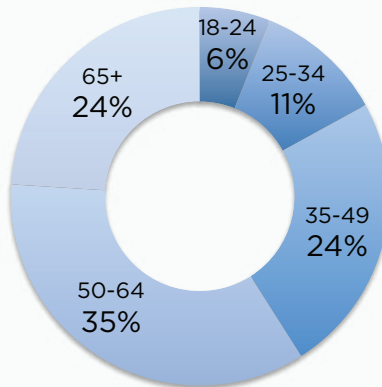


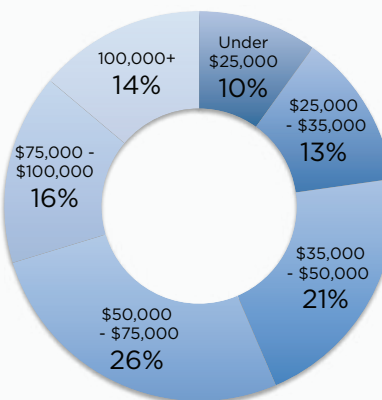
Gender (Decision Maker)

Sex	Percent
Male	34
Female	66



Average Age

Demo	Percent
18-24	6
25-34	11
35-49	24
50-64	35
65+	24



Household Income

Demo	Percent
Under \$25,000	10
\$25,000 - \$35,000	13
\$35,000 - \$50,000	21
\$50,000 - \$75,000	27
\$75,000 - \$100,000	16
100,000+	14

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	356
Fall	346
Winter	265
Spring	350

Average Party Size

Season	Party Size
Summer	4.6
Fall	4
Winter	3.4
Spring	3.8

Average Spending

Season	Budget
Summer	\$1,626
Fall	\$1,303
Winter	\$1,084
Spring	\$1,259

Average Length of Stay

Season	Days
Summer	4.5
Fall	3.3
Winter	2.9
Spring	3.3