



### Trip Expenditures by Visitors from Target Markets

Expenditures for...	2010	2011	2012	2013	2014
Lodging	\$201	\$204	\$224	\$267	\$289
Meals/Food/Groceries	\$169	\$156	\$170	\$151	\$176
Entertainment	\$92	\$84	\$104	\$98	\$110
Shopping	\$155	\$138	\$139	\$164	\$166
Transportation	\$131	\$153	\$120	\$118	\$134
Attractions	\$68	\$63	\$64	\$74	\$93
Other	\$55	\$39	\$38	\$45	\$30
<b>Total</b>	<b>\$871</b>	<b>\$837</b>	<b>\$859</b>	<b>\$917</b>	<b>\$998</b>
<b>Per-person/Per-day</b>	<b>\$80</b>	<b>\$78</b>	<b>\$90</b>	<b>\$88</b>	<b>\$98</b>

SOURCE: SMARI Marketing Media Effectiveness Study-CY14

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