2016
LEISURE VISITOR PROFILE
FOR THE STATE OF ILLINOIS
AND THE CITY OF CHICAGO
Year-End 2016 Visitor Profile.

An Inside Look at the Overnight Leisure Travel Travel Market in Illinois, Chicago, and Downstate

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This Visitor Profile Report will focus on the U.S.-originated Leisure travel segment visiting Illinois, Chicago, and Downstate

This profile was prepared for the Illinois Office of Tourism by D. K. Shifflet & Associates. For the purposes of this study, the current reporting time frame includes the 2016 travel year, and comparisons by interval will always consider the like timeframe (2-year to 2-year, 3-year to 3-year, etc.). Travel volume is always reported as a single year. The 2016 Illinois Visitor Profile is based on a sample of 3,001 households for Illinois Leisure travel and 1,841 households for Chicago Leisure travel.

Appendix A contains specific details on study methodology and a glossary of terms referenced throughout the report.

Volume and profile data are from D. K. Shifflet & Associate’s PERFORMANCE/Monitor SM Travel Intelligence System SM — the largest travel-tracking system in the U.S.
Record-high Illinois visitation in 2016

The state has been increasing visitation steadily since the drop-off in 2009. This year marks another record-high for Illinois, which hosts nearly 110 million Business and Leisure travelers. Year over year, Illinois gains posts a 1.0% increase in Person-Stays, slightly lower than the overall U.S. volume growth in this measure, up 2.4% for 2016. The 109.95 million visitor count includes all travelers, including day trippers and overnight visitors, business and leisure, in-state and out-of state.

Leisure Travel drives Illinois volume gains

Illinois’ Leisure increased while Business visitations decreased in 2016, although Leisure grew at a slower pace than previous years. Illinois Leisure is up about 1.4% for the year, which is slightly lower than the U.S Leisure growth of 2.9%. Illinois Business Person-Stays went down 1.3% in 2016, the average U.S. destination is down about 0.2% for the year.
Record-high Chicago visitation in 2016

Chicago continues to climb out of the economic downturn, making gains in total visitation for the sixth straight year. In 2016, the city continues its record growth bringing in over 52 million visitors.

Leisure Travel drives Chicago volume gains

The majority of Chicago’s visitation gains are in the Leisure segment this year. Leisure travel increased 3.1% from 2015, bringing in 40.5 million Person-Stays per year while Business visitations grew 1.5% from 2015, bringing in 11.8 million visitors.

5-Year Visitation by Travel Segment

FIVE-YEAR CHICAGO PERSON-STAYS (MILLIONS)

Total Visitor Volume: State of Illinois

Chicago’s volume continues to grow in 2016
What are the visitor characteristics?

Statewide, the average age for Illinois Leisure travelers is similar to the typical destination, noting that the younger average age for Chicago is offset by the Downstate Leisure visitors. The average household income for Illinois Leisure visitors is slightly lower than the U.S. average and above the states in the aggregated competitive set.

On the whole, about 52% of Illinois Leisure is generated by households reporting income of less than $75,000, which nearly mirrors the U.S. average in this dimension (50%).

Leisure traveler characteristics

<table>
<thead>
<tr>
<th>2016 LEISURE PERSON-STAYS</th>
<th>U.S.</th>
<th>Illinois</th>
<th>Chicago</th>
<th>Downstate</th>
<th>Comp Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>49</td>
<td>48</td>
<td>44</td>
<td>50</td>
<td>49</td>
</tr>
<tr>
<td>Average HH Income (000)</td>
<td>$92.5</td>
<td>$92.9</td>
<td>$99.9</td>
<td>$87.3</td>
<td>$90.1</td>
</tr>
<tr>
<td>Retired</td>
<td>23%</td>
<td>22%</td>
<td>15%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Dominant Generation</td>
<td>Boomer</td>
<td>Boomer</td>
<td>Millennial</td>
<td>Boomer</td>
<td>Boomer</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>13%</td>
<td>7%</td>
<td>9%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>African American</td>
<td>11%</td>
<td>15%</td>
<td>19%</td>
<td>13%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Travelers 18-34 provide 26% of Chicago’s direct spending – above the typical Leisure destination.
Boomers lead Leisure in Illinois as well as the U.S., Downstate and among the Competitive Set, while Millennials are dominant in Chicago. GenXers provide the highest average spending by generation for the state, with an average party per-stay spend of $410 while Silent/GI Travel Parties spend the most in Chicago at $680. Generationally, the GenX and Boomer visitors are the most profitable statewide in Illinois as well as Chicago specifically.

### Illinois Leisure by Generation

**LEISURE PERSON-STAYS % SHARE**

- **Millennial:** 37%
- **GenX:** 25%
- **Boomer:** 31%
- **Silent/GI:** 8%

### Chicago Leisure by Generation

**LEISURE PERSON-STAYS % SHARE**

- **Millennial:** 30%
- **GenX:** 33%
- **Boomer:** 31%
- **Silent/GI:** 6%

### GLOSSARY

**Person-Stays**: the total number of people who visited your destination, regardless of how long they stayed.

**The Illinois Leisure Competitive Set**: MO, MI, IA, IN, OH, MN, KY

Millennials contribute a much higher share of Chicago Leisure compared to Illinois, the U.S., Downstate and Competitive Set.
DKSA combines the three variables most likely to differentiate between travelers to create seven Lifestages. Generally, Illinois, Chicago, and Downstate all host less “Family” travelers, or travelers that have children their households, than the typical U.S. leisure destination. Affluent Matures and Affluent Family contribute the greatest share of Illinois Leisure travel, while Young & Frees and Maturing & Frees represent Chicago’s greatest share of Leisure by Lifestage. Affluent Family travelers represent the largest Party-per-Stay spending of any Lifestage throughout Illinois and Chicago.

**Lifestage Share**

2016 LEISURE PERSON-STAYS

**DKSA Lifestage Definitions**

<table>
<thead>
<tr>
<th>Lifestage</th>
<th>Age of HoH</th>
<th>HH Income</th>
<th>Children &lt;18 in HH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young &amp; Free</td>
<td>18-34</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Young Family</td>
<td>18-34</td>
<td>Any</td>
<td>Yes</td>
</tr>
<tr>
<td>Mature &amp; Free</td>
<td>35-54</td>
<td>Any</td>
<td>No</td>
</tr>
<tr>
<td>Moderate Family</td>
<td>35-54</td>
<td>Under $75K</td>
<td>Yes</td>
</tr>
<tr>
<td>Affluent Family</td>
<td>35-54</td>
<td>$75K+</td>
<td>Yes</td>
</tr>
<tr>
<td>Moderate Mature</td>
<td>55+</td>
<td>Under $60K</td>
<td>No</td>
</tr>
<tr>
<td>Affluent Mature</td>
<td>55+</td>
<td>$60K+</td>
<td>No</td>
</tr>
</tbody>
</table>

**LEISURE (2014-2016)**

**Lifestage Stays and Trip Dollars**

*The Affluent Lifestages account for more than one-third of the Leisure spending in Chicago and in Illinois.*

**Person-Stays**: the total number of people who visited your destination, regardless of how long they stayed.

**Stays**: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

**Trip-Dollars** (Direct Spending) monetary worth/contribution of travelers to a destination’s economy as opposed to the contribution of number of trips or number of days spent at the destination.
Illinois Market Share

Leisure Market Share

Illinois sits at 11th leisure destination state in 2016 Person-Stays, with a relatively strong hold on its Leisure travel market share. The state captures slightly less U.S. visitation compared to last year. The share of Leisure Travel Parties has increased slightly from 2015. The share of days Leisure visitors spend in Illinois increased slightly after four years of consecutive declines.

About $2.53 of every $100 spent in the U.S. on domestic Leisure travel occurs in Illinois; this is a slight decrease from 2015.

Share of U.S. Leisure Travel (Three-Year View)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stays</td>
<td>3.13</td>
<td>3.09</td>
<td>3.02</td>
</tr>
<tr>
<td>Person-Stays</td>
<td>2.89</td>
<td>2.93</td>
<td>2.94</td>
</tr>
<tr>
<td>Person-Days</td>
<td>2.59</td>
<td>2.56</td>
<td>2.57</td>
</tr>
<tr>
<td>Trip-Dollars</td>
<td>2.53</td>
<td>2.58</td>
<td>2.55</td>
</tr>
</tbody>
</table>

GLOSSARY

**Person-Stays**: the total number of people who visited your destination, regardless of how long they stayed.

**Person-Days**: Number of Visitor-Days. The total number of days that all visitors contributed to your destination.

**Stays**: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

**Trip-Dollars** (Direct Spending) monetary worth/contribution of travelers to a destination’s economy as opposed to the contribution of number of trips or number of days spent at the destination.
Chicago Market Share

Leisure Market Share

By and large, Chicago holds on to its market share of available domestic Leisure. Share of Stays, or Travel parties, to Chicago for Leisure are up from 2015. The city captures about 1.28% of all U.S.-generated Leisure visitors, which steady from, last year.

The share of leisure days travelers spend in Chicago has begun to increase after four years of decreases. Lastly, the Trip-Dollars share decreased slightly over 2014. About $1.75 of every $100 spent in the U.S. on domestic Leisure travel in 2016 is spent in Chicago.

Share of U.S. Leisure Travel (Three-Year View)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stays</td>
<td>1.45</td>
<td>1.41</td>
<td>1.32</td>
</tr>
<tr>
<td>Person-Stays</td>
<td>1.28</td>
<td>1.28</td>
<td>1.25</td>
</tr>
<tr>
<td>Person-Days</td>
<td>1.36</td>
<td>1.34</td>
<td>1.36</td>
</tr>
<tr>
<td>Trip-Dollars</td>
<td>1.75</td>
<td>1.79</td>
<td>1.70</td>
</tr>
</tbody>
</table>

GLOSSARY

Person-Stays: the total number of people who visited your destination, regardless of how long they stayed.
Person-Days (Number of Visitor-Days) The total number of days that all visitors contributed to your destination.
Stays: represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.
Trip-Dollars (Direct Spending) monetary worth/contribution of travelers to a destination’s economy as opposed to the contribution of number of trips or number of days spent at the destination.
Where do Illinois’ visitors come from?

About 56% of Illinois Leisure Person-Stays originated from within the state this year, exactly the same as last year. Nearly one-quarter of Illinois visitors travel from a neighboring or nearby state. The average one-way distance traveled for Leisure to Illinois is 246 miles in 2016, up over last year’s average of 229. Only about 15% of Illinois Leisure visitors travel more than 500 miles.

Illinois Origin States

<table>
<thead>
<tr>
<th>2016 LEISURE PERSON-STAYS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Illinois</td>
<td>56.0%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>6.4%</td>
</tr>
<tr>
<td>Indiana</td>
<td>5.4%</td>
</tr>
<tr>
<td>Michigan</td>
<td>4.9%</td>
</tr>
<tr>
<td>Missouri</td>
<td>4.5%</td>
</tr>
<tr>
<td>Iowa</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

Where do visitors go in Illinois?

In 2016, Chicago share increased to slightly more than 44% of Illinois Leisure travel. Downstate leads in Leisure Day Trips while Chicago continues to draw the majority of ONL Person-Stays.

Illinoisans provide about 35% of Chicago Leisure this year, down only slightly from last year’s five-year high.
Who makes up the average Travel Party?

Leisure Party size is down in 2016 throughout Illinois due to decreases in larger leisure travel parties and increases in solo travel throughout the state. In Chicago, solo travel (37%) has overtaken M/F couples (34%) as the dominant travel party composition. The city draws more one-adult Leisure Travel Parties, than the average U.S. destination.

One Male+One Female Travel Parties continue to contribute the largest share (38%) of Illinois Leisure Stays for the year ahead of solo travel, however the gap is slowly closing. M/F parties also represent the highest 3-year average spend per stay at $464. The state’s “family” Travel Parties, or parties with children present decreased to 14%, it has been slowly decreasing over the last four years from 20%.

### Illinois Travel Party Composition

<table>
<thead>
<tr>
<th>LEISURE STAYS</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solo Travelers make up 34% of Illinois Leisure Stays and an average spend per stay of $234</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-Adult Parties are 44% of Illinois Leisure. These are predominantly (38%) One Man + One Woman parties</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three+ Adult Groups account for 7% of Illinois Leisure Stays</td>
<td></td>
<td></td>
</tr>
<tr>
<td>About 14% of Illinois’ Travel Parties include children. These parties spend an average of $382 per stay</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Average Illinois Party Size

<table>
<thead>
<tr>
<th>LEISURE STAYS</th>
<th>U.S.</th>
<th>Illinois</th>
<th>Chicago</th>
<th>Downstate</th>
<th>Comp Set</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2.30</td>
<td>2.19</td>
<td>2.04</td>
<td>2.04</td>
<td>2.04</td>
</tr>
<tr>
<td>2016</td>
<td>2.30</td>
<td>2.19</td>
<td>2.04</td>
<td>2.04</td>
<td>2.04</td>
</tr>
</tbody>
</table>

One Male+One Female Parties are the most profitable Leisure visitors by Party Composition throughout Illinois. In Chicago, these represent an average spend of $737 per stay. Three or More Adult Parties represent an average spend of $771.

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**Stays:** represent the number of distinct groups of travelers (travel parties) and the number of destinations they visited on a trip, regardless of the number of people within the travel group.

**The Illinois Leisure Competitive Set:** MO, MI, IA, IN, OH, MN, KY.
**Why do travelers visit Illinois?**

Approximately 81% of the state's Leisure visitors travel for a non-vacation purpose, predominantly to Visit a Friend or Relative (VFR). At 35%, Illinois is just ahead of the U.S. average. Getaway Weekends and General Vacations are the most profitable trip purpose in Illinois, and taken together, the Vacation Leisure brings in 33% of the state's direct spending on leisure travel and reliably provides about one-fifth of the visitation year after year.

**Where do Illinois visitors stay?**

Hotel travel decreased slightly this year, accounting for about 47% of Illinois’ Overnight Leisure (ONL) Person-Stays. Paid accommodations not in a hotel are increased from a steady 3% to 4% among ONL visitors in 2016. About 45% of Illinois ONL visitors stay with friends/relatives, well above the U.S. average at 35%.

**Illinois Travel Purpose**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Share of 2016 Leisure Person-Stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacation Leisure</td>
<td>21%</td>
</tr>
<tr>
<td>VFR</td>
<td>24%</td>
</tr>
<tr>
<td>Special Event</td>
<td>4%</td>
</tr>
<tr>
<td>Convention</td>
<td>3%</td>
</tr>
<tr>
<td>Medical</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>34%</td>
</tr>
</tbody>
</table>

**2016 OVERNIGHT LEISURE PERSON-STAYS**

Illinois visitors staying in hotel have an average party-per-stay spending of $1,003

_del: Person-Stays: the total number of people who visited your destination, regardless of how long they stayed_
Why do travelers visit Chicago?

Chicago’s Leisure Trip Purpose dedicated to vacation travel decreased slightly to 27% this year. Visiting a Friend or Relative (VFR) continues to hold the largest share of Leisure travel for the city, with the parties traveling for VFR providing about 31% of the Leisure direct spending. General Vacation visitors post the largest average stay spending of $1,319 per Travel Party, but Getaway Weekend visitors are Chicago’s most profitable visitor by purpose; representing almost 10% more spending than visitation.

Where do Chicago visitors stay?

Leisure visitors staying in any sort of paid accommodation in Chicago remained steady at 57%. About 54% of Overnight Leisure (ONL) visitors choose to stay in a hotel when in Chicago with most (26%) selecting a high-end hotel. Paid accommodations not in a hotel increased from 2% to 3% among the city’s ONL visitors this year. About 40% of Chicago’s visitors stay with friends/relatives, consistent with last year.
Traveler Activities

Top 5 Activities of Illinois Leisure Parties:
1. VFR (38% of Leisure Stays)
2. Culinary (30% of Leisure Stays)
3. Shopping (27% of Leisure Stays)
4. Museums (12% of Leisure Stays)
5. Touring/Sightseeing (12% of Leisure Stays)

What are Illinois’ standout activities?
Illinois travelers historically show a strong preference for cultural activities such as culinary/dining, attending museums, and touring/sightseeing. In Illinois, Travel Parties that participate in Museum Visits have an average party-per-stay spending of $705 and account for 24% of the state’s Trip-Dollar spending. Similarly, the parties that engage in touring/sightseeing activities during their stays drive 21% of the Illinois Leisure Trip-Dollars and have an average party-per-stay spending of $731.

The Activity Index

Not only is visiting Museums a top 4 activity in Illinois, it is 51% more likely in Illinois than in the average U.S. destination.
Traveler Activities

Top 5 Activities of Chicago Leisure Parties:
1. VFR (42% of Leisure Stays)
2. Culinary Dining (37% of Leisure Stays)
3. Shopping (31% of Leisure Stays)
4. Museum Visits (20% of Leisure Stays)
5. Parks (national/state) (18% of Leisure Stays)

Chicago visitors focus on going out. Excluding VFR, culinary/dining, shopping, museums, parks, nightlife, and concerts round out the top activities in the city. Parks (national/state) saw a significant increase from 7% to 18%. Shopping remains a mainstay of travel activities in the city. Museums are an important and standout activity in Chicago every year, with an average party-per-trip spending of $811 and accounting for 31% of Leisure travel parties in 2016.

What are Chicago’s standout activities?

Chicago is a museum-oriented destination, occurring at 2.5 times the U.S. incidence.
How do Visitors Rate their Experience?

Respondents are asked to rate their experience in two key domains: Satisfaction and Value. Ratings are on a 10-point scale, where 1 is low or ‘poor’ and 10 is ‘excellent’. Both Illinois and Chicago track well on visitor satisfaction, with little change year over year in this dimension. The state’s average satisfaction score is 8.43 and it is 8.57 for Chicago this year.

Value ratings in Illinois and Chicago fell slightly in 2016. The visitor value ratings increased slightly in the U.S. and Comp set but decreased in the Illinois state, Chicago, and Downstate geographies. About 74% of visitors in Downstate provide a top-box score in the Value dimension for 2016, compared to a 62% rating in high value for the city; down from 66% in 2015.

Chicago is slightly above the U.S. average in Satisfaction and lags behind the typical destination in Value.
Charts and Graphs

Illinois and Chicago Year-End 2016 Visitor Profile
### U.S. Travel Segments

**Chart 1**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Business</th>
<th>Leisure</th>
<th>Day</th>
<th>Night</th>
<th>Night Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stays</strong></td>
<td>22%</td>
<td>13%</td>
<td>27%</td>
<td>73%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Person-Stays</strong></td>
<td>78%</td>
<td>87%</td>
<td>27%</td>
<td>73%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>Person-Days</strong></td>
<td>79%</td>
<td>79%</td>
<td>21%</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td><strong>Direct Spending</strong></td>
<td>13%</td>
<td>13%</td>
<td>43%</td>
<td>64%</td>
<td>64%</td>
</tr>
</tbody>
</table>

*Chart 1 • Segment: 2016 Total Volume (%)*
Illinois Person-Stays Volume

Chart 3 • in Millions
Chicago Person-Stays Volume

Chart 4 • in Millions

- Night Business
- Day Business
- Night Leisure
- Day Leisure

<table>
<thead>
<tr>
<th>Year</th>
<th>Night Business</th>
<th>Day Business</th>
<th>Night Leisure</th>
<th>Day Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>14.7</td>
<td>13.4</td>
<td>6.1</td>
<td>6.8</td>
</tr>
<tr>
<td>2011</td>
<td>16.3</td>
<td>15.5</td>
<td>7.2</td>
<td>7.2</td>
</tr>
<tr>
<td>2012</td>
<td>18.0</td>
<td>16.1</td>
<td>7.2</td>
<td>7.2</td>
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<tr>
<td>2013</td>
<td>18.7</td>
<td>17.4</td>
<td>7.5</td>
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<tr>
<td>2014</td>
<td>19.5</td>
<td>18.1</td>
<td>7.9</td>
<td>7.9</td>
</tr>
<tr>
<td>2015</td>
<td>20.6</td>
<td>18.7</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>21.0</td>
<td>19.5</td>
<td></td>
<td></td>
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</table>
## Illinois Person-Stays Volume

<table>
<thead>
<tr>
<th></th>
<th>State of Illinois</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11/10</td>
<td>12/11</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>10.2%</td>
<td>6.1%</td>
</tr>
<tr>
<td><strong>Business</strong></td>
<td>4.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td><strong>Leisure</strong></td>
<td>11.8%</td>
<td>7.0%</td>
</tr>
<tr>
<td><strong>Day</strong></td>
<td>11.6%</td>
<td>5.2%</td>
</tr>
<tr>
<td><strong>Night</strong></td>
<td>8.8%</td>
<td>7.4%</td>
</tr>
<tr>
<td><strong>Day Business</strong></td>
<td>-1.0%</td>
<td>-0.6%</td>
</tr>
<tr>
<td><strong>Day Leisure</strong></td>
<td>14.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td><strong>Night Business</strong></td>
<td>10.7%</td>
<td>5.9%</td>
</tr>
<tr>
<td><strong>Night Leisure</strong></td>
<td>8.3%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

Chart 5 • % change
<table>
<thead>
<tr>
<th></th>
<th>City of Chicago</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11/10</td>
<td>12/11</td>
<td>13/12</td>
<td>14/13</td>
<td>15/14</td>
<td>16/15</td>
<td>16/15</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>11.2%</td>
<td>6.2%</td>
<td>4.3%</td>
<td>3.7%</td>
<td>4.6%</td>
<td>2.7%</td>
<td>2.4%</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>5.1%</td>
<td>3.3%</td>
<td>-0.3%</td>
<td>1.8%</td>
<td>5.1%</td>
<td>1.5%</td>
<td>-0.2%</td>
<td></td>
</tr>
<tr>
<td>Leisure</td>
<td>13.5%</td>
<td>7.1%</td>
<td>5.8%</td>
<td>4.3%</td>
<td>4.5%</td>
<td>3.1%</td>
<td>2.9%</td>
<td></td>
</tr>
<tr>
<td>Day</td>
<td>11.3%</td>
<td>2.5%</td>
<td>6.4%</td>
<td>3.2%</td>
<td>3.4%</td>
<td>3.6%</td>
<td>2.3%</td>
<td></td>
</tr>
<tr>
<td>Night</td>
<td>11.3%</td>
<td>9.2%</td>
<td>2.7%</td>
<td>4.2%</td>
<td>5.7%</td>
<td>2.0%</td>
<td>2.6%</td>
<td></td>
</tr>
<tr>
<td>Day Business</td>
<td>-5.1%</td>
<td>-2.8%</td>
<td>-0.9%</td>
<td>-1.4%</td>
<td>3.5%</td>
<td>1.6%</td>
<td>-1.0%</td>
<td></td>
</tr>
<tr>
<td>Day Leisure</td>
<td>16.2%</td>
<td>3.9%</td>
<td>8.1%</td>
<td>4.1%</td>
<td>3.3%</td>
<td>4.0%</td>
<td>3.0%</td>
<td></td>
</tr>
<tr>
<td>Night Business</td>
<td>11.8%</td>
<td>6.7%</td>
<td>0.1%</td>
<td>3.4%</td>
<td>5.8%</td>
<td>1.4%</td>
<td>1.1%</td>
<td></td>
</tr>
<tr>
<td>Night Leisure</td>
<td>11.1%</td>
<td>10.2%</td>
<td>3.8%</td>
<td>4.5%</td>
<td>5.6%</td>
<td>2.2%</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>
Illinois Travel Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Person-Stays</th>
<th>Person-Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Leisure</td>
<td>83</td>
<td>81</td>
</tr>
<tr>
<td>Day</td>
<td>60</td>
<td>31</td>
</tr>
<tr>
<td>Overnight</td>
<td>40</td>
<td>69</td>
</tr>
<tr>
<td>Overnight Leisure</td>
<td>32</td>
<td>54</td>
</tr>
</tbody>
</table>

Chart 7 • Segment: 2016 Total Volume (%)
Chicago Travel Segments

Chart 8 • Segment: 2016 Total Volume (%)
Illinois: Five-Year Share of Total U.S. Leisure Travel

Chart 9 • Segment: 2016 Leisure (%) • Illinois N=3,001 household count
# Chicago: Five-Year Share of Total U.S. Leisure Travel

<table>
<thead>
<tr>
<th>Year</th>
<th>Person-Stays</th>
<th>Person-Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>1.25</td>
<td>1.50</td>
</tr>
<tr>
<td>2013</td>
<td>1.25</td>
<td>1.46</td>
</tr>
<tr>
<td>2014</td>
<td>1.25</td>
<td>1.36</td>
</tr>
<tr>
<td>2015</td>
<td>1.28</td>
<td>1.34</td>
</tr>
<tr>
<td>2016</td>
<td>1.28</td>
<td>1.36</td>
</tr>
</tbody>
</table>

Chart 10 • Segment: 2016 Leisure (%) • Chicago N=1,841 household count
Age Distribution:
U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 11 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Age

Chart 12 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count

Average Party per Trip Spending
Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per trip spending for a destination because the travelers’ spending is included only in those subgroups of variables to which the respondent replied.
Illinois Age Comparison

Chart 13 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Age

Chart 14 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count

Average Party per Trip Spending
Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per trip spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.
Chicago Age Comparison

Chart 15 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count

- Stays Based
- Trip-Dollars Based

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Stays Based</th>
<th>Trip-Dollars Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34 years</td>
<td>34</td>
<td>26</td>
</tr>
<tr>
<td>35-54 years</td>
<td>34</td>
<td>39</td>
</tr>
<tr>
<td>55+ years</td>
<td>32</td>
<td>35</td>
</tr>
</tbody>
</table>
Chart 16 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Hispanic Ethnicity:
U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 17 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Sexual Orientation: U.S., Illinois, Chicago, Downstate, and Comp Set

<table>
<thead>
<tr>
<th>Location</th>
<th>Gay/Lesbian (GLBT)</th>
<th>Heterosexual/Straight</th>
<th>Prefer Not to Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>3</td>
<td>93</td>
<td>4</td>
</tr>
<tr>
<td>Illinois</td>
<td>4</td>
<td>92</td>
<td>4</td>
</tr>
<tr>
<td>Chicago</td>
<td>4</td>
<td>91</td>
<td>5</td>
</tr>
<tr>
<td>Downstate</td>
<td>4</td>
<td>92</td>
<td>4</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>2</td>
<td>94</td>
<td>3</td>
</tr>
</tbody>
</table>

Chart 18 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Distribution of Children in Household: U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 19 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

Chart exceeds 100% due to multiple-children households.
Household Income Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

Average

- Under $50,000
- $50,000 - $74,999
- $75,000 - $99,999
- $100,000-$149,999
- $150,000+

**U.S.**
- $92,469
- Illinois N=3,001 household count
- Chicago N=1,841 household count

**Illinois**
- $92,884

**Chicago**
- $99,913

**Downstate**
- $87,296

**IL Comp Set**
- $90,082

Chart 20 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Chart 21 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Lifestage

Segment: 2014-2016 Leisure Stays ($)

Illinois N=9,230 household count

Chart 22 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Lifestage Comparison

Chart 23 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Lifestage

Chart 24 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Chicago Lifestage Comparison

Chart 25 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
Traveler Generation Distribution:
U.S., Illinois, Chicago, Downstate, and Comp Set

<table>
<thead>
<tr>
<th></th>
<th>Millennials</th>
<th>GenXers</th>
<th>Boomers</th>
<th>Silents &amp; G.I.s</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>26</td>
<td>29</td>
<td>36</td>
<td>8</td>
</tr>
<tr>
<td>Illinois</td>
<td>28</td>
<td>30</td>
<td>34</td>
<td>8</td>
</tr>
<tr>
<td>Chicago</td>
<td>36</td>
<td>31</td>
<td>28</td>
<td>5</td>
</tr>
<tr>
<td>Downstate</td>
<td>23</td>
<td>28</td>
<td>39</td>
<td>10</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>25</td>
<td>29</td>
<td>39</td>
<td>8</td>
</tr>
</tbody>
</table>

Chart 26 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Generation

Chart 27 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Traveler Generation Comparison

Chart 28 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Generation

Chart 29 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Chicago Traveler Generation Comparison

Chart 30 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
Origin Divisions for Travel to Illinois

Chart 31 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count
Top Origin States to Illinois

Chart 32 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count
Chart 33 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Origin Divisions for Travel to Chicago

Legend:
- Pacific: 8.5%
- Mountain: 3.1%
- West North Central: 9.3%
- West South Central: 3.4%
- East North Central: 64.3%
- East South Central: 1.1%
- New England: 1.8%
- New England Central: 1.1%
- Middle Atlantic: 2.7%
- South Atlantic: 5.8%
Top Origin States to Chicago

Chart 34 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count

Legend:
- **35.2% IL**
- **9.5% IN**
- **9.0% WI**
- **7.2% MI**
- **4.1% CA**
- **4.1% WA**
- **3.5% MO**
- **3.4% OH**
- **2.8% IA**
- **2.0% FL**
## Top Origin DMAs for Leisure Travel
(Rank Order by Illinois Person-Stays)

<table>
<thead>
<tr>
<th>Top Origin DMAs</th>
<th>U.S.</th>
<th>ILLINOIS</th>
<th>CHICAGO</th>
<th>DOWNSTATE</th>
<th>COMP SET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>2.8%</td>
<td>40.4%</td>
<td>32.1%</td>
<td>47.1%</td>
<td>5.5%</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>1.0%</td>
<td>6.7%</td>
<td>2.8%</td>
<td>9.8%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Champaign &amp; Springfield-Decatur, IL</td>
<td>0.3%</td>
<td>5.8%</td>
<td>1.1%</td>
<td>9.5%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>0.9%</td>
<td>4.4%</td>
<td>6.2%</td>
<td>3.0%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Peoria-Bloomington, IL</td>
<td>0.2%</td>
<td>3.0%</td>
<td>1.8%</td>
<td>3.8%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>1.6%</td>
<td>2.9%</td>
<td>4.0%</td>
<td>2.4%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Rockford, IL</td>
<td>0.1%</td>
<td>2.4%</td>
<td>1.2%</td>
<td>3.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>1.0%</td>
<td>2.3%</td>
<td>3.8%</td>
<td>1.1%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Davenport-Rock Island-Moline, IL</td>
<td>0.3%</td>
<td>2.2%</td>
<td>2.5%</td>
<td>2.0%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Yakima-Pasco-Richland-Kennewick, WA</td>
<td>0.2%</td>
<td>1.5%</td>
<td>3.4%</td>
<td>2.0%</td>
<td>1.4%</td>
</tr>
<tr>
<td><strong>Top 10 Sum</strong></td>
<td><strong>8.4%</strong></td>
<td><strong>71.6%</strong></td>
<td><strong>58.9%</strong></td>
<td><strong>84.0%</strong></td>
<td><strong>27.3%</strong></td>
</tr>
</tbody>
</table>

Chart 35 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count
## Top Origin DMAs for Chicago Leisure Travel

<table>
<thead>
<tr>
<th>Origin</th>
<th>U.S. %</th>
<th>CHICAGO %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>2.8%</td>
<td>32.1%</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>0.9%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>1.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>1.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Yakima-Pasco-Richland-Kennewick, WA</td>
<td>0.2%</td>
<td>3.4%</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>1.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>5.1%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Davenport-Rock Island-Moline, IL</td>
<td>0.3%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo-Battle Creek, MI</td>
<td>0.7%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Peoria-Bloomington, IL</td>
<td>0.2%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

### Top 10 Sum

<table>
<thead>
<tr>
<th></th>
<th>U.S. %</th>
<th>CHICAGO %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 10 Sum</td>
<td>13.8%</td>
<td>61.5%</td>
</tr>
</tbody>
</table>

Chart 36 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count
## Illinois Avg. Party per Stay Spending

### Top 10 Origin DMAs by Spend

<table>
<thead>
<tr>
<th>DMA</th>
<th>Average Spending ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illinois</td>
<td>367</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>741</td>
</tr>
<tr>
<td>New York, NY</td>
<td>741</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>602</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>592</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo-Battle Creek, MI</td>
<td>590</td>
</tr>
<tr>
<td>Minneapolis-St. Paul, MN</td>
<td>589</td>
</tr>
<tr>
<td>Cedar Rapids-Waterloo-Iowa City &amp; Dubuque, IA</td>
<td>538</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>361</td>
</tr>
<tr>
<td>Davenport-Rock Island-Molina, IL</td>
<td>334</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>314</td>
</tr>
</tbody>
</table>

*Chart 37 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count*
### Chicago Avg. Party per Stay Spending

**Top 10 Origin DMAs by Spend**

<table>
<thead>
<tr>
<th>DMA</th>
<th>Spend ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>553</td>
</tr>
<tr>
<td>New York, NY</td>
<td>864</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>858</td>
</tr>
<tr>
<td>Minneapolis-St. Paul, MN</td>
<td>709</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>695</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>680</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo-Battle Creek, MI</td>
<td>631</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>621</td>
</tr>
<tr>
<td>Davenport-Rock Island-Molina, IL</td>
<td>468</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>455</td>
</tr>
<tr>
<td>Peoria-Bloomington, IL</td>
<td>439</td>
</tr>
</tbody>
</table>

**Chart 38** • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Illinois Origin DMA Comparison

Chart 39 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Origin DMA Comparison

Chart 40 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
Main Mode of Transportation: To Destination
U.S., Illinois, Chicago, Downstate, and Comp Set

<table>
<thead>
<tr>
<th></th>
<th>Air</th>
<th>Auto</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S.</strong></td>
<td>6</td>
<td>92</td>
<td>3</td>
</tr>
<tr>
<td><strong>Illinois</strong></td>
<td>6</td>
<td>86</td>
<td>7</td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td>13</td>
<td>73</td>
<td>14</td>
</tr>
<tr>
<td><strong>Downstate</strong></td>
<td>1</td>
<td>97</td>
<td>2</td>
</tr>
<tr>
<td><strong>IL Comp Set</strong></td>
<td>2</td>
<td>97</td>
<td>1</td>
</tr>
</tbody>
</table>

Chart 41 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Main Mode of Transportation: Within Destination
U.S., Illinois, Chicago

Chart 42 • Segment: 2016 Leisure Person-Stays(%) • Illinois N = 3,001 household count • Chicago N= 1,841 household count
Travel Distance One-Way by Auto: U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 43 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Travel Distance One-Way by Air: U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 44 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Month Trip Started

Chart 45 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count
Illinois Day of the Week Stay Started

<table>
<thead>
<tr>
<th>Day</th>
<th>Stays (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN</td>
<td>12</td>
</tr>
<tr>
<td>MON</td>
<td>7</td>
</tr>
<tr>
<td>TUE</td>
<td>7</td>
</tr>
<tr>
<td>WED</td>
<td>12</td>
</tr>
<tr>
<td>THU</td>
<td>14</td>
</tr>
<tr>
<td>FRI</td>
<td>20</td>
</tr>
<tr>
<td>SAT</td>
<td>34</td>
</tr>
</tbody>
</table>

Chart 46 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count
Chicago Month Trip Started

Chart 47 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count
Chicago: Day of the Week Stay Started

Chart 48 • Segment: 2016 Leisure Person-Stays (%) • Chicago N= 1,841 household count
Trip Timing by Quarter: U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 49 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Quarter

Chart 50 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Trip Timing Comparison by Quarter

Chart 51 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Quarter

Chart 52 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Chicago Trip Timing Comparison by Quarter

Chart 53 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
Purpose of Stay Distribution: U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 54 • Segment: 2016 Leisure Person-Stay (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Purpose of Stay

- Getaway Weekend: $1,059
- General Vac. (Overnight): $1,319
- General Vac. (Day): $326
- Visit Friends/Relatives: $495
- Special Events: $504
- Conven./Show/Conference*: $578
- Medical/Health Care*: $154
- Seminar/Class/Training*: $658
- Other Personal: $277
- Illinois: $367

Chart 55 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Purpose of Stay Comparison

Chart 56 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Purpose of Stay

Chart 57 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Chicago Purpose of Stay Comparison

<table>
<thead>
<tr>
<th>Segment</th>
<th>Stays Based</th>
<th>Trip-Dollars Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getaway Weekend</td>
<td>13</td>
<td>24</td>
</tr>
<tr>
<td>General Vacation (overnight)</td>
<td>5</td>
<td>12</td>
</tr>
<tr>
<td>General Vacation (day)</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Visit Friends/ Relatives</td>
<td>34</td>
<td>31</td>
</tr>
<tr>
<td>Special Events</td>
<td>17</td>
<td>15</td>
</tr>
<tr>
<td>Convention/ Show/ Conference*</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Medical/ Health Care*</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Seminar/ Class/ Training*</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other Personal</td>
<td>16</td>
<td>8</td>
</tr>
</tbody>
</table>

Chart 58 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
Travel Party Composition: U.S., Illinois, Chicago, Downstate, and Comp Set

Chart 59 • Segment: 2016 Leisure Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count

---

**Children Present**

Is defined as one or more adults accompanied by one or more persons under age 18. The child does not necessarily live in the household.

**MM/FF**

Includes either two females or two males traveling together.

---

**GLOSSARY**

**Average**

<table>
<thead>
<tr>
<th></th>
<th>One Adult</th>
<th>Couples</th>
<th>MM/FF</th>
<th>Three or More Adults</th>
<th>Children Present</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>29</td>
<td>41</td>
<td>7</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Illinois</td>
<td>34</td>
<td>38</td>
<td>6</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Chicago</td>
<td>37</td>
<td>34</td>
<td>6</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Downstate</td>
<td>32</td>
<td>42</td>
<td>6</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>28</td>
<td>43</td>
<td>6</td>
<td>6</td>
<td>16</td>
</tr>
</tbody>
</table>
Average Travel Party Size Overview:
U.S., Illinois, Chicago, Downstate, and Comp Set

TRIP CHARACTERISTICS

Chart 60 • Segment: 2015/2016 Leisure Stays • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Travel Party Composition

Chart 61 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Travel Party Comparison

<table>
<thead>
<tr>
<th>Trip Characteristics</th>
<th>Stays Based</th>
<th>Trip-Dollars Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Adult</td>
<td>32</td>
<td>41</td>
</tr>
<tr>
<td>MF</td>
<td>38</td>
<td>32</td>
</tr>
<tr>
<td>MM/FF</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Three or More Adults</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Children Present</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>

Chart 62 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Travel Party Composition

Chart 63 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Chicago Travel Party Comparison

Chart 64 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
Stay Length Distribution:
U.S., Illinois, Chicago, Downstate, and Comp Set

<table>
<thead>
<tr>
<th>Average Nights (ONL only – excludes Day)</th>
<th>Day</th>
<th>1 Night</th>
<th>2 Nights</th>
<th>3 Nights</th>
<th>4-7 Nights</th>
<th>8+ Nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.69 U.S.</td>
<td>55</td>
<td>18</td>
<td>11</td>
<td>6</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>2.55 Illinois</td>
<td>63</td>
<td>15</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>2.61 Chicago</td>
<td>51</td>
<td>16</td>
<td>15</td>
<td>8</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>2.47 Downstate</td>
<td>73</td>
<td>13</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>2.32 IL Comp Set</td>
<td>59</td>
<td>19</td>
<td>11</td>
<td>5</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

Chart 65 • Segment: 2016 Leisure Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Average Overnight Length of Stay Overview: U.S., Illinois, Chicago, Downstate, and Comp Set

<table>
<thead>
<tr>
<th>Segment</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>2.66</td>
<td>2.69</td>
</tr>
<tr>
<td>Illinois</td>
<td>2.4</td>
<td>2.55</td>
</tr>
<tr>
<td>Chicago</td>
<td>2.5</td>
<td>2.61</td>
</tr>
<tr>
<td>Downstate</td>
<td>2.25</td>
<td>2.47</td>
</tr>
<tr>
<td>IL Comp Set</td>
<td>2.3</td>
<td>2.32</td>
</tr>
</tbody>
</table>

Chart 66 • Segment: 2015/2016 Leisure Stays • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Stay Length

Chart 67 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Stay Length Comparison

Segment: 2014-2016 Leisure (%)

- Illinois N=9,230 household count

---

Chart 68 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
Chicago Avg. Party per Stay Spending by Stay Length

Chart 69 • Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
### Chicago Stay Length Comparison

<table>
<thead>
<tr>
<th>Segment: 2014-2016 Leisure (%)</th>
<th>Chicago N=5,518 household count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day Trips</td>
<td><img src="chart70.png" alt="Chart showing stay length comparison" /></td>
</tr>
<tr>
<td>1 night</td>
<td><img src="chart70.png" alt="Chart showing stay length comparison" /></td>
</tr>
<tr>
<td>2 nights</td>
<td><img src="chart70.png" alt="Chart showing stay length comparison" /></td>
</tr>
<tr>
<td>3 nights</td>
<td><img src="chart70.png" alt="Chart showing stay length comparison" /></td>
</tr>
<tr>
<td>4-7 nights</td>
<td><img src="chart70.png" alt="Chart showing stay length comparison" /></td>
</tr>
<tr>
<td>8+ nights</td>
<td><img src="chart70.png" alt="Chart showing stay length comparison" /></td>
</tr>
</tbody>
</table>

Chart 70 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
### Daily Spending Per Person by Category: U.S., Illinois, Chicago, Downstate, and Comp Set

#### Trip Characteristics

<table>
<thead>
<tr>
<th>Average (including Transportation)</th>
<th>Transportation</th>
<th>Food</th>
<th>Lodging</th>
<th>Shopping</th>
<th>Entertainment</th>
<th>Other Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>U.S.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$117</td>
<td>24</td>
<td>25</td>
<td>22</td>
<td>15</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td><strong>Illinois</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$114</td>
<td>25</td>
<td>27</td>
<td>19</td>
<td>16</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td><strong>Chicago</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$148</td>
<td>23</td>
<td>25</td>
<td>23</td>
<td>14</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td><strong>Downstate</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$76</td>
<td>27</td>
<td>29</td>
<td>11</td>
<td>21</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td><strong>Comp Set</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$96</td>
<td>24</td>
<td>26</td>
<td>19</td>
<td>17</td>
<td>12</td>
<td>2</td>
</tr>
</tbody>
</table>

Chart 71 • Segment: 2016 Leisure Person-Days (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
## List of All DKSA Activities

<table>
<thead>
<tr>
<th>Attractions</th>
<th>DKSA 2016 Activities</th>
<th>Activity Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amateur Sports</td>
<td>Holiday Celebration</td>
<td>Hunting</td>
</tr>
<tr>
<td>Professional Sports Event</td>
<td>Reunion/Graduation</td>
<td>Fishing</td>
</tr>
<tr>
<td>Gambling</td>
<td>Wedding</td>
<td>Hiking</td>
</tr>
<tr>
<td>Night Life</td>
<td>Funeral/Memorial</td>
<td>Biking</td>
</tr>
<tr>
<td>Show: Boat, Car, Home</td>
<td>Other Personal Celebration</td>
<td>Tennis</td>
</tr>
<tr>
<td>Theme/Amusement/Water Park</td>
<td>Libation and Culinary</td>
<td>Water Sports</td>
</tr>
<tr>
<td>Zoo/Aquarium</td>
<td>Culinary/Dining Experience</td>
<td>Extreme Adventure Sports</td>
</tr>
<tr>
<td>Concert, Theater, Dance</td>
<td>Beach/Waterfront</td>
<td>Shopping</td>
</tr>
<tr>
<td>Festival/Fairs</td>
<td>Camping</td>
<td>Real Estate (buy/sell)</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>Eco/Sustainable Travel</td>
<td>Medical/Health/Doctor Visit</td>
</tr>
<tr>
<td>Museum, Art Exhibits, etc.</td>
<td>Wildlife Viewing</td>
<td>Service/Volunteerism/Charity</td>
</tr>
<tr>
<td>Movies</td>
<td>Parks (National/State)</td>
<td>Religious/Faith Based Event</td>
</tr>
<tr>
<td>Touring/Sightseeing</td>
<td>Outdoors Sports</td>
<td>Spa</td>
</tr>
<tr>
<td>Visit Friends/Relatives</td>
<td>Boating/Sailing</td>
<td>Other Activities (any)</td>
</tr>
<tr>
<td></td>
<td>Golfing</td>
<td>Business/Work</td>
</tr>
</tbody>
</table>
Illinois Activity Participation

- **Attraction**: 26%
  - 10% - Night Life
  - 6% - Zoo/Aquarium
  - 4% - Amateur Sports
  - 4% - Professional Sports Event
  - 3% - Gambling
  - 3% - Show: Boat, Car, Home
  - 2% - Theme/Water Park

- **General**: 37%
  - 27% - Shopping
  - 6% - Medical/Health/Doctor Visit
  - 1% - Business/Work
  - 1% - Spa
  - 0% - Real Estate: buy/Sell
  - 1% - Service/Volunteerism/Charity
  - 4% - Religious/Faith Based Event
  - 3% - Other Activity

- **Family Life Events**: 50%
  - 38% - Visit Friends/Relatives
  - 9% - Holiday Celebration
  - 5% - Reunion/Graduation
  - 4% - Wedding
  - 2% - Funeral/Memorial
  - 10% - Other Personal

- **Libation and Culinary**: 30%
  - 30% - Culinary/Dining Experience
  - 2% - Winery/Distillery/Brewery

- **Culture**: 33%
  - 12% - Museum, Art Exhibits, etc.
  - 12% - Touring/Sightseeing
  - 9% - Concert, Theater, Dance
  - 8% - Festival/Fairs
  - 7% - Historic Sites
  - 7% - Movies

- **Nature**: 16%
  - 11% - Parks: National/State
  - 8% - Beach/Waterfront
  - 2% - Wildlife Viewing
  - 1% - Camping
  - 0% - Eco/Sustainable Travel

- **Outdoor Sports (8%)**
  - 2% - Hiking
  - 1% - Biking
  - 1% - Boating/Sailing
  - 1% - Golfing
  - 1% - Fishing
  - 0% - Hunting
  - 1% - Tennis
  - 1% - Water Sports
  - 0% - Extreme Adventure Sports
  - 0% - Snow/Winter Sports

Chart 72 • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count
Chicago Activity Participation

Attraction 32%
- 18% - Night Life
- 12% - Zoo/Aquarium
- 6% - Professional Sports Event
- 2% - Amateur Sports
- 3% - Show: Boat, Car, Home
- 1% - Gambling
- 2% - Theme/Water Park

Family/ Life Events 54%
- 42% - Visit Friends/ Relatives
- 12% - Holiday Celebration
- 8% - Reunion/ Graduation
- 7% - Wedding
- 2% - Funeral/ Memorial
- 12% - Other personal

Culture 46%
- 20% - Museum, Art Exhibits, etc.
- 15% - Touring/Sightseeing
- 17% - Concert, Theater, Dance
- 12% - Festival/ Fairs
- 9% - Historic Sites
- 10% - Movies

Nature 24%
- 18% - Parks: National/ State
- 15% - Beach/ Waterfront
- 1% - Wildlife Viewing
- 0% - Eco/Sustainable Travel
- 0% - Camping

Libation and Culinary 37%
- 37% - Culinary/ Dining Experience
- 1% - Winery/ Distillery/ Brewery

General 38%
- 31% - Shopping
- 8% - Medical/ Health/ Doctor Visit
- 2% - Business/Work
- 1% - Spa
- 0% - Real Estate: buy/ Sell
- 0% - Service/ Volunteerism/ Charity
- 2% - Religious/ Faith Based Event
- 1% - Other Activity

Outdoor Sports (7%)
- 2% - Biking
- 1% - Hiking
- 1% - Boating/ Sailing
- 1% - Golfing
- 0% - Fishing
- 1% - Snow/Winter Sports
- 0% - Hunting
- 1% - Tennis
- 1% - Water Sports
- 0% - Extreme Adventure Sports

Chart 73 • Segment: 2016 Leisure Person-Stays (%) • Chicago N=1,841 household count
### Top Leisure Visitor Activities at the Destination

(Rank Order by Illinois – gray percentage indicates not in Top 10)

<table>
<thead>
<tr>
<th>Activity Participation</th>
<th>U.S.</th>
<th>ILLINOIS</th>
<th>CHICAGO</th>
<th>DOWNSTATE</th>
<th>COMP SET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Friends/Relatives (general visit)</td>
<td>32%</td>
<td>38%</td>
<td>42%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Culinary/Dining Experience</td>
<td>27%</td>
<td>31%</td>
<td>37%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Shopping</td>
<td>26%</td>
<td>27%</td>
<td>31%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Museums, Art Exhibits etc.</td>
<td>8%</td>
<td>12%</td>
<td>20%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Touring/Sightseeing</td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Parks (national/state, etc.)</td>
<td>10%</td>
<td>11%</td>
<td>18%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Nightlife (bar, nightclub, etc.)</td>
<td>8%</td>
<td>10%</td>
<td>18%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Other Personal Celebrations</td>
<td>7%</td>
<td>10%</td>
<td>12%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Holiday Celebration</td>
<td>6%</td>
<td>9%</td>
<td>12%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Concerts, Theatre, Dance, etc.</td>
<td>7%</td>
<td>9%</td>
<td>17%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Beach/Waterfront</td>
<td>13%</td>
<td>8%</td>
<td>15%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Festival/Fairs (state, craft, etc.)</td>
<td>5%</td>
<td>8%</td>
<td>12%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Historic Sites</td>
<td>9%</td>
<td>7%</td>
<td>9%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Movies</td>
<td>5%</td>
<td>7%</td>
<td>20%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Zoo/Aquarium</td>
<td>4%</td>
<td>6%</td>
<td>12%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Chart 74 • Segment: 2016 Leisure Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Illinois are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler’s propensity to participate in an activity, relative to the propensity for average U.S. destinations.
Illinois Avg. Party per Stay Spending by Activities

Chart 76 • Segment: 2014-2016 Leisure Stays ($) • Illinois N=9,230 household count
Illinois Activity Comparison

Chart 77 • Segment: 2014-2016 Leisure (%) • Illinois N=9,230 household count
The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Chicago are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler’s propensity to participate in an activity, relative to the propensity for average U.S. destinations.
Chicago Avg. Party per Stay Spending by Activities

Chart 79 - Segment: 2014-2016 Leisure Stays ($) • Chicago N=5,518 household count
Chicago Activity Comparison

Chart 80 • Segment: 2014-2016 Leisure (%) • Chicago N=5,518 household count
### Accommodation Type:
#### U.S., Illinois, Chicago, Downstate, and Comp Set

<table>
<thead>
<tr>
<th>Location</th>
<th>Hotel</th>
<th>Other Paid</th>
<th>Non-Paid</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Leisure</td>
<td>49</td>
<td>11</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Illinois Leisure</td>
<td>47</td>
<td>4</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Chicago Leisure</td>
<td>54</td>
<td>3</td>
<td>43</td>
<td></td>
</tr>
<tr>
<td>Downstate Leisure</td>
<td>36</td>
<td>5</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>IL Comp Set Leisure</td>
<td>50</td>
<td>8</td>
<td>42</td>
<td></td>
</tr>
</tbody>
</table>

Chart 81 • Segment: 2016 Overnight Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Illinois Avg. Party per Stay Spending by Accommodation Type

Chart 82 • Segment: 2014-2016 Overnight Leisure Stays ($) • Illinois N=9,230 household count
Illinois Accommodation Type Comparison

Chart 83 • Segment: 2014-2016 Overnight Leisure ($) • Illinois N = 9,230 household count
Chicago Avg. Party per Stay Spending by Accommodation Type

Chart 84 • Segment: 2014-2016 Overnight Leisure Stays ($) • Chicago N=5,518 household count
Chicago Accommodation Type Comparison

- **Chart 85** • Segment: 2014-2016 Overnight Leisure ($) • Chicago N=5,518 household count

### Stays Based vs. Trip-Dollars Based

<table>
<thead>
<tr>
<th>Accommodation Type</th>
<th>Stays Based</th>
<th>Trip-Dollars Based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>51</td>
<td>68</td>
</tr>
<tr>
<td>Other Paid</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Non-Paid</td>
<td>47</td>
<td>30</td>
</tr>
<tr>
<td>All Other</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Visitor Ratings

Chart 86  • Segment: 2016 Leisure Person-Stays (%) • Illinois N=3,001 household count • Chicago N=1,841 household count
Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

<table>
<thead>
<tr>
<th>Leisure Travel</th>
<th>Sample Size for 2016</th>
<th>At or near 2% or 98%</th>
<th>At or near 5% or 95%</th>
<th>At or near 10% or 90%</th>
<th>At or near 25% or 75%</th>
<th>At or near 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>57,177</td>
<td>0.1%</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.3%</td>
<td>0.3%</td>
</tr>
<tr>
<td>Illinois</td>
<td>3,001</td>
<td>0.3%</td>
<td>0.6%</td>
<td>0.8%</td>
<td>1.1%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Chicago</td>
<td>1,841</td>
<td>0.4%</td>
<td>0.7%</td>
<td>1.0%</td>
<td>1.5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Downstate</td>
<td>1,351</td>
<td>0.4%</td>
<td>0.8%</td>
<td>1.2%</td>
<td>1.7%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Comp Set</td>
<td>11,571</td>
<td>0.1%</td>
<td>0.3%</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Example:
If the car travel finding for the U.S. is 92% and the sample size is 58,071, using the chart, we can say that at the 90% level of confidence the proportion ranges between 91.8% and 92.2%.

Example:
If the Auto travel (NET) finding for Illinois is 87% in previous time period and 85% in current time period, using the chart, we can say that the actual proportion change is statistically significant since the resulting Z score (-2.28) is larger than the table Z score (1.64).

Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

\[
Z = \frac{(p_1 - p_2)}{\sqrt{(p \times (1-p) / N_1) + (p \times (1-p) / N_2))}}
\]

<table>
<thead>
<tr>
<th>Data Input</th>
<th>Sample 1</th>
<th>Sample 2</th>
<th>Resulting Z Score</th>
<th>Z score</th>
<th>Confidence Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proportion</td>
<td>85.0%</td>
<td>87.0%</td>
<td>(-/-) 1.96</td>
<td>95%</td>
<td></td>
</tr>
<tr>
<td>Sample Size (n)</td>
<td>3,001</td>
<td>3231</td>
<td>-2.28</td>
<td>(+/-) 1.64</td>
<td>90%</td>
</tr>
</tbody>
</table>
DKSA’s TRAVEL PERFORMANCE/Monitor™ is a comprehensive study measuring the travel behavior of US residents. An average of 50,000 distinct U.S. households monthly and has done so since 1991. DKSA is able to provide current behavior and long term trended analyses on a wide range of travel.

DKSA data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by GfK. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DKSA.

Both traveling and non-traveling households are surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day.

Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DKSA’s Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.

About DKSA

D.K. Shifflet & Associates Ltd. is the leading U.S. consumer travel research firm. DKSA is located in McLean, VA providing the Industry’s most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, credit cards, auto clubs, hotel chains and more.