

Top Feeder Markets

Washington, DC
Houston, TX
Nashville, TN
San Francisco-Oakland-San Jose, CA
New York, NY
San Diego, CA
Orlando-Daytona Bch-Melbourne, FL
Richmond, VA
Hartford-New Haven, CT
Birmingham, AL

Reason for Visit

Leisure	18%
Business	23%
Visiting family	59%

Party Composition

Family*	14%
Couple/Adults Only	86%
Average Party Size	2.4

Growth

First Time Visitors	39%
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Generation

Centennials (1996 -)	-
Millennials (1977 - 1995)	51%
GenX (1965 - 1976)	17%
Boomers (1946 - 1964)	28%
Silent/G.I. (before 1946)	4%

Age

Under 25	4%
25 - 34	27%
35 - 44	26%
45 - 54	11%
55 - 64	28%
65+	4%
Average Age	44

Household Income

Under \$50,000	18%
\$50,000 - \$74,999	19%
\$75,000 - \$99,999	32%
\$100,000 - \$149,000	13%
\$150,000+	18%
Average	\$98,141

Advance Planning

Less than 1 week	8%
1 - 2 weeks	11%
3 - 4 weeks	14%
1 - 2 months	25%
2 - 3 months	18%
More than 3 months	18%
Average (days)	51

Advance Booking

Less than 1 week	8%
1 - 2 weeks	14%
3 - 4 weeks	11%
1 - 2 months	25%
2 - 3 months	18%
More than 3 months	18%
Average (days)	50

Spending

Average party spend	\$1,178
Average party spend per day	\$130