



Trip Expenditures by Visitors from Target Markets

Expenditures for...	2008	2009	2010	2011	2012
Lodging	\$213	\$182	\$201	\$204	\$224
Meals/Food/Groceries	\$161	\$136	\$169	\$156	\$170
Entertainment	\$82	\$71	\$92	\$84	\$104
Shopping	\$171	\$120	\$155	\$138	\$139
Transportation	\$141	\$117	\$131	\$153	\$120
Attractions	\$59	\$42	\$68	\$63	\$64
Other	\$49	\$31	\$55	\$39	\$38
Total	\$876	\$699	\$871	\$837	\$859
Per-person/Per-day	\$84	\$78	\$80	\$78	\$90

SOURCE: SMARI Ad/PR Effectiveness Study-CY12