



Visitor Profile

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	340
Fall	343
Winter	307
Spring	364

Average Party Size*

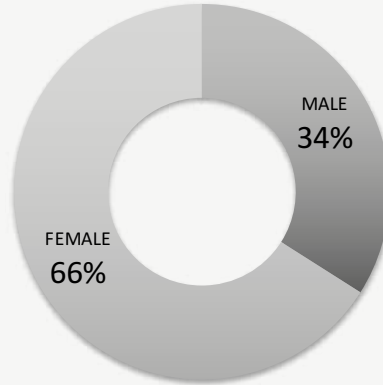
Season	Party Size
Summer	4.0
Fall	3.7
Winter	4.0
Spring	3.8

Average Spending*

Season	Budget
Summer	\$1,507
Fall	\$1,404
Winter	\$1,298
Spring	\$1,417

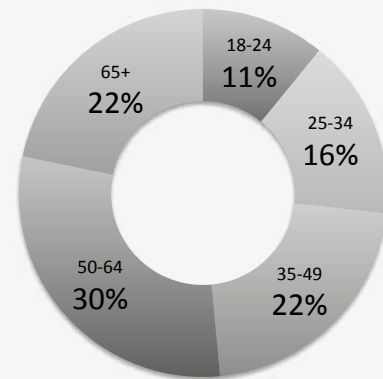
Average Length of Stay*

Season	Days
Summer	3.3
Fall	3.4
Winter	3.7
Spring	3.5



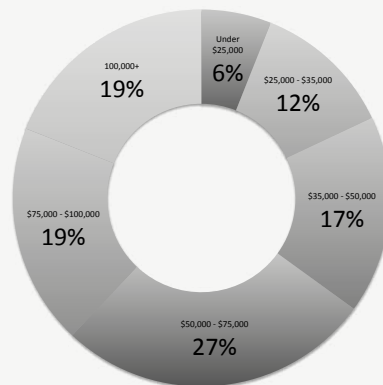
Gender (Decision Maker)

Sex	Percent
Male	34
Female	66



Average Age*

Demo	Percent
18-24	11
25-34	16
35-49	22
50-64	30
65+	22



Household Income*

Demo	Percent
Under \$25,000	6
\$25,000 - \$35,000	12
\$35,000 - \$50,000	17
\$50,000 - \$75,000	27
\$75,000 - \$100,000	19
100,000+	19

*Based on 2015 Product Definition and Visitor Tracking Studies