

GREATER FORT LAUDERDALE
OVERNIGHT DOMESTIC LEISURE VISITOR PROFILE

| | |
|---|----------|
| Average Age | 49 Years |
| Average Household Income | \$95,066 |
| Average Number in Party | 1.85 |
| Average Length of Stay | 3.95 |
| Average Expenditures (per person per day) | \$142 |

ACCOMMODATIONS

| | |
|---------------|-----|
| Hotel / Motel | 47% |
| Private Home | 39% |
| Other Paid | 14% |

TRIP PARTY COMPOSITION

| | |
|------------------------------|-----|
| One Adult | 42% |
| Couple (One Male/One Female) | 36% |
| Families | 10% |
| Three or More Adults | 6% |
| MM/FF * | 6% |

MODE OF TRANSPORTATION

| | |
|-------|-----|
| Auto | 54% |
| Air | 44% |
| Other | 2% |

PURPOSE OF STAY

| | |
|-------------------------|-----|
| Visit Friends/Relatives | 36% |
| General Vacation | 31% |
| Special Event | 14% |
| Getaway Weekend | 12% |
| Other Personal | 7% |

* MM/FF - include either two males or two females from different households traveling together

Source: D.K. Shifflet & Associates Ltd. & Visit Florida 2015