

Top Feeder Markets

Chicago, IL
Seattle-Tacoma, WA
Denver, CO
Dallas-Ft. Worth, TX
Atlanta, GA
Spokane, WA
Austin, TX
Greenville/Asheville, SC-NC
Kansas City, MO
Detroit, MI

Reason for Visit

Leisure	61%
Business	16%
Visiting family	23%

Party Composition

Family*	26%
Couple/Adults Only	74%
Average Party Size	4.1

Growth

First Time Visitors	43%
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Generation

Centennials (1996 -)	3%
Millennials (1977 - 1995)	30%
GenX (1965 - 1976)	22%
Boomers (1946 - 1964)	42%
Silent/G.I. (before 1946)	3%

Age

Under 25	6%
25 - 34	20%
35 - 44	19%
45 - 54	15%
55 - 64	26%
65+	14%
Average Age	47

Household Income

Under \$50,000	6%
\$50,000 - \$74,999	20%
\$75,000 - \$99,999	23%
\$100,000 - \$149,000	26%
\$150,000+	25%
Average	\$118,422

Advance Planning

Less than 1 week	2%
1 - 2 weeks	9%
3 - 4 weeks	7%
1 - 2 months	11%
2 - 3 months	13%
More than 3 months	43%
Average (days)	71

Advance Booking

Less than 1 week	2%
1 - 2 weeks	9%
3 - 4 weeks	7%
1 - 2 months	11%
2 - 3 months	15%
More than 3 months	41%
Average (days)	71

Spending

Average party spend	\$2,279
Average party spend per day	\$387