

Visitor Overview

ANNUAL VISITATION

Overnight	2.7 million
Overall	10.5 million*

*DK Shifflet & Associates—October 2008

AGE

AGE	%
18-24	4
25-34	10
35-49	26
50-64	37
65+	23

GENDER (DECISION MAKER)

GENDER (DECISION MAKER)	%
Male	33
Female	67

HOUSEHOLD INCOME

HOUSEHOLD INCOME	%
Under \$25,000	6
\$25,000 - \$35,000	13
\$35,000 - \$50,000	20
\$50,000 - \$75,000	32
\$75,000 - \$100,000	16
100,000+	13

SEASON

AVG. PARTY SIZE

Summer	4.4
Fall	3.7
Winter	4.1
Spring	3.7

SEASON

AVG. LENGTH OF STAY

Summer	3.3
Fall	3.4
Winter	3.4
Spring	3.0

AVG. SPENDING PER PARTY

\$977

SEASON

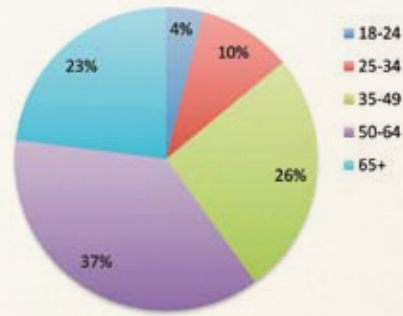
AVG. TRAVEL DISTANCE

Summer	368 miles
Fall	348 miles
Winter	330 miles
Spring	339 miles

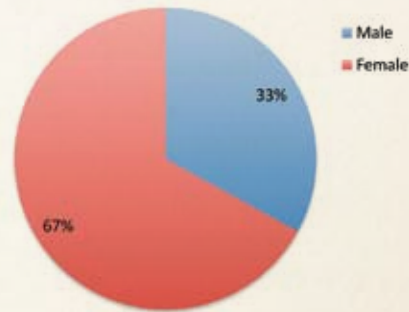
POINT OF ORIGIN

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

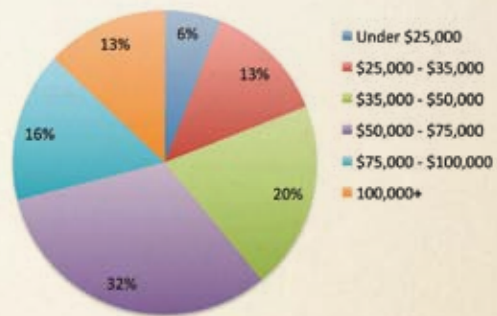
Age



Decision Maker



Household Income



Point of Origin

