

March 2018 Air Visitor Insights

Top Feeder Markets

Chicago, IL
Houston, TX
Denver, CO
New York, NY
Seattle-Tacoma, WA
Washington, DC
Dallas-Ft. Worth, TX
Orlando, FL
Los Angeles, CA
Minneapolis-St Paul, MN

Reason for Visit

Leisure	49%
Business	8%
Visiting family	44%

Party Composition

Family*	22%
Couple/Adults Only	78%
Average Party Size	2.8

Growth

First Time Visitors	46%
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Generation

Centennials (1996 -)	6%
Millennials (1977 - 1995)	26%
GenX (1965 - 1976)	24%
Boomers (1946 - 1964)	40%
Silent/G.I. (before 1946)	4%

Age

Under 25	12%
25 - 34	13%
35 - 44	19%
45 - 54	14%
55 - 64	28%
65+	12%
Average Age	47

Household Income

Under \$50,000	8%
\$50,000 - \$74,999	9%
\$75,000 - \$99,999	26%
\$100,000 - \$149,000	18%
\$150,000+	39%
Average	\$127,055

Advance Planning

Less than 1 week	6%
1 - 2 weeks	15%
3 - 4 weeks	6%
1 - 2 months	24%
2 - 3 months	19%
More than 3 months	12%
Average (days)	49

Advance Booking

Less than 1 week	9%
1 - 2 weeks	13%
3 - 4 weeks	4%
1 - 2 months	31%
2 - 3 months	13%
More than 3 months	9%
Average (days)	45

Spending

Average party spend	\$1,467
Average party spend per day	\$153