

# South Dakota Office of Tourism



**2005 Intercept Study  
Final Report**

**TABLE OF CONTENTS**

---

Survey Methodology.....2

Executive Summary .....3

Traveler Summary .....4

Origin of Travelers.....6

Vacation Destinations .....7

Traveler Connections to South Dakota .....9

Length of Vacation .....10

Description of Travel Party .....13

Travel Plans to South Dakota .....15

Travel Information .....19

Spending .....24

## **SURVEY METHODOLOGY**

---

A total of 1,127 travelers completed written surveys distributed at 13 different Interstate Information Centers in South Dakota, July 10-19, 2005.

The study includes 519 surveys from travelers residing within the Office of Tourism's peak season target market area (Colorado, Illinois, Iowa, Manitoba, Minnesota, Missouri, Nebraska, North Dakota, Saskatchewan, Texas and Wisconsin). Surveys were distributed at random by the travel counselors at the Information Centers. Each participant was given a postage-paid envelope addressed to South Dakota Tourism in which to return the survey. Participants returning completed surveys by July 25, 2005, were entered into a drawing to receive a South Dakota gift package valued at \$100. South Dakotans were not interviewed for this study.

Interviews were conducted at:

<b>Date</b>	<b>Location</b>
July 10-19, 2005	Lewis and Clark Information Center near Chamberlain New Effington Information Center Salem Information Center (East) Salem Information Center (West) Spearfish Information Center Tilford Information Center (East) Tilford Information Center (West) Valley Springs Information Center Vermillion Information Center Vivian Information Center Wasta Information Center (East) Wasta Information Center (West) Wilmot Information Center

Please note: Percentages were carried out only to one-tenth and some questions allowed multiple answers. Therefore, total percentages may not equal 100 percent.

---

This document makes comparisons to the 2004 Intercept Study, which was conducted May 27-Aug. 3, 2004. That study was based on personal interviews with travelers at attractions and events. The interview sites included: Redlin Art Center, Watertown (May 27-39); Siouxland Renaissance Festival, Sioux Falls (June 5-6); Wild Bill Hickok Days, Deadwood (June 18-20); World's Only Corn Palace, Mitchell (June 23-24); Mount Rushmore National Memorial (June 27-29); Lewis and Clark Information Center, near Chamberlain (July 5-6 and Aug 2-3); State Capitol, Pierre (July 16-18); and the Laura Ingalls Wilder Pageant, De Smet (July 23-24). A total of 880 travelers were interviewed for the 2004 study. Random interviews were conducted with 440 travelers from within South Dakota Tourism's target market area (Colorado, Illinois, Iowa, Minnesota, Missouri, Nebraska, North Dakota, Texas and Wisconsin) and 440 travelers from outside the target market area. South Dakotans were not interviewed for this study.

## EXECUTIVE SUMMARY

---

- **Origin of travelers, in-target:** In 2005, Minnesota produced the greatest number of respondents with 23 percent. Sixteen percent of the respondents were from Wisconsin, 13 percent from Iowa and 12 percent from Illinois. The biggest increases in respondents were from Missouri and Wisconsin, both showing 3 percentage points growth.
- **Origin of travelers, out-of-target:** California, Florida and Michigan\* each produced 8 percent of the respondents. States showing the greatest gain for survey respondents included Kansas, Michigan and Washington, each with a 3 percentage point increase over 2004. Florida, Indiana and Ohio each showed gains of 1 percentage point.

\*Although peak season marketing was targeted to Michigan in 2005, the state remains in the out-of-target category to provide comparisons to the 2004 intercept data.

- **Vacation destination, in-target:** More than half of the respondents, 53.4 percent, named South Dakota as their final vacation destination, a significant decrease from 2004 when 75 percent of the respondents named South Dakota as their destination. In 2005, Rapid City (22 percent), the Black Hills (10.9 percent) and Mount Rushmore (7 percent) were the most frequently mentioned South Dakota destinations. In 2004, the Black Hills (15.2 percent), Sioux Falls (14.5 percent) and Rapid City (13.9 percent) were the top three South Dakota destinations. The incidence of Sioux Falls ranking high as a final destination in 2004 is not surprising; the Siouxland Renaissance Festival in Sioux Falls was a data collection point.
- **Vacation destination, out-of-target:** About a third (31.4 percent) of this group listed South Dakota as their final vacation destination. Similar to the in-target response, this rate was lower than that recorded by out-of-target respondents in the 2004 study when 43.6 percent said South Dakota was their final destination. Similar to the 2005 in-target response, the top three South Dakota destinations for this group were Rapid City (21.7 percent), Mount Rushmore (13.7 percent) and the Black Hills (10.6 percent). Those destinations were similar to 2004 when those respondents named Mount Rushmore (24 percent), the Black Hills (18.2 percent) and Rapid City (16.1 percent) as their top South Dakota destinations.
- **Destinations other than South Dakota, in-target:** West was the direction respondents who were not staying in South Dakota were headed in 2005. Montana (12.5 percent), Yellowstone National Park (10.8 percent) and Wyoming (10.8 percent) were the most frequently mentioned destinations. In 2004, Wyoming/Yellowstone (21.8 percent) and Montana (19.1 percent) were joined by North Dakota (10.9 percent) to make the top three non-South Dakota destinations.
- **Destinations other than South Dakota, out-of-target:** South Dakota was a stop on a multi-state itinerary for many out-of-target travelers. A non-specific cross country trip was listed as the top destination in both 2005 (10.1 percent) and 2004 (16.9 percent). As with the in-target respondents, Montana (8.6 percent) and Wyoming (8.1 percent) were among the top three destinations in 2005. Wyoming/Yellowstone was the second most popular destination in 2004 (16.5 percent). The influence of the Lewis and Clark Expedition commemoration was evident in 2004, when 6.9 percent named the trail as their destination. Among the in-target respondents, 2.7 percent stated they were following the Lewis and Clark Trail in 2004.

- **Timing of travel plans:** Most of the respondents, both in- and out-of-target, made their decision during the spring or summer to visit South Dakota. In 2005, 43.7 percent of the respondents named July as the month they made their decision to travel to South Dakota. In 2004, 39 percent of the respondents said they made their decision to travel to South Dakota in June. These responses indicate that a number of respondents made their decision to visit South Dakota very close to or in the same month as their travel. That is, the 2005 survey was conducted in July, the most-often named month. In 2004, more than half of the survey was conducted in June, the most-often mentioned month that year. Also, in 2004, the survey was conducted at two events held in June, which may have influenced the outcome of this question.

## TRAVELER SUMMARY

### Profile of In-Target Traveler, 2005

- 3.1 people in travel party
- Average age of adult traveler was 53.5 years. Travelers over age 19 outnumbered child travelers by 4.1 to 1.
- Took a 7.7-day vacation
- Spent an average of 4.2 days in South Dakota
- Last time here was about 5.6 years ago.
- Spent \$170.69 per day, per travel party on South Dakota portion of vacation
- Destination was South Dakota (53.4%)

### Profile of In-Target Traveler, 2004

- 3.6 people in travel party
- Average age of adult traveler was 53 years. Travelers over age 19 outnumbered child travelers by 3.9 to 1.
- Took a 7.1-day vacation
- Spent an average of 4 days in South Dakota
- Last time here was about 5 years ago.
- Spent \$170.94 per day, per travel party on entire vacation
- Destination was South Dakota (75%)

### **Profile of Out-of-Target Traveler, 2005**

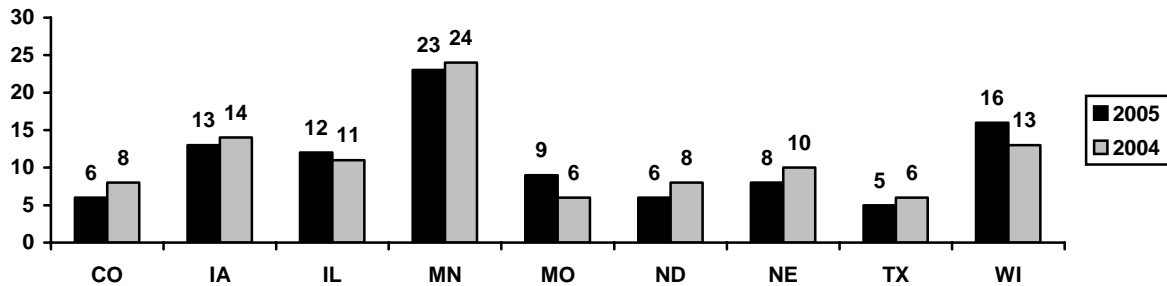
- 2.7 people in travel party
- Average age of adult traveler was 56.6 years. Travelers over age 19 outnumbered child travelers by 5.2 to 1.
- Took a 10.5-vacation
- Spent an average of 4.3 days in South Dakota
- Approximately 60.5% had been to South Dakota before.
- Last time here was about 6.8 years ago
- Spent \$166.36 per day, per travel party on South Dakota portion of vacation
- South Dakota was the final destination for 31.4 percent of the respondents. The top non-South Dakota destinations were a cross-country trip, Montana or Wyoming.

### **Profile of Out-of-Target Traveler, 2004**

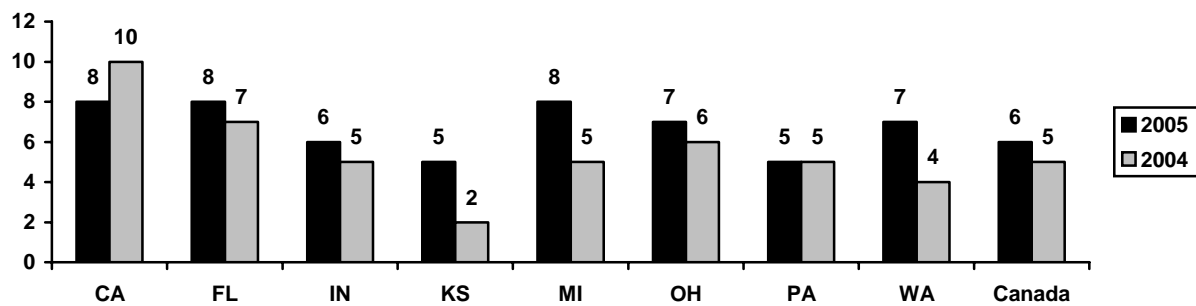
- 3.7 people in travel party
- Average age of adult traveler was 58.1 years. Travelers over age 19 outnumbered child travelers by 5.6 to 1.
- Took a 12.7-day vacation
- Spent an average of 4.5 days in South Dakota
- More than half (55.5%) had been to South Dakota before.
- Last time here was about 6.9 years ago
- Spent \$179.01 per day, per travel party on entire vacation
- South Dakota was the final destination for 43.6 percent of the respondents. The top non-South Dakota destinations were Wyoming, Montana or North Dakota.

## ORIGIN OF TRAVELERS, 2005

A Comparison of In-Target Travelers by percentage: 2005 vs. 2004



A Comparison of Out-of-Target Travelers by percentage: 2005 vs. 2004



- The out-of-target origins specified above comprise 59.9 percent of all out-of-target travelers surveyed in 2005. Not shown on the graph are North Carolina, Oregon and Wyoming, which together made up 9.7 percent of the out-of-state target respondents for 2005. The remaining 30.4 percent included 26 states and nine foreign countries

• **DESTINATION**

---

Vacation Destination	In-Target		Out-of-Target	
	2005 Percent	2004 Percent	2005 Percent	2004 Percent
South Dakota	53.4	75	31.4	43.6
Other	46.6	25	68.6	56.4

Top destinations in South Dakota (In-Target)	2005 Percent	Top destinations in South Dakota (In-Target)	2004 Percent
Rapid City	22.0	Black Hills	15.2
Black Hills	10.9	Sioux Falls	14.5
Mount Rushmore	7.0	Rapid City	13.9
Deadwood	6.7	Mount Rushmore/Keystone	12.4
Sioux Falls	5.6	Laura Ingalls Wilder Pageant/De Smet	10.3
SD in General	4.7	Watertown	7.0
Keystone	4.4	Deadwood	6.7
Hill City	4.1	S.D. general	4.5
Spearfish	3.5	Pierre	3.0
Custer	3.2	Custer State Park	2.7
Watertown	2.1	Badlands	2.1
Badlands	2.1	Chamberlain	1.5
Pierre	1.8	Hill City	1.5
Hot Springs	1.5	Spearfish	1.5

(multiple answers allowed)

Top destinations in South Dakota (Out-of-Target)	2005 Percent	Top destinations in South Dakota (Out-of-Target)	2004 Percent
Rapid City	21.7	Mount Rushmore	24.0
Mt. Rushmore	13.7	Black Hills	18.2
Black Hills	10.6	Rapid City	16.1
SD in general	7.1	Deadwood	15.1
Sioux Falls	7.1	Sioux Falls	4.7
Deadwood	5.8	Sturgis	4.7
Badlands	5.3	Badlands	4.2
Spearfish	4.9	Custer State Park	3.6
Custer	4.0	Laura Ingalls Wilder Pageant/De Smet	3.6
Mitchell	3.5	Mitchell	3.1
Hill City	3.1	Spearfish	2.6
Crazy Horse	2.7		

(multiple answers allowed)

<b>Destinations other than South Dakota (In-Target)</b>	<b>2005 Percent</b>	<b>Destinations other than South Dakota (In-Target)</b>	<b>2004 Percent</b>
Montana	12.5	Wyoming/Yellowstone	21.8
Yellowstone	10.8	Montana	19.1
Wyoming	10.8	North Dakota	10.9
Minnesota	9.6	Colorado	9.1
Colorado	8.3	Cross country trip	7.3
North Dakota	7.9	Minnesota	5.5
Glacier National Park	5.8	California	4.5
Washington	4.6	Canada	3.6
Canada	4.2	Nebraska	3.6
Iowa	3.8	Idaho	2.7
Oregon	2.1	Following Lewis and Clark Trail	2.7
Texas	2.1	Glacier National Park	1.8
Nebraska	1.7	Utah	1.8
California	1.7	Washington	1.8
Tetons	1.7	Wisconsin	1.8
Utah	1.3	Western U.S.	1.8

(multiple answers allowed)

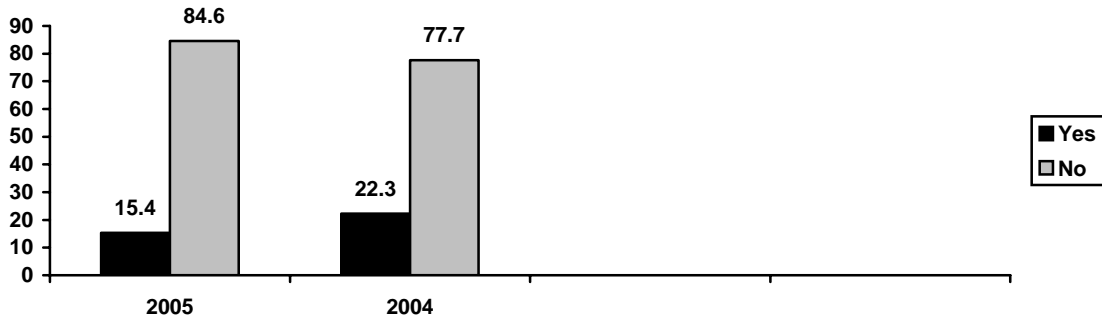
<b>Destinations other than South Dakota (Out-of-Target)</b>	<b>2005 Percent</b>	<b>Destinations other than South Dakota (Out-of-Target)</b>	<b>2004 Percent</b>
Cross country trip	10.1	Cross country trip	16.9
Montana	8.6	Wyoming/Yellowstone	16.5
Wyoming	8.1	Following Lewis and Clark Trail	6.9
Yellowstone	7.6	Montana	6.9
Washington	7.3	Canada	4.8
North Dakota	5.8	Minnesota	4.8
Colorado	5.8	Alaska	4.4
Minnesota	5.8	California	4.4
California	5.3	Wisconsin	4.0
Canada	5.3	Iowa	3.6
Oregon	2.8	Colorado	3.2
Iowa	2.8	North Dakota	2.8
Grand Canyon	2.5	Washington	2.8
Nebraska	2.3	Illinois	2.4
Michigan	2.3	Nebraska	2.4
Alaska	2.3	Ohio	1.6

(multiple answers allowed)

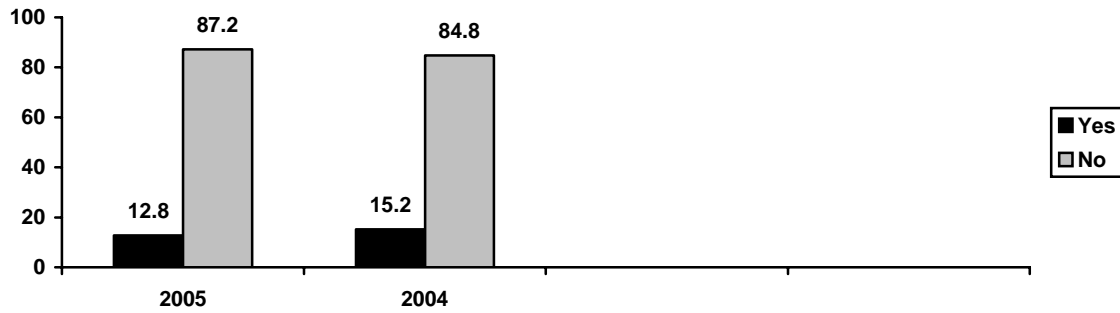
# TRAVELER CONNECTIONS TO SOUTH DAKOTA

---

**Friends and relatives living in South Dakota by percentage (In-Target):**



**Friends and relatives living in South Dakota by percentage (Out-of-Target)**



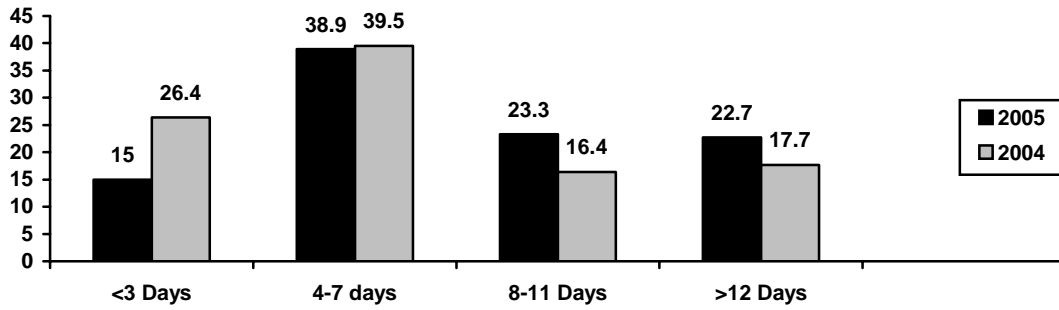
## LENGTH OF VACATION

---

<b>Total vacation days (In-Target)</b>	<b>2005 Percent</b>	<b>2004 Percent</b>	<b>Total vacation days (Out-of-Target)</b>	<b>2005 Percent</b>	<b>2004 Percent</b>
3 days or less	15.0	26.4	3 days or less	7.7	6.4
4-7 days	38.9	39.5	4-7 days	16.8	14.5
8-11 days	23.3	16.4	8-11 days	17.8	13.9
12 or more days	22.7	17.7	12 or more days	57.7	65.2
<b>Average vacation days:</b>	<b>7.7 days</b>	<b>7.1 days</b>	<b>Average vacation days:</b>	<b>10.5 days</b>	<b>12.7 days</b>

<b>Total vacation days in South Dakota (In-Target)</b>	<b>2005 Percent</b>	<b>2004 Percent</b>	<b>Total vacation days in South Dakota (Out-of-Target)</b>	<b>2005 Percent</b>	<b>2004 Percent</b>
1	12.5	9.8	1	9.5	9.1
2	18.3	23.9	2	22.5	23.6
3	16.6	18.4	3	18.8	19.5
4	15.0	14.1	4	15.3	14.8
5	13.7	11.8	5	8.9	9.1
6	7.3	8.4	6	5.9	5.5
7	6.4	7.1	7	5.3	6.4
8	3.7	1.6	8	3.3	2.1
9	1.7	0.7	9	2.8	0.2
10	1.0	2.1	10	1.8	2.3
11	1.2	0.2	11	1.6	0.7
12 or more	2.7	2.1	12 or more	4.3	6.8
<b>Average days in S.D.:</b>	<b>4.2 days</b>	<b>4 days</b>	<b>Average days in S.D.:</b>	<b>4.3 days</b>	<b>4.5 days</b>

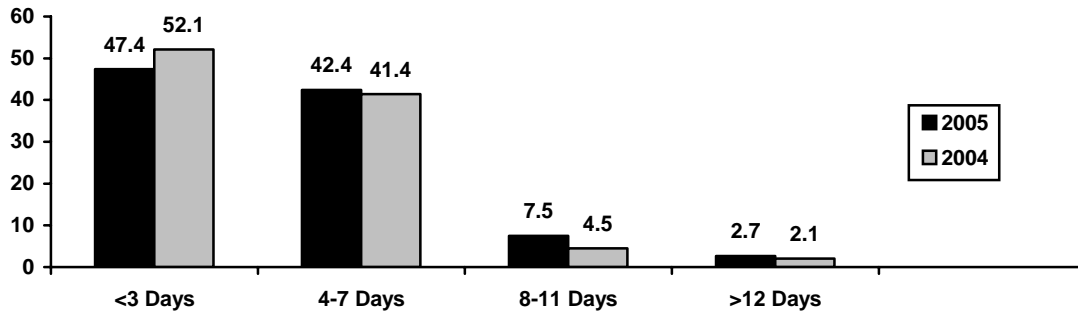
**Total vacation days (In-Target) by percentage: 2005 vs. 2004**



2005 average: 7.7 days

2004 average: 7.1 days

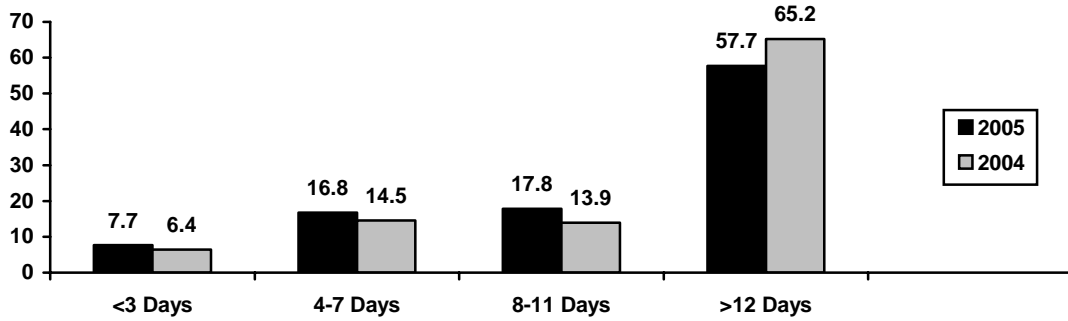
**Total vacation days in South Dakota (In-Target) by percentage: 2005 vs. 2004**



2005 average: 4.2 days

2004 average: 4 days

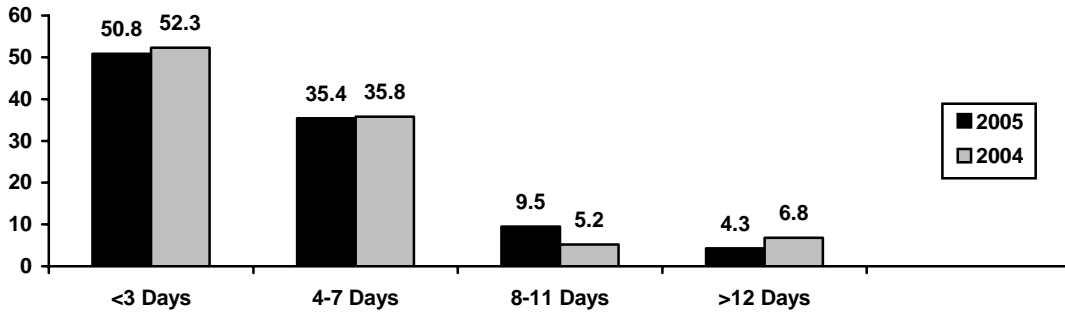
**Total vacation days (Out-of-Target) by percentage: 2005 vs. 2004**



2005 Average: 10.5 days

2004 Average: 12.7 days

**Total vacation days in South Dakota (Out-of-Target) by percentage: 2004 vs. 2003**



2005 Average: 4.3 days

2004 Average: 4.5 days

## DESCRIPTION OF TRAVEL PARTY

---

Size of travel party (In-Target)	2005 Percent	Size of travel party (In-Target)	2004 Percent
1	6.2	1	3.6
2	46.8	2	42.0
3	12.9	3	13.9
4	17.3	4	19.8
5	8.3	5	9.5
6	3.9	6	3.6
7	0.8	7	2.0
8 or more*	3.9	8	1.6
		9	0.2
		10	0.9
		11 or more	2.7

**Average #/party: 3.1 people**

**Average #/party: 3.6 people**

Size of travel party (Out-of-Target)	2005 Percent	Size of travel party (Out-of-Target)	2004 Percent
1	7.6	1	3.4
2	56.4	2	52.0
3	12.0	3	11.8
4	15.0	4	17.3
5	5.1	5	5.9
6	2.1	6	3.9
7	1.2	7	1.6
8 or more*	0.7	8	0.7
		9	0.7
		10	0.0
		11 or more	2.7

**Average #/party: 2.7 people**

**Average #/party: 3.7 people**

\* In 2005 8 or more people was the highest allowed answer.

Age of adults in travel party (In-Target)	2005 Percent	Age of adults in travel party (In-Target)	2004 Percent
19-24	5.3	19-24	2.3
25-34	4.9	25-34	8.7
35-54	39.4	35-54	42.9
55-64	24.8	55-64	20.3
65+	25.7	65+	25.9
<b>Average age:</b>	<b>53.5</b>	<b>Average age:</b>	<b>53 years</b>

Age of adults in travel party (Out-of-Target)	2005 Percent	Age of adults in travel party (Out-of-Target)	2004 Percent
19-24	3.0	19-24	1.6
25-34	3.8	25-34	2.9
35-54	31.2	35-54	27.9
55-64	30.7	55-64	34.9
65+	31.2	65+	32.8
<b>Average age:</b>	<b>56.6</b>	<b>Average age:</b>	<b>58.1 years</b>

Gender of adults in travel party (In-Target)	2005 Percent	Gender of adults in travel party (In-Target)	2004 Percent
Male	46.5	Male	45.3
Female	53.5	Female	54.7

Gender of adults in travel party (Out-of-Target)	2005 Percent	Gender of adults in travel party (Out-of-Target)	2004 Percent
Male	47.6	Male	45.6
Female	52.4	Female	54.4

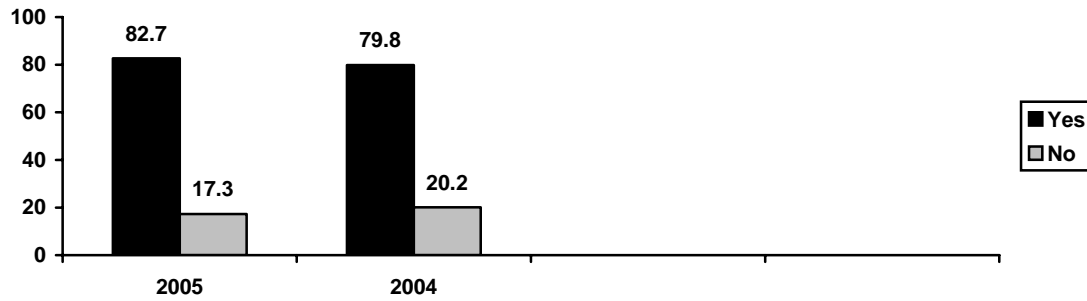
## TRAVEL PLANS TO SOUTH DAKOTA

---

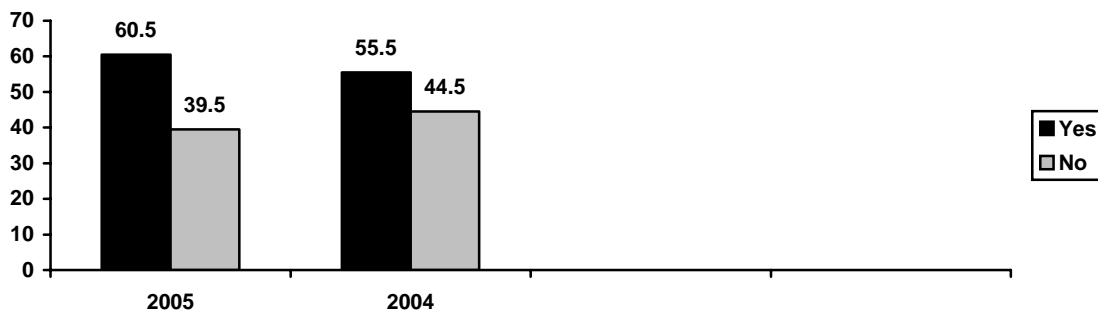
<b>When did you make the decision to come to/ through South Dakota? (In-Target)</b>	<b>2005 Percent</b>	<b>When did you make the decision to come to/ through South Dakota? (In-Target)</b>	<b>2004 Percent</b>
January	11.9	January	9.5
February	11.2	February	9.8
March	8.3	March	12.5
April	9.2	April	13.2
May	14.3	May	18.2
June	15.8	June	17.0
July	23.1	July	10.9
August	0.6	August	2.3
September	1.2	September	0.2
October	1.2	October	0.7
November	1.9	November	1.4
December	1.3	December	4.3

<b>When did you make the decision to come to/ through South Dakota? (Out-of-Target)</b>	<b>2005 Percent</b>	<b>When did you make the decision to come to/ through South Dakota? (Out-of-Target)</b>	<b>2004 Percent</b>
January	18.9	January	12.3
February	7.7	February	8.4
March	11.2	March	7.5
April	11.8	April	13.6
May	11.0	May	15.9
June	11.2	June	22.0
July	20.6	July	10.2
August	2.0	August	2.3
September	0.8	September	0.4
October	1.8	October	1.1
November	1.3	November	2.0
December	1.6	December	4.1

**Have you been to South Dakota before? (In-Target) by percentage:**



**Have you been to South Dakota before? (Out-of-Target) by percentage:**



**How many years ago were you in South Dakota? (In-Target)**

	<b>2005 Percent</b>	<b>2004 Percent</b>
Earlier this year	15.0	22.2
1 year ago	20.6	25.4
2 years ago	6.4	9.1
3 years ago	4.0	6.8
4 years ago	3.7	3.7
5 years ago	6.0	3.7
6 years ago	0.8	0.6
7 years ago	1.0	1.1
8 years ago	1.2	1.4
9 years ago	1.2	0.6
10+ years ago	22.9	25.4

<b>Average:</b>	<b>5.6 years ago</b>	<b>5 years ago</b>
-----------------	----------------------	--------------------

**How many years ago were you in South Dakota? (Out-of-Target)**

	<b>2005 Percent</b>	<b>2004 Percent</b>
Earlier this year	5.6	13.5
1 year ago	11.2	14.8
2 years ago	5.8	11.5
3 years ago	3.9	6.1
4 years ago	4.6	6.6
5 years ago	2.6	4.1
6 years ago	1.2	2.9
7 years ago	1.6	1.6
8 years ago	2.0	1.2
9 years ago	0.7	0.8
10+ years ago	21.4	36.9

<b>Average:</b>	<b>6.8 years ago</b>	<b>6.9 years ago</b>
-----------------	----------------------	----------------------

<b>What in particular prompted you to consider South Dakota? (In-Target)</b>	<b>2005 Percent</b>	<b>What in particular prompted you to consider South Dakota? (In-Target)</b>	<b>2004 Percent</b>
Specific attraction	38.3	Specific attraction	31.6
Family/friends	21.0	Patriotic sites	23.6
Other	24.7*	Family/friends	20.2
Specific event	8.7	Specific event	16.6
Close to home	3.1	Passing through	10.5
Advertisement Newspaper	1.7	Other	4.5**
Advertisement TV	0.8	Close to home	4.3
Advertisement Travel/Outdoor Show	0.8	Never been to S.D. before	2.5
Advertisement Internet/E-mail	0.6	Lewis and Clark Trail	2.3
Advertisement Magazine	0.4	Advertisement seen/heard	1.1
		Business	1.1
		Fishing	1.1
		Just to visit	1.1
		Internet/Web	0.2
		(multiple answers allowed)	

\* Examples of “other” reasons in 2005 included: passing through, the scenery, various conventions, corvette rally, camping, “Deadwood” the series, honeymoon, shopping, charity work, used to live here, and Lewis and Clark Trail.

\*\* Examples of “other” reasons in 2004 included: historical sites, group tour, wanted to come back, birthday/anniversary, convenient location, and researching family history

<b>What in particular prompted you to consider South Dakota? (Out-of-Target)</b>	<b>2005 Percent</b>	<b>What in particular prompted you to consider South Dakota? (Out-of-Target)</b>	<b>2004 Percent</b>
Specific attraction	46.2	Specific attraction	32.7
Family/Friends	20.9	Patriotic sites	26.1
Other*	22.5	Passing through	20.0
Specific Event	6.6	Family/friends	14.5
Close to home	1.0	Specific event	7.7
Advertisement Travel/Outdoor Show	0.8	Other	5.9**
Advertisement Magazine	0.7	Lewis and Clark Trail	4.8
Advertisement Internet/E-mail	0.5	Never been to S.D. before	4.1
Advertisement TV	0.3	Business	2.7
		Close to home	2.0
		Just to visit	1.4
		Advertisement seen/heard	0.5
		(multiple answers allowed)	

\*See above 2005 other category for examples.

\*\* Examples of “other” reasons in 2004 included: scenery, group tour, wanted to come back, missionary trip, gambling, and wanted to see America.

## TRAVEL INFORMATION

---

### While on your vacation, are you using a South Dakota Vacation Guide? (In-Target)\*

	<b>2005 Percent</b>	<b>2004 Percent</b>
Yes	61.1	26.4
No	38.9	73.6

### If yes, when did you receive the vacation guide? (In -Target)

	<b>2005 Percent</b>	<b>2004 Percent</b>
Before coming to South Dakota	39.1	N/A**
After Arriving to South Dakota	60.9	N/A**

### While on your vacation, are you using a South Dakota Vacation Guide? (Out-of-Target)

	<b>2005 Percent</b>	<b>2004 Percent</b>
Yes	60.7	18.9
No	39.3	81.1

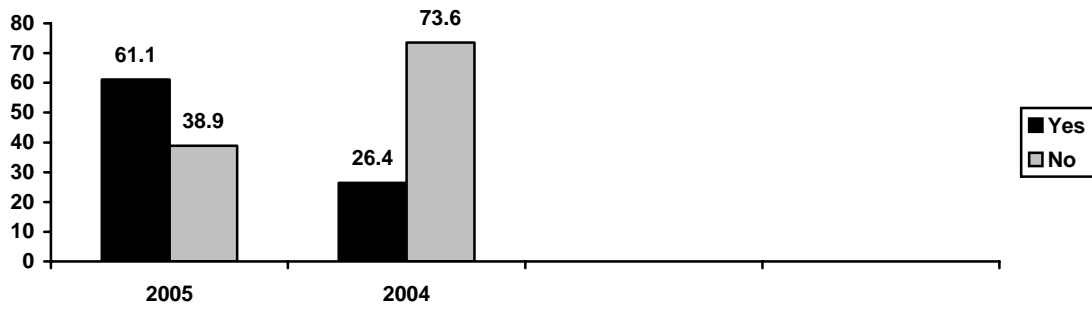
### If yes, when did you receive the vacation guide? (Out-of-Target)

	<b>2005 Percent</b>	<b>2004 Percent</b>
Before coming to South Dakota	40.8	N/A**
After Arriving to South Dakota	59.2	N/A**

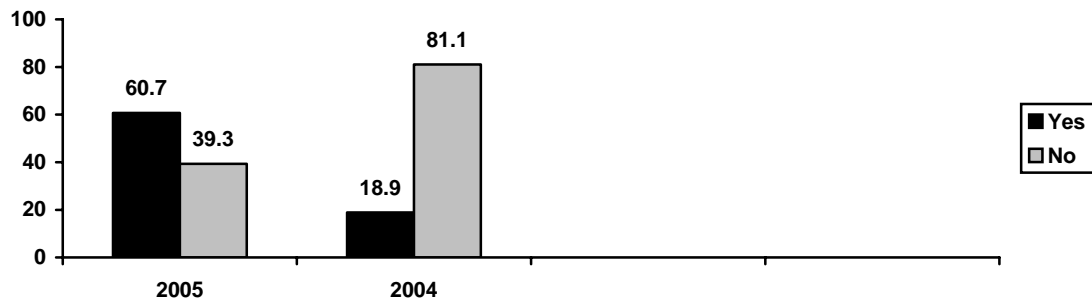
\* The question was worded differently in 2005.

\*\* The question of “when did you receive the vacation guide” was not asked in 2004.

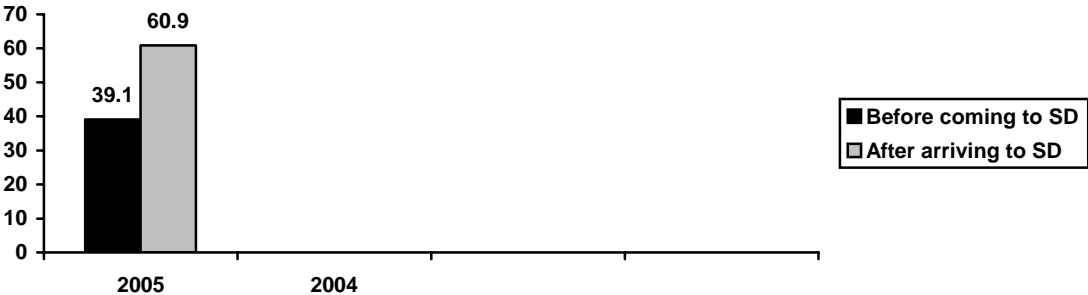
**While on your vacation, are you using a South Dakota Vacation Guide? (In-Target)**



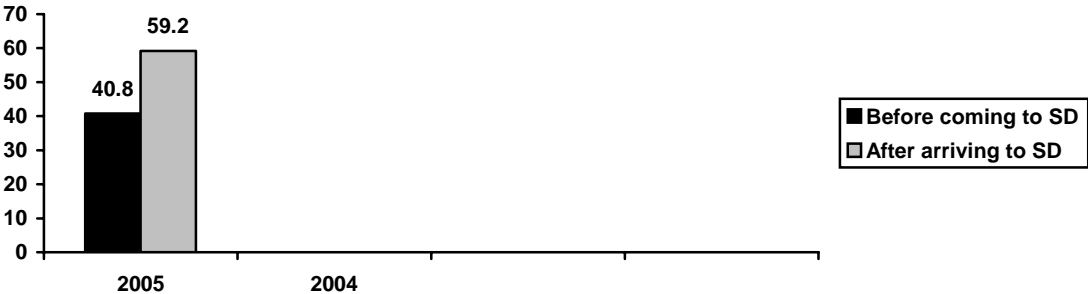
**While on your vacation, are you using a South Dakota Vacation Guide? (Out-of-Target)**



**When did you receive the vacation guide? (In -Target)**



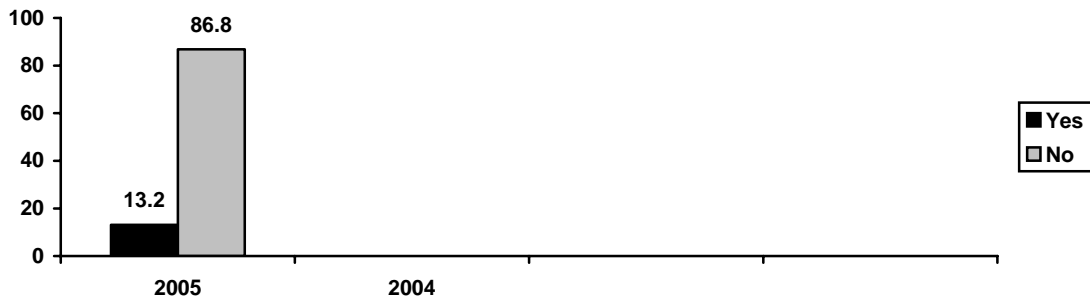
**When did you receive the vacation guide? (Out-of-Target)**



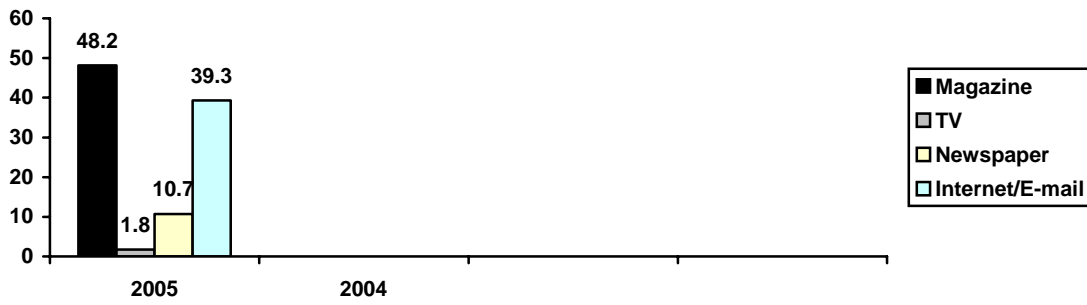
**Are you using a South Dakota vacation package that combines lodging and activities on your trip? (In-Target)**



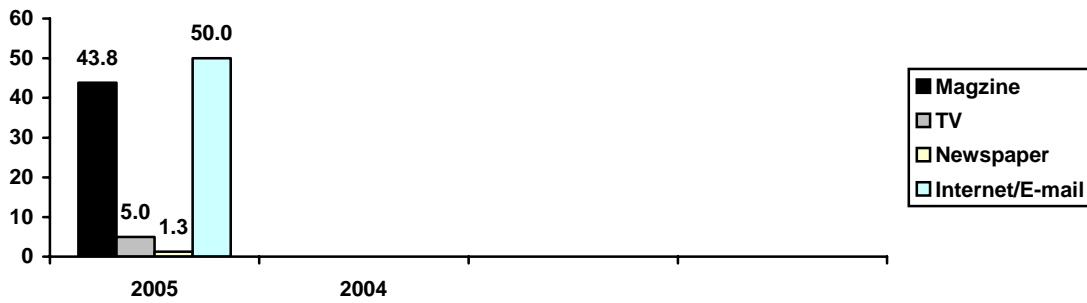
**Are you using a South Dakota vacation package that combines lodging and activities on your trip? (Out-of-Target)**



### Where did you find out about the package? (In-Target)



### Where did you find out about the package? (Out-of-Target)



## SPENDING

---

<b>Total spending per day for entire travel party (In-Target)</b>	<b>2005 Percent</b>	<b>2004 Percent</b>
Less than \$100	37.4	24.8
\$100-199	35.4	50.7
\$200-299	16.2	17.7
\$300-399	6.8	3.9
\$400-499	2.5	1.1
\$500-599	1.2	0.5
\$600-699	0.4	0.0
Over \$700	0.0	1.4
<b>Average spending:</b>	<b>\$170.69 per day</b>	<b>\$170.94 per day</b>

<b>Total spending per day for entire travel party (Out-of-Target)</b>	<b>2005 Percent</b>	<b>2004 Percent</b>
Less than \$100	34.7	25.0
\$100-199	38.5	50.9
\$200-299	19.4	14.3
\$300-399	4.5	5.7
\$400-499	1.7	0.2
\$500-599	1.0	1.1
\$600-699	0.2	0.7
Over \$700	0.0	2.0
<b>Average spending:</b>	<b>\$166.36 per day</b>	<b>\$179.01 per day</b>

Average spending of **all** respondents, 2005: \$168.53 per day

Average spending of **all** respondents, 2004: \$174.97 per day