

Trip Expenditures by Visitors from Target Markets

Expenditures for	2016	2017	2018	2019	2020	2021	2022	2023
Lodging	\$380	\$209	\$247	\$250	\$184	\$278	\$322	\$358
Meals/Food/Groceries	\$201	\$143	\$169	\$167	\$156	\$185	\$215	\$235
Entertainment	\$131	\$70	\$85	\$83	\$78	\$100	\$104	\$124
Shopping	\$158	\$129	\$135	\$133	\$170	\$183	\$178	\$199
Transportation	\$104	\$82	\$95	\$97	\$101	\$107	\$133	\$188
Attractions	\$91	\$60	\$64	\$79	\$56	\$72	\$90	\$100
Other	\$36	\$67	\$79	\$75	\$35	\$16	\$65	\$76
Total	\$1,101	\$760	\$873	\$884	\$780	\$941	\$1,107	\$1,280
Per-person/Per-day	\$82	\$83	\$95	\$84	\$98	\$77	\$87	\$105

Source: SMARInsights CY 2023 Marketing Effectiveness Study