

Hamilton County Benchmark Survey Results

(Saturday, December 7, 2013)

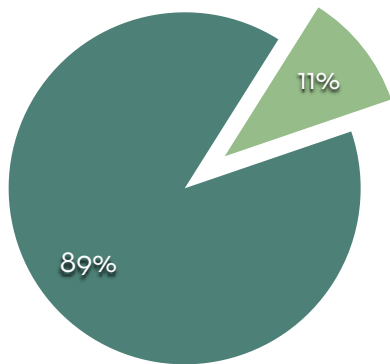
Total emails sent: 137,377 [Hamilton County: 5,164 ARTC: 132,213]

Respondents: 6,882

De-duped: 6,616 [number response data is based on]

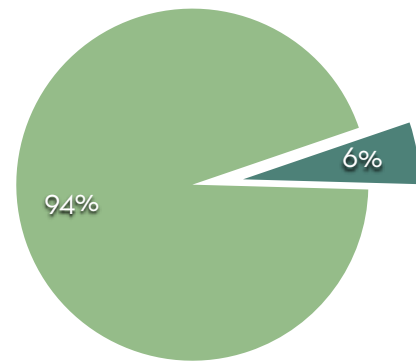
Travel in 2013

● Yes ● No



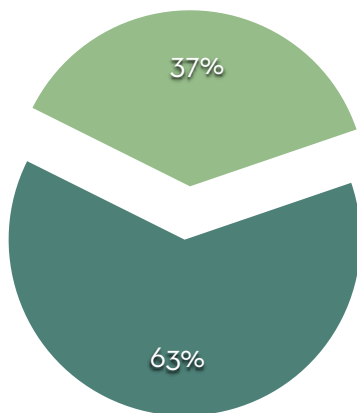
Respondents

● Hamilton Co ● ARTC

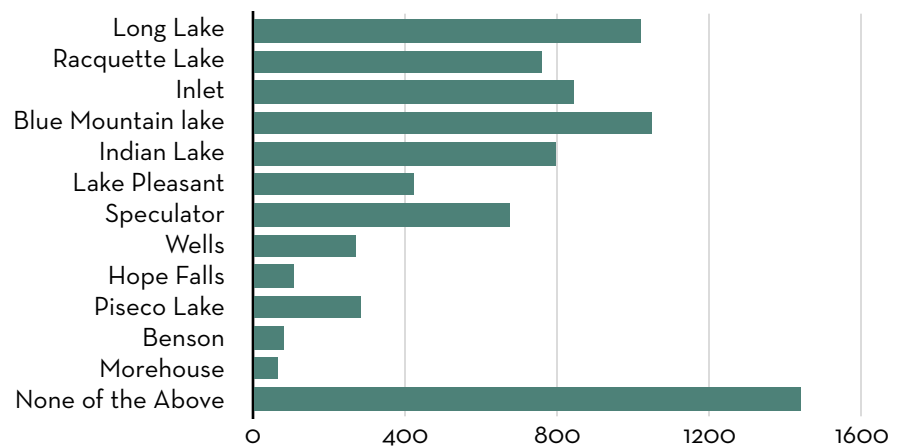


Travel to Adks

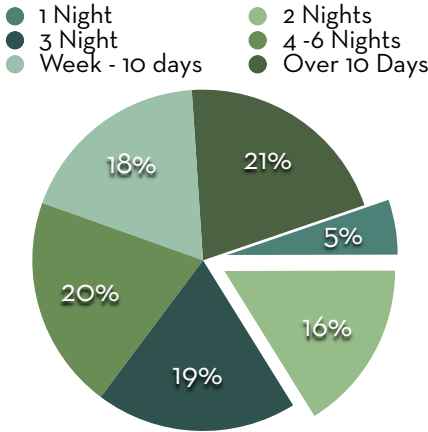
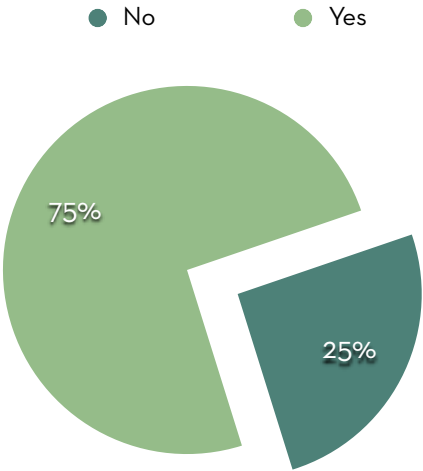
● Yes ● No



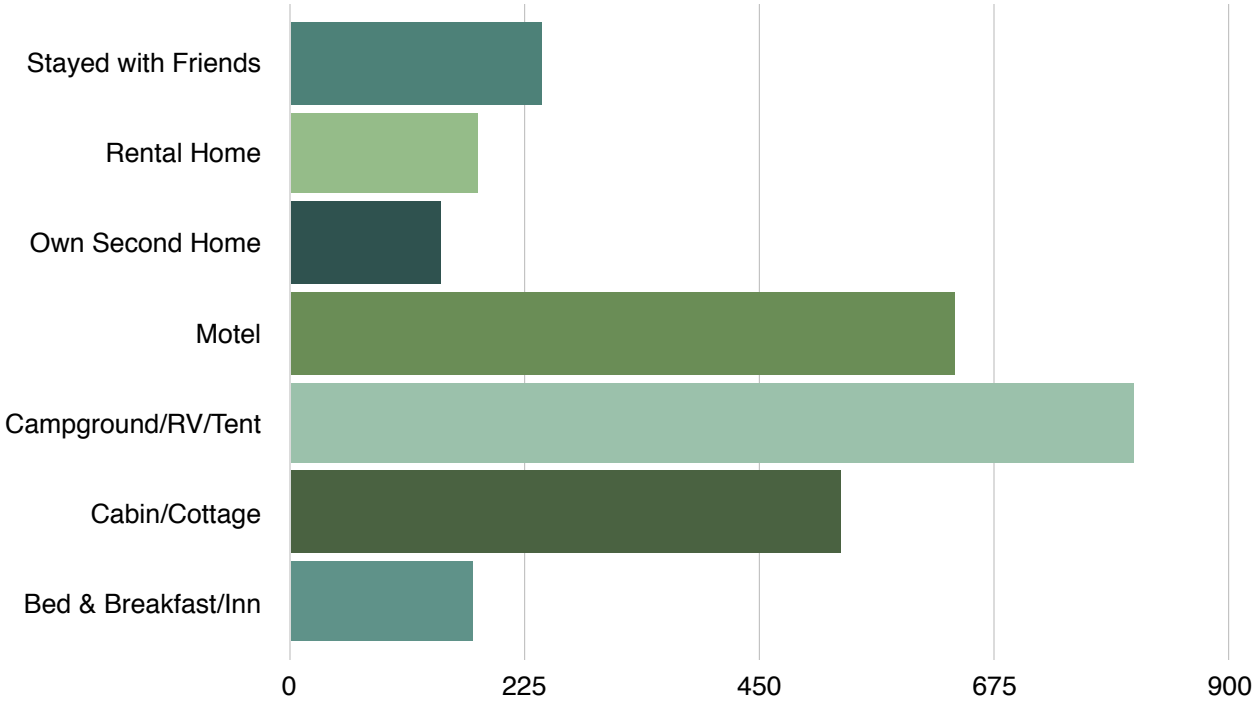
Town Visited



Stay Overnight



Where Stayed

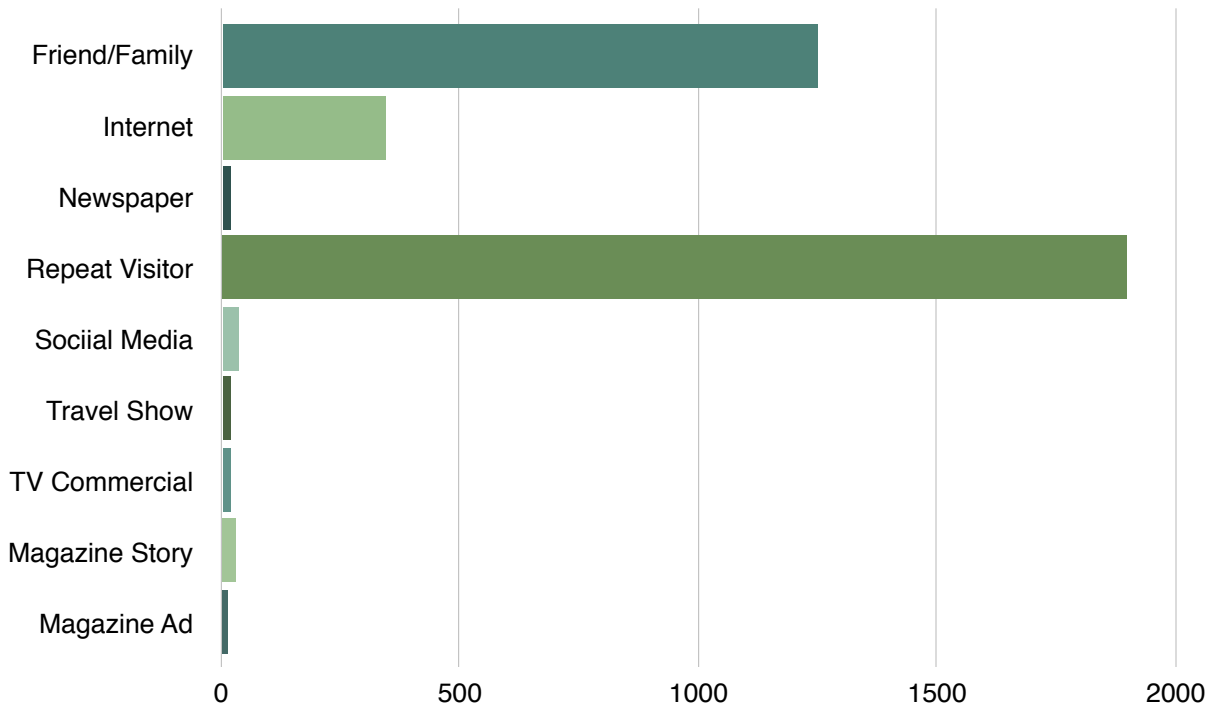


Nights Stayed per Lodging Type

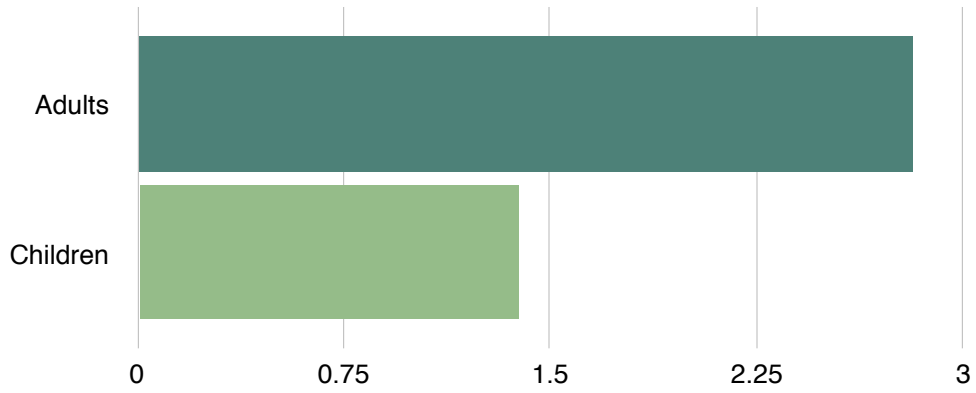
Prop Style	Average nights	Prop Style	Average nights
Stayed with Friends	5.39	Campground/RV/Tent	5.71
Rental Home	6.69	Cabin/Cottage	5.49
Own Second Home	21.06	Bed & Breakfast/Inn	3.32
Motel	3.54		

Average Length of Stay = 5.86 nights

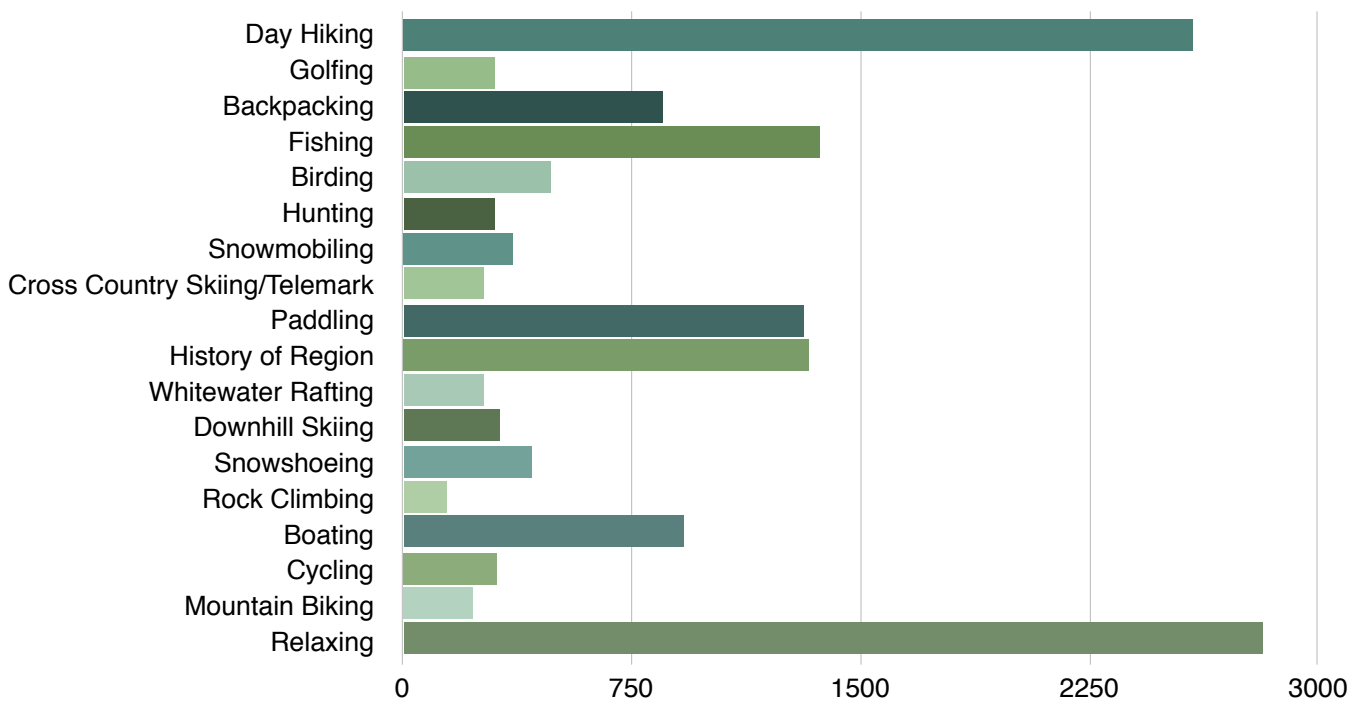
How Heard



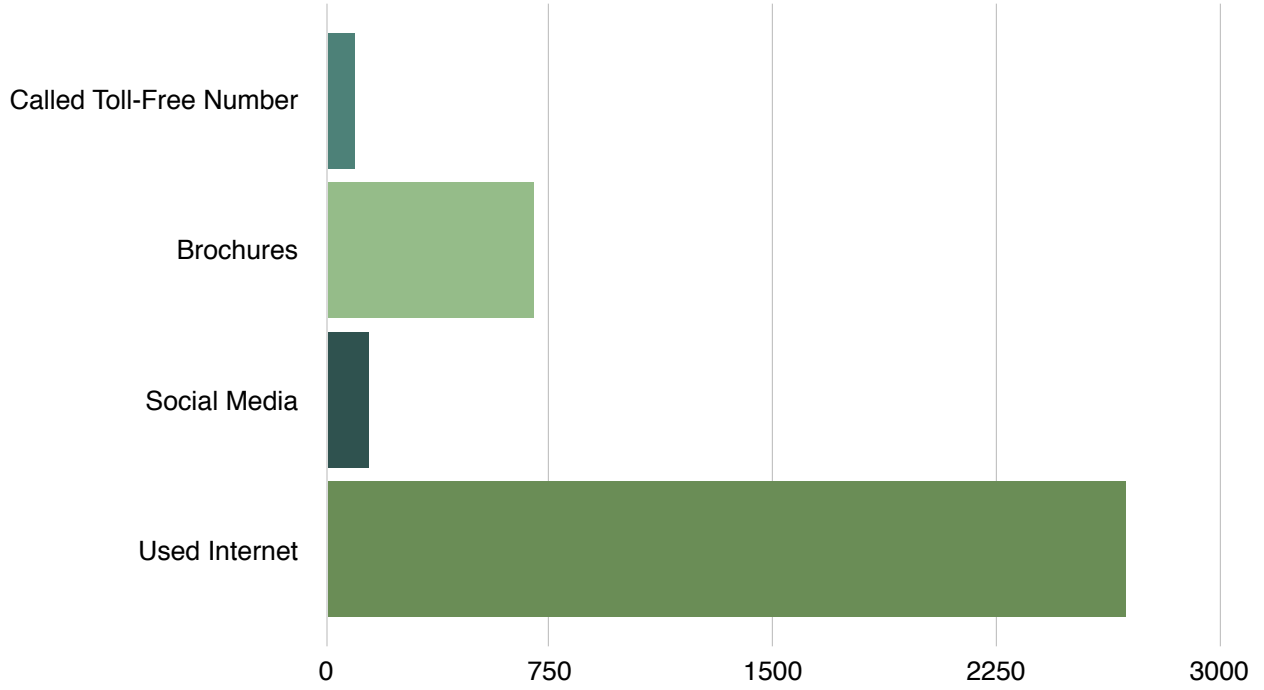
Party Size



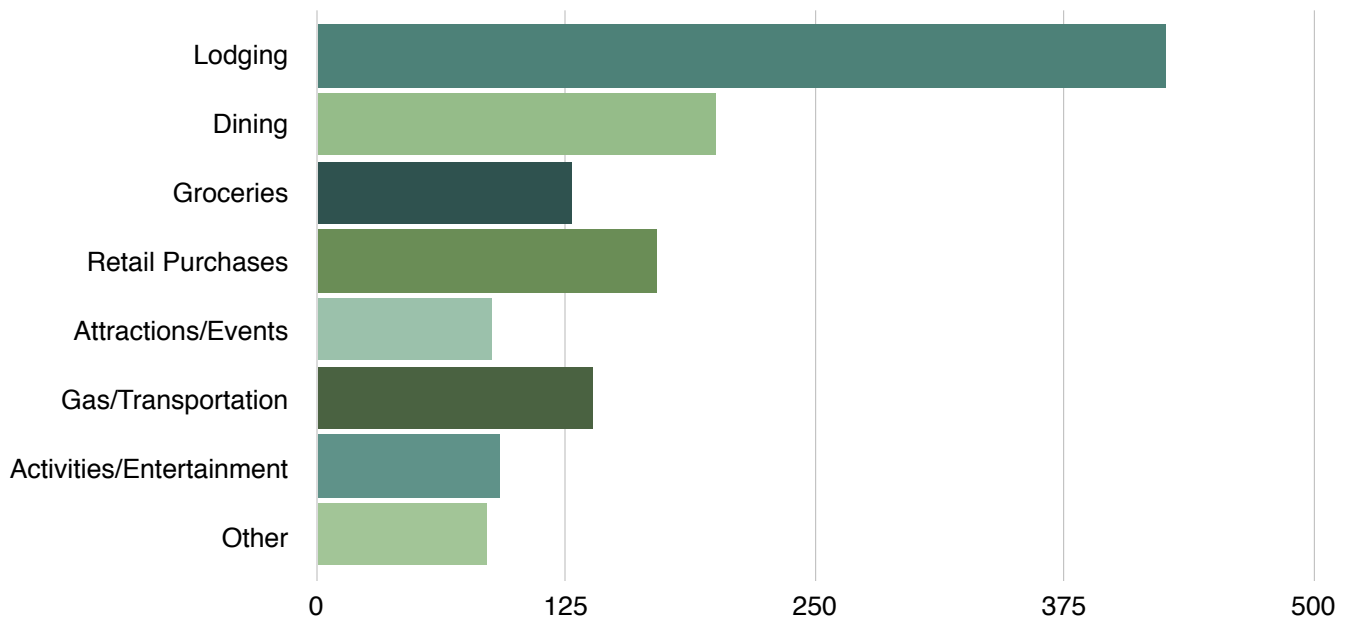
Activities that Attracted



How Researched



Average Expenses



Prop Style	Adults	Kids	Lodging	Dining	Groc.	Retail	Att/ Events	Gas	Ent	Other	Total	avg
Stayed with Friends	2.76	1.27	125.28	187.01	131.16	183.56	78.53	140.29	123.05	60.79	1033.7	164.86
Rental Home	4.51	2.63	1452.98	325.32	257.86	247.82	163.57	160.88	146.64	101.75	2863.96	446.10
Own Second Home	3.13	2.12	473.84	405.32	435.92	354.47	184.40	340.15	196.82	402.82	2798.99	138.50
Motel	2.41	0.96	451.68	263.06	59.88	178.20	107.15	134.53	113.53	121.18	1432.58	386.14
Campground/RV/Tent	3.01	1.54	177.32	127.34	124.14	115	58.47	136.18	72.51	62.07	877.58	118.59
Cabin/Cottage	3.21	1.75	705.60	235.08	160.54	189.09	98.03	149.57	108.16	80.38	1731.41	208.35
Bed & Breakfast/ Inn	2.31	0.73	522.69	242.20	60.48	167.69	104.19	125.10	90.78	76.12	1392.29	348.07
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