

Visitor Overview

ANNUAL VISITATION	
Overnight	2.7 million
Overall	10.5 million*

*DK Shifflet & Associates—October 2008

AGE	%
18-24	2
25-34	10
35-49	28
50-64	39
65+	21
Average Age	52

GENDER (DECISION MAKER)	%
Male	34
Female	66

HOUSEHOLD INCOME	%
Under \$25,000	6
\$25,000 - \$35,000	13
\$35,000 - \$50,000	20
\$50,000 - \$75,000	28
\$75,000 - \$100,000	17
100,000+	16
Average Income	\$65,682

SEASON	AVG. PARTY SIZE
Summer	4.3
Fall	3.6
Winter	3.7
Spring	3.2

SEASON	AVG. LENGTH OF STAY
Summer	3.8
Fall	3.4
Winter	2.9
Spring	3.0

SEASON	AVG. SPENDING/PARTY
Summer	\$1,360
Fall	\$987
Winter	\$1,103
Spring	\$995
Average Spending	\$1,111

SEASON	AVG. TRAVEL DISTANCE
Summer	390 miles
Fall	352 miles
Winter	293 miles
Spring	331 miles
Average Distance	341 miles

POINT OF ORIGIN	%
Town/Rural	46
Rural	17
Town	14
Suburban	13
Second City	8
Urban	2

