,450	\$62.42	\$33.97
13	Fast Food	\$133,623.15	3,536	6,999	\$37.79	\$19.09
14	Recreation	\$85,623.96	845	1,366	\$101.30	\$62.68
15	Auto Rental	\$73,613.71	260	270	\$282.67	\$273.09
16	Drinking Places	\$67,427.98	790	1,453	\$85.31	\$46.41
17	Sporting Goods and Toys	\$59,856.83	247	347	\$242.61	\$172.38
18	Department Stores	\$51,143.02	302	397	\$169.60	\$128.66
19	Other Transportation	\$45,150.69	2,696	3,952	\$16.75	\$11.42
20	Hardware Stores	\$29,004.25	274	667	\$105.80	\$43.48
21	Professional Services	\$23,950.23	242	324	\$98.91	\$73.83
22	Utilities	\$18,522.97	274	343	\$67.57	\$54.06

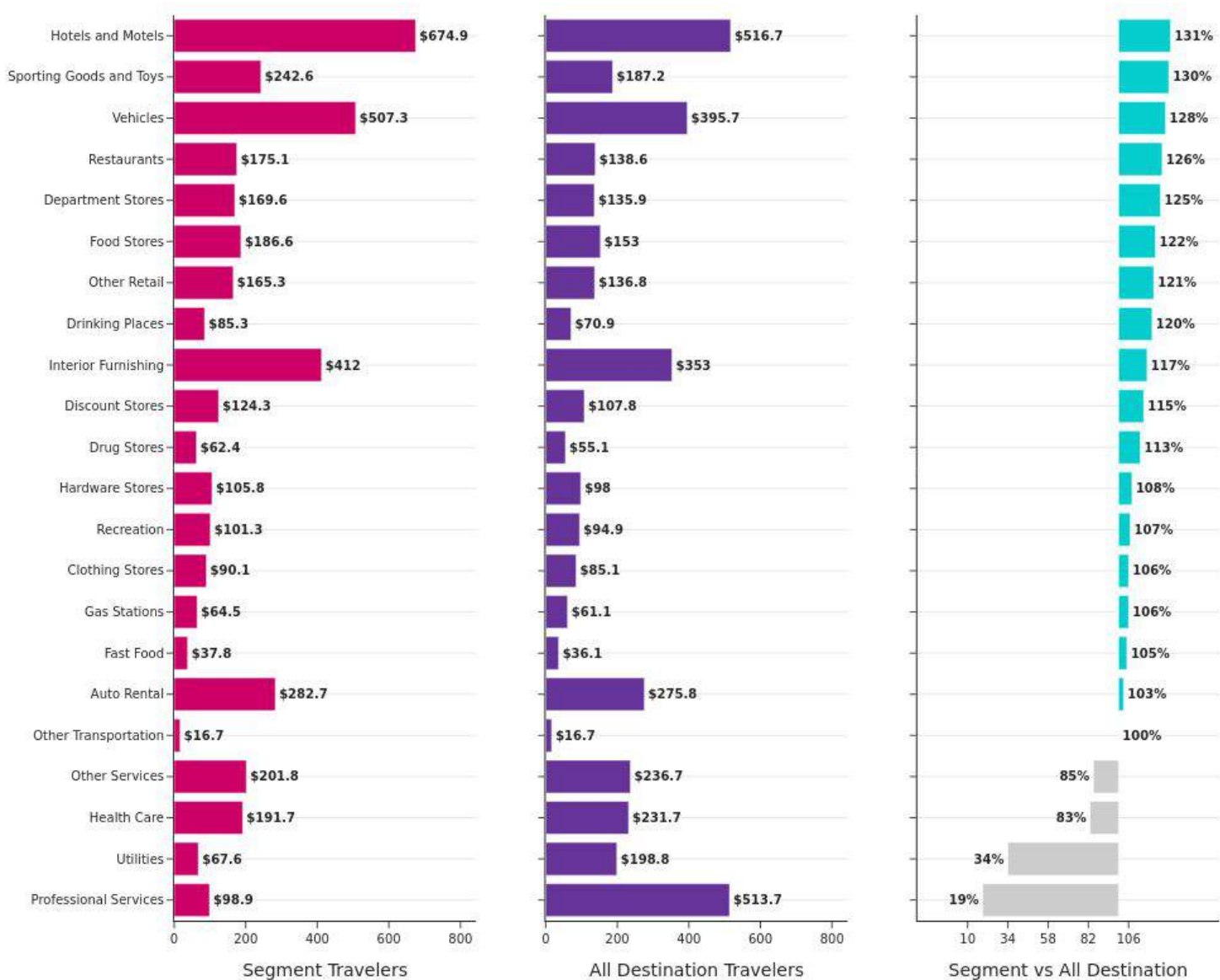
Origin

Philadelphia, PA - Share of Spend by Category



Origin

Philadelphia, PA - Average Spend Per Traveler



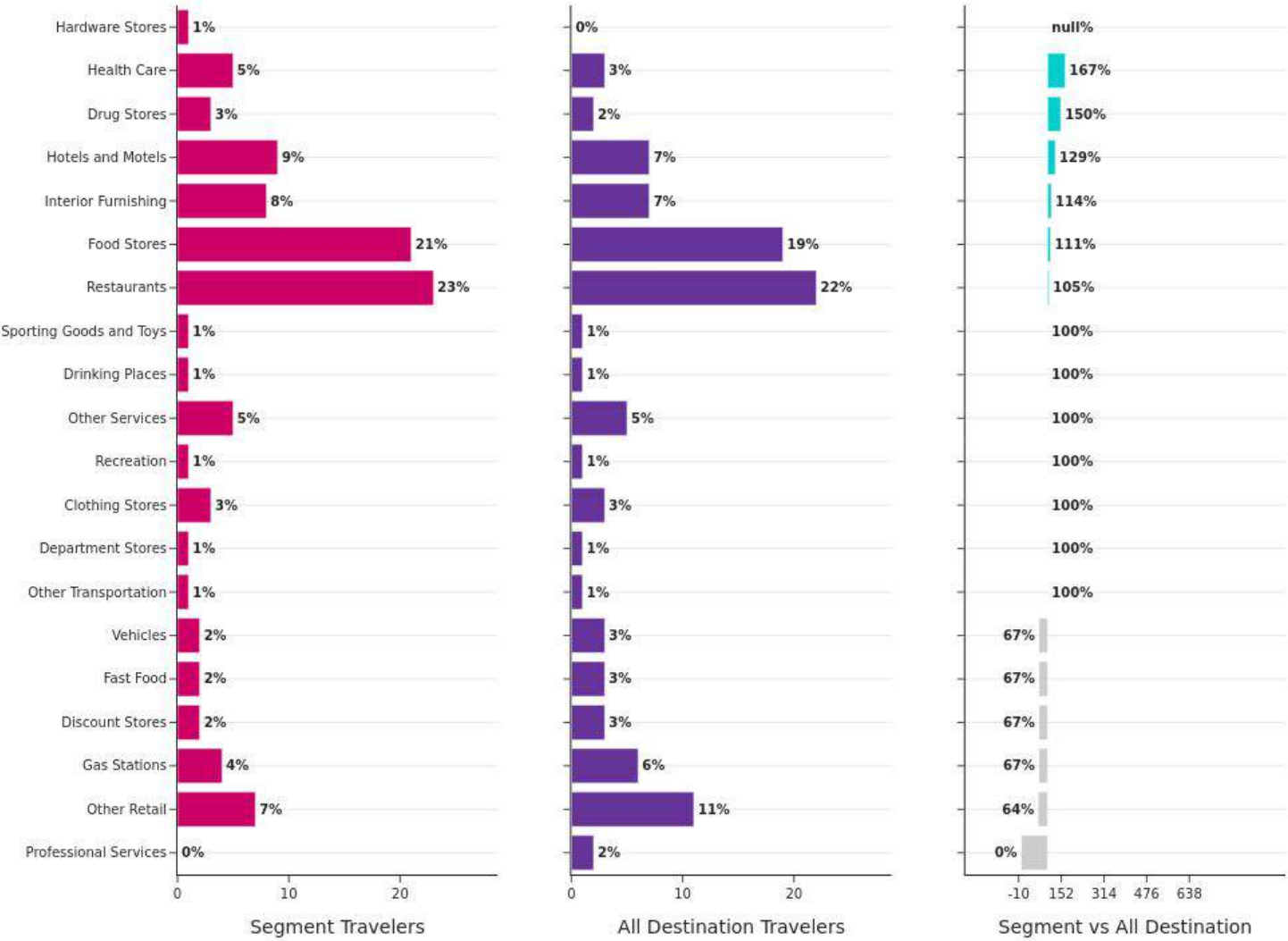
Origin

Boston, MA

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,479,671.93	8,475	20,400	\$174.59	\$72.53
2	Food Stores	\$1,337,793.64	6,748	24,151	\$198.24	\$55.39
3	Hotels and Motels	\$546,317.65	626	836	\$872.80	\$653.41
4	Interior Furnishing	\$499,018.69	1,243	4,203	\$401.55	\$118.72
5	Other Retail	\$457,099.88	3,422	7,164	\$133.57	\$63.81
6	Health Care	\$351,658.09	2,079	3,075	\$169.16	\$114.37
7	Other Services	\$328,104.53	1,220	2,421	\$268.96	\$135.50
8	Gas Stations	\$272,346.74	4,222	8,603	\$64.51	\$31.66
9	Drug Stores	\$191,804.40	2,682	6,026	\$71.52	\$31.83
10	Clothing Stores	\$185,741.89	1,585	2,294	\$117.16	\$80.98
11	Discount Stores	\$151,531.70	1,288	2,805	\$117.61	\$54.02
12	Vehicles	\$150,713.46	434	626	\$347.23	\$240.78
13	Fast Food	\$137,237.80	3,637	8,201	\$37.74	\$16.73
14	Drinking Places	\$72,238.94	841	1,339	\$85.93	\$53.96
15	Recreation	\$71,916.61	672	1,508	\$107.08	\$47.70
16	Other Transportation	\$50,643.55	2,787	4,208	\$18.17	\$12.04
17	Department Stores	\$42,309.13	315	434	\$134.21	\$97.48
18	Hardware Stores	\$36,789.68	302	722	\$122.00	\$50.96
19	Sporting Goods and Toys	\$33,663.12	260	329	\$129.26	\$102.33
20	Professional Services	\$20,947.53	206	260	\$101.89	\$80.44

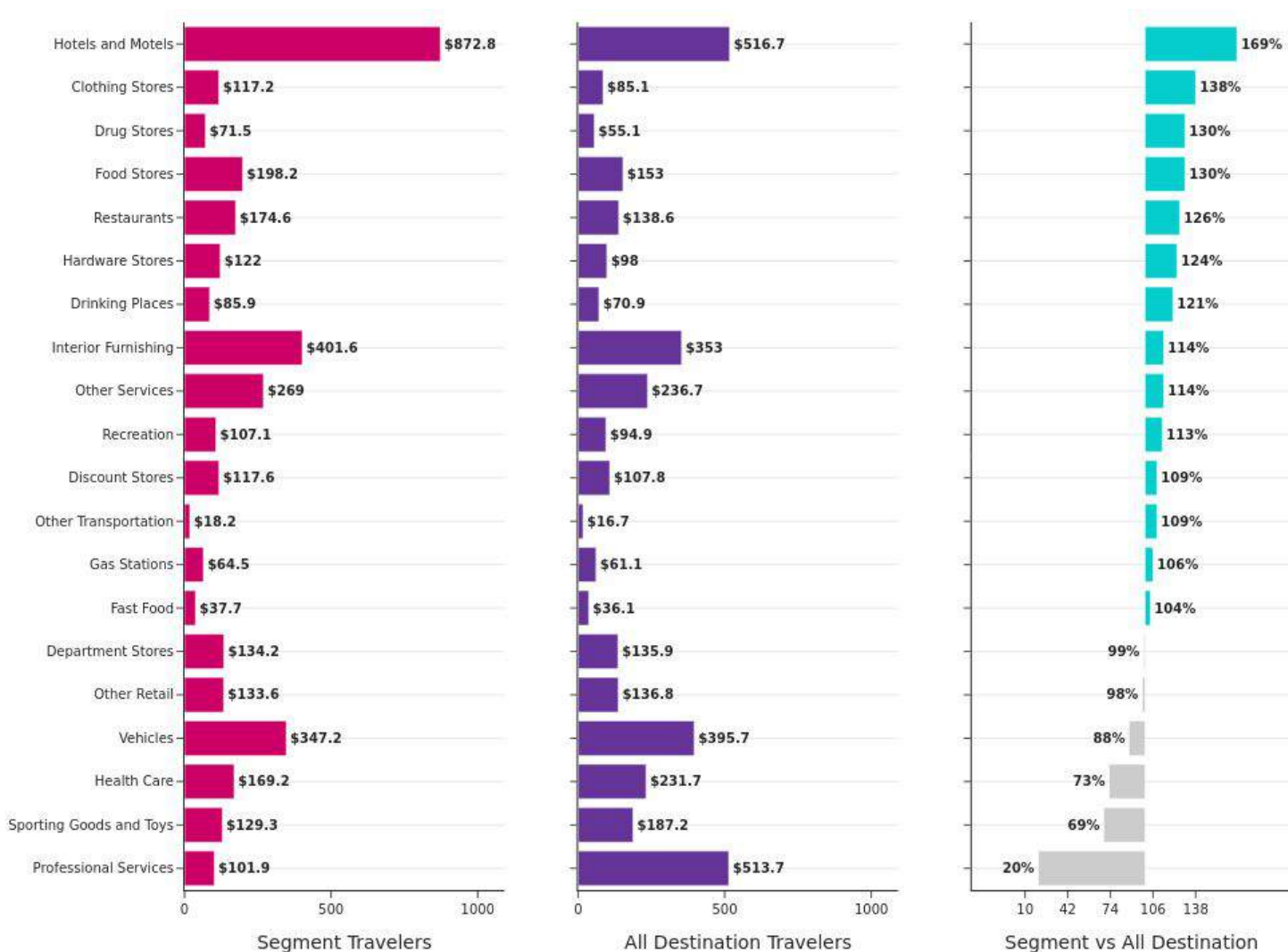
Origin

Boston, MA - Share of Spend by Category



Origin

Boston, MA - Average Spend Per Traveler



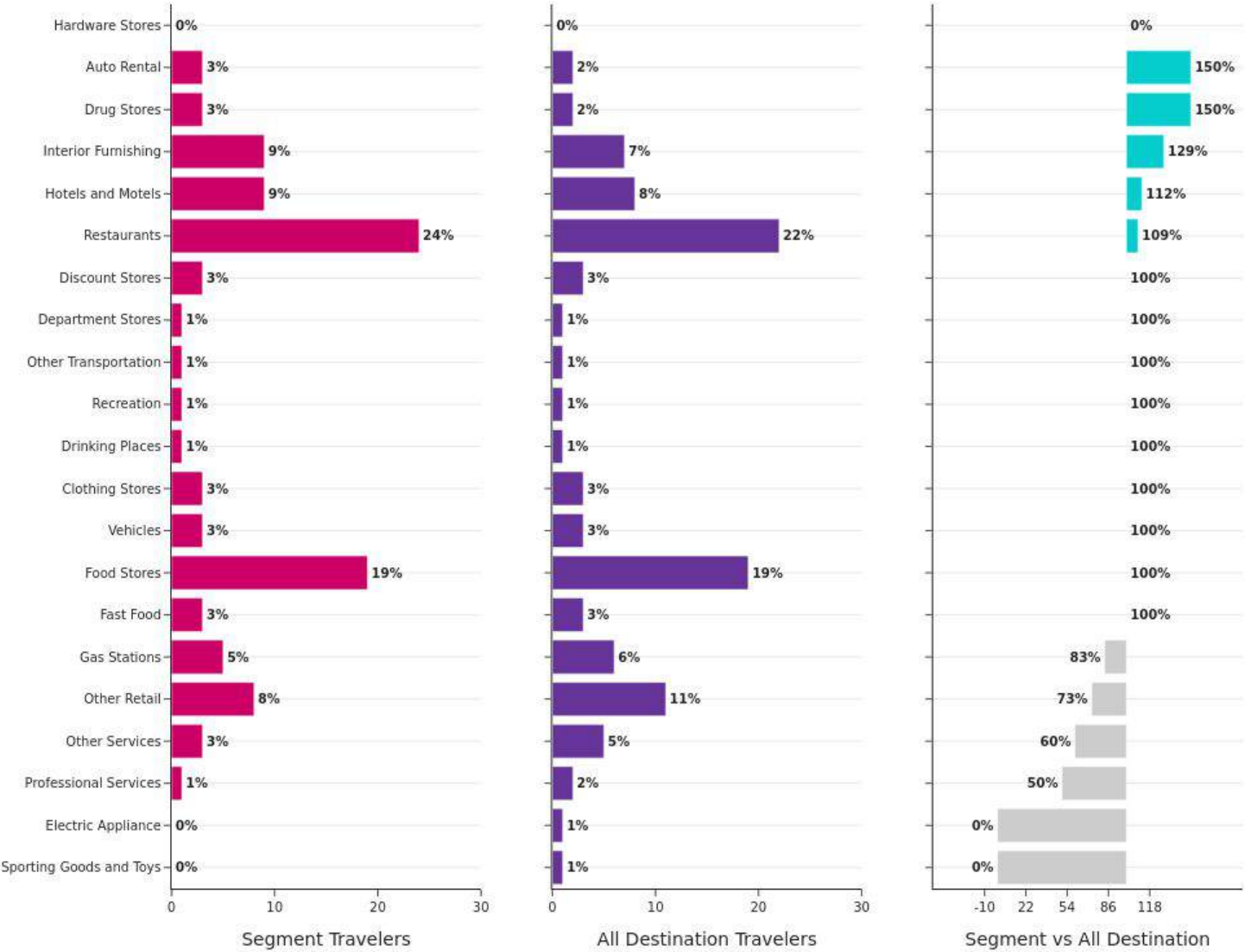
Origin

Cincinnati, OH

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,360,677.08	6,721	18,755	\$202.46	\$72.55
2	Food Stores	\$1,067,020.51	5,510	16,361	\$193.65	\$65.22
3	Hotels and Motels	\$512,730.52	649	1,033	\$790.30	\$496.56
4	Interior Furnishing	\$491,071.12	589	1,563	\$833.20	\$314.28
5	Other Retail	\$467,333.89	3,285	7,776	\$142.26	\$60.10
6	Gas Stations	\$266,392.37	3,632	8,105	\$73.34	\$32.87
7	Clothing Stores	\$195,906.09	2,198	3,861	\$89.14	\$50.74
8	Other Services	\$188,269.29	864	1,873	\$218.03	\$100.51
9	Vehicles	\$167,100.58	292	576	\$571.47	\$290.27
10	Auto Rental	\$162,353.27	439	681	\$370.15	\$238.49
11	Discount Stores	\$149,313.93	1,087	2,234	\$137.31	\$66.83
12	Drug Stores	\$145,858.00	2,330	4,811	\$62.60	\$30.32
13	Fast Food	\$141,573.73	2,956	6,141	\$47.89	\$23.06
14	Recreation	\$72,752.12	493	886	\$147.44	\$82.08
15	Drinking Places	\$72,610.66	777	1,485	\$93.49	\$48.90
16	Other Transportation	\$51,715.08	2,504	4,276	\$20.66	\$12.09
17	Department Stores	\$46,276.45	196	279	\$235.55	\$166.04
18	Professional Services	\$41,799.57	201	329	\$207.93	\$127.07
19	Sporting Goods and Toys	\$26,715.53	187	311	\$142.62	\$85.99
20	Hardware Stores	\$17,260.19	155	288	\$111.11	\$59.96
21	Electric Appliance	\$13,509.61	137	247	\$98.56	\$54.76

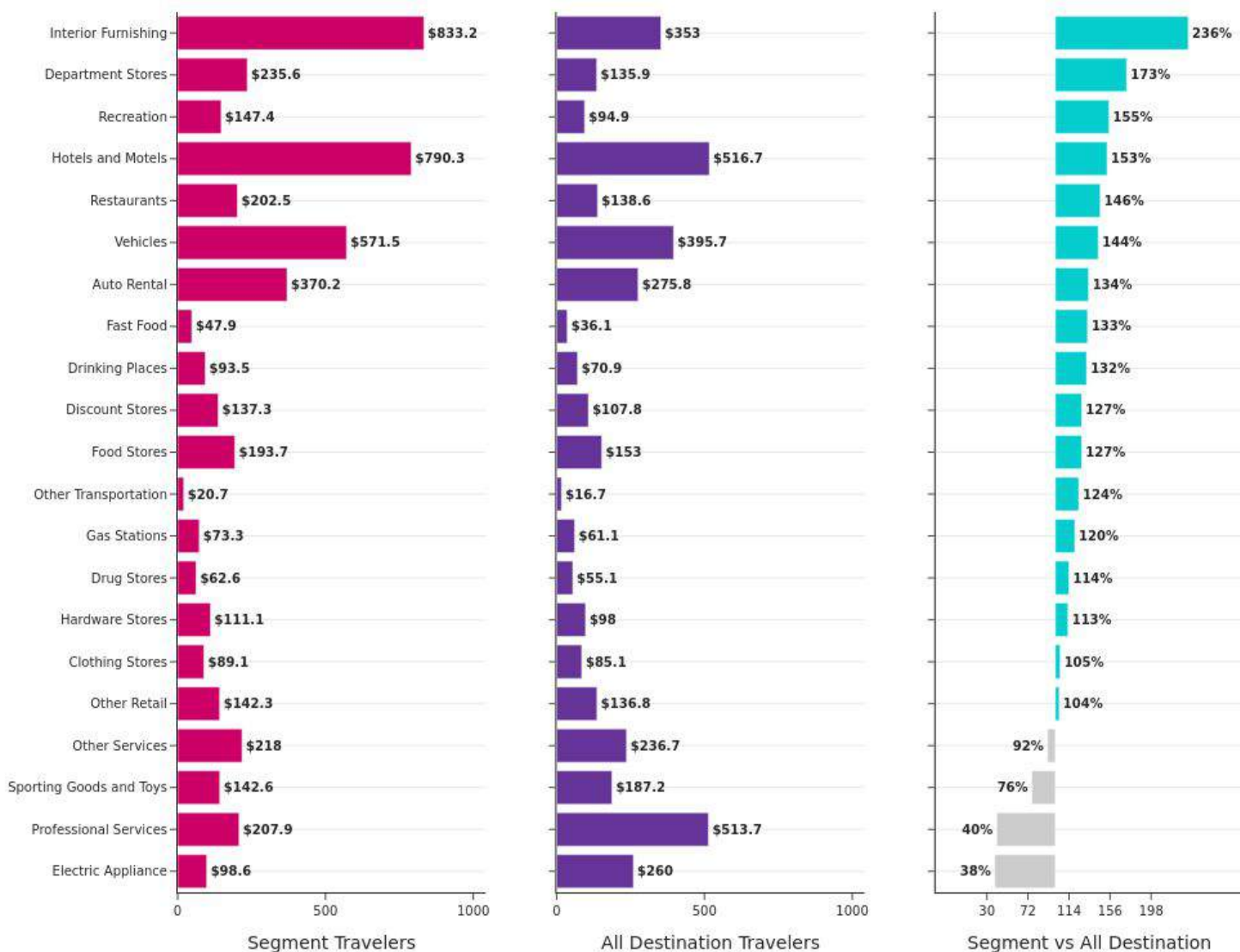
Origin

Cincinnati, OH - Share of Spend by Category



Origin

Cincinnati, OH - Average Spend Per Traveler



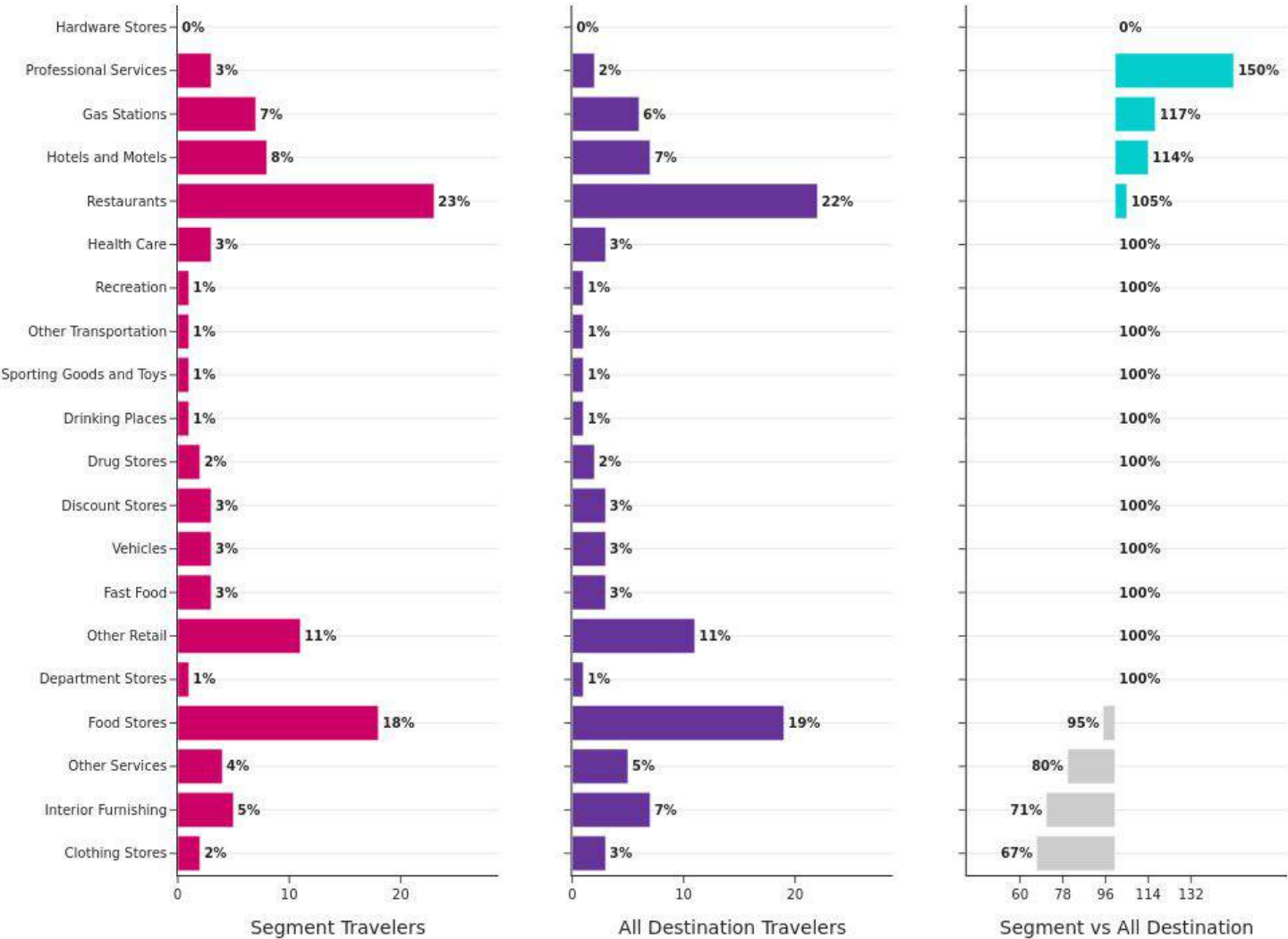
Origin

Atlanta, GA

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,245,366.70	8,836	17,851	\$140.94	\$69.77
2	Food Stores	\$999,183.07	7,461	19,299	\$133.92	\$51.77
3	Other Retail	\$593,458.26	4,235	8,233	\$140.12	\$72.08
4	Hotels and Motels	\$448,191.11	749	1,010	\$598.15	\$443.88
5	Gas Stations	\$402,715.89	6,045	12,075	\$66.62	\$33.35
6	Interior Furnishing	\$296,876.11	1,087	2,591	\$273.02	\$114.60
7	Other Services	\$221,615.46	964	1,782	\$229.88	\$124.37
8	Fast Food	\$177,109.53	4,962	9,046	\$35.69	\$19.58
9	Discount Stores	\$173,277.63	1,462	2,773	\$118.52	\$62.48
10	Professional Services	\$172,843.04	146	251	\$1,182.21	\$687.83
11	Vehicles	\$151,546.00	448	580	\$338.46	\$261.18
12	Health Care	\$141,181.64	334	480	\$423.30	\$294.29
13	Clothing Stores	\$136,530.81	1,508	1,992	\$90.55	\$68.54
14	Drug Stores	\$102,917.91	2,326	3,916	\$44.26	\$26.28
15	Drinking Places	\$52,073.37	708	1,065	\$73.53	\$48.92
16	Department Stores	\$48,003.48	356	530	\$134.70	\$90.57
17	Other Transportation	\$46,288.19	2,728	3,852	\$16.97	\$12.02
18	Recreation	\$43,659.50	535	868	\$81.67	\$50.29
19	Sporting Goods and Toys	\$40,721.13	302	356	\$135.04	\$114.27
20	Hardware Stores	\$27,476.06	292	448	\$93.97	\$61.37

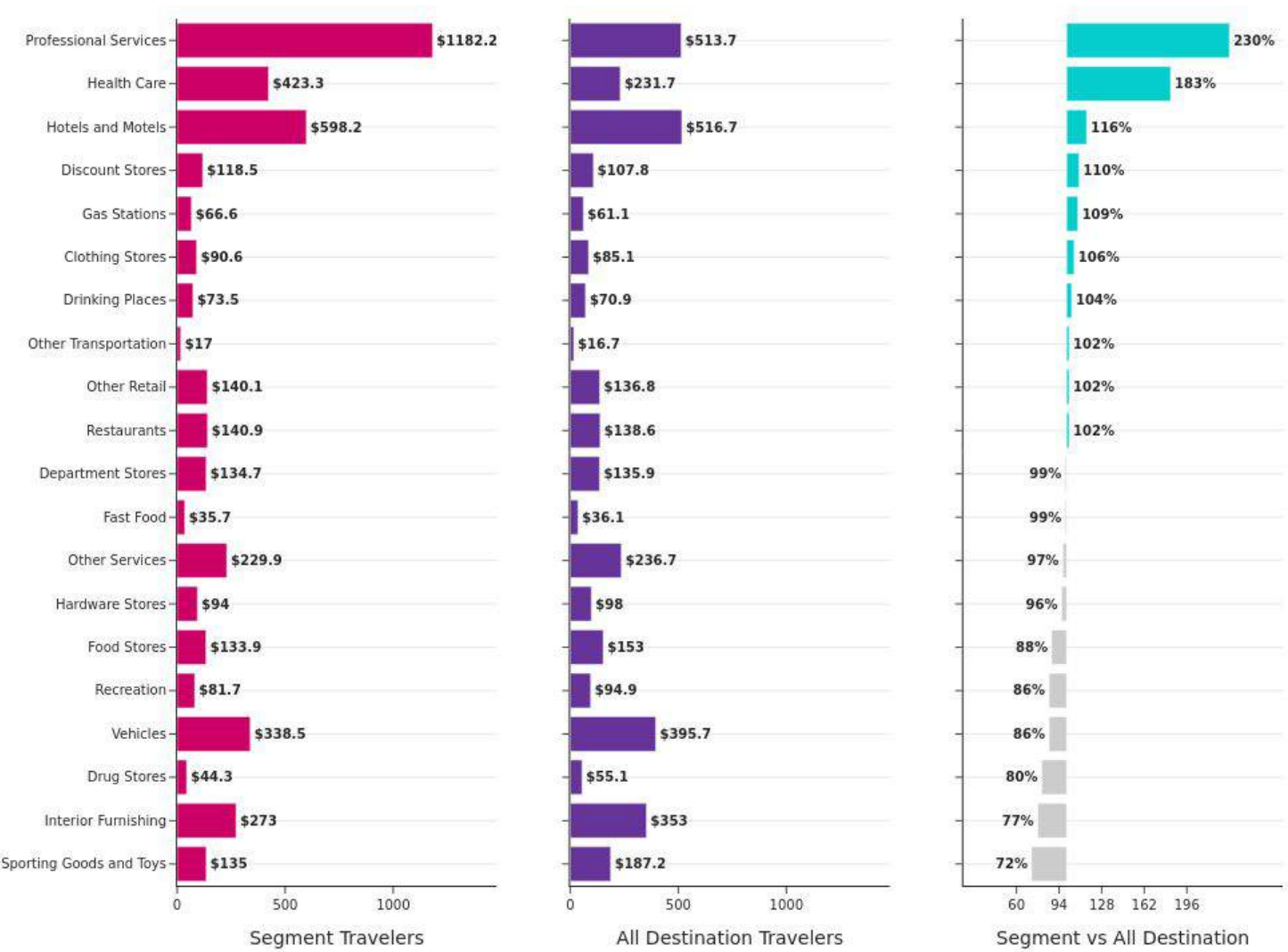
Origin

Atlanta, GA - Share of Spend by Category



Origin

Atlanta, GA - Average Spend Per Traveler



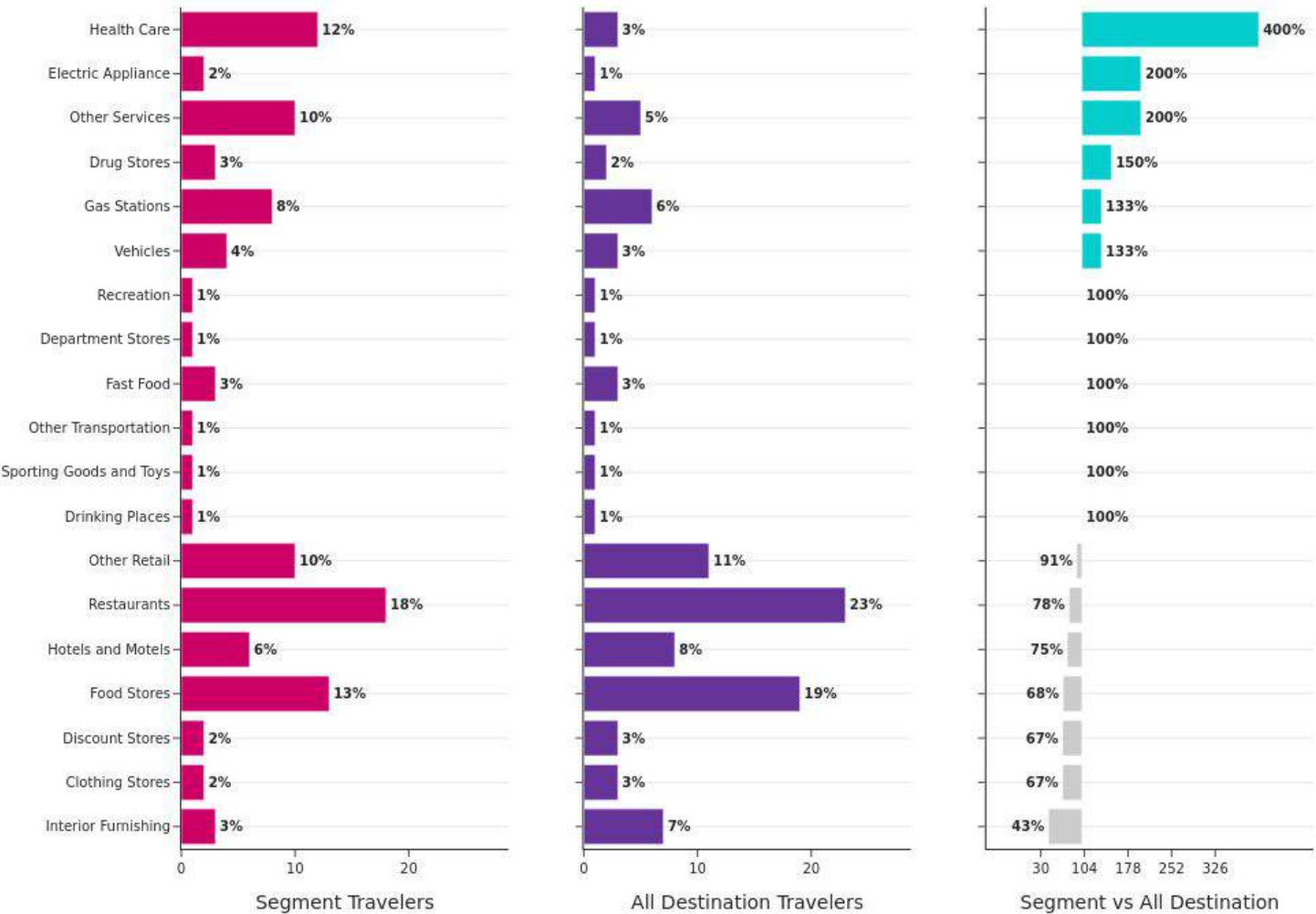
Origin

West Palm Beach, FL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$970,717.35	6,040	14,739	\$160.71	\$65.86
2	Food Stores	\$733,257.82	4,130	14,534	\$177.53	\$50.45
3	Health Care	\$670,350.31	247	763	\$2,717.07	\$878.57
4	Other Services	\$551,308.72	1,092	3,258	\$504.88	\$169.24
5	Other Retail	\$522,436.01	2,796	8,128	\$186.84	\$64.28
6	Gas Stations	\$416,118.18	4,806	12,679	\$86.58	\$32.82
7	Hotels and Motels	\$347,012.43	800	1,389	\$434.01	\$249.84
8	Vehicles	\$241,603.26	343	736	\$705.07	\$328.45
9	Interior Furnishing	\$180,332.82	731	1,850	\$246.69	\$97.46
10	Drug Stores	\$150,153.04	1,476	4,062	\$101.75	\$36.97
11	Fast Food	\$148,234.08	3,276	8,480	\$45.25	\$17.48
12	Discount Stores	\$128,137.14	832	2,262	\$154.10	\$56.66
13	Clothing Stores	\$90,129.13	726	1,119	\$124.07	\$80.52
14	Electric Appliance	\$83,609.60	151	315	\$554.54	\$265.22
15	Drinking Places	\$71,294.92	507	1,138	\$140.58	\$62.67
16	Other Transportation	\$54,540.65	1,923	2,942	\$28.36	\$18.54
17	Recreation	\$42,976.92	448	955	\$95.98	\$45.01
18	Sporting Goods and Toys	\$39,825.41	174	288	\$229.39	\$138.36
19	Department Stores	\$33,401.05	155	242	\$215.02	\$137.94

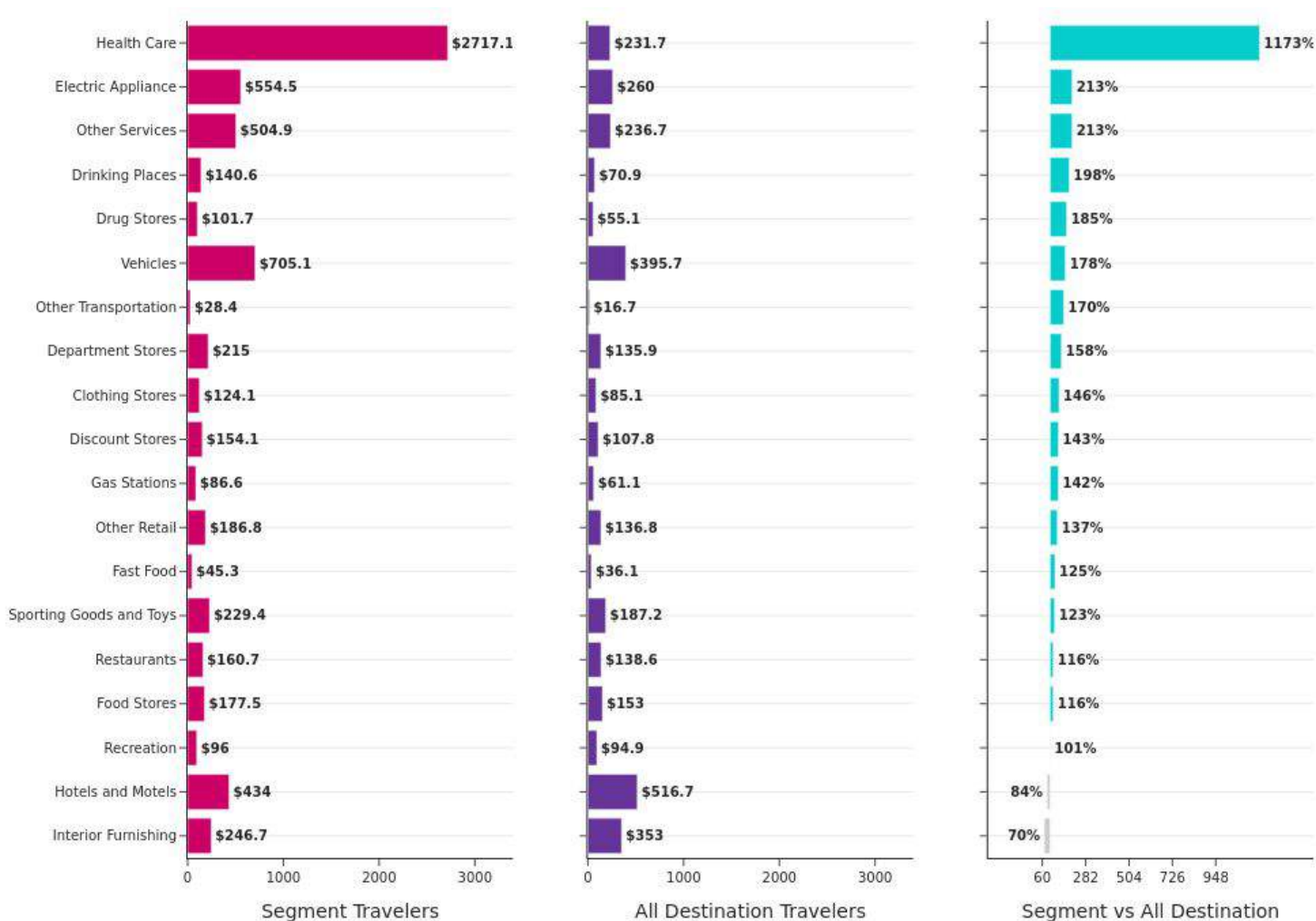
Origin

West Palm Beach, FL - Share of Spend by Category



Origin

West Palm Beach, FL - Average Spend Per Traveler



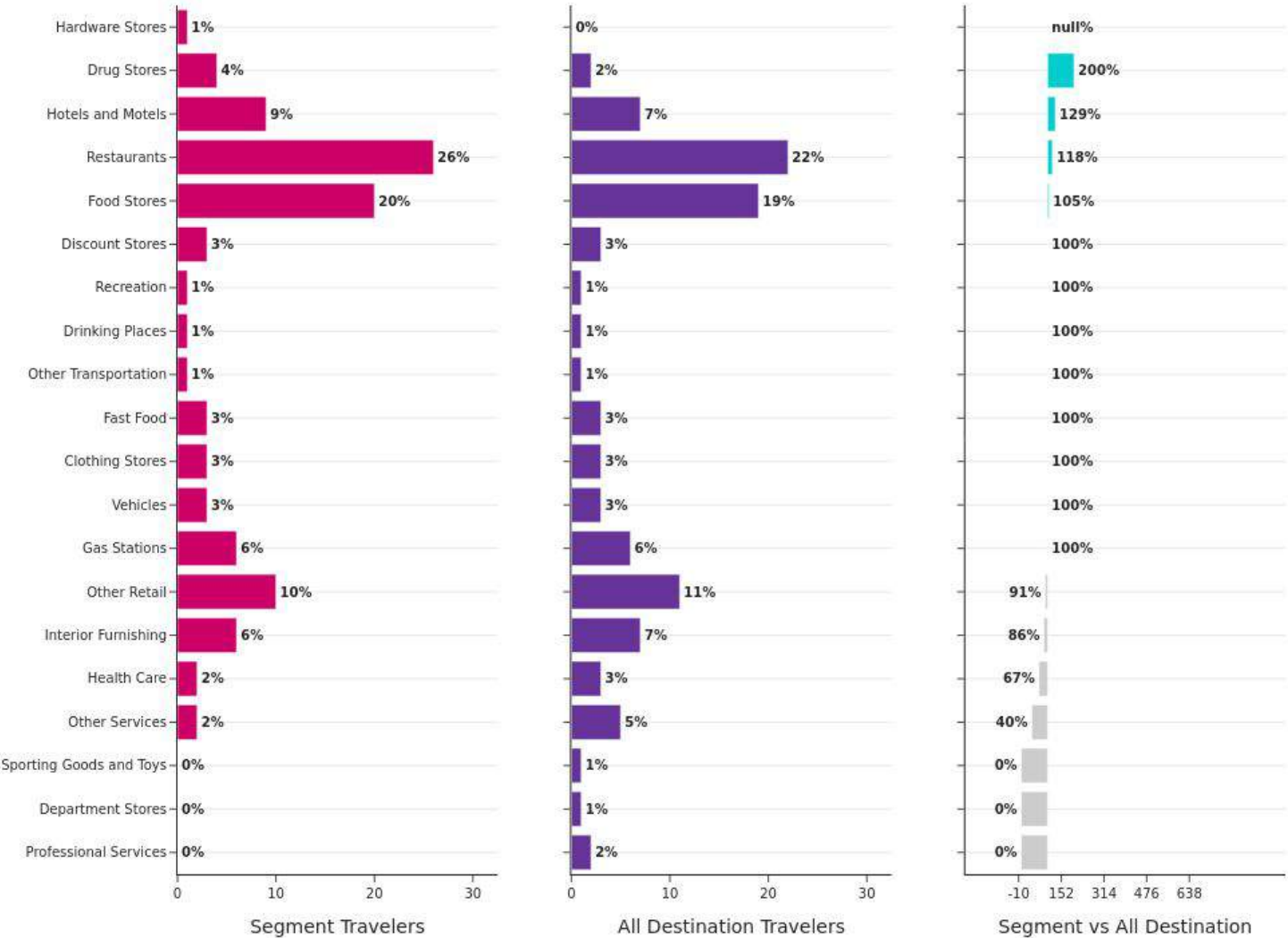
Origin

Cleveland, OH

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,255,298.53	6,355	17,581	\$197.52	\$71.40
2	Food Stores	\$956,909.35	4,706	16,046	\$203.34	\$59.64
3	Other Retail	\$465,907.54	3,015	7,296	\$154.51	\$63.85
4	Hotels and Motels	\$421,451.00	539	955	\$781.73	\$441.36
5	Gas Stations	\$297,394.26	3,363	8,009	\$88.44	\$37.13
6	Interior Furnishing	\$273,240.50	662	2,645	\$412.45	\$103.29
7	Drug Stores	\$178,541.41	1,745	3,724	\$102.30	\$47.95
8	Clothing Stores	\$162,244.53	1,462	2,371	\$110.97	\$68.42
9	Discount Stores	\$157,529.88	1,124	2,403	\$140.16	\$65.55
10	Vehicles	\$132,128.49	297	530	\$444.91	\$249.30
11	Fast Food	\$127,616.65	2,623	5,898	\$48.66	\$21.64
12	Other Services	\$114,349.60	927	1,823	\$123.29	\$62.73
13	Health Care	\$86,748.13	324	886	\$267.42	\$97.87
14	Drinking Places	\$51,612.28	617	1,252	\$83.68	\$41.23
15	Other Transportation	\$46,666.95	2,220	4,057	\$21.02	\$11.50
16	Recreation	\$45,501.53	448	827	\$101.62	\$55.02
17	Hardware Stores	\$27,595.08	219	461	\$125.83	\$59.80
18	Department Stores	\$22,694.29	146	311	\$155.22	\$73.05
19	Professional Services	\$21,810.54	151	302	\$144.66	\$72.33
20	Sporting Goods and Toys	\$16,702.37	187	251	\$89.16	\$66.47

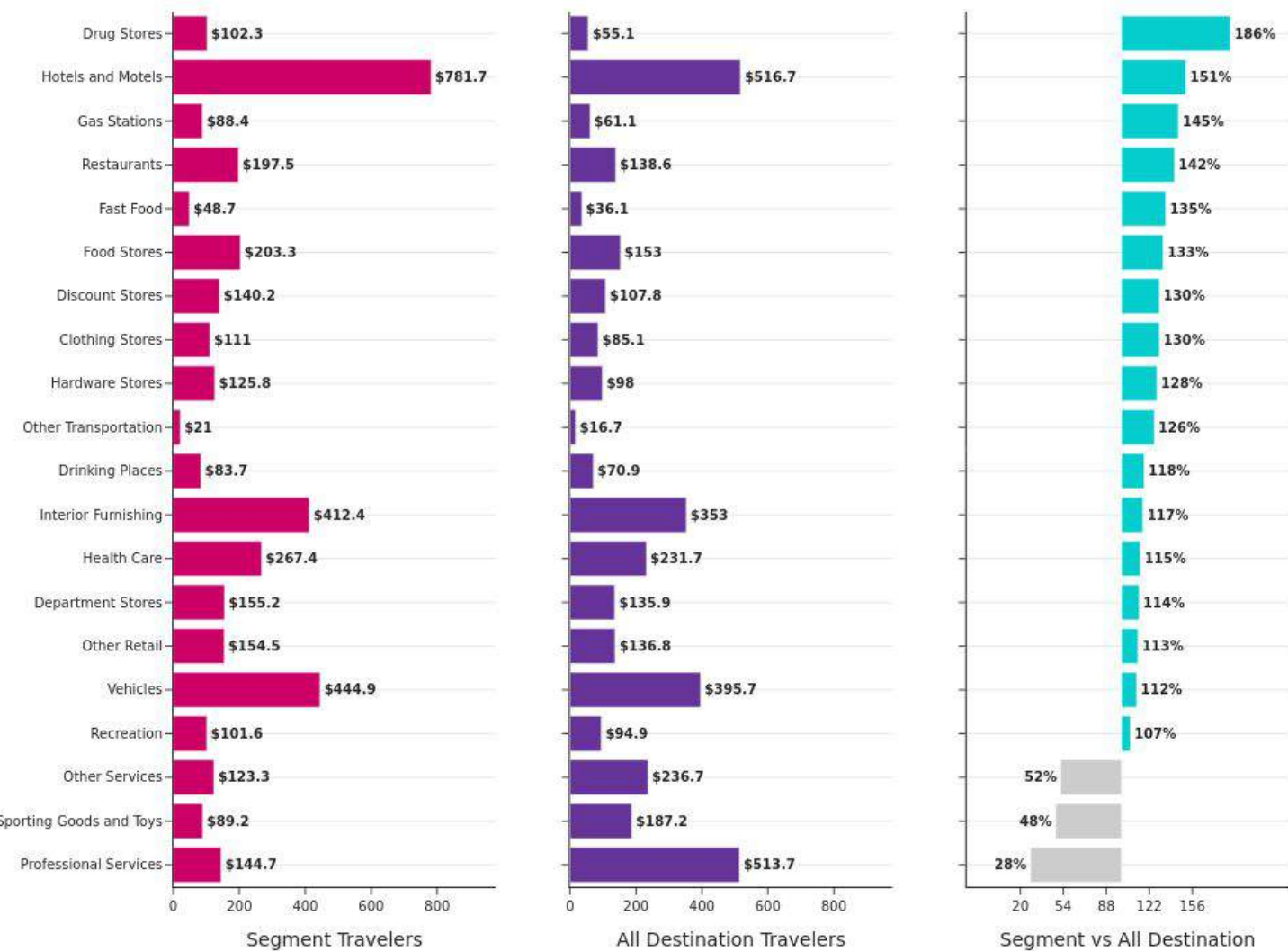
Origin

Cleveland, OH - Share of Spend by Category



Origin

Cleveland, OH - Average Spend Per Traveler



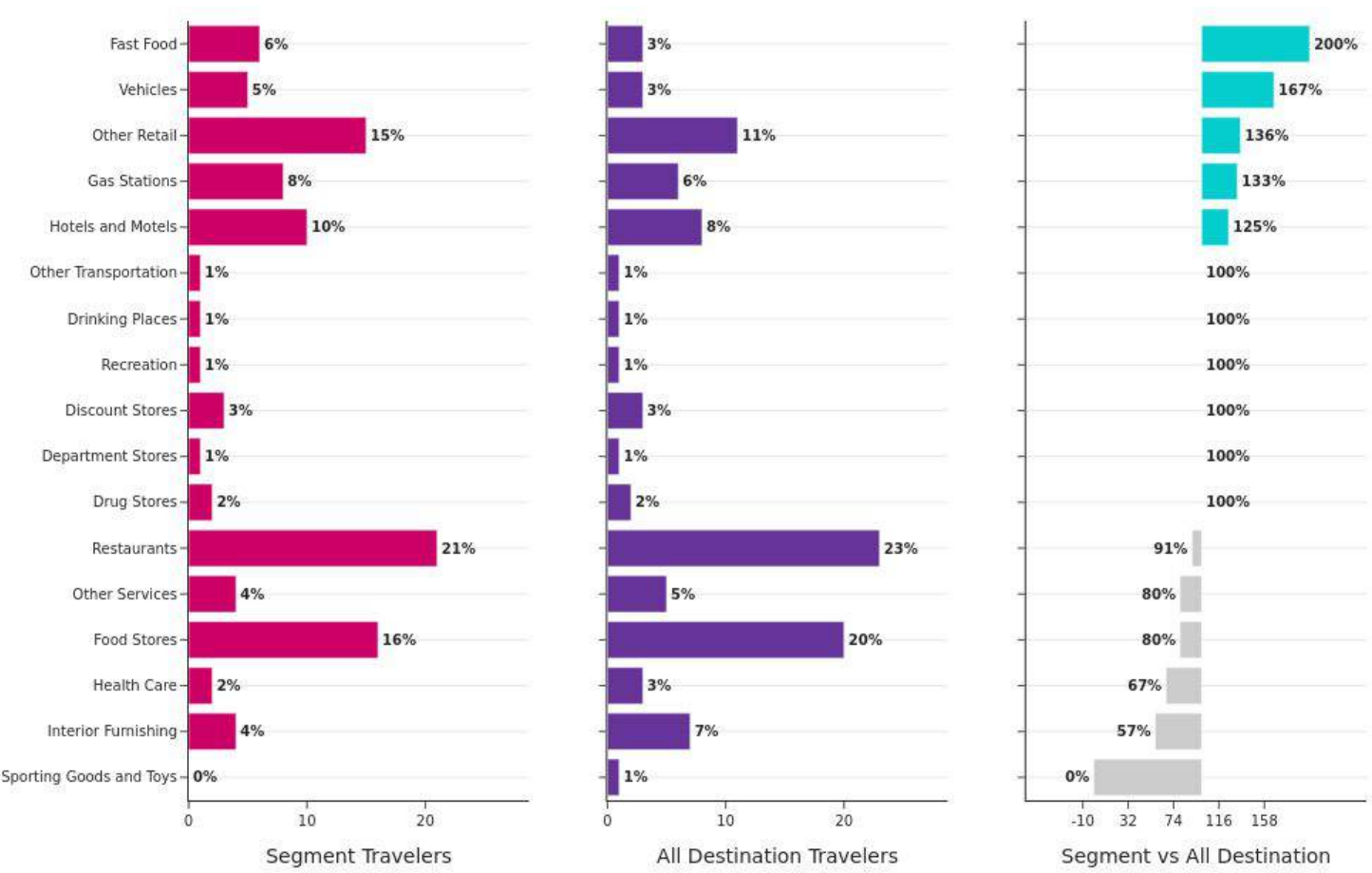
Origin

Jacksonville, FL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$815,168.35	5,944	13,396	\$137.14	\$60.85
2	Food Stores	\$628,800.48	3,714	12,263	\$169.28	\$51.28
3	Other Retail	\$592,938.10	3,477	7,264	\$170.54	\$81.62
4	Hotels and Motels	\$394,490.58	667	1,037	\$591.39	\$380.37
5	Gas Stations	\$312,179.64	3,783	9,663	\$82.52	\$32.31
6	Fast Food	\$217,745.32	4,098	9,023	\$53.13	\$24.13
7	Vehicles	\$177,414.19	292	484	\$606.74	\$366.33
8	Other Services	\$164,428.26	763	1,476	\$215.50	\$111.42
9	Interior Furnishing	\$150,174.29	457	1,243	\$328.69	\$120.84
10	Discount Stores	\$98,730.18	832	1,622	\$118.73	\$60.87
11	Health Care	\$95,053.44	366	580	\$260.06	\$163.82
12	Drug Stores	\$78,634.93	1,010	2,289	\$77.88	\$34.35
13	Recreation	\$49,197.05	388	827	\$126.68	\$59.49
14	Drinking Places	\$46,625.10	562	987	\$82.97	\$47.25
15	Department Stores	\$41,652.49	201	375	\$207.20	\$111.18
16	Other Transportation	\$20,836.41	1,275	1,992	\$16.35	\$10.46
17	Sporting Goods and Toys	\$19,276.38	164	283	\$117.20	\$68.05

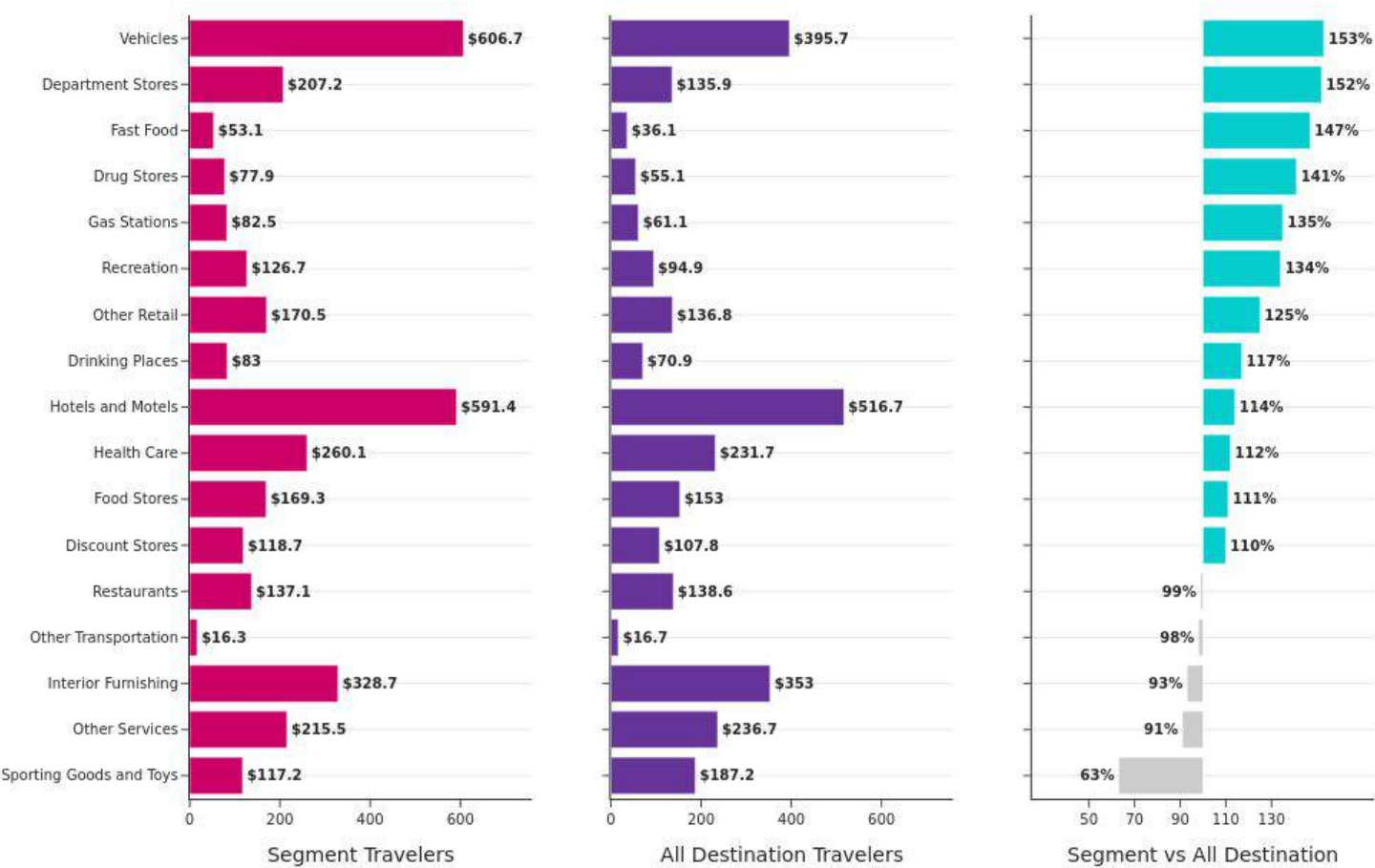
Origin

Jacksonville, FL - Share of Spend by Category



Origin

Jacksonville, FL - Average Spend Per Traveler



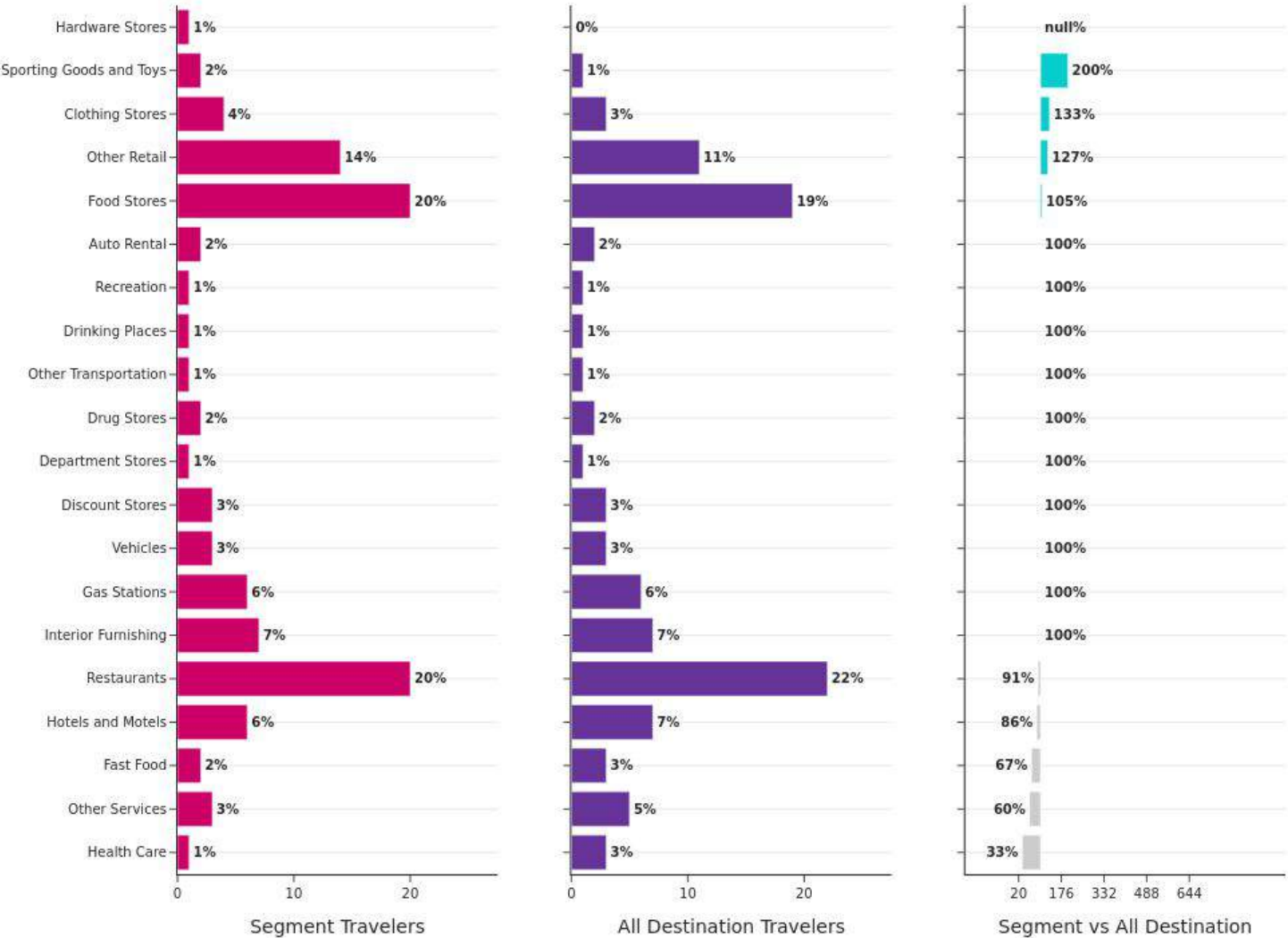
Origin

Detroit, MI

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$871,713.53	5,834	12,971	\$149.41	\$67.20
2	Food Stores	\$856,779.49	4,925	15,388	\$173.96	\$55.68
3	Other Retail	\$613,412.11	3,596	8,535	\$170.60	\$71.87
4	Interior Furnishing	\$281,336.83	955	2,353	\$294.63	\$119.57
5	Hotels and Motels	\$253,796.94	466	644	\$544.60	\$393.97
6	Gas Stations	\$242,989.72	3,765	7,616	\$64.54	\$31.90
7	Clothing Stores	\$160,566.43	1,599	2,316	\$100.41	\$69.32
8	Vehicles	\$131,243.73	343	530	\$383.01	\$247.64
9	Other Services	\$127,543.69	937	1,439	\$136.18	\$88.62
10	Discount Stores	\$121,449.10	991	1,978	\$122.50	\$61.39
11	Sporting Goods and Toys	\$100,016.87	201	302	\$497.52	\$331.68
12	Drug Stores	\$96,049.18	1,814	3,312	\$52.95	\$29.00
13	Fast Food	\$93,820.54	2,595	5,049	\$36.15	\$18.58
14	Auto Rental	\$84,914.23	233	242	\$364.42	\$350.67
15	Health Care	\$64,295.85	238	356	\$270.63	\$180.42
16	Drinking Places	\$56,540.76	800	1,224	\$70.72	\$46.18
17	Hardware Stores	\$39,088.31	238	704	\$164.53	\$55.55
18	Other Transportation	\$38,672.23	2,074	2,983	\$18.64	\$12.96
19	Department Stores	\$33,944.19	251	397	\$135.08	\$85.40
20	Recreation	\$27,183.88	443	649	\$61.34	\$41.90

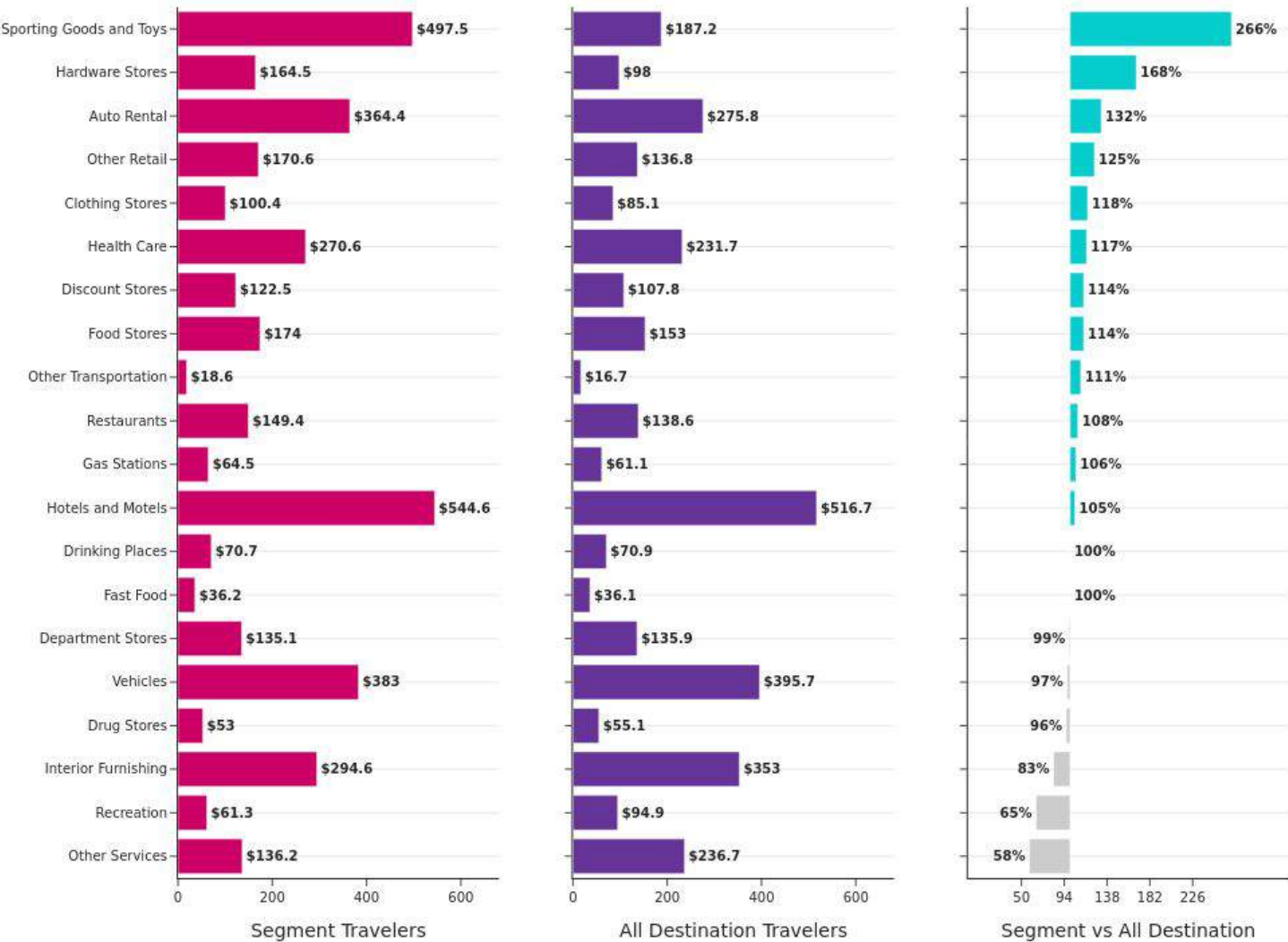
Origin

Detroit, MI - Share of Spend by Category



Origin

Detroit, MI - Average Spend Per Traveler



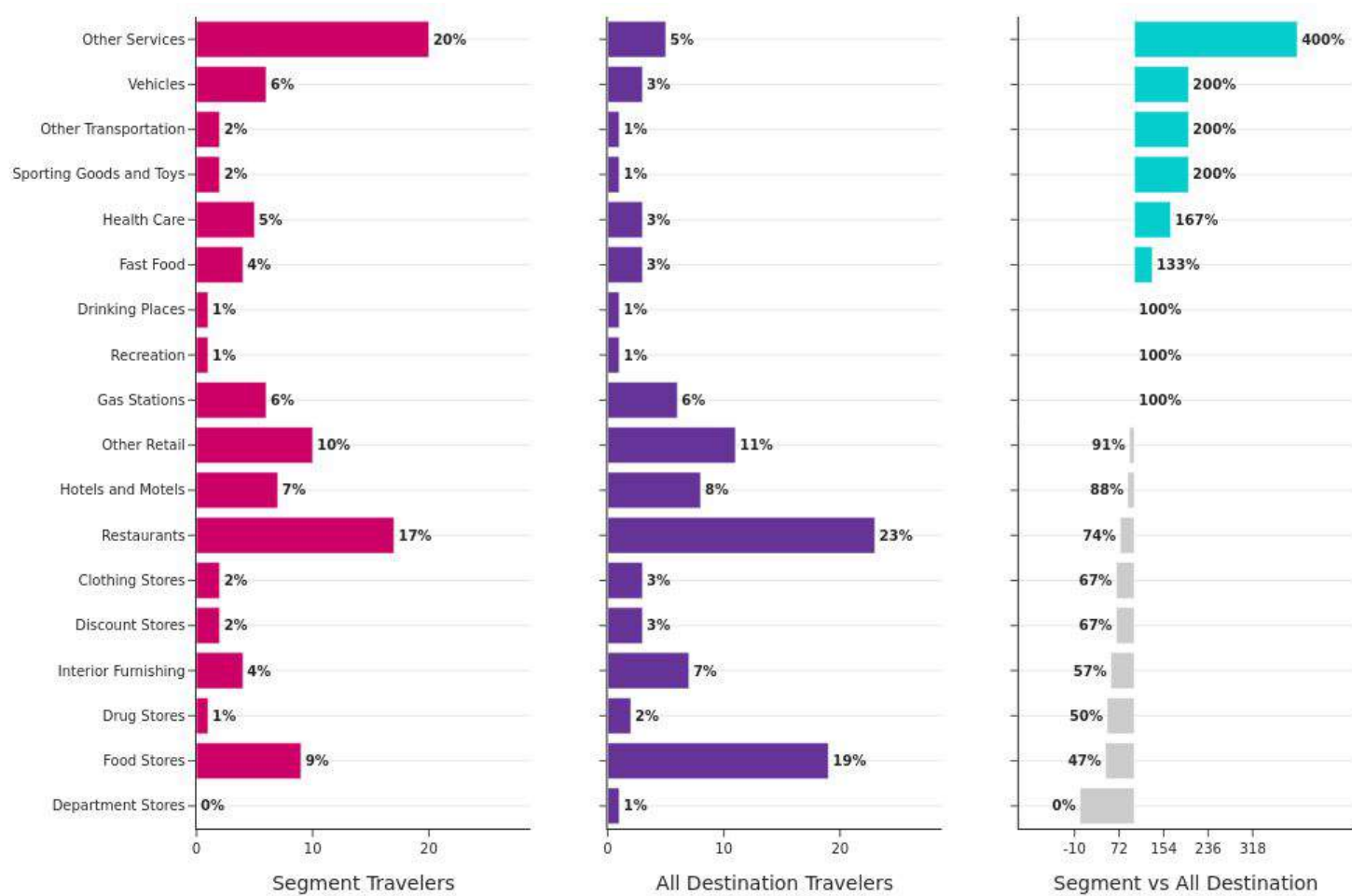
Origin

Tampa, FL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Other Services	\$829,586.75	1,279	1,581	\$648.48	\$524.78
2	Restaurants	\$701,287.69	7,146	11,733	\$98.14	\$59.77
3	Other Retail	\$430,516.34	2,860	4,884	\$150.52	\$88.15
4	Food Stores	\$363,245.21	4,089	7,868	\$88.83	\$46.17
5	Hotels and Motels	\$286,883.70	731	918	\$392.44	\$312.39
6	Gas Stations	\$267,445.45	4,477	9,608	\$59.73	\$27.83
7	Vehicles	\$239,496.74	443	717	\$540.41	\$333.88
8	Health Care	\$226,455.25	854	1,252	\$265.05	\$180.89
9	Interior Furnishing	\$176,552.64	685	1,170	\$257.62	\$150.95
10	Fast Food	\$155,612.88	4,852	8,891	\$32.07	\$17.50
11	Clothing Stores	\$90,398.78	1,247	1,526	\$72.48	\$59.24
12	Discount Stores	\$88,557.67	749	1,439	\$118.19	\$61.53
13	Sporting Goods and Toys	\$73,559.75	306	375	\$240.30	\$196.34
14	Other Transportation	\$65,058.16	2,929	3,701	\$22.21	\$17.58
15	Recreation	\$57,134.16	461	608	\$123.81	\$94.02
16	Drug Stores	\$51,268.84	1,087	1,540	\$47.15	\$33.30
17	Drinking Places	\$44,870.48	635	923	\$70.65	\$48.62
18	Department Stores	\$11,426.21	146	160	\$78.15	\$71.45

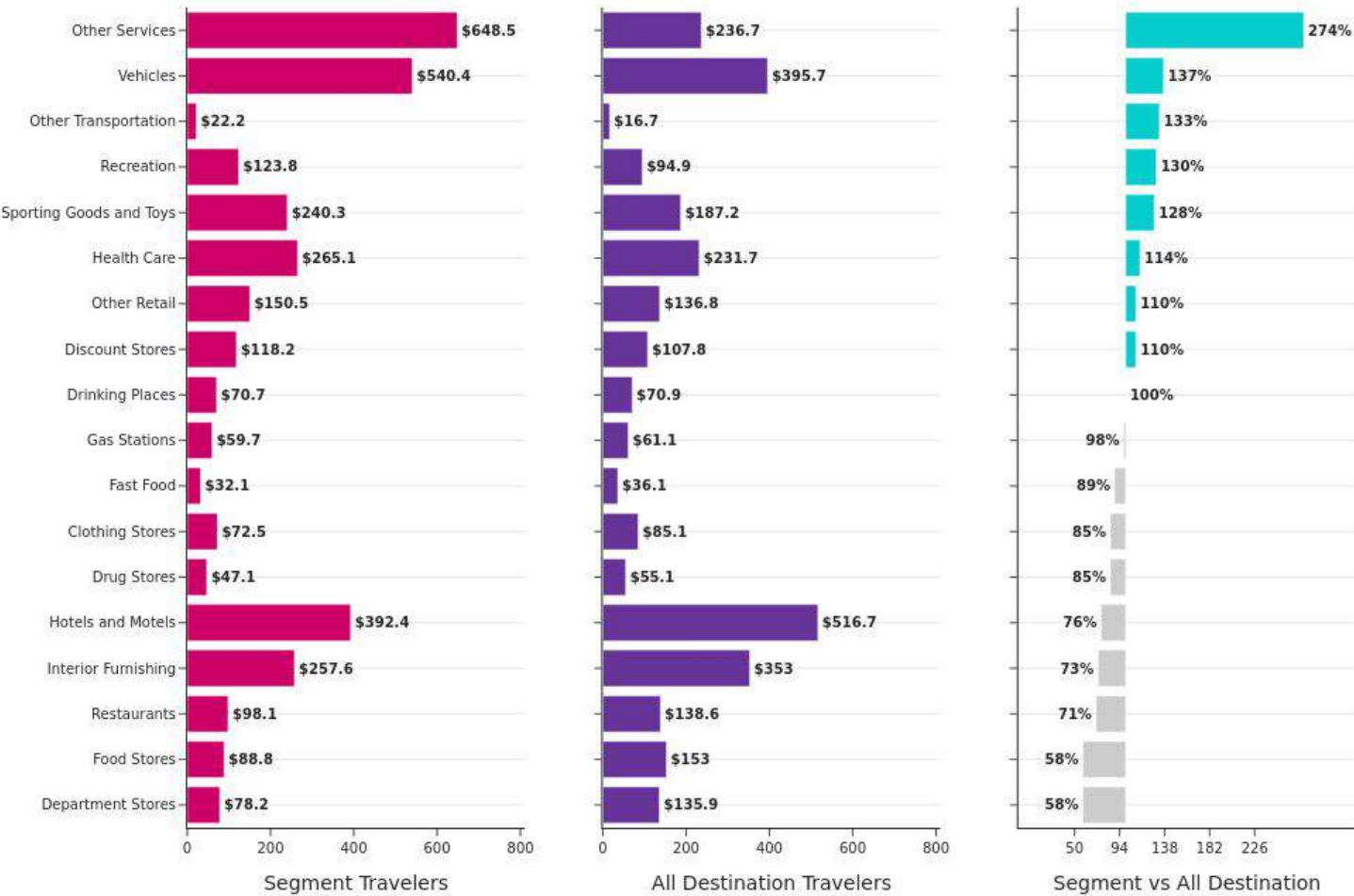
Origin

Tampa, FL - Share of Spend by Category



Origin

Tampa, FL - Average Spend Per Traveler



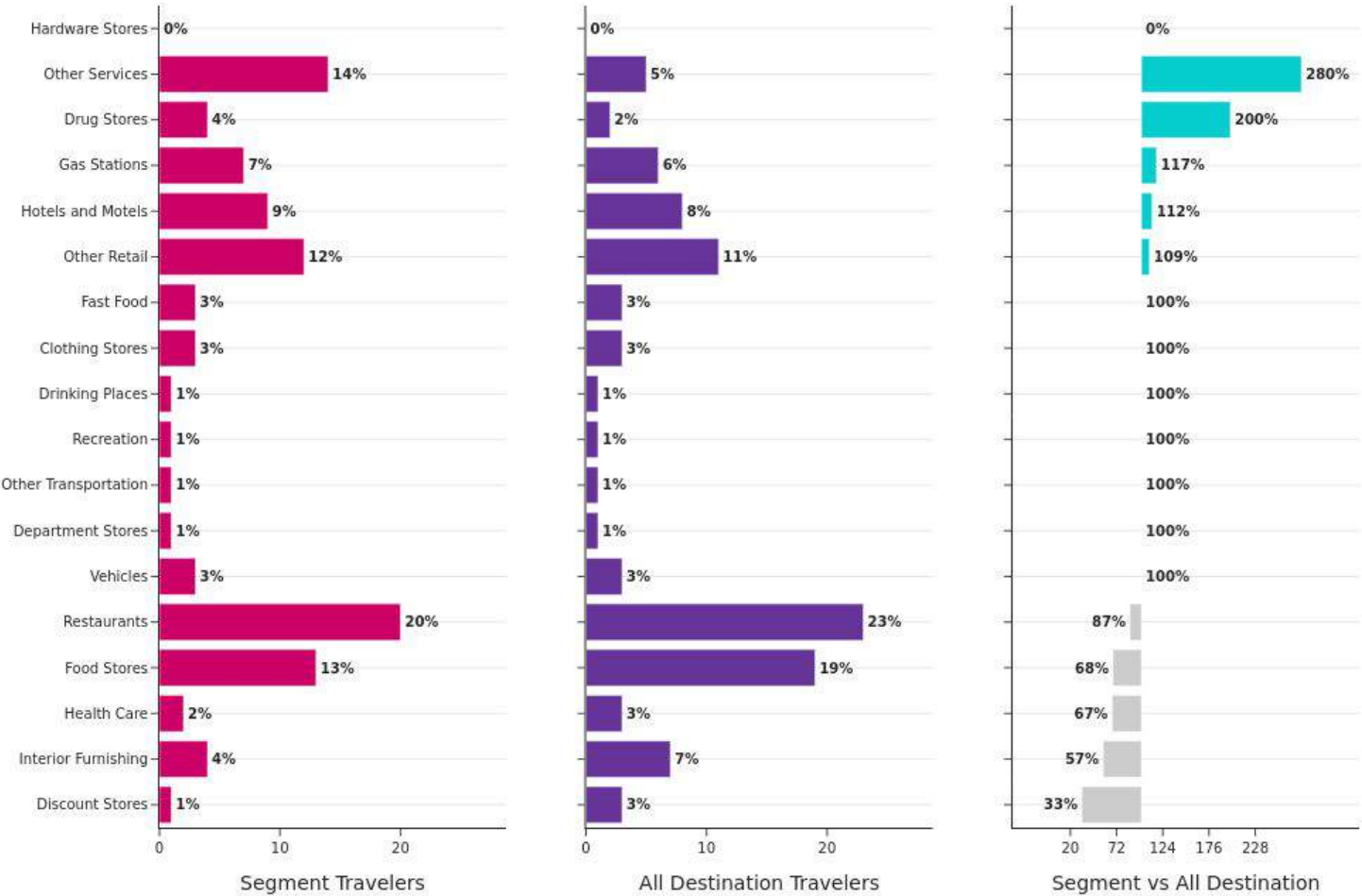
Origin

Ft Myers, FL

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$800,321.25	6,186	11,546	\$129.37	\$69.32
2	Other Services	\$571,984.36	617	1,074	\$927.35	\$532.73
3	Food Stores	\$520,796.75	3,623	8,928	\$143.74	\$58.34
4	Other Retail	\$481,919.69	3,162	5,346	\$152.43	\$90.15
5	Hotels and Motels	\$361,001.58	832	1,142	\$434.14	\$316.05
6	Gas Stations	\$293,427.81	4,377	9,014	\$67.04	\$32.55
7	Interior Furnishing	\$162,574.49	567	1,394	\$286.96	\$116.67
8	Drug Stores	\$143,144.14	1,106	1,837	\$129.46	\$77.94
9	Vehicles	\$122,288.36	283	384	\$431.70	\$318.64
10	Fast Food	\$117,196.87	3,418	7,114	\$34.29	\$16.47
11	Clothing Stores	\$99,363.66	841	1,266	\$118.20	\$78.51
12	Health Care	\$61,078.23	265	466	\$230.49	\$131.06
13	Drinking Places	\$51,657.79	653	969	\$79.07	\$53.33
14	Discount Stores	\$51,614.52	599	982	\$86.24	\$52.54
15	Recreation	\$40,935.96	429	676	\$95.32	\$60.54
16	Other Transportation	\$36,820.01	1,526	2,015	\$24.13	\$18.27
17	Department Stores	\$35,220.32	142	215	\$248.67	\$164.02
18	Hardware Stores	\$14,305.14	146	224	\$97.84	\$63.90

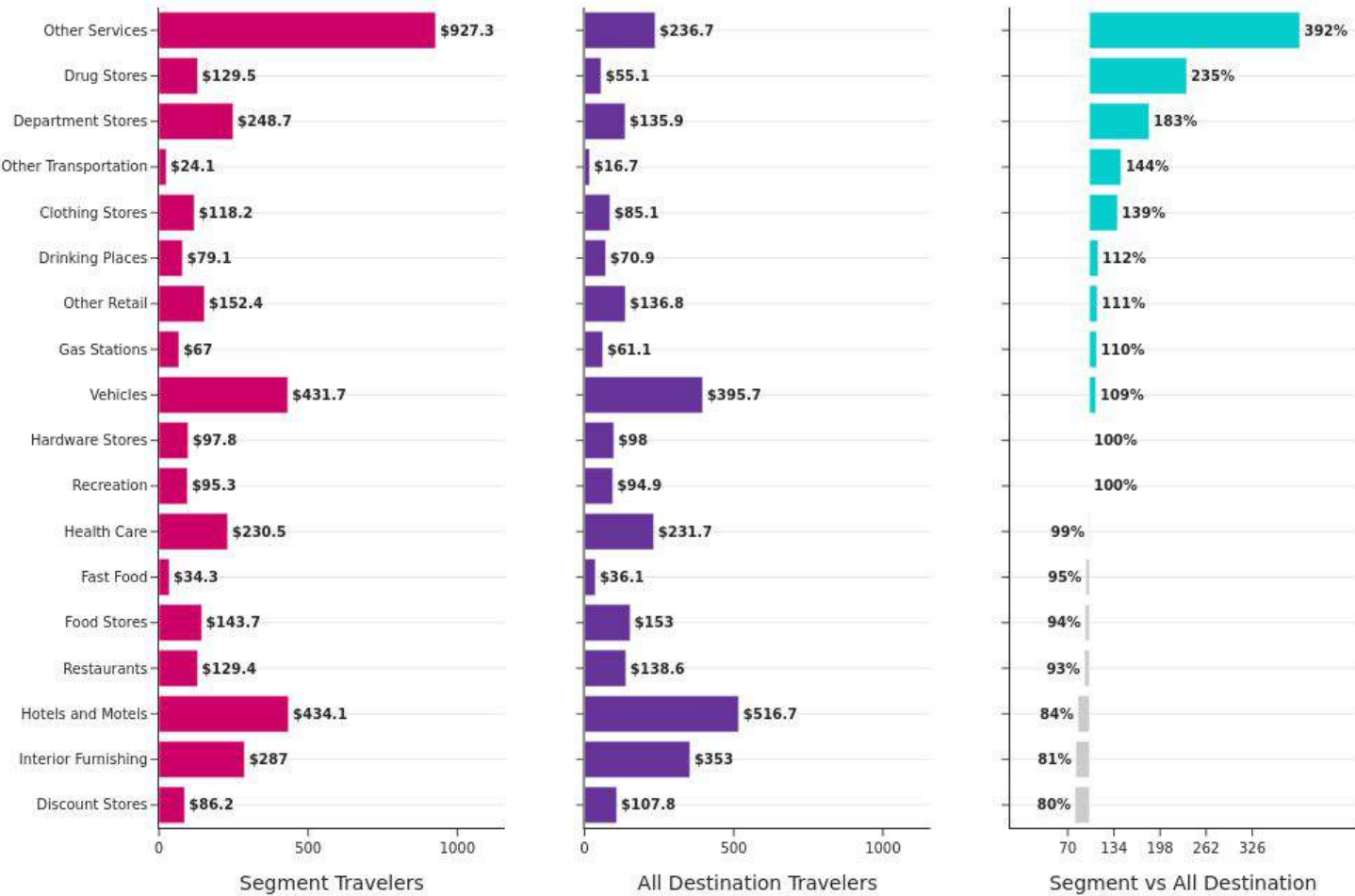
Origin

Ft Myers, FL - Share of Spend by Category



Origin

Ft Myers, FL - Average Spend Per Traveler



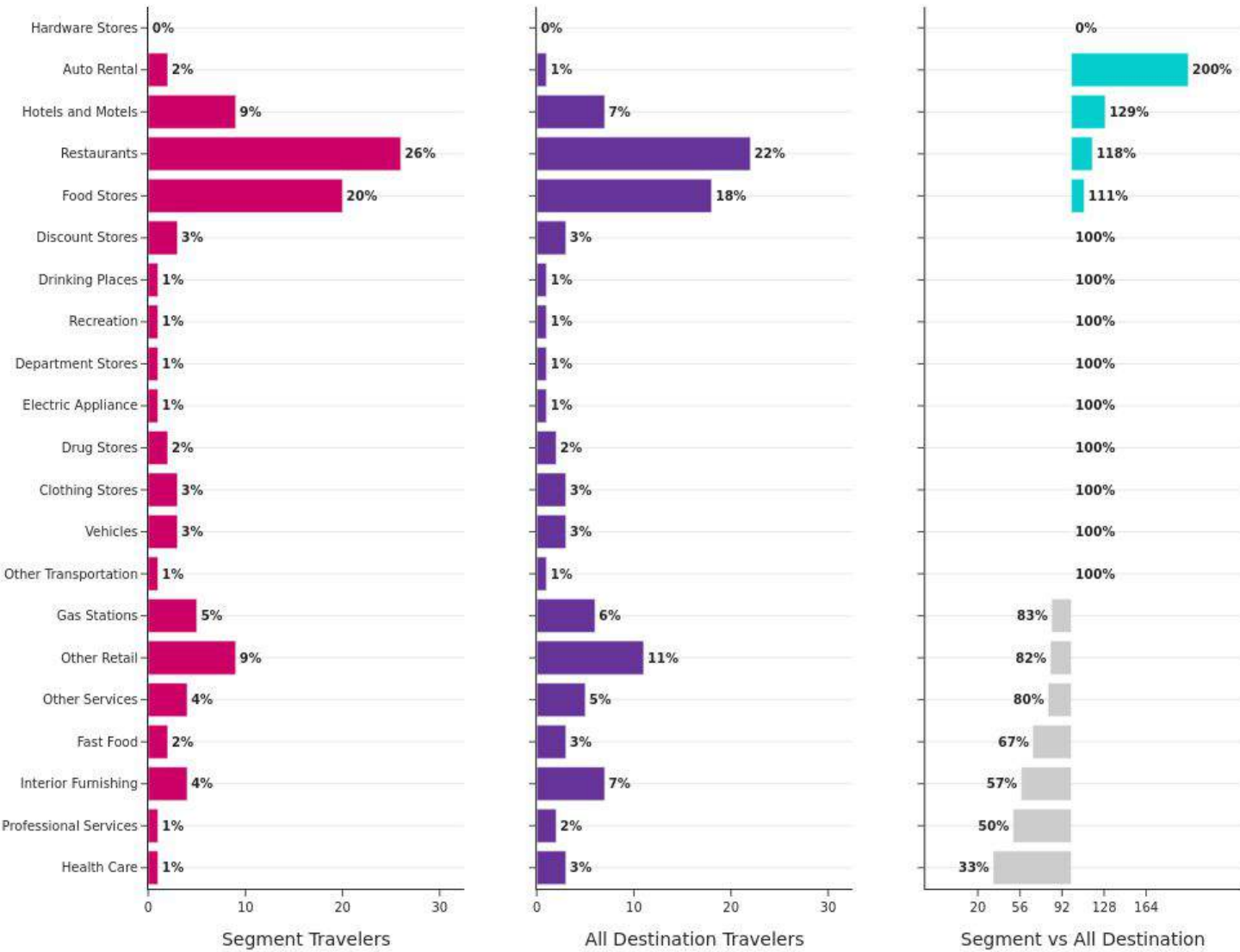
Origin

Pittsburgh, PA

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$1,024,607.57	5,611	13,693	\$182.62	\$74.83
2	Food Stores	\$791,284.14	4,541	14,301	\$174.24	\$55.33
3	Other Retail	\$358,053.53	2,787	6,090	\$128.47	\$58.79
4	Hotels and Motels	\$340,329.56	567	768	\$600.72	\$443.39
5	Gas Stations	\$202,853.95	3,061	6,680	\$66.27	\$30.37
6	Interior Furnishing	\$167,264.33	649	1,764	\$257.81	\$94.84
7	Other Services	\$158,512.04	1,115	2,074	\$142.19	\$76.42
8	Discount Stores	\$135,771.42	1,083	2,294	\$125.39	\$59.20
9	Clothing Stores	\$130,985.82	1,457	2,106	\$89.87	\$62.19
10	Vehicles	\$127,775.33	274	397	\$466.11	\$321.45
11	Auto Rental	\$99,498.03	178	215	\$558.40	\$463.35
12	Fast Food	\$98,223.68	2,677	5,053	\$36.69	\$19.44
13	Drug Stores	\$84,328.82	1,499	2,787	\$56.27	\$30.26
14	Professional Services	\$50,394.50	242	621	\$208.11	\$81.10
15	Drinking Places	\$40,571.64	452	827	\$89.70	\$49.06
16	Health Care	\$36,820.29	311	434	\$118.51	\$84.83
17	Other Transportation	\$33,478.26	1,768	2,856	\$18.93	\$11.72
18	Electric Appliance	\$31,097.84	279	484	\$111.58	\$64.21
19	Recreation	\$28,863.76	361	580	\$79.97	\$49.74
20	Department Stores	\$25,351.18	210	302	\$120.62	\$84.07
21	Hardware Stores	\$19,625.94	219	379	\$89.49	\$51.75

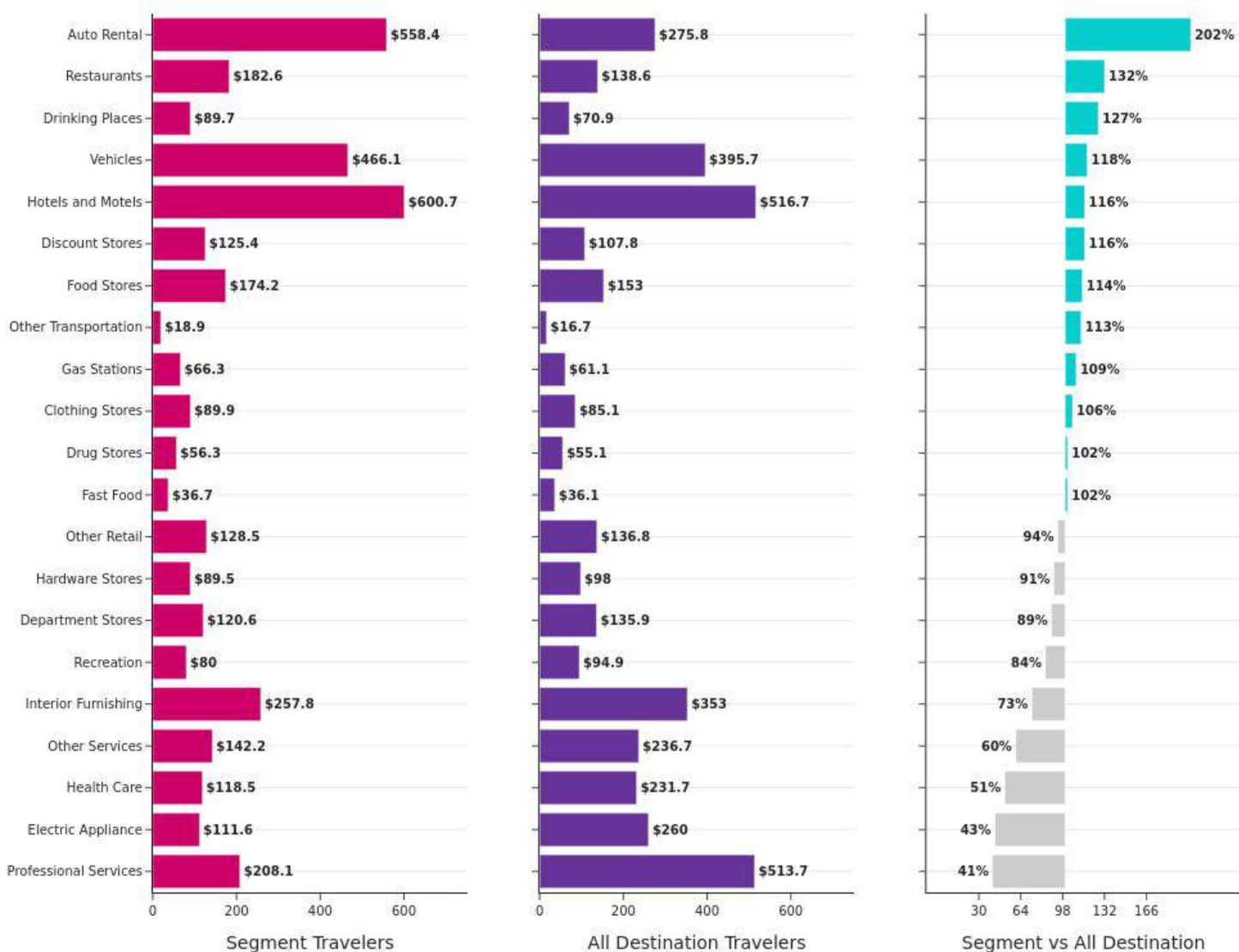
Origin

Pittsburgh, PA - Share of Spend by Category



Origin

Pittsburgh, PA - Average Spend Per Traveler



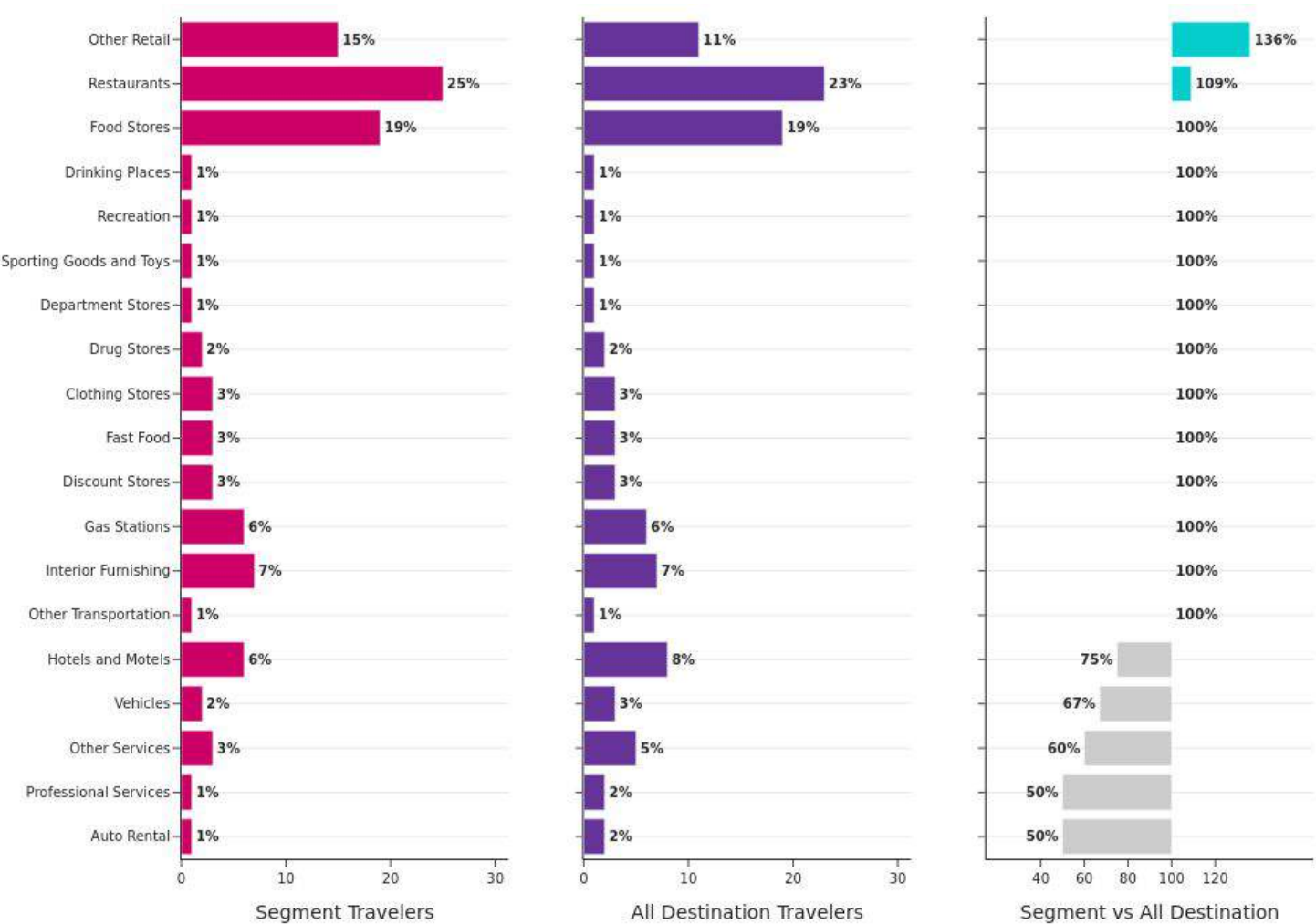
Origin

Washington, DC

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$980,632.18	6,501	13,542	\$150.83	\$72.41
2	Food Stores	\$747,246.01	5,309	14,031	\$140.75	\$53.26
3	Other Retail	\$569,312.26	3,308	6,515	\$172.11	\$87.38
4	Interior Furnishing	\$256,671.53	640	1,923	\$401.27	\$133.44
5	Hotels and Motels	\$246,967.96	457	599	\$540.55	\$412.63
6	Gas Stations	\$234,934.96	3,934	7,922	\$59.72	\$29.65
7	Fast Food	\$128,889.95	3,646	7,251	\$35.35	\$17.78
8	Other Services	\$124,584.48	854	1,316	\$145.82	\$94.68
9	Clothing Stores	\$110,937.17	1,046	1,581	\$106.03	\$70.18
10	Discount Stores	\$102,018.67	959	1,636	\$106.33	\$62.37
11	Vehicles	\$86,508.95	288	356	\$300.55	\$242.75
12	Drug Stores	\$85,469.21	1,764	3,098	\$48.46	\$27.59
13	Recreation	\$38,946.73	489	955	\$79.67	\$40.79
14	Other Transportation	\$37,746.21	2,033	3,130	\$18.57	\$12.06
15	Professional Services	\$37,696.91	142	206	\$266.16	\$183.35
16	Auto Rental	\$34,178.62	137	151	\$249.36	\$226.69
17	Drinking Places	\$30,969.45	503	690	\$61.62	\$44.89
18	Department Stores	\$24,734.38	183	297	\$135.34	\$83.29
19	Sporting Goods and Toys	\$22,412.21	215	270	\$104.37	\$83.14

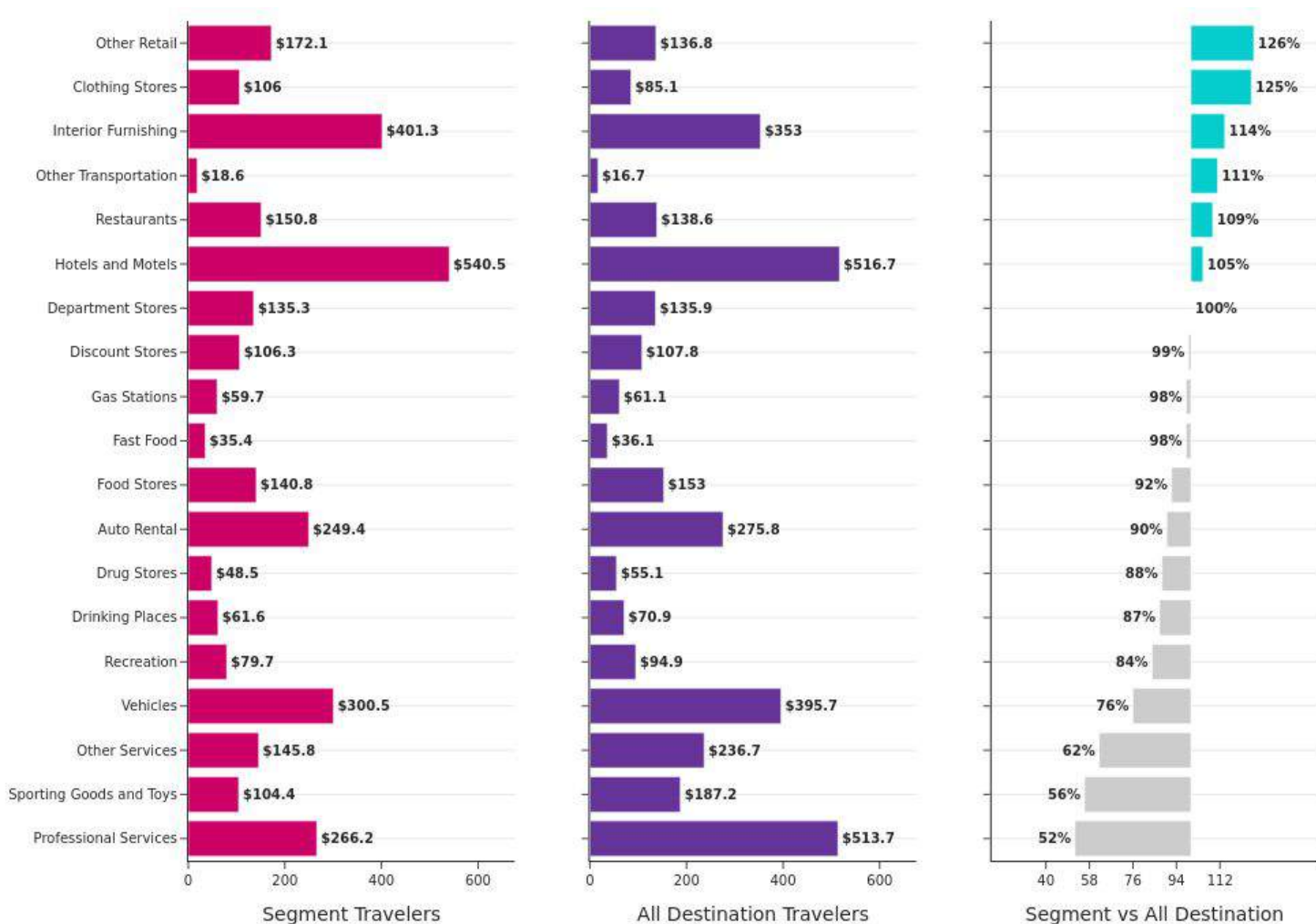
Origin

Washington, DC - Share of Spend by Category



Origin

Washington, DC - Average Spend Per Traveler



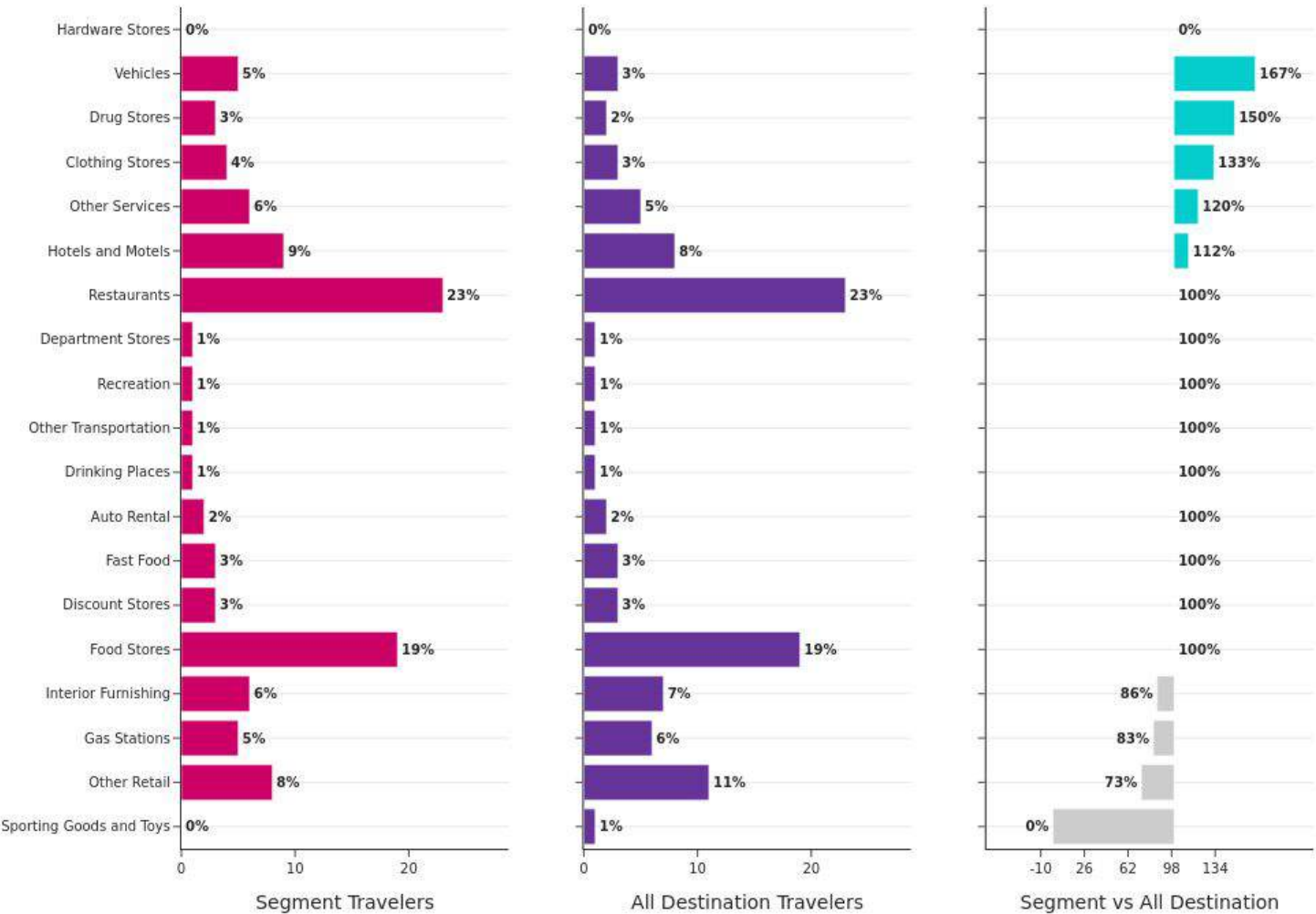
Origin

Indianapolis, IN

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$792,702.50	4,829	11,673	\$164.14	\$67.91
2	Food Stores	\$628,065.03	4,002	10,769	\$156.93	\$58.32
3	Hotels and Motels	\$316,298.37	512	685	\$618.12	\$461.53
4	Other Retail	\$282,841.22	2,572	5,167	\$109.96	\$54.74
5	Interior Furnishing	\$191,806.45	516	1,416	\$371.52	\$135.42
6	Other Services	\$188,766.84	845	1,768	\$223.33	\$106.76
7	Gas Stations	\$184,367.80	2,965	6,159	\$62.18	\$29.94
8	Vehicles	\$180,425.47	288	448	\$626.83	\$402.96
9	Clothing Stores	\$132,073.75	1,499	2,184	\$88.13	\$60.48
10	Fast Food	\$97,721.70	2,134	4,852	\$45.80	\$20.14
11	Discount Stores	\$91,790.46	822	1,622	\$111.61	\$56.59
12	Drug Stores	\$88,286.83	1,581	2,865	\$55.85	\$30.82
13	Auto Rental	\$56,958.85	242	283	\$235.22	\$201.08
14	Drinking Places	\$36,985.04	507	672	\$72.93	\$55.07
15	Recreation	\$33,533.86	402	580	\$83.41	\$57.79
16	Other Transportation	\$28,593.92	1,476	2,312	\$19.38	\$12.37
17	Department Stores	\$20,841.26	174	238	\$120.04	\$87.72
18	Sporting Goods and Toys	\$16,735.95	183	206	\$91.58	\$81.40
19	Hardware Stores	\$14,406.43	155	283	\$92.74	\$50.86

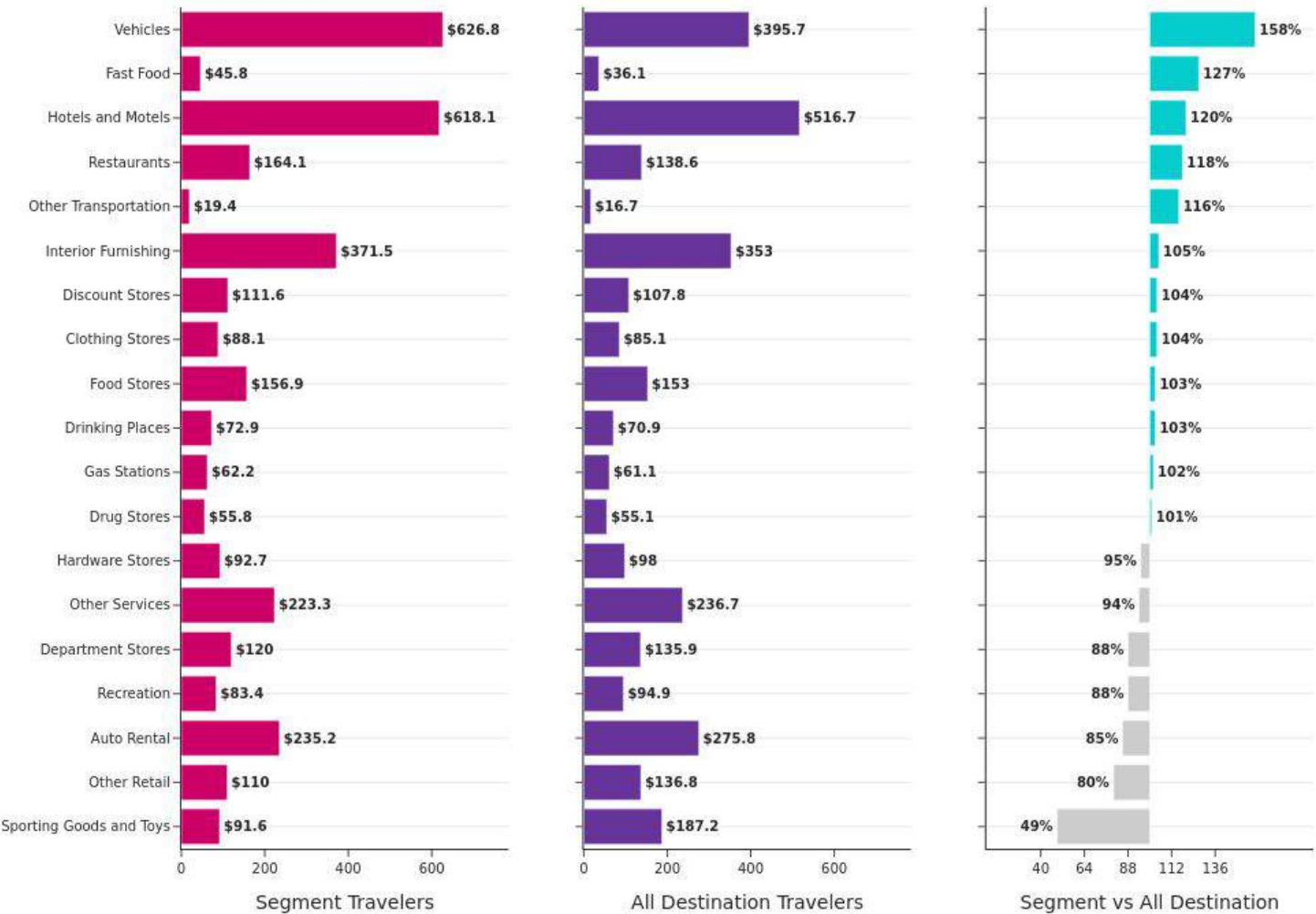
Origin

Indianapolis, IN - Share of Spend by Category



Origin

Indianapolis, IN - Average Spend Per Traveler



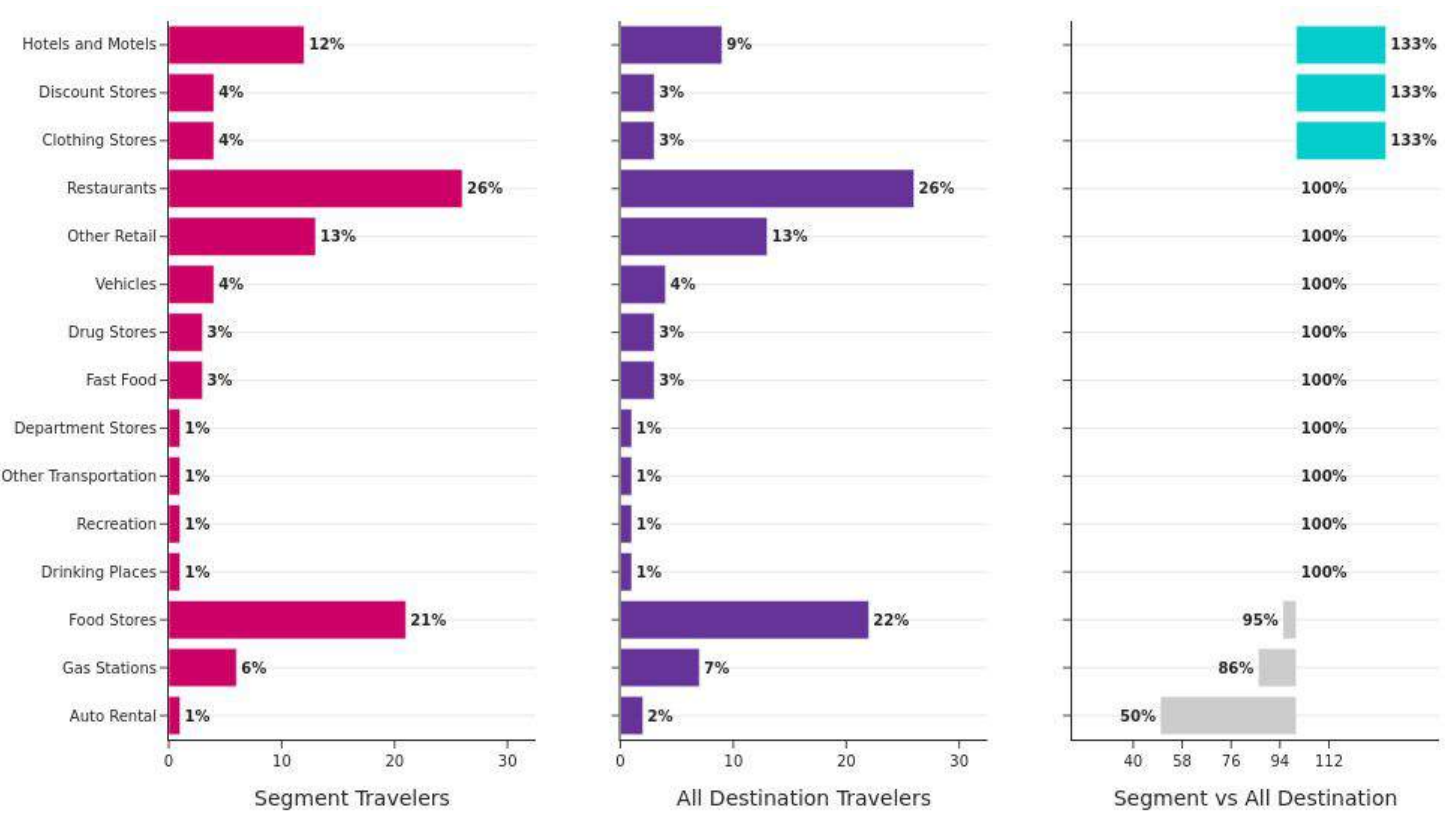
Origin

St Louis, MO

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$701,073.78	3,568	9,476	\$196.47	\$73.99
2	Food Stores	\$559,924.86	3,015	9,476	\$185.69	\$59.09
3	Other Retail	\$333,387.45	1,818	4,848	\$183.34	\$68.77
4	Hotels and Motels	\$309,986.54	292	480	\$1,060.12	\$646.17
5	Gas Stations	\$160,893.70	2,056	5,492	\$78.26	\$29.30
6	Discount Stores	\$108,156.79	544	1,160	\$198.93	\$93.20
7	Clothing Stores	\$101,434.08	964	1,663	\$105.22	\$60.99
8	Vehicles	\$96,477.28	219	347	\$439.92	\$277.85
9	Fast Food	\$92,257.26	1,914	4,528	\$48.19	\$20.38
10	Drug Stores	\$75,250.78	1,170	2,490	\$64.34	\$30.22
11	Drinking Places	\$28,067.54	329	535	\$85.32	\$52.51
12	Recreation	\$25,737.79	283	493	\$90.86	\$52.16
13	Auto Rental	\$25,353.83	142	169	\$179.01	\$149.98
14	Other Transportation	\$25,211.41	1,307	2,326	\$19.29	\$10.84
15	Department Stores	\$21,862.17	146	242	\$149.53	\$90.28

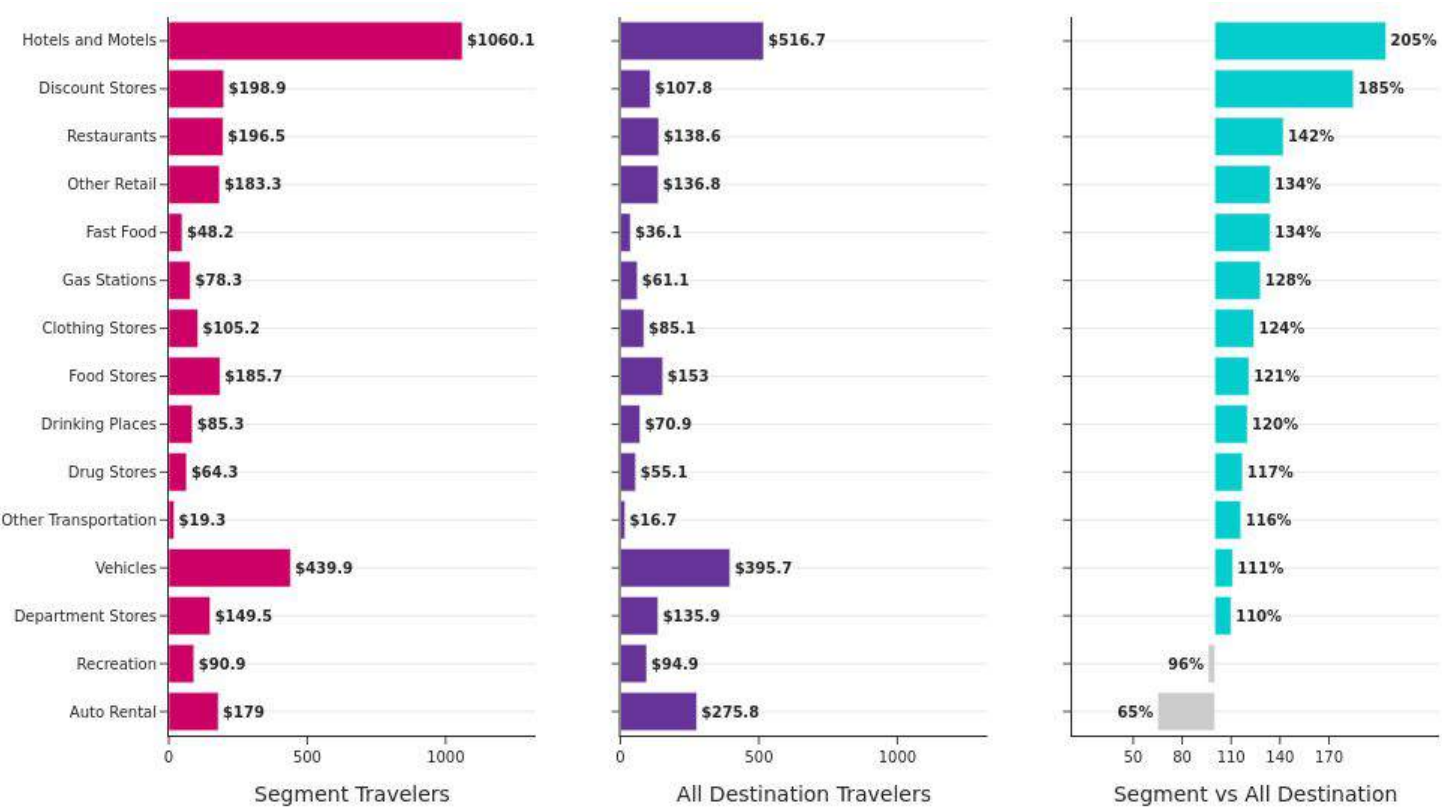
Origin

St Louis, MO - Share of Spend by Category



Origin

St Louis, MO - Average Spend Per Traveler



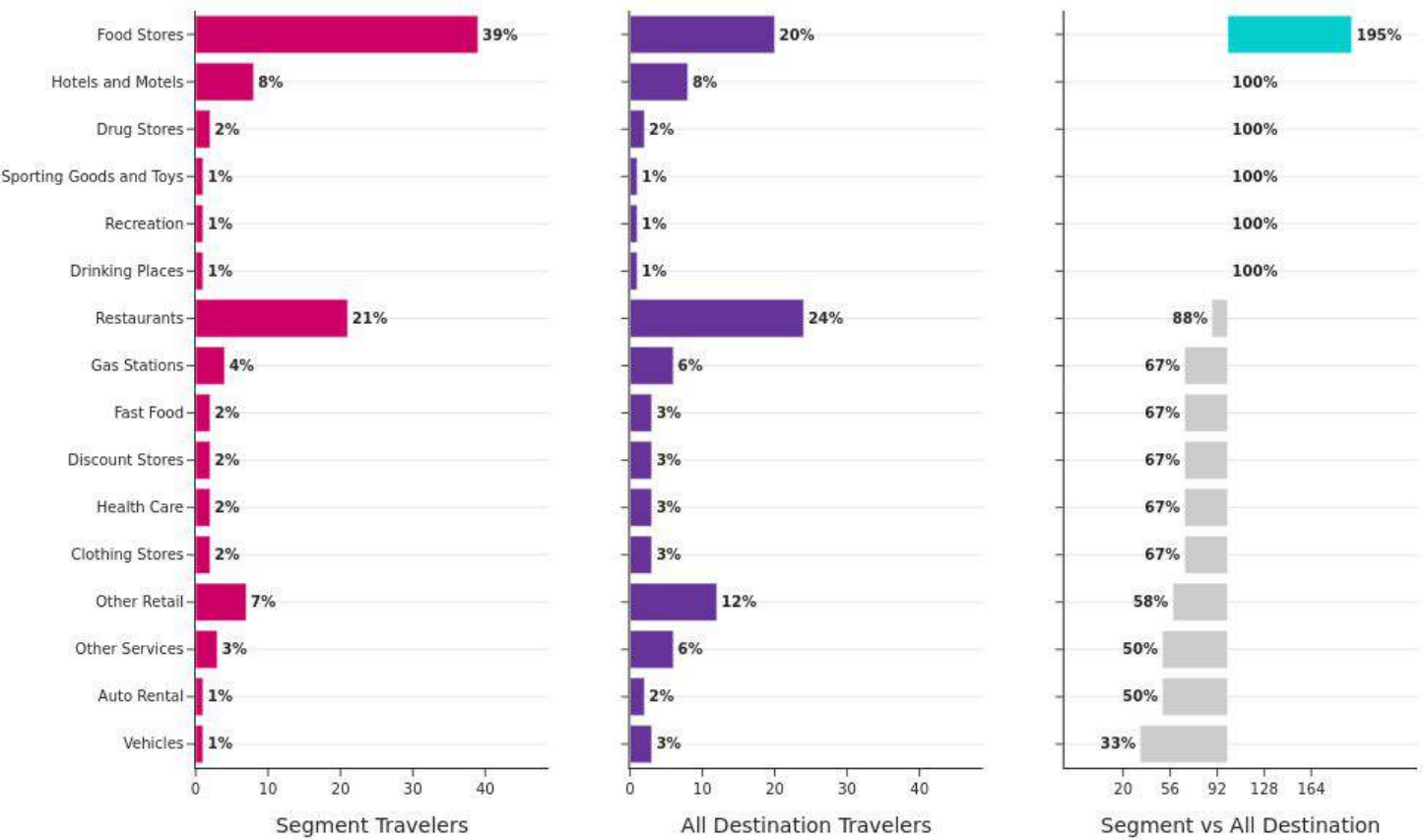
Origin

Charlotte, NC

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Food Stores	\$989,614.33	4,573	17,869	\$216.38	\$55.38
2	Restaurants	\$524,575.15	3,573	6,798	\$146.82	\$77.16
3	Hotels and Motels	\$191,237.08	384	512	\$498.29	\$373.72
4	Other Retail	\$189,000.31	1,700	2,910	\$111.20	\$64.94
5	Gas Stations	\$109,192.37	1,983	3,669	\$55.07	\$29.76
6	Other Services	\$87,553.57	557	1,023	\$157.07	\$85.55
7	Clothing Stores	\$58,125.92	768	991	\$75.73	\$58.63
8	Health Care	\$57,591.69	247	302	\$233.43	\$190.99
9	Discount Stores	\$57,534.30	530	864	\$108.56	\$66.63
10	Fast Food	\$56,206.87	1,754	3,098	\$32.04	\$18.14
11	Drug Stores	\$46,471.13	886	1,279	\$52.43	\$36.33
12	Vehicles	\$37,461.53	146	196	\$256.23	\$190.68
13	Sporting Goods and Toys	\$36,123.90	151	215	\$239.59	\$168.22
14	Auto Rental	\$28,703.76	146	151	\$196.33	\$190.38
15	Recreation	\$28,217.68	260	324	\$108.35	\$86.99
16	Drinking Places	\$26,809.74	338	475	\$79.30	\$56.42

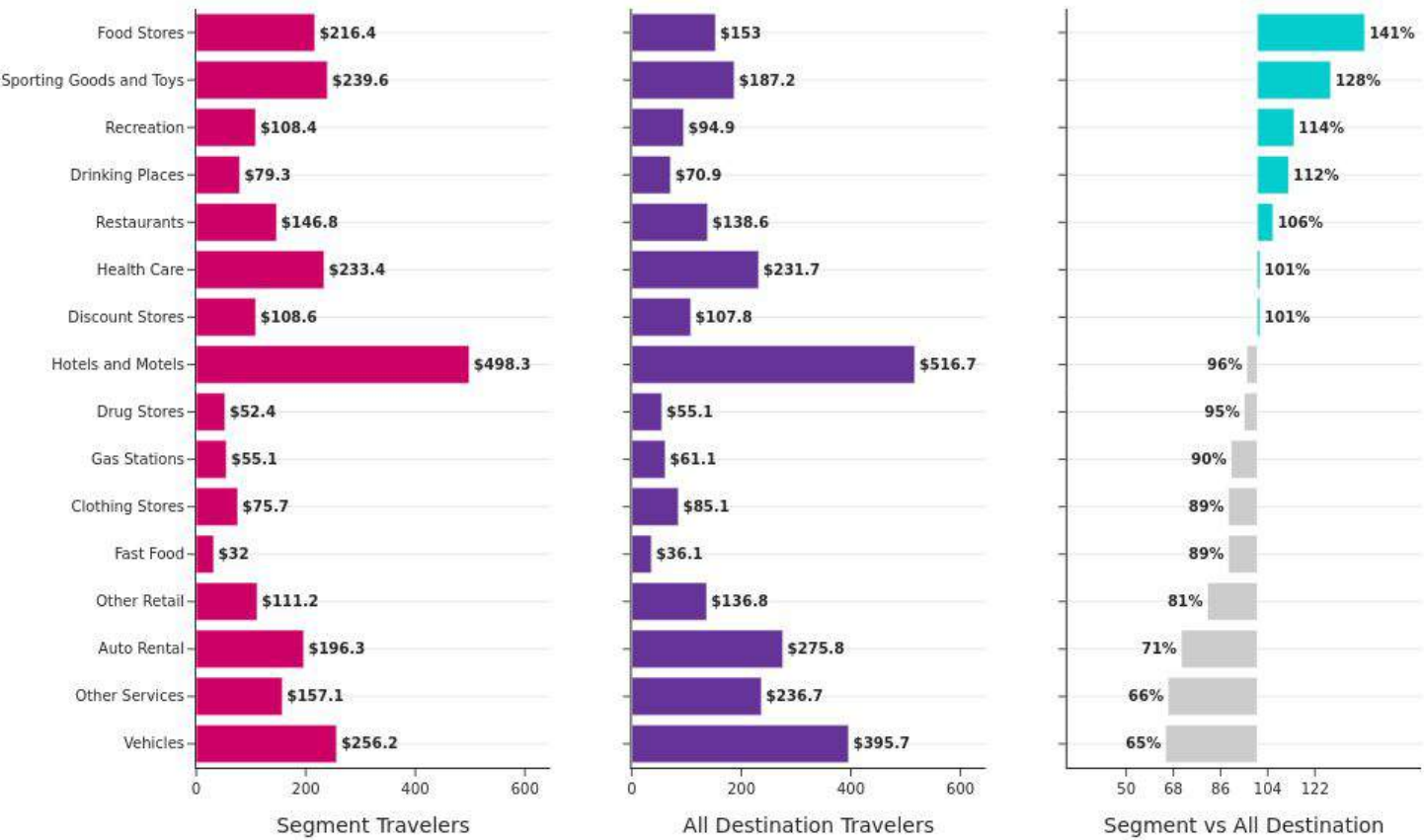
Origin

Charlotte, NC - Share of Spend by Category



Origin

Charlotte, NC - Average Spend Per Traveler



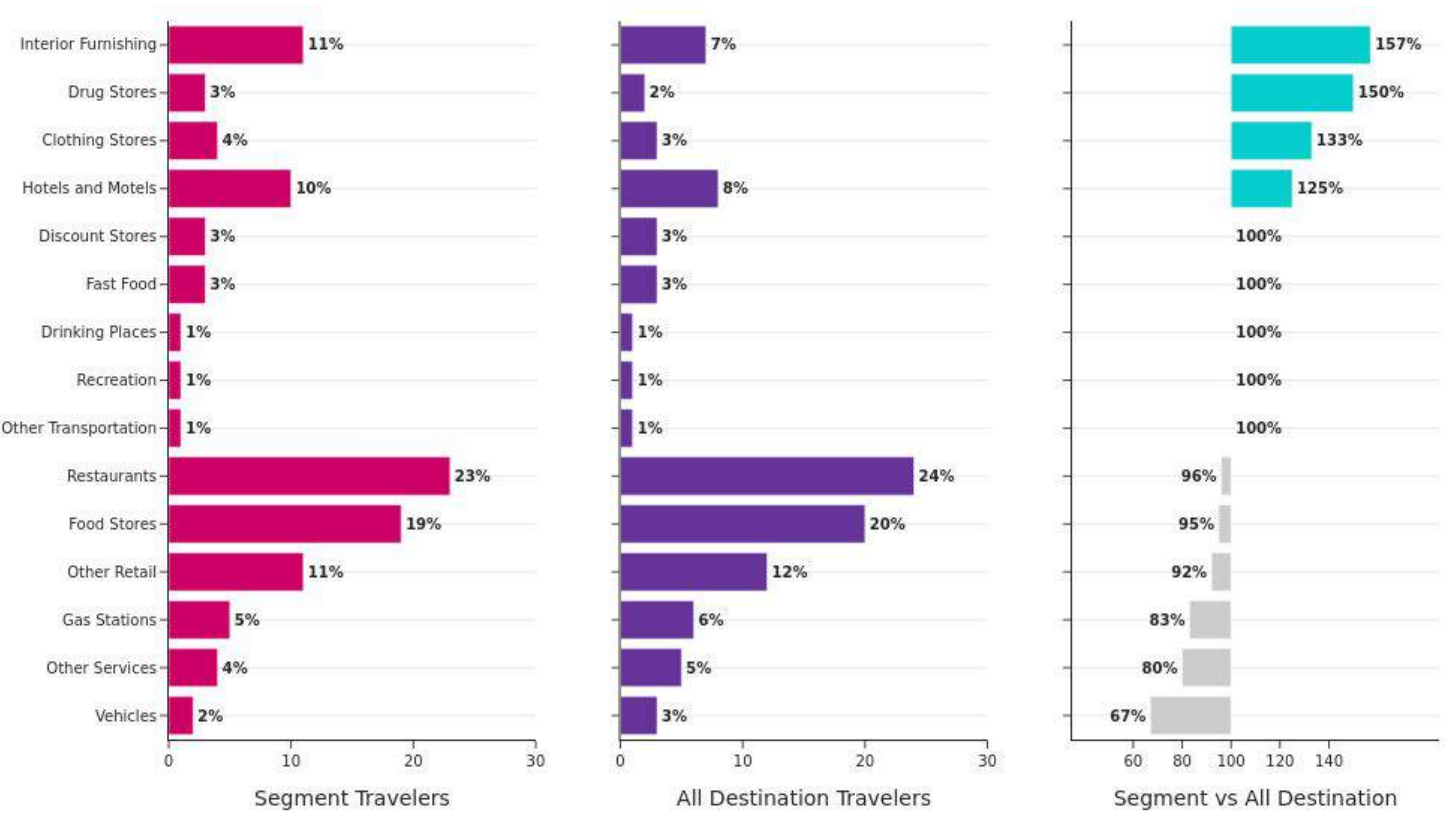
Origin

Minneapolis-St Paul, MN

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$627,762.52	4,194	9,325	\$149.67	\$67.32
2	Food Stores	\$514,951.71	3,052	9,755	\$168.73	\$52.79
3	Interior Furnishing	\$292,590.02	452	1,590	\$646.87	\$184.02
4	Other Retail	\$288,446.89	2,134	4,615	\$135.19	\$62.51
5	Hotels and Motels	\$273,435.08	338	484	\$808.75	\$564.60
6	Gas Stations	\$126,737.83	2,061	4,217	\$61.51	\$30.05
7	Clothing Stores	\$111,035.08	941	1,512	\$117.97	\$73.42
8	Other Services	\$98,288.19	553	1,206	\$177.79	\$81.49
9	Discount Stores	\$83,670.18	635	1,412	\$131.75	\$59.27
10	Fast Food	\$80,058.36	1,951	4,171	\$41.04	\$19.19
11	Drug Stores	\$70,735.74	1,156	2,275	\$61.19	\$31.09
12	Vehicles	\$65,583.94	169	260	\$387.96	\$251.83
13	Other Transportation	\$39,411.65	2,289	3,582	\$17.22	\$11.00
14	Drinking Places	\$36,235.89	388	704	\$93.31	\$51.50
15	Recreation	\$26,960.92	288	516	\$93.67	\$52.22

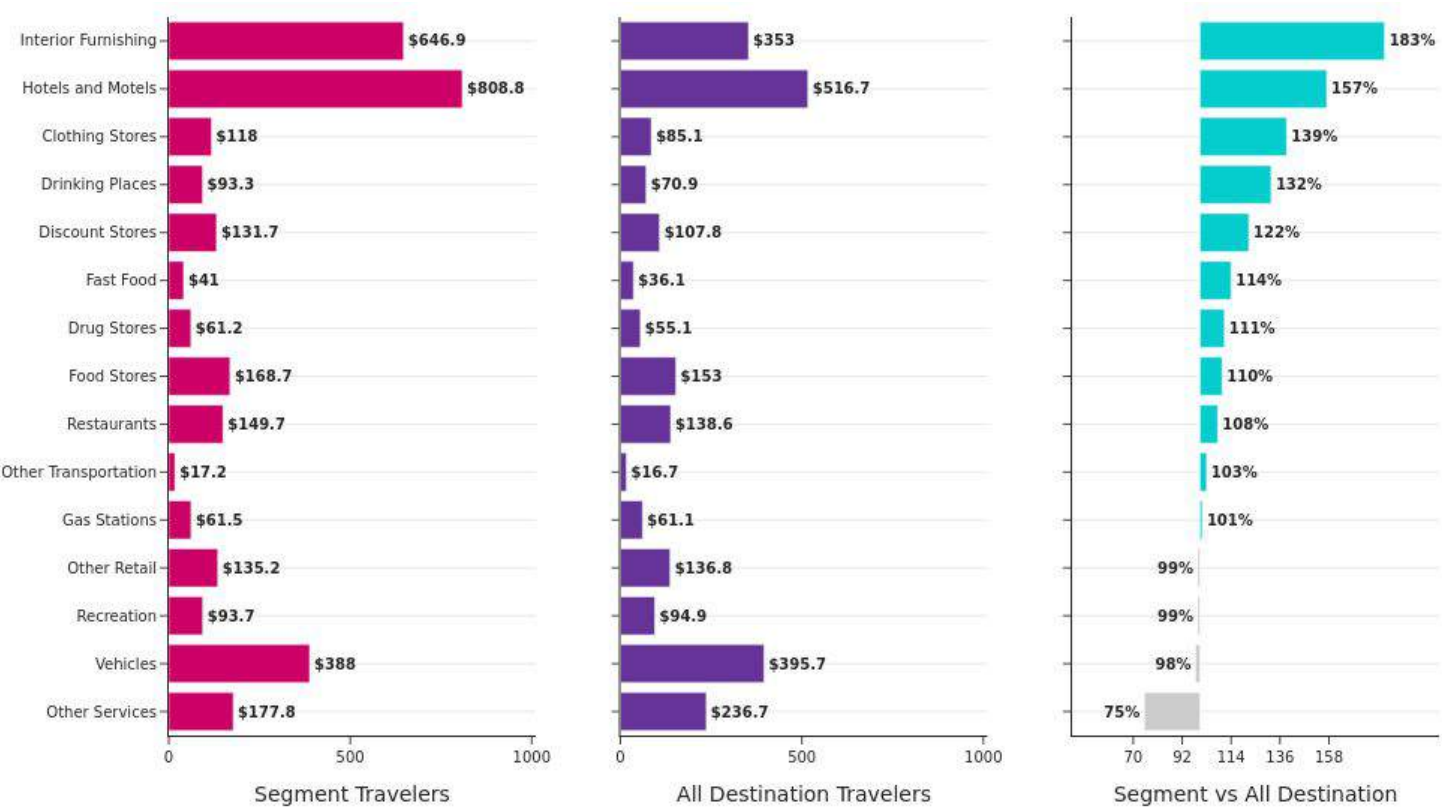
Origin

Minneapolis-St Paul, MN - Share of Spend by Category



Origin

Minneapolis-St Paul, MN - Average Spend Per Traveler



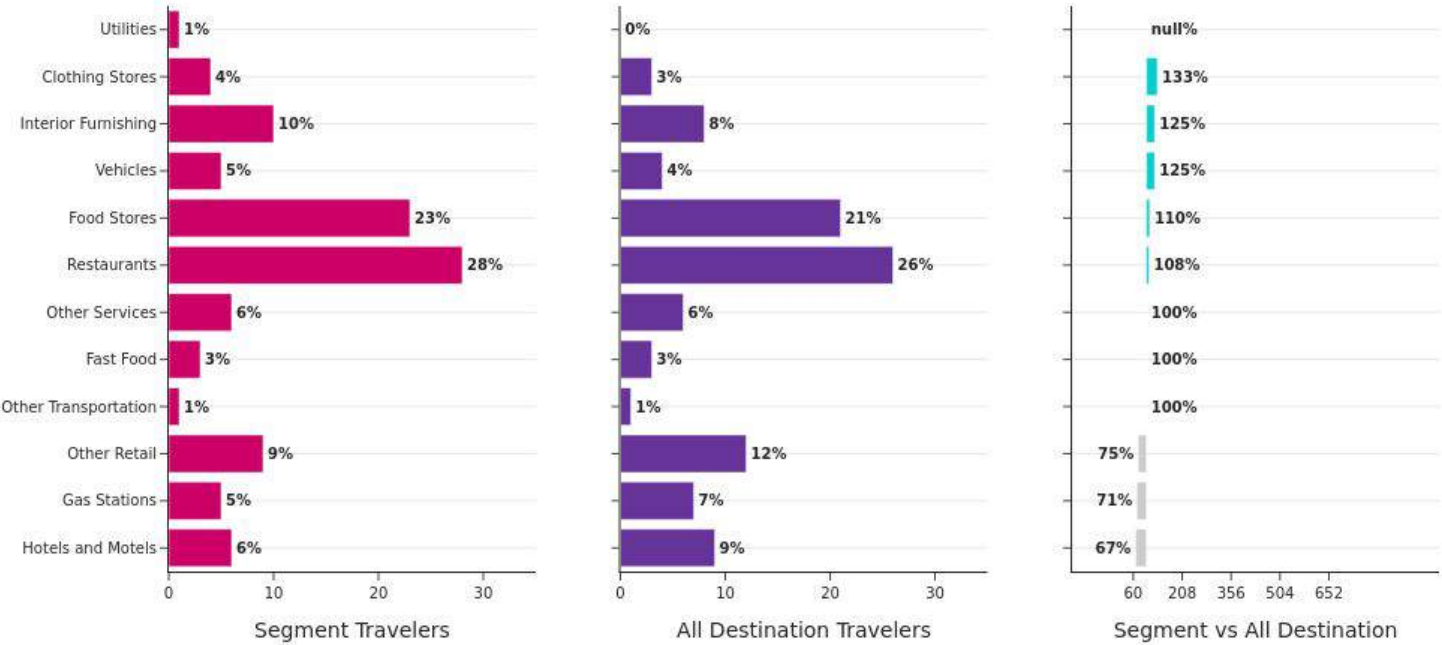
Origin

Dallas-Fort Worth, TX

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$656,818.54	3,664	8,612	\$179.25	\$76.27
2	Food Stores	\$549,773.13	2,673	8,059	\$205.69	\$68.21
3	Interior Furnishing	\$227,919.25	352	1,087	\$647.86	\$209.60
4	Other Retail	\$208,755.23	1,585	3,271	\$131.67	\$63.81
5	Hotels and Motels	\$153,413.38	256	343	\$599.61	\$447.71
6	Other Services	\$139,933.15	521	905	\$268.66	\$154.68
7	Gas Stations	\$128,562.54	1,823	3,979	\$70.52	\$32.31
8	Vehicles	\$109,464.94	155	260	\$704.67	\$420.33
9	Clothing Stores	\$97,698.22	845	1,174	\$115.59	\$83.20
10	Fast Food	\$67,513.42	1,718	3,902	\$39.30	\$17.30
11	Utilities	\$16,105.95	283	370	\$56.86	\$43.52
12	Other Transportation	\$15,561.76	1,065	1,704	\$14.62	\$9.13

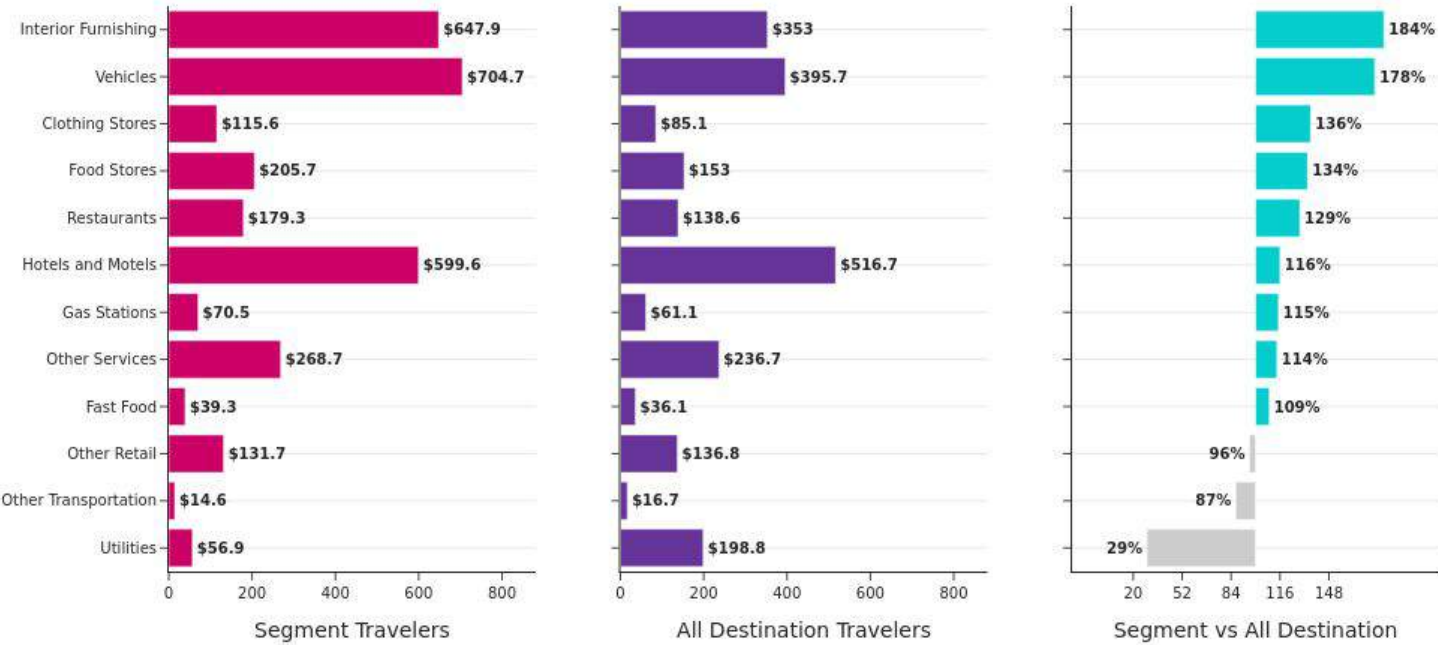
Origin

Dallas-Fort Worth, TX - Share of Spend by Category



Origin

Dallas-Fort Worth, TX - Average Spend Per Traveler



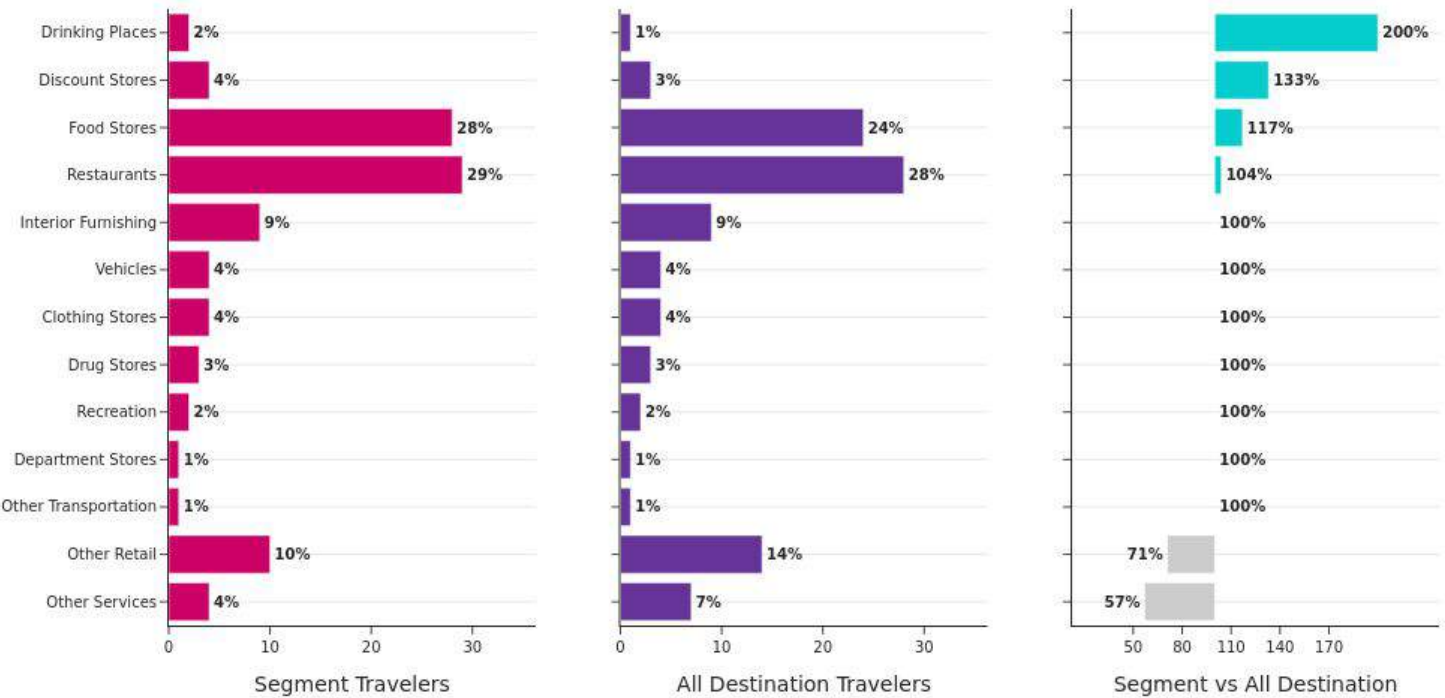
Origin

Buffalo, NY

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$571,113.21	3,203	8,644	\$178.32	\$66.07
2	Food Stores	\$540,244.73	2,942	10,170	\$183.61	\$53.12
3	Other Retail	\$191,936.57	1,828	3,687	\$105.02	\$52.06
4	Interior Furnishing	\$173,101.23	535	1,302	\$323.82	\$132.94
5	Discount Stores	\$78,817.14	690	1,430	\$114.24	\$55.11
6	Other Services	\$78,788.86	507	964	\$155.36	\$81.73
7	Clothing Stores	\$77,632.16	914	1,266	\$84.96	\$61.34
8	Vehicles	\$74,538.72	187	379	\$397.92	\$196.56
9	Drug Stores	\$63,176.66	923	1,613	\$68.45	\$39.17
10	Drinking Places	\$43,812.15	480	713	\$91.33	\$61.47
11	Recreation	\$31,496.61	324	475	\$97.10	\$66.29
12	Other Transportation	\$22,276.70	1,197	1,690	\$18.61	\$13.18
13	Department Stores	\$14,943.41	142	210	\$105.51	\$71.10

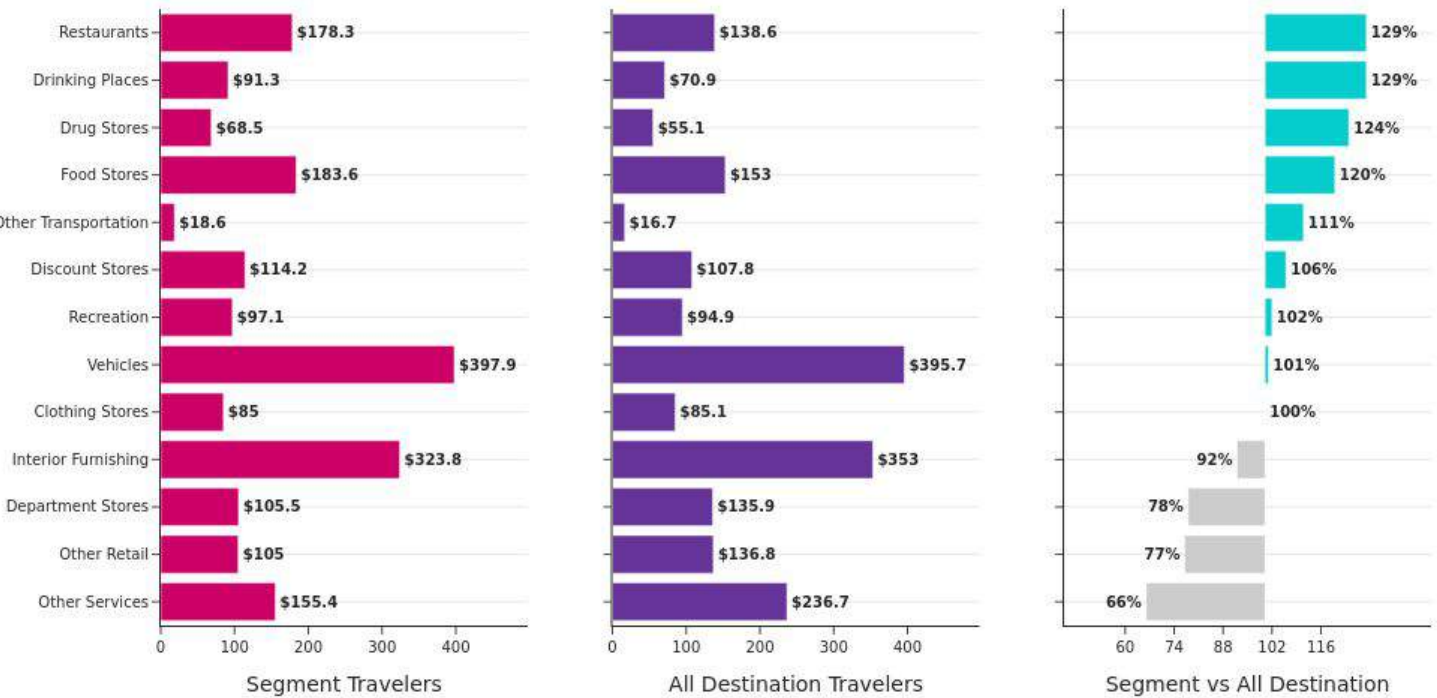
Origin

Buffalo, NY - Share of Spend by Category



Origin

Buffalo, NY - Average Spend Per Traveler



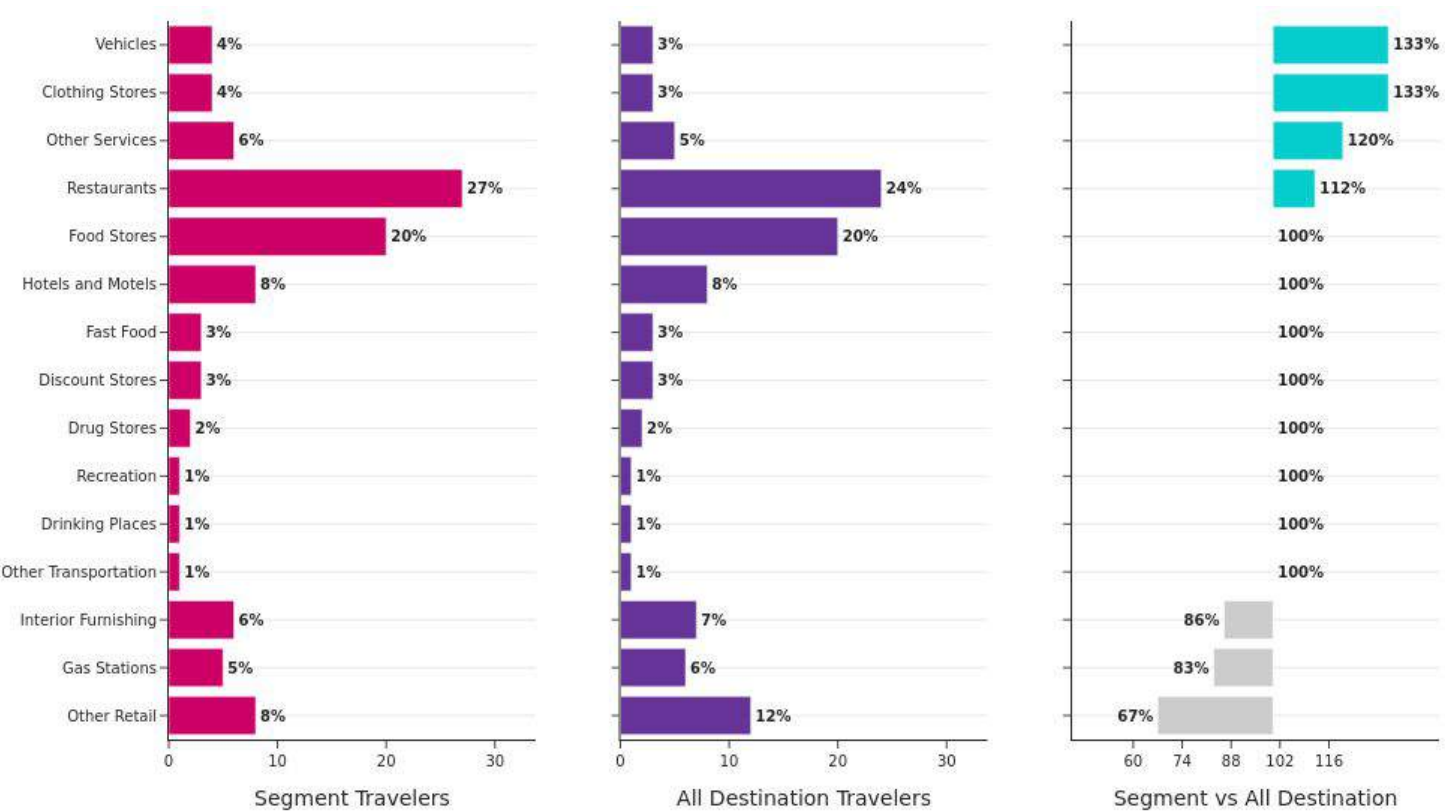
Origin

Columbus, OH

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$582,630.21	3,395	7,996	\$171.63	\$72.87
2	Food Stores	\$416,087.80	2,732	7,511	\$152.29	\$55.40
3	Hotels and Motels	\$178,165.58	283	356	\$628.96	\$499.94
4	Other Retail	\$172,555.34	1,736	3,290	\$99.39	\$52.46
5	Interior Furnishing	\$128,454.67	375	982	\$342.87	\$130.77
6	Other Services	\$124,377.10	535	923	\$232.67	\$134.77
7	Gas Stations	\$98,228.71	1,786	3,148	\$54.99	\$31.20
8	Vehicles	\$87,490.15	169	233	\$517.55	\$375.48
9	Clothing Stores	\$76,953.13	900	1,407	\$85.50	\$54.68
10	Fast Food	\$72,033.57	1,745	3,641	\$41.27	\$19.78
11	Discount Stores	\$67,127.26	603	1,005	\$111.31	\$66.78
12	Drug Stores	\$50,399.25	1,069	1,960	\$47.14	\$25.71
13	Recreation	\$25,398.01	311	420	\$81.75	\$60.42
14	Drinking Places	\$24,406.70	343	580	\$71.23	\$42.06
15	Other Transportation	\$19,427.70	1,133	1,658	\$17.15	\$11.71

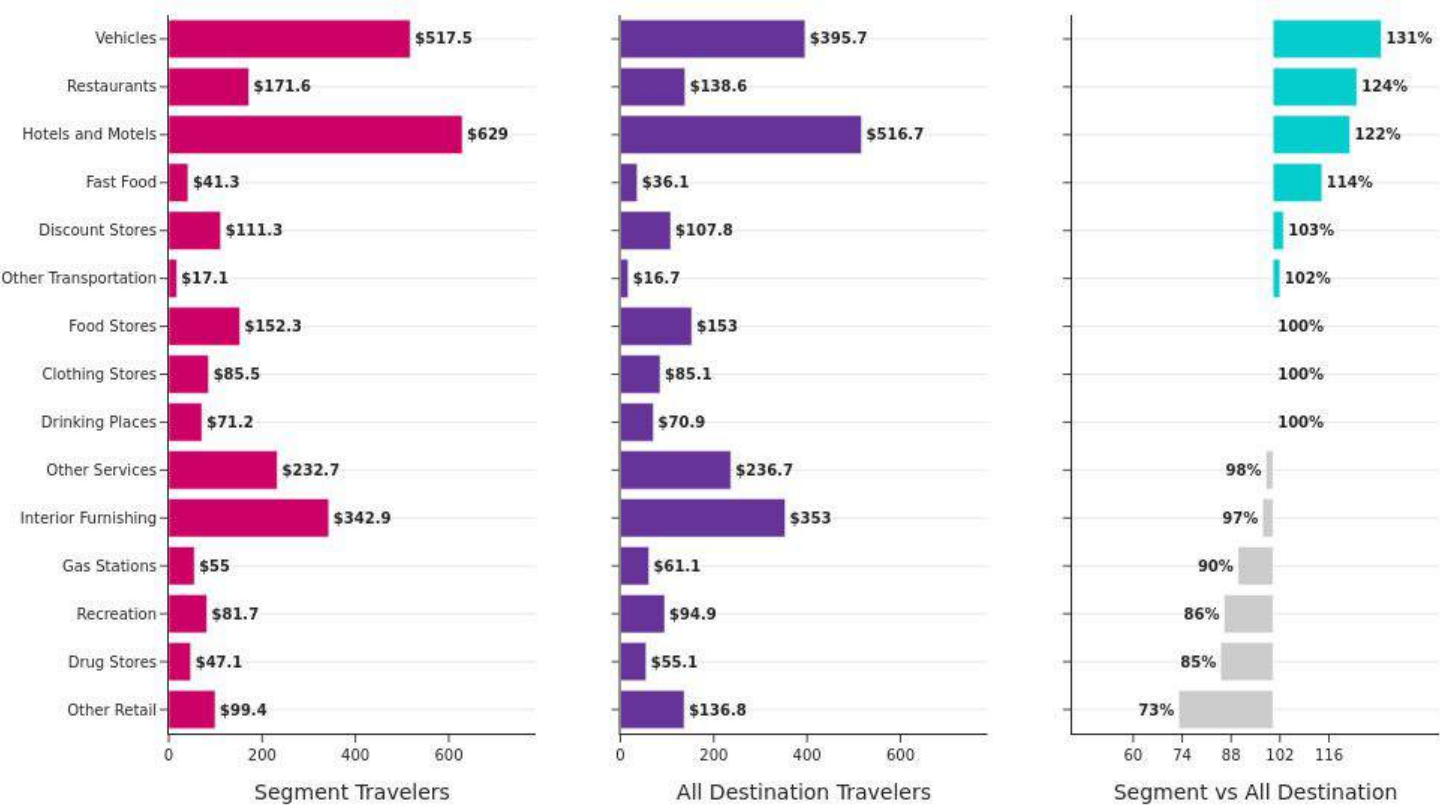
Origin

Columbus, OH - Share of Spend by Category



Origin

Columbus, OH - Average Spend Per Traveler



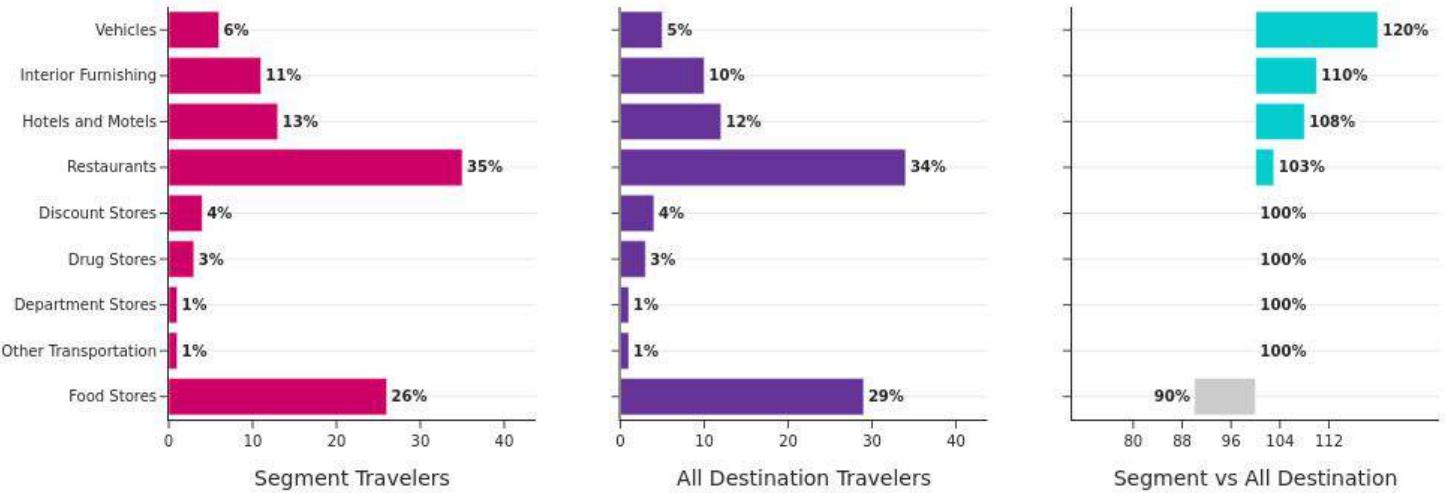
Origin

Hartford, CT

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$572,255.47	3,687	8,498	\$155.21	\$67.34
2	Food Stores	\$431,769.17	2,312	8,027	\$186.76	\$53.79
3	Hotels and Motels	\$206,612.89	251	397	\$822.22	\$519.79
4	Interior Furnishing	\$184,174.18	443	1,224	\$415.57	\$150.41
5	Vehicles	\$95,100.91	206	324	\$462.56	\$293.17
6	Discount Stores	\$67,659.03	594	1,206	\$113.91	\$56.09
7	Drug Stores	\$48,219.91	836	1,649	\$57.67	\$29.24
8	Other Transportation	\$22,723.76	1,179	1,882	\$19.28	\$12.07
9	Department Stores	\$18,772.75	155	224	\$120.85	\$83.85

Origin

Hartford, CT - Share of Spend by Category



Origin

Hartford, CT - Average Spend Per Traveler



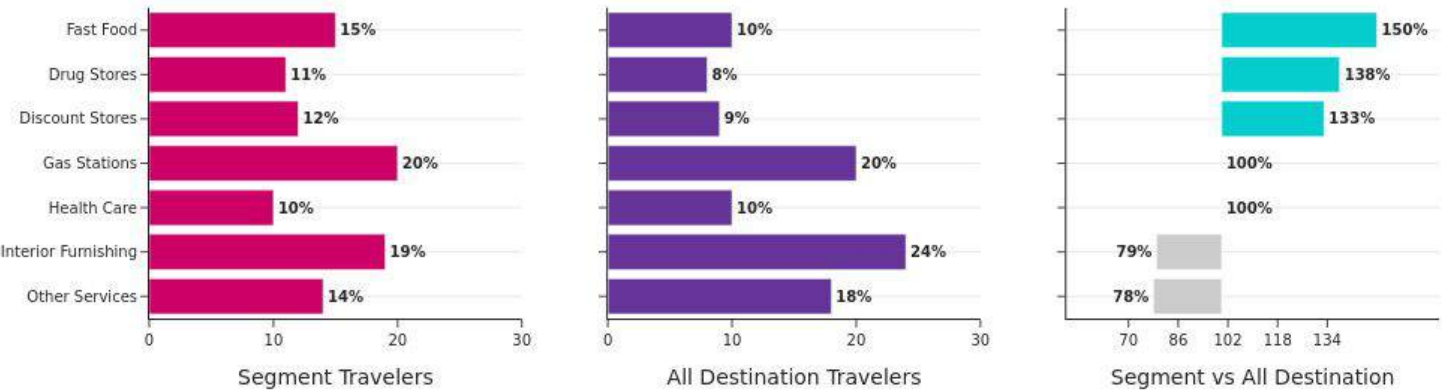
Origin

Baltimore, MD

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Gas Stations	\$100,500.48	1,576	3,454	\$63.76	\$29.10
2	Interior Furnishing	\$95,396.52	366	1,119	\$261.00	\$85.22
3	Fast Food	\$72,912.89	1,695	4,208	\$43.02	\$17.33
4	Other Services	\$70,824.79	439	891	\$161.48	\$79.50
5	Discount Stores	\$59,197.59	512	1,078	\$115.69	\$54.90
6	Drug Stores	\$53,509.41	905	2,042	\$59.15	\$26.20
7	Health Care	\$47,616.18	288	402	\$165.43	\$118.43

Origin

Baltimore, MD - Share of Spend by Category



Origin

Baltimore, MD - Average Spend Per Traveler



Spend by Segments - Age

Age

Overview

Age	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
20-29	\$2,748,595.07	17,439	56,521	\$157.61	\$48.63
30-39	\$13,345,096.95	75,258	234,195	\$177.32	\$56.98
40-49	\$27,240,795.00	128,979	411,010	\$211.20	\$66.28
50-64	\$66,495,419.38	256,349	966,871	\$259.39	\$68.77
65+	\$44,978,376.59	149,954	664,673	\$299.95	\$67.67

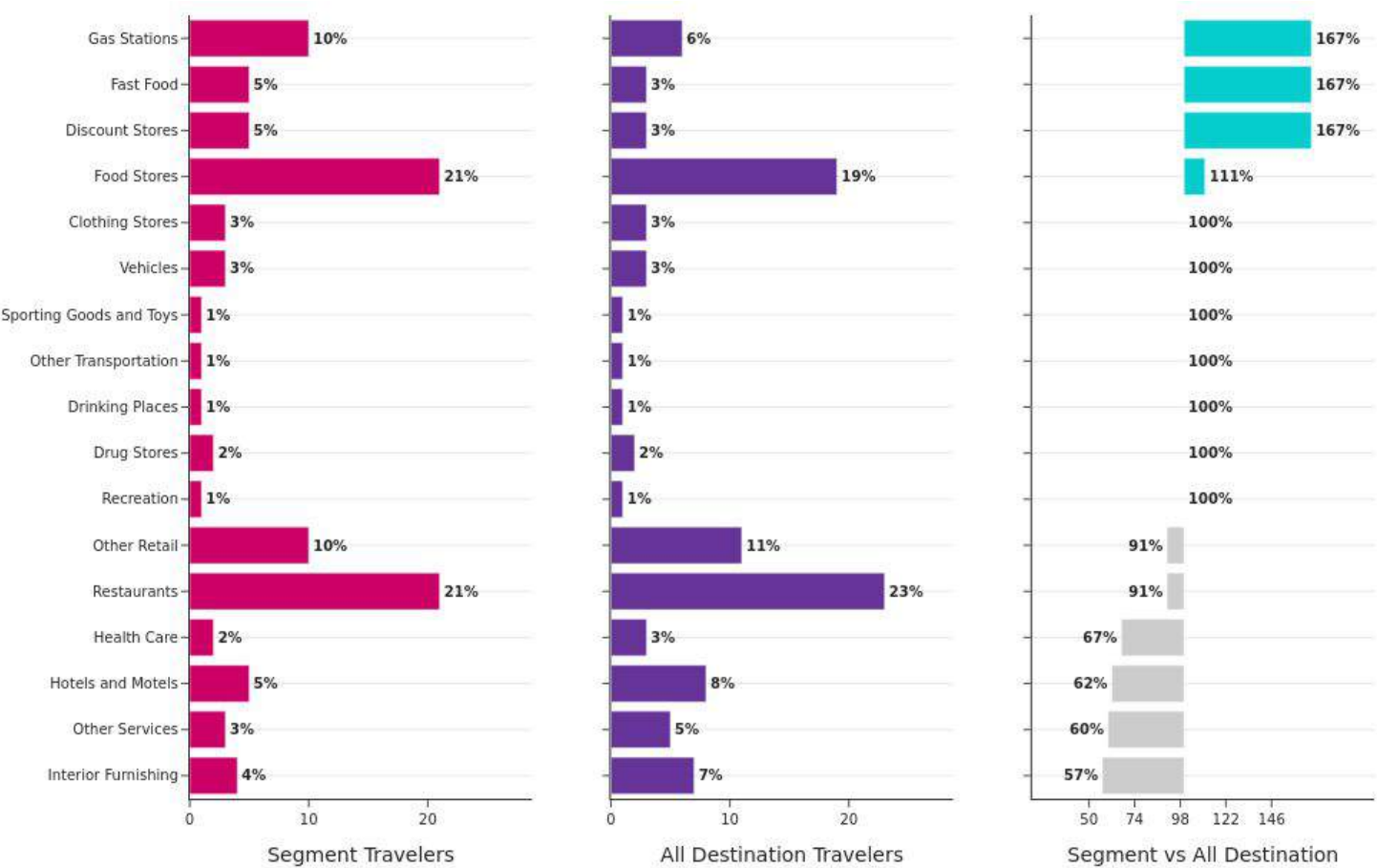
Age

20-29

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Food Stores	\$562,843.53	4,893	11,555	\$115.02	\$48.71
2	Restaurants	\$546,713.18	5,697	9,805	\$95.96	\$55.76
3	Gas Stations	\$276,018.82	3,870	8,187	\$71.33	\$33.71
4	Other Retail	\$258,825.57	2,458	4,254	\$105.30	\$60.85
5	Hotels and Motels	\$141,361.88	397	512	\$355.64	\$276.25
6	Fast Food	\$133,577.18	4,194	8,119	\$31.85	\$16.45
7	Discount Stores	\$125,245.37	1,197	2,093	\$104.63	\$59.85
8	Interior Furnishing	\$94,011.29	466	1,051	\$201.73	\$89.46
9	Vehicles	\$88,463.60	292	402	\$302.54	\$220.03
10	Other Services	\$86,420.36	694	1,165	\$124.44	\$74.18
11	Clothing Stores	\$79,913.16	1,033	1,298	\$77.39	\$61.59
12	Drug Stores	\$63,002.90	1,572	2,316	\$40.09	\$27.20
13	Health Care	\$51,391.88	512	699	\$100.43	\$73.52
14	Other Transportation	\$36,413.75	1,841	2,312	\$19.78	\$15.75
15	Drinking Places	\$36,133.41	599	781	\$60.37	\$46.25
16	Recreation	\$27,136.23	512	676	\$53.03	\$40.13
17	Sporting Goods and Toys	\$21,284.85	228	251	\$93.17	\$84.70

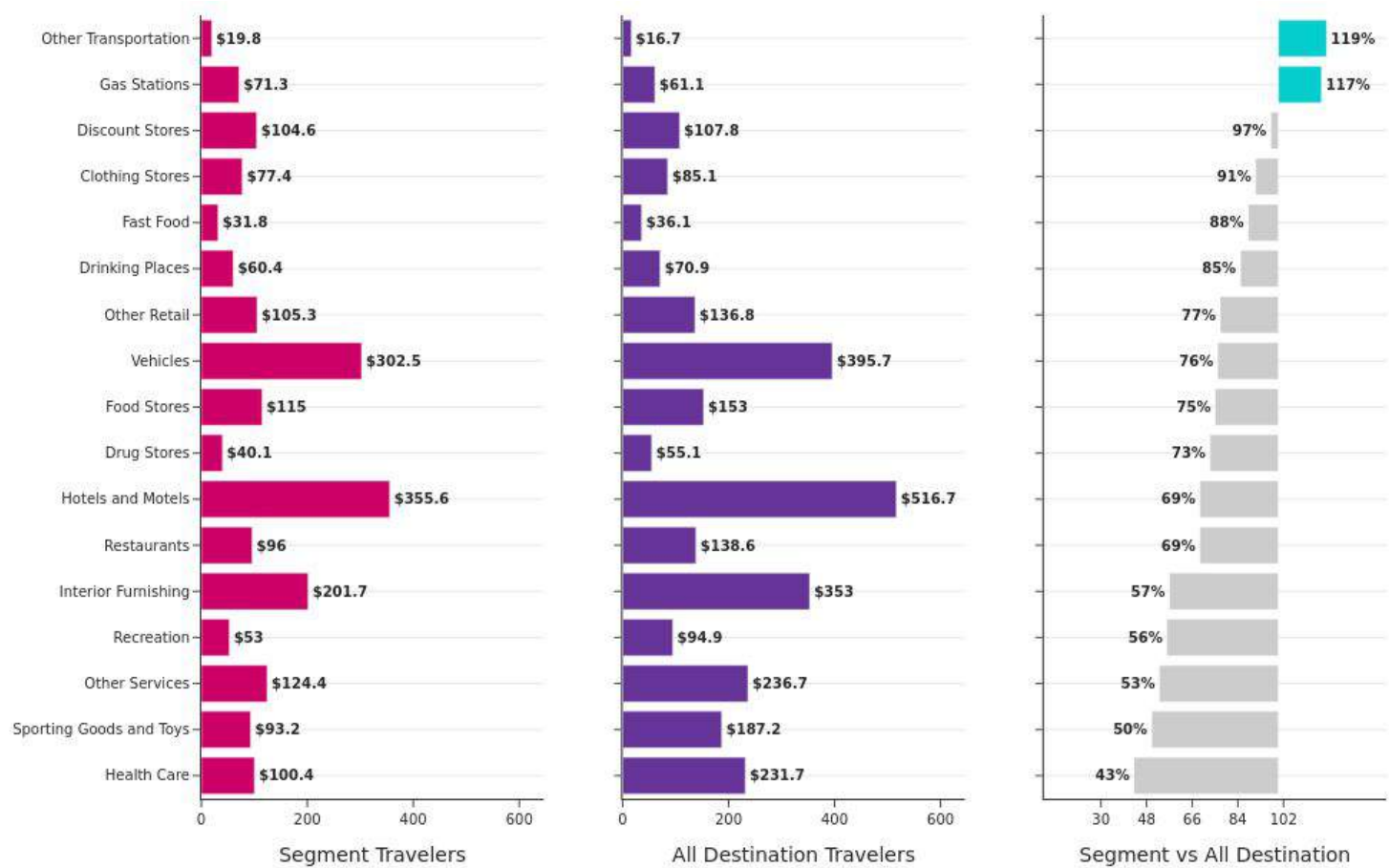
Age

20-29 - Share of Spend by Category



Age

20-29 - Average Spend Per Traveler



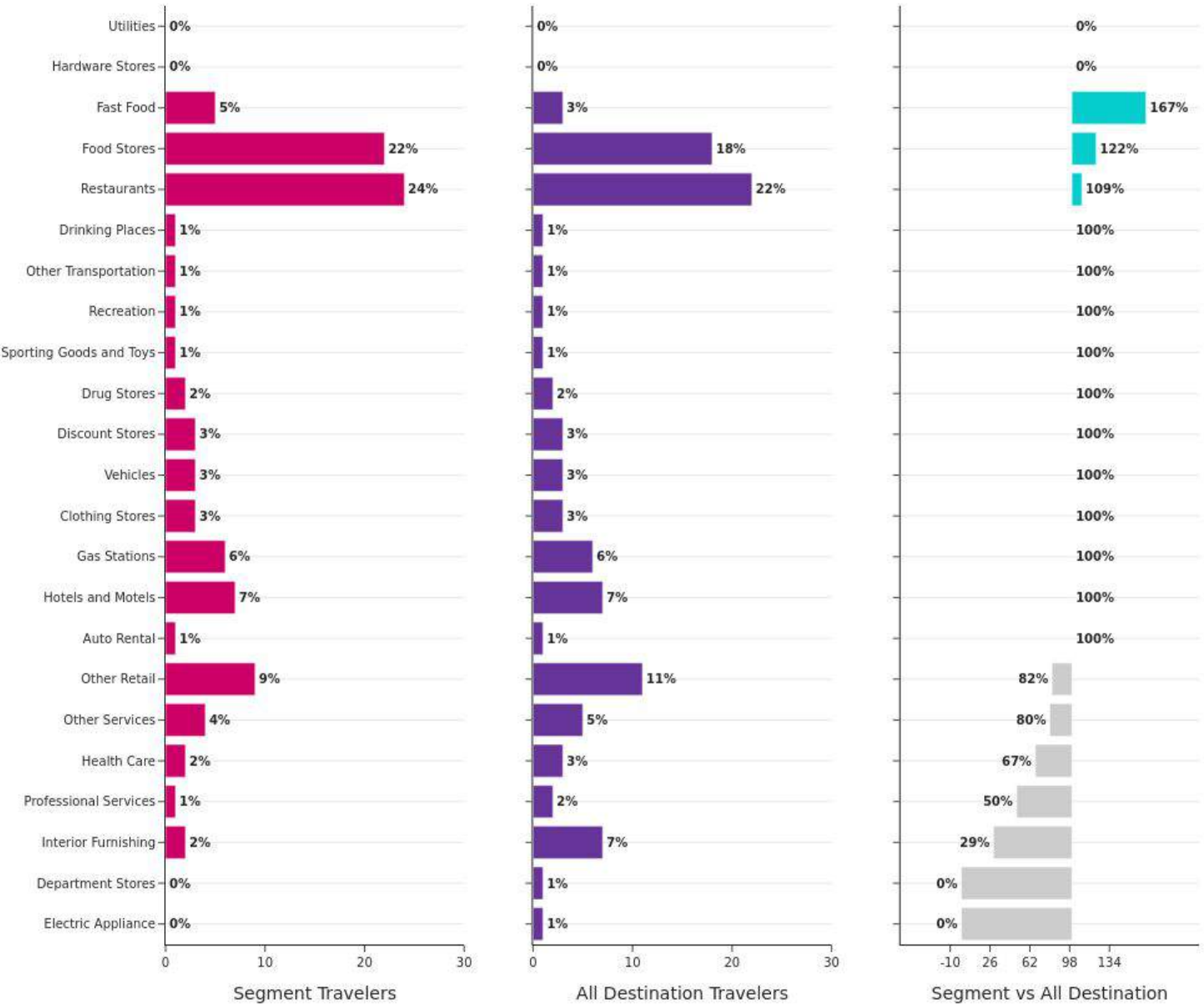
Age

30-39

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$3,109,561.11	26,262	44,734	\$118.41	\$69.51
2	Food Stores	\$2,842,910.55	21,547	47,982	\$131.94	\$59.25
3	Other Retail	\$1,237,736.52	11,258	17,618	\$109.95	\$70.26
4	Hotels and Motels	\$980,772.08	2,125	2,677	\$461.64	\$366.32
5	Gas Stations	\$816,734.23	16,434	28,834	\$49.70	\$28.33
6	Fast Food	\$590,233.20	17,238	30,963	\$34.24	\$19.06
7	Other Services	\$499,924.24	3,335	4,651	\$149.89	\$107.49
8	Clothing Stores	\$435,189.42	5,665	7,415	\$76.82	\$58.69
9	Discount Stores	\$349,949.61	3,573	5,213	\$97.95	\$67.13
10	Vehicles	\$341,338.54	1,001	1,284	\$341.14	\$265.87
11	Drug Stores	\$308,251.29	7,438	10,865	\$41.44	\$28.37
12	Interior Furnishing	\$278,803.77	1,508	2,897	\$184.92	\$96.25
13	Health Care	\$276,283.08	2,394	3,303	\$115.40	\$83.64
14	Recreation	\$194,376.66	2,824	4,080	\$68.84	\$47.64
15	Other Transportation	\$166,275.86	9,846	12,683	\$16.89	\$13.11
16	Auto Rental	\$164,056.22	672	685	\$244.27	\$239.38
17	Drinking Places	\$163,923.22	2,636	3,532	\$62.18	\$46.41
18	Professional Services	\$112,302.75	439	676	\$256.04	\$166.08
19	Sporting Goods and Toys	\$93,647.79	795	1,138	\$117.80	\$82.32
20	Department Stores	\$56,057.92	507	640	\$110.54	\$87.64
21	Electric Appliance	\$37,830.69	393	489	\$96.28	\$77.38
22	Utilities	\$31,226.09	160	361	\$195.27	\$86.51
23	Hardware Stores	\$27,999.51	297	521	\$94.28	\$53.76
24	Others	\$4,962.88	174	215	\$28.59	\$23.11

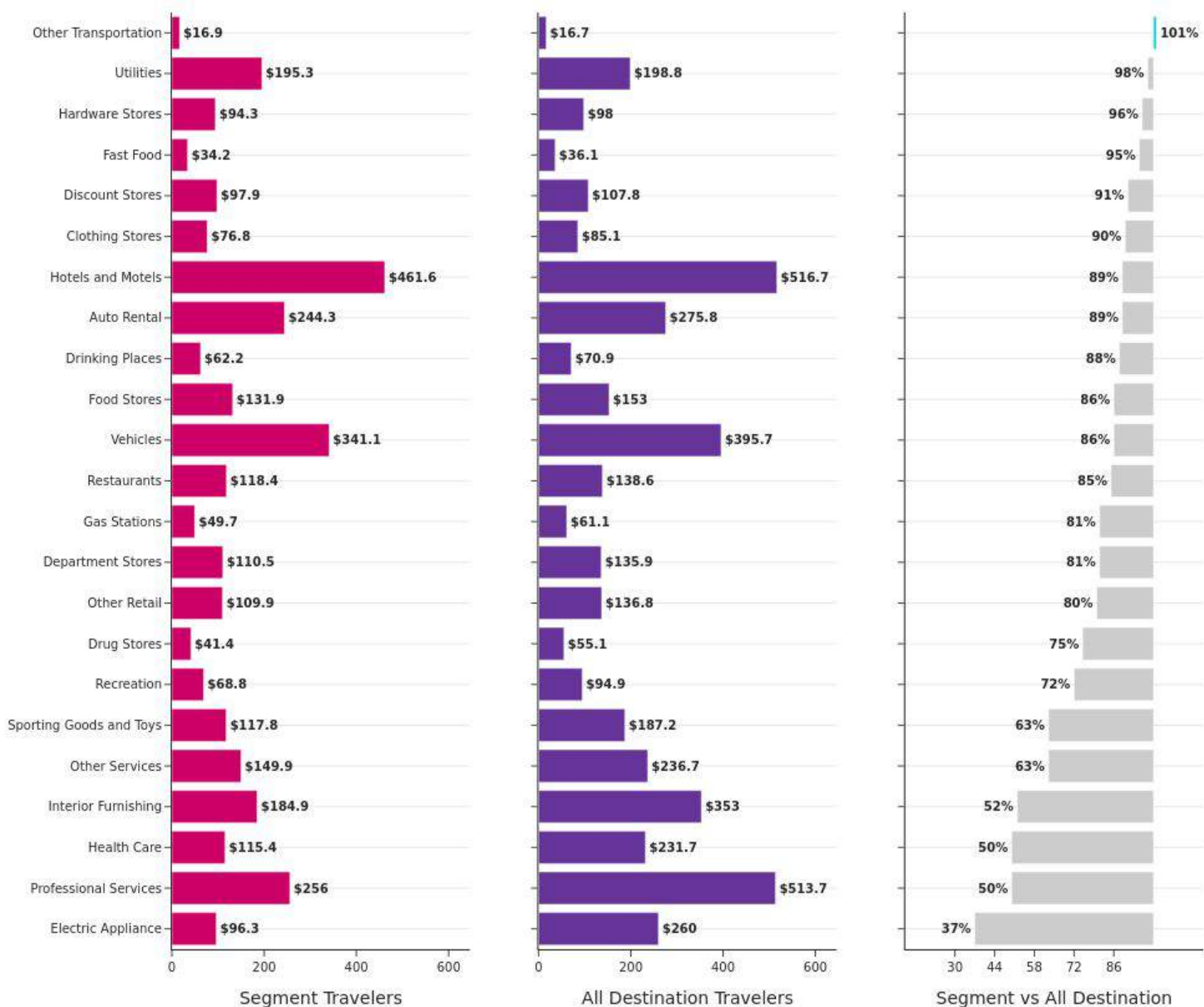
Age

30-39 - Share of Spend by Category



Age

30-39 - Average Spend Per Traveler



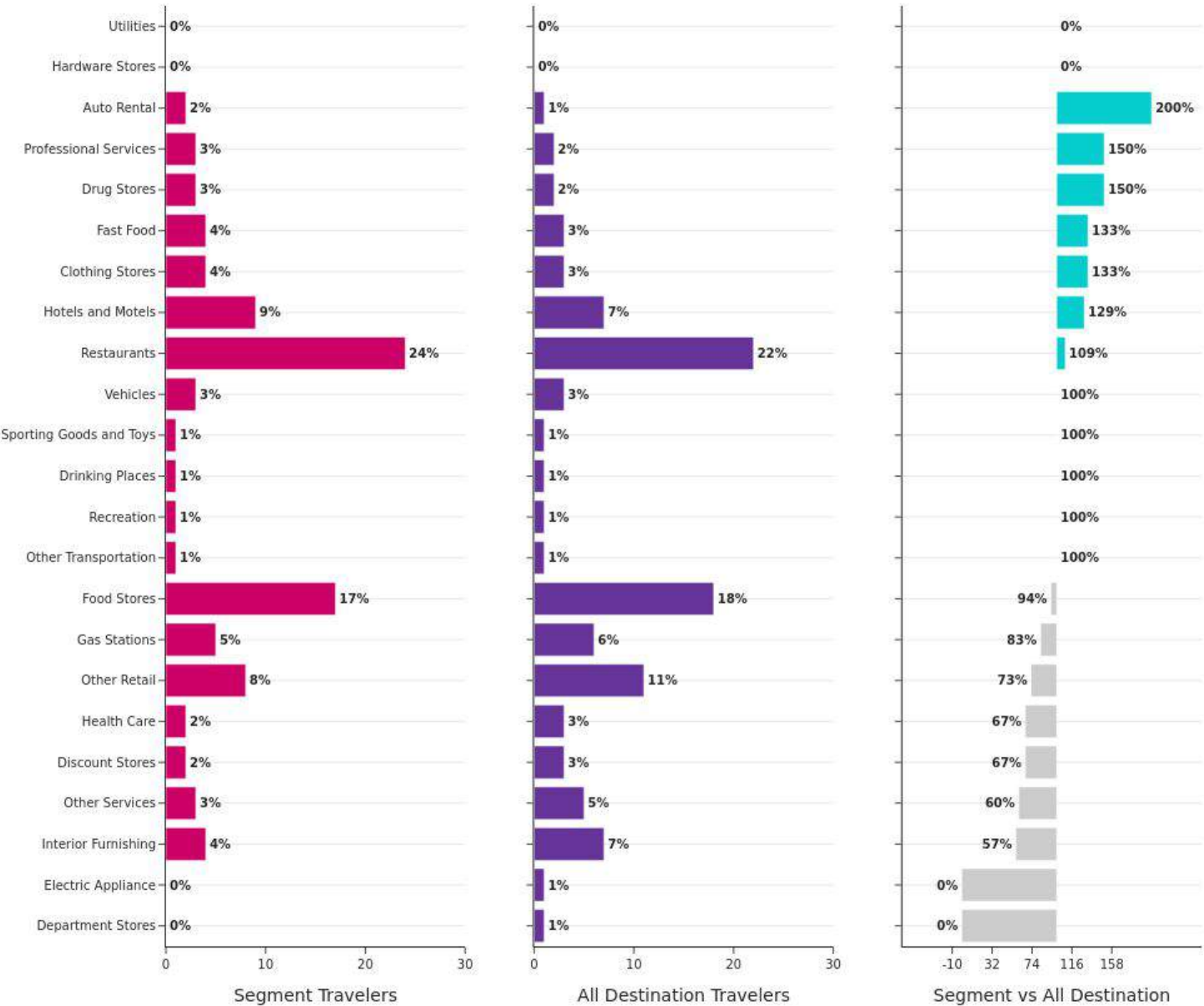
Age

40-49

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$6,650,044.91	47,416	84,428	\$140.25	\$78.77
2	Food Stores	\$4,667,337.71	36,131	75,130	\$129.18	\$62.12
3	Hotels and Motels	\$2,522,351.31	4,395	5,423	\$573.88	\$465.10
4	Other Retail	\$2,258,397.29	20,948	33,828	\$107.81	\$66.76
5	Gas Stations	\$1,460,338.86	28,295	47,178	\$51.61	\$30.95
6	Fast Food	\$1,038,305.51	29,117	50,797	\$35.66	\$20.44
7	Clothing Stores	\$1,016,335.20	12,194	15,982	\$83.35	\$63.59
8	Interior Furnishing	\$952,816.56	3,121	6,323	\$305.34	\$150.68
9	Professional Services	\$929,498.99	699	1,188	\$1,329.69	\$782.47
10	Other Services	\$900,533.80	5,387	7,767	\$167.18	\$115.94
11	Drug Stores	\$716,218.99	13,076	19,623	\$54.77	\$36.50
12	Vehicles	\$710,857.90	1,850	2,330	\$384.17	\$305.07
13	Discount Stores	\$668,656.77	6,319	9,896	\$105.82	\$67.57
14	Auto Rental	\$584,239.08	1,965	2,051	\$297.38	\$284.80
15	Health Care	\$547,283.37	3,582	4,605	\$152.79	\$118.83
16	Other Transportation	\$333,777.22	18,947	25,243	\$17.62	\$13.22
17	Recreation	\$310,701.06	4,423	6,328	\$70.25	\$49.10
18	Drinking Places	\$296,144.64	4,167	5,784	\$71.07	\$51.20
19	Sporting Goods and Toys	\$278,430.58	1,604	1,997	\$173.62	\$139.45
20	Department Stores	\$112,559.16	996	1,165	\$113.01	\$96.61
21	Electric Appliance	\$85,506.08	758	1,261	\$112.74	\$67.81
22	Hardware Stores	\$56,123.76	640	955	\$87.74	\$58.78
23	Utilities	\$47,898.72	338	685	\$141.67	\$69.89
24	Others	\$5,566.65	201	224	\$27.69	\$24.87

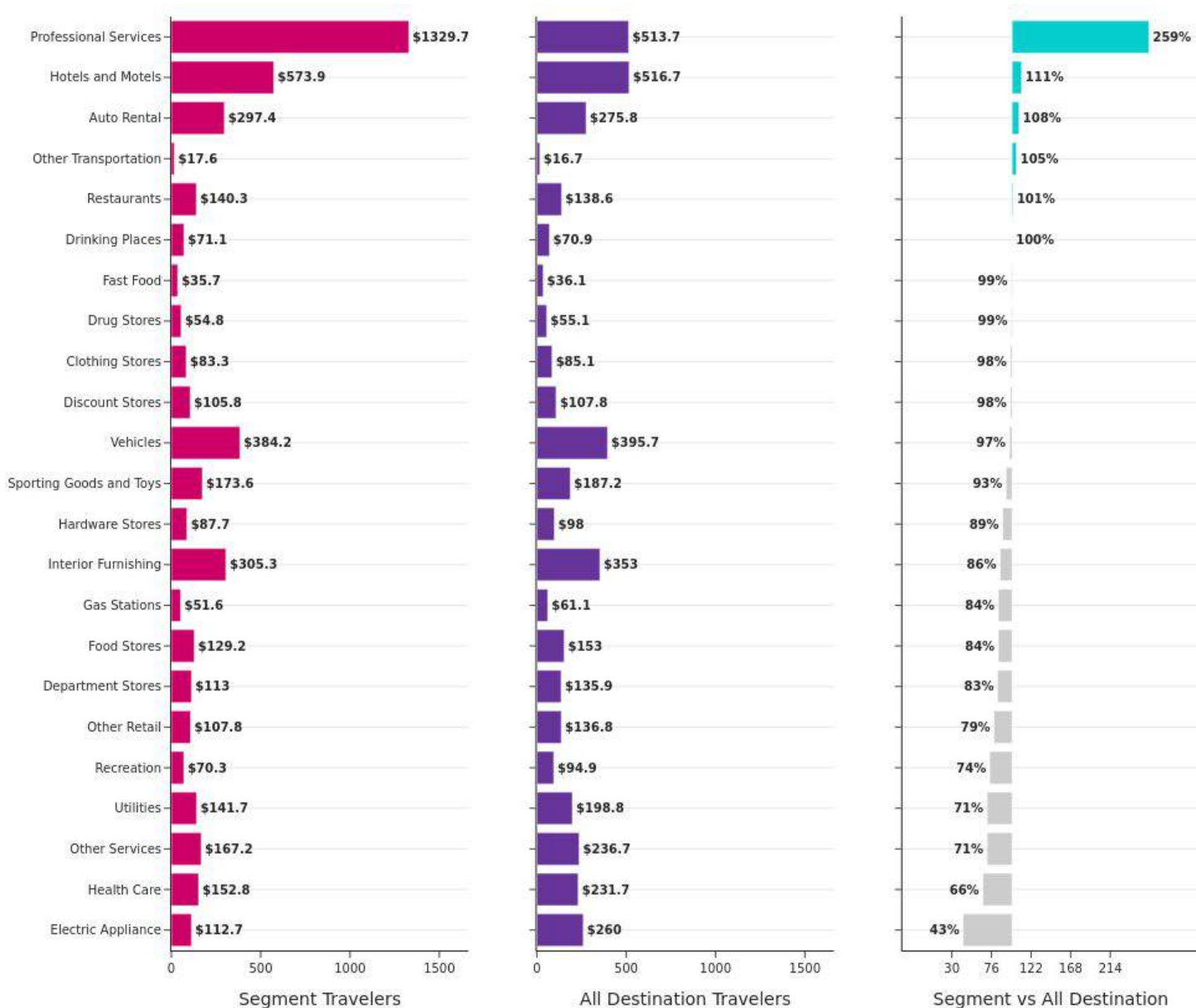
Age

40-49 - Share of Spend by Category



Age

40-49 - Average Spend Per Traveler



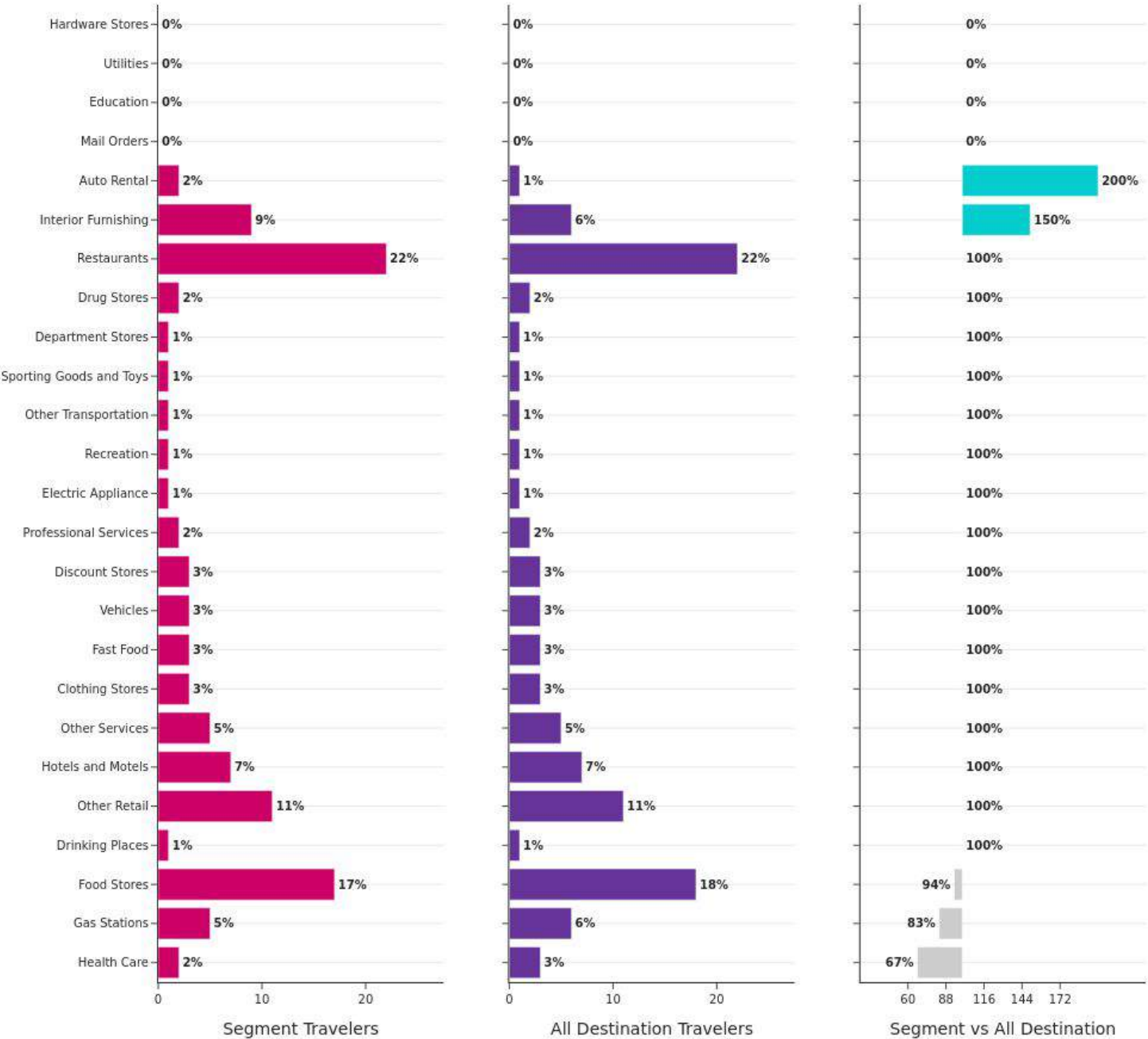
Age

50-64

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$14,352,334.64	100,858	197,804	\$142.30	\$72.56
2	Food Stores	\$11,469,993.89	75,912	200,395	\$151.10	\$57.24
3	Other Retail	\$7,167,850.10	50,500	93,383	\$141.94	\$76.76
4	Interior Furnishing	\$5,645,125.46	13,442	35,459	\$419.97	\$159.20
5	Hotels and Motels	\$4,828,689.48	9,608	12,094	\$502.55	\$399.27
6	Gas Stations	\$3,576,021.20	58,344	112,216	\$61.29	\$31.87
7	Other Services	\$3,200,333.39	12,985	21,643	\$246.47	\$147.87
8	Vehicles	\$1,995,560.36	5,094	7,178	\$391.73	\$278.02
9	Clothing Stores	\$1,836,295.27	21,752	28,268	\$84.42	\$64.96
10	Discount Stores	\$1,716,868.30	15,283	26,472	\$112.34	\$64.86
11	Fast Food	\$1,668,848.96	45,858	89,582	\$36.39	\$18.63
12	Health Care	\$1,381,103.67	6,821	9,357	\$202.47	\$147.60
13	Drug Stores	\$1,199,748.62	23,397	38,164	\$51.28	\$31.44
14	Professional Services	\$1,155,796.39	2,152	3,349	\$537.10	\$345.12
15	Auto Rental	\$1,034,840.54	3,925	4,308	\$263.68	\$240.19
16	Recreation	\$778,973.31	7,004	10,755	\$111.22	\$72.43
17	Drinking Places	\$675,221.03	9,613	13,670	\$70.24	\$49.39
18	Sporting Goods and Toys	\$648,377.81	3,002	3,852	\$216.00	\$168.34
19	Other Transportation	\$533,945.96	33,321	44,291	\$16.02	\$12.06
20	Department Stores	\$489,497.10	3,468	4,601	\$141.16	\$106.39
21	Electric Appliance	\$375,852.61	1,307	1,777	\$287.64	\$211.48
22	Hardware Stores	\$325,016.21	2,988	5,140	\$108.77	\$63.23
23	Utilities	\$167,075.68	772	1,247	\$216.38	\$133.95
24	Education	\$115,516.81	242	681	\$477.05	\$169.69
25	Others	\$13,639.73	397	461	\$34.31	\$29.56
26	Mail Orders	\$9,091.89	137	196	\$66.33	\$46.28

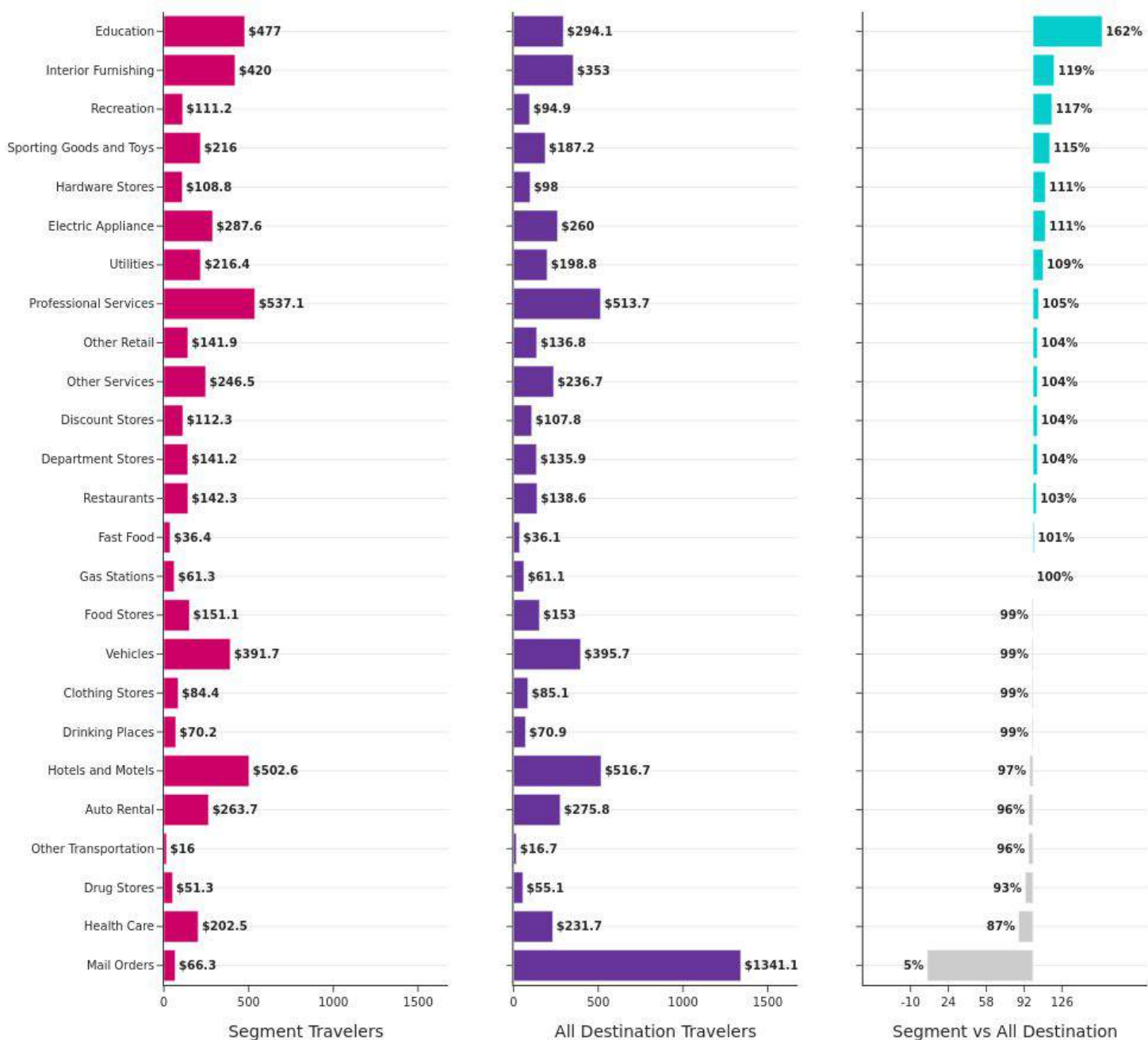
Age

50-64 - Share of Spend by Category



Age

50-64 - Average Spend Per Traveler



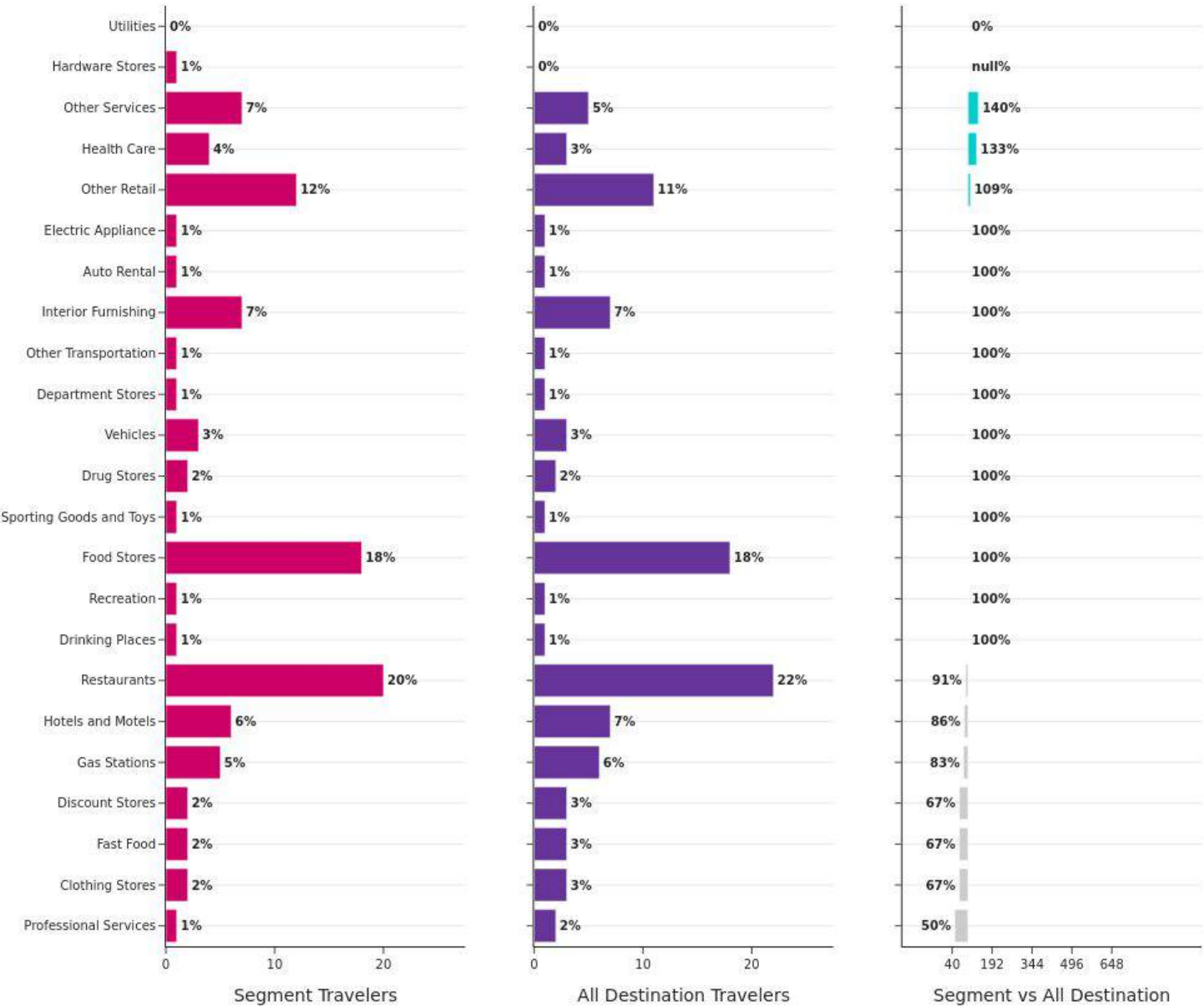
Age

65+

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$8,949,702.00	63,859	135,001	\$140.15	\$66.29
2	Food Stores	\$8,037,029.07	46,790	158,535	\$171.77	\$50.70
3	Other Retail	\$5,433,075.58	35,669	76,624	\$152.32	\$70.91
4	Interior Furnishing	\$3,238,782.75	10,444	26,271	\$310.10	\$123.28
5	Other Services	\$3,001,826.98	9,997	18,024	\$300.28	\$166.54
6	Hotels and Motels	\$2,857,123.26	5,268	6,689	\$542.37	\$427.15
7	Gas Stations	\$2,327,927.99	33,736	67,318	\$69.00	\$34.58
8	Health Care	\$1,753,861.02	4,861	7,543	\$360.78	\$232.51
9	Vehicles	\$1,520,617.26	3,628	4,843	\$419.17	\$313.98
10	Clothing Stores	\$1,070,812.62	11,582	14,926	\$92.45	\$71.74
11	Discount Stores	\$1,060,449.72	10,518	20,546	\$100.83	\$51.61
12	Drug Stores	\$1,045,471.95	15,854	30,232	\$65.94	\$34.58
13	Fast Food	\$810,841.91	22,959	46,666	\$35.32	\$17.38
14	Auto Rental	\$520,483.73	1,722	1,837	\$302.17	\$283.38
15	Recreation	\$506,602.13	4,418	6,981	\$114.67	\$72.57
16	Department Stores	\$396,393.33	3,061	4,030	\$129.49	\$98.37
17	Professional Services	\$375,917.81	1,553	2,125	\$241.99	\$176.94
18	Sporting Goods and Toys	\$368,920.42	1,869	2,316	\$197.42	\$159.26
19	Electric Appliance	\$342,476.01	873	1,110	\$392.45	\$308.47
20	Drinking Places	\$328,676.23	4,340	6,351	\$75.72	\$51.75
21	Hardware Stores	\$244,117.09	2,942	5,017	\$82.97	\$48.66
22	Other Transportation	\$224,873.84	14,945	19,929	\$15.05	\$11.28
23	Utilities	\$94,022.52	461	959	\$203.75	\$98.00

Age

65+ - Share of Spend by Category



Age

65+ - Average Spend Per Traveler



Spend by Segments - Income

Income

Overview

Income	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
Below \$50k	\$19,600,970.42	95,334	337,378	\$205.60	\$58.10
\$50k-100k	\$30,163,450.90	139,154	506,248	\$216.76	\$59.58
\$100k-150k	\$44,432,253.61	183,207	684,643	\$242.53	\$64.90
\$150k-200k	\$25,628,450.65	99,464	379,403	\$257.67	\$67.55
\$200k-250k	\$14,984,172.64	52,839	202,693	\$283.58	\$73.93

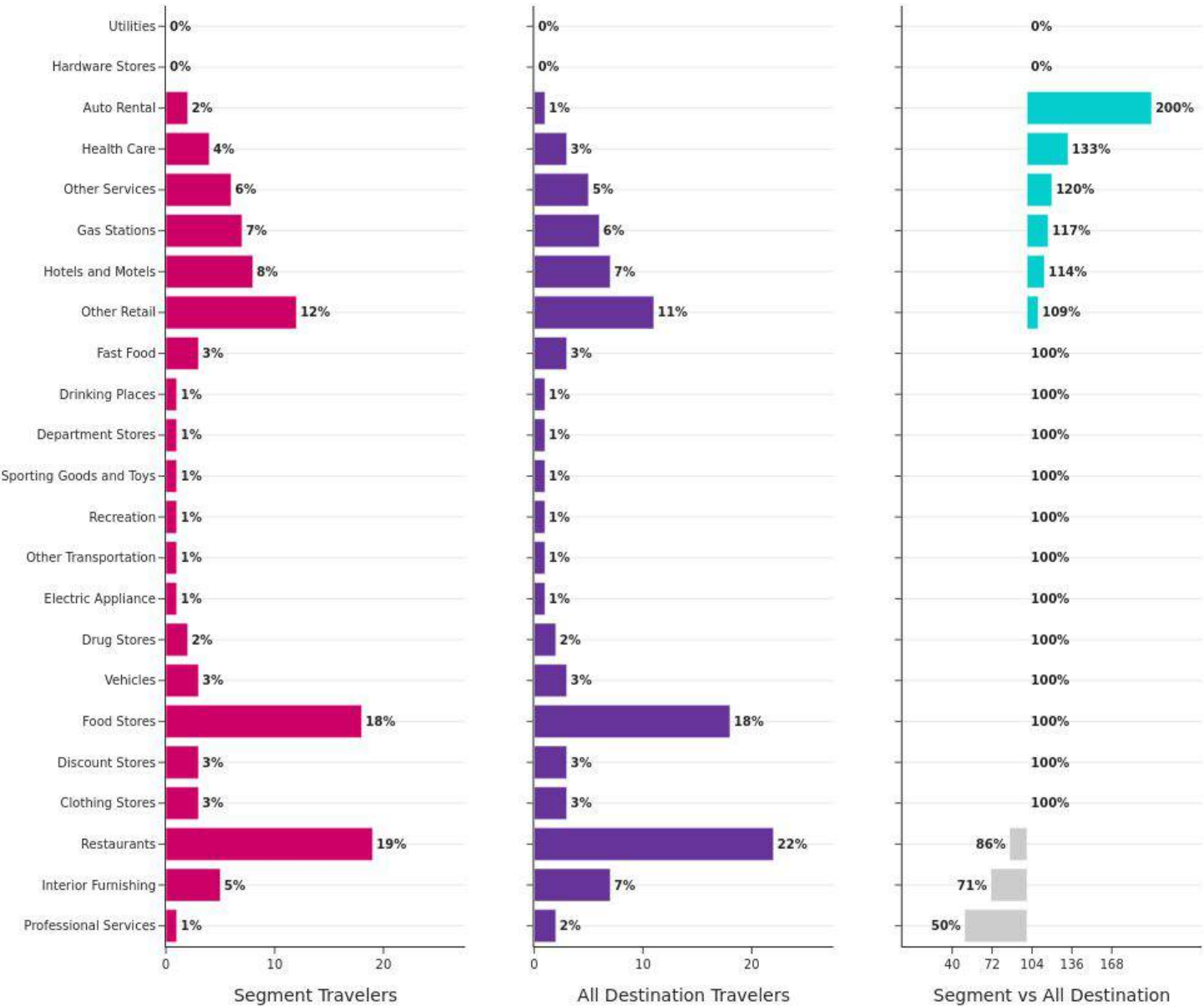
Income

Below \$50k

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$3,694,862.13	33,353	60,112	\$110.78	\$61.47
2	Food Stores	\$3,468,213.47	26,879	72,065	\$129.03	\$48.13
3	Other Retail	\$2,262,654.73	18,170	35,427	\$124.52	\$63.87
4	Hotels and Motels	\$1,518,695.97	3,189	4,126	\$476.22	\$368.11
5	Gas Stations	\$1,316,857.58	21,108	43,683	\$62.39	\$30.15
6	Other Services	\$1,171,771.86	4,729	7,977	\$247.80	\$146.89
7	Interior Furnishing	\$927,950.92	3,961	9,069	\$234.26	\$102.32
8	Health Care	\$738,700.70	2,842	4,322	\$259.94	\$170.91
9	Vehicles	\$608,236.87	1,796	2,472	\$338.74	\$246.08
10	Fast Food	\$595,271.05	18,134	34,225	\$32.83	\$17.39
11	Discount Stores	\$560,217.95	6,378	10,979	\$87.83	\$51.03
12	Clothing Stores	\$528,904.55	6,858	8,717	\$77.12	\$60.67
13	Drug Stores	\$416,679.51	8,274	14,036	\$50.36	\$29.69
14	Auto Rental	\$320,672.46	1,129	1,192	\$284.16	\$268.91
15	Professional Services	\$284,276.39	758	991	\$374.82	\$286.73
16	Recreation	\$274,865.14	2,773	4,075	\$99.11	\$67.44
17	Other Transportation	\$176,660.74	10,664	13,693	\$16.57	\$12.90
18	Drinking Places	\$175,191.44	2,673	3,842	\$65.55	\$45.59
19	Electric Appliance	\$141,595.21	640	937	\$221.37	\$151.18
20	Department Stores	\$136,232.60	1,206	1,508	\$112.95	\$90.36
21	Sporting Goods and Toys	\$119,331.07	822	1,147	\$145.10	\$104.06
22	Hardware Stores	\$75,035.63	914	1,649	\$82.12	\$45.49
23	Utilities	\$37,116.76	265	466	\$140.07	\$79.65
24	Others	\$5,015.10	178	192	\$28.15	\$26.14

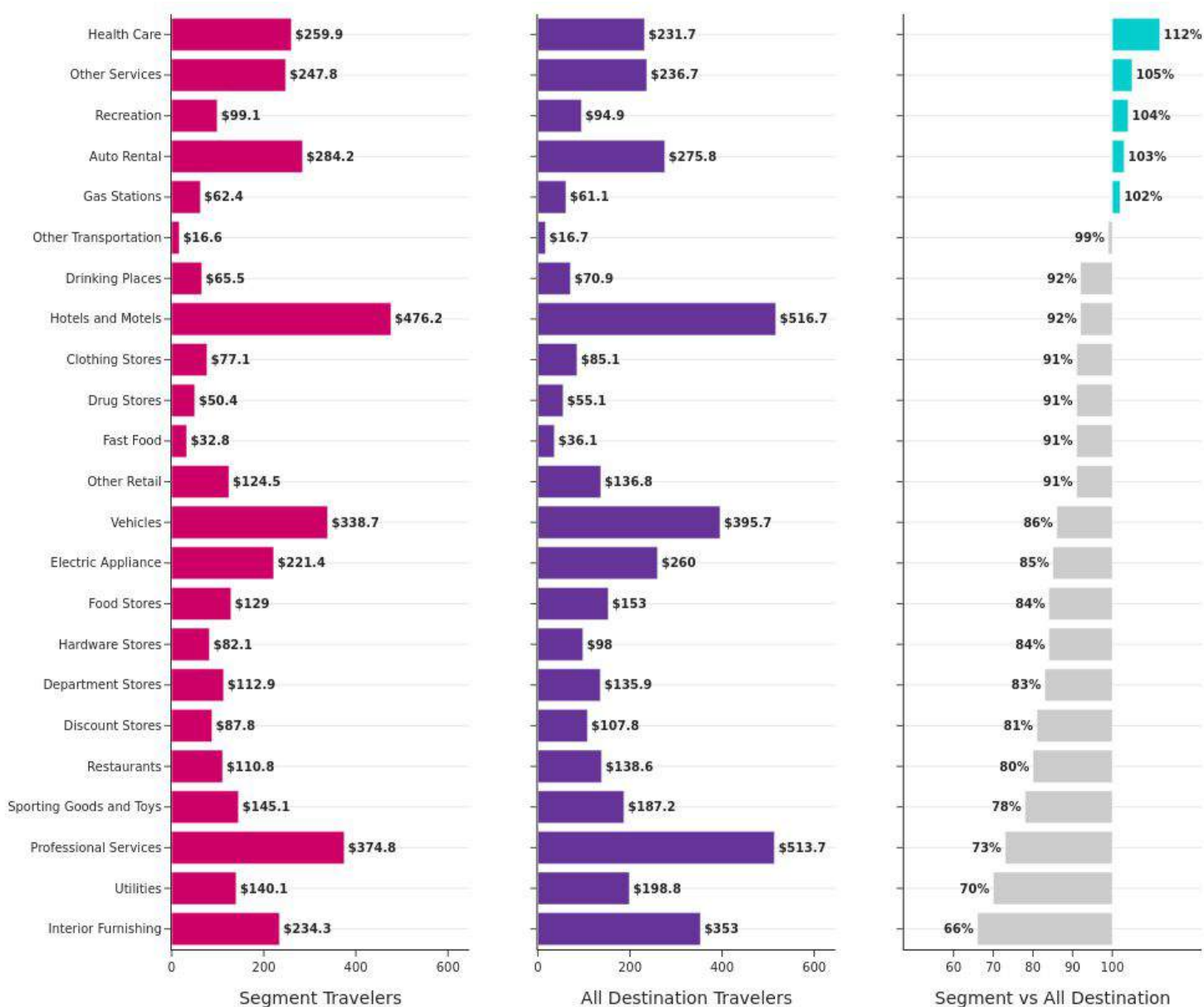
Income

Below \$50k - Share of Spend by Category



Income

Below \$50k - Average Spend Per Traveler



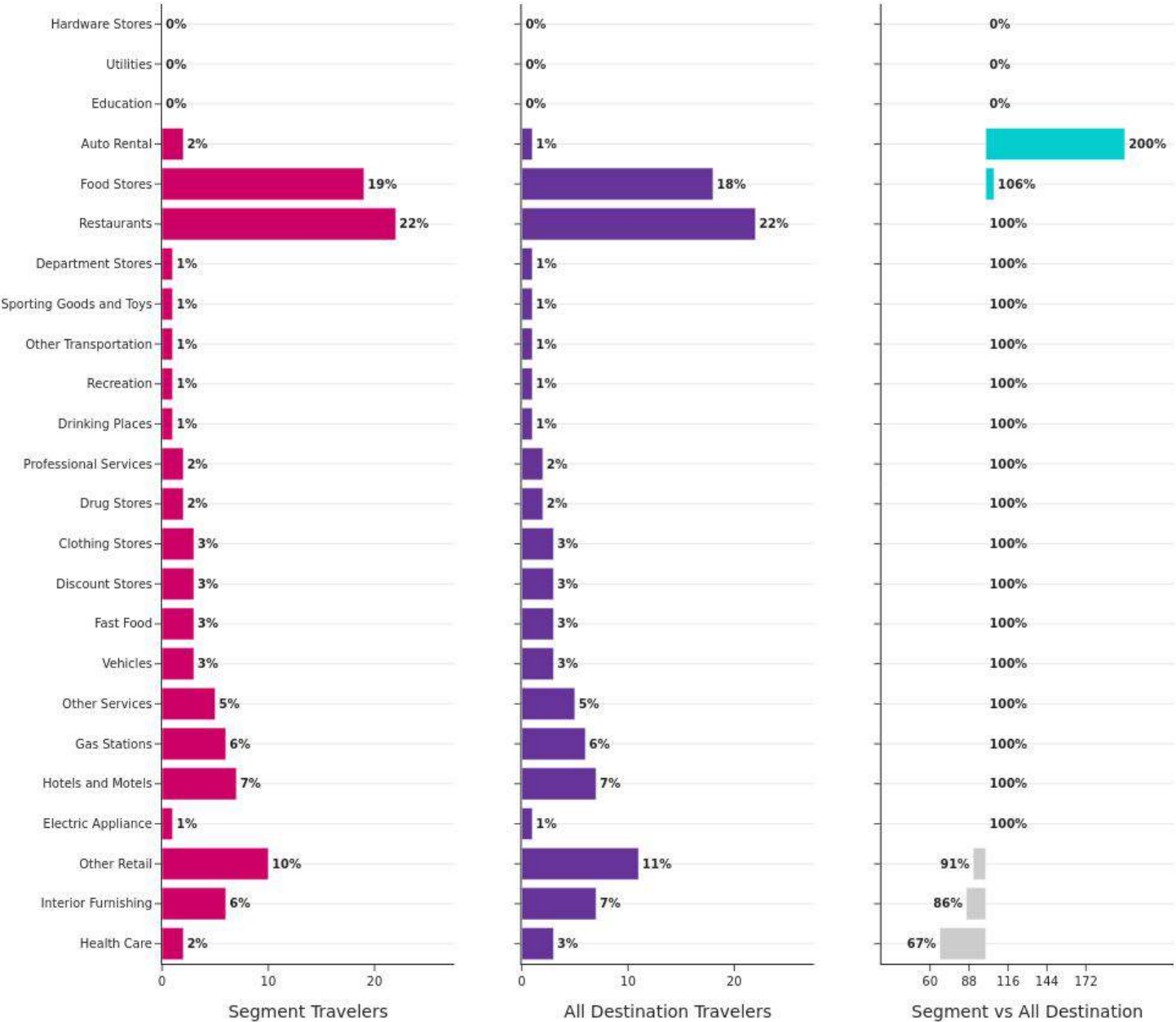
Income

\$50k-100k

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$6,570,541.48	53,483	100,465	\$122.85	\$65.40
2	Food Stores	\$5,637,509.40	40,974	108,460	\$137.59	\$51.98
3	Other Retail	\$3,103,524.59	27,441	50,331	\$113.10	\$61.66
4	Hotels and Motels	\$2,098,229.99	4,537	5,547	\$462.48	\$378.29
5	Gas Stations	\$1,867,970.11	31,329	59,464	\$59.62	\$31.41
6	Interior Furnishing	\$1,709,861.82	6,273	14,369	\$272.57	\$119.00
7	Other Services	\$1,437,044.86	7,292	11,774	\$197.07	\$122.05
8	Clothing Stores	\$887,513.92	11,217	14,191	\$79.13	\$62.54
9	Fast Food	\$886,876.57	25,298	47,877	\$35.06	\$18.52
10	Vehicles	\$839,935.16	2,682	3,555	\$313.18	\$236.30
11	Discount Stores	\$835,974.56	8,727	14,986	\$95.80	\$55.78
12	Drug Stores	\$681,790.23	12,939	21,501	\$52.69	\$31.71
13	Health Care	\$657,851.33	4,066	5,574	\$161.78	\$118.02
14	Professional Services	\$590,478.18	1,170	1,745	\$504.84	\$338.32
15	Auto Rental	\$491,068.97	1,850	1,923	\$265.39	\$255.30
16	Recreation	\$371,454.40	3,961	6,022	\$93.77	\$61.69
17	Drinking Places	\$299,629.99	4,400	5,990	\$68.10	\$50.02
18	Other Transportation	\$272,058.71	17,138	23,054	\$15.87	\$11.80
19	Sporting Goods and Toys	\$216,692.29	1,435	1,782	\$151.04	\$121.61
20	Department Stores	\$200,102.49	1,745	2,230	\$114.65	\$89.75
21	Electric Appliance	\$193,365.21	786	1,119	\$246.06	\$172.74
22	Hardware Stores	\$134,523.85	1,517	2,536	\$88.69	\$53.05
23	Utilities	\$76,546.05	489	946	\$156.58	\$80.94
24	Education	\$18,348.76	155	178	\$118.12	\$102.98
25	Others	\$6,303.20	169	215	\$37.29	\$29.35

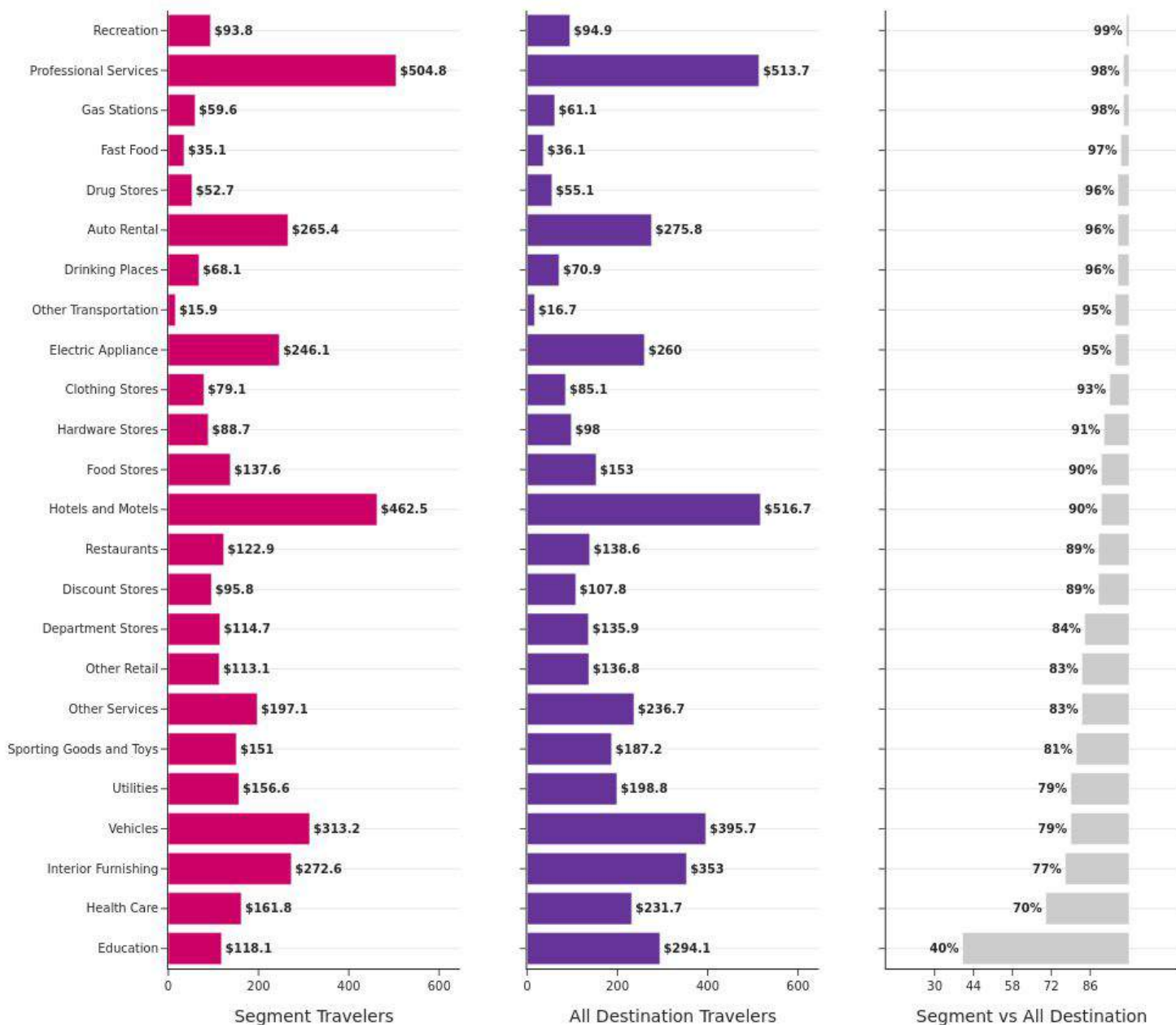
Income

\$50k-100k - Share of Spend by Category



Income

\$50k-100k - Average Spend Per Traveler



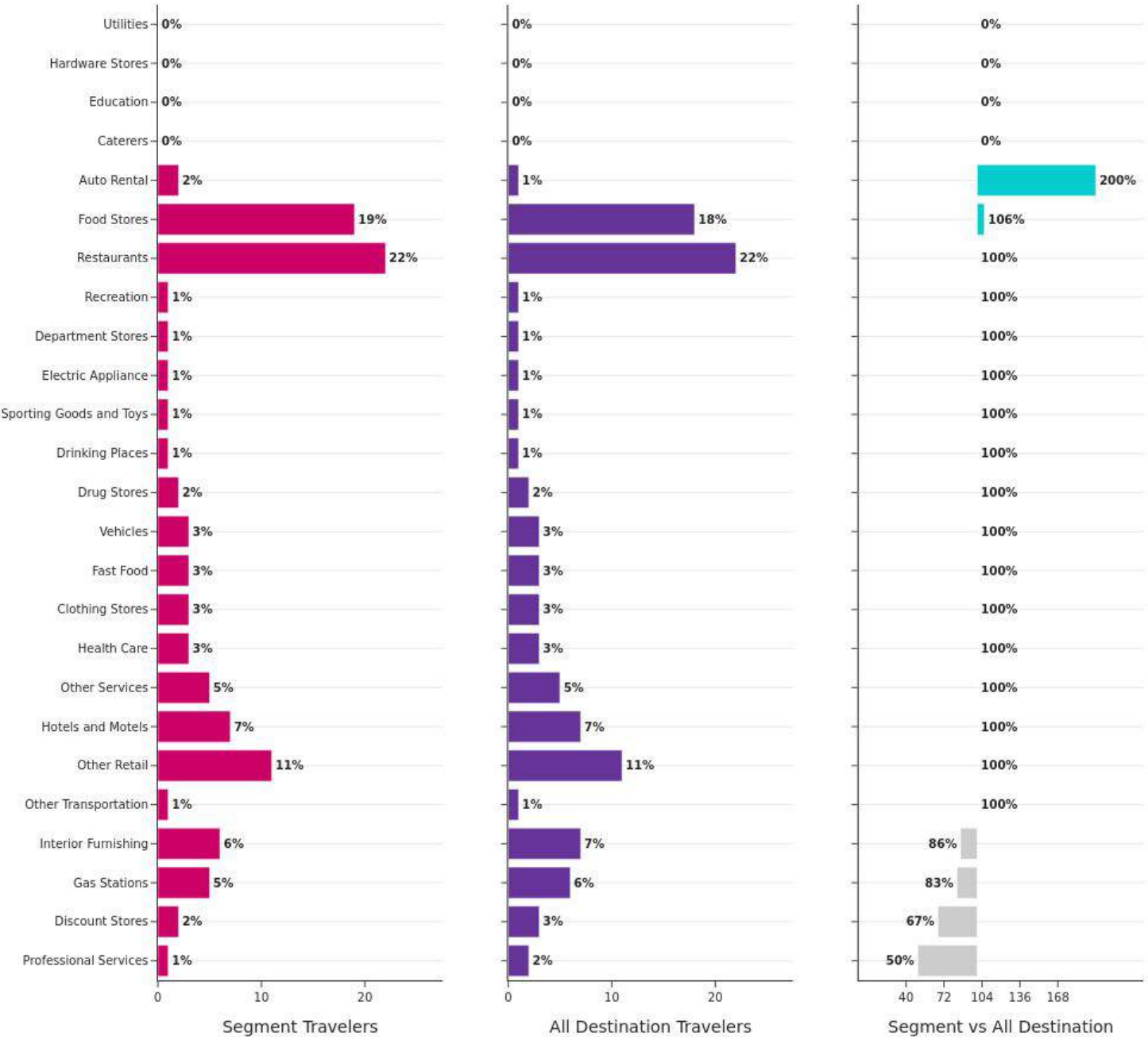
Income

\$100k-150k

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$9,611,975.44	71,320	138,318	\$134.77	\$69.49
2	Food Stores	\$8,170,289.63	55,073	146,893	\$148.35	\$55.62
3	Other Retail	\$4,713,724.59	35,829	66,070	\$131.56	\$71.34
4	Hotels and Motels	\$2,952,312.03	6,241	7,881	\$473.05	\$374.60
5	Interior Furnishing	\$2,721,946.29	8,219	20,642	\$331.16	\$131.86
6	Gas Stations	\$2,391,466.69	41,800	75,592	\$57.21	\$31.64
7	Other Services	\$2,239,400.11	9,659	15,566	\$231.86	\$143.86
8	Health Care	\$1,475,940.59	5,076	7,146	\$290.77	\$206.55
9	Clothing Stores	\$1,288,381.63	15,356	20,080	\$83.90	\$64.16
10	Vehicles	\$1,278,115.58	3,559	4,930	\$359.11	\$259.26
11	Fast Food	\$1,246,419.59	34,522	66,111	\$36.10	\$18.85
12	Discount Stores	\$1,096,306.34	10,952	18,760	\$100.11	\$58.44
13	Drug Stores	\$948,850.57	18,198	30,200	\$52.14	\$31.42
14	Auto Rental	\$727,898.91	2,600	2,778	\$280.00	\$262.04
15	Professional Services	\$641,055.07	1,499	2,476	\$427.77	\$258.87
16	Recreation	\$482,294.43	5,368	7,794	\$89.84	\$61.88
17	Drinking Places	\$435,446.00	6,470	8,841	\$67.31	\$49.25
18	Other Transportation	\$384,674.34	23,488	31,324	\$16.38	\$12.28
19	Sporting Goods and Toys	\$345,217.23	2,207	2,714	\$156.44	\$127.20
20	Department Stores	\$308,164.39	2,335	3,111	\$131.99	\$99.04
21	Electric Appliance	\$242,266.02	937	1,302	\$258.66	\$186.05
22	Hardware Stores	\$177,118.12	2,166	3,340	\$81.79	\$53.03
23	Utilities	\$106,250.07	557	1,097	\$190.62	\$96.90
24	Education	\$43,105.99	174	589	\$248.28	\$73.14
25	Others	\$8,773.99	270	320	\$32.55	\$27.43
26	Caterers	\$3,280.76	137	429	\$23.94	\$7.64

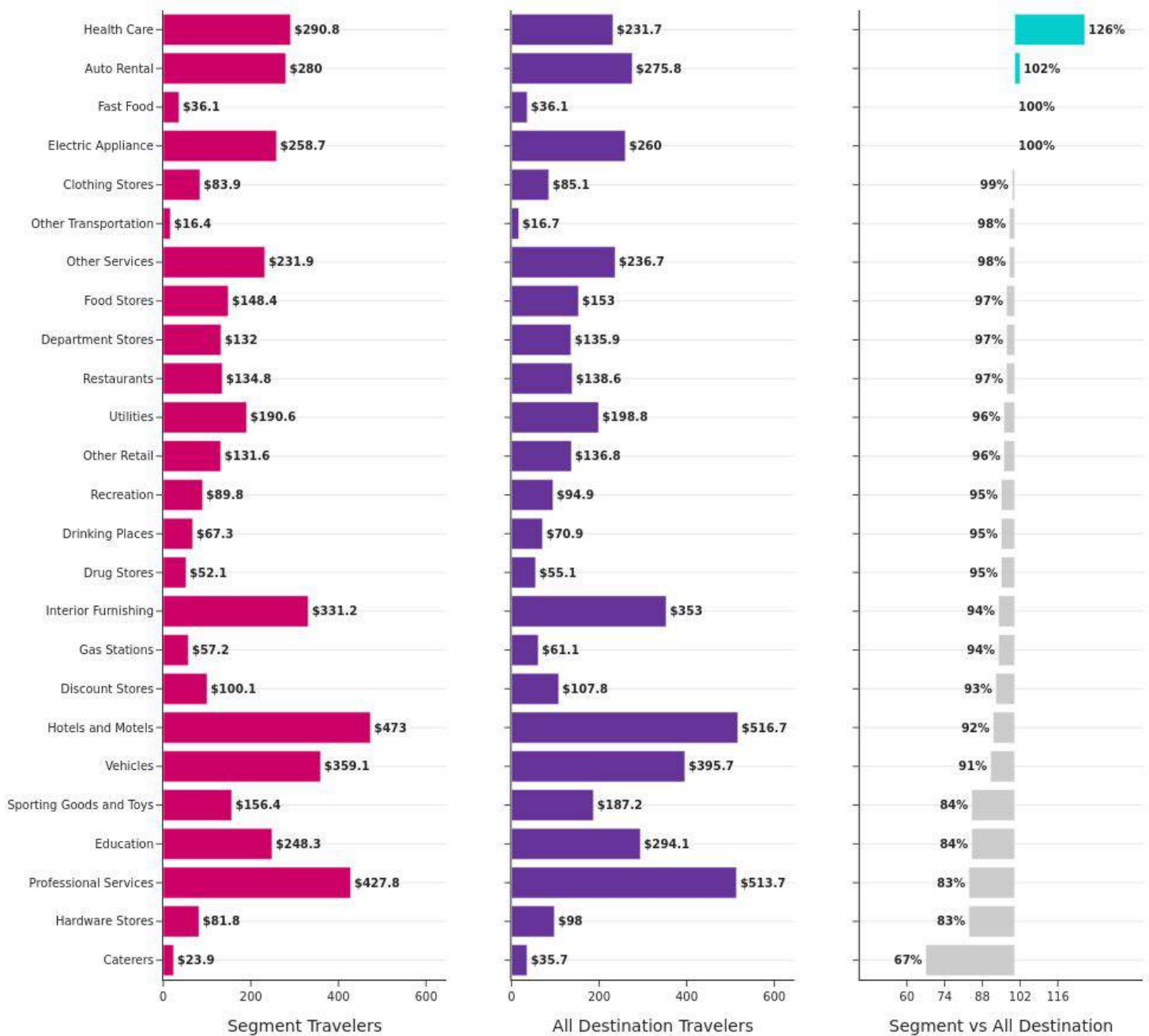
Income

\$100k-150k - Share of Spend by Category



Income

\$100k-150k - Average Spend Per Traveler



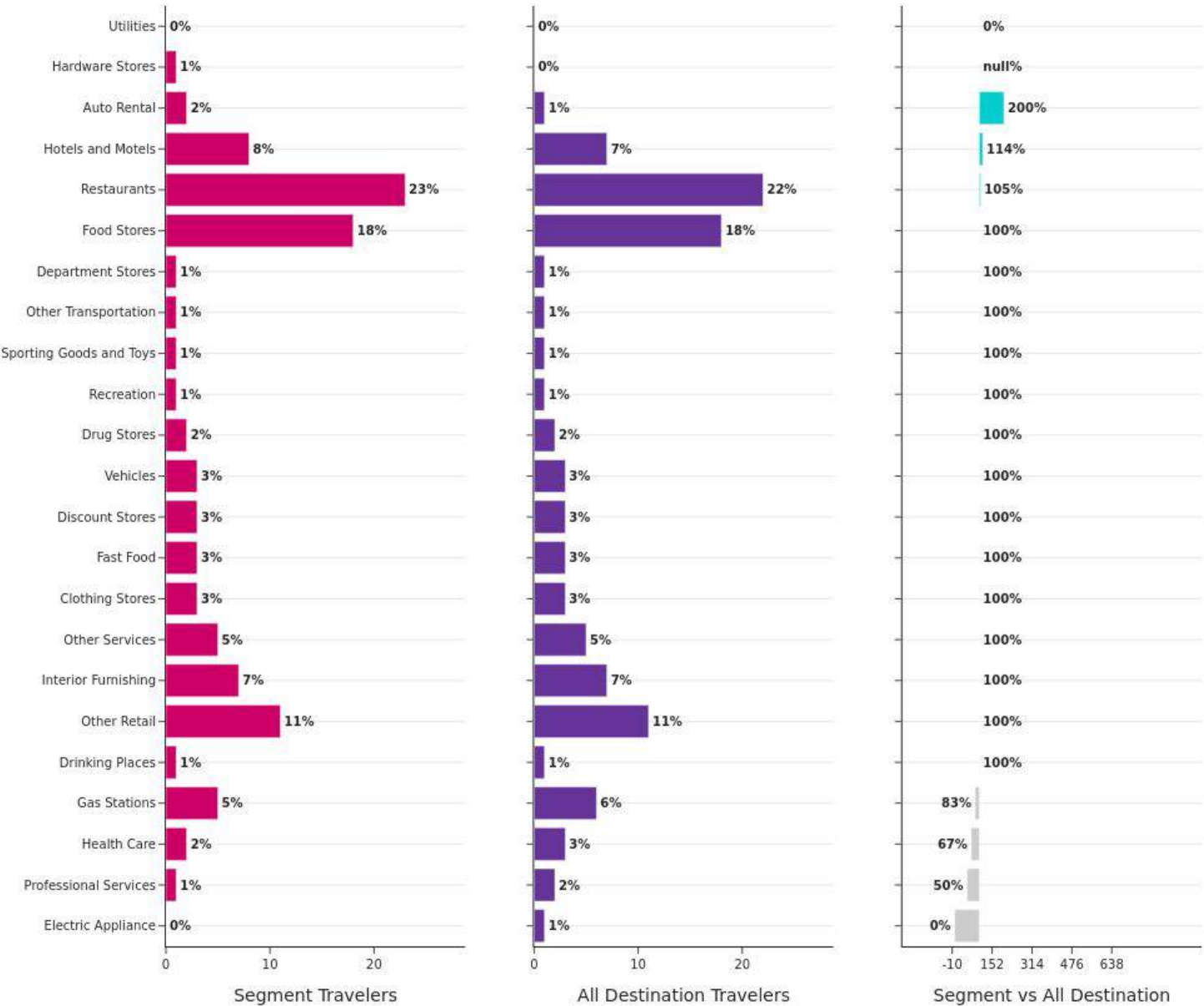
Income

\$150k-200k

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$5,847,591.92	40,060	79,169	\$145.97	\$73.86
2	Food Stores	\$4,590,714.04	29,826	80,777	\$153.92	\$56.83
3	Other Retail	\$2,793,444.03	18,965	36,350	\$147.29	\$76.85
4	Hotels and Motels	\$2,044,871.90	3,500	4,308	\$584.29	\$474.62
5	Interior Furnishing	\$1,767,931.22	4,706	12,400	\$375.68	\$142.58
6	Gas Stations	\$1,312,196.43	22,259	41,056	\$58.95	\$31.96
7	Other Services	\$1,184,428.23	4,816	7,973	\$245.96	\$148.56
8	Clothing Stores	\$765,925.29	8,818	11,454	\$86.86	\$66.87
9	Vehicles	\$718,127.72	1,796	2,353	\$399.95	\$305.20
10	Fast Food	\$698,647.39	19,226	36,245	\$36.34	\$19.28
11	Discount Stores	\$670,052.01	5,643	10,307	\$118.75	\$65.01
12	Health Care	\$526,016.53	2,805	3,865	\$187.51	\$136.09
13	Drug Stores	\$496,043.27	9,832	15,945	\$50.45	\$31.11
14	Auto Rental	\$394,594.80	1,489	1,590	\$264.93	\$248.18
15	Recreation	\$290,944.68	3,226	4,925	\$90.20	\$59.07
16	Drinking Places	\$279,732.02	3,710	5,341	\$75.40	\$52.37
17	Professional Services	\$245,054.12	694	969	\$352.87	\$253.00
18	Sporting Goods and Toys	\$243,420.98	1,293	1,622	\$188.26	\$150.08
19	Other Transportation	\$224,299.48	12,934	17,490	\$17.34	\$12.82
20	Department Stores	\$203,500.81	1,307	1,658	\$155.74	\$122.70
21	Hardware Stores	\$133,001.83	1,110	1,873	\$119.80	\$71.00
22	Electric Appliance	\$81,327.59	429	562	\$189.37	\$144.72
23	Utilities	\$62,989.02	260	448	\$241.87	\$140.68

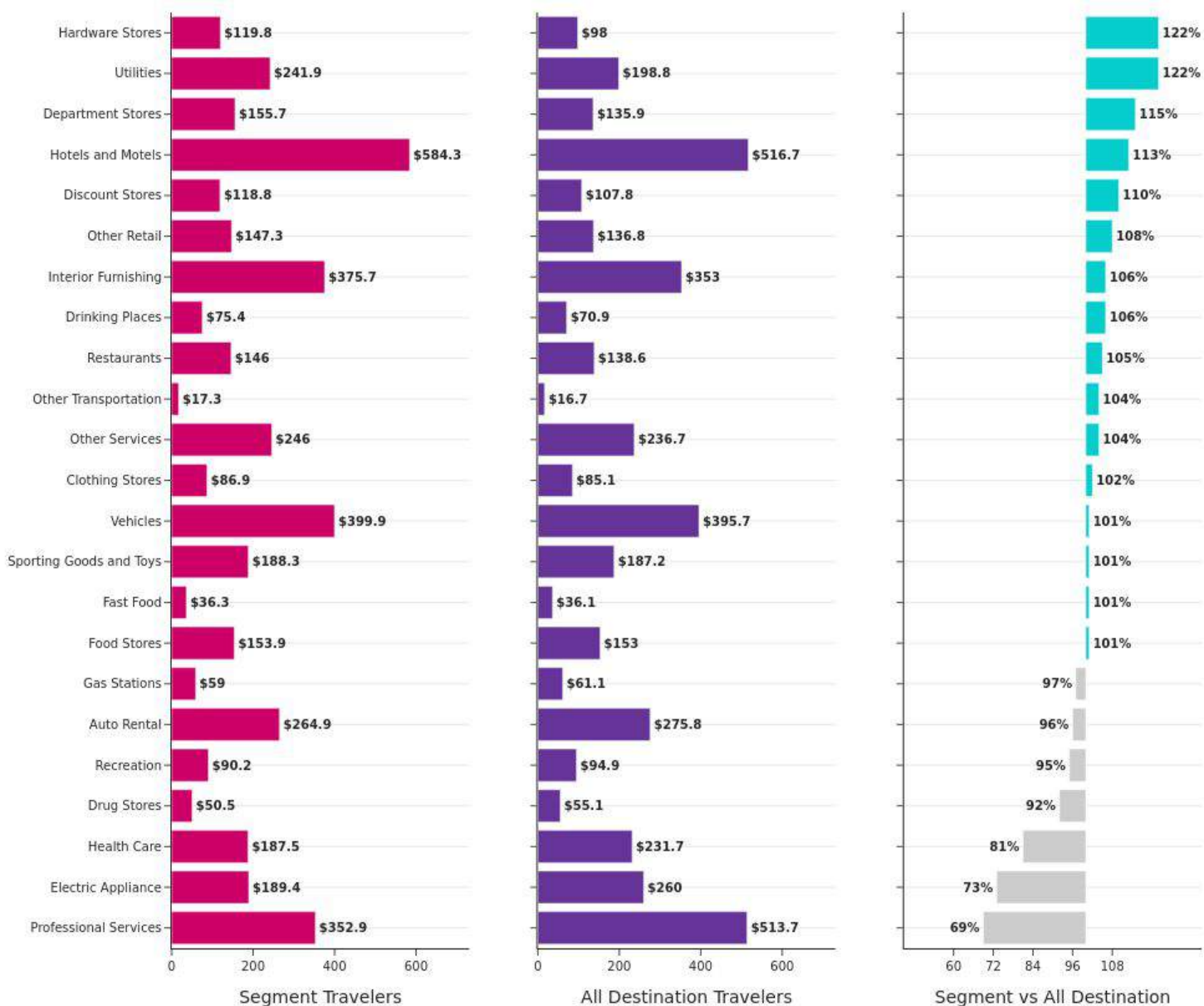
Income

\$150k-200k - Share of Spend by Category



Income

\$150k-200k - Average Spend Per Traveler



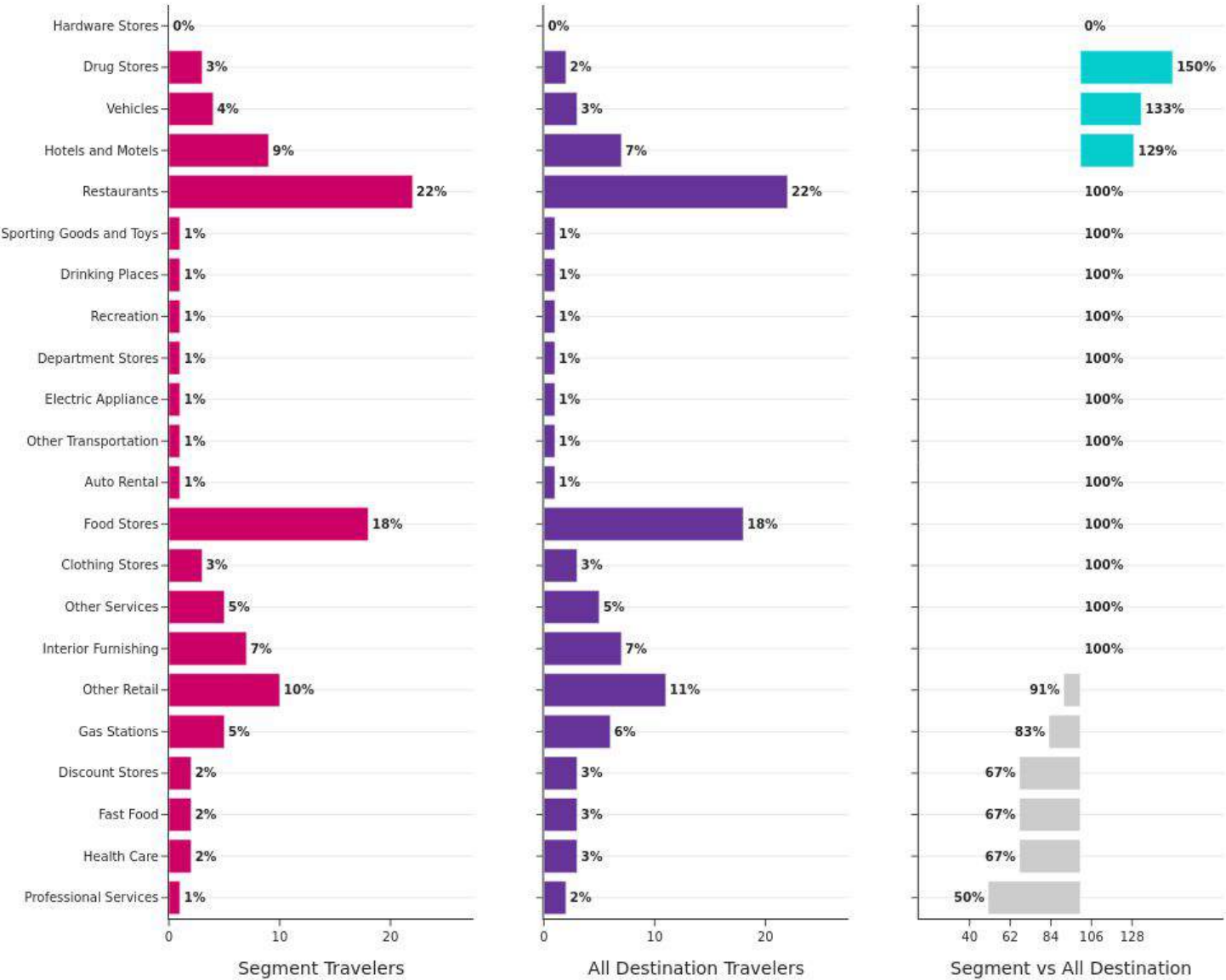
Income

\$200k-250k

Rank	Merchant Category	Total Spend	# Indv	# Txns	Avg \$/Indv	Avg \$/Txn
1	Restaurants	\$3,268,883.25	21,506	42,404	\$152.00	\$77.09
2	Food Stores	\$2,592,055.63	15,475	43,514	\$167.50	\$59.57
3	Other Retail	\$1,537,109.47	9,978	18,847	\$154.04	\$81.56
4	Hotels and Motels	\$1,249,017.03	1,951	2,399	\$640.23	\$520.72
5	Interior Furnishing	\$996,908.23	2,636	6,547	\$378.16	\$152.27
6	Other Services	\$754,174.73	2,718	4,729	\$277.43	\$159.49
7	Gas Stations	\$720,990.39	11,546	22,154	\$62.45	\$32.54
8	Vehicles	\$530,790.53	1,023	1,380	\$518.64	\$384.69
9	Drug Stores	\$437,926.35	5,378	9,279	\$81.44	\$47.19
10	Clothing Stores	\$395,830.58	4,514	5,903	\$87.69	\$67.06
11	Discount Stores	\$358,854.22	2,901	5,213	\$123.69	\$68.84
12	Fast Food	\$347,321.05	10,038	18,577	\$34.60	\$18.70
13	Health Care	\$251,299.56	1,512	1,960	\$166.17	\$128.21
14	Auto Rental	\$215,168.30	726	800	\$296.19	\$269.11
15	Sporting Goods and Toys	\$191,653.81	662	859	\$289.30	\$223.13
16	Recreation	\$181,633.43	1,727	2,549	\$105.17	\$71.24
17	Drinking Places	\$142,963.12	1,987	2,901	\$71.93	\$49.28
18	Professional Services	\$129,381.83	429	676	\$301.26	\$191.34
19	Department Stores	\$105,368.28	681	918	\$154.78	\$114.74
20	Other Transportation	\$104,201.53	6,625	8,585	\$15.73	\$12.14
21	Electric Appliance	\$77,219.59	302	370	\$256.08	\$208.66
22	Hardware Stores	\$59,392.87	580	1,138	\$102.36	\$52.21

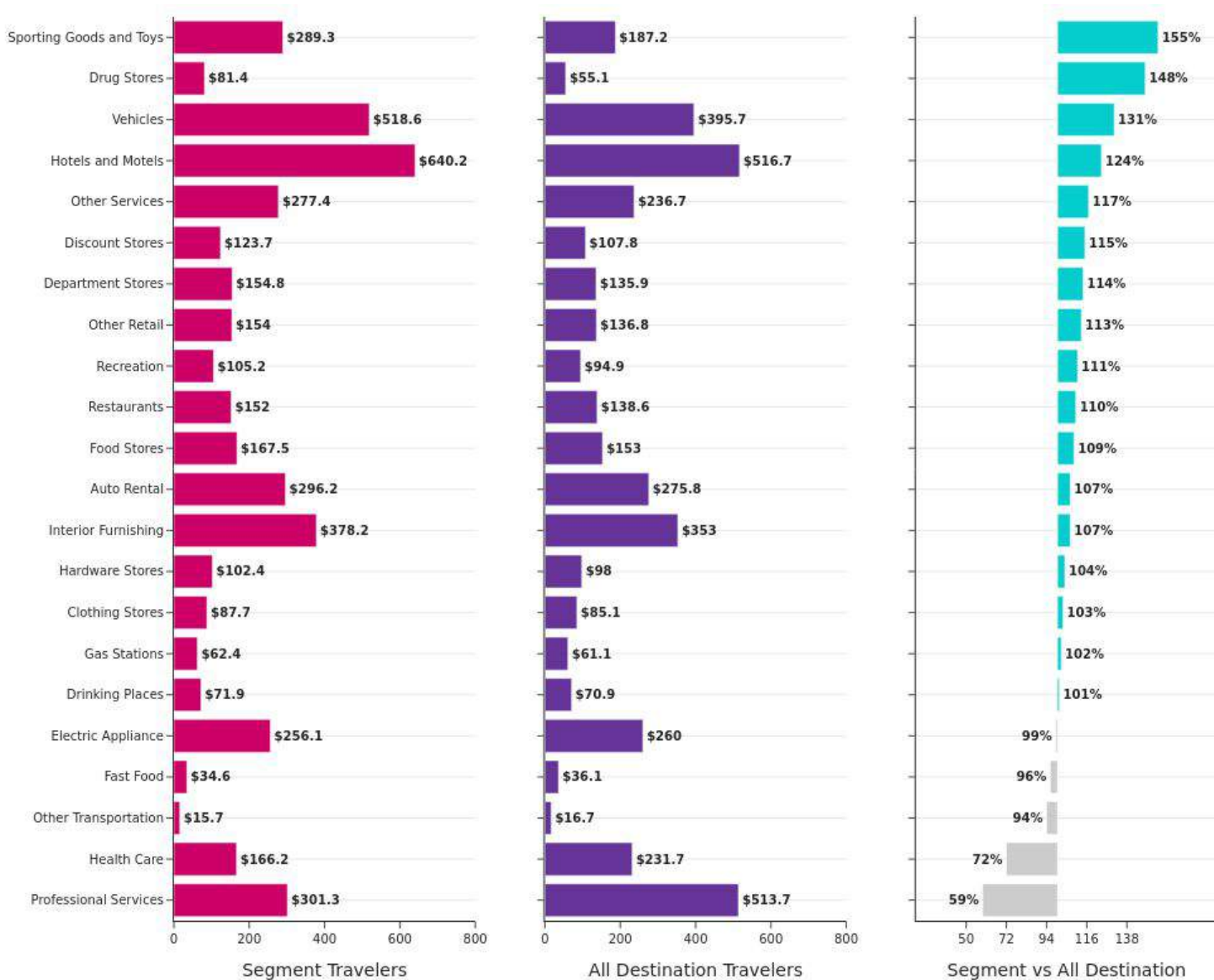
Income

\$200k-250k - Share of Spend by Category



Income

\$200k-250k - Average Spend Per Traveler





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