

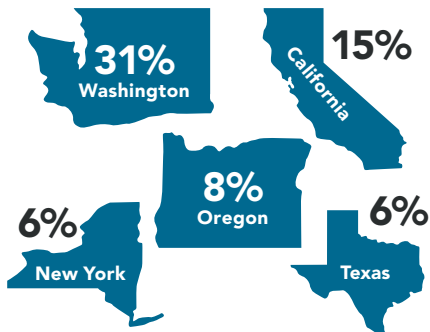


2024 Domestic Overnight Visitor Profile



Percentages in this file may not add up to 100% due to rounding.

TOP 5 STATES OF ORIGIN



TOP 5 DMA* OF ORIGIN

- 19% Seattle-Tacoma
- 9% Los Angeles
- 8% Portland
- 6% New York
- 6% Spokane

* DMA=A designated market area (DMA), also referred to as a media market, is a region of the United States that is used to define television and radio markets.

TOP 5 MAIN PURPOSE OF TRIP

- 41% Visiting Friends / Relatives
- 11% Sightseeing
- 10% Business Trip / Conference / Convention
- 10% City Trip
- 9% Special Event

SEASON OF TRIP

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
22%			26%			30%			22%		

TOP 5 IN-DESTINATION TRANSPORTATION

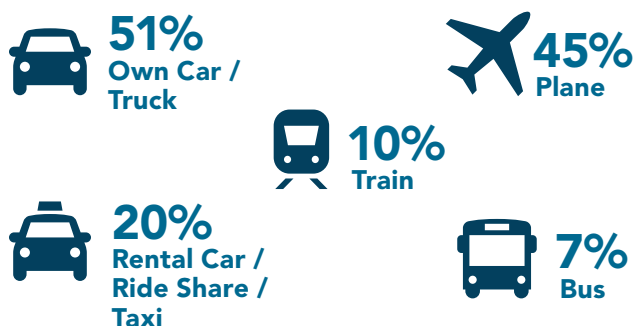
1	Own Car/Truck (42%)
2	Rental Car (30%)
3	Ride Share (28%)
4	Train (15%)
5	Bus (13%)

TOP 5 ACCOMMODATIONS

1	Hotel (50%)
2	Homes of Friends & Relatives (23%)
3	Motel (12%)
4	Resort (11%)
5	Apartment/Condo Rental (8%)

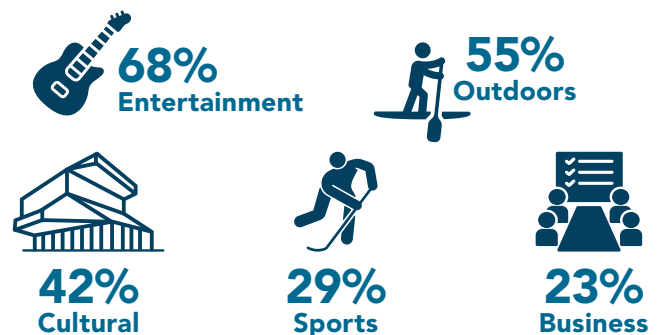
TOP 5 TRAVEL METHODS TO DESTINATION

Respondents may select multiple travel methods.



MAJOR ACTIVITIES DURING TRIP

Respondents can select multiple activities.



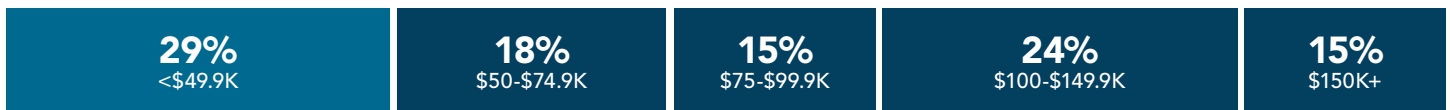
Visitor Profile Data: Longwoods, Int.

2024 VISITOR PROFILE – DOMESTIC OVERNIGHT VISITOR, CONT.

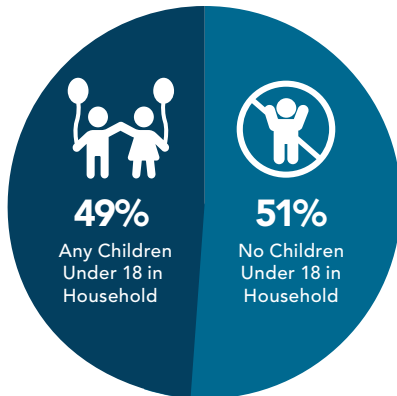
AVERAGE AGE: 44.1



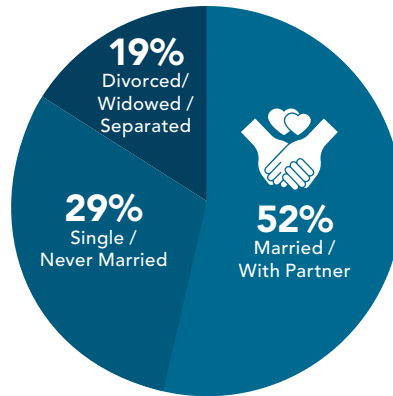
AVERAGE INCOME: \$92.6K



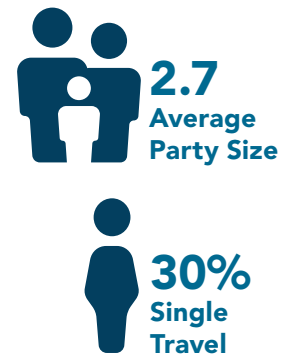
CHILDREN IN HOUSEHOLD



MARITAL STATUS



TRAVEL PARTY SIZE

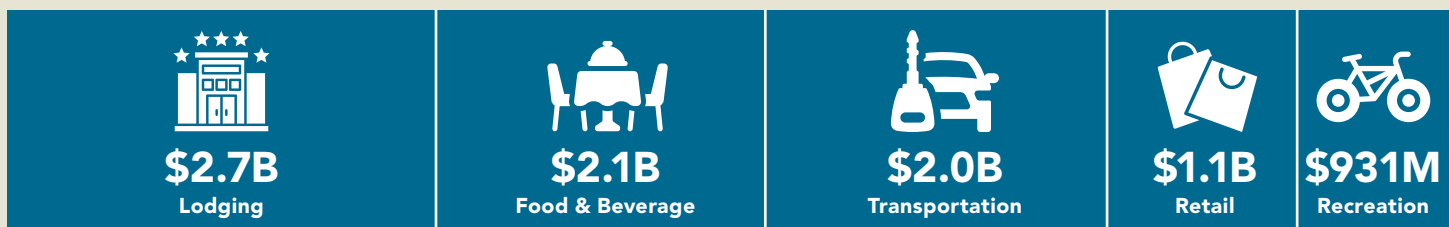


Visitor Profile Data: Longwoods, Int.

TOTAL VISITOR VOLUME (DOMESTIC & INTERNATIONAL): 40 MILLION



TOTAL VISITOR SPENDING (DOMESTIC & INTERNATIONAL): \$8.8 BILLION (\$24.2M DAILY)



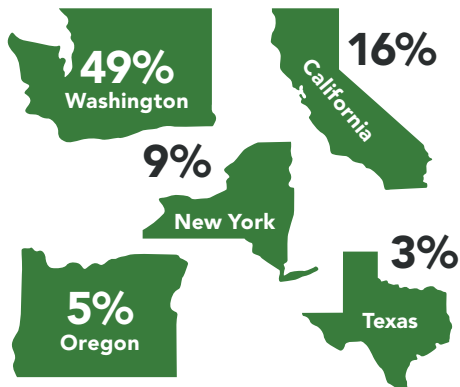
Source for Visitor Volume & Spending Calculations: Tourism Economics.



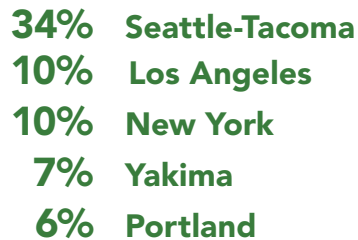
2024 Domestic Day Visitor Profile

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TOP 5 STATES OF ORIGIN



TOP 5 DMA* OF ORIGIN



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TOP 5 MAIN PURPOSE OF TRIP



TRAVEL PARTY SIZE

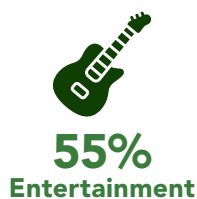


SEASON OF TRIP

JAN	FEB	MAR	APR	MAY	JUN
25%			24%		
JUL	AUG	SEP	OCT	NOV	DEC
28%			22%		

MAJOR ACTIVITIES DURING TRIP

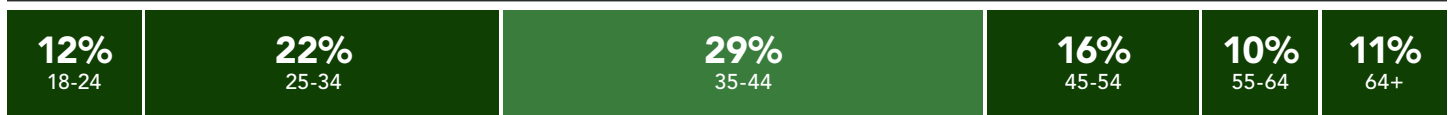
Respondents can select multiple activities.



Visitor Profile Data: Longwoods, Int.

2024 VISITOR PROFILE – DOMESTIC DAY VISITOR CONT.

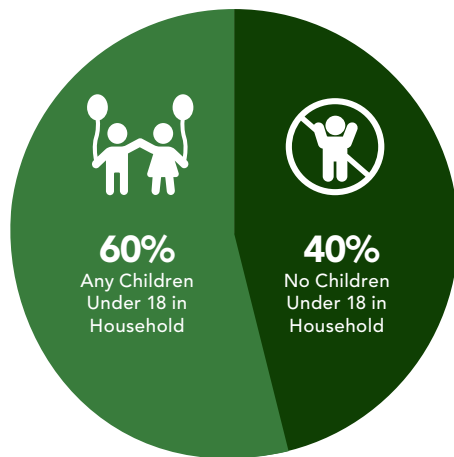
AVERAGE AGE: 42.5



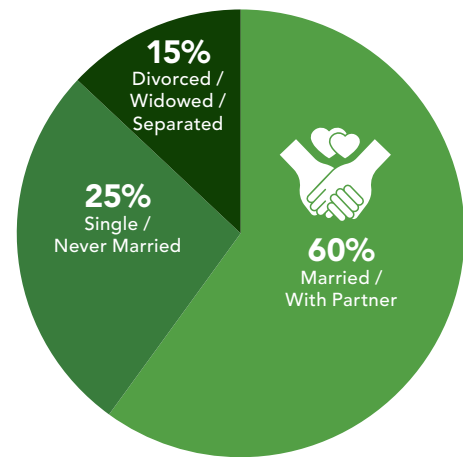
AVERAGE INCOME: \$93.4K



CHILDREN IN HOUSEHOLD



MARITAL STATUS

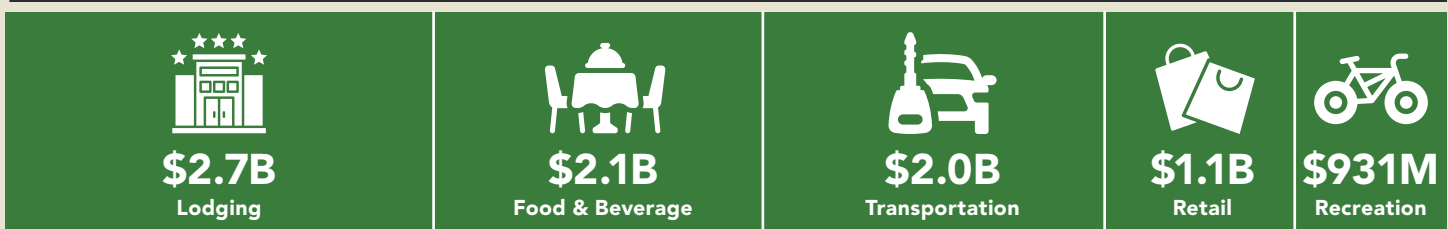


Visitor Profile Data: Longwoods, Int.

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Source for Visitor Volume & Spending Calculations: Tourism Economics.