Visitor Overview

ANNUAL VISITATION	
Overnight	2.7 million
Overall	10.5 million*

*DK Shifflet & Associates—October 2008

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

GENDER (DECISION MAKER)	%	
Male	33	
Female	67	

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	

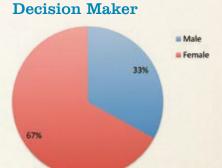
SEASON	AVG. LENGTH OF STAY
Summer	3.3
Fall	3.4
Winter	3.4
Spring	3.0

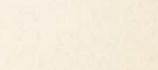
AVG. SPENDING PER PARTY \$977

SEASON	AVG. TRAVEL DISTANCE
Summer	368 miles
Fall	348 miles
Winter	330 miles
Spring	339 miles

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

Age 4% 10% = 18-24 = 25-34 = 35-49 = 50-64 = 65+





Point of Origin

