

Top Feeder Markets

Washington, DC
Hartford, CT
Little Rock, AR
Dallas, TX
Spokane, WA
Portland, ME
Sacramento, CA
Charlotte, NC
Greensboro, NC
Chicago, IL

Reason for Visit

Leisure	51%
Business	16%
Visiting family	32%

Party Composition

Family*	26%
Couple/Adults Only	74%
Average Party Size	2.8

Growth

First Time Visitors	35%
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Generation

Centennials (1996 -)	4%
Millennials (1977 - 1995)	27%
GenX (1965 - 1976)	22%
Boomers (1946 - 1964)	45%
Silent/G.I. (before 1946)	2%

Age

Under 25	6%
25 - 34	18%
35 - 44	15%
45 - 54	17%
55 - 64	40%
65+	5%
Average Age	48

Household Income

Under \$50,000	4%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	27%
\$100,000 - \$149,000	16%
\$150,000+	35%
Average	\$124,940

Advance Planning

Less than 1 week	4%
1 - 2 weeks	2%
3 - 4 weeks	6%
1 - 2 months	27%
2 - 3 months	19%
More than 3 months	23%
Average (days)	63

Advance Booking

Less than 1 week	2%
1 - 2 weeks	6%
3 - 4 weeks	10%
1 - 2 months	15%
2 - 3 months	25%
More than 3 months	23%
Average (days)	63

Spending

Average party spend	\$1,441
Average party spend per day	\$191