

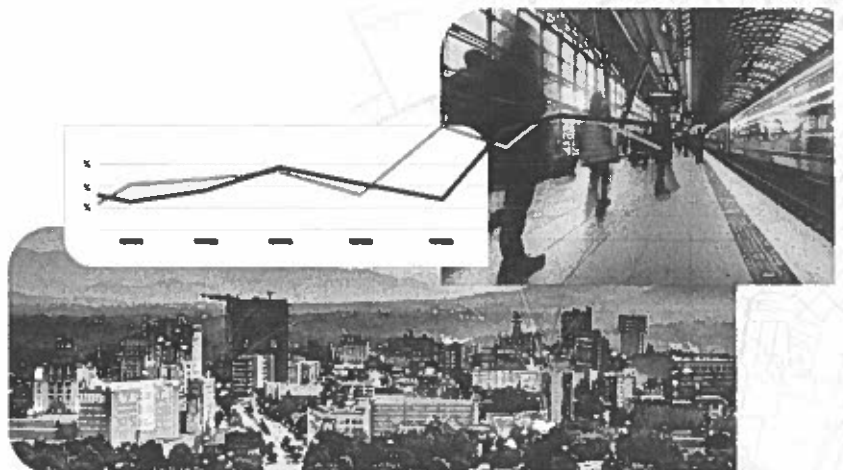
Proposal Prepared For:
The Highland Lakes of Burnet County Texas

Presented by:

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Zartico Visitor Journey App (Z5 Add-on)

The Zartico Visitor Journey App is a movement visualization tool that complements Z5 placing the power of visitor behavior in connection with place in the hands of marketers, growth strategists, and analysts. Easily view how places complement the economy by exploring where visitors go before and after events and key locations to benchmark performance, identify product gaps and accelerators, and unlock untapped opportunity for visitors—all from a modern, intuitive interface.



- Understand how specific places fuel the economy
- Uncover behavioral trends for greater targeting
- Identify key drivers and visitor behavior to build content, itineraries, and better host influencers/media
- View competitive parity

Price Proposal

Zartico recommends a 24 month subscription for The Highland Lakes of Burnet County Texas, starting April 1, 2026

Base Package	Investment
Z5 (Next-Gen ZDOS®)	\$25,000
Recommended Add-Ons	Investment
Visitor Journey App (Cross-visitation on demand)	Included in the first year
Total Bundle	\$25,000

Package Inclusions

Zartico Z5	
Description	Cost
Z5 streamlines integrated data insights into a modern and intuitive marketing performance interface. Z5 is designed for power use across place-based marketers in travel and entertainment to plan, monitor, and report on effective marketing strategies.	\$25,000
Integrated Data Model: Geolocation, Spending Data Sets + Place Based Strategy ✓	

AI Briefings	✓
My Zartico Homepage Portal	✓
Quality Visit Index	✓
Profile Builder	✓
Lodging Insights	✓
Sample Size / Trend Assessment	✓
Executive Pulse/CEO Module	✓
Export Capabilities	✓
NEW: Visitor Journey App (Self-Serve Cross-Visitation)	✓ (\$15,000 value)
Website + Content Performance (GA4)	✓

Zartico Lodging Data: Z5 Add-On

Description	Cost
Lodging Core Insights - Zartico Lodging Data will show insights on the 682 Short Term Vacation Rentals (STVR) that we see	Included

All Zartico Clients Receive

Description	Cost
U.S. Based Customer Success Manager	✓
CSM Strategy Session	Monthly or quarterly
Community-Based Education offerings <i>Access to webinars, case studies, resources and networking.</i>	✓

Confidential Information of Zartico