

January 2018 Air Visitor Insights

Top Feeder Markets

| |
|------------------------|
| Boston, MA |
| Denver, CO |
| Detroit, MI |
| Chicago, IL |
| Atlanta, GA |
| San Diego, CA |
| Cleveland, OH |
| Wichita-Hutchinson, KS |
| Dallas-Ft. Worth, TX |
| Los Angeles, CA |

Reason for Visit

| | |
|-----------------|-----|
| Leisure | 44% |
| Business | 9% |
| Visiting family | 47% |

Party Composition

| | |
|--------------------|-----|
| Family* | 4% |
| Couple/Adults Only | 94% |
| Average Party Size | 1.9 |

Growth

| | |
|---------------------|-----|
| First Time Visitors | 40% |
|---------------------|-----|

Generation

| | |
|---------------------------|-----|
| Centennials (1996 -) | 2% |
| Millennials (1977 - 1995) | 35% |
| GenX (1965 - 1976) | 24% |
| Boomers (1946 - 1964) | 36% |
| Silent/G.I. (before 1946) | 3% |

Age

| | |
|-------------|-----|
| Under 25 | 3% |
| 25 - 34 | 14% |
| 35 - 44 | 28% |
| 45 - 54 | 20% |
| 55 - 64 | 25% |
| 65+ | 10% |
| Average Age | 48 |

Household Income

| | |
|-----------------------|-----------|
| Under \$50,000 | 11% |
| \$50,000 - \$74,999 | 7% |
| \$75,000 - \$99,999 | 29% |
| \$100,000 - \$149,000 | 27% |
| \$150,000+ | 26% |
| Average | \$116,701 |

Advance Planning

| | |
|--------------------|-----|
| Less than 1 week | -- |
| 1 - 2 weeks | 3% |
| 3 - 4 weeks | 14% |
| 1 - 2 months | 17% |
| 2 - 3 months | 36% |
| More than 3 months | 24% |
| Average (days) | 67 |

Advance Booking

| | |
|--------------------|-----|
| Less than 1 week | -- |
| 1 - 2 weeks | 3% |
| 3 - 4 weeks | 17% |
| 1 - 2 months | 14% |
| 2 - 3 months | 38% |
| More than 3 months | 22% |
| Average (days) | 65 |

Spending

| | |
|-----------------------------|---------|
| Average party spend | \$1,289 |
| Average party spend per day | \$258 |