



2004 Estimated Direct Visitor Spending

Overnight Visitors	2004 Total	Spending per visitor
Number of Overnight Visitors*	406,322	
Lodging Revenue (44%)	\$13,646,680	\$33.59
Food/Beverage Revenue (25%)	\$7,753,795	\$19.08
Retail Revenue (16%)	\$4,962,429	\$12.21
Other/miscellaneous Revenue (15%)	\$4,652,277	\$11.45
TOTAL DIRECT SPENDING	\$31,015,182	\$76.33

Daytrippers** (44% of total visitors)

Number of Daytrippers***	319,253	
Food/Beverage Revenue (25%)	\$4,652,277	\$14.57
Retail Revenue (16%)	\$2,977,457	\$9.33
Other/miscellaneous Revenue (15%)	\$2,791,366	\$8.74
TOTAL DAY TRIP SPENDING	\$10,421,101	\$32.64

TOTAL VISITORS	725,574
TOTAL DIRECT SPENDING BY VISITORS	\$ 41,436,283

Local Sales Tax Generated (2%)	\$ 828,725.66
Transient Guest Tax Generated(5%)	\$ 682,334.00
TOTAL TAX REVENUE GENERATED	\$ 1,511,059.66

* This figure is derived from voluntary reporting on 63% 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