

Hotel / Tourism Brings Shopper Traffic

32% of US domestic leisure travel activities are spent on shopping

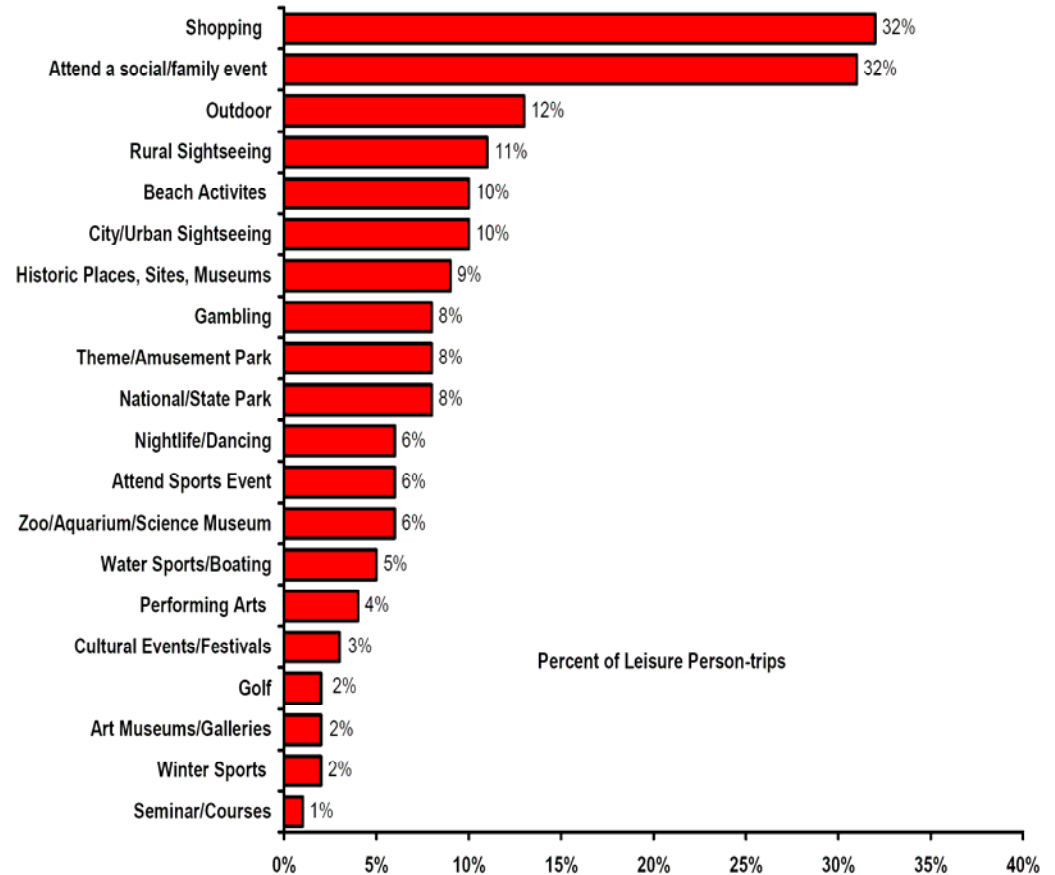
US domestic travel for leisure purposes accounts for 81% of trips

Sample Statistics of leisure travelers:

- Household Trips: 490.1M trip volume
- \$372 average spending on household trip (Excluding transportation)
- 23% day trips / 77% overnight trips
- 49% one trip activity / 44% two or more activities / 7% no activities
- 2.9 nights at a hotel/motel/B&B

Note: Leisure Trip is defined as: “Any trip where the primary purpose of the trip is given as “visit friends or relatives, outdoor recreation, entertainment/sightseeing, or other pleasure/personal.”

LEISURE TRIP ACTIVITIES,



Note: Multiple responses allowed.

Source: Travel Industry Association of America, TravelScope®

