

## Top Feeder Markets

Philadelphia, PA
Chicago, IL
Portland, OR
Washington, DC
Tampa-St Pete, Sarasota, FL
Louisville, KY
Indianapolis, IN
Kansas City, MO
San Francisco-Oakland-San Jose, CA
Denver, CO

## Reason for Visit

Leisure	69%
Business	16%
Visiting family	15%

## Party Composition

Family	21%
Couple/Adults Only	79%
Average Party Size	3.6

## Growth

First Time Visitors	44%
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## Generation

Centennials (1996 - )	-
Millennials (1977 - 1995)	30%
GenX (1965 - 1976)	20%
Boomers (1946 - 1964)	43%
Silent/G.I. (before 1946)	6%

## Age

Under 25	4%
25 - 34	16%
35 - 44	16%
45 - 54	14%
55 - 64	43%
65+	6%
Average Age	50

## Household Income

Under \$50,000	4%
\$50,000 - \$74,999	23%
\$75,000 - \$99,999	11%
\$100,000 - \$149,000	33%
\$150,000+	29%
Average	\$124,242

## Advance Planning

Less than 1 week	-
1 - 2 weeks	-
3 - 4 weeks	21%
1 - 2 months	10%
2 - 3 months	20%
More than 3 months	49%
Average (days)	74

## Advance Booking

Less than 1 week	-
1 - 2 weeks	-
3 - 4 weeks	21%
1 - 2 months	10%
2 - 3 months	20%
More than 3 months	49%
Average (days)	74

## Spending

Average party spend	\$2,245
Average party spend per day	\$406