

GREATER FORT LAUDERDALE
OVERNIGHT DOMESTIC LEISURE VISITOR PROFILE

Average Age	50 Years
Average Household Income	\$85,100
Average Number in Party	2.7
Average Length of Stay	4.9 Nights
Average Expenditures (per person per day)	\$152

ACCOMMODATIONS

Hotel / Motel	43%
Private Home	33%
Other Paid	15%
Other	10%

TRIP PARTY COMPOSITION

One Adult	20%
Couple (One Male/One Female)	38%
Families	23%
Other	19%

MODE OF TRANSPORTATION

Air	49%
Auto	46%
Other	5%

PURPOSE OF STAY

General Vacation	35%
Visit Friends/Relatives	34%
Getaway Weekend	8%
Special Event	8%
Other Personal	6%
Other	10%