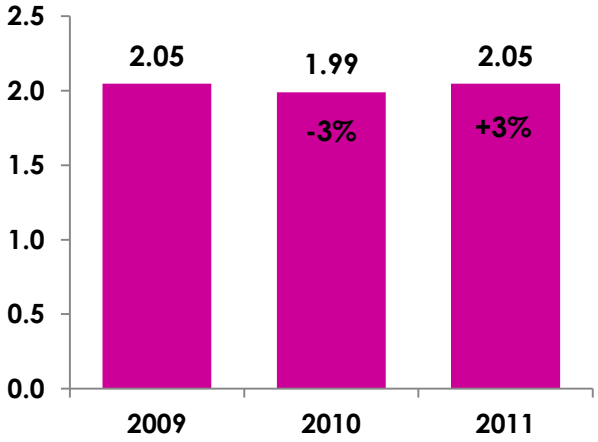
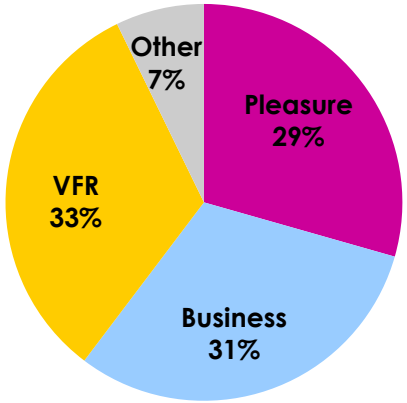
SNAPSHOT: **UNITED STATES**

2,047,600 visitors in 2011	$990,860,000 visitor spending	Total nights: 6,487,200 Paid room nights: 2,685,000

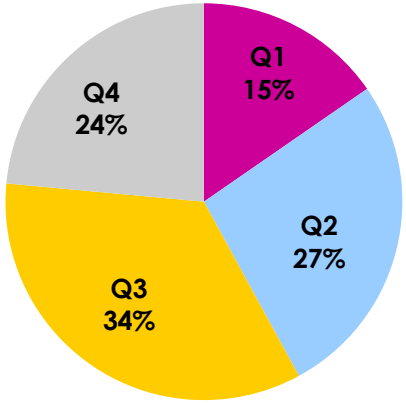
Visitors (millions)



Trip Purpose



Season



Trip Profile

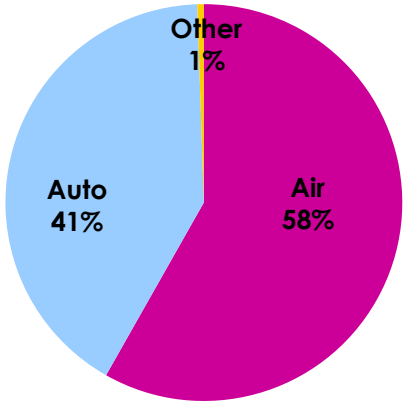
AVG NIGHTS

Total	3.2
Pleasure	3.0
Business	2.6
VFR	3.9

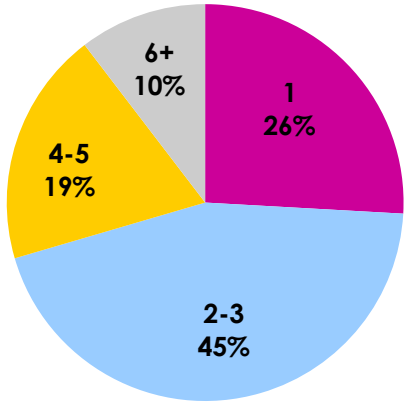
AVG SPENDING BY TRIP PARTY

Total	$796
Pleasure	$980
Business	$955
VFR	$502

Mode of Entry



Nights



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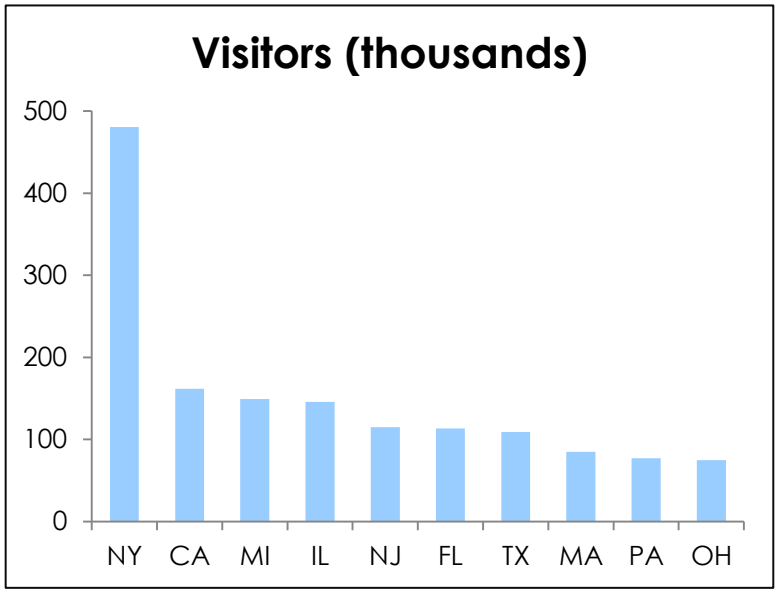
United States Visitors

State	Visitors	Visitor Spending ($ millions)	Total Nights	Avg Nights
TOTAL	2,047,600	990.9	6,487,200	3.2
New York	480,700	167.3	1,323,000	2.8
California	161,800	85.5	707,100	4.4
Michigan	149,000	47.3	306,600	2.1
Illinois	145,500	70.0	515,700	3.5
New Jersey	115,000	56.7	357,500	3.1
Florida	113,300	68.7	520,200	4.6
Texas	108,900	68.7	403,700	3.7
Massachusetts	85,000	46.6	220,200	2.6
Pennsylvania	77,100	29.9	173,000	2.2
Ohio	74,500	28.9	192,300	2.6

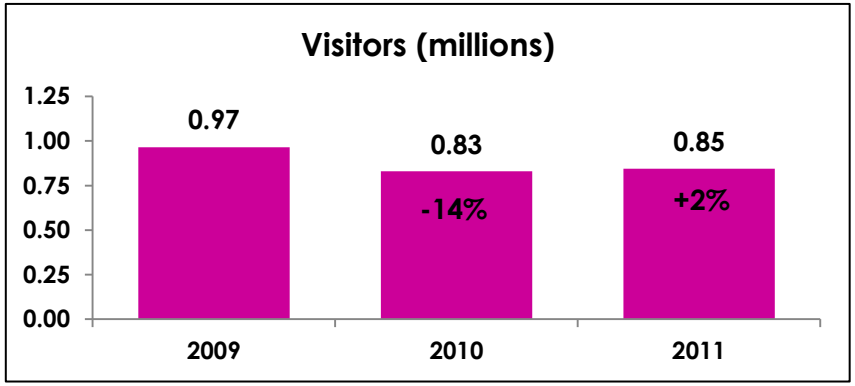


State	Trip Purpose (%)				Season (%)			
	Pleasure	Business	VFR	Other	Q1	Q2	Q3	Q4
TOTAL	29.4	30.9	32.5	7.2	15.4	26.7	34.4	23.5
New York	41.683	14.746	33.222	10.349	16.7	27.1	31.8	24.4
California	21.201	26.353	44.979	7.466	16.4	25.8	33.2	24.7
Michigan	43.024	19.638	28.042	9.296	25.6	19.4	35.2	19.8
Illinois	26.974	32.369	32.291	8.366	12.6	28.4	32.3	26.7
New Jersey	27.342	31.889	37.441	3.328	16.4	21.2	33.8	28.6
Florida	15.683	36.889	37.996	9.432	20.0	29.2	36.4	14.4
Texas	31.681	36.752	24.599	6.968	7.5	23.5	40.0	29.0
Massachusetts	17.920	41.237	40.331	0.512	9.2	27.2	41.0	22.6
Pennsylvania	39.763	29.992	25.849	4.397	12.8	25.6	43.0	18.6
Ohio	28.592	30.564	38.262	2.582	15.7	29.1	31.6	23.7

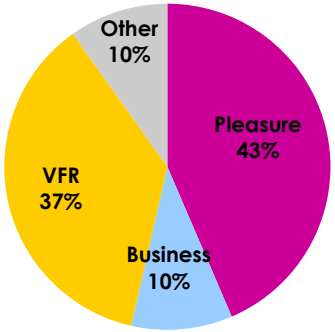
United States Visitors

Auto Arrivals

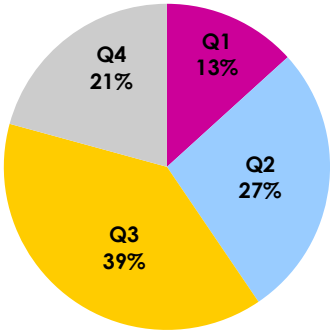
845,100 visitors in 2011	2,304,100 total nights
$243,340,000 spending	791,000 paid room nights



Trip Purpose



Season

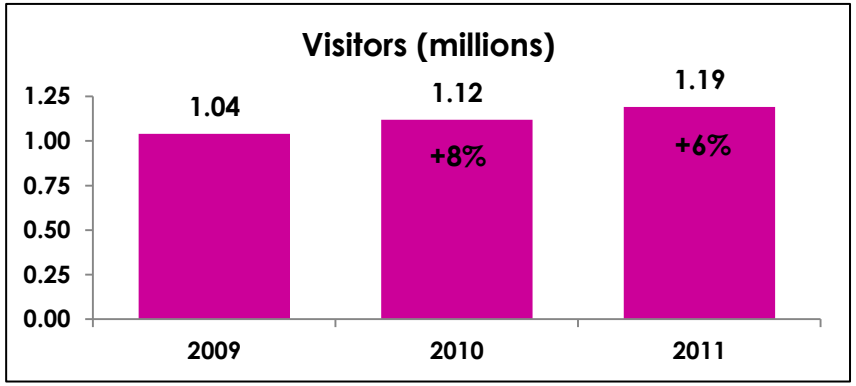


Trip Profile

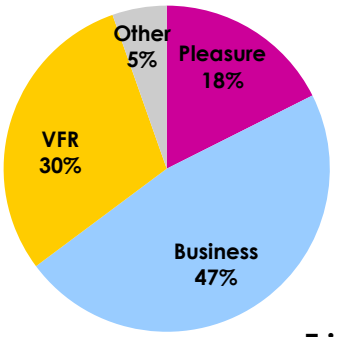
	AVG NIGHTS	AVG SPENDING BY TRIP PARTY
Total	2.8	$633
Pleasure	2.6	$894
Business	2.4	$619
VFR	3.1	$387

Air Arrivals

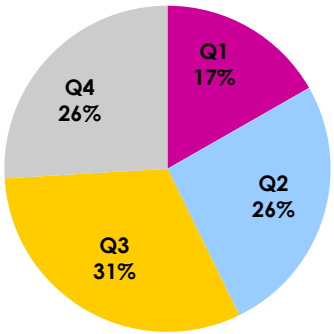
1,191,700 visitors in 2011	4,148,900 total nights
$742,300,000 spending	1,878,000 paid room nights



Trip Purpose



Season



Trip Profile

	AVG NIGHTS	AVG SPENDING BY TRIP PARTY
Total	3.5	$885
Pleasure	3.8	$1,184
Business	2.7	$1,005
VFR	4.6	$578

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