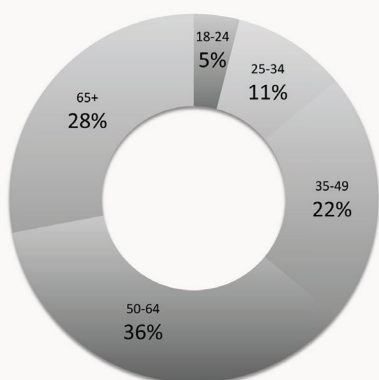


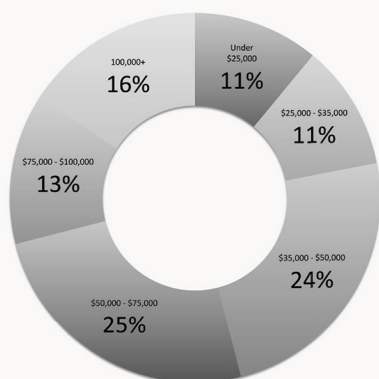
Gender (Decision Maker)

Sex	Percent
Male	34
Female	66



Average Age*

Demo	Percent
18-24	5
25-34	11
35-49	22
50-64	36
65+	28



Household Income*

Demo	Percent
Under \$25,000	11
\$25,000 - \$35,000	11
\$35,000 - \$50,000	24
\$50,000 - \$75,000	25
\$75,000 - \$100,000	13
100,000+	16

Point of Origin

City Type	Percent
Town/Rural	46
Rural	17
Town	14
Suburban	13
Second City	8
Urban	2

Average Travel Distance*

Season	Miles
Summer	350
Fall	360
Winter	263
Spring	336

Average Party Size*

Season	Party Size
Summer	4.2
Fall	3.3
Winter	4.0
Spring	3.9

Average Spending*

Season	Budget
Summer	\$1,445
Fall	\$1,262
Winter	\$1,260
Spring	\$1,435

Average Length of Stay*

Season	Days
Summer	3.4
Fall	3.3
Winter	3.2
Spring	3.5

*Based on Product Definition and Visitor Tracking Studies