

Gender (Decision Maker)

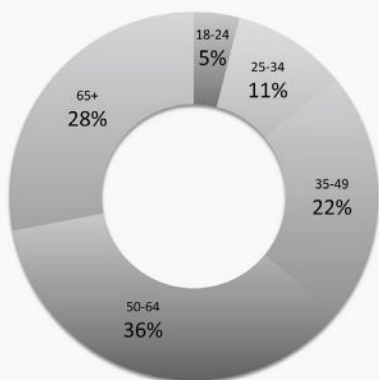
| Sex | Percent |
|--------|---------|
| Male | 34 |
| Female | 66 |

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 | 350 |
| Fall | 360 |
| Winter | 263 |
| Spring | 336 |

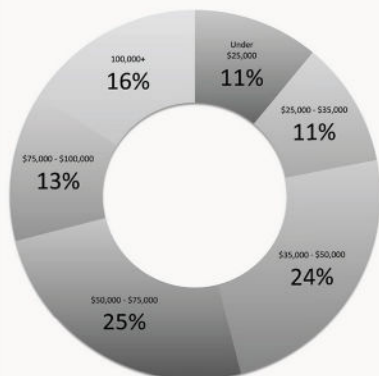


Average Age*

| Demo | Percent |
|-------|---------|
| 18-24 | 5 |
| 25-34 | 11 |
| 35-49 | 22 |
| 50-64 | 36 |
| 65+ | 28 |

Average Party Size*

| Season | Party Size |
|--------|------------|
| Summer | 4.2 |
| Fall | 3.3 |
| Winter | 4.0 |
| Spring | 3.9 |



Household Income*

| Demo | Percent |
|----------------------|---------|
| Under \$25,000 | 11 |
| \$25,000 - \$35,000 | 11 |
| \$35,000 - \$50,000 | 24 |
| \$50,000 - \$75,000 | 25 |
| \$75,000 - \$100,000 | 13 |
| 100,000+ | 16 |

Average Spending*

| Season | Budget |
|--------|---------|
| Summer | \$1,445 |
| Fall | \$1,262 |
| Winter | \$1,260 |
| Spring | \$1,435 |

Average Length of Stay*

| Season | Days |
|--------|------|
| Summer | 3.4 |
| Fall | 3.3 |
| Winter | 3.2 |
| Spring | 3.5 |

*Based on Product Definition and Visitor Tracking Studies