

# REPORT CARD



	2017P	Change
<b>VISITOR SPEND</b>	<b>\$724</b> MILLION	<b>+2.5%</b>
<b>OVERNIGHT &amp; DAY VISITORS</b>	<b>2,626,803</b>	<b>+1.7%</b>
<b>EMPLOYEE EARNINGS</b>	<b>\$235</b> MILLION	<b>+3.7%</b>
<b>JOBS</b>	<b>7,330</b>	<b>+0.55%</b>
<b>STATE &amp; LOCAL TAXES</b>	<b>\$30.3</b> MILLION	<b>+2.0%</b>

# VISITORS



**LODGING REVENUE**

2017P

**\$79** MILLION

Change

**+2.6%**

**OVERNIGHT VISITORS**

**1,267,219**

**+1.67%**

**DAY VISITORS**

**1,359,584**

**+1.82%**

**TOTAL VISITORS**

**2,626,803**

**+1.7%**

# TOP PERSONAS

## OUR OVERNIGHT VISITOR



**STAY THE  
NIGHT**



**WINE  
FOCUSED**



**LOOKING TO  
TRAVEL**



**EVENTS &  
EXPERIENCES**

# TOP PERSONAS



## BUCKET LISTER

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- **5+ trips per year with longer stay periods**
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking

# TOP PERSONAS



## EXPERIENCE SEEKER

- 36-50 years old
- Professionals, established in career
- Double income, no kids
- HHI \$200K+, high disposable income
- **6+ trips per year**
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

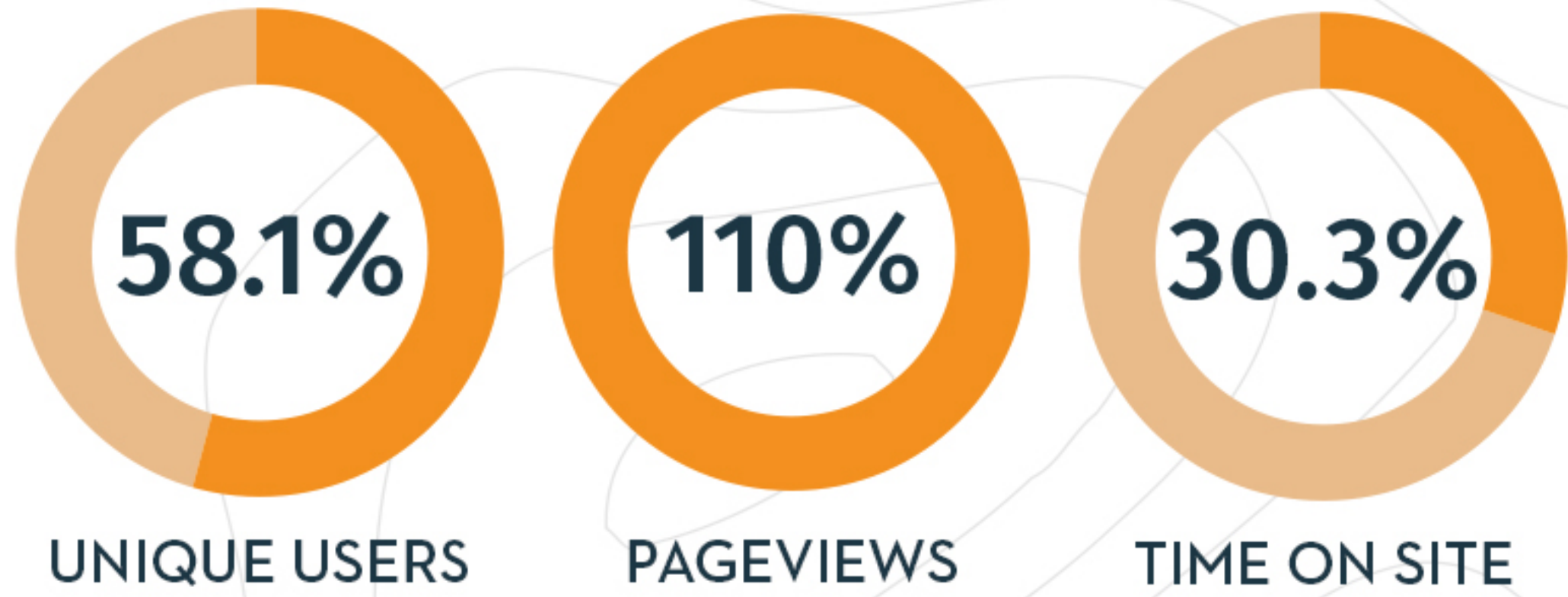
# TOP PERSONAS



## ADVENTURE SEEKER

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- **6+ trips per year, 2-3 trips around authentic experiences**
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

# WEBSITE INCREASE



# VISITORS



# 82.6 MILLION

PAID  
MARKETING  
IMPRESSIONS

