

## **GREATER FORT LAUDERDALE**

### **OVERNIGHT DOMESTIC LEISURE VISITOR PROFILE**

Average Age	54 Years
Average Household Income	\$113,062
Average Number in Party	1.86
Average Length of Stay	3.41
Average Expenditures (per person per day)	\$166

#### **ACCOMMODATIONS**

Hotel / Motel	44%
Private Home	38%
Other Paid	18%

#### **TRIP PARTY COMPOSITION**

Couple (One Male/One Female)	43%
One Adult	37%
Families	8%
MM/FF *	7%
Three or More Adults	5%

#### **MODE OF TRANSPORTATION**

Auto	61%
Air	35%
Other	4%

#### **PURPOSE OF STAY**

Visit Friends/Relatives	30%
General Vacation	30%
Special Event	16%
Getaway Weekend	13%
Other Personal	11%

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

Source: D.K. Shifflet & Associates Ltd. & Visit Florida 2017