### Traveler Demographics

- **Average Household Income**: $73,943
- **Average Spending per Visitor per Trip**: $1,786
- **Average Length of Stay**: 12.6 Nights
- **Average Number of States Visited**: 3.1
- **Travel to the U.S. prior to this trip**: 64%

### Traveler Purpose

- **34%**: Friends & Family
- **24%**: Vacation
- **34%**: Business
- **6%**: Study

### Traveler Occupation

- **52%**: Managers/Executives/Owners
- **25%**: Service/Recreation
- **9%**: Homemaker
- **24%**: Business
- **34%**: Friends & Family
- **3%**: Convention

### Spending Categories

- **48%**: Food/Beverage
- **39%**: Lodging
- **15%**: Entertainment/Recreation
- **12%**: Shopping
- **14%**: Attractions/Theme Parks
- **12%**: Transportation
- **15%**: Music/Theater/Concerts
- **14%**: Food/Drink

### Trip Planning

- **67 Days**: Prior to departure

### Month of Travel

- **33%**: Spring
- **22%**: Winter
- **37%**: Summer
- **9%**: Fall

### Travel Information Sources

- **45%**: Airlines
- **35%**: Personal Recommendation
- **33%**: Online Travel Agency
- **33%**: Corporate Travel Department
- **20%**: Travel Agency Office
- **16%**: More than 4 Months
- **15%**: 4 Months
- **18%**: 2 Months
- **6%**: 1 Month

### Top Activities

- **89%**: Shopping
- **88%**: Sightseeing
- **66%**: Art Galleries/Museums
- **54%**: National Parks/Monuments
- **43%**: Amusement Park
- **29%**: Cultural/ethnic heritage sites
- **29%**: Guided tours
- **21%**: Nightclubbing/Dancing
- **14%**: Water Sports
- **14%**: Concert/Dance/Musical
- **13%**: Golfing/Tennis
- **13%**: American Indian communities

### Travel Parties

- **70%**: Couples
- **10%**: Travel with Family/Relative
- **10%**: Travel with Children
- **15%**: Travel with Friends

### Sources

- National Travel & Tourism Office, Travel Market Insights, Inc., Tourism Economics (n=109)