



Point of Origin City Type Percent Town/Rural 46 Rural 17 Town 14 Suburban 13 Second City 8 Urban

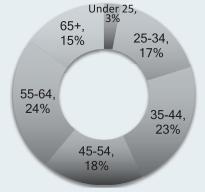
Average Travel Distance*		
Season	Miles	
Summer	340	
Fall	343	
Winter	307	
Spring	364	

Average Party Size*		
Season	Party Size	
Summer	4.0	
Fall	3.7	
Winter	4.0	
Spring	3.8	

Average Spending*		
Season	Budget	
Summer	\$1,507	
Fall	\$1,404	
Winter	\$1,298	
Spring	\$1,417	

Average Length of Stay*		
Season	Days	
Summer	3.3	
Fall	3.4	
Winter	3.7	
Spring	3.5	





Average Age*	
Demo	Percent
Under 25	3
25-34	17
35-44	23
45-54	18
55-64	24
65+	15



Household Income*		
Demo	Percent	
Under \$25,000	6	
\$25,000 - \$35,000	12	
\$35,000 - \$50,000	17	
\$50,000 - \$75,000	27	
\$75,000 - \$100,000	19	
100,000+	19	

^{*}Based on 2016 Product Definition and Visitor Intercept Studies

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