



2005 Estimated Direct Visitor Spending

	2005 Total	Spending per visitor
Overnight Visitors		
Number of Overnight Visitors*	421,370	
Lodging Revenue (44%)	\$13,834,960	\$32.83
Food/Beverage Revenue (25%)	\$7,860,772	\$18.66
Retail Revenue (16%)	\$5,030,894	\$11.94
Other/miscellaneous Revenue (15%)	\$4,716,463	\$11.19
TOTAL DIRECT SPENDING	\$31,443,089	\$74.62
Daytrippers** (44% of total visitors)		
Number of Daytrippers***	331,076	
Food/Beverage Revenue (25%)	\$4,716,463	\$14.25
Retail Revenue (16%)	\$3,018,536	\$9.12
Other/miscellaneous Revenue (15%)	\$2,829,878	\$8.55
TOTAL DAY TRIP SPENDING	\$10,564,877	\$31.91
TOTAL VISITORS	752,446	
TOTAL DIRECT SPENDING BY VISITORS	\$ 42,007,966	

Local Sales Tax Generated (2%)	\$840,159
Transient Guest Tax Generated(5%)	\$691,748

* This figure is derived from voluntary reporting on 64% of available hotel rooms

**Based on a 2002 Advertising Effectiveness Study it's estimated that daytrippers represent 44% of total visitors.

*** Based on a 2002 Advertising Effectiveness Study it's estimated that daytrippers spend 60% of what overnight visitors spend on food/beverage, retail and miscellaneous purchases