Visitor Overview

ANNUAL VISITATION	
Overnight	2.7 million
Overall	10.5 million*

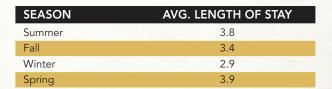
*D.K. Shifflet & Associates—October 2008

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

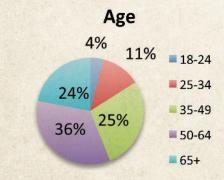
SEASON	AVG. PARTY SIZE
Summer	3.8
Fall	3.5
Winter	3.4
Spring	3.7



SEASON	AVG. 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



Household Income | Under \$25,000 | | \$25,000 - \$35,000 | | \$35,000 - \$50,000 | | \$50,000 - \$75,000 | | \$75,000 - \$100,000 | | 100,000+



