

Visitor Overview

ANNUAL VISITATION	
Overnight	2.7 million
Overall	10.5 million*

*D.K. Shifflet & Associates—October 2008

AGE	%
18-24	4
25-34	11
35-49	25
50-64	36
65+	24
Average Age	52

GENDER (DECISION MAKER)	%
Male	34
Female	66

HOUSEHOLD INCOME	%
Under \$25,000	9
\$25,000 - \$35,000	11
\$35,000 - \$50,000	20
\$50,000 - \$75,000	27
\$75,000 - \$100,000	17
100,000+	16
Average Income	\$65,045

SEASON	AVG. PARTY SIZE
Summer	3.8
Fall	3.5
Winter	3.4
Spring	3.7

SEASON	AVG. LENGTH OF STAY
Summer	3.8
Fall	3.4
Winter	2.9
Spring	3.9

SEASON	AVG. SPENDING/PARTY
Summer	\$1,360
Fall	\$987
Winter	\$1,103
Spring	\$1,167
Average Spending	\$1,154

SEASON	AVG. TRAVEL DISTANCE
Summer	337 miles
Fall	364 miles
Winter	265 miles
Spring	381 miles
Average Distance	355 miles

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

