

2008 VISITOR EXPENDITURES IN KING COUNTY

Meals and Beverages	\$1,492 Mil.
Lodging	\$1,287 Mil.
Shopping	\$1,128 Mil.
Ground Transportation (local)	\$500 Mil.
Recreation/Entertainment	\$416 Mil.
Grocery & Convenience Items	\$319 Mil.
Total Visitor Expenditures	\$5.14 Billion
Total # of Visitors	9.34 Million

2008 KING COUNTY VISITOR PROFILE

Median Age	40 yrs.
Median Household Income	\$74,300
Average Travel Party Size	2.1 people
Per Day Travel Party Expenditures	\$204
Average # of Nights Stayed	5.7

Purpose of Trip

Pleasure/Vacation/Special Events	43%
Visiting Friends/Relatives	37%
Business	10%
Convention/Conference/Meetings	5%
Other	5%

Transportation to King County

Arrived by Air	51%
Arrived by Auto	46%
Other	3%

Origin of Visitors

Domestic	78%
International	22%

Top 4 States of Residence:

Washington	13%
California	11%
Oregon	7%
Texas	4%

Accommodations in King County

Hotel/Motel	47%
Private Home/Other	53%

From 2008 King County Visitor Impact Study by CIC Research, Inc.