TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018

15th Edition

RKMA MARKET RESEARCH HANDBOOK SERIES

Copyright © 2017 by Richard K. Miller & Associates

All rights reserved. Printed in the United States of America.

Use of the electronic edition of this publication is limited to internal use within the purchasing organization.

The electronic edition may be stored on computers, Intranets, servers, and networks by organizations which have purchased this publication, and those for which an employee has made such purchase. Copies, including multiple copies, may be printed from the electronic edition for use within the purchasing organization.

Libraries may store the electronic edition on an archival database or proxy server for access by library users.

Governmental agencies purchasing this publication may share the content within the agency or department. Universities and colleges may share the information within their campus, but not with other universities. Membership associations may use the information within their internal organization, but may not distribute to their membership.

This publication may not be stored on Internet websites, nor may it be file-shared through the Internet.

This publication may not be resold or distributed without prior written agreement with the publisher.

While every attempt is made to provide accurate information, the author and publisher cannot be held accountable for any errors or omissions.

ISSN 2472-5803 (online)
ISSN 2472-579X (print)

Richard K. Miller & Associates
4132 Atlanta Highway, Suite 110
Loganville, GA 30052
(888) 928-7562
www.rkma.com
## CONTENTS

**PART I: TRAVEL STATISTICS**

1 NATIONAL & STATE TRAVEL STATISTICS .......................................................... 26  
   1.1 Market Summary ......................................................................................... 26  
   1.2 State-by-State Travel Spending ................................................................. 27  
   1.3 Market Resources ..................................................................................... 28  

2 CITY-BY-CITY TOURISM & SPENDING .............................................................. 29  
   2.1 Overview ................................................................................................. 29  
   2.2 Travel and Tourism Statistics ................................................................. 29  

3 CITY-BY-CITY TRAVEL SURVEY ................................................................... 59  
   3.1 Overview ................................................................................................ 59  
   3.2 Business Trips ......................................................................................... 59  
   3.3 Business Air Travel .................................................................................. 60  
   3.4 International Air Travel ............................................................................ 62  
   3.5 Hotel Stays ............................................................................................... 63  
   3.6 Rental Car Use ......................................................................................... 65  
   3.7 Ocean Cruises ......................................................................................... 66  

4 MOST-VISITED CITIES .................................................................................... 68  
   4.1 Most-Visited Cities .................................................................................. 68  

5 MOST-VISITED TOURIST ATTRACTIONS ..................................................... 69  
   5.1 Most-Visited Tourist Attractions .............................................................. 69  

6 INTERNATIONAL TRAVEL ............................................................................ 72  
   6.1 Market Assessment .................................................................................. 72  
   6.2 U.S. Passports ......................................................................................... 73  
   6.3 Outbound Travel ...................................................................................... 73  
   6.4 Inbound Travel ......................................................................................... 74  
   6.5 International Arrivals .............................................................................. 75  
   6.6 International Visitor Spending ................................................................. 77  
   6.7 International Visitors to Select Destinations .......................................... 77  
   6.8 Market Resources ................................................................................... 78  

7 PUBLICLY TRADED CORPORATIONS ......................................................... 79  
   7.1 Overview ................................................................................................ 79  
   7.2 Top Metropolitan Markets 2016 ............................................................... 79  

*TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018*  
• 5 •
TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PART III: ATTRACTIONS &amp; TOURIST ACTIVITIES</td>
<td>134</td>
</tr>
<tr>
<td>20 ADVENTURE TRAVEL</td>
<td>135</td>
</tr>
<tr>
<td>20.1 Overview</td>
<td>135</td>
</tr>
<tr>
<td>20.2 Market Assessment</td>
<td>135</td>
</tr>
<tr>
<td>20.3 Adventure Festivals</td>
<td>136</td>
</tr>
<tr>
<td>20.4 Mountaineering</td>
<td>137</td>
</tr>
<tr>
<td>20.5 Surfing</td>
<td>137</td>
</tr>
<tr>
<td>20.6 Skydiving</td>
<td>138</td>
</tr>
<tr>
<td>20.7 Zipline Canopy Tours</td>
<td>138</td>
</tr>
<tr>
<td>20.8 Market Resources</td>
<td>139</td>
</tr>
<tr>
<td>21 AGRITOURISM</td>
<td>140</td>
</tr>
<tr>
<td>21.1 Overview</td>
<td>140</td>
</tr>
<tr>
<td>21.2 Entertainment Farms</td>
<td>141</td>
</tr>
<tr>
<td>21.3 Living History Farms</td>
<td>142</td>
</tr>
<tr>
<td>21.4 WWOOF Farms</td>
<td>142</td>
</tr>
<tr>
<td>22 AMUSEMENT PARKS</td>
<td>143</td>
</tr>
<tr>
<td>22.1 Market Assessment</td>
<td>143</td>
</tr>
<tr>
<td>22.2 City-by-City Survey</td>
<td>144</td>
</tr>
<tr>
<td>22.3 Most-Visited Amusement Parks</td>
<td>144</td>
</tr>
<tr>
<td>22.4 Market Resources</td>
<td>145</td>
</tr>
<tr>
<td>23 ARCHITECTURAL TOURISM</td>
<td>146</td>
</tr>
<tr>
<td>23.1 America's Favorite Structures</td>
<td>146</td>
</tr>
<tr>
<td>23.2 Museums and Cultural Centers</td>
<td>147</td>
</tr>
<tr>
<td>23.3 Frank Lloyd Wright Buildings</td>
<td>149</td>
</tr>
<tr>
<td>23.4 Architectural Walking Tours</td>
<td>150</td>
</tr>
<tr>
<td>24 BEACHES</td>
<td>152</td>
</tr>
<tr>
<td>24.1 Travel to Beaches</td>
<td>152</td>
</tr>
<tr>
<td>24.2 Most-Visited Beaches</td>
<td>152</td>
</tr>
<tr>
<td>24.3 Top Beaches</td>
<td>153</td>
</tr>
<tr>
<td>24.4 Regional Beaches</td>
<td>154</td>
</tr>
<tr>
<td>24.5 Best Beach Cities and Towns</td>
<td>159</td>
</tr>
<tr>
<td>24.6 Best Beach Resorts</td>
<td>160</td>
</tr>
<tr>
<td>24.7 Beaches With Ecological Integrity</td>
<td>160</td>
</tr>
<tr>
<td>Chapter</td>
<td>Section</td>
</tr>
<tr>
<td>---------</td>
<td>---------</td>
</tr>
<tr>
<td>31</td>
<td>College Towns &amp; Campuses</td>
</tr>
<tr>
<td>31.1</td>
<td>College Towns</td>
</tr>
<tr>
<td>31.2</td>
<td>Most Beautiful College Campuses</td>
</tr>
<tr>
<td>31.3</td>
<td>Travel For College Football Games</td>
</tr>
<tr>
<td>31.4</td>
<td>Public Art</td>
</tr>
<tr>
<td>32</td>
<td>Culinary Tourism</td>
</tr>
<tr>
<td>32.1</td>
<td>Traveler Dining</td>
</tr>
<tr>
<td>32.2</td>
<td>Culinary Destinations</td>
</tr>
<tr>
<td>32.3</td>
<td>Sampling Tours</td>
</tr>
<tr>
<td>32.4</td>
<td>Culinary Arts Programs</td>
</tr>
<tr>
<td>32.5</td>
<td>Restaurants at Tourist Attractions</td>
</tr>
<tr>
<td>32.6</td>
<td>Food &amp; Wine Festivals</td>
</tr>
<tr>
<td>32.7</td>
<td>Winery Tours</td>
</tr>
<tr>
<td>32.8</td>
<td>Whiskey and Bourbon Trails</td>
</tr>
<tr>
<td>32.9</td>
<td>Market Resources</td>
</tr>
<tr>
<td>33</td>
<td>Cultural Districts</td>
</tr>
<tr>
<td>33.1</td>
<td>Overview</td>
</tr>
<tr>
<td>33.2</td>
<td>Metropolitan Cultural Districts</td>
</tr>
<tr>
<td>33.3</td>
<td>State Programs</td>
</tr>
<tr>
<td>33.4</td>
<td>Museum Districts</td>
</tr>
<tr>
<td>33.5</td>
<td>Market Resources</td>
</tr>
<tr>
<td>34</td>
<td>Entertainment Districts</td>
</tr>
<tr>
<td>34.1</td>
<td>Entertainment Districts</td>
</tr>
<tr>
<td>34.2</td>
<td>Live Music Centers</td>
</tr>
<tr>
<td>34.3</td>
<td>Top Clubs</td>
</tr>
<tr>
<td>35</td>
<td>Experiential Tourism</td>
</tr>
<tr>
<td>35.1</td>
<td>Overview</td>
</tr>
<tr>
<td>35.2</td>
<td>Extreme Adventures</td>
</tr>
<tr>
<td>35.3</td>
<td>Fantasy Adventure Camps</td>
</tr>
<tr>
<td>35.4</td>
<td>Racing Schools and Driving Experiences</td>
</tr>
<tr>
<td>35.5</td>
<td>Sports Adventures</td>
</tr>
<tr>
<td>36</td>
<td>Fishing</td>
</tr>
<tr>
<td>36.1</td>
<td>Market Assessment</td>
</tr>
<tr>
<td>36.2</td>
<td>Fishing Trips</td>
</tr>
<tr>
<td>36.3</td>
<td>Bass Fishing</td>
</tr>
<tr>
<td>36.4</td>
<td>Tournaments</td>
</tr>
<tr>
<td>37</td>
<td>Golf Travel</td>
</tr>
<tr>
<td>37.1</td>
<td>Participation</td>
</tr>
</tbody>
</table>
37.2 Golf Travel .................................................................................. 232
37.3 Golf Courses ............................................................................. 233
37.4 Golf Communities .................................................................... 233
37.5 Market Resources ..................................................................... 234

38 GUEST RANCHES ...................................................................... 235
38.1 Overview ..................................................................................... 235
38.2 Popular Guest Ranches ................................................................ 236
38.3 Market Resources ..................................................................... 238

39 HIKING ......................................................................................... 239
39.1 Overview ..................................................................................... 239
39.2 Top Trails ................................................................................... 239
39.3 National Trails ........................................................................... 239
39.4 Best Trails By State ................................................................... 240
39.5 Hut-to-Hut Hiking ...................................................................... 244

40 HISTORICAL MARKERS .............................................................. 245
40.1 State Historical Markers ............................................................. 245
40.2 Historical Marker Database ......................................................... 249

41 HISTORIC SITES ........................................................................ 251
41.1 Overview ..................................................................................... 251
41.2 Visitor Demographics .................................................................. 251
41.3 Publically and Privately Operated Historic Sites ......................... 253
41.4 Market Resources ..................................................................... 253

42 HUNTING ..................................................................................... 254
42.1 Market Assessment ...................................................................... 254
42.2 Hunting Trips .............................................................................. 254
42.3 Market Trends ............................................................................. 255
42.4 Private Hunting Ranches .............................................................. 255

43 ISLANDS ....................................................................................... 256
43.1 Condé Nast Traveler Readers’ Choice Awards ............................. 256
43.2 Travel + Leisure World’s Best Awards .......................................... 256
43.3 TripAdvisor’s Travelers’ Choice Poll ............................................. 257
43.4 USA Today’s Readers’ Choice Poll ................................................ 257

44 LEARNING VACATIONS ............................................................... 258
44.1 Market Assessment ...................................................................... 258
44.2 Artistic Getaways ........................................................................ 258
44.3 Educational Cruises ..................................................................... 259
44.4 Language and Culture Vacations .................................................. 259
44.5 Science-Based Adventures .................................................. 259
44.6 Writers' Workshops ............................................................. 260

45 MEDICAL TOURISM ............................................................ 261
45.1 Overseas Patients ............................................................... 261
45.2 Traveling Abroad for Medical Procedures .............................. 261
45.3 Market Resources ............................................................. 262

46 MOUNTAIN DESTINATIONS ................................................ 263
46.1 Mountain Attractions .......................................................... 263
46.2 Mountain Towns ................................................................. 263
46.3 Economic Impact ............................................................... 264
46.4 Market Resources ............................................................. 265

47 NATIONAL HISTORIC & SCENIC TRAILS .................................. 266
47.1 Overview ........................................................................ 266
47.2 National Historic Trails ....................................................... 266
47.3 National Scenic Trails .......................................................... 267
47.4 Market Resources ............................................................. 267

48 NATIONAL HISTORIC LANDMARKS ........................................ 268
48.1 Overview ........................................................................ 268
48.2 Landmarks By State ............................................................ 268
48.3 Market Resources ............................................................. 269

49 NATIONAL SCENIC BYWAYS .................................................. 270
49.1 Overview ........................................................................ 270
49.2 List Of National Scenic Byways ........................................... 270
49.3 Market Resources ............................................................. 274

50 POP CULTURE ATTRACTIONS ................................................. 275
50.1 Pop Culture-Themed Museums .......................................... 275
50.2 Movie Studios and Set Locales ............................................. 276
50.3 Television Series Settings ................................................... 277
50.4 Celebrity-Focused Attractions ............................................ 277
50.5 Nostalgic Sites ................................................................. 278

51 PRESIDENTIAL SITES ............................................................ 280
51.1 Presidential Libraries .......................................................... 280
51.2 President’s Homes and Historic Sites .................................. 281
51.3 President’s Gravesites ......................................................... 281

52 RAILWAY EXCURSIONS .......................................................... 283
52.1 Scenic and Tourists Excursions ......................................... 283
52.2 Scheduled Rail Excursions. .................................................. 283
52.3 Market Resources. ............................................................... 284

53 RECREATIONAL BOATING. ....................................................... 285
53.1 Boat Ownership. ................................................................. 285
53.2 Market Assessment. ............................................................. 286
53.3 Boat Shows. ....................................................................... 287
53.4 Marinas. ......................................................................... 287
53.5 Market Resources. ............................................................... 287

54 RECREATIONAL VEHICLES. ...................................................... 289
54.1 Market Assessment. ............................................................. 289
54.2 Demographics. ................................................................. 289
54.3 The RV Traveler Lifestyle. .................................................... 290
54.4 Top Rated RV Campgrounds and Resorts. ................................ 291
54.5 Market Resources. ............................................................... 292

55 ROMANTIC DESTINATIONS & HONEYMOONS. ......................... 293
55.1 Romantic Getaways. ............................................................ 293
55.2 Romantic Destinations. ........................................................ 293
55.3 Destination Weddings. ....................................................... 293
55.4 Honeymoon Travel. ............................................................. 294
55.5 Honeymoon Destinations. ..................................................... 294
55.6 Valentine’s Day Travel. ......................................................... 295
55.7 Anniversary Travel. ............................................................. 295

56 SCUBA TRAVEL. ................................................................. 296
56.1 Market Assessment. ............................................................ 296
56.2 Top Dive Destinations. ........................................................ 296
56.3 Underwater Attractions. ....................................................... 297
56.4 Sunken Treasures. ............................................................. 297
56.5 Undersea Art. ................................................................. 298
56.6 Market Resources. ............................................................... 298

57 SKI TRAVEL. ................................................................. 299
57.1 Market Assessment. ............................................................ 299
57.2 Skier Demographics. .......................................................... 299
57.3 Ski Resorts: State-by-State. ................................................... 300
57.4 Top Ski Resorts. ............................................................... 300
57.5 Market Resources. ............................................................... 301

58 SPAS & WELLNESS TOURISM. .................................................. 302
58.1 Overview. ....................................................................... 302
58.2 Spa Vacations. ............................................................... 302
<table>
<thead>
<tr>
<th>SPIRITUAL &amp; RELIGIOUS SITES</th>
<th>305</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>305</td>
</tr>
<tr>
<td>Prominent Sites</td>
<td>305</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPORTS TRAVEL</th>
<th>309</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Assessment</td>
<td>309</td>
</tr>
<tr>
<td>Favorite Cities For Sports Travel</td>
<td>310</td>
</tr>
<tr>
<td>Youth Sports Travel</td>
<td>310</td>
</tr>
<tr>
<td>Baseball Spring Training</td>
<td>311</td>
</tr>
<tr>
<td>Sports-Specialist Travel Agencies</td>
<td>311</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPRING BREAK</th>
<th>312</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>312</td>
</tr>
<tr>
<td>Top Destinations</td>
<td>312</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>THEATRE</th>
<th>314</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>314</td>
</tr>
<tr>
<td>Broadway Theatre</td>
<td>314</td>
</tr>
<tr>
<td>Las Vegas Shows</td>
<td>314</td>
</tr>
<tr>
<td>Branson Theater</td>
<td>315</td>
</tr>
<tr>
<td>Market Resources</td>
<td>315</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOURIST ATTRACTIONS</th>
<th>316</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview</td>
<td>316</td>
</tr>
<tr>
<td>Aerial Tramways</td>
<td>316</td>
</tr>
<tr>
<td>Air Shows</td>
<td>316</td>
</tr>
<tr>
<td>Boardwalks</td>
<td>318</td>
</tr>
<tr>
<td>Carousels</td>
<td>318</td>
</tr>
<tr>
<td>Caves</td>
<td>319</td>
</tr>
<tr>
<td>Cemeteries</td>
<td>320</td>
</tr>
<tr>
<td>Chinatown Districts</td>
<td>321</td>
</tr>
<tr>
<td>Corn Mazes</td>
<td>322</td>
</tr>
<tr>
<td>Ethnic Culture In Communities</td>
<td>323</td>
</tr>
<tr>
<td>Factory Tours &amp; Corporate Visitor Centers</td>
<td>326</td>
</tr>
<tr>
<td>Ferris Wheels</td>
<td>327</td>
</tr>
<tr>
<td>Flea Markets</td>
<td>328</td>
</tr>
<tr>
<td>Fountains</td>
<td>330</td>
</tr>
<tr>
<td>Ghost Tours</td>
<td>331</td>
</tr>
<tr>
<td>Ghost Towns</td>
<td>331</td>
</tr>
<tr>
<td>Historic Highways</td>
<td>332</td>
</tr>
<tr>
<td>Hot Springs</td>
<td>334</td>
</tr>
<tr>
<td>Page Number</td>
<td>Section Title</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>63.19</td>
<td>Lighthouses</td>
</tr>
<tr>
<td>63.20</td>
<td>Marathons</td>
</tr>
<tr>
<td>63.21</td>
<td>Native-American Culture</td>
</tr>
<tr>
<td>63.22</td>
<td>Neighborhoods</td>
</tr>
<tr>
<td>63.23</td>
<td>Observation Decks</td>
</tr>
<tr>
<td>63.24</td>
<td>Piers</td>
</tr>
<tr>
<td>63.25</td>
<td>Quirky Roadside Landmarks</td>
</tr>
<tr>
<td>64.1</td>
<td>TRAVELER SHOPPING</td>
</tr>
<tr>
<td>64.2</td>
<td>Market Assessment</td>
</tr>
<tr>
<td>64.3</td>
<td>Where Travelers Shop</td>
</tr>
<tr>
<td>64.4</td>
<td>Most-Visited Malls</td>
</tr>
<tr>
<td>64.5</td>
<td>Local Arts and Crafts</td>
</tr>
<tr>
<td>65.1</td>
<td>VOLUNTOURISM</td>
</tr>
<tr>
<td>65.2</td>
<td>Overview</td>
</tr>
<tr>
<td>65.3</td>
<td>Volunteer Vacations</td>
</tr>
<tr>
<td>65.4</td>
<td>Hotel-Coordinated Volunteer Programs</td>
</tr>
<tr>
<td>65.5</td>
<td>Market Resources</td>
</tr>
<tr>
<td>66.1</td>
<td>WALKING</td>
</tr>
<tr>
<td>66.2</td>
<td>Overview</td>
</tr>
<tr>
<td>66.3</td>
<td>Top Walking Cities</td>
</tr>
<tr>
<td>66.4</td>
<td>Scenic City Walks</td>
</tr>
<tr>
<td>66.5</td>
<td>City Parks</td>
</tr>
<tr>
<td>66.6</td>
<td>Pedestrian Bridges</td>
</tr>
<tr>
<td>66.7</td>
<td>River Walks</td>
</tr>
<tr>
<td>66.8</td>
<td>Beach Walks</td>
</tr>
<tr>
<td>66.9</td>
<td>No-Cars-Allowed</td>
</tr>
<tr>
<td>67.1</td>
<td>WILDLIFE WATCHING</td>
</tr>
<tr>
<td>67.2</td>
<td>Market Assessment</td>
</tr>
<tr>
<td>67.3</td>
<td>Wildlife Watching Destinations</td>
</tr>
<tr>
<td>67.4</td>
<td>Safaris in the U.S.</td>
</tr>
<tr>
<td>67.5</td>
<td>Whale Watching</td>
</tr>
<tr>
<td>67.6</td>
<td>Dolphin Encounters</td>
</tr>
<tr>
<td>68.1</td>
<td>WONDERS OF THE UNITED STATES</td>
</tr>
<tr>
<td>68.2</td>
<td>Ancient Sites</td>
</tr>
<tr>
<td>68.3</td>
<td>National Wonders</td>
</tr>
<tr>
<td>68.4</td>
<td>Man-Made Wonders</td>
</tr>
<tr>
<td>68.5</td>
<td>The Most Beautiful Places in America</td>
</tr>
<tr>
<td>Section</td>
<td>Title</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td>69</td>
<td>WORLD HERITAGE SITES.</td>
</tr>
<tr>
<td>69.1</td>
<td>Overview.</td>
</tr>
<tr>
<td>69.2</td>
<td>World Heritage Sites in the U.S.</td>
</tr>
<tr>
<td>69.3</td>
<td>Market Resources.</td>
</tr>
<tr>
<td>70</td>
<td>ZOOS &amp; AQUARIUMS</td>
</tr>
<tr>
<td>70.1</td>
<td>Market Assessment.</td>
</tr>
<tr>
<td>70.2</td>
<td>Most-Visited Zoos and Aquariums.</td>
</tr>
<tr>
<td>70.3</td>
<td>Accredited Zoos and Aquariums.</td>
</tr>
<tr>
<td>70.4</td>
<td>Market Resources.</td>
</tr>
<tr>
<td>PART IV:</td>
<td>AWARD-WINNING DESTINATIONS &amp; HOSPITALITY.</td>
</tr>
<tr>
<td>71</td>
<td>AWARD-WINNING AIRLINES.</td>
</tr>
<tr>
<td>71.1</td>
<td>Condé Nast Traveler Reader Poll.</td>
</tr>
<tr>
<td>71.2</td>
<td>J.D. Power Customer Satisfaction Survey.</td>
</tr>
<tr>
<td>71.3</td>
<td>Travel + Leisure Readers’ Choice Awards.</td>
</tr>
<tr>
<td>72</td>
<td>AWARD-WINNING AIRPORTS.</td>
</tr>
<tr>
<td>72.1</td>
<td>J.D. Power Customer Satisfaction Survey.</td>
</tr>
<tr>
<td>72.2</td>
<td>Travel + Leisure Readers’ Choice Awards.</td>
</tr>
<tr>
<td>73</td>
<td>AWARD-WINNING CAR RENTAL AGENCIES.</td>
</tr>
<tr>
<td>73.1</td>
<td>J.D. Power &amp; Associates Rental Car Customer Satisfaction.</td>
</tr>
<tr>
<td>73.2</td>
<td>Travel + Leisure Readers’ Choice Awards.</td>
</tr>
<tr>
<td>74</td>
<td>AWARD-WINNING CRUISE LINES.</td>
</tr>
<tr>
<td>74.1</td>
<td>Condé Nast Traveler Reader Poll.</td>
</tr>
<tr>
<td>74.2</td>
<td>Travel + Leisure Readers’ Choice Awards.</td>
</tr>
<tr>
<td>75</td>
<td>AWARD-WINNING GOLF RESORTS.</td>
</tr>
<tr>
<td>75.1</td>
<td>Golf Magazine’s Top Golf Resorts.</td>
</tr>
<tr>
<td>75.2</td>
<td>Golf Digest Magazine’s Top Golf Resorts.</td>
</tr>
<tr>
<td>76</td>
<td>AWARD-WINNING HOTELS.</td>
</tr>
<tr>
<td>76.1</td>
<td>AAA Five-Diamond Hotels and Resorts.</td>
</tr>
<tr>
<td>76.2</td>
<td>Condé Nast Traveler Gold List.</td>
</tr>
<tr>
<td>76.3</td>
<td>Forbes Five-Star Hotels.</td>
</tr>
<tr>
<td>76.4</td>
<td>J.D. Power Customer Satisfaction Survey.</td>
</tr>
<tr>
<td>76.5</td>
<td>Travel + Leisure’s Best Hotels.</td>
</tr>
</tbody>
</table>
Awards-Winning Ski Resorts
77.1 Condé Nast Traveler Reader Poll
77.2 Forbes Magazine Ranking
77.3 Ski Magazine Ranking

Awards-Winning Spas
78.1 Condé Nast Traveler Spas
78.2 Forbes Five-Star Spas
78.3 Gayot Guide’s Best Spas
78.4 Travel + Leisure Readers’ Choice Awards

Awards-Winning Trails
79.1 Overview
79.2 Designations in 2016

Awards-Winning Cities & Towns
80.1 Favorite Cities
80.2 All-American Cities
80.3 Distinctive Destinations
80.4 Historic Towns
80.5 Historic Preservation and Downtown Revitalization
80.6 Top 20 Small Towns
80.7 Coolest Small Towns

Great Places in America
81.1 Overview
81.2 Great Neighborhoods
81.3 Great Public Spaces
81.4 Great Streets
81.5 Market Resources

Part V: Business Segments
82.1 Market Assessment
82.2 Major Airlines
82.3 Flight Statistics
82.4 Baggage Fees
82.5 Market Resources

83.1 Largest Airports
83.2 Airport Retail
83.3 Food Concessions At Airports
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>83.4 Amenities at Airports</td>
<td>426</td>
</tr>
<tr>
<td>83.5 Airport Rewards Programs.</td>
<td>427</td>
</tr>
<tr>
<td>83.6 Market Resources</td>
<td>427</td>
</tr>
<tr>
<td>84 AUTO RENTAL</td>
<td>428</td>
</tr>
<tr>
<td>84.1 Market Assessment</td>
<td>428</td>
</tr>
<tr>
<td>84.2 Largest Car Rental Cities.</td>
<td>428</td>
</tr>
<tr>
<td>84.3 Market Resources</td>
<td>429</td>
</tr>
<tr>
<td>85 BUSES &amp; MOTORCOACHES</td>
<td>430</td>
</tr>
<tr>
<td>85.1 Overview</td>
<td>430</td>
</tr>
<tr>
<td>85.2 Economic Impact</td>
<td>430</td>
</tr>
<tr>
<td>85.3 Intercity Bus Transportation</td>
<td>430</td>
</tr>
<tr>
<td>85.4 Motorcoaches</td>
<td>432</td>
</tr>
<tr>
<td>85.5 Sightseeing Bus Tours</td>
<td>432</td>
</tr>
<tr>
<td>85.6 Market Resources</td>
<td>433</td>
</tr>
<tr>
<td>86 CASINOS</td>
<td>434</td>
</tr>
<tr>
<td>86.1 Market Assessment</td>
<td>434</td>
</tr>
<tr>
<td>86.2 State-by-State</td>
<td>436</td>
</tr>
<tr>
<td>86.3 City-by-City Survey</td>
<td>436</td>
</tr>
<tr>
<td>86.4 Largest Casino Gaming Markets</td>
<td>437</td>
</tr>
<tr>
<td>86.5 Market Resources</td>
<td>437</td>
</tr>
<tr>
<td>87 CONVENTION CENTERS</td>
<td>439</td>
</tr>
<tr>
<td>87.1 Largest Convention Centers</td>
<td>439</td>
</tr>
<tr>
<td>87.2 List of Convention Centers</td>
<td>440</td>
</tr>
<tr>
<td>88 CONVENTIONS &amp; TRADE SHOWS</td>
<td>441</td>
</tr>
<tr>
<td>88.1 Overview</td>
<td>441</td>
</tr>
<tr>
<td>88.2 Largest Trade Shows</td>
<td>441</td>
</tr>
<tr>
<td>88.3 Market Resources</td>
<td>449</td>
</tr>
<tr>
<td>89 CRUISES</td>
<td>450</td>
</tr>
<tr>
<td>89.1 Market Assessment</td>
<td>450</td>
</tr>
<tr>
<td>89.2 Cruise Lines</td>
<td>451</td>
</tr>
<tr>
<td>89.3 New Ships</td>
<td>451</td>
</tr>
<tr>
<td>89.4 Destinations</td>
<td>451</td>
</tr>
<tr>
<td>89.5 Trends and Outlook</td>
<td>452</td>
</tr>
<tr>
<td>89.6 River Cruises</td>
<td>452</td>
</tr>
<tr>
<td>89.7 Market Resources</td>
<td>452</td>
</tr>
<tr>
<td>102.2</td>
<td>Political Conventions</td>
</tr>
<tr>
<td>-------</td>
<td>----------------------</td>
</tr>
<tr>
<td>102.3</td>
<td>Presidential Inaugurations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>103</th>
<th>FESTIVALS</th>
<th>518</th>
</tr>
</thead>
<tbody>
<tr>
<td>103.1</td>
<td>Market Assessment</td>
<td>518</td>
</tr>
<tr>
<td>103.2</td>
<td>Top 100 Events</td>
<td>518</td>
</tr>
<tr>
<td>103.3</td>
<td>Market Resources</td>
<td>523</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>104</th>
<th>ARTS &amp; CULTURAL FESTIVALS</th>
<th>524</th>
</tr>
</thead>
<tbody>
<tr>
<td>104.1</td>
<td>Arts Fairs and Events</td>
<td>524</td>
</tr>
<tr>
<td>104.2</td>
<td>Crafts Fairs and Festivals</td>
<td>525</td>
</tr>
<tr>
<td>104.3</td>
<td>Film Festivals</td>
<td>527</td>
</tr>
<tr>
<td>104.4</td>
<td>Literary Festivals</td>
<td>528</td>
</tr>
<tr>
<td>104.5</td>
<td>Storytelling Festivals</td>
<td>528</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>105</th>
<th>MUSIC FESTIVALS &amp; CONCERT TOURS</th>
<th>529</th>
</tr>
</thead>
<tbody>
<tr>
<td>105.1</td>
<td>Music Festivals</td>
<td>529</td>
</tr>
<tr>
<td>105.2</td>
<td>Top Grossing Music Festivals</td>
<td>531</td>
</tr>
<tr>
<td>105.3</td>
<td>Concert Tours</td>
<td>532</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>106</th>
<th>FAIRS &amp; CARNIVALS</th>
<th>533</th>
</tr>
</thead>
<tbody>
<tr>
<td>106.1</td>
<td>Top 50 Fairs and Carnivals</td>
<td>533</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>107</th>
<th>STATE FAIRS</th>
<th>536</th>
</tr>
</thead>
<tbody>
<tr>
<td>107.1</td>
<td>State Fairs</td>
<td>536</td>
</tr>
<tr>
<td>107.2</td>
<td>List of State Fairs</td>
<td>536</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>108</th>
<th>SPORTS EVENTS</th>
<th>540</th>
</tr>
</thead>
<tbody>
<tr>
<td>108.1</td>
<td>College Football Playoff</td>
<td>540</td>
</tr>
<tr>
<td>108.2</td>
<td>Daytona 500</td>
<td>540</td>
</tr>
<tr>
<td>108.3</td>
<td>Indianapolis 500</td>
<td>540</td>
</tr>
<tr>
<td>108.4</td>
<td>Kentucky Derby</td>
<td>541</td>
</tr>
<tr>
<td>108.5</td>
<td>MLB All-Star Game</td>
<td>541</td>
</tr>
<tr>
<td>108.6</td>
<td>NCAA Men’s Basketball Finals</td>
<td>541</td>
</tr>
<tr>
<td>108.8</td>
<td>Super Bowl</td>
<td>542</td>
</tr>
<tr>
<td>108.9</td>
<td>The Masters</td>
<td>542</td>
</tr>
<tr>
<td>108.10</td>
<td>US Open</td>
<td>542</td>
</tr>
<tr>
<td>108.11</td>
<td>World Series</td>
<td>543</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PART VIII: MUSEUMS</th>
<th>544</th>
</tr>
</thead>
<tbody>
<tr>
<td>109 MUSEUMS &amp; TOURISM</td>
<td>545</td>
</tr>
<tr>
<td>109.1 Market Assessment</td>
<td>545</td>
</tr>
<tr>
<td>109.2 Museum Census</td>
<td>545</td>
</tr>
</tbody>
</table>
110 ART MUSEUMS. ................................................................. 548
  110.1 Overview. ................................................................. 548
  110.2 Most-Visited Art Museums. ........................................ 548
  110.3 Art Exhibitions. ........................................................ 549
  110.4 Market Resources. .................................................... 549

111 CHILDREN’S MUSEUMS. ...................................................... 550
  111.1 Overview. ................................................................. 550
  111.2 Popular Children’s Museums. ...................................... 550
  111.3 Market Resources. .................................................... 551

112 ETHNIC CULTURAL & HISTORIC MUSEUMS. .............................. 552
  112.1 Overview. ................................................................. 552
  112.2 African-American History Museums. .............................. 552
  112.3 Immigration History Museums. ..................................... 553
  112.4 Jewish Museums. ....................................................... 554
  112.5 Native-American History Museums. .............................. 555

113 HISTORY MUSEUMS. ............................................................. 556
  113.1 Overview. ................................................................. 556
  113.2 Popular History Museums. ......................................... 556
  113.3 Historic House Museums. ......................................... 561
  113.4 Living History Museums. .......................................... 568

114 SCIENCE MUSEUMS. ............................................................. 574
  114.1 Science Centers. ....................................................... 574
  114.2 Natural History Museums. ......................................... 574
  114.3 Planetariums. .......................................................... 575
  114.4 Market Resources. .................................................... 575

115 TRANSPORTATION MUSEUMS. ............................................... 576
  115.1 Auto Museums. .......................................................... 576
  115.2 Aviation & Aerospace Museums. .................................... 577
  115.3 Railway Museums. ..................................................... 579
  115.4 Museum Ships. .......................................................... 580
  115.5 Top Museums. .......................................................... 581
  115.6 Market Resources. .................................................... 581
PART I: TRAVEL STATISTICS
1.1 Market Summary

According to the U.S. Travel Association (USTA, www.ustravel.org), spending by domestic and international travelers has been, and is forecast, as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$610.1 billion</td>
<td>$ 85.7 billion</td>
<td>$ 695.8 billion</td>
</tr>
<tr>
<td>2007</td>
<td>$641.0 billion</td>
<td>$ 96.7 billion</td>
<td>$ 737.8 billion</td>
</tr>
<tr>
<td>2008</td>
<td>$662.1 billion</td>
<td>$110.4 billion</td>
<td>$ 772.5 billion</td>
</tr>
<tr>
<td>2009</td>
<td>$605.6 billion</td>
<td>$ 94.2 billion</td>
<td>$ 699.8 billion</td>
</tr>
<tr>
<td>2010</td>
<td>$643.9 billion</td>
<td>$103.5 billion</td>
<td>$ 747.4 billion</td>
</tr>
<tr>
<td>2011</td>
<td>$694.0 billion</td>
<td>$118.6 billion</td>
<td>$ 812.7 billion</td>
</tr>
<tr>
<td>2012</td>
<td>$728.0 billion</td>
<td>$126.7 billion</td>
<td>$ 854.7 billion</td>
</tr>
<tr>
<td>2013</td>
<td>$751.2 billion</td>
<td>$135.0 billion</td>
<td>$ 886.2 billion</td>
</tr>
<tr>
<td>2014</td>
<td>$792.4 billion</td>
<td>$135.7 billion</td>
<td>$ 928.1 billion</td>
</tr>
<tr>
<td>2015</td>
<td>$814.1 billion</td>
<td>$133.0 billion</td>
<td>$ 947.1 billion</td>
</tr>
<tr>
<td>2016</td>
<td>$836.7 billion</td>
<td>$136.3 billion</td>
<td>$ 973.0 billion</td>
</tr>
<tr>
<td>2017</td>
<td>$860.5 billion</td>
<td>$142.6 billion</td>
<td>$1.003 trillion</td>
</tr>
<tr>
<td>2018</td>
<td>$893.4 billion</td>
<td>$152.1 billion</td>
<td>$1.045 trillion</td>
</tr>
<tr>
<td>2019</td>
<td>$930.2 billion</td>
<td>$161.6 billion</td>
<td>$1.092 trillion</td>
</tr>
<tr>
<td>2020</td>
<td>$969.7 billion</td>
<td>$172.2 billion</td>
<td>$1.141 trillion</td>
</tr>
</tbody>
</table>

Domestic travel spending is distributed as follows (source: USTA):
- Leisure: 67%
- Business: 33%

Domestic travel volume in the United States has been, and is forecast, as follows (source: USTA):

<table>
<thead>
<tr>
<th>Year</th>
<th>Person-trips</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>2.00 billion</td>
<td>74%</td>
<td>26%</td>
</tr>
<tr>
<td>2007</td>
<td>2.00 billion</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>2008</td>
<td>1.96 billion</td>
<td>76%</td>
<td>24%</td>
</tr>
<tr>
<td>2009</td>
<td>1.90 billion</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2010</td>
<td>1.96 billion</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2011</td>
<td>2.00 billion</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2012</td>
<td>2.03 billion</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>2013</td>
<td>2.06 billion</td>
<td>77%</td>
<td>23%</td>
</tr>
<tr>
<td>Year</td>
<td>Domestic Travel Expenditures</td>
<td>Distribution</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>------------------------------</td>
<td>--------------</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>2.11 billion</td>
<td>77% 23%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>2.18 billion</td>
<td>78% 22%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>2.22 billion</td>
<td>78% 22%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>2.25 billion</td>
<td>79% 21%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>2.29 billion</td>
<td>79% 21%</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>2.32 billion</td>
<td>79% 21%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>2.36 billion</td>
<td>80% 20%</td>
<td></td>
</tr>
</tbody>
</table>

The approximate distribution of domestic travel expenditures is as follows (sources: U.S. Department of Commerce, USTA):

- **Foodservices:** 25%
- **Auto transportation:** 19%
- **Public transportation:** 19%
- **Lodging:** 18%
- **Entertainment/recreation:** 12%
- **General retail:** 8%

### 1.2 State-by-State Travel Spending

According to the USTA (August 2016), annual state-by-state spending by travelers is as follows:

- **Alabama:** $8.9 billion
- **Alaska:** $2.5 billion
- **Arizona:** $17.6 billion
- **Arkansas:** $6.6 billion
- **California:** $124.2 billion
- **Colorado:** $18.0 billion
- **Connecticut:** $10.6 billion
- **Delaware:** $1.9 billion
- **District of Columbia:** $10.1 billion
- **Florida:** $85.3 billion
- **Georgia:** $26.7 billion
- **Hawaii:** $20.8 billion
- **Idaho:** $4.4 billion
- **Illinois:** $36.3 billion
- **Indiana:** $10.5 billion
- **Iowa:** $8.3 billion
- **Kansas:** $7.4 billion
- **Kentucky:** $8.7 billion
- **Louisiana:** $11.1 billion
- **Maine:** $3.6 billion
- **Maryland:** $15.9 billion
- **Massachusetts:** $19.5 billion
- **Michigan:** $18.1 billion
- **Minnesota:** $13.2 billion
- **Mississippi:** $6.1 billion
- **Missouri:** $13.5 billion
- **Montana:** $4.3 billion
- **Nebraska:** $4.8 billion
- **Nevada:** $33.5 billion
- **New Hampshire:** $3.8 billion
- **New Jersey:** $20.4 billion
- **New Mexico:** $6.9 billion
- **New York:** $65.3 billion
- **North Carolina:** $22.1 billion
- **North Dakota:** $3.4 billion
- **Ohio:** $18.5 billion
- **Oklahoma:** $7.8 billion
- **Oregon:** $10.4 billion
- **Pennsylvania:** $24.4 billion
- **Rhode Island:** $1.9 billion
- **South Carolina:** $12.9 billion
- **South Dakota:** $2.8 billion
- **Tennessee:** $17.8 billion
- **Texas:** $66.0 billion
- **Utah:** $8.0 billion
- **Vermont:** $2.3 billion
- **Virginia:** $22.9 billion
- **Washington:** $15.7 billion
- **West Virginia:** $3.0 billion
- **Wisconsin:** $10.6 billion
- **Wyoming:** $3.2 billion
1.3 Market Resources
2.1 Overview
Richard K. Miller & Associates (RKMA, www.rkma.com) regularly surveys more than 300 major cities, metropolitan areas, and popular destinations for tourism statistics and economic impact. The most recent survey was conducted in Summer 2016.

It should be noted that cities use various methods to estimate visitor counts and expenditures, and all data is not directly comparable. It should also be noted that all cities do not perform visitor or economic analyses every year. In most instances tourism market statistics are provided by the visitors and convention bureaus.

2.2 Travel and Tourism Statistics
The most recent market statistics for cities, metropolitan areas, and destinations of the United States are as follows:

2.2.1 Alabama
Birmingham (www.birminghamal.org)
- Estimated number of visitors: 4.2 million
- Expenditures by visitors: $1.5 billion
- Distribution: business travelers, 46%; leisure travelers, 34%; conventions, 20%

Fort Payne/DeKalb County (www.discoverlookoutmountain.com)
- Estimated number of visitors: 500,000
- Expenditures by visitors: $52 million
- Percentage of expenditures from business or convention travelers: 7%

Huntsville [Madison County] (www.huntsville.org)
- Estimated number of visitors: 2.4 million
- Expenditures by visitors: $688 million
- Estimated annual convention-related expenditures: $143 million
- Percentage of expenditures from business or convention travelers: 65%

Mobile (www.mobile.org)
- Estimated number of visitors: 1.8 million
- Expenditures by visitors: $392 million
Tuscaloosa (www.visittuscaloosa.com)
• Estimated number of visitors: 5.8 million
• Expenditures by visitors: $2.5 billion

2.2.2 Alaska
Anchorage (www.anchorage.net)
• Estimated number of visitors: 961,000
• Expenditures by visitors: $426.7 million
Fairbanks (www.explorefairbanks.com)
• Estimated number of visitors: 425,000
• Expenditures by visitors: $60 million
Juneau (www.traveljuneau.com)
• Estimated number of visitors: 1.2 million (day only); 122,100 (overnight)
• Expenditures by visitors: $42 million
Ketchikan (http://visit-ketchikan.com)
• Estimated number of cruise visitors: 890,000
• Estimated number of air visitors: 105,000
• Expenditures by visitors: $163 million

2.2.3 Arizona
Lake Havasu City (www.golakehavasu.com)
• Estimated number of visitors: 550,000 (overnight); 200,000 (day)
• Expenditures by visitors: $171 million
• Percentage of expenditures from business or convention travelers: 5%
Mesa (www.visitmesa.com)
• Estimated number of visitors: 1.5 million
• Expenditures by visitors: $300+ million
• Percentage of expenditures from business or convention travelers: 28%
Phoenix (www.visitphoenix.com)
• Estimated number of visitors: 13.1 million (overnight); 22.8 million (total)
• Expenditures by visitors: $6.3 billion
• Percentage of expenditures from business or convention travelers: 25%
Scottsdale (www.scottsdalecvb.com)
• Estimated number of visitors: 8.9 million
• Expenditures by visitors: $1.4 billion
Sedona (www.visitsedona.com)
• Estimated number of visitors: 1.0 million
• Expenditures by visitors: $373 million
• Percentage of expenditures from business or convention travelers: 15%
Tucson (www.visittucson.org)
- Estimated number of visitors: 8.7 million
- Expenditures by visitors: $2.2 billion
- Percentage of expenditures from business or convention travelers: 35%

Yuma (www.visityuma.com)
- Estimated number of visitors: 200,000
- Expenditures by visitors: $250 million
- Percentage of expenditures from business or convention travelers: 15%

2.2.4 Arkansas
Fort Smith (www.fortsmith.org)
- Estimated number of visitors: 125,000
- Expenditures by visitors: $106 million

Little Rock Area/Pulaski County (www.littlerock.com)
- Estimated number of visitors (overnight): 6.18 million
- Expenditures by visitors: $1.82 billion

Pine Bluff (www.pinebluff.com)
- Estimated number of visitors: 475,000
- Expenditures by visitors: $14 million

2.2.5 California
Anaheim and Orange County (www.visitanaheim.org)
- Estimated number of visitors (overnight): 21.1 million
- Expenditures by visitors: $11.3 billion
- Percentage of expenditures from business or convention travelers: 21%

Bakersfield and Kern County (www.visitkern.com)
- Expenditures by visitors: $274 million

Buena Park (www.buenapark.com)
- Estimated number of visitors: 3.5 million
- Expenditures by visitors: $230 million
- Percentage of expenditures from business or convention travelers: 10%

Carlsbad (www.visitcarlsbad.com)
- Estimated number of visitors: 1.8 million
- Expenditures by visitors: $200 million

Eureka and the Redwood Coast (www.redwoods.info)
- Estimated number of visitors: 1.7 million
- Expenditures by visitors: $267 million
- Percentage of expenditures from business or convention travelers: 20%
Fresno (www.gofresnocounty.com)
  • Expenditures by visitors: $1.0 billion

Huntington Beach (www.surfcityusa.com)
  • Estimated number of visitors: 11 million

Irvine (www.destinationirvine.com)
  • Estimated number of visitors (overnight): 1.6 million
  • Expenditures by visitors: $589 million
  • Percentage of expenditures from business or convention travelers: 70%

Lake Tahoe (www.visitinglaketahoe.com)
  • Estimated number of visitors: 1.7 million
  • Expenditures by visitors: $1.2 billion

Long Beach (www.visitlongbeach.com)
  • Estimated number of visitors: 5.5 million
  • Expenditures by visitors: $712 million

Los Angeles (www.discoverlosangeles.com)
  • Estimated number of visitors: 25.4 million (overnight); 42.2 million (total)
  • Expenditures by visitors: $12.9 billion
  • Percentage of expenditures from business or convention travelers: 29%

Marin County [Corte Madera, Fairfax, Larkspur, Mill Valley, Novato, Point Reyes, San Anselmo, and San Rafael] (www.visitmarin.org)
  • Estimated number of visitors (overnight): 1.5 million
  • Expenditures by visitors: $800 million
  • Percentage of expenditures from business or convention travelers: 25%

Mammoth Lakes (www.visitmammoth.com)
  • Estimated number of visitors: 1.5 million
  • Expenditures by visitors: $350 million

Monterey County (www.seemonterey.com)
  • Estimated number of visitors (overnight): 11.8 million
  • Expenditures by visitors: $2.7 billion
  • Percentage of expenditures from business or convention travelers: 36%

Napa Valley (www.visitnapavalley.com)
  • Estimated number of visitors: 5.1 million
  • Expenditures by visitors: $600 million

Palm Springs/Riverside County (www.palmspringsoasis.com)
  • Estimated number of visitors: 5.7 million
  • Expenditures by visitors: $5.0 billion
Paso Robles (www.visitpasoroblesca.com)
   • Estimated number of visitors: 5.0 million (drive thru/overnight)
   • Expenditures by visitors: $62 million
   • Percentage of expenditures from business or convention travelers: 5%

Sacramento (www.discovergold.org)
   • Estimated number of visitors: 6.1 million
   • Expenditures by visitors: $1.3 billion

San Diego (www.sandiego.org)
   • Estimated number of visitors: 17.2 million (overnight); 34.2 million (total)
   • Expenditures by visitors: $9.9 billion
   • Percentage of expenditures from business or convention travelers: 37%

San Francisco (www.sanfrancisco.travel)
   • Estimated number of visitors: 16.9 million
   • Expenditures by visitors: $8.3 billion
   • Percentage of expenditures from business or convention travelers: 25%

San Jose (www.sanjose.org)
   • Estimated number of visitors: 6.4 million
   • Expenditures by visitors: $1.1 billion
   • Percentage of expenditures from business or convention travelers: 17%

San Mateo County (www.visitsanmateocounty.com)
   • Estimated number of visitors: 5.6 million
   • Expenditures by visitors: $2.5 billion

Santa Barbara (www.santabarbararaca.com)
   • Estimated number of visitors: 10.5 million
   • Expenditures by visitors: $1.3 billion

Santa Cruz (www.santacruz.org)
   • Estimated number of visitors: 3.0 million
   • Expenditures by visitors: $611 overnight visit per party/$123 day trip visit per party

Santa Monica (www.santamonica.com)
   • Estimated number of visitors: 962,380 (overnight)
   • Expenditures by visitors: $1.6 billion

Sonora and Tuolumne County (www.tcvb.com)
   • Estimated number of visitors: 3.4 million
   • Expenditures by visitors: $200 million
   • Percentage of expenditures from business or convention travelers: 2%

South Lake Tahoe (www.tahoesouth.com)
   • Estimated number of visitors: 2.1 million
   • Expenditures by visitors: $800 million
West Hollywood (www.visitwesthollywood.com)
• Estimated number of visitors: 1.2 million
• Expenditures by visitors: $625 million
• Percentage of expenditures from business or convention travelers: 59%

2.2.6 Colorado
Aurora (www.colorado.com/cities-and-towns/aurora)
• Estimated number of visitors: 1.3 million
• Expenditures by visitors: $1.3 billion
• Percentage of expenditures from business or convention travelers: 68% to 75%

Colorado Springs and Pikes Peak Region (www.coloradosprings-travel.com)
• Estimated number of visitors: 6.3 million
• Expenditures by visitors: $1.0 billion
• Percentage of expenditures from business or convention travelers: 30%

Denver (www.denver.org)
• Estimated number of visitors: 11.7 million (overnight); 14.5 million (total)
• Expenditures by visitors: $6.1 billion
• Percentage of expenditures from business or convention travelers: 32%

2.2.7 Connecticut
Hartford (www.hartford.com)
• Estimated number of visitors: 150,000
• Expenditures by visitors: $29 million

2.2.8 Delaware
Kent County & Greater Dover (www.visitdover.com)
• Estimated number of visitors: 1.0 million (overnight)
• Expenditures by visitors: $535.3 million
• Percentage of expenditures from business or convention travelers: 5%

Rehoboth Beach and Dewey Beach (www.beach-fun.com)
• Estimated number of visitors: 3.0+ million (overnight); 3.0+ million (day only)
• Expenditures by visitors: $180 million
• Percentage of expenditures from business or convention travelers: 15%

Sussex County (www.visitsoutherndelaware.com)
• Estimated number of visitors: 6.0 million (overnight)
• Expenditures by visitors: $1.2 billion
• Percentage of expenditures from business or convention travelers: 20%

Wilmington (www.visitwilmingtonde.com)
• Estimated number of visitors: 4.4 million
• Expenditures by visitors: $706 million
2.2.9 District of Columbia
Washington (www.destinationdc.com)
• Estimated number of visitors (overnight): 19.3 million
• Expenditures by visitors: $7.1 billion
• Percentage of expenditures from business or convention travelers: 62%

2.2.10 Florida
Bradenton, Anna Maria Island, Longboat Key (Manatee County) (www.bacvb.com)
• Estimated number of visitors: 662,000
• Expenditures by visitors: $697 million

Cape Canaveral (www.visitflorida.com/capecanaveral)
• Estimated number of visitors: 2.3 million
• Expenditures by visitors: $598 million
• Percentage of expenditures from business or convention travelers: 26%

Charlotte Harbor and the Gulf Islands (www.charlotteharbortravel.com)
• Estimated number of visitors: 315,000
• Expenditures by visitors: $186 million
• Percentage of expenditures from business or convention travelers: 1%

Daytona Beach (www.daytonabeach.com)
• Estimated number of visitors: 8.0 million
• Expenditures by visitors: $4.2 billion
• Percentage of expenditures from business or convention travelers: 8%

Fort Lauderdale [Broward County] (www.sunny.org)
• Estimated number of visitors: 10.4 million (overnight); 1.9 million (day only)
• Expenditures by visitors: $8.8 billion
• Percentage of expenditures from business or convention travelers: 2%

Fort Myers and Sanibel [Lee County] (www.fortmyers-sanibel.com)
• Estimated number of visitors: 4.9 million
• Expenditures by visitors: $3.0 billion
• Percentage of expenditures from business or convention travelers: 5%

Gainesville and Alachua County (www.visitgainesville.com)
• Estimated number of visitors: 1.5 million hotel/motel visitors
• Expenditures by visitors: $93/day person
• Percentage of expenditures from business or convention travelers: 22%

Groveland and Lake County (www.lakecountyfl.com)
• Estimated number of visitors: 1.8 million
• Expenditures by visitors: $234 million
• Percentage of expenditures from business or convention travelers: 15%
Jacksonville and the Beaches/Duval County ([www.visitjacksonville.com](http://www.visitjacksonville.com))
- Estimated number of visitors (overnight) 5.9 million
- Expenditures by visitors: $1.7 billion
- Percentage of expenditures from business or convention travelers: 40%

Key West ([www.fla-keys.com](http://www.fla-keys.com))
- Estimated number of visitors: 3.1 million
- Expenditures by visitors: $1.4 billion

Kissimmee [Osceola County] ([www.visitkissimmee.com](http://www.visitkissimmee.com))
- Estimated number of visitors: 5.9 million
- Expenditures by visitors: $2.0 billion
- Percentage of expenditures from business or convention travelers: 17%

Lecanto and Citrus County ([www.visitcitrus.com](http://www.visitcitrus.com))
- Estimated number of visitors: 500,000
- Expenditures by visitors: $52 million
- Percentage of expenditures from business or convention travelers: 20%

Miami and Miami Beach ([www.miamiandbeaches.com](http://www.miamiandbeaches.com))
- Estimated number of visitors: 14.2 million (overnight); 19.7 million (total)
- Expenditures by visitors: $11.6 billion

Naples and Marco Island [Collier County] ([www.paradisecoast.com](http://www.paradisecoast.com))
- Estimated number of visitors: 1.8 million
- Expenditures by visitors: $1.3 billion
- Percentage of expenditures from business or convention travelers: 28%

Orlando and Orange County ([www.visitorlando.com](http://www.visitorlando.com))
- Estimated number of visitors: 59.0 million
- Percentage of expenditures from business or convention travelers: 20%

Palm Beach County ([www.palmbeachfl.com](http://www.palmbeachfl.com))
- Estimated number of visitors: 4.3 million
- Expenditures by visitors: $1.7 billion
- Percentage of expenditures from business or convention travelers: 56%

Panama City Beach ([www.visitpanamacitybeach.com](http://www.visitpanamacitybeach.com))
- Estimated number of visitors: 6.0 million
- Expenditures by visitors: $1.5 billion

Pensacola ([www.visitpensacola.com](http://www.visitpensacola.com))
- Estimated number of visitors: 3.5 million (overnight)
- Expenditures by visitors: $533 million
- Percentage of expenditures from business or convention travelers: 25%
Santa Rosa Beach and South Walton County (www.visitsouthwalton.com)
- Estimated number of visitors: 1.3 million
- Expenditures by visitors: $345 million

Sarasota (www.visitsarasota.org)
- Estimated number of visitors: 1.2 million
- Expenditures by visitors: $671 million

St. Augustine and Pointe Vedra (www.floridashistoriccoast.com)
- Estimated number of visitors: 3.8 million
- Expenditures by visitors: $672 million
- Percentage of expenditures from business or convention travelers: 11%

St. Petersburg and Clearwater (www.visitstpeteclearwater.com)
- Estimated number of visitors: 4.9 million (overnight); 12.2 million (total)
- Expenditures by visitors: $2.7 billion
- Percentage of expenditures from business or convention travelers: 17.4%

Tallahassee (www.visittallahassee.com)
- Estimated number of visitors: 1.8 million
- Expenditures by visitors: $428 million

Tampa Bay/Hillsborough County (www.visittampabay.com)
- Estimated number of visitors: 20.8 million
- Expenditures by visitors: $3.5 billion
- Percentage of expenditures from business or convention travelers: 26%

Tarpon Springs (www.ctsfl.us)
- Estimated number of visitors: 1.0 million
- Expenditures by visitors: $75 million

Walton County (www.visitsouthwalton.com)
- Estimated number of visitors: 2.3 million
- Expenditures by visitors: $685 million

2.2.11 Georgia
Athens (www.visitathensga.com)
- Estimated number of visitors: 500,000
- Expenditures by visitors: $273 million
- Percentage of expenditures from business or convention travelers: 50%

Atlanta (www.atlanta.net)
- Estimated number of visitors: 42.3 million
- Expenditures by visitors: $11.4 billion
- Percentage of expenditures from business or convention travelers: 45%
Augusta (www.augustaga.org)
- Estimated number of visitors: 1.4 million

Brunswick (www.goldenisles.com)
- Estimated number of visitors: 1.7 million
- Expenditures by visitors: $893 million

Columbus (www.visitcolumbusga.com)
- Estimated number of visitors: 100,000 (overnight)
- Expenditures by visitors: $371 million

Decatur and DeKalb County (www.visitatlantasdekalbcounty.com)
- Estimated number of visitors: 3.3 million
- Expenditures by visitors: $1.4 billion

Duluth (www.duluthga.net)
- Estimated number of visitors: 3.5 million
- Expenditures by visitors: $200 million

Gainesville (www.gainesville.org/tourism)
- Estimated number of visitors: 750,000
- Expenditures by visitors: $256 million

Gwinnett County (www.gcvb.org)
- Estimated number of visitors: 2.0 million
- Expenditures by visitors: $1.2 billion
- Percentage of expenditures from business or convention travelers: 65%

Helen (www.helenga.org)
- Estimated number of visitors: 1.5 million
- Expenditures by visitors: $123 million

Jekyll Island (www.jekyllisland.com)
- Estimated number of visitors: 1.8 million
- Expenditures by visitors: $167 million
- Percentage of expenditures from business or convention travelers: 40%

Macon (www.maconga.org)
- Estimated number of visitors: 1.2 million
- Expenditures by visitors: $364 million

Savannah (www.visitsavannah.com)
- Estimated number of visitors: 6.8 million (overnight)
- Expenditures by visitors: $1.5 billion
- Percentage of expenditures from business or convention travelers: 21%
2.2.12 Hawaii
Hilo and Big Island (www.gohawaii.com/big-island)
• Estimated number of visitors: 920,000

Honolulu (www.gohawaii.com/oahu/regions-neighborhoods/honolulu)
• Estimated number of visitors: 7.3 million
• Expenditures by visitors: $12.3 billion
• Percentage of expenditures from business or convention travelers: 5%

Wailuku and Maui (www.visitmaui.com)
• Estimated number of visitors: 2.5 million
• Expenditures by visitors: $2.6 billion
• Percentage of expenditures from business or convention travelers: 10%

2.2.13 Idaho
Coeur d’Alene (www.coeurdalene.org)
• Estimated number of visitors: approx. 20 million
• Expenditures by visitors: $250 million
• Percentage of expenditures from business or convention travelers: 20%

2.2.14 Illinois
Aurora (www.enjoyaurora.com)
• Estimated number of visitors: 910,000 (excludes riverboat visitation)
• Expenditures by visitors: $133 million

Champaign (www.visitchampaigncounty.org)
• Expenditures by visitors: $163.3 million

Chicago (www.choosechicago.com)
• Estimated number of visitors: 28.5 million (overnight); 50.0 million (total)
• Expenditures by visitors: $14.8 billion
• Percentage of expenditures from business or convention travelers: 44%

Oak Brook [DuPage County] (www.discoverdupage.com)
• Estimated number of visitors: 9 million to 10 million
• Expenditures by visitors: $2.0 billion
• Percentage of expenditures from business travelers: 70%

Oak Park (www.visitoakpark.com)
• Estimated number of visitors: 170,000
• Expenditures by visitors: $278 per person per trip

Peoria (www.peoria.org)
• Estimated number of visitors: 1.6 million
• Expenditures by visitors: $305 million
• Estimated number of visitors: 1.0 million
• Expenditures by visitors: $116 million
• Percentage of expenditures from business or convention travelers: 3%

Rockford (www.gorockford.com)
• Estimated number of visitors: 28.0 million
• Expenditures by visitors: $386 million

Southern Illinois [9 counties] (www.thetourismbureau.org)
• Estimated number of visitors: 7.1 million
• Expenditures by visitors: $821 million
• Percentage of expenditures from business or convention travelers: 35%

Springfield (www.visit-springfieldillinois.com)
• Estimated number of visitors: 1.0 million
• Expenditures by visitors: $218 million

2.2.15 Indiana

Bloomington (www.visitbloomington.com)
• Estimated number of visitors: 3.0 million
• Expenditures by visitors: $256 million
• Percentage of expenditures from business or convention travelers: 20%

Brown County (www.browncounty.com)
• Estimated number of visitors: 3.5 million
• Expenditures by visitors: $78 million

Evansville (www.evansvillecvb.org)
• Estimated number of visitors: 2.0 million
• Expenditures by visitors: $248 million

Fort Wayne (www.visitfortwayne.com)
• Estimated number of visitors: 2.6 million (overnight); 5.8 million (total)
• Expenditures by visitors: $560 million
• Percentage of expenditures from business or convention travelers: 20%

Hamilton County/Noblesville (www.visithamiltoncounty.com)
• Estimated number of visitors: 1.6 million
• Expenditures by visitors: $200 million
• Percentage of expenditures from business or convention travelers: 25%

Indianapolis (www.visitindy.com)
• Estimated number of visitors: 21.7 million
• Expenditures by visitors: $3.2 billion
• Percentage of expenditures from business travelers: 36%
Lafayette (www.homeofpurdue.com)
• Estimated number of visitors: 2.0 million
• Expenditures by visitors: $165 million
• Percentage of expenditures from business or convention travelers: 45%

Terre Haute (www.terrehaute.com)
• Estimated number of visitors: 850,000

2.2.16 Iowa
Ames (www.visitames.com)
• Estimated number of visitors: 400,000
• Expenditures by visitors: $28 million

Quad Cities [Scott County, Iowa; Mercer and Rock Counties, Illinois] (www.visitquadcities.com)
• Estimated number of visitors: 1.0 million
• Expenditures by visitors: $116 million
• Percentage of expenditures from business or convention travelers: 3%

Sioux City (www.sioux-city.org)
• Estimated number of visitors: 147,000
• Expenditures by visitors: $13 million

2.2.17 Kansas
Dodge City (www.visitdodgecity.org)
• Estimated number of visitors: 100,000
• Expenditures by visitors: $238/party (3.5 people per party)

Overland Park (www.visitoverlandpark.com)
• Estimated number of visitors: 2.0 million
• Expenditures by visitors: $700 million

Wichita (www.gowichita.com)
• Estimated number of visitors: 125.0 million
• Expenditures by visitors: $172 million

2.2.18 Kentucky
Lexington (www.visitlex.com)
• Estimated number of visitors: 2.6 million
• Expenditures by visitors: $1.7 billion
• Percentage of expenditures from business or convention travelers: 30%

Louisville (www.gotolouisville.com)
• Estimated number of visitors: 3.0 million
• Expenditures by visitors: $1.3 billion
• Estimated annual convention-related expenditures: $2.5 million
2.2.19 Louisiana

Baton Rouge (www.visitbatonrouge.com)
• Estimated number of visitors: >2 million
• Expenditures by visitors: $818 million

Lake Charles and Southwest Louisiana (www.visitlakecharles.org)
• Estimated number of visitors: 75,729 (overnight)
• Expenditures by visitors: $360 million (Calcasieu Parish)
• Percentage of expenditures from business or convention travelers: 21%

New Orleans (www.neworleanscvb.com)
• Estimated number of visitors: 10.1 million
• Expenditures by visitors: $4.9 billion
• Percentage of expenditures from business or convention travelers: 25%

Shreveport/Bossier (www.shreveport-bossier.org)
• Estimated number of visitors: 3.0 million
• Expenditures by visitors: $780 million

2.2.20 Maine

Bar Harbor (www.barharborinfo.com)
• Estimated number of visitors: 3.5 million

Portland (www.visitportland.com)
• Estimated number of visitors: 2.0 million

2.2.21 Maryland

Baltimore (www.baltimore.org)
• Estimated number of visitors: 10 million (overnight); 23.9 million (total)
• Expenditures by visitors: $3.6 billion (overnight); $1.2 billion (day)
• Percentage of expenditures from business or convention travelers: 28%

Germantown and Montgomery County (www.visitmontgomerycounty.com)
• Estimated number of visitors: 1.5 million
• Expenditures by visitors: $799 million

Ocean City (www.ococean.com)
• Estimated number of visitors: 8.0 million
• Expenditures by visitors: $2.2 billion
• Percentage of expenditures from business or convention travelers: 30%

2.2.22 Massachusetts

Boston (www.bostonusa.com)
• Estimated number of visitors: 19.7 million
• Expenditures by visitors: $17.0 billion
Peabody (www.northofboston.org)
• Estimated number of visitors: 2.7 million
• Expenditures by visitors: $291 million
• Percentage of expenditures from business or convention travelers: 4%

Plymouth County (www.seeplymouth.com)
• Estimated number of visitors: 1.0 million

Springfield (www.valleyvisitor.com)
• Estimated number of visitors: 2.0 million
• Expenditures by visitors: $500 million

The Berkshires and Western Massachusetts (www.berkshires.org)
• Estimated number of visitors: 2.5 million
• Expenditures by visitors: $250 million

Worcester and Central Massachusetts (www.worcester.org)
• Estimated number of visitors: 1.0 million
• Expenditures by visitors: $21 million

2.2.23 Michigan
Detroit (www.visitdetroit.com)
• Estimated number of visitors: 15.7 million
• Expenditures by visitors: $4.9 billion
• Percentage of expenditures from business or convention travelers: 22%

Flint (www.flint.travel)
• Estimated number of visitors: 300,000
• Expenditures by visitors: $16 million

Frankenmuth (www.frankenmuth.org)
• Estimated number of visitors: 3.0 million
• Expenditures by visitors: $90 million
• Percentage of expenditures from business or convention travelers: 7%

Holland (www.holland.org)
• Estimated number of visitors: 2.0 million

Mackinac Island (www.mackinacisland.org)
• Estimated number of visitors: 850,000
• Expenditures by visitors: $300 million
• Percentage of expenditures from business or convention travelers: 20%

Saginaw (www.visittgreatlakesbay.com)
• Estimated number of visitors: 4.0 million
• Expenditures by visitors: $90 million
2.2.24 Minnesota
Bloomington (www.bloomingtonmn.org)
• Estimated number of visitors: 42.0 million

Brainerd (www.explorebrainerdlakes.com)
• Estimated number of visitors: 200,000

Duluth (www.visitduluth.com)
• Estimated number of visitors: 3.5 million
• Expenditures by visitors: $135 million

Eagan (www.eaganmn.com)
• Estimated number of visitors: 950,000
• Expenditures by visitors: $7 million
• Percentage of expenditures from business or convention travelers: 65%

Mankato (www.mankato-mn.gov)
• Estimated number of visitors: 180,000

Minneapolis-Saint Paul (www.minneapolis.org and www.visitsaintpaul.com)
• Estimated number of visitors: 15.8 million (overnight); 29.4 million (total)
• Expenditures by visitors: $3.8 billion
• Percentage of expenditures from business or convention travelers: 30%

Rochester (www.rochestercvb.org)
• Estimated number of visitors: 2.3 million (overnight); 2.9 million (total)
• Expenditures by visitors: $431 million
• Percentage of expenditures from business or convention travelers: 18%

Roseville (www.visitroseville.com)
• Estimated number of visitors (overnight): 593,000
• Expenditures by visitors: $141 million
• Percentage of expenditures from business or convention travelers: 23%

2.2.25 Mississippi
Gulfport and the Mississippi Gulf Coast (www.gulfcoast.org)
• Estimated number of visitors: 21.0 million
• Expenditures by visitors: $2.8 billion
• Percentage of expenditures from business or convention travelers: 7%

Hattiesburg (www.hattiesburg.org)
• Estimated number of visitors: 2.0 million
• Expenditures by visitors: $171 million
• Percentage of expenditures from business or convention travelers: 52%
Jackson (www.visitjackson.com)
• Estimated number of visitors: 3.0 million
• Expenditures by visitors: $295 million
• Percentage of expenditures from business or convention travelers: 6%

Natchez (www.visitindependence.com)
• Estimated number of visitors: 500,000
• Expenditures by visitors: $100 per visitor per day

Vicksburg (www.visitvicksburg.com)
• Estimated number of visitors: 900,000
• Expenditures by visitors: $90 million
• Percentage of expenditures from business or convention travelers: 10%

2.2.26 Missouri
Branson (www.bransonchamber.com)
• Estimated number of visitors: 7.3 million
• Expenditures by visitors: $1.5 billion
• Percentage of expenditures from business or convention travelers: 5.5%

Independence (www.visitindependence.com)
• Estimated number of visitors: 358,000
• Expenditures by visitors: $185 per trip
• Percentage of expenditures from business or convention travelers: 10%

Kansas City (www.visitkc.com)
• Estimated number of visitors: 8.1 million (overnight); 16.5 million (total)
• Expenditures by visitors: $3.6 billion
• Percentage of expenditures from business or convention travelers: 28%

Springfield (www.springfieldmo.org)
• Estimated number of visitors: 1.1 million (overnight)
• Expenditures by visitors: $600 million
• Percentage of expenditures from business or convention travelers: 30%

St. Louis (www.explorestlouis.com)
• Estimated number of visitors: 20.3 million
• Expenditures by visitors: $3.8 billion

2.2.27 Montana
Big Fork and Glacier County (www.glaciermt.com)
• Estimated number of visitors: 1.0 million
• Expenditures by visitors: $66 million
• Percentage of expenditures from business or convention travelers: 15%
2.2.28  Nebraska
Lincoln (www.lincoln.org)
  • Expenditures by visitors: $450 million

Omaha (www.visitomaha.com)
  • Estimated number of visitors: 5.2 million (overnight); 6.7 million (day)
  • Expenditures by visitors: $1.13 billion

2.2.29  Nevada
Carson Valley - Douglas County (www.visitcarsonvalley.com)
  • Estimated number of visitors: 400,000
  • Expenditures by visitors: $30 million
  • Percentage of expenditures from business or convention travelers: 15%

Elko (www.elkocva.com)
  • Estimated number of visitors: 200,000
  • Expenditures by visitors: $30 million
  • Percentage of expenditures from business or convention travelers: 50%

Henderson (www.visithenderson.com)
  • Estimated number of visitors: 384,000
  • Expenditures by visitors: $152 million

Las Vegas (www.lasvegas.com)
  • Estimated number of visitors: 42.3 million (overnight)
  • Expenditures by visitors: $30.5 billion (includes gaming revenue)
  • Percentage of expenditures from business or convention travelers: 18%

Laughlin (www.visitlaughlin.com)
  • Estimated number of visitors: 4.5 million

Reno/Tahoe (www.visiternotahoe.com)
  • Estimated number of visitors: 4.9 million
  • Expenditures by visitors: $858 million ($527 million gaming; $331 million non-gaming)
  • Percentage of expenditures from business or convention travelers: 18%

Virginia City (www.visitvirginiacitynv.com)
  • Estimated number of visitors: 2.0 million
  • Percentage of expenditures from business or convention travelers: 20%

2.2.30  New Hampshire
North Woodstock (www.visitwhitemountains.com)
  • Estimated number of visitors: 6.2 million
  • Percentage of expenditures from business or convention travelers: 5%
### 2.2.31 New Jersey

**Atlantic City** (www.atlanticcitynj.com)
- Estimated number of visitors: 27.0 million
- Expenditures by visitors: $10.0 billion
- Percentage of expenditures from business or convention travelers: 5.5%

**Jersey City and Hudson County** (www.destinationjerseycity.com)
- Expenditures by visitors: $1.7 billion

### 2.2.32 New Mexico

**Albuquerque** (www.itsatrip.org)
- Estimated number of visitors: 3.6 million (overnight)
- Expenditures by visitors: $2 billion
- Percentage of expenditures from business or convention travelers: 25%

**Carlsbad** (www.carlsbadchamber.com)
- Estimated number of visitors: 186,000
- Percentage of expenditures from business or convention travelers: 30%

**Santa Fe** (www.santafe.org)
- Estimated number of visitors (overnight): 1.2 million
- Expenditures by visitors: $3.6 billion
- Percentage of expenditures from business or convention travelers: 20%

### 2.2.33 New York

**Binghamton** (www.visitbinghamton.net)
- Estimated number of visitors: 60,000
- Expenditures by visitors: $14 million
- Percentage of expenditures from business or convention travelers: 60%

**Buffalo** (www.visitbuffaloniagara.com)
- Estimated number of visitors: 6.2 million
- Expenditures by visitors: $744 million
- Percentage of expenditures from business or convention travelers: 23%

**Dutchess County-Hudson Valley** (www.dutchesstourism.com)
- Expenditures by visitors: $508 million

**New York** (www.nycgo.com)
- Estimated number of visitors: 54.3 million
- Expenditures by visitors: $55.3 billion
- Percentage of expenditures from business or convention travelers: 30%

**Long Island** (www.discoverlongisland.com)
- Estimated number of visitors (overnight): 9.1 million
- Expenditures by visitors: $5.3 billion
- Percentage of expenditures from business or convention travelers: 40%
Niagara (www.niagara-usa.com)
- Estimated number of visitors: 8.4 million
- Expenditures by visitors: $380 million
- Percentage of expenditures from business or convention travelers: 2%

Poughkeepsie and Dutchess County (www.dutchessny.gov)
- Estimated number of visitors: 4.2 million
- Expenditures by visitors: $466 million

Rochester (www.visitrochester.com)
- Estimated number of visitors: 1.6 million
- Expenditures by visitors: $261 million
- Percentage of expenditures from business or convention travelers: 44%

Syracuse (www.visitsyracuse.com)
- Estimated number of visitors: 2.0 million
- Expenditures by visitors: $560 million
- Percentage of expenditures from business or convention travelers: 65%

Waterloo and Seneca County (www.visitsenecany.net)
- Estimated number of visitors: 1.0 million
- Percentage of expenditures from business or convention travelers: 20%

White Plains and Westchester County (www.westchestertourism.com)
- Estimated number of visitors: 5.0 million
- Expenditures by visitors: $1.4 billion
- Percentage of expenditures from business or convention travelers: 67%

2.2.34 North Carolina

Asheville (www.exploreasheville.com)
- Estimated number of visitors: 6.4 million (2.9 million leisure overnight)
- Expenditures by visitors: approximately $1.2 billion
- Percentage of expenditures from business or convention travelers: 15% to 20%

Cape Fear Coast [Wilmington, Carolina Beach, Kure Beach, Wrightsville Beach] (www.capefearcoast.com)
- Expenditures by visitors: $388 million
- Percentage of expenditures from business travelers: 20%

Chapel Hill and Orange County (www.chocvb.org)
- Estimated number of visitors: 1.4 million
- Expenditures by visitors: $115 million

Charlotte (www.charlottesgotalot.com)
- Estimated number of visitors: 11.1 million (overnight); 25.0 million (total)
- Expenditures by visitors: $3.8 billion
- Percentage of expenditures from business or convention travelers: 28%
Cherokee ([www.cherokee-nc.com](http://www.cherokee-nc.com))
- Estimated number of visitors: 6.0 million
- Expenditures by visitors: $110 million
- Percentage of expenditures from business or convention travelers: 1%

Durham ([www.durham-nc.com](http://www.durham-nc.com))
- Estimated number of visitors: 4.6 million
- Expenditures by visitors: $371 million

Greensboro ([www.visitgreensboronc.com](http://www.visitgreensboronc.com))
- Expenditures by visitors: $1.0 billion

Greenville and Pitt County ([www.visitgreenvillenc.com](http://www.visitgreenvillenc.com))
- Expenditures by visitors: $157 million
- Percentage of expenditures from business or convention travelers: 65%

Outer Banks [Dare County] ([www.outerbanks.org](http://www.outerbanks.org))
- Estimated number of visitors: 5.0 million
- Expenditures by visitors: $646 million
- Percentage of expenditures from business or convention travelers: 5%

Pinehurst/Southern Pines ([www.vopnc.org](http://www.vopnc.org))
- Estimated number of visitors: 1.1 million
- Expenditures by visitors: $326 million

Raleigh/Wake County ([www.visitraleigh.com](http://www.visitraleigh.com))
- Estimated number of visitors (overnight): 8.4 million
- Expenditures by visitors: $3.0 billion
- Percentage of expenditures from business or convention travelers: 43%

Winston-Salem ([www.visitwinstonsalem.com](http://www.visitwinstonsalem.com))
- Expenditures by visitors: $556.7 million
- Percentage of expenditures from business travelers: 15%

2.2.35 North Dakota
Bismarck-Mandan ([www.bismarckmandancvb.com](http://www.bismarckmandancvb.com))
- Expenditures by visitors: $120 million

Fargo ([www.fargomoorhead.org](http://www.fargomoorhead.org))
- Estimated number of visitors: 6,100 overnight stays per day
- Expenditures by visitors: $175 per person

Minot ([www.visitminot.org](http://www.visitminot.org))
- Estimated number of visitors: 948,000
- Expenditures by visitors: $72 million
2.2.36 Ohio

Canton (www.visitcantonstark.com)
- Estimated number of visitors: 2.3 million
- Expenditures by visitors: $436 million

Chillicothe [Ross County] (www.visithistory.com)
- Estimated number of visitors: 750,000
- Expenditures by visitors: $147 million
- Percentage of expenditures from business or convention travelers: 20%

Cincinnati (www.cincyusa.com)
- Estimated number of visitors: 9.4 million
- Expenditures by visitors: $4.4 billion

Clark County [Springfield] (www.greaterspringfield.com/cvb/)
- Expenditures by visitors: $266 million
- Percentage of expenditures from business or convention travelers: 60%

Cleveland (www.positivelycleveland.com)
- Estimated number of visitors: 8.4 million

Clinton County [Wilmington] (www.clintoncountyohio.com)
- Estimated number of visitors: 206,000
- Expenditures by visitors: $90 million
- Percentage of expenditures from business or convention travelers: 50%

Columbus (www.experiencecolumbus.com)
- Estimated number of visitors: 6.9 million
- Expenditures by visitors: $3.9 billion

Greene County [Beavercreek] (www.greenecountyohio.org)
- Estimated number of visitors: 1.2 million
- Expenditures by visitors: $80 million

Richland County [Mansfield] (www.mansfieldtourism.com)
- Estimated number of visitors: 1.0 million
- Expenditures by visitors: $182 million

Toledo (www.dotoledo.org)
- Expenditures by visitors: $703 million

Tuscarawas County [New Philadelphia] (www.traveltusc.com)
- Estimated number of visitors: 2.2 million
- Expenditures by visitors: $254 million
- Percentage of expenditures from business or convention travelers: 15% to 20%
Warren County [Lebanon and Mason] (www.ohioslargestplayground.com)
- Estimated number of visitors: 6.7 million
- Expenditures by visitors: $596 million

2.2.37 Oklahoma
Bartlesville (www.visitbartlesville.com)
- Expenditures by visitors: $376 per day
- Percentage of expenditures from business or convention travelers: 55%

Muskogee (www.cityofmuskogee.com)
- Estimated number of visitors: 280,000
- Expenditures by visitors: $4.4 million
- Percentage of expenditures from business or convention travelers: 30%

Oklahoma City (www.visitokc.com)
- Estimated number of visitors: 5.4 million (overnight); 7.5 million (total)
- Expenditures by visitors: $1.4 billion
- Percentage of expenditures from business or convention travelers: 71%

2.2.38 Oregon
Bend and Central Oregon (www.visitorcentraloregon.com)
- Estimated number of visitors: 4.8 million
- Expenditures by visitors: $380 million

Eugene and Lane County (www.eugenecascadescoast.org)
- Estimated number of visitors: 3.0 million
- Expenditures by visitors: $473 million

Portland (www.travelportland.com)
- Estimated number of visitors: 7.0 million (overnight)
- Expenditures by visitors: $3.6 billion
- Percentage of expenditures from convention travelers: 3.6%

Umatilla County [Pendleton] (www.co.umatilla.or.us/)
- Estimated number of visitors: 718,000
- Expenditures by visitors: $115 million
- Percentage of expenditures from business or convention travelers: 42%

2.2.39 Pennsylvania
Altoona and Allegheny Mountains (www.alleghenymountains.com)
- Expenditures by visitors: $62 million

Beaver County (www.beavercountypa.gov)
- Estimated number of visitors: 470,000
- Expenditures by visitors: $35 million
Gettysburg (www.gettysburg.travel)
• Estimated number of visitors: 4.0 million
• Expenditures by visitors: $400 million
• Percentage of expenditures from business or convention travelers: 12%

Lancaster County (www.padutchcountry.com)
• Estimated number of visitors: 8.0 million
• Expenditures by visitors: $2.2 billion
• Percentage of expenditures from business or convention travelers: 25%

Philadelphia (www.visitphilly.com)
• Estimated number of visitors: 27.7 million
• Expenditures by visitors: $5.3 billion

Pittsburgh (www.visitpittsburgh.com)
• Estimated number of visitors: 9.6 million
• Expenditures by visitors: $2.9 billion

Pocono Mountains (www.800poconos.com)
• Estimated number of visitors: 8.7 billion
• Expenditures by visitors: $2.1 billion
• Percentage of expenditures from business or convention travelers: 7%

York (www.yorkpa.org)
• Expenditures by visitors: $616 million

2.2.40 Rhode Island
Newport (www.gonewport.com)
• Estimated number of visitors: 3.6 million
• Expenditures by visitors: $960 million
• Percentage of expenditures from business or convention travelers: 40%

Providence (www.providencecvb.com)
• Estimated number of visitors: 3.9 million
• Expenditures by visitors: $2.5 billion

2.2.41 South Carolina
Charleston (www.charlestoncvb.com)
• Estimated number of visitors: 4.5 million
• Economic impact: $3.5 billion
• Percentage of expenditures from business or convention travelers: 30%

Hilton Head (www.hiltonheadisland.org)
• Estimated number of visitors: 2.0 million
• Expenditures by visitors: $1.4 billion
• Percentage of expenditures from business or convention travelers: 15%
Myrtle Beach (www.visitmyrtlebeach.com)
- Estimated number of visitors: 16.1 million
- Expenditures by visitors: $6.3 billion
- Percentage of expenditures from business or convention travelers: 10%

2.2.42 South Dakota
Black Hills Region (www.blackhillsbadlands.com)
- Estimated number of visitors: 4.5 million
- Expenditures by visitors: $575 million
- Percentage of expenditures from business travelers: 3%

Rapid City (www.rapidcitycvb.com)
- Estimated number of visitors: 2.7 million
- Expenditures by visitors: $156 million

Sioux Falls (www.siouxfalls.com)
- Estimated number of visitors: 522,000 (business only)
- Expenditures by visitors: $122 million

2.2.43 Tennessee
Chattanooga (www.chattanoogafun.com)
- Estimated number of visitors: 8.1 million
- Expenditures by visitors: $457 million

Gatlinburg (www.gatlinburg.com)
- Estimated number of visitors: 9.0 million
- Expenditures by visitors: $410 million
- Percentage of expenditures from business or convention travelers: 2%

Kingsport (www.kingsportchamber.org)
- Expenditures by visitors: $146 million

Knoxville (www.knoxville.org)
- Estimated number of visitors: 10.0 million
- Expenditures by visitors: $448 million

Memphis (www.memphistravel.com)
- Estimated number of visitors: 8.0 million
- Expenditures by visitors: $1.9 billion

Nashville (www.visitmusiccity.com)
- Estimated number of visitors: 7.0 million (overnight); 12.2 million (total)
- Expenditures by visitors: $4.6 billion
- Percentage of expenditures from business or convention travelers: 63%
Pigeon Forge (www.mypigeonforge.com)
- Estimated number of visitors: 2.7 million
- Expenditures by visitors: $830 million
- Percentage of expenditures from business or convention travelers: 26%

2.2.44 Texas
Abilene (www.abilenevisitors.com)
- Estimated number of visitors (overnight): 2.0 million
- Expenditures by visitors: $250 million
- Percentage of expenditures from business or convention travelers: 30%

Amarillo (www.visitamarillotx.com)
- Estimated number of visitors: 1.6 million
- Expenditures by visitors: $258 million
- Percentage of expenditures from business or convention travelers: 40%

Arlington (www.experiencearlington.org)
- Estimated number of visitors: 6.5 million
- Expenditures by visitors: $396 million
- Percentage of expenditures from business or convention travelers: 20%

Austin (www.austintexas.org)
- Estimated number of visitors: 19.0 million
- Expenditures by visitors: $1.6 billion

Dallas [including Plano and Irving] (www.visitdallas.com)
- Estimated number of visitors (overnight): 28.1 million
- Expenditures by visitors: $8.7 billion
- Percentage of expenditures from business or convention travelers: 40%

El Paso (www.visitel paso.com)
- Estimated number of visitors: 3.0 million
- Expenditures by visitors: $805 million

Fort Worth (www.fortworth.com)
- Estimated number of visitors: 8.2 million
- Expenditures by visitors: $1.1 billion

Galveston (www.galveston.com)
- Estimated number of visitors: 7.0 million
- Expenditures by visitors: $372 million

Houston (www.visithoustontexas.com)
- Estimated number of visitors (overnight): 17.5 million
- Expenditures by visitors: $17.2 billion
Irving (www.irvingtexas.com)
- Estimated number of visitors (overnight): 3.1 million
- Expenditures by visitors: $2.0 billion
- Percentage of expenditures from business or convention travelers: 79%

Kerrville (www.kerrvilletexascvb.com)
- Estimated number of visitors: 1.2 million
- Expenditures by visitors: $58 million

Odessa (www.odessacvb.com)
- Estimated number of visitors (overnight): 67,700
- Expenditures by visitors: $53.0 million

San Antonio (www.visitsanantonio.com)
- Estimated number of visitors (overnight): 19.7 million
- Expenditures by visitors: $8.3 billion
- Percentage of expenditures from business or convention travelers: 27%

Tyler (www.tylertexas.com)
- Estimated number of visitors: 25,000
- Expenditures by visitors: $122 per person
- Percentage of expenditures from business or convention travelers: 25%

Waco (http://wacoheartoftexas.com)
- Estimated number of visitors: 94,000
- Expenditures by visitors: $104 million

2.2.45 Utah
Park City (www.parkcityinfo.com)
- Estimated number of visitors: 300,000
- Expenditures by visitors: $500 million

Provo and Utah Valley (www.visitutah.com)
- Estimated number of visitors: 3.1 million
- Expenditures by visitors: $326 million

Salt Lake City (www.visitsaltlake.com)
- Estimated number of visitors: 9.2 million
- Expenditures by visitors: $2.5 billion
- Percentage of expenditures from business or convention travelers: 47%

2.2.46 Vermont
Burlington (www.vermontvacation.com)
- Estimated number of visitors: 1.3 million (overnight)
2.2.47 Virginia

Alexandria (www.visitalexandriava.com)
- Estimated number of visitors: 2.0 million
- Expenditures by visitors: $557 million

Arlington (www.stayarlington.com)
- Estimated number of visitors: 3.0 million
- Expenditures by visitors: $1.9 billion

Blacksburg (www.blacksburg.gov)
- Estimated number of visitors: 350,000 (overnight); 1.0 million (total)
- Expenditures by visitors: $100+ million
- Percentage of expenditures from business or convention travelers: 15%

Fredericksburg (www.fredericksburgva.com)
- Estimated number of visitors: 696,000
- Expenditures by visitors: $307 million

Hampton (www.visithampton.com)
- Estimated number of visitors: 370,000 (overnight); 585,000 (total)
- Expenditures by visitors: $97.9 million
- Percentage of expenditures from business or convention travelers: 63%

Norfolk (www.visitnorfolktoday.com)
- Estimated number of visitors: 2.3 million
- Expenditures by visitors: $367 billion

Portsmouth (www.portsmouthva.gov/tourism)
- Expenditures by visitors: $65 million

Richmond Region [counties of Chesterfield, Hanover, Henrico, New Kent, and City of Richmond] (www.visitrichmond.com)
- Estimated number of visitors: 5.8 million
- Expenditures by visitors: $1.8 billion

Roanoke (www.visitroanokeva.com)
- Estimated number of visitors: 42,000

Vienna and Fairfax County (www.fxva.com)
- Expenditures by visitors: $1.4 billion

Virginia Beach (www.visitvirginiabeach.com)
- Estimated number of visitors: 5.7 million
- Expenditures by visitors: $1.2 billion
- Percentage of expenditures from business or convention travelers: 15%

Williamsburg (www.williamsburg.com)
- Estimated number of visitors: 4.0 million
- Expenditures by visitors: $632 million
- Percentage of expenditures from business or convention travelers: 15%
2.2.48 Washington
Bellingham/Mt. Baker Region (www.bellingham.org)
- Estimated number of visitors: 45,500
- Expenditures by visitors: $360 million

Everett and Snohomish County (www.snohomish.org)
- Estimated number of visitors: 286,000 (visitors center)
- Expenditures by visitors: $520 million

Grays Harbor (www.graysharbor.org)
- Estimated number of visitors: 4.0 million
- Expenditures by visitors: $350 million

Seattle (www.visitselte.org)
- Estimated number of visitors: 10.2 million (overnight); 15.7 million (total)
- Expenditures by visitors: $3.0 billion

Tacoma (www.traveltacoma.com)
- Estimated number of visitors: 6.0 million
- Expenditures by visitors: $649 million

Tri-Cities [Kennewick, Pasco, and Richland] (www.visittri-cities.com)
- Estimated number of visitors: 778,000
- Expenditures by visitors: $392.6 million

2.2.49 West Virginia
Beckley and Southern West Virginia [9 counties] (www.visitwv.com)
- Estimated number of visitors: 5.0 million
- Expenditures by visitors: $679 million

Charleston (www.charlestonwv.com)
- Estimated number of visitors: 460,000
- Expenditures by visitors: $55 million

2.2.50 Wisconsin
Green Bay (www.greenbay.com)
- Estimated number of visitors (overnight): 1.8 million
- Expenditures by visitors: $614 million
- Percentage of expenditures from business or convention travelers: 35%

Madison (www.visitmadison.com)
- Estimated number of visitors: 2.6 million
- Expenditures by visitors: $1.1 billion
- Percentage of expenditures from business or convention travelers: 63%
**Milwaukee** ([www.visitmilwaukee.org](http://www.visitmilwaukee.org))
- Estimated number of visitors: 6.9 million
- Expenditures by visitors: $2.6 billion
- Percentage of expenditures from business or convention travelers: 68%

**Oshkosh** ([www.visitoshkosh.com](http://www.visitoshkosh.com))
- Estimated number of visitors: 394,000
- Expenditures by visitors: $98 million

**Racine** ([www.realracine.com](http://www.realracine.com))
- Expenditures by visitors: $168 million

**Wisconsin Dells** ([www.wisdells.com](http://www.wisdells.com))
- Estimated number of visitors: 2.9 million
- Expenditures by visitors: $840 million

### 2.2.51 **Wyoming**

**Cheyenne** ([www.cheyenne.org](http://www.cheyenne.org))
- Expenditures by visitors: $333.2 million
- Percentage of expenditures from business travel: 56%
- Percentage of expenditures from conferences/meetings: 9%
3

CITY-BY-CITY TRAVEL SURVEY

3.1 Overview

International Demographics (www.themediaaudit.com) regularly surveys residents in 55 metropolitan areas on various topics, including travel. This chapter presents findings of surveys relating to various travel components, as follows:

- Business trips
- Business air travel
- International air travel
- Hotel stays
- Rental car use
- Ocean cruises

3.2 Business Trips

The following are the average number of annual business trips taken by residents of various metropolitan areas:

- Akron, OH: 3.4
- Albany-Schenectady-Troy, NY: 5.8
- Allentown-Bethlehem, PA: 4.8
- Ann Arbor, MI: 5.1
- Atlanta, GA: 9.9
- Baltimore, MD: 5.2
- Boston, MA: 7.7
- Buffalo, NY: 7.2
- Charleston, SC: 4.3
- Charlotte, NC: 7.1
- Chicago, IL: 6.5
- Cincinnati, OH: 5.6
- Cleveland, OH: 7.6
- Columbia-Jefferson City, MO: 4.1
- Columbus, OH: 4.6
- Dallas-Ft. Worth, TX: 5.8
- Dayton, OH: 5.4
- Denver, CO: 5.7
- Detroit, MI: 5.3
• Ft. Myers-Naples, FL: 5.3
• Grand Rapids, MI: 6.9
• Greensboro, NC: 7.5
• Greenville-Spartanburg, SC: 12.8
• Indianapolis, IN: 9.0
• Jacksonville, FL: 5.3
• Kansas City, MO-KS: 7.2
• Las Vegas, NV: 3.9
• Lexington, KY: 5.0
• Little Rock, AR: 3.4
• Louisville, KY: 5.0
• Madison, WI: 4.3
• Melbourne, FL: 3.0
• Miami-Ft. Lauderdale, FL: 6.3
• Milwaukee-Racine, WI: 6.6
• New York, NY: 4.5
• Norfolk, VA: 6.2
• Ocala, FL: 5.2
• Oklahoma City, OK: 3.0
• Omaha-Council Bluffs, NE: 4.8
• Orlando, FL: 7.8
• Peoria, IL: 3.2
• Philadelphia, PA: 6.5
• Pittsburgh, PA: 7.4
• Raleigh-Durham, NC: 5.2
• Rochester, NY: 3.0
• Sacramento, CA: 3.2
• Sarasota, FL: 4.8
• Southern New Hampshire: 4.7
• St. Louis, MO: 8.2
• Syracuse, NY: 4.9
• Tampa-St. Petersburg, FL: 8.8
• Toledo, OH: 3.2
• Tulsa, OK: 5.0
• Washington, DC: 8.0
• West Palm Beach, FL: 6.0

3.3 Business Air Travel
The percentage of adults that made one or more business trips using a commercial airline in the past year is as follows:
• Akron, OH: 12.7%
• Albany-Schenectady-Troy, NY: 9.3%
• Allentown-Bethlehem, PA: 7.0%
<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ann Arbor, MI</td>
<td>16.6%</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>15.7%</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>15.4%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>15.1%</td>
</tr>
<tr>
<td>Buffalo, NY</td>
<td>8.8%</td>
</tr>
<tr>
<td>Charleston, SC</td>
<td>13.2%</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>13.3%</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>12.7%</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>13.9%</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>8.9%</td>
</tr>
<tr>
<td>Columbia-Jefferson City, MO</td>
<td>10.5%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>10.0%</td>
</tr>
<tr>
<td>Dallas-Ft. Worth, TX</td>
<td>19.6%</td>
</tr>
<tr>
<td>Dayton, OH</td>
<td>10.2%</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>16.9%</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>8.0%</td>
</tr>
<tr>
<td>Ft. Myers-Naples, FL</td>
<td>11.1%</td>
</tr>
<tr>
<td>Grand Rapids, MI</td>
<td>9.1%</td>
</tr>
<tr>
<td>Greensboro, NC</td>
<td>7.1%</td>
</tr>
<tr>
<td>Greenville-Spartanburg, SC</td>
<td>10.8%</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>13.9%</td>
</tr>
<tr>
<td>Jacksonville, FL</td>
<td>11.7%</td>
</tr>
<tr>
<td>Kansas City, MO-KS</td>
<td>14.2%</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>13.7%</td>
</tr>
<tr>
<td>Lexington, KY</td>
<td>13.6%</td>
</tr>
<tr>
<td>Little Rock, AR</td>
<td>14.8%</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>10.5%</td>
</tr>
<tr>
<td>Madison, WI</td>
<td>12.0%</td>
</tr>
<tr>
<td>Melbourne, FL</td>
<td>11.0%</td>
</tr>
<tr>
<td>Miami-Ft. Lauderdale, FL</td>
<td>12.3%</td>
</tr>
<tr>
<td>Milwaukee-Racine, WI</td>
<td>9.9%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>13.0%</td>
</tr>
<tr>
<td>Norfolk, VA</td>
<td>14.9%</td>
</tr>
<tr>
<td>Ocala, FL</td>
<td>4.8%</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>14.7%</td>
</tr>
<tr>
<td>Omaha-Council Bluffs, NE</td>
<td>15.2%</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>13.2%</td>
</tr>
<tr>
<td>Peoria, IL</td>
<td>8.5%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>14.0%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>8.8%</td>
</tr>
<tr>
<td>Raleigh-Durham, NC</td>
<td>19.2%</td>
</tr>
<tr>
<td>Rochester, NY</td>
<td>8.3%</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>13.2%</td>
</tr>
<tr>
<td>Sarasota, FL</td>
<td>14.4%</td>
</tr>
</tbody>
</table>
• Southern New Hampshire: 12.2%
• St. Louis, MO: 14.4%
• Syracuse, NY: 7.5%
• Tampa-St. Petersburg, FL: 10.5%
• Toledo, OH: 8.9%
• Tulsa, OK: 9.3%
• Washington, DC: 17.5%
• West Palm Beach, FL: 8.3%

### 3.4 International Air Travel

The following are the percentages of adults that traveled by air to a foreign destination at least once during the past two years:

• Akron, OH: 13.3%
• Albany-Schenectady-Troy, NY: 25.2%
• Allentown-Bethlehem, PA: 24.4%
• Ann Arbor, MI: 24.4%
• Atlanta, GA: 26.5%
• Baltimore, MD: 25.9%
• Boston, MA: 29.7%
• Buffalo, NY: 12.6%
• Charleston, SC: 17.2%
• Charlotte, NC: 17.5%
• Chicago, IL: 27.6%
• Cincinnati, OH: 17.5%
• Cleveland, OH: 14.5%
• Columbia-Jefferson City, MO: 14.3%
• Columbus, OH: 15.1%
• Dallas-Ft. Worth, TX: 25.3%
• Dayton, OH: 9.8%
• Denver, CO: 24.7%
• Detroit, MI: 18.4%
• Ft. Myers-Naples, FL: 24.7%
• Grand Rapids, MI: 14.9%
• Greensboro, NC: 10.4%
• Greenville-Spartanburg, SC: 17.5%
• Indianapolis, IN: 17.6%
• Jacksonville, FL: 19.1%
• Kansas City, MO-KS: 16.3%
• Las Vegas, NV: 18.9%
• Lexington, KY: 20.5%
• Little Rock, AR: 13.9%
• Louisville, KY: 10.2%
• Madison, WI: 23.5%
<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Melbourne, FL</td>
<td>17.0%</td>
</tr>
<tr>
<td>Miami-Ft. Lauderdale, FL</td>
<td>37.9%</td>
</tr>
<tr>
<td>Milwaukee-Racine, WI</td>
<td>18.0%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>33.7%</td>
</tr>
<tr>
<td>Norfolk, VA</td>
<td>18.9%</td>
</tr>
<tr>
<td>Ocala, FL</td>
<td>18.0%</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>14.4%</td>
</tr>
<tr>
<td>Omaha-Council Bluffs, NE</td>
<td>15.9%</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>30.6%</td>
</tr>
<tr>
<td>Peoria, IL</td>
<td>17.5%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>24.0%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>13.1%</td>
</tr>
<tr>
<td>Raleigh-Durham, NC</td>
<td>24.2%</td>
</tr>
<tr>
<td>Rochester, NY</td>
<td>17.5%</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>21.0%</td>
</tr>
<tr>
<td>Sarasota, FL</td>
<td>21.3%</td>
</tr>
<tr>
<td>Southern New Hampshire, PA</td>
<td>17.3%</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>16.6%</td>
</tr>
<tr>
<td>Syracuse, NY</td>
<td>15.1%</td>
</tr>
<tr>
<td>Tampa-St. Petersburg, FL</td>
<td>16.8%</td>
</tr>
<tr>
<td>Toledo, OH</td>
<td>13.2%</td>
</tr>
<tr>
<td>Tulsa, OK</td>
<td>12.5%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>34.5%</td>
</tr>
<tr>
<td>West Palm Beach, FL</td>
<td>26.7%</td>
</tr>
</tbody>
</table>

### 3.5 Hotel Stays

The following are the percentages of adults that spent 10 or more nights in a hotel during the past year:

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akron, OH</td>
<td>19.1%</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy, NY</td>
<td>23.2%</td>
</tr>
<tr>
<td>Allentown-Bethlehem, PA</td>
<td>20.1%</td>
</tr>
<tr>
<td>Ann Arbor, MI</td>
<td>29.7%</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>26.8%</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>30.8%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>27.8%</td>
</tr>
<tr>
<td>Buffalo, NY</td>
<td>22.4%</td>
</tr>
<tr>
<td>Charleston, SC</td>
<td>21.6%</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>31.1%</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>27.8%</td>
</tr>
<tr>
<td>Cincinnati, OH</td>
<td>28.3%</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>22.9%</td>
</tr>
<tr>
<td>Columbia-Jefferson City, MO</td>
<td>29.7%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>29.6%</td>
</tr>
</tbody>
</table>
• Dallas-Ft. Worth, TX: 25.7%
• Dayton, OH: 25.0%
• Denver, CO: 29.6%
• Detroit, MI: 24.6%
• Ft. Myers-Naples, FL: 36.2%
• Grand Rapids, MI: 24.4%
• Greensboro, NC: 20.5%
• Greenville-Spartanburg, SC: 27.0%
• Indianapolis, IN: 23.9%
• Jacksonville, FL: 26.9%
• Kansas City, MO-KS: 24.8%
• Las Vegas, NV: 20.1%
• Lexington, KY: 27.7%
• Little Rock, AR: 28.0%
• Louisville, KY: 19.7%
• Madison, WI: 26.5%
• Melbourne, FL: 21.3%
• Miami-Ft. Lauderdale, FL: 28.9%
• Milwaukee-Racine, WI: 23.5%
• New York, NY: 26.0%
• Norfolk, VA: 30.1%
• Ocala, FL: 17.9%
• Oklahoma City, OK: 27.1%
• Omaha-Council Bluffs, NE: 23.2%
• Orlando, FL: 29.8%
• Peoria, IL: 28.8%
• Philadelphia, PA: 26.6%
• Pittsburgh, PA: 19.3%
• Raleigh-Durham, NC: 29.1%
• Rochester, NY: 20.4%
• Sacramento, CA: 20.1%
• Sarasota, FL: 25.8%
• Southern New Hampshire: 20.7%
• St. Louis, MO: 28.4%
• Syracuse, NY: 20.8%
• Tampa-St. Petersburg, FL: 22.6%
• Toledo, OH: 22.3%
• Tulsa, OK: 21.4%
• Washington, DC: 29.7%
• West Palm Beach, FL: 24.8%
### 3.6 Rental Car Use

The following are the percentages of adults that used rental cars five or more times during the past year:

- Akron, OH: 3.8%
- Albany-Schenectady-Troy, NY: 8.0%
- Allentown-Bethlehem, PA: 6.2%
- Ann Arbor, MI: 7.7%
- Atlanta, GA: 11.7%
- Baltimore, MD: 10.0%
- Boston, MA: 7.3%
- Buffalo, NY: 5.7%
- Charleston, SC: 7.2%
- Charlotte, NC: 9.6%
- Chicago, IL: 8.2%
- Cincinnati, OH: 8.3%
- Cleveland, OH: 6.6%
- Columbia-Jefferson City, MO: 4.4%
- Columbus, OH: 6.8%
- Dallas-Ft. Worth, TX: 10.2%
- Dayton, OH: 6.2%
- Denver, CO: 6.8%
- Detroit, MI: 6.2%
- Ft. Myers-Naples, FL: 9.4%
- Grand Rapids, MI: 6.3%
- Greensboro, NC: 6.0%
- Greenville-Spartanburg, SC: 6.6%
- Indianapolis, IN: 9.0%
- Jacksonvillle, FL: 9.1%
- Kansas City, MO-KS: 5.6%
- Las Vegas, NV: 5.6%
- Lexington, KY: 6.7%
- Little Rock, AR: 3.8%
- Louisville, KY: 6.5%
- Madison, WI: 5.4%
- Melbourne, FL: 7.2%
- Miami-Ft. Lauderdale, FL: 8.5%
- Milwaukee-Racine, WI: 7.0%
- New York, NY: 7.2%
- Norfolk, VA: 10.7%
- Ocala, FL: 4.1%
- Oklahoma City, OK: 6.6%
- Omaha-Council Bluffs, NE: 5.6%
- Orlando, FL: 5.9%
- Peoria, IL: 8.4%
• Philadelphia, PA: 9.6%
• Pittsburgh, PA: 6.8%
• Raleigh-Durham, NC: 8.2%
• Rochester, NY: 3.2%
• Sacramento, CA: 6.2%
• Sarasota, FL: 6.5%
• Southern New Hampshire: 5.1%
• St. Louis, MO: 8.5%
• Syracuse, NY: 7.4%
• Tampa-St. Petersburg, FL: 7.1%
• Toledo, OH: 5.2%
• Tulsa, OK: 5.8%
• Washington, DC: 11.5%
• West Palm Beach, FL: 8.3%

3.7 Ocean Cruises
The following percentages of adults plan to book an ocean cruise within the next three years:
• Akron, OH: 15.7%
• Albany-Schenectady-Troy, NY: 19.5%
• Allentown-Bethlehem, PA: 19.8%
• Ann Arbor, MI: 14.4%
• Atlanta, GA: 36.5%
• Baltimore, MD: 29.7%
• Boston, MA: 22.2%
• Buffalo, NY: 19.7%
• Charleston, SC: 32.4%
• Charlotte, NC: 31.0%
• Chicago, IL: 23.4%
• Cincinnati, OH: 21.7%
• Cleveland, OH: 17.6%
• Columbia-Jefferson City, MO: 18.8%
• Columbus, OH: 17.2%
• Dallas-Ft. Worth, TX: 24.6%
• Dayton, OH: 19.4%
• Denver, CO: 20.0%
• Detroit, MI: 19.9%
• Ft. Myers-Naples, FL: 32.2%
• Grand Rapids, MI: 15.4%
• Greensboro, NC: 21.5%
• Greenville-Spartanburg, SC: 25.3%
• Indianapolis, IN: 19.2%
• Jacksonville, FL: 31.1%
<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas City, MO-KS</td>
<td>16.0%</td>
</tr>
<tr>
<td>Las Vegas, NV</td>
<td>26.5%</td>
</tr>
<tr>
<td>Lexington, KY</td>
<td>19.4%</td>
</tr>
<tr>
<td>Little Rock, AR</td>
<td>20.1%</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>17.9%</td>
</tr>
<tr>
<td>Madison, WI</td>
<td>10.0%</td>
</tr>
<tr>
<td>Melbourne, FL</td>
<td>40.2%</td>
</tr>
<tr>
<td>Miami-Ft. Lauderdale, FL</td>
<td>40.7%</td>
</tr>
<tr>
<td>Milwaukee-Racine, WI</td>
<td>15.9%</td>
</tr>
<tr>
<td>New York, NY</td>
<td>31.4%</td>
</tr>
<tr>
<td>Norfolk, VA</td>
<td>33.3%</td>
</tr>
<tr>
<td>Ocala, FL</td>
<td>38.8%</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>21.2%</td>
</tr>
<tr>
<td>Omaha-Council Bluffs, NE</td>
<td>17.4%</td>
</tr>
<tr>
<td>Orlando, FL</td>
<td>51.1%</td>
</tr>
<tr>
<td>Peoria, IL</td>
<td>13.1%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>25.5%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>14.5%</td>
</tr>
<tr>
<td>Raleigh-Durham, NC</td>
<td>25.9%</td>
</tr>
<tr>
<td>Rochester, NY</td>
<td>19.9%</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>25.5%</td>
</tr>
<tr>
<td>Sarasota, FL</td>
<td>36.1%</td>
</tr>
<tr>
<td>Southern New Hampshire</td>
<td>10.8%</td>
</tr>
<tr>
<td>St. Louis, MO</td>
<td>14.4%</td>
</tr>
<tr>
<td>Syracuse, NY</td>
<td>18.5%</td>
</tr>
<tr>
<td>Tampa-St. Petersburg, FL</td>
<td>29.0%</td>
</tr>
<tr>
<td>Toledo, OH</td>
<td>18.1%</td>
</tr>
<tr>
<td>Tulsa, OK</td>
<td>20.1%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>33.6%</td>
</tr>
<tr>
<td>West Palm Beach, FL</td>
<td>44.6%</td>
</tr>
</tbody>
</table>
4

MOST-VISITED CITIES

4.1 Most-Visited Cities

The following data provides the number of annual visitors for the most-visited cities in the U.S. (sources: *Forbes*, *Travel + Leisure*, and surveys by RKMA):

- Orlando, FL: 59.0 million
- New York, NY: 54.3 million
- Chicago, IL: 45.6 million
- Anaheim, CA: 45.0 million
- Atlanta, GA: 42.3 million
- Las Vegas, NV: 42.3 million
- Los Angeles, CA: 42.2 million
- Washington, DC: 36.9 million
- San Diego, CA: 34.2 million
- Houston, TX: 31.0 million
- Dallas, TX: 30.0 million
- Minneapolis/Saint Paul, MN: 29.4 million
- Philadelphia, PA: 27.7 million
- Atlantic City, NJ: 27.0 million
- Charlotte, NC: 25.0 million
- Baltimore, MD: 23.9 million
- Phoenix, AZ: 22.8 million
- Indianapolis, IN: 21.7 million
- Tampa Bay, FL: 20.8 million
- St. Louis, MO: 20.3 million
- San Antonio, TX: 20.0 million
- Boston, MA: 19.7 million
- Miami, FL: 19.7 million
- Austin, TX: 19.0 million
- San Francisco, CA: 16.9 million
- Kansas City, MO-KS: 16.5 million
- Myrtle Beach, SC: 16.1 million
- Detroit, MI: 15.7 million
- Seattle, WA: 15.7 million
- Denver, CO: 14.5 million
- Raleigh, NC: 13.3 million
- Ft. Lauderdale, FL: 12.3 million
- Nashville, TN: 12.2 million
5.1 Most-Visited Tourist Attractions

The most-visited U.S. tourist attractions are as follows (sources: Forbes Traveler, National Geographic Traveler, National Park Service, Travel + Leisure, and various local sources):

- Times Square (New York, NY): 41.9 million
- Central Park (New York, NY): 40.0 million
- Union Station (Washington, DC): 36.5 million
- Las Vegas Strip (Las Vegas, NV): 29.5 million
- Niagara Falls (Ontario and New York): 22.5 million
- Grand Central Terminal (New York, NY): 21.6 million
- Lincoln Park (Chicago, IL): 20.0 million
- Faneuil Hall Marketplace (Boston, MA): 18.0 million
- Magic Kingdom at Walt Disney World (Lake Buena Vista, FL): 17.1 million
- Mission Bay Park (San Diego, CA): 16.5 million
- Disneyland (Anaheim, CA): 16.1 million
- Golden Gate National Recreation Area (San Francisco, CA): 15.0 million
- Balboa Park (San Diego, CA): 14.0 million
- Fisherman’s Wharf/Pier 39 (San Francisco, CA): 14.0 million
- Forest Park (St. Louis, MO): 12.0 million
- Griffith Park (Los Angeles, CA): 12.0 million
- Epcot at Walt Disney World (Lake Buena Vista, FL): 10.8 million
- Coney Island Beach and Boardwalk (New York, NY): 10.6 million
- Fairmount Park (Philadelphia, PA): 10.0 million
- National Mall (Washington, DC): 10.0 million
- Pike Place Market (Seattle, WA): 10.0 million
- Disney’s Animal Kingdom at Walt Disney World (Lake Buena Vista, FL): 9.8 million
- Disney’s Hollywood Studios at Walt Disney World (Lake Buena Vista, FL): 9.7 million
- Great Smoky Mountain National Park (North Carolina and Tennessee): 9.4 million
- Mackinac Bridge (Michigan): 9.0 million
- South Street Seaport (New York, NY): 9.0 million
- Navy Pier (Chicago, IL): 8.7 million
- Smithsonian Institution’s National Air and Space Museum (Washington, DC): 8.3 million
<table>
<thead>
<tr>
<th>Location</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Islands of Adventure at Universal Studios (Orlando, FL)</td>
<td>7.7 million</td>
</tr>
<tr>
<td>Lake Mead National Recreation Area (Nevada and Arizona)</td>
<td>7.6 million</td>
</tr>
<tr>
<td>Smithsonian Institution’s National Museum of Natural History (Washington, DC)</td>
<td>6.8 million</td>
</tr>
<tr>
<td>Lincoln Memorial (Washington, DC)</td>
<td>6.5 million</td>
</tr>
<tr>
<td>Disney’s California Adventure (Anaheim, CA)</td>
<td>6.4 million</td>
</tr>
<tr>
<td>Lake Mead National Recreation Area (Arizona and Nevada)</td>
<td>6.3 million</td>
</tr>
<tr>
<td>Metropolitan Museum of Art (New York, NY)</td>
<td>6.2 million</td>
</tr>
<tr>
<td>Gateway National Recreation Area (New York and New Jersey)</td>
<td>6.1 million</td>
</tr>
<tr>
<td>Bourbon Street (New Orleans, LA)</td>
<td>6.0 million</td>
</tr>
<tr>
<td>Old Town State Historic Park (San Diego, CA)</td>
<td>6.0 million</td>
</tr>
<tr>
<td>Universal Studios at Universal (Orlando, FL)</td>
<td>6.0 million</td>
</tr>
<tr>
<td>Grauman’s Chinese Theatre/Hollywood Walk of Fame (West Hollywood, CA)</td>
<td>5.5 million</td>
</tr>
<tr>
<td>French Market (New Orleans, LA)</td>
<td>5.4 million</td>
</tr>
<tr>
<td>SeaWorld Florida (Orlando, FL)</td>
<td>5.2 million</td>
</tr>
<tr>
<td>River Walk (San Antonio, TX)</td>
<td>5.1 million</td>
</tr>
<tr>
<td>Universal Studios Hollywood (Los Angeles, CA)</td>
<td>5.1 million</td>
</tr>
<tr>
<td>American Museum of Natural History (New York, NY)</td>
<td>5.0 million</td>
</tr>
<tr>
<td>Temple Square (Salt Lake City, UT)</td>
<td>5.0 million</td>
</tr>
<tr>
<td>Chesapeake and Ohio Canal National Historical Park (Maryland)</td>
<td>4.9 million</td>
</tr>
<tr>
<td>Delaware Water Gap National Recreation Area (New Jersey and Pennsylvania)</td>
<td>4.8 million</td>
</tr>
<tr>
<td>Gulf Islands National Seashore (Florida and Mississippi)</td>
<td>4.8 million</td>
</tr>
<tr>
<td>Grand Canyon National Park (Arizona)</td>
<td>4.6 million</td>
</tr>
<tr>
<td>Cape Cod National Seashore (Massachusetts)</td>
<td>4.5 million</td>
</tr>
<tr>
<td>Waikiki Beach (Oahu, HI)</td>
<td>4.5 million</td>
</tr>
<tr>
<td>Busch Gardens Tampa Bay (Tampa, FL)</td>
<td>4.3 million</td>
</tr>
<tr>
<td>SeaWorld California (San Diego, CA)</td>
<td>4.3 million</td>
</tr>
<tr>
<td>National Museum of American History (Washington, DC)</td>
<td>4.2 million</td>
</tr>
<tr>
<td>San Francisco Maritime National Historical Park (San Francisco, CA)</td>
<td>4.2 million</td>
</tr>
<tr>
<td>National Gallery of Art (Washington, DC)</td>
<td>4.1 million</td>
</tr>
<tr>
<td>Vietnam Veterans Memorial (Washington, DC)</td>
<td>4.1 million</td>
</tr>
<tr>
<td>Atlantic City Boardwalk (Atlantic City, NJ)</td>
<td>4.0 million</td>
</tr>
<tr>
<td>Empire State Building (New York, NY)</td>
<td>4.0 million</td>
</tr>
<tr>
<td>Seaport Village (San Diego, CA)</td>
<td>4.0 million</td>
</tr>
<tr>
<td>World War II Memorial (Washington, DC)</td>
<td>3.9 million</td>
</tr>
<tr>
<td>Knott’s Berry Farm (Buena Park, CA)</td>
<td>3.7 million</td>
</tr>
<tr>
<td>Yosemite National Park (California)</td>
<td>3.7 million</td>
</tr>
<tr>
<td>Independence National Historical Park (Philadelphia, PA)</td>
<td>3.5 million</td>
</tr>
<tr>
<td>San Diego Zoo (San Diego, CA)</td>
<td>3.4 million</td>
</tr>
<tr>
<td>Statue of Liberty National Monument (New York and New Jersey)</td>
<td>3.4 million</td>
</tr>
<tr>
<td>Colonial National Historical Park (Virginia)</td>
<td>3.2 million</td>
</tr>
</tbody>
</table>
- Korean War Veterans Memorial (Washington, DC): 3.2 million
- Martin Luther King, Jr. Memorial (Washington, DC): 3.2 million
- Yellowstone National Park (Idaho, Montana, and Wyoming): 3.2 million
- Cedar Point (Sandusky, OH): 3.1 million
- Kings Island (Kings Island, OH): 3.1 million
- Museum of Modern Art (New York, NY): 3.1 million
- Olympic National Park (Washington): 3.1 million
- Appalachian Trail (14 states): >3.0 million
- Chattahoochee River National Recreation Area (Atlanta, GA): 3.0 million
- Lincoln Park Zoo (Chicago, IL): 3.0 million
- Rocky Mountain National Park (Colorado): 3.0 million
- Hershey Park (Hershey, PA): 2.9 million
- Franklin Delano Roosevelt Memorial (Washington, DC): 2.8 million
- St. Louis Zoological Park (St. Louis, MO): 2.8 million
- Zion National Park (Utah): 2.8 million
- Busch Gardens Europe (Williamsburg, VA): 2.7 million
- Grand Teton National Park (Wyoming): 2.7 million
- Six Flags Magic Mountain (Valencia, CA): 2.7 million
- Smithsonian National Zoological Park (Washington, DC): 2.7 million
- Seaworld Texas (San Antonio, TX): 2.6 million
- Cuyahoga Valley National Park (Ohio): 2.5 million
- Houston Museum of Natural Science (Houston, TX): 2.5 million
- The Alamo (San Antonio, TX): 2.5 million

Note: City parks with less than 10 million visitors are not included because visitor figures represent a mix of tourists and local residents (see Chapter 116).
### INTERNATIONAL TRAVEL

#### 6.1 Market Assessment

According to the U.S. Department of Commerce, Office of Travel and Tourism Industries (OTTI, http://tinet.ita.doc.gov/), international visitor spending (exports) has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$120.38</td>
</tr>
<tr>
<td>2001</td>
<td>$103.91</td>
</tr>
<tr>
<td>2002</td>
<td>$98.16</td>
</tr>
<tr>
<td>2003</td>
<td>$95.42</td>
</tr>
<tr>
<td>2004</td>
<td>$110.31</td>
</tr>
<tr>
<td>2005</td>
<td>$122.07</td>
</tr>
<tr>
<td>2006</td>
<td>$126.77</td>
</tr>
<tr>
<td>2007</td>
<td>$144.22</td>
</tr>
<tr>
<td>2008</td>
<td>$164.71</td>
</tr>
<tr>
<td>2009</td>
<td>$146.00</td>
</tr>
<tr>
<td>2010</td>
<td>$167.99</td>
</tr>
<tr>
<td>2011</td>
<td>$187.63</td>
</tr>
<tr>
<td>2012</td>
<td>$200.99</td>
</tr>
<tr>
<td>2013</td>
<td>$214.54</td>
</tr>
<tr>
<td>2014</td>
<td>$220.75</td>
</tr>
<tr>
<td>2015</td>
<td>$216.86</td>
</tr>
</tbody>
</table>

U.S. spending abroad (imports) has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$86.18</td>
</tr>
<tr>
<td>2001</td>
<td>$79.66</td>
</tr>
<tr>
<td>2002</td>
<td>$76.38</td>
</tr>
<tr>
<td>2003</td>
<td>$79.12</td>
</tr>
<tr>
<td>2004</td>
<td>$94.23</td>
</tr>
<tr>
<td>2005</td>
<td>$101.41</td>
</tr>
<tr>
<td>2006</td>
<td>$106.84</td>
</tr>
<tr>
<td>2007</td>
<td>$112.78</td>
</tr>
<tr>
<td>2008</td>
<td>$119.83</td>
</tr>
<tr>
<td>2009</td>
<td>$102.95</td>
</tr>
<tr>
<td>2010</td>
<td>$110.04</td>
</tr>
<tr>
<td>2011</td>
<td>$116.44</td>
</tr>
<tr>
<td>2012</td>
<td>$129.90</td>
</tr>
<tr>
<td>2013</td>
<td>$136.13</td>
</tr>
<tr>
<td>2014</td>
<td>$145.67</td>
</tr>
<tr>
<td>2015</td>
<td>$155.96</td>
</tr>
</tbody>
</table>

The balance of trade has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Balance (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>$34.20</td>
</tr>
<tr>
<td>2001</td>
<td>$24.25</td>
</tr>
<tr>
<td>2002</td>
<td>$21.77</td>
</tr>
<tr>
<td>2003</td>
<td>$16.29</td>
</tr>
<tr>
<td>2004</td>
<td>$16.08</td>
</tr>
<tr>
<td>2005</td>
<td>$20.66</td>
</tr>
<tr>
<td>2006</td>
<td>$19.93</td>
</tr>
<tr>
<td>2007</td>
<td>$31.43</td>
</tr>
<tr>
<td>2008</td>
<td>$44.88</td>
</tr>
<tr>
<td>2009</td>
<td>$43.05</td>
</tr>
<tr>
<td>2010</td>
<td>$57.94</td>
</tr>
<tr>
<td>2011</td>
<td>$71.18</td>
</tr>
<tr>
<td>2012</td>
<td>$71.09</td>
</tr>
<tr>
<td>2013</td>
<td>$78.40</td>
</tr>
<tr>
<td>2014</td>
<td>$75.08</td>
</tr>
<tr>
<td>2015</td>
<td>$60.90</td>
</tr>
</tbody>
</table>
6.2 U.S. Passports

According to the U.S. State Department (www.travel.state.gov), the annual number of valid U.S. passports in circulation has been as follows:

- 2003: 57,642,868
- 2004: 60,890,770
- 2005: 64,772,634
- 2006: 70,598,794
- 2007: 82,100,668
- 2008: 92,038,623
- 2009: 97,597,368
- 2010: 101,797,872
- 2011: 109,780,364
- 2012: 113,431,943
- 2013: 117,443,735
- 2014: 121,512,341
- 2015: 125,907,176

In 2015, 15,556,216 passports were issued by the State Department.

6.3 Outbound Travel

In 2015, 73,453,114 international trips were taken by U.S. residents, an 8% increase from the previous year. The distribution of international trips was as follows (change from previous year in parenthesis):

- Overseas: 32,789,353 (6%)
- Mexico: 28,195,381 (9%)
- Canada: 12,468,380 (8%)

The top destinations by region were as follows:

- Europe: 12,598,860 (6%)
- Caribbean: 7,648,197 (7%)
- Asia: 4,842,660 (7%)
- South America: 1,869,463 (6%)
- Central America: 2,790,865 (4%)
- Middle East: 2,045,251 (15%)
- Africa: 350,572 (-2%)
- Oceania: 643,485 (7%)

The top destinations by country were as follows:

- United Kingdom: 2,832,000
- Dominican Republic: 2,709,000
- France: 2,124,000
- Italy: 1,908,000
- Germany: 1,878,000
- Spain: 1,170,000
- China: 1,139,000
- India: 1,077,000
- Costa Rica: 862,000
- Japan: 800,000
- Ireland: 708,000
- Netherlands: 708,000
- Philippines: 708,000
- Colombia: 616,000
- Switzerland: 554,000
- Israel: 554,000
- Hong Kong: 523,000
- South Korea: 523,000
- Austria: 492,000
- Peru: 492,000
- Taiwan: 492,000
- Australia: 431,000
- Greece: 431,000
- Turkey: 400,000
- Jamaica: 385,000
- United Arab Emirates: 369,000
- Czech Republic: 339,000
- Hungary: 339,000
- Thailand: 339,000
- Ecuador: 308,000
- South Africa: 246,000
- Vietnam: 246,000
- Argentina: 215,000
- Russia: 215,000
- Singapore: 215,000
- Bahamas: 108,000

### 6.4 Inbound Travel

OTTI provides the following statistics on travel by international visitors into the United States:

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Travel Spending</th>
<th>Passenger Fares to Domestic Carriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>46.4 million</td>
<td>$71.3 billion</td>
<td>$20.0 billion</td>
</tr>
<tr>
<td>1999</td>
<td>48.5 million</td>
<td>$74.8 billion</td>
<td>$19.8 billion</td>
</tr>
<tr>
<td>2000</td>
<td>51.2 million</td>
<td>$82.4 billion</td>
<td>$20.7 billion</td>
</tr>
<tr>
<td>2001</td>
<td>46.9 million</td>
<td>$71.9 billion</td>
<td>$17.9 billion</td>
</tr>
</tbody>
</table>
6.5 International Arrivals

There were 77,510,282 international visitors to the United States in 2015, a 3.3% increase from the prior year. There were 39,118,350 visitors from North America, a 2% decrease from 2014, and 38,391,932 overseas visitors, a 10% increase from 2014.

Visitors in 2015 from North American were as follows:

- Canada, total: 20,704,701 (-10%)
  - arrival by air: 7,966,040 (-3%)
- Mexico, total: 18,413,649 (8%)
  - arrival by air: 2,640,481 (6%)

Overseas visitors by region of origin were as follows:

- Western Europe: 14,750,225 (12%)
- Asia: 10,816,172 (12%)
- South America: 5,654,473 (3%)
- Oceania: 1,763,709 (11%)
- Caribbean: 1,489,613 (11%)
- Middle East: 1,343,347 (10%)
- Central America: 1,068,099 (14%)
- Eastern Europe: 949,063 (-1%)
- Africa: 557,231 (8%)

Overseas visitors by country of origin were as follows:

- United Kingdom: 4,900,823 (18%)
- Japan: 3,758,297 (4%)
- China (excluding Hong Kong): 2,591,333 (18%)
- Germany: 2,271,820 (10%)
- Brazil: 2,218,883 (-2%)
- South Korea: 1,764,871 (21%)
• France: 1,752,611 (6%)
• Australia: 1,450,113 (11%)
• India: 1,125,783 (17%)
• Italy: 1,039,397 (8%)
• Colombia: 853,624 (-3%)
• Argentina: 791,905 (16%)
• Spain: 752,823 (6%)
• Netherlands: 726,011 (13%)
• Venezuela: 590,733 (-4%)
• Sweden: 586,332 (6%)
• Switzerland: 536,584 (7%)
• Ireland: 450,132 (13%)
• Taiwan: 440,802 (6%)
• Israel: 402,633 (13%)
• Ecuador: 372,254 (11%)
• Denmark: 353,004 (13%)
• Norway: 323,130 (2%)
• Belgium: 316,985 (10%)
• Dominican Republic: 316,863 (17%)
• Chile: 309,058 (24%)
• New Zealand: 296,008 (12%)
• Saudi Arabia: 286,113 (4%)
• Peru: 282,431 (15%)
• Russia: 261,016 (-24%)
• Jamaica: 247,615 (21%)
• Philippines: 238,862 (9%)
• Bahamas: 233,630 (7%)
• Guatemala: 233,120 (5%)
• Costa Rica: 229,400 (13%)
• Austria: 220,489 (9%)
• Nigeria: 191,577 (12%)
• Turkey: 189,485 (10%)
• Panama: 176,965 (13%)
• Honduras: 173,859 (14%)
• El Salvador: 170,382 (35%)
• Poland: 168,957 (7%)
• Trinidad and Tobago: 167,422 (11%)
• Singapore: 159,517 (5%)
• Finland: 155,039 (9%)
• Hong Kong: 133,197 (9%)
• South Africa: 123,869 (9%)
• Haiti: 123,310 (11%)
6.6 International Visitor Spending

International visitors to the U.S. in 2015 spent $216.8 billion, a 1.8% decrease from the prior year. Approximately 75% of the total was for travel spending, and 25% was for passenger fares to domestic carriers.

The top home countries for traveler spending in the U.S. in 2015 were as follows (change from previous year in parenthesis):

- China: $26.9 billion (12%)
- Canada: $22.1 billion (-16%)
- Mexico: $18.9 billion (1%)
- Japan: $16.6 billion (-6%)
- Brazil: $13.6 billion (1%)
- United Kingdom: $12.6 billion (-7%)
- India: $10.6 billion (8%)
- South Korea: $ 8.8 billion (13%)
- Germany: $ 6.8 billion (-8%)
- France: $ 5.7 billion (-3%)

6.7 International Visitors to Select Destinations

The top states and cities visited by foreign travelers were as follows in 2015 (change from previous year in parenthesis):

States

- New York: 10.38 million (2%)
- Florida: 9.66 million (12%)
- California: 8.13 million (12%)
- Nevada: 3.50 million (12%)
- Hawaii: 3.02 million (-3%)
- Massachusetts: 1.79 million (15%)
- Texas: 1.78 million (15%)
- Illinois: 1.70 million (21%)
- Arizona: 1.04 million (9%)
- Pennsylvania: 1.02 million (5%)
- Georgia: 998,000 (14%)
- New Jersey: 994,000 (2%)
- Washington: 852,000 (36%)
- Utah: 595,000 (8%)
- Louisiana: 518,000 (36%)
- North Carolina: 491,000 (12%)
- Michigan: 488,000 (40%)
- Colorado: 461,000 (1%)
- Virginia: 453,000 (10%)
- Tennessee: 426,000 (n/a)
- Maryland: 418,000 (33%)
• Ohio: 365,000 (7%)
• Connecticut: 296,000 (2%)

Cities
• New York, NY: 10.13 million (2%)
• Miami, FL: 5.50 million (12%)
• Los Angeles-Long Beach, CA: 4.85 million (9%)
• Orlando, FL: 4.71 million (12%)
• San Francisco, CA: 3.63 million (14%)
• Las Vegas, NV: 3.40 million (12%)
• Honolulu/Oahu, HI: 2.38 million (-5%)
• Washington, DC: 2.13 million (9%)
• Chicago, IL: 1.62 million (22%)
• Boston, MA: 1.60 million (14%)
• San Diego, CA: 1.15 million (11%)
• Ft. Lauderdale, FL: 902,000 (13%)
• Houston, TX: 864,000 (no change)
• Atlanta, GA: 837,000 (11%)
• Seattle, WA: 783,000 (33%)
• Philadelphia, PA: 680,000 (9%)
• Flagstaff-Grand Canyon-Sedona, AZ: 672,000 (8%)
• Florida Keys-Key West, FL: 637,000 (26%)
• Anaheim-Santa Ana, CA: 610,000 (3%)
• Tampa-St. Petersburg, FL: 591,000 (8%)
• Dallas-Plano-Irving, TX: 545,000 (33%)
• San Jose, CA: 499,000 (18%)
• New Orleans, LA: 468,000 (37%)
• Naples, FL: 361,000 (n/a)
• Buffalo-Niagara Falls, NY: 330,000 (n/a)

6.8 Market Resources
(202) 482-0140. (http://tinet.ita.doc.gov/)
PUBLICALLY TRADED CORPORATIONS

7.1 Overview
Stocks for 30 airline, hotel, and tourist attraction corporations are traded on the New York Stock Exchange and NASDAQ. The combined market capitalization for these 30 companies is $250 billion (as of Second Quarter 2016).

7.2 Stocks and Market Capitalization
Publically traded corporations and their market capitalization are as follows:

<table>
<thead>
<tr>
<th>Airlines</th>
<th>Ticker</th>
<th>Market Cap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delta Air Lines, Inc.:</td>
<td>DAL</td>
<td>$36.7 billion</td>
</tr>
<tr>
<td>Southwest Airlines Company:</td>
<td>LUV</td>
<td>$27.8 billion</td>
</tr>
<tr>
<td>American Airlines Group Inc.:</td>
<td>AAL</td>
<td>$23.5 billion</td>
</tr>
<tr>
<td>United Continental Holdings, Inc.:</td>
<td>UAL</td>
<td>$20.0 billion</td>
</tr>
<tr>
<td>Alaska Air Group, Inc.:</td>
<td>ALK</td>
<td>$ 9.9 billion</td>
</tr>
<tr>
<td>JetBlue Airways Corp.:</td>
<td>JBLU</td>
<td>$ 6.5 billion</td>
</tr>
<tr>
<td>Spirit Airlines Inc.:</td>
<td>SAVE</td>
<td>$ 3.3 billion</td>
</tr>
<tr>
<td>Allegiant Travel Co.:</td>
<td>ALGT</td>
<td>$ 2.9 billion</td>
</tr>
<tr>
<td>Hawaiin Holdings Inc.:</td>
<td>HA</td>
<td>$ 2.6 billion</td>
</tr>
<tr>
<td>Skywest Inc.:</td>
<td>SKYW</td>
<td>$ 1.0 billion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hotels</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hilton Worldwide Holdings:</td>
<td>HLT</td>
<td>$21.9 billion</td>
</tr>
<tr>
<td>Marriott International:</td>
<td>MAR</td>
<td>$16.8 billion</td>
</tr>
<tr>
<td>Starwood Hotels &amp; Resorts:</td>
<td>HOT</td>
<td>$13.3 billion</td>
</tr>
<tr>
<td>Host Hotels &amp; Resorts:</td>
<td>HST</td>
<td>$11.8 billion</td>
</tr>
<tr>
<td>InterContinental Hotels:</td>
<td>IHG</td>
<td>$ 9.7 billion</td>
</tr>
<tr>
<td>Wyndham Worldwide:</td>
<td>WYN</td>
<td>$ 8.5 billion</td>
</tr>
<tr>
<td>Hyatt Hotels Corp:</td>
<td>H</td>
<td>$ 6.7 billion</td>
</tr>
<tr>
<td>Sunstone Hotel Investors Inc.:</td>
<td>SHO</td>
<td>$ 2.8 billion</td>
</tr>
<tr>
<td>LaSalle Hotel Properties:</td>
<td>LHO</td>
<td>$ 2.7 billion</td>
</tr>
<tr>
<td>Diamondrock Hospitality Co.:</td>
<td>DRH</td>
<td>$ 2.0 billion</td>
</tr>
<tr>
<td>Pebblebrook Hotel Trust:</td>
<td>PEB</td>
<td>$ 2.0 billion</td>
</tr>
<tr>
<td>Chesapeake Lodging Trust:</td>
<td>CHSP</td>
<td>$ 1.5 billion</td>
</tr>
<tr>
<td>FelCor Lodging Trust Inc.:</td>
<td>FCH</td>
<td>$ 1.1 billion</td>
</tr>
</tbody>
</table>
• Chatham Lodging Trust: CLDT $ 790 million
• Ashford Hospitality Trust Inc.: AHT $ 575 million
• Marcus Corporation: MCS $ 350 million

Tourist Attractions
• Six Flags Entertainment Corp.: SIX $ 5.3 billion
• Cedar Fair: FUN $ 3.3 billion
• Churchill Downs Inc.: CHDN $ 2.5 billion
• SeaWorld Entertainment: SEAS $ 1.8 billion
PART II: ANALYSES
8.1 Market Assessment

According to the Global Business Travel Association (GBTA, www.gbta.org), U.S. business travel spending in 2015 was $290.6 billion, a 3.1% increase from the previous year. There were 499.2 million domestic person business trips in 2015.

GBTA forecasts U.S. business travel spending to increase 3.2% in 2016, to $299.9 billion, and 3.5% in 2017, to $310.4 billion.

“The U.S. business travel market is an island of stability in a sea of global volatility. Business travel inflation in the United States has been at historically low levels due to a stronger dollar and plummeting oil prices.”

Michael W. McCormick
Executive Director
GBTA, 1/22/16

The U.S. Travel Association (USTA, www.ustravel.org) assessed business travel spending in 2015 at $296.3 billion, an amount that represents one-third of total U.S. travel spending. Spending and share by state are as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Spending</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>$2.50 billion</td>
<td>28.2%</td>
</tr>
<tr>
<td>Alaska</td>
<td>$256 million</td>
<td>11.8%</td>
</tr>
<tr>
<td>Arizona</td>
<td>$5.87 billion</td>
<td>33.0%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>$1.47 billion</td>
<td>22.6%</td>
</tr>
<tr>
<td>California</td>
<td>$44.60 billion</td>
<td>38.2%</td>
</tr>
<tr>
<td>Colorado</td>
<td>$5.50 billion</td>
<td>33.0%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$3.06 billion</td>
<td>29.0%</td>
</tr>
<tr>
<td>Delaware</td>
<td>$451 million</td>
<td>26.9%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>$6.14 billion</td>
<td>64.0%</td>
</tr>
<tr>
<td>State</td>
<td>Revenue</td>
<td>Growth</td>
</tr>
<tr>
<td>------------</td>
<td>-----------</td>
<td>--------</td>
</tr>
<tr>
<td>Florida</td>
<td>$18.96 billion</td>
<td>22.7%</td>
</tr>
<tr>
<td>Georgia</td>
<td>$10.04 billion</td>
<td>40.9%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>$3.17 billion</td>
<td>16.1%</td>
</tr>
<tr>
<td>Idaho</td>
<td>$1.21 billion</td>
<td>31.1%</td>
</tr>
<tr>
<td>Illinois</td>
<td>$14.38 billion</td>
<td>39.6%</td>
</tr>
<tr>
<td>Indiana</td>
<td>$3.62 billion</td>
<td>34.0%</td>
</tr>
<tr>
<td>Iowa</td>
<td>$2.49 billion</td>
<td>32.7%</td>
</tr>
<tr>
<td>Kansas</td>
<td>$2.33 billion</td>
<td>36.8%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>$2.68 billion</td>
<td>30.5%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>$3.47 billion</td>
<td>31.7%</td>
</tr>
<tr>
<td>Maine</td>
<td>$450 million</td>
<td>15.0%</td>
</tr>
<tr>
<td>Maryland</td>
<td>$5.68 billion</td>
<td>39.3%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$6.96 billion</td>
<td>37.9%</td>
</tr>
<tr>
<td>Michigan</td>
<td>$4.19 billion</td>
<td>22.7%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>$3.62 billion</td>
<td>28.7%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>$1.58 billion</td>
<td>21.7%</td>
</tr>
<tr>
<td>Missouri</td>
<td>$4.21 billion</td>
<td>29.5%</td>
</tr>
<tr>
<td>Montana</td>
<td>$978 million</td>
<td>28.3%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>$1.76 billion</td>
<td>39.1%</td>
</tr>
<tr>
<td>Nevada</td>
<td>$12.75 billion</td>
<td>30.4%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>$1.00 billion</td>
<td>24.1%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$6.65 billion</td>
<td>29.2%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>$1.89 billion</td>
<td>28.2%</td>
</tr>
<tr>
<td>New York</td>
<td>$25.03 billion</td>
<td>40.2%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$5.06 billion</td>
<td>24.4%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>$505 million</td>
<td>24.7%</td>
</tr>
<tr>
<td>Ohio</td>
<td>$6.71 billion</td>
<td>35.0%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>$2.62 billion</td>
<td>36.8%</td>
</tr>
<tr>
<td>Oregon</td>
<td>$2.64 billion</td>
<td>27.9%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>$7.83 billion</td>
<td>31.9%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>$511 million</td>
<td>25.3%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>$2.58 billion</td>
<td>20.6%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>$479 million</td>
<td>18.9%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>$4.99 billion</td>
<td>29.0%</td>
</tr>
<tr>
<td>Texas</td>
<td>$26.39 billion</td>
<td>45.9%</td>
</tr>
<tr>
<td>Utah</td>
<td>$2.54 billion</td>
<td>35.8%</td>
</tr>
<tr>
<td>Vermont</td>
<td>$348 million</td>
<td>17.6%</td>
</tr>
<tr>
<td>Virginia</td>
<td>$8.60 billion</td>
<td>37.0%</td>
</tr>
<tr>
<td>Washington</td>
<td>$5.07 billion</td>
<td>35.7%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>$495 million</td>
<td>17.3%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$2.65 billion</td>
<td>24.1%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>$684 million</td>
<td>22.7%</td>
</tr>
</tbody>
</table>
8.2 Characteristics of Business Travel

The following are findings of recent surveys by the USTA:

• Solo travelers account for 64% of business trips.
• Cars, vans, and small trucks account for 77% of business travel; air travel accounts for 13%.
• Hotels, motels, and resorts account for 80% of business trip accommodations.
• The average length of stay for overnight business trips is three nights.
• The majority (57%) of business travelers are men; 43% are women.
• A small group of business travelers take the majority of trips. Frequent business travelers (10 or more trips per year) make up 17% of all business travelers, yet they take 64% of all business trips.
• The majority (64%) of U.S. business travelers are infrequent travelers, taking one to four business trips per year, but they account for only 20% of total business trip volume.
• Over 60% of all business travelers said they are more likely to drive rather than fly on trips of 300 miles or less.

8.3 Travel For Meetings and Events

According to the USTA, $121.9 billion was spent in 2015 for travel to business meetings and events, accounting for 41.1% of all business travel. By state, spending and share of business spending are as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Spending</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>$893 million</td>
<td>36.0%</td>
</tr>
<tr>
<td>Alaska</td>
<td>$112 million</td>
<td>44.3%</td>
</tr>
<tr>
<td>Arizona</td>
<td>$2.70 billion</td>
<td>46.4%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>$552 million</td>
<td>37.8%</td>
</tr>
<tr>
<td>California</td>
<td>$19.40 billion</td>
<td>43.8%</td>
</tr>
<tr>
<td>Colorado</td>
<td>$2.17 billion</td>
<td>39.8%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$681 million</td>
<td>22.4%</td>
</tr>
<tr>
<td>Delaware</td>
<td>$123 million</td>
<td>27.3%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>$2.64 billion</td>
<td>43.4%</td>
</tr>
<tr>
<td>Florida</td>
<td>$10.68 billion</td>
<td>56.7%</td>
</tr>
<tr>
<td>Georgia</td>
<td>$5.09 billion</td>
<td>51.0%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>$1.48 billion</td>
<td>47.2%</td>
</tr>
<tr>
<td>Idaho</td>
<td>$393 million</td>
<td>32.4%</td>
</tr>
<tr>
<td>Illinois</td>
<td>$6.88 billion</td>
<td>48.2%</td>
</tr>
<tr>
<td>Indiana</td>
<td>$1.15 billion</td>
<td>31.9%</td>
</tr>
<tr>
<td>Iowa</td>
<td>$641 million</td>
<td>25.9%</td>
</tr>
<tr>
<td>Kansas</td>
<td>$471 million</td>
<td>20.4%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>$1.29 billion</td>
<td>48.4%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>$1.13 billion</td>
<td>32.8%</td>
</tr>
<tr>
<td>Maine</td>
<td>$115 million</td>
<td>25.8%</td>
</tr>
<tr>
<td>State</td>
<td>Value</td>
<td>Percentage</td>
</tr>
<tr>
<td>-----------------</td>
<td>----------</td>
<td>------------</td>
</tr>
<tr>
<td>Maryland</td>
<td>$1.75 billion</td>
<td>31.0%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$3.28 billion</td>
<td>47.5%</td>
</tr>
<tr>
<td>Michigan</td>
<td>$1.52 billion</td>
<td>36.4%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>$1.56 billion</td>
<td>43.7%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>$477 million</td>
<td>30.4%</td>
</tr>
<tr>
<td>Missouri</td>
<td>$1.71 billion</td>
<td>40.9%</td>
</tr>
<tr>
<td>Montana</td>
<td>$404 million</td>
<td>41.6%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>$427 million</td>
<td>24.3%</td>
</tr>
<tr>
<td>Nevada</td>
<td>$10.72 billion</td>
<td>84.6%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>$184 million</td>
<td>18.6%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>$1.46 billion</td>
<td>22.1%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>$775 million</td>
<td>41.0%</td>
</tr>
<tr>
<td>New York</td>
<td>$6.95 billion</td>
<td>27.9%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$1.84 billion</td>
<td>36.8%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>$84 million</td>
<td>16.8%</td>
</tr>
<tr>
<td>Ohio</td>
<td>$2.04 billion</td>
<td>30.6%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>$956 million</td>
<td>36.7%</td>
</tr>
<tr>
<td>Oregon</td>
<td>$839 million</td>
<td>31.9%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>$3.09 billion</td>
<td>39.6%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>$164 million</td>
<td>32.3%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>$920 million</td>
<td>35.8%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>$136 million</td>
<td>28.5%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>$2.28 billion</td>
<td>46.0%</td>
</tr>
<tr>
<td>Texas</td>
<td>$11.18 billion</td>
<td>42.7%</td>
</tr>
<tr>
<td>Utah</td>
<td>$644 million</td>
<td>25.5%</td>
</tr>
<tr>
<td>Vermont</td>
<td>$152 million</td>
<td>44.0%</td>
</tr>
<tr>
<td>Virginia</td>
<td>$2.44 billion</td>
<td>28.6%</td>
</tr>
<tr>
<td>Washington</td>
<td>$2.22 billion</td>
<td>42.0%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>$211 million</td>
<td>43.0%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$1.07 million</td>
<td>40.4%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>$250 million</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

### 8.4 Value Of Meetings

A survey by *Harvard Business Review* presented at the annual meeting of the National Business Travel Association ([www.nbta.org](http://www.nbta.org)) found business executives’ opinions about meetings as follows:

- In-person meetings are key to the success of long-term relationships: 95%
- In-person meetings allow me to build stronger business relationships: 95%
- In-person meetings are helpful when negotiating with people from different languages and cultural backgrounds: 93%
- In-person meetings are essential for ‘sealing the deal’: 89%
- Traveling to meet in person offers value beyond the meeting: 81%
• In-person meetings are the most effective way to meet new clients to sell business: 79%
• Virtual meetings and teleconferences are more time-efficient than face-to-face meetings: 71%
• Business relationships have suffered because of travel budget cuts: 60%
• You can achieve the same results with virtual meetings as you can with in-person meetings: 20%

Executives in a survey conducted by the USTA responded as follows (percent of positive responses):
• Increasing travel while other companies are cutting back creates an opportunity to build marketshare and new customer relationships: 72%
• In-person contact grows business: 59%
• Companies that reduce their business travel will yield an advantage to competitors that maintain their travel: 53%

8.5 Top Business Travel Destinations
According to the USTA, the top 25 cities for convention/conference/seminar travelers are as follows:
• Chicago, IL
• Las Vegas, NV
• Washington, DC (metro area)
• Orlando, FL
• Atlanta, GA
• Dallas, TX
• San Francisco, CA
• Nashville, TN
• San Diego, CA
• New Orleans, LA
• Denver, CO
• San Antonio, TX
• Phoenix/Mesa, AZ
• Los Angeles/Long Beach, CA
• Boston, MA
• Philadelphia, PA
• Tampa/St. Petersburg, FL
• Austin/San Marcos, TX
• New York, NY
• Seattle, WA
• Detroit, MI
• St. Louis, MO
• Riverside/San Bernardino, CA
• Minneapolis/Saint Paul, MN
• Houston, TX

The following are the top cities for general business travelers:
• Chicago, IL
• Los Angeles/Long Beach, CA
• Washington, DC (metro area)
• New York, NY
• Atlanta, GA
• Houston, TX
• Boston, MA
• Minneapolis/Saint Paul, MN
• Dallas, TX
• Detroit, MI
• Denver, CO
• Phoenix/Mesa, AZ
• St. Louis, MO
• Philadelphia, PA
• Seattle, WA
• New Orleans, LA
• Tampa/St. Petersburg, FL
• Nashville, TN

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 86 •
8.6 Working With CVBs

According to MeetingNews, approximately one-third of corporate and association meeting planners ‘always’ or ‘often’ work with Convention & Visitor Bureaus when planning meetings. Among those that do, the following are the types of support they find most valuable:

Corporate Planners
- Suggest local venues and ideas: 71%
- Assist with availability and rates at hotels and event venues: 21%
- Provide helpful marketing and promotional services: 5%
- Other: 3%

Association Planners
- Suggest local venues and ideas: 49%
- Assist with availability and rates at hotels and event venues: 21%
- Provide helpful marketing and promotional services: 14%
- Other: 16%

A list of CVB offices is provided in Appendix E of this handbook.

8.7 Leisure Activities During Business Travel

According to the USTA, percentages of business travelers engaging in various activities are as follows:
- Dining: 31%
- Shopping: 16%
- Entertainment: 11%
- Sightseeing: 11%

According to a survey by MeetingNews, meeting planners consider leisure options most important to meeting attendees as follows (percentage of survey respondents):

<table>
<thead>
<tr>
<th>Activity</th>
<th>Corporate</th>
<th>Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golf</td>
<td>61%</td>
<td>40%</td>
</tr>
<tr>
<td>Cultural attractions</td>
<td>38%</td>
<td>55%</td>
</tr>
<tr>
<td>Shopping</td>
<td>31%</td>
<td>54%</td>
</tr>
<tr>
<td>Spa</td>
<td>29%</td>
<td>13%</td>
</tr>
<tr>
<td>Outdoor sports</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Beach</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
While golf is the most popular leisure activity among business meeting attendees, spas are becoming increasingly popular. The survey found 42% of meeting planners saw an increase in interest for spa options, while only 23% saw an increase in interest for golf. An overall trend is that business travelers are devoting less time to leisure activities all together.

8.8 Incentive Travel

According to the Incentive Federation (www.incentivefederation.org), U.S. companies spend approximately $25 billion annually on incentive travel. This amount represents 29% of total rewards given by companies to recognize and reward employees; 71% of incentive rewards are merchandise and gift cards.

8.9 Market Resources

Association of Corporate Travel Executives, 510 King Street, Suite 220, Alexandria, VA 22314. (703) 683-5322. (www.acte.org)

Business Travel Coalition, 214 Grouse Lane, Radnor, PA 19087. (610) 999-9247. (www.businesstravelcoalition.com)

Global Business Travel Association, 123 North Pitt Street, Alexandria, VA 22314. (703) 684-0836. (www.gbta.org)

DOMESTIC TRAVEL

9.1 Distribution of Trips and Expenditures

According to the U.S. Travel Association (USTA, www.ustravel.org), domestic travel is distributed as follows:

<table>
<thead>
<tr>
<th>Percent of trips</th>
<th>Percent of Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure travel (pleasure, personal): 77%</td>
<td>67%</td>
</tr>
<tr>
<td>Business/convention: 23%</td>
<td>23%</td>
</tr>
</tbody>
</table>

9.2 Travel Expenditures

Distribution of domestic travel expenditures is as follows (sources: U.S. Department of Commerce, USTA):

- Food services: 25%
- Auto transportation: 19%
- Public transportation: 19%
- Lodging: 18%
- Entertainment/recreation: 12%
- General retail: 8%

9.3 Trip Duration and Lodging

The USTA provides the following analysis of domestic travel (percent of person-trips):

**Trip Duration**
- Day trip: 23%
- 1-to-2 nights: 35%
- 3-to-6 nights: 29%
- 7 nights or more: 13%

**Lodging**
- Hotel/motel/B&B: 54%
- Private home: 40%
- RV or tent: 9%
- Condo/timeshare: 4%
- Other: 7%
### Travel Party

<table>
<thead>
<tr>
<th></th>
<th>All travel</th>
<th>Leisure</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solo travelers:</td>
<td>41%</td>
<td>31%</td>
<td>73%</td>
</tr>
<tr>
<td>Adults only:</td>
<td>33%</td>
<td>38%</td>
<td>17%</td>
</tr>
<tr>
<td>Adults with kids:</td>
<td>26%</td>
<td>31%</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### 9.4 Modes of Passenger Transportation

According to the USTA, the following is a distribution of modes of transportation used for domestic travel (percentage of person-trips):

- Automobile, truck, or RV: 73%
- Airplane: 16%
- Train, ship, or other: 4%
- Rental car (primary mode): 3%
- Bus or motorcoach: 2%

#### 9.5 Activities While Traveling

According to *Travel and Tourism Works for America*, the following reflects activities by U.S. travelers during domestic trips (percentage of person-trips):

- Dining: 31%
- Shopping: 23%
- Entertainment: 19%
- Touring/sightseeing: 16%
- Night life: 7%
- Gambling: 7%
- Beach/waterfront: 5%
- Festival/craft fair: 5%
- Theme/amusement parks: 5%
- National/state parks: 4%
- Sports travel: 4%

#### 9.6 Seasonal Travel

According to the USTA, domestic travel is distributed by season as follows:

- Summer: 28%
- Spring: 25%
- Winter: 24%
- Fall: 23%
9.7 Holiday Travel

According to the American Automobile Association (AAA, www.aaa.com), major holiday travel in 2015, change from the previous year, and percentage of driving travelers was as follows (includes only travel 50 miles from home):

<table>
<thead>
<tr>
<th>Travelers</th>
<th>Change</th>
<th>By Motor Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas 2015 and New Years 2016:</td>
<td>100.5 million</td>
<td>1.4%</td>
</tr>
<tr>
<td>Thanksgiving 2015:</td>
<td>46.9 million</td>
<td>0.5%</td>
</tr>
<tr>
<td>Independence Day 2015:</td>
<td>41.9 million</td>
<td>0.7%</td>
</tr>
<tr>
<td>Memorial Day 2015:</td>
<td>37.2 million</td>
<td>4.7%</td>
</tr>
<tr>
<td>Labor Day 2015:</td>
<td>34.7 million</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

In a November 2015 survey by the Harris Poll (www.theharrispoll.com), adults ranked Christmas and Thanksgiving as their #1 and #2 favorite holidays.

The Harris Poll found that the majority of U.S. consumers place high value on travel as a way to be with family and friends during the holidays. Among those traveling during the Thanksgiving or Christmas seasons, the value of such travel is as follows (percentage of respondents):

<table>
<thead>
<tr>
<th></th>
<th>18-to-34</th>
<th>35-to-55</th>
<th>55 and older</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being with family and friends over the holidays creates memories for me or my children:</td>
<td>61%</td>
<td>58%</td>
<td>79%</td>
</tr>
<tr>
<td>Holidays are a time to reconnect with the family and build relationships:</td>
<td>58%</td>
<td>53%</td>
<td>69%</td>
</tr>
<tr>
<td>Time and money involved with travel are a small price to pay for the benefits of being with loved ones:</td>
<td>52%</td>
<td>52%</td>
<td>76%</td>
</tr>
</tbody>
</table>
10

DOG-FRIENDLY HOSPITALITY

10.1 Travel With Dogs

According to the American Pet Products Association (APPA, www.americanpetproducts.org), approximately 46 million U.S. households (40% of all households) own a dog.

For most dog owners, their pets are valued as companions and friends and have become full-fledged members of the family. In a survey by Unity Marketing (www.unitymarketingonline.com), over 90% of respondents agreed with the statement, “Your pet is considered part of the family.”

WSL Strategic Retail (www.wslstrategicretail.com) found that 68% of pet owners say they treat their pets as well as they treat their children.

A survey by GfK Roper (www.gfkamerica.com) found 43% of dog owners feed their pet ‘human food’ and 42% have taken the dog along on a vacation.

The APPA reports that approximately 15 million Americans travel with their pets – primarily dogs – each year.

In a survey by AAA (www.aaa.com), 51% of pet-owning travelers said they would bring their pets along on every vacation if they could. More than half reported difficulty finding pet-friendly accommodations, and 35% admitted to sneaking their pet into a hotel or motel. The most popular pet-inclusive vacations are visiting family/friends (73%) and road trips (56%).

10.2 Air Travel With Dogs

Most major airlines allow passengers to travel with small pets and charge from $50 to $100 one way for pets traveling in the cabin. Airlines typically limit the number of pets allowed onboard. Travelers with pets must stop at the check-in counter to show veterinary paperwork and to have the animal inspected.

Midwest Airlines’ pet-friendly approach to frequent-flier miles has enticed animal-loving air travelers. After three round trips an animal’s fourth flight is free, and human passengers can redeem their own miles to purchase trips for their pet.

NetJets (www.netjets.com), in which fliers have partial ownership of aircraft, offers 24/7 access to veterinary advice from the University of Pennsylvania.

Park N Fly, in Ft. Lauderdale, has partnered with a local pet hotel so that customers may leave their dogs near the airport when they travel.
10.3 Accommodations at Hotels

*Pets on the Go*, by Dawn and Robert Habgood (Dawbert Press), lists over 20,000 hotels in the U.S. that accommodate pets. The *AAA PetBook* lists more than 14,000 lodgings that accommodate guests with pets. Takeyourpet.com is a directory of 40,000+ properties, reviews, and photos for travelers with pets.

Pet-friendly hotels report that between 2% and 5% of guests bring animals. Some hoteliers worry that problems associated with accommodating pets will offset the increased revenue. Among hotels that accommodate pets, however, problems and inconveniences are less than might be expected. Serious incidents like bites and irritating allergic reactions are rare; noise is the most common problem. Most hotels restrict dogs to a specific area or group of rooms; dogs may not be left unattended in guestrooms, and they are not allowed to linger in common areas. Policies for charging deposits or higher rates vary.

According to STR Global ([www.strglobal.com](http://www.strglobal.com)), the following percentages of hotels, by segment, allow pets:

- **Luxury**: 71%
- **Upper-upscale**: 47%
- **Upscale**: 45%
- **Midscale with food and beverage**: 59%
- **Midscale without food and beverage**: 41%
- **Economy**: 75%
- **Independent**: 45%

Beyond just accommodating guests with pets, some hotels go all out with special programs to attract pet owners.

10.4 Dog-Friendly Cities

*Sure Fit* ([www.surefit.com](http://www.surefit.com)) rates the following cities as most dog-friendly:

**Ann Arbor, MI**
- Pets are welcome to frolic in many of the city’s outdoor spaces, including the Nichols Arboretum, a large botanical garden at the University of Michigan.

**Austin, TX**
- Besides outdoor cafes and off-leash parks, Austin residents tout the Zilker Botanical Gardens and Congress Street bars as great places for dogs and dog-owners.

**Boston, MA**
- Dogs are welcome on Boston Harbor boat tours and are allowed on the subway.

**Charleston, SC**
- Tourists are welcome to bring their dog along on walking tours of historic Charleston – whether it’s a daytime stroll through Magnolia Plantation or a nighttime ghost tour of the city’s haunts.
Chicago, IL
• Dogs are welcome on canine cruises at Chicago’s Navy Pier, and the city is home to a number of pet resorts and patio restaurants that welcome dogs.

Houston, TX
• Local pet lovers praise Barnaby’s Cafe, where pets aren’t just welcome, they’re given their own bowl to dine from.

New York, NY
• Between winding trails, off-leash hours, and fenced-in dog parks, New York City’s Central Park is the perfect pet hangout. Plus, pet daycare can be found in nearly every neighborhood in the city.

Portland, OR
• The Lucky Labrador restaurant chain is famously pet-friendly. Pets are also invited to visit Portland’s Rose Gardens and Saturday outdoor market.

San Francisco, CA
• The city offers plenty of pet-friendly dining, off-leash beaches, and outdoor areas. Owners can take their dog for a stroll across the Golden Gate Bridge or along on a cable-car ride.

Washington, DC and Alexandria, VA
• These neighboring cities have plenty of pet-friendly restaurants and parks.

10.5 Dog-Friendly Restaurants
Taking one’s dog to restaurants and other public places isn’t unusual in European countries and in the trendy boutiques and outdoor promenades of coastal cities. Dining with a pet is relatively common in outdoor cafes throughout Southern California and Florida. In Miami Beach, for example, virtually all of the dozens of outdoor cafes that line Lincoln Road Mall accommodate patrons with their dogs. In recent years some restaurants in Northern states have begun accommodating guests with dogs.

Providing a bowl of water and sometimes complimentary treats has been standard fare for restaurants that accommodate patrons with dogs. Some restaurants have taken this service a step further by offering a menu for dogs. Shake Shack (Miami Beach and New York City), for example, serves The Pooch-ini – Shackburger dog biscuits, peanut butter, and vanilla custard – for $3.50. Art and Soul restaurant on Capitol Hill in Washington, D.C., has a Puppy Patio Menu that includes a 3-ounce steak ($5) and homemade doggie granola treats ($5).

Some restaurants host special events for dog owners and their pets. Mutt Lynch Winery (Healdsburg, CA), for instance, hosts private tastings and large charity functions.
where the guests often consist of 300 humans and 100 or more dogs. The Sonoma County winery was voted the wine country’s most dog-friendly winery by the monthly newspaper *Bay Woof* in San Francisco.

Bringfido.com, Dogfriendly.com, and Petfriendlytravel.com provide listings of restaurants nationwide that permit guests with dogs.

### 10.6 Dog-Friendly Beaches

The following beaches accommodate people with dogs:

- Bonita Beach Road, Dog Beach (Florida; [www.leeparks.org/Facility_info?Project_num=0036](http://www.leeparks.org/Facility_info?Project_num=0036))
- Carmel City (California) Beach ([www.doggiegazette.com](http://www.doggiegazette.com))
- Cape San Blas (Florida) beaches ([www.thecapeescape.com/Pets.html](http://www.thecapeescape.com/Pets.html))
- Coronado Dog Beach (San Diego, CA; [http://loewssurfdog.blogspot.com](http://loewssurfdog.blogspot.com))
- Fort DeSoto Dog Beach (St. Petersburg, FL; [www.fortdesoto.com/pawplayground.php](http://www.fortdesoto.com/pawplayground.php))
- Huntington Beach (California) Dog Beach ([www.dogbeach.org](http://www.dogbeach.org))
- Montrose Dog Beach (Chicago, IL; [http://mondog.org](http://mondog.org))
- Ocean Beach, Dog Beach (San Diego, CA; [www.sandiego.gov/lifeguards/beaches/ob.shtml](http://www.sandiego.gov/lifeguards/beaches/ob.shtml))
11.1 Impact Assessment

The U.S. Travel Association (USTA, www.ustravel.org) provides the following assessment of the U.S. travel industry in 2015:

- The sector generated $2.1 trillion in economic output, with $947.1 billion in direct travel expenditures by domestic and international visitors that spurred an additional $1.2 trillion in other industries.
- Of total U.S. gross domestic product (GDP), 2.7% is attributed to travel and tourism.
- One of nine U.S. jobs depend on travel and tourism.
- The sector supported 15.1 million jobs, including 8.1 million directly in the travel industry and 6.9 million in other industries.
- Wages workers directly employed by the travel sector in 2015 were $231.6 billion.
- The travel sector ranks #7 among all private industry sectors in employment.
- The travel sector is among the top 10 industries in 49 states and the District of Columbia in employment.
- Tax revenue generated by travel spending for federal, state and local governments was $147.9 billion

According to the *U.S. National Travel & Tourism Strategy*, published by the U.S. Department of Commerce, the leisure and hospitality sector is the sixth largest employer in the United States and one of six priority sectors likely to drive domestic employment growth over the next 10 years. The leisure and hospitality sector – which includes accommodations, food services, arts, entertainment, and recreation – could add between 2.1 million and 3.3 million jobs during this period, with high growth in consumer spending and gains in the U.S. share of global tourism.

11.2 State-by-State Assessment

According to USTA (August 2015), travel-related employment and tax revenue for each state is as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Employment</th>
<th>Tax Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>82,863</td>
<td>$912 million</td>
</tr>
<tr>
<td>Alaska</td>
<td>27,494</td>
<td>$357 million</td>
</tr>
<tr>
<td>Arizona</td>
<td>163,504</td>
<td>$2.4 billion</td>
</tr>
<tr>
<td>Arkansas</td>
<td>62,443</td>
<td>$765 million</td>
</tr>
<tr>
<td>California</td>
<td>933,619</td>
<td>$16.3 billion</td>
</tr>
<tr>
<td>State</td>
<td>Population</td>
<td>Annual Revenues</td>
</tr>
<tr>
<td>-----------------------</td>
<td>------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Colorado</td>
<td>158,132</td>
<td>$3.1 billion</td>
</tr>
<tr>
<td>Connecticut</td>
<td>69,139</td>
<td>$1.7 billion</td>
</tr>
<tr>
<td>Delaware</td>
<td>16,076</td>
<td>$255 million</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>68,150</td>
<td>$1.6 billion</td>
</tr>
<tr>
<td>Florida</td>
<td>845,117</td>
<td>$12.3 billion</td>
</tr>
<tr>
<td>Georgia</td>
<td>254,928</td>
<td>$5.2 billion</td>
</tr>
<tr>
<td>Hawaii</td>
<td>177,794</td>
<td>$3.2 billion</td>
</tr>
<tr>
<td>Idaho</td>
<td>26,577</td>
<td>$585 million</td>
</tr>
<tr>
<td>Illinois</td>
<td>306,036</td>
<td>$6.6 billion</td>
</tr>
<tr>
<td>Indiana</td>
<td>103,619</td>
<td>$1.5 billion</td>
</tr>
<tr>
<td>Iowa</td>
<td>68,585</td>
<td>$929 million</td>
</tr>
<tr>
<td>Kansas</td>
<td>62,675</td>
<td>$875 million</td>
</tr>
<tr>
<td>Kentucky</td>
<td>91,081</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>Louisiana</td>
<td>111,183</td>
<td>$1.3 billion</td>
</tr>
<tr>
<td>Maine</td>
<td>32,850</td>
<td>$439 million</td>
</tr>
<tr>
<td>Maryland</td>
<td>123,464</td>
<td>$3.1 billion</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>131,995</td>
<td>$2.8 billion</td>
</tr>
<tr>
<td>Michigan</td>
<td>151,108</td>
<td>$2.8 billion</td>
</tr>
<tr>
<td>Minnesota</td>
<td>143,310</td>
<td>$3.5 billion</td>
</tr>
<tr>
<td>Mississippi</td>
<td>86,328</td>
<td>$977 million</td>
</tr>
<tr>
<td>Missouri</td>
<td>125,306</td>
<td>$2.0 billion</td>
</tr>
<tr>
<td>Montana</td>
<td>32,529</td>
<td>$392 million</td>
</tr>
<tr>
<td>Nebraska</td>
<td>46,153</td>
<td>$668 million</td>
</tr>
<tr>
<td>Nevada</td>
<td>332,621</td>
<td>$4.6 billion</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>24,847</td>
<td>$323 million</td>
</tr>
<tr>
<td>New Jersey</td>
<td>211,447</td>
<td>$2.5 billion</td>
</tr>
<tr>
<td>New Mexico</td>
<td>59,900</td>
<td>$858 million</td>
</tr>
<tr>
<td>New York</td>
<td>468,050</td>
<td>$12.5 billion</td>
</tr>
<tr>
<td>North Carolina</td>
<td>214,045</td>
<td>$3.3 billion</td>
</tr>
<tr>
<td>North Dakota</td>
<td>29,070</td>
<td>$526 million</td>
</tr>
<tr>
<td>Ohio</td>
<td>181,775</td>
<td>$2.9 billion</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>81,849</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>Oregon</td>
<td>85,964</td>
<td>$1.4 billion</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>224,269</td>
<td>$3.6 billion</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>15,215</td>
<td>$253 million</td>
</tr>
<tr>
<td>South Carolina</td>
<td>123,324</td>
<td>$1.8 billion</td>
</tr>
<tr>
<td>South Dakota</td>
<td>27,251</td>
<td>$303 million</td>
</tr>
<tr>
<td>Tennessee</td>
<td>152,890</td>
<td>$2.8 billion</td>
</tr>
<tr>
<td>Texas</td>
<td>623,239</td>
<td>$10.2 billion</td>
</tr>
<tr>
<td>Utah</td>
<td>77,473</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>Vermont</td>
<td>21,148</td>
<td>$285 million</td>
</tr>
<tr>
<td>Virginia</td>
<td>221,137</td>
<td>$3.0 billion</td>
</tr>
<tr>
<td>Washington</td>
<td>113,127</td>
<td>$2.4 billion</td>
</tr>
<tr>
<td>West Virginia</td>
<td>28,138</td>
<td>$376 million</td>
</tr>
</tbody>
</table>
• Wisconsin: 114,116 $ 1.6 billion
• Wyoming: 31,367 $ 336 million

11.3 Market Resources
12

FAMILY TRAVEL

12.1 Market Assessment
A survey by AAA (www.aaa.com) found 36% of adult travelers take a multi-generational trip each year. For more than 25% of travelers, these multi-generational trips will include three generations – travel will include their children and their parents or in-laws. Another 5% plan to travel with their grandparents, and 15% plan to take their grandchildren on vacation.

“Today’s grandparents are active and enjoy exploring the world. They value spending time with their children and grandchildren. In today’s fast-paced world, travel affords families an opportunity to spend quality time re-connecting and sharing experiences. The key to planning a successful multi-generational trip is making sure there is something for everyone to enjoy.”

AAA Travel Services

12.2 Characteristics of Family Travel
According to the U.S. Travel Association (USTA, www.ustravel.org), 24% of household trips include children under age 18. Of those trips which include children, 87% are for leisure, nearly half of which are taken to visit friends or relatives. About 43% of overnight trips with children include a hotel stay. The percentages of those on trips with children engaging in various activities are as follows:

- Shopping: 37%
- Outdoor activities: 21%
- Theme/amusement parks: 15%
- Historical places/museums: 14%
Kids’ programs are popular with family travelers; nearly 60% of family travelers use children’s services offered on the road. Special kids meals (41%) and hotel discounts (30%) are the most popular children’s services used, followed by video and other games (22%), supervised activities (13%), and baby-sitting (6%).

Children traveling alone on an airplane is not that unusual these days. Sixteen percent (16%) of parents have sent their child (or children) under 18 alone on an airplane trip.

Twenty-two percent (22%) of parents who took a trip in the past year let their children miss school to be a part of the travel experience. Parents who have studied for or attained a masters degree are more likely to let their children miss school to travel. Thirty percent (30%) of traveling parents who took a child out of school in the past year have postgraduate education, compared to only 11% of parents who kept their children from school for traveling. Sixty-six percent (66%) of the travelers who have taken kids out of school have a head of household in the prime child-rearing years, 35-to-54 years old. Pure fun or entertainment prompted nearly one-half to include a child in a trip in the past year. This includes 20% who traveled to sightsee or for entertainment, plus 27% who traveled for other leisure purposes. Only 6% of traveling parents cited business reasons.

Family travelers are more likely than total U.S. travelers to be married (80%), have a college degree (49%), and to have a professional or managerial occupation (37%).

According to a recent survey by Synovate (www.synovate.com) of children ages 7-to-12 who had recently traveled, conducted for the Orlando/Orange County Convention & Visitors Bureau, the following are the best aspects of traveling with their parents:

- Going places I haven’t been to before: 27%
- Spending more time with mom and dad: 18%
- Staying in a hotel: 14%
- Playing in a big swimming pool: 11%
- Not having to go to school: 11%
- Roller coasters and other rides: 8%
- Other: 11%

### 12.3 Family Reunions

Family reunions and travel go hand-in-hand, according to a study by the USTA, which found 34% of U.S. adults have traveled to attend a family reunion in the past three years. This translates to nearly 72 million U.S. adults. In just the past year, 22% of U.S. adults took a trip to attend a family reunion. More than half of reunions are held in someone’s home (52%). City or town parks (12%) and national/state parks or forests (6%) are other popular locales for reunions. For half of family reunion travelers, family reunions occur with some frequency – at least once a year.
“Reunions are small conventions, and there isn’t a city in the country that isn’t trying to attract conventions.”

Edith Wagner, Editor
Reunions Magazine

One appeal of family reunions for cities and towns is that they are typically held during the summer months, which generally is the slower convention and business travel season. While attendance at family reunions can range from a handful to more than 5,000, the average number of attendees typically falls between 75 and 100 people.

According to Ione D. Vargus, Ph.D., founder and chairwoman of the Family Reunion Institute at Temple University (www.temple.edu/fri/familyreunion/), convention and visitors bureaus have been courting family reunion business for the past decade. Convention and visitors bureaus throughout the country have dedicated staff serving family reunions. Informal as they may be, family reunions take substantial planning. Dr. Vargas sees family reunions continuing to grow.

The Philadelphia Convention and Visitors Bureau tracked five years of family reunions and found the events have represented $519 million worth of business for the city. Family reunions represent more than 20% of the bureau’s summer bookings in Philadelphia.

Family reunions have an estimated impact of more than $20 million on Atlanta and surrounding counties, according to the Atlanta Convention and Visitors Bureau. About 35% of the reunion attendees that come to Atlanta stay at four-star hotels. Total spending for many reunions falls between $10,000 and $15,000, mostly attributed to families combining a full-fledged vacation with the reunion.

Several Las Vegas hotels and casinos are increasingly courting family reunions. Caesars Palace and Flamingo, for instance, instituted a program called Total Experience that provides assistance to guests in planning itineraries for their family reunions. Guests who book five rooms or more receive personal concierge service at no charge. The resort representative organizes outings for the family, makes restaurant reservations, books spa visits, and performs other duties. Other casino resorts including Excalibur, Luxor, and Station Casinos have developed similar programs.
### 13.1 Market Assessment

According to the U.S. Travel Association (USTA, www.ustravel.org), $650.8 billion was spent in 2015 for leisure travel, an amount that represents 68.7% of total U.S. travel spending. Spending and share by state are as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Spending</th>
<th>Pct. of Total Travel Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>$ 7.09 billion</td>
<td>72%</td>
</tr>
<tr>
<td>Alaska</td>
<td>$ 2.11 billion</td>
<td>88%</td>
</tr>
<tr>
<td>Arizona</td>
<td>$13.26 billion</td>
<td>67%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>$ 5.60 billion</td>
<td>77%</td>
</tr>
<tr>
<td>California</td>
<td>$80.19 billion</td>
<td>62%</td>
</tr>
<tr>
<td>Colorado</td>
<td>$12.41 billion</td>
<td>67%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$ 8.37 billion</td>
<td>71%</td>
</tr>
<tr>
<td>Delaware</td>
<td>$ 1.37 billion</td>
<td>73%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>$ 3.83 billion</td>
<td>36%</td>
</tr>
<tr>
<td>Florida</td>
<td>$71.87 billion</td>
<td>77%</td>
</tr>
<tr>
<td>Georgia</td>
<td>$16.13 billion</td>
<td>59%</td>
</tr>
<tr>
<td>Hawaii</td>
<td>$18.44 billion</td>
<td>84%</td>
</tr>
<tr>
<td>Idaho</td>
<td>$ 3.01 billion</td>
<td>69%</td>
</tr>
<tr>
<td>Illinois</td>
<td>$24.37 billion</td>
<td>60%</td>
</tr>
<tr>
<td>Indiana</td>
<td>$ 7.83 billion</td>
<td>66%</td>
</tr>
<tr>
<td>Iowa</td>
<td>$ 5.68 billion</td>
<td>67%</td>
</tr>
<tr>
<td>Kansas</td>
<td>$ 4.46 billion</td>
<td>63%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>$ 6.80 billion</td>
<td>70%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>$ 8.30 billion</td>
<td>68%</td>
</tr>
<tr>
<td>Maine</td>
<td>$ 2.83 billion</td>
<td>85%</td>
</tr>
<tr>
<td>Maryland</td>
<td>$ 9.77 billion</td>
<td>61%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>$12.69 billion</td>
<td>62%</td>
</tr>
<tr>
<td>Michigan</td>
<td>$15.92 billion</td>
<td>77%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>$ 9.94 billion</td>
<td>71%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>$ 6.73 billion</td>
<td>78%</td>
</tr>
<tr>
<td>Missouri</td>
<td>$11.19 billion</td>
<td>70%</td>
</tr>
<tr>
<td>Montana</td>
<td>$ 2.75 billion</td>
<td>72%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>$ 3.05 billion</td>
<td>61%</td>
</tr>
<tr>
<td>Nevada</td>
<td>$32.44 billion</td>
<td>70%</td>
</tr>
</tbody>
</table>
- New Hampshire: $3.51 billion 76%
- New Jersey: $17.98 billion 71%
- New Mexico: $5.40 billion 72%
- New York: $41.35 billion 60%
- North Carolina: $17.47 billion 76%
- North Dakota: $1.70 billion 75%
- Ohio: $13.86 billion 65%
- Oklahoma: $5.00 billion 63%
- Oregon: $7.59 billion 72%
- Pennsylvania: $18.63 billion 68%
- Rhode Island: $1.67 billion 75%
- South Carolina: $11.12 billion 79%
- South Dakota: $2.30 billion 81%
- Tennessee: $13.62 billion 71%
- Texas: $34.65 billion 54%
- Utah: $5.08 billion 64%
- Vermont: $1.81 billion 82%
- Virginia: $16.29 billion 63%
- Washington: $10.15 billion 64%
- West Virginia: $2.62 billion 83%
- Wisconsin: $9.34 billion 76%
- Wyoming: $2.58 billion 77%

### 13.2 Characteristics of Leisure Travel

According to the USTA, leisure travel accounts for 79% of all domestic person-trips, or 1.70 billion person-trips in 2015.

The reported purposes of leisure trips are as follows:

- Personal leisure: 39%
- Visit friends or relatives: 36%
- Getaway weekend: 15%
- General vacation: 10%

Transportation for leisure travel is as follows:

- Automobile: 70%
- Van or small truck: 18%
- Airplane: 6%

According to the USTA, party composition for leisure travel is as follows:

- Solo travelers: 32%
- Adults only: 39%
- Adults with kids: 29%
Leisure travel is nearly evenly split between day trips and overnight trips, at 51% and 49%, respectively. Approximately 40% of leisure trips include a stay at a hotel, motel, or resort.

The distribution of leisure travel by day of trip is as follows:

- Weekend trips (four nights or less, including Saturday): 53%
- Extended trips (five nights or more): 28%
- Weekday trips (no Saturday night): 19%

Twenty-seven percent (27%) of adults take a ‘last-minute’ trip at least once a year.

Working adults are taking fewer extended trips now compared with a decade ago. Weekday trips are declining because of increasing difficulties people have getting away from work during the week. Weekend getaways are growing in appeal among working adults as a way to abandon the pressures of work to re-energize.

The American Travel Behavior Survey, conducted for Hotwire (www.hotwire.com) by The Harris Poll (www.theharrispoll.com), found that 21% of adults had taken a trip they felt obligated to take within the prior 12 months. Obligation trips include weddings, reunions, birthdays, and family visits on major holidays. Annual spending for obligation travel is estimated at $193 billion.

13.3 Leisure Activities While Traveling

According to the USTA, the following is domestic trip activity by U.S. travelers (percentage of person-trips):

- Shopping: 30%
- Attend a social/family event: 27%
- Outdoor activities: 11%
- City/urban sightseeing: 10%
- Rural sightseeing: 10%
- Beach activities: 9%
- Historic place/museum: 8%
- Gambling: 8%
- Theme/amusement park: 7%
- National/state park: 7%
- Seminar/courses: 6%
- Nightlife or dancing: 6%
- Attend sports event: 6%
- Zoo/aquarium/science museum: 5%
- Water sports/boating: 4%
- Performing arts: 4%
- Cultural events or festivals: 3%
- Golf: 2%
- Art museum/gallery: 2%
- Winter sports: 1%
13.4 Travel for Hobbies and Interests

According to the U.S. Travel Association, over half of leisure travelers say they have hobbies and interests that have an influence on where they choose to travel. Thirty-nine percent (39%) of travelers, for example, say that trips that include cultural, arts, historic, or heritage activities or events are more enjoyable to them. Twenty-six percent (26%) feel that a leisure trip or vacation away from home is not complete without visiting a museum, historic site, or landmark.

The tremendous interest in gardening, one of America’s favorite leisure pastimes, is a primary market driver for attendance at public gardens. Combined, botanical gardens in the United States attract 35 million visitors annually.

According to a survey by Edge Research (www.edgeresearch.com), conducted for the USTA, 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities while traveling in the previous three years. Culinary activities participated in while traveling include taking cooking classes, dining out for a unique and memorable experience, visiting farmers’ markets, gourmet food shopping, and attending food festivals. Wine activities include winery tours, driving a wine trail, tasting locally made wines, and attending wine festivals.

13.5 Leisure Conferences

A non-business conference is defined as a conference, meeting, or special event unrelated to a job or occupation. Some such are alumni, fraternity, or sorority reunions; political rallies or conventions; and military reunions. Other examples of such travel include attending organized religious conferences, self-improvement or educational conferences, and hobby-related conferences.

According to a USTA travel poll, 36% of Americans have traveled to attend a non-business conference for personal, social, or civic reasons in the past five years.
14

ONLINE TRAVEL PLANNING & BOOKING

14.1 Market Assessment

Online travel booking is used primarily for trips with few components, like airline reservations or lodging. Vacation packages and other trips with a number of segments are generally purchased offline. Corporate travel is generally booked offline.

According to PhoCusWright (www.phocuswright.com), online travel reservations garner over 40% of the total travel market. Excluding corporate travel, which is typically booked offline through travel agents and in-house travel departments, online booking surpassed offline in 2007. Over 60% of leisure and individually booked business travel reservations are made online.

Online travel sales have been as follows (source: PhoCusWright):

<table>
<thead>
<tr>
<th>Year</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Total Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$112 billion</td>
<td>$2 billion</td>
<td>$114 billion</td>
</tr>
<tr>
<td>2012</td>
<td>$119 billion</td>
<td>$7 billion</td>
<td>$126 billion</td>
</tr>
<tr>
<td>2013</td>
<td>$122 billion</td>
<td>$13 billion</td>
<td>$135 billion</td>
</tr>
<tr>
<td>2014</td>
<td>$122 billion</td>
<td>$23 billion</td>
<td>$145 billion</td>
</tr>
<tr>
<td>2015</td>
<td>$118 billion</td>
<td>$40 billion</td>
<td>$158 billion</td>
</tr>
</tbody>
</table>

The figures are actually higher because most trips planned through traditional travel agents are booked online.

“If you take a corporation that has a travel management company that they work with, 80% of their employees are not talking to a human agent. That’s absolutely critical to these big managed travel programs. The traveler or travel arranger sits down at the keyboard and books travel through the Internet.”

Kevin Mitchell, Chairman
Business Travel Coalition
eMarketer assesses U.S. digital travel sales as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Total Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$118 billion</td>
<td>$32 billion</td>
<td>$150 billion</td>
</tr>
<tr>
<td>2015</td>
<td>$116 billion</td>
<td>$52 billion</td>
<td>$168 billion</td>
</tr>
<tr>
<td>2016</td>
<td>$116 billion</td>
<td>$65 billion</td>
<td>$181 billion</td>
</tr>
<tr>
<td>2017</td>
<td>$114 billion</td>
<td>$75 billion</td>
<td>$190 billion</td>
</tr>
<tr>
<td>2018</td>
<td>$112 billion</td>
<td>$86 billion</td>
<td>$198 billion</td>
</tr>
<tr>
<td>2019</td>
<td>$111 billion</td>
<td>$95 billion</td>
<td>$206 billion</td>
</tr>
</tbody>
</table>

14.2 Travel Research and Booking Online

eMarketer estimates that 117.6 million adults, or 61% of Internet users, research travel online; 98.3 million (51%) book online.

A March 2016 survey by Fuel (www.fueltravel.com) found that leisure travelers use the following sources when beginning to research a trip (percentage of respondents):

- Search engine: 48.4%
- Supplier website: 20.4%
- Online travel agent: 13.9%
- Review site: 5.8%

14.3 Travel Booking Demographics

While the perception may be that younger demographics are more likely than their older counterparts to book travel online, that is not the case. Hudson Crossing (www.hudsoncrossing.com) found in a recent survey that consumers ages 49 and older make up the largest share of U.S. hotel guests who booked online, with 34% of the total. Millennials rank second, with 33%.

According to a survey by AARP (www.aarp.org), the following percentages of older leisure travelers research and book travel online:

- 50-to-59: 78% 77%
- 60-to-69: 91% 91%
- 70-to-79: 85% 84%
- 80 and older: 85% 79%

14.4 Use Of Mobile Devices

eMarketer assesses the number of adults using mobile devices to book travel as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
<th>Pct. of Digital Travel Bookers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>38.3 million</td>
<td>35.9%</td>
</tr>
<tr>
<td>2015</td>
<td>48.8 million</td>
<td>43.8%</td>
</tr>
<tr>
<td>2016</td>
<td>59.8 million</td>
<td>51.8%</td>
</tr>
</tbody>
</table>
Mobile travel bookers use the following devices for booking (percentages add to >100% because many bookers use both devices):

<table>
<thead>
<tr>
<th>Year</th>
<th>Smartphone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>79.7%</td>
<td>65.6%</td>
</tr>
<tr>
<td>2015</td>
<td>78.6%</td>
<td>64.4%</td>
</tr>
<tr>
<td>2016</td>
<td>79.1%</td>
<td>61.1%</td>
</tr>
<tr>
<td>2017</td>
<td>79.5%</td>
<td>59.6%</td>
</tr>
<tr>
<td>2018</td>
<td>79.2%</td>
<td>59.2%</td>
</tr>
<tr>
<td>2019</td>
<td>79.2%</td>
<td>59.1%</td>
</tr>
</tbody>
</table>

A survey by The Harris Poll (www.theharrispoll.com), conducted for Switchfly (www.switchfly.com), found smartphone owners booked the following travel-related services in 2015 (percentage of respondents):

- Hotel: 21%
- Air travel: 13%
- Car rental: 8%
- Car service: 7%
- Cruise: 3%

The Harris Poll reported smartphone owners use the following travel-related mobile apps/functions in 2015 when traveling (percentage of respondents):

- Map apps: 45%
- Travel recommendation apps: 18%
- Airline apps: 17%
- Hotel apps: 13%
- Hotel check-in: 9%
- Translation apps: 9%
- Car or transportation apps: 8%
- Keyless entry to hotel room: 2%
- None: 17%

Mobile ad spending by the U.S. travel industry has been, and is projected, as follows (source: eMarketer):

- 2013: $3.44 billion
- 2014: $4.20 billion
- 2015: $4.85 billion
- 2016: $5.55 billion
- 2017: $6.10 billion
- 2018: $6.69 billion
- 2019: $7.27 billion
14.5 Travel Review Sites

Among all product and service categories, travel reviews are the most used by consumers.

According to Forrester Research (www.forrester.com), approximately one-third of travelers who research trips via the Internet read reviews. Of those who book hotels online, a third have changed plans based on other travelers’ comments.

Expedia-owned TripAdvisor (www.tripadvisor.com), the largest online travel review site, had posted more than 320 million consumer reviews of hotels, attractions, and restaurants across the globe as of April 2016. The site has 350 million unique monthly visitors, according to comScore (www.comscore.com).

TripAdvisor has acquired such popular travel sites as Smartertravel.com, IndependentTraveler.com, CruiseCritic.com, and SeatGuru.com.
15

ROAD TRAVEL

15.1 Automobile Travel

Auto travel is an integral part of the travel sector, with approximately 1.7 billion person-trips (84% of all U.S. domestic person-trips) being taken by car, truck, camper/RV, or rental car, according to the U.S. Travel Association (USTA, www.ustravel.org).

Tourism Works for America, by the USTA, provides the following assessment of automobile travel:
• Automobile travel accounts for 77% of business travel.
• Fifty-three percent (53%) of road travelers stay in a hotel, motel, or B&B on an overnight trip.
• Average trip spending by road travelers is over $275.

The Federal Highway Administration (FHWA, www.fhwa.dot.gov) estimates that Americans drove 3.1 trillion miles in 2015, a new record. The previous record was 3.0 trillion miles set in 2007, before the Great Recession led to a sharp reduction in driving.

15.2 Scenic Byways

National Scenic Byways, a collection of 149 distinct and diverse roads designated by the U.S. Secretary of Transportation, are assessed in Chapter 49 of this handbook.

15.3 Daytrips

In a recent survey by Office of Travel and Tourism Industries for the U.S. Department of Commerce (http://tinet.ita.doc.gov/), more than one-third of adults said they traveled between 100 miles and 300 miles for a day trip within the past year.

A survey by GfK Roper (www.gfkamerica.com) found the following characteristics of summer road trips:
• Fifty-nine percent (59%) of people make at least two or more stops for food or drinks during their summer road trip; 31% stop three times or more.
• Seventy-four percent (74%) of road travelers say they make their food and drink stops spontaneously as needed; 15% of people plan their food and drink stops at the start of their summer road trip.
• Thirty-six percent (36%) of people use a GPS or other travel technology to identify food and drink stops during summer road trips.

15.4 Roadside Assistance

Roadside assistance is a $10 billion market in the U.S. AAA (www.aaa.com) provides roadside assistance as a service to its 55 million members; annual fees are $40 to $120.

Urgently (www.urgently.com) and Honk (www.honk.com) offer mobile app-based roadside assistance, providing maps that show users where their rescuer is with real-time updates. Users pay for on demand; costs per call range from $49 to $150.
16.1 Market Assessment

The World Tourism Organization (UNWTO, http://www2.unwto.org) estimates that youth travel generates $200 billion in international tourism receipts, representing about 20% of the 1.2 billion international arrivals in 2016.

The average cost of a trip by a young person was $910. UNWTO forecasts that the number of international trips by young people will increase from 200 million trips a year to 300 million by 2020.

The World Youth Student and Educational Travel Confederation (WYSETC, www.wysetc.org) assessed worldwide tourism spending by young travelers, ages 15-to-29, at $285 billion, with this demographic accounting for 23% of international arrivals or more than 270 million travelers in 2015.

_________________________________________________________________

“Our research shows that the nature of youth travel has changed enormously in the past decade. Young travelers today want, more than ever, to enrich themselves with cultural experiences, to meet local people, and to improve their employability when they return home. With young people traveling further, staying away for longer, spending more, keeping in touch more, and integrating with overseas communities on a scale not seen before, the industry is becoming far broader than ever before.”

David Chapman, Director General
WYSETC

_________________________________________________________________
A survey by WYSETC of 34,000 young people in 137 countries found that 45% now travel for vacation while 38% travel for educational purposes (e.g. language learning, study). There is also a significant number (15%) traveling to gain work experience; about 5% travel for volunteer projects.

The European youth travel market represents nearly half of the global market, with some 93 million outbound trips by 15-to-29 year-olds, according to European Travel Monitor by IPK International (www.ipkinternational.com). With a 23% share, youth travel has a similar share of the European market as worldwide. Most (66%) young Europeans go on relatively short trips of less than seven nights and spend $900 (U.S.) per trip on average. Germany (17.0 million outbound trips), France (7.9 million), and the U.K. (7.3 million) are the largest three markets as a destination.

16.2 Studying Abroad

According to Open Doors Report on International Education Exchange, a report by the Institute of International Education (www.iie.org), 304,467 Americans studied abroad during the 2014-2015 academic year. The top destinations were as follows:

- United Kingdom: 38,250
- Italy: 31,166
- Spain: 26,949
- France: 17,597
- China: 13,763
- Germany: 10,377
- Ireland: 8,823
- Costa Rica: 8,578
- Australia: 8,369
- Japan: 5,978

16.3 Generation Study Abroad Initiative

In 2014, the IIE launched the Generation Study Abroad initiative with the objective of reaching out to educators at all levels and stakeholders in the public and private sectors to encourage purposeful, innovative action to get more Americans to undertake an international experience. The goal is to have 600,000 U.S. students studying abroad in credit and non-credit programs by the 2017-2018 academic year.
“International experience is one of the most important components of a 21st century education. Globalization is changing the way the world works, and employers are increasingly looking for workers who have international skills and experience.”

Institute of International Education

There are 241 U.S. higher education institutions participating in Generation Study Abroad, as follows:
• Alamo Colleges
• Alverno College
• Arizona State University
• Austin Community College District
• Bard College
• Bellarmine University
• Beloit College
• Bergen Community College
• Bethune-Cookman University
• Boston Architectural College
• California Lutheran University
• California State University, Eastbay
• California State University, Long Beach
• California State University, San Bernardino
• California University of Pennsylvania
• Carroll College
• Case Western Reserve University
• Castleton State College
• Central College
• Central Michigan University
• Central Piedmont Community College
• Clemson University
• Clinton Community College
• Coastal Carolina University
• Coker College
• College of Charleston
• College of William & Mary
• Concordia College
• Coppin State University
• Cornell University
• CUNY Brooklyn College
• CUNY City College
• CUNY Lehman College
• CUNY Medgar Evers College
• CUNY Queens College
• Daemen College
• Dalton State College
• Dartmouth College
• Davidson County Community College
• Daytona State College
• Doane College
• Dominican University
• Drake University
• Drexel University
• Eckerd College
• Edmonds Community College
• Elizabethtown College
• Elmhurst College
• Elon University
• Eugene Lang College
• Fairleigh Dickinson University
• Fitchburg State University
• Florida A&M University
• Florida International University
• Florida State University
• Fort Lewis College
• George Mason University
• Georgia Institute of Technology
• Gettysburg College
• Glenville State College
• Grand View University
• Hamline University
• Hampton University
• Hawaii Pacific University
• Heidelberg University
• Hobart and William Smith Colleges
• Hood College
• Hope College
• Illinois Institute of Technology
• Illinois State University
• Indiana University of Pennsylvania
• Indiana University Southeast
• Indiana University-Purdue University Indianapolis
• James Madison University
• Jamestown Community College
• Johnson & Wales University
• Joliet Junior College
• Kalamazoo College
• Kansas State University
• Knox College
• Lake Washington Institute of Technology
• Lakeland College
• Lander University
• Le Moyne College
• Lesley University
• Lipscomb University
• Lock Haven University
• Marygrove College
• Marymount University
• McKendree University
• Miami Dade College
• Miami University
• Michigan State University
• Millikin University
• Mississippi State University
• Monmouth College
• Montana State University
• Montana State University Billings
• Moraine Park Technical College
• Morgan State University
• Mount Ida College
• Mount Mercy University
• New Jersey City University
• New Mexico State University
• North Carolina State University
• North Dakota State University
• Northeast Wisconsin Technical College
• Oglethorpe University
• Ohio State University
• Ohio Wesleyan University
• Old Dominion University
• Oregon State University
• Peralta Community College District
• Pittsburg State University
• Pitzer College
• Polk State College
• Purdue University
• Purdue University Calumet
• Radford University
• Rensselaer Polytechnic Institute
• Richard Stockton College of NJ
• Rochester Institute of Technology
• Rose-Hulman Institute of Technology
• Sacred Heart University
• Saint Martin’s University
• Saint Vincent College
• Salisbury University
• Salve Regina University
• San Diego State University
• Santa Barbara City College
• Seattle Community College District
• Shoreline Community College
• SIT Graduate Institute
• Sonoma State University
• South Dakota State University
• Southern Connecticut State University
• Southern Illinois University
• Southern Illinois University-Edwardsville
• Spelman College
• State University of New York - System
• St. Cloud State University
• St. Edward’s University
• St. John’s University
• St. Mary’s University
• St. Petersburg College
• Stephen F. Austin State University
• Stetson University
• Stevens Institute of Technology
• SUNY Albany
• SUNY Broome Community College
• SUNY Buffalo
• SUNY College of Environmental Science and Forestry
• SUNY Cortland
• SUNY New Paltz
• SUNY Oswego
• Susquehanna University
• Texas A&M International University
• Texas A&M University
• Texas State University
• Texas Tech University
• Texas Woman’s University
• The Catholic University of America
• The Chicago School of Professional Psychology
• The Citadel
• Tougaloo College
• Troy University
• University of Alabama
• University of Arizona
• University of Arkansas
• University of Arkansas at Pine Bluff
• University of Arkansas-Fort Smith
• University of California Education Abroad Program (UCEAP)

• University of California, Berkeley
• University of California, Davis
• University of California, Irvine
• University of California, Riverside
• University of California, San Diego
• University of California, Santa Barbara
• University of Central Missouri
• University of Cincinnati
• University of Colorado-Boulder
• University of Colorado-Denver
• University of Dayton
• University of Delaware
• University of Findlay
• University of Hawai’i at Hilo
• University of Houston
• University of Houston-Downtown
• University of Illinois-Springfield
• University of Kansas
• University of Mary Washington
• University of Massachusetts-Amherst
• University of Massachusetts-Boston
• University of Massachusetts-Dartmouth
• University of Massachusetts-Lowell
• University of Minnesota-Twin Cities
• University of Mississippi
• University of Missouri
• University of Nebraska at Omaha
• University of Nebraska-Lincoln
• University of New Haven
• University of New Mexico
• University of North Carolina Wilmington
• University of North Texas
• University of Notre Dame
• University of Oregon
• University of Portland
• University of South Alabama
• University of South Carolina Upstate
• University of South Florida
• University of St. Francis
• University of St. Thomas - Houston
16.4 International Students

According to the IIE, there were 974,926 international students enrolled in institutions of higher learning in the United States for the 2014-2015 academic year. The countries of origin of international students were as follows:

- China: 304,040
- India: 132,888
- South Korea: 63,710
- Saudi Arabia: 59,945
- Canada: 27,240
- Brazil: 23,675
- Taiwan: 20,993
- Japan: 19,064
- Vietnam: 18,722
- Mexico: 17,052
- All other: 287,597

There were 73,019 international students pursuing a secondary-level education in the United States, with 48,632 – 67% – of these students enrolled for a full diploma. Most of the nearly 49,000 diploma-seeking students at U.S. high schools are from Asia; 46% are from China. Approximately 24,000 high school students come to the U.S. on cultural exchange programs; 66% are from Europe.
16.5 Travel By M.B.A. Students

Many university programs organize travel options for M.B.A. students. Trips typically include visits to companies where students can interact with leaders and executives in various fields. The trips allow students to build networking skills as well as gain exposure to real-world business operations.

“In many M.B.A. programs, lifestyle experiences are gaining on academic ones in importance. Group travel, many say, is one way to build a network.”

The New York Times

M.B.A.-student trips take many forms. Some are curricular travel, in which students receive credit as part of a class. Such trips can be financed with student loans because they are for educational purposes. Other student-organized travel is career-focused but carries no academic credit. One example is Career Trek at the Wharton School at the University of Pennsylvania, where professional student clubs introduce classmates to opportunities in areas like private equity, biotech, and retailing. During breaks, Wharton clubs organize trips to more than 250 companies; participants meet with upper-level management and human-resources managers.

Some M.B.A. travel focuses on team-building among students in a less formal setting than a classroom can allow. At the Kellogg School of Management at Northwestern University, first-year students choose among 35 trips as part of Kwest, or Kellogg Worldwide Experience and Service Trips. Five- to eight-day excursions to places like Costa Rica and Zanzibar are designed to help first-year students get to know one another. The student-led trips cost $2,100 to $3,600 a person.

Some companies sponsor M.B.A. travel programs. One example is the Rolex M.B.A.s Conference and Regatta, a sailing race held at Santa Margherita Ligure on the Italian Riviera. In 2016, more than 20 business schools participated in the multiday gathering that included cocktails at an Italian villa and other events, including a conference with presentations by business leaders.

According to Jeremy Shinewald, founder of mbaMission (www.mbamission.com), a low to moderate travel budget for an M.B.A. student is about $5,000 for two years; spending of $20,000 to $30,000 isn’t uncommon.
“The social aspects of business school have become more prominent over the last decade – there is no doubt about that. Students go to Vegas and take over a Southwest Airlines plane, they go to the Sundance movie festival, and some of them rent houses on Lake Tahoe.”

Prof. Jeffrey Pfeffer
Stanford Graduate School of Business
*The New York Times*

16.6 Market Resources

World Youth Student and Educational Travel Confederation, Keizersgracht 174-176, 1016 DW Amsterdam, The Netherlands. Tel: +31 20 421 28 00. (www.wysetc.org)
17

TRAVEL REWARDS PROGRAMS

17.1 Participation

According to Colloquy (www.colloquy.com), the number of rewards program memberships in the travel sector are as follows:

- Airline: 355.9 million
- Hotel: 288.7 million
- Cruise and car rental: 44.9 million

A 2015 survey by Harris Poll (www.theharrispoll.com) found participation in travel rewards programs, by generation, as follows:

Airline
- Millennials: 24%
- Generation Xers: 32%
- Baby Boomers: 36%
- Seniors: 36%

Hotel
- Millennials: 23%
- Generation Xers: 31%
- Baby Boomers: 36%
- Seniors: 41%

Credit Card With Travel Rewards
- Millennials: 22%
- Generation Xers: 21%
- Baby Boomers: 30%
- Seniors: 38%

Deloitte (www.deloitte.com) reports the number of hotel rewards programs travelers belong to, by generation, as follows:

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>16%</td>
<td>29%</td>
<td>24%</td>
<td>19%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Generation Xers</td>
<td>10%</td>
<td>20%</td>
<td>22%</td>
<td>20%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>8%</td>
<td>17%</td>
<td>21%</td>
<td>19%</td>
<td>13%</td>
<td>22%</td>
</tr>
<tr>
<td>Seniors</td>
<td>18%</td>
<td>18%</td>
<td>27%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>11%</td>
<td>20%</td>
<td>22%</td>
<td>19%</td>
<td>12%</td>
<td>17%</td>
</tr>
</tbody>
</table>
17.2 Brand Loyalty In Travel

A survey by Deloitte found that only 14% of travelers say they are loyal to a particular airline; just 8% say they are loyal to any hotel brand.

Price, comfort and service drive decisions more than loyalty programs. When picking airlines, most travelers say they look first at safety, value, and whether flights are on time. When choosing hotels, they look at price, whether there is free parking, comfort, and location. Loyalty programs rank near the bottom of influencing factors.

17.3 Impact on Travel Decisions

Among adults that use rewards programs, Harris Poll found travelers were sometimes influenced by rewards programs as follows:

Which Hotel To Stay At
- Millennials: 64%
- Generation Xers: 65%
- Baby Boomers: 56%
- Seniors: 63%

Which Airline To Fly
- Millennials: 68%
- Generation Xers: 55%
- Baby Boomers: 62%
- Seniors: 49%

Which Company To Rent A Car From
- Millennials: 47%
- Generation Xers: 34%
- Baby Boomers: 39%
- Seniors: 36%
18

TRAVELER SEGMENTATION

18.1 Baby Boomer Travelers

According to the Domestic Travel Market Report, published by the U.S. Travel Association (USTA, www.ustravel.org), Baby Boomer households generate the highest travel volume in the U.S. (registering more than 241 million trips). Baby Boomers are more likely than travelers of other generational groups to stay in a hotel or resort on overnight trips (59%), travel for business (32%), and travel by air (22%).

Baby Boomer travelers are the most affluent among lifestage segments, with 44% having an annual income of $75,000 or more. Not surprisingly, Baby Boomers spend more on their trips than other age groups, averaging $491 per trip, excluding transportation to their destination. Fourteen percent (14%) spend $1,000 or more on a trip, excluding cost of transportation.

18.2 Senior Travelers

Senior household trips last the longest across the generation groups – an average of 4.8 nights, excluding day trips – with 18% of trips lasting seven or more nights. This group also has a higher share of day trips (18%). Even when including day trips in the average, mature travelers' average trip length is 3.9 nights.

Of traveling senior households, 53% stay in a hotel or resort on their trip, and 42% stay at the homes of friends and relatives. Nearly half (48%) of senior travel is taken by someone traveling alone or with someone from outside the household, the highest figure among all generational groups. These travelers are also the most likely of all age groups to have household travel party sizes of two members (42%).

With its wealth of disposable income and leisure time, the growing senior demographic is a very attractive market for the U.S. travel industry, suggests the USTA's Domestic Travel Market Report.

18.3 Minority Travelers

Minority travelers represent approximately 18% of all person-trips taken in the U.S. and 19% of domestic travel expenditures, according to The Minority Traveler, based on a survey of 300,000 American households and published by the USTA. Domestic expenditures by minority travelers total about $90 billion.
18.4 African-American Travel

A majority of African-American person-trips are for leisure (74%), most often to visit friends or relatives (44%). Twenty-two percent (22%) of African-American person-trips are taken for business, including combined business and pleasure purposes. Group tours are popular among African-Americans. Compared to travelers overall, nearly three times as many African-American person-trips involve group tours (10% versus 3%). African-American households spend $428 per trip, on average, excluding spending on transportation to their destination, according to *The Minority Traveler*.

The following are other facts about African-American travel (source: USTA):

- African-Americans are much more likely to travel to destinations throughout the southern census divisions, specifically to the South Atlantic (37% of person-trips), West South Central (15%), and East South Central (13%) divisions.
- Nine percent (9%) of all African-American travel includes a rental car as a primary mode of transportation. One in seven (14%) African-American person-trips includes air transportation.
- On 10% of trips, African-American households spend $1,000 or more, excluding transportation to the destination.
- Fifty-one percent (51%) of African-American trips are made by adults traveling alone or with someone outside their household. About one in four (26%) trips taken by African-American households include children under 18 years old.
- Aside from shopping (41% of person-trips), other popular activities on African-American trips are nightlife or dancing (13%), visiting historical places or museums (12%), attending cultural events or festivals (12%), visiting theme or amusement parks (12%), and gambling (12%).

The following are the top cities visited by African-American travelers:

- Atlanta, GA
- Orlando, FL
- Washington, DC
- Dallas, TX
- New York, NY
- Chicago, IL
- Norfolk/Virginia Beach, VA
- Las Vegas, NV
- Charlotte, NC
- Philadelphia, PA

Cruises are popular among African-American travelers.
“Among U.S. adults, 25.7% plan to take an ocean cruise in the next 12 months. Among consumer segments most likely to be planning an ocean cruise are African-Americans. Among this group, 39.8% plan to take an ocean cruise; a figure that is 55% higher when compared to the general population.”

International Demographics

According to the National Coalition of Black Meeting Planners (www.ncbmp.com) and MeetingNews, African-American groups spend $30 billion annually on meetings. Kappa Alpha Psi Fraternity, an upscale fraternal service organization, spends $7 million at its biennial gathering.

The following are the most popular festivals among African-Americans (various local media sources):
- Africa in April (Memphis, TN; www.africainapril.org)
- African American Festival (Baltimore, MD; www.africanamericanfestival.net)
- African American Festival (Toledo, OH; http://toledourban.com/tufcu/aaf.aspx)
- African World Festival (Detroit, MI; http://thewright.org/african-world-festival)
- AfroSolo Arts Festival (San Francisco, CA; www.afrosolo.org)
- Eastern Shore AFRAM Festival (Seaford, DE; www.easternshoreafram.org)
- Festival Sundiata - Black Arts Fest (Seattle, WA; www.festivalsundiata.org)
- Harlem Week (New York, NY; http://harlemweek.com)
- IFE-ILE’s Afro-Cuban Dance Festival (Miami, FL; www.ife-ile.org)
- Indiana Black Expo Summer Celebration (Indianapolis, IN; www.indianablackexpo.com)
- National Black Theatre Festival (Winston-Salem, NC; www nbtforg)
- Odunde Festival (Philadelphia, PA; www.odundefestival.org)
- Sistrunk Parade and Festival (Fort Lauderdale, FL; www.sistrunkfestival.org)
- Sweet Auburn Springfest (Atlanta, GA; www.sweetauburn.com)

18.5 Asian-American Travel
Leisure travel accounts for 77% of all travel taken by Asian-Americans. Most trips include a visit to friends and relatives (40%), followed by entertainment (18%), and outdoor recreation (8%). Business travel, including travel for a combination of business and leisure, accounts for 21% of person-trips taken by this demographic. Compared to
travelers overall, Asian-Americans travel to California, Nevada, and Hawaii much more often. Asian-American households spend $515 per trip, on average, excluding spending on transportation to their destination, more than overall average household trip spending in the U.S. ($457). This group has a much higher tendency to include shopping as a trip activity compared to total U.S. travelers (39% of person-trips versus 34%), according to *The Minority Traveler*.

The following are other facts about Asian-American travel (source: USTA):

- A large share (28%) of Asian-American person-trips includes air transportation. Five percent (5%) of Asian-American person-trips include the use of a rental car as a primary mode of transportation.
- On one in seven (15%) trips, Asian-American traveling households spend $1,000 or more, not including transportation to the destination.
- Half (50%) of Asian-American trips are made by adults traveling alone or with someone outside their household. One in five (22%) Asian-American household trips include children under 18 years old.
- Shopping is the favorite activity of Asian-American travelers, accounting for 39% of person-trips. The next most popular trip activities are visiting historical places or museums (16%), pursuing outdoor recreation (14%), attending cultural events or festivals (13%), and gambling (12%).
- A large share (46%) of Asian-American trips is generated by single, never married households.

The following are the top destinations visited by Asian-American travelers:

- Las Vegas, NV
- Los Angeles, CA
- San Francisco, CA
- San Diego, CA
- Orange County, CA
- Washington, DC
- Houston, TX
- Reno, NV
- Chicago, IL
- Seattle, WA

### 18.6 Hispanic-American Travel

A majority of Hispanic person-trips are for leisure (77%), of which visiting friends or relatives is the purpose of the trip for many (43%). Entertainment trips (16%) and outdoor recreation (8%) make up smaller shares of Hispanic person-trips. The states that attract the greatest number of Hispanic travelers include California, Texas, and Florida. Nevada, Arizona, and New Mexico are also popular destinations. Hispanic households spend an average of $480 on a trip, excluding spending on transportation to their destination. One-third (33%) of trips by Hispanic households include children under 18 years old, significantly higher than overall traveling households in the U.S.
(24%), according to The Minority Traveler.

The following are other facts about Hispanic-American travel (source: USTA):

• One in seven (15%) Hispanic person-trips includes air transportation. Rental cars are used as the primary mode of transportation by 7% of Hispanic travelers – more than twice as much as overall travel (3%).
• On one in seven (15%) trips, Hispanic households spend $1,000 or more, not including transportation to the destination.
• Spending time with family is important to Hispanic travelers, with 33% of Hispanic trips including three or more people from the same household, compared to the average U.S. trip (25%). One third (33%) of trips by Hispanic households include children under 18 years old.
• Of 11 common trip activities, shopping is the favorite activity for Hispanics (34% of person-trips), followed by outdoor recreation (16%), visiting theme or amusement parks (14%), visiting historical places or museums (13%), and going to beaches (13%).

The following are the top cities visited by Hispanic-American travelers:

• Las Vegas, NV
• Los Angeles, CA
• San Antonio, TX
• San Diego, CA
• Houston, TX
• Orlando, FL
• Orange County, CA
• Riverside/San Bernardino, CA
• Phoenix/Mesa, AZ
• San Francisco, CA

18.7 Lesbian and Gay Travelers

The lesbian, gay bisexual, and transgender (LGBT) population in the U.S. has been estimated at anywhere between 11 million to 23 million.

One major area recognized as an outlet for the discretionary income spent by the LGBT community is travel. Approximately 85% of the LGBT community takes annual vacations, compared with a national average of 64%. More than one-third take three or more trips, with almost 50% traveling abroad, compared with the national average of 9%.

Community Marketing (www.communitymarketinginc.com), a firm specializing in research into the gay travel market, estimates gay and lesbian traveler spending at $55 billion annually, about 10% of the U.S. travel market.

A decade ago, Fort Lauderdale, Florida, was nearly alone among destinations trying to woo gay and lesbian travelers. Fort Lauderdale currently attracts approximately 850,000 gay travelers who spent more than $810 million annually. Now, a growing number of cities can be found following Fort Lauderdale in promoting a gay-
friendly image. Among them are long-established gay-friendly destinations such as Key West.

According to a recent report by the USTA, 48% of gay men and 47% of lesbians say that a destination’s gay-friendliness is important to them when making leisure travel choices. Gay men (53%) and lesbians (69%) report that a place generally identified as safe and free from intimidation and threats – such as places where they could freely hold their partner’s hand in public – is one of the top ways they identify a destination as gay-friendly. Forty percent (40%) of gay men and lesbians also recognize a gay-friendly environment if the city or community is known to be culturally welcoming and to support diversity and LGBT civil rights. Thirty-three percent (33%) of gay men and 18% of lesbians also cite gay nightlife, clubs, and bars as one of their top considerations for gay friendliness.

Gay-pride activities have become major events across the country, and these events are the biggest draw for the LGBT community. One of the largest events in the U.S. is Gay Days at Disney World. The six-day event held in June draws about 150,000 people.

The two largest gay pride festivals in North America, Gay Pride Week (Toronto) and Divers/Cite (Montreal), are each attended by an estimated one million people.

TopEvents.com rates the following as the top gay pride events in the U.S.:

- Atlanta Pride - mid-October (Atlanta, GA; www.atlantapride.org)
- Boston Gay Pride - early June (Boston, MA; www.bostonpride.org/parade/)
- Capital Pride - end of May or early June (Washington DC; www.capitalpride.org)
- Chicago Gay Pride Parade - late June (Chicago, IL; www.chicagopridecalendar.org)
- Dallas Pride Parade - mid-September (Dallas, TX; www.dallastavernguild.org)
- Houston Gay Pride - late June (Houston, TX; www.pridehouston.org)
- Miami Beach Gay Pride Parade - early to mid-April (Miami, FL; www.miamibeachgaypride.com/parade)
- NYC Pride March - mid-June (New York, NY; www.nycpride.org)
- Out on Film Festival - early October (Atlanta, GA; www.outonfilm.org)
- OutFest - mid-July (Los Angeles, CA; www.outfest.org)
- San Diego Pride - mid-July (San Diego, CA; www.sdpride.org)
- San Francisco Gay Pride - late June (San Francisco, CA; http://sfpride.org/)
- St. PetePride - late June (St. Petersburg, FL; www.stpetepride.com)
- Womenfest - early September (Key West, FL; www.womenfest.com)

According to the LGBT Travel Survey, by Community Marketing, the following are the top U.S. destinations for leisure and business travel for the LGBT community (percentage of people who visited):

- New York City, NY: 29%
- Chicago, IL: 25%
- San Francisco, CA: 25%
- Las Vegas, NV: 22%
- Los Angeles/West Hollywood: 22%
- Washington, DC: 22%
• Boston, MA: 15%
• Ft. Lauderdale/Wilton Manors, FL: 15%
• San Diego, CA: 15%
• Atlanta, GA: 12%
• Dallas, TX: 12%
• Denver, CO: 12%
• Miami/Miami Beach, FL: 12%
• New Orleans, LA: 12%
• Orlando, FL: 12%
• Palm Springs, CA: 12%
• Philadelphia, PA: 12%
• Seattle, WA: 12%
• Austin, TX: 10%
• Phoenix/Tempe/Scottsdale, AZ: 10%
• Portland, OR: 10%
• Tampa/St. Petersburg, FL: 10%

18.8 Travelers With Special Needs

At 20% of the U.S. population, people with disabilities comprise the nation’s largest minority group. According to the latest available Census Bureau (www.census.gov) figures, there are approximately 54 million Americans with disabilities, a figure that does not include friends or relatives who travel or share activities.

Americans with physical disabilities have a combined discretionary income of more than $250 billion annually, and the 20 million families with at least one member with a disability represent an additional annual disposable income of approximately $258 billion, according to W.C. Duke Associates (www.wcduke.com).

A study by Open Doors Organization (www.opendoorsnfp.org), in cooperation with the U.S. Travel Association and the Society for Accessible Travel and Hospitality (www.sath.org), found that travelers with disabilities currently spend $13.6 billion on 31.7 million trips annually. The airline industry saw $3.3 billion in spending by travelers with disabilities, and spending in the lodging sector was $4.2 billion. The study, conducted by Harris Interactive (www.harrisinteractive.com), suggested that people with disabilities could spend at least $27 billion per year if certain needs were met. This includes a meet-and-greet at airports and preferred seating on airlines. Lodging issues include the need for rooms close to amenities and staff members that go out of their way to accommodate guests with disabilities.

One program developed to accommodate those with special needs is that which was developed by Microtel Inn and Suites. Kits were developed to aid those whose height often restricts their reach or stepping ability. The accessibility kit includes a customized, low-rise step stool, a closet rod adaptor to help simplify clothes hanging, a security latch adaptor for the guestroom door, and more. Kits were distributed to each property in the hotel chain.
18.9 Singles Travelers

Today, more and more Americans of all ages are choosing to live alone – without romantic partners, spouses, or roommates – constituting a large market for sectors including the travel and tourism industry. Singles households represent 27.7% of total U.S. households, according to the U.S. Census Bureau. Fifty-eight percent (58%) of females live alone, compared with 42% of males.

According to the Census Bureau, almost three-quarters of men and almost two-thirds of women in their 20s reported that they have never been married, a sharp increase in never-married 20-somethings in just six years. The number of single Baby Boomers is also on the rise.

AARP (www.aarp.org) estimates that 25 million singles ages 42 and older spend $28 billion on travel annually. This group of singles is more likely to take weekend trips, and they spend proportionately more per person than other travelers, according to the survey. Women ages 42 and older are twice as likely as men to vacation on their own.
19

VACATIONS

19.1 Summer Vacation

PhoCusWright (www.phocuswright.com) found that 65% of U.S. adults travel for leisure at least once each year.

The Harris Poll (www.theharrispoll.com) reported the following percentages of adults took a summer vacation:
- 2009: 60%
- 2010: 54%
- 2011: 50%
- 2012: 50%
- 2013: 50%
- 2014: 52%
- 2015: 52%
- 2016: 55%

19.2 Benefits of Vacationing

Not taking time off burns people out and can wreak havoc on productivity. Vacation deprivation is one reason workers are reporting more mistakes, anger, and resentment at co-workers, according to the Families & Work Institute (www.familiesandwork.org), which recently found that those who vacationed experienced an 82% increase in job performance post-trip.

In a recent survey by Westin Hotels & Resorts, the following percentages of employed professionals said they return from vacation relaxed and less stressed:
- Always: 43%
- Sometimes: 33%
- Never: 24%

The now-popular micro-vacations – taking two or three days off – do not deliver the same stress-reduction benefits as vacations that last one and two weeks, research shows. Experts agree that a key ingredient in peak performance is a drastic change of scenery, coupled with shutting down for extended periods of time.

A recent study published in the Journal of Travel Medicine reported that vacations with the following characteristics resulted in workers feeling more recuperated afterward:
• Visited warmer, summer climates
• Enjoyed more free time
• Exercised more
• Slept more
• Made new acquaintances

Vacations are also about health: At least two studies have correlated the stress-reducing benefits of annual vacations with lower rates of coronary heart disease.

“Research shows that vacations can reduce the risk of heart disease, depression, and a host of other ills, and even slow the aging process.”

Condé Nast Traveler

Leading edge companies are taking various approaches to encourage employees to take needed vacations. Companies such as PricewaterhouseCoopers track employees who have not taken enough vacation and send reminders to them and their supervisors suggesting that they should do so. At Intel Corp., all full-time employees get two consecutive months of paid time off after seven years of employment. They can even stack the sabbaticals on top of their regular vacation. Going in a totally different direction, Netflix Inc. has done away with vacation time altogether. The company tells workers that as long as they get their jobs done, they can take as much time off as they like. A similar approach is taken at IBM, where each of the 355,000 workers is entitled to three or more weeks of vacation. The company does not keep track of who takes how much time or when, does not dole out choice vacation times by seniority, and does not let people carry days off from year to year.

19.3 Vacation Policies

Americans place a lower priority on vacation time than do people in most advanced economies of the world.

Among 21 countries in the Organization for Economic Cooperation and Development (OECD, www.oecd.org), the U.S. is the only one that does not require employers to provide paid vacation days. The 27-nation European Union requires at least 20 paid vacation days a year. Canada and Japan require 10 days.

A study by the Center for Economic and Policy Research (www.cepr.net) found that 23% of Americans have no paid vacation days. U.S. private sector workers have an average of 10 paid vacation days and six paid holidays a year.
A global survey by Ipsos (www.ipsos.com) found that only 57% of Americans used all their vacation time, a figure in stark contrast to Europe, where 74% of workers, on average, took all their allotted days off. Europeans also tend to receive more vacation time than their American counterparts.

19.4 Working While On Vacation

While the point of a vacation may be to “get away from it all,” a surprising number of travelers bring gadgets and technology with them in order to stay connected with their jobs during their leisure trips.

In a survey by Fierce Inc. (www.fierceinc.com), 41% of professional workers said they check in with the office at least every other day while on vacation; 6% report doing so several times daily. Only 26% said they “pull the plug” on office contact while vacationing.

The Harris Poll found that 81% of adults took technology devices with them on their summer vacation, and 46% did some work on their vacation, as follows:
- Monitor email: 35%
- Check voicemail: 22%
- Take occasional phone calls: 22%

Only 35% of those employed did not work on vacation.

“If it seems vacations aren’t as rejuvenating, maybe it’s because more people are working when they’re off the clock.”

USA Today

19.5 Top Vacation Destinations

Based on hotel bookings, the American Automobile Association (AAA, www.aaa.com) reported the top vacation destinations in 2016 as follows:

Spring
1. Orlando, FL
2. Los Angeles/Anaheim, CA
3. San Diego, CA
4. Myrtle Beach, SC
5. Miami, FL
6. Fort Lauderdale, FL
7. Washington, DC
8. New York, NY
9. Seattle, WA
10. San Francisco, CA

**Summer**
1. Orlando, FL
2. Seattle, WA
3. Los Angeles/Anaheim, CA
4. Honolulu, HI
5. Las Vegas, NV
6. Anchorage, AK
7. New York, NY
8. Maui, HI
9. San Francisco, CA
10. Denver, CO
PART III: ATTRACTIONS & TOURIST ACTIVITIES
20

ADVENTURE TRAVEL

20.1 Overview
The Adventure Travel Trade Association (ATTA, www.adventuretravel.biz) defines a trip as “adventure travel” if it involves two of the following three elements:
• Connection with nature
• Interaction with culture
• Physical activity

ATTA provides the following list as examples of adventure travel activities:

Hard Adventure
• Caving
• Climbing (rock/mountain/ice)
• Heli-skiing
• Kite surfing
• Paragliding
• Skydiving
• Trekking

Soft Adventure
• Backpacking
• Birdwatching
• Camping
• Canoeing
• Cycling
• Eco-tourism
• Fishing/fly fishing
• Hiking
• Horseback riding
• Hunting
• Kayaking/sea/whitewater
• Motorized sports
• Orienteering
• Rafting
• Safaris
• Sand boarding
• Scuba diving
• Snorkeling
• Skiing/snowboarding
• Stand-up paddle boarding
• Surfing
• Ziplining

20.2 Market Assessment
Adventure Tourism Market Study, conducted by George Washington University International Institute of Tourism Studies (IITS, www.gwutourism.org) for the ATTA, estimates the global adventure travel market at $263 billion.
Among North American adventure travelers, 83.6% engage in soft adventure activities; 15.4% engage in hard adventures. Average spending per trip, excluding airfare and gear, is as follows (annual spending growth in parenthesis):

- Soft adventure: $1,152 (9%)
- Hard adventure: $875 (25%)

Total spending for gear for adventure trips is $82 billion. Among North American adventure travelers, average gear and clothing spending is as follows:

- Soft adventure: $475
- Hard adventure: $250

The average trip length for adventure travelers is as follows:

- Soft adventure: 10.2 days
- Hard adventure: 11.7 days

The average age of adventure travelers is 36; 57% are male.

### 20.3 Adventure Festivals

Festivals have developed around adventure sports enthusiasts, drawing large spectator audiences as well as participants. The following are among the largest festivals:

**Adirondack Balloon Festival** ([www.adirondackballoonfest.org](http://www.adirondackballoonfest.org))

- Held in Glens Falls, New York, the four-day event is the oldest and largest hot-air balloon event on the East Coast. Not-for-profit and free of charge, the Festival attracts 100,000 to 150,000 people to the region each year.

**Albuquerque International Balloon Fiesta** ([www.balloonfiesta.com](http://www.balloonfiesta.com))

- The largest hot-air balloon event in the world, this festival sees about 700 balloon registrations by participants from 40 states and 19 countries along with over 800,000 spectators each year. Direct spending is estimated at $91 million. Activities for the nine-day event include the Music Fiesta, Special Shape Rodeo, AfterGlow Fireworks Show, and more. The theme for the October 2016 event is Desert Kaleidoscope.

**New River Gorge Bridge Day Festival** ([http://officialbridgeday.com/](http://officialbridgeday.com/))

- Bridge Day, a one-day festival in Fayetteville, West Virginia, has been held annually since 1980. Bridge Day is the only day people are allowed to BASE jump off the bridge into the New River Gorge 876 feet below, one of the few exceptions to a general ban on BASE jumping within the U.S. National Park System. People are also allowed to bungee jump and rappel from the span on Bridge Day. Over 100,000 people typically attend the event; there are about 400 BASE jumpers.
Ohio Challenge Hot Air Balloon and Skydiving Festival (www.ohiochallenge.com)
• Held annually in Middletown, Ohio, the economic impact of the festival is between $3 million and $5 million. The 2016 festival was attended by 45,000 people.

Plano Balloon Festival & Sky Divers Show (www.planoballoonfest.org)
• The October 2016 festival marks 37 years of ballooning in Plano, Texas. A fireworks display and the Sky Divers Show are part of the festival.

20.4 Mountaineering
According to the 2015 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 2.5 million people in the U.S. engage in climbing as a recreational activity at least once a year. This number includes traditional climbing, ice climbing, and mountaineering.

Climbing is popular worldwide. The International Climbing and Mountaineering Federation (UIAA, www.theuiaa.org), the world governing body in mountaineering and climbing, has 1.3 million members worldwide.

The most popular mountaineering destinations in the United States are the Rocky Mountains, the Sierra Nevada of California, the Cascades of the Pacific Northwest, the high peaks of The Alaska Range, and Saint Elias Mountains.

Mount McKinley, in Denali National Park (Alaska), is the highest mountain in North America (20,320 feet) and one of the World’s Seven Summits. It is the only mountain ranked by National Geographic among the world’s top 10 climbs. Mountaineers typically climb Mount McKinley in guided groups. RMI (www.rmiguides.com), the longest-running guide service operating at the mountain, has led over 300 expeditions.

Mount Rainier offers the largest glaciers in the continental United States. About 8,000 to 13,000 people attempt the climb each year; about half of the attempts are successful, with weather and conditioning being the most common reasons for failure. It typically takes climbers two to three days to reach the summit.

20.5 Surfing
According to the 2015 Sports, Fitness And Leisure Activities Topline Participation Report, 2.5 million U.S. adults surf; 1.1 million do so eight or more times each year.

The World Surf League (www.worldsurfleague.com) is the governing body for professional surfers.

Surfer ranks the best surf towns in the United States as follows:
1. Santa Cruz, CA
2. Haleiwa, HI
3. Encinitas, CA
4. Paia, HI
5. San Clemente, CA
20.6 Skydiving

Skydivers make an estimated 3.2 million jumps each year in the United States. Most people make their first jump with an experienced instructor with a tandem skydive. The adventure is popular with travelers in areas with spectacular scenery. For example, skydiving over the Grand Canyon is popular among visitors to the Las Vegas area.

The United States Parachute Association (USPA; www.uspa.org), the primary organization for skydivers in the United States, has 35,000 members.

The demographics of USPA members are as follows:

**Gender**
- Female: 13%
- Male: 87%

**Age**
- 16-to-30: 24%
- 31-to-39: 29%
- 40-to-49: 23%
- 50-to-59: 16%
- Over 60: 8%

The following links to a list of the larger skydiving operators in the U.S. (sources: Travel Channel and various online media sources): www.rkma.com/travel.skydiving.pdf.

The following are online directories of skydiving centers:
- http://proskydiving.com/locations
- http://skydiving.jumpcenters.com
- www.dropzone.com/dropzone/North_America/United_States/index.html

20.7 Zipline Canopy Tours

There are about 300 zipline courses in the United States, an increase from roughly 10 in 2001. About 36 million zips were taken in 2015. Prices to ride vary widely: It costs $10 to ride an 800-foot zip line at a KOA camp in Santa Paula, for instance, but $112 to ride two zip lines at the San Diego Zoo Safari Park.

The following links to a list of the best zipline canopy tours in the U.S. (sources: CNN Travel, Travel + Leisure, USA Today, and various online media sources): www.rkma.com/travel.ziplines.pdf.
A zipline directory is available at www.ziplinerider.com/Zipline_Locations.html.

20.8 Market Resources
Adventure Travel Trade Association, 601 Union Street, 42nd Floor, Seattle, WA 98101. (360) 805-3131. (www.adventuretravel.biz)

Association for Challenge Course Technology, P.O. Box 47, Deerfield, IL 60015. (800) 991-0286. (www.acctinfo.org)

International Climbing and Mountaineering Federation (UIAA), Monbijoustrasse 61, Postfach CH-3000, Bern 23, Switzerland. Tel: +41 (0)31 370 1828. (www.theuiaa.org)

Sports & Fitness Industry Association, 8505 Fenton Street, Suite 211, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)

United States Parachute Association, 5401 Southpoint Centre Boulevard, Fredericksburg, VA, 22407. (540) 604-9740. (www.uspa.org)
21

AGRITOURISM

21.1 Overview

Agritourism is a type of tourism in which hospitality is offered on farms – activities range from agricultural festivals to opportunities to assist with farming tasks.

“When increasingly farmers are eking more money out of the land in ways beyond the traditional route of planting crops and raising livestock. Some have opened bed-and-breakfasts, often known as farm stays, that draw guests eager to get a taste of rural living. Others operate corn mazes – now jazzed up with modern flourishes like maps on cellphones – that often turn into seasonal amusements, with rope courses and zip lines. Ranchers open their land to hunters or bring in guests to ride horses, dude ranch style. Known as agritourism, such activities are becoming an important economic boost for many farmers.”

The New York Times

Agritourism farms, also referred to as entertainment farms, include any land-based farm or agricultural-related business that is open to the public. Some agritourism destinations are open year-around, others are only open for a few weekends in the fall.

According to the U.S. Travel Association (USTA, www.ustravel.org), between 20% and 40% of farms in the U.S. are involved in agritourism in some way.

Two online directories (www.agritourismworld.com and www.ruralbounty.com) list farms and ranches open to the public across the United States.
According to the National Survey on Recreation and the Environment, created by the Outdoor Recreation Resources Review Commission (www.orrc.com), 63 million Americans visit farms annually.

21.2 Entertainment Farms

Small diversified farms are ideally suited for accommodating tourists. Unlike large-scale production farms, the small farm can re-create a picture of an earlier, simpler ideal of farming. The following are some examples:

**Eckert’s Farms** (Belleville, IL; [www.eckerts.com](http://www.eckerts.com))
- Family-owned and operated by seven generations of Eckerts since 1837, this is the largest pick-your-own orchard in the United States. Starting with a simple roadside stand in 1910, the Eckert family now operates three entertainment farming attractions in the state. Farms feature children’s activities, annual events, concerts, festivals, cooking classes, and the Eckert’s Country Store and Restaurant.

**Polyface Farms** (Swoope, VA; [www.polyfacefarms.com](http://www.polyfacefarms.com))
- Near Staunton, Polyface Farms commands $500 for a two-hour escorted tour of one of the most famous family-owned farms in America. The 550-acre farm, which produces healthful, humanely raised pork, beef, and poultry, draws more than 8,000 visitors a year from as far away as New Zealand and South Africa.

**Schnepf Farms** (Queen Creek, AZ; [www.schnepffarms.com](http://www.schnepffarms.com))
- Located about 50 miles southeast of Phoenix, Schnepf Farms parlayed a small country store and vegetable garden operation into the largest family entertainment farm in the Southwestern U.S. The Pumpkin and Chili Festival, the farm’s largest event, which runs Thursday through Sunday for four consecutive weekends in October, attracts 30,000 to 40,000 visitors. A Spring Peach Festival attracts similar visits. In recent years the festivals have added train rides, comedy acts, carousel rides, a 20-foot high Witch Mountain slide, hayrides, a corn maze, a blacksmith shop, and other attractions. The farm also leases a 250-acre area for such events as Country Thunder USA, a country music festival which recently hosted more than 150,000 people over four days. There are also campground facilities with full RV hookups.

**Smiling Hill Farm** (Westbrook, ME; [www.smilinghill.com](http://www.smilinghill.com))
- Several dairy farms throughout Maine promote agritourism activities, some drawing over 100,000 visitors annually. One such farm is Smiling Hill Farm, a 12th generation-run farm, where attractions include petting zoos, a center specializing in one-day mini-retreats, and activities for the hundreds of school children per day that visit. Group activities include tours, summer programs, wagon and sleigh rides, Halloween and maple syrup season events, cross-country skiing, and ice skating.
21.3 Living History Farms

Living history farms demonstrate agricultural practices dating from colonial times to the early 20th century. They typically offer demonstrations and many offer interaction with farm animals. A list of prominent living history farms is provided in Chapter 113 of this handbook.

21.4 WWOOF Farms

Created in 1971, World Wide Opportunities on Organic Farms (WWOOF, www.wwoof.org) gives guests the opportunity of a farm stay to learn firsthand where their food comes from. Host farms represent an incredible range of business models and industries, from urban gardens to off-grid rural homesteads, cheesemakers to cattle ranchers, and market producers to retreat centers.

WWOOF-USA (one of 50 independently operating worldwide branches of WWOOF) lists more than 1,500 organic farms willing to provide room, board, and an education in exchange for labor. Members have access to an online database which provides details about farms, including preferred lengths of stay (from a few days to an entire growing season), hours of work expected, and type of accommodations and meals offered. Volunteers make arrangements directly with the host of their choice. Membership in WWOOF-USA has grown to over 10,000 as of April 2016 from only 1,900 in 2006.
22

AMUSEMENT PARKS

22.1 Market Assessment

According to the International Association of Amusement Parks and Attractions (IAAPA, www.iaapa.org), more than 300 million people visit U.S. amusement parks annually. These visits have an economic impact of $57 billion.

According to IBISWorld (www.ibisworld.com), there are 415 amusement parks in the United States; combined revenue was $15 billion in 2015. Average annual growth was 1.8% from 2010 to 2015. Mintel (www.mintel.com) assesses the market similarly, estimating U.S. theme park revenue at $14.4 billion.

“The amusement parks sector has grown over the past five years, driven by a rise in domestic and international visitor numbers and rising consumer spending. In the coming years, growth is expected to continue as a number of drivers continue to have a positive influence on the industry.”

IBISWorld, 12/15

Twenty-three percent (23%) of adults visit a theme park each year, a figure that has remained relatively unchanged since 2008. Sixty-seven percent (67%) of teens ages 12-to-17 visit a theme park each year, a decrease from 76% of teens who did so in 2008, according to Mintel. This is, in part, due to increasing costs. The typical daily cost of a day at an amusement park has increased to $170 from $150 in 2008.

According to the World Waterpark Association (www.waterparks.org), annual attendance at U.S. water parks is 70 million to 72 million. Most of the attendance is from free-standing water park visits; however, visits to indoor water park resorts are also included in the figure.

There are more than 1,000 water parks in North America, including
municipal/city-owned pools with water park features, corporate-owned water parks, independently owned water parks, and indoor/resort-style water parks.

22.2 City-by-City Survey

According to International Demographics (www.themediaaudit.com), 21.1% of adults living in metropolitan areas visit an amusement park at least once a year. The following metropolitan areas have the highest percentage of adults who do so:

- Orlando, FL: 49.7%
- Orange County, CA: 39.0%
- Tampa-St. Petersburg, FL: 38.2%
- Los Angeles, CA: 35.6%
- Sarasota, FL: 35.1%

22.3 Most-Visited Amusement Parks

According to a 2015 report by the Themed Entertainment Association (TEA, www.teaconnect.org), the top theme parks in the U.S. based on annual attendance are as follows:

- Magic Kingdom at Walt Disney World (Lake Buena Vista, FL): 19.3 million
- Disneyland (Anaheim, CA): 16.8 million
- Epcot at Walt Disney World (Lake Buena Vista, FL): 11.5 million
- Disney’s Animal Kingdom at Walt Disney World (Lake Buena Vista, FL): 10.4 million
- Disney’s Hollywood Studios at Walt Disney World (Lake Buena Vista, FL): 10.3 million
- Disney’s California Adventure (Anaheim, CA): 8.8 million
- Universal Studios Florida (Orlando, FL): 8.3 million
- Islands of Adventure at Universal (Orlando, FL): 8.1 million
- Universal Studios Hollywood (Universal City, CA): 6.8 million
- SeaWorld Florida (Orlando, FL): 4.7 million
- Busch Gardens (Tampa, FL): 4.1 million
- SeaWorld California (San Diego, CA): 4.0 million
- Knott’s Berry Farm (Buena Park, CA): 3.7 million
- Cedar Point (Sandusky, OH): 3.2 million
- Hershey Park (Hershey, PA): 3.2 million
- Kings Island (Kings Island, OH): 3.2 million
- Six Flags Great Adventure (Jackson, NJ): 2.8 million
- Six Flags Magic Mountain (Valencia, CA): 2.8 million
- Busch Gardens (Williamsburg, VA): 2.7 million

The top water parks in the U.S. based on annual attendance are as follows:
• Typhoon Lagoon at Disney World (Lake Buena Vista, FL): 2.2 million
• Blizzard Beach at Disney World (Lake Buena Vista, FL): 2.0 million
• Aquatica (Orlando, FL): 1.6 million
• Wet ‘N Wild (Orlando, FL): 1.3 million
• Schlitterbahn (New Braunfels, TX): 1.0 million
• Water Country USA (Williamsburg, VA): 726,000
• Adventure Island (Tampa, FL): 644,000
• Schlitterbahn (Galveston, TX): 551,000
• Water World (Denver, CO): 527,000
• Six Flags Hurricane Harbor (Arlington, TX): 523,000
• Six Flags White Water (Marietta, GA): 510,000
• Wet ‘N Wild (Phoenix, AZ): 467,000
• Raging Waters (San Dimas, CA): 429,000
• Six Flags Hurricane Harbor (Jackson, NJ): 423,000
• Splish Splash (Riverhead, NY): 421,000
• Zoombezi Bay (Powell, OH): 416,000
• Dollywood’s Splash Country (Pigeon Forge, TN): 408,000
• Wet ‘N Wild Emerald Point (Greensboro, NC): 398,000
• Soak City Cedar Point (Sandusky, OH): 371,000

22.4 Market Resources

International Association of Amusement Parks and Attractions, 1448 Duke Street, Alexandria, VA 22314. (703) 836-4800. (www.iaapa.org)


Themed Entertainment Association, 150 E. Olive Avenue, Suite 306, Burbank, CA 91502. (818) 843-8497. (www.teaconnect.org)

World Waterpark Association, 8826 Santa Fe Drive, Suite 310, Overland Park, KS 66212. (913) 599-0300. (www.waterparks.org)
23.1 America's Favorite Structures

Touring buildings and structures with notable architectural is a favorite pastime for many travelers. The activity has been referred to as architourism.

The American Institute of Architects (AIA, www.aia.org) and The Harris Poll (www.theharrispoll.com) compiled a list of America’s favorite structures based on interviews with AIA members and a public poll. The list of favorite structures is as follows:

1. Empire State Building (New York, NY)
2. The White House (Washington, DC)
3. Washington National Cathedral (Washington, DC)
4. Thomas Jefferson Memorial (Washington, DC)
5. Golden Gate Bridge (San Francisco, CA)
6. U.S. Capitol (Washington, DC)
7. Lincoln Memorial (Washington, DC)
8. Biltmore Estate (Asheville, NC)
9. Chrysler Building (New York, NY)
10. Vietnam Veterans Memorial (Washington, DC)
11. St. Patrick’s Cathedral (New York, NY)
12. Washington Monument (Washington, DC)
13. Grand Central Station (New York, NY)
14. The Gateway Arch (St. Louis, MO)
15. Supreme Court of the United States (Washington, DC)
16. The St. Regis Hotel (New York, NY)
17. Metropolitan Museum of Art (New York, NY)
18. Hotel Del Coronado (San Diego, CA)
19. Brooklyn Bridge (New York, NY)
20. Philadelphia City Hall (Philadelphia, PA)
21. Bellagio Hotel and Casino (Las Vegas, NV)
22. Cathedral of St. John the Divine (New York, NY)
24. Trinity Church (Boston, MA)
25. Ahwahnee Hotel (Yosemite Valley, CA)
26. Monticello (Charlottesville, VA)
27. Library of Congress (Washington, DC)
28. Kaufmann Residence [Fallingwater] (Bear Run, PA)
23.2 Museums and Cultural Centers

Several museums and cultural centers have seen increased visitation after expansions designed by renowned architects. Cincinnati’s Contemporary Arts Center, for example, experienced an 85% increase in attendance during the four-year period following the opening of the Lois & Richard Rosenthal Center, designed by Pritzker-prize winning architect Zaha Hadid.

“It's a key strategy for a growing number of museums: promoting ‘architourism,’ or drawing visitors with new buildings or wings by star architects.”

The Wall Street Journal
The following are museums and performing arts centers designed by renowned contemporary architects:

**Museums**

- Art of the Americas Wing, Museum of Fine Arts (Boston, MA): Norman Foster
- Bellevue Arts Museum (Bellevue, WA): Steven Holl
- Broad Art Museum (Michigan State University; Ann Arbor, MI): Zaha Hadid
- Broad Museum (Los Angeles, CA): Diller Scofidio + Renfro
- Burke Brise Soleil addition to the Milwaukee Art Museum (Milwaukee, WI): Santiago Calatrava
- California Aerospace Museum (Los Angeles, CA): Frank Gehry
- California Museum of Science and Industry (Los Angeles, CA): Frank Gehry
- Contemporary Jewish Museum (San Francisco, CA): Daniel Libeskind
- Children’s Museum of Houston (Houston, TX): Robert Venturi
- Crystal Bridges Museum of American Art (Bentonville, AR): Moshe Safdie
- Des Moines Art Center Modern Art Wing (Des Moines, IA): Richard Meier
- Experience Music Project (Seattle, WA): Frank O. Gehry
- Fort Wayne Museum of Art (Fort Wayne, IN): Skidmore Owings & Merrill
- Frederic C. Hamilton Building, Denver Art Museum (Denver, CO): Daniel Libeskind
- Frederick Weisman Museum of Art (University of Minnesota; Minneapolis, MN): Frank Gehry
- George Bush Presidential Library (College Station, TX): HOK
- Getty Center, Los Angeles, CA): Richard Meier
- Harvard Art Museum (Cambridge, MA): Renzo Piano
- High Museum of Art (Atlanta, GA): Robert Meier
- High Museum of Art addition (Atlanta, GA): Renzo Piano
- Jepson Center for the Arts at the Telfair Museum of Art (Savannah, GA): Moshe Safdie
- Joslyn Art Museum (Omaha, NE): Norman Foster
- Kimbell Art Museum (Fort Worth, TX): Renzo Piano
- Lois & Richard Rosenthal Center at the Contemporary Arts Center (Cincinnati, OH): Zaha Hadid
- M. H. de Young Memorial Museum (San Francisco, CA): Herzog & de Meuron
- Menil Collection (Houston, TX): Renzo Piano
- Museum of Contemporary Art (Chicago, IL): Josef Paul Kleihues
- National Air and Space Museum (Washington, DC): HOK
• National Gallery of Art, East Building (Washington, DC): I.M. Pei
• Nelson-Atkins Museum of Art (Kansas City, MO): Steven Holl
• New Museum on the Bowery (New York, NY): SANAA
• Paley Center for Media (Beverly Hills, CA): Richard Meier
• Parrish Art Museum (Water Mill, NY): Herzog & de Meuron
• Patricia and Phillip Frost Art Museum (Florida International University; Miami, FL): HOK
• Patricia and Phillip Frost Museum of Science (Miami, FL): Grimshaw Architects
• Peabody Essex Museum (Salem, MA): Moshe Safdie
• Pérez Art Museum Miami (Miami, FL): Herzog & de Meuron.
• Rock 'n' Roll Hall of Fame (Cleveland, OH): I.M. Pei
• Rose Center for Earth and Space (New York, NY): Polshier Partnership Architects
• Salvador Dalí Museum (St. Petersburg, FL): HOK
• St. Louis Art Museum (St. Louis, MO): David Chipperfield Architects

Performing Arts Centers
• Adrienne Arsht Center for the Performing Arts (Miami, FL): Cesar Pelli
• Cathedral Cultural Center (Garden Grove, CA): Richard Meier
• DeBartolo Performing Arts Center (University of Notre Dame; South Bend, IN): Pfeiffer Partners
• Kauffman Center for the Performing Arts (Kansas City, MO): Moshe Safdie
• Keith C. and Elaine Johnson Wold Performing Arts Center at Lynn University (Boca Raton, FL): Herbert S. Newman
• Kimmel Center for the Performing Arts (Pittsburgh, PA): Raphael Vinoly
• New World Center (Miami, FL): Frank O. Gehry
• Richard B. Fisher Center for the Performing Arts (Bard College; Annandale-on-Hudson, NY): Frank Gehry
• Skirball Cultural Center (Los Angeles, CA): Moshe Safdie
• Valley Performing Arts Center (California State University Northridge; Northridge, CA): HGA Architects
• Walt Disney Concert Hall (Los Angeles, CA): Frank Gehry

23.3 Frank Lloyd Wright Buildings
Among American architects, Frank Lloyd Wright is, by far, the most famous. Several buildings designed by Mr. Wright are open to the public, including Fallingwater (Bear Run, PA), which was named “The Building of the 20th Century” in an informal poll.
taken by members attending a recent annual convention of the American Institute of Architects.

The Frank Lloyd Wright Preservation Trust (www.flwright.org) offers tours of Wright’s Home and Studio in Oak Park, Illinois, considered the birthplace of American residential architecture, and Wright’s Frederick C. Robie House, located on the University of Chicago campus. The museum houses receive over 100,000 visitors annually.

Five Frank Lloyd Wright-designed homes are available to overnight guests, as follows:

- Bernard Schwartz House (Two Rivers, WI)
- Donald and Elizabeth Duncan House (Laurel Highlands, PA)
- Louis Penfield House (Willoughby, OH)
- Mr. & Mrs. John D. Haynes House (Fort Wayne, IN)
- Seth Peterson Cottage (Lake Delton, WI)

Other buildings designed by Mr. Wright serve as public buildings, including the Guggenheim Museum (New York, NY) and the Monona Terrace Convention Center (Milwaukee, WI).

Florida Southern College, once selected by The Princeton Review as The Most Beautiful Campus in the Nation, is home to Child of the Sun, the largest single-site collection of Frank Lloyd Wright architecture. There are 13 Wright-designed buildings on the campus.

23.4 Architectural Walking Tours

Architectural walking tours are available in several cities, including the following:

- Charleston, SC (www.charlestoncvb.com/plan-your-trip/tours-attractions~204/walking-tours~1160/)
- Chicago, IL (www.architecture.org/experience-caf/tours/)
- Los Angeles, CA (www.laconservancy.org/walking-tours and www.architecturetoursla.com)
- Miami Beach, FL (www.mdpnl.org/toursguided-walking-tours/ and http://aiamiami.org/around-miami/architectuertours/)
- New York, NY (www.architecturalnewyork.com)
- Philadelphia, PA (www.preservationalliance.com/events/architectural-walking-tours/)
- San Francisco, CA (www.architecturesf.com)
- Savannah, GA (www.architecturealsavannah.com)
- Seattle, WA (www.seattlearchitecture.org and www.seattlearchitecturaltour.blogspot.com)

While small towns are often rich in historic architecture, few are recognized for their modern architecture like Columbus, Indiana, a town of 44,000 residents. In Columbus, more than 60 public buildings have been designed by a veritable who’s who
of modern masters – I.M. Pei, Eero and Eliel Saarinen, Cesar Pelli, Richard Meier, Harry Weese, Robert Venturi, and James Polshek, among others. The American Institute of Architects rates Columbus sixth on its list of the top 10 American cities for architectural quality and innovation, right up there with Chicago, New York, and San Francisco. The Columbus Area Visitors Center (www.columbus.in.us/) gives walking tours.
24

BEACHES

24.1 Travel to Beaches

Over 54 million trips to beaches are made by U.S. households each year, according to a survey by the U.S. Travel Association (USTA, www.ustravel.org) and D.K. Shifflet & Associates (www.dksa.com). American beach travelers are found to take longer vacations, spend more money on their trips, and are more likely to stay in a timeshare than the average traveler. More than 15% of beach trips last a week or longer, compared with 5% of trips overall.

Going to the beach is more of a family affair than some other trips, with 36% of American beach-going households including children, compared with 22% of traveling households overall that include children on travels.

Beach travelers are also more likely than other traveling households to go camping or use an RV (7% versus 3%) or stay in a timeshare (4% versus 2%). They are three times as likely as the average traveler to use a second home or condo (6% versus 2%). And beach trips are more likely to include air transportation (14% versus 11%), and, perhaps not surprisingly, are more likely to include a rental car (9% versus 6%).

Beach travelers rate their favorite activities while at beach destinations as follows:

- Dining out: 46%
- Touring or sightseeing: 39%
- Shopping: 37%
- Entertainment activities: 33%
- Nightlife activities: 14%

24.2 Most-Visited Beaches

Annual visits to the most popular U.S. beaches are as follows (sources: United States Lifesaving Association (www.usla.org) and Travel + Leisure):

- Venice Beach, CA: 16.0 million
- Miami Beach, FL: 13.3 million
- Coney Island (Brooklyn, NY): 11.2 million
- Newport Beach, CA: 9.4 million
- Daytona Beach, FL: 8.0 million
- Huntington Beach, CA: 7.9 million
- Hollywood, FL: 7.7 million
• Jones Beach, NY: 5.1 million
• Brevard County, FL: 4.8 million
• Ocean City, MD: 4.5 million
• Laguna Beach, CA: 4.3 million
• Oceanside, CA: 4.0 million
• Santa Rosa Island, FL: 4.0 million
• Virginia Beach, VA: 3.7 million
• Rockaway Beach, NY: 3.7 million
• Coronado, CA: 3.6 million
• Pinellas County, FL: 3.5 million
• Clearwater, FL: 3.5 million
• North Myrtle Beach, SC: 3.5 million
• Palm Beach, FL: 3.4 million

24.3 Top Beaches

Stephen P. Leatherman, Ph.D., a professor at Florida International University popularly known as Dr. Beach (www.drbeach.org) and author of America’s Best Beaches, publishes an annual list of the top beaches in the United States. The 2016 list is as follows:

1. Hanauma Bay Nature Preserve (Oahu, HI)
2. Siesta Beach (Sarasota, FL)
3. Kapalua Bay Beach (Maui, HI)
4. Ocracoke Lifeguarded Beach (Outer Banks, NC)
5. Coast Guard Beach (Cape Cod, MA)
6. Grayton Beach State Park (Santa Rosa Beach, FL)
7. Coronado Beach (San Diego, CA)
8. Coopers Beach (Southampton, NY)
9. Caladesi Island State Park (Dunedin/Clearwater, FL)
10. Beachwalker Park (Kiawah Island, SC)

According to Dr. Leatherman, the designation as the top beach usually brings an increase in tourism of about 20%.

In addition to best overall beaches, Dr. Leatherman identified the best U.S. beaches with nightlife as follows:

• Main Beach (East Hampton, NY)
• South Beach (Miami Beach, FL)
• Panama City Beach, FL
• South Padre Island, TX
• Coronado Beach (San Diego, CA)
• East Beach (Santa Barbara, CA)
• Cannon Beach, OR
• Mauna Kea Beach (Big Island, HI)
• Waikiki Beach (Oahu, HI)
The 2016 Travelers’ Choice poll by TripAdvisor (www.tripadvisor.com) ranked the best beaches in the United States as follows:

1. Clearwater Beach (Clearwater, FL)
2. Lanikai Beach (Kailua, HI)
3. Siesta Key Public Beach (Siesta Key, FL)
4. St. Pete Beach (St. Pete Beach, FL)
5. Wai’anapanapa State Park (Hana, HI)
6. Ka’anapali Beach (Lahaina, HI)
7. Pensacola Beach (Pensacola Beach, FL)
8. La Jolla Shores (La Jolla, CA)
9. St. Augustine Beach (St. Augustine Beach, FL)
10. Beach at Panama City (Panama City Beach, FL)
11. Henderson Beach State Park (Destin, FL)
12. Hanauma Bay Nature Preserve (Honolulu, HI)
13. Poipu Beach Park (Poipu, HI)
14. Manini’owali Beach - Kua Bay (Kailua-Kona, HI)
15. Ogunquit Beach (Ogunquit, ME)
16. Newport Beach (Newport Beach, CA)
17. Coronado Municipal Beach (Coronado, FL)
18. Fort Myers Beach (Fort Myers, FL)
19. Race Point Beach (Provincetown, MA)
20. Los Olas Beach (Fort Lauderdale, FL)
21. Carlsbad State Beach (Carlsbad, CA)
22. Crystal Cove State Park (Laguna Beach, CA)
23. Navarre Beach (Navarre, FL)
24. Hanalei Beach (Hanalei, HI)
25. Ocean City Beach (Ocean City, MD)

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Freshwater Beaches as follows:

1. Presque Isle State Park (Erie, PA)
2. Grand Haven State Park (Grand Haven, MI)
3. Park Point Beach (Duluth, MN)
4. North Beach (Racine, WI)
5. West Beach (Indiana Dunes, IN)
6. Oak Street Beach (Chicago, IL)
7. Huntington Beach (Cleveland, OH)
8. Bradford Beach (Milwaukee, WI)
9. Lake Michigan Beach Park (Empire, MI)
10. Sand Point Beach (Munising, MI)

24.4 Regional Beaches

Dr. Leatherman identified the best city beaches by region in America as follows:
• Northeast: Rehoboth Beach, DE
• Southeast: South Beach (Miami Beach, FL)
• Gulf: Clearwater Beach, FL
• Southwest: Newport Beach, CA
• Northwest: Harris Beach State Park (Brookings, OR)
• Hawaii: Waikiki Beach (Honolulu, Oahu, HI)

The following are top Great Lakes beaches:
• Oak Street Beach, IL
• Presque Isle State Park, PA
• Sand Point Beach, Pictured Rocks National Lakeshore, MI
• Sleeping Bear Dunes National Shore, MI

*Men’s Journal* identified America’s best beaches as follows:

**Northeast**
- Ditch Plains (Montauk, NY)
- Higgs Beach (Scarborough, ME)
- North and South Beach (Chatham, MA)

**Northwest**
- Alki Beach (West Seattle, WA)
- Cascade Head (Lincoln County, OR)
- Orcas Island (Puget Sound, WA)

**Southeast**
- Clearwater Beach (Pinellas County, FL)
- Cumberland Island National Seashore (St. Mary’s, GA)
- Northern Outer Banks (Nags Head, NC)

**West and Hawaii**
- Hookipa Beach Park (Maui’s North Shore, HI)
- Pfeiffer Beach (Big Sur, CA)
- San Onofre State Park (San Clemente, CA)

According to *New Yorker* magazine, the following are the most popular beaches in the Hamptons:
• Flying Point Beach (Flying Point Road, Water Mill)
• Sagg Beach (Sagg Main Street, Sagaponack)
• Long Beach (Long Beach Road between Nyack and North Haven)
• Mecox Beach (Jobs Lane, Bridgehampton)
• Two Mile Hollow (Two Mile Hollow Road, East Hampton)
• Ocean Road Beach (Ocean Road, Bridgehampton)
• Gibson Beach (Gibson Lane, Sagaponack)
• Wainscott Beach (Beach Lane, Wainscott)
Based on a poll of tourism experts, USA Today compiled the following list of the top beaches in each state:

**Alabama**
- Gulf State Park (Gulf Shores, [www.alapark.com/gulfstate](http://www.alapark.com/gulfstate))

**Alaska**
- Homer Spit (Kachemak Bay, [www.homeralaska.org](http://www.homeralaska.org))

**Arizona**
- Lake Havasu (Lake Havasu City, [www.golakehavasu.com](http://www.golakehavasu.com))

**California**
- Crystal Cove State Park (Orange County, [www.crystalcovestatepark.com](http://www.crystalcovestatepark.com))

**Colorado**
- Medano Creek (Great Dunes National Park, [www.nps.gov/grsa/medano-creek.htm](http://www.nps.gov/grsa/medano-creek.htm))

**Delaware**
- Delaware Seashore State Park ([www.destateparks.com/park/delaware-seashore](http://www.destateparks.com/park/delaware-seashore))

**District of Columbia**
- The Yards Park (The Anacostia River, [www.yardspark.org](http://www.yardspark.org))

**Florida**
- Siesta Beach (Sarasota, [www.visitsarasota.org/siesta-key](http://www.visitsarasota.org/siesta-key))

**Hawaii**
- Hapuna Beach (Kohala Coast, [www.gohawaii.com/big-island](http://www.gohawaii.com/big-island))

**Idaho**
- Lake Coeur d’Alene (Coeur d’Alene, [www.coeurdalene.org](http://www.coeurdalene.org))

**Indiana**
- Indiana Dunes State Park (Lake Michigan, [www.in.gov/dnr/parklake/2980.htm](http://www.in.gov/dnr/parklake/2980.htm))

**Iowa**
- Clear Lake ([www.clearlakeiowa.com](http://www.clearlakeiowa.com))

**Kansas**
- Scott State Park (Scott City, [http://kdwpt.state ks.us/news/state-parks/locations/scott](http://kdwpt.state ks.us/news/state-parks/locations/scott))
Kentucky
• Buckhorn Lake (www.parks.ky.gov/parks/resortparks/buckhorn-lake/default.aspx)

Louisiana
• Grand Isle (www.grand-isle.com)

Maine
• Ogunquit Beach (www.ogunquit.org)

Maryland
• Assateague Island National Seashore (Ocean City, www.nps.gov/asis)

Massachusetts
• Crane Beach (Ipswich, www.thetrustees.org/places-to-visit/northeast-ma/crane-beach-on-the-crane.html)

Michigan
• Stearns Park Beach (Ludington, www.michigan.org)

Minnesota
• Park Point Beach (www.exploreminnesota.com)

Mississippi
• Ship Island (www.msshipisland.com)

Missouri
• Table Rock Lake (near Branson, www.visittablerocklake.com)

Montana
• Whitefish Lake (www.explorewhitefish.com)

Nebraska
• Calamus Reservoir (www.outdoornebraska.com)

Nevada
• Zephyr Cove (www.zephyrcove.com)

New Hampshire
• Hampton Beach State Park (www.nhstateparks.org)

New Jersey
• Cape May (www.discovercapemay.com)
New Mexico
• Blue Hole (Santa Rosa, www.santarosanm.org)

New York
• Fire Island (www.nps.gov/fiis/index.htm)

North Carolina
• Southport Oak Island (www.southport-oakisland.com)

North Dakota
• Lake Renwich (Icelandic State Park, www.parkrec.nd.gov)

Ohio
• Cedar Point Beach (Lake Erie, www.cedarpoint.com)

Oregon
• Bandon Beach (www.bandon.com)

Pennsylvania
• Pymatuning Reservoir (www.dcnr.state.pa.us/stateparks/findapark/pymatuning)

Rhode Island
• East Matunuck State Beach (www.riparks.com/locations/locationeastmatunuck.html)

South Carolina
• Kiawah Island (www.kiawahresort.com)

South Dakota
• Lewis and Clark Lake (www.lewisandclarkpark.com)

Tennessee
• Nashville Shores Water Park (Percy Priest Lake, www.nashvilleshores.com)

Texas
• Padre Island National Seashore (near Corpus Christi, www.nps.gov/pais/index.htm)

Utah
• Bear Lake Rendezvous Beach (http://stateparks.utah.gov/park/bear-lake-state-park)

Vermont
• Lake Willoughby (Westmore, www.travelthekingdom.com)
Virginia
- False Cape State Park and Back Bay National Wildlife Refuge (www.dcr.virginia.gov/state_parks/fal.shtml)

Washington
- Second Beach (near La Push, www.nps.gov/olym)

West Virginia
- Summersville Lake (www.summersvillevcb.com)

Wisconsin
- North Beach (Racine, www.cityofracine.org/depts/health/beach.aspx)

Wyoming
- Horseshoe Bend (Bighorn Canyon National Recreation Area, www.nps.gov/bica)

24.5 Best Beach Cities and Towns

*National Geographic* rates the following as the Best Beach Cities in the U.S.:
- Honolulu, HI
- Miami Beach, FL
- Santa Monica, FL

The following are recognized as the best beach towns in the U.S. (sources: Dr. Beach, *Smarter Travel*, and *Travel + Leisure*):
- Avila Beach, TX
- Bar Harbor, ME
- Boca Grande, FL
- Cannon Beach, OR
- Cape May, NJ
- Carmel-by-the-Sea, CA
- Chatham, ME
- Chincoteague, VA
- Clearwater Beach, FL
- Cocoa Beach, FL
- Delray Beach, FL
- Duck, NC
- Fort Lauderdale, FL
- Friday Harbor, San Juan Island, WA
- Gearhart, ME
- Gulf Shores, AL
- Haleiwa, HI
- Hilton Head Island, SC
- Key West, FL
- Long Beach, NY
- Lubec, ME
- Mackinac Island, MI
- Myrtle Beach, SC
- New Smyrna Beach, FL
- Ogunquit, ME
- Pacific Grove, CA
- Pensacola Beach, FL
- Provincetown, MA
- Rehoboth, DE
- Rockport, TX
- Sanibel Island, FL
- Santa Cruz, HI
- Santa Rosa Beach, FL
- Saugatuck, MI
- Seaside, FL
- Siesta Key, FL
24.6 Best Beach Resorts

*Travel + Leisure* designates the following as the best beach resorts:

- Moorings Village Islamorada (Islamorada, FL)
- Lodge & Club, Point Vedra (Ponte Vedra, FL)
- LaPlaya Beach & Golf Resort (Naples, FL)
- Elizabeth Pointe Lodge (Amelia Island, FL)
- Little Palm Island Resort & Spa (Little Torch Key, FL)
- Ritz-Carlton, Naples (Naples, FL)
- Trump International Hotel Waikiki Beach (Honolulu, HI)
- Fairmont Orchid (Big Island, HI)
- Kahala Hotel & Resort (Oahu, HI)
- Ritz-Carlton, Laguna Niguel (Dana Point, CA)
- Stephanie Inn (Cannon Beach, OR)
- Tu Tu’ Tun Lodge (Gold Beach, OR)

24.7 Beaches With Ecological Integrity

Based on an assessment by experts in various tourism and preservation fields, *National Geographic Traveler* ranked the top beaches worldwide. Beaches were evaluated based on six criteria: environmental and ecological quality; social and cultural integrity; condition of historic buildings and archaeological sites; aesthetic appeal; quality of tourism management; and outlook for the future.

Of the 18 shore areas that landed in the Top Rated category, three are in the United States, as follows:

- Hawaii’s Na Pali Coast: still has a degree of ‘unspoiltness’ about it
- The 363-mile Oregon coast: some beaches near population centers are overbuilt but, in general, tourism is appropriately managed
- Georgia’s Sea Islands: most islands remain either undeveloped or tastefully developed
25

BICYCLING VACATIONS

25.1 Overview

According to the U.S. Travel Association (USTA, www.ustravel.org), biking vacations attracted more than 27 million travelers in the past five years and ranks as the third most popular outdoor vacation activity in America – following camping and hiking. People who take biking trips tend to be young and affluent, according to the USTA Adventure Travel Report. About half are between the ages of 18 and 34, and one-fourth are from households with an annual income of $75,000 or more.

According to the Houston Chronicle, more than 200 tour companies offer bike tour itineraries. Tours range from one-day, all-downhill excursions to luxurious trips across Europe that break for museum visits, shopping, and gourmet dining.

Mountain biking has afforded ski resorts the opportunity to attract off-season tourists. Approximately 200 ski areas – from Vermont to California – now have bike trails carved into their slopes.

Bed, Breakfast and Bike trails have been established throughout the U.S., where riders finish each day’s travel at an inn that caters to cyclists. Several regional guidebooks describe these trails and provide trail routes.

25.2 Participation

According to 2015 SFIA Participation Topline Report, published by the Sports & Fitness Industry Association (SFIA, www.sfia.org), 39.7 million people bike at least once a year – 19.3 million are casual participants (<26 times per year) and 20.5 million are core participants (>26 times per year). Participation has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Casual</th>
<th>Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>18.0 million</td>
<td>20.6 million</td>
</tr>
<tr>
<td>2009</td>
<td>18.5 million</td>
<td>20.6 million</td>
</tr>
<tr>
<td>2010</td>
<td>19.0 million</td>
<td>20.8 million</td>
</tr>
<tr>
<td>2011</td>
<td>19.1 million</td>
<td>20.7 million</td>
</tr>
<tr>
<td>2012</td>
<td>19.0 million</td>
<td>20.8 million</td>
</tr>
<tr>
<td>2013</td>
<td>19.5 million</td>
<td>21.4 million</td>
</tr>
<tr>
<td>2014</td>
<td>19.3 million</td>
<td>20.5 million</td>
</tr>
</tbody>
</table>

The demographics of bicyclists who ride more than six times a year are as follows (source: National Sporting Goods Association [www.nsga.org]):
Gender
• Female: 45.9%
• Male: 54.1%

Age:
• 7-to-11: 22.9%
• 12-to-17: 18.8%
• 18-to-24: 9.4%
• 25-to-34: 17.0%
• 35-to-44: 15.2%
• 45-to-54: 7.5%
• 55-to-64: 4.4%
• 65 and over: 4.8%

Income
• Under $15,000: 13.3%
• $15,000 to $24,999: 12.9%
• $25,000 to $34,999: 15.3%
• $35,000 to $49,999: 20.7%
• $50,000 to $74,999: 24.5%
• Over $75,000: 13.3%

25.3 Top Bicycling Trails
Among thousands of great bicycling trails in the United States, the following stand out:

Big Bend National Park (Texas)
• Lightly traveled roads and varied terrain make Big Bend National Park (www.nps.gov/bibe/planyourvisit/biking.htm) a premier bicycling location. Over 100 miles of paved roads and 160 miles of backcountry dirt roads provide challenges for riders of all levels. The National Park Service recommends nine trails ranging in distance from 20 miles to 35 miles and in difficulty from easy to strenuous.

Big Boulder Trail (Downieville, CA)
• In recent years Downieville has become the premiere West Coast mountain bike riding destination. In fact, a number of mountain biking pioneers have purchased second homes in the area. The consensus is that Big Boulder (www.imba.com/epics/big-boulder-trail), a 130-year-old mining trail, is the best trail in the region.

Buffalo Creek Trail (Pine, CO)
• The diverse Buffalo Creek Trail (www.singletracks.com/bike-trails/buffalo-creek.html), an hour west of Denver, features smooth, rolling singletrack and lots of variety. The total climb on the 14-mile trail is about 1000 feet.
Centennial Trail (South Dakota)
- Built in 1989 to mark the 100th anniversary of South Dakota’s statehood, the Centennial Trail (www.howtoenjoytheblackhills.com/recreation/centennial-trail/) is an 111-mile route through prairies and mountainous areas. The trail begins at Bear Butte State Park, travels through the Fort Mead Recreation Area, Black Hills National Forest, and Custer State Park, and ends in Wind Cave National Park.

Crested Butte Trail 401 (Colorado)
- Trail 401 (www.visitcrestedbutte.com/ride.cfm?rideid=11) is set among some of the most awe-inspiring scenery in Colorado. This 14.5-mile trail is often rated by mountain bikers, magazines, and books as the Best Singletrack Trail in the U.S. At the peak there are spectacular views with the Maroon Bells (two peaks in the Elk Mountains) to the east. The Red Mountains and Crested Butte provide the backdrop on the down hill track.

Gauley Headwaters Trail (West Virginia)
- The Gauley Headwaters (www.singletracks.com/bike-trails/gauley-headwaters.html), a 37-mile winding track through the Allegheny Mountains and the hardwood forests of Monongahela, is the best of several popular tracks in the Appalachian range. The trail highlight is a single track decent to the headwaters of Tea Creek.

Golden Gate Bridge (California)
- Biking the Golden Gate Bridge (www.goldengatebridge.org), one of the classic rides in the U.S., offers some of the most breathtaking views of San Francisco found anywhere. Riders generally start along Marina Green, pass the city’s swankiest yacht clubs and lots of kite-flyers, traverse over gravel paths at Crissy Field, and take in views of the Farallon Islands and the Marin Headlands as they cross on the bridge’s western side. Catching a ferry back to the city from Sausalito is an option.

Greenbrier River Trail (West Virginia)
- Originally a part of the Chesapeake and Ohio Railroad, the Greenbrier River Trail (www.greenbrierrailtrailstatepark.com) was ranked by Backpacker magazine as one of the top 10 biking trails in the United States. The 76-mile trail runs from North Caldwell to one mile south of Cass Scenic Railroad State Park. Traversing 35 bridges and two tunnels, the trail parallels the Greenbrier River, is less than a 1% grade, and features some of the best pastoral and woodland scenery the state has to offer. Novice and intermediate mountain bikers appreciate the packed gravel surfaces on the majority of the trail. Twelve rustic campsites are available along the trail. The Greenbrier River Trail was inducted into the national Rail-Trail Hall of Fame in 2012.

Katy Trail (Missouri)
- Missouri spent $2.2 million (donated by Edward D. Jones) turning an abandoned rail bed from St. Charles to Sedalia into Katy Trail (www.bikekatytrail.com), a biking and
hiking path. The Katy Trail, a state park 10 to 12 feet wide and 185 miles long, is the longest rails-to-trails conversion in the United States. An estimated 300,000 to 400,000 people use the trail annually.

Minuteman Bikeway (Massachusetts)
- The Minuteman Bikeway (http://www.minutemanbikeway.org/) runs through Cambridge, Arlington, Lexington, and Bedford. The 10.4-mile trail passes several historic battlefields of the American Revolution. An estimated 2 million people use the bikeway each year, making the Minuteman one of the busiest trails in the U.S.

Natchez Trace Parkway (Mississippi)
- The Natchez Trace Parkway (www.nps.gov/natr/index.htm) offers an opportunity for less experienced riders to get a taste of the more epic, wilderness trails usually reserved for hardcore off-roaders.

San Juan Islands (Washington)
- The San Juan Islands (www.visitsanjuans.com/what-to-do/san-juan-islands-bicycling) provide three tiers of cycling adventures, from moderate to challenging. Lopez Island, the least hilly of the San Juan Islands, offers a couple of 30 mile trails with beautiful ocean vistas and stop-offs for picnics, wildlife viewing, or short hikes. The 20-mile trail of San Juan Island is more challenging. While the island can be circumnavigated in a day, visitors often allow two or three days so they can also explore the parks, beaches, and communities along the way. Orcas Island, a popular destination for orca whale watching during summer, provides a challenging ride, even for experienced cyclists, and a 2,409 foot view from Mount Constitution.

Shark Valley (Florida)
- The Shark Valley trail (www.nps.gov/ever/planyourvisit/shark-valley-trails.htm), in the heart of Everglades National Park, is a 14.5-mile paved loop trail. Along the way riders see alligators, birds, and other wildlife up close. The trail’s 65-foot observation tower offers panoramic views of the “river of grass.”

Slickrock Trail (Utah)
- World-renowned Slickrock Trail (www.utah.com/bike/trails/slickrock.htm) is credited with transforming Moab into a mountain biking mecca. Hosting over 100,000 visitors per year, Slickrock is the most popular mountain bike trail in the world. The unique slickrock medium allows a mountain bike to be ridden to its fullest expression as the traction between stone and tires can hold a bike at gravity defying angles. The 12-mile trail takes riders along petrified sand dunes and an ancient dry seabed, with expansive views of the vast rock hills of Utah’s canyon lands.

Underground Railroad Bicycle Route (Mobile, Alabama, to Owen Sound, Ontario)
- The Adventure Cycling Association (www.adventurecycling.org) developed the Underground Railroad Bicycle Route in 2007. There are five segments totaling a
distance of 2,006 miles. This is the only U.S. trail ranked by National Geographic in the world’s Top 10 Cycling Routes.

25.4 U.S. Bicycle Route System

The U.S. Bicycle Route System is under development as a national network of bicycle routes linking urban, suburban, and rural areas across the continental United States. For a route to be officially designated a U.S. Bicycle Route, it must connect two or more states, a state and an international border, or other U.S. Bicycle Routes. Routes are nominated for numbered designation by State Departments of Transportation (DOTs) and are catalogued by the American Association of State Highway and Transportation Officials (AASHTO, www.transportation.org) through the Special Committee on U.S. Route Numbering, the same committee that assigns numbers to U.S. highways and interstates.

The first two U.S. Bicycle Routes were established in 1982: U.S. Bike Route 1 in Virginia and North Carolina, and U.S. Bike Route 76 in Virginia, Kentucky, and Illinois. No additional routes were designated until 2003 when AASHTO formed a Task Force (http://route.transportation.org/pages/USBicycleRoutes.aspx) to reinvigorate the system.

The Adventure Cycling Association (www.adventurecycling.org) provides staff support for the program and publishes a blog that explains and provides route updates for the U.S. Bike Route System (www.adventurecycling.org/resources/blog).

The U.S. Bike Route System Task Force has developed a map of existing routes and is developing new routes based on the National Corridor Plan.

25.5 East Coast Greenway

The East Coast Greenway (ECG; www.greenway.org), begun in 1991, is one of the most ambitious bicycle route projects to date; the scope of the project is to link 2,900 miles of urban, suburban, and rural hiking and biking trails from the Canadian border in Maine to the Florida Keys. Similar in scope to the Appalachian Trail – but passing through dense population zones like Boston, New York, and Washington, D.C. – the ECG is largely funded by government grants earmarked for alternative transportation projects.

The first 370 miles of the Greenway (54 new or renovated paved trails – mostly in New England and the Mid-Atlantic) opened in 2003; the cost was $400 million. When finished the ECG will include direct links with 27 Amtrak stations. Total cost is estimated at $1.9 billion.

Approximately one-third of the trail is complete (off-road). The following are the 29 spine routes of the Greenway:

- Calais, ME
- Bangor, ME
- Portland, ME
- Portsmouth, NH
- Newburyport, MA
- Boston, MA
25.6 Rails-to-Trails

The movement to convert abandoned railroads into recreational trails has been fostered by the largest national trails organization in the nation, the 150,000-member Rails-to-Trails Conservancy (www.railstotrails.org). Linking citizen advocacy with state and county projects, the effort has claimed over 20,000 miles of former rail beds for trails, with more than 9,000 miles of potential rail-trails waiting to be built.

25.7 Top Bicycle-Friendly Cities

The following are the Top 50 bike-friendly cites in the U.S. (source: Bicycling):

1. Minneapolis, MN (www.ci.minneapolis.mn.us/bicycles)
2. Portland, OR (www.portlandoregon.gov/transportation/34772)
4. Seattle, WA (www.seattle.gov/transportation/bikeprogram.htm)
5. Eugene, OR (www.eugene-or.gov/bicycles)
6. San Francisco, CA (www.sfbike.org)
7. Madison, WI (www.cityofmadison.com/bikeMadison/)
8. Tucson, AZ (http://biketucson.pima.gov)
9. New York, NY (www.bikenywyrk.org)
10. Chicago, IL (www.chicagobikes.org)
11. Austin, TX (www.lobv.org)
12. Denver, CO (www.bikedenver.org)
13. Washington, DC (www.waba.org)
14. Ann Arbor, MI (www.wbwc.org)
15. Phoenix/Tempe, AZ (www.biketempe.org)
17. Albuquerque, NM (www.cabq.gov/parksandrecreation/recreation/bike/bicycling)
18. Colorado Springs, CO (www.bikesprings.org)
19. Salem, OR (www.salembicycleclub.org)
A May 2015 assessment by Forbes ranked the most bike-friendly cities in the U.S. as follows:

1. Minneapolis, MN
2. San Francisco, CA
3. Portland, OR
4. Denver, CO
5. Boston, MA
6. Chicago, IL
7. Washington, DC
8. Sacramento, CA
9. Tucson, AZ
10. Philadelphia, PA
25.8 Bike-Sharing Programs

Bike-sharing programs have long been popular in many major European cities. The first bike-sharing programs were launched in the U.S. in the late-1990s; all were abandoned after pilot runs. The first permanent public bike-rental programs in the U.S. were launched in Washington, D.C., and Louisville, Kentucky, in 2008. These programs spurred other cities to look at the concept; by 2012, about two dozen major cities had developed plans for their own program. In 2015, the Earth Policy Institute (www.epi.org) estimated there were more than 37,000 shared bikes in over 36 states. Approximately 2,500 bike-sharing stations were installed in cities across the U.S. in 2015. The following cities had the most stations (source: The Washington Post):

- Washington, DC (regional): 347
- New York, NY: 328
- Chicago, IL: 300
- Minneapolis, MN (regional): 169
- Boston, MA (regional): 140
- Miami/Miami Beach, FL: 128
- San Diego, CA: 117
- Denver, CO: 83
- San Francisco, CA (regional): 70
- San Antonio, TX: 53
- Seattle, WA: 49
- Austin, TX: 45
- Boulder, CO: 38
- Fort Worth, TX: 34
- Chattanooga, TN: 33
- Columbus, OH: 30
- Madison, WI: 29
- Cincinnati, OH: 29
- Houston, TX: 28
- Indianapolis, IN: 26
25.9 Market Resources
Adventure Cycling Association, 150 East Pine Street, P.O. Box 8308, Missoula, MT 59807. (800) 755-2453. (www.adventurecycling.org)

East Coast Greenway, 5315 Highgate Drive, Suite 105, Durham, NC 27713. (919) 797-0619. (www.greenway.org)

International Mountain Bicycling Association, P.O. Box 20280, Boulder, CO 80308. (303) 545-9011. (www.imba.com)

Rails-to-Trails Conservancy, 2121 Ward Court NW, 5th Floor, Washington, DC 20037. (202) 331-9696. (www.railstotrails.org)
26

BIRD & BUTTERFLY WATCHING

26.1 Overview

According to the Sports & Fitness Industry Association (www.sfia.org), 12.4 million people went birdwatching more than ¼ mile from their home within the past year. According to the National Survey of Fishing, Hunting, and Wildlife Related Recreation, conducted by the U.S. Fish and Wildlife Service (FWS, www.fws.gov), 48 million people are bird watchers, with 42 million observing birds around the home and 20 million traveling to watch birds.

The American Birding Association (www.aba.org) estimates that there are 50 million to 70 million bird watchers in the U.S., up from about 46 million in 2001. The association has 18,000 members.

Butterfly watching, or butterflying, is growing in popularity – there are clubs, handbooks, checklists, and even festivals devoted to the activity, just as there are for birding. The North American Butterfly Association (NABA, www.naba.org) has 32 chapters throughout the U.S. and Canada. The association makes available a blog called Butterflies I’ve Seen (www.nababis.org), where hobbyists can keep track of their butterfly sightings. Similar to birding, many amateur butterfly enthusiasts travel in order to identify species found only in certain locales and to watch butterfly migrations. The hobby has among its ranks many gardeners that plant specific flowers to attract butterflies.

26.2 Birding

Over the past 10 years, bird-watching, also known as birding, has become a billion-dollar industry, and it is recognized as the second fastest-growing outdoor activity in America, behind gardening.

The makeup of birders stretches far and wide. People who indulge in birding range from lifetime birders to backyard birders. There are those who go birding locally, enjoying the birds native to their region, and others who travel the globe in search of rare and migrating birds found only in remote locations. And it’s not just seniors who enjoy birding, as was once believed.

Baby Boomers have flooded the hobby, and many do it in style. They tend to drive their own cars to sites, stay at boutique hotels or B&Bs, and treat themselves to gourmet meals and boat tours. They equip themselves with an arsenal of books on birding (there are hundreds) and the latest binoculars. Middle-aged parents with small children also have embraced birding while on vacation, and many young people will likely continue enjoying the hobby throughout their lifetime.
While many birders will trudge through the muckiest of marshes in hopes of spotting a rare species, there are birding trails for those who prefer a less rugged birding experience. These trails, which mark sites along specific foot or driving paths where birds are spotted, can enhance the birding experience for many, especially novices.

The American Birding Association identifies over 42 birding trails on its website. Nearly 25 states have driving routes – or birding trails – specifically dedicated to the pastime. These formal trails are just over a decade old, having begun in Texas in 1996, when the first of three segments of the Great Texas Coastal Birding Trail was developed.

The unveiling of a new Mississippi Coastal Birding Trail Map, which highlights 50 bird-watching hot spots in the six southernmost counties in Mississippi, was a major step for ecotourism in the region. According to Bruce Reid, deputy state director of Audubon Mississippi (http://ms.audubon.org), wildlife watching, including birding, is worth more than $450 million to the state.

Annually the National Audubon Society (www.audubon.org), the world’s largest, oldest, and best-known organization focusing on birds, hosts over 20 trips through its Audubon Nature Odysseys.

Festivals are also a significant part of birding, with over 200 major birding festivals held throughout the United States, many drawing thousands of participants. Revenues for the annual Rio Grand Birding Festival, one of the larger events, exceed $1.6 million, according to the Texas Parks and Wildlife Dept. (www.tpwd.state.tx.us).

Birding centers and bird sanctuaries also make up part of the birding-watching environment. Typically developed to complement a wildlife refuge, these sites are a big draw for birders.

Until recently, birdwatchers would head into the woods with little more equipment than binoculars, a notebook, and perhaps a camera with a zoom lens. For many traditionalists, the whole point of birding is to commune with nature. For many modern birders, however, the hobby wouldn’t be complete without a touch of technology. Some would not think of birding without a digital camera, a smartphone with a bird-species database app, and an iPod loaded with bird songs. There are also laser pointers used to identify birds perched on high branches, devices that play birdcalls, and parabolic microphones to pinpoint the location of distant birds. Professional alerting services allow hobbyists to receive notices of local sightings on their smartphones.

Among birders, the elite are dubbed ‘superbirders,’ a group fewer than a dozen who have seen more than 7,000 of the 9,600 known species of birds.

26.3 Birding Destinations

The following are some of the best birding spots in North America (source: USA Today):

**Bear River Migratory Bird Refuge, UT** ([www.fws.gov/bearriver](http://www.fws.gov/bearriver))
- Surrounded by desert, these marshes and mudflats at the northern tip of the Great Salt Lake draw more than 200 species.
Cape May, NJ ([www.thejerseyc Cape.net](http://www.thejerseyc Cape.net))
- More than 300 species of raptors, songbirds, seabirds, shorebirds, and waterfowl funnel through the peninsula in spring and fall.

Central Park Conservancy, New York City ([www.centralparknyc.org](http://www.centralparknyc.org))
- Almost 275 species can be found in Manhattan’s biggest park.

Rio Grande Valley, TX ([www.valleychamber.com](http://www.valleychamber.com))
- More than a dozen species are found only here or in a few other regions, including the plain chachalaca, white-collared seedeater, green and brown jay, and ringed kingfisher.

Southeastern Arizona ([www.sabo.org](http://www.sabo.org))
- Regarded as one of the nation’s best overall birding spots, the area attracts the rose-throated becard and other tropical birds, which nest here and almost nowhere else.

The 2016 Readers Choice Awards poll by 10Best ([www.10best.com](http://www.10best.com)), a USA Today travel site, ranked the Best Places for Birding as follows:
1. Aransas National Wildlife Refuge (Texas)
2. Ottawa National Wildlife Refuge/Magee Marsh (Ohio)
3. Hawk Mountain Sanctuary (Pennsylvania)
4. Corkscrew Swamp Sanctuary (Florida)
5. Francis Beidler Forest (South Carolina)
6. Rowe Sanctuary (Nebraska)
7. Kilauea Point National Wildlife Refuge (Hawaii)
8. Cape May National Wildlife Refuge (New Jersey)
9. Sky Islands (Arizona)
10. Bosque del Apache National Wildlife Refuge (New Mexico)

26.4 Butterflying Destinations

The Lower Rio Grande Valley (LRGV) is considered the prime region in the U.S. for butterflying. About 40% of the 700+ butterflies that can be found in the U.S. can be seen in the subtropical climate of this three-county area at the southernmost tip of Texas.

The National Butterfly Center ([www.nationalbutterflycenter.org](http://www.nationalbutterflycenter.org)), a project of the NABA, is located in the LRGV, in Mission, Texas. More than 200 species have been seen at this 100-acre wildlife center, including a number of rarities.

Butterfly World at Tradewinds Park (Coconut Creek, FL; [www.butterflyworld.com](http://www.butterflyworld.com)) is the largest butterfly pavilion in the United States.

Several botanical gardens have permanent or annual butterfly pavilions or exhibitions. The most prominent of these include the Cecil B. Day Butterfly Garden at...
Callaway Gardens (Georgia), the Smithsonian Butterfly Habitat Garden (Washington, DC), the Butterfly Zone at the Conservatory of Flowers (San Francisco, CA), Blooms & Butterflies at the Franklin Park Conservatory (Columbus, OH), and the Butterfly Exhibit at the Tucson Botanical Gardens. The Lisa D. Anness Butterfly Garden opened at Fairchild Tropical Botanic Gardens (Coral Gables, FL) in 2012.

Privately operated butterfly conservatories include Judy Istock Butterfly Haven at Peggy Notebaert Nature Center (Chicago, IL; www.naturemuseum.org), Key West Butterfly & Nature Conservatory (Key West, FL; www.keywestbutterfly.com), and Magic Wings Butterfly Conservatory & Gardens (South Deerfield, MA; www.magicwings.com).

The Fourth of July and Canada Day butterfly count, an annual census of species conducted by butterfly watchers throughout North America, is an example of citizen science.

### 26.5 Bat Flights

Several Brazilian free-tailed bat colonies are housed in caves across the Southwestern United States, particularly in Texas. Watching the bats fly out of the caves in their nightly search for food is a popular tourist activity.

The following are some bat colonies that have spectator areas:

- Carlsbad Caverns National Park (New Mexico)
- Clarity Tunnel - Caprock Canyons State Park (Texas)
- Congress Avenue Bridge (Austin, TX)
- Devil’s Sinkhole State Natural Area (Texas)
- Eckert James River Bat Cave Preserve (Texas)
- Old Tunnel Wildlife Management Area (Texas)
- Stuart Bat Cave (Kickapoo Cavern State Park (Texas)
- Waugh Drive Bridge (Houston, TX)

——

“The Austin American-Statesman created the Statesman Bat Observation Center adjacent to the Congress Bridge, giving visitors a dedicated area to view the nightly emergence. It is estimated that more than 100,000 people visit the bridge to witness the bat flight, generating 10 million dollars in tourism revenue annually.”

Bat Conservation International, 4/1/16
26.6 Market Resources
American Birding Association, 1618 W. Colorado Avenue, Colorado Springs, CO 80904. (800) 850-2473. (www.aba.org)

Audubon, 225 Varick Street, New York, NY 10014. (212) 979-3000. (www.audubon.org)

Bat Conservation International, P.O. Box 162603, Austin, TX 78716. (512) 327-9721. (www.batcon.org)

North American Butterfly Association, 4 Delaware Road, Morristown, NJ 07960. (www.naba.org)

National Butterfly Center, 3333 Butterfly Park Drive, Mission, TX 78572. (956) 583-5400. (www.nationalbutterflycenter.org)
27

BOTANICAL GARDENS

27.1 Overview
Almost all major urban areas in the U.S. have a botanical garden or arboretum. They attract a wide mix of patrons, from those seeking a natural escape to self-appointed horticulturists wanting to learn more about the world of plants. What differentiates a botanical garden or arboretum from a regular park or garden is the placards that tag each species in the collection.


The U.S. Travel Association (USTA, www.ustravel.org) reports almost 40 million Americans, or one-fifth of U.S. residents, went on a garden tour, visited a botanical garden, attended a gardening show or festival, or participated in some other garden-related activity in the past five years. College graduates (33%), travelers with an annual household income of $75,000 or more (33%), residents of the New England census region (31%), married travelers (28%), and travelers 55 to 64 years old (28%) were the most likely to take in a garden-related activity while traveling. Nearly three-fourths of those garden travelers (71%) visited a botanical garden in the past five years, making it the most popular garden activity.

The tremendous interest in gardening, one of America’s favorite pastimes, is a primary market driver for attendance at public gardens. Seventy percent (70%) of U.S. households, or 80 million households, participate in indoor or outdoor garden activities, according to the National Gardening Association (www.garden.org).

27.2 Popular Gardens
America’s most popular gardens include the following:
- ABQ BioPark Botanic Garden (Albuquerque, NM; www.cabq.gov/biopark/garden)
- Anna Scripps Whitcomb Conservatory (Detroit, MI; www.belleisleconservancy.org)
- Arizona-Sonora Desert Museum (Tucson, AZ; www.desertmuseum.org)
- Atlanta Botanical Garden (Atlanta, GA; www.atlantabotanicalgarden.org)
- Betty Ford Alpine Gardens (Vail, CO; www.bettyfordalpinegardens.org)
- Brookgreen Gardens (Murrells Inlet, SC; www.brookgreen.org)
- Brooklyn Botanic Garden (Brooklyn, NY; www.bbg.org)
- Callaway Gardens (Pine Mountain, GA; www.callawaygardens.com)
The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Botanical Gardens as follows:

1. Longwood Gardens (Kennett Square, PA)
2. New York Botanical Garden (Bronx, NY)
3. Missouri Botanical Garden (St. Louis, MO)
4. Lewis Ginter Botanical Garden (Richmond, VA)
5. Frederik Meijer Gardens & Sculpture Park (Grand Rapids, MI)
6. Coastal Maine Botanical Gardens (Boothbay, ME)
7. Dallas Arboretum and Botanical Garden (Dallas, TX)
8. Chicago Botanic Garden (Glencoe, IL)
9. Cheekwood (Nashville, TN)
10. Desert Botanical Garden (Phoenix, AZ)

27.3 Rose Gardens

Among specialty gardens, rose gardens are the most popular. Founded in 1924, the International Rose Test Garden (Portland, OR) is the oldest public rose garden in
the United States. There are more than 10,000 roses in the garden.

The following are other popular rose gardens:

- Berkeley Rose Garden (Berkeley, CA)
- Elizabeth Park (Hartford, CT)
- John and Mable Ringling Museum of Art Rose Garden (Sarasota, FL)
- Longmont Memorial Rose Garden (Longmont, CO)
- Peggy Rockefeller Rose Garden (New York, NY)
- San Jose Municipal Rose Garden (San Jose, CA)
- The Park of Roses (Columbus, OH)

### 27.4 Exhibitions At Gardens

Following the trend of museums using exhibitions to boost attendance, botanical gardens have begun developing art exhibitions. The colorful glass sculptures of Dale Chihuly continue to be popular at gardens throughout the U.S. At Fairchild Tropical Garden in Miami ticket sales for *Chihuly at Fairchild* doubled the garden’s usual six-month attendance to 300,000. *Chihuly in the Garden* drew 120,000 visitors at the Atlanta Botanical Garden. And *Glass in the Garden* drew record attendance at the Missouri Botanical Garden, as did *Chihuly at the New York Botanical Garden*. Chihuly exhibitions have also been featured throughout at Desert Botanical Garden (Phoenix, AZ), Frederik Meijer Gardens & Sculpture Park (Grand Rapids, MI), Cheekwood Botanical Garden (Nashville, TN), Dallas Arboretum and Botanical Garden, and Denver Botanic Gardens.


Brookgreen Gardens (Murrells Inlet, SC) is home to the Archer and Anna Hyatt Huntington sculpture collection, a permanent exhibition.

### 27.5 Market Resources

American Public Gardens Association, 351 Longwood Road, Kennett Square, PA 19348. (610) 708-3010. (www.publicgardens.org)
28

BUCKET LIST TRIPS

28.1 Overview
People have long set goals of visiting specific places during their lifetime. The 2007 movie *The Bucket List* popularized the idea – along with the term ‘bucket list.’ Several travel books have suggested places and events that might be included on bucket lists. This chapter provides an overview of such lists.

28.2 Places To See Before You Die

*1,000 Places to See Before You Die*, a best-selling travel book by Patricia Schultz, published in 2003 by Workman, suggests 1,000 cultural, historic, and natural wonders that might contribute to a list of a person’s life goals. The book was revised in 2011. A companion book, *1,000 Places to See in the United States and Canada Before You Die*, was published in 2007.

The original list of “1,000 Places” includes 171 destinations in the United States, as follows:

**Alaska**
- Inside Passage and Glacier Bay
- Kenai Peninsula
- Mount McKinley and Denali National Park
- The Iditarod

**Arizona**
- Arizona Biltmore Resort & Spa (Phoenix)
- Boulders Resort and Golden Door Spa (Carefree)
- Canyon de Chelly National Monument (Chinle)
- Canyon Ranch Health Resort (Tucson)
- Grand Canyon
- Lake Powell (Page)
- Red Rock Country (Sedona)

**California**
- Cable Car Tour (San Francisco)
- Chez Panisse (Berkeley)
- Death Valley National Park
- Getty Center (Los Angeles)
• Golden Door (Escondido)
• Hollywood (Los Angeles)
• Hotel Del Coronado (San Diego)
• Monterey Peninsula
• Pacific Coast Highway
• Wine Country
• Yosemite National Park

Colorado
• Aspen
• Home Ranch (Clark)
• Mesa Verde National Park (Cortez)
• Million Dollar Highway and the Durango & Silverton Railroad (Durango)
• Rocky Mountain National Park
• Telluride
• Vail

Connecticut
• Essex
• Litchfield Hills and Mayflower Inn
• Mark Twain House (Hartford)
• Mystic Seaport

Delaware
• Winterthur Museum (Winterthur)

District of Columbia
• National Mall (Washington)
• The Smithsonian (Washington)

Florida
• Amelia Island
• Everglades National Park
• Joe’s Stone Crab (Miami Beach)
• Kennedy Space Center (Cape Canaveral)
• Key West
• Little Palm Island (Little Torch Key)
• Sanibel and Captiva Islands
• South Beach (Miami Beach)
• Swimming with manatees (Crystal River)
• The Breakers (Palm Beach)
• The Delano (Miami Beach)
• Vizcaya (Miami)
• Walt Disney World Resort (Orlando)
Georgia
• Elizabeth on 37th (Savannah)
• Golden Isles
• Mrs. Wilkes’ Boarding House (Savannah)
• Savannah’s Historic District

Hawaii
• Big Island
• Kauai
• Lanai
• Maui
• Oahu

Idaho
• Henry’s Fork Lodge (Island Park)
• Lake Coeur d’Alene
• Middle Fork of the Salmon River (Stanley)
• Sun Valley Resort (Sun Valley)

Illinois
• Art Institute of Chicago
• Arun’s (Chicago)
• Charlie Trotter (Chicago)
• Chicago’s Blues Scene
• Frank Lloyd Wright Tour (Chicago)
• Superdawg (Chicago)

Indiana
• Great Amish Country Auction (Shipshewana)

Iowa
• Iowa State Fair (Des Moines)

Kentucky
• Bluegrass Country (Lexington)
• Bourbon Trail (Bardstown)
• The Kentucky Derby (Louisville)

Louisiana
• French Quarter (New Orleans)
• Jazz and Heritage Festival (New Orleans)
• Mardi Gras (New Orleans)
• New Orleans restaurants
• Preservation Hall (New Orleans)
• Soniat House (New Orleans)

Maine
• Acadia National Park
• Maine Lobster Festival (Rockland)
• Maine Windjammer Association (Camden)
• White Barn Inn (Kennebunkport)

Maryland
• Chesapeake Bay (St. Michael’s)
• Obrycki’s (Baltimore)

Massachusetts
• Brimfield Outdoor Antiques Show (Brimfield)
• Cape Cod National Seashore
• Isabella Stewart Gardner Museum (Boston)
• Legal Sea Foods (Boston)
• Martha’s Vineyard
• Nantucket
• Tanglewood Music Festival (Lenox)
• Thanksgiving at Plimouth Plantation (Plymouth)
• The Freedom Trail (Boston)
• Woodman’s of Essex (Essex)

Michigan
• Grand Hotel (Mackinac Island)

Minnesota
• Boundary Waters Canoe Area Wilderness (Ely)

Mississippi
• The Natchez Trail (Natchez)

Missouri
• Arthur Bryant’s Barbecue (Kansas City)

Montana
• Big Sky
• Glacier National Park
• The Complete Fly Fisher (Wise River)
• Triple Creek Ranch (Darby)
Nevada
- Bellagio (Las Vegas)
- The Strip (Las Vegas)

New Hampshire
- Mount Washington (North Conway)
- The Balsams (Dixville Notch)
- The Lakes Region

New Jersey
- Cape May

New Mexico
- Balloon Fiesta (Albuquerque)
- Carlsbad Caverns National Park (Carlsbad)
- Cumbres & Toltec Scenic Railroad (Chama)
- Inn of the Anasazi (Santa Fe)
- Roswell
- Route 66 (Albuquerque)
- Ten Thousand Waves (Santa Fe)
- The Santa Fe Opera (Santa Fe)

New York
- Cooperstown
- East Hampton
- Finger Lakes
- Historic Downtown (New York City)
- Hudson Valley
- Museum Mile (New York City)
- New York City
- Saratoga Springs
- The Adirondacks
- The Catskills

North Carolina
- Biltmore Estate (Asheville)
- Great Smoky Mountains National Park
- The Outer Banks (Duck)

Ohio
- Rock and Roll Hall of Fame and Museum

Oklahoma
- Cattlemen’s Steak House (Oklahoma City)
Oregon
• Crater Lake National Park
• Oregon Shakespeare Festival (Ashland)
• The Lewis and Clark Trail (Columbia River Gorge)
• The Oregon Coast
• Willamette Valley

Pennsylvania
• Barnes Foundation (Philadelphia)
• Gettysburg National Park and Cemetery (Gettysburg)
• Independence National Historical Park (Philadelphia)
• Pennsylvania Dutch Country (Lancaster County)
• Philadelphia Flower Show
• Philly Food (Philadelphia)

Rhode Island
• Block Island
• Cliff Walk (Newport)

South Carolina
• Beaufort and the Low Country
• Low Country cuisine (Charleston)
• Spoleto Festival USA (Charleston)
• The Heart of Charleston

South Dakota
• Sturgis Motorcycle Rally (Sturgis)
• The Badlands
• The Black Hills

Tennessee
• Blackberry Farm (Walland)
• Graceland and the Elvis Trail (Memphis)
• Memphis’ rib joints
• Nashville’s music scene

Texas
• Hill Country (Fredericksburg)
• River Walk (San Antonio)
• South by Southwest (Austin)
• The Mansion on Turtle Creek (Dallas)
• The Menil Collection (Houston)
Utah
• Bryce Canyon National Park
• Moab and Red Rock Country
• Monument Valley
• Mormon Tabernacle Choir (Salt Lake City)
• Park City and the Wasatch Range
• Zion National Park

Vermont
• Killington and Woodstock
• Manchester Village
• Northeast Kingdom
• Shelburne Farms (Shelburne)
• Stowe Mountain Resort

Virginia
• Colonial Williamsburg (Williamsburg)
• Monticello (Charlottesville)
• Shenandoah Valley
• The Homestead (Hot Springs)
• The Inn at Little Washington (Washington)

Washington
• Pike Place Market (Seattle)
• San Juan Islands (Puget Sound)

West Virginia
• The Greenbrier (White Sulphur Springs)
• Whitewater rafting

Wisconsin
• Apostle Islands (Bayfield)
• Canoe Bay (Chetek)
• The American Club (Kohler)

Wyoming
• Amangani (Jackson)
• Bitteroot Ranch (Riverton)
• Frontier Days (Cheyenne)
• Grand Teton National Park
• Jackson Hole
• Yellowstone National Park
28.3 Journeys Of A Lifetime

National Geographic’s *Journeys Of A Lifetime* suggests 500 of the world’s greatest trips. Of the 500 journeys, 69 are in the United States, as follows:

Across Water
- Airboat in the Everglades
- Charleston and the Low Country cruise (South Carolina)
- Cumberland and Ohio Rivers
- Mississippi River paddle steamer
- New Orleans to Algiers ferry (Louisiana)
- New York State canals
- San Francisco to Sausalito ferry (California)
- Seattle to Alaska cruise
- Staten Island Ferry (New York City)

Action Adventures
- Bush plane adventure (Alaska)
- Catamount Trail by snow ski (Vermont)
- Dogsledding in Alaska
- Dune buggies on the sands of Oregon
- Grand Canyon by mule (Arizona)
- Hoover Dam air tour (Arizona, Nevada)
- Rafting through the Grand Canyon (Arizona)
- Santa Fe Trail by horseback (Kansas, Missouri, New Mexico)
- Surfing in Hawaii
- Underground Railroad Bicycle Route (Mobile, AL, to Canada)
- White water rafting (West Virginia)
- White water rafting, Middle Fork, Salmon River (Idaho)

By Rail
- Amtrak’s California Zephyr (Colorado, Utah)
- Austin & Texas Central Railroad steam locomotive excursion (Texas)
- Cumbres & Toltec Scenic Railroad (Colorado, New Mexico)
- George Benson Waterfront streetcar (Seattle, WA)
- Mount Rainier Scenic Railroad steam train excursion (Washington)
- Powell-Hyde cable car (San Francisco, CA)
- St. Charles streetcar (New Orleans, LA)
- Streetcar F (San Francisco, CA)

By Road
- Golden Highway (Colorado, Kansas, Missouri)
- Lake Michigan Shoreline
- Miami to Key West on Highway 1
- New York City bus trip
• Oregon Trail (Idaho, Kansas, Missouri, Nebraska, Oregon, Wyoming)
• Pacific Coast Highway 1 through Big Sur (California)
• Route 12 from Bryce Canyon to Capitol Reef (Utah)
• Route 12 in the Outer Banks (North Carolina)
• Route 66 through Arizona
• San Juan Skyway (Colorado)
• The Old North Trail (Canada to Mexico)
• Vermont during the fall

Culinary
• Bourbon Trail (Kentucky)
• Cajun Cooking (Louisiana)
• Deli Tour (New York, NY)
• Napa Valley wine region (California)

Cultural and Historical
• Amish Country (Pennsylvania)
• Ansel Adams’ Yosemite (California)
• Blues Pilgrimage (Mississippi, Tennessee)
• Colonial Virginia
• Frank Lloyd Wright tour by bicycle (Oak Park, IL)
• Freedom Trail walking tour (Boston, MA)
• Lewis and Clark’s route across the Continental Divide (Idaho, Montana)
• Plymouth Settlement (Massachusetts)
• The Loop walking tour (Chicago, IL)
• Thoreau’s wilderness footpath (Maine, Massachusetts)
• Vieux Carré walking tour (New Orleans, LA)

On Foot
• Brooklyn Bridge (New York, NY)
• Colorado Trail
• Great Smoky Mountains (North Carolina, Tennessee)
• Greenwich Village (New York, NY)
• John Muir Trail (California)
• Kalalau Trail (Hawaii)
• Mammoth Cave National Park (Kentucky)
• McKinley Bar Trail to McGonagall Pass (Alaska)
• National Mall (Washington, DC)
• Paria Canyon (Arizona, Utah)
• The Appalachian Train through Vermont
• Wind River Mountains (Wyoming)
28.4 Must-Be-There Events

501 Must-Be-There Events (2009, Bounty Books) lists 32 must-be-there events held annually in the United States. They are as follows:

- Albuquerque International Balloon Festival (Albuquerque, NM)
- Boston Tea Party, December 16 (Boston, MA)
- Burning Man Festival, September (Black Rock City, NV)
- Cheyenne Frontier Days, July (Cheyenne, WY)
- Cinco de Mayo in Los Angeles, weekend closest to May 5
- Gathering of Nations Pow Wow, late-April (Albuquerque, NM)
- Halloween in New York City, two weeks leading up to October 31
- Iditarod, March (Alaska)
- Independence Day, July 4 (various locations)
- Indianapolis 500, Memorial Day weekend (Indianapolis, IN)
- Kentucky Derby, first Saturday in May (Louisville, KY)
- Macy's Thanksgiving Day Parade, November (New York, NY)
- Maine Lobster Festival, late-July/early-August (Rockland, ME)
- Monterey Jazz Festival, third weekend in September (Monterey, CA)
- National Finals Rodeo, early-December (Las Vegas, NV)
- New Year's Eve in Times Square, December 31 (New York, NY)
- Oshkosh Air Show, July (Oshkosh, WI)
- Pageant of the Masters, July/August (Laguna Beach, CA)
- Pasadena Rose Parade, New Year’s Day (Pasadena, CA)
- Pikes Peak International Hill Climb, July (Colorado Springs, CO)
- Rayne Frog Festival, November (Rayne, LA)
- Spamarama, April Fools Day (Austin, TX)
- St. Patrick's Day in Boston, Sunday on or closest to March 17
- Sturgis Motorcycle Rally, August (Sturgis, SD)
- Sundance Festival, mid- to late-January (Park City, UT)
- The American Birkebeiner, last weekend in February (northwest Wisconsin)
- The New York Marathon, November (New York, NY)
- The Stanley Cup, May/June (various locations)
- The Super Bowl, late January or early-February (various locations)
- The World Series, October (various locations)
- US Open Golf Championship, June (various locations)
- US Tennis Open, August/September (Queens, NY)

28.5 Bucket List Sports Events

A Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked Bucket List Sports Events as follows:

1. Indianapolis 500
2. Olympic Games
3. The Masters
4. Super Bowl
5. Kentucky Derby
6. World Cup Finals
7. BCS Championship Bowl
8. World Series
9. Stanley Cup
10. March Madness
CAMPING

29.1 Overview
Camping is the number one outdoor vacation activity in America, according to the U.S. Travel Association (USTA, www.ustravel.org). One third of U.S. adults say they have gone on a camping vacation in the past five years, and only 6% of people who have gone camping said it was not for them. Camping vacationers tend to be married with children at home; the average age is 37. People who go camping also tend to enjoy hiking, biking, and canoeing. Fifty-nine percent (59%) of campers said they traveled with their spouse on their most recent outdoor vacation, and nearly half traveled with their children.

Including equipment, travel, and all related expenditures, outdoor camping is a $5 billion annual business in the United States. According to Tripleblaze.com, there are over 17,000 campgrounds in the U.S.

29.2 Top Campgrounds
Tripleblaze.com ranks the best places to camp in the United States based on the average rating and number of reviews for a campground and the number of people who have camped or wish they could camp at that campground. Both tent and RV campgrounds are included in the ranking.

The following is the 2016 ranking of top campgrounds:
1. Carolina Hemlocks (Burnsville, NC)
2. Ludington State Park (Ludington, MI)
3. Ocean Pond (Oustee, FL)
4. Double Lake Recreation Area (Cleveland, TX)
5. Loon Lake Lodge & RV Resort (Reedsport, OR)
6. Devils Lake State Park (Baraboo, WI)
7. Yosemite National Park (Mariposa, CA)
8. Crow Butte (Paterson, WA)
9. Yogi Bear's Jellystone Park (Marion, NC)
10. Bear Creek Lake State Park (Cumberland, VA)
11. Ossineke State Forest Campground (Ossineke, MI)
12. Standing Indian (Franklin, NC)
13. Anastasia State Park (St. Augustine, FL)
14. San-Lee Park (Sanford, NC)
15. Edisto Beach State Park (Edisto Island, SC)
16. Tishomingo State Park (Tishomingo, MS)
17. Seminole State Park (Donalsonville, GA)
18. Franklin Lake Campground (Eagle River, WI)
19. Badin Lake Campground (Troy, NC)
20. Lake Claiborne State Park (Homer, LA)
21. Chippokes Plantation State Park (Surry, VA)
22. Cheoah Point (Fontana Village, NC)
23. Bahia Honda (Big Pine Key, FL)
24. Upper Pines Campground (Yosemite Valley, CA)
25. Newaygo State Park (Newaygo, MI)
26. North Fork Recreation Area (Hammond Mill) (West Plains, MO)
27. Huckleberry Tent and Breakfast - Camping near Sandpoint Idaho (Clark Fork, ID)
28. Tahquamenon Falls State Park (Paradise, MI)
29. Porcupine Mountains State Park (Silver City, MI)
30. Glacier National Park (Northwest Montana, MT)
31. Big Creek RV Park (Annapolis, MO)
32. Fort Clinch State Park (Fernandina Beach, FL)
33. Great Smoky Mountains National Park (Gatlinburg, TN)
34. Four Oaks Lodging & RV Resort (Four Oaks, NC)
35. DeGray Lake (Arkadelphia, AR)
36. Cherry Hill Recreation Area (Mountain Rest, SC)
37. Bewabic State Park (Crystal Falls, MI)
38. Cheraw State Park (Cheraw, SC)
39. Ponce de Leon Springs (Ponce de Leon, FL)
40. Kelly Flats Campground (Fort Collins, CO)
41. Cove Creek (Mill City, OR)
42. Horse Heaven Ranch (Talihina, OK)
43. Ponderosa State Park (McCall, ID)
44. Chicot State Park (Ville Platte, LA)
45. Hartwick Pines State Park (Grayling, MI)
46. Oxbow (Big Prairie Township, MI)
47. Fort Mountain State Park (Chatsworth, GA)
48. Leo Carrillo State Park (Malibu, CA)
49. Grand Canyon National Park (Grand Canyon, AZ)
50. Harold Parker State Forest (Andover, MA)
51. Mount Pisgah Campground (Canton, NC)
52. Greenbelt Park (Greenbelt, MD)
53. Enota Mountain Retreat (Hiwassee, GA)
54. Lake Powhatan (Asheville, NC)
55. Moraine Park Campground (Estes Park, CO)
56. Myles Standish State Forest (South Carver, MA)
57. Big Bay Recreation Area (Shell Knob, MO)
58. Okatibbee Lake (Meridian, MS)
59. Seedhouse Campground (Steamboat Springs, CO)
60. Bagley Rapids Campground (Lakewood, WI)
61. Hancock (Lincoln, NH)
62. Pomona State Park (Topeka, KS)
63. Fort Yargo State Park (Winder, GA)
64. Skyisland Retreat and Campground (Old Fort, NC)
65. Dead Horse Point State Park (Moab, UT)
66. McCormicks Creek (Spencer, IN)
67. Philipsburg Bay Campground (Philipsburg/Georgetown Lake, MT)
68. Lakeview RV Park (Bluff City, TN)
69. Paddy Creek Recreation Area (Roby, MO)
70. Jordanelle State Park (Heber, UT)
71. Chisos Basin (Big Bend National Park, TX)
72. Tappan Lake (Uhrichsville, OH)
73. Ed Z’berg Sugar Pine Point State Park (Tahoma, CA)
74. Prophetstown State Park (Prophetstown, IL)
75. Alum Creek State Park (Delaware, OH)
76. Richard B. Russell Dam And Lake (Elberton, GA)
77. Horsethief Lake Campground (South Dakota)
78. Cave Lake State Park (Ely, NV)
79. Westport-Union Landing SB (Leggett, CA)
80. Natalie State Forest Campground (Newberry, MI)
81. Happyland Campground (Ninette, Manitoba, Canada)
82. Snow Canyon State Park (Irvins, UT)
83. Leroy's Ferry Campground (McCormick, SC)
84. Unicoi State Park and Lodge (Helen, GA)
85. Big Knob State Forest Campground (Naubinway, MI)
86. Pocahontas State Park (Chesterfield, VA)
87. Wolf Creek Dam Lake Cumberland (Somerset, KY)
88. Big Bear Lake State Forest Campground (Vienna Corners, MI)
89. Lake Blue Ridge Campground (Blue Ridge, GA)
90. Turkey Run State Park (Marshall, IN)
91. Cloudland Canyon State Park (Rising Fawn, GA)
92. Vogel State Park (Blairsville, GA)
93. Hocking Hills State Park (Laurelville, OH)
94. Elkmont Campground (Gatlinburg, TN)
95. Frank Gross Campground (Morganton, GA)
96. Rock Cut State Park (Loves Park, IL)
97. Dorena Lake (Cottage Grove, OR)
98. Clinton Lake State Recreation Area (Dewitt, IL)
99. Apple River Canyon State Park (Apple River, IL)
100. Lewey Lake (Lake Pleasant, NY)
GuestRated.com, a TripAdvisor-like site for outdoor enthusiasts, annually ranks U.S. campgrounds. The top-rated campgrounds in 2016, based on over 30,000 responses, are as follows:

**Arizona**
- Leaf Verde RV Resort

**California**
- Anaheim Resort RV Park
- Far Horizons 49er Village Resort
- Meadowcliff Lodge and RV Resort
- Pismo Coast Village RV Resort
- Shadow Hills RV Resort
- The Springs at Borrego RV Resort
- Wishon Village RV Park

**Illinois**
- D & W Lake RV Park
- Geneseo Campground

**Maine**
- Beaver Dam Campground
- Smuggler’s Den Campground

**Maryland**
- Cherry Hill Park

**Michigan**
- Sunny Brook RV Resort

**Minnesota**
- Eagle Cliff Campground

**Montana**
- Yellowstone Holiday Campground and Marina

**Nebraska**
- Camp a Way

**Nevada**
- Las Vegas RV Resort

**New York**
- Lake George RV Park
Pennsylvania
• Kalyumet Camping & Cabins

South Carolina
• Lakewood Camping Resort
• Ocean Lakes Family Campground

South Dakota
• Chief White Crate Recreational Area
• Custer State Park
• Hartford Beach State Park
• Lake Vermillion Recreation Area
• Lewis and Clark
• Newton Hills State Park
• Pelican Lake Recreational Area
• Rocky Point Recreational Area
• West Whitlock Recreational Area

Texas
• Bluebonnet Ridge RV Park
• The Vineyard Campground and Cabins on Lake Grapevine

West Virginia
• Ashland Resort

Wisconsin
• Buffalo Lake Camping Resort
• O’Neill Creek Campground

29.3 Glamping
Glamorous camping experiences, dubbed ‘glamping,’ include lodges, RVs, and tepees that give people an outdoor experience with some of the comforts they enjoy. Amenities typically include a bathroom, kitchen, television, and wi-fi.

The following are some glamping facilities:
• Costanoa (Pascadero, CA; www.costanoa.com)
• El Captain Canyon (Santa Barbara, CA; www.elcaptaincanyon.com)
• Falling Waters Adventure Resort (Bryson City, NC; www.fallingwatersresort.com)
• Fireside Resort (Jackson Hole, WY; www.firesidejacksonhole.com)
• Kampgrounds of America (several locations; www.koa.com)
• Lakedale Resort at Three Lakes (Friday Harbor, WA; www.lakedale.com)
• Lonesome Lake Jut (Franconia, NH; www.outdoors.org)
• Mormon Lake Ranch (Mormon Lake, AZ; www.globalexpeditionsinc.com)
• Nomad Ridge (Cumberland, OH; www.thewilds.org)
• Normandy Farms (Foxboro, MA; www.normandyfarms.com)
• Sinya on Lone Man Creek (Wimberley, TX; www.hillcountrysinya.com)
• The Resort at Paws Up (Greenough, MT; www.pawsup.com)
• Treebones Resort (Big Sur, CA; www.treebones.com)
• Wigwam Village Inn (Cave City, KY; www.wigwamvillage.com)
• Yellowstone Under Canvas (Montana; www.mtundercanvas.com)

“Glamping is short for ‘glamorous camping.’ Why sleep on the ground with snakes when you can opt for a real bed in your deluxe tent, yurt, or treehouse?”

_Time_
30

CIVIL WAR SITES

30.1 Battlefields
The National Park Service (www.nps.gov) maintains 19 Civil War battlefields and sites as parks and public sites. In 2015, 9.8 million people visited these sites. Visits to each site were as follows:

- Kennesaw Mountain National Battlefield Park: 2,174,870
- Gettysburg National Military Park: 1,080,185
- Chickamauga & Chattanooga NMP: 1,002,373
- Fredericksburg & Spotsylvania NMP: 891,917
- Fort Sumter National Monument: 840,711
- Vicksburg National Military Park: 532,444
- Manassas National Battlefield Park: 502,045
- Appomattox Court House National Historic Park: 412,640
- Shiloh National Military Park: 356,535
- Antietam National Battlefield: 347,180
- Harpers Ferry National Historic Park: 282,893
- Stones River National Battlefield: 264,925
- Fort Donelson National Battlefield: 260,744
- Petersburg National Battlefield: 192,655
- Richmond National Battlefield Park: 184,175
- Wilson's Creek National Battlefield: 161,004
- Andersonville National Historic Site: 136,686
- Pea Ridge National Military Park: 114,578
- Monocacy National Battlefield: 64,596

30.2 Trails
There are three civil war trails programs, as follows:

Civil War Discovery Trail
- The Civil War Discovery Trail (www.civilwar.org/civil-war-discovery-trail/) links more than 600 sites in 31 states and the District of Columbia. Along the trail are battlefields, historic homes, Underground Railroad stations, cemeteries, and parks. The trail aims to bring history to life by exposing visitors not only to military history, but also to the political, social, and human components of the war. The Discovery Trail is overseen and administered by the Civil War Trust (www.civilwar.org).
Civil War Heritage Trails
• The Civil War Heritage Trails (www.civilwarheritagetrails.org) program has installed interpretive markers at Civil War sites in Alabama, Georgia, and South Carolina. More than a dozen driving trails trace the entire history of the Civil War in these states.

Civil War Trails
• The Civil War Trails program (www.civilwartraveler.com) has installed more than 1,000 interpretive markers at Civil War sites in Maryland, North Carolina, Tennessee, Virginia, and West Virginia. Driving tours following major campaigns have been created, and a series of regional brochures is available.

30.3 Reenactments
Civil War reenactments are popular across the South, with numerous events held in Alabama, Florida, Georgia, Louisiana, Mississippi, South Carolina, and Virginia. According to Camp Chase Gazette, the leading publication for the living history movement, there are about 120 reenactments annually. That number increased to almost 150 in 2011 as the 150th anniversary of the start of the Civil War was celebrated.

The Gettysburg reenactment during the 135th anniversary, in 1998, is considered the benchmark for such events, with an estimated 30,000-plus players and 50,000 spectators.

According to Bradley Hoch, chairman of the Gettysburg 150th Anniversary Steering Committee, the number of visitors to the area increased by 33% in 2011, to a record high of four million. Events continued through July 2013 with the reenactment of the Battle of Gettysburg. Tourism-related spending of $2.7 billion was estimated for the entire sesquicentennial.

The enthusiasm for the sesquicentennial even spread to parts of the U.S. not known for Civil War lust. In Colorado Springs, Colorado, for example, Freedom Fair, a festival built around reenactments, ran for three weeks during each summer through 2014.

There are an estimated 50,000 serious reenactors in the U.S.

30.4 Market Resources
Civil War Trust, 1156 15th Street NW, Suite 900, Washington, DC 20005. (202) 367-1861. (www.civilwar.org)
31.1 College Towns

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked college towns as follows:

Best College Small Towns
1. Athens, OH
2. Ithaca, NY
3. Williamsburg, VA
4. Flagstaff, AZ
5. Lawrence, KS
6. Iowa City, IA
7. San Luis Obispo, CA
8. Santa Fe, NM
10. Yellow Springs, OH

Best College Town Weekends
1. Lafayette, LA
2. Athens, OH
3. Madison, WI
4. Oxford, MS
5. Fredericksburg, VA
6. Flagstaff, AZ
7. Fayetteville, AR
8. Ithaca, NY
9. Charlottesville, VA
10. Duluth, MN

“College towns make near-perfect getaways. Cities with a college or university have a fun, youthful vibe and unexpected shopping options. Restaurants, bars and entertainment are typically plentiful and affordable. Throw in a beautiful campus, a culturally diverse population, some regional surprises and voila – you have a great recipe for a weekend.”

USA Today
31.2 Most Beautiful College Campuses

The following are the most beautiful college campuses in the United States (sources: Forbes, Princeton Review, Travel + Leisure, and various online sources):

- Agnes Scott College (Decatur, GA)
- Amherst College (Amherst, MA)
- Bard College (Annandale-on-Hudson, NY)
- Belmont University (Nashville, TN)
- Berry College (Mount Berry, GA)
- Brown University (Providence, RI)
- Bryn Mawr (Bryn Mawr, PA)
- College of the Atlantic (Bar Harbor, ME)
- College of William & Mary (Williamsburg, VA)
- Cornell University (Ithaca, NY)
- Dartmouth College (Hanover, NH)
- Duke University (Durham, NC)
- Elon University (Elon, NC)
- Emory University (Atlanta, GA)
- Evergreen State College (Olympia, WA)
- Florida International University (Miami, FL)
- Florida Southern College (Lakeland, FL)
- Florida State University (Tallahassee, FL)
- Furman University (Greenville, SC)
- Gallaudet University (Washington, DC)
- Gettysburg College (Gettysburg, PA)
- Harvard University (Cambridge, MA)
- Illinois Institute of Technology (Chicago, IL)
- Indiana University (Bloomington, IN)
- Kenyon College (Gambier, OH)
- Lewis & Clark College (Portland, OR)
- Loyola Marymount University (Los Angeles, CA)
- Miami University (Oxford, OH)
- Mount Holyoke College (South Hadley, CT)
- Northwestern University (Evanston, IL)
- Occidental College (Los Angeles, CA)
- Pepperdine University (Malibu, CA)
- Princeton University (Princeton, NJ)
- Rhodes College (Memphis, TN)
- Rice University (Houston, TX)
- Rollins College (Winter Park, FL)
- Saint Mary’s College of California (Moraga, CA)
- Scripps College (Claremont, CA)
- Sewanee, The University of the South (Sewanee, TN)
- Sonoma State University (Sonoma, CA)
- St. Olaf College (Northfield, MN)
31.3 Travel For College Football Games

The annual football game between the Universities of Florida and Georgia is hosted by Jacksonville and played at EverBank Field. An economic impact study by Visit Jacksonville (www.visitjacksonville.com) assessed that the game draws 133,000 out-of-town visitors and generates $33.3 million in economic impact for the city. There are over 37,000 room nights booked throughout the city for the game, generating $3.5 million in room revenue.

Tripp Umbach (www.trippumbach.com) assessed that Penn State football games generate $50 million in direct business spending annually for Centre County and $70 million for the State of Pennsylvania.
31.4 Public Art

Several universities display outstanding collections of public art. The Americans for the Arts’ Public Art Network (www.americansforthearts.org) and Public Art Review note the following as the best university public art collections:

- Arizona State University (Tempe, AZ)
- Florida International University (Miami, FL)
- Johnson County Community College (Overland Park, KS)
- Massachusetts Institute of Technology (Cambridge, MA)
- Pratt Institute (New York, NY)
- Texas Tech University (Lubbock, TX)
- University of California (San Diego, CA)
- University of Minnesota (Twin Cities campus)
- University of South Florida (Tampa, FL)
- Western Washington University (Bellingham, WA)
- Wichita State University (Wichita, KS)
32.1 Traveler Dining

According to the National Restaurant Association (www.restaurant.org), travelers and tourists account for approximately 40% of sales at fine-dining restaurants and 25% of sales at casual-dining restaurants.

According to a survey by Experian Simmons (www.smrb.com), 18% of adults say they try to eat gourmet food whenever they can; 31% of these consumers strongly agree that they seek out gourmet foods. Travel provides the opportunity for those who enjoy gourmet dining to experience new cuisine.

According to Portrait of Affluent Travelers, a report by Ypartnership (www.mmgyglobal.com), 85% of luxury travelers want dining in new and different restaurants as part of their travel experience. This ranked highest among all travel activities among the affluent, ahead of shopping, gambling, cultural activities, museums, and spas.

32.2 Culinary Destinations

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked food and beverage destinations as follows:

**Best Local Food Scene**
1. Minneapolis/St. Paul, MN
2. Louisville, KY
3. Nashville, TN
4. Providence, RI
5. Raleigh, NC
6. Asheville, NC
7. Oakland, CA
8. New Orleans, LA
9. Portland, ME
10. Charleston, SC

**Best Small Town Food Scene**
1. Frankenmuth, MI
2. Driftwood, TX
3. Portsmouth, NH
4. Yountville, CA  
5. St Helena, CA  
6. Traverse City, MI  
7. Tarpon Springs, FL  
8. Hendersonville, NC  
9. Naples, FL  
10. Fredericksburg, TX

**Best Food Trail**  
1. Green Chile Cheeseburger Trail (New Mexico)  
2. Mississippi Gulf Seafood Trail  
3. Cajun Boudin Trail (Louisiana)  
4. Hoosier Pie Trail (Indiana)  
5. Sweet Tea Trail (South Carolina)  
6. Kentucky Bourbon Trail  
7. Finger Lakes Sweet Treat Trail (New York)  
8. Oregon Cheese Trail  
9. Beer Brewery Trail (Vermont)  
10. Texas BBQ Trail

**32.3 Sampling Tours**

Combining culinary interests with walking tours, sampling tours have become a popular tourist activity in New Orleans, Seattle, and New York, among other cities.

In the city where Creole cuisine – proclaimed to be the country’s only true regional cuisine – originated, New Orleans Culinary History Tours (www.noculinarytours.com) offers daily walking tours. Stops on the tour include several historic restaurants, including the two oldest in the city: Antoine’s and Tujague’s, established in 1840 and 1856, respectively.

The sampling-tour concept has also caught on in Seattle. Savor Seattle Tours (www.savorseattletours.com) offers six food tours in the area, including the VIP Pike Place Tour, Chocolate Indulgence, and Booze n’ Bites. Seattle Food Tours (www.seattlefoodtours.com) offers cultural and food tours of both Pike Place Market and the Belltown neighborhood.

In South Florida, Miami Culinary Tours (www.miamiculinarytours.com) offers the Art Deco Breakfast Tour ($35), Little Havana Food Tour ($59), South Beach Food Tour ($59), and Wynwood Food Tour ($69).

In Baltimore, Charm City Food Tours (www.charmcityfoodtours.com) hosts culinary tours of four neighborhoods: Federal Hill, Fells Point, Little Italy/Jonestown, and Mount Vernon.

Walking tours focusing on New York City’s diverse ethnic and local cuisine are popular. The following are three of the more popular tours:

- Savory Sojourns (www.savorysojourns.com) hosts tours throughout Manhattan that include visits to the city’s myriad specialty food shops and indoor markets. The
group also takes visitors on ethnic food tours through such neighborhoods as Chinatown, Little Italy, and Atlantic Avenue, also known as ‘Little Arabia.’

- New York Chocolate Tours (www.sweetwalks.com), hosted by Carmen Botez, editor of an online magazine, charges visitors $70 for a tasting tour of the city’s high-end sweets shops.
- Foods of New York Tours (www.foodsofny.com) offers tours of shops and restaurants in Brooklyn, Chelsea Market and The Meatpacking District, Central Village and SoHo, Chinatown, and Nolita/NoHo.

### 32.4 Culinary Arts Programs

Besides their curricula for students seeking careers in the field, several U.S. cooking schools have programs specially designed for locals as well as tourists wanting to sharpen their culinary skills. One such is Johnson & Wales University (www.jwu.edu), with its Chefs Choice classes at its Providence, Rhode Island; North Miami, Florida; Denver, Colorado; and Charlotte, North Carolina, campuses.

In Greenwood, Mississippi, and at Harrah’s Resort in Atlantic City, New Jersey, The Viking Cooking School (www.vikingrange.com/consumer/category/cooking-school) guides students with preparing gourmet dishes during 90 minute or three hour sessions.

The Creative Cooking School (www.creativecookingschool.com) in Las Vegas offers four-day classes that teach the techniques of sautéing, stir-frying, roasting, grilling, and pan-frying. Participants learn how to prepare romantic dinners, spruce-up recipe staples, and create dessert treats like chocolate decadence soufflé.

The Culinary Institute of America (www.ciachef.edu) offers two- to five-day sessions at its upstate New York campus. The basic program covers stocks, sauces, and sautéing; the pastry course tackles delicacies from buttercreams to crème anglaise; and baking courses focus on recipes from sourdough starters to scones. At the school’s campus in St. Helena, California, novices can take a variety of food and wine courses.

The following are other prominent cooking schools, all of which offer both chef demonstrations and hands-on classes:

- New Orleans Cooking Experience (New Orleans, LA; www.neworleanscookingexperience.com)
- Relish Culinary Adventure (Healdsburg, CA; www.relishculinary.com)
- The French Pastry School (Chicago, IL; www.frenchpastryschool.com)
- The Institute of Culinary Education (New York, NY; (www.iceculinary.com)

Select cruise lines also offer culinary activities. Crystal Cruises, for example, started its guest chef program on world cruises in the early 1990s and has since expanded to more than a dozen itineraries. In addition to the sure-fire appeal of the cooking demonstrations and tastings by celebrated chefs, the line sees it as an educational tool for its own chefs. Adding a winemaker or sommelier boosts wine sales.
32.5 Restaurants at Tourist Attractions

Tourist attractions are increasingly being paired with upscale dining to enhance the visitor experience. The following are some of the most recognized (sources: *Bloomberg Businessweek*, *USA Today*, and local media sources):

**Museums**
- Cafe Alcazar at the Lightner Museum (St. Augustine, FL; www.thealcazarcafe.com/cafe-alcazar)
- Gertrude’s at the Baltimore Museum of Art (Baltimore, MD; www.gertrudesbaltimore.com)
- The Modern at the Museum of Modern Art (New York, NY; www.themodernnyc.com)
- The Restaurant at the J. Paul Getty Museum (Los Angeles, CA; www.getty.edu/visit/see_do/eat_shop.html)
- Treviso at The John and Mable Ringling Museum of Art (Sarasota, FL; www.ringling.org/dining)
- Zola at the International Spy Museum (Washington, DC; www.spymuseum.org/shop/zola.php)

**Parks and Botanical Gardens**
- Arizona Room (Grand Canyon National Park, AZ; www.grandcanyonlodges.com/arizona-room-418.html)
- Ahwahnee (Yosemite National Park, CA; www.yosemitenps.com/Dining_AhwahneeDiningRoom.aspx)
- Bartolotta’s Lake Park Bistro (Lake Park, Milwaukee, WI; www.lakeparkbistro.com)
- Beach Chalet Brewery and Restaurant (Golden Gate Park, San Francisco, CA; www.beachchalet.com)
- Boathouse Forest Park (St. Louis, MO; www.boathouseforestpark.com)
- Cafe Phipps at Phipps Conservatory & Botanical Garden (Pittsburgh, PA; http://phipps.conservatory.org/visit-phipps/cafe-phinns.aspx)
- Glass House Cafe at Fairchild Tropical Gardens (Coral Gables, FL; www.fairchildgarden.org/Science-Village/Glasshouse-Cafe)
- North Pond (Lincoln Park, Chicago, IL; www.northpondrestaurant.com)
- Pineapple Room Restaurant at Cheekwood (Nashville, TN; www.cheekwood.org/Visit/Visitors/Pineapple_Room_Restaurant.aspx)
- Sylvan Lake Lodge Dining (Custer State Park, SD; www.custerresorts.com/sylvan-lake-lodge/dining)
- The Loeb Boat House Central Park (Central Park, New York, NY; www.thecentralparkboathouse.com)
Zoos
• Albert’s at the San Diego Zoo (San Diego, CA; www.sandiegozoo.org/zoo/dining.html)

32.6 Food & Wine Festivals
More than 1,000 food and wine festivals are held annually across the United States.
The largest food festival is the 5-day Taste of Chicago, held annually in June and attended by more than 2.5 million people. The festival has an economic impact of over $100 million.

One of the grandest food festivals is the three-day Food & Wine Classic (www.foodandwine.com/classic), held in Aspen, Colorado, which celebrated its 35th year in 2016. Approximately 5,000 participants pay $1,000 or more to sample wine, attend cooking seminars, and rub elbows with celebrity chefs at the event.

The Food Network’s South Beach Wine & Food Festival (www.sobefest.com) is a four-day, star-studded destination event. Over 30,000 people attend the main events and another 20,000 attend separate, lower cost family-oriented festival events.

Vegfest, a series of annual vegetarian food festivals, are held in Boston, Detroit, Jacksonville, New York City, Portland, Salt Lake City, San Francisco, Seattle, Washington, D.C., and several other cities.

The following are other popular food and wine festivals, many of which have annual attendance of 100,000 or more:
• A Taste of Colorado (Denver, CO; www.atasteofcolorado.com)
• Bite of Seattle (Seattle, WA; www.biteofseattle.com)
• Bridge City Gumbo Festival (Bridge City, LA; http://bridgecitygumbofest.org)
• Charleston Wine & Food Festival (Charleston, SC; www.charlestonwineandfood.com)
• Culinary Festival (Scottsdale, AZ; www.scottsdalefest.org)
• Epcot International Food & Wine Festival (Lake Buena Vista, FL; https://disneyworld.disney.go.com/events-tours/epcot/epcot-international-food-and-wine-festival/)
• Finger Lakes Wine Festival (Watkins Glen, NY; www.flwinefest.com)
• Food Network Wine & Food Festival (New York, NY; www.nycwineandfoodfestival.com)
• Hudson Valley Wine & Food Fest (Rheinebeck, NY; www.hudsonvalleywinefest.com)
• Minnesota Monthly Food & Wine Experience (Minneapolis, MN; www.foodwineshow.com)
• Mohegan Sun Winefest (Uncasville, CT; www.sunwinefest.com)
• National Shrimp Festival (Gulf Shores, AL; http://alagulfcoastchamber.com/pages/ShrimpFestival)
• Pebble Beach Food & Wine (Carmel, CA; www.pbfw.com)
• Pensacola Seafood Festival (Pensacola, FL; www.fiestaoffiveflags.org/pensacola-seafood-festival)
• RoadKill Cook-Off (Marlinton, WV; http://pccocwv.com/roadkill)
• Sugarland Wine & Food Affair (Houston, TX; www.sugarlandwineandfoodaffair.com)
• Taste of Atlanta (Atlanta, GA; www.tasteofatlanta.com)
• Taste of Buffalo (Buffalo, NY; www.tasteofbuffalo.com)
• Taste of Dallas (Dallas, TX; www.tasteofdallas.org)
• Taste of Main (Bellevue, WA; http://tasteofmainbellevue.com)
• Taste of Vail (Vail, CO; www.tasteofvail.com)
• Taste Washington (Seattle, WA; www.tastewashington.org)
• Vintage Ohio Wine Festival (Kirtland, OH; www.visitvintageohio.com)
• Vintage Virginia Wine & Food Festival (Centreville, VA; www.vintagevirginia.com)
• Wine & Food Experience (New Orleans, LA; www.nowfe.com)
• Wine Festival (Nantucket, MA; www.nantucketwinefestival.com)
• Winter Wine Festival (Naples, FL; www.napleswinefestival.com)
• World Chicken Festival (London, KY; www.chickenfestival.com)
• Zinfandel Festival (San Francisco, CA; www.zinfandel.org)

Directories of food festivals are available online at the following websites:
• www.festivals.com/food_beverage.aspx
• www.foodreference.com/html/upcomingfoodevents.html

The 2016 Readers Choice Awards poll by ranked the best food festivals as follows:

General Food Festivals
• Vegas Uncork’d (Las Vegas, NV)
• Bounty of Yamhill County (Dayton, OR)
• Music City Food + Wine Festival (Nashville, TN)
• Park City Food & Wine Classic (Park City, UT)
• Food and Wine Classic (Aspen, CO)
• Hawai‘i Food & Wine Festival (Honolulu, HI)
• New Orleans Wine & Food Experience (New Orleans, LA)
• Atlanta Food & Wine Festival (Atlanta, GA)
• Beaver Creek Food & Wine Weekend (Beaver Creek, CO)
• New York City Wine & Food Festival (New York, NY)

Specialty Food Festivals
• Keene Pumpkin Festival (Keene, NH)
• Mushroom Festival (Kennett Square, PA)
• National Cherry Festival (Traverse City, MI)
• Whoopie Pie Festival (Strasburg, PA)
• Bayfield Apple Festival (Bayfield, WI)
• Louisiana Seafood Festival (New Orleans, LA)
• Hatch Chile Festival (Hatch, NM)
• Kona Coffee Cultural Festival (Kona, HI)
• ChocolateFest (Portland, OR)
• Maine Lobster Festival (Rockland, ME)
BBQ Festivals
• Best in the West Nugget Rib Cook-off (Sparks, NV)
• World Championship Barbecue Cooking Contest (Memphis, TN)
• International Bar-B-Q Festival (Owensboro, KY)
• Tupelo BBQ Duel (Tupelo, MS)
• Jack Daniel’s World Championship Invitational (Lynchburg, TN)
• Colorado BBQ Challenge (Frisco, CO)
• Papa Joe’s Banjo-B-Que Music Festival (Evans, GA)
• I Love BBQ and Music Festival (Lake Placid, NY)
• Big Pig Jig (Vienna, GA)
• The Barbecue Festival (Lexington, NC)

Beer Festivals
• Great American Beer Festival (Denver, CO)
• Atlantic City Beer and Music Festival (Atlantic City, NJ)
• Great Taste of the Midwest (Madison, WI)
• Field of Beers (Jupiter, FL)
• BrewMasters Craft Beer Festival (Galveston, TX)
• North American Belgian Beer Festival (Westland, MI)
• Tailspin Ale Fest (Louisville, KY)
• Belgium Comes to Cooperstown (Cooperstown, NY)
• Festival of Barrel-Aged Beers (Chicago, IL)
• Decatur Craft Beer Festival (Decatur, GA)

Oktoberfest
• Reading Liederkranz Oktoberfest (Reading, PA)
• Wurstfest (New Braunfels, TX)
• Oktoberfest U.S.A. (La Crosse, WI)
• Oktoberfest Zinzinnati (Cincinnati, OH)
• New Ulm Oktoberfest (New Ulm, MN)
• Mount Angel Oktoberfest (Mount Angel, OR)
• Oktoberfest Fredericksburg (Fredericksburg, TX)
• Frankenmuth Oktoberfest (Frankenmuth, MI)
• Linde Oktoberfest Tulsa (Tulsa, OK)
• Alpine Village Oktoberfest (Torrance, CA)

32.7 Winery Tours
Sonoma and Napa Valley, California, particularly the wineries, are primarily tourist destinations and garner five million visitors annually. Approximately an hour north of San Francisco, the heart of California’s $35 billion wine industry offers many tour options. Along with the opportunity to learn about the art of winemaking, wineries
in the region offer breathtaking views, outdoor music, and other attractions. The following is a sampling:

• A tour of Gloria Ferrer winery (www.gloriaferrer.com) takes visitors deep into the caves carved out of the hillside and educates them on the process of sparkling winemaking. Each summer the winery hosts its Catalan Festival – a two-day celebration honoring the owners’ Spanish roots.

• Gundlach Bundschu (www.gunbun.com) has transformed the winery experience into much more. In the spring and summer the winery hosts a myriad of activities that include a Shakespeare festival, movies under the stars, and classical music concerts.

• St. Supery Vineyards and Winery (www.stsupery.com) offers a one-day Harvest Adventure. Groups of up to 12 pick grapes, stomp them with their feet, and taste juices as they ferment. A blending seminar concludes the experience.

• Viansa Winery & Italian Marketplace (www.viansa.com) includes a 90-acre waterfowl preserve. In the summer months the winery hosts barbecues and live music.

Winery-themed tourism is not exclusive to California; all 50 states have at least one winery. Most wineries have gift shops and offer wine tasting for visitors. A few are destinations for business meetings and leisure tourists. Château Élan Winery & Resort (www.chateauelan.com), 40 minutes north of Atlanta, for example, has a conference center, spa, two championship golf courses, classic French fine dining, and an Irish pub in addition to winery tours.

In New York state, the Finger Lakes and Long Island areas are prominent viticultural regions. The Hudson Valley, 90 miles north of New York City, is home to Benmarl Winery (www.benmarl.com), in Marlboro, the country’s oldest commercial winery and the oldest continuously farmed vineyard, dating to 1772.

Prohibition nearly wiped out Texas’s wine industry, but it re-emerged in the 1970s and now offers 163 wineries in four regions. The prime sectors, because of their climate and proximity to Austin, are the Texas Hill Country American Viticultural Area and, within that, the 110-square-mile American Viticultural Area of Fredericksburg. About 30 wineries are located within them – as are many of the state’s best BBQ restaurants.

Fifty-six wineries are spread across Michigan along four wine trails, but most of the best grapes are grown near the eastern shore of Lake Michigan and its bays. Top wineries are positioning themselves as small but key players in the Riesling renaissance that is taking hold across the country, and nearly one million visitors sampled the offerings in 2016. The most popular wine region, because of its prime setting along Lake Michigan, is the Leelanau Peninsula, home to about 20 wineries, 16 of which have public tasting rooms.

32.8 Whiskey and Bourbon Trails

The Distilled Spirits Council of the United States has developed the American
Whiskey Trail (www.discus.org/trail) in conjunction with several distillers and historic sites in Virginia, Kentucky, and Tennessee. The trail is a heritage route tracing the history of spirits in America, from the colonial era, where whiskey had an important economic and social function in the fabric of the community, to the Whiskey Rebellion, through prohibition, and into modern times.

Participating distillers include Buffalo Trace (Franklin County, KY), George Dickel (Tullahoma, TN), Jack Daniel’s (Lynchburg, TN), Jim Beam Distillery (Clermont, KY), Maker’s Mark (Loretto, KY), Wild Turkey (Lawrenceburg, KY), and Woodford Reserve (Versailles, KY). The gateway to the American Whiskey Trail is George Washington’s Distillery at Historic Mount Vernon.

The Kentucky Bourbon Trail (www.kybourbontrail.com), formed by the Kentucky Distillers’ Association in 1999, includes tours at seven distilleries. The trail attracted over 500,000 visitors in 2013; 85% were from outside Kentucky.

In 2012, Jim Beam opened a visitor center called the Jim Beam American Stillhouse, a replica of a 1930s stillhouse. The $20 million center sparked an increase in annual visitors to more than 200,000 from 80,000.

Heaven Hill Distilleries’ Bourbon Heritage Center (www.bourbonheritagecenter.com), in Bardstown, Kentucky, attracts 20,000 visitors a year.

32.9 Market Resources
Kentucky Bourbon Trail, 614 Shelby Street, Frankfort, KY 40601. (502) 875-9351. (http://kybourbontrail.com)
33.1 Overview

Cultural districts are areas designated or certified by state or local governments that utilize cultural resources to encourage tourism, economic development, and synergism between the arts and other businesses.

“State and municipal arts agencies increasingly are taking a leadership role in establishing policies to cultivate place-based economic development and community revitalization through arts and culture. Cultural districts offer one mechanism to attain these goals by unifying multiple businesses, organizations and the community in areas with potentially significant cultural resources.”

National Assembly of State Arts Agencies

Americans for the Arts (www.americansforthearts.org) estimates there are approximately 500 cultural districts in the U.S., an increase from about 90 in 1998. A concept that initially developed in the United States, the development of cultural districts is expanding globally. The Art Newspaper estimates that $250 billion will be spent on the creation of cultural districts over the next decade. With project spending of $100 million, the Downtown Brooklyn Cultural District is the largest district under development in the U.S.

33.2 Metropolitan Cultural Districts

Three cities are pioneers of modern cultural districts, as follows:
Dallas Arts District
• The Dallas Arts District (www.thedallasartsdistrict.org) is recognized as the first city-sponsored cultural district in the United States. In 1978, Boston consultants Carr-Lynch recommended that Dallas relocate its major arts institutions from different parts of the city to the northeast corner of downtown, a location that would allow for easy access. It was envisioned that the area would become a lively mix of cultural and commercial destinations, further defined by a mix of contemporary and historic architecture. The cultural build-out was completed in 2013 and the district is now home to the Dallas Museum of Art, the Morton H. Meyerson Symphony Center, the Crow Collection of Asian Art, the Nasher Sculpture Center, the Booker T. Washington High School for the Performing and Visual Arts, the AT&T Performing Arts Center, Dallas City Performance Hall, Klyde Warren Park, and The Perot Museum of Nature and Science.

“Millions of dollars in private funding have been spent on construction since the Nasher Sculpture Center was founded in 2003. Nine buildings have been created or renovated by architects including I.M. Pei, Renzo Piano, Norman Foster, and Rem Koolhaas. Only one was funded solely through taxes. Although $1 billion in public money has been invested in the area over the past three decades, this sum has more than been matched by private investment.”

Catherine Cuellar, Executive Director
Dallas Arts District

Indianapolis Cultural Districts
• Indianapolis has designated six neighborhoods as Cultural Districts: Broad Ripple Village, The Canal and White River State Park, Fountain Square, Indiana Avenue, Mass Ave, and Wholesale District. Four of the six districts are in the downtown area. Each district reflects the personality of its community. The city program (www.discoverculturaldistricts.com/home.htm) encourages public art, public museums, private sector galleries and shops, and engaging recreation.
Pittsburgh Cultural District

- The Cultural District is a 14-square block area of the Penn-Liberty Avenue corridor in downtown Pittsburgh, bordered by the Allegheny River. Conceived in 1984 and initially funded by philanthropist H.J. Heinz II, the district is managed by the Pittsburgh Cultural Trust (www.trustarts.org). The Cultural District features six theaters offering some 1,500 shows annually, as well as art galleries, restaurants, and retail shops. Its landmarks include Allegheny Riverfront Park, the August Wilson Center for African American Culture, Benedum Center, Byham Theater, Harris Theater, Heinz Hall, O’Reilly Theater, Pittsburgh Creative and Performing Arts School, Three Rivers Arts Festival Gallery, and Wood Street Galleries.

33.3 State Programs

Twelve (12) states have programs that encourage the creation of cultural districts. According to the National Assembly of State Arts Agencies (NASAA, www.nasaa-arts.org), these states have established 156 cultural districts across the country.

State programs are as follows:

Arkansas
- Program: Arts and Cultural Districts, launched in 2011
- Agency: Arkansas Arts Council (www.arkansasarts.org)

Colorado
- Program: Creative Districts, launched in 2011
- Agency: Creative Industries Division within the Colorado Office of Economic Development (www.coloradocreativeindustries.org/communities/colorado-creative-districts/certified-districts)

Indiana
- Program: Arts and Cultural Districts, launched in 2008
- Agency: Indiana Arts Commission (https://secure.in.gov/arts/2654.htm)

Iowa
- Program: Cultural and Entertainment Districts, launched in 2005
- Agency: Iowa Department of Cultural Affairs (www.culturalaffairs.org)

Kentucky
- Program: Kentucky Cultural Districts, launched in 2011
- Agency: Kentucky Arts Council (http://artscouncil.ky.gov/Cultural/CulturalDistrictsAbout.htm)

Louisiana
- Program: Louisiana Cultural Districts, launched in 2007
• Agency: Department of Culture, Recreation and Tourism (www.crt.state.la.us/cultural-development/arts/cultural-districts/district-maps/index)

Maryland
• Program: Arts and Entertainment Districts, launched in 2001
• Agencies: Department of Business and Economic Development and the Maryland State Arts Council (http://visitmaryland.org/pages/marylandartsentertainmentdistricts.aspx)

Massachusetts
• Program: Cultural Districts, launched in 2010
• Agency: Massachusetts Cultural Council (www.massculturalcouncil.org/services/cultural_districts.asp)

New Mexico
• Program: Arts and Cultural Districts, launched in 2007
• Agency: New Mexico Economic Development Department (http://nmartsandculturaldistricts.org)

Rhode Island
• Program: Tax-Free Arts Districts, launched in 1998
• Agency: Rhode Island State Council on the Arts (www.arts.ri.gov/special/districts/)

Texas
• Program: Cultural Districts, launched in 2005
• Agency: Texas Commission on the Arts (www.arts.texas.gov/initiatives/cultural-districts/)

West Virginia
• Program: Certified Arts Community, launched in 2005
• Agency: West Virginia Division of Arts and Culture (www.wvculture.org/agency/press/certcomm.html)

Several states have legislation that grants local government structures the power to establish arts and cultural districts, with no formal role played by state agencies or departments. This type of district legislation exists in Maine, Mississippi, Missouri, Ohio, Virginia and Wisconsin, among others.

33.4 Museum Districts
Several cities have museums clustered in districts. Such proximity allows tourists to walk from one museum to another. The synergism allows museums to join for promotional programs and to share facilities such as parking. The following are prominent museum districts:
Chicago, IL
• Visited by roughly eight million people annually, 11 museums comprise Museums In the Park www.museumsinthepark.org. Visitor counts for the Art Institute of Chicago, the Field Museum, the Museum of Science & Industry, and the Shedd Aquarium each are in the 1.3 million to 1.8 million range. Lake Shore Drive was reconfigured in 1998 to create the Museum Campus, making navigation between the museums easier for visitors.

Los Angeles, CA
• Museum Row on Miracle Mile, on Wilshire Boulevard between Fairfax Avenue and La Brea Boulevard, is home to four major Los Angeles museums: Los Angeles County Museum of Art (LACMA), Page Museum at La Brea Tar Pits, Craft and Folk Art Museum, and Petersen’s Auto Museum. LACMA receives 1.2 million visitors annually.

Philadelphia, PA
• The Philadelphia Museum of Art, which received 700,000 visitors annually, anchors the Parkway Museums District. Also in the district are the Academy of Natural Sciences, the Rodin Museum, the Franklin Institute, and the main branch of the Free Library of Philadelphia.

San Diego, CA
• Balboa Park is the epicenter for museums in San Diego. Annual visitation to the park’s nine museums ranges from 531,800 visitors to the Reuben H. Fleet Science Center to 87,000 visitors to the Museum of Photographic Arts.

St. Petersburg, FL
• The St. Petersburg Arts Alliance (www.stpeteartsalliance.org) represents five museums that border the waterfront: the Dr. Carter G. Woodson African American Museum, The Dali Museum, the Florida Holocaust Museum, the Museum of Fine Arts, and the St. Petersburg Museum of History.

33.5 Market Resources
Americans for the Arts, 1000 Vermont Avenue NW, 6th Floor, Washington, DC 20005. (202) 371-2830. (www.americansforthearts.org)

Global Cultural Districts Network, 750 N. St. Paul Street, Suite 1150, Dallas, TX 75201. (www.gcdn.net)

National Assembly of State Arts Agencies (NASAA), 1029 Vermont Avenue NW, 2nd Floor, Washington, DC 20005. (202) 347-6352. (www.nasaa-arts.org)
34

ENTERTAINMENT DISTRICTS

34.1 Entertainment Districts

Most major cities have specific areas where entertainment is concentrated. The following are some of the most popular entertainment districts in the United States:

Alabama
• Birmingham: The Forge
• Mobile: Dauphin Street

Arizona
• Phoenix: Legends Entertainment District

California
• Los Angeles: Hollywood
  L.A. Live
  NoHo
  Silverlake
  Sunset Strip
• San Diego: Gaslamp Quarter
  Pacific Beach
• San Francisco: Theater District
  Union Square

Colorado
• Denver: LoDo

Connecticut
• Norwalk: South Norwalk

District of Columbia
• Washington: Adams Morgan
  Atlas District

Florida
• Fort Lauderdale: Riverwalk
• Key West: Duval Street
• Miami/Miami Beach: Park West (also called Club Row)
  South Beach
  Wynwood
• Orlando: Church Street District
  Downtown Disney
• Tampa: Soho
  Westshore
  Ybor City

Georgia
• Atlanta: Atlantic Station
• Savannah: River Street

Illinois
• Chicago: Greektown
  River North

Indiana
• Gary: Buffington Harbor
• Indianapolis: Broad Ripple Village
  Wholesale District

Kentucky
• Louisville: Fourth Street Live!

Louisiana
• Bossier: The Bossier Strip
• New Orleans: The French Quarter

Maryland
• Baltimore: Fells Point
  Power Plant Live!

Massachusetts
• Springfield: Club Quarter

Michigan
• Detroit: Greektown

Missouri
• Kansas City: Crossroads
  Power & Light Entertainment District
• St. Louis: Grand Center
  Laclede’s Landing

Nevada
• Las Vegas: The Strip

New York
• Brooklyn: Williamsburg
• Buffalo: Allentown
• New York: Theater District
  Times Square

North Carolina
• Raleigh: The Village Subway

Ohio
• Cincinnati: El Paso
  Northside
• Cleveland: Warehouse District

Oklahoma
• Oklahoma City: Bricktown
  NW 39th Street Enclave

Oregon
• Portland: Rose Quarter

Pennsylvania
• Philadelphia: Center City
  Penn’s Landing
  South Street
• Pittsburgh: Station Square
  The South Side

Tennessee
• Memphis: Beale Street
• Nashville: Lower Broadway
  The District

Texas
• Austin: Red River Cultural District
  Sixth Street
  South Congress
• Beaumont: Crockett Street
• Dallas: Deep Ellum  
  The West End  
• Fort Worth: Sundance Square  
• Houston: Grand Texas Sports and Entertainment District  
  Washington Avenue  
• San Antonio: RiverWalk  

34.2 Live Music Centers

Austin, Harlem, Kansas City, New Orleans, Nashville, and Memphis are among the destinations that capitalize on their music heritage to attract tourists. The following are highlights of these areas:

**Austin, TX**

- The music of Austin has been described as “a little bit country, a little bit rock and roll, with blues, jazz, even a strong Latin beat and definitely a Western swing.” With nearly 200 live music venues, the city is also known as the Live Music Capital of the World. After debuting in 1976, *Austin City Limits* holds claim as PBS’s longest-running series and is credited with taking Austin music out of the clubs and broadcasting it to the world.

**Branson, MO**

- Dubbed the “Live Music Show Capital of the World,” Branson boasts more than 50 theaters which feature over 100 shows every day. Some 70,000 people daily see shows, pumping $1.5 billion dollars annually into the local economy.
- The longest running shows include *The Baldknobbers Jamboree Show* (more than 15,000 performances since 1959), *Shepherd of the Hills* (more than 7,000 performances since 1960), *Presleys’ Country Jubilee* (more than 10,000 performances since 1967), *The Shoji Tabuchi Show* (more than 7,500 performances since 1989), and *The Finalists Live* (more than 4,000 performances since 1992).

**Harlem (New York, NY)**

- The musical style known as bebop was born in Harlem in the 1940s with jazzmen like Dizzy Gillespie, Charlie ‘Bird’ Parker, and Thelonius Monk. To catch a glimpse of the history, hundreds of tour buses roll through the area in peak season.

**Kansas City, MO**

- In Kansas City, the 18th and Vine Historic District was where jazz masters such as Count Basie and Charlie Parker produced the swinging signature sound that came to be known as Kansas City-style jazz. Several local clubs and the American Jazz Museum ([www.americanjazzmuseum.com](http://www.americanjazzmuseum.com)) keep the tradition alive.
New Orleans, LA
• Jazz, a combination of many musical styles, including blues, gospel, and ragtime, was born in New Orleans at the turn of the 20th century. Jazz remains a focus of the city’s tourism, with several festivals and clubs throughout the French Quarter.

Memphis, TN
• Memphis is billed as the “Home of the Blues, Birthplace of Rock ’n Roll.” Among the area’s popular clubs is B.B. King’s Blues Club. Among the attractions are Soulsville USA: Stax Museum of American Soul Music (www.staxmuseum.com), which opened in 2003.

Nashville, TN
• Dubbed Music City USA, Nashville has become one of the leading music recording cities in the country. Tourists can visit RCA Studio B, where renowned musicians like Elvis Presley and the Everly Brothers recorded music history, or stop by the famous Bluebird cafe where songwriters and musicians perform nightly. More than 10 music festivals are held annually in Music City. The CMA Music Festival (www.cmaworld.com/cma-music-festival) draws more than 100,000 music fans each year.

34.3 Top Clubs
Nightclub and Bar Magazine annually ranks the top clubs in the United States by estimated revenue. The 2015 list is as follows:
• XS Nightclub (Las Vegas, NV): $103 million - $105 million
• Hakkasan (Las Vegas, NV): $100 million - $103 million
• Marquee Nightclub (Las Vegas, NV): $ 80 million - $ 85 million
• TAO Las Vegas (Las Vegas, NV): $ 50 million - $ 55 million
• LIV (Miami Beach, FL): $ 40 million - $ 45 million
• Surrender Nightclub (Las Vegas, NV): $ 40 million - $ 45 million
• LAVO New York (New York, NY): $ 30 million - $ 35 million
• Story (Miami Beach, FL): $ 25 million - $ 30 million
• Hyde Bellagio (Las Vegas, NV): $ 25 million - $ 30 million
• LAVO Las Vegas (Las Vegas, NV): $ 20 million - $ 25 million
• E11EVEN (Miami, FL): $ 20 million - $ 25 million
• Seacrets (Ocean City, MD): $ 20 million - $ 25 million
• Mango’s Tropical Café (Miami Beach, FL): $ 20 million - $ 25 million
• LUVU Dallas (Dallas, TX): $ 20 million - $ 25 million
• The Pool After Dark (Atlantic City, NJ): $ 20 million - $ 25 million
• Marquee NY (New York, NY): $ 15 million - $ 20 million
• PHD at Dream Downtown (New York, NY): $ 15 million - $ 20 million
• Chandelier Bar (Las Vegas, NV): $ 15 million - $ 20 million
• Tryst Las Vegas (Las Vegas, NV): $ 15 million - $ 20 million
- Create Nightclub (Los Angeles, CA): $15 million - $20 million
- Avenu Lounge (Dallas, TX): $15 million - $20 million
- The Abbey Food & Bar (Los Angeles, CA): $10 million - $15 million
- Club Space (Miami, FL): $10 million - $15 million
- Club db Lounge (Downey, CA): $10 million - $15 million
- Temple Nightclub (San Francisco, CA): $10 million - $15 million
- FLUXX (San Diego, CA): $10 million - $15 million
- Roof on the Wit (Chicago, IL): $10 million - $15 million
- Avalon Hollywood (Los Angeles, CA): $10 million - $15 million
- Chateau Nightclub & Rooftop (Las Vegas, NV): $10 million - $15 million
- Float (San Diego, CA): $10 million - $15 million
- Plush (Dallas, TX): $10 million - $15 million
- Avenue (New York, NY): $10 million - $15 million
- Maya Day + Nightclub (Scottsdale, AZ): $10 million - $15 million
- Passion Nightclub (Hollywood, FL): $10 million - $15 million
- Thrive Nightclub (Dallas, TX): $10 million - $15 million
- Landmark Bar & Kitchen (Fort Worth, TX): $10 million - $15 million
- AJ’s Club Bimini (Destin, FL): $10 million - $15 million
- Webster Hall (New York, NY): $10 million - $15 million
- Sutra Nightclub (Newport Beach, CA): $10 million - $15 million
- Heat Ultra Lounge (Anaheim, CA): $10 million - $15 million
- 207 (San Diego, CA): $10 million - $15 million
- Bar Anticipation (Lake Como, NJ): $10 million - $15 million
- Sevilla Nightclub (San Diego, CA): $10 million - $15 million
- Hurricane O’ Reilly’s (Boston, MA): $10 million - $15 million
- Shrine (Mashantucket, CT): $10 million - $15 million
- Opera Nightclub (Austin, TX): $10 million - $15 million
- VIP Room (New York, NY): $10 million - $15 million
- Marge’s Lakeside Inn (Rochester, NY): $5 million - $10 million
- Ghostbar (Las Vegas, NV): $5 million - $10 million
- Pump Room Bar (Chicago, IL): $5 million - $10 million
- The Brahmin (Boston, MA): $5 million - $10 million
- Kilroy’s Bar n’ Grill (Indianapolis, IN): $5 million - $10 million
- echostage (Washington, DC): $5 million - $10 million
- Emerson Theatre (Los Angeles, CA): $5 million - $10 million
- Monarchy (West Palm Beach, FL): $5 million - $10 million
- Lagasse’s Stadium (Las Vegas, NV): $5 million - $10 million
- Playhouse Nightclub (Los Angeles, CA): $5 million - $10 million
- Side Bar (San Diego, CA): $5 million - $10 million
- Bassmnt Nightclub (San Diego, CA): $5 million - $10 million
- Greystone Manor (Los Angeles, CA): $5 million - $10 million
- Havana Club (Atlanta, GA): $5 million - $10 million
- Cake Nightclub (Scottsdale, AZ): $5 million - $10 million
- The Library Bar (Chicago, IL): $5 million - $10 million
• Shade Lounge (Scottsdale, AZ): $5 million - $10 million
• Dream Nightclub (Miami, FL): $5 million - $10 million
• Baja Sharkeez (Newport Beach, CA): $5 million - $10 million
• Bond Bar (Las Vegas, NV): $5 million - $10 million
• Vesper Bar (Las Vegas, NV): $5 million - $10 million
• The Bourbon Room (Las Vegas, NV): $5 million - $10 million
• The Wood (San Diego, CA): $5 million - $10 million
• Grizzly Rose (Denver, CO): $5 million - $10 million
• High Rollers (Mashantucket, CT): $5 million - $10 million
• Baja Sharkeez (Hermosa Beach, CA): $5 million - $10 million
• Sandbar Cocina Y Tequila (Santa Barbara, CA): $5 million - $10 million
• Celebrations Niteline (Myrtle Beach, SC): $5 million - $10 million
• Panama Joe’s Cantina (Long Beach, CA): $5 million - $10 million
• The Scorpion Bar (Mashantucket, CT): $5 million - $10 million
• The Estate (Boston, MA): $5 million - $10 million
• The Huxley (Washington, DC): $5 million - $10 million
• Baja Sharkeez (Huntington Beach, CA): $5 million - $10 million
• RIO Nightclub (Austin, TX): $5 million - $10 million
• Bounce Sporting Club (New York, NY): $5 million - $10 million
• La Puerta (San Diego, CA): $3 million - $5 million
• Kingston Mines (Chicago, IL): $3 million - $5 million
• Teak Neighborhood Grill (Orlando, FL): $3 million - $5 million
• Round-Up Saloon (Dallas, TX): $3 million - $5 million
• Whiskey River (Houston, TX): $3 million - $5 million
• SHOTS Miami (Miami, FL): $3 million - $5 million
• Southern Railway Taphouse (Richmond, VA): $3 million - $5 million
• Skooter’s Roadhouse (Shorewood, IL): $3 million - $5 million
• Proof Rooftop Lounge (Houston, TX): $3 million - $5 million
• Sisu Uptown (Dallas, TX): $3 million - $5 million
• Barley House (Cleveland, OH): $3 million - $5 million
• Drink Houston (Houston, TX): $3 million - $5 million
• The Wild Rover (Boston, MA): $3 million - $5 million
• Eagles Nest Rockin’ Country Bar (Chesapeake, VA): $3 million - $5 million
• Southern Junction (Royse City, TX): $3 million - $5 million
• Chilkoot Charlie’s (Anchorage, AK): $3 million - $5 million
• Wild West (San Antonio, TX): $3 million - $5 million
• Luxx Nightclub (Dallas, TX): $3 million - $5 million
• The Raven (New York, NY): $3 million - $5 million
35

EXPERIENTIAL TOURISM

35.1 Overview

Many people are drawn to unique experiences when they travel. Such experiences range from performing with a renowned symphony orchestra to training with the Rockettes, from racing schools to sports training camps, from shark diving to space flights, and more.

“The whole consumer market is going more experiential. These people who can afford all this stuff have recognized that stuff doesn’t give you pleasure. The majority of luxury consumers say their greatest pleasure and satisfaction from their wealth comes from their experiences.”

Pam Danziger, President
Unity Marketing
Travel Market Report

People have a greater tendency to try new experiences when they travel than when at home. According Prof. Ruth Engs, Ph.D., at Indiana University, the reason is that the experience combined with the excitement of travel creates a dopamine-induced high. Thus, the excitement of experiences often peaks when consumers travel.

According to Prof. Ryan Howell, Ph.D., in the Happiness Research Laboratory at San Francisco State University, such experiences lead to longer-term satisfaction than shopping for merchandise. “Experiences provide memory capital,” according to Prof. Howell. “You can still recall pleasant events today that happened in your life 10 or 20 years ago. We don’t tend to get bored of happy memories like we do with a material object.”

In a study published in 2012 in the *Journal of Personality and Social Psychology*, Prof. Steven N. Handel, Ph.D., a psychologist at Rutgers University, found people aren’t
as likely to get buyer’s remorse when they buy experiences as they are when they spend an equivalent amount on merchandise.

“Buying experiences leads to more happiness than buying stuff. The reason for this is that when we buy objects they are easily interchangeable with other objects. We get an initial boost in mood when we first buy them, but it quickly dies off. Experiences, on the other hand, aren’t as easily interchangeable. When we focus on buying experiences that we can never replace, we build memories and good feelings that stay with us for a lifetime.”

Prof. Steven N. Handel, Ph.D.
Rutgers University

35.2 Extreme Adventures

While some people are content with the challenges of sports like golf or tennis, others opt for more extreme adventures. For many, it’s the element of risk and danger that enhances the experience. A segment of the tourism industry has developed to serve those who seek such an adrenalin rush.

The following are several commercial extreme adventures that show the diversity of experiences (air, land and water) that are available:

Aerial Acrobatics

- TSNY Trapeze School ([www.trapezeschool.com](http://www.trapezeschool.com)) lets circus wannabes conquer fear and push their athleticism to new heights. Experiences are offered in Boston, Chicago, Los Angeles, New York, and Washington, DC. Two-hour long classes provide aerial arts instruction in the flying trapeze, static trapeze, vertical rope, and other aerial arts. Those that catch on quickly find themselves hanging from the arms of a fellow swinger before the end of the session.

Deep Diving

- Wreck Diving with New York-based Mad Dog Expeditions ([www.maddogexpeditions.com](http://www.maddogexpeditions.com)) is an adventure that combines the thrill of uncovering history on the wrecks with the perils of scuba diving at depth.
HALO
• HALO Jumper (www.halojumper.com) offers High Altitude, Low Opening (HALO) tandem parachute jumps in Memphis, Tennessee, and Hattiesburg, Mississippi. Attached to an instructor, participants dive from the cruising altitude of a passenger jet, where the air is thin and temperatures dip to -25°F. The chutes open only a few thousand feet above the ground.

Jet Fighter Aircraft Flight
• Incredible Adventures (www.incredible-adventures.com) lets participants fly a MiG-29 or MiG-31 Foxhound jet under the guidance of an experienced reconnaissance pilot. Over 2,000 flights have been arranged since 1993.

North Pole
• Quark Expeditions (www.quarkexpeditions.com) runs a summer cruise to the geographic North Pole aboard the nuclear-powered Russian icebreaker Victory. Brave passengers take the “polar plunge” (swimming at the Pole without a wetsuit). The price is $30,000.

Shark Diving
• Great White Adventures (www.greatwhiteadventures.com) lets divers in submersible cages get up close with great white sharks. Excursions are offered to the Guadalupe Islands from San Diego and to the Farallon Islands from San Francisco.

Skyscraper Jump
• SkyJump Las Vegas (www.skyjumplasvegas.com) opened in 2010 at the Stratosphere Tower. Guided by a cable line, participants jump from a platform atop the skyscraper to a target 829-feet below. The jump was certified by Guinness World Records as the highest of its kind.

Speed On Salt
• Utah’s Bonneville Salt Flats (www.saltflats.com) sanctions driving events where participants’ speeds regularly top 200 mph. At such speeds, salt has a coefficient of friction akin to ice.

Superboats
• Super Boat International (www.superboat.com) hosts a series of boat races with boaters reaching speeds topping 100 mph.

Volcano Visit
• In Hawaii, helicopter tours hover 500 feet over Kilauea, the bright orange, molten lava of the most famous active volcano. Sans doors – to get better photos – temperatures reach about 130°F. Operators include the following:
35.3 Fantasy Adventure Camps

Fantasy camps are hardly new. The model for many of them – ‘Field of Dreams’ gatherings of baseball fans and their aging idols – goes back more than two decades. The camps have grown into a $1 billion industry that goes far beyond sports.

The following are some of the adult camps – some for adventure, others for unique educational experiences – that are offered throughout the United States:

**Adventure Out** (Santa Cruz, CA; [www.adventureout.com](http://www.adventureout.com))
- Options include one-day camps, weekend programs, long-stay trips, and private retreats for surf camps, rock climbing classes, backpacking trips, dirt biking, and wilderness survival skills instruction.

**Air Combat USA** (Fullerton, CA; [www.aircombat.com](http://www.aircombat.com))
- Guest pilots fly real military fighters at this civilian dog fighting school. These fully aerobatic, Italian-built war machines have onboard radar intercept capability, and they use patented electronic tracking systems to simulate the thrill of an actual “guns kill.” All aircraft are outfitted with high-end digital multi-camera systems to capture a guest’s fighter pilot experience. The weapons are simulated, but the air combat encounter is real. Participants scour the skies in search of the enemy aircraft, engage in aerial combat, and return to base vanquished or victorious. No pilot’s license is required. The camp has been operational since 1988.

**BSO Academy Week** (Baltimore, MD; [www.bsomusic.org](http://www.bsomusic.org))
- Baltimore Symphony Orchestra (BSO) offers this program to give amateurs an education in orchestral life. Participants play in chamber music rehearsals and take private lessons, group classes, and sessions and run-throughs with BSO music director Marin Alsop on the stage at the Joseph Meyerhoff Symphony Hall.
“The adult pro-am idea for orchestras is not new but is gaining ground. The Pittsburgh Symphony Orchestra has been doing it for a decade, and the Minnesota Orchestra, the Richmond Symphony in Virginia, and the Utah Symphony are among others that have dabbled. But such ‘side-by-sides’ usually last an evening or a few days. Nothing approaches the scope of the Baltimore academy, which has grown to 103 students.”

The New York Times

New York Film Academy (New York, NY; www.nyfa.com)
• Movie fanatics can get behind the camera during New York Film Academy’s one-week movie camp. Students learn the basics needed to complete a short film through intensive sessions on writing, directing, and camera handling. They then have two days to film a movie before proceeding to editing and post-production tasks. Classes are held for adults and teens and locations include Los Angeles, Harvard University, Disney Studios, Florence (Italy), Paris (France), Australia, and South Beach, Florida.

Rock and Roll Fantasy Camp (Los Angeles, CA; www.rockandrollfantasycamp.com)
• Participants are grouped into bands, each with a resident rock star. The groups have four days to perfect the songs they will perform in the final event, the Battle of the Bands concert at the House of Blues. Between practices there are guest lecturers, including executives from music companies, and ample time to mingle with rock stars from the past.

Rockettes Experience (New York, NY; www.rockettes.com)
• The Rockettes Experience includes a 2-hour Rockettes dance class, a 45-minute Mock Audition, a 30-minute Q&A and Photo Op with the Rockettes instructor, and a Radio City Stage Door Tour. Private Rockettes Experience sessions are available.

USA Luge Fantasy Camp (Lake Placid, NY; www.usaluge.org)
• USA Luge, the governing body for the winter sport, offers a two- to three-day fantasy camp that lets people participate in one of the most exciting Winter Olympic sports. At the Lake Placid training facilities attendees experience an otherwise inaccessible sport. Participants get hands-on instruction from former pros. They eat in the same
dining hall next to Olympic hopefuls and sleep in the same dorms. They also get a dozen or more runs a day on the $30 million, mile-long track that the athletes race on.

35.4 Racing Schools and Driving Experiences

Driving schools and experiences are offered at NASCAR race tracks in Atlanta, Charlotte, Daytona, Homestead-Miami, Las Vegas, Leguna (California), Sebring (Florida), and other cities. The following are some of the experiences offered:

Bob Bondurant School of High Performance Driving
- In Chandler, Arizona, Bob Bondurant School of High Performance Driving (www.bondurant.com) teaches participants to drive open-wheel Formula 2000 cars on a course full of twists and turns.

Bobby Ore Stunt Driving School
- Bobby Ore Motorsports (www.bobbyoresports.com) teaches Dukes of Hazzard-style slides and also how to drive a car on two wheels at its location in Sebring, Florida.

Richard Petty Driving Experience
- The Richard Petty Driving Experience (www.drivepetty.com), held at various locations throughout the U.S., gives the experience of driving eight high-speed laps on an oval like a NASCAR driver.

Roy Hill’s Drag Racing School
- Roy Hill’s Drag Racing School (www.royhillsdragracingschool.com) teaches how to drive a 1,200-horsepower racer down a quarter-mile track.

Skip Barber Racing School
- The Skip Barber Racing School (www.skipbarber.com) offers one-day and three-day courses where students drive miniature Indy cars that accelerate like a Corvette or 500-horsepower Dodge Viper.

Smiley Sitton’s Outlaw Driving School
- Smiley Sitton’s Outlaw Driving School (www.outlawdrivingschool.com) lets participants pilot a go-cart size car with a 700-horsepower engine.

35.5 Sports Adventures

The following are some packages for adults that offer the opportunity to participate in sports adventures:

America’s Cup Challenge (San Diego, CA; www.nextlevelsailing.com)
- Next Level Sailing rents the Stars & Stripes/USA 34 – one of several racing boats to bear the legendary Stars & Stripes name in recent decades – for four-hour private
charters. This version of the boat, built for seafaring legend Dennis Connors’ 1995 America’s Cup challenge, is 79 feet long and can hit speeds of up to 18 knots when heading downwind.

Old Course Experience (www.oldcourse-experience.com)
- The St. Andrews Links Trust, which manages the famous Old Course at St. Andrews Links – the frequent home of the British Open Championship – offers a package that includes guaranteed tee times at the Old Course and other St. Andrews courses, along with lodging and meals.

Reds Baseball Heaven (Goodyear, AZ; (http://cincinnati.reds.mlb.com/cin/fan_forum/fantasy_camp.jsp)
- During spring training each year, the Cincinnati Reds invite fans to participate in an eight-day fantasy camp. Participants receive coaching on the game’s fundamentals from former Reds players, play daily intra-squad games, get their own clubhouse locker, and play in a game against a team of Reds greats. These $4,000+ camp sessions typically sell out a year in advance.

Tour de France Biking Tours
- Trek Travel (www.backroads.com) offers Tour de France biking tours where participants ride just hours ahead of the pros before stopping to watch the racers pass. The five- to nine-day trips are available for all ability levels. The cost is $5,500 per person.
36

FISHING

36.1 Market Assessment

The U.S. Fish and Wildlife Service (FWS, www.fws.gov) conducts the National Survey of Fishing, Hunting, and Wildlife Related Recreation every five years, most recently in 2012. According to the survey, 33.1 million people ages 16 years and older fish. Of those who fish, 21% travel to other states to do so.

According to the FWS survey, 33.3 million anglers spend an average of 17 days fishing each year. Freshwater fishing is the most popular type of fishing, with over 27.5 million anglers devoted to the sport. Great Lakes and saltwater fishing are also popular, with 1.6 million and 8.9 million anglers, respectively. Annual spending for these activities is as follows:

- Freshwater fishing: $23.8 billion
- Saltwater fishing: $10.3 billion

Anglers spent more than $41.8 billion each year.

36.2 Fishing Trips

Anglers take 455 million fishing trips each year. The average trip expenditure per angler is $1,262.

Trip-related spending on food, lodging, transportation, and other trip costs totals $21.8 billion. Distribution of all trip-related expenditures is as follows:

- Food: $7.7 billion
- Private transportation: $5.5 billion
- Boating costs*: $3.8 billion
- Lodging: $2.3 billion
- Public transportation: $0.8 billion
- Other trip costs: $7.0 billion

* includes launching, mooring, storage, maintenance, insurance, and fuel, but not cost of the boat

Of the total number of anglers, 30.0 million anglers fish within their home state and 7.0 million fish out of state.

Away-from-home participation rates by region is as follows:

- West North Central: 23%
- East South Central: 17%
- East North Central: 16%
• West South Central: 16%
• Mountain: 15%
• South Atlantic: 13%
• New England: 12%
• Middle Atlantic: 11%
• Pacific: 9%

Comparing results from the 2007 FWS survey with those of the 2012 survey reveals the number of anglers increased by 3% over the period. Fishing-related expenditures dropped 5% during the period.

36.3 Bass Fishing

Bass are the most pervasive sport fish in the U.S., indigenous to the waters of every state except Alaska. And bass prove to be a worthy opponent even for pro anglers. In the cult-like devotion it inspires, bass fishing is similar to NASCAR. In fact, many bass fishermen are NASCAR fans.

According to Sports Illustrated, 30 million Americans fish for bass every year.

B.A.S.S. (the Bass Anglers Sportsman Society, www.bassmaster.com), primarily a conservation and advocacy group, has about 600,000 members. Founded by Ray Scott in 1967, B.A.S.S. manages more than 30 national fishing tournaments annually, which are televised on ESPN. ESPN paid an estimated $35 million to $40 million in 2001 to buy the family-run operation.

According to B.A.S.S., the average amateur angler spends about $200 a month on equipment, which adds up to a $40 billion industry. That is more than is spent on tennis or biking. But fishing is a private activity that does not generate the excitement other sports do. As a result, participation is not growing.

The Ozarks (Missouri) have become a mecca for bass fishermen. According to USA Today, some anglers drive up to 14 hours to fish in the area. According to Derrick Crandall, director of the American Recreation Coalition (www.funoutdoors.com), other popular areas for bass fishing include:
• Lake Lanier, GA
• Walt Disney World (Orlando, FL)
• Kentucky Lake, KY
• Lake Mead, NV
• Shasta Lake, CA

36.4 Tournaments

FLW Outdoors (www.flwoutdoors.com) – named after Forrest L. Wood, developer of the Ranger bass-fishing boat – is the sanctioning organization for a series of sportfishing tournament tours, the most prominent of which is the Wal-Mart FLW Tour of high-stakes bass fishing tournaments. The Forrest Wood Cup, the top bass
tournament on the FLW Tour, was the first to offer a $1 million prize for the winner, in 2007.

For a variety of reasons, bass tournaments are the biggest in the sport, but there are other fishing tournaments. Saltwater fishing offers a bluefish tournament with a $1.8 million purse. The American Carp Society (www.americancarpsoceity.com) has offered purses of $1 million for its events. And there are numerous regional tournaments of all types.

The following are some of the major fishing tournaments (source: USA Today):

**$150,000 Ice Fishing Extravaganza**
- Brainerd, MN; held in January (www.icefishing.org)
- According to The Brainerd Jaycees, the event sponsors, some 20,000 holes are drilled in the ice and 9,000 bundled-up anglers brave the freezing weather for this annual three-hour contest. Acclaimed as the largest ice-fishing tournament in the world, the first-place prize is a pickup truck.

**Alabama Deep Sea Fishing Rodeo**
- Mobile, AL; held in July (www.adsfr.com)
- Started in 1929, this is the oldest ongoing fishing tournament in the U.S. More than 3,000 contestants chase tarpon, king mackerel, amberjack, and two dozen other kinds of sport fish. Prizes total $400,000.

**Big Rock Blue Marlin Tournament**
- Morehead City, NC; held in June (www.thebigrock.com)
- This is the most notable among several big-money ocean fishing tournaments held on the East Coast. More than 150 boats convene on the Crystal Coast of North Carolina to try for $1.8 million in prizes.

**Martha’s Vineyard Striped Bass & Bluefish Derby**
- Martha’s Vineyard, MA; held in September (www.mvderby.com)
- This tournament dates to 1945. The event attracts over 80 corporate sponsors.

**Okie Noodling Tournament**
- Pauls Valley, OK; held in July (www.okienoodling.com)
- Entrants in this contest catch catfish bare-handed. Participants prowl the lakeshores and riverbanks in search of catfish holes, then reach in and try to pull the fish out.

**S. Tokunaga Store Ulua Challenge**
- Hilo, HI; held in June (www.tokunagastore.com)
- A unique feature among ocean-fishing tournaments, all participants must fish from shore. The quarry is the ulua, or giant trevally, which can top 100 pounds.
37

GOLF TRAVEL

37.1 Participation

According to the *Golf Participation Study*, by the National Golf Foundation (NGF, www.ngf.org), the number of people playing at least one round of golf has been as follows:

- 2011: 25.7 million
- 2012: 25.3 million
- 2013: 24.7 million
- 2014: 24.7 million
- 2015: 24.1 million

About 80% of all golfers, or 20 million of the 24.1 million, make up a committed base who accounted for 94% of all rounds played. Play among this group drove an overall increase in rounds played of 1.8% versus 2014.

In addition to the 24 million people who played golf on a golf course in 2015, another 7 million took part in the game at a driving range, a TopGolf facility, or on an indoor golf simulator.

According to Golf Datatech (www.golfdatatech.com), approximately 450 million rounds of golf are played each year.

37.2 Golf Travel

According to the U.S. Travel Association (USTA, www.ustravel.org), 12% of U.S. travelers played golf while on a trip of 100 miles or more in the past year. This translates to 17.3 million U.S. adults who golfed while traveling. Golfing travelers averaged 2.6 trips over the period, with 10% golfing on six or more trips. Forty-six percent (46%) of golfing travelers participated in the sport on only one trip; 34% went on either two or three golfing trips. Sixteen percent (16%) of travelers who played golf said that golf was the most important reason for taking the trip. Fifty-five percent (55%) of golfing travelers said that on their most recent golf trip, golfing was not a primary or secondary reason, but rather just an activity on the trip.

The National Golf Foundation estimates that golfers spend about $26 billion a year on golf travel, 75% of which goes to the hotel, transportation, and food and beverage industries.
37.3 Golf Courses

As of year-end 2015, there were 15,204 golf courses in the United States, according to NGF.

The following are the states with the most facilities:

- Florida
- California
- New York
- Michigan
- Texas

A list of award-winning golf resorts is presented in Chapter 75 of this handbook.

37.4 Golf Communities

The traditional golf paradigm – living in a non-descript neighborhood and pursuing the game at local private or public courses – is still most common, especially in the nation’s northern tier. But across the Sun Belt, from the coastal Carolinas and Florida to Southern California, as well as up the Pacific Coast and even into the western mountains, master-planned golf communities are more prevalent. These communities draw not just locals, but also passionate golfers from elsewhere in search of second homes and places to retire.

The first wave of golf communities were developed in the late-1970s and early-1980s. During the past two decades, over 2,500 golf communities have been developed throughout the United States.

When developers were putting up the first golf communities in Florida and the Carolinas, the best buyers might hope for was cookie-cutter fairways squeezed between bland condos. But since the early 1990s, communities have been offering a myriad of amenities along with a sense of endless vacation. In addition to ever higher-quality golf, some communities even dole out perks such as concierge service and access to private jets. Others hire full-time master chefs and nature guides. Spas, horseback riding, hiking-trail networks, marinas, and planned activities for both kids and adults are common.

According to the NGF, the states with the most golf communities are as follows:

- Florida
- California
- Texas
- North Carolina
- Arizona
- South Carolina
- Georgia
- Michigan
37.5 Market Resources
Golf Datatech, 204 South Rose Avenue, Kissimmee, FL 34741. (888) 944-4116. (www.golfdatatech.com)

National Golf Foundation, 1150 South US Highway One, Suite 401, Jupiter, FL 33477. (561) 744-6107 (www.ngf.org)
38

GUEST RANCHES

38.1 Overview

Guest ranches, commonly called dude ranches, focus on horseback adventures and enjoyment of the natural wonders of the western United States. According to the Dude Ranchers' Association (www.duderanch.org), prices for a one-week stay at a dude ranch range from $1,000 to $3,000. The typical dude ranch can host 36 guests per week.

For some ranches, tourism can be more profitable than homesteading. Over 850 ranchers and farmers have attended classes, such as those offered at the University of Wyoming, in Laramie, on how to start on-the-ranch recreational businesses.

With competition increasing from spa-style resorts, which typically offer shorter stays and more pampering, many ranches are responding by offering resort-type touches of their own. The Bar Lazy J Guest Ranch (www.barlazyj.com), in Parshall, Colorado, for example, now offers a ‘spa ride,’ a four-hour horseback trip to the Hot Sulphur Springs Resort & Spa (www.hotsulphursprings.com), where guests can soak in the tubs or get an herbal wrap with a vitamin C facial. Guests at Arizona’s Tanque Verde Ranch (www.tanqueverderanch.com) can cap off a day of horseback riding with the ‘Rawhide Renewal,’ which includes a creosote-bush scrub, jojoba-butter rub, and a massage.

“Modern dude ranches range from downright rustic to remarkably sophisticated, offering everything from ropes courses to spa treatments to golf.”

American Cowboy
### 38.2 Popular Guest Ranches

*Travel West Guide*, published by *American Cowboy*, and *100 Best Guest Ranch Vacations in North America* (Globe Pequot Press), by Gavin Ehringer, list the following as among the most popular guest ranches:

#### Alaska
- Denali Country Ranch (Anchorage; [www.saddletrailsnorth.com](http://www.saddletrailsnorth.com))

#### Arizona
- Circle Z Ranch (Patagonia; [www.circlez.com](http://www.circlez.com))
- Elkhorn Ranch (Tucson; [www.elkhornranch.com](http://www.elkhornranch.com))
- Flying E Ranch (Wickenburg; [www.flyingeranch.com](http://www.flyingeranch.com))
- Hidden Meadow Ranch (Greer; [www.hiddenmeadow.com](http://www.hiddenmeadow.com))
- Tanque Verde Ranch (Tucson; [www.tanqueverderanch.com](http://www.tanqueverderanch.com))
- White Stallion Ranch (Tucson; [www.whitestallion.com](http://www.whitestallion.com))

#### California
- Greenhorn Creek Guest Ranch (Quincy; [www.greenhornranch.com](http://www.greenhornranch.com))
- Hunewill Ranch (Bridgeport; [www.hunewillranch.com](http://www.hunewillranch.com))
- Rankin Ranch (Walker’s Basin; [www.rankinranch.com](http://www.rankinranch.com))

#### Colorado
- C Lazy U Ranch (Granby; [www.clazyu.com](http://www.clazyu.com))
- Cherokee Park Ranch (Livermore; [www.cherokeeparkranch.com](http://www.cherokeeparkranch.com))
- Chico Basin Ranch (Colorado Springs; [www.chicobasinranch.com](http://www.chicobasinranch.com))
- Majestic Dude Ranch (Mancos; [www.majesticduderanch.com](http://www.majesticduderanch.com))
- The Home Ranch (Clark; [www.homeranch.com](http://www.homeranch.com))
- Vista Verde Ranch (Steamboat Springs; [www.vistaverde.com](http://www.vistaverde.com))

#### Florida
- Westgate River Ranch (River Ranch; [www.wgriverranch.com](http://www.wgriverranch.com))

#### Idaho
- McGarry Ranches (Rexburg; [www.mcgarryranches.com](http://www.mcgarryranches.com))
- Red Horse Mountain Ranch (Harrison; [www.redhorsemountain.com](http://www.redhorsemountain.com))
- Western Pleasure Guest Ranch (Sandpoint; [www.westernpleaseranch.com](http://www.westernpleaseranch.com))

#### Montana
- Covered Wagon Ranch (Gallatin Gateway; [http://coveredwagonranch.com](http://coveredwagonranch.com))
- Laughing Water Ranch (Fortine; [www.lwranch.com](http://www.lwranch.com))
- Lazy E-L Guest Ranch (Roscoe; [www.lazyel.com](http://www.lazyel.com))
- Lonesome Spur Ranch (Bridger; [www.lonesomespur.com](http://www.lonesomespur.com))
- McGinnis Meadows Cattle & Guest Ranch (Libby; [www.mmgranch.net](http://www.mmgranch.net))
- Mountain Sky Guest Ranch (Emigrant; [www.mtnsky.com](http://www.mtnsky.com))
• Nine Quarter Circle Ranch (Gallatin Gateway; www.ninequartercircle.com)
• Ranch at Rock Creek (Philipsburg; www.theranchatrockcreek.com)
• Sweet Grass Ranch (Big Timber; www.sweetgrasstranch.com)
• Triple J Wilderness Ranch (Augusta; www.triplejranch.com)

Nevada
• Cottonwood Guest Ranch (Wells; www.cottonwoodguestranch.com)
• Tent Mountain Guest Ranch (Deeth; www.tentmountainguestranch.com)

New Mexico
• Burnt Well Guest Ranch (Roswell; www.burntwellguestranch.com)
• Geronimo Trail Guest Ranch (Winston; www.geronimoranch.com)
• Los Pinos Guest Ranch (Cowles; www.lospinosranch.com)

New York
• Pinegrove Family Dude Ranch (Kershonkson; www.pinegroveranch.com)

North Carolina
• Clear Creek Ranch (Burnsville; www.clearcreekranch.com)
• Pisgah View Ranch (Candler; www.pisgahviewranch.net)

Ohio
• KD Guest Ranch (Adamsville; www.kdguestranch.com)

Oregon
• Aspen Ridge Resort (Bly; www.aspenrr.com)
• Long Hollow Ranch (Sisters; www.lhranch.com)
• Willow Springs Guest Ranch (Lakeview; www.willowspringsguestranch.com)

Texas
• Cibolo Creek Ranch (Marfa; www.cibolocreekranch.com)
• Dixie Dude Ranch (Bandera; www.dixieduderanch.com)
• West 1077 Guest Ranch (Bandera; www.west1077.com)
• Wildcatter Ranch (Graham; www.wildcatterranch.com)

Utah
• Box C Ranch (Grouse Creek; www.boxcranch.com)
• Rockin R Ranch (Sandy; www.rockinrranch.com)

Washington
• Bull Hill Guest Ranch (Kettle Falls; www.bullhill.com)
• Flying Horseshoe Ranch (Cle Elum; www.flyinghorseshoeranch.com)
• K-Diamond-K Ranch (Republic; www.kdiamondk.com)
Wyoming

- Eatons’ Ranch (Wolf; www.eatonsranch.com)
- Lazy L&B Ranch (Dubois; www.lazylb.com)
- Paradise Guest Ranch (Buffalo; www.paradiseranch.com)
- The Hideout at Flintner Ranch (Shell; www.thehideout.com)
- The Red Rock Ranch (Jackson Hole; www.theredrockranch.com)
- Triangle X Ranch (Moose; www.trianglex.com)

The Dude Ranchers’ Association provides a directory of guest ranches online at www.duderanch.org/listings_by_state.php.

Top 50 Ranches (www.top50ranches.com) profiles prominent ranches worldwide.

### 38.3 Market Resources

**American Cowboy**, 2520 55th Street, Suite 210, Boulder, CO 80301. (303) 625-1667. (www.americancowboy.com)

Dude Ranchers’ Association, P.O. Box 23047, 1122 12th Street, Cody, WY 82414. (866) 399-2339. (www.duderanch.org)
39

HIKING

39.1 Overview
According to 2015 Sports, Fitness And Leisure Activities Topline Participation Report, by the Sports & Fitness Industry Association (SFIA, www.sfia.com), 36 million people ages six and older take at least one day hike each year. Eight million people take an overnight backpacking hike at least once; 2 million backpack eight or more times.

According to the U.S. Travel Association (USTA, www.ustravel.org), among those who engage in outdoor activities while traveling, 9% hike or backpack, making this the second-most popular type of outdoor recreation, trailing only camping.

39.2 Top Trails
While the backwoods of America abound with an estimated one million regional footpaths, a few are most prominent. Trails (www.trails.com) annually ranks the best trails in North America based on popularity and usage. The top ranked trails in 2016 are presented in Chapter 79 of this handbook.

39.3 National Trails
The following are the three major national trails in the United States:
• Appalachian Trail (2,158 miles): Georgia, North Carolina, Tennessee, Virginia, West Virginia, Maryland, Pennsylvania, New Jersey, New York, Connecticut, Massachusetts, Vermont, New Hampshire, and Maine. A thru-hike takes about 165 days. There are about 2,000 thru-hike attempts each year, according to Adventure, with approximately 400 successful completions. More than three million people use the trail annually, according to the Appalachian Long Distance Hikers Association (www.aldha.org).
• Continental Divide (3,100 miles): New Mexico, Colorado, Wyoming, Idaho, and Montana. There are approximately 25 thru-hikers each year.
• Pacific Crest (2,638 miles): California, Oregon, and Washington. There are about 125 thru-hikers annually.

Minnesota’s 200+ mile Superior Hiking Trail passes mountains, waterfalls, gorges, lakes, wetlands, prairies, and forests as it follows majestic Lake Superior in northern Minnesota from Two Harbors to the Canadian border.
Each of the 57 U.S. National Parks have extensive hiking trails and camping facilities, and all have spectacular views. Clingman’s Dome, along the Appalachian Trail in Great Smoky Mountains National Park (Tennessee), was rated by USA Weekend as one of the 10 Most Beautiful Places in America. Yosemite National Park (California) also ranks among the most scenic. About the size of Rhode Island, the park embraces some 1,200 square miles in the Sierra Nevada Mountains of northern California. The park offers 840 miles of hiking trails that wind through backcountry which comprises 94% of the park. With hundreds of waterfalls plunging down rugged granite escarpments and wildlife that ranges from bears to fish, the park attracts more than 4 million visitors annually.

### 39.4 Best Trails By State

Based on a poll of tourism experts, USA Today compiled the following list of best trails in each state:

**Alabama**
- Hugh S. Branyon Backcountry Trail (between Gulf State Park and Orange Beach; [http://alapark.com/gulfstate/trails](http://alapark.com/gulfstate/trails))

**Alaska**
- Sitka National Historical Park Trail ([www.nps.gov/sitk](http://www.nps.gov/sitk))

**Arizona**

**Arkansas**
- Ozark Highlands Trail ([www.ozarkhighlandstrail.com](http://www.ozarkhighlandstrail.com))

**California**
- Lassen Volcanic National Park ([www.nps.gov/lavo](http://www.nps.gov/lavo))

**Colorado**
- Maroon Lake Trail (near Aspen; [www.fs.usda.gov/whiteriver](http://www.fs.usda.gov/whiteriver))

**Connecticut**
- Devil's Den Preserve ([www.nature.org](http://www.nature.org))

**Delaware**
- Creek Road and Rocky Run (Brandywine Creek State Park; [www.destateparks.com/park/brandywine-creek](http://www.destateparks.com/park/brandywine-creek))

**District of Columbia**
- Rock Creek Park (Washington; [www.nps.gov/rocr](http://www.nps.gov/rocr))
Florida
• Florida Trail (www.floridatrail.org)

Georgia
• Cloudland Canyon State Park (Lookout Mountain; www.gastateparks.org/CloudlandCanyon/)

Hawaii
• Waihee Ridge Trail (Maui; www.hawaiitrails.org)

Idaho
• Tubbs Hill (www.visitidaho.org)

Illinois
• Shawnee National Forest (Garden of the Gods Recreation Area; www.fs.usda.gov/shawnee)

Indiana
• Dunes Nature Preserve (www.in.gov/dnr/naturepreserve/files/Dunes-color.pdf)

Iowa
• Devil’s Backbone (Backbone State Park; www.iowadnr.gov/parks/)

Kansas
• Rocktown Trail (Wilson Reservoir; www.travelks.com)

Kentucky
• Ridge Trail (part of the Daniel Boone Trail; www.backpackcamp.com/CumberlandGap.html)

Louisiana
• Port Hudson State Historic Site (Fort Desperate; www.lastateparks.com)

Maine
• Gulf Hagas Gorge (www.visitmaine.com)

Maryland
• Billy Goat Trail (Chesapeake & Ohio Canal National Historical Park; www.nps.gov/choh)

Massachusetts
• Blue Hills Reservation (Quincy, Dedham, Milton and Randolph; www.mass.gov/eea/agencies/dcr/massparks/region-south/blue-hills-reservation.html)
Michigan
• Scoville Point (Isle Royale National Park; www.nps.gov/isro)

Minnesota
• Superior Hiking Trail (www.shta.org)

Mississippi
• Cypress Swamp Trail (off the Natchez Trace Parkway about 20 miles north of Jackson; www.nps.gov/natr)

Missouri
• Ha Ha Tonka State Park (www.mostateparks.com)

Montana
• Highline Trail (Glacier National Park; www.nps.gov/glac)

Nebraska
• Toadstool Geologic Park (www.visitnebraska.gov)

Nevada
• Ruby Crest National Recreation Trail (Elko; www.exploreelko.com)

New Hampshire
• Champney Brook Trail (about 10 miles west of Conway; www.fs.fed.us/r9/forests/white_mountain)

New Jersey
• Green Trail (Cheesequake State Park; www.njhiking.com)

New Mexico
• Chaco Culture National Historic Park (www.nps.gov/chcu/)

New York
• Adirondacks (www.adk.org)

North Carolina
• Appalachian Trail (www.appalachiantrail.org)

North Dakota
• Maah Daah Hey Trail (www.mdhta.com)
Ohio
• Ledges Trail and Ohio & Erie Canal Towpath Trail (Cuyahoga Valley National Park; www.nps.gov/cuva)

Oklahoma
• Robbers Cave Trail (Robbers Cave State Park; www.oklahomaparks.com)

Oregon
• Deschutes National Forest (www.fs.usda.gov/centraloregon)

Pennsylvania
• Turkey Path (Leonard Harrison State Park; www.dcnr.state.pa.us)

Rhode Island
• Cliff Walk (Newport; www.gonewport.com)

South Carolina
• Magnolia Plantation & Gardens (Charleston; www.magnoliaplantation.com)

South Dakota
• Narrows Walking Trail (about 4 miles north of Lower Brule; www.lbst.org)

Tennessee
• Twin Arches Loop Trail (Big South Fork National River and Recreational Area; www.nps.gov/biso)

Texas
• Guadalupe Peak (Guadalupe Mountains National Park; www.nps.gov/gumo)

Utah
• Delicate Arch (Arches National Park; www.nps.gov/arch)

Vermont
• Mount Independence State Historic Site (www.historicvermont.org)

Virginia
• Old Rag (Shenandoah National Park; www.nps.gov/shen/)

Washington
• Olympic National Park’s Enchanted Valley (www.olympicpeninsulawaterfalltrail.com/enchanted-valley)
West Virginia
• Greenbrier River Trail (www.greenbrierrailtrailstatepark.com)

Wisconsin
• Rock Island State Park (http://dnr.wi.gov/topic/parks/name/rockisland)

Wyoming
• Mystic Falls Trail (Yellowstone National Park; www.nps.gov/yell)

39.5 Hut-to-Hut Hiking
Hut-to-hut hikes – group hikes with lodging stays scheduled as part of the itinerary – have long been popular in Europe. The activity is now emerging in the United States.

The following are some hut-to-hut excursions:
• 10th Mountain Division Hut Association (Colorado; www.huts.org)
• Appalachian Mountain Club (New Hampshire; www.outdoors.org)
• Country Inns Along the Trail (Vermont; www.inntoinn.com)
• Maine Huts & Trails (Maine; www.mainehuts.org)
• The Sisters Country (Oregon; www.thesisterscountry.com)
40.1 State Historical Markers

Across the United States sites of historical significance are designated with placards or markers. The following are guides to markers in each state:

Alabama
- The Alabama Historical Association (www.alabamahistory.net/historical-markers.html)
- The Alabama Historical Commission (www.preserveala.org)

Alaska
- Alaska Historical Society (www.alaskahistoricalsociety.org)

Arizona
- Arizona Memory Project (http://azmemory.azlibrary.gov/cdm/ref/collection/statepubs/id/10100)

Arkansas
- Arkansas Historic Preservation Program (www.arkansaspreservation.com/historical-markers-in-arkansas)

California
- California State Parks Office of Historic Preservation (http://ohp.parks.ca.gov)

Colorado
- History Colorado (www.historycolorado.org/researchers/historic-marker-database)

Connecticut
- Connecticut Historical Society Museum & Library (www.chs.org)

Delaware
- Delaware’s Historic Markers Program (http://archives.delaware.gov/markers/markers-search.shtml)

District of Columbia
- Historical Society of Washington, D.C. (www.historydc.org)
Florida
• Florida Division of Historical Resources (http://dos.myflorida.com/historical/preservation/historical-markers/)

Georgia
• Georgia Historical Society (http://georgiahistory.com)

Hawaii
• State Historic Preservation (http://dlnr.hawaii.gov/shpd)

Idaho
• Idaho State Historical Society (http://history.idaho.gov/highway-historical-markers)

Illinois
• Illinois State Historical Society (www.historyillinois.org/FindAMarker.aspx)

Indiana
• Indiana Historical Bureau (www.in.gov/history/2350.htm)

Iowa
• State Historical Society of Iowa (https://iowaculture.gov/history/sites)

Kansas
• Kansas Historical Society (www.kshs.org/p/kansas-historical-markers/14999)

Kentucky
• Kentucky Historical Society (http://history.ky.gov)

Louisiana
• Louisiana Office of Tourism (www.crt.state.la.us)

Maine
• Maine Historic Preservation Commission (www.maine.gov/mhpc)

Maryland
• Maryland Historical Trust (http://mht.maryland.gov/historicalmarkers/)

Massachusetts
• Massachusetts Historic Commission (www.sec.state.ma.us/mhc/mhcidx.htm)

Michigan
• Michigan Historical Commission (www.michmarkers.com)
Minnesota
• Minnesota Department of Transportation (www.dot.state.mn.us)

Mississippi
• Mississippi Historic Preservation
  (http://mdah.state.ms.us/new/preserve/state-historic-preservation-office/)

Missouri
• State Historical Society of Missouri (http://shs.umsystem.edu/index.shtml)

Montana
• Montana Memory Project
  (http://mtmemory.org/cdm/ref/collection/p267301coll1/id/4345)

Nebraska
• Nebraska State Historical Society (www.nebraskahistory.org/publish/markers/texts)

Nevada
• State Historic Preservation Office (http://shpo.nv.gov/home/historical-markers)

New Hampshire
• New Hampshire Division of Historical Resources (www.nh.gov/nhdhr/markers)

New Jersey
• New Jersey Historic Trust (www.njht.org/dca/njht/touring)

New Mexico
• New Mexico Historic Preservation Division (www.nmhistoricmarkers.org)

New York
• New York State Museum (www.nysm.nysed.gov)

North Carolina
• North Carolina Department of Cultural Resources (www.ncmarkers.com/Home.aspx)

North Dakota
• State Historical Society of North Dakota (http://history.nd.gov/index.html)

Ohio
• Ohio Historical Society (www.remarkableohio.org)

Oklahoma
• Oklahoma Historical Society (www.okhistory.org/sites/markers)
Oregon
• Oregon Travel Experience (http://ortravelexperience.com/oregon-historical-markers/historical-marker-map)

Pennsylvania
• Pennsylvania Historical & Museum Commission
  (www.portal.state.pa.us/portal/server.pt/community/pennsylvania_historical_marker_program/2539)

Rhode Island
• State of Rhode Island Historical Preservation & Heritage Commission
  (www.preservation.ri.gov/resources/library_comm.php)

South Carolina
• State Historic Preservation Office (http://shpo.sc.gov/programs/Pages/Markers.aspx)

South Dakota
• South Dakota Historical Society
  (http://history.sd.gov/preservation/OtherServices/HistoricalMarkers.aspx)

Tennessee
• Tennessee Historical Commission
  (https://tn.gov/environment/article/thc-state-historical-markers)

Texas
• Texas Historical Commission (www.thc.state.tx.us/preserve/projects-and-programs/state-historical-markers)

Utah
• Utah State Historical Society (http://heritage.utah.gov/history/historic-markers)

Vermont
• Vermont Division for Historic Preservation
  (http://historicsites.vermont.gov/roadside_markers)

Virginia
• Virginia Department of Historic Resources
  (www.dhr.virginia.gov/hiway_markers/hwmarker_info.htm)

Washington
• Washington State Department of Transportation
  (www.wsdot.wa.gov/localprograms/scenicbyways/markers.htm)
West Virginia
• West Virginia Archives & History (www.wvculture.org/history/markers.html)

Wisconsin

Wyoming
• State Historic Preservation Office (http://wyoshpo.state.wy.us/MM/Index.aspx)

40.2 Historical Marker Database

Historical Marker Database (HMDB, www.hmdb.org), managed by an organization of self-directed volunteers, is an illustrated and searchable online catalog of worldwide historical roadside and other permanent outdoor markers, monuments, and plaques.

HMDB listed 132,172 markers as of April 2016, distributed by category as follows:
• 20th century: 2,207
• Abolition & Underground Railroad: 478
• African-Americans: 2,773
• Agriculture: 1,292
• Air & Space: 984
• Animals: 561
• Antebellum, Southern U.S.: 994
• Arts, letters, music: 1,544
• Bridges & viaducts: 885
• Cemeteries & Burial sites: 3,388
• Charity & Public works: 1,443
• Churches: 5,365
• Civil rights: 775
• Colonial era: 4,615
• Communications: 624
• Disasters: 518
• Education: 3,813
• Entertainment: 1,265
• Environment: 911
• Exploration: 1,285
• Forts, Castles: 2,264
• Fraternal and Sororal organizations: 1,050
• Government: 1,874
• Heroes: 1,295
• Hispanic-Americans: 278
<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horticulture &amp; Forestry:</td>
<td>735</td>
</tr>
<tr>
<td>Industry &amp; Commerce:</td>
<td>7,211</td>
</tr>
<tr>
<td>Man-made features:</td>
<td>2,809</td>
</tr>
<tr>
<td>Native-Americans:</td>
<td>3,547</td>
</tr>
<tr>
<td>Natural features:</td>
<td>861</td>
</tr>
<tr>
<td>Natural resources:</td>
<td>877</td>
</tr>
<tr>
<td>Notable buildings:</td>
<td>8,112</td>
</tr>
<tr>
<td>Notable events:</td>
<td>3,002</td>
</tr>
<tr>
<td>Notable persons:</td>
<td>7,547</td>
</tr>
<tr>
<td>Notable places:</td>
<td>4,057</td>
</tr>
<tr>
<td>Patriots &amp; Patriotism:</td>
<td>3,306</td>
</tr>
<tr>
<td>Political subdivisions:</td>
<td>1,019</td>
</tr>
<tr>
<td>Politics:</td>
<td>1,762</td>
</tr>
<tr>
<td>Railroads &amp; Streetcars:</td>
<td>2,242</td>
</tr>
<tr>
<td>Roads &amp; Vehicles:</td>
<td>2,513</td>
</tr>
<tr>
<td>Science &amp; Medicine:</td>
<td>1,050</td>
</tr>
<tr>
<td>Settlements &amp; Settlers:</td>
<td>9,888</td>
</tr>
<tr>
<td>Sports:</td>
<td>775</td>
</tr>
<tr>
<td>War of 1812:</td>
<td>1,045</td>
</tr>
<tr>
<td>War, French and Indian:</td>
<td>523</td>
</tr>
<tr>
<td>War, Mexican-American:</td>
<td>275</td>
</tr>
<tr>
<td>War, Spanish-American:</td>
<td>368</td>
</tr>
<tr>
<td>War, Texas Independence:</td>
<td>281</td>
</tr>
<tr>
<td>War, U.S. Civil:</td>
<td>12,221</td>
</tr>
<tr>
<td>War, U.S. Indian:</td>
<td>1,038</td>
</tr>
<tr>
<td>War, U.S. Revolutionary:</td>
<td>4,592</td>
</tr>
<tr>
<td>War, Vietnam:</td>
<td>975</td>
</tr>
<tr>
<td>War, World I:</td>
<td>1,481</td>
</tr>
<tr>
<td>War, World II:</td>
<td>2,579</td>
</tr>
<tr>
<td>Waterways &amp; Vessels:</td>
<td>3,000</td>
</tr>
</tbody>
</table>
41

HISTORIC SITES

41.1 Overview

According to the Survey of Public Participation in the Arts, by the National Endowment of the Arts (www.arts.gov), 24.9% of U.S. adults visit a historic site each year.

According to a survey by the U.S. Travel Association (www.ustravel.org) and Smithsonian, 81% of U.S. adults who traveled in the previous year, or 118 million people, are considered historic/cultural travelers. These travelers reportedly spend 36% more (excluding cost of transportation) on historic/cultural trips compared to the average U.S. traveler, making historic/cultural travelers a lucrative market for destinations and attractions.

41.2 Visitor Demographics

The National Endowment for the Arts provides the following demographic distribution of U.S. adults visiting historic sites:

**Gender**

- Female: 52.8%
- Male: 47.2%

**Age**

- 18-to-24: 11.2%
- 25-to-34: 18.2%
- 35-to-44: 20.1%
- 45-to-54: 22.0%
- 55-to-64: 16.5%
- 65-to-74: 8.5%
- 75 and over: 3.4%

**Ethnicity**

- African-American: 5.7%
- Caucasian: 81.6%
- Hispanic: 7.5%
- Other: 5.1%
Education
• Grade school: 0.8%
• Some high school: 3.6%
• High school graduate: 17.8%
• Some college: 31.1%
• College graduate: 29.1%
• Graduate school: 17.7%

Income
• Less than $10K: 2.3%
• $10K to $20K: 4.2%
• $20K to $30K: 6.3%
• $30K to $40K: 8.7%
• $40K to $50K: 8.4%
• $50K to $75K: 21.1%
• $75K to $100K: 17.2%
• $100K to $150K: 17.1%
• $150K and over: 14.7%

The proportion of adults who visit art museums and historic sites are as follows:

Gender
• Female: 25.4%
• Male: 24.4%

Ethnicity
• African-American: 12.6%
• Caucasian: 29.5%
• Hispanic: 14.0%
• Other: 20.0%

Age
• 18-to-24: 21.9%
• 25-to-34: 25.7%
• 35-to-44: 26.8%
• 45-to-54: 28.0%
• 55-to-64: 27.6%
• 65-to-74: 24.1%
• 75 and over: 11.2%

Education
• Grade school: 3.8%
• Some high school: 9.1%
• High school graduate: 14.6%
• Some college: 28.4%
College graduate: 39.4%
Graduate school: 48.1%

Income
- Less than $10K: 10.3%
- $10K to $20K: 11.4%
- $20K to $30K: 13.9%
- $30K to $40K: 19.9%
- $40K to $50K: 23.2%
- $50K to $75K: 26.8%
- $75K to $100K: 32.6%
- $100K to $150K: 41.2%
- $150K and over: 47.3%

41.3 Publically and Privately Operated Historic Sites
Most historic sites are operated by the National Park Service, state park services, or local governmental agencies. There are also some privately operated historic sites.

According to IBISWorld (www.ibisworld.com), there are 1,115 privately operated historic sites in the United States; combined revenue is $1.0 billion.

41.4 Market Resources
*Historic Sites in the U.S.*, IBISWorld, June 2016.
(www.ibisworld.com/industry/default.aspx?indid=1641)
42.1 Market Assessment
The U.S. Fish and Wildlife Service (FWS, www.fws.gov) conducts the National Survey of Fishing, Hunting, and Wildlife Related Recreation every five years, most recently in 2012. According to the survey, 13.7 million people 16 years old and older hunt. Of those who hunt, 21% travel to other states to do so.

According to the FWS survey, 13.7 million hunters spend an average of 17 days hunting each year. Big game hunting is the most popular type of hunting, with almost 11.6 million hunters devoted to the sport. Small game hunting attracts 4.5 million to the activity, there are 2.6 million migratory bird hunters, and 2.2 million hunters seek other animals such as raccoons and feral pigs. Annual spending for these activities is as follows:

- Big game: $16.9 billion
- Small game: $2.6 billion
- Migratory birds: $1.8 billion
- Other animals: $0.9 billion
- Nonspecific: $11.6 billion

Hunters spent more than $33.7 billion each year.

42.2 Hunting Trips
According to FWS, hunters take 257 million hunting trips each year. Trip-related spending on food, lodging, transportation, and other trip costs totals $10.4 billion. Distribution of trip-related expenditures is as follows:

- Private transportation: $4.5 billion
- Food: $3.8 billion
- Lodging: $0.6 billion
- Public transportation: $0.3 billion
- Other trip costs: $1.8 billion

The average expenditure per hunter is $2,465.
Of the total number of hunters, 12.9 million hunt within their home state and 1.9 million hunt out of state.
Away-from-home participation rates by region is as follows:
• East South Central: 11%
• West North Central: 10%
• East North Central: 7%
• West South Central: 7%
• Mountain: 6%
• Middle Atlantic: 5%
• New England: 4%
• South Atlantic: 4%
• Pacific: 3%

Comparing results from the 2007 FWS survey with those of the 2012 survey reveals the number of hunters increased by a modest 1% over the period. Hunting-related expenditures, however, increased 8.2% during the period.

42.3 Market Trends
From pheasant lodges in South Dakota to elk-hunting resorts in New Mexico, owners are renovating their facilities to be able to offer recreational activities for families and entice couples for romantic getaways. Corporate executives are increasingly buying properties to build outdoor resorts for business clients as well as for themselves and their families, according to Helen Sevier, publisher of Stratos, a magazine for corporate and private jet owners. Some 80% of Stratos readers hunt or fish.

More than 100 trade shows for hunting, fishing, and shooting fill U.S. convention halls, with exhibitor space growing 3% a year, according to Tradeshows Week magazine. The annual SHOT show, the largest of the hunting trade events, draws 40,000 people and 1,700 manufacturers to Las Vegas every February, according to the National Shooting Sports Foundation (www.nssf.org), the event sponsor.

Cabela’s, Bass Pro Shops, Gander Mountain, and other outdoor sporting goods retailers are huge attractions. Some of the megastores boast forest and waterfall displays, gun and archery ranges, museum-like dioramas of wildlife, and huge aquariums.

42.4 Private Hunting Ranches
‘Shooting ranches’ that stock and fence-in wild game for paying hunters date to the early 1990s and have recently increased in popularity.
According to a study by the Agricultural and Food Policy Center at Texas A&M University, there are over 2,600 shooting ranches in the U.S. They are supported by some 7,000 deer-and-elk breeding operations that sell animals at auction for as much as $10,000 apiece. Combined, the breeding operations and hunting ranches have become a $3 billion business, according to The Wall Street Journal.
43.1 Condé Nast Traveler Readers’ Choice Awards
The 2016 Condé Nast Traveler Readers’ Choice Awards ranked favorite U.S. islands as follows:
1. Maui, HI
2. Kauai, HI
3. Oahu, HI
4. Big Island, HI
5. Sea Island, GA
6. Aquidneck Island (Newport), RI
7. Hilton Head, SC
8. Kiawah Island, SC
9. Longboat Key, FL
10. Amelia Island, FL

43.2 Travel + Leisure World’s Best Awards
The 2016 Travel + Leisure World’s Best Awards ranked the best U.S. islands as follows:
Continental United States
1. Hilton Head, SC
2. Kiawah Island, SC
3. Mount Desert Island, ME
4. Nantucket, MA
5. San Juan Islands, WA
7. Florida Keys
8. Cumberland Island, GA
9. Mackinac Island, MI
10. Martha’s Vineyard, MA
Hawaii
1. Maui
2. Kauai
3. Hawaii, the Big Island
4. Oahu
5. Lanai

43.3 TripAdvisor's Travelers' Choice Poll
The 2016 Travelers' Choice poll by TripAdvisor (www.tripadvisor.com) ranked the best islands in the United States as follows:
1. Maui, HI
2. Key West, FL
3. Oahu, HI
4. Island of Hawaii, HI
5. Mount Desert Island, ME
6. Hilton Head, SC
7. Amelia Island, FL
8. Marco Island, FL
9. Chincoteague Island, VA
10. Mackinac Island, MI

43.4 USA Today's Readers' Choice Poll
The 2016 Readers' Choice poll by USA Today (www.10Best.com) ranked the best U.S. islands as follows:
1. Puerto Rico
2. Mackinac, MI
3. Whidbey Island, WA
4. Mount Desert, ME
5. Amelia Island, FL
6. Assateague Island, VA/MD
7. Dauphin Island, AL
8. Kauai, HI
9. Block Island, RI
10. Hilton Head, SC
44.1 Market Assessment

About one-fifth of adults, or over 30 million people, have taken an educational trip to learn or improve a skill, sport, or hobby in the past three years, according to a recent survey by the U.S. Travel Association (USTA, www.ustravel.org).

Overall, educational travelers are more likely than total U.S. travelers to be men (56%), younger (39 years, average age), college graduates (49%), professional or managerial (38%), have children in the household (51%), and have a higher annual household income ($75,000 mean annual household income).

According to Virtuoso (www.virtuoso.com), a luxury travel network comprised of over 300 agencies, the most popular educational travel experiences are as follows:

- Archaeological exploration
- Cooking school
- Foreign-language immersion
- Genealogy research
- Sports lessons

44.2 Artistic Getaways

Several programs let travelers engage in artistic endeavors. The following are some examples:

- Snow Farm (www.snowfarm.org), in Williamsburg, Massachusetts, offers dozens of classes ranging from photography to sculpture to landscape painting.
- In Montana, Triple Creek Ranch (www.triplecreekranch.com) hosts artist-led workshops called Spectrum of Color & Artistry during weekends in October.
- At the Museum of Glass (Tacoma, WA; www.museumofglass.org) travelers can learn glass-blowing at a school founded by famed artisan Dale Chihuly.

Other art getaways are listed online at www.art.shawguides.com.
44.3 Educational Cruises

Pairing learning with cruising is another niche within travel and tourism. Crystal Cruises' Creative Learning Institute, for example, presents a series of interactive classes as well as an array of wellness seminars. One program with Cleveland Clinic includes specialists leading seminars on such topics as neurology, cardiology, arthritis, and osteoporosis. The cruise line also partners with Berlitz, the world’s premier language services firm, to offer complimentary foreign language instruction. Spanish is offered on most cruises, and many itineraries feature instruction in a language of the region visited. Parsons School of Design offers introductory classes in fine art, floral design, and interior design through its partnership with the cruise line.

Of course, educational cruises are still a vacation. Between lectures, travelers can partake in the usual pampering, like spa treatments and gourmet dining.

44.4 Language and Culture Vacations

Traveling across the globe for language immersion courses has long appealed to professionals needing to enhance their language skills and families wanting to introduce their children to authentic foreign dialects. Vacations such as these can last for as little as three days to as long as six months and more. Travelers taking these types of vacations sometimes chose to stay with a host family to also be part of everyday life in the country they're visiting. In addition to learning the language, vacationers are also usually introduced to the history, art, politics, and contemporary culture of the region.

The Monterey Institute of International Studies (www.miis.edu), a California-based affiliate of Middlebury College, trains matriculating students during the school year. But for its three-week winter intensive in January, people of all skill levels gather to study Arabic, Chinese, French, Russian, and Spanish. Monterey also offers eight-week summer intensives.

44.5 Science-Based Adventures

Archeology trips typically offer travelers the opportunity to participate in an excavation. Paleontology tours are usually more involved and can include visits to museums or scientific sites and quarry digs. These tours are mostly led by scholars.

A growing number of paleontologists are allowing patrons to participate in dinosaur digs. Some include the Dinosaur Journey Museum (www.dinodigs.org), Judith River Dinosaur Institute (www.montanadinosaurdigs.com), PaleoWorld Research Foundation (www.paleoworld.org), Timescale Adventures Research and Interpretive Center (www.timescale.org), and The Wyoming Dinosaur Center (www.wyodino.org).

Each year more than 500 field scientists ask the not-for-profit Earthwatch Institute (www.earthwatch.org) to pair them with volunteers for various projects. Past projects have included excavating a Mayan village and tagging turtles in an Australian river. Lead scientists train participants onsite, and whether they are documenting marine life on a coral reef in Micronesia or doing a dig in the flatlands of Thailand, they
make contributions.

A total of 1,910 meteorites have been found in the U.S., according to the Meteoritical Society (www.meteoriticalsociety.org), and a few small towns are turning these discoveries into tourist attractions. Greensburg, Kansas (population 1,398), for example, attracts about 28,000 people annually to see its half-ton meteorite and other attractions. A 1,430 pound meteorite valued at over $1 million, one of the largest ever found, was discovered in nearby Haviland, Kansas (population 590). A biophysicist in Haviland offers site tours along a six-mile long strewn field and allows patrons to look for fragments.

44.6 Writers’ Workshops

Aspiring writers, and those who simply enjoy literature, attend dozens of writers’ workshops that are held throughout the country. The following are some of the more recognized events:

- The Aspen Summer Words Writing Retreat and Literary Festival (Aspen, CO; www.aspenwriters.org), considered The Sundance Film Festival of literary publishing, has been held annually in June since 1975.
- The Fine Arts Work Center (Provincetown, MA; www.fawc.org), where writers and visual artists compare notes in one of the most accepting and inspiring locales, is the oldest, continuous art colony in the country. From June to August there are summer-long, week-long, and weekend classes as well as public readings in the Stanley Kunitz Reading Room.
- During June and July the University of Iowa sponsors The Summer Writing Festival (Iowa City, IA; www.iowasummerwritingfestival.org), where published authors guide workshops on a wide range of writing styles, including short stories, novels, personal essays, and memoirs.
- Tennessee Williams specified in his will that a memorial fund be established to encourage creative writing; his wishes are carried out each July at the Sewanee Writers’ Conference (Sewanee, TN; www.sewaneewriters.org).
- Named one of the Top Ten writers’ conferences in the United States by USA Today, the Taos Summer Writers’ Conference (www.unm.edu/~taosconf/) is an annual gathering that draws writers from all over the country to the inspirational setting of Taos, New Mexico. Known for its inclusive, nurturing community, the Taos Conference offers numerous weeklong and weekend workshops in fiction, poetry, nonfiction, and screenwriting. The conference is held in June.
45.1 Overseas Patients

U.S. hospitals provide some of the best medical care in the world and have always attracted wealthy foreigners.

Most hospitals do not disclose their international patient volumes, but analysts estimate the number of foreign patients admitted to U.S. hospitals in the tens of thousands each year. Richard K. Miller & Associates estimates the annual market at $2.0 billion.

Shannon O’Kelley, executive director of international and corporate care at New York-Presbyterian Hospital, estimates that about 3% of U.S. inpatient admissions at academic medical centers and other specialized facilities come from abroad. Since patients typically bring family and colleagues with them, each dollar foreign patients spend on inpatient care is estimated to generate another $3 of spending elsewhere in the U.S. economy, including spending for lodging, hospitality, and shopping.

Nine hospitals in the Philadelphia area joined to establish Philadelphia International Medicine (www.philadelphiamedicine.com), a company focused on marketing to foreign patients. The group’s international services center helps patients and their families with travel arrangements to the U.S. and also provides interpreters.

At least three U.S. hospitals are tapping the market for patients from Asia. The Cleveland Clinic has a Global Patient Services program that focuses on India and Japan. Johns Hopkins Hospital has developed consulting and referral relationships with providers in India, Japan, and Singapore. Seattle’s Swedish Medical Center has launched an international healthcare program aiming to increase its foreign-patient base from Asia.

45.2 Traveling Abroad for Medical Procedures

Just as U.S. hospitals are attracting patients from abroad, hospitals in other countries are also competing strongly for the world market.

McKinsey & Co. (www.mckinsey.com) estimated 60,000 to 85,000 patients from the U.S. travel abroad annually for treatment at foreign hospitals. Most aren’t seeking low-cost care, but rather the latest treatments, more advanced technology, or better quality care. Taking into account cosmetic and dental procedures, the number of U.S. patients traveling abroad is much higher than the McKinsey & Co. estimate.
Josef Woodman, author of *Patients Beyond Borders* (2007, Healthy Travel Media), estimates that more than 150,000 Americans travel abroad annually for healthcare. Others put the number as high as 400,000.

Cost is the primary driver attracting patients in countries such as Asian locales. A heart bypass costs $8,000 to $15,000 in Thailand or India, compared with $25,000 to $35,000 in the United States. In addition to excellent medical care, Asian healthcare services offer patients limo pick-up and convalescence time in a hotel.

Medical tourism companies, in collaboration with specialist travel agents, have sprung up across the U.S., and some insurance plans are encouraging these endeavors. Some companies are even encouraging their employees to seek health services abroad, and some reimburse employees a percentage of what is saved in medical costs. In some instances, corporate health plans can save 50% of medical costs, even if the employer pays for the worker to spend recovery time in a upscale hotel. *HR Magazine* foresees that corporations and their health plans may soon cover medical tourism as a standard health benefit.

Approximately 120 foreign hospitals are certified by Joint Commission International, a subsidiary of the Joint Commission (www.jointcommission.org), which accredits U.S. hospitals. Among the top destinations, Southeast Asia, Mexico, Costa Rica, and Panama are expected to become popular for medical care.

Overseas dentistry is also becoming popular with some cost-conscious Americans. Hungary, where dental care costs are about one-quarter of those in the U.S., is recognized as one of the major destinations for dental tourism. Small cities like Mosonmagyarovar and Sopron have been dubbed “dental meccas,” with each having about 150 dentists supported primarily by patients from abroad.

The Medical Tourism Association (www.medicaltourismassociation.com) has developed a website where U.S. residents can access information on medical tourism, identify hospitals and providers, and learn about patient outcomes.

### 45.3 Market Resources
Medical Tourism Association, 10130 Northlake Boulevard, Suite 214, West Palm Beach, FL 33412. (561) 791-2000. (www.medicaltourismassociation.com)
46.1 Mountain Attractions

Mountains rank with beaches and metropolitan areas among the three most popular categories of tourist destinations. Mountain regions attract tourists for their beauty, outdoor recreation, and serenity. Camping and skiing in mountain regions generate $5 billion and $6 billion, respectively, each year in the United States.

46.2 Mountain Towns

Small mountain towns are strong competition for tourism with major metropolitan areas. For example, Helen, with a population of 518, is the third most popular tourist destination in Georgia. Only Atlanta, with a metropolitan area population of 6.16 million, and Savannah (347,600 population) attract more people than the Bavarian-style village.

The following mountain towns have been recognized as among the most popular small town tourist destinations in the United States (sources: Forbes Travel, Frommer’s, Midwestern Living, and Rough Guides, USA Today, and various online sources):

- Asheville, NC
- Aspen, CO
- Beaver Creek, CO
- Bend, OR
- Bishop, CA
- Boone, NC
- Boulder, CO
- Bozeman, MT
- Breckenridge, CO
- Catskill, NY
- Copper Mountain, CO
- Crested Butte, CO
- Dillon, MT
- Gatlinburg, TN
- Girdwood, AK
- Helen, GA
- Hood River, OR
- Jackson, WY
- Keystone, CO
- Lake Placid, NY
- Lewisburg, WV
- Livingston, MT
- Manitou Springs, CO
- Moab, UT
- Montpelier, VT
- Saugerties, NY
- Steamboat Springs, CO
- Stowe, VT
- Talkeetna, AK
- Taos, NM
- Telluride, CO
- Vail, CO
- Wallace, ID
- Whitefish, MT
46.3 Economic Impact

The following is an assessment of the economic impact of tourism in some of the mountain regions of the United States:

Adirondack Mountains
• According to *The Economic Impact of Tourism in New York State*, a report by the New York State Department of Economic Development (www.esd.ny.gov), tourists spend $1.1 billion in the Adirondacks each year.

Black Hills & Badlands
• According to a recent assessment by the Rapid City Convention and Visitors Bureau (www.visitrapidcity.com), tourism in the Black Hills, Badlands, and Lakes region has an $810 million economic impact for the state of South Dakota. Tourism supports 28,000 jobs in South Dakota, or one out of 11 jobs in the state.

Blue Ridge Mountains
• A recent study by the National Park Service reported that visitors to the Blue Ridge Parkway spend $902 million annually in communities near the park. That spending supports 12,168 jobs in the local area. The Blue Ridge Parkway, which connects Shenandoah National Park to the Great Smoky Mountains National Park, had 15.1 million visitors in 2015.

Catskill Mountains
• A study commissioned by the Catskill Center for Conservation and Development, Catskill Mountainkeeper, and Catskill Heritage Alliance assessed that outdoor recreation in the Catskills creates an annual economic impact of almost $115 million, with almost 2.5 million visitors, and supports 2,413 jobs.

Great Smoky Mountains
• The National Park Service assesses that Great Smoky Mountains National Park provides an economic hub generating over $718 million a year for surrounding tourist communities. The park received 10.7 million visitors in 2015.

Pocono Mountains
• According to the Pocono Mountains Visitors Bureau (www.800poconos.com), visitor spending by the 25 million people who visit the region totals $2.4 billion annually.

Southern Rocky Mountains [Colorado Rockies]
• According to *Colorado Travel Impacts*, a report by the Colorado Tourism Office (www.colorado.com), annual direct spending by overnight travelers in the mountains region of Colorado totals $3.4 billion. This region includes Aspen, Breckenridge, Steamboat Springs, Telluride, Vail, and other ski resort areas. Spending by overnight travelers in the Pikes Peak region is an additional $1.2 billion.
**46.4 Market Resources**
Adirondack Regional Tourism Council, P.O. Box 911, Lake Placid, NY 12946.  
www.visitadirondacks.com


Black Hills & Badlands Tourism Association, 1851 Discovery Circle, Rapid City, SD 57701.  (www.blackhillsbadlands.com)

Blue Ridge Travel Association of Virginia, P.O. Box 1395, Wytheville, VA 24382.  (www.virgiabiablueridge.org)

Catskill Mountainkeeper, P.O. Box 1000, Livingston Manor, NY 12758.  
(www.catskillmountainkeeper.com)

Great Smoky Mountains Association, P.O. Box 130, Gatlinburg, TN 37738.  (865) 436-7318.  (www.smokiesinformation.org)

Northeast Georgia Mountains Travel Association, PO Box 464, Gainesville, GA 30503.  
(www.georgiamountains.org)

Pocono Mountains Visitors Bureau, 1004 Main Street, Stroudsburg, PA 18360.  
(570) 421-5791.  (www.800poconos.com)
47

NATIONAL HISTORIC & SCENIC TRAILS

47.1 Overview

The National Park Service (www.nps.gov) created the National Trails System in 1968. There are two categories of designated trails: National Historic Trails and National Scenic Trails.

47.2 National Historic Trails

Designated heritage trails are becoming recognized as a unique experience for travelers. The trail concept offers the opportunity for existing attractions to join together with a promotional campaign that can increase tourism.

There are 19 National Historic Trails, as follows:

- Ala Kahakai National Historic Trail (175 miles; Hawaii)
- California National Historic Trail (5,665 miles; Missouri, Kansas, Nebraska, Colorado, Wyoming, Idaho, Utah, Nevada, Oregon, California)
- Captain John Smith Chesapeake National Historic Trail (3,000 miles; Virginia, Maryland, Delaware, District of Columbia)
- El Camino Real de los Tejas National Historic Trail (2,580 miles; Louisiana, Texas)
- El Camino Real de Tierra Adentro National Historic Trail (404 miles; Louisiana, Texas)
- Iditarod National Historic Trail (2,350 miles; Alaska)
- Juan Bautista de Anza National Historic Trail (1,200 miles; Arizona, California)
- Lewis and Clark National Historic Trail (3,700 miles; Illinois, Missouri, Kansas, Iowa, Nebraska, South Dakota, North Dakota, Montana, Idaho, Oregon, Washington)
- Mormon Pioneer National Historic Trail (1,300 miles; Iowa, Illinois, Nebraska, Wyoming, Utah)
- Nez Perce (Nee-Me-Poo) National Historic Trail (1,170 miles; Oregon, Idaho, Montana)
- Old Spanish National Historic Trail (2,700 miles; Arizona, California, Colorado, Nevada, New Mexico, Utah)
- Oregon National Historic Trail (2,170 miles; Kansas, Missouri, Nebraska, Wyoming, Idaho, Oregon)
- Overmountain Victory National Historic Trail (275 miles; North Carolina, South Carolina, Tennessee, Virginia)
• Pony Express National Historic Trail (1,966 miles; California, Colorado, Kansas, Missouri, Nebraska, Nevada, Utah, Wyoming)
• Santa Fe National Historic Trail (1,203 miles; Colorado, Kansas, Missouri, New Mexico, Oklahoma)
• Selma to Montgomery National Historic Trail (54 miles; Alabama)
• Star-Spangled Banner National Historic Trail (290 miles; District of Columbia, Maryland)
• Trail of Tears National Historic Trail (2,200 miles; Alabama, Arkansas, Georgia, Illinois, Kentucky, Missouri, North Carolina, Oklahoma, Tennessee)
• Washington-Rochambeau Revolutionary Route National Historic Trail (600 miles; Connecticut, Delaware, District of Columbia, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia)

47.3 National Scenic Trails

There are 10 National Scenic Trails (NSTs). Among the requirements: at least a hundred continuous, non-motorized miles with outstanding recreation opportunities. The most recent NST trails were designated in 2013, Congress designated the Arizona Trail and the Pacific Northwest Trail.

The NSTs are as follows:
• Appalachian National Scenic Trail (Maine to Georgia)
• Arizona National Scenic Trail (Arizona)
• Continental Divide National Scenic Trail (Montana, Wyoming, Colorado, New Mexico)
• Florida National Scenic Trail (Florida)
• Ice Age National Scenic Trail (Wisconsin)
• Natchez Trace National Scenic Trail (Mississippi, Tennessee)
• North Country National Scenic Trail (Michigan, Minnesota, New York, North Dakota, Ohio, Pennsylvania, Wisconsin)
• Pacific Crest National Scenic Trail (California, Oregon, Washington)
• Pacific Northwest National Scenic Trail (Idaho, Montana, Washington)
• Potomac Heritage National Scenic Trail (District of Columbia, Maryland, Pennsylvania, Virginia)

47.4 Market Resources
National Trails System, National Park Service. (www.nps.gov/nts/nts_trails.html)
NATIONAL HISTORIC LANDMARKS

48.1 Overview
National Historic Landmarks (NHLs) are nationally significant historic places designated by the Secretary of the Interior because they possess exceptional value or quality in illustrating or interpreting the heritage of the United States. The NHL program is coordinated by the National Park Service (www.nps.gov).

There were 2,603 National Historic Landmarks as of April 2016.

48.2 Landmarks By State
As of July 2016, the number of NHLs by state were as follows:

- Alabama: 39
- Alaska: 49
- Arizona: 45
- Arkansas: 16
- California: 145
- Colorado: 26
- Connecticut: 61
- Delaware: 13
- District of Columbia: 74
- Florida: 45
- Georgia: 50
- Hawaii: 33
- Idaho: 10
- Illinois: 89
- Indiana: 40
- Iowa: 25
- Kansas: 25
- Kentucky: 32
- Louisiana: 56
- Maine: 44
- Maryland: 73
- Massachusetts: 189
- Michigan: 42
- Minnesota: 25
- Mississippi: 39
- Missouri: 37
- Montana: 29
- Nebraska: 20
- Nevada: 8
- New Hampshire: 23
- New Jersey: 58
- New Mexico: 46
- New York: 268
- North Carolina: 38
- North Dakota: 6
- Ohio: 72
- Oklahoma: 22
- Oregon: 17
- Pennsylvania: 167
- Rhode Island: 45
- South Carolina: 76
- South Dakota: 16
- Tennessee: 30
- Texas: 46
- Utah: 14
- Vermont: 18
- Virginia: 122
- Washington: 25
• West Virginia: 16
• Wisconsin: 42
• Wyoming: 25
• U.S. Territories: 23

48.3 Market Resources
National Historic Landmarks Program, National Park Service. (www.nps.gov/nhl/)
49

NATIONAL SCENIC BYWAYS

49.1 Overview

The National Scenic Byways Program is part of the U.S. Department of Transportation, Federal Highway Administration (www.fhwa.dot.gov). Established under the Intermodal Surface Transportation Efficiency Act of 1991, the program is an effort established to help recognize, preserve and enhance selected roads throughout the United States. The program was reauthorized and expanded significantly in 1998 under TEA-21 and again under SAFETEA-LU in 2005.

The U.S. Secretary of Transportation recognizes certain roads as National Scenic Byways based on one or more archeological, cultural, historic, natural, recreational, and scenic qualities.


49.2 List Of National Scenic Byways

The following is a list of National Scenic Byways:

• A1A Scenic & Historic Coastal Byway (Florida)
• Acadia All-American Road (Maine)
• Alabama’s Coastal Connection (Alabama)
• Alaska’s Marine Highway (Alaska)
• Amish Country Byway (Ohio)
• Arroyo Seco Historic Parkway - Route 110 (California)
• Ashley River Road (South Carolina)
• Baltimore’s Historic Charles Street (Maryland)
• Beartooth Highway (Montana, Wyoming)
• Big Bend Scenic Byway (Florida)
• Billy the Kid Trail (New Mexico)
• Blue Ridge Parkway (North Carolina, Virginia)
• Brandywine Valley Scenic Byway (Delaware)
• Cascade Lakes Scenic Byway (Oregon)
• Cherohala Skyway (North Carolina, Tennessee)
• Cherokee Hills Byway (Oklahoma)
• Chesapeake Country Scenic Byway (Maryland)
• Chinook Scenic Byway (Washington)
• City of Las Vegas, Las Vegas Boulevard National Scenic Byway (Nevada)
• Coal Heritage Trail (West Virginia)
• Colonial Parkway (Virginia)
• Colorado River Headwaters Byway (Colorado)
• Connecticut River Byway (Massachusetts, New Hampshire, Vermont)
• Connecticut State Route 169 (Connecticut)
• Copper Country Trail (Michigan)
• Coronado Trail Scenic Byway (Arizona)
• Coulee Corridor Scenic Byway (Washington)
• Country Music Highway (Kentucky)
• Creole Nature Trail (Louisiana)
• Crowley’s Ridge Parkway (Arkansas, Missouri)
• Death Valley Scenic Byway (California)
• Delaware River Scenic Byway (New Jersey)
• Dinosaur Diamond Prehistoric Highway (Colorado, Utah)
• East Tennessee Crossing (Tennessee)
• Ebbetts Pass Scenic Byway (California)
• Edge of the Wilderness (Minnesota)
• Edisto Island National Scenic Byway (South Carolina)
• El Camino Real (New Mexico)
• Energy Loop: Huntington/Eccles Canyons Scenic Byway (Utah)
• Flaming Gorge-Uintas National Scenic Byway (Utah)
• Flint Hills Scenic Byway (Kansas)
• Florida Black Bear Scenic Byway (Florida)
• Florida Keys Scenic Highway (Florida)
• Forest Heritage National Scenic Byway (North Carolina)
• Frontier Pathways Scenic and Historic Byway (Colorado)
• George Parks Highway Scenic Byway (Alaska)
• George Washington Memorial Parkway (Virginia)
• Geronimo Trail Scenic Byway (New Mexico)
• Glenn Highway (Alaska)
• Gold Belt Tour Scenic and Historic Byway (Colorado)
• Grand Mesa Scenic and Historic Byway (Colorado)
• Grand Rounds Scenic Byway (Minnesota)
• Great Lakes Seaway Trail (New York, Pennsylvania)
• Great River Road (Arkansas, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Mississippi, Missouri, Tennessee, Wisconsin)
• Gunflint Trail Scenic Byway (Minnesota)
• Haines Highway - Valley of the Eagles (Alaska)
• Harriet Tubman Underground Railroad Byway (Maryland)
• Hells Canyon Scenic Byway (Oregon)
• Highland Scenic Highway (West Virginia)
• Historic Bluff Country Scenic Byway (Minnesota)
• Historic Columbia River Highway (Oregon)
• Historic National Road (Illinois, Indiana, Maryland, Ohio, Pennsylvania, West Virginia)
- Historic Route 66 (Arizona, Illinois, New Mexico, Oklahoma)
- Illinois River Road (Illinois)
- Indian River Lagoon National Scenic Byway (Florida)
- Indiana’s Historic Pathways (Indiana)
- International Selkirk Loop (Idaho, Washington)
- Jemez Mountain Trail (New Mexico)
- Journey Through Hallowed Ground Byway (Maryland, Pennsylvania, Virginia)
- Kaibab Plateau-North Rim Parkway (Arizona)
- Kancamagus Scenic Byway (New Hampshire)
- Lake Erie Coastal Ohio Trail (Ohio)
- Lake Tahoe - Eastshore Drive (Nevada)
- Lakes to Locks Passage (New York)
- Lariat Loop Scenic and Historic Byway (Colorado)
- Las Vegas Strip (Nevada)
- Lincoln Heritage Scenic Highway (Kentucky)
- Lincoln Highway (Illinois)
- Loess Hills Scenic Byway (Iowa)
- Logan Canyon Scenic Byway (Utah)
- McKenzie Pass-Santiam Pass Scenic Byway (Oregon)
- Meeting of the Great Rivers Scenic Route (Illinois)
- Merritt Parkway (Connecticut)
- Midland Trail (West Virginia)
- Millstone Valley Scenic Byway (New Jersey)
- Minnesota River Valley Scenic Byway (Minnesota)
- Mohawk Towpath Byway (New York)
- Mountains to Sound Greenway - I-90 (Washington)
- Mt. Hood Scenic Byway (Oregon)
- Natchez Trace Parkway (Alabama, Mississippi, Tennessee)
- Native American Scenic Byway (North Dakota, South Dakota)
- Nebo Loop Scenic Byway (Utah)
- North Shore Scenic Drive (Minnesota)
- Northwest Passage Scenic Byway (Idaho)
- Ohio & Erie Canalway (Ohio)
- Ohio River Scenic Byway (Illinois, Indiana, Ohio)
- Old Canada Road Scenic Byway (Maine)
- Ormond Scenic Loop & Trail (Florida)
- Outback Scenic Byway (Oregon)
- Outer Banks Scenic Byway (North Carolina)
- Pacific Coast Scenic Byway - Oregon (Oregon)
- Paul Bunyan Scenic Byway (Minnesota)
- Payette River Scenic Byway (Idaho)
- Pend Oreille Scenic Byway (Idaho)
- Peter Norbeck Scenic Byway (South Dakota)
- Pioneer Historic Byway (Idaho)
• Pyramid Lake Scenic Byway (Nevada)
• Rangeley Lakes Scenic Byway (Maine)
• Red River Gorge Scenic Byway (Kentucky)
• Red Rock Scenic Byway (Arizona)
• Religious Freedom Byway (Maryland)
• River Road Scenic Byway (Michigan)
• Rogue-Umpqua Scenic Byway (Oregon)
• Route 1 - Big Sur Coast Highway (California)
• Route 1 - San Luis Obispo North Coast Byway (California)
• Russell-Brasstown National Scenic Byway (Georgia)
• San Juan Skyway (Colorado)
• Santa Fe Trail (Colorado, New Mexico)
• Savannah River Scenic Byway (South Carolina)
• Scenic Byway 12 (Utah)
• Scenic Byway 143 - Utah’s Patchwork Parkway (Utah)
• Schoodic Scenic Byway (Maine)
• Selma to Montgomery March Byway (Alabama)
• Seward Highway (Alaska)
• Sheyenne River Valley Scenic Byway (North Dakota)
• Sky Island Scenic Byway (Arizona)
• Skyline Drive (Virginia)
• Staunton-Parkersburg Turnpike (West Virginia)
• Stevens Pass Greenway (Washington)
• Strait of Juan de Fuca Highway - SR 112 (Washington)
• Talimena Scenic Drive (Arkansas, Oklahoma)
• Talladega Scenic Drive (Alabama)
• Tioga Road/Big Oak Flat Road (California)
• Top of the Rockies (Colorado)
• Trail of the Ancients (Colorado, Utah)
• Trail of the Mountain Spirits Scenic Byway (New Mexico)
• Trail Ridge Road/Beaver Meadow Road (Colorado)
• Turquoise Trail (New Mexico)
• Volcanic Legacy Scenic Byway (California, Oregon)
• Washington Heritage Trail (West Virginia)
• West Cascades Scenic Byway (Oregon)
• Western Heritage Historic Byway (Idaho)
• Wetlands and Wildlife Scenic Byway (Kansas)
• White Mountain Trail (New Hampshire)
• White Pass Scenic Byway (Washington)
• Wichita Mountains Byway (Oklahoma)
• Wilderness Road Heritage Highway (Kentucky)
• Woodlands Trace (Kentucky, Tennessee)
• Woodward Avenue (M-1) - Automotive Heritage Trail (Michigan)
49.3 Market Resources
National Scenic Byways Program, Federal Highway Administration.
(www.fhwa.dot.gov/hep/scenic_byways/)
50.1 Pop Culture-Themed Museums

With the cost and availability of world-class art being beyond the budgets of most cities, and with most key historic themes already exploited by museums, cities have begun to look to other themes to develop museums. Pop culture themes, for example, have proven to be popular with tourists and local patrons.

The following are popular pop culture-themed museums:

Country Music Hall of Fame and Museum (Nashville, TN; www.countrymusichalloffame.com)
- The Country Music Hall of Fame and Museum preserves the evolving history and traditions of country music. The museum recently unveiled a $100 million expansion, doubling its size to 350,000 sq. ft. of galleries, archival storage, education classrooms, retail stores, and special event space. Approximately 250,000 people visit the museum annually.

EMP Museum (Seattle, WA; www.empmuseum.org)
- EMP Museum, formerly known as Experience Music Project, is dedicated to contemporary popular culture. EMP Museum was founded by Microsoft co-founder Paul Allen in 2000 and is housed in a building designed by Frank O. Gehry. Approximately 400,000 people visit the EMP Museum annually.

Geppi’s Entertainment Museum (Baltimore, MD; www.geppismuseum.com)
- Privately owned Geppi’s Entertainment Museum chronicles the history of pop culture in America from the 17th century to today as made popular in newspapers, magazines, comic books, movies, television, radio, and video games. It features a large and varied collection of pop culture memorabilia, including movie posters, toys, buttons, badges, cereal boxes, trading cards, dolls, figurines, and many other items.

Newseum (Washington, DC; www.newseum.org)
- The Newseum, an interactive museum of news and journalism, is located in downtown Washington. The original Newseum, located in Arlington, closed in 2002 and reopened at its present location in 2008. The museum drew more than 2.25 million visitors during its first five years of operation at the new location.

Rock and Roll Hall of Fame (Cleveland, OH; www.rockhall.com)
- The Rock and Roll Hall of Fame and Museum is dedicated to archiving the history of
some of the best-known and most influential artists, producers, engineers, and others who have, in some major way, influenced the music industry. Since opening in 1995, the Rock Hall has hosted more than 8.5 million visitors and has had a cumulative economic impact to Cleveland estimated at more than $1.8 billion. Approximately 400,000 people visit the Rock ‘N Roll Hall of Fame annually.

**Stax Museum of American Soul Music** (Memphis, TN; [www.staxmuseum.com](http://www.staxmuseum.com))

- Located in the former studios of Stax Records, the Stax Museum of American Soul Music opened in 2003. The 17,000 sq. ft. museum houses more than 2,000 videos, films, photographs, original instruments used to record Stax hits, stage costumes, interactive exhibits, and other items of memorabilia. Approximately 100,000 people visit the museum annually.

**The Paley Center For Media** (New York, NY; [www.paleycenter.org](http://www.paleycenter.org))

- Formerly the Museum of Television and Radio, Paley Center is a not-for-profit organization funded to collect and preserve television and radio programs and to make these programs available to the public. The museum first opened in Manhattan in 1991; a second location opened in 1996 in Los Angeles. More than 150,000 programs are in its collection.

### 50.2 Movie Studios and Set Locales

The two Universal Studio locations give visitors studio tours as part of their theme park experiences. The Hollywood location ([www.universalstudioshollywood.com](http://www.universalstudioshollywood.com)) receives 5.0 million annual visitors; the Orlando location ([www.universalorlando.com](http://www.universalorlando.com)) host 6 million visitors each year.

- There are three other Hollywood studio tours, as follows:
  - Paramount Pictures Studio Tour ([www.paramountstudiotour.com](http://www.paramountstudiotour.com))
  - Sony Pictures Studio ([www.sonypicturesstudiostours.com](http://www.sonypicturesstudiostours.com))

Thousands of movie buffs each year make pilgrimages to the sites where their favorite movies were filmed.

One of the most successful conversions of a film set into a tourist attraction is the Field of Dreams Movie Site (Dyersville, IA; [www.fodmoviesite.com](http://www.fodmoviesite.com)). The site has drawn more than 1 million visitors since it opened in 1989.

The following are other popular movie locales:

**New York, New York**

- Tours of movie sites ([http://gonyc.about.com/od/travelitineraries/a/new_york_movies.htm](http://gonyc.about.com/od/travelitineraries/a/new_york_movies.htm)) include sailing past the Statue of Liberty like Barbra Streisand in *Funny Girl*, walking the streets of De Niro’s Little Italy, avoiding King Kong atop the Empire State Building, window-shopping at Tiffany & Co., passing the tenements of *West Side Story* (West 109th Street) where Natalie Wood and Richard Beymer were star-
crossed lovers, and visiting the Cotton Club in Harlem. \textit{Armageddon}, the apocalyptic film starring Bruce Willis, and \textit{Superman: The Movie}, among other films, were shot at Grand Central Station. Times Square was a setting in numerous movies including \textit{Borat, Hancock, Last Action Hero}, and \textit{Spiderman}.

\textbf{Pittsburgh, Pennsylvania}

- The 1978 film \textit{Dawn of the Dead} takes place in the Monroeville Mall. Events like “Zombie Fest” and “Walk of the Dead” celebrate the filming.

Lists of movie sites are available online at the following websites:
- \url{http://movie-locations.com}
- \url{http://movielocationsguide.com}
- \url{www.seeing-stars.com/locations}

\textbf{50.3 Television Series Settings}

Settings for television series are popular stops for tourists, even long after shows are cancelled.

There are generally lines at the door of Gold and Silver Pawn Shop, with fans waiting to visit the setting for The History Channel’s \textit{Pawn Stars}. A Readers Choice Poll by \textit{USA Today} ranked the shop the number one attraction in Las Vegas, ahead of the Bellagio fountains, the Canals and Gondolas at Venetian, the Fremont Street Experience, and Wynn’s Lake of Dreams.

The Bull and Finch Pub (\url{www.cheersboston.com}), located on Beacon Hill in Boston, where exterior shots for the TV show \textit{Cheers} were filmed, remains popular.

\textbf{50.4 Celebrity-Focused Attractions}

West Hollywood, California, a popular tourist destination for movie fans, offers the following attractions:
- Each year, 5.5 million tourists visit the Hollywood Walk of Fame and Grauman’s Chinese Theatre.
- Rudolph Valentino and many other stars of the early cinema are buried in the Hollywood Forever Cemetery. The cemetery hosts outdoor movies weekly throughout the summer.
- Several bus tours take tourists through the celebrity neighborhoods of greater Los Angeles – passing the grand estates of stars and other film icons.
- Shrine Auditorium, home of the Oscars, was designated a Los Angeles Historic-Cultural Monument in 1975.

The following are sites regularly visited by tourists paying homage to two of America’s most popular celebrities:
Elvis Presley
- The tiny two-room house in Tupelo, Mississippi, where Elvis Presley was born in January 1935, is open to the public.
- Lauderdale Courts, the brick apartment buildings once home to the Presleys, is a popular attraction in Memphis. Tourists can now stay in refurbished #328, the actual apartment where Elvis and his parents lived.
- Elvis attended Humes High School in Memphis, where he played guitar before school and was in the school’s talent show. The school is still active but gives tours.
- Elvis bought virtually all his clothing at Lansky Brothers on Beale Street in Memphis. The store moved to the Peabody Hotel in 1981, and among its many designer brands is a line of exclusive Elvis-inspired fashions called Clothier to the King.
- More than 600,000 people visit Graceland, Elvis Presley’s home in Memphis, every year.

Marilyn Monroe
- Forever Marilyn, a three-story statue, was relocated to Palm Springs from Chicago in April 2014. The park where the statue resides hosts the annual Palm Springs International Film Festival.
- Marilyn Monroe and baseball legend Joe DiMaggio married in San Francisco in January 1954 and spent their wedding night in Paso Robles at Clifton Motel, now the Clifton Apartments. The El Paso de Robles Historical Society celebrates the anniversary with a festival.
- Marilyn Monroe spent a great deal of time on Long Island, and her most iconic pin-up shots are believed to have been shot on Tobay Beach. After she became Mrs. Arthur Miller, she and her famous playwright husband stayed at Stony Hill Farm on Amangansett.
- Some Like it Hot, arguably Marilyn’s most notable film, was filmed at Coronado Beach.

50.5 Nostalgic Sites
The following sites recapture the culture of the 1960s and are popular among tourists:

Haight-Ashbury
- Haight-Ashbury, in San Francisco, was the epicenter for the hippy subculture in the late 1960s. Many buildings in the district, such as The Red Victorian hotel, retain their facades from the era.
- The Haight-Ashbury Street Fair is held on the second Sunday of June each year and attracts thousands of people. Five blocks of Haight Street are closed to vehicular traffic, and a sound stage is set up at each end.
Woodstock
• The 1969 Woodstock Music and Art Fair festival took place on a portion of Max Yasgur's Dairy Farm in Bethel, New York. Bethel and the nearby city of Woodstock are popular tourist destinations.
• The Museum at Bethel Woods Center for the Arts (www.bethelwoodscenter.org) is designed to preserve the historic site and presents the story of Woodstock and the 1960s era.
51

PRESIDENTIAL SITES

51.1 Presidential Libraries

A network of 13 presidential libraries is administered by the Office of Presidential Libraries (www.archives.gov/presidential-libraries), part of the National Archives and Records Administration. Additionally, some libraries which maintain records of past presidents are administered by states, like the Abraham Lincoln Presidential Library and Museum in Springfield, Illinois. These libraries serve as repositories for preserving and making available the papers, records, collections and other historical materials of past presidents.

Presidential Libraries are as follows:

- John Quincy Adams: Stone Library at Adams National Historical Park (Quincy, MA; www.nps.gov/adam/historyculture/collections.htm)
- Abraham Lincoln Presidential Library and Museum (Springfield, IL; www.alplm.org)
- Ulysses S. Grant Presidential Library, (Starkville, MI: www.usgrantlibrary.org)
- Rutherford B. Hayes Presidential Center (Fremont, OH; www.rbhayes.org)
- William McKinley Presidential Library and Museum (Canton, OH; www.mckinleymuseum.org)
- Woodrow Wilson Presidential Library (Staunton, VA; www.woodrowwilson.org)
- Calvin Coolidge Presidential Library and Museum (Northampton, MA; www.forbeslibrary.org/coolidge/coolidge.shtml)
- Herbert Hoover Presidential Library and Museum (West Branch, IA; www.hoover.archives.gov)
- Franklin D. Roosevelt Presidential Library and Museum (Hyde Park, NY; www.fdrlibrary.marist.edu)
- Harry S. Truman Presidential Library & Museum (Independence, MO; www.trumanlibrary.org)
- Dwight D. Eisenhower Presidential Library (Abilene, KS; www.eisenhower.archives.gov)
- John F. Kennedy Presidential Library and Museum (Dorchester, MA; www.jfklibrary.org)
- LBJ Presidential Library (Austin, TX; www.lbjlibrary.org)
- Nixon Presidential Library & Museum (Yorba Linda, CA; www.nixonlibrary.gov)
- Gerald R. Ford Presidential Library (Ann Arbor, MI; www.ford.utexas.edu)
- Jimmy Carter Library & Museum (Atlanta, GA; www.jimmycarterlibrary.gov)
- Ronald Reagan Presidential Foundation & Library (Simi Valley, CA; www.reaganfoundation.org)
• George Bush Presidential Library and Museum (College Station, TX; http://bushlibrary.tamu.edu)
• Clinton Presidential Center (Little Rock, AR; www.clintonpresidentialcenter.org)
• George W. Bush Presidential Library and Museum (University Park, TX; www.georgewbushlibrary.smu.edu)

51.2 President’s Homes and Historic Sites
The following links to a list of president’s homes and historic sites: www.rkma.com/travel.presidents.pdf.

51.3 President’s Gravesites
Gravesites of U.S. presidents, all of which are open to visitors, are as follows:
• George Washington: Mt. Vernon (near Arlington, VA)
• John Adams: Quincy, MA
• Thomas Jefferson: Monticello (Charlottesville, VA)
• James Madison: Montpelier (Montpelier Station, VA)
• James Monroe: Hollywood Cemetery (Richmond, VA)
• John Quincy Adams: Quincy, MA
• Andrew Jackson: The Hermitage (near Nashville, TN)
• Martin Van Buren: Kinderhook, NY
• William Henry Harrison: North Bend, OH
• John Tyler: Hollywood Cemetery (Richmond, VA)
• James Knox Polk: Tennessee State Capital (Nashville, TN)
• Zachary Taylor: Louisville, KY
• Millard Fillmore: Forest Lawn Cemetery (Buffalo, NY)
• Franklin Pierce: Concord, NH
• James Buchanan: Woodland Hill Cemetery (Lancaster, PA)
• Abraham Lincoln: Oak Ridge Cemetery (Springfield, IL)
• Andrew Johnson: Greeneville, TN
• Ulysses S. Grant: New York, NY
• Rutherford Richard Hayes: Fremont, OH
• James A. Garfield: Lakeview Cemetery (Cleveland, OH)
• Chester A. Arthur: Albany, NY
• Grover Cleveland: Princeton Cemetery (Princeton, NJ)
• Benjamin Harrison: Crown Hill Cemetery (Indianapolis, IN)
• William McKinley: Canton, OH
• Theodore Roosevelt: Oyster Bay, NY
• William H. Taft: Arlington National Cemetery (Arlington, VA)
• Woodrow Wilson: Washington National Cathedral (Washington, DC)
• Warren G. Harding: Marion, OH
• Calvin Coolidge: Plymouth, VT
• Herbert C. Hoover: West Branch, IA
• Franklin D. Roosevelt: Hyde Park, NY
• Harry S. Truman: Independence, MO
• Dwight D. Eisenhower: Abilene, KS
• John F. Kennedy: Arlington National Cemetery (Arlington, VA)
• Lyndon B. Johnson: Stonewall, TX
• Richard Nixon: Yorba Linda, CA
• Ronald Reagan: Ronald Reagan Presidential Library (Simi Valley, CA)
RAILWAY EXCURSIONS

52.1 Scenic and Tourists Excursions
According to the Association of Tourist Railroads and Railway Museums (ATRRM, www.atrrm.org), more than five million people each year take trips on restored, vintage railroads in the United States.

There are approximately 300 privately operated tourist railroads, about 150 of which operate coal-burning locomotives. Most are listed in the annual Tourist Trains Guidebook (Kalmbach Books). Just about every state has some type of tourist railroad or museum, and new ones continue to open.

52.2 Scheduled Rail Excursions
The following are some of the most popular scheduled rail excursions:
- Alaska Railroad (www.akrr.com): Anchorage to Fairbanks
- Arcade & Attica (www.arcadeandatticarr.com): Arcade to Curriers, New York
- Arkansas & Missouri Railroad (www.amrailroad.com): Boston Mountains, from Springdale to Van Buren, Arkansas
- Austin & Texas Central Railroad (www.austinsteamtrain.org): Texas
- Black Hills Central (www.1880train.com): South Dakota
- Boone & Scenic Valley Railroad (www.scenic-valleyr.com): Iowa
- Cass Scenic Railroad (www.cassrailroad.com): West Virginia
- Conway Scenic Railroad (www.conwayscenic.com): New Hampshire
- Cumbres & Toltec Scenic Railroad (www.cumbrestoltec.com): New Mexico
- Cuyahoga Valley Scenic Railroad (www.cvsr.com): Ohio
- Durango & Silverton Narrow Gauge Railroad (www.durangotrain.com): Colorado
- Durbin & Greenbrier Valley Railroad (www.mountainrail.com): West Virginia
- Fillmore & Western Railway (www.fwry-blog.com): Santa Clara Valley, California
- Grand Canyon Railway (www.thetrain.com): Arizona
- Great Smoky Mountain Railroad (www.gsmr.com): North Carolina
- Heber Valley Railroad (www.hebervalleyrr.org): Utah
- Hocking Valley Scenic Railway (www.hvsr.com): Ohio
The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Train Rides as follows:

1. Cumbres and Toltec Scenic Railroad (Between Chama, NM and Antonito, CO)
2. Durango and Silverton Narrow Gauge Railroad (Between Durango and Silverton, CO)
3. Cass Scenic Railroad (between Cass and Bald Knob, WV)
4. Napa Valley Wine Train (Between Napa and St Helena, CA)
5. White Pass & Yukon Route Railroad (Between Skagway, AK and Whitehorse, Yukon)
6. Great Smoky Mountain Railroad (Round trips from Bryson City, NC)
7. Mount Washington Cog Railway (To the top of Mount Washington, NH)
8. Western Maryland Scenic Railroad (Between Cumberland and Frostburg, MD)
9. Grand Canyon Railway (Between Williams and Grand Canyon, AZ)
10. Empire Builder (Between Chicago and Portland/Seattle)

52.3 Market Resources
Association of Tourist Railroads and Railway Museums, P.O. Box 1189, Covington, GA 30015. (770) 278-0088. (www.atrrm.org)
53.1 Boat Ownership

According to *Recreational Boating Statistics*, published in August 2015, and the 56th annual report by the United States Coast Guard (www.uscg.mil), 11.8 million recreational boating vehicles are registered in the United States, a decrease of 1.6% from the previous year.

Registrations by state are as follows:

- Alabama: 262,926
- Alaska: 50,123
- Arizona: 124,425
- Arkansas: 206,283
- California: 728,679
- Colorado: 83,683
- Connecticut: 99,658
- Delaware: 59,337
- District of Columbia: 1,963
- Florida: 873,507
- Georgia: 321,740
- Hawaii: 12,033
- Idaho: 86,270
- Illinois: 274,906
- Indiana: 212,466
- Iowa: 221,939
- Kansas: 82,016
- Kentucky: 174,358
- Louisiana: 307,059
- Maine: 106,328
- Maryland: 178,573
- Massachusetts: 135,750
- Michigan: 789,458
- Minnesota: 809,292
- Mississippi: 133,406
- Missouri: 294,009
- Montana: 47,427
- Nebraska: 86,778
- Nevada: 44,196
Twenty states account for 75% of registered boats. Boating is most popular in California, Florida, Michigan, and Minnesota; these states each account for about 10% of registrations. New York, Texas, and Wisconsin each account for 5% or more of registered boats.

53.2 Market Assessment

According to the National Marine Manufacturers Association (NMMA, www.nmma.org), the total economic impact of recreational boating is $121.5 billion. The boating industry generated $36.7 billion from sales of recreational boats, accessories, and marine services.

The following states lead the U.S. in sales of new powerboats, motorboats, trailers, and accessories:

- Florida: $1.96 billion
- Texas: $1.18 billion
- Michigan: $656 million
- Delaware: $574 million
- Minnesota: $557 million
- New York: $552 million
- Wisconsin: $519 million
- North Carolina: $508 million
• Louisiana: $478 million
• California: $432 million

*Boat Dealers Industry Profile*, a February 2016 report by First Research (www.firstresearch.com), assesses that the U.S. boat dealership sector includes about 4,700 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about $12 billion. Major companies include MarineMax (www.marinemax.com) and West Marine (www.westmarine.com). The industry is fragmented: the 50 largest dealers generate less than 30% of revenue.

### 53.3 Boat Shows

Boat shows are popular with boat owners, renters, and those who simply love boating.

NMMA hosts 16 boat and sport shows throughout the United States. Scheduled for 2016 are boat shows in Atlanta, GA; Atlantic City, NJ; Baltimore, MD; Boston, MA; Chicago, IL; Kansas City, MO; Los Angeles, CA; Louisville, KY; Miami, FL; Minneapolis, MN; Nashville, TN; New York, NY; and St. Louis, MO. Progressive Insurance has title sponsorship for the events.

The largest is the Miami International Boat Show, which celebrated its 75th year in 2016. Held February 11-15, *The Miami Herald* reported attendance at 100,000.

### 53.4 Marinas

*Marinas Industry Profile*, published in February 2016 by First Research (www.firstresearch.com), estimates there are 3,646 commercial marinas, excluding private yacht clubs, with combined annual revenue of $4 billion. A typical marina has 50 to 100 slips.

About 40% of marina revenue comes from slip and storage fees, 15% from maintenance, and 10% from fuel sales, 5% from food sales, and 5% from marine equipment sales.

More than 90% of U.S. marina operators have only one location. The largest operators are California Yacht Marina, Flagship Marinas, Marinas International, and Westrec Marinas.

IBISWorld (www.ibisworld.com) assesses the marina business similar to First Research, estimating there are 3,800 marinas in the United States with combined revenue of $4 billion.

### 53.5 Market Resources

(www.ibisworld.com/industry/default.aspx?indid=1654)

Marinas Industry Profile, First Research, May 2016.
(www.firstresearch.com/Industry-Research/Marinas.html)

National Marine Manufacturers Association, 231 S. LaSalle Street, Suite 2050, Chicago, IL 60604. (312) 946-6200. (www.nmma.org)

Recreational Boating & Fishing Foundation, 500 Montgomery Street, Suite 300, Alexandria, VA 22314. (703) 519-0013. (http://takemefishing.org)
54.1 Market Assessment

According to the Recreation Vehicle Industry Association (RVIA, www.rvia.org), there are nearly 30 million RV enthusiasts in the U.S., including renters, with over 9 million RVs on the road. Nearly one in 10 U.S. households own at least one RV.

Wholesale shipments of RVs have been as follows (source: RVIA):

- 2000: 300,100
- 2001: 256,800
- 2002: 311,000
- 2003: 320,800
- 2004: 370,100
- 2005: 384,400
- 2006: 390,500
- 2007: 353,400
- 2008: 237,000
- 2009: 165,700
- 2010: 242,300
- 2011: 253,300
- 2012: 285,900
- 2013: 321,100
- 2014: 356,700
- 2015: 374,200
- 2016: 381,100

In 2016, 87% of shipments were towable RVs; 13% were motorhomes. The retail value of RV sales in 2016 was approximately $15.3 billion.

The top destinations for RV shipments are as follows:

- Texas: 8.6% of total shipments
- California: 6.4% of total shipments
- Michigan: 4.6% of total shipments
- Florida: 4.0% of total shipments
- Ohio: 3.7% of total shipments

According to the National Association of RV Parks & Campgrounds (ARVC, www.arvc.org), nearly 23 million adults, about 10% of the total population, have taken an overnight trip to a campground or RV park/resort within the past two years. There are approximately 16,000 commercial campgrounds in the U.S.

54.2 Demographics

According to a recent University of Michigan study commissioned by RVIA, the typical RV owner is 49 years old and married, with an annual household income of $68,000 – higher than the median for all households. RV owners are likely to own their
homes and spend most of their disposable income on travel – in particular, logging an average of 4,500 miles and 28-to-35 days annually RVing.

RV sales will grow as aging Baby Boomers swell the age demographic in which RV ownership is highest. According to Dr. Richard Curtin at the University of Michigan, one-in-10 vehicle-owning households in the 50-to-64 age group own at least one RV.

The fastest-growing group of RV owners is people ages 18-to-34. New products such as sports-utility RVs – as well as hip ad campaigns like the Go RVing campaign – have helped attract younger buyers.

54.3 The RV Traveler Lifestyle

Value is only part of the reason RV owners choose the lifestyle. In a survey conducted by the RVIA, 80% said RVing strengthens family bonds; 73% said that going RVing has resulted in a closer relationship with their spouse. Flexibility and convenience, comfort, and the lure of the outdoors are a few other reasons why people choose the RV experience.

The RVIA found that camping is the favorite activity families enjoy during their RV trips. Taking scenic drives (72%) and hiking/walking (67%) also rank high on the list of favorite activities of RVing families.

Public and privately owned RV parks and campgrounds – there are more than 16,000 nationwide – are found near popular destinations, along major tourist routes, and even in metropolitan areas. These campgrounds appeal to travelers by offering a variety of activities to keep the whole family happy, including swimming pools, game rooms, playgrounds, and snack bars. Surrounding public lands are popular for hiking, fishing, whitewater rafting, and many other outdoor recreational opportunities enjoyed by RVers. RV travelers seeking a resort atmosphere are especially attracted to the growing number of luxury RV resorts with facilities such as tennis courts, golf courses, and health spas.

The American Camper: Profiles and Perspectives, a report by the ARVC, provided the following assessment of lifestyle and leisure activities of active campers and RV owners:

- Eighty percent (80%) of RV owners utilized family-oriented RV parks/resorts during the past year.
- Seventy-eight percent (78%) of RV owners have enjoyed exploring nature while staying in an RV park/resort.
- Sixty-three percent (63%) of RV owners find that being close to nature is extremely important when selecting an RV park/resort.
- Sixty-two percent (62%) of RV owners visited a historic or cultural site.
- Forty-nine percent (49%) of RV owners participated in bird or animal watching while staying in an RV park/resort.
- Forty-eight percent (48%) of RV owners took a trip with extended family, including their children.
- Twenty-two percent (22%) of RV owners stressed the importance of the availability of activities for children and teens at or near the campground or RV park/resort.
An assessment by International Demographics (www.themediaaudit.com) found the metropolitan areas with the highest percentage of households that owned an RV as follows:

- Reno, NV: 13.6%
- Boise, ID: 13.1%
- Eugene-Springfield, OR: 13.1%
- Salt Lake City, UT: 12.4%
- Spokane, WA: 10.9%
- Seattle-Tacoma, WA: 9.4%
- Portland, OR: 9.1%
- Albuquerque, NM: 8.3%
- Tulsa, OK: 8.2%
- Colorado Springs, CO: 8.1%

54.4 Top Rated RV Campgrounds and Resorts

Based on a survey of more than 30,000 camping and RV enthusiasts evaluating guest experiences at 3,000 campgrounds, the following RV parks and resorts affiliated with ARVC are designated “A” Grade Campgrounds and RV Resorts:

- Anaheim Resort RV Park (Anaheim, CA; www.anaheimresortrvpark.com)
- Ashland Resort (Northfork, WV; www.atvresort.com)
- Beaver Dam Campground (Berwick, ME; www.beaverdamcampground.com)
- Camp A Way (Lincoln, NE; www.campaway.com)
- Cherry Hill Park (College Park, MD; www.cherryhillpark.com)
- D & W Lake Camping and RV Park (Champaign, IL; www.dwlake.com)
- Far Horizons 49er Village RV Resort (Plymouth, CA; www.49ervillage.com)
- Kalyumet Camping & Cabins (Lucinda, PA; www.kalyumet.com)
- Lake George RV Park (Lake George, NY; www.lakegeorgervpark.com)
- Las Vegas RV Resort (Las Vegas, NV; www.lasvegasrvresort.com)
- Leaf Verde RV Resort (Buckeye, AZ; www.leafverde.com)
- Meadowcliff Lodge & RV Resort (Covington, CA; www.meadowcliff.com)
- Mill Creek Ranch RV Resort (Canton, TX; www.millcreekranchrv.com)
- Misty River Cabins & RV Resort (Walland, TN; www.mistyriverrv.com)
- Moose River Campground (Saint Johns, VT; www.mooserivercampground.com)
- Mountain Vista Campground (East Stroudsburg, PA; www.mtnvistacampground.com)
- Pioneer Campground (Laporte, PA; www.pioneercampground.com)
- Pismo Coast Village RV Resort (Pismo Beach, CA; www.pismocoastvillage.com)
- Red Apple Campground (Kennebunkport, ME; www.redapplecampground.com)
- River’s Edge Campground (Connellsville, PA; www.campriversedge.com)
- Shadow Hills RV Resort (Indio, CA; www.shadowhillsrvresort.com)
- The Springs at Borrego RV Resort and Golf Course (Borrego Springs, CA; www.springsatborrego.com)
• The Vineyards Campground & Cabins (Grapevine, TX; www.vineyardscampground.com)
• Wine Country RV Resort (Paso Robles, CA; www.winecountryrvresort.com)
• Wishon Village RV Park (Shaver Lake, CA; www.wishonvillage.com)
• Yellowstone Holiday Campground (West Yellowstone, MT; www.yellowstoneholiday.com)

54.5 Market Resources
National Association of RV Parks & Campgrounds, 9085 E. Mineral Circle, Suite #200, Centennial, CO 80112. (303) 681-0401. (www.arvc.org)

Recreation Vehicle Industry Association, 1896 Preston White Drive, Reston, VA 20191. (703) 620-6003. (www.rvia.org)
ROMANTIC DESTINATIONS & HONEYMOONS

55.1 Romantic Getaways
According to the U.S. Travel Association (USTA, www.ustravel.org), more than 42 million Americans take at least one trip each year to attend a wedding, go on a honeymoon, or celebrate an anniversary. This equates to 20% of all U.S. adults traveling for romance-related purposes each year.

USTA found that romance-related travel is most popular among Baby Boomers – 41% of romance travelers are in this demographic. Sixty-seven percent (67%) of romance-related travelers are married, and 38% have annual household incomes of $50,000 or more.

A recent survey by USTA found that 72% of U.S. adults believe traveling inspires romance.

55.2 Romantic Destinations
Among the readers of Condé Nast Traveler, at least 50% of whom are seasoned romantic travelers, 83% travel for romance as an opportunity to spend time alone with their partner. Almost 50% hope to rejuvenate an existing romance, a little more than 10% plan to propose or try to solve relationship problems, and 8% travel to meet someone new. To make a romantic trip work, survey participants said they look for good weather, privacy, and scenery. Luxurious accommodations and great food and wine are important, too.

Among selected major cities, a poll by Travel + Leisure identified the following as the best cities for romance:
- Carmel, CA
- Honolulu, HI
- San Francisco, CA
- Charleston, SC
- Savannah, GA
- Santa Barbara, CA
- Santa Fe, NM
- Aspen, CO

55.3 Destination Weddings
Destination weddings, generally held at romantic or exotic locales, make up 24% of weddings, according to The Knot.

The average budget for a destination wedding is $28,000, with 60% of destination couples paying for the wedding themselves. Guests at a destination
wedding spend an average of $400 to attend.

Las Vegas is the most popular destination for weddings. Approximately 150,000 couples are married in Las Vegas each year, representing about 6% of the some 2.2 million marriages in the United States. Unlike the low-budget wedding chapel weddings for which the city is famous, most Las Vegas weddings are extravagant affairs.

55.4 Honeymoon Travel

The honeymoon segment is a $12 billion-dollar-a-year industry. On average, this accounts for 14% of the wedding budget.

Couples spend an average $4,466 on their honeymoon, three times as much as the average U.S. adult spends on a vacation. The length of an average honeymoon is eight days. Luxury honeymooners, which comprise 15% of the market, spend an average of $9,954 and vacation for 11 days.

An estimated 1.4 million U.S. couples per year go on honeymoon. Among couples who choose a traditional wedding, 99% take a honeymoon, and 62% of couples pay for most of their honeymoon on their own. Of all honeymoon trips, 37% are to domestic locations; 63% are to foreign locales. Ten percent (10%) of newlyweds take cruises for their honeymoon.

55.5 Honeymoon Destinations

Facebook assessed users who posted that they were just married and then checked in from their honeymoon. This assessment found the top U.S. honeymoon destinations as follows:

1. Las Vegas, NV
2. Lahaina, Maui, HI
3. Honolulu, HI
4. Lihue, Kauai, HI
5. Key West, FL
6. Poipu, Kauai, HI
7. Kihel, Maui, HI
8. Gatlinburg, TN
9. New York, NY
10. Lake Buena Vista, FL

The top international honeymoon destinations were as follows:

1. Playa del Carmen, Mexico
2. Cancun, Mexico
3. Punta Cana, Dominican Republic
4. Montego Bay, Jamaica
5. Antalya, Turkey
6. Castries, St. Lucia
7. Gramado, Brazil
8. Bodrum, Turkey
9. Gros Islet, St. Lucia
10. Malé, Maldives

55.6 Valentine's Day Travel

In the American Travel Behavior Survey, conducted by The Harris Poll (www.theharrispoll.com) for Hotwire (www.hotwire.com), adults said they prefer to plan a weekend trip around Valentine’s Day more than any other non-major holiday of the year. Travelers often find Valentine’s Day weekend trips more affordable than other holiday travel because many destinations are in their off-season.

Hotwire suggests the following destinations for Valentine’s Day weekend trips:

• Chicago, IL
• Las Vegas, NV
• Los Angeles, CA
• Miami, FL
• New York, NY
• Orlando, FL
• Phoenix, AZ
• San Diego, CA
• San Francisco, CA
• Washington, DC

55.7 Anniversary Travel

A Readers’ Choice poll by USA Today (www.10Best.com) ranked the best destinations for an anniversary trip as follows:
1. Kauai, HI
2. Sedona, AZ
3. Telluride, CO
4. Charleston, SC
56

SCUBA TRAVEL

56.1 Market Assessment

William Cline Company (www.williamcline.com), a scuba industry consultancy, estimates the U.S. dive industry at $3.2 billion, 72% of which is travel-generated revenue. Following 3% to 5% growth in 2007, spending in the segment has been relatively flat through 2014.

There are three million certified scuba divers in the United States, according to the Sports & Fitness Industry Association (www.sfia.com), six times the number in the early 1980s. Approximately 35% of U.S. divers are women.

According to the Diving Equipment and Marketing Association (www.dema.org), there are between 2.7 million and 3.5 million active scuba divers in the United States. The median age of active scuba divers is 46; 76% are male. For comparison, there are approximately 11 million snorklers in the U.S. Among those who recently purchase diving equipment, mean household income is $155,900.

The fastest-growing part of the scuba travel industry is “live-aboards,” 100-foot luxury yachts that carry 10 to 20 divers from one isolated dive location to the next. Typical costs are $1,700 per person per week.

Popular among divers are big aquatic animal encounters, such as swimming with and photographing giant manta rays near Baja California, dolphins in The Bahamas and Mexico, stingrays in the Cayman Islands, or hammerhead sharks near Costa Rica’s Cocos Island.

56.2 Top Dive Destinations

Rodale’s Scuba Diving identified the following top dive areas in the U.S.:

- Catalina Island, CA
- Channel Islands, CA
- Islamorada, FL
- Key Largo, FL
- Looe Key, FL
- Marathon, FL
- Monterey, CA
- Morehead City, NC
- Panama City, FL
- West Palm Beach, FL
Catalina Island, off the coast of southern California, is considered by many the birthplace of American scuba diving.

The Florida Keys is one of the most-visited scuba destinations in the United States. Looe Key is known for its healthy reefs, snorkeling, beginner’s dive programs, and good value.

The Caribbean is a major destination for U.S. divers. The islands are easy to reach from the U.S., the water is warm, visibility is generally good, and marine life is abundant.

56.3 Underwater Attractions

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Underwater Attractions as follows:

1. Bonne Terre Mine (Bonne Terre, MO)
2. Weeki Wachee Springs State Park (Weeki Wachee, FL)
3. Mermet Springs (Vienna, IL)
4. Atlantis Adventures (Hawaii)
5. The LuLu (Orange Beach, AL)
6. John Pennekamp Coral Reef State Park (Key Largo, FL)
7. Crystal River Complex (Crystal River, FL)
8. Sea Trek Reef Encounter at Miami Seaquarium (Miami, FL)
9. Haigh Quarry (Kankakee, IL)
10. Dutch Springs (Bethlehem, PN)

56.4 Sunken Treasures

From the Florida coast to the Great Lakes, many scuba divers have taken up the pastime of searching for sunken ships and treasures.

While sunken pirate booty off the Florida coastline and throughout the Caribbean offer the prospect of great wealth, most potential finds are too deep for amateur divers. Sunken treasures of the Great Lakes are more accessible.

Charters are available for recreational divers to explore the Great Lakes. Conditions are near ideal – the coldness of the water retards decay and Zebra mussels filter silt. The result is visibility that Scuba Diving magazine calls “schnapps-clear.”

The Thunder Bay National Marine Sanctuary (www.thunderbay.noaa.gov/), near Alpena, Michigan, has more than 100 historic wrecks, including the New Orleans, a wooden side-wheel steamboat that’s just 15 feet below the surface. Isle Royale National Park (www.nps.gov/isro) has the America, a 183-foot freighter that sank in 1928 and still has a Model T truck (or remnants thereof) in its cargo hold. Lake Huron’s Fathom Five National Marine Park, with 22 wrecks, is accessible by auto ferry from Milwaukee.
56.5 Undersea Art

One of the most famous and popular underwater sites in the U.S. is Christ of the Abyss, an 8½-foot, 4,000-pound bronze sculpture of Jesus Christ that stands in 25 feet of water in the John Pennekamp Coral Reef State Park, off Key Largo, Florida. This, the third cast of a statue by artist Guido Galletti, was placed underwater in 1961. Other Christ of the Abyss statues are in the Mediterranean Sea near Genoa, Italy, and off the coast of St. George’s in Grenada.

A gallery of 400 sculptures in an installation called The Silent Evolution opened in 2010 in the underwater museum in the National Marine Park of Cancun. The gallery is 27 feet beneath the surface. Jason de Caires Taylor, a British sculptor, developed the design for the permanent art exhibit. Mr. Taylor created a similar underwater museum/artificial reef off Grenada in 2006.

56.6 Market Resources

Diving Equipment and Marketing Association, 3750 Convoy Street, San Diego, CA 92111. (800) 862-3483. (www.dema.org)

William Kline Company, 1740 Air Park Lane, Plano, TX 75093. (972) 267-6700. (www.williamcline.com)
57.1 Market Assessment

Tourism related to skiing and ski resorts generates approximately $6 billion annually in the United States.

According to the Sports & Fitness Industry Association (www.sfia.org), 11.5 million people in the U.S. (age 6 and older) participate at least once per year in downhill skiing and 8.2 million snowboarding.

The two biggest ski resort operators are Intrawest (www.intrawest.com) and Vail Resorts (www.vailresorts.com). Intrawest operates Steamboat and Winter Park in Colorado and other resorts in the U.S. and Canada. Vail Resorts operates Vail, Beaver Creek, Breckenridge, and Keystone in Colorado and several resorts in California, Nevada, Minnesota, and Utah.

According to the 2015-2016 Kottke End-of-Season Survey, published by the National Ski Areas Association (NSAA, www.nsaa.org), the U.S. ski industry recorded 53.9 million visits for the 2015-2016 season, an increase from 53.6 million visits the previous year.

Skier visits nationally during the 2015-2016 season were up 6% from a recent low of 51 million visits in 2011-2012, and down 11% from a record high of 60.5 million visits during the 2010-2011 season. The 2015-2016 season was down 4.6% from the 10-year industry average of 56.5 million.

57.2 Skier Demographics

According to a study by International Demographics (www.themediaaudit.com), 60% of skiers are male, 40% are female. More than two-thirds of skiers and snowboarders are between the ages of 18 and 44.

The following metropolitan areas have the highest percentage of adults who have participated in snow skiing or snowboarding within the past year:

- Southern New Hampshire: 20.9%
- Salt Lake City, UT: 20.0%
- Denver, CO: 19.6%
- Spokane, WA: 19.1%
- Colorado Springs, CO: 17.6%
- Boise, ID: 16.8%
- Madison, WI: 15.5%
• Boston, MA: 15.4%
• Syracuse, NY: 14.4%
• Buffalo, NY: 13.8%

The average household income for those who ski or snowboard is $91,976, compared with $64,316 for the general population.

57.3 Ski Resorts: State-by-State

The number of ski resorts operating across the U.S. has declined steadily throughout the past two decades, from 727 in the 1984-1985 season, to 524 during the 1994-1995 season, to 470 in 2015-2016. The following is a current state-by-state count (source: NSAA):

- Alabama: 1
- Alaska: 9
- Arizona: 4
- California: 29
- Colorado: 30
- Connecticut: 5
- Idaho: 17
- Iowa: 4
- Illinois: 6
- Indiana: 2
- Maine: 18
- Maryland: 1
- Massachusetts: 13
- Michigan: 44
- Minnesota: 18
- Missouri: 2
- Montana: 15
- Nevada: 4
- New Hampshire: 26
- New Jersey: 2
- New Mexico: 8
- New York: 51
- North Carolina: 6
- North Dakota: 3
- Ohio: 6
- Oregon: 11
- Pennsylvania: 27
- Rhode Island: 1
- South Dakota: 3
- Tennessee: 1
- Utah: 14
- Vermont: 24
- Virginia: 5
- Washington: 14
- West Virginia: 5
- Wisconsin: 31
- Wyoming: 10

Alaska is increasing in popularity as a ski destination, in part, because of reduced snowfalls elsewhere. Alyeska, the state’s major ski resort, recently completed a multi-million dollar overhaul, bringing new amenities to the resort. While Alaska is known for its harsh winters, Alyeska is located only two miles from the coast and generally isn’t much colder than mountain towns in the Rockies.

57.4 Top Ski Resorts

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Ski Resorts as follows:
### Ski Resort
1. Squaw Valley Resort (Olympic Valley, CA)
2. Deer Valley Resort (Park City, UT)
3. Big Sky Resort (Big Sky, MT)
4. Taos Ski Valley (Taos, NM)
5. Stowe Mountain Resort (Stowe, VT)
6. Whistler Blackcomb (Whistler, BC)
7. Grand Targhee Ski Resort (Alta, WY)
8. Aspen Snowmass (Aspen, CO)
9. Alta Ski Resort (Alta, UT)
10. Mt. Bachelor (Bend, OR)

### Cross Country Ski Resort
1. Trapp Family Lodge (Stowe, VT)
2. American Birkebeiner Trail (Hayward, WI)
3. Tahoe Donner (Truckee, CA)
4. Devil's Thumb Ranch (Tabernash, CO)
5. SilverStar Mountain Resort (Vernon, BC)
6. Lone Mountain Ranch (Big Sky, MT)
7. Craftsbury Outdoor Center (Craftsbury Common, VT)
8. Royal Gorge Cross Country Resort (Soda Springs, CA)
9. Jackson Ski Touring Center (Jackson, NH)
10. Mount Bachelor Nordic Center (Bend, OR)

### Best Ski Town
1. Crested Butte, CO
2. North Conway, NH
3. Truckee, CA
4. Lake Placid, NY
5. Steamboat Springs, CO
6. Taos, NM
7. Bozeman, MT
8. Whistler, BC, Canada
9. Stowe, VT
10. Bend, OR

### 57.5 Market Resources
National Ski Areas Association, 133 S. Van Gordon Street, Suite 300, Lakewood, CO 80228. (303) 987-1111. [www.nsaa.org](http://www.nsaa.org)
58

SPAS & WELLNESS TOURISM

58.1 Overview
Wellness – the buzzword for everything from spa treatments to organic food – has emerged as a major business sector. Wellness combines health with beauty, sport, tourism, urban daily life, and environmental awareness. *Bloomberg Businessweek* estimates the U.S. market at $400 billion. It is no surprise, then, that wellness has become an important segment of the travel industry.

“The Global Wellness Institute reports wellness tourism has become a $494 billion industry. Moreover, 4 out of 5 wellness tourists integrate activities and habits into their trips.”

*Hotel Business, 4/7/16*

According to Spa Finder Inc. (www.spafinder.com), there are more than 15,500 spas in the United States – more spas than there are Starbucks stores.

Rejuvenation at spas is only one element of wellness: there is also exercise, fitness, weight loss, and screening for disease. Travel with workout vacations and travel for physical exams at wellness centers are newer niches.

A list of award-winning spas is presented in Chapter 78 of this handbook.

58.2 Spa Vacations
In a survey by the U.S. Travel Association (USTA, www.ustravel.org), 54% of travelers said they were interested in going to a spa. Almost a third (28%) of travelers said they were more interested now compared to five years ago in going to a spa or a place where they can relax and rejuvenate themselves. Among those who are interested in spa vacations, the majority (40%) are 35-to-54 years old; interest is also strong among 18-to-34 year olds (37%).
According to Wellness Resources (www.wellnessresources.com), 93% of resorts have spas and 50% of upscale hotels have spas. However, spas are no longer oriented only to upscale hotels and are increasingly penetrating the mid-market.

One of the first groups to recognize the potential of wellness travel was the Hawaii Spa Association (www.hi-spa.com). Formed in 2001, their focus is tourism that enhances balance and harmony mentally, emotionally, physically, and spiritually with other forms of tourist activities centered around the spa environment. In Hawaii there are hundreds of resort spas, some with up to 40 treatment rooms.

Spas and wellness centers are increasingly promoting themselves to the corporate market.

_________________________________________________________

“Health and wellness are on the minds – and balance sheets – of many corporations, thanks to rising healthcare costs. Meetings planners may find themselves playing a role in the solution, and resort spas aiming corporate wellness programs at groups are banking on it.”

MeetingNews

_________________________________________________________

58.3 Spa Communities

With the popularity of spas, particularly among the wealthy, it is not surprising that the concept of living at a 365-day-a-year spa appeals to many.

Canyon Ranch (www.canyonranch.com), the famed spa located outside Tucson, opened its first residential development in Miami Beach in 2010 to appeal to this market. A high-rise condominium development is also planned on the Miracle Mile in Chicago. And in Tucson, Canyon Ranch developed homesites on a 30-acre parcel adjacent to its original spa complex, creating a community focused on renewal and healing.

Miraval (www.miravalresorts.com), another Arizona-based spa, brought the spa community concept to its Tucson location with luxury residences that include with ownership more than 100 programs of exercise, meditation, education, and creative arts, plus an array of grooming and wellness services.
58.4 Market Resources
Global Wellness Institute, 333 SE 2nd Avenue, Suite 3750, Miami, FL 33131. (212) 716-1212. (www.globalwellnessinstitute.org)


International SPA Association, 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504. (859) 226-4326. (www.experienceispa.com)

Spa + Wellness Travel (www.spafinder.com/blog/blank/spa-destinations-spa-vacations/)

Wellness Tourism Worldwide (www.wellnesstourismworldwide.com)
SPIRITUAL & RELIGIOUS SITES

59.1 Overview

Spiritual destinations are places where travelers can practice their faith, view religious art and architecture, or simply find serenity and solitude.

Some churches rank among the most-visited attractions in some cities. One example is St. Patrick’s Cathedral in New York City, which hosts more than 5.5 million visitors annually. People travel from afar to other spiritual locales such as El Santuario de Chimayo (New Mexico) and Shambhala Mountain Center (Colorado).

59.2 Prominent Sites

The following are prominent destinations across the United States:

Ancient Spanish Monastery (North Miami Beach, FL; www.spanishmonastery.com)
- Built in the 12th century in the town of Sacramenia in Segovia, Spain, this medieval Spanish monastery cloister was dismantled and reconstructed in North Miami in the 1960s. It is one of the oldest buildings in the Western Hemisphere. The monastery is an active church as well as a hidden gem for the 10,000 tourists who visit each year.

Beth Sholom (Elkins Park, PA; www.bethsholomcongregation.org/visit-beth-sholom-congregation)
- Beth Sholom Congregation is the only synagogue designed by Frank Lloyd Wright.

Cathedral Basilica of Saint Louis (St. Louis, MO; http://cathedralstl.org)
- The Cathedral Basilica of Saint Louis, also known as the Saint Louis Cathedral, is a masterpiece of architecture, art, and history. Located in the Central West End area of St. Louis, the Roman Catholic Church was completed in 1914.

Cathedral Basilica of St. Louis King of France (New Orleans, LA; www.stlouiscathedral.org)
- Overlooking iconic Jackson Square, the Cathedral Basilica of St. Louis King of France is the oldest continually used Catholic cathedral in the United States. Established in 1720, the original Cathedral burned and a second cathedral was built in its place in 1794. An 1849 restoration brought the church to its present state.
Cathedral Church of St. John the Divine (New York, NY)
• Taking up an entire block and tall enough to hold the Statue of Liberty, this
Episcopalian Cathedral is the second largest church in the world, trailing only
St. Peter’s Basilica in Vatican City. Cathedral Church of St. John the Divine is a
20-minute subway ride from Times Square.

Cathedral of Saint Andrew (Honolulu, HI)
• Located in Honolulu’s historic district, the Cathedral of St. Andrew serves as a
reminder of Hawaii’s long Anglican (Episcopalian)-Hawaiian history. The Cathedral
was completed in 1886 as a memorial to King Kamehameha IV.

Cathedral of Saint Paul (Saint Paul, MN)
• The Cathedral of Saint Paul was built in 1907 under the direction of Archbishop
John Ireland, who saw a growing need for a larger place of worship in the area. The
Beaux Arts-style Cathedral is now a major component of Saint Paul’s skyline. In
2012, the Vatican declared the site to have a “bond of spiritual affinity” with its sister
church, the Basilica of Saint Paul Outside the Walls in Rome. Thus, visiting the
Cathedral is considered the same as making a spiritual pilgrimage to the Basilica in
Rome itself. As a result, the Cathedral brings in tens of thousands of people who
come to pray and admire the beautiful bronze grills that portray the major events in
St. Paul’s life from his conversion story to his eventual martyrdom for the church.

Christ Church (Philadelphia, PA)
• Founded in 1695, Christ Church was the first Protestant Episcopal church in the
United States and is still active. George Washington and Ben Franklin attended
services at Christ Church.

El Santuario de Chimayo (near Espanola, NM)
• El Santuario de Chimayo was built in 1813 over a place that legend claimed as holy.
Chimayo is a National Historic Landmark; some 200,000 people are estimated to
visit each year. According to the Roman Catholic Archdiocese of Santa Fe,
Chimayo has been called the “Lourdes of America.”

Grace Cathedral (San Francisco, CA)
• Grace Cathedral in the Nob Hill neighborhood is reminiscent of the Notre Dame
Cathedral in Paris. The church is noted for its elaborate stained glass windows.
There are indoor and outdoor labyrinths, recalling a tradition dating back to France’s
Chartres Cathedral in 1220 when people would walk the winding path of the design
as a way to release their troubles and meditate. Dr. Martin Luther King Jr.,
Archbishop Desmond Tutu, and the Dalai Lama have all been honored speakers at
Grace Cathedral’s Gresham Hall.
Green Gulch Farm Zen Center (Muir Beach, CA)
• North of San Francisco, the 115-acre Green Gulch Farm Zen Center opens onto Muir Beach and the Pacific Ocean. Several meditation and seminar spaces encourage the practice of Japanese Zen Buddhism. There are accommodations at the Japanese-style Lindisfarne Guest House and a working organic farm and garden offers workshops on organic cultivation, beekeeping, and edible plants.

Insight Meditation Society (IMS; Barre, MA)
• IMS’s rural and wooded 200-acre property surrounds a grand mansion in central Massachusetts. IMS practices the Indian Buddhist traditions of vipassana (insight) and metta (loving kindness). The main campus includes dining and lodging facilities; there’s also a Forest Refuge for long-term retreats.

Memorial Presbyterian Church (St. Augustine, FL)
• Built in 1889 by Henry Flagler as a memorial to his daughter, Memorial Presbyterian Church is the oldest Presbyterian Church in Florida. With a 150-foot tall copper dome, the Venetian Renaissance design was inspired by St. Mark’s Cathedral. Mr. Flagler is interred at the church.

Mission Dolores (San Francisco, CA)
• Founded in 1776, Mission Dolores is the oldest intact building in the City of San Francisco and the only intact Mission Chapel in the chain of 21 established under the direction of Father Serra. There is a historic cemetery and garden on the grounds.

Mission San Diego de Alcalá (San Diego)
• Founded in 1769, Mission Basilica San Diego de Alcalá was the first Franciscan mission in the Las Californias Province of the Viceroyalty of New Spain.

Mount Shasta (Northern California)
• Mount Shasta is a destination for mystics, gurus, sages, and curious people from all over the world. A vortex, or concentration of the earth’s energy, is said to be present at the mountain. Unexplained phenomena are endless.

Ojai, California
• Ojai has the most spiritual retreat centers of any locale in the United States. Spa treatments are just as common as guided meditation in the area.

Sedona, Arizona
• Sedona is reputed to have several vortexes, places that have been identified as conducive to prayer, healing, and meditation. This attracts practitioners of metaphysics and new-age traditions such as crystal readings, spiritual massage, and Tarot cards.

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 307 •
Shambhala Mountain Center (Red Feather Lakes, CO)
• Located on 600 pristine acres spread across a Rocky Mountain valley in the northern part of Colorado, the Center includes extensive botanical gardens, a bird sanctuary, several spacious meditation halls, and the Great Stupa of Dharmakaya, a traditional spired Buddhist shrine.

St. Mary’s Catholic Church, Nativity of the Blessed Virgin Mary (High Hill, TX)
• There are 15 area painted churches in High Hill, a vibrant German-Czech area between Houston and San Antonio, that are listed on the National Registry of Historic Places. All are open to the public for self-guided tours. Among the churches St. Mary’s is known as the Queen. The church was built in 1906; 18 of the stained glass windows portraying Biblical scenes were purchased from Germany by members of the community and donated to the church.

St. Patrick’s Cathedral (New York, NY)
• More than 5.5 million people visit St. Patrick’s Cathedral. Located across from Rockefeller Center, the Neo-Gothic-style Roman Catholic cathedral church is the seat of the archbishop of the Roman Catholic Archdiocese of New York.

Voodoo Spiritual Temple (New Orleans, LA)
• The Voodoo Spiritual Temple was established by Priestess Miriam Chamani in 1990. Visitors hear a short message from Priestess Miriam herself and tour the temple grounds.

Washington National Cathedral (Washington, DC)
• Among numerous grand churches in the nation’s capital, Cathedral Church of Saint Peter and Saint Paul, commonly referred to as Washington National Cathedral, is most noteworthy. The church has been the site of 21 presidential funerals. The Neo-Gothic church took 83 years to build.

Wayfarers Chapel (Rancho Palos Verdes, CA)
• Wayfarers Chapel, located about 45 minutes from downtown Los Angeles, was designed by Lloyd Wright, the son of Frank Lloyd Wright. Recognized as a combination of nature and architectural genius, the 'tree chapel' is a natural sanctuary encased in glass with views of the surrounding forest and the nearby Pacific Ocean.
60.1 Market Assessment

Richard K. Miller & Associates (RKMA, www.rkma.com) estimates 2016 spending for sports-related travel at $24 billion, distributed as follows:

- Spectators: $9.0 billion
- Youth sports: $7.0 billion
- College teams: $2.0 billion
- Professional teams: $1.0 billion
- Other: $5.0 billion

In a survey of 500 cities and towns nationwide, the National Association of Sports Commissions (www.sportscommissions.org) found $9.0 billion was spent for sports travel in 2014, an increase from $8.3 billion in 2012.

According to the U.S. Travel Association (USTA, www.ustravel.org), over 50 million adults each year attend an organized sports event, competition, or tournament either as a spectator or participant while traveling 50 miles from home. The following are the most popular organized sports events to watch or participate in while traveling:

- Baseball or softball: 33.7 million
- Football: 30.3 million
- Basketball: 18.8 million
- Auto racing: 15.0 million
- Golf: 11.1 million

“Hosting amateur and collegiate tournaments and championship events is one of the hottest areas in sports business right now.”

SportsBusiness Journal
60.2 Favorite Cities For Sports Travel
In the America’s Favorite Cities survey, readers of Travel + Leisure voted their favorite cities for sports-related travel as follows:
- Chicago, IL
- Denver, CO
- Boston, MA
- Philadelphia, PA
- Dallas/Fort Worth, TX
- New Orleans, LA
- Kansas City, KS
- San Francisco, CA
- New York, NY
- Houston, TX

Note: Travel + Leisure readers voted among 35 major cities; some sports-oriented destinations including Detroit, Indianapolis, and St. Louis were not on the list.

The following cities ranked highest in the Travel + Leisure survey for passionate sports fans:
- Pittsburgh, PA
- Kansas City, MO
- Cleveland, OH
- Baltimore, MD
- Philadelphia, PA

60.3 Youth Sports Travel
SportsBusiness Journal estimates the travel market for youth sports at $7 billion; annual growth is 3% to 5%.

“The growth of the youth sports industry has spawned a niche market for travel agencies looking to cater to teams and families traveling to distant tournaments.”

SportsBusiness Journal
60.4 Baseball Spring Training

Major League Baseball Spring Training has two leagues: the Grapefruit League in Florida and the Cactus League in Arizona. The season spans 35 days from March 1 through the first week in April.

Some 1.7 million baseball fans travel to Florida between late February and late March each year to watch spring training games. A study conducted for the Florida Sports Foundation (www.flasports.com) found that spring training brings approximately $753 million a year into the Florida economy.

A 2015 study by the Cactus League Association (www.cactusleague.com) assessed that spring training accounts for $422 million in economic impact for Arizona; 56% of the 1.7 million fans who attended games were from outside the state.

60.5 Sports-Specialist Travel Agencies

The popularity of sports travel has spawned niche specialist travel agencies offering packages to major sports events. The following are select travel agencies that specialize in sports travel and tours:

- Creative Sports/Travel (www.creativetravelgroup.com)
- Destination Management (www.dmitravel.com)
- Esoteric Sports Tours (www.esotericsports.com)
- Inside Sports & Entertainment Group (www.insideseg.com)
- Palms Travel Express (www.palmstravel.com)
- Roadtrips (www.roadtrips.com)
- Sports Travel and Tours (www.sportstravelandtours.com)
- Sports World Tours (www.sportsworldtours.com)
61

SPRING BREAK

61.1 Overview
Spring break season runs from the end of February into April, peaking Easter week.
The spring break market is estimated at $1.4 billion. Approximately 21 million students travel during spring break.

61.2 Top Destinations
The Travel Channel identified the following as the most popular travel destinations for spring break:
• Cancun, Mexico
• Daytona Beach, FL
• Jamaica
• Key West, FL
• Lake Havasu, AZ
• Mazatlan, Mexico
• Panama City Beach, FL
• Rosarito Beach/Ensenada, Mexico
• South Padre Island, TX
• The Bahamas

Among students traveling by air for spring break in 2016, the most popular destinations were as follows:
• Fort Lauderdale, FL
• Las Vegas, NV
• Los Angeles, CA
• Orlando, FL
• Phoenix, AZ

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Spring Break Beach Destinations as follows:
1. Myrtle Beach, SC
2. Cabo San Lucas, Mexico
3. Cocoa Beach, FL
4. Atlantic Beach, NC
5. Punta Cana, Dominican Republic
6. Daytona Beach, FL
7. Rio Grande, Puerto Rico
8. Panama City Beach, FL
9. Cancun, Mexico
10. South Padre Island, TX

An estimated 400,000 students visit Panama City Beach during spring break, providing economic impact topping $170 million, according to the Bay County Tourist Development Council (www.visitpanamacitybeach.org).

A report from the Business and Tourism Research Center at the University of Texas-Pan American showed spring break bringing in $150 million in economic benefits in South Padre Island and more than $200 million to the Rio Grande Valley.
62

THEATRE

62.1 Overview
Theatrical performances are major tourist attractions in New York City, Las Vegas, and Branson. This chapter assesses the impact of theatre for these three destinations.

62.2 Broadway Theatre
Sixty-five percent (65%) of people attending Broadway shows are tourists. About one-third of tourists in New York City attend a Broadway play.

The Broadway League (www.broadwayleague.com) estimates the Broadway industry contributes $11.2 billion to the economy of New York City, including $6.0 billion in direct spending by Broadway tourists.

The following is a summary of annual Broadway theatre operations (source: The Broadway League):

<table>
<thead>
<tr>
<th>Season</th>
<th>Tickets Sold</th>
<th>Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004-2005:</td>
<td>11.53 million</td>
<td>$769 million</td>
</tr>
<tr>
<td>2005-2006:</td>
<td>12.00 million</td>
<td>$862 million</td>
</tr>
<tr>
<td>2006-2007:</td>
<td>12.31 million</td>
<td>$939 million</td>
</tr>
<tr>
<td>2007-2008:</td>
<td>12.27 million</td>
<td>$938 million</td>
</tr>
<tr>
<td>2008-2009:</td>
<td>12.15 million</td>
<td>$943 million</td>
</tr>
<tr>
<td>2009-2010:</td>
<td>11.89 million</td>
<td>$1.02 billion</td>
</tr>
<tr>
<td>2010-2011:</td>
<td>12.53 million</td>
<td>$1.08 billion</td>
</tr>
<tr>
<td>2011-2012:</td>
<td>12.33 million</td>
<td>$1.14 billion</td>
</tr>
<tr>
<td>2012-2013:</td>
<td>11.57 million</td>
<td>$1.14 billion</td>
</tr>
<tr>
<td>2013-2014:</td>
<td>12.21 million</td>
<td>$1.27 billion</td>
</tr>
<tr>
<td>2014-2015:</td>
<td>13.10 million</td>
<td>$1.36 billion</td>
</tr>
</tbody>
</table>

The following provides a summary of Broadway theatres and productions of the 2015-2016 season: www.rkma.com/broadway.pdf.

62.3 Las Vegas Shows
One of the big draws in Las Vegas among visitors is the various options for entertainment, from lounge acts to magic shows to exclusive headliners like Celine
Dion. The following links to a list of Las Vegas performing arts venues and shows: www.rkma.com/LasVegasShows.pdf.

According to the Las Vegas Visitor Profile, published by the Las Vegas Convention and Visitors Authority (LVCVA, www.lvcva.com), 61% of the 42.3 million visitors to Las Vegas in 2015 attended a show, a drop from 65% in 2014.

62.4 Branson Theater
In Branson, Missouri, the entertainment theaters along 76 Country Boulevard and Shepherd of the Hills Expressway have established the town as a major tourist destination. Over 7.5 million tourists visit Branson each year, spending more than $1.5 billion.

Known as the “Live Music Show Capital of the World,” Branson theaters feature over 100 shows every day. Some 70,000 people see shows each day.

The following links to a list of Branson theaters and the schedule of shows: www.rkma.com/BransonTheater.pdf.

62.5 Market Resources
Branson/Lakes Area Chamber of Commerce and Convention & Visitors Bureau, P.O. Box 1897, Branson, MO 65615. (417) 334-4084. (www.bransonchamber.com)

Las Vegas Convention and Visitors Authority, 3150 Paradise Road, Las Vegas NV 89109. (702) 892-0711. (www.lvcva.com)

The Broadway League, 226 West 47th Street, 6th Floor, New York, NY 10036. (212) 764-1122. (www.broadwayleague.com)
63

TOURIST ATTRACTIONS

63.1 Overview

Popular tourist attractions and tourist activities are assessed throughout this handbook. The following additional attractions are assessed in this chapter:

- Aerial tramways
- Air shows
- Boardwalks
- Carousels
- Caves
- Cemeteries
- Chinatown districts
- Corn mazes
- Ethnic culture
- Factory tours
- Ferris wheels
- Flea markets
- Fountains
- Ghost tours
- Ghost towns
- Historic highways
- Hot springs
- Lighthouses
- Marathons
- Native-American culture
- Neighborhoods
- Observation decks
- Piers
- Quirky roadside landmarks

63.2 Aerial Tramways

Tramways are popular among tourists visiting mountain regions. There are approximately two dozen tramways in operation in the United States; the following are most prominent:

- Cannon Mountain Tram (Franconia, NH; www.cannonmt.com)
- Mount Roberts Tramway (Juneau, AK; www.mountrobertstramway.com)
- New River Gorge Tram at Hawks Nest State (Fayette County, WV; www.hawksnestsp.com/tram.html)
- Palm Springs Aerial Tramway (Palm Springs, CA; www.pstramway.com)
- Sandia Peak Tramway (Albuquerque, NM; www.sandiaplace.com)
- Summit Skyride at Stone Mountain Park (Atlanta, GA; www.stonemountainpark.com/activities/attractions/Summit-Skyride.aspx)

63.3 Air Shows

The International Council of Air Shows (www.airshows.aero) estimates that approximately 450 air shows are held annually across the United States. Collectively,
there are over 30 million spectators annually at these shows. Those figures make it clear that air shows appeal not just to pilots – there are an estimated 2.7 million Americans with flying experience – but also to the mainstream public.

The following are online directories of air shows:

- www.aero-pix.com/schedule/schedule.htm
- www.airshownetwork.com/all_shows.html
- www.airshows.com
- www.milavia.net/airshows/calendar

The largest air show events, ranked by attendance, are as follows:

- Chicago Air & Water Show (Chicago, IL; http://chicagoairandwatershow.us): 2.2 million
- Battle Creek Balloon Championships and Air Show (Battle Creek, MI; www.bcballoons.com): 978,000
- Great New England Airshow (Westover AFB, MA; www.greatnewenglandairshow.com): 900,000
- MCAS Miramar Air Show (Miramar, CA; http://miramarairshow.com): 700,000
- EAA AirVenture Oshkosh (Oshkosh, WI; www.eaa.org/en/airventure): 800,000
- Joint Services Open House (Andrews AFB, MD; www.jsoh.org): 750,000
- Sun ‘n’ Fun Fly-In (Lakeland, FL; www.sun-n-fun.org): 700,000
- Thunder Over Louisville (Louisville, KY; http://thunderoverlouisville.org): 650,000
- AirFest (McDill AFB, 56th Operations Group, FL; www.macdill.af.mil): 525,000

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Air Shows as follows:

1. EAA AirVenture Oshkosh (Oshkosh, WI)
2. Fort Lauderdale Air Show (Fort Lauderdale, FL)
3. National Championship Air Races (Reno, NV)
4. Wings Over Houston Airshow (Houston, TX)
5. SUN ‘n’ FUN International Fly-In & Expo (Lakeland, FL)
6. National Warplane Museum Airshow (Geneseo, NY)
7. Great Tennessee Airshow (Smyrna, TN)
8. Mid-Atlantic Air Museum WWII Weekend (Reading, PA)
9. Cleveland National Air Show (Cleveland, OH)
10. Planes of Fame Air Show (Chino, CA)

The following are the most prominent air show performers:

- BlueAngels, the U.S. Navy and Marine Corps Flight Demonstration Squadron (www.blueangels.navy.mil/)
- Golden Knights, the U.S. Army Parachute Team (http://armygk.armylive.dodlive.mil)
- Snowbirds, the Canadian Forces 431 Air Demonstration Squadron (http://rcaf-arc.forces.gc.ca/assets/snowbirds.html)
- United States Air Force Thunderbirds (www.afthunderbirds.com/site)
The following links to a list of prominent air shows by state:
A directory of air show performers is available at
www.airshows.com/PerformerPages.htm.

63.4 Boardwalks

*National Geographic* calls Atlantic City (http://atlanticcitynj.com/boardwalk.aspx) “the grandfather of boardwalks.” Built in 1870 as a way to keep beachgoers from tracking sand into oceanfront hotels, the Atlantic City Boardwalk anchors the seaside casino resort area.

The 2016 Readers Choice Awards poll ranked the Best Boardwalks as follows:

• Santa Cruz Beach Boardwalk (Santa Cruz, CA)
• Ocean City Boardwalk (Ocean City, MD)
• Carolina Beach Boardwalk (Carolina Beach, NC)
• Wildwoods Boardwalk (Wildwoods, NJ)
• Virginia Beach Boardwalk (Virginia Beach, VA)
• Jenkinson's Boardwalk (Point Pleasant Beach, NJ)
• Hampton Beach Boardwalk (Hampton Beach, NH)
• Old Orchard Beach Pier (Orchard Beach, ME)
• Seaside Heights Boardwalk (Seaside Heights, NJ)
• Atlantic City Beach and Boardwalk (Atlantic City, NJ)

The following are other beach boardwalks popular with tourists (sources: Discovery Channel, *National Geographic*, *Travel + Leisure*):

• Coney Island Boardwalk (Brooklyn, NY)
• Hollywood Beach Boardwalk (Hollywood, FL)
• Huron Boardwalk (St. Ignace, MI)
• Kemah Boardwalk (Kemah, TX)
• Long Beach Boardwalk (Long Beach, WA)
• Miami Beach Boardwalk (Miami Beach, FL)
• Myrtle Beach Oceanfront Boardwalk & Promenade (Myrtle Beach, SC)
• Ocean Front Boardwalk (San Diego, CA)
• Ocean Front Walk (Venice Beach, CA)
• Rehoboth Beach Boardwalk (Rehoboth Beach, DE)
• Sandwich Boardwalk (Sandwich, MA)

63.5 Carousels

The following are the most popular carousels in the U.S. (source: *Travel + Leisure*)

• 1911 Looff Carousel (Santa Cruz, CA)
• Cedar Downs Racing Derby (Sandusky, OH)
• Children’s Creativity Carousel (San Francisco, CA)
• Columbia Carousel (Chicago, IL)
• Crescent Park Carousel (East Providence, RI)
• Detroit Zoo Carousel (Detroit, MI)
• Flying Horse (Westerly, RI)
• Frog Pond Carousel (Boston, MA)
• Grand Rapids Museum Carousel (Grand Rapids, MI)
• Griffith Park Merry-Go-Round (Los Angeles, CA)
• House on the Rock Carousel (Spring Green, WI)
• Jane’s Carousel (Brooklyn, NY)
• Kit Carson Carousel (Burlington, CO)
• Looff Carousel (Spokane, WA)
• Morgan Wonderland Carousel (San Antonio, TX)
• Noah’s Ark Carousel (Portland, OR)
• Prospect Park Carousel (New York, NY)
• Riverview Carousel, Six Flags Over Georgia (Austell, GA)
• San Francisco Carousel (San Francisco, CA)
• Santa Monica Pier Carousel (Santa Monica, CA)
• Smithsonian Carousel (Washington, DC)
• The Flying Horse Carousel (Martha’s Vineyard, MA)
• Tom Mankiewicz Conservation Carousel (Los Angeles, CA)
• Totally Kid Carousel (New York, NY)
• Trimper’s Rides (Ocean City, MD)

63.6 Caves
According to the National Caves Association (www.cavern.com), there are approximately 200 show caves in the United States. More than eight million people visit show caves annually. Although there have been fluctuations, there have been no dramatic changes in this figure in recent years. The top caves, in terms of revenue, are as follows:
• Mammoth Cave (Kentucky; www.nps.gov/maca)
• Carlsbad Caverns (New Mexico; www.nps.gov/cave)
• Cave of the Winds (Colorado; www.caveofthewinds.com)
• Fantastic Caverns (Missouri; www.fantasticcaverns.com)
• Howe Caverns (New York; www.howecaverns.com)
• Inner Space Cavern (New York; www.myinnerspacecavern.com)
• Lost Sea (Tennessee; www.thelostsea.com)
• Luray Caverns (Virginia; www.luraycaverns.com)
• Meramec Caverns (Missouri; www.americascave.com)
• Natural Bridge Caverns (Texas; www.naturalbridgecaverns.com)
• Ruby Falls (Tennessee; www.rubyfalls.com)
• Sea Lion Caves (Oregon; www.sealioncaves.com)

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 319 •
The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Caves as follows:

1. Kartchner Caverns (Benson, AZ)
2. Niagara Cave (Harmony, MN)
3. Fantastic Caverns (Springfield, MO)
4. Blanchard Springs Caverns (Mountain View, AR)
5. The Lost Sea (Sweetwater, TN)
6. Ruby Falls (Chattanooga, TN)
7. DeSoto Caverns (Childersburg, AL)
8. Carlsbad Caverns (Carlsbad, NM)
9. Mammoth Cave (Mammoth Cave, KY)
10. Glenwood Caverns (Glenwood Springs, CO)

63.7 Cemeteries

The following U.S. cemeteries are noted for their beauty; many are final resting places for famous Americans (sources: National Geographic and Nejman.com):

- Arlington National Cemetery (Washington, DC; www.arlingtoncemetery.org)
- Bonaventure Cemetery (Savannah, GA; www.bonaventurehistorical.org)
- Cave Hill Cemetery and Arboretum (Louisville, KY; www.cavehillcemetery.com)
- Crown Hill Cemetery (Indianapolis, IN; www.crownhill.org)
- Forest Hills Cemetery (Boston, MA; www.foresthillscemetery.com)
- Forest Lawn Memorial Park (Glendale, CA; www.forestlawn.com)
- Graceland Cemetery (Chicago, IL; www.gracelandcemetery.org)
- Green Mount Cemetery (Baltimore, MD; www.greenmountcemetery.com)
- Green-Wood Cemetery (Brooklyn, NY; www.green-wood.com)
- Hollywood Cemetery (Richmond, VA; www.hollywoodcemetery.org)
- King’s Chapel and Burying Grounds (Boston, MA; www.kings-chapel.org)
- LakeView Cemetery (Cleveland, OH; www.lakeviewcemetery.com)
- Laurel Hill Cemetery (Philadelphia; http://thelaurelhillcemetery.org)
- Mount Auburn Cemetery (Cambridge, MA; www.mountauburn.org)
- Oakland Cemetery (Atlanta, GA; www.oaklandcemetery.com)
- St. Louis Cemetery No. 1 (New Orleans, LA; www.nolacemeteries.com/louis1.html)
“Until the mid-‘90s, Green-Wood Cemetery often turned visitors away if they had no kin buried there. Now thousands pour through the cemetery’s gates each year to take tours, check out the graves of long-gone celebrities (Leonard Bernstein, Boss Tweed), and even hear live music: Green-Wood recently scheduled a concert complete with grand piano at the grave site of 19th century composer Louis Moreau Gottschalk. Green-Wood is not unique. In the last decade, people across the country have begun flocking to these old necropolises, lured by everything from photography workshops to movies. Hollywood Forever, a Los Angeles cemetery, hosts a popular film series in which visitors are encouraged to picnic while they watch old movies projected on the wall of a mausoleum. Most recently, several graveyards, including Arlington National Cemetery, have begun offering smartphone apps to promote self-touring and assist in grave location.”

Newsweek

63.8 Chinatown Districts
Communities with a concentration of Chinese residents or Chinese-owned businesses are typically referred to as “Chinatowns.” Typically located in the downtown areas of major cities, they were pioneered by early Chinese immigrants in the 19th to the mid-20th centuries. Many Chinatowns are focused on commercial tourism; others are actual living and working communities. In some cities, Chinatown residents have migrated to the suburbs, leaving the district primary as a tourist attraction.

The following are some of the major Chinatown tourist districts of the U.S.:
Chicago, IL (www.chicagochinatown.org)
- Chinatown in Chicago occupies the area along Wentworth Avenue at Cermak Road south of downtown. The area is dominated by commerce – restaurants, markets, shops – with residential developments being built only within the past few years.

New York, NY (www.explorechinatown.com)
- The old Chinatown of New York City is centered around Canal Street in Manhattan. At least two other satellite Chinatowns have cropped up: Roosevelt Avenue and Main Street in Flushing, Queens, which has actually surpassed the old Manhattan Chinatown and is today the largest Chinatown in the U.S., and in the Sunset Park neighborhood of Brooklyn around 50th to 65th Streets along 8th Avenue.

Philadelphia, PA (www.phillychinatown.com)
- In recent years, parts of Chinatown have been bought out for the expansion of the Pennsylvania Convention Center and the Vine Street Expressway. The city has now halted the buying up of Chinatown and the district is growing and spreading throughout Center City. The area is filled with numerous Chinese restaurants and groceries.

San Francisco, CA (www.sanfranciscochinatown.com)
- One of the largest and highest-profile among Chinatowns in North America is San Francisco’s Chinatown. According to Sunset Magazine, Chinatown attracts millions of tourists annually, making the community, along with the Golden Gate Bridge and Fisherman’s Wharf, one of the prime attractions of the city. San Francisco’s Chinatown hosts the largest Chinese New Year parade in the U.S.

Seattle, WA (www.internationaldistrict.org)
- Seattle’s Chinatown was consolidated as the International District in the 1950s, which is now a concentrated pan-Asian business district enclave that includes Vietnamese and other people of Asian heritage who live in the city.

Washington, DC
- The Chinatown of Washington has about a dozen Chinese restaurants, which, along with its ethnic shops, is mostly geared towards tourists. The area has more recently been part of a redevelopment movement, with an influx of mainstream restaurant and retail chains now occupying most of Chinatown. A newer district of Chinese retail, restaurants, and services has emerged in Rockville, Maryland, about 20 miles north of the Washington-area Chinatown.

63.9 Corn Mazes
- Corn mazes are popular in the fall; many attract several thousand visitors during the Halloween season. The following are among the corn mazes that are most popular...
with tourists (sources: Condé Nast Traveler and Travel Channel):

• Cherry Crest Adventure Farm (Ronks, PA; www.cherrycrestfarm.com)
• Connors Farm (Danvers, MA; www.connorsfarm.com)
• Cool Patch Pumpkins (Dixon, CA; www.coolpatchpumpkins.com)
• Davis Mega Maze (Sterling, MA; www.davismarmland.com)
• Dewberry Farm (Brookshire, TX; www.dewberryfarm.com)
• Farmstead (Meridian, ID; www.farmsteadfestival.com)
• Fritzler’s Corn Maze (Greeley, CO; www.fritzlermaze.com)
• Great Vermont Corn Maze (Danville, VT; www.vermontcornmaze.com)
• Happy Day Farm (Manalapan, NJ; http://happydayfarmnj.com)
• Long & Scott Farms (Mt. Dora, FL; www.longandscottfarms.com)
• Queens Country Farm (Floral Park, NY; www.queensfarm.org)
• Richardson Farm Adventure (Spring Grove, IL; www.richardsonadventurefarm.com)
• Sever’s Corn Maze (Shakopee, MN; www.severscornmaze.com)
• The Corn Maze In The Plains (The Plains, VA; www.cornmazeintheplains.com)
• Treinen Farm (Lodi, WI; http://treinenfarm.com)

63.10 Ethnic Culture In Communities

Beyond museums, communities also mark ethnic culture. The following communities are among the best examples of America’s diversity (source: USA Weekend):

Barrio Historico in Tucson, AZ

• Long before the 1853 Gadsden Purchase placed southern Arizona under U.S. jurisdiction, the city of Tucson was a Spanish colonial outpost. When Mexico achieved independence in 1821, Tucson became part of the new country. Those transnational links survive in downtown’s Barrio Historico, whose 150 adobe row houses make up the country’s largest collection of traditional Sonoran architecture. The 20-block neighborhood is entered on the National Historic Register.

Brighton Beach, Brooklyn, NY

• The heart of the nation’s Russian Jewish community was born as a seaside resort in the Victorian age. By the 1920s, it had fallen out of fashion, creating a void that was filled by Eastern Europeans fleeing the aftermath of World War I. For the next 50 years, the sounds of Yiddish floated freely over a broad boardwalk. A second wave of immigration started in the late 1970s. The new residents came from the former Soviet Union by the tens of thousands. Import shops now line the commercial strip under Cyrillic lettering, vodka flows at glitzy nightclubs, and families fill restaurants for bar mitzvahs.

Cajun Country of Louisiana

• French-speaking Acadians drifted to southwestern Louisiana in the late 18th century – after the English drove them from Canada. On fertile land bounded by
winding bayous, the wanderers put down roots, becoming planters, ranchers, and defenders of a way of life that values family, the outdoors, good music, and great food. The culture thrives in New Iberia and the surrounding 22 counties of Cajun Country, where travelers can visit historic sites like Shadows-on-the-Teche, an 1834 manor built by a sugar planter; zap taste buds at a factory tour of McIlhenny Co., makers of Tabasco; meander through the moss-draped Jean Lafitte Scenic Byway; and dance a Cajun two-step to work up an appetite at New Iberia’s annual Gumbo Cookoff.

**Chicago’s Polish neighborhoods**
- With over one million Polish American residents, Chicago is second in Polish population only to Warsaw. By the 1920s, the city was the worldwide capital of Polish immigration. The legacy lives on in Avondale, northwest of the Loop, where Polish-speaking doctors and lawyers are almost as prevalent today as restaurants serving up pierogis, galumpkis, and sausages. No single neighborhood is big enough to contain the Polish population of Chicago. Their influence is visible in such institutions as the Holy Trinity Polish Mission and the Taste of Polonia festival, which draws 30,000 revelers each Labor Day.

**Dearborn, MI, the Arab-American capital**
- When it opened in 2005, Dearborn’s Arab American National Museum (www.arabamericanmuseum.org) became the first major cultural institution dedicated to the Arab-American experience. Standing directly across from Dearborn City Hall in the heart of America’s largest Middle Eastern community, the 38,000 sq. ft. museum reflects the rising political and cultural influence of Michigan’s nearly half-million Arabs. Middle Eastern immigration to the Detroit area began in the late 19th century. A generation later, the auto industry drew thousands more. Political strife in the Middle East after World War II spurred a second wave that continues today and encompasses Lebanese, Iraqis, Syrians, Palestinians, Egyptians, Jordanians, and more.

**Harlem in New York City**
- By turns chic and shabby, Harlem is many things to many people. To historians, it’s the legendary cultural capital of Black America, populated by Southern transplants in the early 20th century and put on the world map by W.E.B. Du Bois, Langston Hughes, Zora Neale Hurston, and other bright lights of the Harlem Renaissance. To jazz aficionados, it’s the Savoy Ballroom, blowing sessions at Minton’s Playhouse, the Cotton Club, Ellington’s “A” Train, and the Deco-delicious Lenox Lounge, whose famous Zebra Room once belonged to Billie Holiday. To culinary tourists, it’s down-home soul kitchens and upscale Creole-fusion restaurants. To real estate developers, it’s a hot business opportunity in upper Manhattan, ripe for trendy clubs, pricey new condos, office space, and superstores. To its many residents, it’s home: a richly woven community that has weathered good times and bad, has deep Southern roots,
big Northern savvy, a storied past, and a bright future that will be influenced in untold ways by a current boom in immigration from Africa and Latin America.

**Hmong community of Saint Paul, MN**

- Some 1.1 million Hmong immigrants from Southeast Asia reside in the United States. More than any other city, they make their homes in Saint Paul, where local officials place the combined Minneapolis-Saint Paul population at more than 60,000. In the heart of Saint Paul’s University Avenue district, where an estimated 250 Hmong-owned businesses have helped revitalize an urban neighborhood, the Hmong Cultural and Resource Center presents exhibitions about Hmong history, culture, and life in the United States.

**Little Havana in Miami, FL**

- Each year on the last Friday of March more than a million people descend on Little Havana for the Calle Ocho festival, the country’s biggest Hispanic street party. Food vendors, costume parades, merengue bands, and the longest conga line on Earth (119,000 strong in the record year of 1998) fill 15 blocks of Southwest Eighth Street (or Calle Ocho), the neighborhood’s main artery. Cuban emigres began colonizing the area after Castro’s revolution in 1959; subsequent waves of mass migration, including the “freedom flights” of 1965 and the Mariel Boatlift of 1980, brought hundreds of thousands more Cubans to Miami, firmly establishing Little Havana as a political cauldron, culinary mecca, and economic engine. Highlights for visitors include the Paseo de las Estrellas, a Latin American Walk of Fame; Cuban Memorial Boulevard, a greenway filled with monuments to Cuban patriots; and Maximo Gomez Park, known as Domino Park, where old-timers gather daily to swap gossip and games.

**Little Tokyo in Los Angeles, CA**

- Before World War II some 30,000 Japanese people lived, worked, and went to school in the downtown neighborhood known as Little Tokyo. The residential population never recovered from the internment of Japanese Americans during the war, but the four-block area remains the undisputed cultural hub of L.A.’s vast Japanese population – one of the largest outside of Japan. Attractions include restaurants; shops specializing in Japanese-language books, magazines, manga, and anime; traditional gardens; and Buddhist temples. At the Japanese American National Museum (www.janm.org), housed in a soaring pavilion designed by modern architect Gyo Obata, visitors can learn about the Japanese experience in America. The Japanese American Cultural & Community Center (www.jaccc.org) presents Kabuki drama and other performing arts.

**Ohio’s Amish Country**

- Holmes County, in the rolling hills of eastern Ohio, is home to nearly 40,000 Amish, the nation’s largest Amish enclave. Visitors can get a sense of the religion at the Amish and Mennonite Heritage Center (www.behalt.com) or take a buggy ride or
tour a working farm at Schrock’s Amish Farm. Bed and breakfasts, country restaurants, and craft galleries dot the region.

63.11 Factory Tours & Corporate Visitor Centers

Factory tours and corporate museums are popular with tourists for a variety of reasons: they are educational and interesting, each is unique, and typically they are free.

The Wall Street Journal reports that many companies are eager to take advantage of what amounts to a great and inexpensive marketing opportunity.

__________________________________________

“Corporate museums aren’t a new idea, and hundreds have popped up throughout the world as marketing tools thinly disguised as tourist attractions. Corporate museums once weren’t much flashier than a dusty set of exhibits packed into a few rooms at headquarters and visited by just a handful of bored employees or clients. World of Coca-Cola shows how companies are becoming increasingly aggressive at using museums and interactive technology to promote their corporate namesakes. From the theater to a 29½-foot-high contour bottle encased in a glass tower to more than 1,000 pieces of memorabilia, elaborately orchestrated schmaltz pervades the World of Coca-Cola.”

The Wall Street Journal

__________________________________________

The following links to a list of factory tours and corporate museums:
A directory of over 500 factory tours is available online at www.factorytoursusa.com.
63.12 Ferris Wheels

Seven large Ferris wheels have opened at U.S. tourist destinations since 2011, as follows:

**Capital Wheel** (National Harbor, MD)
- The 175-foot Capital Wheel, a Ferris wheel at National Harbor, Maryland, opened in May 2014. Capital Wheel sits on a 770-foot pier and has 1.6 million LED lights.

**Great Smoky Mountain Wheel** (Pigeon Forge, TN)
- Located at The Island in Pigeon Forge, the 200-foot Great Smoky Mountain Wheel ([http://islandinpigeonforge.com/great-smoky-mountain-wheel/](http://islandinpigeonforge.com/great-smoky-mountain-wheel/)) opened in 2013. It has 42 glass gondolas, each seating up to eight people (six adults).

**High Roller** (Las Vegas, NV; [www.caesars.com/thelinq/high-roller.html](http://www.caesars.com/thelinq/high-roller.html))
- High Roller, a giant Ferris wheel at Caesar’s Palace Casino and Hotel, opened in March 2014. The 550-foot tall Ferris wheel is the world’s tallest observation wheel. The High Roller has 28 spherical passenger cabins which can accommodate up to 40 passengers each.

**Orlando Eye** (Orlando, FL)
- The 400-foot Orlando Eye opened in April 2015 and is the second tallest Ferris wheel in the United States and 5th highest in the world. Since July 2016, it has been known as Coca-Cola Orlando Eye.

**Seattle Great Wheel** (Seattle, WA; [http://seattlegreatwheel.com](http://seattlegreatwheel.com))
- Seattle Great Wheel opened at Pier 57 on Elliott Bay in June 2012. At 175 feet, it was the tallest Ferris wheel on the West Coast when it opened. It has 42 gondolas, each able to carry up to eight passengers.

**SkyView Atlanta** (Atlanta, GA; [www.skyviewatlanta.com](http://www.skyviewatlanta.com))
- The 200-foot tall SkyView Atlanta opened in Centennial Olympic Park in July 2013. The wheel has 42 climate-controlled gondolas, each carrying up to six people.

**SkyWheel Myrtle Beach** (Myrtle Beach, SC; [www.myrtlebeachskywheel.com](http://www.myrtlebeachskywheel.com))

The following are other large Ferris wheels in the United States:
- Mickey’s Fun Wheel, a 160-foot replica of Wonder Wheel, opened at Disney California Adventure Park in 2009.
- The 150-foot Navy Pier Ferris Wheel ([www.navypier.com](http://www.navypier.com)) is one of the most popular tourist attractions in downtown Chicago. The Ferris Wheel, which opened in 1995,
has 40 gondolas, each seating up to six passengers.

- The 212-foot tall Texas Star opened in Fair Park (Dallas, TX) in 1985; it operates only during the Texas State Fair.
- Colossus opened in 1984 at Six Flags St. Louis; it is 180-feet tall.
- The 156-foot Giant Wheel opened at Morey’s Piers (Wildwood, NJ) in 1985.
- The 136-foot Giant Wheel opened at Cedar Point (Sandusky, OH) in 1972.
- Wonder Wheel (www.wonderwheel.com) at Deno’s Wonder Wheel Amusement Park, in the Coney Island (Brooklyn, NY), opened in 1927; it is 150-feet tall.

### 63.13 Flea Markets

An estimated 150 million people visit a flea market at least once each year. For many people flea markets are a favorite pastime, with some visiting several different flea markets nearly every weekend.

In its *Ultimate Guide for Travelers*, National Geographic lists the following flea markets as among the best in the world:

**127 Corridor** (Addison, MI to Gadsden, AL; [www.127sale.com](http://www.127sale.com))
- On the first weekend in August more than 2,000 vendors set up along the 690-mile corridor of Highway 127. Dubbed the ‘world’s longest outdoor yard sale,’ the event draws visitors from across the country, many camping in tents and RVs along the way.

**Brimfield Antique Show and Flea Market** (Brimfield, MA; [www.brimfield.com](http://www.brimfield.com))
- The more than 5,000 dealers filling 21 fields at the Brimfield Antique and Flea Market Shows make up the largest outdoor antique show in the United States. Booths at three Tuesday-through-Sunday shows each year (in May, July, and September) line an entire mile of Route 20. Launched in 1959, the market draws over one million visitors each year.

**Daytona Flea & Farmers Market** (Daytona, FL; [www.daytonafleamarket.com](http://www.daytonafleamarket.com))
- The year-round Daytona Flea & Farmers Market opens each Friday through Sunday and welcomes 2.5 million shoppers each year. Visitors snack and drink beer as they peruse the 1,000-booth market. Several events are held throughout the year including pickle eating contests, art displays, and Volkswagen charity races.

**Rose Bowl Flea Market** (Pasadena, CA; [www.rgcshows.com/rosebowl.aspx](http://www.rgcshows.com/rosebowl.aspx))
- Held the second Sunday every month at the UCLA Bruins football stadium with 2,500 vendors and 15,000 to 20,000 buyers every month, this is one of the most famous markets in the world. The market has operated continuously for over 40 years.
San Jose Flea Market (San Jose, CA; www.sjfm.com)
- The largest open-air market in the country and in existence since 1960, the San Jose Flea Market attracts 80,000 visitors per week and four million a year. The 120-acre market has eight miles of aisles, over 2,000 vendors, 30 snack bars, and dozens of food carts. The quarter-mile Produce Row is legendary. The market has rides for kids, live music such as Mariachi bands, and more.

Shipshewana Flea Market (Shipshewana, IN; www.tradingplaceamerica.com)
- On Tuesdays and Wednesday from May to November, hundreds of vendors offer their goods at this flea market in charming Northern Indiana Amish country. The market began in 1922 and is the Midwest’s largest outdoor flea market.

The All-Night Flea Market (Wheaton, IL; www.zurkopromotions.com/allnightfleamarket.htm)
- Buyers use flashlights to navigate a maze of several hundred vendors looking for bargains. This unique event is held on the third Sunday every August.

The following are other prominent flea markets across the United States:

Alameda Point Antiques & Collectibles Faire (Alameda, CA; http://alamedapointantiquesfaire.com)
- Held the first Sunday of the month at a decommissioned naval base, the Alameda Flea Market hosts approximately 800 vendors. Vendors guarantee all merchandise is at least 20 years old.

Austin Country Flea Market (Austin, TX; www.austincountry.citymax.com/page/page/2934940.htm)
- This weekly flea market is one of the oldest and largest in Texas. Along with its 130 acres and 550 covered booths there is a stage for live performances.

Brooklyn Flea Market (Brooklyn, NY; www.brooklynflea.com)
- This market is only six years old but has become one of the most popular in the country. Operating Saturdays from mid-April to Thanksgiving, this market has a large assortment of vintage clothing, antique jewelry, and decorative furniture. Local chefs and bakers prepare food.

First Monday Trade Days (Canton, TX; www.firstmondaycanton.com)
- This market began 150 years ago as a market to trade horses and livestock. The flea market, open the Thursday through Sunday prior to the first Monday of each month, now has more than 28 miles of vendors.

GreenFlea Market in Manhattan (New York, NY; www.greenfleamarkets.com)
- Located on Manhattan’s Upper West Side, this is New York City’s largest open-air market. Proceeds from GreenFlea Market benefit two local schools, with more than $4 million contributed since 1985.
Long Beach Outdoor Antique Market (Long Beach, CA; www.longbeachantiquemarket.com)
• Held on the third Sunday of each month at Veterans Stadium, this year-round outdoor market has more than 800 sellers. Every item for sale must be an antique or a collectible.

Springfield Antique Show & Flea Market (Springfield, OH; www.springfieldantiqueshow.com)
• Held for over 25 years, this monthly event at the Clark County Fairgrounds features up to 2,500 sellers offering fine and folk art, period furniture, and other antiques.

Three-day Extravaganza weekends, held in May and September, attract visitors from throughout the midwest.

Texas Antique Weekend (Fayetteville to Carmine, TX; www.antiqueweekend.com)
• Antique Weekend takes place the first weekend of April and October in more than a half dozen communities along Highway 237 at the midpoint between Houston and Austin.

Wagon Wheel (Pinellas Park, FL; http://thewagonwheelfleamarket.com)
• Receiving over two million visitors each year, this flea market has 2,000 booths spread over 125 acres. Located near St. Petersburg, Wagon Wheel is open every Saturday and Sunday.

63.14 Fountains
Kansas City, Missouri, with over 250 fountains and known as the City of Fountains, is said to have more fountains than Rome. From the famed J.C. Nichols Memorial Fountain and the Children’s Fountain, to the Muse of Missouri and fountains that run red during football season, fountains are a major tourist attraction in the city. The fountains of Kansas City are mapped at www.kcfountains.com/sculptures/map.php.

The following are famous fountains in other U.S. cities:
• Buckingham Memorial Fountain (Chicago, IL)
• Crown Fountain (Chicago, IL)
• Fort Worth Water Gardens (Fort Worth, TX)
• Fountain of Time (Chicago, IL)
• Fountains of Bellagio (Las Vegas, NV)
• James Scott Memorial Fountain (Detroit, MI)
• Peace Fountain Cathedral of St John the Divine (New York, NY)
• Pineapple Fountain (Charleston, SC)
• The Unisphere (Queens, NY)
• Vaillancourt Fountain (San Francisco, CA)
• World War II Memorial Fountain (Washington, DC)
63.15 Ghost Tours

According to L.B. Taylor, Jr., author of The Ghosts of Virginia (14 volumes, 1996-2013, Washington Book Distributors), there are literally hundreds of thousands of submissions on scores of websites from people reporting personal ghost encounters. A search for ‘ghosts,’ on Google or Yahoo! supports this. Capitalizing on the interest in ghost stories, companies throughout the U.S. have promoted ghost walks and tours. Some are seasonal, particularly around Halloween, others offer tours year round.

“Attendance is enormous. Many such events are sold out well in advance and some draw customers in the hundreds and even thousands.”

L.B. Taylor, Jr., Author
The Ghosts of Virginia

The 2016 Readers Choice Awards poll ranked the Best Ghost Tours as follows:

• Bulldog Ghost Tours (Charleston, SC)
• Appalachian GhostWalks (Tennessee and Virginia)
• Blue Orb Tours (Savannah, GA)
• Old Bisbee Ghost Tour (Bisbee, AZ)
• Haunted Heartland Tours (Kentucky, Ohio, Pennsylvania, and West Virginia)
• Chattanooga Ghost Tours (Chattanooga, TN)
• Ghost Tours of Harpers Ferry (Harpers Ferry, WV)
• Ghosts of Gettysburg (Gettysburg, PA)
• Ybor City Ghost Tour (Tampa, FL)
• Ghost Tours of Catalina (Catalina, CA)

63.16 Ghost Towns

Thousands of abandoned mining towns riddle the western states. In most cases, all that is left is a few barely noticeable ruins, miles from any paved road. Among the ghost towns that have been saved, some have been restored to resemble their heyday. Others have been preserved in a state of “arrested decay.” Fueling a growing interest in these attractions is ‘ghost towning,’ rallies and events centered around abandoned sites.

Among the best-known ghost towns is Bodie, California, once the state’s third-largest town and boasting over 10,000 residents during the Gold Rush. Located on the
arid eastern slope of the Sierra Nevada, it has 200 remaining buildings and 80 headstones in its cemetery. The state took over the site in the 1960s, creating Bodie State Historical Park. Unlike Columbia, another mining town about 100 miles west of Bodie, which the state restored and repainted to look as it did in the 19th century, a minimalist approach was taken at Bodie. While the last residents left more than 50 years ago, the abandoned miners’ cabins, hotels, and churches from the 1880s looks as if its last inhabitants packed up only a few months ago. There has been no effort to pave the three-mile gravel access road, as the bumpy trip puts visitors more in synch with the rhythms of long-ago life. *American Heritage* magazine and others have singled Bodie out as the nation’s best preserved ghost town. More than 130 miles from the nearest interstate highway and accessible only by the dirt road, Bodie attracts as many as 35,000 visitors a month in the summer.

Idaho has preserved Bonanza and Custer, ghost towns since 1911, as Yankee Fork State Park. At the Interpretive Center are museum exhibits and a gold panning station.

Contrasted with the arrested decay approach, other ghost-town restorations involve reopened saloons, shopkeepers dressed up in old-time garb, and even reenactments of stagecoach robberies, all in the name of entertaining tourists. Popular ghost towns of this genre include Virginia City, Montana, which attracts about 70,000 tourists a year for entertainment such as the Brewery Follies. In chic and thriving Jerome, Arizona, artists and antique-store operators have settled near the old mining relics.

### 63.17 Historic Highways

Several historic routes in the United States stand out as tourist attractions. The following are most prominent:

**California Mission Trail**
- The 600-mile California Mission Trail, also called El Camino Real (Spanish for The Royal Road) connected the California’s 21 missions (along with a number of sub-missions), 4 presidios, and 3 pueblos, stretching from Mission San Diego de Alcalá in San Diego in the south to Mission San Francisco Solano in Sonoma in the north. Today, many streets throughout California that either follow or run parallel to this historic route are still designated El Camino Real.

**First Post Road**
- The route over which mail was first carried regularly from New England to North and South Carolina is designated the First Post Road. In 1739, the road was extended to Charleston. Several historical markers identify the route through the Carolinas where the route is of greatest historical significance.

**Historic National Road**
- The National Road, or the Cumberland Road, was originally built in 1811 to connect
the Potomac and Ohio Rivers and was a gateway to the West for thousands of settlers. When it was rebuilt in 1830 and renamed National Pike, it became the first surfaced road in the U.S. The road has gone through numerous evolutions and virtually the entire road remains in operation. The route between Baltimore and Cumberland continues to use the name National Pike. Tourists along the route between Baltimore and Ohio can see numerous markers identifying the original route.

**King’s Highway**
- King’s Highway was a route the Spanish laid in 1632 from St. Augustine along the east coast and through central Florida to Fort McCoy. Later in the 17th century the route was extended west through Texas to Spanish colonies in Mexico. Historic markers identify current roads that were once part of King’s Highway.

**Old North Trail, North America**
- *National Geographic* ranks the Old North Trail as the #1 ancient highway in the world. The Blackfeet Indians traveled along the Old North Trail, which originally stretched nearly 2,000 miles from Canada to Mexico, running along the “backbone of the world” that later Americans called the Rockies. It took the Blackfeet four years to go from end to end on trips to trade or make sacred journeys. Fragments of the trail are still visible in Glacier National Park in Montana.

**Old Spanish Trail**
- The Old Spanish Trail is an auto trail that once spanned the United States, linking St. Augustine and San Diego with 3,000 miles of roadway. Its center and headquarters were in San Antonio. Work on the highway began in 1915 and, when complete, crossed eight states and 67 counties along the southern border of the United States. Much of the trail still exists, and preparations have begun for a decade-long Centennial Celebration (www.oldspanishtrailcentennial.com) to begin in 2019 and end with a 2029 motorcade grand finale from St. Augustine to San Diego.

**Route 66**
- U.S. Route 66, colloquially known as the Main Street of America or the Mother Road, was established in 1926 and became one of the most famous roads in America. The highway originally ran from Chicago through Missouri, Kansas, Oklahoma, Texas, New Mexico, and Arizona before ending at Santa Monica. Route 66 served as a major path for those who migrated west and for fifty years was a popular route for vacationers. Portions of the road survive and are designated Historic Route 66, a National Scenic Byway. The highway passed through St. Louis, Albuquerque, Santa Fe, and Las Vegas, and visitors to those areas can see motels, gas stations, and other buildings that served travelers on Route 66 in its heyday. Popular among tourists are Central Avenue in Albuquerque and Chain of Rocks Bridge in St. Louis.
63.18 Hot Springs

Hot springs, which are produced by the emergence of geothermally heated groundwater that rises from the Earth’s crust, are popular among tourists. *Hot Springs & Geothermal Mineral Waters*, by the Global Wellness Institute (www.globalwellnessinstitute.org), assesses the global thermal/mineral springs market at $50 billion. There are 26,000 establishments in 103 countries that have wellness, recreational, and therapeutic facilities and services built around thermal/mineral springs, according to the Institute.

Based on a 2016 survey, *Trails* (www.trails.com) ranked the best hot springs among outdoor enthusiasts in 2016 as follows:

- Conundrum Hot Springs (Aspen, CO)
- Deep Creek (Hesperia, CA)
- Carson Mineral Hot Springs Resort (Carson, WA)
- Verde Hot Spring (Strawberry, AZ)
- Bagby Hot Springs (Estacada, OR)
- Rainbow Hot Springs (Pagosa Springs, CO)
- Valley View Hot Springs (Alamosa, CO)
- Mount Princeton Hot Springs (Nathrop, CO)
- Olympic Hot Springs (Port Angeles, WA)

The National Centers for Environmental Information makes available the *Thermal Springs List for the United States*, a list of 1661 hot springs, at www.ngdc.noaa.gov/nndc/struts/results?op_0=eq&v_0=&op_1=eq&v_1=&op_2=eq&v_2=&t=100006&s=1&d=1. The same list with added notes and links can be found on the USA Hotsprings Database (http://deepcreekhotsprings.net/dchs/showhs.php).

63.19 Lighthouses

Over 200 lighthouses across the U.S. are open to tourists. Many have co-located museums and a few offer bed-and-breakfast accommodations. Several lighthouses host annual festivals and events. United States Lighthouse Society (http://uslhs.org/tours/domestic) and Lighthouse Tours (www.lighthousetours.org) organize lighthouse tours.

“For some travelers, the lure of a lighthouse is irresistible.”

*USA Today*
According to the blog LighthouseFriends.com, there are 813 lighthouses in the U.S., including those which are not open to the public. The number of lighthouses by state is as follows:

- Alabama: 3
- Alaska: 14
- California: 47
- Connecticut: 21
- Delaware: 15
- Florida: 31
- Georgia: 7
- Hawaii: 45
- Illinois: 8
- Indiana: 6
- Louisiana: 14
- Maine: 67
- Maryland: 30
- Massachusetts: 66
- Michigan: 121
- Minnesota: 8
- Mississippi: 3
- New Hampshire: 5
- New Jersey: 24
- New York: 84
- North Carolina: 14
- Ohio: 24
- Oregon: 12
- Pennsylvania: 4
- Rhode Island: 21
- South Carolina: 11
- Texas: 7
- Vermont: 6
- Virginia: 15
- Washington: 27
- Wisconsin: 53

The following links to a complete list and profile of U.S. lighthouses: http://lighthousefriends.com/pull-lights.asp.

63.20 Marathons

Marathon races are recognized as more than niche sports events as they have become major tourist attractions. Spectators as well as participants travel for marathon events.

The New York City Marathon is estimated to have more than 2 million spectators along the 26.2 mile route.

The following are economic impacts of select marathons (sources: U.S. Travel Association [www.ustravel.org] and Advertising Age):

- TCS New York City Marathon (www.tcsnycmarathon.org): $250 million
- Honolulu Marathon (www.honolulumarathon.org): $100 million
- Boston Marathon (www.baa.org): $95 million
- Bank of America Chicago Marathon (www.chicagomarathon.com): $80 million
- ASICS LA Marathon (www.lamarathon.com): $60 million
- Rock ‘n’ Roll Arizona Marathon (www.mrraz.com): $41 million
- The Life Time Miami Marathon (www.usroadsports.com/Signature/Miami/): $35 million
- Marine Corps Marathon (Washington, DC (www.marinemarathon.com): $20 million
- Portland Marathon (www.portlandmarathon.org): $15 million
- Baltimore Marathon (www.thebaltimoremarathon.com): $15 million
- Houston Marathon (www.cherohoustonmarathon.com): $12 million
- Peachtree Road Race (www.peachtreeroadrace.org): $10 million
“Cities are embracing marathons for the economic upswing. One of the benefits of a marathon of any size is that it brings people to your city, it showcases your city, it brings people back.”

Ryan Lamppa, Researcher
Running USA

63.21 Native-American Culture

There are several destinations throughout the U.S. where tourists can experience contemporary and historical Native-American culture.

Representing about 20% of the Native-American population, the Cherokee Nation is the largest Native-American tribe. A unique opportunity to visit the Eastern Band of Cherokee people is provided by the Cherokee Heritage Trails (www.cherokeeheritagetrail.org). The trails run throughout three southern states with interpretive centers in Calhoun, GA; Cherokee, NC; Franklin, NC; Murphy, NC; Red Clay, TN; Robbinsville, NC; and Vonore, TN.

Tahlequah, Oklahoma, is the political, cultural, and commercial capital of both the Cherokee Nation and the United Keetoowah Band. At the Cherokee Heritage Center (www.cherokeeheritage.org) in nearby Park Hill, visitors can learn history, research genealogy, take nature tours, watch performances, and explore re-created villages. Its very existence is a tribute to the perseverance of the Cherokee and, by extension, all Native Americans.

Among the Red Cliff Band of Lake Superior Chippewa (www.redcliff-nsn.gov), in Wisconsin, murals located in buildings throughout the reservation depict their heritage. A small community of basket makers and weavers continues to craft fine handwork that is sold locally.

At the Penobscot Nation Museum (www.penobscotnation.org/museum/Index.htm) visitors can see a birch-bark canoe made without screws or nails and sewn up with spruce root and waterproofed with pine pitch. The Penobscots are the original natives of Maine.

The Alaska Native Heritage Center (www.alaskanative.net) is a gathering place to celebrate Alaska’s 11 distinct native cultures through art, song, storytelling, and dance. Guided tours and sleigh rides also are available.

Skywalk (www.hualapaitourism.com/skywalk), on the Hualapai Indian Reservation (Arizona), opened in 2007 on the western rim of the Grand Canyon. The glass-bottomed, horseshoe-shaped deck juts almost 70 feet from the canyon’s rim, giving visitors the sensation of being suspended amid the canyon’s towering red rock
walls above a faint sliver of Colorado River flowing far below. Prior to the opening of Skywalk the tribe already drew more than 150,000 visitors a year to what is marketed as Grand Canyon West – offering helicopter sightseeing flights, rafting and pontoon boat rides, an Indian village, and a replica Old West town. Skywalk attracts over 500,000 visitors each year.

Tribes in other areas of the southwest have taken advantage of the region’s success as a tourist destination. The Gila River Indian Community (www.gilariver.org) outside Phoenix, for example, has built three 18-hole golf courses and a 500-room resort managed by Sheraton.

Native-American attractions are abundant throughout New Mexico. In Albuquerque, the Indian Pueblo Cultural Center (www.indianpueblo.org) provides a gateway to the 19 pueblos of New Mexico. Most of the pueblos have a museum or other cultural attraction available to the public.

Taos Pueblo (www.indianpueblo.org/19pueblos/taos.html) has been designated as a World Heritage Site. Fifty miles west of Albuquerque the Acoma Pueblo (www.acomaskycity.org), North America’s oldest continuously inhabited community, operates the Sky City Cultural Center and Haak’u Museum. Chaco (www.nps.gov/chcu/index.htm), in the northwest region of the state, was the center of the ancient Anasazi culture and is recognized as the foremost Native-American archaeological site in the country.

The Santa Fe Indian Market, held one weekend every August since 1921, is the largest display of Native-American art in the U.S. Over 1,100 artists representing 100 tribes participated in the 2014 Market; attendance exceeded 100,000 people and an economic impact of $19 million was estimated.

The Chickasaw Nation invested $260 million on tourism projects throughout Oklahoma, including $153 million to convert the WinStar Casino (www.winstarcasinos.com) near Thackerville into a Las Vegas-style venue. Other investments include $40 million to improve casinos in Goldsby and Newcastle and $27 million to build a grand palace resembling the Artesian Hotel built on the same spot near Sulphur around the time Oklahoma became a state in 1907.

Strike at the Wind, a theatrical musical where Lumbee Indians commemorate Henry Berry Lowrie, a Native-American Robin Hood, is performed under the stars at the Museum of the Native American Resource Center (www.uncp.edu/nativemuseum), in Pembroke, North Carolina. A variety of musical shows, pow wows and seasonal festivals, and a barbecue cook-off are featured throughout the year at the center.

One of the popular attractions in Seattle is a four-hour adventure to Tillicum Village (www.tillicumvillage.com) that includes a cruise on Elliott Bay, a traditional Indian-style salmon buffet, and the Northwest Coast Native-American dance performance. The excursion dates to 1962.

Various tribes and groups of tribes host annual pow-wows. The following are among the major events:

- Crow Fair, the Apsáalooke Nation’s pow-wow; held in August (Crow Agency, MT; www.crow-nsn.gov/crow-fair-2016.html)
• Dance for Mother Earth, a student-run pow-wow; held in March (Ann Arbor, MI; www.umich.edu/~powwow)
• Gathering of Nations; the largest U.S. pow-wow with approximately 500 tribes; held in April (Albuquerque, NM; www.gatheringofnations.com)
• Haskell Spring Commencement Pow Wow; held in May in conjunction with commencement at Haskell Indian Nations University (Lawrence, KS; www.haskell.edu)
• Lumbee Spring Pow Wow celebrates the heritage of the Lumbee and other southeastern tribes; held in May (Lumbee, NC; www.lumbeetribe.com)
• Morongo Thunder and Lightning Pow Wow, the pow-wow of the Morongo Band of Mission Indians; held in September (Cabazon, CA; www.morongo.com)
• Ponca Pow Wow; held in August (Ponca City, OK; www.ponca.com)
• Red Earth Festival, members of 200 tribes participate; held in June (Oklahoma City, OK; www.redearth.org)
• Shinnecock Pow Wow; held in September (Southampton, NY; www.shinnecocknation.com)
• United Tribes Pow Wow; held in September at the United Tribes Technical College; draws from 70 tribes (Bismark, ND; www.unitedtribespowwow.com)

Other pow-wows are listed at www.powwows.com.

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Native American Experiences as follows:
• Acoma Pueblo (Acoma, NM)
• Taos Pueblo (Taos, NM)
• Cherokee Heritage Center- Park Hill, OK)
• Mesa Verde National Park (Colorado)
• Museum of the Cherokee Indian (Cherokee, NC)
• Santa Fe Indian Market (Santa Fe, NM)
• Heard Museum (Phoenix, AZ)
• Gathering of Nations PowWow (Albuquerque, NM)
• American Indian Film Festival (San Francisco, CA)
• Indian Pueblo Cultural Center (Albuquerque, NM)

63.22 Neighborhoods

Staying in and exploring neighborhoods lets travelers experience the personality of a city. Many travelers visit the high-profile tourist attractions of a city on their initial visits, then visit neighborhoods on return trips to experience a city as locals see it.

A list of 670 neighborhoods in metropolitan areas that are popular with tourists is presented at www.rkma.com/neighborhoods.pdf.
63.23 Observation Decks

Six observation decks each attract over one million tourists annually and rank among the most popular tourist attractions in Chicago, Las Vegas, New York, and Seattle. They are as follows:

Chicago, IL
- The tallest building in the U.S., Chicago’s Willis Tower (www.skydeck.com), formerly named the Sears Tower, rises 1,454 feet, or 110 stories. Completed in 1974, the tower’s skydeck sits at 1,353 feet. Each year 1.5 million visitors pay $19 each ($12 for children) for the view.

- The John Hancock Center Observatory (www.hancock-observatory.com) boasts the world’s fastest elevators, which take just 39 seconds to take visitors to the 94th floor. On a clear day a visitor can see up to 80 miles away and take in a view of four states – Illinois, Indiana, Michigan, and Wisconsin.

Las Vegas, NV
- At 1,149 feet, the Stratosphere Tower (www.stratospherehotel.com/attractions.html) is the tallest freestanding observation tower in the United States and the tallest building west of the Mississippi River. An outdoor observation deck at the top of the tower rises to 872 feet. The Las Vegas Sun estimated that Stratosphere drew 5.5 million visitors during its first year, in 1996. The tower hosts weddings and offers the Big Shot, X Scream, and Insanity thrill rides.

New York, NY
- The Empire State Building (www.esbnyc.com) draws more than four million visitors each year. In 2005, the building owners implemented a redesign to make the wait on transport elevators more enjoyable. Visitors are now sent to a modern waiting area on the second floor, rather than to the basement. The 80th and 86th floors were remodeled in 2006.

“The Empire State Building reported in a recent financial statement that it makes about as much money from visitors to its observation deck as if does from tenants’ rent.”

Bloomberg Businessweek
• After closing for four years for a $75 million renovation, the observation deck at 30 Rockefeller Plaza, a 70-story art deco skyscraper, reopened in 2005. Renamed Top of the Rock (www.topoftherocknyc.com), an estimated two million visit annually. Timed ticket reservations minimize wait time for visitors.

Seattle, WA
• At the Space Needle (www.spaceneedle.com), which rises 605 feet, a ride to the observation platform at the top costs $18. It attracts 1.5 million visitors annually.

63.24 Piers
The following piers are popular tourist attractions:
• Anglins Fishing Pier (Lauderdale-by-the-Sea, FL; www.boatlessfishing.com/anglins.htm)
• Balboa Pier (Newport Beach, CA; www.visitnewportbeach.com)
• Chelsea Piers (New York, NY; www.chelseapiers.com)
• Cocoa Beach Pier (Cocoa Beach, FL; www.cocoabeachpier.com)
• Crystal Pier (San Diego, CA; www.crystalpier.com)
• Folly Beach Fishing Pier (Folly Beach, SC; www.ccprc.com/index.aspx?NID=66)
• Navy Pier (Chicago, IL; www.navypier.com)
• Newport Pier (Newport Beach, CA; www.visitnewportbeach.com)
• Ocean City Music Pier (Ocean City, NJ; www.ocnj.us/Music-Pier)
• Oceanside’s Pier (Oceanside, CA; http://oceansidehistoricalsociety.org/piers.htm)
• Pacifica Pier (Pacifica, CA; www.pacificapier.com)
• Pier 39 (San Francisco, CA; www.pier39.com)
• Pier 57 (Seattle, WA; no website)
• Santa Monica Pier (Santa Monica; CA; www.santamonicapier.org)
• Skyway Fishing Pier (Tampa, FL; www.floridastateparks.org/skyway/default.cfm)
• Stearns Wharf (Santa Barbara, CA; www.stearnswharf.org)
• Steel Pier (Atlantic City, NJ; www.steelpier.com)
• The Pier (Redondo Beach, CA; www.redondopier.com)

63.25 Quirky Roadside Landmarks
Numerous folk art creations have been constructed by surreal artists across the United States. Many are popular tourist attractions. The following are some that have become significant tourist attractions:
Carhenge (Alliance, NE; www.carhenge.com)
• Inspired by the ancient standing megaliths of Stonehenge in England, Carhenge is a ghostly circle of 38 gray-painted junked cars in a roadside prairie. Jim Reinders, a free-spirited engineer/sculptor, built the singular monument in 1987 as a memorial to his father, who once lived on the farmland Carhenge now occupies. The site has an estimated 80,000 visitors each year.
Coral Castle (Miami, FL; www.coralcastle.com)
• An amazing complex of over 1,100 tons of coral stone, Coral Castle was the lifetime work of Edward Leedskalnin, a Latvian immigrant. Reportedly, he quarried and carved each stone, some weighing over twenty-five tons, using only tools fashioned from wrecking-yard junk. How Mr. Leedskalnin, who stood only five foot tall and weighed about 100 pounds, manipulated the massive stones remains a mystery.

Petersen Rock Gardens (Redmond, OR; www.narrowlarry.com/nlpete.html)
• Rasmus Petersen created his Rock Garden as a tribute to America. Among the creations are facsimiles of Independence Hall and the Statue of Liberty, along with castles, bridges, and ponds. The constructions are very sophisticated, the landscaping is noteworthy, and the site continues to be well maintained by the family.

The Forevertron (Baraboo, WI; www.worldofdrevermor.com)
• The Forevertron, a 320-ton, 50-foot high antigravitational machine, defies description. Dr. Evermor, the creator of The Forevertron, began the project in 1983.

Watts Towers Arts Centers (Los Angeles, CA; www.wattstowers.us)
• Simon Rodia, an Italian immigrant, spent 33 years building the triumph of the imagination known as the Watts Towers. He set to work in 1921, spending evenings and weekends bending steel rods and slathering on mortar, until a fantastical city rose in his backyard. He plastered the whole thing with seashells, pottery shards and bits of colored glass and called it Nuestro Pueblo (our town). Completed in 1955, the city proposed to raze the site on the grounds of public safety. A committee fought to save the structure, however, and today the visionary site is operated by the city of Los Angeles as the Simon Rodia State Historical Park – one of only four National Historic Landmarks in all of Los Angeles.

Whirligig Park (Wilson, NC; www.wilsonwhirligigpark.org)
• Whirligig Park displays the work of Vollis Simpson, a self-taught artist and creator of whirligigs (windmill-like structures). Mr. Simpson’s whirligigs are made from recycled machine parts, then painted and covered with thousands of small reflectors. Many stand up to 50 feet tall. The park is filled with over 30 whirligigs of Simpson’s design and construction. Mr. Simpsons’ windmills have been displayed at several museums throughout the U.S.

The 2016 Readers Choice Awards poll ranked the Best Quirky Landmarks as follows:
• Big Tex (Dallas, TX; http://bigtex.com/bigtex/)
• Longaberger Home Office (Newark, OH; www.longaberger.com)
• Carhenge (Alliance, NE; www.carhenge.com)
• Paul Bunyan and Babe the Blue Ox (Bemidji, MN; www.bemidji.org)
• Fremont Troll (Seattle, WA; http://fremont.com/about/fremonntroll-html/)
• Cadillac Ranch (Amarillo, TX; www.route-66.tv/texas-route66.html)
• Beer Can House (Houston, TX; www.beercanhouse.org)
• Enchanted Highway (Regent, ND; www.realnd.com/enchantedhighwayindex.htm)
• Ave Maria Grotto (Cullman, AL; www.avemariagrotto.com)
• Peachoid (Gaffney, SC; no website)
64

TRAVELER SHOPPING

64.1 Market Assessment

According to Domestic Travel Market Report and The Shopping Traveler, published by the U.S. Travel Association (USTA, www.ustravel.org), shopping is the most popular trip activity for U.S. adult travelers. About 91 million people, or 63% of adult travelers, include shopping as an activity on a trip. Because people can go shopping on more than one trip away from home, USTA estimates that 34% of all person-trips, or over 345 million U.S. person-trips each year, include shopping. Overnight traveler shopping trips average 4.8 nights.

Most (81%) shopping travelers say that their most recent trip that included shopping was for leisure purposes. A majority (59%) of shopping travelers obtained information about shopping areas from friends, family, or co-workers. Hotel resources (in-room maps, brochures, a TV channel guide, or the hotel concierge) were another popular source with travelers (25%).

Profile of Overseas Travelers to the United States, by the U.S. Commerce Department (www.doc.gov), reported that 87.7% of international visitors shopped while in the U.S., making this the number one tourist activity among foreign visitors. International travelers find a wealth of goods that are either unavailable in their countries or less expensive in the United States because of favorable exchange rates.

According to The Shopping Traveler, commissioned by Taubman Centers Inc. (www.taubman.com), 77% of shopping travelers most often spend money on clothes or shoes for themselves or others, rather than on souvenirs.

64.2 Where Travelers Shop

According to the USTA, locations where travelers shop are as follows (multiple responses allowed in the survey, therefore the total adds to more than 100%):

- Traditional shopping center or mall: 62%
- Major downtown shopping district/Main Street: 53%
- Strip mall or plaza (not enclosed): 48%
- Outlet center: 38%
- Megamall: 25%
- Craft/art festival or event: 22%
- Hotel shop: 13%
- Airport shop: 13%
Malls are among the top tourist attractions in at least 10 states, including Texas, Missouri, Virginia, and Colorado, according to the Shop America Alliance (www.shopamericatours.com). The following is a selection of malls attracting high volumes of tourists:

- Approximately 40 million people visit the Mall of America (Minneapolis, MN), more than that of Disney World, the Grand Canyon, and Graceland combined.
- In Freeport, Maine, four million visit the area’s outlet stores each year, surpassing the number of visits to Acadia National Park.
- The Boardwalk, a shopping area in Myrtle Beach, is rated as the number one tourist attraction in South Carolina in terms of number of visitors.
- Virginia’s Potomac Mills, an outlet center near Washington, D.C., attracts more visitors than Colonial Williamsburg or Arlington National Cemetery.
- Woodbury Common Premium Outlets, an hour’s drive north of Manhattan, has as many tour bus customers as the Empire State Building.
- In a recent survey of travelers in Branson, Missouri, more people said they had come for outlet shopping than for the live music.

General Growth Properties (www.generalgrowth.com) estimates tourism accounts for 31% of sales at its centers, and an internal audit revealed tourist spending at more than $1 billion in 29 of its shopping centers.

The Mills Corporation (www.themills.com) sees 200 million visitors at its 12 centers each year, and 25% of those visitors are tourists, according to Chain Store Age. Sawgrass Mills, the 1.9 million sq. ft. complex in Sunrise, Florida, offering retail and entertainment, is the largest outlet mall in Florida. It is second only to Walt Disney World as the most popular tourist attraction in the state, according to The Mills Corporation. Sawgrass Mills has approximately 25 million visitors annually, and an estimated 40% are tourists. As many as 65% of the tourists visiting Sawgrass Mills are from international locales.

Flagship sporting goods and outdoor recreation megastores – some with aquariums, museums, climbing walls, and pistol ranges – have become retail destinations. Cabela’s store in Hamburg, Pennsylvania, for example, features a 55,000-gallon aquarium and a deer museum. The 250,000 sq. ft. store has become one of the state’s top tourist destinations, attracting an estimated seven million annual visitors.

According to Retail Traffic, customers at Bass Pro Shops drive an average of 100 miles to reach the company’s 50 locations, and many are known to drive up to 300 miles each way to spend time at the massive outdoor supercenters.

### 64.3 Most-Visited Malls

The following are the most-visited malls in the U.S. (source: Travel + Leisure):

- Mall of America (Bloomington, MN; www.mallofamerica.com): 40 million
- Aventura Mall (Aventura, FL; www.venturamall.com): 28 million
64.4 Local Arts and Crafts

Arts and crafts pieces are popular trip souvenirs. According to the USTA, 22% of leisure travelers shop for such items.

Tourists spend as much as $1 billion on Native-American arts and crafts annually. In New Mexico, the average family visiting a pueblo spends $191 on Native-American goods.

An Appalachian State University study estimated there are 739 full-time and 3,369 part-time craftspeople in the western North Carolina mountain region. In the 21-county region, comprised mostly of rural highlands and surrounding Asheville, the production and sales of handcrafts contribute more than $150 million to the region’s economy each year. With attractions like the Blue Ridge Parkway, the Great Smoky
Mountains, and the Biltmore House, more than two million people are drawn to the region annually. According to Rebecca Anderson, director of Handmade in America (www.handmadeinamerica.org), “What people are seeking is a sense of heritage, a sense of place, and they find it here in western North Carolina primarily because of the crafts.”

In West Virginia, Tamarack (www.tamarackwv.com) has been developed as the nation’s first regional retail showcase of handcrafts, fine art, and food. The center’s primary goal is the promotion of West Virginia’s culture and the preservation of the mountain state’s heritage. With over half a million visitors annually, Tamarack is relevant for all 55 counties of the state, garnering $44.7 million in sales of crafts, goods, and services annually.
65.1 Overview

Volunteer vacationing has become a style of travel so popular it now has a nickname, voluntourism. According to the GlobeAware (www.globeaware.org), 55 million adults have volunteered during a trip.

According to David Clemmons, director of Volunteerism.org, several organizations offer 20 trips or more a year with participation numbering in the hundreds. Because voluntourists are donating their time to a charitable cause, their entire vacation is generally tax deductible.

Volunteer projects range from spending an afternoon serving in the kitchen of a homeless shelter or planting trees to overseas programs that may last several weeks.

“There is a cynicism around international volunteering trips. But truthfully, what we hear again and again is that the greatest impact is on the volunteers. It is a life-changing experience.”

Genevieve Brown, Executive Director
International Volunteer Programs Association

65.2 Volunteer Vacations

The following are examples of volunteer vacations:

- Volunteers with Habitat for Humanity (www.habitat.org) have been building homes for low-income families since 1976. Serving more than 3 million people worldwide, the organization’s volunteers have helped to build or repair over 600,000 houses.
- GlobeAware is a not-for-profit organization offering a range of eco-focused vacations. The following are example projects:
  - Building hospitals in Eastern Europe
  - Building schools in the Andes
- Constructing efficient ovens in Central America
- Irrigation projects in South East Asia
- Repairing trails and roads in Nepal

GlobeAware destinations include Brazil, Cambodia, China, Costa Rica, Cuba, Ghana, India, Jamaica, Laos, Mexico, Nepal, Peru, Romania, Thailand, and Vietnam. Trips are for seven days and cost $1,050 to $1,390, including accommodations and meals.

- World Wide Opportunities on Organic Farms (www.wwoof.org) provides members with listings of farmers seeking workers for chores such as weeding vegetables, picking currants, milking cows, and making cheese. In exchange, volunteers get free accommodations that range from stone farmhouses without running water or electricity to B&Bs where workers are treated to haute-cuisine meals.

- Trips sponsored by Wilderness Volunteers (www.wildernessvolunteers.org) involve removing invasive plants from sensitive habitats and trail-clearing projects. Volunteers for a project at Dark Canyon Wilderness in the Manti LaSal National Forest (Utah), for instance, removed invasive Salt Cedar (tamarisk) trees that are choking out native plants and robbing the riparian areas of water. Participants in a week-long invasive species-clearing trip to Kauai, Hawaii, stay in the heart of Koke’e State Park.

- The Sierra Club (www.sierraclub.org) offers volunteers projects running the gamut – from challenging nine-mile hikes to a base camp where participants perform trail maintenance in Montana’s Bob Marshall Wilderness to less taxing trips on Martha’s Vineyard where volunteers can stay on a 90-acre farm and collect native seeds for the on-site nursery. Among the most popular volunteer trips are those to the U.S. Virgin Islands. In its St. Johns service trip, volunteers spend half of their time engaged in projects like maintaining trails and clearing brush from 19th century sugar mills on national park land. Afternoons are spent snorkeling or kayaking the Caribbean, hiking the petroglyph-dotted trails, or sipping the local rum during happy hour at the ecological station on the island’s remote southern side.

Other organizations offering volunteer vacations include Experience Mission (www.experiencemission.org), Global Volunteers (www.globalvolunteers.org), HandsOn Network (www.handsonnetwork.org), Me to We (www.metowe.com), and Voluntary Projects Overseas (www.voluntaryprojectsoverseas.org).

65.3 Hotel-Coordinated Volunteer Programs

In 2008, The Ritz-Carlton launched a chain-wide program called Give Back Getaways, which offers guests the opportunity to volunteer in programs that deliver social or environmental contributions. Ritz-Carlton locations worldwide have at least one volunteer option. The following are among the programs that were offered in 2016:

• Back to School (Shanghai, China)
• Be a Fort Clinch Friend (Amelia Island, FL)
• Become a Soup Savior (Dallas, TX)
• Blue Iguana Recovery Program (Grand Cayman)
• Conservation and Recuperation of Marine Animals (Barcelona, Spain)
• Friday Night Supper Club (Boston, MA)
• Give a Ghaf, Plant a Tree (Dubai, UAE)
• Giving Back with the Battery Conservancy (New York, NY)
• Harvesting Vegetables for Children of Sun Village (Beijing, China)
• Making the Difference (Cleveland, OH)
• Monuments, Memorials and Parks Program (Washington, DC)
• Nourish New York (New York, NY)
• Planting Seeds for Koruncuk Village (Istanbul, Turkey)
• Preserving the National Historic Sites of Old San Juan (Puerto Rico)
• Protecting the Waters of Grande Lakes (Orlando, FL)
• Save the Sea Turtles (Coconut Grove, FL)
• Second Chance Rescue (Doha, Qatar)
• See & Serve ‘The Save’ (Dallas, TX)
• St. Bernard Project (New Orleans, LA)
• Supporting Philabundance (Philadelphia, PA)
• Supporting Sea Turtle 911 (Sanya)
• Supporting The Primavera Shelter (Dove Mountain, AZ)
• Supporting the Work of Berliner Tafel (Berlin, Germany)
• Volunteering with MPC Social Services (Moscow, Russia)

More than 5,000 vacationers have participated in Give Back Getaways.

65.4 Market Resources
International Volunteer Programs Association, P.O. Box 811012, Los Angeles, CA 90081. (646) 505-8209. (www.volunteerinternational.org)
66.1 Overview

In cities across the United States, walking is popular among local residents and tourists alike.

According to the 2015 Sports, Fitness And Leisure Activities Topline Participation Report, published by the Sports & Fitness Industry Association (SIFA, www.sfia.org), 113 million people walk as a fitness activity at least once each year; walking leads all leisure activities in terms of participation; 77 million people walk 50 or more times a year.

According to the National Sporting Goods Association (www.nsga.org), among those who participate in fitness walking, 63% are female. The highest percentage of regular walkers, 39%, are men ages 65 and up.

66.2 Top Walking Cities

The American Podiatric Medical Association and Prevention magazine did surveys of over 500 U.S. cities to determine which are the best walking cities. Criteria include green space, safe streets, walkable destinations, air quality, rails-to-trails programs, cleanliness, fitness walking percentage, and walking commuters. The Top Walking Cities ranked as follows:

1. San Francisco, CA
2. Boston, MA
3. New York, NY
4. Philadelphia, PA
5. Chicago, IL
6. Washington, DC
7. Seattle, WA
8. Honolulu, HI
9. Portland, OR
10. Pittsburgh, PA
11. Oakland, CA
12. Minneapolis, MN
13. San Diego, CA
14. Los Angeles, CA
15. Milwaukee, WI
Walk Score (www.walkscore.com) has quantified the walkability of the largest 3,000 cities and over 10,000 neighborhoods in the United States and Canada. Ranked by Walk Score, the top cities in 2015 with population of 200,000 or more were as follows:

1. New York, NY
2. San Francisco, CA
3. Boston, MA
4. Philadelphia, PA
5. Miami, FL
6. Chicago, IL
7. Washington, DC
8. Seattle, WA
9. Oakland, CA
10. Baltimore, MD

### 66.3 Scenic City Walks

The following are among the most scenic city walks in the United States (sources: Travel + Leisure and local media sources):

**Bayshore Boulevard** (Tampa, FL)
- Bordering scenic Tampa Bay and the University of Tampa, Bayshore Boulevard is the longest uninterrupted sidewalk in the United States.

**BeltLine** (Atlanta, GA)
- The Atlanta BeltLine, a multi-use trail, is a 22-mile former railway corridor circling downtown and connecting many neighborhoods directly to each other. The initial sections of the BeltLine opened in 2013. While the sections nearest downtown are paved, some discontinuities remain and portions are in a rough state but hikeable. The trail has been used for temporary art installations.

**Cliff Walk** (Newport, RI)
- The 3.5-mile circuit starts at Memorial Boulevard, where rugged cliffs meet Easton’s...
Beach, and ends at Bailey’s Beach. The first third is paved and relatively flat; it takes hikers past Gilded Age mansions to the 70-room Italian Renaissance-style palazzo The Breakers. Only the sure-footed venture farther, where it’s necessary to hike over boulders alongside 70-foot drop-offs to the Atlantic Ocean.

Golden Gate Bridge (San Francisco, CA)
• Estimates suggest that over 1,000 walk across the Golden Gate Bridge every day, making this one of the most popular leisure walks in the country. Over 300,000 people walked the bridge in the 75th anniversary celebration in May 2012. The round trip distance is 3.4 miles.

Mulholland Drive (Los Angeles, CA)
• High above the city, the eastern terminus of Mulholland Drive offers vistas of the Hollywood Sign, the Hollywood Bowl, downtown Los Angeles, and then, proceeding west, Burbank, Universal City, and the rest of the San Fernando Valley – with views of the San Gabriel, Verdugo, and Santa Susana Mountains.

Tidal Basin (Washington, DC)
• The nation’s capital has countless monuments, but few have as serene a setting as those dedicated to presidents Thomas Jefferson and Franklin D. Roosevelt, which flank the Tidal Basin. On a 1.5-mile loop from the National Mall, the monuments are ringed by a pathway planted with 1,678 cherry trees (a gift from Japan in 1912).

The High Line (New York, NY)
• The High Line is a public park built on an historic freight rail line elevated above the streets on Manhattan’s West Side. It is owned by the City of New York and maintained and operated by Friends of the High Line. The High Line, which opened in 2009, runs from Gansevoort Street to West 20th Street.

Venetian Causeway (Miami, FL)
• Five residential islands dredged from Biscayne Bay and seven bridges (two bascule bridges) make up the 2.8-mile causeway that links Miami and Miami Beach. The causeway is popular for walking, jogging, and bicycling. Dolphins, manatees, stingrays, and a variety of seabirds can be spotted in the bay. Miami Beach and Downtown Miami skylines along with cruise ships docked at the Port of Miami provide the backdrop.

66.4 City Parks
According to Warwick Ford, author of Fun on Foot in America’s Cities (Wyltan Books), the following rank among the best city parks for walking:
• Balboa Park (San Diego, CA)
• Chain of Lakes (Minneapolis, MN)
Charles River Reservation (Boston, MA)
City Park (Denver, CO)
Fairmont Park (Philadelphia, PA)
Golden Gate Park (San Francisco, CA)
Lincoln Park (Chicago, IL)
Riverside Park (New York, NY)
Rock Creek Park (Washington, DC)
Washington Park Arboretum (Seattle, WA)

66.5 Pedestrian Bridges
The following are popular pedestrian bridges:
• Bob Kerrey Pedestrian Bridge (Omaha, NE)
• BP Bridge, Millennium Park (Chicago, IL)
• Brooklyn Bridge Walkway (New York, NY)
• Canopy Walk at the Atlanta Botanical Garden (Atlanta, GA)
• Chain of Rocks Bridge (St. Louis, MO)
• Hanford MacNider Footbridge (Mason City, IA)
• High Trestle Trail (Des Moines, IA)
• Hot Metal Bridge (Pittsburgh, PA)
• John T. Myers Pedestrian Bridge (Lafayette-West Lafayette, IN)
• Mile High Swinging Bridge (Grandfather Mountain, NC)
• Navajo Bridge (Coconino County, AZ)
• Seven Mile Bridge (Florida Keys)
• Shelby Street Pedestrian Bridge (Nashville, TN)
• South Street Pedestrian Bridge (Philadelphia, PA)
• Sundial Bridge (Redding, CA)
• Walkway over the Hudson (Poughkeepsie, NY)
• Walnut Street Bridge (Chattanooga, TN)

66.6 River Walks
Travel + Leisure rates the following as the best city river walks:
• Bricktown (Oklahoma City, OK)
• Chicago Riverwalk (Chicago, IL)
• Grand Rounds National Scenic Byway (Minneapolis, MN)
• Milwaukee RiverWalk (Milwaukee, WI)
• Reno Riverwalk (Reno, NV)
• River Street (Savannah, GA)
• San Antonio River Walk [Paseo del Rio] (San Antonio, TX)
• Three Rivers Heritage Trail (Pittsburgh, PA)
• Tom McCall Waterfront Loop (Portland, OR)
66.7 Beach Walks

The following beach walks rank among the top American hiking experiences:

**Assateague State Park (Maryland) and Assateague Island National Seashore**
- Assateague is located on one of the most natural stretches of barrier island remaining on the Atlantic Coast of the United States. The seashore offers over 37 miles of sand beach for seaside hiking and backpacking, as well as a number of backcountry campsites, both among the dunes on the ocean beach and on the side of the island fronting Sinepuxent Bay. Wild ponies are frequently seen along beach areas.

**Cape Cod National Seashore (Massachusetts)**
- Hikers can retrace the footsteps of Henry David Thoreau, who hiked the entire 25-mile peninsula in three days during October 1849. By retracing Thoreau’s path, hikers find that remarkably little has changed in the intervening century-and-a-half. Because the seashore is under federal jurisdiction, it hasn’t been developed, although a few old houses still stand. The seashore includes six ocean beaches, a white-cedar swamp, a beech forest, and several hiking trails.

**Long Island, WA**
- Visitors come to Willapa Bay for its oysters, wild mushrooms, and the 100 species of birds – but don’t usually make it across the water to lush, wooded Long Island. A trail runs the length of the 7-mile island, which is only accessible by kayak. Natural features include Sitka spruce stands, oyster beds, seabirds nesting near resident bear, and elk.

**Santa Rosa Island, FL**
- Santa Rosa Island, on the Gulf of Mexico in the Florida panhandle, is one of the most undeveloped and wild coastal areas in the state. A hiking trail begins at Fort Pickens, winds through 2 miles of live oaks and a salt marsh, then offers a 4-mile walk amid sea oats and dunes on the region’s famed sugar-white beach.

The following are locales of some other great beach walks:
- Bear Island (Hammocks Beach State Park, NC)
- Crystal Park (Cove State, CA)
- Matagorda Island Beach (Matagorda Island State Park, TX)
- North Forest Beach (Hilton Head Island, SC)
- Public beaches of Siesta Key (FL)
- South Beach (Miami Beach, FL)
- Sandy Hook (Gateway National Recreation Area, NJ)
66.8 No-Cars-Allowed

In a few towns across the U.S. walking or cycling is the only way to get around – automobiles are banned. Most of these towns are island-based and many are popular tourist destinations. The following is a list of such locales:

**Arizona**
- Arcosanti

**California**
- Catalina Island

**Florida**
- North Captiva Island

**Georgia**
- Cumberland Island

**Maine**
- Monhegan Island

**Maryland**
- Smith Island

**Michigan**
- Isle Royale
- Mackinac Island
- Russell Island

**New York**
- Chautauqua (in Buffalo)
- Fire Island
- Governors Island (in New York City)
- Roosevelt Island (in New York City)

**North Carolina**
- Bald Head Island

**South Carolina**
- Daufuskie Island
- Harbour Town (in Hilton Head)

**Virginia**
- Colonial Williamsburg
- Tangier Island
The U.S. Fish and Wildlife Service (FWS, www.fws.gov) conducts the National Survey of Fishing, Hunting, and Wildlife Related Recreation every five years, most recently in 2012. According to the survey, 71.8 million people ages 16 years old and older (30% of all Americans) feed, photograph, and observe wildlife, spending nearly $54.9 billion each year on their activities, an average of $981 per spender.

The FWS survey uses a strict definition of wildlife watching. Participants must either take a "special interest" in wildlife around their homes or take a trip for the “primary purpose” of wildlife watching. Secondary wildlife-watching activities such as incidentally observing wildlife while pleasure driving are not included.

Of the 71.8 million wildlife watchers, 22.5 million take trips away from home to engage in this interest. About 82% of all away-from-home participants take trips within their resident state to participate in wildlife watching. Approximately 70% take trips only in their resident state, 12% take trips both inside and outside their resident state, and 18% take trips only to other states. Altogether, 30% of all away-from-home participants take at least some of their trips to other states.

Wildlife watchers spend $17.3 billion each year on trips pursuing their activities. Food and lodging account for $9.3 billion, transportation expenses total $6.0 billion, and other trip costs, such as land use fees and equipment rental, amount to $1.9 billion for the year.

The following is away-from-home participation by wildlife observers:

- Birds: 18.9 million
- Large land mammals (deer, bear, etc.): 10.4 million
- Small land mammals (squirrel, rabbit, etc.): 10.3 million
- Fish (salmon, shark, etc.): 6.4 million
- Marine mammals (whales, dolphins, seals, etc.): 4.0 million
- Other wildlife (butterflies, turtles, etc.): 10.1 million
- Total: 22.5 million

Away-from-home participation rates by region are as follows:

- Mountain: 13%
- West North Central: 11%
- East South Central: 10%
- New England: 10%
- Pacific: 10%
67.2 Wildlife Watching Destinations

The following are among the more prominent locales in the U.S. for observing wildlife in their natural habitats:

- Approximately 40 species of mammals dwell in Denali National Park (Alaska), including grizzly bears, Dall sheep, and moose. Cruise companies sailing Alaska offer packages that include Denali land excursions.

- Isle Royale National Park (Michigan), site of the world's longest-running wolf/moose predator/prey study, is a sanctuary for these two animals. They are two of the main attractions here, but visitors can also spot beaver, red fox, lynx, snowshoe hare, mink, osprey, and bald eagles. Access is by ferry or float plane only.

- In Montana, hundreds of buffalo, elk, bighorn sheep, black bear, white-tailed and mule deer, pronghorn antelope, and coyotes roam 18,766 acres at the National Bison Range. More than 200 species of birds can also be found in the area.

- Moose Alley is a designated Watchable Wildlife Corridor running from Pittsburg, New Hampshire, to the Canadian border. The best times to see moose are in the early morning and at dusk. There is a viewing station on Route 26 in Dixville Notch.

- Assateague National Wildlife Refuge, in Maryland, and Chincoteague National Wildlife Refuge, in Virginia, are famous for their herds of wild ponies. The annual Pony Swim is in July, when the ponies swim across the Assateague Channel. Tiny Sika deer, fox squirrels, muskrats, white-tailed deer, raccoons, and more than 300 varieties of birds can also be sighted at the refuges.

- Spring Creek Ranch (www.springcreekranch.com), in Jackson Hole, Wyoming, near Grand Teton National Park and Yellowstone National Park, offers a variety of wildlife experiences for its guests. Wildlife viewing may include herds of bison, moose, elk, mule deer, pronghorn antelope, coyotes, and birds of prey.

- Air boating is an ideal way to view wildlife in The Everglades. Less than an hour from Miami, tours by Everglades Safari Tours (www.evsafaripark.com), among other operators, will take visitors into the river of grass, amid native flora, alligators, and dozens of waterbird species. Panthers are also in the area, but too elusive for spotting.

- Along Kittatinny Range of the Appalachian Trail in northern New Jersey and southern New York state, bear sightings are common.

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Places to See Wildlife as follows:
1. Wichita Mountains Wildlife Refuge (Oklahoma)
2. Yellowstone National Park (Montana, Wyoming)
3. Wind Cave National Park (South Dakota)
4. Rocky Mountain Arsenal National Wildlife Refuge (Colorado)
5. Denali National Park (Alaska)
6. Rocky Mountain National Park (Colorado)
7. Blue Ridge Parkway (North Carolina, Virginia)
8. Grand Teton National Park (Wyoming)
9. Glacier National Park (Montana)
10. Kodiak National Wildlife Refuge (Alaska)

The 2016 Readers Choice Awards poll ranked the Best National Park Wildlife Experiences as follows:
1. Bear Viewing at Brooks Camp (Katmai National Park)
2. Old Fall River Road Trip (Rocky Mountain National Park)
3. Wake Up to Wildlife (Yellowstone National Park)
4. Frenchman Bay Cruise ( Acadia National Park)
5. Tundra Wilderness Tour (Denali National Park)
6. Wilderness Canoe Tours (Congaree National Park)
7. Big Sky Circle Tour (Glacier National Park)
8. Shark Valley Tram Tours (Everglades National Park)
9. Glacier Bay Tour Boat (Glacier Bay National Park)
10. Sensational Salamanders (Great Smoky Mountains National Park)

67.3 Safaris in the U.S.

Several habitats in the U.S. have animals brought from around the world for programs such as breeding and rehabilitation. The following are those with commercial tours:

- African Safari Wildlife Park (Port Clinton, OH; www.africansafariwildlifepark.com)
- Fossil Rim Wildlife Center (Glen Rose, TX; www.fossilrim.com)
- Kangaroo Conservation Center at North Georgia Zoo (Dawsonville, GA; www.northgeorgiazoo.com/kangaroo-conservation-at-north-georgia-zoo.html)
- Lee G. Simmons Conservation Park & Wildlife Safari ( Ashland, NE; www.wildlifesafaripark.com)
- Lion Country Safari (Loxahatchee, FL; www.lioncountrysafari.com)
- Natural Bridge Wildlife Ranch (San Antonio, TX; www.wildliferanchtexas.com)
- Pine Mountain Wild Animal Park (Pine Mountain, GA; www.animalsafari.com)
- Pine Mountain Wild Animal Park (Stafford, MO; www.animalsafari.com)
- San Diego Zoo Safari Park (Escondido, CA; www.sdzsafaripark.org)
- The Wilds (Cumberland, OH; www.thewilds.org)
Wild Country Safari Park (Epps, LA; www.wildcountrysafari.com)
Wildlife Safari (Winston, OR; www.windlifesafari.net)
Wolf Park (Battle Ground, IN; www.wolfpark.org)

67.4 Whale Watching

Whale-watching tourism spending has nearly doubled to approximately $1 billion, growing from an estimated $504 million in 1994. Annually, the interest attracts over nine million boat and land-based participants.

Patricia Corrigan, author of *The Whale Watcher’s Guide* and *Our Wild World: Whales*, suggests the following extended whale viewing trips:

- Oahu, Hawaii: During humpback whale season, one- and two-week research vacations are based in the region.
- Newfoundland, Canada: Whale Study Week includes boat trips as well as classes in whale biology and general marine ecology.
- Puget Sound, British Colombia: This Earthwatch Institute 10-day program allows participants to work on shore and on boats assisting researchers as they carefully study the human impact on the fast-declining killer whale population.
- Chichagof Island and Glacier Bay National Park, Alaska: Travelers can whale-watch on seven-day sea kayaking/camping trips.
- San Juan Islands, off the coast of Washington: Large pods of orca (whales) roam nearby waters, providing the highlights for two-, three-, and five-day sea kayaking/camping trips that depart from Friday Harbor in Washington.
- San Ignacio Lagoon, Baja California, Mexico: Five-day programs (in a safari-style camp just yards from shore) include daily boat trips that are available during whale-watching season.
- Gulf of St. Lawrence, Canada: Travelers can enjoy six to eight days on the water watching giant blue whales, finbacks, and humpbacks while assisting the Mingan Island Cetacean Study researchers with data collection.

67.5 Dolphin Encounters

There are several dolphin-themed tourist attractions in Florida and at public aquariums throughout the U.S.

Several aquariums in Florida offer opportunities for guests to swim with dolphins (in an enclosed lagoon or pool, not in the wild). These include the Clearwater Marine Aquarium (www.seewinteeer.com), Dolphin Cove (www.dolphincove.com) in Orlando, and Dolphin World (www.dolphinworld.org) in Key Largo and Miami. Marineland (www.marineland.net), in St. Augustine, specializes in dolphin-human interactions, offering five such programs. The basic program is Flippers & Fins ($65), which allows people to come right up to the pools and interact for 10 minutes with Atlantic bottlenose dolphins. In Trainer for a Day ($400), visitors work alongside a trainer for four hours, while Quest ($275) allows people to swim with the dolphins in large pools. Marineland
offers an art and dolphin encounter, called Dolphin Designs ($85), in which a dolphin paints a canvas with three different colors of paint that a participant chooses.

Dolphin-watching cruise excursions sailing from Clearwater Beach, with guaranteed sightings, are offered by Dolphin Encounters (www.dolphinencounters.org).

Twice a year The Incredible Dolphin Encounter (www.incredible-adventure.com) invites the public to join its working research team in the waters off the Bahamas to observe spotted and bluenose dolphins in their natural habitat and to help photograph them. Guests spend six nights in quarters onboard the R/V Tiburon, a 63-foot research and exploration ship. In between scouting sessions, there are onboard lectures and opportunities to snorkel.

In 2007, the National Aquarium in Baltimore (www.aqua.org) opened its Dolphin Encounter, where patrons accompany trainers in a private dolphin training and play session; guests do not swim with dolphins.

At Sea World Adventure Park (www.seaworldsandiego.com), in San Diego, the Dolphin Encounter at Rocky Point Preserve ($40) features 10 minutes of face-to-face time with dolphins during which guests can touch, train, and feed them. The Wild Arctic Interaction ($160) lets visitors get up close to Pacific walruses and polar bears before donning wet suits and slipping into 55°F water to interact with beluga whales. There is also a Trainer for a Day program ($495).

The Dolphin In-Water Adventure ($160 for members, $185 for non-members) at the Indianapolis Zoo (www.indyzoo.com) starts with an educational component, during which visitors sit in a classroom and learn the basics about dolphin anatomy, habitat, and conservation efforts. Then small groups change into wetsuits and are led to training pools where they work with trainers using hand signals to get the dolphins to swim on their backs, flip, or splash.
68.1 Ancient Sites

There are tens of thousands of pre-Columbian sites in the United States. The following are among the most renowned:

- Bighorn Medicine Wheel (Lovell, WY)
- Blythe Intaglios (Blythe, CA)
- Cahokia Mounds State Historic Site (Collinsville, IL)
- Casa Grande Ruins National Monument (Coolidge, AZ)
- Chaco Culture National Historical Park (New Mexico)
- East Bay Walls [a.k.a. Berkeley Mystery Walls] (San Francisco, CA)
- Hopewell Culture National Historical Park (Chillicothe, OH)
- Kincaid Mounds State Historic Site (Massac County, IL)
- Mesa Verde National Park (Mesa Verde, CO)
- Miami Circle (Miami, FL)
- Montezuma Castle National Monument (Camp Verde, AZ)
- Mystery Hill [a.k.a. America’s Stonehenge] (Salem, NH)
- Palatki Heritage Site (Sedona, NM)
- Poverty Point National Monument (Louisiana)
- Pueblo de Taos (New Mexico)
- Serpent Mound (near Peebles, OH)
- Three Rivers Petroglyph Site (Tularosa, NM)

68.2 National Wonders

*Smithsonian* ranks the most spectacular geologic sites in the U.S. as follows:

1. Grand Canyon (Arizona)
2. Yellowstone National Park (Idaho, Montana and Wyoming)
3. Niagara Falls (New York)
4. Meteor Crater (Arizona)
5. Mount St. Helens National Volcanic Monument (Washington)
6. La Brea Tar Pits (California)
7. San Andreas Fault at the Carrizo Plain (California)
8. Mammoth Cave National Park (Kentucky)
9. The Ice Age Flood Trail (Washington, Oregon and Idaho)
10. Lava Beds National Monument (California)
The following are lists of Top 10 National Wonders in the United States:

**AARP Travel**
- Brice Canyon National Park (Utah)
- Death Valley (California)
- Denali National Park and Preserve (Alaska)
- Everglades National Park (Florida)
- Great Sand Dunes (Colorado)
- Mammoth Cave National Park (Kentucky)
- Redwood Coast (California)
- Teton Range (Wyoming)
- Yellowstone Caldera (Wyoming and Montana)
- Yosemite Valley (California)

**Discovery Channel**
- Acadia National Park (Maine)
- Death Valley (California)
- Denali National Park and Preserve (Alaska)
- Everglades National Park (Florida)
- Grand Canyon National Park (Arizona)
- Mammoth Cave National Park (Kentucky)
- Red Rock Country [Zion, Bryce Canyon, Arches, Canyonlands, and Capitol Reef National Parks] (Utah)
- Redwood Forest (California)
- Yellowstone National Park (Wyoming)
- Yosemite Valley (California)

**Fodor’s**
- Acadia National Park (Maine)
- Arches National Park (Utah)
- Cape Hatteras National Seashore (North Carolina)
- Denali National Park and Preserve (Alaska)
- Grand Canyon National Park (Arizona)
- Hawaii Volcanoes National Park (Hawaii)
- John Pennekamp Coral Reef State Park (Florida)
- Rocky Mountain National Park (Colorado)
- Yellowstone National Park (Wyoming)
- Yosemite Falls, Yosemite National Park (California)

**Lonely Planet**
- Acadia National Park (Maine)
- Denali National Park (Alaska)
- Grand Canyon National Park (Arizona)
- Kilauea Volcano (Hawaii)
- Mammoth Cave (Kentucky)
• Monument Valley (Arizona-Utah)
• Niagara Falls (New York)
• Redwood National & State Parks (California)
• Yellowstone National Park (Wyoming)
• Yosemite National Park (California)

CNN recognizes the top natural wonder in each of the 50 states as follows:
• Alabama: Little River Canyon National Preserve
• Alaska: Glacier Bay National Park
• Arizona: Grand Canyon National Park
• Arkansas: Crater of Diamonds State Park
• California: Avenue of Giants in the Redwood National and State Parks system
• Colorado: Rocky Mountain National Park
• Connecticut: Bluff Point State Park Coastal Reserve
• Delaware: Bombay Hook National Wildlife Refuge
• Florida: Everglades National Park
• Georgia: Cumberland Island
• Hawaii: Hawaii Volcanoes National Park
• Idaho: Sawtooth range
• Illinois: Starved Rock State Park
• Indiana: Indiana Dunes State Park
• Iowa: Broken Kettle Grasslands and Loess Hills Scenic
• Kansas: Tallgrass Prairie National Preserve
• Kentucky: Mammoth Cave National Park
• Louisiana: Barataria Preserve
• Maine: Mount Katahdin, trailhead of the Appalachian Trail
• Maryland: Chesapeake Bay
• Massachusetts: Coskata-Coatue Wildlife Refuge on Nantucket Island
• Michigan: Sleeping Bear Dunes National Lakeshore
• Minnesota: Boundary Waters Canoe Area Wilderness
• Mississippi: Gulf Islands National Seashore
• Missouri: Elephant Rocks State Park in the Ozark ecoregion
• Montana: Glacier National Park
• Nebraska: Ashfall Fossil Beds State Historical Park
• Nevada: Valley of Fire State Park
• New Hampshire: White Mountains on the Appalachian Trail
• New Jersey: Delaware Water Gap
• New Mexico: Carlsbad Caverns National Park
• New York: The Adirondacks/Adirondack Forest Preserve
• North Carolina: Jockey's Ridge on Nags Head
• North Dakota: Theodore Roosevelt National Park
• Ohio: Hocking Hills State Park
• Oklahoma: Salt Plains National Wildlife Refuge
• Oregon: Crater Lake
• Pennsylvania: Cherry Springs State Park
• Rhode Island: Block Island
• South Carolina: Jocassee Gorges - Devils Fork State Park and Table Rock State Park
• South Dakota: Badlands National Park
• Tennessee: Cades Cove at Great Smoky Mountains National Park
• Texas: Rio Grande River within Big Bend National Park
• Utah: Zion National Park
• Vermont: Quechee State Park
• Virginia: Blue Ridge Parkway and Skyline Drive within Shenandoah National Park
• Washington: Mount Rainier National Park
• West Virginia: Beartown State Park
• Wisconsin: Horicon Marsh
• Wyoming: Yellowstone National Park

68.3 Man-Made Wonders

The Travel Channel recognizes the following as the Seven Man-Made Wonders of the United States:
• Brooklyn Bridge (New York, NY)
• Empire State Building (New York, NY)
• Golden Gate Bridge (San Francisco, CA)
• Hoover Dam (Nevada)
• Mount Rushmore (South Dakota)
• Space Needle (Seattle, WA)
• Washington Monument (Washington, DC)

The Day Zero Project (www.dayzeroproject.com) recognized the following as the top man-made wonders in the U.S.:
• Alcatraz (San Francisco, CA)
• Antietam National Battlefield (Sharpsburg, MD)
• Arlington National Cemetery (Arlington County, VA)
• Biloxi Lighthouse (Biloxi, MS)
• Biltmore Estate (Asheville, NC)
• Brooklyn Bridge (New York, NY)
• Cape Hatteras Light (Outer Banks, NC)
• Carhenge (Nebraska)
• Cathedral of St. John the Baptist (Savannah, GA)
• Cloud Gate Millennium Park (Chicago, IL)
• Cooper Union for the Advancement of Science and Art (New York, NY)
• Crazy Horse Memorial (Black Hills of South Dakota)
• Ellis Island (New York, NY)
Based on opinions from travel writers/photographers and others in the industry, USA Weekend developed the following list of The Ten Most Beautiful Places in America:
• Clingman’s Dome along the Appalachian Trail in Great Smoky Mountains National Park (Tennessee)
• From Key Largo to Key West (Florida)
• Golden Gate Bridge (San Francisco, CA)
• Grafton, VT
• Jenny Lake in Grand Teton National Park (Wyoming)
• Na Pali Coast (Hawaii)
• Nighttime view from Mount Washington (Pittsburgh, PA)
• Red Rock Country (Sedona, AZ)
• Squares of Savannah, GA
• The upper Mississippi River (Illinois, Iowa, Wisconsin, and Minnesota)
WORLD HERITAGE SITES

69.1 Overview
With protecting and preserving cultural and natural heritage around the world considered to be of outstanding value to humanity, the United Nations Educational, Scientific and Cultural Organization (UNESCO, www.unesco.org) has designated 830 properties worldwide as World Heritage Sites. The sites encompass both natural and cultural heritage.

69.2 World Heritage Sites in the U.S.
There are 23 World Heritage Sites in the United States. They are as follows:
• Cahokia Mounds State Historic Site (Illinois; www.cahokiamounds.org)
• Carlsbad Caverns National Park (New Mexico; www.nps.gov/cave)
• Chaco Culture (New Mexico; www.nps.gov/chcu)
• Everglades National Park (Florida; www.nps.gov/ever)
• Grand Canyon National Park (Arizona; www.nps.gov/grca)
• Great Smoky Mountains National Park (North Carolina/Tennessee; www.nps.gov/grsm)
• Hawaii Volcanoes National Park (Hawaii; www.nps.gov/havo)
• Independence Hall (Pennsylvania; www.nps.gov/inde)
• Kluane/Wrangell-St. Elias/Glacier Bay/Tatshenshini-Alsek (Alaska; http://whc.unesco.org/en/list/72)
• La Fortaleza and San Juan National Historic Site (Puerto Rico; www.nps.gov/saju)*
• Mammoth Cave National Park (Kentucky; www.nps.gov/maca)
• Mesa Verde National Park (Colorado; www.nps.gov/meve)
• Monticello and the University of Virginia (Charlottesville, VA; http://whc.unesco.org/en/list/442)
• Olympic National Park (Washington; www.nps.gov/olym)
• Papahanaumokuakea Marine National Monument (Hawaii; www.papahanaumokuakea.gov/about/welcome.html)
• Poverty Point National Monument (Louisiana; www.nps.gov/popo/index.htm)
• Pueblo de Taos (New Mexico; http://whc.unesco.org/en/list/492)
• Redwood National and State Parks (California; www.nps.gov/redw)
• San Antonio Missions National Historic Park (Texas; www.nps.gov/saan/index.htm)
• Statue of Liberty (New Jersey/New York; www.nps.gov/stli)
• Waterton Glacier International Peace Park (Montana; http://whc.unesco.org/en/list/354)
• Yellowstone National Park (Wyoming, Montana, and Idaho; www.nps.gov/yell)
• Yosemite National Park (California; www.nps.gov/yose)
* U.S. Territory

69.3 Market Resources
UNESCO World Heritage Centre (http://whc.unesco.org/en/list)
70

ZOOS & AQUARIUMS

70.1 Market Assessment

The American Zoo and Aquarium Association (AZA, www.aza.org) reports that combined annual attendance for all 214 AZA-accredited zoos and aquariums in the United States is 175 million.

Two million households in America, some five million people, are zoo or aquarium members, collectively providing over $96 million in support.

More than nine million students visit and enjoy on-site education programs at zoos and aquariums each year; over 3.5 million attend them free of charge.

About 80% of visitors to zoos live in the zoo’s home market and 20% are tourists, according to the AZA. Aquariums experience the opposite visitor ratio; approximately 80% of visitors are tourists and 20% live in the aquariums’s home market. There are notable exceptions to these ratios. The Memphis Zoo, which averages about 950,000 visitors each year, found in 2013 that 67% of zoo visitors came from outside the Memphis area.

70.2 Most-Visited Zoos and Aquariums

The following are the largest U.S. zoos, based on annual attendance:

- San Diego Zoo (San Diego, CA; www.sandiegozoo.org): 3.4 million
- Lincoln Park Zoo (Chicago, IL; www.lpzoo.org): 3.0 million
- Saint Louis Zoo (St. Louis, MO; www.stlzoo.org): 2.8 million
- Smithsonian National Zoological Park (Washington, DC; http://nationalzoo.si.edu): 2.7 million
- Bronx Zoo (New York, NY; www.bronxzoo.com): 2.4 million
- Brookfield Zoo (Brookfield, IL; www.brookfieldzoo.org): 2.0 million
- Denver Zoo (Denver, CO; www.denverzoo.org): 1.7 million
- Los Angeles Zoo (Los Angeles, CA; www.lazoo.org): 1.5 million
- Columbus Zoo (Columbus, OH; www.columbuszoo.org): 1.4 million
- Houston Zoo (Houston, TX; www.houstonzoo.org): 1.4 million
- Cleveland Metroparks Zoo (Cleveland, OH; www.clevelandmetroparks.com/zoo): 1.3 million
- Milwaukee County Zoo (Milwaukee, WI; www.milwaukeezoo.org): 1.3 million

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 369 •
The following are the largest U.S. aquariums, based on annual attendance:

- Georgia Aquarium (Atlanta; www.georgiaaquarium.org): 2.0 million
- Monterey Bay Aquarium (Monterey, CA; www.montereybayaquarium.org): 1.8 million
- John G. Shedd Aquarium (Chicago, IL; www.sheddaquarium.org): 1.7 million
- National Aquarium in Baltimore (Baltimore, MD; www.aqua.org): 1.6 million
- New England Aquarium (Boston, MA; www.neaq.org): 1.3 million
- Aquarium of the Pacific (Long Beach; www.aquariumofpacific.org): 1.1 million
- Tennessee Aquarium (Chattanooga; www.tnaqua.org): 1.1 million
- Downtown Aquarium (Denver, CO; www.aquariumrestaurants.com): 1.0 million
- Aquarium of the Americas (New Orleans; www.auduboninstitute.org/visit/aquarium): 1.0 million
- Newport Aquarium (Newport, KY; www.newportaquarium.com): 1.0 million
- Mystic Aquarium (Mystic, CT; www.mysticaquarium.org): 1.0 million

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Zoos as follows:
1. Toledo Zoo (Toledo, OH)
2. St. Louis Zoo (St. Louis, MO)
3. Cincinnati Zoo (Cincinnati, OH)
4. Memphis Zoo (Memphis, TN)
5. Columbus Zoo (Columbus, OH)
6. Henry Doorly Zoo (Omaha, NE)
7. Houston Zoo (Houston, TX)
8. Brookfield Zoo (Chicago, IL)
9. Dallas Zoo (Dallas, TX)
10. San Diego Zoo & Safari Park (San Diego, CA)

The Best Aquariums were ranked as follows:
1. Georgia Aquarium (Atlanta, GA)
2. Texas State Aquarium (Corpus Christi, TX)
3. Ripley's Aquarium of the Smokies (Gatlinburg, TN)
4. Shedd Aquarium (Chicago, IL)
5. Tennessee Aquarium (Chattanooga, TN)
6. Monterey Bay Aquarium (Monterey, CA)
7. Vancouver Aquarium (Vancouver, BC, Canada)
8. Mystic Aquarium (Mystic, CT)
9. Henry Doorly Zoo & Aquarium (Omaha, NE)
10. National Aquarium (Baltimore, MD)

70.3 Accredited Zoos and Aquariums
The following links to a list of zoos and aquariums accredited by the AZA: www.rkma.com/travel.ZoosAquariums.pdf.
70.4 Market Resources
American Zoo and Aquarium Association, 8403 Colesville Road, Suite 760, Silver Spring, MD 20910. (301) 562-0777. (www.aza.org)
PART IV: AWARD-WINNING DESTINATIONS & HOSPITALITY
AWARD-WINNING AIRLINES

71.1 Condé Nast Traveler Reader Poll
The 2016 Condé Nast Traveler Readers’ Choice Awards ranked favorite airlines as follows:

North American Airlines
1. Virgin America
2. JetBlue Airways
3. Hawaiian Airlines
4. Southwest Air Lines
5. Alaska Airlines

Global Airlines
1. Singapore Airlines
2. Emirates
3. Qatar Airways
4. Virgin Atlantic
5. Etihad Airways

71.2 J.D. Power Customer Satisfaction Survey
The following airlines ranked highest in the 2016 North American Airline Satisfaction Study by J.D. Power and Associates (www.jdpower.com):

Traditional Carriers
1. Alaska Airlines
2. Delta Air Lines
3. American Airlines/US Airways
4. Air Canada
5. United Airlines

Low-Cost Carriers
1. JetBlue Airways
2. Southwest Airlines
3. WestJet
4. Frontier Airlines
71.3 Travel + Leisure Readers’ Choice Awards

Travel + Leisure’s 2016 World’s Best Awards ranked airlines as follows:

Domestic Airlines
1. Virgin America
2. JetBlue Airways
3. Hawaiian Airlines
4. Alaska Airlines
5. Southwest Airlines

International Airlines
1. Singapore Airlines
2. Emirates Airline
3. Qatar Airways
4. Etihad Airways
5. Virgin Atlantic Airways
72

AWARD-WINNING AIRPORTS

72.1 J.D. Power Customer Satisfaction Survey
The following airlines ranked highest in the 2016 North American Airport Study by J.D. Power and Associates (www.jdpower.com):

Large Airports
1. Portland International Airport
2. Tampa International Airport
3. McCarran International Airport (Las Vegas)
4. Orlando International Airport
5. Salt Lake City International Airport
6. Denver International Airport
7. San Diego International Airport
8. Hartsfield-Jackson Atlanta International Airport
9. Detroit Metropolitan Wayne County Airport
10. Phoenix Sky Harbor International Airport

Medium Airports
1. Dallas Love Field
2. Southwest Florida International Airport
3. Indianapolis International Airport
4. Raleigh-Durham International Airport
5. Jacksonville International Airport
6. Nashville International Airport
7. John Wayne Airport
8. Austin-Bergstrom International Airport
9. Vancouver International Airport
10. Pittsburgh International Airport

72.2 Travel + Leisure Readers’ Choice Awards
Travel + Leisure’s 2016 World’s Best Awards ranked airports as follows:
Domestic Airports
1. Portland International Airport
2. Indianapolis International Airport
3. Tampa International Airport
4. Austin-Bergstrom International Airport
5. Minneapolis-St. Paul International Airport

International Airports
1. Singapore Changi Airport
2. Dubai International Airport
3. Hong Kong International Airport
4. Incheon International Airport
5. Zurich Airport
AWARD-WINNING CAR RENTAL AGENCIES

73.1 J.D. Power & Associates Rental Car Customer Satisfaction

In its 2016 North American Rental Car Satisfaction Study, agencies were ranked by J.D. Power & Associates (www.jdpower.com) as follows:
1. Enterprise Rent-a-Car
2. National Car Rental
3. Alamo
4. Avis Car Rental
5. Hertz Rent A Car
6. Budget Car Rental

73.2 Travel + Leisure Readers’ Choice Awards

Travel + Leisure’s 2016 World’s Best Awards ranked car rental agencies as follows:
1. National Car Rental
2. Enterprise Rent-a-Car
3. Hertz Rent A Car
4. Avis Car Rental
5. Alamo
AWARD-WINNING CRUISE LINES

74.1 Condé Nast Traveler Reader Poll

The 2016 Condé Nast Traveler Readers’ Choice Awards ranked favorite cruise lines as follows:

**Large-Ship Cruise Lines**
1. Disney Cruise Line
2. Cunard Line
3. Princess Cruises
4. Norwegian Cruise Line
5. Royal Caribbean International

**Midsize-Ship Cruise Lines**
1. Crystal Cruises
2. Disney Cruise Line
3. Regent Seven Seas Cruises
4. Princess Cruises
5. Oceania Cruises

**Small-Ship Cruise Lines**
1. Seabourn
2. Paul Gauguin Cruises
3. Windstar
4. SeaDream Yacht Club
5. Silversea

**River Cruise Lines**
1. Grand Circle Cruise Line
2. Viking River Cruises
3. Uniworld Boutique River Cruises
4. Tauck
5. Vantage

74.2 Travel + Leisure Readers’ Choice Awards

Travel + Leisure’s 2016 World’s Best Awards ranked cruise lines as follows:
**Mega-Ship Lines**
1. Cunard Line
2. Disney Cruise Line
3. Princess Cruises
4. Celebrity Cruises
5. Royal Caribbean International

**Large Ship Lines**
1. Viking Cruises
2. Crystal Cruises
3. Regent Seven Seas Cruises
4. Cunard Line
5. Azamara Club Cruises

**Midsize-Ship Lines**
1. Paul Gauguin Cruises
2. Seabourn
3. Windstar Cruises
4. Ponant Yacht Cruises & Expeditions
5. Regent Seven Seas Cruises

**River Cruises**
1. Uniworld Boutique River Cruise Collection
2. Tauck
3. Viking River Cruises
4. Grand Circle Cruise Line
5. AmaWaterways
AWARD-WINNING GOLF RESORTS

75.1 Golf Magazine’s Top Golf Resorts

Golf bestowed Platinum Awards to the following U.S. golf resorts in its 2015 biennial Premier Golf Resort designations:
• Bandon Dunes Golf Resort (Bandon, OR)
• Four Seasons Resort Hualalai at Historic Ka’upulehu (Ka’upulehu-Kona, Big Island, HI)
• Kiawah Island Golf Resort (Kiawah Island, SC)
• Pebble Beach Resorts (Pebble Beach, CA)
• Pinehurst Resort (Pinehurst, NC)
• Ritz-Carlton Lodge, Reynolds Plantation (Greensboro, GA)
• Sea Island Resort (Sea Island, GA)
• The American Club (Kohler, WI)
• The Broadmoor (Colorado Springs, CO)
• The Greenbrier (White Sulphur Springs, WV)

75.2 Golf Digest Magazine’s Top Golf Resorts

Golf Digest ranked the following as the top U.S. golf courses in it’s 2015/2016 biennial ranking:

1. Augusta National Golf Course (Augusta, GA)
2. Pine Valley Golf Course (Pine Valley, NJ)
3. Cypress Point Club (Pebble Beach, CA)
4. Shinnecocck Hills Golf Course (Southampton, NY)
5. Merion Golf Course - East (Ardmore, PA)
6. Oakmont Country Club (Oakmont, PA)
7. Pebble Beach Golf Links (Pebble Beach, CA)
8. National Golf Links of America (Southampton, NY)
9. Winged Foot Golf Course (West, Mamaroneck, NY)
10. Sand Hills Golf Course (Mullen, NE)
76

AWARD-WINNING HOTELS

76.1 AAA Five-Diamond Hotels and Resorts

AAA (www.aaa.com) designated the following hotels and resorts with Five-Diamond ratings for 2016:

Arizona
- Fairmont Scottsdale Princess (Scottsdale)
- Four Seasons Resort Scottsdale at Troon North (Scottsdale)
- The Canyon Suites at the Phoenician (Scottsdale)
- The Phoenician (Scottsdale)
- The Ritz-Carlton, Dove Mountain (Tucson)

California
- Château du Sureau (Oakhurst)
- Fairmont Grand Del Mar (San Diego)
- Four Seasons Hotel Westlake Village (Westlake Village)
- L’Ermitage Beverly Hills (Beverly Hills)
- Montage Laguna Beach (Laguna Beach)
- Ojai Valley Inn & Spa (Ojai)
- Park Hyatt Aviara Resort (Carlsbad)
- Rancho Valencia Resort and Spa (Rancho Santa Fe)
- St. Regis Resort, Monarch Beach (Dana Point)
- The Beverly Hills Hotel and Bungalows (Beverly Hills)
- The Lodge at Torrey Pines (La Jolla)
- The Peninsula Beverly Hills (Beverly Hills)
- The Resort at Pelican Hill (Newport Beach)
- The Ritz-Carlton, Laguna Niguel (Dana Point)
- The Ritz-Carlton, Lake Tahoe (Lake Tahoe)
- The Ritz-Carlton, San Francisco (San Francisco)

Colorado
- Four Seasons Hotel Denver (Denver)
- The Broadmoor (Colorado Springs)
- The Little Nell (Aspen)
- The Ritz-Carlton, Denver (Denver)

Connecticut
- Winvian (Morris)
District of Columbia
• Four Seasons Hotel Washington D.C.
• The Ritz-Carlton, Georgetown, Washington, D.C.
• The Ritz-Carlton, Washington, D.C.

Florida
• Acqualina Resort and Spa on the Beach (Sunny Isles Beach)
• Eau Palm Beach Resort & Spa (Manalapan)
• Four Seasons Resort Orlando at Walt Disney World (Lake Buena Vista)
• Four Seasons Resort, Palm Beach (Palm Beach)
• Mandarin Oriental, Miami (Miami)
• Ponte Vedra Inn and Club (Ponte Verda Beach)
• St. Regis Bal Harbour (Bal Harbour)
• The Breakers (Palm Beach)
• The Ritz-Carlton, Amelia Island (Fernandina Beach)
• The Ritz-Carlton, Fort Lauderdale (Ft. Lauderdale)
• The Ritz-Carlton, Naples (Naples)
• The Ritz-Carlton Golf Resort (Naples)

Georgia
• Four Seasons Hotel Atlanta (Atlanta)
• St. Regis Atlanta Hotel & Residences (Atlanta)
• The Cloister (Sea Island)
• The Lodge at Sea Island (St. Simons Island)
• The Ritz-Carlton, Buckhead (Atlanta)
• The Ritz-Carlton Lodge, Reynolds Plantation (Greensboro)

Hawaii
• Four Seasons Resort Hualalai at Historic Ka’upulehu (Ka’upulehu)
• Four Seasons Resort Maui at Wailea (Wailea)
• The Ritz-Carlton, Kapalua (Kapalua)

Illinois
• Four Seasons Hotel Chicago (Chicago)
• The Langham (Chicago)
• The Peninsula Chicago (Chicago)
• Trump International Hotel & Plaza (Chicago)
• Waldorf Astoria Chicago (Chicago)

Massachusetts
• Four Seasons Hotel Boston (Boston)
• Mandarin Oriental, Boston (Boston)
• The Ritz-Carlton, Boston Common (Boston)
Nevada
• ARIA Resort & Casino (Las Vegas)
• ARIA Sky Suites (Las Vegas)
• Bellagio (Las Vegas)
• Four Seasons Hotel Las Vegas (Las Vegas)
• Mandarin Oriental, Las Vegas (Las Vegas)
• Skylofts at the MGM Grand (Las Vegas)
• Wynn Tower Suites (Las Vegas)

New York
• Four Seasons Hotel New York (New York)
• Mandarin Oriental, New York (New York)
• Park Hyatt New York (New York)
• The Peninsula New York (New York)
• The Pierre New York-A Taj Hotel (New York)
• The Ritz-Carlton New York, Battery Park (New York)
• The Ritz-Carlton New York, Central Park (New York)
• Trump International Hotel & Tower (New York)
• Trump SoHo (New York)

North Carolina
• The Fearrington House Inn (Pittsboro)
• The Ritz-Carlton, Charlotte (Charlotte)
• The Umstead Hotel & Spa (Cary)

Pennsylvania
• Falling Rock at Nemacolin Woodlands Resort (Farmington)
• The Rittenhouse (Philadelphia)

Rhode Island
• Ocean House (Watch Hill)

South Carolina
• The Inn at Palmetto Bluff (Bluffton)
• The Sanctuary at Kiawah Island Golf Resort (Kiawah Island)

Tennessee
• The Hermitage Hotel (Nashville)

Utah
• Montage Deer Valley (Park City)
• St. Regis Deer Valley (Park City)
Virginia
• The Inn at Little Washington (Washington)

Wisconsin
• The American Club (Kohler)

Wyoming
• Four Seasons Resort Jackson Hole (Teton Village)

76.2 Condé Nast Traveler Gold List
The following hotels were designated for the 2016 Condé Nast Traveler Gold List:
Arizona
• Arizona Biltmore, Phoenix

California
• Ace Hotel Downtown (Los Angeles)
• Auberge du Soleil (Napa Valley)
• Chateau Marmont (West Hollywood)
• Hotel Bel-Air (Los Angeles)
• Shutters on the Beach (Santa Monica)
• Sunset Tower Hotel (West Hollywood)
• The Ahwahnee (Yosemite National Park)

Colorado
• Dunton Hot Springs (Dolores)

Connecticut
• Winvian Farm (Litchfield Hills)

District of Columbia
• The Jefferson (Washington)

Georgia
• The Lodge at Sea Island Golf Club (Sea Island)

Hawaii
• Halekulani (Honolulu)

Illinois
• Trump International Hotel & Tower (Chicago)
Louisiana
• Soniat House (New Orleans)

Maine
• Hidden Pond (Kennebunkport)

Massachusetts
• Wheatleigh (Lenox)

Nevada
• Aria (Las Vegas)
• Bellagio (Las Vegas)
• The Cosmopolitan of Las Vegas
• The Palazzo (Las Vegas)
• The Venetian (Las Vegas)
• Wynn Las Vegas and Encore

New York
• Baccarat Hotel & Residences (New York)
• Crosby Street Hotel (New York)
• Four Seasons Hotel New York (New York)
• Park Hyatt New York (New York)
• St. Regis New York (New York)
• The Carlyle, a Rosewood Hotel (New York)
• The Greenwich Hotel (New York)
• The Nomad Hotel (New York)

Tennessee
• Blackberry Farm (Walland)

Utah
• Amangiri (Canyon Point)
• Stein Eriksen Lodge Deer Valley (Park City)

West Virginia
• The Greenbrier (White Sulphur Springs)

### 76.3 Forbes Five-Star Hotels

Forbes Travel Guide (www.forbestravelguide.com), formerly Mobil Travel Guide, designated the following hotels and resorts for its Five-Star Award in 2016:

**Arizona**
• The Canyon Suites at the Phoenician (Scottsdale)
• The Ritz-Carlton, Dove Mountain (Tucson)

**California**
- Auberge du Soleil (Rutherford)
- Belmond El Encanto (Santa Barbara)
- Chateau du Sureau (Oakhurst)
- Four Seasons Hotel Los Angeles (Beverly Hills)
- Four Seasons Hotel San Francisco (San Francisco)
- Hotel Bel-Air (Los Angeles)
- L’Ermitage (Beverly Hills)
- Montage Beverly Hills (Beverly Hills)
- Montage Laguna Beach (Laguna Beach)
- Park Hyatt Aviara Resort (Carlsbad)
- Rancho Valencia Resort (Rancho Santa Fe)
- Rosewood Sand Hill (Menlo Park)
- The Beverly Hills Hotel (Beverly Hills)
- The Peninsula Beverly Hills (Beverly Hills)
- The Resort at Pelican Hill (Newport Coast)
- The St. Regis San Francisco (San Francisco)

**Colorado**
- The Broadmoor (Colorado Springs)
- The Little Nell (Aspen)

**District of Columbia**
- Four Seasons Hotel Washington, D.C.

**Florida**
- Acqualina Resort and Spa on the Beach (Sunny Isles Beach)
- Eau Palm Beach Resort & Spa (Manalapan)
- Four Seasons Resort Palm Beach (Palm Beach)
- Mandarin Oriental, Miami (Miami)
- The Ritz-Carlton, Naples (Naples)
- The Setai (Miami Beach)
- St. Regis Bal Harbour (Bal Harbour)

**Georgia**
- Four Seasons Hotel Atlanta (Atlanta)
- The Cloister (Sea Island)
- The Lodge at Sea Island Golf Club (St. Simons Island)

**Hawaii**
- Four Seasons Resort Hualalai at Historic Ka’upulehu (Ka’upulehu)
- Four Seasons Resort Maui at Wailea (Wailea)
Illinois
• Four Seasons Hotel Chicago
• The Langham (Chicago)
• The Peninsula Chicago (Chicago)
• Trump International Hotel & Tower (Chicago)

Massachusetts
• Blantyre (Lenox)
• Boston Harbor Hotel (Boston)
• Four Seasons Hotel Boston (Boston)
• Mandarin Oriental, Boston (Boston)
• Wequassett Resort and Golf Club (Chatham)
• Wheatleigh (Lenox)

Montana
• The Ranch at Rock Creek (Philipsburg)

Nevada
• ARIA Sky Suites (Las Vegas)
• Encore Tower Suites Las Vegas (Las Vegas)
• Mandarin Oriental, Las Vegas (Las Vegas)
• Skylofts at MGM Grand (Las Vegas)
• Wynn Tower Suites (Las Vegas)

New York
• Four Seasons Hotel New York (New York)
• Mandarin Oriental, New York (New York)
• Park Hyatt New York (New York)
• The Peninsula New York (New York)
• The Pierre, A Taj Hotel (New York)
• The Point (Saranac Lake)
• The Ritz-Carlton New York, Central Park (New York)
• The St. Regis Hotel, New York (New York)
• Trump International Hotel & Tower New York (New York)

North Carolina
• The Umstead Hotel and Spa (Cary)

Rhode Island
• Ocean House/Ocean House Cottage Collection (Watch Hill)

South Carolina
• The Sanctuary at Kiawah Island (Kiawah Island)
Tennessee
• The Hermitage Hotel (Nashville)

Utah
• Montague Deer Valley (Park City)
• Stein Eriksen Lodge (Park City)

Vermont
• Twin Farms (Barnard)

Virginia
• Keswick Hall and Golf Club (Charlottesville)
• The Inn at Little Washington (Washington)
• The Jefferson Hotel (Richmond)

Washington
• Four Seasons Hotel, Seattle (Seattle)

Wisconsin
• The American Club (Kohler)

Wyoming
• Four Seasons Resort Jackson Hole (Teton Village)

76.4 J.D. Power Customer Satisfaction Survey
The following hotel brands, by segment, ranked highest in the 2016 North American Hotel Guest Satisfaction Study, by J.D. Power and Associates (www.jdpower.com):
• Luxury: The Ritz-Carlton
• Upper Upscale: Omni Hotels & Resorts
• Upscale: Hilton Garden Inn
• Upper-Midscale: Drury Hotels
• Midscale: Wingate by Wyndham
• Economy: Microtel Inn & Suites by Wyndham
• Upper Extended Stay: Hyatt House
• Extended Stay: Home2Suites by Hilton

76.5 Travel + Leisure’s Best Hotels
The following U.S. hotels and resorts were included in the 2016 Travel + Leisure list of the World’s Best Hotels:
City Hotels
1. Spectator Hotel (Charleston, SC)
2. XV Beacon (Boston, MA)
3. The Surrey (New York, NY)
4. Greenwich Hotel (New York, NY)
5. The Knickerbocker (New York, NY)
6. River Inn of Harbor Town (Memphis, TN)
7. Old No. 77 Hotel & Chandlery (New Orleans, LA)
8. The Langham (Chicago, IL)
9. Alfond Inn (Orlando, FL)
10. Hotel Vintage (Seattle, WA)
11. Rosewood (Washington, DC)
12. The Hay-Adams (Washington, DC)
13. Trump International Hotel & Plaza (Chicago, IL)
14. Mokara Hotel & Spa (San Antonio, TX)
15. French Quarter Inn (Charleston, SC)

Resort Hotels, Continental U.S.
1. Lodge at Glendorn (Bradford, PA)
2. The Willcox (Aiken, SC)
3. Twin Farms (Barnard, VT)
4. Farmhouse Inn (Forestville, CA)
5. Gateway Canyons Resort & Spa (Gateway, SC)
6. Château du Sureau (Oakhurst, CA)
7. Triple Creek Ranch (Darby, MT)
8. Wequassett Resort and Golf Club (Chatham)
9. Old Edwards Inn & Spa (Highlands, NC)
10. Weekapaug Inn (Westerly, RI)

Resort Hotels, Hawaii
1. Montage Kapalua Bay (Maui)
2. Halekulani (Honolulu)
3. Four Seasons Resort Hualalai (Big Island)
4. Ko’a Kea Hotel & Resort (Kauai)
5. Four Seasons Resort Maui at Wailea (Maui)
6. Fairmont Kea Lani (Maui)
7. Turtle Nay Resort (Oahu)
8. Four Seasons Resort (Lanai)
9. Hotel Wailea (Maui)
10. The Ritz-Carlton Kapalua (Maui)
11. Grand Hyatt Kauai Resort & Spa (Koloa)
12. Fairmont Orcid (Big Island)
13. Kahala Hotel & Resort (Honolulu)
14. Royal Hawaiian (Honolulu)
15. Andaz Maui at Wailea Resort (Maui)
AWARD-WINNING SKI RESORTS

77.1 Condé Nast Traveler Reader Poll

Condé Nast Traveler Readers’ Choice Awards ranked the top U.S. ski resorts and hotels as follows:
1. St. Regis Aspen Resort (Aspen, CO)
2. Westin Riverfront Resort & Spa at Beaver Creek Mountain (Avon, CO)
3. Fairmount Heritage Place, Franz Klammer Lodge (Telluride, CO)
4. Lumiére Telluride (Telluride, CO)
5. Mirror Lake Inn Resort & Spa (Lake Placid, NY)
6. Four Seasons Resort Jackson Hole (Jackson Hole, WY)
7. St. Regis Deer Valley (Park City, UT)
8. Four Seasons Resort (Vail, CO)
9. Ritz-Carlton, Lake Tahoe (Lake Tahoe, CA)
10. Viceroy Snomass (Snowmass Village, CO)
11. Stowe Mountain Lodge (Stowe, VT)
12. The Sebastian (Vail, CO)
13. Montage Deer Valley (Park City, UT)
14. Sonnenalp Resort of Vail (Vail, CO)
15. Little Nell (Aspen, CO)
16. The Arabelle at Vail Square (Vail, CO)
17. Woodstock Inn & Resort (Woodstock, VT)
18. Park Hyatt Beaver Creek Resort and Spa (Beaver Creek, CO)
19. Inn at Lost Creek (Telluride, CO)
20. Westin Monache Resort (Mammoth Lakes, CA)

77.2 Forbes Magazine Ranking

Forbes’ ranked the Top 10 Ski Resorts for 2016 as follows:
1. Jackson Hole Mountain Resort (Wyoming)
2. Snowbird (Utah)
3. Whistler Blackcomb (British Columbia, Canada)
4. Alta (Utah)
5. Vail (Colorado)
6. Telluride Ski Resort (Colorado)
7. Alyeska (Alaska)
8. Aspen Mountain, Highlands, Snowmass (Colorado)
9. Grand Targhee (Wyoming)
10. Park City Mountain Resort (Utah)

**77.3 Ski Magazine Ranking**

The 2015/2016 Resort Rankings by *Ski* magazine are as follows:

**West**

1. Whistler Blackcomb (British Columbia, Canada)
2. Deer Valley (Utah)
3. Sun Valley (Idaho)
4. Telluride Ski Resort (Colorado)
5. Vail (Colorado)
6. Snowmass (Colorado)
7. Park City Mountain Resort (Utah)
8. Jackson Hole Mountain Resort (Wyoming)
9. Breckenridge (Colorado)
10. Steamboat (Colorado)

**East**

1. Tremblant (Quebec, Canada)
2. Smugglers’ Notch (Vermont)
3. Stowe (Vermont)
4. Killington (Vermont)
5. Holiday Valley (New York)
6. Whiteface (New York)
7. Sugarloaf (Maine)
8. Bretton Woods (New Hampshire)
9. Sunday River (Maine)
10. Okema (Vermont)
78

AWARD-WINNING SPAS

78.1 Condé Nast Traveler Spas

The 2016 Condé Nast Traveler Readers’ Choice Awards ranked the top U.S. spas as follows:

1. The Trailhead Spa at Brush Creek Ranch (Saratoga, WY)
2. The Lodge at Woodloch (Hawley, PA)
3. Waldorf Astoria Chicago Spa & Health Club (Chicago, IL)
4. Gage Spa (Marathon, TX)
5. The Spa at Stein Eriksen Lodge Deer Valley (Park City, UT)
6. Lazy You Spa (Granby, CO)
7. Cal-A-Vie Health Spa (Vista, CA)
8. Mauna Kea Spa by Mandara (Big Island, HI)
9. Remède Spa at the St. Regis Deer Valley (Park City, UT)
10. The Spa at Spruce Point Inn (Boothbay Harbor, ME)
11. The Spa at Hotel Park City (Park City, UT)
12. The Ritz-Carlton Spa Orlando (Grande Lakes, FL)
13. The Spa at Four Seasons Hotel (Westlake Village, CA)
14. Si Spa (Riviera Beach, FL)
15. The Spa at Old Edwards Inn (Highlands, NC)
16. The Peninsula Spa (New York, NY)
17. Spa Montage Kapalua Bay (Maui, HI)
18. Trump Spa (New York, NY)
19. Montage Deer Valley (Park City, UT)
20. Spa Montage Beverly Hills (Los Angeles, CA)

78.2 Forbes Five-Star Spas

Forbes Travel Guide (www.forbestravelguide.com), formerly Mobil Travel Guide, designated the following spas for its Five-Star Award in 2016:

California
- Hotel Bel-Air by La Prairie (Los Angeles)
- Spa at Pebble Beach (Monterey)
- Spa at Pelican Hill (Newport Coast)
- Spa at Fairmont Grand Del Mar (San Diego)
- Spa Montage Beverly Hills (Los Angeles)
- Spa Montage Laguna Beach (Laguna Beach)
Colorado
• Spa at The Broadmoor (Colorado Springs)
• The Spa at Four Seasons Vail (Vail)

Florida
• Acqualina Spa by ESPA (Sunny Isles Beach)
• Eau Spa (Palm Beach)
• Reméde Spa Bal Harbour (Bal Harbour)
• Spa at Mandarin Oriental (Miami)

Georgia
• The Spa at Sea Island (St. Simons Island)

Illinois
• Chuan Spa at The Langham (Chicago)

Massachusetts
• The Spa at Mandarin Oriental (Boston)

Nevada
• The Spa at Encore (Las Vegas)
• The Spa at Four Seasons Hotel (Las Vegas)
• The Spa at Mandarin Oriental (Las Vegas)
• The Spa at Wynn (Las Vegas)

New York
• The Peninsula Spa (New York)
• The Spa at Mandarin Oriental (New York)

Rhode Island
• Oh! Spa (Westerly)

South Carolina
• The Spa at The Sanctuary at Kiawah Island (Kiawah Island)

Utah
• The Spa at Stein Eriksen Lodge (Park City)

Wisconsin
• Kohler Waters Spa (Kohler)
**78.3 Gayot Guide’s Best Spas**
The Gayot Guide lists the following as Top Destination Spas for 2016:

**Top Destination Spas**
1. Aspira Spa (Elkhart Lake, WI)
2. Canyon Ranch Lenox (Lenox, MA)
3. Green Mountain at Fox Run (Ludlow, VT)
4. JW Marriott Desert Springs Resort & Spa (Palm Desert, CA)
5. Lake Austin Spa Resort (Austin, TX)
6. Miraval Arizona (Tucson, AZ)
7. Mirbeau Inn & Spa (Shaneateles, NY)
8. Movara Fitness Resort (Ivins, UT)
9. The Spa at Travaasa Hana (Hana, HI)
10. Vita Vie Retreat at Seagate Hotel & Spa (Delray Beach, FL)

**78.4 Travel + Leisure Readers’ Choice Awards**

Travel + Leisure’s 2016 World’s Best Awards ranked destination spas as follows:
1. New Life Hiking Spa (Killington, VT)
2. Westglow Resort & Spa (Blowing Rock, NC)
3. The Ranch (Malibu, CA)
4. Cal-a-Vie Health Spa (Vista, CA)
5. Pearl Laguna (Laguna Beach, CA)
6. Lodge at Woodloch (Hawley, PA)
7. Mi Amo Spa (Sedona, AZ)
8. Lake Austin Spa Resort (Austin, TX)
9. Sundara Inn & Spa (Wisconsin Dells, WI)
10. Miraval Resort & Spa (Tucson, AZ)
AWARD-WINNING TRAILS

79.1 Overview

Trails (www.trails.com) annually ranks the best trails in the United States. Included in the assessment are hiking, camping, mountain biking, and off-road vehicle trails.

79.2 Designations in 2016

Over 10 million votes for top hiking trails were cast online to rank the top trails in 2016, as follows:

1. Breakneck Ridge Trail (Beacon, NY): hiking - 9.6 miles
2. Glacier Gorge (Longs Peak, CO): hiking - 9.6 miles
3. Appalachian Trail: The Pinnacle (Hamburg, PA): hiking - 8.7 miles
4. Mount Whitney (Lone Pine, CA): hiking - 22 miles
5. Conundrum Hot Springs (Aspen, CO): hot springs - 18 miles
6. Bear Mountain Loop (Highland Falls, NY): hiking - 9.7 miles
7. Deep Creek (Hesperia, CA): hot springs - 12 miles
9. Appalachian Trail: Springer Mountain to Hightower Gap (Suches, GA): hiking - 9 miles
10. Chain Lakes (Scenic, WA): hiking - 22 miles
11. Appalachian Trail: Crampton Gap to Harpers Ferry, WV (Burkittsville, MD): hiking - 10.2 miles
12. Half Dome (Vernal Fall, CA): hiking - 16 miles
13. Dolly Sods Wilderness (Laneville, WV): hiking - 2.4 miles
14. Hut to Hut Presidential Traverse (Gorham, NH): hiking - 25.5 miles
15. American River Confluence to Lake Clementine (Auburn, CA): hiking - 6 miles
16. Canyon Creek Lakes and L Lake (Weaverville, CA): hiking - 16.5 miles
17. Mount Marcy - New York Highpoint (Lake Placid, NY): hiking - 14.8 miles
18. Alder Glen Recreation Site (Beaver, OR): campgrounds
19. Bear Mountain (Mount Frissell, CT): hiking - 6 miles
20. Appalachian National Scenic Trail - Pennsylvania Section (Rouzerville, PA): hiking - 232 miles
22. Mount Mitchell (Asheville, NC): hiking - 12 miles
<table>
<thead>
<tr>
<th>No.</th>
<th>Destination</th>
<th>Activity</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.</td>
<td>Appalachian Trail - Chester Gap to Harpers Ferry (Front Royal, VA)</td>
<td>hiking</td>
<td>54.4 miles</td>
</tr>
<tr>
<td>25.</td>
<td>Appalachian Trail: Bear Mountain - Harriman State Parks - West (Arden, NY)</td>
<td>hiking</td>
<td>5.7 miles</td>
</tr>
<tr>
<td>26.</td>
<td>North Country Trail (NCT) - Michigan Section (Morenci, MI)</td>
<td>hiking</td>
<td>875 miles</td>
</tr>
<tr>
<td>27.</td>
<td>Boynton Canyon (Sedona, AZ)</td>
<td>hiking</td>
<td>6 miles</td>
</tr>
<tr>
<td>28.</td>
<td>Verde Hot Spring (Strawberry, AZ)</td>
<td>hot springs</td>
<td>2 miles</td>
</tr>
<tr>
<td>29.</td>
<td>Blue Lake (Ward, CO)</td>
<td>hiking</td>
<td>5 miles</td>
</tr>
<tr>
<td>30.</td>
<td>Deer Creek Canyon Park (Morrison, CO)</td>
<td>hiking</td>
<td>5.6 miles</td>
</tr>
<tr>
<td>31.</td>
<td>Kauai: Kalalau Valley &amp; The Na Pali Cliffs (Hanalei, HI)</td>
<td>hiking</td>
<td>22 miles</td>
</tr>
<tr>
<td>32.</td>
<td>Lincoln Woods (Lincoln, NH)</td>
<td>mountain biking</td>
<td>6.4 miles</td>
</tr>
<tr>
<td>33.</td>
<td>Chasteen Creek Loop (Cherokee Indian Reservation, NC)</td>
<td>hiking</td>
<td>17.4 miles</td>
</tr>
<tr>
<td>34.</td>
<td>Uwharrie National Forest Trails (Asheboro, NC)</td>
<td>hiking</td>
<td>66.5 miles</td>
</tr>
<tr>
<td>35.</td>
<td>Old Rag - Shenandoah National Park (Sperryville, VA)</td>
<td>hiking</td>
<td>15.4 miles</td>
</tr>
<tr>
<td>36.</td>
<td>Slide Mountain Loop (Woodstock, NY)</td>
<td>hiking</td>
<td>7 miles</td>
</tr>
<tr>
<td>37.</td>
<td>Black Mountain Campground (Burnsville, NC)</td>
<td>campgrounds</td>
<td></td>
</tr>
<tr>
<td>38.</td>
<td>Havasu Canyon Trail (Seligman, AZ)</td>
<td>hiking</td>
<td>20 miles</td>
</tr>
<tr>
<td>39.</td>
<td>Central Alpine Lakes Loop (Cle Elum, WA)</td>
<td>hiking</td>
<td>35 miles</td>
</tr>
<tr>
<td>40.</td>
<td>Mount Pisgah Area Trails (Brevard, NC)</td>
<td>hiking</td>
<td>6.4 miles</td>
</tr>
<tr>
<td>41.</td>
<td>American River Bike Path (Sacramento, CA)</td>
<td>mountain biking</td>
<td>64 miles</td>
</tr>
<tr>
<td>42.</td>
<td>Holy Jim Falls Trail (Lake Forest, CA)</td>
<td>hiking</td>
<td>2.7 miles</td>
</tr>
<tr>
<td>43.</td>
<td>Four Peaks Mine (Phoenix, AZ)</td>
<td>off-highway drive</td>
<td>28 miles</td>
</tr>
<tr>
<td>44.</td>
<td>Bagby Hot Springs (Estacada, OR)</td>
<td>hot springs</td>
<td>3 miles</td>
</tr>
<tr>
<td>45.</td>
<td>McKee-Beshers Wildlife Management Area (Seneca, MD)</td>
<td>hiking</td>
<td>7.9 miles</td>
</tr>
<tr>
<td>46.</td>
<td>Boulder County: Longs Peak (Estes Park, CO)</td>
<td>hiking</td>
<td>14 miles</td>
</tr>
<tr>
<td>47.</td>
<td>Eagle Rock Loop (Glenwood, AR)</td>
<td>hiking</td>
<td>26.8 miles</td>
</tr>
<tr>
<td>48.</td>
<td>Appalachian Trail - Damascus to Marion (Damascus, VA)</td>
<td>hiking</td>
<td>63.8 miles</td>
</tr>
<tr>
<td>49.</td>
<td>Bright Angel Trail (Grand Canyon Village, AZ)</td>
<td>hiking</td>
<td>19.2 miles</td>
</tr>
<tr>
<td>50.</td>
<td>The Hudson Highlands (Cold Spring, NY)</td>
<td>hiking</td>
<td>16 miles</td>
</tr>
<tr>
<td>51.</td>
<td>Cross Timbers Trail (Dallas, TX)</td>
<td>hiking</td>
<td>18 miles</td>
</tr>
<tr>
<td>52.</td>
<td>North Lake to Humphreys Basin Loop (Bishop, CA)</td>
<td>hiking</td>
<td>27 miles</td>
</tr>
<tr>
<td>53.</td>
<td>The Narrows of Zion Canyon (Springdale, UT)</td>
<td>hiking</td>
<td>15.4 miles</td>
</tr>
<tr>
<td>54.</td>
<td>Difficult Run - Reston to Great Falls National Park (Reston, VA)</td>
<td>mountain biking</td>
<td>24 miles</td>
</tr>
<tr>
<td>55.</td>
<td>Palisades Interstate Park and the Long Path (Englewood, NJ)</td>
<td>hiking</td>
<td>17 miles</td>
</tr>
<tr>
<td>56.</td>
<td>Ocala National Forest (Ocala, FL)</td>
<td>hiking</td>
<td>various distances</td>
</tr>
<tr>
<td>57.</td>
<td>The Grand Teton Loop (Jackson, WY)</td>
<td>hiking</td>
<td>32.6 miles</td>
</tr>
<tr>
<td>58.</td>
<td>Camelback Mountain: Summit Trail (Paradise Valley, AZ)</td>
<td>hiking</td>
<td>2.4 miles</td>
</tr>
<tr>
<td>59.</td>
<td>Black Mountain Loop (Lake George, NY)</td>
<td>hiking</td>
<td>7 miles</td>
</tr>
<tr>
<td>60.</td>
<td>Appalachian Trail: Bake Oven Knob to Lehigh Gap (Lehighton, PA)</td>
<td>hiking</td>
<td>9.5 miles</td>
</tr>
<tr>
<td>61.</td>
<td>San Gorgonio Mountain (Big Bear Lake, CA)</td>
<td>hiking</td>
<td>21.3 miles</td>
</tr>
<tr>
<td>62.</td>
<td>Canyon Loop Trail (Boulder, CO)</td>
<td>hiking</td>
<td>1.4 miles</td>
</tr>
<tr>
<td>63.</td>
<td>Mount Mansfield, Sunset Ridge Trail (Burlington, VT)</td>
<td>hiking</td>
<td>6.6 miles</td>
</tr>
</tbody>
</table>
64. Bull of the Woods Loop (Salem, OR): hiking - 41 miles  
65. The Superior Hiking Trail (Two Harbors, MN): hiking - 175 miles  
66. Appalachian Trail: Woody Gap to Neels Gap (Suches, GA): hiking - 10.7 miles  
67. Laurel Highlands Hiking Trail (Johnstown, PA): hiking - 70.1 miles  
68. Santa Anita Canyon Loop (Sierra Madre, CA): hiking - 9 miles  
69. Rainbow Hot Springs (Pagosa Springs, CO): hot springs - 9 miles  
70. Arethusa Falls Trails (North Conway, NH): hiking - 4.5 miles  
71. Appalachian Trail to Loudon Heights Trail Loop (Harpers Ferry, WV): hiking - 12.1 miles  
72. Valley View Hot Springs (Alamosa, CO): hot springs  
73. Blue Hills Reservation (Boston, MA): hiking - 4.5 miles  
74. North Kettle Moraine (Dundee, WI): hiking - 10.3 miles  
75. Mount Princeton Hot Springs (Nathrop, CO): hot springs  
76. Sacramento and Western Sierra Foothills Campgrounds (Sacramento, CA): campgrounds  
77. Nassau-Suffolk Greenbelt Trail (Woodbury, NY): mountain biking - 16 miles  
78. Overall Run Falls and Twin Falls (Bentonville, VA): waterfalls - 6.8 miles  
79. Backway to Crown King (Phoenix, AZ): off-highway drive - 34.4 miles  
80. Reed Bingham State Park Trails (Adel, GA): hiking - 5.3 miles  
81. Mount Rainier - Wonderland Trail Loop (Buckley, WA): hiking - 93 miles  
82. Olympic Hot Springs (Port Angeles, WA): hot springs - 5 miles  
83. Buffalo River Trail - Western Section (Clarksville, AR): hiking - 36.5 miles  
84. Indian Head Mountain Loop (Saugerties, NY): hiking - 7.5 miles  
85. Appalachian Trail: Hawk Mountain to PA 309 (Eckville, PA): hiking - 13.5 miles  
86. Appalachian Trail: Kent to St. Johns Ledges (Kent, CT): hiking - 4.9 miles  
87. Eagle Creek Trail to Wahtum Lake (Dodson, OR): hiking - 13.3 miles  
88. Aliso - Wood Canyons Regional Park: Rock-It - Cholla Loop (Laguna Beach, CA): mountain biking - 10.2 miles  
89. Sawyer River Road (Conway, NH): mountain biking - 9.4 miles  
90. Peninsula to Olds Hollow Trail (Zaleski, OH): hiking - 4.2 miles  
91. Big Walnut Creek Nature Preserve: Tall Timbers Trail (Bainbridge, IN): hiking - 1.7 miles  
92. Gunpowder Falls North and South Loop, Gunpowder Falls State Park (Hereford, MD): hiking - 9.6 miles  
93. Arapaho Pass Trail to Lake Dorothy (Nederland, CO): hiking - 6.4 miles  
94. Chassahowitzka River Campground: Indian Ridge Loop (Chassahowitzka, FL): campgrounds  
95. Matson Hill Park (Augusta, MO): hiking - 2.75 miles  
96. North-South Lake loop (Catskill, NY): hiking - 10 miles  
97. Angels Landing (Springdale, UT): hiking - 4.4 miles  
98. Camel's Hump, Forestry, Dean, and Long Trails Loop (Montpelier, VT): hiking - 7.4 miles  
99. Trinity Trail (Dallas, TX): hiking - 18 miles  
100. Enchantment Lakes (Leavenworth, WA): hiking - 25 miles
80

AWARD-WINNING CITIES & TOWNS

80.1 Favorite Cities

The 2016 Travelers’ Choice poll by TripAdvisor (www.tripadvisor.com) ranked the best destination cities in the United States as follows:

1. New York, NY
2. Las Vegas, NV
3. Orlando, FL
4. Chicago, IL
5. San Francisco, CA
6. San Diego, CA
7. Honolulu, HI
8. Washington DC
9. Charleston, SC
10. New Orleans, LA
11. Miami Beach, FL
12. Palm Springs, CA
13. Los Angeles, CA
14. Boston, MA
15. Sedona, AZ
16. Seattle, WA
17. Savannah, GA
18. Branson, MO
19. Nashville, TN
20. Saint Louis, MO
21. Myrtle Beach, SC
22. Lahaina, HI
23. Fort Lauderdale, FL
24. Austin, TX
25. Saint Augustine, FL

In its 2016 reader survey, Travel + Leisure asked readers to rate U.S. cities on their culture, shopping, restaurants, nightlife, and more. Top ranked cities are as follows:

1. Charleston, SC
2. New Orleans, LA
3. Savannah, GA
4. Santa Fe, NM
5. Nashville, TN
6. San Francisco, CA
7. Chicago, IL
8. New York, NY
9. Austin, TX
10. Asheville, NC

In its annual survey, Condé Nast Traveler readers picked the following as their favorite cities in 2016:

Large Cities
1. New York, NY
2. San Francisco, CA
3. Chicago, IL
4. Boston, MA
5. New Orleans, LA
6. Washington, DC

Small Cities
1. Charleston, SC
2. Santa Fe, NM
3. Park City, UT
4. Aspen, CO
5. Savannah, GA
6. Telluride, CO
7. Honolulu, HI  
8. Austin, TX  
9. Seattle, WA  
10. Portland, OR  
11. San Diego, CA  
12. San Antonio, TX  
13. Nashville, TN  
14. Denver, CO  
15. Philadelphia, PA

7. Sedona, AZ  
8. Carmel-by-the-Sea, CA  
9. Asheville, NC  
10. Newport, RI  
11. Napa, CA  
12. Taos, NM  
13. Laguna Beach, CA  
14. Santa Barbara, CA  
15. Naples, FL

80.2 All-American Cities

All-America City Awards are presented to 10 U.S. cities each year by the National Civic League (www.ncl.org). Winners can be neighborhoods, towns, villages, cities, counties, and regions. Since the program’s inception in 1949, more than 600 communities have been named All-America Cities.

The following are recent award winners:

2016
- Asheboro, NC
- Brown Deer, WI
- Columbia Heights, MN
- Fall River, MA
- Hartsville, SC
- Hayward, CA
- Lakewood, CO
- New Britain, CT
- Norfolk, Virginia
- San Antonio, TX

2015
- Carson, CA
- Salinas, CA
- Stockton, CA
- Tallahassee, FL
- Somerville, MA
- Tupelo, MS
- Geneva, NY
- Marshall, TX
- Spokane, WA
- Yakima, WA

2014
- Brownsville, TX
- Brush, CO
- Cedar Rapids, IA
- Chelsea, MA
- Eau Claire, WI
- Fort Lauderdale, FL
- Hampton, VA
- Independence, OR
- Montgomery, AL
- San Pablo, CA

2013
- Birmingham, AL
- Downey, CA
- Montrose, CO
- Peoria, IL
- Dubuque, IA
- Owensboro, KY
- Dunn, NC
- Garner, NC
- Thomasville, NC
- Norfolk, VA

Communities winning this award more than twice comprise the All-America City Hall of Fame. These communities are as follows:
Five-Time Winners
- Cleveland, OH
- Des Moines, IA
- Kansas City, MO
- Phoenix, AZ
- Roanoke, VA
- Tupelo, MS
- Worcester, MA
- San Antonio, TX

Four-Time Winners
- Anchorage, AK
- Baltimore, MD
- Columbus, OH
- New Haven, CT
- Peoria, IL
- Philadelphia, PA
- Rockville, MD
- Wichita, KS

Three-Time Winners
- Akron, OH
- Asheville, NC
- Boston, MA

80.3 Distinctive Destinations
Calling attention to towns as unique tourist destinations, the National Trust for Historic Preservation (www.nthp.org) selects an annual list of unique and lovingly preserved communities in the United States. The following towns have been designated as Distinctive Destinations:
- Aiken, SC
- Alexandria, VA
- Annapolis, MD
- Apalachicola, FL
- Arrow Rock, MO
- Asheville, NC
- Astoria, OR
- Athens, GA
- Bartlesville, OK
- Bastrop, TX
- Bath, ME
- Beaufort, SC
- Cincinnati, OH
- Dayton, OH
- Dubuque, IA
- Edinburg, TX
- Fayetteville, NC
- Fort Wayne, IN
- Fort Worth, TX
- Gastonia, NC
- Grand Island, NE
- Grand Rapids, MI
- Hampton, VA
- Hickory, NC
- Independence, MO
- Laurinburg, NC
- Louisville, KY
- Norfolk, VA
- Saint Paul, MN
- Seward, AK
- Shreveport, LA
- Somerville, MA
- Spokane, WA
- Stockton, CA
- Tacoma, WA
- Toledo, OH
80.4 Historic Towns

The National Geographic Society’s Center for Sustainable Destinations (http://travel.nationalgeographic.com/travel/sustainable) lists 30 U.S. destinations among the top 100 historic communities in the world. The list includes only populated communities possessing a historic character and does not include living museums or stand-alone sites. The U.S. destinations of note are as follows:

- Alexandria, VA
- Annapolis, MD
- Asheville, NC
- Ashland, OR
- Boston (Historic Areas), MA
- Cape May, NJ
- Charleston, SC
- Columbus, IN
- Galena, IL
- Harpers Ferry, WV
- Lexington (Horse Country), KY
- Lowell, MA
- Lower Hudson Valley, NY
- Mystic Seaport, CT
- Natchez, MS
- New Orleans (Historic Areas), LA
- Newport, RI
- Philadelphia (Historic Areas), PA
- Port Townsend, WA
- Portland (Historic Downtown), ME
- Portsmouth, NH
- Red Wing, MN
- Richmond (Historic Area), VA
- Salem, MA
- Santa Fe, NM
- Sitka, AK
- St. Augustine, FL
- Telluride Valley, CO
- Wilmington, NC
- Winter Park, FL

80.5 Historic Preservation and Downtown Revitalization

Outstanding downtown revitalization is recognized by the National Trust for
Historic Preservation with the Great American Main Street Award (www.mainstreet.org). The 2016 award winners are as follows:

- Orlando, FL (Audubon Park)
- Dahlonega, GA
- Washington, DC (Shaw District)

The following cities have been award winners:

- Baltimore (Federal Hill), MD
- Bath, ME
- Bay City, MI
- Beloit, WI
- Bonaparte, IA
- Boston (Washington Gateway), MA
- Boyne City, MI
- Burlington, IA
- Burlington, VT
- Cape Girardeau, MO
- Cedar Falls, IA
- Chippewa Falls, WI
- Clarksville, MO
- Columbus, MS
- Cordell, OK
- Corning, IA
- Coronado, CA
- Culpeper, VA
- Danville, KY
- DeLand, FL
- Denton, TX
- Dubuque, IA
- El Dorado, AR
- Durant, OK
- El Reno, OK
- Elkader, IA
- Emporia, KS
- Encinitas, CA
- Enid, OK
- Fairmont, WV
- Farmland, IN
- Ferndale, MI
- Fort Pierce, FL
- Franklin, TN
- Frederick, MD
- Georgetown, TX
- Green Bay (Broadway District), WI
- Greenville, SC
- H Street, Washington, DC
- Harrisonburg, VA
- Hobart, OK
- Holland, MI
- Jacksonville, IL
- Keokuk, IA
- La Crosse, WI
- Lafayette, IN
- Lanesboro, MN
- Lansing, MI
- Lee’s Summit, MO
- Libertyville, IL
- Littleton, NH
- Livermore, CA
- Lynchburg, VA
- Manassas, VA
- Mansfield, OH
- Marshfield, WI
- Milford, NH
- Milledgeville, GA
- Montclair, NJ
- Morgantown, WV
- Natchitoches, LA
- New Iberia, LA
- Newark, DE
- Newkirk, OK
- Oberlin, OH
- Ocean Springs, MS
- Okmulgee, OK
- Paducah, KY
- Parsons, KS
- Pasadena, CA
- Paso Robles, CA
- Pittsburgh (East Carson Street Business District), PA
- Port Townsend, WA
### 80.6 Top 20 Small Towns

Since 2012, *Smithsonian* has ranked the top 20 small towns in America. Only towns with populations of less than 15,000 are considered.

In 2016, selections were close to National Parks. The Top 20 Small Towns for 2016 were as follows:

- Seward, AK
- Mammoth Lakes, CA
- Mancos, CO
- Dahlonega, GA
- Kailua-Kona, HI
- Bar Harbor, ME
- Berlin, MD
- Houghton, MI
- Ocean Springs, MS
- Bryson City, NC

- Jacksonville, OR
- Gatlinburg, TN
- Alpine, TX
- Moab, UT
- Springdale, UT
- Port Angeles, WA
- Cory, WY
- Coral Bay, Saint Johns
- Cloudcroft, NM
- Hot Springs, AR

In 2015, selections focused on places commemorating important anniversaries, openings, renovations, recoveries, and other milestones during the year. The Top 20 Small Towns for 2015 were as follows:

- Estes Park, CO
- Nantucket, MA
- Stuart, FL
- Traverse City, MI
- Cooperstown, NY
- Port Townsend, WA
- Calistoga, CA
- Sevierville, TN
- Boonville, MO
- Saint Simons Island, GA

- Edenton, NC
- Bayfield, WI
- Nashville, IN
- Put-In-Bay, OH
- Whitefish, MT
- Thibodaux, LA
- Custer, SD
- Stowe, VT
- Homer, AK
- Vernal, UT
In 2014, selections were made based on particular strengths in history, music, visual arts, learning, food, theater, and science. The Top 20 Small Towns for 2014 were as follows:

1. Chautauqua, NY
2. Healdsburg, CA
3. Williamsburg, VA
4. Steamboat Springs, CO
5. Woods Hole, MA
6. Marietta, OH
7. Beaufort, SC
8. Sedona, AZ
9. Nebraska City, NE
10. Lanesboro, MN
11. Spring Green, WI
12. Havre de Grace, MD
13. Columbia, PA
14. Mount Dora, FL
15. Ketchum, ID
16. Montpelier, VT
17. Karrodsburg, KY
18. Silver City, NM
19. Decorah, IA
20. The Dalles, OR

In 2013, selections were made based on exceptional concentrations of art galleries, museums, orchestras, theaters, historic sites, and other cultural resources. The Top 20 Small Towns for 2013 were as follows:

1. Gettysburg, PA
2. Cleveland, MS
3. St. Augustine, FL
4. Baraboo, WI
5. Astoria, OR
6. Petoskey, MI
7. Fairfield, IA
8. Los Alamos, NM
9. Sitka, AK
10. Provincetown, MA
11. Galena, IL
12. Sausalito, CA
13. Hanover, CA
14. Oberlin, OH
15. Jackson, WY
16. Lexington, VA
17. Abilene, KS
18. Lihue, HI
19. Fredericksburg, TX
20. Glenwood Springs, CO

In 2012, selections were made based on high concentrations of museums, historic sites, botanic gardens, resident orchestras, art galleries, and other cultural assets common to big cities. The Top 20 Small Towns in 2012 were as follows:

1. Great Barrington, MA
2. Taos, NM
3. Red Bank, NJ
4. Mill Valley, CA
5. Gig Harbor, WA
6. Durango, CO
7. Butler, PA
8. Marfa, TX
9. Naples, FL
10. Staunton, VA
11. Brattleboro, VT
12. Princeton, NJ
13. Brunswick, ME
14. Siloam Springs, AR
15. Menomonie, WI
16. Key West, FL
17. Laguna Beach, CA
18. Ashland, OR
19. Beckley City, WV
20. Oxford, MS
Since 2006, *Budget Travel* has designated the “10 Coolest Small Towns in America” based on reader nominations. For 2016, the 10 Coolest Small Towns in America were as follows:

- Abingdon, VA (population 8,191)
- Baker City, OR (population 9,769)
- Fairport, NY (population 5,338)
- Kidron, OH (population 944)
- Niles, MI (population 11,430)
- Ocean Springs, MS (population 17,493)
- Pipestone, MN (population 4,157)
- Steamboat Springs, CO (population 12,100)
- Sykesville, MD (population 4,443)
- Taos, NM (population 5,731)

The following towns were previously designated as among the Coolest Small Towns in America:

- Allegan, MI (population: 4,998)
- Astoria, OR (population: 9,477)
- Bay St. Louis, MS (population: 9,260)
- Beaufort, SC (population: 4,309)
- Belfast, ME (population: 6,840)
- Berlin, MD (population: 4,563)
- Breaux Bridge, LA (population: 8,200)
- Buckhannon, WV (population: 5,645)
- Camden, ME (population: 3,570)
- Cape May, NJ (population: 3,699)
- Catskill, NY (population: 4,340)
- Cayucos, CA (population: 3,000)
- Cazenovia, NY (population: 2,756)
- Cedar Key, FL (population: 896)
- Chincoteague, VA (population: 2,941)
- Clayton, NY (population: 1,978)
- Cooke City, MT (population: 142)
- Damascus, VA (population: 1,060)
- Delhi, NY (population: 3,087)
- Elkhart Lake, WI (population: 967)
- Elkin, NC (population: 4,024)
- Estes Park, CO (population: 6,017)
- Eureka Springs, AR (population: 2,073)
- Fayetteville, WV (population: 2,670)
- Flagler Beach, FL (population: 4,484)
- Fort Myers Beach, FL (population: 6,676)
- Galena, IL (population: 3,400)
• Glenwood Springs, CO (population: 9,614)
• Grand Marais, MN (population: 1,351)
• Greensburg, KS (population: 777)
• Greenville, KY (population: 4,312)
• Gulf Shores, AL (population: 9,741)
• Hammondsport, NY (population: 725)
• Hillsborough, NC (population: 6,087)
• Huron, OH (population: 7,149)
• Jacksonville, OR (population: 2,750)
• Jerome, AZ (population: 379)
• La Pointe, WI (population: 309)
• Le Claire, IA (population: 3,765)
• Lewisburg, WV (population: 3,830)
• Lexington, VA (population: 6,867)
• Lititz, PA (population: 9,369)
• Livingston, MT (population: 7,062)
• Manitou Springs, CO (population: 5,038)
• Mathews, VA (population: 8,884)
• Mazomanie, WI (population: 1,522)
• Mount Carroll, IL (population: 1,717)
• Mount Vernon, IA (population: 4,671)
• Nashville, IN (population: 763)
• Nevada City, CA (population: 3,046)
• Newtown Borough, PA (population: 2,384)
• Old Orchard Beach, ME (population: 8,624)
• Phoenicia, NY (population: 309)
• Point Reyes Station, CA (population: 818)
• Port Townsend, WA (population: 9,136)
• Port Jervis, NY (population: 9,161)
• Put-in-Bay, OH (population: 138)
• Quincy, CA (population: 1,728)
• Ripon, WI (population: 7,733)
• Rockland, ME (population: 7,680)
• Rockport, TX (population: 9,133)
• Saugerties, NY (population: 5,000)
• Shepherdstown, WV (population: 1,734)
• Snohomish, WA (population: 9,098)
• Ste. Genevieve, MO (population: 4,360)
• Travelers Rest, SC (population: 4,750)
• Truth or Consequences, NM (population: 7,163)
• Tubac, AR (population: 1,900)
• Wallace, ID (population: 1,000)
• Washington, NC population: 9,744)
• Watkins Glen, NY (population: 1,859)
• Weaverville, CA (population: 3,807)
• White River Junction, VT (population: 2,569)
• Whitefish, MT (population: 7,723)
• Yellow Springs, OH (population: 3,675)
81

GREAT PLACES IN AMERICA

81.1 Overview
Since 2007, the American Planning Association (www.planning.org) has recognized neighborhoods, public spaces, and streets that demonstrate exemplary character, quality, and planning with annual Great Places in America awards. Criteria include architectural features, accessibility, functionality, and community involvement.

81.2 Great Neighborhoods
The 2015 Great Neighborhoods in America award winners were as follows:
• Kansas City, MO: Crossroads Arts District
• Miami, FL: Wynwood
• Phoenix, AZ: Roosevelt Row
• Plano, TX: Downtown Plano

The following are previous award-winning neighborhoods:
• Albany, NY: Arbor Hill
• Atlanta, GA: Ansley Park
• Austin, TX: Old West Austin
• Baltimore, MD: Charles Village
• Baltimore, MD: Fells Point
• Baton Rouge, LA: Garden District
• Beaufort, SC: Beaufort Historic District
• Berkeley, CA: Northbrae
• Birmingham, AL: Highland Park
• Boise, ID: North End
• Boston, MA: Back Bay
• Brooklyn, NY: Park Slope
• Buffalo, NY: Elmwood Village
• Chicago, IL: Pullman Neighborhood
• Cincinnati, OH: Hyde Park
• Columbus, OH: German Village
• Covington, KY: Historic Licking Riverside
• Davenport, IA: Gold Coast & Hamburg Historic District
• Decatur, GA: Downtown Decatur
• Denver, CO: Greater Park Hill
• Denver, CO: La Alma/Lincoln Park
• Denver, CO: Lower Downtown
• Dorchester, MA: Fields Corner
• Evanston, IL: Central Street Neighborhood
• Fall River, MA: Lower Highlands and Historic Downtown
• Fargo, ND: Downtown Fargo
• Franklin, TN: Downtown Franklin Historic District
• Frederick, MD: Downtown Frederick
• Grand Rapids, MI: Heritage Hill
• Hattiesburg, MS: Hattiesburg Historic Neighborhood
• Houston, TX: Montrose
• Jackson, MS: Greater Belhaven
• Jacksonville, FL: Riverside Avondale
• Kenmore, NY: Village of Kenmore
• Lafayette, IN: Historic Ninth Street Hill Neighborhood
• Lake Oswego, OR: First Addition
• Las Vegas, NV: John S. Park Neighborhood
• Lincoln, NE: The Haymarket
• Los Angeles, CA: Echo Park
• Madison, WI: Williamson-Marquette
• Mariemont, OH: Village of Mariemont
• Mason City, IA: Downtown Mason City
• Memphis, TN: Cooper-Young
• Minneapolis, MN: Kenwood
• New Orleans, LA: Faubourg Marigny
• Newport News, VA: Historic Hilton Village
• Norfolk, VA: West Freemason
• Norwich, CT: Downtown Norwich/Chelsea Landing
• Oakland, CA: Uptown
• Oklahoma City, OK: The Paseo
• Omaha, NE: Dundee-Memorial Park
• Pasadena, CA: Bungalow Heaven
• Philadelphia, PA: Chestnut Hill
• Philadelphia, PA: Society Hill
• Pittsburgh, PA: Chatham Village
• Portland, OR: Ladd’s Addition
• Providence, RI: College Hill
• Richmond, VA: The Fan
• Salem, MA: Downtown Salem
• Salisbury, NC: Downtown Salisbury
• Salt Lake City, UT: Fairmont-Sugar House
• San Diego, CA: Hillcrest
• San Francisco, CA: Chinatown
• San Francisco, CA: North Beach
• Savannah, GA: Victorian District
• Seattle, WA: Beacon Hill
• Seattle, WA: Fremont
• Seattle, WA: Pike Place Market
• Sheridan, WY: Downtown Sheridan
• Sioux Falls, SD: The Cathedral Historic District
• Spokane, WA: Browne’s Addition
• St. Louis, MO: Central West End
• Syracuse, NY: Greater University Hill
• Tulsa, OK: Swan Lake
• Urbana, IL: West Urbana
• Village of Oak Park, IL: Frank Lloyd Wright Historic District
• Walla Walla, WA: Downtown Walla Walla
• Washington, DC: Adams Morgan
• Washington, DC: Eastern Market
• Wichita, KS: Old Town

81.3 Great Public Spaces

The 2015 Great Public Spaces in America award winners were as follows:
• Boulder, CO: Pearl Street Mall
• Chicago, IL: Millennium Park
• Flint, MI: Flint Farmers’ Market
• Houston, TX: Hermann Park
• San Diego, CA: Balboa Park
• Santa Fe, NM: Santa Fe Railyard

The following are previous award-winning public spaces:
• Anchorage, AK: Tony Knowles Coastal Trail
• Ashland, OR: Lithia Park
• Bar Harbor, ME: Village Green
• Birmingham, AL: Charles W. Ireland Sculpture Garden
• Boca Raton, FL: Plaza Real
• Boston, MA: The Emerald Necklace
• Boston, MA: Norman B. Leventhal Park
• Bowling Green, KY: Fountain Square
• Buffalo, NY: Delaware Park
• Burlington, VT: Church Street Marketplace
• Cambridge and Watertown, MA: Mount Auburn Cemetery
• Charleston, SC: Waterfront Park
• Charlottesville, VA: The Lawn at the University of Virginia
• Charlevoix, MI: East Park
• Chattanooga, TN: Walnut Street Bridge
<table>
<thead>
<tr>
<th>Location</th>
<th>Landmark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>Lincoln Park</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>West Side Market</td>
</tr>
<tr>
<td>Colorado Springs, CO</td>
<td>Garden of the Gods Park</td>
</tr>
<tr>
<td>Council Bluffs, IA</td>
<td>Bayliss Park</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>Fair Park</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>Washington Park</td>
</tr>
<tr>
<td>Des Moines, IA</td>
<td>Gray’s Lake Park</td>
</tr>
<tr>
<td>Detroit, MI</td>
<td>Campus Martius Park</td>
</tr>
<tr>
<td>Dover, DE</td>
<td>The Green</td>
</tr>
<tr>
<td>Flushing, NY</td>
<td>Queens Botanical Garden</td>
</tr>
<tr>
<td>Glencoe, IL</td>
<td>Chicago Botanic Garden</td>
</tr>
<tr>
<td>Hollywood, FL</td>
<td>Boardwalk</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>Buffalo Bayou</td>
</tr>
<tr>
<td>Huntington, WV</td>
<td>Ritter Park</td>
</tr>
<tr>
<td>Indianapolis, IN</td>
<td>Monument Circle</td>
</tr>
<tr>
<td>Keene, NH</td>
<td>Central Square</td>
</tr>
<tr>
<td>Lakeland, FL</td>
<td>Lake Mirror Park</td>
</tr>
<tr>
<td>Lancaster, PA</td>
<td>Central Market</td>
</tr>
<tr>
<td>Lincoln, NE</td>
<td>Lincoln Trails Network</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>Grand Park</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>Milwaukee RiverWalk</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>The Grand Rounds</td>
</tr>
<tr>
<td>Mobile, AL</td>
<td>Bienville Square</td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>Bicentennial Capitol Mall State Park</td>
</tr>
<tr>
<td>Newport, RI</td>
<td>Cliff Walk</td>
</tr>
<tr>
<td>New Haven, CT</td>
<td>New Haven Green</td>
</tr>
<tr>
<td>New Orleans, LA</td>
<td>Jackson Square</td>
</tr>
<tr>
<td>New York, NY</td>
<td>Bryant Park</td>
</tr>
<tr>
<td>New York, NY</td>
<td>Central Park</td>
</tr>
<tr>
<td>New York, NY</td>
<td>Grand Central Terminal</td>
</tr>
<tr>
<td>Newark, NJ</td>
<td>Essex County Branch Brook Park</td>
</tr>
<tr>
<td>Olympia, WA</td>
<td>Percival Landing Boardwalk and Park</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>Reading Terminal Market</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>Rittenhouse Square</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>Mellon Square</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>Point State Park</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>Governor Tom McCall Waterfront Park</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>Pioneer Courthouse Square</td>
</tr>
<tr>
<td>Prescott, AZ</td>
<td>Yavapai County Courthouse Plaza</td>
</tr>
<tr>
<td>Providence, RI</td>
<td>Waterplace Park</td>
</tr>
<tr>
<td>Richmond, VA</td>
<td>Maymont</td>
</tr>
<tr>
<td>Riverside, CA</td>
<td>Fairmount Park</td>
</tr>
<tr>
<td>Sacramento, CA</td>
<td>Cesar Chavez Park and Plaza</td>
</tr>
</tbody>
</table>
• Saint Paul, MN: Rice Park
• San Francisco, CA: Ferry Building
• San Antonio, TX: Main Plaza
• Santa Monica, CA: Santa Monica Beach
• Savannah, GA: The Squares of Savannah
• Seattle, WA: Rainier Vista
• St. Louis, MO: Forest Park
• Tacoma, WA: Point Defiance Park
• Vancouver, WA: Esther Short Park
• Virginia Beach, VA: Virginia Beach Boardwalk
• Washington, DC: Union Station

81.4 Great Streets

The 2015 Great Streets in America award winners were as follows:
• Asheville, NC: Lexington Avenue
• Dayton, OH: Fifth Street
• Jacksonville, FL: Laura Street
• Los Angeles, CA: Olvera Street
• McMinnville, OR: Third Street

The following are previous award-winning streets:
• Alexandria, VA: King Street
• Ann Arbor, MI: South Main Street
• Annapolis, MD: Main Street
• Arlington, VA: Clarendon and Wilson Boulevards
• Bath, ME: Front Street
• Boston, MA: Washington Street
• Bozeman, MT: Main Street
• Charleston, SC: Broad Street
• Charleston, SC: King Street
• Chicago, IL: North Michigan Avenue
• Clayton, MO: Wydown Boulevard
• Cleveland, Shaker Heights, and Beachwood, OH: Shaker Boulevard
• Collingswood, NJ: Haddon Avenue
• Corning, NY: Market Street
• Culpeper, VA: Davis Street
• El Paso, TX: South El Paso Street
• Eureka Springs, AR: Spring Street
• Franklin, PA: Liberty Street
• Galena, IL: Main Street
• Galveston, TX: The Strand (Avenue B)
• Greenville, SC: Main Street

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 413 •
• Hoboken, NJ: Washington Street
• Honolulu, HI: Kalakaua Avenue
• Hot Springs, AR: Central Avenue
• Jim Thorpe, PA: Broadway
• Kansas City, MO: Ward Parkway
• Key West, FL: Duval Street
• Kingston, NY: Wall Street
• Knoxville, TN: Gay Street
• Lahaina, HI: Front Street
• Las Vegas, NM: Bridge Street
• Lawrence, KS: Massachusetts Street
• Little Rock, AR: President Clinton Avenue
• Louisville, KY: West Main Street
• Miami Beach, FL: Washington Street
• Middleburg, VA: North and South Walnut Street
• Milwaukee, WI: East Newberry Boulevard
• Nantucket, MA: Main Street
• New York, NY: Broadway
• New York, NY: Fifth Avenue
• New Orleans, LA: St. Charles Avenue
• New York, NY: 125th Street
• New Bern, NC: Middle Street
• Northampton, MA: Main Street
• Ogden, UT: 25th Street
• Pensacola, FL: Palafox Street
• Philadelphia, PA: Benjamin Franklin Parkway
• Philadelphia, PA: Broad Street
• Pittsburgh, PA: Grant Street
• Portland, OR: 5th and 6th Avenues - Portland Transit Mall
• West Palm Beach, FL: Clematis Street
• Portland, ME: Congress Street
• Portland, ME: Commercial Street
• Portsmouth, NH: Market Street and Market Square
• Red Lodge, MT: Broadway Avenue
• Richmond, VA: Monument Avenue
• Sag Harbor, NY: Main Street
• Saint Paul, MN: Summit Avenue
• Salt Lake City, UT: South Temple Street
• San Diego, CA: 5th Avenue
• Santa Barbara, CA: State Street
• Santa Fe, NM: Canyon Road
• Saratoga Springs, NY: Broadway
• Savannah, GA: Bull Street
• Skagway, AK: Broadway Street
• St. Louis, MO: Delmar Loop (University City)
• St. Louis, MO: Washington Avenue
• Staunton, VA: West Beverley Street
• Tampa, FL: 7th Avenue (Ybor City)
• Tempe, AZ: Mill Avenue
• Traverse City, MI: Front Street
• Virginia City, NV: C Street
• Wallace, ID: Bank Street
• Washington, DC: Pennsylvania Avenue
• Washington, DC: U Street N.W.
• West Hollywood, CA: Santa Monica Boulevard
• Wheeling, WV: North Main Street
• Williamsburg, VA: Duke of Gloucester Street
• Woodstock, VT: Downtown Woodstock Streetscape

81.5 Market Resources
American Planning Association, 205 N. Michigan Avenue, Suite 1200, Chicago, IL 60601. (312) 431-9100. (www.planning.org)
PART V: BUSINESS SEGMENTS
82

AIRCRAFTS

82.1 Market Assessment

According to the Bureau of Transportation Statistics (BTS, www.bts.gov), revenue and operating profit/loss for domestic air carriers has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>$ 88.87 billion</td>
<td>&lt;$ 1.47 billion&gt;</td>
</tr>
<tr>
<td>2004</td>
<td>$100.90 billion</td>
<td>&lt;$ 9.91 billion&gt;</td>
</tr>
<tr>
<td>2005</td>
<td>$111.86 billion</td>
<td>&lt;$19.75 billion&gt;</td>
</tr>
<tr>
<td>2006</td>
<td>$120.91 billion</td>
<td>$ 9.04 billion</td>
</tr>
<tr>
<td>2007</td>
<td>$124.50 billion</td>
<td>$ 2.99 billion</td>
</tr>
<tr>
<td>2008</td>
<td>$129.76 billion</td>
<td>&lt;$18.17 billion&gt;</td>
</tr>
<tr>
<td>2009</td>
<td>$109.68 billion</td>
<td>&lt;$ 2.25 billion&gt;</td>
</tr>
<tr>
<td>2010</td>
<td>$119.07 billion</td>
<td>$ 1.18 billion</td>
</tr>
<tr>
<td>2011</td>
<td>$132.82 billion</td>
<td>$ 1.44 billion</td>
</tr>
<tr>
<td>2012</td>
<td>$135.83 billion</td>
<td>$ 2.18 billion</td>
</tr>
<tr>
<td>2013</td>
<td>$139.14 billion</td>
<td>$10.58 billion</td>
</tr>
<tr>
<td>2014</td>
<td>$145.85 billion</td>
<td>$ 8.78 billion</td>
</tr>
<tr>
<td>2015</td>
<td>$146.75 billion</td>
<td>$21.22 billion</td>
</tr>
</tbody>
</table>

82.2 Major Airlines

Four airline companies rank in the Fortune 1000, as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>FY 2015 Revenue</th>
<th>Net Income</th>
<th>Stock Symbol</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Airlines</td>
<td>$40.99 billion</td>
<td>$4.62 billion</td>
<td>AAL</td>
</tr>
<tr>
<td>Delta Air Lines</td>
<td>$40.70 billion</td>
<td>$7.16 billion</td>
<td>DAL</td>
</tr>
<tr>
<td>United Continental</td>
<td>$37.86 billion</td>
<td>$4.22 billion</td>
<td>UAL</td>
</tr>
<tr>
<td>Southwest Airlines</td>
<td>$19.82 billion</td>
<td>$3.48 billion</td>
<td>LUV</td>
</tr>
</tbody>
</table>

The top U.S. airlines, ranked by 2015 enplanements, are as follows (source: BTS; change from previous year in parenthesis):

- American Airlines: 146.55 million (66.9%)*
- Southwest Airlines: 144.57 million (6.5%)
- Delta Air Lines: 138.59 million (7.3%)
- United Air Lines: 95.32 million (5.5%)
- JetBlue: 35.07 million (9.4%)
- SkyWest Airlines: 30.07 million (8.2%)
• ExpressJet: 26.00 million (-16.0%)
• Alaska Airlines: 22.82 million (9.0%)
• Spirit Airlines: 17.62 million (26.1%)
• Republic Airlines: 13.90 million (6.6%)

* Increase includes gain from acquisition of US Airways.

A list of award-winning airlines is presented in Chapter 71 of this handbook.

82.3 Flight Statistics

The following are statistics for scheduled flights (all U.S. carriers, all airports) into or from U.S. airports (Source: BTS):

### Passengers

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>583.29 million</td>
<td>60.94 million</td>
<td>644.23 million</td>
</tr>
<tr>
<td>2004</td>
<td>629.77 million</td>
<td>70.46 million</td>
<td>700.23 million</td>
</tr>
<tr>
<td>2005</td>
<td>657.26 million</td>
<td>77.84 million</td>
<td>735.10 million</td>
</tr>
<tr>
<td>2006</td>
<td>658.36 million</td>
<td>82.73 million</td>
<td>741.10 million</td>
</tr>
<tr>
<td>2007</td>
<td>679.18 million</td>
<td>87.46 million</td>
<td>766.63 million</td>
</tr>
<tr>
<td>2008</td>
<td>651.74 million</td>
<td>88.75 million</td>
<td>740.46 million</td>
</tr>
<tr>
<td>2009</td>
<td>618.06 million</td>
<td>83.11 million</td>
<td>701.16 million</td>
</tr>
<tr>
<td>2010</td>
<td>629.51 million</td>
<td>88.21 million</td>
<td>717.74 million</td>
</tr>
<tr>
<td>2011</td>
<td>638.25 million</td>
<td>90.12 million</td>
<td>728.37 million</td>
</tr>
<tr>
<td>2012</td>
<td>642.29 million</td>
<td>92.03 million</td>
<td>734.32 million</td>
</tr>
<tr>
<td>2013</td>
<td>645.61 million</td>
<td>95.18 million</td>
<td>740.86 million</td>
</tr>
<tr>
<td>2014</td>
<td>662.82 million</td>
<td>98.18 million</td>
<td>761.00 million</td>
</tr>
<tr>
<td>2015</td>
<td>696.01 million</td>
<td>100.90 million</td>
<td>796.91 million</td>
</tr>
</tbody>
</table>

### Flights

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>9.45 million</td>
<td>682,745</td>
<td>10.14 million</td>
</tr>
<tr>
<td>2004</td>
<td>9.96 million</td>
<td>737,274</td>
<td>10.70 million</td>
</tr>
<tr>
<td>2005</td>
<td>10.03 million</td>
<td>792,741</td>
<td>10.83 million</td>
</tr>
<tr>
<td>2006</td>
<td>9.71 million</td>
<td>813,450</td>
<td>10.52 million</td>
</tr>
<tr>
<td>2007</td>
<td>9.84 million</td>
<td>835,714</td>
<td>10.67 million</td>
</tr>
<tr>
<td>2008</td>
<td>9.38 million</td>
<td>826,366</td>
<td>10.20 million</td>
</tr>
<tr>
<td>2009</td>
<td>8.77 million</td>
<td>775,885</td>
<td>9.54 million</td>
</tr>
<tr>
<td>2010</td>
<td>8.70 million</td>
<td>799,151</td>
<td>9.50 million</td>
</tr>
<tr>
<td>2011</td>
<td>8.65 million</td>
<td>809,156</td>
<td>9.46 million</td>
</tr>
<tr>
<td>2012</td>
<td>8.44 million</td>
<td>822,504</td>
<td>9.27 million</td>
</tr>
<tr>
<td>2013</td>
<td>8.32 million</td>
<td>829,044</td>
<td>9.14 million</td>
</tr>
<tr>
<td>2014</td>
<td>8.11 million</td>
<td>847,868</td>
<td>8.95 million</td>
</tr>
<tr>
<td>2015</td>
<td>8.06 million</td>
<td>836,923</td>
<td>8.90 million</td>
</tr>
</tbody>
</table>
### Revenue Passenger Miles

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>492.73 million</td>
<td>157.20 million</td>
<td>649.95 million</td>
</tr>
<tr>
<td>2004</td>
<td>542.82 million</td>
<td>183.36 million</td>
<td>726.18 million</td>
</tr>
<tr>
<td>2005</td>
<td>569.24 million</td>
<td>201.78 million</td>
<td>771.02 million</td>
</tr>
<tr>
<td>2006</td>
<td>574.52 million</td>
<td>215.17 million</td>
<td>789.69 million</td>
</tr>
<tr>
<td>2007</td>
<td>592.33 million</td>
<td>230.17 million</td>
<td>822.50 million</td>
</tr>
<tr>
<td>2008</td>
<td>568.25 million</td>
<td>237.31 million</td>
<td>805.56 million</td>
</tr>
<tr>
<td>2009</td>
<td>538.92 million</td>
<td>224.35 million</td>
<td>763.31 million</td>
</tr>
<tr>
<td>2010</td>
<td>552.85 million</td>
<td>239.35 million</td>
<td>792.21 million</td>
</tr>
<tr>
<td>2011</td>
<td>563.65 million</td>
<td>245.22 million</td>
<td>808.86 million</td>
</tr>
<tr>
<td>2012</td>
<td>568.68 million</td>
<td>248.95 million</td>
<td>817.63 million</td>
</tr>
<tr>
<td>2013</td>
<td>577.88 million</td>
<td>256.89 million</td>
<td>834.77 million</td>
</tr>
<tr>
<td>2014</td>
<td>595.34 million</td>
<td>262.69 million</td>
<td>858.03 million</td>
</tr>
<tr>
<td>2015</td>
<td>630.66 million</td>
<td>268.38 million</td>
<td>899.03 million</td>
</tr>
</tbody>
</table>

### Available Seat Miles

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>679.91 million</td>
<td>494.45 million</td>
<td>1.03 billion</td>
</tr>
<tr>
<td>2004</td>
<td>731.32 million</td>
<td>541.31 million</td>
<td>1.27 billion</td>
</tr>
<tr>
<td>2005</td>
<td>739.84 million</td>
<td>573.79 million</td>
<td>1.31 billion</td>
</tr>
<tr>
<td>2006</td>
<td>728.67 million</td>
<td>600.41 million</td>
<td>1.33 billion</td>
</tr>
<tr>
<td>2007</td>
<td>744.42 million</td>
<td>626.95 million</td>
<td>1.37 billion</td>
</tr>
<tr>
<td>2008</td>
<td>715.01 million</td>
<td>648.77 million</td>
<td>1.36 billion</td>
</tr>
<tr>
<td>2009</td>
<td>666.95 million</td>
<td>614.54 million</td>
<td>1.28 billion</td>
</tr>
<tr>
<td>2010</td>
<td>674.84 million</td>
<td>626.18 million</td>
<td>1.30 billion</td>
</tr>
<tr>
<td>2011</td>
<td>681.42 million</td>
<td>667.44 million</td>
<td>1.35 billion</td>
</tr>
<tr>
<td>2012</td>
<td>683.67 million</td>
<td>683.15 million</td>
<td>1.37 billion</td>
</tr>
<tr>
<td>2013</td>
<td>693.37 million</td>
<td>716.35 million</td>
<td>1.41 billion</td>
</tr>
<tr>
<td>2014</td>
<td>705.37 million</td>
<td>767.22 million</td>
<td>1.47 billion</td>
</tr>
<tr>
<td>2015</td>
<td>742.62 million</td>
<td>825.91 million</td>
<td>1.57 billion</td>
</tr>
</tbody>
</table>

### Load Factor (passenger-miles as a proportion of available seat-miles):

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>International</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>72.8%</td>
<td>74.8%</td>
<td>73.5%</td>
</tr>
<tr>
<td>2004</td>
<td>74.5%</td>
<td>78.4%</td>
<td>75.5%</td>
</tr>
<tr>
<td>2005</td>
<td>77.2%</td>
<td>78.8%</td>
<td>77.6%</td>
</tr>
<tr>
<td>2006</td>
<td>79.2%</td>
<td>79.4%</td>
<td>79.2%</td>
</tr>
<tr>
<td>2007</td>
<td>79.9%</td>
<td>79.9%</td>
<td>79.9%</td>
</tr>
<tr>
<td>2008</td>
<td>79.8%</td>
<td>78.9%</td>
<td>79.5%</td>
</tr>
<tr>
<td>2009</td>
<td>81.1%</td>
<td>78.8%</td>
<td>80.4%</td>
</tr>
<tr>
<td>2010</td>
<td>82.2%</td>
<td>81.7%</td>
<td>82.1%</td>
</tr>
<tr>
<td>2011</td>
<td>82.9%</td>
<td>80.4%</td>
<td>82.1%</td>
</tr>
<tr>
<td>2012</td>
<td>83.4%</td>
<td>81.5%</td>
<td>82.8%</td>
</tr>
</tbody>
</table>
82.4 Baggage Fees

Domestic airlines generated $3.8 billion in revenue from checked bags in 2015, compared with $464 million in 2007, the year before most airlines started charging most customers to check bags.

Baggage fee revenues among airlines in 2015 were as follows (source: BTS):

- American Airlines/US Airways: $1.12 billion
- Delta Air Lines: $ 875.1 million
- United Air Lines: $ 672.2 million
- Spirit Airlines: $ 288.7 million
- Frontier Airlines: $ 220.0 million
- Allegient Air: $ 161.4 million
- JetBlue: $ 142.7 million
- Alaska Airlines: $ 112.8 million

82.5 Market Resources

Air Transport Association of America, 1301 Pennsylvania Avenue NW, Suite 1100, Washington, DC 20004. (202) 626-4000. (www.airlines.org)

Bureau of Transportation Statistics, Research and Innovative Technology Administration, U.S. Department of Transportation, 1200 New Jersey Avenue SE, Washington, DC 20590. (800) 853-1351. (www.bts.gov)
83

AIRPORTS

83.1 Largest Airports

According to the Federal Aviation Administration (FAA, www.faa.gov), the largest U.S. airports, ranked by 2015 enplanements, are as follows (change from previous year in parenthesis):

- Hartsfield-Jackson Atlanta International (ATL): 46,604,273 (2.86%)
- Los Angeles International (LAX): 34,314,197 (5.82%)
- Chicago O'Hare International (ORD): 33,843,426 (4.72%)
- Dallas/Fort Worth International (DFW): 30,804,567 (6.08%)
- John F Kennedy International (JFK): 26,244,928 (4.83%)
- Denver International (DEN): 26,000,591 (1.98%)
- San Francisco International (SFO): 22,770,783 (4.91%)
- Charlotte/Douglas International (CLT): 21,537,725 (0.90%)
- McCarran International (LAS): 20,620,248 (3.38%)
- Phoenix Sky Harbor International (PHX): 20,344,867 (4.20%)
- George Bush Intercontinental/Houston (IAH): 19,772,087 (4.32%)
- Miami International (MIA): 19,471,466 (0.26%)
- Seattle-Tacoma International (SEA): 17,888,080 (7.18%)
- Newark Liberty International (EWR): 17,773,405 (1.29%)
- Orlando International (MCO): 17,278,608 (2.33%)
- Minneapolis-St Paul International/WoldChamberlain (MSP): 16,972,678 (4.25%)
- Detroit Metropolitan Wayne County (DTW): 15,775,948 (0.59%)
- General Edward Lawrence Logan International (BOS): 15,507,561 (4.71%)
- Philadelphia International (PHL): 14,792,339 (0.44%)
- LaGuardia (LGA): 13,535,372 (1.22%)
- Fort Lauderdale/Hollywood International (FLL): 12,031,860 (4.28%)
- Baltimore/Washington International Thurgood Marshall (BWI): 11,022,200 (-0.99%)
- Washington Dulles International (IAD): 10,415,948 (-1.47%)
- Chicago Midway International (MDW): 10,311,996 (4.00%)
- Salt Lake City International (SLC): 10,139,065 (4.87%)
- Ronald Reagan Washington National (DCA): 10,115,546 (2.82%)
- Honolulu International (HNL): 9,463,000 (-0.04%)
- San Diego International (SAN): 9,333,152 (5.12%)
- Tampa International (TPA): 8,531,561 (3.19%)
- Portland International (PDX): 7,878,760 (5.72%)
- Lambert-St Louis International (STL): 6,108,758 (-1.73%)
• William P. Hobby (HOU): 5,800,726 (7.88%)
• Nashville International (BNA): 5,396,958 (6.85%)
• Austin-Bergstrom International (AUS): 5,219,982 (6.51%)
• Metropolitan Oakland International (OAK): 5,069,257 (6.26%)
• Kansas City International (MCI): 4,982,722 (3.03%)
• Louis Armstrong New Orleans International (MSY): 4,870,569 (6.42%)
• Raleigh-Durham International (RDU): 4,673,869 (4.28%)
• Norman Y. Mineta San Jose International (SJC): 4,621,003 (7.07%)
• John Wayne Airport-Orange County (SNA): 4,584,147 (0.96%)
• Dallas Love Field (DAL): 4,522,341 (12.39%)
• Sacramento International (SMF): 4,384,616 (3.04%)
• San Antonio International (SAT): 4,046,856 (1.02%)
• Metropolitan Oakland International (OAK): 4,046,856 (1.02%)
• South West Florida International (RSW): 3,948,006 (4.20%)
• Pittsburgh International (PIT): 3,827,860 (0.40%)
• Cleveland-Hopkins International (CLE): 3,686,315 (-15.75%)
• Indianapolis International (IND): 3,605,908 (2.01%)
• General Mitchell International (MKE): 3,228,607 (0.43%)
• Port Columbus International (CMH): 3,115,501 (1.69%)
• Kahului (OGG): 3,019,338 (2.17%)
• Palm Beach International (PBI): 2,926,242 (2.87%)
• Bradley International (BDL): 2,913,380 (8.66%)
• Cincinnati/Northern Kentucky International (CVG): 2,875,844 (3.58%)
• Jacksonville International (JAX): 2,589,198 (1.57%)
• Ted Stevens Anchorage International (ANC): 2,381,826 (2.44%)
• Buffalo Niagara International (BUF): 2,378,469 (-7.37%)
• Albuquerque International Sunport (ABQ): 2,354,184 (-4.99%)
• Ontario International (ONT): 2,037,346 (3.39%)
• Eppley Airfield (OMA): 2,020,354 (2.28%)
• Bob Hope (BUR): 1,928,491 (0.55%)
• Will Rogers World (OKC): 1,861,272 (4.07%)
• Memphis International (MEM): 1,800,268 (-21.76%)
• Theodore Francis Green State (PVD): 1,764,828 (-6.37%)
• Richmond International (RIC): 1,671,096 (4.58%)
• Louisville International-Standiford Field (SDF): 1,634,983 (-2.92%)
• Reno/Tahoe International (RNO): 1,611,572 (-3.61%)
• Tucson International (TUS): 1,597,247 (1.74%)
• Charleston AFB/International (CHS): 1,539,326 (6.79%)
• Norfolk International (ORF): 1,488,114 (-4.65%)
• Spokane International (GEG): 1,445,572 (1.96%)
• Kona International at Keahole (KOA): 1,403,559 (1.96%)
• El Paso International (ELP): 1,395,363 (2.37%)
• Boise Air Terminal/Gowen Field (BOI): 1,378,352 (4.92%)
• Tulsa International (TUL): 1,371,613 (3.64%)
• Long Beach/Daugherty Field (LGB): 1,368,923 (-4.85%)
<table>
<thead>
<tr>
<th>Airport Name</th>
<th>Enplanements</th>
<th>Change Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lihue (LIH)</td>
<td>1,340,014</td>
<td>1.89%</td>
</tr>
<tr>
<td>Birmingham-Shuttlesworth International (BHM)</td>
<td>1,299,214</td>
<td>-2.62%</td>
</tr>
<tr>
<td>Albany International (ALB)</td>
<td>1,210,825</td>
<td>1.19%</td>
</tr>
<tr>
<td>Gerald R. Ford International (GRR)</td>
<td>1,174,821</td>
<td>4.59%</td>
</tr>
<tr>
<td>Greater Rochester International (ROC)</td>
<td>1,173,933</td>
<td>-2.92%</td>
</tr>
<tr>
<td>Des Moines International (DSM)</td>
<td>1,141,172</td>
<td>5.81%</td>
</tr>
<tr>
<td>James M. Cox Dayton International (DAY)</td>
<td>1,120,842</td>
<td>-9.96%</td>
</tr>
<tr>
<td>Orlando Sanford International (SFB)</td>
<td>1,064,133</td>
<td>9.53%</td>
</tr>
<tr>
<td>Manchester (MHT)</td>
<td>1,032,964</td>
<td>-13.20%</td>
</tr>
<tr>
<td>Bill and Hillary Clinton National/Adams Field (LIT)</td>
<td>1,005,251</td>
<td>-4.74%</td>
</tr>
<tr>
<td>Syracuse Hancock International (SYR)</td>
<td>987,169</td>
<td>-0.44%</td>
</tr>
<tr>
<td>Palm Springs International (PSP)</td>
<td>953,607</td>
<td>8.90%</td>
</tr>
<tr>
<td>Greenville Spartanburg International (GSP)</td>
<td>945,477</td>
<td>3.10%</td>
</tr>
<tr>
<td>Savannah/Hilton Head International (SAV)</td>
<td>932,416</td>
<td>16.79%</td>
</tr>
<tr>
<td>Myrtle Beach International (MYR)</td>
<td>858,288</td>
<td>4.25%</td>
</tr>
<tr>
<td>Piedmont Triad International (GSO)</td>
<td>851,157</td>
<td>-0.28%</td>
</tr>
<tr>
<td>McGhee Tyson (TYS)</td>
<td>845,913</td>
<td>1.60%</td>
</tr>
<tr>
<td>Portland International Jetport (PWM)</td>
<td>837,820</td>
<td>0.10%</td>
</tr>
<tr>
<td>Dane County Regional-Truax Field (MSN)</td>
<td>833,634</td>
<td>0.96%</td>
</tr>
<tr>
<td>Akron-Canton Regional (CAK)</td>
<td>771,155</td>
<td>-9.47%</td>
</tr>
<tr>
<td>Pensacola International (PNS)</td>
<td>758,612</td>
<td>1.93%</td>
</tr>
<tr>
<td>Wichita Dwight D Eisenhower National (ICT)</td>
<td>757,695</td>
<td>2.94%</td>
</tr>
<tr>
<td>Westchester County (HPN)</td>
<td>756,189</td>
<td>-1.02%</td>
</tr>
</tbody>
</table>

### 83.2 Airport Retail

According to the *ARN Fact Book*, published by Airport Revenue News (www.airportrevenuenews.com), annual retail spending (excluding duty-free purchases) at the 83 largest airports in North America is $2.08 billion. These airports reported 635.9 million enplanements; retail spending per enplaning passenger is $3.27. Spending by type of retail outlet is as follows:

- **News & gifts:** $1.17 billion
- **Specialty retail:** $912 million

Many major airports are recognized for great shopping. The Pittsburgh International Airport, which pioneered the ‘air mall’ shopping concept, has a variety of 65 retail shops. The retail mix at Denver International Airport includes several shops offering locally made items such as handmade crafts from area artists as well as Native-American jewelry. The shopping at Minneapolis-St. Paul International Airport has so many retail options that it has been dubbed ‘mini-Mall of America.’

Because of the heavy foot traffic, retail sales per square foot at many airports are $1,000 or more. For comparison, sales average $470 per sq. ft. at regional malls and $513 at upscale outlets, according to *Retail Traffic*.

The following airports have the highest retail sales (source: *ARN Fact Book*):

---

**TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018**

- 423 -
Specialty Retail

- Hartsfield-Jackson Atlanta International: $73.9 million
- John F. Kennedy International (New York City): $63.9 million
- San Francisco International: $57.3 million
- Miami International: $54.2 million
- Orlando International: $45.2 million
- Dallas-Fort Worth International: $41.8 million
- McCarran International (Las Vegas): $40.3 million
- Denver International: $33.5 million
- Newark Liberty International: $32.2 million
- Chicago O’Hare International: $31.2 million

News & Gifts

- Los Angeles International: $77.9 million
- John F. Kennedy International (New York City): $74.0 million
- Chicago O’Hare International: $49.6 million
- Charlotte/Douglas International: $46.6 million
- McCarran International (Las Vegas): $46.6 million
- Miami International: $39.9 million
- Newark Liberty International: $38.3 million
- Seattle-Tacoma International: $37.4 million
- San Francisco International: $36.4 million
- Hartsfield-Jackson Atlanta International: $36.1 million

83.3 Food Concessions At Airports

According to the ARN Fact Book, annual food and beverage service at the 90 largest U.S. airports is $3.3 billion. Food and beverage spending per enplaning passenger is $5.12.

The following airports have the highest food and beverage sales:

- Hartsfield-Jackson Atlanta International: $235.4 million
- Chicago O’Hare International: $187.4 million
- Los Angeles International: $156.4 million
- John F. Kennedy International (New York City): $151.0 million
- Denver International: $149.5 million
- Dallas-Fort Worth International: $141.5 million
- San Francisco International: $124.5 million
- Charlotte/Douglas International: $101.7 million
- Miami International: $ 99.0 million
- Phoenix Sky Harbor International: $ 92.4 million

Despite the reduction in air traffic at some of the larger airports, travelers are spending more at airport restaurants as they become increasingly aware of the dining
According to Amy Snow, Concessions Manager at Los Angeles International Airport, travelers are spending more per transaction at airport-based restaurants, an indication that they are increasingly choosing upscale dining options.

According to PAX International, a trade magazine that covers airport dining trends, airports are increasingly featuring local restaurants with high-quality, healthful food.

Frommers (www.frommers.com) recognizes the best restaurants at U.S. airports as follows:

- **Baltimore-Washington International**
  - Thurgood Marshall: Obrycki’s (Gate B-11)
- **Chicago O'Hare International**: Tortas Frontera (Terminal 1)
- **Boston Logan International**: Legal Sea Foods (Terminals A, B, C)
- **Hartsfield-Jackson Atlanta International**: One Flew South (Terminal E)
- **John F. Kennedy International Airport (New York City)**: Deep Blue Sushi (Terminal 5)
- **Los Angeles International**: Encounter at LAX (center of airport before security)
- **Minneapolis-St Paul International**: Ike’s Food and Cocktails (at The Mall near Concourse E)
- **LaGuardia**: Custom Burgers by Pat LaFrieda (Delta Terminal)
- **Raleigh-Durham International**: 42nd Street Oyster Bar (Terminal 2)
- **Seattle-Tacoma International**: Ivar’s (central terminal)

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Airport Restaurants as follows:

- **Ruby's Diner** (George Bush Intercontinental)
- **Legal Sea Foods** (Boston Logan International)
- **Obrycki's Restaurant & Bar** (Baltimore Washington International Thurgood Marshall)
- **Pappadeaux Seafood Kitchen** (Dallas/Fort Worth International)
- **Wicker Park Seafood and Sushi** (Chicago O'Hare International)
- **P.F. Chang's China Bistro** (Hartsfield-Jackson Atlanta International)
- **Local Tavern** (Philadelphia International)
- **Tortas Frontera** (Chicago O'Hare International)
- **PGA Tour Grill** (San Diego International)
- **Wolfgang Puck Express** (Los Angeles International)

The Best Airport Bars were ranked as follows:

- **Whisky River** (Charlotte Douglas International)
- **Chickie’s & Pete’s** (Philadelphia International)
- **Four Peaks Brewery** (Phoenix Sky Harbor)
- **Cigar City Brewing** (Tampa International)
- **Reilly’s Daughter Irish Pub** (Chicago Midway International)

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018

- 425 -
• Bar Symon (Pittsburgh International)
• Vino Volo (Los Angeles International)
• The Firkin & Fox (Washington Dulles International)
• The 40/40 Club (Hartsfield-Jackson Atlanta International)
• Tootsie's Orchid Lounge (Nashville International)

83.4 Amenities at Airports

Major airports around the country have made great strides in making their terminals more appealing to travelers with a wide range of amenities. Approximately half of major airports now have spa facilities. XpresSpa (www.xpresspa.com), for example, operates over 50 spas at 22 airports. The location at JFK International Airport has more than 3,000 visitors a month, making it the airport’s most profitable concession outside of duty-free shopping.

The following is a sample of other amenities at airports:
• Travelers at Charlotte/Douglas International Airport are welcome to use of the grand piano in the atrium. The airport also features cozy rocking chairs throughout the terminal.
• Nashville International Airport, serving the self-proclaimed Country Music Capital of the World, offers a broad range of live music in the terminal. Several times a week visitors are apt to hear anything from Celtic and pop to bluegrass and Latin Jazz.
• Austin-Bergstrom International Airport, serving the city that bills itself as the Live Music Capital of the World, extends that melodious tradition to the airport, where travelers can visit three venues offering live music several times each week.
• San Francisco International Airport, the only airport with an accredited museum program, offers changing art, science, historical, and cultural exhibitions in 20 galleries located throughout the terminals.
• Palm Beach International Airport is the only airport with a putting green in the terminal, located at Sam Snead’s Tour Tavern.
• A blend of mall, theme park, and airport, Orlando International Airport appeals to kids and adults alike with amenities such as an arcade, an eight-story sun-filled atrium, a spa, a giant fish tank, and mini versions of area theme parks, complete with statues of characters for last-minute photo ops.
• JFK International Airport (New York City) has been home to Catholic, Protestant, and Jewish chapels for more than 40 years. Our Lady Of The Skies and Christ For The World Chapel host regular services for travelers and congregants from neighboring Queens. The International Synagogue is a popular haven for El Al passengers, and Muslims travelers often stop to pray in a multi-denominational space just a few doors away.
• With 1,298 slot machines, McCarran International Airport ranks as the 43rd largest casino in Las Vegas.
83.5 Airport Rewards Programs

Just as hotels, auto rental agencies, and airlines have programs to attract and reward customer loyalty, airports in select markets are now offering this option to fliers. The idea is to woo fliers who have several airports within their region from which to choose – and even the option of driving or travel by rail, like many in the Northeastern region of the U.S.

Thanks Again, founded in 2004 and expanded to include airports in 2009, is the most established player. According to its website, Thanks Again gives consumers the opportunity to earn rewards when parking, shopping, and dining at over 170 airports across the United States. The network boasts over 25,000 participating local businesses, with new merchants and retailers being added every month. Combined, Thanks Again’s loyalty program partners have 80 million active reward program members.

Rewards include addition air miles, free parking, gift certificates and gift cards, discounts, and more.

Small, regional airports also have loyalty programs, like CVGfirst Rewards at Cincinnati/Northern Kentucky International and Fly Lafayette Club at Lafayette Regional Airport in Louisiana.

83.6 Market Resources


84

AUTO RENTAL

84.1 Market Assessment

According to Auto Rental News, auto rental revenue and the number of cars in service have been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Fleet</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>$16.45 billion</td>
<td>1.62 million</td>
</tr>
<tr>
<td>2004</td>
<td>$17.64 billion</td>
<td>1.66 million</td>
</tr>
<tr>
<td>2005</td>
<td>$18.91 billion</td>
<td>1.71 million</td>
</tr>
<tr>
<td>2006</td>
<td>$20.41 billion</td>
<td>1.77 million</td>
</tr>
<tr>
<td>2007</td>
<td>$21.49 billion</td>
<td>1.86 million</td>
</tr>
<tr>
<td>2008</td>
<td>$21.49 billion</td>
<td>1.81 million</td>
</tr>
<tr>
<td>2009</td>
<td>$20.05 billion</td>
<td>1.64 million</td>
</tr>
<tr>
<td>2010</td>
<td>$20.59 billion</td>
<td>1.63 million</td>
</tr>
<tr>
<td>2011</td>
<td>$22.40 billion</td>
<td>1.76 million</td>
</tr>
<tr>
<td>2012</td>
<td>$23.63 billion</td>
<td>1.86 million</td>
</tr>
<tr>
<td>2013</td>
<td>$24.54 billion</td>
<td>1.96 million</td>
</tr>
<tr>
<td>2014</td>
<td>$26.01 billion</td>
<td>2.11 million</td>
</tr>
<tr>
<td>2015</td>
<td>$27.11 billion</td>
<td>2.18 million</td>
</tr>
</tbody>
</table>

84.2 Largest Car Rental Companies

The largest U.S. car rental companies in 2015 were as follows:

<table>
<thead>
<tr>
<th>Company</th>
<th>Revenue</th>
<th>Fleet</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Holdings*</td>
<td>$13.88 billion</td>
<td>1,166,800</td>
<td>6,250</td>
</tr>
<tr>
<td>Hertz**</td>
<td>$ 6.35 billion</td>
<td>499,100</td>
<td>5,410</td>
</tr>
<tr>
<td>Avis Budget Rent A Car***</td>
<td>$ 5.44 billion</td>
<td>365,000</td>
<td>3,250</td>
</tr>
<tr>
<td>Fox Rent A Car:</td>
<td>$ 225 million</td>
<td>19,000</td>
<td>19</td>
</tr>
<tr>
<td>Advantage Rent-A-Car (FSNA):</td>
<td>$ 325 million</td>
<td>30,000</td>
<td>50</td>
</tr>
<tr>
<td>ACE Rent A Car:</td>
<td>$ 100 million</td>
<td>11,000</td>
<td>65</td>
</tr>
<tr>
<td>U-Save Auto Rental System Inc. (FSNA):</td>
<td>$ 123 million</td>
<td>12,000</td>
<td>140</td>
</tr>
<tr>
<td>International Franchise Systems****:</td>
<td>$ 41 million</td>
<td>5,000</td>
<td>143</td>
</tr>
<tr>
<td>Affordable/Sensible:</td>
<td>$ 32 million</td>
<td>3,600</td>
<td>190</td>
</tr>
<tr>
<td>Independents:*</td>
<td>$ 585 million</td>
<td>70,000</td>
<td>5,500</td>
</tr>
</tbody>
</table>

* includes Alamo Rent A Car, Enterprise Rent-A-Car, National Car Rental
** includes Dollar Thrifty, Firefly
*** includes Payless
**** Rent-A-Wreck of America, Priceless, Nextcar
84.3 Market Resources
Auto Rental News, 3520 Challenger Street, Torrance, CA 90503. (310) 533-2400. (www.autorentalnews.com)
85.1 Overview

Bus and motorcoach operators are classified as follows:
- Intercity bus transportation (the largest of which is Greyhound Lines)
- Charter motorcoaches
- Sightseeing bus tours (the largest of which is Gray Line)

According to M.J. Bradley & Associates (www.mjbradley.com), buses and motorcoaches lead every other travel mode in terms of their fuel efficiency, averaging more than 200 passenger miles per gallon.

85.2 Economic Impact

According to recent studies by researchers at The George Washington University and Dunham and Associates (www.dunham.com), one overnight visit by a motorcoach group can yield from $5,000 to more than $13,000 for a destination’s economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services, and local taxes.

85.3 Intercity Bus Transportation

Greyhound Lines, Inc. (www.greyhound.com), the largest provider of intercity bus transportation, provided the following overview of its operations:
- The Greyhound fleet consists of more than 1,735 active buses.
- Greyhound uses approximately 90 company-operated bus terminals and approximately 850 agency-operated terminals or sales agencies. Including all stops, Greyhound serves nearly 3,800 destinations in North America.
- Greyhound employs more than 8,400 people nationwide, including more than 2,500 drivers based in 80 locations across the country.
- Greyhound logs 5.5 billion passenger miles annually, carrying over 17 million people.
- The following are the busiest terminal cities:
  - New York, NY
  - Los Angeles, CA
  - Philadelphia, PA
  - Atlantic City, NJ
More than one million people traveled on Greyhound during the 2015 Christmas holiday season.

Recent startups BoltBus (www.boltbus.com) and Megabus (www.megabus.com) appeal to budget-minded, urban-dwelling young adults by providing a hip image, technology (complimentary wi-fi and power outlets at every seat), and cheap fares. These companies hold costs down by providing city-center curbside pickup in lieu of service at bus terminals.

“Living in cities with heavy traffic and limited transportation alternatives beyond cars, 20- and 30-something riders have emerged as the core constituency for this new breed of curbside buses, which are becoming the JetBlue of U.S. highways – fun, cheap and efficient. The strategy seems to be working: while traditional bus companies are still growing, curbside companies are booming.”

Time

Founded in 2008, BoltBus operates routes in the northeast and Pacific northwest regions, serving Baltimore, MD; Boston, MA; Cherry Hill, NJ; Greenbelt, MD; Philadelphia, PA; New York, NY; Newark, NJ; Portland, OR; Seattle, WA; Vancouver, BC; and Washington, DC. BoltBus is owned by Greyhound Lines. Routes in the northeast are operated in partnership with Peter Pan Bus Lines. Routes on the West Coast are owned and operated by Greyhound without a partner.

Megabus, branded on buses as megabus.com, operates 30 routes throughout the United States and in the provinces of Ontario and Quebec in Central Canada. Chicago Union Station, New York Port Authority, Philadelphia 30th Street Station, Toronto Coach Terminal, Washington Union Station, and locations in Atlanta, GA; Dallas, TX; and Pittsburgh, PA serve as hubs. The intercity bus service launched in 2006.
Launched in 2010, RedCoach is a luxury liner serving the Florida market between Miami and Tallahassee with routes along the west and east coasts of the state. Free wi-fi and flat-screen TVs are standard on every coach, and First Class offers complimentary snack boxes and roomy seats that recline. Business travelers make up 30% of RedCoach's ridership.

85.4 Motorcoaches

Motorcoach Facts, by the American Bus Association (www.buses.org), provides the following profile of the motorcoach industry:

• The motorcoach industry provides 630 million passenger-trips annually.
• The motorcoach industry’s network of terminals includes more than 3 times the number of airports and intercity rail stations.
• The motorcoach industry is made up of nearly 3,300 mostly small businesses, 80% of which operate fewer than 10 vehicles.
• The total industry fleet of 33,400 vehicles provides charter, tour, sightseeing, airport shuttle, commuter, and scheduled services.
• Motorcoaches are the most fuel-efficient transportation mode in North America when measured in terms of passenger miles per gallon of fuel.
• For 14.4 million rural U.S. residents, motorcoaches are the only available intercity commercial transportation service.
• Motorcoach traveler and tourist demand generates more than $44 billion annually in sales.

There are more than 800 charter motorcoach operators in the U.S., according to the United Motorcoach Association (www.uma.org).

A directory of motorcoach companies, along with website links, is available online at http://imgcoach.com/charter-bus-company-directory.

85.5 Sightseeing Bus Tours

Sightseeing bus tours are available in most metropolitan areas and major tourist destinations of the United States.

Gray Line (www.grayline.com), the dominant operator in the segment, offers tours in the following locations:

• Albuquerque, NM
• Anaheim, CA
• Anchorage, AK
• Atlanta, GA
• Austin, TX
• Baton Rouge, LA
• Biloxi, MS
• Boston/Cape Cod, MA
• Branson/Springfield, MO
• Buffalo, NY
• Charleston, SC
• Chicago, IL
• Colorado Springs, CO
• Dallas, TX
• Denver, CO
• Fairbanks, AK
• Fort Worth, TX
• Galveston, TX
• Hilton Head Island, SC
• Houston, TX
• Jackson Hole, WY
• Juneau, AK
• Kauai, HI
• Ketchikan, AK
• Las Vegas, NV
• Los Angeles, CA
• Maui, HI
• Memphis, TN
• Minneapolis/Saint Paul, MN
• Monterey/Carmel, CA
• Myrtle Beach, SC
• Nashville, TN
• New Orleans, LA
• New York, NY
• Niagara Falls, NY
• Oahu, HI
• Orlando, FL
• Phoenix, AZ
• Portland, OR
• Providence, RI
• Rapid City/Mount Rushmore, SD
• San Antonio, TX
• San Diego, CA
• San Francisco, CA
• Savannah, GA
• Seattle/Tacoma, WA
• Skagway, AK
• St. Louis, MO
• Tampa Bay Area, FL
• The Big Island, HI
• Tucson, AZ
• Valdez, AL
• Washington, DC

85.6 Market Resources

National Association of Motor Coach Operators, P.O. Box 320266, Alexandria, VA 22320. (571) 312-7117. (www.namocoaches.org)

United Motorcoach Association, 113 S. West Street, 4th Floor, Alexandria, VA 22314. (800) 424-8262. (www.uma.org)
86.1 Market Assessment

There are two general categories of casinos in operation in the United States: commercial casinos and tribal casinos.

According to the American Gaming Association (www.americangaming.org), there were 510 commercial casinos and 474 tribal casinos operating in 39 states at year-end 2015.

Combined, commercial and tribal casinos produce $63.5 billion in annual gross gaming revenue. Casino patrons spend an additional $14.4 billion during casino trips. According to Gaming & Leisure, based on data from Jay Sarno & Associates (www.jaysarno.com), revenue for commercial casinos was $34.61 billion in 2015, a 5.0% increase from the prior year.

Commercial casino gaming revenue by state was as follows (change from previous year in parenthesis):

- Arkansas: $ 282 million (27.8%)
- Colorado: $ 785 million (5.3%)
- Connecticut: $1.04 billion (-2.1%)
- Delaware: $ 352 million (-0.1%)
- Florida: $ 531 million (5.0%)
- Illinois: $1.44 billion (-1.7%)
- Indiana: $2.21 billion (-0.8%)
- Iowa: $1.42 billion (2.0%)
- Kansas: $ 368 million (4.0%)
- Louisiana: $2.65 billion (7.1%)
- Maine: $ 106 million (1.3%)
- Maryland: $1.10 billion (18.0%)
- Massachusetts*: $ 88 million (n/a)
- Michigan: $1.38 billion (3.2%)
- Mississippi: $2.09 billion (1.1%)
- Missouri: $1.70 billion (2.5%)
- Nevada: $7.00 billion (3.8%)
- New Jersey: $1.73 billion (-7.6%)
- New Mexico: $ 266 million (2.0%)
- New York: $1.95 billion (2.8%)
- Ohio: $1.64 billion (12.8%)
- Oklahoma: $ 113 million (1.6%)
Jay Sarno & Associates projects commercial casino gross gaming revenue will increase 1% to 3% in 2016.

“While the nation experienced 5% growth for 2015, the latter part of 2015 had slower growth compared to growth in late 2014, when the upswing started. As of early 2016, the drivers for the casino gaming industry – employment, income and gas prices – are in a favorable position. That said, the 5% growth for 2015 might be somewhat unrealistic to achieve in 2016.”

Jay Sarno, President
Jay Sarno & Associates
Gaming & Leisure, 6/16


Tribal gaming revenue in the Top Five states was as follows (change from previous year in parenthesis):
- California: $7.32 billion (4.2%)
- Oklahoma: $3.95 billion (4.6%)
- Washington: $2.34 billion (2.5%)
- Florida: $2.38 billion (1.7%)
- Arizona: $1.82 billion (0.6%)

According to the American Gaming Association, the following percentages of casino patrons engage in various non-gaming activities:
- Eat at a fine-dining restaurant: 76%
• Visit a bar or club: 65%
• See a show or concert: 62%
• Go shopping: 58%
• Visit a pool, spa, or fitness center: 50%

In the same survey, twice as many people responded that the overall casino experience – dining, shows, and entertainment – is more fun than gambling.

86.2 State-by-State

Using a broader definition of gaming facilities than the AGA, Casino City Press (www.casinocity.com) counts over 1500 casinos, poker rooms, and parimutuel tracks in operation in 2016. The number in each state is as follows:

- Alabama: 8
- Alaska: 7
- Arizona: 92
- Arkansas: 2
- California: 189
- Colorado: 45
- Connecticut: 16
- Delaware: 3
- Florida: 155
- Georgia: 2
- Idaho: 17
- Illinois: 45
- Indiana: 17
- Iowa: 22
- Kansas: 8
- Kentucky: 8
- Louisiana: 68
- Maine: 16
- Maryland: 10
- Massachusetts: 3
- Michigan: 31
- Minnesota: 41
- Mississippi: 31
- Missouri: 13
- Montana: 161
- Nebraska: 9
- Nevada: 360
- New Hampshire: 9
- New Jersey: 17
- New Mexico: 32
- New York: 55
- North Carolina: 3
- North Dakota: 55
- Ohio: 12
- Oklahoma: 133
- Oregon: 34
- Pennsylvania: 17
- Rhode Island: 2
- South Carolina: 3
- South Dakota: 52
- Texas: 9
- Virginia: 1
- Washington: 122
- West Virginia: 5
- Wisconsin: 29
- Wyoming: 10

86.3 City-by-City Survey

International Demographics (www.themediaaudit.com) regularly surveys residents in 80 metropolitan areas on various topics, including gaming and wagering. The following metropolitan areas have the highest percentage of adults who have visited a casino at least once during the prior 12 months:
• Las Vegas, NV: 54.3%
• Reno, NV: 49.7%
• Spokane, WA: 35.5%
• Pittsburgh, PA: 34.4%
• Sacramento, CA: 32.8%
• Allentown-Bethlehem, PA: 31.8%
• Cedar Rapids, IA: 30.7%
• Riverside-San Bernardino, CA: 30.7%
• Oklahoma City, OK: 30.5%
• Albuquerque, NM: 30.3%
• Buffalo, NY: 28.9%

86.4 Largest Casino Gaming Markets
According to AGA, the largest casino gaming markets are as follows:
• Las Vegas Strip, NV: $6.21 billion
• Atlantic City, NJ: $3.05 billion
• Chicagoland (IL/IN): $2.24 billion
• Detroit, MI: $1.42 billion
• Mashantucket/Uncasville, CT: $1.23 billion
• Philadelphia, PA: $1.17 billion
• St. Louis, MO: $1.11 billion
• Gulf Coast, MS: $1.10 billion
• The Poconos, PA: $ 902 million
• Tunica/Lula, MS: $ 822 million
• Kansas City/St. Joseph, MO: $ 800 million
• Boulder Strip (Las Vegas, NV): $ 797 million
• Shreveport, LA: $ 716 million
• Lake Charles, LA: $ 687 million
• New York, NY: $ 673 million
• Reno/Sparks, NV: $ 645 million
• Pittsburgh/Meadow Lands, PA: $ 636 million
• Black Hawk, CO: $ 633 million
• Southern Indiana: $ 632 million
• New Orleans, LA: $ 622 million

86.5 Market Resources

Casino City Press, 95 Wells Avenue, Newton, MA 02459. (617) 332-2850. (www.casinocitypress.com)
Casino Journal, 2401 W. Big Beaver Road, Suite 700, Troy, MI 48084. (847) 763-9534. (www.casinojournal.com)


87

CONVENTION CENTERS

87.1 Largest Convention Centers

The largest convention centers, ranked by available exhibit space, are as follows:

- McCormick Place (Chicago, IL): 2,670,000 sq. ft.
- Orange County Convention Center (Orlando, FL): 2,100,000 sq. ft.
- Las Vegas Convention Center (Las Vegas, NV): 2,000,000 sq. ft.
- Georgia World Congress Center (Atlanta, GA): 1,500,000 sq. ft.
- Kentucky Exposition Center (Louisville, KY): 1,200,000 sq. ft.
- Sands Expo and Convention Center (Las Vegas, NV): 1,200,000 sq. ft.
- Ernest N. Morial Convention Center (New Orleans, LA): 1,100,000 sq. ft.
- Dallas Convention Center (Dallas, TX): 1,000,000 sq. ft.
- International Exposition Center (Cleveland, OH): 1,000,000 sq. ft.
- Mandalay Bay Convention Center (Las Vegas, NV): 1,000,000 sq. ft.
- George R. Brown Convention Center (Houston, TX): 853,000 sq. ft.
- Donald E. Stephens Convention Center (Rosemont, IL): 840,000 sq. ft.
- Anaheim Convention Center (Anaheim, CA): 800,000 sq. ft.
- Cleveland Convention Center and Medical Mart (Cleveland, OH): 750,000 sq. ft.
- Indiana Convention Center (Indianapolis, IN): 747,000 sq. ft.
- Cobo Center (Detroit, MI): 722,500 sq. ft.
- Los Angeles Convention Center (Los Angeles, CA): 720,000 sq. ft.
- Reliant Center (Houston, TX): 706,000 sq. ft.
- Walter E. Washington Convention Center (Washington, DC): 703,000 sq. ft.
- Moscone Convention Center (San Francisco, CA): 700,000 sq. ft.
- Pennsylvania Convention Center (Philadelphia, PA): 679,000 sq. ft.
- Jacob K. Javits Convention Center (New York, NY): 675,000 sq. ft.
- San Diego Convention Center (San Diego, CA): 615,700 sq. ft.
- Tampa Convention Center (Tampa, FL): 600,000 sq. ft.
- Colorado Convention Center (Denver, CO): 584,000 sq. ft.
- Hawai‘i Convention Center (Honolulu, HI): 520,000 sq. ft.
- Boston Convention and Exhibition Center (Boston, MA): 516,000 sq. ft.
- Salt Palace Convention Center (Salt Lake City, UT): 515,000 sq. ft.
- Atlantic City Convention Center (Atlantic City, NJ): 500,000 sq. ft.
- Henry B. Gonzalez Convention Center (San Antonio, TX): 440,000 sq. ft.
- Greater Columbus Convention Center (Columbus, OH): 426,000 sq. ft.
- Baltimore Convention Center (Baltimore, MD): 425,000 sq. ft.
• Bartle Hall Convention Center (Kansas City, MO): 388,000 sq. ft.
• Reno-Sparks Convention Center (Reno, NV): 381,000 sq. ft.
• David L. Lawrence Convention Center (Pittsburgh, PA): 330,000 sq. ft.
• Phoenix Convention Center (Phoenix, AZ): 312,000 sq. ft.
• Charlotte Convention Center (Charlotte, NC): 280,000 sq. ft.
• Oregon Convention Center (Portland, OR): 255,000 sq. ft.
• Austin Convention Center (Austin, TX): 246,092 sq. ft.

87.2 List of Convention Centers
The following links to a list of the major convention centers in the United States: www.rkma.com/ConventionCenters.pdf.
88 

CONVENTIONS & TRADE SHOWS

88.1 Overview
Trade Show News Network (www.tsn.com) compiles an annual list of the 250 largest trade shows and conventions in the United States. The complete list is available online at www.tsn.com/toplists-us.

88.2 Largest Trade Shows
The Top 50 U.S. conventions and trade shows in 2015 were as follows (ranked by square feet of exhibit space):

#1 CES (1/6/2015 to 1/9/2015)
- Las Vegas Convention Center, Sands Expo & Convention Center, and various hotels (Las Vegas, NV)
- Organizer: Consumer Technology Association
- Exhibitors: 3,631
- Attendees: 109,507
- Net exhibit space: 2,235,936 sq. ft.

#2 Atlanta International Gift & Home Furnishings Market - July (7/7/2015 to 7/14/2015)
- AmericasMart Atlanta (Atlanta, GA)
- Organizer: AmericasMart Atlanta
- Exhibitors: 2,482
- Attendees: 88,023
- Net exhibit space: 1,259,967 sq. ft.

#3 Atlanta International Gift & Home Furnishings Market - January (1/6/2015 to 1/13/2015)
- AmericasMart Atlanta (Atlanta, GA)
- Organizer: AmericasMart Atlanta
- Exhibitors: 2,675
- Attendees: 91,134
- Net exhibit space: 1,219,440 sq. ft.

#4 ICUEE - International Construction & Utility Equipment Exposition (9/29/2015 to 10/1/2015)
• Kentucky Exposition Center (Louisville, KY)
  • Organizer: Association of Equipment Manufacturers (AEM)
  • Exhibitors: 972
  • Attendees: 10,963
  • Net exhibit space: 1,206,046 sq. ft.

#5 SEMA 2015 Show (11/3/2015 to 11/6/2015)
• Las Vegas Convention Center (Las Vegas, NV)
• Organizer: Specialty Equipment Market Association (SEMA)
• Exhibitors: 2,400
• Attendees: 159,700
• Net exhibit space: 1,181,000 sq. ft.

#6 MAGIC Market Week - August (8/17/2015 to 8/19/2015)
• Las Vegas Convention Center/Mandalay Bay Convention Center (Las Vegas, NV)
• Organizer: UBM/Advanstar Communications
• Exhibitors: 5,864
• Attendees: 74,328
• Net exhibit space: 1,159,450 sq. ft.

• Orange County Convention Center (Orlando, FL)
• Organizer: SPI - The Plastics Industry Trade Association
• Exhibitors: 2,023
• Attendees: 43,478
• Net exhibit space: 1,128,242 sq. ft.

#8 NBAA2015 Business Aviation Convention & Exhibition (11/17/2015 to 11/19/2015)
• Las Vegas Convention Center/Henderson Executive Airport (Las Vegas, NV)
• Organizer: National Business Aviation Association (NBAA)
• Exhibitors: 1,142
• Attendees: 27,888
• Net exhibit space: 1,080,600 sq. ft.

#9 America's Largest RV Show (9/14/2015 to 9/20/2015)
• Giant Center (Hershey, PA)
• Organizer: Pennsylvania RV & Camping Association
• Exhibitors: 197
• Attendees: 3,382
• Net exhibit space: 1,069,078 sq. ft.

#10 Florida RV SuperShow (1/13/2015 to 1/18/2015)
• Florida State Fairgrounds (Tampa, FL)
• Organizer: Florida RV Trade Association
• Exhibitors: 337
• Attendees: 800
• Net exhibit space: 1,018,926 sq. ft.

#11 NAB Show (4/13/2015 to 4/16/2015)
• Las Vegas Convention Center (Las Vegas, NV)
• Organizer: National Association of Broadcasters (NAB)
• Exhibitors: 1,789
• Attendees: 69,325
• Net exhibit space: 1,013,544 sq. ft.

#12 MAGIC Market Week - February (2/15/2015 to 2/19/2015)
• Las Vegas Convention Center/Mandalay Bay Convention Center (Las Vegas, NV)
• Organizer: UBM/Advanstar Communications
• Exhibitors: 5,386
• Attendees: 72,651
• Net exhibit space: 998,845 sq. ft.

#13 PACK EXPO Las Vegas/Pharma EXPO 2015 (9/28/2015 to 9/30/2015)
• Las Vegas Convention Center (Las Vegas, NV)
• Organizer: PMMI - The Association for Packing and Processing Technologies
• Exhibitors: 2,006
• Attendees: 28,650
• Net exhibit space: 843,435 sq. ft.

#14 Mid-America Trucking Show (3/26/2015 to 3/28/2015)
• Kentucky Exposition Center (Louisville, KY)
• Organizer: Exhibit Management Associates
• Exhibitors: 1,064
• Attendees: 81,768
• Net exhibit space: 842,300 sq. ft.

#15 International Home + Housewares Show (3/7/2015 to 3/10/2015)
• McCormick Place (Chicago, IL)
• Organizer: International Housewares Association
• Exhibitors: 2,123
• Attendees: 40,000
• Net exhibit space: 784,000 sq. ft.

#16 GIE+EXPO (10/21/2015 to 10/23/2015)
• Kentucky Exposition Center (Louisville, KY)
• Organizer: Sellers Expositions
• Exhibitors: 711
• Attendees: n/a
• Net exhibit space: 780,749 sq. ft.

#17 RECon (5/17/2015 to 5/20/2015)
  • Las Vegas Convention Center (Las Vegas, NV)
  • Organizer: International Council of Shopping Centers (ICSC)
  • Exhibitors: 1,007
  • Attendees: 36,000
  • Net exhibit space: 779,913 sq. ft.

#18 Annual National RV Trade Show (12/1/2015 to 12/3/2015)
  • Kentucky Exposition Center (Louisville, KY)
  • Organizer: Recreation Vehicle Industry Association (RVIA)
  • Exhibitors: 297
  • Attendees: 3,859
  • Net exhibit space: 757,542 sq. ft.

#19 FABTECH (11/9/2015 to 11/12/2015)
  • McCormick Place (Chicago, IL)
  • Organizer: Society of Manufacturing Engineers (SME)
  • Exhibitors: 1,706
  • Attendees: 43,820
  • Net exhibit space: 732,400 sq. ft.

#20 Offshore Technology Conference (5/4/2015 to 5/7/2015)
  • George R. Brown Convention Center (Houston, TX)
  • Organizer: Society of Petroleum Engineers (SPE)
  • Exhibitors: 2,682
  • Attendees: 64,137
  • Net exhibit space: 695,005 sq. ft.

#21 World of Concrete (2/3/2015 to 2/6/2015)
  • Las Vegas Convention Center (Las Vegas, NV)
  • Organizer: Informa Exhibitions
  • Exhibitors: 1,445
  • Attendees: 55,779
  • Net exhibit space: 668,538 sq. ft.

#22 Shooting, Hunting & Outdoor Trade Show (SHOT Show) and Conference (1/20/2015 to 1/23/2015)
  • Sands Expo & Convention Center (Las Vegas, NV)
  • Organizer: National Shooting Sports Foundation/ConvExx
  • Exhibitors: 1,709
  • Attendees: 61,966
  • Net exhibit space: 644,459 sq. ft.
#23 National Restaurant Association Restaurant, Hotel-Motel Show  
(5/16/2015 to 5/19/2015)  
• McCormick Place (Chicago, IL)  
• Organizer: National Restaurant Association  
• Exhibitors: 2,206  
• Attendees: 42,779  
• Net exhibit space: 638,424 sq. ft.

#24 ASD Las Vegas - August (8/2/2015 to 8/5/2015)  
• Las Vegas Convention Center (Las Vegas, NV)  
• Organizer: Emerald Expositions  
• Exhibitors: 2,149  
• Attendees: 27,489  
• Net exhibit space: 637,730 sq. ft.

• Las Vegas Convention Center (Las Vegas, NV)  
• Organizer: Emerald Expositions  
• Exhibitors: 2,343  
• Attendees: 31,897  
• Net exhibit space: 635,317 sq. ft.

#26 National Hardware Show (5/5/2015 to 5/7/2015)  
• Las Vegas Convention Center (Las Vegas, NV)  
• Organizer: Reed Exhibitions  
• Exhibitors: 2,757  
• Attendees: 15,530  
• Net exhibit space: 606,000 sq. ft.

#27 HIMSS15 (4/12/2015 to 4/16/2015)  
• McCormick Place (Chicago, IL)  
• Organizer: Healthcare Information & Management Systems Society (HIMSS)  
• Exhibitors: 1,321  
• Attendees: 16,106  
• Net exhibit space: 568,230 sq. ft.

#28 IAAPA Attractions Expo 2015 (11/17/2015 to 11/20/2015)  
• Orange County Convention Center (Orlando, FL)  
• Organizer: International Association of Amusement Parks & Attractions (IAAPA)  
• Exhibitors: 1,066  
• Attendees: 32,900  
• Net exhibit space: 558,610 sq. ft.
#29 Outdoor Retailer Summer Market (8/5/2015 to 8/8/2015)
- Calvin L. Rampton Salt Palace Convention Center (Salt Lake City, UT)
- Organizer: Emerald Expositions
- Exhibitors: 1,309
- Attendees: 11,623
- Net exhibit space: 549,875 sq. ft.

#30 The NAMM Show (1/22/2015 to 1/25/2015)
- Anaheim Convention Center (Anaheim, CA)
- Organizer: National Association of Music Merchants (NAMM)
- Exhibitors: 1,621
- Attendees: 99,162
- Net exhibit space: 538,385 sq. ft.

#31 AAPEX (11/3/2015 to 11/5/2015)
- Sands Expo & Convention Center (Las Vegas, NV)
- Organizer: William T. Glasgow Inc.
- Exhibitors: 2,239
- Attendees: 159,757
- Net exhibit space: 533,300 sq. ft.

#32 InfoComm International (6/17/2015 to 6/19/2015)
- Orange County Convention Center (Orlando, FL)
- Organizer: InfoComm International
- Exhibitors: 950
- Attendees: 28,390
- Net exhibit space: 519,143 sq. ft.

#33 JCK - Las Vegas (5/29/2015 to 6/1/2015)
- Mandalay Bay Convention Center (Las Vegas, NV)
- Organizer: Reed Exhibitions
- Exhibitors: 2,159
- Attendees: 22,780
- Net exhibit space: 503,190 sq. ft.

#34 NY NOW - Summer (8/15/2015 to 8/19/2015)
- Javits Convention Center (New York, NY)
- Organizer: Emerald Expositions
- Exhibitors: 2,386
- Attendees: 25,674
- Net exhibit space: 497,794 sq. ft.

• McCormick Place (Chicago, IL)
  • Organizer: International Exposition Company (IEC)
  • Exhibitors: 2,030
  • Attendees: 42,344
  • Net exhibit space: 486,000 sq. ft.

#36 IPPE: International Production & Processing Expo (1/27/2015 to 1/29/2015)
  • Georgia World Congress Center (Atlanta, GA)
  • Organizers: U.S. Poultry & Egg Association/American Feed Association/North American Meat Institute
  • Exhibitors: 1,284
  • Attendees: 30,350
  • Net exhibit space: 483,013 sq. ft.

#37 NAHB International Builders Show 1/20/2015 to 1/22/2015)
  • Las Vegas Convention Center (Las Vegas, NV)
  • Organizer: National Association of Home Builders (NAHB)
  • Exhibitors: 1,251
  • Attendees: 40,515
  • Net exhibit space: 477,703 sq. ft.

#38 NY NOW - Winter (1/31/2015 to 2/4/2015)
  • Javits Convention Center (New York, NY)
  • Organizer: Emerald Expositions
  • Exhibitors: 2,228
  • Attendees: 24,553
  • Net exhibit space: 472,533 sq. ft.

#39 Natural Products Expo West/Engredea (3/5/2015 to 3/8/2015)
  • Anaheim Convention Center (Anaheim, CA)
  • Organizer: Penton Media
  • Exhibitors: 2,745
  • Attendees: 45,337
  • Net exhibit space: 456,486 sq. ft.

#40 Coverings (4/14/2015 to 4/17/2015)
  • Orange County Convention Center (Orlando, FL)
  • Organizer: National Trade Productions
  • Exhibitors: 1,067
  • Attendees: 15,783
  • Net exhibit space: 441,000 sq. ft.

#41 North American International Toy Fair (2/14/2015 to 2/17/2015)
  • Javits Convention Center (New York, NY)
• Organizer: Toy Industry Association
• Exhibitors: 1,055
• Attendees: 13,594
• Net exhibit space: 422,797 sq. ft.

#42 RSNA Scientific Assembly and Annual Meeting (11/29/2015 to 12/4/2015)
• McCormick Place (Chicago, IL)
• Organizer: Radiological Society of North America (RSNA)
• Exhibitors: 659
• Attendees: 26,778
• Net exhibit space: 419,300 sq. ft.

#43 Outdoor Retailer Winter Market (1/21/2015 to 1/24/2015)
• Calvin L. Rampton Salt Palace Convention Center (Salt Lake City, UT)
• Organizer: Emerald Expositions
• Exhibitors: 868
• Attendees: 9,000
• Net exhibit space: 415,724 sq. ft.

#44 E3 - Electronic Entertainment Expo (6/16/2015 to 6/18/2015)
• Los Angeles Convention Center (Los Angeles, CA)
• Organizer: IDG World Expo
• Exhibitors: 300
• Attendees: 42,200
• Net exhibit space: 415,406 sq. ft.

#45 NACS Show (10/12/2015 to 10/24/2015)
• Las Vegas Convention Center (Las Vegas, NV)
• Organizer: National Association of Convenience Stores (NACS)
• Exhibitors: 1,264
• Attendees: 10,396
• Net exhibit space: 412,600 sq. ft.

#46 FDIC - Fire Department Instructors Conference (4/23/2015 to 4/26/2015)
• Indiana Convention Center (Indianapolis, IN)
• Organizer: PennWell Corp.
• Exhibitors: 829
• Attendees: 29,290
• Net exhibit space: 387,755 sq. ft.

#47 Medical Design & Manufacturing (MD&M) West, WestPack, and various other co-located shows (2/10/2015 to 2/12/2015)
• Anaheim Convention Center (Anaheim, CA)
• Organizer: UBM Canon
• Exhibitors: 2,014
• Attendees: 21,305
• Net exhibit space: 363,090 sq. ft.

#48 PGA Merchandise Show (1/20/2015 to 1/23/2015)
• Orange County Convention Center (Orlando, FL)
• Organizer: Reed Exhibitions
• Exhibitors: 908
• Attendees: 27,328
• Net exhibit space: 362,000 sq. ft.

#49 POWER-GEN International (12/8/2015 to 12/10/2015)
• Las Vegas Convention Center (Las Vegas, NV)
• Organizer: PennWell Corp. USA
• Exhibitors: 1,293
• Attendees: 11,565
• Net exhibit space: 360,000 sq. ft.

#50 Summer Fancy Food Show (6/28/2015 to 6/30/2015)
• Javits Convention Center (New York, NY)
• Organizer: Specialty Food Association
• Exhibitors: 2,600
• Attendees: 23,200
• Net exhibit space: 360,000 sq. ft.

88.3 Market Resources
Trade Show News Network, 175 N. Patrick Boulevard, Suite 180, Brookfield, WI 53045. (262) 754-6924. (www.tsnn.com)
89

CRUISES

89.1 Market Assessment

The cruise sector is one of the fastest-growing segments of the travel industry – since 1980 the industry has had an average annual passenger growth rate of 8%. Worldwide, the compound annual growth rate is forecast at 7% through 2018.

According to Cruise Lines of America (CLIA, www.cruising.org), passenger volume has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>North America</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>7.99 million</td>
<td>9.53 million</td>
</tr>
<tr>
<td>2004</td>
<td>8.87 million</td>
<td>10.46 million</td>
</tr>
<tr>
<td>2005</td>
<td>9.76 million</td>
<td>11.18 million</td>
</tr>
<tr>
<td>2006</td>
<td>10.06 million</td>
<td>12.01 million</td>
</tr>
<tr>
<td>2007</td>
<td>10.25 million</td>
<td>12.56 million</td>
</tr>
<tr>
<td>2008</td>
<td>10.15 million</td>
<td>13.01 million</td>
</tr>
<tr>
<td>2009</td>
<td>10.29 million</td>
<td>13.44 million</td>
</tr>
<tr>
<td>2010</td>
<td>10.79 million</td>
<td>14.82 million</td>
</tr>
<tr>
<td>2011</td>
<td>11.25 million</td>
<td>16.30 million</td>
</tr>
<tr>
<td>2012</td>
<td>11.70 million</td>
<td>17.20 million</td>
</tr>
<tr>
<td>2013</td>
<td>11.81 million</td>
<td>17.60 million</td>
</tr>
<tr>
<td>2014</td>
<td>11.24 million</td>
<td>21.70 million</td>
</tr>
<tr>
<td>2015</td>
<td>11.28 million</td>
<td>23.20 million</td>
</tr>
</tbody>
</table>

CLIA reports that international markets are demonstrating increased demand for cruising. Forty-eight percent (48%) of all cruise passengers in 2015 were from North America compared with 73% five years prior.

The average cruise length is 7.2 days. The top states yielding the most cruise passengers are Florida, California, Texas, Massachusetts, New York, Pennsylvania, New Jersey, Illinois, Arizona, and Georgia.

The average cruiser is 46 years old. The average annual household income of cruisers is approximately $93,000.

Ninety percent (90%) of all cruise passengers book through travel agents.

The cruise industry has an economic impact of $42 billion in the U.S., according to CLIA.
89.2 Cruise Lines

The following are the largest cruise lines (source: CLIA):

- Royal Caribbean International (www.royalcaribbean.com): 64,048 berths, 22 ships
- Carnival Cruise Lines (www.carnival.com): 62,368 berths, 25 ships
- Princess Cruises (www.princess.com): 40,996 berths, 18 ships
- Norwegian Cruise Lines (www.ncl.com): 34,198 berths, 13 ships
- MSC Cruises USA (www.msccruisesusa.com): 30,174 berths, 12 ships
- Celebrity Cruises (www.celebrity.com): 24,320 berths, 11 ships
- Holland America Line (www.hollandamerica.com): 23,125 berths, 15 ships

89.3 New Ships

CLIA reports the 2015 global fleet at 448 ships (279 ocean ships and 169 river ships), with 471,000 beds.

With total capacity of 18,549, seven new ships launched in 2016, as follows:

<table>
<thead>
<tr>
<th>Cruise Line</th>
<th>Ship</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Royal Caribbean</td>
<td>Harmony of the Seas</td>
<td>5,497</td>
</tr>
<tr>
<td>Royal Caribbean</td>
<td>Ovation of the Seas</td>
<td>4,180</td>
</tr>
<tr>
<td>Carnival</td>
<td>Vista</td>
<td>3,954</td>
</tr>
<tr>
<td>Holland America</td>
<td>Koningsdam</td>
<td>2,650</td>
</tr>
<tr>
<td>Viking Ocean Cruises</td>
<td>Viking Sea</td>
<td>928</td>
</tr>
<tr>
<td>Regent Seven Seas</td>
<td>Explorer</td>
<td>738</td>
</tr>
<tr>
<td>Seabourn Cruise Line</td>
<td>Encore</td>
<td>604</td>
</tr>
</tbody>
</table>

89.4 Destinations

The following are top cruise markets by deployment (source: CLIA):

- Caribbean: 36.2 million bed days
- Mediterranean: 21.9 million bed days
- Europe/Scandinavia: 8.5 million bed days
- Alaska: 6.7 million bed days
- Bahamas: 6.5 million bed days
- Mexico (West): 3.5 million bed days
- Transatlantic: 3.1 million bed days
- Australia/New Zealand/South Pacific: 2.9 million bed days
- Trans Canal: 2.7 million bed days
- South America: 2.6 million bed days
- Hawaii: 2.2 million bed days
89.5 Trends and Outlook
CLIA foresees growth in the cruising sector in the following areas:
• Improved technology and connectivity at sea
• Millennials (a demographic 95 million strong) will drive first-time cruiser growth
• Luxury resurgence, including luxury category ships and onboard upgrades
• More all-inclusive packages in accommodations, services, and amenities
• Multi-generational and celebration travel will increase
• Active vacations at sea with extreme excursions, longer stays in ports for sightseeing, and high-energy onboard facilities

89.6 River Cruises
Approximately 700,000 people go on river cruises worldwide each year; only about 55,000 set sail in the United States.

The river cruise market in the U.S. is impeded by cost. The Merchant Marine Act of 1920 requires that travel by U.S. ports be conducted by U.S.-built ships owned by Americans, with American crews. This makes U.S. river cruises more expensive than those available in Europe and significantly pricier than the ocean cruises.

American Cruise Lines and American Queen Steamboat are the dominant companies in the U.S. river cruise market. American Queen’s average fare for an eight-day sailing is $3,400 per person; American Cruise’s lowest rate for a comparable summer voyage is about $4,500 per person.

89.7 Market Resources

90

RAIL TRAVEL

90.1 Amtrak

Amtrak, the National Railroad Passenger Corporation, (www.amtrak.com), provides intercity passenger rail services to more than 500 destinations in 46 states on a 21,000-mile route system. During FY2015 (October 1, 2014 - September 30, 2015), Amtrak carried 30.8 million passengers, including commuters and long-distance travelers, a 0.1% decrease from FY2014. Ticket revenue totaled $2.18 billion in FY2015, a 0.1% decrease.

90.2 Routes

Amtrak routes are as follows:

• Acela Express (Northeast): Boston - New York - Philadelphia - Washington, DC
• Adirondack (Northeast): Montreal - Albany - New York
• Amtrak Cascades (Northwest): Vancouver, British Columbia - Seattle - Tacoma - Portland - Salem - Eugene
• Auto Train (Northeast, South): Lorton, VA [near Washington, DC] - Sanford, FL [near Orlando]
• California Zephyr (West, Midwest): Chicago - Denver - Emeryville [near San Francisco]
• Capitol Corridor (California): Auburn - Sacramento - Emeryville [near San Francisco] - Oakland - San Jose
• Capitol Limited (Northeast, Midwest): Washington, DC - Pittsburgh - Chicago
• Cardinal/Hoosier State (Midwest, Northeast): New York - Washington, DC - Cincinnati - Indianapolis - Chicago
• Carolinian/Piedmont (Northeast, South): New York - Raleigh - Charlotte
• City of New Orleans (Midwest, South): Chicago - Memphis - New Orleans
• Coast Starlight (Northwest, West): Seattle - Portland - Los Angeles
• Crescent (Northeast, South): New York - Atlanta - New Orleans
• Downeaster (Northeast): Portland - Boston
• Empire Builder (Midwest, West, Northwest): Chicago - Saint Paul - Portland - Seattle
• Empire Service (Northeast): New York - Albany - Syracuse - Rochester - Buffalo - Niagara Falls
• Ethan Allen Express (Northeast): Rutland - Albany - New York
• Heartland Flyer (West): Oklahoma City - Fort Worth
Hiawatha (Midwest): Milwaukee - Chicago
Illinois Service (Midwest): Chicago - Quincy/St. Louis/Carbondale
Maple Leaf (Northeast): Toronto - New York
Michigan Services (Midwest): Chicago - Grand Rapids/Port Huron/Detroit - Pontiac
Missouri routes (Midwest): Chicago - St. Louis - Kansas City
Pacific Surfliner (California): Paso Robles - San Luis Obispo - Santa Barbara - Los Angeles - San Diego
Pennsylvanian (Northeast): New York - Pittsburgh
Regional routes (Northeast): Boston - Springfield/Providence - New York - Washington, DC - Newport News
San Joaquins (California): San Francisco Bay Area - Sacramento - Bakersfield
Silver Service/Palmetto (South, Northeast): New York - Washington, DC - Charleston - Savannah - Jacksonville - Orlando - Tampa - Miami
Southwest Chief (Midwest, West): Chicago - Albuquerque - Los Angeles
Sunset Limited (South, West): Orlando - New Orleans - Houston - Los Angeles
Texas Eagle (West, Midwest, South): Chicago - St. Louis - Dallas - San Antonio - Los Angeles

In FY2015, the number of passengers and revenue for routes were as follows (change from prior fiscal year in parenthesis):

**Northeast Corridor**
- **Northeast Regional:** 8,215,523 (1.6%) $611,727,933 (1.4%)
- **Acela Express:** 3,473,644 (-2.0%) $585,770,219 (-0.1%)
- **Special Trains:** 17,912 (2.1%) $2,035,286 (-4.2%)
Total: 11,707,079 (0.5%) $1,198,689,495 (0.6%)

**State Supported**
- **Pacific Surfliner service:** 2,827,134 (5.4%) $70,488,654 (7.6%)
- **Capitol Corridor service:** 1,474,873 (3.9%) $28,071,935 (3.6%)
- **Keystone Service:** 1,359,615 (2.5%) $38,253,088 (1.2%)
- **San Joaquin service:** 1,177,073 (-0.9%) $37,377,878 (-1.9%)
- **Empire Service** (New York City-Albany): 1,152,536 (2.9%) $48,671,743 (2.5%)
- **Hiawatha Service:** 799,271 (no change) $16,997,417 (1.2%)
- **Amtrak Cascades service:** 751,148 (-4.0%) $28,510,954 (0.2%)
- **Lincoln Service (Chicago-St. Louis):** 576,705 (-9.0%) $14,456,613 (-13.9%)
- **Wolverine service:** 465,627 (-2.4%) $18,960,778 (0.3%)
- **Downeaster service:** 420,752 (-18.3%) $7,254,193 (-16.0%)
- **Albany-Niagara Falls-TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018 • 454 •
Toronto service: 403,985 (-1.5%) $24,307,719 (-1.6%)
• Shuttles (New Haven-Springfield): 351,307 (-5.3%) $11,596,593 (-5.2%)
• Washington-Newport News service: 348,581 (1.2%) $22,447,498 (1.8%)
• Carolinian: 298,973 (-1.2%) $19,217,309 (0.4%)
• Illini & Saluki
  (Chicago-Carbondale): 292,187 (-7.5%) $8,387,264 (-9.5%)
• Pennsylvanian: 231,720 (0.4%) $11,530,141 (0.7%)
• Illinois Zephyr & Carl Sandburg
  (Chicago-Quincy): 208,961 (-2.8%) $5,287,029 (-4.2%)
• Washington-Lynchburg service: 189,598 (-0.1%) $12,561,970 (-0.3%)
• Washington-Richmond: 186,268 (-2.4%) $9,836,686 (2.5%)
• Missouri River Runner
• Blue Water: 180,617 (-5.6%) $6,308,554 (-2.8%)
  (Kansas City-St. Louis): 178,915 (-5.5%) $5,108,200 (-4.4%)
• Piedmont service: 161,487 (-5.2%) $3,304,601 (-2.9%)
• Washington-Norfolk: 153,857 (1.1%) $8,434,574 (8.8%)
• Adirondack: 132,345 (-1.1%) $7,453,664 (-1.1%)
• Pere Marquette: 95,807 (-5.1%) $3,040,677 (-2.0%)
• Vermonter: 92,699 (3.4%) $5,823,031 (5.3%)
• Heartland Flyer: 69,006 (-11.4%) $1,796,811 (-8.6%)
• Ethan Allen: 52,553 (-0.4%) $2,956,374 (2.0%)
• Hoosier State: 29,703 (-12.5%) $711,481 (-11.4%)
• Special trains: 23,205 (-14.0%) $2,258,212 (17.0%)
Total: 14,686,508 (-0.3%) $489,424,386 (0.6%)

National (Long Distance) Network
• Coast Starlight: 455,845 (-0.8%) $41,113,114 (-2.5%)
• Empire Builder: 438,376 (-2.8%) $50,541,140 (-7.3%)
• Silver Star: 383,347 (-5.5%) $33,108,142 (-4.2%)
• California Zephyr: 375,342 (2.4%) $48,780,177 (-0.9%)
• Southwest Chief: 367,267 (4.3%) $44,904,314 (0.6%)
• Lake Shore Limited: 356,898 (-4.4%) $28,498,399 (-10.5%)
• Silver Meteor: 346,097 (-0.7%) $38,455,934 (-0.1%)
• Texas Eagle: 317,282 (1.3%) $24,403,496 (-1.7%)
• Crescent: 281,777 (-4.3%) $31,333,652 (-6.0%)
• Auto Train: 271,622 (-1.0%) $81,607,535 (3.5%)
• City of New Orleans: 255,458 (1.7%) $19,427,528 (-3.8%)
• Capitol Limited: 226,240 (-4.1%) $19,103,951 (-7.2%)
• Palmetto: 208,645 (2.7%) $16,860,699 (-1.3%)
• Cardinal: 103,633 (-5.1%) $7,453,664 (-1.1%)
• Sunset Limited: 100,713 (-4.1%) $11,639,368 (-7.6%)
Total: 4,488,542 (-1.2%) $497,422,921 (-2.6%)

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 455 •
90.3 Busiest Stations

The stations with the highest number of on-offs in FY2015 were as follows:

- New York, NY: 9,556,424
- Washington, DC: 5,033,392
- Philadelphia, PA: 4,125,503
- Chicago, IL: 3,522,388
- Los Angeles, CA: 1,643,706
- Boston, MA: 1,434,148
- Sacramento, CA: 1,132,750
- Baltimore, MD: 1,065,576
- Albany-Rensselaer, NY: 764,898
- New Haven, CT: 745,530
- Wilmington, DE: 738,313
- BWI Airport, MD: 710,513
- San Diego, CA: 686,953
- Providence, RI: 660,267
- Newark, NJ: 656,822
- Portland, OR: 652,455
- Seattle, WA: 649,054
- Emeryville, CA: 598,859
- Lancaster, PA: 578,731
- Harrisburg, PA: 571,940
- Bakersfield, CA: 546,439
- Boston Back Bay, MA: 540,770

90.4 Market Resources

Amtrak, 50 Massachusetts Avenue, Washington, DC 20002. (202) 906-3000. (www.amtrak.com)
91.1 Tour Operators

Tours are provided by approximately 2,500 companies in the U.S. Tour services generally include accommodations, meals, sightseeing, and transportation. Tour prices also include the services of a professional tour manager or escort who ensures the tour runs to schedule and problems are resolved as they occur.

According to IBISWorld (www.ibisworld.com), the annual U.S. tour operator market is $7.0 billion, with a growth rate in 2015 of 3.2%. There are 7,700 businesses in the sector employing 31,000 people.

Tour operators and wholesalers earn 88% of revenue from the arranging, assembling, and marketing of package tours. Forty-seven percent (47%) of these tours are for international travel, while domestic tours account for 34% of a tour operator’s total revenue. The reselling of prepackaged tours (i.e. acquired from other specialist or niche packaging operators) comprises 7% of overall revenue.

91.2 Top Tour Operators

The following are the largest U.S. tour operators (sources: Travel + Leisure and United States Tour Operators Association [www.ustoa.com]):

- AAA Member Choice Vacations (www.aaa.com)
- AARP Travel (http://travel.aarp.org)
- Abercrombie & Kent (www.abercrombiekent.com)
- Aberdeen Tours (www.aberdeentours.com)
- Absolute Travel (www.absolutetravel.com)
- Absolute Travel (www.absolutetravel.com)
- Adventures by Disney (www.adventuresbydisney.com)
- African Travel (www.africantravelinc.com)
- AHI Travel (www.ahitravel.com)
- Alexander + Roberts (www.alexanderroberts.com)
- All About Tours (www.allabouttours.com)
- andBeyond (www.andbeyond.com)
- APT (www.aptouring.com)
- Asia Transpacific Journeys (www.asiatranspacific.com)
- Austin Adventures (www.austinadventures.com)
- Backroads (www.backroads.com)
- Big Five Tours & Expeditions (www.bigfive.com)
• Butterfield & Robinson (www.butterfield.com)
• Celtic Tours World Vacations (www.celtictours.com)
• China Travel Service (www.chinatravelservice.com)
• CIE Tours International (www.cietours.com)
• Classic Journeys (www.classicjourneys.com)
• Classic Vacations (www.classicvacations.com)
• Collette (www.gocollette.com)
• Costa Rica Expeditions (www.costaricaexpeditions.com)
• Country Walkers (www.countrywalkers.com)
• Cox & Kings (www.coxandkingsusa.com)
• Encore Tours (www.encoretours.com)
• Explorica (www.explorica.com)
• Gate 1 Travel (www.gate1travel.com)
• General Tours World Traveler (www.generaltours.com)
• Globus (www.globusjourneys.com)
• Go Ahead Tours (www.goaheadtours.com)
• GOGO Vacations (www.gogoworldwidevacations.com)
• Goway Travel (www.goway.com)
• Grand Circle Cruise Line (www.gct.com)
• Grand European Travel (www.getours.com)
• Holland America Line (www.hollandamerica.com)
• Homeric Tours (www.homerictours.com)
• Isramworld (www.isram.com)
• Kensington Tours (www.kensingtonontours.com)
• Ker & Downey (www.kerdowney.com)
• Lindblad Expeditions (www.expeditions.com)
• Majestic Vacations (www.majesticvacations.com)
• Mayflower Tours (www.mayflowertours.com)
• Micato Safaris (www.micato.com)
• Monograms (www.monogramstravel.com)
• Mountain Travel Sobek (www.mtsobek.com)
• National Geographic Expeditions (www.nationalgeographicexpeditions.com)
• Natural Habitat Adventures (www.nathab.com)
• Odysseys Unlimited (www.odysseys-unlimited.com)
• Overseas Adventure Travel (www.oattravel.com)
• Pacific Delight Tours (www.pacificdelighttours.com)
• People To People Ambassador Programs (www.peopletopeople.com)
• Pleasant Holidays (www.pleasantagent.com)
• Princess Cruises and Tours (www.princess.com)
• Qantas Vacations (www.qantasvacations.com)
• Rail Europe (www.raileurope.com)
• Ritz Tours (www.ritztours.com)
• Road Scholar (www.roadscholar.org)
• Row Adventures (www.rowadventures.com)
91.3 Walking Tours

Organized commercial walking tours, led by knowledgeable guides, are offered in every major city and tourist destination. The following is a sample of some:

**Boston, MA**
- The Freedom Trail Foundation (www.thefreedomtrail.org)
- Walking Tours of Historic Boston (www.walkingboston.com)

**Chicago, IL**
- Chicago Architecture Foundation (http://caf.architecture.org/tours)
- Walk Chicago Tours (www.walkchicagotours.com)

**New York, NY**
- Big Onion Walking Tours (www.bigonion.com)
- Dr. Phil’s Talks & Walks (www.newyorktalksandwalks.com)
- NYC Cultural Walking Tours (www.nycwalk.com)

**Philadelphia, PA**
- Seven Walking Tours Through Historic Philadelphia (www.ushistory.org/districts/index.html)
- The Constitutional Walking Tour (www.theconstitutional.com)

91.4 Helicopter Tours

According to the Helicopter Association International (www.rotor.com), two million people take air tours by helicopter annually. Helicopter rides for tourists have been dubbed ‘flightseeing.’

Aerial tours, available in about a dozen cities across the U.S., provide a
panoramic view of a cityscape as well as the opportunity to visit places that are not accessible or visible from public thoroughfares.

The following are select commercial helicopter tour operators:

**Chicago, IL**
- Magic Carpet Helicopters (www.magiccarpethelicopters.com)

**Juneau, AK**
- Coastal Helicopters (www.coastalhelicopters.com)

**Las Vegas, NV**
- Grand Canyon Helicopter Tours (www.grandcanyontourcompany.com/helo.htm)
- Papillon Grand Canyon Helicopters (www.papillon.com)
- Sundance Helicopters (www.sundancehelicopters.com)

**Los Angeles, CA**
- Los Angeles Helicopters (www.lahelicopters.com)

**Miami, FL**
- Miami Flight Seeing (www.miamiflightseeing.com)

**New York, NY**
- Liberty Helicopters (www.libertyhelicopters.com)

**San Francisco, CA**
- San Francisco Helicopter Tours (www.sfhelicoptertours.com)

**Seattle, WA**
- Classic Helicopter Corp. (www.classichelicoptercorp.com)

Among all helicopter excursions, flightseeing over the Grand Canyon is the most popular, with about 400,000 passengers each year taking these flights.

### 91.5 Segway Tours

Organized tours where participants ride on a Segway Human Transporter – the self-balancing electric-powered transportation device introduced in 2001 – are available in more than two dozen U.S. cities.

The following is a sample of Segway tour operators:

**Anchorage, AK**
- SegTours of Anchorage (www.segtours.net)

**Atlanta, GA**
- City Segway Tours (http://atlanta.citysegwaytours.com)
Austin, TX
  • Gliding Revolution (www.glidingrevolution.com)

Baltimore, MD
  • Segs in the City (www.segsinthecity.com)

Honolulu, HI
  • Segway of Hawaii (www.segwayofhawaii.com)

Houston, TX
  • SegCity Houston (www.segcities.com)

San Francisco, CA
  • City Segway Tours (http://sanfrancisco.citysegwaytours.com)

Washington, DC
  • Capital Segway (www.capitalsegway.com)

91.6 Market Resources


United States Tour Operators Association, 345 Seventh Avenue, Suite 1801, New York, NY 10001. (212) 599-6599. (www.ustoa.com)
TRAVEL AGENTS

92.1 Market Assessment

According to the American Society of Travel Agents (ASTA, www.asta.org), travel agencies handle more than 50% of travel sold, or about $146 billion in annual reservations bookings. Travel Weekly estimates that traditional travel agents (i.e. excluding online-only agents) account for $94 billion in U.S. travel sales.

There are 14,380 retail travel agencies – including some online travel sites and corporate travel departments – accredited by Airlines Reporting Corporation (ARC; www.arccorp.com), an airline-owned company that provides financial services to the travel industry. This number is a decline from 16,504 agencies in 2009 and 25,924 in 2002.

Despite the decline in number of agencies, travel booking through an agent appears to be increasing in popularity.

A recent survey by Forrester Research (www.forresterresearch.com) found 29% of leisure travelers saying that if they could find a good traditional agent to work with, they would. In a 2008 survey, 23% of leisure travelers said they would do so.

Most major corporations book travel through a retail travel agency or an in-house travel department. In lieu of speaking directly with an agent, 70% to 80% of businesses have an online application for reserving trips, according to the Association of Corporate Travel Executives (ACTE, www.acte.org).

Travel agents remain dominant in cruise vacation planning where they represent 77% of bookings and 73% of packaged travel.

92.2 Largest Travel Agents

According to Travel Weekly, the largest travel agents, ranked by 2015 revenue, are as follows:

- Expedia Inc. (www.expedia.com): $60.8 billion
- Priceline (www.priceline.com): $55.5 billion
- American Express Global Business Travel (www.amexglobalbusinesstravel.com): $30.0 billion
- Carlson Wagonlit Travel (www.carlsonwagonlit.com): $24.2 billion
- BCD Travel (www.bcdtravel.com): $23.8 billion
- HRG North America (www.hrwworldwide.com): $16.0 billion
- FC USA (www.us.fcm.travel): $13.4 billion
• American Express Travel (www.amextravel.com): $ 5.1 billion
• Fareportal (www.fareportal.com): $ 4.1 billion
• Travel Leaders Group (www.travelleadersgroup.com): $ 4.3 billion
• AAA Travel (www.travel.aaa.com): $ 3.8 billion
• Corporate Travel Management (www.travelctm.com): $ 2.9 billion
• Travel and Transport (www.tandt.com): $ 2.8 billion
• Altour (www.altour.com): $ 2.5 billion
• Direct Travel (www.dt.com): $ 1.5 billion
• Frosch (www.frosch.com): $ 1.4 billion
• Omega World Travel (www.owt.net): $ 1.4 billion
• World Travel (www.worldtravelinc.com): $ 1.4 billion
• JTB Americas Group (www.jtbamericas.com): $ 1.3 billion
• Ovation Travel Group (www.ovationtravel.com): $ 1.2 billion
• World Travel Holdings (www.travelholdings.com): $ 1.0 billion
• ATG (www.atg.travel): $ 820 million
• International Cruise & Excursions (www.iceenterprise.com): $ 704 million
• Vision Travel (www.visiontravelca.com): $ 675 million
• Adelman Travel Group (www.adelmantravel.com): $ 657 million
• Travizon (www.travizon.com): $ 601 million
• CheapCaribbean (www.cheapcaribbean.com): $ 540 million
• Christopherson Andavo Travel (www.cbtravel.com): $ 552 million
• Worldview Travel (www.worldviewtravel.com): $ 470 million
• CorpTravel (www.corptrav.com): $ 461 million
• H.I.S. USA (www.his-usa.com): $ 399 million
• Travel Store (www.business.travelstore.com): $ 394 million
• Valerie Wilson Travel (www.valeriwilsontravel.com): $ 377 million
• Fox World Travel (www.foxworldtravel.com): $ 363 million
• Avoya Travel (www.avoyatravel.com): $ 350 million
• Cruise Planners, American Express (www.cruiseplanners.com): $ 340 million
• Professional Travel Inc. (www.protrav.com): $ 337 million
• Travel Experts (www.travel-xperts.com): $ 326 million
• Short’s Travel Management (www.shortstravel.com): $ 318 million
• Global Crew Logistics (www.ctc2.com): $ 311 million
• Montrose Travel (www.montrosetravel.com): $ 302 million
• Travel Planners International (www.travelplannersinternational.com): $ 258 million
• Uniglobe Travel Partners (www.uniglobetravelpartners.com): $ 248 million
• Kintetsu International Express (www.kintetsu.com): $ 244 million
• Balboa Travel Management (www.balboa.com): $ 235 million
• Atlas Travel (www.atlastravel.com): $ 228 million
• CI Azumano Travel (www.ciazumano.com): $ 211 million
• The Appointment Group (www.appointmentgroup.com): $ 210 million
• Gant Travel Management (www.ganttravel.com): $ 191 million
• TravelLink, American Express (www.travellink.com): $ 174 million
• Amtrav Group (www.amtrav.com): $ 166 million
• Conlin Travel (www.conlintravel.com): $ 140 million
• Creative Lodging Solutions (www.yourcls.com): $ 137 million
• OutsideAgents (www.outsideagents.com): $ 135 million
• Global Travel International (www.globaltravel.com): $ 129 million
• Crucon Cruise Outlet Plus (www.crucon.com): $ 128 million
• Cain Travel (www.caintravel.com): $ 122 million
• KHM Travel Group (www.khmtravel.com): $ 115 million

92.3 Market Resources
Airlines Reporting Corporation (ARC), 3000 Wilson Boulevard, Suite 300, Arlington, VA 22201. (703) 816-8000. (www.arccorp.com)

American Society of Travel Agents, 1101 King Street, Suite 200, Alexandria, VA 22314. (703) 739-2782. (www.asta.org)

Association of Corporate Travel Executives (ACTE), 510 King Street, Suite 220, Alexandria, VA 22314. (703) 683-5322. (www.acte.org)

Travel Weekly, 100 Lighting Way, Secaucus, NJ 07094. (201) 902-2000. (www.travelweekly.com)
PART VI: HOTELS & RESORTS
93.1 Overview

The American Hotel & Lodging Association (AH LA, www.ahla.com) assessed the 2016 U.S. hotel and lodging sector as comprised of more than 53,000 properties generating $176 billion in annual sales from 5 million guestrooms. This does not include timeshare properties, bed and breakfast accommodations, peer-to-peer lodging, or any properties with less than 15 rooms.

The following are the primary metrics used in assessing the U.S. hotel industry:

• Demand - average daily rooms sold
• Supply - end-of-year room count
• Occupancy rate
• Average daily rate (ADR)
• Revenue per available room (RevPAR)

Using these metrics, this chapter provides an assessment of the U.S. hotel industry for 2007 through 2016, with data from STR (www.strglobal.com) and PricewaterhouseCoopers (PwC, www.pwc.com).

93.2 Demand

Average daily rooms sold by U.S. hotels has been as follows:

• 2007: 2,882,000
• 2008: 2,750,000
• 2009: 2,579,000
• 2010: 2,768,000
• 2011: 2,897,000
• 2012: 2,976,000
• 2013: 3,036,000
• 2014: 3,164,000
• 2015: 3,255,000
• 2016: 3,324,000
93.3 Room Count
Total number of available hotel rooms in the U.S. have been as follows:

- 2007: 4,494,000
- 2008: 4,629,000
- 2009: 4,744,000
- 2010: 4,779,000
- 2011: 4,790,000
- 2012: 4,816,000
- 2013: 4,852,000
- 2014: 4,890,000
- 2015: 4,967,000
- 2016: 5,075,000

93.4 Occupancy Rate
Average occupancy rate has been as follows:

- 2007: 62.8%
- 2008: 59.8%
- 2009: 54.6%
- 2010: 57.6%
- 2011: 60.0%
- 2012: 61.4%
- 2013: 62.3%
- 2014: 64.4%
- 2015: 65.5%
- 2016: 65.7%

93.5 Average Daily Rate
Average daily rate (ADR) has been as follows:

- 2007: $104.32
- 2008: $107.39
- 2009: $98.16
- 2010: $98.03
- 2011: $101.74
- 2012: $106.01
- 2013: $109.99
- 2014: $114.95
- 2015: $120.04
- 2016: $126.28
93.6 Revenue Per Available Room

Revenue per available room (RevPAR) has been as follows:

- 2007: $65.55
- 2008: $64.24
- 2009: $53.55
- 2010: $56.45
- 2011: $61.04
- 2012: $65.10
- 2013: $68.47
- 2014: $74.04
- 2015: $78.67
- 2016: $82.96

93.7 Market Resources


CBRE Hotels, 3340 Peachtree Road NE, Suite 580, Atlanta, GA 30326. (404) 842-1150. (www.cbrehotels.com)


STR, 735 East Main Street, Hendersonville, TN 37075. (615) 824-8664. (www.strglobal.com)
KEY PLAYERS

94.1 Hotel Companies

The following are the largest U.S. hotel companies and their brands:

**Accor North America** ([www.accorhotels.com](http://www.accorhotels.com))
- Adagio, Adagio access, Grand Mercure, hotelF1, ibis, ibis budget, ibis Styles, Mercure, MGallery, Novotel, Orbis, Pullman, Sofitel, Suite Novotel, Thalassa Sea & Spa, and The Sebel

**Best Western International** ([www.bestwestern.com](http://www.bestwestern.com))
- Best Western, Best Western Plus, Best Western Premier, Glö, Vïb

**Carlson Hospitality Worldwide** ([www.carlson.com](http://www.carlson.com))
- Country Inn & Suites by Carlson, Hotel Missoni, Park Inn by Radisson, Park Plaza, Radisson, Radisson Blu, Radisson Red, and Quorvus Collection

**Choice Hotels International Inc.** ([www.choicehotels.com](http://www.choicehotels.com))
- Ascend Hotel Collection, Cambria Suites, Clarion, Comfort Inn, Comfort Suites, Econo Lodge, MainStay Suites, Quality, Rodeway Inn, Sleep Inn, and Suburban Extended Stay

**Extended Stay Hotels** ([www.extendedstayhotels.com](http://www.extendedstayhotels.com))
- Crossland Suites, Extended Stay America, Extended Stay Deluxe, Homestead Studio Suites Hotels, and StudioPLUS

**Hilton Worldwide** ([www.hilton.com](http://www.hilton.com))

**Hyatt Hotels Corporation** ([www.hyatt.com](http://www.hyatt.com))
- Andaz, Grand Hyatt, Hyatt Hotels, Hyatt House, Hyatt Place, Hyatt Regency, Hyatt Resident Clubs, Hyatt Zilaria, Hyatt Ziva, and Park Hyatt

**InterContinental Hotels Group** ([www.ichotelsgroup.com](http://www.ichotelsgroup.com))
- Candlewood Suites, Crowne Plaza Hotels & Resorts, EVEN Hotels, Holiday Inn,
Holiday Inn Express, Holiday Inn Resorts, Holiday Inn Club Vacations, Hotel Indigo, InterContinental Hotels & Resorts, and Staybridge Suites

LaQuinta Corporation (www.lq.com)
• La Quinta Inns, La Quinta Inns & Suites, LQ Hotel by La Quinta

Marriott International Inc. (www.marriott.com)
• AC Hotels by Marriott, Autograph Collection, Bvlgari Hotels & Resorts, Courtyard by Marriott, EDITION, Fairfield Inn & Suites by Marriott, Gaylord Hotels, JW Marriott, Marriott Executive Apartments, Marriott Hotels & Resorts, Marriott Vacation Club, Moxy Hotels, Protea Hotels, Renaissance Hotels, Residence Inn by Marriott, SpringHill Suites by Marriott, The Ritz-Carlton, and TownePlace Suites by Marriott

Starwood Hotels & Resorts Worldwide Inc. (www.starwoodhotels.com)
• Aloft, Element, Four Points by Sheraton, Le Méridien, Luxury Collection, Sheraton, St. Regis, W Hotels, and Westin

Wyndham Worldwide Corp. (www.wyndhamworldwide.com)

94.2 Hotel Brands

Ranked by number of U.S. locations (as of September 2015), the following are the top hotel brands (source: Hotel Business 2016 Green Book):
• Best Western: 3,903
• Super 8: 2,600
• Holiday Inn Express: 2,406
• Hampton Inn by Hilton: 2,080
• Days Inn: 1,785
• Comfort Inn: 1,701
• Quality: 1,670
• Holiday Inn Hotels & Resorts: 1,196
• Motel 6: 1,189
• Courtyard by Marriott: 1,020
• Americas Best Value Inn: 987
• Econo Lodge: 938
• La Quinta Inns & Suites: 884
• Ramada: 838
• Fairfield Inn & Suites by Marriott: 753
<table>
<thead>
<tr>
<th>Hotel Name</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence Inn by Marriott</td>
<td>689</td>
</tr>
<tr>
<td>Hilton Garden Inn</td>
<td>654</td>
</tr>
<tr>
<td>Comfort Suites</td>
<td>594</td>
</tr>
<tr>
<td>Hilton Hotels &amp; Resorts</td>
<td>565</td>
</tr>
<tr>
<td>Marriott Hotels, Resorts &amp; Suites</td>
<td>515</td>
</tr>
<tr>
<td>Rodeway Inn</td>
<td>492</td>
</tr>
<tr>
<td>Country Inns &amp; Suites by Carlson</td>
<td>474</td>
</tr>
<tr>
<td>DoubleTree by Hilton</td>
<td>442</td>
</tr>
<tr>
<td>Sheraton</td>
<td>441</td>
</tr>
<tr>
<td>Red Roof Inns</td>
<td>427</td>
</tr>
<tr>
<td>Travelodge</td>
<td>414</td>
</tr>
<tr>
<td>Crowne Plaza Hotels &amp; Resorts</td>
<td>403</td>
</tr>
<tr>
<td>Howard Johnson</td>
<td>403</td>
</tr>
<tr>
<td>Baymont Inn &amp; Suites</td>
<td>396</td>
</tr>
<tr>
<td>Sleep Inn</td>
<td>386</td>
</tr>
<tr>
<td>Knights Inn</td>
<td>383</td>
</tr>
<tr>
<td>Homewood Suites by Hilton</td>
<td>377</td>
</tr>
<tr>
<td>Candlewood Suites</td>
<td>333</td>
</tr>
<tr>
<td>Microtel Inn &amp; Suites by Wyndham</td>
<td>333</td>
</tr>
<tr>
<td>SpringHill Suites by Marriott</td>
<td>333</td>
</tr>
<tr>
<td>Clarion</td>
<td>314</td>
</tr>
<tr>
<td>Radisson Blu</td>
<td>292</td>
</tr>
<tr>
<td>TownePlace Suites by Marriott</td>
<td>264</td>
</tr>
<tr>
<td>Hyatt Place</td>
<td>235</td>
</tr>
<tr>
<td>Embassy Suites Hotels</td>
<td>223</td>
</tr>
<tr>
<td>Staybridge Suites</td>
<td>219</td>
</tr>
<tr>
<td>Wyndham Hotels and Resorts</td>
<td>210</td>
</tr>
<tr>
<td>Four Points by Sheraton</td>
<td>204</td>
</tr>
<tr>
<td>Westin</td>
<td>204</td>
</tr>
<tr>
<td>AmericInn Hotels</td>
<td>200</td>
</tr>
<tr>
<td>Value Place</td>
<td>195</td>
</tr>
<tr>
<td>InterContinental Hotels &amp; Resorts</td>
<td>182</td>
</tr>
<tr>
<td>Renaissance Hotels</td>
<td>158</td>
</tr>
<tr>
<td>Hyatt Regency</td>
<td>155</td>
</tr>
<tr>
<td>Radisson</td>
<td>148</td>
</tr>
<tr>
<td>Wingate by Wyndham</td>
<td>148</td>
</tr>
<tr>
<td>Ascent Hotel Collection</td>
<td>144</td>
</tr>
<tr>
<td>Budget Host Inn</td>
<td>141</td>
</tr>
<tr>
<td>Park Inn by Radisson</td>
<td>136</td>
</tr>
<tr>
<td>Red Lion Hotels</td>
<td>125</td>
</tr>
<tr>
<td>TRYP by Wyndham</td>
<td>122</td>
</tr>
<tr>
<td>Scottish Inns</td>
<td>114</td>
</tr>
<tr>
<td>Red Carpet Inn</td>
<td>114</td>
</tr>
<tr>
<td>Magnuson Hotels</td>
<td>110</td>
</tr>
</tbody>
</table>
• Le Méridien: 102
• Hawthorn Suites by Wyndham: 101
• Aloft: 100
• The Luxury Collection: 100
• Protea Hotels: 96
• The Ritz-Carlton: 94
• Autograph Collection by Marriott: 93
• Studio 6: 89
• AC Hotels by Marriott: 82
• JW Marriott: 76
• Fairmont Hotels & Resorts: 70
• Home2 Suites by Hilton: 68
• Suburban Extended Stay: 65
• Sonesta Collection: 65
• Hotel Indigo: 64
• Hyatt House: 64
• Omni Hotels & Resorts: 60
• Kimpton Hotels & Restaurants: 59
• Country Hearth Inns & Suites: 53
• MainStay Suites: 51
• Park Plaza: 46
• W Hotels: 46
• Grand Hyatt: 44
• Hyatt: 41
• Outrigger Hotels and Resorts: 38
• Lexington by Vantage: 38
• Delta Hotels: 37
• Park Hyatt: 36
• St. Regis: 35
• Cobblestone Inn and Suites: 32
• Swissôtel Hotels & Resorts: 32
• GrandStay Hotels: 29
• Key West Inns, Hotels & Resorts: 29
• M Star Hotels: 29
• Budgetel: 26
• Jameson Inn & Suites: 25
• Waldorf Astoria: 25
• Cambria Hotels & Suites: 24
• Hard Rock Hotels & Casinos: 23
• Loews Hotels & Resorts: 23
• Conrad Hotels and Resorts: 23
• MyPlace Hotels: 20
• Element: 19
• Magnuson Grand Hotels: 16
- Benchmark Resorts & Hotels: 15
- Cobblestone Hotel and Suites: 15
- Borders Inn and Suites by Cobblestone: 15
- Curio, A Collection by Hilton: 15
- Passport Inn: 13
- Centerstone Inns, Hotels & Plaza Hotels: 12
- Raffles Hotels & Resorts: 12
- Andaz: 12
- Personal Luxury Resorts & Hotels: 10
- The Kessler Collection: 10
- Trump Hotels: 10
- WoodSpring Suites: 6
- Gaylord Hotels: 5
- Edition: 5

94.3 Management Companies

The following are the largest hotel management companies ranked by 2015 gross revenue (source: Hotel Business):

- Interstate Hotels & Resorts: $3.50 billion
- Aimbridge Hospitality: $3.04 billion
- Destination Hotels/Commune Hotels & Resorts: $1.56 billion
- White Lodging Services Corporation: $1.40 billion
- Crecent Hotels & Resorts: $1.18 billion
- Pyramid Hotel Group: $1.14 billion
- Remington: $888 million
- TPG Hotels & Resorts: $856 million
- Island Hospitality Management: $761 million
- Sage Hospitality: $758 million
- Hersha Hospitality Management: $750 million
- Davidson Hotels & Resorts: $716 million
- Crestline Hotels & Resorts: $576 million
- Benchmark Hospitality: $563 million
- GF Management: $538 million
- Pillar Hotels & Resorts: $527 million
- Outrigger Resorts: $500 million
- Concord Hospitality Enterprises Co.: $500 million
- Evolution Hospitality: $475 million
- Trump Hotels: $450 million
- Driftwood Hospitality Management: $347 million
- PM Hotel Group: $312 million
- MCR Development: $304 million
- Marcus Hotels & Resorts: $303 million
- Stonebridge Companies: $300 million
• First Hospitality Group: $280 million
• Spire Hospitality: $258 million
• HVMG: $254 million
• Real Hospitality Group: $252 million
• OTO Development: $252 million
• Quorum Hotels & Resorts: $251 million
• Hotel Equities: $236 million
• Urgo Hotels & Resorts: $227 million
• Pacifica Host Hotels: $222 million
• Regency Hotel Management: $202 million
• Chesapeake Hospitality: $201 million
• Trust Hospitality: $200 million
• Hostmark Hospitality Group: $186 million
• LBA Hospitality: $184 million
• Kinseth Hospitality: $180 million
• Marshall Hotels & Resorts: $176 million
• Shaner Hotels: $173 million
• The Hotel Group: $173 million
• New Castle Hotels & Resorts: $171 million
• InterMountain Management: $165 million
• Pacifica Hotels: $165 million
• Winegardner & Hammons Hotel Group: $165 million
• Waterford Hotel Group: $163 million
• The Dow Hotel Company: $162 million
• Salamander Hotels & Resorts: $157 million

94.4 Owners and Developers

The following are the largest hotel owners and developers ranked by number of hotel rooms owned in 2015 (source: Hotel Business):

• Host Hotels & Resorts: 58,376
• Hospitality Properties Trust: 44,761
• Ashford Hospitality Trust: 25,702
• Apple Hospitality REIT: 22,003
• RLJ Lodging Trust: 20,374
• Hersha Hospitality Group: 18,900
• TPG Companies: 18,199
• John Q. Hammons Hotels & Resorts: 18,172
• ARC Hospitality Trust: 14,924
• FelCor Lodging Trust: 12,705
• Summit Hotel Properties: 11,679
• LaSalle Hotel Properties: 11,532
• Noble Investment Group: 10,725
• Rockbridge: 10,121

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 474 •
• MCR Development: 10,000
• Driftwood Hospitality Management: 8,715
• Carey Watermark Investors: 8,642
• Baywood Hotels: 8,215
• Hospitality Ventures Management Group: 7,680
• Interstate Hotels & Resorts: 7,604
• Lowe Hospitality Group: 7,429
• JHM Hotels: 7,088
• Apple REIT Ten: 6,762
• Thayer Lodging Group: 6,723
• Rosen Hotels & Resorts: 6,338
• Stonebridge Companies: 6,226
• Playa Hotels & Resorts: 6,151
• Waramaug Hospitality: 5,447
• T2 Hospitality: 5,350
• White Lodging Services Corporation: 5,311
• The Chartres Lodging Group: 5,265
• Shamin Hotels: 4,600
• Sage Hospitality: 4,571
• Moody National Companies: 4,567
• Commonwealth Hotels: 4,462
• New Castle Hotels & Resorts: 4,421
• Supertel Hospitality: 4,161
• Trump Hotels Collection: 4,132
• Stanford Hotels Corporation: 4,045
• Concord Hospitality Enterprises Co.: 3,956
• The Ramkota Companies: 3,943
• GF Management: 3,858
• CSM Corporation: 3,824
• Ashford Hospitality Prime: 3,710
• Daly Seven: 3,688
• Shaner Hotel Group: 3,425
• Laurus Corporation: 3,352
• Meyer Jabara Hotels: 3,132
• Vision Hospitality Group: 3,045
• Peachtree Hotel Group: 2,956
95

HOTEL CONSTRUCTION

95.1 Overview
Balancing room supply and demand is essential to strategic planning in the
hotels and resorts sector. Hotel chains track the planning for new hotels nationwide to
guide their planning for new locations.
Data and projections for hotel projects in the planning stages or under
construction is provided by the following firms:
• Lodging Econometrics (www.lodging-econometrics.com)
• CBRE Hotels (www.cbrehotels.com)
• STR (www.strglobal.com)

95.2 Supply Trends
According to STR, hotel supply has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Room Starts</th>
<th>From Prior Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>68,600</td>
<td>1.4%</td>
</tr>
<tr>
<td>2003</td>
<td>76,400</td>
<td>0.7%</td>
</tr>
<tr>
<td>2004</td>
<td>81,300</td>
<td>0.1%</td>
</tr>
<tr>
<td>2005</td>
<td>83,400</td>
<td>-0.2%</td>
</tr>
<tr>
<td>2006</td>
<td>138,600</td>
<td>0.8%</td>
</tr>
<tr>
<td>2007</td>
<td>145,900</td>
<td>1.8%</td>
</tr>
<tr>
<td>2008</td>
<td>132,000</td>
<td>3.0%</td>
</tr>
<tr>
<td>2009</td>
<td>47,800</td>
<td>2.5%</td>
</tr>
<tr>
<td>2010</td>
<td>29,100</td>
<td>0.8%</td>
</tr>
<tr>
<td>2011</td>
<td>45,600</td>
<td>0.2%</td>
</tr>
<tr>
<td>2012</td>
<td>57,800</td>
<td>6.6%</td>
</tr>
<tr>
<td>2013</td>
<td>71,500</td>
<td>9.9%</td>
</tr>
<tr>
<td>2014</td>
<td>95,100</td>
<td>1.1%</td>
</tr>
<tr>
<td>2015</td>
<td>126,100</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

95.3 Pipeline
STR reported 166,397 rooms in construction and 522,324 rooms under contract
in June 2016. By segment, construction and contracts were as follows:
<table>
<thead>
<tr>
<th></th>
<th>In Construction</th>
<th>Under Contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury:</td>
<td>7,624</td>
<td>12,799</td>
</tr>
<tr>
<td>Upper-upscale:</td>
<td>19,630</td>
<td>45,693</td>
</tr>
<tr>
<td>Upscale:</td>
<td>57,371</td>
<td>148,995</td>
</tr>
<tr>
<td>Upper-midscale:</td>
<td>52,245</td>
<td>175,022</td>
</tr>
<tr>
<td>Midscale:</td>
<td>6,613</td>
<td>35,384</td>
</tr>
<tr>
<td>Economy:</td>
<td>1,070</td>
<td>4,290</td>
</tr>
<tr>
<td>Unaffiliated:</td>
<td>21,844</td>
<td>100,141</td>
</tr>
</tbody>
</table>

95.4 Construction Cycles

According to STR, the average time for a hotel project from construction start to opening is 19.3 months.

The average time from groundbreaking to opening by chain segments is as follows:

- Luxury: 29.0 months
- Midscale with food & beverage: 24.2 months
- Upper-upscale: 23.3 months
- Upscale: 18.2 months
- Midscale without food & beverage: 18.2 months
- Economy: 12.6 months

The average time by size of hotel is as follows:

- 75 or fewer rooms: 18.7 months
- 76-to-150 rooms: 17.9 months
- 151-to-300 rooms: 23.4 months
- 300 or more rooms: 28.3 months

95.5 Market Resources

Lodging Econometrics, 500 Market Street, Suite 13, Portsmouth, NH 03801. (603) 431-8740. (www.lodging-econometrics.com)

CBRE Hotels, 3340 Peachtree Road NE, Suite 580, Atlanta, GA 30326. (404) 842-1150. (www.cbrehotels.com)

STR, 735 East Main Street, Hendersonville, TN 37075. (615) 824-8664. (www.strglobal.com)
96

HOTEL SEGMENTATION

96.1 Overview

The hotel and lodging sector is classified into the following segments:

- Luxury hotels
- Upper-upscale
- Upscale
- Upper-midscale
- Midscale
- Economy

The following sections present market data for each hotel segment (sources: the Hospitality and Leisure Practice at PricewaterhouseCoopers [PwC, www.pwc.com], STR [www.strglobal.com], and Hotel Business).

Three additional hotel classifications (independent hotels, extended-stay, and boutique/lifestyle) are also assessed in this chapter.

96.2 Luxury Hotels

The 2016 performance metrics for the luxury segment are as follows (change from previous year in parenthesis):

- Occupancy: 75.0% (-0.5%)
- Average daily rate: $333.65 (5.3%)
- RevPAR: $251.04 (4.8%)
- Demand: 82,300 (1.5%)
- Average room supply: 109,700 (2.0%)

The luxury segment pipeline in June 2016 was as follows:

- In construction: 7,642 rooms
- Under contract: 12,799 rooms

The following are the primary brands in the luxury segment:

- Colony
- Conrad
- Dorchester Collection
- Fairmont
- Four Seasons
- Hotel Sofitel
- Inter-Continental
- Loews
“Representing the absolute top of the hotel market, the luxury segment has set the bar in recent years for occupancy, ADR, and RevPAR. It appears there’s still plenty of demand for luxury product to justify further increasing rates in 2016.”

U.S. Hotel Industry Outlook 2016
Hotel Business, 1/16

96.3 Upper-Upscale

The 2016 performance metrics for the upper-upscale segment are as follows (change from previous year in parenthesis):

- Occupancy: 74.2% (0.0%)
- Average daily rate: $184.27 (5.2%)
- RevPAR: $136.68 (5.2%)
- Demand: 434,200 (1.3%)
- Average room supply: 586,200 (1.3%)

The upper-upscale segment pipeline in June 2016 was as follows:

- In construction: 19,630 rooms
- Under contract: 45,693 rooms

The following are the primary brands in the upper-upscale segment:

- Caesars
- Doral
- Doubletree
- Embassy Suites
- Gaylord Entertainment
- Helmsley Hotel
- Hilton
- Hyatt
- Langham
- Marriott
- Marriott Conference Centers
- Le Méridien
As one of the chain segments dominating the broader hotel market in recent years, upper-upscale hotels have enjoyed record-breaking occupancy levels of late.

U.S. Hotel Industry Outlook 2016
Hotel Business, 1/16

96.4 Upscale

The 2016 performance metrics for the upscale segment are as follows (change from previous year in parenthesis):

- Occupancy: 74.1% (-0.3%)
- Average daily rate: $140.46 (5.0%)
- RevPAR: $104.11 (4.7%)
- Demand: 503,000 (4.7%)
- Average room supply: 678,600 (5.0%)

The upscale segment pipeline in June 2016 was as follows:

- In construction: 57,371 rooms
- Under contract: 148,995 rooms

The following are the primary brands in the upscale segment:

- Adam’s Mark
- aloft
- Aston Hotels
- Cambria Suites
- Club Med
- Coast Hotels
- Courtyard by Marriott
- Crowne Plaza
- element
- Four Points
- Harrah’s
- Hawthorn Suites
- Hilton Garden Inn
- Homewood Suites
- Hotel Indigo
- Hotel Novotel
- Hyatt Place
- NYLO Hotel
- Lexington
- Marriott Executive Apartments
“The upscale hotel segment has proven the overwhelming popularity of its brands in recent years with unparalleled occupancy and growth rate.”

U.S. Hotel Industry Outlook 2016
Hotel Business, 1/16

96.5 Upper-Midscale

Upper-midscale hotels have food and beverage service while midscale hotels do not.

The 2016 performance metrics for the upper-midscale segment are as follows (change from previous year in parenthesis):

- Occupancy: 68.1% (0.7%)
- Average daily rate: $113.97 (4.6%)
- RevPAR: $77.62 (5.4%)
- Demand: 620,900 (4.4%)
- Average room supply: 911,700 (3.6%)

The upper-midscale segment pipeline in June 2016 was as follows:

- In construction: 52,245 rooms
- Under contract: 175,022 rooms

The following are the primary brands in the upper-midscale segment:

- Best Western
- Clarion
- Doubletree Club
- Crystal Inn
- Golden Tulip
- Great Wolf Lodge
- Hawthorn Inn & Suites
- Holiday Inn
- Holiday Inn Select
- Howard Johnson
- Jolly Hotels
- Little America
“It’ll likely be another vibrant year for upper-midscale hotels in 2016, which experts predict will see hefty percentage gains in occupancy, rate, and RevPAR, potentially leading all chain segments.”

*U.S. Hotel Industry Outlook 2016*

*Hotel Business, 1/16*

### 96.6 Midscale

The 2016 performance metrics for the midscale segment are as follows (change from previous year in parenthesis):

- Occupancy: 59.9% (0.6%)
- Average daily rate: $86.73 (4.3%)
- RevPAR: $51.95 (4.9%)
- Demand: 288,100 (1.9%)
- Average room supply: 481,000 (1.2%)

The midscale segment pipeline in June 2016 was as follows:

- In construction: 6,613 rooms
- Under contract: 35,384 rooms

The following are the primary brands in the midscale segment:

- AmericInn
- Amerihost
- Bradford Homesuites
- Baymont Inns & Suites
- Candlewood Suites
- Cabot Lodge
- ClubHouse
- Comfort Inn
- Comfort Suites
- Drury Inn & Suites
- Extended Stay Deluxe
- Fairfield Inn
- Grandstay Residential Suites
- GuestHouse Inns
- Hampton Inns/Hampton Inn Suites
- Heartland Inn

*TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018*
“Midscale hotels are capitalizing on multiple advantageous factors both now and looking ahead, including strong demand fundamentals, well-known brands, and a segment-specific recovery only now in full swing.”

_U.S. Hotel Industry Outlook 2016_
_Hotel Business, 1/16_

96.7 Economy
The 2016 performance metrics for the economy segment are as follows (change from previous year in parenthesis):

- **Occupancy:** 58.4% (0.2%)
- **Average daily rate:** $62.06 (5.2%)
- **RevPAR:** $36.27 (5.5%)
- **Demand:** 453,800 (-0.1%)
- **Average room supply:** 776,400 (-0.1%)

The economy segment pipeline in June 2016 was as follows:

- **In construction:** 1,070 rooms
- **Under contract:** 4,290 rooms

The following are the primary brands in the economy segment:

- America’s Best Inns and Suites
- America’s Best Value Inn
- Budget Host
- Budgetel
- Country Hearth Inn
- Crestwood Suites
- Days Inn
- Downtowner Inns
- E-Z 8
- Econo Lodge
“While economy hotels still serve the on-the-go traveler, guests can expect a lot more than a bed and a shower when they stay in this segment. The lines are getting very blurred in terms of expectations in economy and lower-mid-tier. Guests are looking for that more-amenitized hotel, but still want to consider themselves in an economy price point.”

_U.S. Hotel Industry Outlook 2016_  
_Hotel Business, 1/16_

**96.8 Independent Hotels**  
The 2016 performance metrics for independent hotels are as follows (change from previous year in parenthesis):
- Occupancy: 62.1% (-0.1%)
- Average daily rate: $124.87 (5.5%)
- RevPAR: $77.53 (5.3%)
- Demand: 941,200 (0.9%)
- Average room supply: 1,515,900 (1.0%)
The luxury segment pipeline in June 2016 was as follows:

- In construction: 21,844 rooms
- Under contract: 100,141 rooms

“The independent segment was slower to recover from the recession than other chain segments, and it is projected to gain further ground in 2016.”

*U.S. Hotel Industry Outlook 2016
Hotel Business, 1/16*

### 96.9 Extended-Stay

Extended-stay lodging generally provides suite-style accommodations with kitchens, complimentary breakfasts, and wi-fi. Most upscale and some midprice extended-stay hotels offer swimming pools, fitness facilities, laundry facilities, happy hours, and evening snacks. The segment accounts for more than 6% of the U.S. room supply. Distribution of extended-stay guests is as follows:

- Business: 73%
- Leisure: 27%

According to The Highland Group (www.highland-group.net), there are over 300,000 extended stay rooms in the U.S.

“There are very few sure things in hospitality since the economic downturn hit a few years ago, but the closest thing these days may be the extended-stay segment, which seems to have gained favor among everyone from customers to brands, owners, and developers.”

*Hotel Business*
The following are extended-stay hotel brands:

**Upscale**
- AKA
- Homewood Suites by Hilton
- Hotel Sierra
- Hyatt Suites
- Residence Inn by Marriott
- Staybridge Suites

**Midprice**
- Baymont Inn & Suites
- Candlewood Suites
- Chase Suites
- Extended Stay Deluxe
- Hawthorn Suites
- Mainstay Suites
- TownePlace Suites by Marriott

**Economy**
- Affordable Suites of America
- Crestwood Suites
- Extended Stay America
- Homestead Studio Suites Hotels
- Studio 6
- Suburban Extended Stay Hotel

**96.10 Boutique/Lifestyle Hotels**
Boutique hotels and lifestyle hotels – terms coined in the late 1990s – are typically small upscale hotels that provide a hip environment and personal connection with members of the hotel staff.

According to the Boutique & Lifestyle Lodging Association (BLLA; www.blla.org), characteristics of a boutique hotel include offerings of unique services, high-quality in-room features, and social living spaces.

Lifestyle hotels are innovative and modern, according to the BLLA. Lifestyle properties are likely to have unusual design and architectural features, contemporary aesthetics, high levels of technology, and a focus on wellness and enrichment.
“Lifestyle hotels have a lot of boutique elements, but are stronger in certain aspects, such as technology. While boutique hotels are expected to focus more on anticipating travelers’ needs and offer more amenities, both segments offer a high level of service.”

Frances Kiradjian, President
Boutique & Lifestyle Lodging Association

According to STR, there are 796 boutique hotels with 96,711 rooms in the U.S. Independent hotels account for roughly one-half of boutique rooms. The top three boutique markets – New York, Miami, and San Francisco – account for nearly one-third of the segment’s supply. Room revenue for the segment is $5.7 billion.

The 2016 performance metrics for the boutique segment are as follows (change from previous year in parenthesis):

• Occupancy: 74.5% (2.9%)
• Average daily rate: $217.02 (4.3%)
• RevPAR: $161.64 (7.3%)
• Room-nights sold: 26 million (5.5%)

The boutique hotel market first gained attention in the 1990s with the opening of Delano in Miami Beach and Mondrian in Los Angeles. Both were designed by hotelier Ian Schrager and are now part of Morgans Hotel Group. The concept was further popularized with the launch of W Hotels by Starwood Hotels & Resorts. Kimpton Hotel & Restaurant Group has developed its Hotel Palomar and Hotel Monaco concepts into boutique chains. Hyatt Place, launched in 2006, expanded rapidly by converting former AmeriSuites properties to the brand and has become the marketshare leader in the segment. Other boutique and lifestyle brands include aloft, Cambria Suites, Element by Westin, Hotel Indigo, Hotel Sierra, and Nylo Hotels.
“The future for boutique properties certainly appears bright. While the segment is relatively small, growth has been solid and targeted development in vibrant urban and resort markets offers the potential for continued gains in the coming years. Fresh product in vibrant locations, personal service, and great price/value is a winning combination.”

Bobby Bowers, Senior V.P.
STR

96.11 Market Resources
CBRE Hotels, 3340 Peachtree Road NE, Suite 580, Atlanta, GA 30326. (404) 842-1150. (www.cbrehotels.com)

PricewaterhouseCoopers (PwC), Hospitality & Leisure Group, 2001 Market Street, Suite 1700, Philadelphia, PA 19103. (305) 375-6210. (www.pwc.com)

STR, 735 East Main Street, Hendersonville, TN 37075. (615) 824-8664. (www.strglobal.com)
97

HOTEL SECTOR TRENDS

97.1 Operational Profile

*Trends In The Hotel Industry USA Edition 2016*, published by CBRE Hotels’ Americas Research (www.cbrehotels.com), provides the following revenue distribution for U.S. hotels:

**Revenue**
- Rooms: 68.1%
- Food and beverage: 25.7%
- Other operated departments: 4.5%
- Rentals and other income: 1.8%

**Expenses**
- Salaries, wages, and benefits: 42.8%
- Operating expenses: 34.7%
- Cost of sales: 7.3%
- Property taxes and insurance: 6.5%
- Management fees: 4.6%

Operational performance for U.S. hotels in 2015 was as follows (change from previous year in parenthesis):
- Occupancy: 75.3% (0.8%)
- Average daily rate: $174.66 (3.7%)
- Total revenue per available room (RevPAR): $70,512 (5.2%)

The following is the operational profile, by type, for U.S. hotels:

**Full Service**
- Average size: 256 rooms
- Market mix:
  - Transient: 71.0%
  - Group: 24.5%
  - Contract: 4.4%
  - Other: 0.1%
- Performance:
  - Occupancy: 75.9% (0.7%)
  - Average rate: $183.38 (3.8%)
  - Total RevPAR: $72,031 (4.8%)
Limited Service
• Average size: 112 rooms
• Market mix:
  - Transient: 84.4%
  - Group: 13.6%
  - Contract: 1.6%
  - Other: 0.3%
• Performance:
  - Occupancy: 70.4% (0.8%)
  - Average rate: $100.73 (3.9%)
  - RevPAR: $26,343 (4.9%)

Suite with food & beverage
• Average size: 237 rooms
• Market mix:
  - Transient: 74.8%
  - Group: 23.7%
  - Contract: 1.5%
  - Other: 0.0%
• Performance:
  - Occupancy: 78.7% (1.9%)
  - Average rate: $160.25 (5.5%)
  - RevPAR: $57,574 (6.7%)

Suite without food & beverage
• Average size: 124 rooms
• Market mix:
  - Transient: 95.9%
  - Group: 3.8%
  - Contract: 1.1%
  - Other: 0.1%
• Performance:
  - Occupancy: 78.3% (0.1%)
  - Average rate: $125.75 (6.0%)
  - RevPAR: $37,008 (5.8%)

Convention
• Average size: 885 rooms
• Market mix:
  - Transient: 43.0%
  - Group: 51.6%
  - Contract: 5.4%
  - Other: 0.0%
- Performance:
  - Occupancy: 75.6% (1.2%)
  - Average rate: $192.56 (3.1%)
  - RevPAR: $88,010 (5.2%)

Resort
- Average size: 449 rooms
- Market mix:
  - Transient: 56.1%
  - Group: 42.2%
  - Contract: 1.4%
  - Other: 0.0%
- Performance:
  - Occupancy: 73.0% (0.9%)
  - Average rate: $242.98 (2.4%)
  - RevPAR: $124,937 (6.4%)

97.2 Top Metropolitan Markets 2016
Trends In The Hotel Industry USA Edition 2016 forecasts nationwide hotel industry growth in 2016 as follows:
- Supply: 1.8%
- Occupancy: -0.1%
- Average daily rate: 4.3%
- Total revenue per available room (RevPAR): 4.2%

The top metropolitan markets for these metrics are as follows:

Supply
- Austin, TX: 8.2%
- Pittsburgh, PA: 7.1%
- Houston, TX: 6.9%
- Cleveland, OH: 6.4%
- New York, NY: 6.3%

Occupancy
- Norfolk-Virginia Beach, VA: 3.0%
- Tucson, AZ: 2.8%
- Fort Worth, TX: 2.7%
- Sacramento, CA: 2.6%
- Richmond, VA: 2.5%

Average Daily Rate
- San Jose-Santa Cruz, CA: 9.8%
• Oakland, CA: 8.6%
• Tampa, FL: 8.0%
• San Francisco, CA: 7.0%
• Atlanta, GA: 7.0%

RevPAR
• Sacramento, CA: 9.6%
• Oakland, CA: 8.7%
• Richmond, VA: 8.4%
• Los Angeles, CA: 7.8%
• Nashville, TN: 7.8%

97.3 Market Resources
CBRE Hotels’ Americas Research, 3475 Lenox Road, Suite 720, Atlanta, GA 30326.
(404) 809-3959. (www.cbrehotels.com)
98

HOTEL VALUATION

98.1 Overview

In a typical year, 400 to 500 hotels change hands in the United States. Valuation trends are of vital importance to those involved in these transactions, either as a buyer or seller.

John W. O’Neill, Ph.D., managing director of Hospitality Advisory Services (www.hospitalityadvisoryservices.com) and a professor in the School of Hospitality Management at Pennsylvania State University (www.hhdev.psu.edu/shm/), assesses hotel room valuations by segment. This chapter presents Prof. O’Neill’s assessment for 2010 through 2016.

98.2 Valuations by Segment

Hotel valuations per room have been as follows (change from previous year in parenthesis):

Overall
• 2010: $ 78,326 (2.4%)
• 2011: $ 87,952 (12.3%)
• 2012: $ 98,322 (11.8%)
• 2013: $106,890 (8.7%)
• 2014: $114,093 (6.7%)
• 2015: $122,520 (7.4%)
• 2016: $131,756 (7.5%)

Luxury
• 2010: $263,762 (4.2%)
• 2011: $290,380 (9.7%)
• 2012: $323,943 (11.9%)
• 2013: $354,708 (9.5%)
• 2014: $376,808 (6.2%)
• 2015: $397,690 (5.5%)
• 2016: $424,770 (6.8%)
### Upper Upscale
- 2010: $136,893 (1.8%)
- 2011: $151,163 (10.4%)
- 2012: $167,466 (10.8%)
- 2013: $180,286 (7.7%)
- 2014: $192,019 (6.5%)
- 2015: $202,589 (5.5%)
- 2016: $216,413 (6.8%)

### Upscale
- 2010: $92,721 (0.8%)
- 2011: $106,429 (14.8%)
- 2012: $117,935 (10.8%)
- 2013: $127,647 (8.2%)
- 2014: $137,189 (7.5%)
- 2015: $145,904 (6.4%)
- 2016: $155,265 (6.4%)

### Upper Midscale
- 2010: $71,162 (1.4%)
- 2011: $79,950 (12.3%)
- 2012: $88,070 (10.2%)
- 2013: $94,369 (7.2%)
- 2014: $101,398 (7.4%)
- 2015: $109,163 (7.7%)
- 2016: $116,807 (7.0%)

### Midscale
- 2010: $45,966 (-1.0%)
- 2011: $48,991 (6.6%)
- 2012: $53,134 (8.5%)
- 2013: $57,526 (8.3%)
- 2014: $62,949 (9.4%)
- 2015: $70,061 (11.3%)
- 2016: $76,103 (8.6%)

### Economy
- 2010: $17,137 (-3.7%)
- 2011: $20,195 (17.8%)
- 2012: $24,203 (19.8%)
- 2013: $27,768 (14.7%)
- 2014: $32,439 (16.8%)
- 2015: $36,251 (11.8%)
- 2016: $40,833 (12.6%)
98.3 Hotel Valuation Software
A set of three software programs called the Hotel Valuation Software Package is made available online by the Center for Hospitality Research at Cornell University at www.hoteleschool.cornell.edu/research/chr/pubs/tools/tooldetails-15741.html.

These programs were developed by HVS (www.hvs.com) and adapted for online access by Prof. Jan DeRoos at Cornell. This software enables users to perform a hotel supply and demand analysis market study, create a 10-year projection of hotel income and expenses, and value a hotel using a 10-year discounted cash flow model.

For years this software was proprietary but was recently donated to Cornell by HVS to be distributed to the hotel industry for free.

98.4 Market Resources
Cornell University, Center For Hospitality Research, Statler Hall, Ithaca, NY 14853. (www.hoteleschool.cornell.edu/research/chr/)

HVS, 369 Willis Avenue, Mineola, NY 11501. (516) 248-8828. (www.hvs.com)

Penn State Index of U.S. Hotel Values (http://hhd.psu.edu/shm/Hotel-Values)

Pennsylvania State University, School of Hospitality Management, 201 Mateer Building, University Park, PA 16802. (814) 865-1853. (www.hhdev.psu.edu/shm)
HISTORIC HOTELS

99.1 Overview
There is no set definition for what a historic hotel is, but Historical Hotels of America (www.historichotels.org) requires member properties to be more than 50 years old and remain largely faithful in architecture and decor to their period of construction. Over 240 hotels, among them many of the larger and grand-scale properties, are members of Historical Hotels of America, an affiliation of the National Trust for Historic Preservation (www.preservationnation.org).

It is estimated that over 2,000 hotels across the U.S. could be classified as historic hotels. In addition, there are some 16,000 inns and bed & breakfast accommodations with historical significance, according to the Professional Association of Innkeepers International (PAII, www.paii.org).

Many historic hotels are landmark destinations, either regionally or nationally. Most large older cities have a few historic hotels. Boston, Charleston, Chicago, New Orleans, New York, and San Francisco have large concentrations. The art deco hotels of Miami Beach are noteworthy for their architectural style.

99.2 Market Assessment
According to an assessment by CBRE Hotels (www.cbrehotels.com), historic hotels had an average daily rate of $462.27 in 2015. Occupancy rates are eight to 10 percentage points above the national average and are forecast to average about 74% through 2019.

“Historic hotels have recovered fully from the 2007 downturn while contemporary hotels are still lagging in recovery.”

Hotel Business, 11/7/15
99.3 Historic Hotels of America

*Historic Hotels of America 2016 Annual Directory* lists hotels that have faithfully maintained their historic integrity, architecture, and ambiance, as follows:

**Alabama**
- Battle House Renaissance Mobile Hotel & Spa (Mobile)
- Grand Hotel Marriott Resort, Golf Club & Spa (Point Clear)
- The Admiral Hotel, Curio Collection by Hilton (Mobile)
- The Redmont Hotel, Curio Collection by Hilton (Birmingham)

**Arizona**
- Bright Angel Lodge & Cabins (Grand Canyon)
- El Tovar Hotel (Grand Canyon)
- Hacienda del Sol Guest Ranch Resort (Tucson)
- Hassayampa Inn (Prescott)
- Hotel San Carlos (Phoenix)
- Phantom Ranch (Grand Canyon)
- Royal Palms Resort and Spa (Phoenix)
- The Wigwam (Litchfield Park)
- Tubac Golf Resort and Spa (Tubac)

**Arkansas**
- 1886 Crescent Hotel & Spa (Eureka Springs)
- Capital Hotel (Little Rock)
- Inn at Carnall Hall (Fayetteville)

**California**
- Benbow Inn (Garberville)
- Cavallo Point - The Lodge at the Golden Gate (San Francisco)
- Fairmont Heritage Place, Ghirardelli Square (San Francisco)
- Fairmont Hotel San Francisco (San Francisco)
- Fairmont Sonoma Mission Inn & Spa (Sonoma)
- Hotel La Rose (Santa Rosa)
- Hotel Whitcomb (San Francisco)
- Inn at the Presidio (San Francisco)
- InterContinental Mark Hopkins (San Francisco)
- Napa River Inn (Napa)
- Ojai Valley Inn & Spa (Ojai)
- Omni La Costa Resort & Spa (Carlsbad)
- Omni San Francisco Hotel (San Francisco)
- Palace Hotel (San Francisco)
- Paso Robles Inn (Paso Robles)
- Sofia Hotel (San Diego)
- The Berkeley City Club (Berkeley)
• The Inn at Furnace Creek (Death Valley)
• The Mission Inn Hotel & Spa (Riverside)

**Colorado**
• Hotel Boulderado (Boulder)
• Strater Hotel (Durango)
• The Broadmoor (Colorado Springs)
• The Cliff House at Pikes Peak (Manitou Springs)
• The Stanley (Estes Park)

**Connecticut**
• The Spa at Norwich Inn (Norwich)

**Delaware**
• Hotel du Pont (Wilmington)
• The Inn at Montchanin Village (Wilmington)

**District of Columbia**
• Capital Hilton
• Churchill Embassy Row
• Hotel Lombardy
• Morrison-Clark Historic Inn & Restaurant
• Omni Shoreham Hotel
• Phoenix Park Hotel
• The Churchill at Embassy Row
• The Henley Park Hotel
• The Jefferson
• The Mayflower Hotel
• The Willard InterContinental
• Washington Hilton

**Florida**
• Casa Claridge’s (Miami Beach)
• Casa Marina Hotel and Restaurant (Jacksonville Beach)
• Casa Monica Hotel (St. Augustine)
• Colony Hotel & Cabana Club (Delray Beach)
• La Méridien Tampa (Tampa)
• Loews Don CeSar Hotel (St. Pete Beach)
• Safety Harbor Resort & Spa (Safety Harbor)
• The Gasparilla Inn & Club (Boca Grande)
• The National Hotel (Miami Beach)
• The Terrace Hotel (Lakeland)
• The Vinoy Renaissance St. Petersburg Resort & Golf Club (St. Petersburg)
Georgia
• Greyfield Inn (Cumberland Island)
• Jekyll Island Club Hotel (Jekyll Island)
• River Street Inn (Savannah)
• The Georgian Terrace Hotel (Atlanta)
• The King and Prince Beach & Golf Resort (St. Simons Island)
• The Smith House (Dahlonega)

Hawaii
• Grand Nanilo Hotel Hilo - A DoubleTree by Hilton (Hilo)
• Hilton Hawaiian Village Waikiki Beach Resort (Waikiki Beach)
• Hotel Lana‘i (Lana‘i City)
• Moana Surfrider, A Westin Resort & Spa (Honolulu)
• The Royal Hawaiian, A Luxury Collection Resort (Honolulu)

Illinois
• Hilton Chicago (Chicago)
• Hilton Orrington (Evanston)
• InterContinental Chicago Magnificent Mile (Chicago)
• LondonHouse Chicago (Chicago)
• Palmer House, A Hilton Hotel (Chicago)
• Silversmith Hotel Chicago Downtown (Chicago)
• The Drake Hotel (Chicago)

Indiana
• French Lick Springs Hotel (French Lick)
• Omni Severin Hotel (Indianapolis)
• West Baden Springs Hotel (West Baden Springs/French Lick)

Iowa
• Hotel Blackhawk (Davenport)

Kansas
• Eldridge Hotel (Lawrence)

Kentucky
• Boone Tavern Hotel & Restaurant (Berea)
• The Brown Hotel (Louisville)
• The Seelbach Hilton (Louisville)

Louisiana
• Bienville House (New Orleans)
• Hilton Baton Rouge Capitol Center (Baton Rouge)
• Hilton New Orleans/St. Charles Avenue (New Orleans)
• Hotel Monteleone (New Orleans)
• Le Pavillon Hotel (New Orleans)
• Nottoway Plantation (White Castle)
• Omni Royal Orleans (New Orleans)
• Southern Hotel (Covington)

Maine
• Colony Hotel (Kennebunkport)
• Inn at Diamond Cove (Portland)
• Newagen Seaside Inn (Southport)
• Portland Regency Hotel & Spa (Portland)
• The Westin Portland Harborview (Portland)

Maryland
• Admiral Fell Inn (Baltimore)
• Historic Inns of Annapolis (Annapolis)
• Hotel Brexton (Baltimore)
• Lord Baltimore Hotel (Baltimore)

Massachusetts
• Boston Park Plaza (Boston)
• Concord’s Colonial Inn (Concord)
• Cranwell Spa & Golf Resort (Lenox)
• Crowne Pointe Historic Inn & Spa (Provincetown)
• Fairmont Copley Plaza (Boston)
• Harbor View Hotel of Martha’s Vineyard (Edgartown)
• Hawthorne Hotel (Salem)
• Hilton Boston Downtown/Faneuil Hall (Boston)
• Kelley House of Martha’s Vineyard (Edgartown)
• Omni Parker House (Boston)
• The Hotel Northampton (Northampton)
• The Kendall Hotel Engine 7 Firehouse (Cambridge)
• The Lenox Back Bay (Boston)
• The Lord Jeffery Inn (Amherst)
• The Porches Inn at MASS MoCA (North Adams)
• The Red Lion Inn (Stockbridge)

Michigan
• Amway Grand Plaza (Grand Rapids)
• DoubleTree Suites by Hilton Hotel Detroit (Detroit)
• Grand Hotel (Mackinac Island)
• Island House Hotel (Mackinac Island)
• The Inn on Ferry Street (Detroit)
• The Landmark Inn (Marquette)
Minnesota
- St. James Hotel (Red Wing)
- The Saint Paul Hotel (Saint Paul)

Missouri
- Hilton President Kansas City (Kansas City)
- Hilton St. Louis Downtown at the Arch (St. Louis)
- Omni Majestic Hotel (St. Louis)
- St. Louis Union Station - A DoubleTree by Hilton Hotel
- The Chase Park Plaza (St. Louis)
- The Raphael Hotel (Kansas City)

Montana
- Lake McDonald Lodge (Glacier National Park)
- Many Glacier Hotel (Glacier National Park)
- Sacajawea Hotel (Three Forks)

Nebraska
- Hotel Deco XV (Omaha)

Nevada
- Mizpah Hotel (Tonopah)

New Hampshire
- Eagle Mountain House & Golf Club (Jackson)
- Hanover Inn Dartmouth (Hanover)
- Mountain View Grand Resort & Spa (Whitefield)
- Omni Bretton Arms Inn (Bretton Woods)
- Omni Mount Washington Resort (Bretton Woods)
- Wentworth By The Sea, A Marriott Hotel & Spa (New Castle)

New Jersey
- Caribbean Motel (Wildwood Crest)

New Mexico
- Hilton Santa Fe Historic Plaza (Santa Fe)
- La Fonda on the Plaza (Santa Fe)
- The Bishop's Lodge Ranch Resort & Spa (Santa Fe)

New York
- Bear Mountain Inn (Bear Mountain)
- Beekman Arms and Delamater Inn (Rhinebeck)
- Castle Hotel & Spa (Tarrytown)
- JW Marriott Essex House (New York)
• Mohonk Mountain House (New Paltz)
• Oheka Castle (Huntington)
• Omni Berkshire Place (New York)
• Radisson Martinique on Broadway (New York)
• The Inn at Saratoga (Saratoga Springs)
• The Jefferson Clinton Hotel (Syracuse)
• The Mansion on Delaware Avenue (Buffalo)
• The Otesaga Resort Hotel and The Cooper Inn (Cooperstown)
• The Plaza (New York)
• The Sagamore (Bolton Landing)
• Waldorf Astoria New York (New York)

North Carolina
• Green Park Inn (Blowing Rock)
• Haywood Park Hotel (Asheville)
• Old Edwards Inn and Spa (Highlands)
• Pinehurst Resort (Pinehurst)
• The Carolina Inn (Chapel Hill)
• The Dunhill Hotel (Charlotte)
• The Graylyn Estate (Winston-Salem)
• The Mast Farm Inn (Banner Elk)
• The Omni Grove Park Inn (Asheville)

Ohio
• Hilton Cincinnati Netherland Plaza (Cincinnati)
• Punderson Manor State Park Lodge and Conference Center (Newbury)
• The Cincinnatian Hotel (Cincinnati)
• The Mariemont Hotel (Cincinnati)
• The Tudor Arms Hotel - A DoubleTree by Hilton (Cleveland)

Oklahoma
• Colcord Hotel (Oklahoma City)
• Inn at Price Tower (Bartlesville)
• The Atherton Hotel at Oklahoma State University (Stillwater)
• The Skirvin Hilton (Oklahoma City)

Oregon
• American Empress (Portland)
• Chateau at the Oregon Caves National Monument (Cave Junction)
• Crater Lake Lodge (White City)
• Embassy Suites by Hilton Portland Downtown (Portland)
• The Heathman Hotel (Portland)
• Timberline Lodge (Timberline)
Pennsylvania
- Abraham Lincoln Hotel (Reading)
- Cork Factory Hotel (Lancaster)
- Gettysburg Hotel, Est. 1797 (Gettysburg)
- Historic Hotel Bethlehem (Bethlehem)
- Lancaster Arts Hotel (Lancaster)
- Ledges Hotel (Hawley)
- Mansions on Fifth Hotel (Pittsburgh)
- Omni Bedford Springs Resort & Spa (Bedford)
- Omni William Penn Hotel (Pittsburgh)
- Skytop Lodge (Skytop)
- The Hotel Hershey (Hershey)
- The Inn at Leola Village (Lancaster)
- The Nittany Lion Inn (State College)
- The Sayre Mansion (Bethlehem)
- The Settlers Inn at Bingham Park (Hawley)
- The Yorktowne Hotel (York)

Rhode Island
- Newport Beach Hotel (Newport)
- Providence Biltmore Hotel (Providence)
- The Chanler at Cliff Walk (Newport)
- The Hotel Viking (Newport)

South Carolina
- Francis Marion Hotel (Charleston)
- John Rutledge House Inn (Charleston)
- Kings Courtyard Inn (Charleston)
- The Westin Poinsett (Greenville)
- Wentworth Mansion (Charleston)

South Dakota
- Hotel Alex Johnson (Rapid City)

Tennessee
- American Queen (Memphis)
- Chattanooga Choo Choo (Chattanooga)
- General Morgan Inn (Greenville)
- The Hermitage Hotel (Nashville)
- The Peabody Memphis (Memphis)
- Union Station Hotel - Autograph Collection (Nashville)
Texas
• Camino Real El Paso (El Paso)
• Hilton Fort Worth (Fort Worth)
• Hotel Galvez & Spa, A Wyndam Grand Hotel (Galveston)
• Hotel Settles (Big Spring)
• Omni La Mansión del Rio (San Antonio)
• The Ashton Hotel (Forth Worth)
• The Crockett Hotel (San Antonio)
• The Emily Morgan San Antonio - A DoubleTree by Hilton Hotel (San Antonio)
• The Lancaster Hotel (Houston)
• The Menger Hotel (San Antonio)
• The Sam Houston, Curio Collection by Hilton (Houston)
• The Whitehall (Houston)

Utah
• Zion Lodge (Springdale)

Vermont
• Basin Harbor Club (Vergennes)
• Middlebury Inn (Middlebury)
• The Castle Hill Resort and Spa (Ludlow)

Virginia
• Airlie (Warrenton)
• Boar’s Head (Charlottesville)
• Craddock Terry Hotel and Event Center (Lynchburg)
• Hotel Roanoke & Conference Center - A DoubleTree by Hilton (Roanoke)
• Inn at Wise (Wise)
• Keswick Hall and Golf Club (Keswick)
• Stonewall Jackson Hotel & Conference Center (Staunton)
• The Cavalier Hotel (Virginia Beach)
• The Jefferson Hotel (Richmond)
• The Mimslyn Inn (Luray)
• The Omni Homestead Resort (Hot Springs)
• Williamsburg Inn (Williamsburg)
• Williamsburg Lodge & Colonial Houses (Williamsburg)

Washington
• Mayflower Park Hotel (Seattle)

West Virginia
• The Blennerhassett Hotel (Parkersburg)
Wisconsin
• Hilton Milwaukee City Center (Milwaukee)
• Hotel Metro (Milwaukee)
• The American Club (Kohler)
• The Edgewater (Madison)
• The Pfister Hotel (Milwaukee)

Wyoming
• Lake Yellowstone Hotel & Cabins (Yellowstone National Park)
• Old Faithful Inn (Yellowstone National Park)
• Sheridan Inn (Sheridan)
• The Wort Hotel (Jackson Hole)

―

“Thirteen Historic Hotels of America are celebrating manor milestones in 2016. It’s been 300 years since the original structure at Concord’s Colonial Inn (Concord, MA) was built. Southport, Maine’s Newagen Seaside Inn has welcomed guests since 1816. Lake Yellowstone Hotel & Cabins (Wyoming) has been operating for 125 years. And Omni Homestead (Hot Springs, VA) celebrates 250 years since it first opened its doors to guests.”

Preservation, Summer 2016

99.4 Market Resources
Historic Hotels of America, 1875 Connecticut Avenue NW, Suite 1115, Washington, DC 20009. (202) 772-8000. (www.historichotels.org)
100

TIMESHARE

100.1 Timeshare Resort Profile

According to State of the Vacation Timeshare Industry, 2016 Edition, conducted by Ernst & Young (www.ey.com) for the American Resort Development Association (ARDA, www.arda.org), there are 1,547 timeshare resorts in the United States, representing about 200,720 units for an average resort size of 130 units. In total, 8.5 million intervals are owned.

According to the ARDA, the geographic distribution of timeshare resorts is as follows:

- South: 30%
  - Florida: 23%
  - South Carolina: 7%
- Pacific: 19%
  - California: 9%
- Mountain: 18%
- Northeast: 10%
- South Central: 9%
- Midwest: 8%
- South Atlantic: 7%

Resort locations are classified as follows (multiple categories allowed):

- Beach: 42%
- Rural/coastal: 33%
- Island: 27%
- Urban: 26%
- Golf: 24%
- Country/lakes: 22%
- Ski: 10%
- Gaming: 9%
- Desert: 6%
- Theme park: 3%

The timeshare industry generates an estimated $68.7 billion in consumer and business spending, 493,000 full- and part-time jobs, $23 billion in salaries and wages, and $7.7 billion in tax revenue.

Spending by timeshare owners and guests during timeshare stays is an...
estimated $9.3 billion, according to ARDA. About $1.5 billion is spent on-site at resorts, while $7.8 billion is spent throughout the communities.

The following are the various types of timeshare platforms:
- 80% of properties offer traditional timeshare intervals or timeshare weeks
- 28% offer biennial weeks timeshare
- 27% offer timeshare points
- 27% offer trial memberships
- 16% offer fractional or Private Residence Clubs

100.2 Profile of the Resort Timeshare Consumer

The ARDA provides the following profile of timeshare owners:
- Baby Boomers (born 1946-1964) make up 55% of all timeshare owners; those born 1925-1945 account for 23%.
- Seventy-eight percent (78%) are either married or have a domestic partner.
- Twenty-four percent (24%) have a child under age 18 living at home.
- The average age of timeshare owners is 52.6.
- The median income among owners is $72,900.

Among recent timeshare buyers, the most attractive resort area characteristics are as follows:
- Attractions, entertainment: 61%
- Ocean, beach: 50%
- Mountains: 36%
- Lake: 24%
- History, culture: 23%
- Golf: 22%
- Tropics: 20%
- Gaming, casinos: 15%
- Urban: 13%
- Snow skiing: 12%
- Desert: 10%

100.3 Timeshare Sales

According to ARDA, timeshare sales have been as follows:
- 2002: $ 5.5 billion
- 2003: $ 6.5 billion
- 2004: $ 7.9 billion
- 2005: $ 8.6 billion
- 2006: $10.0 billion
- 2007: $10.6 billion
- 2008: $ 9.7 billion
• 2009: $ 6.3 billion  
• 2010: $ 6.4 billion  
• 2011: $ 6.5 billion  
• 2012: $ 6.9 billion  
• 2013: $ 7.2 billion  
• 2014: $ 7.9 billion  
• 2015: $ 8.6 billion

Occupancy was 80% in 2015. The average maintenance fee per interval was $800.

Awareness of the timeshare sector has continued to increase. Ninety-one percent (91%) of leisure travelers are familiar with timesharing, an increase from 68% in 2001.

100.4 Market Resources
### 101.1 Number of Vacation Homes

According to data by the U.S. Census Bureau (www.census.gov), there are 5.33 million vacation, seasonal, or recreational homes in the United States. This represents 4.0% of the total U.S. housing stock. By state, vacation home figures are as follows:

<table>
<thead>
<tr>
<th>No. Vacation Homes</th>
<th>Pct. of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Alabama: 83,000</td>
<td>3.8%</td>
</tr>
<tr>
<td>• Alaska: 32,000</td>
<td>10.2%</td>
</tr>
<tr>
<td>• Arizona: 211,000</td>
<td>5.5%</td>
</tr>
<tr>
<td>• Arkansas: 49,000</td>
<td>3.7%</td>
</tr>
<tr>
<td>• California: 353,000</td>
<td>2.6%</td>
</tr>
<tr>
<td>• Colorado: 109,000</td>
<td>4.9%</td>
</tr>
<tr>
<td>• Connecticut: 33,000</td>
<td>2.2%</td>
</tr>
<tr>
<td>• Delaware: 45,000</td>
<td>11.0%</td>
</tr>
<tr>
<td>• District of Columbia: 2,000</td>
<td>0.7%</td>
</tr>
<tr>
<td>• Florida: 887,000</td>
<td>9.8%</td>
</tr>
<tr>
<td>• Georgia: 105,000</td>
<td>2.6%</td>
</tr>
<tr>
<td>• Hawaii: 32,000</td>
<td>6.1%</td>
</tr>
<tr>
<td>• Idaho: 48,000</td>
<td>7.1%</td>
</tr>
<tr>
<td>• Illinois: 49,000</td>
<td>0.9%</td>
</tr>
<tr>
<td>• Indiana: 47,000</td>
<td>1.7%</td>
</tr>
<tr>
<td>• Iowa: 18,000</td>
<td>1.3%</td>
</tr>
<tr>
<td>• Kansas: 16,000</td>
<td>1.3%</td>
</tr>
<tr>
<td>• Kentucky: 49,000</td>
<td>2.5%</td>
</tr>
<tr>
<td>• Louisiana: 51,000</td>
<td>2.6%</td>
</tr>
<tr>
<td>• Maine: 125,000</td>
<td>17.2%</td>
</tr>
<tr>
<td>• Maryland: 55,000</td>
<td>2.3%</td>
</tr>
<tr>
<td>• Massachusetts: 122,000</td>
<td>3.3%</td>
</tr>
<tr>
<td>• Michigan: 288,000</td>
<td>6.4%</td>
</tr>
<tr>
<td>• Minnesota: 126,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>• Mississippi: 39,000</td>
<td>3.0%</td>
</tr>
<tr>
<td>• Missouri: 90,000</td>
<td>3.3%</td>
</tr>
<tr>
<td>• Montana: 40,000</td>
<td>8.2%</td>
</tr>
<tr>
<td>• Nebraska: 14,000</td>
<td>1.7%</td>
</tr>
<tr>
<td>• Nevada: 47,000</td>
<td>4.0%</td>
</tr>
</tbody>
</table>
According to the 2016 Investment and Vacation Home Buyers Survey by the National Association of Realtors (www.realtor.org), the median vacation home price in 2015 was $192,000, a 28% increase over 2014.

Vacation home unit sales have been as follows (source: National Association of Realtors):

- 2006: 1.07 million
- 2008: 400,000
- 2010: 500,000
- 2012: 600,000
- 2013: 700,000
- 2014: 1.13 million
- 2015: 920,000

Vacation-home sales accounted for 16% of all residential real estate transactions in 2015, down from 21% in the previous year. Thirty-eight percent (38%) of vacation-home buyers paid in cash for their purchase. Of buyers who financed their purchase with a mortgage, 52% financed less than 70% of the purchase price.
The regional distribution of vacation home sales in 2015 was as follows:

- South: 47%
- West: 25%
- Northeast: 15%
- Midwest: 13%

Types of vacation properties purchased were as follows:

- Single-family home: 58%
- Condo: 25%
- Townhouse/row house: 13%

The distribution of locales for vacation-home purchases was as follows:

- Beach area: 40%
- Mountains: 19%
- Country: 16%

Thirty-seven percent (37%) of vacation buyers planned to use their property for vacations or as a family retreat, 16% bought for future retirement plans, and 7% purchased to generate income through renting the property.
PART VII: FESTIVALS & EVENTS
MAJOR EVENTS

102.1 Mega Festivals & Events
A few of the thousands of festivals and live events held annually across the U.S. draw up to one million or more participants. The following are examples of such events:

Auto Shows
- Production cars and concept cars are introduced annually at major auto shows throughout the United States. Attendance ranges from 500,000 to over one million at major shows. The following are the most prominent auto shows:
  - Atlanta International Auto Show (Atlanta, GA; www.goautoshow.com)
  - Chicago Auto Show (Chicago, IL; www.chicagoautoshow.com)
  - Cleveland Auto Show (Cleveland, OH; www.clevelandautoshow.com)
  - DFW Auto Show (Dallas, TX; www.dallasautoshow.com)
  - Houston Auto Show (Houston, TX; www.houstonautoshow.com)
  - Los Angeles Auto Show (Los Angeles, CA; www.laautoshow.com)
  - North American International Auto Show (Detroit, MI; www.naias.com)
  - Philadelphia International Auto Show (Philadelphia, PA; www.phillyautoshow.com)
  - San Francisco International Auto Show (San Francisco, CA; www.sfautoshow.com)
  - Seattle International Auto Show (Seattle, WA; www.seattleautoshow.com)
  - Saint Louis Auto Show (St. Louis, MO; www.saintlouisautoshow.com)
  - Washington Auto Show (Washington, DC; www.washingtonautoshow.com)
- Woodward Dream Cruise (www.woodwarddreamcruise.com), held since 1993 in Detroit and the largest among classic car shows, draws one million spectators.

Fireworks Displays
- Macy’s Fourth of July Fireworks (New York, NY) is typically attended by 1.5 million people, making it the most-attended fireworks display event in the U.S.
- The annual Thunder Over Louisville fireworks show, part of the Kentucky Derby Festival, is unchallenged as the largest annual pyrotechnic production in North America. The economic impact is $31 million for the one-day event, a huge return on a roughly $1 million investment. An estimated 800,000 people see the annual show.

Holiday Festivities
- Some estimates are that more than two million people are packed into Times Square and the nearby streets for the annual New Years Eve event; other estimates of attendance are in the 500,000 range.
• First Night Boston, the oldest and largest alcohol-free New Year’s Eve celebration in the U.S. – held at several locations throughout the city – attracts about 1.5 million people.

**Mardi Gras**

• Events of Mardi Gras (New Orleans, LA) draw more than one million participants each year, according to the New Orleans Tourism Marketing Corporation. A recent study conducted by Tulane University estimated the direct economic impact of Mardi Gras at roughly $144 million. Other studies have estimated the economic impact at more than $500 million.

**Motorcycle Rallies**

• A renewed interest in motorcycling, along with a new group of fans who are interested in the old rallies, has led to huge attendance numbers for classic motorcycle rallies. The top three – Daytona Beach Bike Week, Sturgis Motorcycle Rally, and Laconia – are among the largest events held annually in the U.S. The following is a summary of these and other large events:

  - The Sturgis Motorcycle Rally (www.sturgismotorcyclerally.com) has been held annually in Sturgis, South Dakota, since 1938. Attendance was estimated at 420,000 for the August 2014 event, with over 605,000 in the region from the weekend before and through the event. Activities include the annual Mount Rushmore Ride, several concerts, a beauty pageant, and a chopper raffle.
  - Daytona Beach Bike Week (www.officialbikeweek.com), a 10-day event, is held annually in March. Attended by approximately 500,000, festivities include motorcycle racing, concerts, parties, and street festivals.
  - Laconia Motorcycle Week (www.laconiamcweek.com) is held annually in June in Laconia, New Hampshire. Attendance is estimated between 100,000 and 400,000. Events include races, shows, and a motorcycle hill climb competition.
  - The Lone Star Rally (www.lonestarrally.com), held each November in Galveston, Texas, features two dozen bands playing 50 free concerts, the Leather ‘n’ Lace Costume Ball, a Breast Cancer Awareness Ride, fashion shows, a tattoo contest, poker runs, and other events. The 2014 rally was attended by over 350,000 people (excluding those who came for the concerts only).
  - The Republic of Texas Biker Rally (www.rotrally.com), held each June in Austin, attracts over 200,000 bikers.

**Parades**

• Among annual parades held across the U.S., Macy’s Thanksgiving Day Parade (New York, NY) is the largest, with the number of spectators typically in the 3.5 million range. An additional 22 million watch the broadcast on NBC.

• In New Orleans, Mardi Gras is a two-week celebration with one major parade each day (weather permitting); many days have several large parades. The largest and most elaborate parades take place the last five days of the celebration. Mardi Gras parades are held in numerous other cities throughout the U.S. Among these,
Carnival San Francisco is probably the most elaborate.

- The Tournament of Roses Parade, better known as the Rose Parade, dates to 1890. The Rose Bowl college football game was started in 1902 to help fund the cost of staging the parade. The parade is watched in person by up to one million spectators on the parade route, and is broadcast on multiple television networks in the United States (ABC holds the official contract, but because it is a public parade, other networks are allowed to produce their own coverage). The parade is also broadcast in more than 200 international territories and countries.
- St. Patrick’s Day Parades in Boston and New York each draw one million to two million spectators. The parade in San Diego draws slightly under one million.
- New York’s Village Halloween Parade, an annual holiday parade and street pageant staged in Greenwich Village, stretches more than a mile and features fifty thousand costumed participants, dancers, artists, circus performers, dozens of floats bearing live bands, and other musical and performing acts. The event draws an estimated two million spectators and a worldwide television audience of one hundred million.
- Attendance at the West Indian Day Parade, held annually in Brooklyn on Labor Day, has been estimated between one million and four million.

Festivals
- The Summerfest music festival in downtown Milwaukee draws over one million in attendance over 11 days; it is recognized as the largest annual music festival in the United States. Surveys have found that 56% of Summerfest patrons live in the four counties comprising the greater metropolitan Milwaukee area, 22% of patrons live in other areas of Wisconsin, and 22% of patrons travel to the festival from outside Wisconsin.
- More than 1.1 million people attended the 34th Taste of Chicago (June 2016).
- The two largest gay pride festivals in North America, Gay Pride Week (Toronto) and Divers/Cite (Montreal), are each attended by an estimated one million people.
- An estimated 3.5 million people attend the 11-day Fiesta San Antonio.

Rodeos
- The Houston Livestock Show and Rodeo (www.rodeohouston.com) draws about 2.1 million spectators each year.
- The San Antonio Stock Show & Rodeo (www.sarodeo.com) reports an attendance of 1.1 million.
- Between 900,000 and one million people attend the Fort Worth Stock Show & Rodeo (www.fwssr.com).

State and County Fairs
- The State Fair of Texas (http://bigtex.com), held annually in late-September into October in Dallas, is the largest among state fairs. More than three million people attend the three-week fair each year.
- Sixteen (16) other fairs drew one million or more people in 2015 (see 106.1).
Street Festivals
• Many neighborhoods across the U.S. host annual block parties and street festivals. Some have grown in popularity, attracting thousands of out-of-towners as well as locals.
• The largest street festival in the U.S. is the Feast of San Gennaro (www.sangennaro.org), celebrated in New York City’s Little Italy section between Canal and Mott Streets. Although scaled down recently due to crowd control measures, the 11-day event has an estimated one million in attendance.
• The Calle Ocho festival (http://carnavalmiami.com/index.php/calle-ocho), the country’s biggest Hispanic street party held annually in March in the Little Havana district of Miami, draws more than a million people.

102.2 Political Conventions

Including indirect and induced impact, a total of $600 million in economic output – $300 million for each convention – was generated for both host regions. This economic impact encompasses spending by attendees on lodging, meals, transportation, and general retail, as well as spending by each host committee and funding for security.

The following are combined numbers for both conventions:
• Total projected attendees: 100,000-120,000
• Delegates: 10,000-12,000
• Media members: 30,000-36,000
• Other visitors and participants: 60,000-72,000
• Average daily trip spending per attendee: $300
• Hotel/other lodging room nights: 148,500
• Total lodging revenues: $33 million

The 2012 Democratic National Convention, held in Charlotte, North Carolina, September 3 through September 7, drew 30,000 to 35,000 out-of-town visitors. The Charlotte Regional Visitors Authority (www.crva.com) estimated the economic impact at $150 million to $200 million.

The Tampa Bay area received an economic boost of approximately $175 million from the 2012 Republican National Convention, August 28 through September 6, according to the RNC Host Committee.

According to the 2008 Democratic National Convention Impact Report, the total direct economic impact of the convention on the Denver metropolitan area was $133 million.
The 2008 Republican National Convention Impact Report estimated 45,000 people came to the greater Minneapolis-Saint Paul area for the convention. Direct spending was estimated at $170 million.

Boston Mayor Thomas Menino estimated the economic impact of the 2004 Democratic National Convention on the city at $154 million. The Beacon Hill Institute at Suffolk University (www.beaconhill.org), however, estimated a net economic gain of $14.8 million to the Boston economy for the same convention.

102.3 Presidential Inaugurations

Presidential inaugurations are among the largest national celebrations that regularly occur in the United States, and they consistently attract hundreds of thousands of spectators to Washington, D.C. A flurry of festivities for guests in the nation’s capital as well as throughout the United States are centered around the inauguration.

Barack Obama’s 2009 inauguration was the largest in history, with an estimated 2 million people in Washington, D.C., for the event. George W. Bush’s 2005 inauguration attracted an estimated 300,000 to 400,000 attendees while Lyndon Johnson’s inauguration in 1965 drew 1.2 million spectators.

The local economic impact of the 2009 inauguration was estimated at more than $400 million.

The approximately 600 hotels and 95,000 rooms in the Greater Washington Metropolitan Area were sold out for the 2009 inauguration, according to the Washington Convention & Visitors Association. Hotel suite rates of between $9,000 and $20,000 per night were reported. The Mandarin Oriental offered a $200,900 inaugural package that included four nights in the Presidential Suite with various amenities. On average, area hotels charged $500 to $600 per night.

The second inauguration of Barack Obama on January 20, 2013 was attended by approximately 1.0 million people.
103.1 Market Assessment
According to the U.S. Travel (www.ustravel.org), approximately two million annually recurring events are hosted each year in North America. The spectrum is broad, with events ranging from state fairs to air shows to film festivals and more.

The International Festivals & Events Association (www.ifea.com) estimates total attendance at these events at 405 million. The economic impact is $25 billion.

Approximately 3,250 fairs are held annually in the United States and Canada, according to the International Association of Fairs and Expositions (www.fairsandexpos.com). Approximately 150 million visitors attend these events.

According to Carnival Warehouse, the Top 50 annual fairs attract more than 40 million people annually.

103.2 Top 100 Events
The American Bus Association (ABA, www.buses.org) annually compiles a list of the Top 100 events for group travel. The list is selected by a committee of ABA-member motorcoach and tour operators. The following events and festivals comprised the list for 2016:

Alabama
- 2016 Magic Christmas In Lights (Mobile; 11/27/2016 - 1/2/2017)
- National Shrimp Festival (Gulf Shores; 10/8/2016 - 10/11/2016)
- The Galaxy of Lights (Huntsville; 11/24/2016 - 12/31/2016)

Alaska
- Iditarod Trail Sled Dog Race (Anchorage and Willow; 3/5/2016)
- Midnight Sun Festival (Fairbanks; 6/19/2016)
- World Eskimo-Indian Olympics (Fairbanks; 7/20/2016 - 7/23/2016)

Arizona
- Yuma Lettuce Days (Yuma; 2/27/2016 - 2/28/2016)

California
- Mendocino County Mushroom, Wine & Beer Festival (Mendocino County; 11/1/2016 - 11/30/2016)
- Pasadena Tournament of Roses (Pasadena; 1/1/2016)
Colorado
• Donkey Derby Days (Cripple Creek; 6/25/2016 - 6/26/2016)

Connecticut
• 9th Annual Garlic Festival in Olde Mistick Village (Mystic; 9/17/2016 - 9/18/2016)

Delaware
• Apple-Scrapple Festival (Bridgeville; 10/14/2016 - 10/15/2016)
• Sea Witch Halloween & Fiddler's Festival (Rehoboth Beach; 10/28/2016 - 10/30/2016)

District of Columbia
• National Cherry Blossom Festival (Washington; 3/20/2016 - 4/17/2016)

Florida
• Daytona 500 (Daytona Beach; 2/21/2016)
• Edison Ford Holiday Nights (Ft. Myers; 11/25/2016 - 12/31/2016)

Illinois
• International Carillon Festival (Springfield; 6/1/2016 - 6/5/2016)

Indiana
• 100th Running of the Indianapolis 500 (Indianapolis; 5/29/2016)
• Amish Acres 54th Annual Arts & Crafts Festival (Nappanee; 8/4/2016 - 8/7/2016)
• Shipshewana Quilt Festival (Shipshewana; 6/22/2016 - 6/25/2016)

Kansas
• Dodge City Days (Dodge City; 7/29/2016 - 8/7/2016)
• Prairie Rose Western Days (Benton; 5/7/2016 - 5/8/2016)
• Tulip Time in Topeka (Topeka; 4/4/2016 - 4/24/2016)

Kentucky
• 61st Kentucky Derby Festival & 142nd Kentucky Derby (Louisville; 4/23/2016 - 5/7/2016)
• Christmas at the Galt House (Louisville; 11/17/2016 - 12/27/2016)
• Kentucky Bourbon Festival (Bardstown; 9/13/2016 - 9/18/2016)

Louisiana
• Louisiana Seafood Festival (New Orleans; 9/2/2016 - 9/4/2016)
• Cajun & Creole Mardi Gras (Lafayette; 2/5/2016 - 2/9/2016)
• Mardi Gras (New Orleans; 2/9/2016)
Maine
- Maine Lobster Festival (Rockland; 8/3/2016 - 8/7/2016)
- Windjammer Days Boothbay Festival (Boothbay Harbor; 6/19/2016 - 6/25/2016)

Maryland
- 40 Years a Saint - 40th Anniversary of Elizabeth Seton’s Canonization (Emmitsburg; 1/1/2016 - 12/31/2016)
- Waterfowl Festival (Easton; 11/11/2016 - 11/13/2016)

Massachusetts
- 35th Annual Boston Harborfest 2016 (Boston, Mass.; TBA)
- America’s Hometown Thanksgiving Celebration (Plymouth; 11/18/2016 - 11/20/2016)
- Annual Pops By The Sea (Hyannis; 9/14/2016)
- Salem Haunted Happenings (Salem; 10/1/2016 - 10/31/2016)
- Scallop Festival (East Falmouth; 9/23/2016 - 9/25/2016)
- The Big E (Springfield; 9/16/2016 - 10/2/2016)
- Working Waterfront Festival (New Bedford; 9/24/2016 - 9/25/2016)

Michigan
- Alpenfest (Gaylord; 6/12/2016 - 6/16/2016)
- Holland Tulip Time Festival (Holland; 5/7/2016 - 5/14/2016)
- Mackinac Island Lilac Festival (Mackinac Island; 6/3/2016 - 6/12/2016)

Minnesota
- St. Paul Winter Carnival (Saint Paul; 1/28/2016 - 2/7/2016)

Mississippi
- Cruisin’ The Coast (Pascagoula, Biloxi, Gulfport, Long Beach, Bay St. Louis, D'Iberville; 10/2/2016 - 10/9/2016)

Missouri
- Garden Glow (St. Louis; 11/19/2016 - 1/1/2017)
- Ozark Mountain Christmas (Branson; 11/1/2016 - 12/31/2016)
- Route 66: Main Street Through St. Louis (St. Louis; 6/25/2016 - 2/12/2017)
- See the World in Branson Music Fest (Branson; 4/27/2016 - 4/28/2016)

Montana
- Lewis & Clark Festival (Great Falls; 6/17/2016 - 6/19/2016)
- Montana Folk Festival (Butte; 7/8/2016 - 7/10/2016)

New Hampshire
- Hampton Beach Seafood Festival (Hampton; 9/9/2015 - 9/11/2016)
- League of New Hampshire Craftsmen’s Fair (Newbury; 8/6/2016 - 8/14/2016)
- New England Brewfest (Lincoln; 6/24/2016 - 6/26/2016)
- New Hampshire Highland Games & Festival (Lincoln; 9/16/2016 - 9/18/2016)
New Mexico
• Albuquerque International Balloon Fiesta (Albuquerque; 10/1/2016 - 10/9/2016)

New York
• Finger Lakes Wine Festival 2016 (Watkins Glen; 7/8/2016 - 7/10/2016)
• GlassFest 2016 (Corning; 5/26/2016 - 5/29/2016)
• Lucille Ball Comedy Festival (Jamestown; 8/4/2016 - 8/7/2016)
• Macy’s Thanksgiving Day Parade (New York; 11/24/2016)
• New York Renaissance Faire (Tuxedo Park, 8/6/2016 - 9/25/2016)

North Carolina
• Christmas at the Library (Charlotte; 12/1/2016 - 12/23/2016)
• Christmas at Biltmore (Asheville; 11/4/2016 - 1/8/2017)

North Dakota
• KeplinFest (Belcourt; 8/6/2016 - 8/7/2016)
• Medora Musical (Medora; 6/3/2016 - 9/10/2016)
• Norsk Høstfest (Minot; 9/27/2016 - 10/1/2016)
• United Tribes International Powwow (Bismarck; 9/8/2016 - 9/11/2016)

Ohio
• Christmas In The Country Event (Walnut Creek; 11/19/2016 - 12/17/2016)
• Deck the Hall (Akron; 11/28/2016 - 1/3/2017)

Oregon
• Portland Rose Festival (Portland; 5/27/2016 - 6/12/2016)

Pennsylvania
• 153rd Annual Gettysburg Reenactment (Gettysburg; 7/3/2016 - 7/5/2016)
• Ft. Ligonier Days (Ligonier; 10/14/2016 - 10/16/2016)
• Pennsylvania Renaissance Faire (Manheim; 8/1/2016 - 10/1/2016)
• Tall Ships Erie 2016 (Erie; 9/8/2016 - 9/11/2016)
• World War II Weekend (Reading; 6/3/2016 - 6/5/2016)

Rhode Island
• Jack-O-Lantern Spectacular (Providence; 10/3/2016 - 11/6/2016)
• Newport Flower Show (Newport; 6/24/2016 - 6/26/2016)

South Carolina
• Brookgreen Gardens Nights of a Thousand Candles (Murrells Inlet; 12/1/2016 - 12/17/2016)
• Holiday FantaSea (Myrtle Beach; 11/8/2016 - 11/15/2016)
South Dakota
• Annual Buffalo Roundup & Arts Festival (Custer; 9/29/2016 - 10/1/2016)

Tennessee
• A Country Christmas at Gaylord Opryland Resort (Nashville; 11/20/2016 - 1/3/2017)
• Gatlinburg 4th of July Celebration (Gatlinburg; 7/3/2016 - 7/4/2016)
• Gatlinburg Beans & Cornbread Festival (Gatlinburg; 5/12/2016)
• Heroes, Hometowns & Legends/Welcome Home Vietnam (Clarksville; 9/13/2016 - 9/16/2016)
• Museum of Appalachia’s Tennessee Fall Homecoming (Norris; 10/7/2016 - 10/9/2016)
• National Cornbread Festival (South Pittsburg; 4/23/2016 - 4/24/2016)
• Pigeon Forge Winterfest (Pigeon Forge; 11/8/2016 - 2/28/2017)
• Rivers & Spires Festival (Clarksville; 4/14/2016 - 4/16/2016)

Texas
• 125th Annual Fiesta San Antonio (San Antonio; 4/14/2016 - 4/24/2016)
• San Antonio Stock Show & Rodeo (San Antonio; 2/11/2016 - 2/28/2016)
• GrapeFest (Grapevine; 9/15/2016 - 9/18/2016)
• Christmas Capital of Texas (Grapevine; 11/19/2016 - 1/3/2017)

Vermont
• Celebration of Peonies at Hildene, The Lincoln Family Home (5/22/2016 - 6/22/2016)

Virginia
• 2016 NAS Oceana Air Show (Virginia Beach; 9/17/2016 - 9/18/2016)
• Christmas Illuminations at Mount Vernon (Mount Vernon; 12/1/2016 - 12/31/2016)
• Christmas in Williamsburg (Williamsburg; 11/25/2016 - 12/31/2016)
• Colonial Williamsburg Grand Illumination (Williamsburg; 12/4/2016)
• Harborfest (Norfolk; 6/3/2016 - 6/5/2016)
• Patriotic Festival: A Celebration of Our Military (Virginia Beach; 6/3/2016 - 6/5/2016)
• Virginia International Tattoo & Arts Festival (Norfolk; 4/21/2016 - 4/24/2016)

Washington
• Spokane Lilac Festival & Armed Forces Torchlight Parade (Spokane; 5/21/2016)
• The Lights of Christmas Festival (Stanwood; 12/1/2016 - 12/29/2016)
• Vintage Aircraft Weekend (Mukilteo; 9/2/2016 - 9/4/2016)

West Virginia
• Hinton Railroad Days (Hinton; 10/15/2016 - 10/23/2016)
• Oglebay’s Winter Festival of Lights (Wheeling; 11/11/2016 - 1/8/2017)
• Rocket Boys Festival (Beckley; 10/6/2016 - 10/8/2016)
Wisconsin
- Baraboo’s Big Top Parade & Circus Celebration (Baraboo; 7/23/2016)

Wyoming
- Cheyenne Frontier Days (Cheyenne; 7/22/2016 - 7/31/2016)
- Eastern Shoshone Indian Days (Ft. Washakie; 6/24/2016 - 6/26/2016)
- Longmire Days (Buffalo; 7/15/2016 - 7/17/2016)

103.3 Market Resources
American Bus Association, 111 K Street NE, 9th Floor, Washington, DC 20002.
(202) 842-1645. (www.buses.org)

International Association of Fairs and Expositions, 3043 E. Cairo, Springfield, MO 65802.
(800) 516-0313. (www.fairsandexpos.com)

International Festivals & Events Association, 2603 W. Eastover Terrace, Boise, ID 83706.
(208) 433-0950. (www.ifea.com)
104.1 Arts Fairs and Events

Arts and cultural festivals explore various mediums of art, ranging from fine arts to DIY and crafting, to music and film, to literary arts and more. This chapter explores the vast array – over 10,000 – of cultural events held annually throughout the U.S.

Art Basel Miami Beach (www.artbasel.com/en/Miami-Beach), which in December 2013 featured art priced at between $2,000 to $20 million and attracted a record 75,000 visitors in its 12th year, is the nation’s largest art fair. An analysis by the Greater Miami Convention and Visitors Bureau estimates the economic impact to the city’s local economy at $500 million.

_________________________________________________________________

“Just in the non-profit art world it’s $1.1 billion a year that gets produced in Miami-Dade County. I think you can conservatively double that number if you took into account all the commercial activity that goes on in here as well. I would estimate more than $2 billion of economic activity attributable to the arts and cultural events.”

Michael Spring, Director
Department of Cultural Affairs
Miami-Dade County

_________________________________________________________________

The following are among the major arts fairs and festivals (sources: American Style, Art Fair Calendar, Chicago Tribune, and various local media):

• Ann Arbor Street Art Fair, the Original (Ann Arbor, MI; www.artfair.org)
• Annual Ann Arbor Summer Art Fair (Ann Arbor, MI; www.theguild.org/fairs/ann-arbor-art-fair)
• Arts, Beats & Eats (Royal Oak, MI; www.artsbeatseats.com)
• Atlanta Arts Festival (Atlanta, GA; www.atlantaartsfestival.com)
• Bayou City Art Festival (Houston, TX; www.bayoucityartfestival.com)
• Bellevue Festival of The Arts (Bellevue, WA; www.bellevuefest.org)
• Brookside Art Annual (Kansas City, MO; www.brooksidekc.org/bba/art-annual)
• Central Pennsylvania Festival of the Arts (State College, PA; www.arts-festival.com)
• Cherry Creek Arts Festival (Denver, CO; www.cherryarts.org)
• Coconut Grove Arts Festival (Coconut Grove, FL; www.cgaf.com)
• Columbus Arts Festival (Columbus, OH; www.columbusartsfestival.org)
• Des Moines Arts Festival (Des Moines, IA; www.desmoinesartsfestival.org)
• Festival of Fine Craft (Millville, NJ; www.wheatonarts.org)
• Kentuck Festival of the Arts (Northport, AL; http://kentuck.org/festival.html)
• Kentucky Crafted: The Market (Louisville, KY; http://kycraft.ky.gov)
• Krasl Art Fair (St. Joseph, MI; www.krasl.org)
• Lakefront Festival of Art (Milwaukee, WI; http://lfoa.mam.org/)
• LaQuinta Arts Festival (LaQuinta, CA; www.lqaf.com)
• Long’s Park Art & Craft Festival (Lancaster, PA; http://longspark.org/art-craft-festival)
• Main Street, Fort Worth Arts Festival (Fort Worth, TX; www.mainstreetartsfest.org)
• National Black Arts Festival (Atlanta, GA; www.nbaf.org)
• Northern Virginia Fine Arts Festival (Reston, VA; http://northernvirginiafineartsfestival.org)
• Oklahoma City Festival of the Arts (Oklahoma City, OK; www.artsccouncilokc.com/festival-of-the-arts)
• Old Town Art Fair (Chicago, IL; www.oldtowntriangle.com)
• Paradise City Arts Festival (Northampton, MA; www.paradisecityarts.com)
• Park City Kimball Arts Festival (Park City, UT; www.parkcitykimballartsfestival.org)
• Plaza Art Fair (Kansas City, MO; www.countryclubplaza.com/Events/Plaza-Art-Fair)
• Sausalito Art Festival (Sausalito, CA; www.sausalitoartfestival.org/)
• Scottsdale Arts Festival (Scottsdale, AZ; www.scottsdaleartsfestival.org)
• St. James Court Art Show (Louisville, KY; www.stjamescourtartshow.com)
• St. Louis Art Fair (Clayton, MO; www.culturalfestivals.com)
• Uptown Art Fair (Minneapolis, MN; http://uptownartfair.com/)
• Winter Park Sidewalk Arts Festival (Winter Park, FL; www.wpsaf.org)

104.2 Crafts Fairs and Festivals

Craft festivals are particularly popular among crafts enthusiasts and artisan hobbyists. The following are some of the most popular annual festivals:

American Craft Council Craft Show (various cities; http://craftcouncil.org/shows)
• Shows held in Atlanta, Baltimore, San Francisco, and Saint Paul attract more than 50,000 collectors and craft enthusiasts.

American Quilter’s Society Annual Quilt Show (Paducah, KY; www.americanquilter.com)
• Held annually in April, the event draws 35,000 quilt makers and quilt lovers.

“This niche craft has been used as an economic engine to revive this once-declining town. During the show, quilts decorate almost every shop window in town. Paducah’s success in quilt tourism has spawned a rise in big quilt shows across the country.”

*The Wall Street Journal*

---

**International Quilt Festival** ([www.quilts.com](http://www.quilts.com))
• Events held in Chicago and Houston are the largest annual festivals of their type. Crafts other than quilting are also represented at the festivals.

**Maker Faire Bay Area** ([www.makerfaire.com](http://www.makerfaire.com))
• Maker Faire bills itself as The Greatest Show (and Tell) on Earth – a family-friendly festival of invention, creativity and resourcefulness, and a celebration of the Maker movement. A record 195,000 people attended the two flagship Maker Faires in the Bay Area and New York in 2013. Half attend the event with children. Also in 2013, 98 independently produced Mini and Featured Maker Faires occurred around the world. A list of global Maker Faire events is available at [http://makerfaire.com/map/](http://makerfaire.com/map/).

**Pennsylvania Dutch Kutztown Folk Festival** ([Summit Station, PA;](https://www.kutztownfestival.com)
• Held annually since 1949, The Kutztown Folk Festival is the oldest continuously operated folklife festival in America. The festival includes the largest quilt display and sale in the United States.

**Philadelphia Museum of Art Craft Show** ([www.pmacraftshow.org](http://www.pmacraftshow.org))
• Held annually since 1976, the four-day show has an average attendance of 25,000 to 30,000. Approximately 200 artists are selected from more than 1,400 applicants to exhibit at the show.

**Smithsonian Craft Show** (Washington, DC; [www.smithsoniancraftshow.org](http://www.smithsoniancraftshow.org))
• This juried show is held at the National Building Museum and attended by over 10,000 people.
Washington Craft Show (www.craftsmericashows.com/wash_main.htm)
• This is a four-day event held every December since 1987. The show is staged at the Walter E. Washington Convention Center. The Palm Beach Fine Craft Show, hosted annually since 2012 in West Palm Beach, is the sister show.

STITCHES East, STITCHES Midwest, STITCHES South, and STITCHES West (www.knittinguniverse.com)
• Knitter's Magazine sponsors four regional shows geared toward sewing and yarn arts enthusiasts. Shows include STITCHES East (Hartford, CT), STITCHES Midwest (Shaumburg, IL), STITCHES South (Nashville, TN), and STITCHES West (Bernalillo, NM).

According to Sunshine Artist Magazine, approximately 10,000 arts and crafts festivals are held annually in the United States.
Directories of events are posted online at www.sunshineartist.com/shows and www.thecraftshows.net.

104.3 Film Festivals
Film festivals provide an opportunity for filmmakers, producers, screenwriters, and film score composers – from students to professionals – to showcase their work.
Held annually since 1952, the Columbus International Film + Video Festival (Columbus, OH; www.columbusfilmcouncil.org) is the oldest film festival in the U.S.
The Seattle International Film Festival (www.seattlefilm.org) is the largest film festival in the United States, with attendance of about 160,000. With attendance reaching 290,000, the Toronto International Film Festival (www.tiff.net) is the largest in North America.
The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Film Festivals as follows:
1. Cinequest Film Festival (San Jose, CA)
2. Cleveland International Film Festival (Cleveland, OH)
3. Pan African Film Festival (Atlanta, GA and Los Angeles, CA)
4. Santa Barbara International Film Festival (Santa Barbara, CA)
5. Full Frame Documentary Film Festival (Durham, NC)
6. True/False Film Fest (Columbia, MO)
7. Napa Valley Film Festival (Napa Valley, CA)
8. Palm Springs International ShortFest (Palm Springs, CA)
9. Seattle International Film Festival (Seattle, WA)
10. Outfest Los Angeles LGBT Film Festival (Los Angeles, CA)

The following links to a list of prominent film festivals:
104.4 Literary Festivals

Literary festivals are designed to introduce readers to writers and help writers find new readers. Most are free, though some raise money for libraries or other literary groups.

The Miami Book Fair International (www.miamibookfair.com), held each November, attracts 500,000 attendees. The following are other major book fairs around the country:

- Alabama Book Festival (Montgomery, AL; www.alabamabookfestival.org)
- Dodge Poetry Festival (Morristown, NJ; www.dodgepoetry.org)
- Los Angeles Times Festival of Books (Los Angeles, CA; http://events.latimes.com/festivalofbooks/)
- National Book Festival (Washington, DC; www.loc.gov/bookfest)
- PEN World Voices Festival of International Literature (New York, NY; http://worldvoices.pen.org)
- Printer's Row Lit Festival (Chicago; IL; www.chicagotribune.com/entertainment/books/printersrowlitfest)
- Savannah Book Festival (Savannah, GA; www.savannahbookfestival.org)
- Tennessee Williams/New Orleans Literary Festival (New Orleans, LA; www.tennesseewilliams.net)
- Texas Book Festival (Austin, TX; www.texasbookfestival.org)
- Tucson Festival of Books (Tucson, AZ; www.tucsonfestivalofbooks.org)
- Virginia Festival of the Book (Charlottesville, VA; www.vabook.org)
- Wordstock (Portland, OR; www.wordstockfestival.com)

104.5 Storytelling Festivals

As millions of story lovers all over the world already know, there is no substitute for the power, simplicity, and basic truth of the well-told story. The largest event is the National Storytelling Festival (www.storytellingcenter.net/festival/), held annually in Jonesborough, Tennessee. Celebrating its 43rd year in 2016, the festival has sparked a renaissance of storytelling across the country.

The following are other storytelling festivals:

- Arizona Aloha Festival (Phoenix, AZ; www.azalohafest.org)
- Bay Area Storytelling Festival (El Sobrante, CA; www.bayareastorytelling.org)
- Connecticut Storytelling Festival (New London, CT; www.connstorycenter.org/festival.htm)
- Corn Island Storytelling Festival (Louisville, KY; www.cornislandstorytellingfestival.org)
- George West Storyfest (George West, TX; www.georgeweststoryfest.org)
- Illinois Storytelling Festival (Aurora, IL; www.storytelling.org)
- Stories for Life Festival (Charleston, SC; www.stories4life.org)
- Tampa-Hillsborough County Storytelling Festival (Tampa, FL; www.tampastory.org)
105.1 Music Festivals

Music festivals are concerts featuring several stages with a variety of artists and typically lasting over several days. Reminiscent of Woodstock, these destination events are among the most successful music concerts these days.

Nearly 700 music festivals are held across the U.S. each year. Most festivals attract a local audience but people travel from across the U.S. and internationally for some of the major festivals. The economic impact of Jazz Fest, for example, held annually in New Orleans, is estimated at $300 million, a figure that dwarfs other mega-festivals in terms of economic impact for the host city.

The following are annual music festivals that attract a national and international audience:

**Austin City Limits Music Festival** ([www.aclfestival.com](http://www.aclfestival.com))
- The three-day Austin City Limits Music Festival, named after the legendary PBS concert series, has been held at Zilker Park in Austin since 2002. The ACL Music Festival features more than 130 acts performing on eight stages. Typically, over 70,000 fans attend the festival each day.

**Bonnaroo Music Festival** ([www.bonnaroo.com](http://www.bonnaroo.com))
- Bonnaroo Music Festival, held at Great Stage Park on a 700-acre farm in Manchester, Tennessee (near Nashville), has been the highest grossing music festival each year since 2003. First held in 2002, the annual 4-day music festival generates an estimated $20 million for the local economy. The event costs an estimated $20 million to stage; top artists are paid more than $1 million to perform. The estimated annual gross of $30 million includes approximately $18 million in ticket sales; general admission tickets are priced at $250. Among Bonnaroo’s other revenue sources are concessions, merchandise, onsite RV rentals, and paid showers. The festival typically features around 100 bands and attracts 80,000 fans.

**Coachella Valley Music and Arts Festival** ([www.coachella.com](http://www.coachella.com))
- The Coachella Valley Music and Arts Festival, commonly known as Coachella, has been held annually at the Empire Polo Club in Indio, California, since 1999. Coachella features rock, indie, hip hop, and electronic music as well as large sculptural art. Coachella draws an estimated 75,000 people each of its three days, or an estimated average aggregate of 225,000 attendees. Some 20,000 people camp in tents at a campground site adjacent to the venue grounds.
Essence Music Festival (www.essence.com/festival)
• Held annually since 1995, Essence Music Festival is a three-day celebration of R&B and gospel music with concerts and lounge parties held throughout New Orleans. It is the largest event celebrating African-American culture and music in the United States, and the largest event held in New Orleans. The festival also offers panel discussions focusing on health and family, career and finances, and education and technology. More than 500,000 festival-goers generate nearly $250 million in economic impact for New Orleans.

Lollapalooza (www.lollapalooza.com)
• Held in Chicago since 1991, Lollapalooza features alternative rock, heavy metal, punk rock, and hip hop bands. C3 Presents, the event promoters, pays the City of Chicago $1 million annually for use of Grant Park, where Lollapalooza is held. More than 125 bands perform for 300,000 attendees. In 2010, Lollapalooza expanded to include a second annual event in Santiago, Chile, and has since expanded to several cities in Brazil.

New Orleans Jazz and Heritage Festival (www.nojazzfest.com)
• The New Orleans Jazz & Heritage Festival, commonly referred to as Jazz Fest and held since 1970, is an annual celebration of the music and culture of New Orleans. Total attendance is typically 650,000, with single-day attendance at up to 160,000. According to the sponsors, the music encompasses every style associated with the city and the state: jazz, blues, R&B, gospel music, Cajun music, zydeco, Afro-Caribbean, folk music, Latin, rock, rap music, country music, bluegrass, and everything in between. Jazz Fest is held at the Fair Grounds Race Course on the last weekend in April and the first weekend in May. Performances are held at numerous unaffiliated New Orleans nightclubs during the festival’s scheduled two-week period.

Summerfest (www.summerfest.com)
• Summerfest, referred to as The Big Gig, attracts between 800,000 and 1,000,000 people each year and is the world’s largest music festival according to the Guinness World Records. The 11-day event is held at the Henry Maier Festival Park in Milwaukee. Headline acts perform at the Marcus Amphitheater. The first event was held in 1968.

Ultra Music Festival (www.ultramusicfestival.com)
• Ultra Music Festival, held since 2005, is the largest electronic music festival in the world and one of the highest grossing music festivals. The three-day event is held in Miami. More than 165,000 people from over 70 different nations attend Ultra.

Virgin Mobile FreeFest (www.virginmobilefestival.com)
• The Virgin Mobile Festival, launched in 2007, is a spinoff from the V Festivals held...
in the U.K. and Australia. Sponsored by Virgin Mobile, the festival is free. The festival rotates between venues in the U.S. and Canada. The Virgin Mobile youth homelessness initiative is the focus of The RE*Generation project, the pro-social effort by Virgin Mobile USA dedicated to raising awareness of the plight of at-risk and homeless youth. Since 2009, FreeFests have raised more than $800,000 and nearly 75,000 volunteers have pledged their time and effort to the cause.

**Voodoo Experience** ([www.thevoodooexperience.com](http://www.thevoodooexperience.com))
- The Voodoo Experience, commonly referred to as Voodoo, has hosted over 500 artists and has had a cumulative attendance of over one million during its 13-year tenure. Launched in 1999, the festival is held in New Orleans on Halloween weekend or the weekend before Halloween. The Voodoo Experience is known for its blending of high profile national artists from all genres and has been twice nominated for Pollstar's Music Festival of the Year. The festival has been held at City Park's Festival Grounds since 2014. Voodoo Music Experience attracts over 100,000.

**Winter Music Conference** ([www.wintermusicconference.com](http://www.wintermusicconference.com))
- Held each March in South Florida since 1985, the Winter Music Conference is a weeklong electronic music conference aimed at professionals such as DJs, A&R, producers, promoters, and media. Awards, seminars, panel discussions, exhibits, workshops, listening sessions, and more are included in the conference in addition to concerts and live entertainment. More than 100,000 participants from 70 countries attend the conference, with over 500 events held throughout Miami and Miami Beach and more than 2,300 artists and DJs performing.

### 105.2 Top Grossing Music Festivals

The following were the top grossing music festivals in 2015 (source: Pollstar):

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Location</th>
<th>Attendance</th>
<th>Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coachella Valley Music and Arts Festival</td>
<td>Indio, CA; April</td>
<td>198,000</td>
<td>$84.3 million</td>
</tr>
<tr>
<td>Outside Lands Music &amp; Arts Festival</td>
<td>San Francisco, CA; August</td>
<td>212,024</td>
<td>$24.3 million</td>
</tr>
<tr>
<td>Stagecoach California’s Country Music Festival</td>
<td>Indio, CA; April</td>
<td>70,000</td>
<td>$21.9 million</td>
</tr>
<tr>
<td>Electric Daisy Carnival</td>
<td>East Rutherford, NJ; May</td>
<td>91,432</td>
<td>$11.2 million</td>
</tr>
<tr>
<td>Osheaga Festival</td>
<td>Montreal, QC, Canada; July-August</td>
<td>134,989</td>
<td>$9.7 million</td>
</tr>
<tr>
<td>Pemberton Music Festival</td>
<td>Pemberton, BC, Canada; July</td>
<td>110,066</td>
<td>$8.4 million</td>
</tr>
<tr>
<td>Tortuga Music Festival</td>
<td>Ft Lauderdale, FL; April</td>
<td>70,295</td>
<td>$7.3 million</td>
</tr>
<tr>
<td>Hot 97 Summer Jam</td>
<td>East Rutherford, NJ; June</td>
<td>46,587</td>
<td>$4.6 million</td>
</tr>
</tbody>
</table>
**105.3 Concert Tours**

According to Pollstar (www.pollstar.com), the North American concert business hit a record high in 2015 of $6.9 billion, an increase from $6.2 billion in 2014.

Gross sales for the Top 100 Tours in the U.S. and Canada were $3.12 billion, a 14% increase over 2014 and a record high. The total number of tickets sold by the Top 100 was up 10% to 42.08 million. The average ticket price was $74.25, up 4%.

The following were the top tours in North America in 2015 (source: Pollstar):

<table>
<thead>
<tr>
<th>Cities</th>
<th>Shows</th>
<th>Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taylor Swift:</td>
<td>41</td>
<td>62</td>
</tr>
<tr>
<td>Kenny Chesney:</td>
<td>56</td>
<td>59</td>
</tr>
<tr>
<td>Garth Brooks:</td>
<td>23</td>
<td>120</td>
</tr>
<tr>
<td>The Rolling Stones:</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Kevin Hart:</td>
<td>109</td>
<td>137</td>
</tr>
<tr>
<td>U2:</td>
<td>10</td>
<td>36</td>
</tr>
<tr>
<td>One Direction:</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>Luke Bryan:</td>
<td>54</td>
<td>72</td>
</tr>
<tr>
<td>Billy Joel:</td>
<td>18</td>
<td>29</td>
</tr>
<tr>
<td>Shania Twain:</td>
<td>65</td>
<td>69</td>
</tr>
<tr>
<td>Fleetwood Mac:</td>
<td>41</td>
<td>42</td>
</tr>
<tr>
<td>Juan Gabriel:</td>
<td>56</td>
<td>72</td>
</tr>
<tr>
<td>AC/DC:</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Grateful Dead - <em>Fare Thee Well</em>:</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Trans-Siberian Orchestra:</td>
<td>61</td>
<td>102</td>
</tr>
<tr>
<td>Zac Brown Band:</td>
<td>46</td>
<td>52</td>
</tr>
<tr>
<td>Cirque du Soleil - <em>Kurios</em>:</td>
<td>31</td>
<td>247</td>
</tr>
<tr>
<td>Maroon 5:</td>
<td>31</td>
<td>34</td>
</tr>
<tr>
<td>Madonna:</td>
<td>20</td>
<td>24</td>
</tr>
<tr>
<td>Elton John:</td>
<td>21</td>
<td>53</td>
</tr>
<tr>
<td>Chris Brown:</td>
<td>60</td>
<td>61</td>
</tr>
<tr>
<td>Dave Matthews Band:</td>
<td>40</td>
<td>48</td>
</tr>
<tr>
<td>Def Leppard:</td>
<td>71</td>
<td>71</td>
</tr>
<tr>
<td>Foo Fighters:</td>
<td>32</td>
<td>37</td>
</tr>
<tr>
<td>Ed Sheeran:</td>
<td>45</td>
<td>49</td>
</tr>
<tr>
<td>Rush:</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>Neil Diamond:</td>
<td>34</td>
<td>36</td>
</tr>
<tr>
<td>Cirque du Soleil - <em>Farekai</em>:</td>
<td>33</td>
<td>239</td>
</tr>
<tr>
<td>Jason Aldean:</td>
<td>55</td>
<td>58</td>
</tr>
<tr>
<td>Eagles:</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>
106

FAIRS & CARNIVALS

106.1 Top 50 Fairs and Carnivals

The Top 50 fairs and carnivals in 2015 were as follows (source: Carnival Warehouse, change from prior year in parenthesis):

- **Texas State Fair (Dallas, TX):** 3,503,268 (22.7%)  
  September 26 - October 19, 2015

- **Houston Livestock Show & Rodeo (Houston, TX):** 2,483,193 (-0.1%)  
  March 3 - March 22, 2015

- **Minnesota State Fair (St. Paul, MN):** 1,779,738 (-5.4%)  
  August 27 - September 7, 2015

- **San Antonio Livestock Show & Expo (San Antonio, TX):** 1,671,550 (-3.9%)  
  February 12 - March 1, 2015

- **Canadian National Exhibition (Toronto, ON, Canada):** 1,601,000 (15.1%)  
  August 21 - September 7, 2015

- **San Diego County Fair (Del Mar, CA):** 1,503,538 (3.2%)  
  June 5 - July 5, 2015

- **Eastern States Exposition (W. Springfield, MA):** 1,345,961 (-10.2%)  
  September 18 - October 4, 2015

- **Orange County Fair (Costa Mesa, CA):** 1,301,445 (-2.7%)  
  July 17 - August 16, 2015

- **Los Angeles County Fair (Pomona, CA):** 1,276,817 (6.0%)  
  September 4 - September 27, 2015

- **Fort Worth Stock Show & Rodeo (Fort Worth, TX):** 1,248,500 (9.8%)  
  January 19 - February 7, 2015

- **Tulsa State Fair (Tulsa, OK):** 1,200,000 (9.1%)  
  October 1 - October 11, 2015

- **Erie County Fair (Hamburg, NY):** 1,172,635 (-3.9%)  
  August 12 - August 23, 2015

- **Calgary Stampede (Calgary, Alberta, Canada):** 1,168,509 (-7.5%)  
  July 3 - July 12, 2015

- **Iowa State Fair (Des Moines, IA):** 1,117,398 (10.1%)  
  August 13 - August 23, 2015

- **Arizona State Fair (Phoenix, AZ):** 1,102,044 (-3.9%)  
  October 16 - November 6, 2015

- **Wisconsin State Fair (West Allis, WI):** 1,033,053 (0.2%)  
  August 6 - August 16, 2015

- **North Carolina State Fair (Raleigh, NC):** 1,019,732 (9.7%)  
  October 15 - October 25, 2015

- **Western Washington Fair (Puyallup, WA):** 1,000,000 (no change)
September 11 - September 27, 2015
• Ohio State Fair (Columbus, OH): 982,305 (7.2%)
  July 29 - August 9, 2015
• New York State Fair (Syracuse, NY): 908,147 (-5.9%)
  August 27 - September 7, 2015
• Indiana State Fair (Indianapolis, IN): 907,342 (-5.0%)
  August 7 - August 23, 2015
• Oklahoma State Fair (Oklahoma City, OK): 900,000 (no change)
  September 17 - September 27, 2015
• California State Fair (Sacramento, CA): 787,833 (1.0%)
  July 10 - July 26, 2015
• K Days (Edmonton, Alberta, Canada): 785,290 (6.0%)
  July 17 - July 26, 2015
• National Western Stock Show (Denver, CO): 682,539 (6.6%)
  January 10 - January 25, 2015
• Pacific National Exhibition (Vancouver, BC, Canada): 678,193 (-11.8%)
  August 22 - September 7, 2015
• Miami-Dade County Fair and Expo (Miami, FL): 653,281 (8.9%)
  March 17 - April 5, 2015
• Mississippi State Fair (Jackson, MS): 650,000 (-8.8%)
  October 7 - October 18, 2015
• Big Fresno Fair (Fresno, CA): 608,269 (-8.8%)
  October 7 - October 18, 2015
• Kentucky State Fair (Louisville, KY): 601,672 (16.6%)
  August 20 - August 30, 2015
• York Fair (York, PA): 574,865 (10.8%)
  September 11 - September 20, 2015
• Maryland State Fair (Timonium, MD): 561,426 (58.5%)
  August 28 - September 7, 2015
• South Florida Fair (West Palm Beach, FL): 558,675 (1.5%)
  January 16 - February 1, 2015
• Wilson County Fair (Lebanon, TN): 484,096 (15.2%)
  August 14 - August 22, 2015
• Florida Strawberry Festival (Plant City, FL): 519,000 (-2.4%)
  February 26 - March 8, 2015
• Georgia National Fair (Perry, GA): 501,628 (10.0%)
  October 8 - October 18, 2015
• Colorado State Fair (Pueblo, CO): 500,207 (0.3%)
  August 28 - September 7, 2015
• Topsfield Fair (Topsfield, MA): 485,000 (2.8%)
  October 2 - October 12, 2015
• Arkansas State Fair (Little Rock, AR): 473,106 (16.1%)
  October 9 - October 18, 2015
• New Mexico State Fair (Albuquerque, NM): 460,468 (0.5%)
  September 10 - September 20, 2015
• Alameda County Fair (Pleasanton, CA): 444,923 (-6.5%)
  June 17 - July 5, 2015
• South Carolina State Fair (Columbia, SC): 429,947 (-9.2%)
• California Mid State Fair (Paso Robles, CA): 428,807 (3.2%)
  July 22 - August 2, 2015
• Illinois State Fair (Springfield, IL): 411,000 (-53.8%)
  August 13 - August 23, 2015
• Kern County Fair (Bakersfield, CA): 405,000 (-1.5%)
  September 23 - October 4, 2015
• The Great Allentown Fair (Allentown, PA): 398,000 (9.9%)
  September 1 - September 7, 2015
• Dutchess County Fair (Rhinebeck, NY): 394,222 (3.0%)
  August 25 - August 30, 2015
• Greater Jacksonville Fair (Jacksonville, FL): 390,000 (1.3%)
  November 4 - November 15, 2015
• Florida State Fair (Tampa, FL): 388,830 (1.7%)
  February 5 - February 16
• Kansas State Fair (Hutchinson, KS): 369,322 (3.9%)
  September 11 - September 20, 2015
107

STATE FAIRS

107.1 State Fairs
Annual state fairs are held in 44 states; combined attendance is more than 28 million. Attendance at the largest state fairs is presented in Chapter 106.

107.2 List of State Fairs
The following are links to state fairs:

Alabama
• North Alabama State Fair (Muscle Shoals; www.northalabamastatefair.org)

Alaska
• Alaska State Fair (Palmer; www.alaskastatefair.org)

Arizona
• Arizona Exposition & State Fair (Phoenix; www.azstatefair.com)

Arkansas
• Arkansas State Fair (Little Rock; www.arkansasstatefair.com)

California
• California State Fair (Sacramento; www.calstatefair.org)

Colorado
• Colorado State Fair (Pueblo; www.coloradostatefair.com)

Delaware
• Delaware State Fair (Harrington; www.delawarestatefair.com)

Florida
• Florida State Fair (Tampa; www.floridastatefair.com)

Georgia
• Georgia National Fair (Perry; www.georgianationalfair.com)
• North Georgia State Fair (Marietta; www.northgeorgiastatefair.com)
Hawaii
• Hawaii 50th State Fair (Aiea; www.ekfernandez.com/events/50th-entertainment.asp)

Idaho
• Eastern Idaho State Fair (Blackfoot; www.idaho-state-fair.com)
• Western Idaho Fair (Boise; www.idahofair.com)

Illinois
• Illinois State Fair (Springfield; www.agr.state.il.us/isf/)

Indiana
• Indiana State Fair (Indianapolis; www.in.gov/statefair/)

Iowa
• Iowa State Fair (Des Moines; www.iowastatefair.org)

Kansas
• Kansas State Fair (Hutchinson; www.kansasstatefair.com)

Kentucky
• Kentucky State Fair (Louisville; www.kystatefair.org)

Louisiana
• State Fair of Louisiana (Shreveport; www.statefairoflouisiana.com)

Maryland
• Maryland State Fair (Timonium; www.marylandstatefair.com)

Massachusetts/New England
• The Big E (West Springfield; www.thebige.com)

Minnesota
• Minnesota State Fair (Falcon Heights; www.mnstatefair.org)

Mississippi
• Mississippi State Fair (Jackson; www.mdac.ms.gov/bureaus-departments/state-fair-commission/fair/)

Missouri
• Missouri State Fair (Sedalia; www.mostatefair.com)

Montana
• Montana State Fair (Great Falls; www.montanastatefair.com)
Nebraska
• Nebraska State Fair (Grand Island; www.statefair.org)

New Jersey
• New Jersey State Fair (Augusta; www.newjerseystatefair.com)

New Mexico
• New Mexico State Fair (Albuquerque; http://exponm.com/state-fair/)

New York
• Great New York State Fair (Syracuse; www.nysfair.org)

North Carolina
• North Carolina State Fair (Raleigh; www.ncstatefair.org)

North Dakota
• North Dakota State Fair (Minot; www.ndstatefair.com)

Ohio
• Ohio State Fair (Columbus; www.ohiostatefair.com)

Oklahoma
• Oklahoma State Fair (Oklahoma City; www.okstatefair.com)
• Tulsa State Fair (Tulsa; www.tulsastatefair.com)

Oregon
• Oregon State Fair (Salem; www.oregonstatefair.org)

South Carolina
• South Carolina State Fair (Columbia; www.scstatefair.org)

South Dakota
• South Dakota State Fair (Huron; www.sdstatefair.com)

Tennessee
• Tennessee State Fair (Nashville; www.tnstatefair.org)

Texas
• State Fair of Texas (Dallas; www.bigtex.com)

Utah
• Utah State Fair (Salt Lake City; www.utah-state-fair.com)
Vermont
• Vermont State Fair (Rutland; www.vermontstatefair.net)

Virginia
• State Fair of Virginia (Caroline Countywww.statefairva.org)

Washington
• Central Washington State Fair (Yakimawww.statefairpark.org/p/central-wa-state-fair)
• Evergreen State Fair (Monroewww.evergreenfair.org)
• Washington State Fair (Puyallup; www.thefair.com)

West Virginia
• State Fair of West Virginia (Fairlea; www.statefairofwv.com)

Wisconsin
• Wisconsin State Fair (Milwaukee; www.wistatefair.com)

Wyoming
• Wyoming State Fair (Douglas; www.wystatefair.com)
SPORTS EVENTS

108.1 College Football Playoff
The College Football Playoff (CFP, www.collegefootballplayoff.com) launched in the 2014-2015 season, replacing the Bowl Championship Series (BCS). The CFP is the first time the NCAA football championship has been determined by bracket competition.

The inaugural CFP championship game, played in January 2015 at AT&T Stadium in Dallas, brought an estimated $308 million to the area economy, according to the Dallas Morning News.

The economic impact of the January 2016 CFP championship game, played at University of Phoenix Stadium (Glendale, AZ), was $274 million.

The 2017 CFP championship game will be hosted by Raymond James Stadium (Tampa, FL).

108.2 Daytona 500
The Daytona 500 is the first event of the NASCAR racing season and regarded as the most important and prestigious race on the NASCAR calendar, carrying by far the largest purse.

Approximately 180,000 people attend the race at Daytona International Speedway. NASCAR assesses the estimated local economic impact at $240 million.

108.3 Indianapolis 500
The Indianapolis 500 race has become synonymous with the Memorial Day weekend. Held at Indianapolis Motor Speedway, the event has been run since 1911.

The annual race is part of the Verizon IndyCar Series. Billed as The Greatest Spectacle in Racing, the Indianapolis 500 is part of the Triple Crown of Motorsport, along with 24 Hours of Le Mans and the Monaco Grand Prix.

The seats at the Indianapolis Motor Speedway – the largest sporting facility in the world, with more than 250,000 permanent seats – are all reserved months before the race. Infield patrons raise the race-day attendance to approximately 300,000. The official attendance is not disclosed by the Indianapolis Speedway.

The race, 500 Festival, and associated weekend events have an economic impact on the city of Indianapolis of approximately $340 million, according to SportsBusiness Journal.
108.4 Kentucky Derby

The Kentucky Derby (www.kentuckyderby.com), a thoroughbred race that dates to 1875, is held annually at Churchill Downs (www.churchhilldowns.com) in Louisville, Kentucky, on the first Saturday in May. It is the first of the Triple Crown races, followed by the Preakness Stakes (Baltimore, MD) and the Belmont Stakes (Elmont, NY).

The Kentucky Derby has a $217 million economic impact on the region.

Attendance for the 142nd running of the Kentucky Derby, run on May 7, 2016, was 170,513.

108.5 MLB All-Star Game

Among all-star games of the major sports, MLB has seen higher ratings than the NBA, NFL, NHL, and MLS.

The economic impact of All-Star Games on its host cities and communities has been as follows:
- 2007 (San Francisco): $ 65 million
- 2008 (New York City): $148 million
- 2009 (St. Louis): $ 60 million
- 2010 (Anaheim): $ 85 million
- 2011 (Phoenix): $ 60 million
- 2012 (Kansas City): $ 60 million
- 2013 (New York City): $192 million
- 2014 (Minneapolis): $ 55 million
- 2015 (Cincinnati): $ 60 million

108.6 NCAA Men’s Basketball Finals

Dubbed ‘March Madness,’ the NCAA Division I Men’s Championship Basketball Tournament ranks among the most popular American sports competitions.

The following are venues and host cities for upcoming tournament finals games:
- 2017: University of Phoenix Stadium; Glendale, AZ
- 2018: Alamodome; San Antonio, TX
- 2019: U.S. Bank Stadium; Minneapolis, MN
- 2020: Mercedes-Benz Stadium; Atlanta, GA
- 2021: Lucas Oil Stadium; Indianapolis, IN

Visit Indy (www.visitindy.com) estimated that the 2015 Final Four tournament had an economic impact of $71 million for the city. The assessment was based on the Economic Impact Calculator developed by Rockport Analytics (www.rockportanalytics.com).

The city of Houston generated $300 million in revenue during the Final Four in 2016, according to Forbes.
**108.8 Super Bowl**

The Super Bowl is, by far, the biggest sports event of the year. The game is currently played on the first Sunday in February.

In addition to a sell-out crowd, Super Bowl draws thousands of visitors who visit the host city for festivities.

*San Jose Mercury News* reported that around 250,000 people visited the region for Super Bowl 50, held at Levi's Stadium in Santa Clara, California, in February 2016. Of the 70,000 that attended the game, roughly 65,000 were from out-of-town.

Future Super Bowl venues and host cities are as follows:

- **2017**: NRG Stadium; Houston, TX
- **2018**: U.S. Bank Stadium; Minneapolis, MN
- **2019**: Mercedes-Benz Stadium; Atlanta, GA
- **2020**: new stadium; Miami Gardens, FL
- **2021**: new stadium; Inglewood, CA

The National Football League (www.nfl.com) claims an economic impact from the Super Bowl of around $400 million; direct spending by attending fans is estimated at $150 million or more.

**108.9 The Masters**

The Masters (www.masters.org) is hosted in April and played at Augusta National Golf Club (www.augusta.com).

An estimated 250,000 people visit the Augusta, Georgia, area each year for Masters festivities. The Impact of The Masters on the Augusta economy is $115 million, according to *The Augusta Chronicle*.

Ticket sales totaled $34.8 million in 2016. The average price of a four-day pass on the secondary market was $3975.

**108.10 US Open**

The US Open (www.usopen.org) is the final event of the US Open Series. The main court for the event is the 22,547-seat Arthur Ashe Stadium, located at the USTA Billie Jean King National Tennis Center in Flushing Meadows, New York.

US Open attendance has been as follows:

- **2012**: 710,803
- **2013**: 713,026
- **2014**: 713,642
- **2015**: 688,162

The 2015 US Open was two days shorter than in previous years. This resulted in the lower attendance figure.
The US Open has an economic impact of $750 million, according to a study conducted by AKRF Inc. (www.akrf.com) for the United States Tennis Association (USTA, www.usta.com).

108.11 World Series

The World Series, held in October, is the best-of-seven game championship between the National and American Leagues of Major League Baseball (MLB).

The 2015 World Series, which celebrated its 111th year, saw the Kansas City Royals beat the New York Mets in five games.

Major League Baseball (www.mlb.com) attaches an economic benefit of up to $250 million for the World Series.
PART VIII: MUSEUMS
109

MUSEUMS & TOURISM

109.1 Market Assessment
Museums contribute $21 billion annually to the U.S. economy, according to the American Alliance of Museums (AAM, www.aam-us.org).

According to AAM, one-third of Americans say they have visited an art museum, a history museum, an aquarium, zoo, botanical garden, or science and technology center within the past six months. Almost a quarter have gone within the past year. There are 2.3 million museum visits per day, adding up to a total of 865 million visits per year.

109.2 Museum Census
The Institute of Museum & Library Services (www.imls.gov) estimates that there are 17,500 museums in the United States. The Official Museum Directory (www.officialmuseumdirectory.com) provides information on 14,000 of these museums. A directory of museums accredited by AAM is available online at (www.aam-us.org/docs/default-source/accreditation/list-of-accredited-museums.pdf?sfvrsn=10).

The following are online directories of museums:
• http://museums.findthebest.com
• www.museumsusa.org
• www.touristinformationdirectory.com/united_states/museums.htm

109.3 Types Of Museums
Museums are assessed in this handbook by category, as follows:
• Art museums.................................................. Chapter 110
• Children’s museums. ................................. Chapter 111
• Ethnic cultural museums. ......................... Chapter 112
• History museums.......................................... Chapter 113
• Science museums........................................... Chapter 114
• Transportation Museums. ........................... Chapter 115

109.4 Visitor Demographics
The National Endowment for the Arts (www.arts.gov) provides the following
demographic distribution of U.S. adults visiting art museums:

**Gender**
- Female: 54.6%
- Male: 45.4%

**Age**
- 18-to-24: 12.9%
- 25-to-34: 18.8%
- 35-to-44: 21.1%
- 45-to-54: 20.0%
- 55-to-64: 15.9%
- 65-to-74: 7.7%
- 75 and over: 3.5%

**Ethnicity**
- African-American: 5.9%
- Caucasian: 78.9%
- Hispanic: 8.6%
- Other: 6.6%

**Education**
- Grade school: 0.8%
- Some high school: 4.0%
- High school graduate: 12.8%
- Some college: 28.5%
- College graduate: 32.8%
- Graduate school: 21.1%

**Income**
- Less than $10K: 2.3%
- $10K to $20K: 4.2%
- $20K to $30K: 5.9%
- $30K to $40K: 7.8%
- $40K to $50K: 8.0%
- $50K to $75K: 20.6%
- $75K to $100K: 18.0%
- $100K to $150K: 15.6%
- $150K and over: 17.6%

The proportion of adults who visit art museums is as follows:

**Gender**
- Female: 24.0%
- Male: 21.4%
Ethnicity
- African-American: 12.0%
- Caucasian: 26.0%
- Hispanic: 14.5%
- Other: 23.4%

Age
- 18-to-24: 22.9%
- 25-to-34: 24.3%
- 35-to-44: 25.7%
- 45-to-54: 23.3%
- 55-to-64: 24.3%
- 65-to-74: 19.9%
- 75 and over: 10.5%

Education
- Grade school: 3.8%
- Some high school: 9.2%
- High school graduate: 9.6%
- Some college: 23.8%
- College graduate: 40.6%
- Graduate school: 52.2%

Income
- Less than $10K: 9.4%
- $10K to $20K: 10.3%
- $20K to $30K: 11.9%
- $30K to $40K: 16.3%
- $40K to $50K: 20.2%
- $50K to $75K: 23.9%
- $75K to $100K: 31.3%
- $100K to $150K: 34.4%
- $150K and over: 51.9%

109.5 Market Resources

National Endowment for the Arts, 400 7th Street SW, Washington, DC 20506. (202) 682-5400. (www.arts.gov)
110

ART MUSEUMS

110.1 Overview
Among various types of museums, art museums appeal to the widest range of tourists. According to the U.S. Travel Association (USTA, www.ustravel.org), leisure travelers make about 30 million visits to art museums each year.

There are over 2,500 art museums in the United States. The following are online directories of art museums:
- www.artcyclopedia.com/museums-us.html
- www.museumsusa.org/museums

110.2 Most-Visited Art Museums
According to The Art Newspaper, the following U.S. art museums had the highest number of visitors in 2015:
- Metropolitan Museum of Art (New York, NY): 6,533,106
- National Gallery of Art (Washington, DC): 4,104,331
- Art Institute of Chicago (Chicago, IL): 1,539,716
- De Young Museum (San Francisco, CA): 1,344,112
- Los Angeles County Museum of Art (LACMA; Los Angeles, CA): 1,202,654
- Smithsonian American Art Museum (SAAM; Washington, DC): 1,200,000
- Getty Center (Los Angeles, CA): 1,167,795
- Museum of Fine Arts (Boston, MA): 1,134,289
- Guggenheim Museum (New York, NY): 1,107,054
- National Portrait Gallery (Washington, DC): 1,083,815
- Museum of Fine Arts (Houston, TX): 850,995
- San Francisco Museum of Modern Art (SFMoMA; San Francisco, CA): 700,408
- Seattle Art Museum (Seattle, WA): 689,582
- Huntington Library (San Marino, CA): 660,640
- Hirshhorn Museum (Washington, DC): 645,343
- Freer and Sackler Galleries (Washington, DC): 613,090
- Virginia Museum of Fine Arts (Richmond, VA): 609,637
- Frederik Meijer Sculpture Park (Grand Rapids, MI): 578,020
### 110.3 Art Exhibitions

The exhibitions in New York City with the highest attendance in 2015 were as follows (source: *The Art Newspaper*):

<table>
<thead>
<tr>
<th>Exhibition</th>
<th>Daily</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>China Through the Looking Glass</em> (Metropolitan Museum of Art)</td>
<td>6,581</td>
<td>851,992</td>
</tr>
<tr>
<td><em>Henri Matisse: The Cut-Outs</em> (Museum of Modern Art)</td>
<td>6,033</td>
<td>724,016</td>
</tr>
<tr>
<td>Robert Gober: The Heart Is Not A Metaphor (Museum of Modern Art)</td>
<td>5,380</td>
<td>564,917</td>
</tr>
<tr>
<td><em>America Is Hard To See</em> (Whitney Museum)</td>
<td>5,352</td>
<td>748,554</td>
</tr>
<tr>
<td>Björk (Museum of Modern Art)</td>
<td>5,221</td>
<td>485,557</td>
</tr>
<tr>
<td>Zoe Leonard: Analogue (Museum of Modern Art)</td>
<td>5,218</td>
<td>339,192</td>
</tr>
<tr>
<td><em>The Paris of Toulouse-Lautrec: Prints and Posters</em> (Museum of Modern Art)</td>
<td>5,188</td>
<td>1,234,724</td>
</tr>
<tr>
<td>Yoko Ono: One Woman Show, 1960-1971 (Museum of Modern Art)</td>
<td>4,695</td>
<td>535,270</td>
</tr>
<tr>
<td>One-Way Ticket: Jacob Lawrence (Museum of Modern Art)</td>
<td>4,436</td>
<td>700,893</td>
</tr>
<tr>
<td><em>The Forever Now: Contemporary Painting</em> (Museum of Modern Art)</td>
<td>4,038</td>
<td>452,253</td>
</tr>
</tbody>
</table>

### 110.4 Market Resources

Association of Art Museum Directors, 120 East 56th Street, Suite 520, New York, NY 10022. (212) 754-8084. ([www.aamd.org](http://www.aamd.org))

*The Art Newspaper*, Third Floor, 70 South Lambeth Road, London SW8 1RL, United Kingdom. Tel: +44 (0)203 416 9000. ([www.theartnewspaper.com](http://www.theartnewspaper.com))
111

CHILDREN’S MUSEUMS

111.1 Overview

The Association of Children’s Museums (ACM, www.childrensmuseums.org) estimates the total number of children’s museums in the United States at between 250 to 300. More than 200 are ACM members. In recent years, over 33 million families have visited ACM member children’s museums.

Many cities now see children’s museums as a magnet for tourism, much as aquariums and art museums have been in the past.

More than 25 new children’s museums have opened in the United States since 2000, continuing a building boom that began in the 1980s. Large-scale children’s museums are in the works in Washington, D.C., and Philadelphia. Children’s museums in Boston and Chicago have plans for major expansions.

111.2 Popular Children’s Museums

Parents ranks U.S. children’s museums as follows:

1. Children’s Museum of Indianapolis (Indianapolis, IN)
2. Please Touch Museum (Philadelphia, PA)
3. Boston Children’s Museum (Boston, MA)
4. Children’s Museum of Houston (Houston, TX)
5. Minnesota Children’s Museum (Saint Paul, MN)
6. The Strong (Rochester, NY)
7. Kohl Children’s Museum (Chicago, IL)
8. Port Discovery (Baltimore, MD)
9. Liberty Science Center (Jersey City, NJ)
10. Children’s Museum of Denver (Denver, CO)
11. Madison Children’s Museum (Madison, WI)
12. Pittsburgh Children’s Museum (Pittsburgh, PA)
13. Museum of Science and Industry (Chicago, IL)
14. Exploratorium (San Francisco, CA)
15. Discovery Place (Charlotte, NC)

Forbes ranks U.S. children’s museums as follows:

1. Children’s Museum of Indianapolis (Indianapolis, IN)
2. Port Discovery (Baltimore, MD)
3. Boston Children’s Museum (Boston, MA)
4. Brooklyn Children’s Museum (Brooklyn, NY)
5. COSI: Center of Science and Industry (Columbus, OH)
6. Children’s Museum of Denver (Denver, CO)
7. Discovery Center (Rockford, IL)
8. Children’s Museum of Houston (Houston, TX)
9. Please Touch Museum (Philadelphia, PA)
10. Children’s Museum of Maine (Portland, ME)
11. Minnesota Children’s Museum (Saint Paul, MN)
12. The Strong (Rochester, NY)

With 1.2 million visitors each year, the Children’s Museum of Indianapolis is the most-visited children’s museum in the U.S.

111.3 Market Resources
112

ETHNIC CULTURAL & HISTORIC MUSEUMS

112.1 Overview

There has been a recent surge in interest in ethnic cultural history.

“Thanks to our heritage as a sanctuary for seekers, strivers, refugees, realists and dreamers from the world over, America presents an amazing range of faces – and an array of fascinating places to see and celebrate them.”

*USA Weekend*

112.2 African-American History Museums

The significance of African-American history has been realized through a host of museums that have opened across America during the past decade. The National Underground Railroad Freedom Center (Cincinnati, OH; www.freedomcenter.org), the Reginald F. Lewis Museum of African American History and Culture (Baltimore, MD; www.rflewismuseum.org), and the National Center for Civil and Human Rights (Atlanta, GA; http://civilandhumanrights.org) are among major museum openings.

The following are other important African-American history and cultural museums:

- African American Historical Museum and Cultural Center of Iowa (Cedar Rapids, IA; www.blackiowa.org)
- African American Museum (Cleveland, OH; http://aamcleveland.wix.com/aamc)
- Booker T. Washington National Monument (Hardy, VA; www.nps.gov/bowa)
- California African American Museum (Los Angeles, CA; www.caamuseum.org)
- Charles H. Wright Museum of African American History (Detroit, MI; www.maah-detroit.org)
- Chattanooga African American Museum (Chattanooga, TN; www.caamhistory.com)
In total, there are more than 200 African-American museums in the U.S., according to the Association of African American Museums (www.blackmuseums.org), and several projects are in the works.

“A second generation of bigger, bolder museums is about to emerge. Jackson [Mississippi Civil Rights Museum] and Charleston [International African American Museum] have projects in the works. Coupled with the Smithsonian’s National Museum of African American History and Culture, they represent nearly $750 million worth of plans.”

The New York Times

112.3 Immigration History Museums

Part of the Statute of Liberty, The Ellis Island Immigration Museum (www.ellisisland.org/genealogy/ellis_island.asp) opened to the public in 1990 and attracts over 3 million visitors each year. The museum is located in the Main Building of the former immigration station complex and tells the moving tales of the 12 million immigrants who entered America through the golden door of Ellis Island. The American Family Immigration History Center, which opened at Ellis Island in 2001, provides
visitors with computer access, multimedia technology, printed materials, and professional assistance with exploring immigration history, family documentation, and genealogical research. Boats run from Battery Park to Ellis Island in New York Harbor.

The following are other museums that focus on immigrant history:

- Museum of Danish America (Elk Horn, IA; www.dkmuseum.org)
- Pacific Coast Immigration Museum (Oakland, CA; www.pacificcoastimmigrationmuseum.org)
- Tenement Museum (New York, NY; www.tenement.org)

### 112.4 Jewish Museums

There are more than 80 Jewish museums in the United States. Among these, three are located in New York City, as follows:

- Jewish Children’s Museum (www.jcm.museum)
- Museum of Jewish Heritage (www.mjhnyc.org)
- The Jewish Museum (www.thejewishmuseum.org)

_________________________________________________________________

“New York City has the largest concentration of Jews in the world outside of Israel ... at 1.4 million. The stories of European Jews who arrived in the late 19th and early 20th centuries are relatively well-known and easy to find in places like the Lower East Side.”

**USA Today**

_________________________________________________________________

The following are some of the larger Jewish museums elsewhere in the U.S.:

- Contemporary Jewish Museum (San Francisco, CA; www.thecjm.org)
- Sanford L. Ziff Jewish Museum (Miami, FL; http://jmof.fiu.edu)
- Skirball Cultural Center (Los Angeles, CA; www.skirball.org)
- The Jewish Museum of Maryland (Baltimore, MD; www.jhsm.org)
- William Breman Jewish Heritage & Holocaust Museum (Atlanta, GA; www.thebreman.org)
112.5 Native-American History Museums

The National Museum of the American Indian (www.nmai.si.edu/), part of the Smithsonian Institution, opened in 2004 in Washington, D.C. The museum draws 1.6 million visitors each year.

The following are other Native-American museums:

• Cherokee Heritage Center (Tahlequah, OK; www.cherokeeheritage.org)
• Frisco Native American Museum and Natural History Center (Hatteras Island, NC; http://nativeamericanmuseum.org)
• Iroquois Indian Museum (Howe’s Cave, NY; www.iroquoismuseum.org)
• Makah Cultural and Research Center (Neah Bay, WA; www.makahmuseum.com)
• Mid-America All-Indian Center Museum (Witchita, KS; www.theindiancenter.org)
• Pipestone Museum (Pipestone, MN; www.pipestoneminnesota.com/museum/index.htm)
• Museum of Indian Culture (Allentown, PA; www.lenape.org)
• Museum of Native American History (Bentonville, AR; www.monah.us)
• Museum of The American Indian (Novato, CA; http://museumoftheamericanindian.org)
• Museum of the Cherokee Indian (Cherokee, NC; www.cherokeemuseum.org)
• Powhatan Renape Nation’s American Indian Heritage Museum (Rancocas, NJ; www.powhatan.org/museum.html)
• The Sequoyah Birthplace Museum (Vonore, TN; www.sequoyahmuseum.org)
• Wheelwright Museum of the American Indian (Santa Fe, NM; www.wheelwright.org)
113

HISTORY MUSEUMS

113.1 Overview
There are over 7,000 history museums in the United States. Each state has a
history museum, and most cities and towns have some type of museum that recognizes
local history.

The following are online directories of history museums:
• http://museums.findthebest.com/d/a/History
• www.censusfinder.com/guide_to_historical_museums.htm
• www.museumsusa.org/museums/
• www.thehistorylist.com

113.2 Popular History Museums
The most-visited U.S. history museums are as follows:
• National Museum of American History (Washington, DC; http://americanhistory.si.edu): 4.9 million
• Independence National Historical Park (Philadelphia, PA; www.nps.gov/inde/index.htm): 3.6 million
• Ground Zero Museum (New York, NY; www.911memorial.org): 2.5 million
• Ellis Island Immigration Museum (New York, NY; www.nps.gov/elis/index.htm): 1.7 million
• United States Holocaust Memorial Museum (Washington, DC; www.ushmm.org): 1.5 million
• National Portrait Gallery (Washington, DC; http://npg.si.edu): 1.1 million

The following are other prominent history museums:
Alaska
• Alaska State Museum (Juneau; http://museums.alaska.gov)
• Anchorage Museum (Anchorage; www ancoragemuseum.org)

Arizona
• Arizona Historical Society (Tucson; www.arizonahistoricalsociety.org)

Arkansas
• Historic Arkansas Museum (Little Rock; www.historicarkansas.org)
California
- Riverside Municipal Museum (Riverside; www.riversideca.gov/museum/)
- Santa Barbara Historical Museum (Santa Barbara; www.santabarbaramuseum.com)
- The California Museum (Sacramento; www.californiamuseum.org)

Colorado
- Colorado Historical Society (Denver; www.historycolorado.org)
- Colorado Springs Pioneers Museum (Colorado Springs; www.cspm.org)
- Western Museum of Mining and Industry (Colorado Springs; http://wmmi.org)

Connecticut
- Connecticut River Museum (Essex Village; www.ctrivermuseum.org)
- Mattatuck Museum Arts & History Center (Waterbury; www.mattatuckmuseum.org)
- Mystic Seaport Museum (Mystic; www.mysticseaport.org)

Florida
- Mel Fisher Maritime Heritage Society (Key West; www.melfisher.org)
- Museum of Florida History (Tallahassee; http://museumoffloridahistory.com)

Georgia
- Atlanta History Center (Atlanta; www.atlantahistorycenter.com)

Hawaii
- Pearl Harbor Historic Sites (Honolulu; www.pearlharborhistoricsites.org)

Idaho
- Idaho State Historical Museum (Boise; www.history.idaho.gov/idaho-state-historical-museum)

Illinois
- Chicago Historical Society (Chicago; http://chicagohs.org)

Indiana
- Conner Prairie Interactive History Park (Fishers; www.connerprairie.org)
- Indiana State Museum and Historic Sites (Indianapolis; www.indianamuseum.org)

Iowa
- National Mississippi River Museum & Aquarium (Dubuque; www.rivermuseum.com)
- Putnam Museum (Davenport; www.putnam.org)
- Sanford Museum & Planetarium (Cherokee; www.sanfordmuseum.org)
- Sioux City Public Museum (Sioux City; www.siouxcitymuseum.org)
Kansas
• Kansas Museum of History (Topeka; www.kshs.org/museum)

Kentucky
• Kentucky Historical Society (Frankfort; http://history.ky.gov)

Louisiana
• Louisiana’s Old State Capitol (Baton Rouge; www.louisianaoldstatecapitol.org)
• Louisiana State Museum (New Orleans; www.crt.state.la.us/louisiana-state-museum/index)
• The National WWII Museum (New Orleans; www.nationalww2museum.org)

Maine
• Maine State Museum (Augusta; http://mainestatemuseum.org)
• Penobscot Marine Museum (Searsport; http://penobscotmarinemuseum.org)

Maryland
• Chesapeake Bay Maritime Museum (St. Michaels; http://cbmm.org)
• Maryland Historical Society (Baltimore; www.mdhs.org)

Massachusetts
• American Textile History Museum (Lowell; www.athm.org)
• Connecticut Valley Historical Museum (Springfield; www.springfieldmuseums.org/the_museums/ct_valley_history/)
• National Heritage Museum (Lexington; www.nationalheritagemuseum.org)
• New Bedford Whaling Museum (New Bedford; www.whalingmuseum.org)
• Pilgrim Hall Museum (Plymouth; http://pilgrimhallmuseum.org)
• Whaling Museum (Nantucket; www.nha.org/sites/)

Missouri
• City Museum (St. Louis; www.citymuseum.org)
• Missouri History Museum (St. Louis; http://mohistory.org)

Montana
• Historical Museum at Fort Missoula (Missoula; http://fortmissoulamuseum.org)
• Montana Historical Society Museum (Helena; http://mhs.mt.gov)
• Museum of the Rockies (Bozeman; www.museumoftherockies.org)
• Western Heritage Center (Billings; http://ywhc.org)

Nebraska
• Museum of Nebraska History (Lincoln; www.nebraskahistory.org/sites/mnh/index.htm)
Nevada
• Nevada State Museum (Las Vegas; www.museums.nevadaculture.org/nsmlv-home)

New Hampshire
• Saint-Gaudens National Historic Site (Cornish; www.nps.gov/saga)
• New Hampshire Historical Society (Concord; http://nhhistory.org)

New Mexico
• Maxwell Museum of Anthropology (Albuquerque; www.unm.edu/~maxwell/)
• Silver City Museum (Silver City; www.silvercitymuseum.org)

New York
• Adirondack Museum (Blue Mountain Lake; www.adkmuseum.org)
• Corning Museum of Glass (Corning; www.cmog.org)
• Hudson River Museum (Yonkers; http://hrm.org)
• National September 11 Memorial & Museum (New York; www.911memorial.org)
• Rye Historical Society Museum (Harrison; http://ryenhistoricalsociety.org)
• Shaker Museum (Chatham; http://shakermuseumandlibrary.org)
• The Buffalo History Museum (Buffalo; http://buffalohistory.org)
• The Farmers’ Museum (Cooperstown; www.farmersmuseum.org)

North Carolina
• North Carolina Maritime Museum (Beaufort; http://ncmaritimemuseums.com)
• North Carolina Museum of History (Raleigh; http://ncmuseumofhistory.org)

North Dakota
• North Dakota Heritage Center (Bismarck; www.history.nd.gov/exhibits/index.html)

Ohio
• Ohio Historical Center (Columbus; www.ohiohistory.org/museums/ohc)

Oklahoma
• Museum of the Great Plains (Lawton; www.museumgreatplains.org)
• National Cowboy & Western Heritage Museum (Oklahoma City; http://nationalcowboymuseum.org)

Oregon
• Columbia River Maritime Museum (Astoria; http://crmm.org)
• The Oregon Historical Society (Portland; http://ohns.org)

Pennsylvania
• Drake Well Museum (Titusville; http://drakewell.org)
• Johnstown Flood Museum (Johnstown; www.jaha.org/FloodMuseum/oklahoma.html)
• Museum of Indian Culture (Salisbury; www.museumofindianculture.org)
• Senator John Heinz History Center (Pittsburgh; www.heinzhistorycenter.org)
• The Hershey Story: The Museum on Chocolate Avenue (Hershey; www.hersheystory.org)
• The State Museum of Pennsylvania (Harrisburg; http://statemuseumpa.org)
• University of Pennsylvania Museum of Archaeology and Anthropology (Philadelphia; www.penn.museum/)

Rhode Island
• Slater Mill Historic Site (Pawtucket; www.slatermill.org)
• The Rhode Island Historical Society (Providence; www.rihs.org)

South Carolina
• South Carolina Confederate Relic Room & Military Museum (Columbia; www.crr.sc.gov)
• The Charleston Museum (Charleston; www.charlestonmuseum.org)

Tennessee
• Tennessee State Museum (Nashville; www.tnmuseum.org)

Texas
• National Museum of the Pacific War (Fredericksburg; www.pacificwarmuseum.org)
• Panhandle-Plains Historical Museum (Canyon; http://panhandleplains.org/pages/home.asp)
• Texas Maritime Museum (Rockport; http://texasmaritimemuseum.org)
• The Heritage Society (Houston; www.heritagesociety.org)
• The Sam Houston Memorial Museum (Huntsville; http://samhoustonmemorialmuseum.com)
• The Sixth Floor Museum at Dealey Plaza (Dallas; www.jfk.org)

Vermont
• Shelburne Museum (Shelburne; www.shelburnemuseum.org)
• Vermont History Museum (Montpelier; http://vermonthistory.org)

Virginia
• Fort Ward Museum (Alexandria; http://alexandriava.gov/FortWard)
• Fredericksburg Area Museum & Cultural Center (Fredericksburg; www.famcc.org)
• Frontier Culture Museum (Staunton; www.frontiermuseum.org)
• The Lyceum (Alexandria; www.alexandriava.gov/Lyceum)
• The Mariners’ Museum (Newport News; www.marinersmuseum.org)
• Virginia Historical Society Museum (Richmond; www.vahistorical.org)
• Virginia War Museum (Newport News; www.warmuseum.org)
Washington
• Museum of History & Industry (Seattle; www.mohai.org)
• Washington State History Museum, Washington State Historical Society (Tacoma; www.washingtonhistory.org)

West Virginia
• Oglebay Institute (Wheeling; www.oionline.com)
• West Virginia State Museum (Charleston; www.wvculture.org/museum)

Wisconsin
• Milwaukee Public Museum (Milwaukee; www.mpm.edu)

Wyoming
• Buffalo Bill Center of the West (Cody; www.centerofthewest.org)
• Wyoming State Museum (Cheyenne; http://wyomuseum.state.wy.us/)

113.3 Historic House Museums
The following are among the most prominent historic house museums in the United States that are open to the public:

Arlington House (McLean, VA; www.nps.gov/arho/index.htm)
• Arlington House was the home of the Robert E. Lee family for nearly thirty years prior to the Civil War. Located in Arlington National Cemetery and now known as the Robert E. Lee Memorial, Arlington House sits in the middle of what was once a 1,100-acre plantation owned by George Washington Parke Custis. His only surviving child, Mary Anna Randolph Custis, married Robert E. Lee in 1831.
• Number of annual visitors: 800,000 to one million

Belle Meade Plantation (Nashville, TN; www.bellemeadeplantation.com)
• Belle Meade is an antebellum home on a property formerly used as a thoroughbred horse farm. The plantation, which once encompassed 5,300 acres, now includes a historic house museum, an original stable, a dairy, a winery, and a restaurant.
• Number of annual visitors: 350,000

Biltmore (Asheville, NC; www.biltmore.com)
• Built by George W. Vanderbilt II in 1889-1895, Biltmore is the largest privately owned home in the United States, with 250 rooms and 135,000 sq. ft. of living space. Biltmore was designed by Richard Morris Hunt; Frederick Law Olmsted planned the grounds.
• Number of annual visitors: 1,000,000

Ca’ d’Zan (Sarasota, FL; www.ringling.org/ca-dzan)
• Ca d’Zan Mansion was the Florida home of circus magnate John Ringling and his
wife, Mable. Purported to be the last of the Gilded Age mansions built in the United States, the 36,000 sq. ft. home overlooks the waters of the Sarasota Bay.

**Fair Lane** (Dearborn, MI; [www.henryfordestate.org](http://www.henryfordestate.org))
- Fair Lane was the family home of Clara and Henry Ford from 1915 until 1950. Upon Clara’s death, it was given to Ford Motor Company, then to the University of Michigan. Henry Ford Estate Inc., a nonprofit, is now restoring the house and grounds.
- Closed for restoration.

**Fallingwater** (Mill Run, PA; [www.fallingwater.org](http://www.fallingwater.org))
- Fallingwater was designed by architect Frank Lloyd Wright in 1935 in rural southwestern Pennsylvania, 43 miles southeast of Pittsburgh. Built partly over a waterfall, the house is considered one of Mr. Wright’s greatest masterpieces. Fallingwater was the weekend home for the Edgar Kaufmann family from 1937 to 1963. The house was donated to the Western Pennsylvania Conservancy in 1963 and opened to the public as a museum.
- Number of annual visitors: 150,000

**Fenway Court** (Boston, MA; [www.gardnermuseum.org](http://www.gardnermuseum.org))
- Fenway Court, the home of the Isabella Stewart Gardner Museum, now houses an art collection of world importance. The museum hosts exhibitions of historic and contemporary art, as well as concerts, family and community programs, and changing courtyard displays.
- Number of annual visitors: 200,000

**Frederick C. Robie House** (Chicago, IL; [http://cal.flwright.org/tours/robie](http://cal.flwright.org/tours/robie))
- The Frederick C. Robie House is the most-visited among several houses in the Chicago area designed by architect Frank Lloyd Wright. Located adjacent to the University of Chicago campus, it was designed and built between 1908 and 1910 and is renowned as the greatest example of the Prairie School style, the first architectural style that was uniquely American.
- Number of annual visitors: over 100,000

**Frick Collection and Mansion** (New York, NY; [www.frick.org](http://www.frick.org))
- The Henry Clay Frick House on the Upper East Side in New York City houses the art collection of industrialist Henry Clay Frick. The Frick Collection is recognized as one of the pre-eminent small art museums in the United States, with a collection of old master paintings and fine furniture housed in six galleries within the former residence.
- Number of annual visitors: 275,000 to 300,000

- William Hooker Gillette, a noted actor, built this 184-acre estate, the Seventh Sister,
atop the most southerly hill in a chain known as the Seven Sisters. The residence is a 24-room mansion reminiscent of a medieval castle.

- Number of annual visitors: 300,000

**Graceland** (Memphis, TN; www.elvis-presley.com)
- Graceland, a large mansion with a white-columned portico, was home to Elvis Presley. The 13.8-acre estate currently serves as a museum.
- Number of annual visitors: 600,000

**Hearst Castle** (San Simeon, CA; www.hearstcastle.org)
- La Cuesta Encantada (The Enchanted Hill), popularly known as Hearst Castle, was the estate of newspaper magnate William Randolph Hearst. It was designed by architect Julia Morgan. The Hearst Corporation donated the property to the state of California in 1957. Since that time it has been maintained as a state historic park.
- Number of annual visitors: one million

**Hillwood** (Washington, DC; www.hillwoodmuseum.org)
- Hillwood Estate, Museum & Gardens is the former 25-acre estate of Marjorie Merriweather Post, heir to the Post cereal fortune. Opened to the public in 1977, Hillwood is privately operated.
- Number of visitors: Limited to 250 per day

**Huntington Library** (San Marino, CA; www.huntington.org)
- Huntington Library, Art Collections, and Botanical Gardens is a collections-based educational and research institution established by Henry and Arabella Huntington in their former residence.
- Number of visitors: 660,640

**Kykuit** (Tarrytown, NY; www.hudsonvalley.org/historic-sites/kykuit)
- Kykuit was home to John D. Rockefeller, founder of Standard Oil. The 40-room mansion and estate are owned by the National Trust for Historic Preservation. ‘Kykuit,’ Dutch for ‘lookout,’ overlooks the Hudson River at Tappan Zee and gives a view of the New York City skyline 25 miles to the south.
- Number of annual visitors: 243,000

**Lockwood-Mathews Mansion** (Norwalk, CT; http://lockwoodmathewsmansion.com)
- Lockwood-Mathews Mansion was built by financier and railroad baron LeGrand Lockwood between 1864 and 1868. The 62-room mansion is regarded as one of the earliest and most significant Second Empire Style country houses in the United States and illustrates the beauty and splendor of the Victorian Era.

**Lyndhurst** (Tarrytown, NY; www.lyndhurst.org)
- Home of Jay Gould, Lyndhurst is one of America’s finest Gothic Revival mansions and a remarkable example of the Hudson River’s grand and historic estates.
Lyndhurst is owned and operated by the National Trust for Historic Preservation.

- Number of annual visitors: 57,000

**Mansions of Fairmont Park** (Philadelphia, PA; www.philamuseum.org/parkhouses)

- Seven historic houses have been moved within the grounds of Fairmount Park to offer a glimpse into the intriguing public and private lives of prominent Philadelphians just prior to and after the American Revolution. The houses, which are maintained as historic house museums, served as the rural summer villas for well-to-do families during the 18th and early 19th century. They are considered among the most significant architectural examples of this time period in the United States. Mount Pleasant is now an off-premise gallery of the Philadelphia Museum of Art in Fairmount Park. Other houses in the park include William Peters’s Belmont Mansion (1745), Hatfield House, Randolph House, Joshua Fisher’s The Cliffs (1753), Historic Strawberry Mansion, The Monastery, and the Woodford Mansion.

- Number of annual visitors: 18,000

**Maymont** (Richmond, VA; www.maymont.org)

- The former home of Major James H. Dooley, a wealthy Richmond lawyer and philanthropist, and his wife, Sallie, is the most-visited attraction in the Richmond area. In addition to the historic house museum, the 100-acre Victorian estate includes an arboretum, formal gardens, a carriage collection, native wildlife exhibits, a nature center, and children’s farm.

- Number of annual visitors: 527,000

**Monticello** (Charlottesville, VA; www.monticello.org)

- Monticello, the primary plantation of President Thomas Jefferson, is a World Heritage Site. The Palladian house was designed by Mr. Jefferson when he was 26 years old, and it is said that no other home in the United States more accurately reflects the personality of its owner than Monticello.

- Number of annual visitors: 447,000

**Mount Vernon** (near Alexandria, VA; www.mountvernon.org)

- Mount Vernon was the plantation home of George Washington, the first President of the United States. The Palladian-style mansion was constructed by George Washington in stages between 1758 and 1778 on land that had been in the family since 1674. In 1858, the house was saved from ruin by The Mount Vernon Ladies’ Association, a philanthropic organization which still owns and operates the estate.

- Number of annual visitors: over one million

**Newport Mansions** (Newport, RI; www.newportmansions.org)

- The Preservation Society of Newport County operates 10 properties: The Breakers, Marble House, The Elms, Rosecliff, Chateau-sur-Mer, Kingscote, Isaac Bell House, Green Animals Topiary Garden, Hunter House, and Chepstow. Among the collection are some of the grandest mansions in the United States.
• The Breakers is the grandest of Newport’s summer ‘cottages’ and a symbol of the Vanderbilt family’s social and financial preeminence in turn of the century America. Cornelius Vanderbilt II commissioned architect Richard Morris Hunt to build The Breakers in 1893. Mr. Hunt also designed Marble House, the former summer home of Mr. and Mrs. William K. Vanderbilt, which was built between 1888 and 1892.
• Number of visitors: 650,000 generating $76 million in direct economic impact.

Oak Valley Plantation (Vacherie, LA; www.oakalleyplantation.com)
• Called the “Grande Dame of the Great River Road,” Oak Valley is famed for its magnificent alley of 300 year old live oak trees leading a quarter mile to the Mississippi River.
• Number of annual visitors: 215,000

Old Westbury Gardens (Old Westbury, NY; http://oldwestburygardens.org)
• Old Westbury Gardens is the former home of John S. and Margarita Grace Phipps. Completed in 1906 by the English designer George A. Crawley, the magnificent Charles II-style mansion is nestled amid 200 acres of formal gardens, landscaped grounds, woodlands, ponds, and lakes.
• Number of annual visitors: 80,000

Rosedown Plantation (St. Francisville, LA; http://rosedownplantationhome.com)
• Rosedown Plantation is located along a historic corridor in Louisiana dubbed Plantation Alley. Built by Daniel and Martha Barrow Turnbull in the 1830s, it encompasses 374 acres in St. Francisville and is one of the most intact, documented examples of a domestic plantation complex in the South. The main house is of the Federal Greek revival style with Grecian wings. It stands behind beautiful towering oak trees which form a canopy over the gravel road leading to the house.
• Number of annual visitors: 25,000

San Francisco Plantation (Garyville, LA; www.sanfranciscoplantation.org)
• San Francisco Plantation, known as “The Most Opulent Plantation House in North America,” sits on the east bank of the Mississippi River (Old River Road), 40 minutes from New Orleans. Constructed in 1849, the house exemplifies the Steamboat Gothic architectural style and contains one of the finest antique collections in the country.
• Number of annual visitors: 25,000

Springwood Estate (Hyde Park, NY; www.nps.gov/hofr/)
• The Home of Franklin D. Roosevelt National Historic Site (operated by the National Park Service) preserves Springwood, the birthplace, lifelong home, and burial place of the 32nd President of the United States.
• Number of annual visitors: 140,000
Taft Museum of Art  (Cincinnati, OH; www.taftmuseum.org)
- The Baum-Longworth-Taft House, now the Taft Museum of Art, is one of the finest small art museums in the U.S. The building which houses the museum was built as a villa in 1820 for Martin Baum. Charles Phelps Taft, the half-brother of President William Howard Taft, and his wife, Anna Sinton Taft, lived in the house from 1873 until 1929. The Tafts were avid art collectors and turned their home into a museum.

The Governor’s Palace  (Williamsburg, VA; www.colonialwilliamsburg.org)
- The Governor’s Palace in Williamsburg was the official residence of the Royal Governors of the Colony of Virginia. It was also home to two of Virginia’s post-colonial governors, Patrick Henry and Thomas Jefferson, until the capital was moved to Richmond in 1780. The Governor’s Palace burned down in 1781 and was reconstructed by the Colonial Williamsburg Foundation in the 1930s on its original site.

The Hermitage  (near Nashville, TN; www.thehermitage.com)
- The Hermitage is the former plantation home of Andrew Jackson. It was opened to the public as a museum in 1889. It ranks as the fourth most-visited presidential house museum (after Mount Vernon, Monticello, and the Lincoln Home). The tomb of Andrew and Rachel Jackson is located in the Hermitage garden.
  - Number of annual visitors: 180,000

The Shadows  (New Iberia, LA; www.shadowsontheteche.org)
- Set among towering live oak trees draped with Spanish moss on the banks of Bayou Teche, Shadows-on-the-Teche is owned and operated by the National Trust for Historic Preservation. It was built in 1831-1834 for sugarcane planter David Weeks and his wife Mary C. Weeks.
  - Number of annual visitors: 25,000

The White House  (www.whitehouse.gov)
- The White House, the official residence and principal workplace of the President of the United States, has been the residence of every U.S. President since John Adams in 1800. President Thomas Jefferson first opened the White House for public tours, a tradition that is still practiced. Public tour requests must be submitted through one’s Member of Congress. The self-guided tours of the West Wing, the official workplace of the President, are managed by the National Park Service.
  - Number of visitors: 231,627

Tryon Palace  (New Bern, NC; www.tryonpalace.org)
- Tryon Palace is a circa-1950s reconstruction of the 1767 palace of the colonial royal governors of the Province of North Carolina.
  - Number of annual visitors: 173,000
Whitehall (Palm Beach, FL; http://flaglermuseum.us)
• In 1902, the New York Herald proclaimed that Whitehall, Henry Flagler’s home in Palm Beach, was “more wonderful than any palace in Europe, grander and more magnificent than any other private dwelling in the world.” Commonly known as the Flagler Museum, the mansion was opened to the public in 1960.
• Number of annual visitors: 100,000

Winterthur (Winterthur, DE; http://winterthur.org)
• The former home of Henry Francis du Pont, Winterthur (pronounced “winter-tour”) is a premier museum of American decorative arts, has a 60-acre naturalistic garden that is among the country’s best, and houses a research library that serves scholars from around the world.

Vanderbilt Mansion National Historic Site (New Hyde Park, NY; www.nps.gov/vama)
• One of America’s premier examples of the country palaces built by wealthy industrialists during the Gilded Age, Frederick William Vanderbilt purchased the property in 1895 for use as a seasonal country residence. Situated on the east bank of the Hudson River, the site includes 211 acres of the original larger property historically named Hyde Park.
• Number of visitors (2013): 372,569

Vizcaya Museum and Gardens (Miami, FL; www.vizcayamuseum.org)
• Overlooking Biscayne Bay, Vizcaya was built by agricultural industrialist James Deering in 1916. It is now owned and operated by Miami-Dade County.
• Number of annual visitors: 250,000

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Historic Home Tours as follows:
1. Stan Hywet Hall & Gardens (Akron, OH)
2. Houmas House Plantation and Gardens (Darrow, LA)
3. Cairnwood (Bryn Athyn, PA)
4. Biltmore (Asheville, NC)
5. Meadow Brook Hall (Rochester, MI)
6. Oak Alley Plantation (Vacherie, LA)
7. Hearst Castle (San Simeon, CA)
8. Ca’ d’Zan (Sarasota, FL)
9. The Breakers (Newport, RI)
10. Lyndhurst (Tarrytown, NY)

The following links to a list of over 1,300 historic house museums: www.rkma.com/historichousemuseums.pdf.
113.4 Living History Museums

Many early American villages and communities across the U.S. have been preserved or reconstructed. Some offer reenactments of life as it existed when the communities were active.

Living history farms demonstrate agricultural practices dating from colonial times to the early 20th century. They typically offer demonstrations and many offer interaction with farm animals.

Privately owned Colonial Williamsburg (www.history.org) was an early innovator with the concept of giving visitors the experience of a historic scene, not merely an observation of it. Rivaling Orlando as a tourist mecca, a tourist business community has developed around Colonial Williamsburg, although on a slightly smaller scale. A recreation of Virginia’s 18th century capital, it is the largest living-history museum in the U.S., encompassing 301 acres. Colonial Williamsburg hosts approximately 750,000 visitors annually, generating revenue of about $190 million.

The following are prominent living-history communities and farms:

Alabama
- Landmark Park (Dothan; http://alabama.travel/places-to-go/landmark-park)
- Old Alabama Town (Montgomery; www.historicmobile.org)
- Peinhardt Living History Farm (Cullman; www.peinhardtfarm.org)

Alaska
- Alaska Native Heritage Center (Anchorage; www.alaskanative.net)

Arizona
- Pioneer Living History Village (Phoenix; www.pioneeraz.org)

Arkansas
- Ozark Folk Center (Mountain View; www.ozarkfolkcenter.com)

California
- Calico Ghost Town (Yermo; www.calicotown.com)

Colorado
- Fort Uncompahgre Living History Museum (Delta; www.deltacountycolorado.com/activities_attractions/fort_uncompahgre.aspx)

Connecticut
- Mystic Seaport (Mystic; www.mysticseaport.org)

Delaware
- Delaware Agricultural Museum and Village (Dover; www.agriculturalmuseum.org)
- Hagley Museum & Library (Wilmington; www.hagley.org)
Florida
• Cracker County at the Florida State Fairgrounds (Tampa; www.crackercountry.org)
• Old Florida Museum (St. Augustine; www.oldfloridamuseum.com)

Georgia
• Georgia Museum of Agriculture and Historic Village at Abraham Baldwin Agricultural College (Tifton; www.abac.edu/museum)
• Westville (Lumpkin; www.westville.org)

Hawaii
• Kona Coffee Living History Farm (Kona District; www.konahistorical.org/index.php/tours/kona-coffee-living-history-farm)

Illinois
• Bishop Hill State Historic Site (Bishop Hill; www.bishophill.com)
• Lincoln’s New Salem State Historic Site (Petersburg; www.lincolnsnewsalem.com)
• Naper Settlement (Naperville; www.napersettlement.org)

Indiana
• Billie Creek Village (Rockville; www.billiecreekvillage.org)
• Conner Prairie Living History Museum (Fishers; www.connerprairie.org)
• Freetown Village (Indianapolis; www.freetown.org)

Iowa
• Amana Colonies (Amana; www.amanacolonies.com)
• Living History Farms (Urbandale; www.lhf.org)

Kansas
• Old Cowtown Museum (Wichita; www.oldcowtown.org)

Kentucky
• Shaker Village at Pleasant Hill (Harrodsburg; www.shakervillageky.org)

Louisiana
• Vermillionville Living History Museum (Lafayette; www.vermilionville.org)

Maine
• Museums of Old York (York; www.oldyork.org)
• Penobscot Marine Museum (Searsport; www.penobscotmarinemuseum.org)
• Washburn-Norlands Living History Center & Museum (Livermore; www.norlands.org)
Maryland
• Historic St. Mary’s City (St. Mary’s City; www.stmaryscity.org/History.html)
• National Colonial Farm (Accokeek; www.nps.gov/pisc/planyourvisit/ncf.htm)

Massachusetts
• Hancock Shaker Village (Pittsfield; www.hancockshakervillage.org)
• Historic Deerfield (Deerfield; www.historic-deerfield.org)
• Old Greenfield Village (Greenfield; mtdata.com/~mmwm33/)
• Old Sturbridge Village (Sturbridge; www.osv.org)
• Plimoth Plantation (Plymouth; www.plimoth.org)

Michigan
• Henry Ford Museum and Greenfield Village (Dearborn; www.hfmgy.org)

Minnesota
• Fort Snelling (Minneapolis; www.mnhs.org/places/sites/hfs)
• Harkin Store Historic Site (New Ulm; www.mnhs.org/places/sites/hs/index.html)
• Three Rivers Park District ( Shakopee; www.threeriversparks.org)

Missouri
• Deutschheim State Historic Site (Hermann; www.ulib.iupui.edu/kade/deutschheim.html)

Montana
• Nevada City Living History Museum (Virginia City; www.virginiacitymt.com)

Nebraska
• Stuhr Museum of the Prairie Pioneer (Grand Island; www.stuhrmuseum.org)
• Wessels Living History Farm (York; www.livinghistoryfarm.org)

New Hampshire
• Chester Eastman Homestead Living History Farm (North Chatham; no website)
• Enfield Shaker Museum (Enfield; www.shakermuseum.org)
• Remick Country Doctor Museum & Farm (Tamworth; www.remickmuseum.org)
• Strawberry Banke Museum (Portsmouth; www.strawberrybanke.org)

New Jersey
• Fosterfields Living Historical Farm (Morristown; http://friendsoffosterfields.org)
• Historic Cold Spring Village (Cape May; www.hcsv.org)
• Howell Living History Farm (Titusville; www.howellfarm.com)
• Old Barracks Museum (Trenton; www.barracks.org)

New Mexico
• New Mexico Farm & Ranch Heritage Museum (Las Cruces; www.nmfarmandranchmuseum.org)
New York
- Buffalo Niagara Heritage Village (Amherst; www.amherstmuseum.org)
- Genesee Country Village & Museum (Mumford; www.gcv.org)
- Hanford Mills Museum (East Meredith; www.hanfordmills.org)
- Heritage Square Museum (Ontario; www.heritagesquare.org)
- Historic Richmond Town (Staten Island; www.historicrichmondtown.org)
- Museum Village (Monroe; www.museumvillage.org)
- Stone Barns Center for Food & Agriculture (Pocantico Hills; www.stonebarnscenter.org)
- The Farmers’ Museum (Cooperstown; www.farmersmuseum.org)

North Carolina
- Historic Latta Plantation (Huntersville; www.lattaplantation.org)
- Historic Rural Hill Farm (Huntersville; www.ruralhillfarm.org)
- Old Salem Museum & Gardens (Winston-Salem; www.oldsalem.org)
- Tannenbaum Historic Park (Greensboro; http://colonial.museum.com)

North Dakota
- Fort Union Trading Post National Historic Site (Yellowstone; www.nps.gov/fous)

Ohio
- Caesar’s Creek Pioneer Village (Waynesville; www.caesarscreekpioneervillage.com)
- Farmpark (Kirkland; www.lakemetroparks.com/select-park/farmpark.shtml)
- Hale Farm & Village (Bath; www.wrhs.org/properties/category-35717e6f-bb5e-4267-87b8-b8ed6b7227d3.aspx)
- Historic Lyme Village (Bellevue; www.lymevillage.com)
- Historical Sauder Village (Archbold; www.saudervillage.com)
- Ohio Village (Columbus; www.ohiohistory.org/museums-and-historic-sites/museum--historic-sites-by-name/ohio-village)
- Slate Run Living Historical Farm (Lithopolis; www.metroparks.net/ParksSlateRunFarm.aspx)

Oregon
- Dorris Ranch Living History Farm (Springfield; www.willamalane.org/pages/parks/dorris.shtml)
- Dufur Historical Society Living History Museum (Dufur; www.dufurhistoricalsociety.org)

Pennsylvania
- Bartram’s Garden (Philadelphia; www.bartramsgarden.org)
- Meadowcroft Rockshelter and Historic Village (Avella; www.heinzhistorycenter.org/meadowcroft.aspx)
Rhode Island
• Coggeshall Farm Museum (Bristol; www.coggeshallfarm.org)
• South County Museum (Narragansett; www.southcountymuseum.org)

South Carolina
• Freewoods Farm (Burgess; www.freewoodsfarm.com)

South Dakota
• South Dakota State Agricultural Heritage Museum (Brookings; www.sdstate.edu/agmuseum/)

Tennessee
• Historic Collinsville (Southside; www.historiccollinsville.com)
• Historic Rugby (Rugby; www.historicrugby.org)
• Museum of Appalachia (Norris; www.museumofappalachia.org)

Texas
• Dallas Heritage Village (Dallas; www.dallasheritagevillage.org)
• George Ranch Historical Park (Richmond; www.georgeranch.org)
• Heritage Farmstead Museum (Plano; www.heritagefarmstead.org)
• Pioneer Farms (Austin; www.pioneerfarms.org)
• Sauer-Beckmann Farm at Lyndon B. Johnson State Park & Historic Site (Austin; www.tpwd.state.tx.us/state-parks/lyndon-b-johnson/park_history#farm)

Utah
• Wheeler Historic Farm (Salt Lake City; www.wheelerfarm.com)

Vermont
• Billings Farm & Museum (Woodstock; www.billingsfarm.org)
• Shelburne Museum (Shelburne; www.shelburnemuseum.org)

Virginia
• Claude Moore Colonial Farm at Turkey Run (McLean; www.1771.org)
• Colonial National Historical Park (Jamestown and Yorktown; www.nps.gov/colo)
• Colonial Williamsburg (Williamsburg; www.colonialwilliamsburg.com)
• Frontier Culture Museum (Staunton; www.frontiermuseum.org)
• Jamestown Settlement (Jamestown; http://historyisfun.org)
• Pamplin Historical Park (Petersburg; www.pamplinpark.org)

Washington
• Fort Nisqually Living History Museum (Tacoma; www.fortnisqually.org)
West Virginia
• Prickett’s Fort State Park (Marion County; www.prickettsfortstatepark.com)

Wisconsin
• Old World Wisconsin (Eagle; www.wisconsinhistory.org/oww/)
• Stonefield (Cassville; http://stonefield.wisconsinhistory.org/)

Wyoming
• Museum of the American West (Lander; www.museumoftheamericanwest.com)
Science centers are science museums that emphasize a hands-on approach, featuring interactive exhibits that encourage visitors to experiment and explore.

The most-visited science centers are as follows (sources: Forbes, Travel + Leisure, and museum websites):

- Museum of Science (Boston, MA; www.mos.org): 1.6 million
- Museum of Science and Industry (Chicago, IL; www.msichicago.org): 1.6 million
- Pacific Science Center (Seattle, WA; www.pacificsciencecenter.org): 1.6 million
- California Science Center (Los Angeles, CA; www.californiasciencecenter.org): 1.4 million
- Saint Louis Science Center (St. Louis, MO; www.slsc.org): 1.4 million
- Science Museum of Minnesota (Minneapolis, MN; www.smm.org): 900,000
- The Franklin Institute (Philadelphia, PA; www.fi.edu): 890,000
- Liberty Science Center (Jersey City, NJ; http://lsc.org): 866,000
- Fernbank Science Center (Atlanta, GA; www.fernbank.edu): 865,000
- California Academy of Sciences (San Francisco, CA; www.calacademy.org): 882,000
- Exploratorium (San Francisco, CA; www.exploratorium.edu): 600,000
- Reuben H. Fleet Science Center (San Diego, CA; www.rhfleet.org): 550,000

The following are online directories of science centers:

- www.cs.cmu.edu/~mwm/sci.html

Natural History Museums

The most-visited natural history museums are as follows (sources: Forbes and Travel + Leisure):

- Smithsonian National Museum of Natural History (Washington, DC; www.mnh.si.edu): 6.8 million
- American Museum of Natural History (New York, NY; www.amnh.org): 5.0 million
- Houston Museum of Natural Science (Houston, TX; www.hmns.org): 2.5 million
- Field Museum (Chicago, IL; www.fieldmuseum.org): 2.1 million
The following are online directories of natural history museums:

- http://wn.com/list_of_natural_history_museums
- www.digplanet.com/wiki/List_of_natural_history_museums
- www.lib.washington.edu/Sla/natmus.html

### 114.3 Planetariums

Approximately 20 million people visit planetariums each year, according to the International Planetarium Society (www.ips-planetarium.org). Slightly more than 50% of the world’s planetariums are located in North America. Approximately 33% of these planetariums are located in primary or secondary schools; 17% are at colleges and universities; 15% are part of museums and science centers; 7% are associated with observatories or other institutions; the locales of the remaining 27% vary.

Among U.S. planetariums, the following are the most visited:
- Adler Planetarium (Chicago; www.adlerplanetarium.org),
- Hayden Planetarium at the American Museum of Natural History (New York, NY; www.haydenplanetarium.org),
- and Reuben H. Fleet Science Center (San Diego, CA; www.rhfleet.org).

Adler Planetarium is one of 10 institutions located on Chicago Park District land adjacent to Lake Michigan. The district attracts 7.8 million visitors annually; the planetarium sees more than 400,000 visitors.

In 2000, when the Natural History museum in New York opened Hayden Planetarium at its Rose Center for Earth and Space, it attracted 5 million people; annual attendance has since leveled out at 3 million.

The Reuben H. Fleet Science Center, located in Balboa Park in San Diego, reports about 550,000 annual visitors.

The following links to a list of prominent planetariums:

### 114.4 Market Resources

- Association of Science-Technology Centers (ASTC), 818 Connecticut Avenue NW, 7th Floor, Washington, DC 20006. (202) 783-7200. (www.astc.org)
- Center for Science in the Public Interest, 1220 L Street NW, Suite 300, Washington, DC 20005. (202) 332-9110. (www.cspinet.org)
- International Planetarium Society, 7714 Lookout Court, Alexandria, VA 22306. (www.ips-planetarium.org)
TRANSPORTATION MUSEUMS

115.1 Auto Museums

There are around 125 classic auto museums located throughout the United States. Many of the museums are relatively obscure, but they are of interest to auto hobbyists and vintage car enthusiasts.

The following are online directories of auto museums:

- www.hubcapcafe.com/resources/classic_car_museums.htm
- www.naam.museum/museum-list/

The following are among the most prominent auto museums:

**Alabama**

**California**
- Blackhawk Automotive Museum (Danville; www.blackhawkmuseum.org)
- California Auto Museum (Sacramento; www.calautomuseum.org)
- Petersen Automotive Museum (Los Angeles; www.petersen.org)

**Florida**
- Don Garlits Museum (Ocala; www.garlits.com)
- Ft. Lauderdale Antique Car Museum (Ft. Lauderdale; www.antiquecarmuseum.org)
- Miami Auto Museum at the Dezer Collection (Miami; www.dezercollection.com/museums/)
- Sarasota Classic Car Museum (Sarasota; www.sarasotacarmuseum.org)

**Indiana**
- Auburn-Cord-Duesenberg Museum (Auburn; www.acdmuseum.org)
- Indianapolis Motor Speedway Museum (Indianapolis; www.brickyard.com)
- Studebaker National Museum (South Bend; www.studebakermuseum.org)

**Kentucky**
- National Corvette Museum (Bowling Green; www.corvettemuseum.com)
Maine
• Owls Head Transportation Museum (Owls Head; www.ohtm.org)

Michigan
• Automotive Hall of Fame (Dearborn; www.automotivehalloffame.org)
• Gilmore Car Museum (Hickory Corners; www.gilmorecarmuseum.org)
• The Henry Ford Museum (Dearborn; www.hfmvg.org)

Montana
• Montana Auto Museum (Deer Lodge; www.pcmaf.org/auto.htm)

Nevada
• National Automobile Museum - Harrah Collection (Reno; www.automuseum.org)

New York
• Saratoga Automobile Museum (Saratoga Springs; www.saratogaautomuseum.org)

Washington
• LeMay-America’s Car Museum (Tacoma; www.lemaymuseum.org)

115.2 Aviation & Aerospace Museums
There are approximately 300 aviation and space exploration museums in the United States.

The following are online directories of aviation and aerospace museums:
• http://travelforaircraft.wordpress.com/aviation-museums-within-the-usa/
• www.museums.aero
• www.nationalmuseum.af.mil/questions/aviationmuseums.asp
• www.yellowairplane.com/museums.htm

With 8.3 million visitors each year, Smithsonian Institution’s National Air and Space Museum is the most-visited museum in the world.

The following are other prominent aviation and aerospace museums:

Alabama
• U.S. Space & Rocket Center (Huntsville; www.rocketcenter.com)
• Southern Museum of Flight (Birmingham; www.southernmuseumofflight.org)

Alaska
• Alaska Aviation Heritage Museum (Anchorage; www.alaskaairmuseum.org)

Arizona
• Pima Air & Space Museum (near Tucson; www.pimaair.org)
California
- Aerospace Museum of California (Sacramento; http://aerospacemuseumofcalifornia.org)
- California Science Center (Los Angeles; www.californiasciencecenter.org)
- Classic Rotors Museum (Ramona; www.rotors.org)
- Flying Leatherneck Aviation Museum at Marine Corps Air Station Miramar (San Diego; www.flyingleathernecks.org)
- NASA Ames Exploration Center (Mountain View; www.nasa.gov/centers/ames/home/exploration.html)
- Palm Springs Air Museum (Palm Springs; www.palm springsairmuseum.org)
- San Diego Air & Space Museum (San Diego; www.sandiegoairandspace.org)
- Western Museum of Flight (Torrance; www.wmof.com)

Colorado
- Wings Over the Rockies Air & Space Museum (Denver; www.wingsmuseum.org)

Connecticut
- National Helicopter Museum (Stratford; www.nationalhelicoptermuseum.org)
- New England Air Museum (Windsor Locks; www.neam.org)

Florida
- Air Force Space & Missile Museum (Cape Canaveral; www.afspacemuseum.org)
- Kennedy Space Center Visitor Complex (Merritt Island; www.kennedyspacecenter.com)
- National Museum of Naval Aviation (Pensacola; www.navalaviationmuseum.org)
- United States Astronaut Hall of Fame (south of Titusville; www.kennedyspacecenter.com/visitKSC/attractions/fame.asp)

Georgia
- Museum of Aviation (Warner Robins; www.museumofaviation.org)

Indiana
- Grissom Air Museum (Peru; www.grissomairmuseum.com)

Kansas
- Kansas Aviation Museum (Wichita; www.kansasaviationmuseum.org)

Nebraska
- Strategic Air & Space Museum (Ashland; www.sasmuseum.com)

New Mexico
- New Mexico Museum of Space History (Alamogordo; www.nm spacemuseum.org)
- White Sands Missile Range Museum (Las Cruces; www.wsmr-history.org)
New York
• Cradle of Aviation Museum (Garden City; www.cradleofaviation.org)

North Carolina
• Carolinas Aviation Museum (Charlotte; www.carolinasaviation.org)
• Wright Brothers National Memorial (Kitty Hawk; www.nps.gov/wrbr)

Ohio
• National Museum of the United States Air Force (Dayton; www.nationalmuseum.af.mil/)

Oklahoma
• Tulsa Air and Space Museum & Planetarium (Tulsa; www.tulsaairandspacemuseum.org)

Texas
• Space Center Houston (Houston; www.spacecenter.org)

Virginia
• Military Aviation Museum (Virginia Beach; www.militaryaviationmuseum.org)
• Steven F. Udvar-Hazy Center (Fairfax County; http://airandspace.si.edu/visit/udvar-hazy-center/)
• Virginia Air & Space Center (Hampton; www.vasc.org)

Washington
• Future of Flight Aviation Center & Boeing Tour (Mukilteo; www.futureofflight.org)
• The Museum of Flight (Seattle; www.museumofflight.org)

115.3 Railway Museums
According to the Association of Tourist Railroads and Railway Museums (www.atrrm.org), there are more than 110 railway museums throughout the United States.
Many railway museums host excursions and others serve as an information resource for excursions or other rail travel-related activities.
The following are some prominent railway museums:

California
• California State Railroad Museum (Sacramento; www.csrmf.org)
• Golden Gate Railroad Museum (San Francisco; www.ggrm.org)
• Orange Empire Railway Museum (Perris, www.oerm.org)
• Pacific Southwest Railway Museum (Campo; www.psrm.org)
Florida
• Gold Coast Railroad Museum (Miami; www.gcrm.org)

Georgia
• Southeastern Railway Museum (Duluth; www.srm duluth.org)

Indiana
• French Lick Scenic Railway (French Lick; www.indianarailwaymuseum.org)

Kentucky
• Kentucky Railway Museum (New Haven; www.kyrail.org)

Maryland
• Baltimore & Ohio Railroad Museum (Baltimore; www.borail.org)
• Baltimore Streetcar Museum (Baltimore; www.baltimorestreetcar.org)

Missouri
• St. Louis Museum of Transportation (St. Louis; http://transportmuseumassociation.org)

Nevada
• Nevada Northern Railway Museum (Ely; www.nnry.com)
• Nevada State Railroad Museum (Carson City; www.nsrm-friends.org)

Pennsylvania
• Railroaders Memorial Museum (Altoona; www.railroadcity.com)

Texas
• Museum Of The American Railroad (Frisco; www.museumoftheamericanrailroad.org)

Virginia
• O. Winston Link Museum (Roanoke; www.linkmuseum.org)

Washington
• Northwest Railway Museum (Snoqualmie; www.trainmuseum.org)

Wisconsin
• Mid-Continent Railway Museum (North Freedom; www.midcontinent.org)

115.4 Museum Ships
The Historic Naval Ships Association (www.hnsa.org) represents 188 historic vessels – battleships, destroyers, submarines and aircraft carriers to name a few – in twelve countries. These museum ships, 128 of which many of them in the United...
States, honor the men and women who served in the navy and educate the public about America’s)

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Museum Ships as follows:
1. USS Midway (San Diego, CA)
2. Battleship USS Iowa (Los Angeles, CA)
3. Battleship Texas (La Porte, TX)
4. Battleship North Carolina (Wilmington, NC)
5. USS Yorktown & USS Laffey (Mt Pleasant, SC)
6. Battleship New Jersey (Camden, NJ)
7. USS Massachusetts (Fall River, MA)
8. USS Lexington (Corpus Christi, TX)
9. Battleship Missouri (Honolulu, HI)
10. USS Alabama & USS Drum (Mobile, AL)

115.5 Top Museums

The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a USA Today travel site, ranked the Best Transportation Museums as follows:
1. Lake Superior Railroad Museum (Duluth, MN)
2. Simeone Automotive Foundation Museum (Philadelphia, PA)
3. Union Pacific Railroad Museum (Council Bluffs, IA)
5. Railroad Museum of Pennsylvania (Strasburg, PA)
6. Indianapolis Motor Speedway Hall of Fame Museum (Indianapolis, IN)
7. Petersen Automotive Museum (Los Angeles, CA)
8. National Automobile Museum (Reno, NV)
9. Maritime Museum of San Diego (San Diego, CA)
10. Illinois Railway Museum (Union, IL)

115.6 Market Resources

American Institute of Aeronautics and Astronautics, 1801 Alexander Bell Drive, Suite 500, Reston, VA 20191. (703) 264-7500. (www.aiaa.org)

Association of Tourist Railroads and Railway Museums, P.O. Box 1189, Covington, GA 30015. (770) 278-0088. (www.atrrm.org)

National Association of Automobile Museums (NAAM), P.O. Box 271, Auburn, IN 46706. (260) 925-1444. (www.naam.museum)
PART IX: PARKS
116

CITY PARKS

116.1 Overview
An estimated 80% of Americans live, work, and play in urban areas. Urban
greenspace provides a range of tangible benefits, such as mitigating air and water
pollution, combating suburban sprawl, providing opportunities for recreation, reducing
crime and fostering cohesive neighborhoods, attracting businesses, and stabilizing
property values. As part of a broader urban agenda, investing in open space can serve
as an anchor for revitalizing neighborhoods and building healthy communities.

Many city parks serve as a cornerstone for leisure activities through such
offerings as a zoo, museums, restaurants, and botanical gardens. Festivals, outdoor
concerts, summer theater, seasonal farmers’ markets, and other cultural attractions
hosted at parks also have appeal.

116.2 Top City Parks
According to the Trust For Public Land (TPL, www.tpl.org), the following are the
most-visited city parks* in the U.S.:

• Central Park (New York, NY): 40,000,000
• National Mall & Memorial Parks (Washington, DC): 29,721,000
• Lincoln Park (Chicago, IL): 20,000,000
• Mission Bay Park (San Diego, CA): 16,500,000
• Balboa Park (San Diego, CA): 14,000,000
• Golden Gate Park (San Francisco, CA): 14,000,000
• Forest Park (St. Louis, MO): 12,000,000
• Griffith Park (Los Angeles, CA): 12,000,000
• Coney Island Beach and Boardwalk (New York, NY): 10,600,000
• Fairmount Park (Philadelphia, PA): 10,000,000
• National Mall (Washington, DC): 10,000,000
• Cleveland Lakefront State Park (Cleveland, OH): 8,431,000
• Prospect Park (New York, NY): 8,000,000
• Fair Park (Dallas, TX): 5,531,500
• Hermann Park (Houston, TX): 5,467,978
• Chain of Lakes Regional Park (Minneapolis, MN): 5,361,200
• Liberty State Park (Jersey City, NJ): 5,326,978
• City Park (New Orleans, LA): 5,000,000

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018
• 583 •
• Old Sacramento State Historic Park (Sacramento, CA): 5,000,000
• The Presidio (San Francisco, CA): 5,000,000
• Veterans Park (Milwaukee, WI): 5,000,000
• Como Park (Saint Paul, MN): 4,476,100
• Bryant Park (New York, NY): 4,200,000
• Belle Isle Park (Detroit, MI): 4,000,000
• Lakeside Park/Lake Merritt (Oakland, CA): 4,000,000
• Millennium Park (Chicago, IL): 4,000,000
• Piedmont Park (Atlanta, GA): 4,000,000
• Statue of Liberty National Monument (New York, NY): 3,833,288
• Independence National Historical Park (Philadelphia, PA): 3,751,007
• Green Lake Park (Seattle, WA): 3,650,000
• White River State Park (Indianapolis, IN): 3,500,000
• Ziker Park (Austin, TX): 3,275,600
• Memorial Park (Houston, TX): 3,246,000
• Centennial Olympic Park (Atlanta, GA): 3,200,000
• Battery Park (New York, NY): 3,000,000
• San Antonio Riverwalk (San Antonio, TX): 3,000,000
• White River Greenway (Indianapolis, IN): 3,000,000
• Riverside Park (New York, NY): 2,800,000
• Boston National Historical Park (Boston, MA): 2,644,465
• Drew Field (Jacksonville, FL): 2,500,000
• Tower Grove Park (St. Louis, MO): 2,485,300
• Jefferson National Expansion Memorial (St. Louis, MO): 2,436,110
• Rockaway Beach and Boardwalk (New York, NY): 2,300,000
• Lake Harriet Park/Lyndale Park (Minneapolis, MN): 2,250,000
• Boston Common (Boston, MA): 2,200,000
• Swope Park (Kansas City, MO): 2,100,000
• City Park (Denver, CO): 2,000,000
• Garden of the Gods Park (Colorado Springs, CO): 2,000,000
• Lyon Park (St. Louis, MO): 2,000,000
• Rock Creek Park (Washington, DC): 1,883,457
• Delaware Park (Buffalo, NY): 1,800,000
• First Landing State Park (Virginia Beach, VA): 1,762,464
• Schenley Park and Plaza (Pittsburgh, PA): 1,750,000
• Country/Jaycee Park (Greensboro, NC): 1,586,316
• Encanto Park (Phoenix, AZ): 1,500,000
• Louisville Waterfront Park (Louisville, KY): 1,500,000
• Park at Lady Bird Lake (Austin, TX): 1,500,000
• Point State Park (Pittsburgh, PA): 1,500,000
• Town Lake Metropolitan Park (Austin, TX): 1,500,000
• Trinity Park (Fort Worth, TX): 1,500,000
• San Antonio Missions National Historical Park (San Antonio, TX): 1,304,690
• Balloon Fiesta Park (Albuquerque, NM): 1,300,000
<table>
<thead>
<tr>
<th>Name</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chugach State Park (Anchorage, AK)</td>
<td>1,200,000</td>
</tr>
<tr>
<td>Monon Greenway Park (Indianapolis, IN)</td>
<td>1,200,000</td>
</tr>
<tr>
<td>The Esplanade (Boston, MA)</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Centennial Park (Santa Ana, CA)</td>
<td>1,040,000</td>
</tr>
<tr>
<td>Burke-Gilman Trail (Seattle, WA)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Bushnell Park (Hartford, CT)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Centennial Park (Nashville, TN)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Eden Park (Cincinnati, OH)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Jackson Square (New Orleans, LA)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Longview Lake Park (Kansas City, MO)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Myriad Gardens (Oklahoma City, OK)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Overton Park (Memphis, TN)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Tower Grove Park (St. Louis, MO)</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Timucuan Ecological &amp; Historic Preserve (Jacksonville, FL)</td>
<td>993,948</td>
</tr>
<tr>
<td>Nu’uanu Pali State Wayside (Honolulu, HI)</td>
<td>905,300</td>
</tr>
<tr>
<td>T.O. Fuller State Park (Memphis, TN)</td>
<td>856,338</td>
</tr>
<tr>
<td>Discovery Green (Houston, TX)</td>
<td>850,000</td>
</tr>
<tr>
<td>McCormick-Stillman Park (Scottsdale, AZ)</td>
<td>850,000</td>
</tr>
<tr>
<td>Park Road Park (Charlotte, NC)</td>
<td>815,980</td>
</tr>
<tr>
<td>South Mountain Park (Phoenix, AZ)</td>
<td>787,305</td>
</tr>
<tr>
<td>Audubon Park (New Orleans, LA)</td>
<td>770,000</td>
</tr>
<tr>
<td>Cabrillo National Monument (San Diego, CA)</td>
<td>763,140</td>
</tr>
<tr>
<td>Al Lopez [Horizon] Park (Tampa, FL)</td>
<td>750,000</td>
</tr>
<tr>
<td>Franke Park (Fort Wayne, IN)</td>
<td>750,000</td>
</tr>
<tr>
<td>Mount Trashmore Park (Virginia Beach, VA)</td>
<td>711,651</td>
</tr>
<tr>
<td>Land Park (Sacramento, CA)</td>
<td>710,000</td>
</tr>
<tr>
<td>Woodward Park (Fresno, CA)</td>
<td>700,500</td>
</tr>
<tr>
<td>Randall’s Island (New York, NY)</td>
<td>700,000</td>
</tr>
<tr>
<td>Freedom Park (Charlotte, NC)</td>
<td>682,000</td>
</tr>
<tr>
<td>Martin Luther King, Jr. National Historic Site (Atlanta, GA)</td>
<td>658,452</td>
</tr>
<tr>
<td>El Dorado Park (Long Beach, CA)</td>
<td>645,000</td>
</tr>
<tr>
<td>Fairmount Park (Riverside, CA)</td>
<td>641,000</td>
</tr>
<tr>
<td>Eagle Creek Park (Indianapolis, IN)</td>
<td>635,206</td>
</tr>
<tr>
<td>Diamond Head State Monument (Honolulu, HI)</td>
<td>634,300</td>
</tr>
<tr>
<td>Julia Davis Park (Boise, ID)</td>
<td>629,067</td>
</tr>
<tr>
<td>Fort McHenry National Monument (Baltimore, MD)</td>
<td>611,582</td>
</tr>
<tr>
<td>Ottawa Park (Toledo, OH)</td>
<td>600,000</td>
</tr>
<tr>
<td>William B. Umstead State Park (Raleigh, NC)</td>
<td>595,424</td>
</tr>
<tr>
<td>Lewis and Clark Landing (Omaha, NE)</td>
<td>587,399</td>
</tr>
<tr>
<td>Hermann Square (Houston, TX)</td>
<td>584,000</td>
</tr>
<tr>
<td>William W. Powers State Recreation Area (Chicago, IL)</td>
<td>575,000</td>
</tr>
<tr>
<td>Pioneers Park (Lincoln, NE)</td>
<td>550,000</td>
</tr>
<tr>
<td>Pullen Park (Raleigh, NC)</td>
<td>540,000</td>
</tr>
<tr>
<td>Tranquility Park (Houston, TX)</td>
<td>517,000</td>
</tr>
</tbody>
</table>
- Sawyer Point (Cincinnati, OH): 506,123
- Cherokee Park (Louisville, KY): 500,000
- Heritage Park (Irvine, CA): 500,000
- Meridian Hill Park (Washington, DC): 500,000
- Mohawk Park (Tulsa, OK): 500,000
- Riverside Park - Central (Wichita, OK): 500,000
- Seneca Park (Louisville, KY): 500,000
- Shelby Farms Park (Memphis, TN): 500,000
- Warner Park (Madison, WI): 500,000
- Adobe Dam Recreation Area (Phoenix, AZ): 438,310
- Bayfront Park (Miami, FL): 433,362
- Town Square (Anchorage, AK): 425,000

* State Parks and National Park Service properties located within cities are included.

The following cities have the largest budgets for city parks (source: TPL):

- New York, NY: $1,364,246,406
- Chicago, IL: $472,102,995
- Los Angeles, CA: $317,485,144
- Washington, DC: $223,588,164
- Seattle, WA: $194,267,589
- San Francisco, CA: $181,309,048
- San Jose, CA: $162,589,191
- San Diego, CA: $151,170,585
- San Antonio, TX: $136,788,147
- Phoenix, AZ: $126,399,653
- Philadelphia, PA: $103,277,592
- Austin, TX: $98,280,978
- Minneapolis, MN: $91,909,094
- Portland, OR: $85,938,414
- Houston, TX: $82,103,769
- Boston, MA: $79,884,432
- Long Beach, CA: $78,648,536
- Las Vegas, NV: $75,573,194
- Fort Worth, TX: $70,330,955
- Virginia Beach, VA: $70,080,356

The following cities have the largest spending per capita for city parks (source: TPL):

- Washington, DC: $346
- Seattle, WA: $298
- Arlington, VA: $249
- Minneapolis, MN: $230
- San Francisco, CA: $217
- Irvine, CA: $211
• Cincinnati, OH: $176
• Saint Paul, MN: $175
• Chicago, IL: $174
• Long Beach, CA: $168

116.3 ParkScore

Since 2012, the Trust for Public Lands has measured how well the largest U.S. cities are meeting the need for parks using the ParkScore Index. The index rates on three measures, as follows:
• Park access, which measures the percentage of residents living within about a half-mile of a park
• Park size, based on a city’s median park size and the percentage of total city area dedicated to parks
• Services and investment, a combination of the number of playgrounds per 10,000 city residents and per capita spending

The 2015 ParkScore assessment, which evaluated the 60 largest metropolitan areas, ranked the top city park systems as follows:
1. (tie) Minneapolis, MN
1. (tie) Saint Paul, MN
3. Washington, DC
4. San Francisco, CA
5. (tie) New York, NY
5. (tie) Portland, OR
7. Cincinnati, OH
8. Boston, MA
9. (tie) San Diego, CA
9. (tie) Seattle, WA

The complete ranking of park systems in the 75 largest U.S. cities is posted at http://parkscore.tpl.org/rankings.php.

116.4 New Parks

New park development and expansions are being seen throughout the U.S. as many regions are moving away from the sprawled suburban developments that first drew attention away from urban centers and their area parks.

Over the past five years, 29 of the nation’s largest cities have added nearly 14,000 acres of new park land. The biggest increases in park space have been in sprawling municipalities like Houston and Jacksonville, but even densely packed older cities such as Cleveland (with 187 new acres) and Philadelphia (22 acres) are finding ways to create new open space. The following are examples:
Atlanta, GA
• The BeltLine (www.beltline.org) – estimated at $1.7 billion to $2.8 billion – will add bike trails, running trails, park space, and mass transit to area surrounding downtown. Upon completion the project will double Atlanta’s park acreage and become the city’s largest park. The first portion of the park, a multi-use trail, opened in 2011. Four trail segments were completed at year-end 2015. The complete 22-mile historic rail corridor and 33 miles of multi-use trails will be opened in phases through 2030, bringing together 45 intown neighborhoods.

Houston, TX
• Private donors financed Discovery Green (www.discoverygreen.com), a 12-acre park located near several major hotels, the George R. Brown Convention Center, and two of the city’s sports venues: Toyota Center and Minute Maid Field. Opened in 2008, events, festivals, performances, and children’s festivities are held at the $122 million park.

Los Angeles, CA
• Grand Park (www.grandparkla.org) opened in 2012. Designed for a major concert, a farmers’ market, or a participatory dance recital, the park attracts office workers, suburbanites from across the region, tourists, and urban dwellers who call downtown L.A. home.

“Sandwiched between City Hall and Disney Hall, Grand Park is the latest attempt to revitalize a neighborhood where sidewalks once rolled up by nightfall but now bustles with a new restaurant or bar opening seemingly every week. Depending on whom you ask, it elicits comparisons to New York’s Central Park or San Francisco’s Union Square – and a couple of the most enthusiastic supporters even liken it to the Champs-Elysees.”

The New York Times

Irvine, CA
• Portions of Orange County Great Park (www.ocgp.org) opened in 2011. At the Great Balloon Park, the first attraction to open, free flights rise 400 feet above the surrounding landscape, serving as a public observation deck for the Great Park’s
development. Construction continues and, when complete, the $1.1 billion Great Park will be 60% larger than New York’s Central Park. Located on a former military base, the park will include a 2.5-mile man-made canyon and a massive wildlife corridor. The plan also calls for museums, open space, sports facilities, riparian corridors, commercial agriculture, botanical gardens, woodlands, and 45 holes of golf.

**Memphis, TN**
- The 4,500-acre Shelby Farms (www.shelbyfarmspark.org), a former prison farm, opened as a recreational area in the 1970s. A master plan was put in place in 2008 to direct a major re-design of the park. An 18-hole disc golf course opened in 2010 near the welcome center of the park, and additional hiking and biking trails have been added. The Tour de Wolf, an unpaved trail, takes hikers and bikers through the woods of Shelby Farms Park for 6.1 miles. Horseback riding is allowed in parts of the park and on a few trails. Bison have been introduced to the park and one million trees are being planted. An extension of Patriot Lake is planned to accommodate more boating and surfing activities. There is also a working farm in the park.

**Miami, FL**
- Construction of The Underline, a 10-mile walkway under the Metrorail, from the Miami River to Dadeland South Station, is set to begin in 2016 and continue to 2022.

**New York, NY**
- Among the most ambitious park developments is the plan to convert the Fresh Kills landfill in Staten Island to a 2,315-acre recreation area. The former landfill will include biking trails, boating and fishing spots, waterfront restaurants, and art. At 2,200 acres, Freshkills Park will be almost three times the size of Central Park and the largest park developed in New York City in over 100 years. The site is already rich in birdlife and areas of the site were opened to visitors in 2012 for birdwatching as well as to view the projects under construction.

**Seattle, WA**
- Olympic Sculpture Park (www.seattleartmuseum.org/visit/olympic-sculpture-park), a nine-acre park which opened in 2007, was built on a former oil-transfer site. The sculpture park is visited by about 400,000 people annually.

### 116.5 Fitness Parks

Free outdoor gyms are being added to city parks across the U.S. The Fitness Zones program, developed in 2009 by the Trust for Public Land, serves as a model for the fitness gyms and helps cities fund outdoor health playgrounds. Zones usually have
six to eight exercise units but some, such as one in New Orleans, have 18.

In Florida, Miami-Dade County’s Parks, Recreations and Open Spaces has 11 Fitness Zones, with plans to add them in all 40 parks.

St. Petersburg, Florida, opened five Fitness Zones. One, the Azalea Park Fitness Zone near the Veterans Hospital, is the first in the nation to have equipment that is wheelchair accessible.

_________________________________________________________________

“In 30 years as parks and recreation director, I have never seen as much of an immediate impact. One of our goals is to improve the health of our citizens. It’s just really been a win, win, win, win.”

Sherry McBee, Director
Parks and Recreation Department
St. Petersburg, Florida

_________________________________________________________________

In California, Los Angeles County has 41 fitness areas in its parks.

116.6 Market Resources

National Recreation and Park Association, 22377 Belmont Ridge Road, Ashburn, VA 20148. (800) 626-6772. (www.nrpa.org)

Trust For Public Land, 660 Pennsylvania Avenue SE, Suite 401, Washington, DC 20003. (202) 543-7552. (www.tpl.org)
117.1 Visits To National Park Properties

The National Park System is administered by the National Park Service (NPS, www.nps.gov). Visits to parks and properties within the National Park System have been as follows:

- 2001: 279.9 million
- 2002: 277.3 million
- 2003: 276.1 million
- 2004: 276.9 million
- 2005: 273.5 million
- 2006: 272.6 million
- 2007: 275.6 million
- 2008: 274.8 million
- 2009: 285.6 million
- 2010: 281.3 million
- 2011: 278.9 million
- 2012: 282.8 million
- 2013: 273.6 million
- 2014: 292.8 million
- 2015: 307.2 million

Ninety percent (90%) of Americans live within 60 minutes of a National Park. National parks have a $12 billion economic impact on local and state economies.

There are 372 units of the National Park System. Designations and number of visitors in 2015 were as follows:

<table>
<thead>
<tr>
<th>Units</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Battlefield (NB):</td>
<td>10</td>
</tr>
<tr>
<td>National Battlefield Park (NBP):</td>
<td>4</td>
</tr>
<tr>
<td>National Historic Site (NHS):</td>
<td>76</td>
</tr>
<tr>
<td>National Historical Park (NHP):</td>
<td>44</td>
</tr>
<tr>
<td>National Lakeshore (NL):</td>
<td>4</td>
</tr>
<tr>
<td>National Memorial (NMEM):</td>
<td>29</td>
</tr>
<tr>
<td>National Military Park (NMP):</td>
<td>9</td>
</tr>
<tr>
<td>National Monument (NM):</td>
<td>72</td>
</tr>
<tr>
<td>National Park (NP):</td>
<td>59</td>
</tr>
<tr>
<td>National Parkway (NPKWY):</td>
<td>4</td>
</tr>
</tbody>
</table>
• National Preserve (NPRES): 9 3,348,168
• National Recreation Area (NRA): 17 46,230,396
• National Reserve (NRES): 1 105,289
• National River (NR): 5 4,690,768
• National Seashore (NS): 10 18,706,214
• National Wild & Scenic River (W&SR): 7 1,330,776
• Other: 12 8,509,424

In 2015, the most-visited NPS units were as follows:

• Blue Ridge PKWY: 15,054,603
• Golden Gate NRA: 14,888,537
• Great Smoky Mountains NP: 10,712,674
• Lincoln Memorial: 7,941,771
• Lake Mead NRA: 7,298,465
• George Washington MEM PKWY: 7,286,463
• Gateway NRA: 6,392,565
• Natchez Trace PKWY: 5,785,812
• Vietnam Veterans MEM: 5,597,077
• Grand Canyon NP: 5,520,736
• World War II Memorial: 5,068,224
• Chesapeake & Ohio Canal NHP: 4,798,312
• Castle Clinton NM: 4,597,029
• Cape Cod NS: 4,503,220
• Independence NHP: 4,311,582
• Statue of Liberty NM: 4,279,020
• San Francisco Maritime NHP: 4,173,014
• Rocky Mountain NP: 4,155,916
• Yosemite NP: 4,150,217
• Yellowstone NP: 4,097,710

The numbers of visitors to each National Park property in 2015 were as follows:

National Battlefields
• Antietam NB: 347,180
• Big Hole NB: 39,549
• Cowpens NB: 206,740
• Fort Donelson NB: 260,744
• Fort Necessity NB: 280,705
• Monocacy NB: 64,596
• Moores Creek NB: 89,944
• Petersburg NB: 192,655
• Stones River NB: 264,925
• Wilson’s Creek NB: 161,004
National Battlefield Total: 1,908,042
National Battlefield Parks
• Kennesaw Mountain NBP: 2,174,870
• Manassas NBP: 502,045
• Richmond NBP: 184,175
• River Raisin NBP: 109,118
National Battlefield Park Total: 2,970,208

National Historic Sites
• Allegheny Portage Railroad NHS: 168,433
• Andersonville NHS: 136,686
• Andrew Johnson NHS: 45,357
• Bent's Old Fort NHS: 26,219
• Boston African American NHS: 412,377
• Brown v. Board of Education NHS: 25,338
• Carl Sandburg Home NHS: 72,606
• Charles Pinckney NHS: 46,995
• Christiansted NHS: 116,817
• Clara Barton NHS: 2,823
• Edgar Allan Poe NHS: 13,862
• Eisenhower NHS: 54,377
• Eleanor Roosevelt NHS: 64,791
• Eugene O'Neill NHS: 3,942
• First Ladies NHS: 12,897
• Ford's Theatre NHS: 681,537
• Fort Bowie NHS: 7,760
• Fort Davis NHS: 55,955
• Fort Laramie NHS: 51,616
• Fort Larned NHS: 32,170
• Fort Point NHS: 1,610,466
• Fort Raleigh NHS: 289,885
• Fort Scott NHS: 25,531
• Fort Smith NHS: 111,469
• Fort Union Trading Post NHS: 13,605
• Fort Vancouver NHS: 818,672
• Frederick Douglass NHS: 53,873
• Frederick Law Olmsted NHS: 9,473
• Friendship Hill NHS: 34,687
• Golden Spike NHS: 59,147
• Grant-Kohrs Ranch NHS: 22,139
• Hampton NHS: 34,685
• Harry S. Truman NHS: 32,825
• Herbert Hoover NHS: 127,154
• Home of Franklin D. Roosevelt NHS: 180,405
• Hopewell Furnace NHS: 51,252
• Hubbell Trading Post NHS: 66,324
• James A. Garfield NHS: 24,506
• Jimmy Carter NHS: 67,797
• John F. Kennedy NHS: 18,485
• John Muir NHS: 42,615
• Knife River Indian Villages NHS: 11,377
• Lincoln Home NHS: 233,299
• Little Rock Central High School NHS: 125,956
• Longfellow NHS: 50,784
• Maggie L. Walker NHS: 7,589
• Manzanar NHS: 95,327
• Martin Luther King, Jr. NHS: 673,728
• Martin Van Buren NHS: 18,547
• Mary McLeod Bethune Council House NHS: 8,249
• Minuteman Missile NHS: 100,488
• Nicodemus NHS: 3,306
• Ninety Six NHS: 80,223
• Pennsylvania Avenue NHS: 0
• President W.J. Clinton Birthplace Home NHS: 10,463
• Pu'ukohola Heiau NHS: 139,586
• Sagamore Hill NHS: 42,326
• Saint Paul's Church NHS: 17,180
• Saint-Gaudens NHS: 39,242
• Salem Maritime NHS: 264,780
• San Juan NHS: 1,532,818
• Sand Creek Massacre NHS: 5,887
• Saugus Iron Works NHS: 9,327
• Springfield Armory NHS: 21,825
• Steamtown NHS: 89,592
• Theodore Roosevelt Birthplace NHS: 6,685
• Theodore Roosevelt Inaugural NHS: 24,896
• Thomas Stone NHS: 5,772
• Tuskegee Airmen NHS: 22,662
• Tuskegee Institute NHS: 7,961
• Ulysses S. Grant NHS: 39,048
• Vanderbilt Mansion NHS: 431,961
• Washita Battlefield NHS: 12,067
• Weir Farm NHS: 47,220
• Whitman Mission NHS: 39,525
• William Howard Taft NHS: 24,385
National Historic Site Total: 9,971,634

National Historical Parks
• Abraham Lincoln Birthplace NHP: 148,605
• Adams NHP: 183,632
• Appomattox Court House NHP: 412,640
• Boston NHP: 2,262,841
• Cane River Creole NHP: 30,882
• Chaco Culture NHP: 38,914
• Chesapeake & Ohio Canal NHP: 4,798,312
• Colonial NHP: 3,343,909
• Cumberland Gap NHP: 840,601
• Dayton Aviation Heritage NHP: 73,588
• George Rogers Clark NHP: 135,856
• Harpers Ferry NHP: 282,893
• Independence NHP: 4,311,582
• Jean Lafitte NHP & PRES: 405,618
• Kalaupapa NHP: 67,891
• Kaloko Honokohau NHP: 170,683
• Klondike Gold Rush NHP Alaska: 919,661
• Klondike Gold Rush NHP Seattle: 60,372
• Lewis & Clark NHP: 270,410
• Lowell NHP: 531,055
• Lyndon B. Johnson NHP: 124,979
• Marsh-Billings-Rockefeller NHP: 35,003
• Minute Man NHP: 964,330
• Morristown NHP: 218,959
• Natchez NHP: 204,332
• New Bedford Whaling NHP: 167,790
• New Orleans Jazz NHP: 58,188
• Nez Perce NHP: 224,967
• Palo Alto Battlefield NHP: 47,866
• Pecos NHP: 30,229
• Pu’uhonua o Honaunau NHP: 437,286
• Rosie The Riveter WWII Home Front: 56,362
• Salt River Bay NHP & Ecological Pres: 8,108
• San Antonio Missions NHP: 1,322,154
• San Francisco Maritime NHP: 4,173,014
• San Juan Island NHP: 258,668
• Saratoga NHP: 65,010
• Sitka NHP: 185,150
• Thomas Edison NHP: 56,317
• Tumacacori NHP: 42,146
• Valley Forge NHP: 2,143,965
• War in the Pacific NHP: 322,463
• Women's Rights NHP: 38,139

National Historical Park Total: 30,518,957
### National Lakeshores
- Apostle Islands NL: 232,662
- Indiana Dunes NL: 1,640,195
- Pictured Rocks NL: 723,178
- Sleeping Bear Dunes NL: 1,535,633

**National Lakeshore Total:** 4,131,668

### National Memorials
- Arkansas Post NMEM: 38,702
- Arlington House - The R.E. Lee MEM: 532,050
- Chamizal NMEM: 122,431
- Coronado NMEM: 132,584
- De Soto NMEM: 293,647
- Federal Hall NMEM: 172,038
- Flight 93 NMEM: 337,217
- Fort Caroline NMEM: 224,418
- Franklin Delano Roosevelt MEM: 3,290,080
- General Grant NMEM: 95,526
- Hamilton Grange NMEM: 35,446
- Jefferson NEM: 1,698,656
- Johnstown Flood NMEM: 163,431
- Korean War Veterans Memorial: 4,077,835
- LBJ Memorial Grove on the Potomac: 232,882
- Lincoln Boyhood NMEM: 111,711
- Lincoln Memorial: 7,941,771
- Martin Luther King, Jr. Memorial: 3,530,401
- Mount Rushmore NMEM: 2,434,297
- Perry’s Victory & Intl. Peace MEM: 156,578
- Port Chicago Naval Magazine NM: 963
- Roger Williams NMEM: 60,505
- Thaddeus Kosciuszko NMEM: 1,261
- Theodore Roosevelt Island: 159,740
- Thomas Jefferson MEM: 3,102,442
- Vietnam Veterans MEM: 5,597,077
- Washington Monument: 493,550
- World War II Memorial: 5,068,224
- Wright Brothers NMEM: 437,184

**National Memorial Total:** 40,542,647

### National Military Parks
- Chickamauga & Chattanooga NMP: 1,002,373
- Fredericksburg & Spotsylvania NMP: 891,917
- Gettysburg NMP: 1,080,185

**National Military Parks Total:** 3,974,539
<table>
<thead>
<tr>
<th>Park Name</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guilford Courthouse NMP</td>
<td>222,602</td>
</tr>
<tr>
<td>Horseshoe Bend NMP</td>
<td>89,282</td>
</tr>
<tr>
<td>Kings Mountain NMP</td>
<td>257,077</td>
</tr>
<tr>
<td>Pea Ridge NMP</td>
<td>114,578</td>
</tr>
<tr>
<td>Shiloh NMP</td>
<td>356,535</td>
</tr>
<tr>
<td>Vicksburg NMP</td>
<td>532,444</td>
</tr>
<tr>
<td>National Military Park Total</td>
<td>4,546,993</td>
</tr>
</tbody>
</table>

**National Monuments**

<table>
<thead>
<tr>
<th>Park Name</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Burial Ground NM</td>
<td>56,348</td>
</tr>
<tr>
<td>Agate Fossil Beds NM</td>
<td>13,264</td>
</tr>
<tr>
<td>Alibates Flint Quarries NM</td>
<td>9,492</td>
</tr>
<tr>
<td>Aniakchak NM &amp; PRES</td>
<td>153</td>
</tr>
<tr>
<td>Aztec Ruins NM</td>
<td>53,165</td>
</tr>
<tr>
<td>Bandelier NM</td>
<td>174,073</td>
</tr>
<tr>
<td>Booker T. Washington NM</td>
<td>27,205</td>
</tr>
<tr>
<td>Buck Island Reef NM</td>
<td>41,936</td>
</tr>
<tr>
<td>Cabrillo NM</td>
<td>981,825</td>
</tr>
<tr>
<td>Canyon de Chelly NM</td>
<td>813,686</td>
</tr>
<tr>
<td>Cape Krusenstern NM</td>
<td>0</td>
</tr>
<tr>
<td>Capulin Volcano NM</td>
<td>55,506</td>
</tr>
<tr>
<td>Casa Grande Ruins NM</td>
<td>72,606</td>
</tr>
<tr>
<td>Castillo de San Marcos NM</td>
<td>819,154</td>
</tr>
<tr>
<td>Castle Clinton NM</td>
<td>4,597,029</td>
</tr>
<tr>
<td>Cedar Breaks NM</td>
<td>793,601</td>
</tr>
<tr>
<td>Cesar E. Chavez NM</td>
<td>10,648</td>
</tr>
<tr>
<td>Charles Young Buffalo Soldiers NM</td>
<td>3,993</td>
</tr>
<tr>
<td>Chiricahua NM</td>
<td>56,960</td>
</tr>
<tr>
<td>Colorado NM</td>
<td>588,006</td>
</tr>
<tr>
<td>Craters of the Moon NM</td>
<td>246,826</td>
</tr>
<tr>
<td>Devils Postpile NM</td>
<td>140,313</td>
</tr>
<tr>
<td>Devils Tower NM</td>
<td>478,833</td>
</tr>
<tr>
<td>Dinosaur NM</td>
<td>291,799</td>
</tr>
<tr>
<td>Effigy Mounds NM</td>
<td>81,901</td>
</tr>
<tr>
<td>El Malpais NM</td>
<td>174,433</td>
</tr>
<tr>
<td>El Morro NM</td>
<td>49,390</td>
</tr>
<tr>
<td>Florissant Fossil Beds NM</td>
<td>69,130</td>
</tr>
<tr>
<td>Fort Frederica NM</td>
<td>202,191</td>
</tr>
<tr>
<td>Fort Matanzas NM</td>
<td>622,175</td>
</tr>
<tr>
<td>Fort McHenry NM &amp; HS</td>
<td>617,890</td>
</tr>
<tr>
<td>Fort Pulaski NM</td>
<td>382,945</td>
</tr>
<tr>
<td>Fort Stanwix NM</td>
<td>86,678</td>
</tr>
<tr>
<td>Fort Sumter NM</td>
<td>840,711</td>
</tr>
<tr>
<td>Fort Union NM</td>
<td>11,726</td>
</tr>
</tbody>
</table>
• Fossil Butte NM: 19,293
• George Washington Birthplace NM: 130,952
• George Washington Carver NM: 37,745
• Gila Cliff Dwellings NM: 36,518
• Governors Island NM: 438,613
• Grand Portage NM: 91,751
• Hagerman Fossil Beds NM: 24,695
• Homestead NM of America: 78,739
• Hovenweep NM: 35,117
• Jewel Cave NM: 116,444
• John Day Fossil Beds NM: 196,277
• Lava Beds NM: 108,687
• Little Bighorn Battlefield NM: 317,782
• Montezuma Castle NM: 416,635
• Muir Woods NM: 1,099,923
• Natural Bridges NM: 94,797
• Navajo NM: 71,370
• Ocmulgee NM: 155,388
• Oregon Caves NM: 72,709
• Organ Pipe Cactus NM: 222,723
• Petroglyph NM: 117,825
• Pipe Spring NM: 54,619
• Pipestone NM: 70,748
• Rainbow Bridge NM: 77,270
• Russell Cave NM: 19,430
• Salinas Pueblo Missions NM: 29,672
• Scotts Bluff NM: 131,122
• Statue of Liberty NM: 4,279,020
• Sunset Crater Volcano NM: 182,203
• Timpanogos Cave NM: 104,023
• Tonto NM: 37,523
• Tuzigoot NM: 95,065
• Waco Mammoth National Monument: 20,551
• Walnut Canyon NM: 153,322
• White Sands NM: 497,506
• World War II Valor in the Pacific NM: 1,574,156
• Wupatki NM: 212,828

National Monument Total: 24,888,632

National Parks
• Acadia NP: 2,811,184
• Arches NP: 1,399,247
• Badlands NP: 989,354
• Big Bend NP: 381,747
• Biscayne NP: 508,164
• Black Canyon of the Gunnison NP: 209,166
• Bryce Canyon NP: 1,745,804
• Canyonlands NP: 634,607
• Capitol Reef NP: 941,029
• Carlsbad Caverns NP: 445,720
• Channel Islands NP: 324,816
• Congaree NP: 87,513
• Crater Lake NP: 614,712
• Cuyahoga Valley NP: 2,284,612
• Death Valley NP: 1,154,843
• Denali NP & PRES: 560,757
• Dry Tortugas NP: 70,862
• Everglades NP: 1,077,427
• Gates of the Arctic NP & PRES: 10,745
• Glacier Bay NP & PRES: 551,353
• Glacier NP: 2,366,056
• Grand Canyon NP: 5,520,736
• Grand Teton NP: 3,149,921
• Great Basin NP: 116,123
• Great Sand Dunes NP & PRES: 299,513
• Great Smoky Mountains NP: 10,712,674
• Guadalupe Mountains NP: 169,535
• Haleakala NP: 1,216,772
• Hawaii Volcanoes NP: 1,832,660
• Hot Springs NP: 1,418,162
• Isle Royale NP: 18,684
• Joshua Tree NP: 2,025,756
• Katmai NP & PRES: 37,818
• Kenai Fjords NP: 296,697
• Kings Canyon NP: 468,106
• Kobuk Valley NP: 0
• Lake Clark NP & PRES: 17,818
• Lassen Volcanic NP: 468,092
• Mammoth Cave NP: 566,895
• Mesa Verde NP: 547,325
• Mount Rainier NP: 1,237,231
• National Park of American Samoa: 13,892
• North Cascades NP: 20,677
• Olympic NP: 3,263,761
• Petrified Forest NP: 793,225
• Pinnacles NP: 206,533
• Redwood NP: 527,143
• Rocky Mountain NP: 4,155,916
• Saguaro NP: 753,446
• Sequoia NP: 1,097,464
• Shenandoah NP: 1,321,873
• Theodore Roosevelt NP: 580,033
• Virgin Islands NP: 438,372
• Voyageurs NP: 238,313
• Wind Cave NP: 612,198
• Wrangell-St. Elias NP & PRES: 80,366
• Yellowstone NP: 4,097,710
• Yosemite NP: 4,150,217
• Zion NP: 3,648,846

National Park Total: 75,290,221

National Parkways
• Blue Ridge PKWY: 15,054,603
• George Washington MEM PKWY: 7,286,463
• John D. Rockefeller, Jr. MEM PKWY: 1,430,337
• Natchez Trace PKWY: 5,785,812

National Parkway Total: 29,557,215

National Preserves
• Bering Land Bridge NPRES: 2,642
• Big Cypress NPRES: 1,112,290
• Big Thicket NPRES: 125,832
• Little River Canyon NPRES: 248,135
• Mojave NPRES: 589,155
• Noatak NPRES: 0
• Tallgrass Prairie NPRES: 29,558
• Timucuan EHP: 1,239,423
• Yukon-Charley Rivers NPRES: 1,133

National Preserve Total: 3,348,168

National Recreation Areas
• Amistad NRA: 1,250,051
• Bighorn Canyon NRA: 245,173
• Chattahoochee River NRA: 3,173,204
• Chickasaw NRA: 1,254,105
• Curecanti NRA: 944,742
• Delaware Water Gap NRA: 3,735,134
• Gateway NRA: 6,392,565
• Gauley River NRA: 105,374
• Glen Canyon NRA: 2,495,093
• Golden Gate NRA: 14,888,537
• Lake Chelan NRA: 32,186
- Lake Mead NRA: 7,298,465  
- Lake Meredith NRA: 831,374  
- Lake Roosevelt NRA: 1,170,843  
- Ross Lake NRA: 772,579  
- Santa Monica Mountains NRA: 797,126  
- Whiskeytown NRA: 843,845  
National Recreation Area Total: 46,230,396

National Reserve  
- City of Rocks NRES: 105,289  
National Reserve Total: 105,289

National Rivers  
- Big South Fork NRRA: 643,135  
- Buffalo NR: 1,463,304  
- Mississippi NRRA: 127,635  
- New River Gorge NR: 1,178,753  
- Ozark NSR: 1,277,941  
National River Total: 4,690,768

National Seashores  
- Assateague Island NS: 2,275,606  
- Canaveral NS: 1,689,754  
- Cape Cod NS: 4,503,220  
- Cape Hatteras NS: 2,274,635  
- Cape Lookout NS: 400,413  
- Cumberland Island NS: 59,859  
- Fire Island NS: 441,899  
- Gulf Islands NS: 3,976,883  
- Padre Island NS: 582,839  
- Point Reyes NS: 2,501,106  
National Seashore Total: 18,706,214

National Wild & Scenic Rivers  
- Bluestone NSR: 36,733  
- Missouri NRR: 145,004  
- Niobrara NSR: 68,110  
- Obed W&SR: 214,441  
- Rio Grande W&SR: 120  
- Saint Croix NSR: 623,122  
- Upper Delaware S&RR: 243,246  
National Wild & Scenic River Total: 1,330,776
Other

- Catoctin Mountain Park: 229,301
- Fort Washington Park: 337,433
- Greenbelt Park: 135,260
- National Capital Parks Central: 1,833,085
- National Capital Parks East: 1,220,403
- Piscataway Park: 148,729
- President's Park: 903,161
- Prince William Forest Park: 312,109
- Rock Creek Park: 2,443,772
- Saint Croix Island International Historic Site: 12,557
- White House: 526,263
- Wolf Trap NP for the Performing Arts: 407,351

Other Total: 8,509,424

Total, all designations: 307,247,252

117.2 Market Resources
National Park Service, Public Use Statistics Office, P.O. Box 25287, Denver, CO 80225. (www.nature.nps.gov/socialscience/stats.cfm)

118

STATE PARKS

118.1 State Park Visitors

According to the National Association of State Park Directors (NASPD, www.naspd.org), states have a combined 3,235 state parks, with 6,624 units, and attract 739 million visitors annually. In aggregate, state parks offer 43,000 miles of trails, 217,367 campsites, 8,277 cabins, and 130 lodges with 6,681 guest rooms.

The following are the number of parks and annual park visitations for each state:

<table>
<thead>
<tr>
<th>State</th>
<th>Parks</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama (<a href="http://www.alapark.com">www.alapark.com</a>)</td>
<td>22</td>
<td>4.4 million</td>
</tr>
<tr>
<td>Alaska (<a href="http://www.dnr.state.ak.us/parks">www.dnr.state.ak.us/parks</a>)</td>
<td>&gt;100</td>
<td>4.0 million</td>
</tr>
<tr>
<td>Arizona (<a href="http://www.pr.state.az.us">www.pr.state.az.us</a>)</td>
<td>28</td>
<td>2.3 million</td>
</tr>
<tr>
<td>Arkansas (<a href="http://www.arkansasstateparks.com">www.arkansasstateparks.com</a>)</td>
<td>51</td>
<td>9.8 million</td>
</tr>
<tr>
<td>California (<a href="http://www.parks.ca.gov">www.parks.ca.gov</a>)</td>
<td>278</td>
<td>85.2 million</td>
</tr>
<tr>
<td>Colorado (<a href="http://www.parks.state.co.us">www.parks.state.co.us</a>)</td>
<td>44</td>
<td>12.1 million</td>
</tr>
<tr>
<td>Connecticut (<a href="http://www.ct.gov/dep/site/default.asp">www.ct.gov/dep/site/default.asp</a>)</td>
<td>94</td>
<td>6.6 million</td>
</tr>
<tr>
<td>Delaware (<a href="http://www.destateparks.com">www.destateparks.com</a>)</td>
<td>14</td>
<td>3.9 million</td>
</tr>
<tr>
<td>Florida (<a href="http://www.floridastateparks.org">www.floridastateparks.org</a>)</td>
<td>159</td>
<td>19.1 million</td>
</tr>
<tr>
<td>Georgia (<a href="http://www.gadnr.org">www.gadnr.org</a>)</td>
<td>64</td>
<td>12.8 million</td>
</tr>
<tr>
<td>Hawaii (<a href="http://www.hawaii.gov/dlnr/dsp/dsp.html">www.hawaii.gov/dlnr/dsp/dsp.html</a>)</td>
<td>52</td>
<td>9.2 million</td>
</tr>
<tr>
<td>Idaho (<a href="http://www.idahoparks.org">www.idahoparks.org</a>)</td>
<td>30</td>
<td>2.8 million</td>
</tr>
<tr>
<td>Illinois (<a href="http://www.dnr.state.il.us/lands/landmgt/parks">www.dnr.state.il.us/lands/landmgt/parks</a>)</td>
<td>49</td>
<td>43.3 million</td>
</tr>
<tr>
<td>Indiana (<a href="http://www.in.gov/dnr/parklake">www.in.gov/dnr/parklake</a>)</td>
<td>23</td>
<td>18.3 million</td>
</tr>
<tr>
<td>Iowa (<a href="http://www.iowa.gov/state/main/index.html">www.iowa.gov/state/main/index.html</a>)</td>
<td>84</td>
<td>14.6 million</td>
</tr>
<tr>
<td>Kansas (<a href="http://www.kdwp.state.ks.us">www.kdwp.state.ks.us</a>)</td>
<td>24</td>
<td>7.3 million</td>
</tr>
<tr>
<td>Kentucky (<a href="http://www.parks.ky.gov">www.parks.ky.gov</a>)</td>
<td>52</td>
<td>7.6 million</td>
</tr>
<tr>
<td>Louisiana (<a href="http://www.crt.state.la.us">www.crt.state.la.us</a>)</td>
<td>35</td>
<td>2.1 million</td>
</tr>
<tr>
<td>Maine (<a href="http://www.maine.gov/doc/parks">www.maine.gov/doc/parks</a>)</td>
<td>&gt;30</td>
<td>2.2 million</td>
</tr>
<tr>
<td>Maryland (<a href="http://www.dnr.state.md.us/publiclands">www.dnr.state.md.us/publiclands</a>)</td>
<td>66</td>
<td>10.7 million</td>
</tr>
<tr>
<td>Massachusetts (<a href="http://www.mass.gov/eea/agencies/dcr/massparks">www.mass.gov/eea/agencies/dcr/massparks</a>)</td>
<td>45</td>
<td>10.0 million</td>
</tr>
<tr>
<td>Michigan (<a href="http://www.michigan.gov/dnr">www.michigan.gov/dnr</a>)</td>
<td>97</td>
<td>20.5 million</td>
</tr>
<tr>
<td>Minnesota (<a href="http://www.dnr.state.mn.us/state_parks/index.html">www.dnr.state.mn.us/state_parks/index.html</a>)</td>
<td>72</td>
<td>7.8 million</td>
</tr>
<tr>
<td>Mississippi (<a href="http://home.mdwfp.com">http://home.mdwfp.com</a>)</td>
<td>24</td>
<td>3.1 million</td>
</tr>
<tr>
<td>Missouri (<a href="http://www.mostateparks.com">www.mostateparks.com</a>)</td>
<td>81</td>
<td>17.0 million</td>
</tr>
<tr>
<td>Montana (<a href="http://www.fwp.mt.gov/parks/default.html">www.fwp.mt.gov/parks/default.html</a>)</td>
<td>50</td>
<td>1.5 million</td>
</tr>
<tr>
<td>Nebraska (<a href="http://www.ngpc.state.ne.us">www.ngpc.state.ne.us</a>)</td>
<td>87</td>
<td>9.9 million</td>
</tr>
<tr>
<td>Nevada (<a href="http://www.parks.nv.gov">www.parks.nv.gov</a>)</td>
<td>24</td>
<td>4.1 million</td>
</tr>
</tbody>
</table>
118.2 Economic Impact

According to the NASPD, state parks have an economic impact of more than $20 billion annually on the communities they serve.

Several states have recently completed economic impact studies of their state parks. The following is a summary of these studies:

Arizona
• According to The Economic Impact of Arizona State Parks, an assessment by the Arizona Hospitality Research & Resource Center at Northern Arizona University, W.A. Franke College of Business, direct annual spending by Arizona State Park visitors totals $163 million, or $70.84 per person. The combined total economic impact (direct spending, indirect, and induced impacts) of recreation parks is $156.8 million; historic parks and conservation parks contribute $35.4 million and $32.2 million, respectively.

California
• The 85.2 million visitors to California state parks generate approximately $2.6 billion in spending in local communities and an estimated $6.7 billion in total output and
Maryland
• According to the *Maryland State Parks Economic Impact & Visitor Study*, visitors directly spend more than $567 million during their trips to state parks, producing a total economic impact of more than $650 million annually.

New York
• The park system boosts the New York economy by about $2 billion, providing a 5-to-1 return on investment for state spending. State spending produces about 6,600 jobs; visitor spending supports an additional 13,500 jobs, according to an independent study.

North Carolina
• According to a study by researchers at North Carolina State University, state parks contribute $289 million to local economies annually as well as $120 million to local residents’ income.

Pennsylvania
• A study by the Department of Recreation, Park and Tourism Management at Penn State assessed that the 38.0 million visitors to Pennsylvania state parks spend $859 million on their trips and support 12,630 jobs.

Tennessee
• *Economic Impacts of Tennessee State Parks* is prepared every five years by the University of Tennessee Institute of Agriculture. *Tennessee 2020* estimated direct spending by the 16.9 million annual visitors to Tennessee state parks at $725.2 million, with 12,000 jobs supported. Including indirect expenditures, the impact to the state’s economy is $1.5 billion.

Texas
• Economic activity generated by visitors to the 80 state parks in Texas is estimated at $793 million in sales and accounts for 11,928 jobs.

Utah
• Utah’s state parks contribute $67 million in state economic benefit through day-use, camping, and golf.

### 118.3 Most Popular State Parks
The 2016 Readers Choice Awards poll by 10Best (www.10best.com), a *USA Today* travel site, ranked the Best State Parks as follows:
1. Letchworth State Park (New York)
2. Porcupine Mountains Wilderness State Park (Michigan)
3. Watkins Glen State Park (New York)
4. Ha Ha Tonka State Park (Missouri)
5. Devil's Lake State Park (Wisconsin)
6. Fall Creek Falls State Park (Tennessee)
7. Indiana Dunes State Park (Indiana)
8. Assateague State Park (Maryland)
9. Custer State Park (South Dakota)
10. Hunting Island State Park (South Carolina)

118.4 Market Resources
National Association of State Park Directors, 8829 Woodyhill Road, Raleigh, NC 27613. (919) 676-8365. (www.naspd.org)
APPENDIX A

ACADEMIC CENTERS

Arizona Hospitality Research & Resource Center
Northern Arizona University, The W.A. Franke College of Business, P.O. Box 6024, Flagstaff, AZ 86011. (http://franke.nau.edu/ahrrc/)

Business and Tourism Research Center
University of Texas-Pan American, College of Business Administration, 1201 West University Drive, Edinburg, TX 78539. (http://portal.utpa.edu/utpa_main/daa_home/coba_new_home/coba_faculty/faculty_centers/tourism/)

Center for Business, Entrepreneurship & Tourism
Black Hills State University, Meier Hall 331, 1200 University Street, Unit 9007, Spearfish, SD 57799. (www.bhsu.edu/cbet/Home/tabid/9293/Default.aspx)

Center for Entertainment and Tourism Communications
California State University Fullerton, College of Communications, 3 Banting, Irvine, CA 92618. (http://communications.fullerton.edu/tourismcenter/index.asp)

Center for Hospitality and Tourism Research
Oklahoma State University, 210 Human Sciences Building West, Stillwater, OK 74078. (http://humansciences.okstate.edu/chtr/)

Center for Medical Tourism Research
University of the Incarnate Word, H-E-B School of Business & Administration, 4301 Broadway, CPO #460, San Antonio, TX 78209. (www.uiw.edu/medicaltourism/)

Center for Sustainable Tourism
Arizona State University, School of Community Resources & Development, Mail Code 4020, 411 North Central Avenue, Suite 550, Phoenix, AZ 85004. (http://mtrc.asu.edu)

Center for Sustainable Tourism
East Carolina University, RW 208B Rivers Building, Greenville, NC 27858. (www.ecu.edu/cs-tecs/sustainabletourism/Sustainable-Tourism.cfm)
Center for the Study of Lodging Operations
Purdue University, Hospitality & Tourism Management, 900 W. State Street, West Lafayette, IN 47907. (www.purdue.edu/hhs/htm/research/lodging/index.php)

Center for Tourism Research and Outreach
University of Maine, 5723 DP Corbett Business Building, Orono, ME 04469. (http://umaine.edu/centro/)

Clay Brittain Jr. Center for Resort Tourism
Coastal Carolina University, P.O. Box 261954, Conway, SC 29528. (www.coastal.edu/business/resort/)

Eric Friedheim Tourism Institute
University of Florida, P.O. Box 118208, Gainesville, FL 32611. (http://efti.hhp.ufl.edu)

International Center for Hospitality Research & Development
Florida State University, Dedman School of Hospitality, UCB 4100, Florida State University, Tallahassee, FL 32306. (http://dsh.fsu.edu/Faculty-Research/International-Center-for-Hospitality-Research-Development)

International Institute For Tourism Research and Development
Clemson University, Department of Parks, Recreation and Tourism Management, 263 Lehotsky Hall, Box 340735, Clemson, SC 29634. (www.clemson.edu/centers-institutes/tourism/)

International Tourism Research Institute
University of South Carolina; School of Hotel, Restaurant, and Tourism Management; Columbia, SC 29208. (www.hrsm.sc.edu/tourismresearch/)

Medical Tourism Research Center
University of North Carolina at Pembroke, P.O. Box 1510, Pembroke, NC 28372. (www.uncp.edu/academics/research/medical-tourism-research-center)

Michigan Hospitality & Tourism (MIHT) Research Center
Grand Valley State University, Hospitality and Tourism Management Department, B-3-263 Mackinac Hall, One Campus Drive, Allendale, MI 49401. (www.gvsu.edu/miht/)

New Jersey Center for Hospitality and Tourism Research
Richard Stockton College of New Jersey, Lloyd D. Levenson Institute of Gaming Hospitality & Tourism, Carnegie Center, 35 South Dr. Martin Luther King Jr. Boulevard, Atlantic City, NJ 08401. (http://intraweb.stockton.edu/eyos/page.cfm?siteID=150&pageID=4)
Sport Industry Research Center
Temple University, School of Tourism & Hospitality Management, 1810 N. 13th Street, Speakman Hall 111 (006-68), Philadelphia, PA 19122. (http://sthm.temple.edu/phd/sports/sirc.html)

Tourism & Hospitality Research Center
Purdue University, Hospitality & Tourism Management, 900 W. State Street, West Lafayette, IN 47907. (www.purdue.edu/hhs/htm/research/research_center/index.php)

Vermont Tourism Research Center
University of Vermont, Rubenstein School of Environment and Natural Resources, Burlington, VT 05405. (www.uvm.edu/tourismresearch/)
APPENDIX B

ACADEMIC PROGRAMS

Adirondack Community College
Hospitality and Tourism Management, 640 Bay Road, Queensbury, NY 12804. (http://sunyacc.edu/programs/hospitality-and-tourism-management)

American National University
Tourism and Hospitality, 1813 East Main Street, Salem, VA 24153. (www.an.edu/programs/tourism-hospitality-associates/)

Austin Community College
Hospitality Management Department, Austin Community College, 5930 Middle Fiskville Road, Austin, TX 78752. (www.austincc.edu/hospmgmt/travel.html)

Broward College
Hospitality, Restaurant & Tourism, 111 East Las Olas Boulevard, Fort Lauderdale, FL 33301. (www.broward.edu/academics/programs/hospitality/Pages/default.aspx)

Bucks County Community College
Hospitality Tourism Management, 275 Swamp Road, Newtown, PA 18940. (www.bucks.edu/catalog/majors/business/hospitality)

Central Piedmont Community College
Hospitality Management, P.O. Box 35009, Charlotte, NC 28235. (www.cpcc.edu/hospitality-education/hospitality-management)

College of DuPage
Hospitality and Tourism, 425 Fawell Boulevard, Glen Ellyn, IL 60137. (www.cod.edu/programs/culinary/travel/)

College of Southern Idaho
Business & Economics Education, Hospitality Management/Culinary Arts, 315 Falls Avenue, P.O. Box 1238, Twin Falls, ID 83303. (http://business.csi.edu/hospitality/index.asp)

Columbus State Community College
550 East Spring Street, Columbus, OH 43215. (www.cscc.edu/academics/departments/hospitality)
Community College of Vermont  
P.O. Box 489, Montpelier, VT 05601.  
(http://catalog.ccv.edu/preview_program.php?catoid=5&poid=171&returnto=686)

Daytona State College  
Hori Hosseini College of Hospitality and Culinary Management, 1200 W. International Speedway Boulevard, Daytona Beach, FL 32114.  

Edmonds Community College  
Hospitality and Tourism, 20000 68th Avenue West, Lynnwood, WA 98036.  
(www.edcc.edu/hosp/default.html)

Finger Lakes Community College  
Tourism Management, 3325 Marvin Sands Drive, Canandaigua, NY 14424.  
(www.flcc.edu/academics/tourismmanagement/index.cfm)

Florida State College at Jacksonville  
Culinary Arts & Hospitality, 101 W. State Street, Jacksonville, FL 32202  
(www.fscj.edu/academics/areas-of-study/culinary-arts-hospitality)

Fort Lewis College  
Travel and Tourism Management, 1000 Rim Drive, Durango, CO 81301.  
(http://catalog.fortlewis.edu/preview_program.php?catoid=17&poid=2584&returnto=697)

Genesee Community College  
Tourism and Hospitality Management, One College Road, Batavia, NY 14020.  
(www.genesee.edu/academics/programs/business/tourism-hospitality)

George Washington University  
School of Business, The Master of Tourism Administration Program, 2201 G Street NW, Duques Hall, Washington, DC 20052.  
(http://business.gwu.edu/tourism)

Grand Valley State University  
Department of Hospitality and Tourism Management, 1 Campus Drive, Allendale, MI 49401.  
(www.gvsu.edu/htm)

Heald College  
Hospitality and Tourism, 1500 Kapiolani Blvd, Honolulu, HI 96814.  
(www.heald.edu/business/hospitality-and-tourism)

Highline Community College  
Hospitality & Tourism Management Department, P.O. Box 98000, M/S 9-7, Des Moines,
Houston Community College
Travel and Tourism, 3100 Main Street, Houston, TX 77002.
(www.hccs.edu/finder/programs/travel-and-tourism---aas/)

Kingsborough Community College
Tourism and Hospitality Department, 2001 Oriental Boulevard, Brooklyn, NY 11235.
(www.kbcc.cuny.edu/academicdepartments/tah/Pages/facpg.aspx)

LaGuardia Community College
Travel, Tourism and Hospitality Management, 31-10 Thomson Avenue, Long Island City, NY 11101. (www.laguardia.cuny.edu/bt/)

Los Medanos College
Travel Marketing Program, 2700 East Leland Road, Pittsburg, CA 94565.
(www.losmedanos.edu/travel/about.asp)

Madison Area Technical College
Hospitality & Tourism, 1701 Wright Street, Madison, WI 53704.
(http://madisoncollege.edu/programs-classes#hosp)

Metropolitan State University of Denver
Auraria, Campus, Department of Hospitality, Tourism and Events, PO Box 173362, Campus Box 60, Denver, CO 80217. (www.msudenver.edu/hospitality)

Milwaukee Area Technical College
Hotel/Hospitality Management, 700 W. State Street, Milwaukee, WI 53233.
(www.matc.edu/business/degrees/hotel-hospitality-management.cfm)

Mitchell College
Hospitality & Tourism Management, 437 Pequot Avenue, New London, CT 06320.
(http://community.mitchell.edu/Programs/HT)

Monroe Community College
Hospitality Department, 1000 East Henrietta Road, Rochester, NY 14623.
(www.monroecc.edu/depts/fhtm/index.htm?deptdirectory)

Morrisville State College
School of Agriculture, Sustainability, Business and Entrepreneurship Travel and Tourism: Hospitality Management, 80 Eaton Street, Morrisville, NY 13408.
(www.morrisville.edu/academics/business/hospitalitytech/index.htm)
Mt. Hood Community College
Hospitality and Tourism Management, 26000 SE Stark Street, Gresham, OR 97030. (http://www.mhcc.edu/hospitality)

Niagara County Community College
3111 Saunders Settlement Road, Sanborn, NY 14132. (www.niagaracc.suny.edu/academics/bh/?section=academics)

Northeastern State University
College of Business & Technology, Hospitality and Tourism Management, 700 N. Grand Avenue, Tahlequah, OK 74464. (http://academics.nsuok.edu/business-technology/HTM.aspx)

Paul Smith’s College

Plymouth State University
Tourism Management and Policy, 17 High Street, Plymouth, NH 03264. (www.plymouth.edu/department/social-science/degrees-options-minors/tourism-management-and-policy/)

Richland College
Travel, Exposition & Meeting Management, 12800 Abrams Road, Dallas, TX 75243. (www.richlandcollege.edu/travel/)

Rockland Community College
Business and Professional/Public Service Division, Hospitality and Tourism, 145 College Road, Suffern, NY 10901. (www.sunyrockland.edu/study-at-rcc/academics-and-degrees/academic-departments/hospitality-and-tourism)

Schiller International University
International Hospitality and Tourism Management, 8560 Ulmerton Road Largo, FL 33771. (www.schiller.edu/programs/bachelor-degrees/international-hospitality-and-tourism-management-bachelor-degree)

St. Philips College
Hospitality Management, 1801 M.L. King Drive, San Antonio, TX 78203. (www.alamo.edu/spc)

St. Thomas University
Tourism and Hospitality Programs, 16401 NW 37th Avenue, Miami Gardens, FL 33054 (www.stu.edu/BBAwithamajorinTourismHospitalityManagement/tabid/782/Default.aspx)
Saddleback College
Division of Advanced Technology & Applied Science, Travel Services, 2800 Marguerite Parkway, Mission, Viejo, CA 92692. (www.saddleback.edu/atas/travel-and-tourism)

Schenectady County Community College
Hospitality and Tourism Management, 78 Washington Avenue, Schenectady, NY 12305. (http://www.sunysccc.edu/academic/cularts/)

Stevens - The Institute of Business & Arts
Tourism & Hospitality, 1521 Washington Avenue, St. Louis, MO 63103. (www.siba.edu/academics/tourism-hospitality/)

Sullivan Community College
Hospitality and Tourism Management, 112 College Road, Loch Sheldrake, NY 12759. (www.sunysullivan.edu/academics/program_detail.php?program_code=HM)

SUNY Delhi
Travel & Tourism Management, 454 Delhi Drive, Delhi, NY 13753. (www.delhi.edu/academics/associate_degree/trvl/index.php)

Tarrant County College
Hospitality Management, 1500 Houston Street, Fort Worth, TX 76102. (www.tccd.edu)

Texas A&M University
Department of Recreation, Park & Tourism Sciences, 600 John Kimbrough Boulevard, College Station, TX 77843. (http://rpts.tamu.edu/)

University of Akron
Hospitality Management, 302 E Buchtel Avenue, Akron, OH 44325. (www.uakron.edu/summitcollege/business_technology/hospitality-management/index.dot)

University of Maine Machias
Environmental Recreation and Tourism Management, 116 O’Brien Avenue, Machias, ME 04654. (http://machias.edu/ertm)

University of Northwestern Ohio
College of Occupational Professions, Travel & Hospitality, 1441 N. Cable Road, Lima, OH 45805. (www.unoh.edu/academics/college-of-occupational-professions/travel-hospitality.shtml)
Virginia Highlands Community College
Hospitality and Tourism Program, 100 VHCC Drive, Abingdon, VA 24210.
(www.vhcc.edu/index.aspx?page=1181)

Wood Tobe-Coburn School
Travel and Hospitality, 8 East 40th Street, New York, NY 10016.
(www.woodtobecoburn.edu/our-programs/travel-and-hospitality)
APPENDIX C

ANALYSTS

Abrams Consulting Group, 3020 Westchester Avenue, Purchase, NY 10577. (914) 696-5100. (www.abramsconsulting.com)

CBRE Hotels, 3340 Peachtree Road NE, Suite 580, Atlanta, GA 30326. (404) 842-1150. (www.cbrehotels.com)


Dealogic, 120 Broadway, 8th Floor, New York, NY 10271. (212) 577-4400. (www.dealogic.com)


H2R Market Research, 4650 S. National Avenue, Springfield, MI 65810. (417) 877-7808. (www.h2rmarketresearch.com)

HVS, 369 Willis Avenue, Mineola, NY, 11501. (516) 248-8828. (www.hvs.com)

International Demographics, 10333 Richmond Avenue, Suite 200, Houston, TX 77042. (713) 626-0333. (www.themediaaudit.com)

JB Research, (805) 985-7671. (www.jbresearchco.com)

Lodging Econometrics, 500 Market Street, Suite 13, Portsmouth, NH 03801 (603) 431-8740. (www.lodgingeconometrics.com)

MMGY Global, 423 South Keller Road, Suite 100, Orlando, FL 32810. (407) 875-1111. (www.mmgyglobal.com)

PhoCusWright, Inc., P.O. Box 760, Sherman, CT 06784. (860) 354-4080.


STR Global, 735 East Main Street, Hendersonville, TN 37075. (615) 824-8664. (www.strglobal.com)

The Highland Group, 1266 West Paces Ferry Road, Suite 148, Atlanta, GA 30327. (404) 872-4631. (www.highland-group.net)

Zagat Survey LLC, 76 9th Avenue, 4th Floor, New York, NY 10011. (212) 977-6000. (www.zagat.com)
APPENDIX D

ASSOCIATIONS

American Automobile Association, 1000 AAA Drive, Heathrow, FL 32746. (407) 444-7000. (www.aaa.com)

American Bus Association, 111 K Street NE, 9th Floor, Washington, DC 20002. (202) 842-1645. (www.buses.org)


American Planning Association, 205 N. Michigan Avenue, Suite 1200, Chicago, IL 60601. (312) 431-9100. (www.planning.org)

American Society of Travel Agents, 1101 King Street, Suite 200, Alexandria, VA 22314. (703) 739-2782. (www.asta.org)

Association of Destination Management Executives, P.O. Box 2307, Dayton, OH 45402. (937) 586-3727. (www.adme.org)

Association of Retail Travel Agents, 4320 North Miller Road, Scottsdale, AZ 85252. (866) 369-8969. (www.arta.travel)

Association of Travel Marketing Executives, PO Box 3176, West Tisbury, MA 02575. (508) 693-0550. (www.atme.org)

Center for Exhibition Industry Research, 12700 Park Central Drive, Suite 308, Dallas, TX 75251. (972) 687-9242. (www.ceir.org)

Convention Industry Council, 700 N. Fairfax Street, Suite 510, Alexandria, VA 22314. (571) 527-3116. (www.conventionindustry.org)

Cruise Lines International Association, 910 SE 17th Street, Suite 400, Fort Lauderdale, FL 33316. (754) 224-2200. (www.cruising.org)
Destination Marketing Association International (formerly the International Association of Convention & Visitor Bureaus), 2025 M Street NW, Suite 500, Washington, DC 20036. (202) 296-7888. (www.destinationmarketing.org)

Global Business Travel Association, 123 North Pitt Street, Alexandria, VA 22314. (703) 684-0836 (www.gbta.org)

Hospitality Sales and Marketing Association International, 1760 Old Meadow Road, Suite 500, McLean, VA 22102. (703) 506-3280. (www.hsmai.org)

International Air Transport Association, 1201 F Street NW, Suite 650, Washington, DC 20005. (202) 628-9292. (www.iata.org)

Meeting Professionals International, 3030 Lyndon B. Johnson Freeway, Suite 1700, Dallas, TX 75234. (972) 702-3000. (www.mpiweb.org)


Sports & Fitness Industry Association, 8505 Fenton Street, Suite 211, Silver Spring, MD 20910. (301) 495-6321. (www.sfia.org)

Travel and Tourism Research Association, 5300 Lakewood Road, Whitehall, MI 49461. (248) 708-8872. (www.ttra.com)


Victorian Preservation Association, P.O. Box 586, San Jose, CA 95106. (www.vpa.org)

World Tourism Organization, Capitan Haya, 42 28020 Madrid, Spain. (+34 91 567 81 00). (www2.unwto.org)
APPENDIX E

CONVENTION & VISITORS BUREAUS

Alabama
Alabama Gulf Coast Convention and Visitors Bureau, 23685 Perdido Beach Boulevard, Orange Beach, AL 36561. (800) 982-8562. (www.gulfshores.com)

Auburn and Opelika Tourism Bureau, 714 E. Glenn Avenue, Auburn, AL 36830. (334) 887-8747. (www.aotourism.com)

Florence-Lauderdale Tourism Bureau, 1 Hightower Place, Florence, AL 35630. (256) 740-4141. (www.visitflorenceal.com)

Greater Birmingham Convention and Visitors Bureau, 2200 Ninth Avenue North, Birmingham, AL 35203. (205) 458-8086. (www.birminghamal.org)

Huntsville-Madison County Convention & Visitors Bureau, 500 Church Street, Suite 1, Huntsville, AL 35801. (256) 551-2230. (www.huntsville.org)

Montgomery Area Chamber of Commerce Convention & Visitor Bureau, 300 Water Street, Montgomery, AL 36410. (www.visitingmontgomery.com)

Tuscaloosa Convention and Visitors Bureau, P.O. Box 3167, Tuscaloosa, AL 35403. (205) 391-9200. (www.visittuscaloosa.com)

Alaska
Anchorage Convention & Visitors Bureau, 524 W. Fourth Avenue, Anchorage, AK 99501. (www.anchorage.net)


Arizona
Flagstaff Convention & Visitors Bureau, 1 E. Route 66, Flagstaff, AZ 86001. (928) 774-9541. (www.flagstaffarizona.org)

Glendale Convention & Visitors Bureau, 5800 W. Glenn Drive, Suite 140, Glendale, AZ 85301. (623) 930-4500. (www.visitglendale.com)

Greater Phoenix Convention & Visitors Bureau, 400 E. Van Buren Street, Suite 600, Phoenix, AZ 85004. (602) 254-6500. (www.phoenixcvb.com)

Lake Havasu City Convention and Visitors Bureau, 314 London Bridge Road, Lake Havasu City, AZ 86403. (928) 453-3444. (www.golakehavasu.com)

Metropolitan Tucson Convention & Visitors Bureau, 100 S. Church Avenue, Tucson, AZ 85701. (www.visittucson.org)

Scottsdale Convention & Visitors Bureau, 4343 N. Scottsdale Road, Suite 170, Scottsdale, AZ 85251. (480) 421-1004. (www.experiencescottsdale.com)

Sedona Chamber of Commerce, 331 Forest Road, Sedona, AZ 86336. (928) 282-7722. (www.visitsedona.com)

Tempe Convention & Visitors Bureau, 51 W. Third Street, Suite 105, Tempe, AZ 85281. (480) 894-8158. (www.tempecvb.com)

Arkansas
Bentonville Convention & Visitors Bureau, 104 E. Central, Bentonville, AR 72712. (479) 271-9153. (www.bentonvilleusa.org)

Fayetteville Convention and Visitor Bureau, 21 S. Block Avenue, Suite 100, Fayetteville, AR 72701. (479) 521-5776. (www.experiencefayetteville.com)

Fort Smith Convention & Visitors Bureau, 2 North B Street, Fort Smith, AR 72901. (479) 783-8888. (www.fortsmith.org)


Little Rock Convention and Visitors Bureau, 426 W. Markham, Little Rock, AR 72201. (501) 376-4781. (www.littlerock.com)

Rogers Arkansas Convention & Visitors Bureau, 317 W. Walnut Street, Rogers, AR 72756. (479) 636-1240. (www.visitrogersarkansas.com)
California
Anaheim-Orange County Visitor & Convention Bureau, 800 W. Katella Avenue, Anaheim, CA 92802. (714) 765-8888. (www.anaheimoc.org)

Bakersfield Convention & Visitors Bureau, 515 Truxtun Avenue, Bakersfield, CA 93301. (661) 852-7282. (www.visitbakersfield.com)

Beverly Hills Conference & Visitors Bureau, 9400 S. Santa Monica Boulevard, Beverly Hills, CA 90210. (310) 248-1015. (www.lovebeverlyhills.com)

Carlsbad Convention and Visitors Bureau, 400 Carlsbad Village Drive, Carlsbad, CA 92008. (760) 434-6093. (www.visitcarlsbad.com)

Costa Mesa Conference and Visitor Bureau, 575 Anton Boulevard, Suite 800, Costa Mesa, CA 92626. (714) 435-8530. (www.travelcostamesa.com)

Fresno Convention & Visitors Bureau, 1550 E. Shaw Avenue, Suite 101, Fresno, CA 93710. (559) 445-8300. (www.playfresno.org)

Huntington Beach Marketing and Visitors Bureau, 301 Main Street, Suite 208, Huntington Beach, CA 92648. (714) 969-3492. (www.surfcityusa.com)

L.A. Inc. - The Los Angeles Convention and Visitors Bureau, 333 S. Hope Street, 18th Floor, Los Angeles, CA 90071. (213) 624-7300. (www.discoverlosangeles.com)

Long Beach Area Convention & Visitors Bureau, 301 E. Ocean Boulevard, Suite 1900, Long Beach, CA 90802. (562) 436-3645. (www.visitlongbeach.com)

Mammoth Lakes Tourism and Recreation Department, P.O. Box 48, Mammoth Lakes, CA 93546. (760) 934-2712. (www.visitmammoth.com)

Marin Convention & Visitors Bureau, 1 Mitchell Boulevard, Suite B, San Rafael, CA 94903. (415) 925-2060. (www.visitmarin.org)

Modesto Convention & Visitors Bureau, 1150 Ninth Street, Suite C, Modesto, CA 95354. (209) 526-5588. (www.visitmodesto.com)

Monterey County Convention & Visitors Bureau, Box 1170, Monterey, CA 93942. (831) 657-6400. (www.seemonterey.com)

Oakland Convention and Visitors Bureau, 463 11th Street, Oakland, CA 94607. (510) 839-9000. [www.oaklandcvb.com]

Palm Springs Bureau of Tourism, 277 N. Aveenida, Alballeros, CA 92262. (760) 778-8415. [www.palm-springs.org]

Palm Springs Desert Resort Communities Convention and Visitors Authority, 70-100 Highway 111, Rancho Mirage, CA 92270. (760) 770-9000. [www.palmspringsusa.com]

Pasadena Convention and Visitors Bureau, 300 E. Green Street, Pasadena, CA 91101. (626) 795-9311. [www.visitpasadena.com]

Placer Valley Tourism, 2204 Plaza Drive, Suite 110, Rocklin, CA 95765. (916) 773-5400. [www.placertourism.com]

Riverside Convention and Visitors Bureau, 3750 University Avenue, Suite 175, Riverside, CA 92501. (951) 222-4700. [www.riversidecvb.com]

Sacramento Convention & Visitors Bureau, 1608 I Street, Sacramento, CA 95814. (916) 808-7777. [www.discovergold.org]

San Bernardino Convention and Visitors Bureau, 6707 Little League Drive, San Bernardino, CA 92407. (909) 891-1151. [www.san-bernardino.org]

San Diego Convention & Visitors Bureau, 750 B Street, Suite 1500, San Diego, CA 92101. (619) 232-3101. [www.sandiego.org]

San Francisco Convention & Visitors Bureau, 201 Third Street, Suite 900, San Francisco, CA 94103. (415) 974-6900. [www.sftravel.com]

San Jose Convention & Visitors Bureau, 408 Almaden Boulevard, San Jose, CA 95110. (408) 295-9600. [www.sanjose.org]


Santa Barbara Conference & Visitors Bureau and Film Commission, 500 E. Montecito Street, Santa Barbara, CA 93103. (805) 966-9222. [www.santabarbaraca.com]

Santa Clara Convention & Visitors Bureau, 1850 Warburton Avenue, Santa Clara, CA 95050. (408) 244-9660. [www.santaclara.org]
Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau, 614 S. Broadway, Santa Maria, CA 93454. (805) 925-2403. (www.santamaria.com)

Santa Monica Convention & Visitors Bureau, 1920 Main Street, Suite B, Santa Monica, CA 90405. (310) 319-6263. (www.santamonica.com)

Temecula Valley Convention and Visitors Bureau, P.O. Box 1676, Temecula, CA 92593. (951) 491-6085. (www.temeculacvb.com)

Vallejo Convention & Visitors Bureau, 289 Mare Island Way, Vallejo, CA 94590. (707) 642-3653. (www.visitvallejo.com)

Ventura Visitors & Convention Bureau, 101 S. California Street, Ventura, CA 93001. (805) 648-2075. (www.ventura-usa.com)

Visit Newport Beach, 1200 Newport Center Drive, Suite 120, Newport Beach, CA 92660. (949) 719-6100. (www.visitnewportbeach.com)


**Colorado**

Boulder Convention & Visitors Bureau, 2440 Pearl Street, Boulder, CO 80302, (303) 442-2911. (www.bouldercoloradousa.com)


Durango Area Tourism Office, 802 Main Avenue, Durango, CO 81301. (800) 463-8726. (www.durango.org)

Fort Collins Convention and Visitors Bureau, 19 Old Town Square, Suite 137, Fort Collins, CO 80524. (800) 274-3678. (www.visitftcollins.com)

Grand Junction Visitor & Convention Bureau, 740 Horizon Drive, Grand Junction, CO 81506. (970) 244-1480. (www.visitgrandjunction.com)

Greeley Chamber of Commerce/Visitors Bureau, 902 Seventh Avenue, Greeley, CO 80631. (970) 352-3567. (www.greeleychamber.com)

Steamboat Springs Chamber Resort Association, 125 Anglers Drive, Steamboat Springs, CO 80487. (970) 879-0880. (www.steamboat-chamber.com)
Telluride Tourism Board, P.O. Box 1009, Telluride, CO 81435. (970) 728-3041. (www.visittelluride.com)

Vail Chamber & Business Association, 241 South Frontage Road East, Suite 2, Vail, CO 81657. (970) 477-0075. (www.vailchamber.org)

Visit Denver, The Convention and Visitors Bureau, 1555 California Street, Suite 300, Denver, CO 80202, 303) 892-1112. (www.denver.org)

**Connecticut**
Eastern Regional Tourism District, 27 Coogan Boulevard, Building 3A, Mystic, CT 06355. (860) 536-8822. (www.mysticcountry.com)


Western Connecticut Convention & Visitors Bureau, P.O. Box 968, Litchfield, CT 06759. (www.visitwesternct.com)

**Delaware**
Greater Wilmington Convention & Visitors Bureau, 100 W. 10th Street, Suite 20, Wilmington, DE 19801. (302) 295-2210. (www.wilmcvb.org)

Kent County & Greater Dover Delaware Convention and Visitors Bureau, 435 N. DuPont Highway, Dover, DE 19901. (302) 734-1736. (www.visitdover.com)

Southern Delaware Tourism, P.O. Box 240, Georgetown, DE 19947. (302) 856-1818. (www.visitsoutherndelaware.com)

**District of Columbia**
Destination D.C., 901 Seventh Street NW, Fourth Floor, Washington, DC 20001. (202) 789-7000. (www.washington.org)

**Florida**
Alachua County Visitors and Convention Bureau, 30 E. University Avenue, Gainesville, FL 32601. (352) 374-5260. (www.visitgainesville.com)

Amelia Island Tourism Development Council, 2398 Sadler Road, Suite 200, Fernandina, FL 32034. (904) 277-4369. (www.ameliaislandtdc.com)
Daytona Beach Area Convention & Visitors Bureau, 126 E. Orange Avenue, Daytona Beach, FL 32114. (386) 255-0415. (www.daytonabeach.com)

Emerald Coast Convention & Visitors Bureau, 1540 Miracle Strip Parkway, Fort Walton Beach, FL 32548. (850) 651-7131. (www.emeraldcoastfl.com)

Greater Fort Lauderdale Convention & Visitors Bureau, 100 E. Broward Boulevard, Suite 200, Fort Lauderdale, FL 33301. (954) 765-4466. (www.sunny.org)

Greater Miami Convention & Visitors Bureau, 701 Brickell Avenue, Suite 2700, Miami, FL 33131. (305) 539-3000. (www.miamiandbeaches.com)

Kissimmee Convention and Visitors Bureau, 1925 E. Irlo Bronson Memorial Highway, Kissimmee, FL 34744. (407) 742-8200. (www.floridakiss.com)

Lee County Visitor & Convention Bureau, 2201 Second Street, Suite 600, Fort Myers, FL 33901. (239) 338-3500. (www.fortmyers-sanibel.com)

Naples, Marco Island, Everglades Convention & Visitors Bureau, 2800 Horseshoe Drive, Naples, FL 34104. (239) 252-2384. (www.paradisecoast.com)

Orlando/Orange County Convention & Visitors Bureau, 6700 Forum Drive, Suite 100, Orlando, FL 32821. (407) 354-5586. (www.orlandoinfo.com)

Pensacola Bay Area Convention and Visitors Bureau, 1401 E. Gregory Street, Pensacola, FL 32502. (850) 434-1234. (www.visitpensacola.com)

St. Augustine, Ponte Vedra & The Beaches & Visitors Convention Bureau, 29 Old Mission Avenue, St. Augustine, FL 32084. (904) 829-1711. (www.getaway4florida.com)


Visit Jacksonville, 208 N. Laura Street, Suite 102, Jacksonville, FL 32202. (904) 798-9111. (www.visitjacksonville.com)

Visit Sarasota County, 1777 Main Street, Suite 302, Sarasota, FL 34236. (941) 957-1877. (www.sarasotafl.org)

Visit Tallahassee, 106 E. Jefferson Street, Tallahassee, FL 32301. (850) 606-2300. (www.visittallahassee.com)
Georgia
Athens Convention & Visitors Bureau, 300 N. Thomas Street, Athens, GA 30601. (706) 357-4430. (www.visitathensga.com)

Atlanta Convention & Visitors Bureau, 233 Peachtree Street NE, Suite 1400, Atlanta, GA 30303. (404) 521-6600. (www.atlanta.net)

Augusta Convention & Visitors Bureau, 1450 Greene Street, Suite 110, Augusta, GA 30901. (706) 823-6600. (www.augustaga.org)

Savannah Area Convention & Visitors Bureau, 101 E. Bay Street, Savannah, GA 31401. (912) 644-6401. (www.visitsavannah.com)

Hawaii
Big Island Visitors Bureau, 250 Keawe Street, Hilo, HI 96720. (800) 648-2441. (www.gohawaii.com)

Kauai Visitors Bureau, 4334 Rice Street, Suite 101, Lihue, HI 96766. (800) 262-1400. (www.kauai-hawaii.com)

Maui Visitors and Convention Bureau (Maui, Molokai and Lanai), 1727 Wili Pa Loop, Wailuku, HI 96793. (800) 525-6284. (www.gohawaii.com/maui)

Oahu Visitors Bureau, 2270 Kalakaua Avenue, Suite 801, Honolulu, HI 96815. (877) 525-6248. (www.gohawaii.com/oahu)

Idaho
Boise Convention & Visitors Bureau, 250 S. 5th Street, Suite 300, Boise, ID 83702. (208) 344-7777. (www.boise.org)

Illinois
Aurora Area Convention & Visitors Bureau, 43 W. Galena Boulevard, Aurora, IL 60506. (630) 897-5581. (www.enjoyaurora.com)

Champaign County Convention and Visitors Bureau, 108 Neil Street, Champaign, IL 61820. (217) 351-4133. (www.visitchampaigncounty.org)

Chicago Convention & Tourism Bureau, 2301 S. Lake Shore Drive, Chicago, IL 60616. (312) 567-8500. (www.choosechicago.com)
Chicago Southland Convention and Visitors Bureau, 2304 173rd Street, Lansing, IL 60438. (708) 895-8200. (www.visitchicagosouthland.com)

Galena/Jo Daviess County Convention Visitors Bureau, 101 Bouthillier Street, Galena, IL 61036. (815) 777-3557. (www.galena.org)

Joliet Visitors Bureau, 150 W. Jefferson Street, Joliet, IL 60432. (815) 723-9045. (www.visitjoliet.org)

Quad Cities Convention & Visitors Bureau, 1601 River Drive, Suite 110, Moline, IL 61265. (309) 277-0937. (www.visitquadcities.com)

Springfield Convention and Visitors Bureau, 109 N. Seventh Street, Springfield, IL 62701. (217) 789-2360. (www.visit-springfieldillinois.com)

**Indiana**

Anderson/Madison County Visitor & Convention Bureau, 6335 S. Scatterfield Road, Anderson, IN 46013. (800) 533-6569. (www.heartlandspirit.com)

Columbus Visitors Center, 506 Fifth Street, Columbus, IN 47201. (800) 468-6564. (www.columbus.in.us)

Hamilton County Convention and Visitors Bureau, 37 E. Main Street, Carmel, IN 46032. (800) 776-8687. (www.8GreatTowns.com)

Kokomo-Howard County Convention & Visitors Bureau, 325 N. Main Street, Kokomo, IN 46901. (800) 837-0971. (www.visitkokomo.org)

South Bend/Mishawaka Convention and Visitors Bureau, 401 E. Colfax, Suite 310, South Bend, IN 46634. (800) 519-0577. (www.visitsouthbend.com)

Vincennes/Knox County Convention and Visitors Bureau, 779 S. 6th Street, Vincennes, IN 47591. (800) 886-6443. (www.vincennescvb.org)

Visit Fort Wayne, 927 S. Harrison Street, Fort Wayne, IN 46802. (800) 767-7752. (www.VisitFortWayne.com)

Visit Indy, 200 S. Capitol Avenue, Suite 300, Indianapolis, IN 46225. (800) 323-4639. (www.VisitIndy.com)
Iowa

Cedar Falls Tourism & Visitors Bureau, 6510 Hudson Road, Cedar Falls, IA 50613. (319) 268-4266. (www.cedarfallstourism.org)

Greater Des Moines Convention and Visitors Bureau, 400 Locust Street, Suite 265, Des Moines, IA 50309. (515) 286-4960. (www.catchdemoines.com)

Sioux City Tourism Bureau, 801 Fourth Street, Sioux City, IA 51101. (712) 279-4800. (www.visitsiouxcity.org)

Kansas
Emporia Area Chamber & Visitors Bureau, 719 Commercial Street, P.O. Box 703, Emporia, KS 66801. (620) 342-1600. (www.emporiakschamber.org)

Go Wichita Convention & Visitors Bureau, 515 S. Main Street, Suite 115, Wichita, KS 67202. (316) 265-2800. (www.gowichita.com)

Lawrence Convention & Visitors Bureau, 402 N. Second Street, P.O. Box 526, Lawrence, KS 66044. (785) 856-5282. (www.visitlawrence.com)

Lenexa Chamber of Commerce-Convention & Visitors Bureau, 11180 Lackman Road, Lenexa, KS 66219. (913) 888-1414. (www.lenexa.org)

Manhattan Convention & Visitors Bureau, 501 Poyntz Avenue, Manhattan, KS 66502. (785) 776-8829. (www.manhattancvb.org)


Overland Park Convention and Visitors Bureau, Corporate Woods Building 29, 9001 W. 110th Street, Suite 100, Overland Park, KS 66210. (913) 491-0123. (www.visitoverlandpark.com)

Visit Topeka, 618 S. Kansas Avenue, Suite 8, Topeka, KS 66603. (785) 234-1030. (www.visittopeka.us)

Kentucky
Kentucky Department of Tourism, Capital Plaza Tower, 500 Metro Street, 22nd Floor, Frankfort, KY 40601. (502) 564-4930. (www.kentuckytourism.com)

Louisville Convention and Visitors Bureau, 401 W. Maine Street, Suite 2300, Louisville, KY 40202. (502) 584-2121. (www.gotolouisville.com)

**Louisiana**

Cajun Coast Visitors & Convention Bureau, 112 Main Street, Patterson, LA 70392. (985) 395-4905. (www.cajuncoast.com)


**Maine**
Convention & Visitors Bureau of Greater Portland, 94 Commercial Street, Suite 300, Portland, ME 04101. (207) 772-4994. (www.visitportland.com)

Greater Bangor Convention & Visitors Bureau, 40 Harlow Street, Bangor, ME 04401. (207) 947-5205. (www.visitbangormaine.com)

**Maryland**
Annapolis & Anne Arundel County Conference & Visitors Bureau, 26 West Street, Annapolis, MD 21401. (410) 280-0445. (www.visitannapolis.com)

Baltimore Area Convention and Visitors Association, 10 Light Street, 12th Floor, Baltimore, MD 21202. (410) 659-7300. (www.baltimore.org)

**Massachusetts**
Cape Cod Chamber of Commerce Convention & Visitors Bureau, 5 Shoot Flying Hill Road, Centerville, MA 02632. (508) 362-3225. (www.capecodchamber.org)

Greater Boston Convention & Visitors Bureau, 2 Copley Place, Suite 105, Boston, MA 02116. (627) 536-4100. (www.bostonusa.com)
Michigan
Ann Arbor Area Convention & Visitors Bureau, 120 W. Huron Street, Ann Arbor, MI 48104. (734) 995-7281. (www.visitannarbor.org)

Detroit Metro Convention & Visitors Bureau, 211 W. Fort Street, Suite 1000, Detroit, MI 48226. (313) 202-1800. (www.visitdetroit.com)

Discover Kalamazoo, 141 E. Michigan Avenue, Suite 100, Kalamazoo, MI 49007. (269) 488-9000. (www.discoverkalamazoo.com)

Minnesota
Greater Mankato Convention & Visitors Bureau, 1961 Premier Drive, Suite 100, Mankato, MN 56001. (507) 385-6660. (www.greatermankato.com)

Meet Minneapolis, 250 Marquette Avenue S, Suite 1300, Minneapolis, MN 55401. (612) 767-8000. (www.minneapolis.org)

Rochester Convention and Visitors Bureau, 30 Civic Center Drive SE, Suite 200, Rochester, MN 55904. (507) 288-4331. (www.visitrochestermn.com)


Visit Minneapolis North, 7100 Northland Circle North, Suite 102, Minneapolis, MN 55430. (763) 566-7722. (www.visitminneapolisnorth.com)

Mississippi
Jackson Convention & Visitors Bureau, 111 E. Capitol Street, Suite 102, Jackson, MS 39201. (601) 960-1891. (www.visitjackson.com)

Mississippi Gulf Coast Convention & Visitors Bureau, P.O. Box 6128, Gulfport, MS 39503. (228) 896-6699. (www.gulfcoast.org)

Ridgeland Tourism Commission, 1000 Highland Colony Parkway, Suite 6006, Ridgeland, MS 39157. (601) 605-5252. (www.visitridgeland.com)

Tupelo Convention and Visitors Bureau, P.O. Drawer 47, Tupelo, MS 38802. (662) 841-6521. (www.tupelo.net)
Missouri
Branson-Lakes Area Convention and Visitors Bureau, P.O. Box 1897, Branson, MO 65615. (417) 334-4084. (www.explorebranson.com)

Jefferson City Convention & Visitors Bureau, 100 E. High Street, Jefferson City, MO 65101. (573) 632-2820. (www.visitjeffersoncity.com)

Kansas City Convention & Visitors Association, 1100 Main Street, Suite 2200, Kansas City, MO 64105. (816) 221-5242. (www.visitkc.com)


Montana
Billings Chamber of Commerce Convention and Visitors Bureau, 815 S. 27th Street, Billings, MT 59101. (406) 245-4111. (www.billingschamber.com)

Nebraska
Kearney Visitors Bureau, 1007 Second Avenue, Kearney, NE 68847. (308) 237-3187. (www.visitkearney.org)

Lincoln Convention and Visitors Bureau, 1135 M Street, Suite 300, Lincoln, NE 68501. (402) 434-5335. (www.lincoln.org)

Omaha Convention & Visitors Bureau, 1001 Farnam Street, Omaha, NE 68102. (402) 444-4660. (www.visitomaha.com)

Nevada
Las Vegas Convention & Visitors Authority, 3150 Paradise Road, Las Vegas, NV 89109. (702) 892-0711. (www.lvcva.com)

Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Suite G, Reno, NV 89502. (775) 827-7600. (www.visitrenotahoe.com)

Tahoe South, 169 Highway 50, P.O. Box 5878, Stateline, NV 89449. (775) 588-5900. (www.tahoesouth.com)

New Hampshire
Greater Manchester Chamber of Commerce, 54 Hanover Street, Manchester, NH 03101. (603) 626-0910. (www.manchester-chamber.org)
New Jersey
Atlantic City Convention & Visitors Authority, 2314 Pacific Avenue, Atlantic City, NJ 08401. (609) 348-7100. (www.atlanticcitynj.com)

Greater Wildwoods Tourism Improvement and Development Authority, 4501 Boardwalk, Wildwood, NJ 08260. (609) 729-9000. (www.wildwoodsnj.com)


New Mexico
Albuquerque Convention & Visitors Bureau, 20 First Plaza NW, Suite 601, Albuquerque, NM 87102. (505) 842-9918. (www.itsatrip.org)

New York
Buffalo Niagara Convention & Visitors Bureau, 627 Main Street, Suite 200, Buffalo, NY 14203. (716) 852-0511. (www.visitbuffaloniagara.com)

NYC and Co. Convention and Visitors Bureau, 810 Seventh Avenue, Third Floor, New York, NY 10019. (212) 484-1200. (www.nycvisit.com)

Syracuse Convention and Visitors Bureau, 572 S. Salina Street, Syracuse, NY 13202. (315) 470-1910. (www.visitsyracuse.org)

North Carolina
Asheville Convention and Visitors Bureau, 36 Montford Avenue, Asheville, NC 28801. (828) 258-6101. (www.exploreasheville.com)

Cabarrus County Convention and Visitors Bureau, 3003 Dale Earnhardt Boulevard, Kannapolis, NC 28083. (800) 848-3740. (www.visitcabarrus.com)

Chapel Hill-Orange County Visitors Bureau, 501 W. Franklin Street, Chapel Hill, NC 27516. (919) 968-2060. (www.visitchapelhill.org)

Greater Raleigh Convention and Visitors Bureau, 421 Fayetteville Street, Suite 1505, Raleigh, NC 27601. (919) 834-5900. (www.visitraleigh.com)

Visit Charlotte, 500 S. College Street, Suite 300, Charlotte, NC 28202. (704) 334-2282. (www.charlottesgotalot.com)
**North Dakota**
Bismarck-Mandan Convention and Visitors Bureau, 1600 Burnt Boat Drive, Bismarck, ND 58503. (701) 222-4308. (www.discoverbismarckmandan.com)


Greater Grand Forks Convention and Visitors Bureau, 4251 Gateway Drive, Grand Forks, ND 58203. (701) 746-0444. (www.visitgrandforks.com)

Minot Convention & Visitors Bureau, 1020 S. Broadway, Minot, ND 58702. (701) 857-8206. (www.visitminot.org)

**Ohio**
Cincinnati USA Convention & Visitors Bureau, 525 Vine Street, Suite 1500, Cincinnati, OH 45202. (513) 621-2142. (www.cincyusa.com)


Positively Cleveland, 334 Euclid Avenue, Cleveland, OH 44114. (800) 321-1001. (www.positivelycleveland.com)

**Oklahoma**
Bartlesville Convention & Visitors Bureau, 201 S.W. Keeler, Bartlesville, OK 74003. (918) 336-8708. (www.visitbartlesville.com)

Oklahoma City Convention & Visitors Bureau, 123 Park Avenue, Oklahoma City, OK 73102. (405) 297-8912. (www.visitokc.com)

**Oregon**

**Pennsylvania**
Chester County Conference and Visitors Bureau, 17 Wilmont Mews, Suite 400, West Chester, PA 19382. (610) 719-1730. (www.brandywinevalley.com)

Gettysburg Convention & Visitors Bureau, 571 W. Middle Street, Gettysburg, PA 17325. (717) 334-6274. (www.visitpa.com/gettysburg)
Pocono Mountains Visitors Bureau, 1004 Main Street, Stroudsburg, PA 18360. (570) 421-5791. (www.800poconos.com)

Visit Pittsburgh, Fifth Avenue Place, 120 Fifth Avenue, Suite 2800, Pittsburgh, PA 15222. (412) 281-7711. (www.visitpittsburgh.com)

**Rhode Island**
Newport & Bristol County Convention & Visitors Bureau, 23 America’s Cup Avenue, Newport, RI 02840. (401) 849-8048. (www.gonewport.com)

Providence Warwick Convention & Visitors Bureau, 1 Sabin Street, Providence, RI 02903. (401) 456-0200. (www.pwcvb.com)

**South Carolina**
Charleston Area Convention and Visitor Bureau, 423 King Street, Charleston, SC 29403. (843) 853-8000. (www.charlestoncvb.com)

Hilton Head Island-Bluffton Chamber of Commerce & Visitor and Convention Bureau, 1 Chamber of Commerce Drive, P.O. Box 5647, Hilton Head Island, SC 29938. (843) 785-3673. (www.hiltonheadisland.org)

Myrtle Beach Area Convention & Visitors Bureau, 1200 N. Oak Street, Myrtle Beach, SC 29577. (843) 626-7444. (www.myrtlebeachgroups.com)

**South Dakota**
Sioux Falls Convention & Visitors Bureau, 200 N. Phillips Avenue, Suite 102, Sioux Falls, SD 57104. (605) 336-1620. (www.siouxfallscvb.com)

**Tennessee**
Knoxville Tourism & Sports Corp., 301 S. Gay Street, Knoxville, TN 37902. (865) 523-7263. (www.knoxville.org)

Memphis Convention & Visitors Bureau, 47 Union Avenue, Memphis, TN 38103. (901) 543-5300. (www.memphistravel.com)


Texas
Austin Convention & Visitors Bureau, 301 Congress Ave, Suite 200, Austin, TX 78701. (512) 474-5171. (www.austintexas.org)

Bryan-College Station Convention and Visitors Bureau, 715 University Drive E, College Station, TX 77840. (979) 260-9898. (www.visitaggieland.com)

Dallas Convention & Visitors Bureau, 325 North St. Paul Street, Suite 700, Dallas, TX 75201. (214) 571-1000. (www.visitdallas.com)

El Paso Convention and Visitors Bureau, 1 Civic Center Plaza, El Paso, TX 79901. (915) 534-0601. (www.visitelpaso.com)

Fort Worth Convention & Visitors Bureau, 111 W. Fourth Street, Suite 200, Fort Worth, TX 76102. (817) 336-8791. (www.fortworth.com)

Greater Houston Convention and Visitors Bureau, 901 Bagby, Suite 100, Houston, TX 77002. (713) 437-5200. (www.visithoustontexas.com)

Lewisville Convention & Visitors Bureau, 151 W. Church Street, Lewisville, TX 75057. (972) 219-3713. (www.visitlewisville.com)

McAllen Convention and Visitors Bureau, 1200 Ash Avenue, McAllen, TX 78501. (956) 682-2871. (www.mcallencvb.com)

Midland Convention & Visitors Bureau, 109 N. Main, Midland, TX 79701. (432) 683-3381. (www.visitmidlandtexas.com)

Odessa Convention & Visitors Bureau, 700 N. Grant, Suite 200, Odessa, TX 79761. (432) 333-7871. (www.odessacvb.com)

San Antonio Convention & Visitors Bureau, 203 S. St. Mary’s Street, Suite 200, San Antonio, TX 78205. (210) 207-6700. (www.sanantoniovisit.com)

South Padre Island Convention and Visitors Bureau and Convention Center, 7355 Padre Boulevard, South Padre Island, TX 78597. (956) 761-3005. (www.sopadre.com)

Texarkana Chamber of Commerce, 819 N. State Line Avenue, Texarkana, TX 75501. (903) 792-7191. (www.texarkana.org)

Tyler Convention & Visitors Bureau, 315 N. Broadway Avenue, Tyler, TX 75702. (903) 592-1661. (www.tylertexas.com)
Visit Lubbock, The Convention and Visitors Bureau, Wells Fargo Center, 1500 Broadway, Sixth Floor, Lubbock, TX 79401. (806) 747-5232. (www.visitlubbock.org)

Waco Convention & Visitors Bureau, 100 Washington Avenue, Waco, TX 76701. (254) 750-5810. (http://wacoheartoftexas.com)

Utah

Salt Lake Convention & Visitors Bureau, 90 S. West Temple, Salt Lake City, UT 84101. (801) 534-4900. (www.visitsaltlake.com)

Utah Valley Convention and Visitors Bureau, 220 W. Center Street, Suite 110, Provo, UT 84601. (801) 851-2100. (www.utahvalley.org)

Vermont
Vermont Convention Bureau, 60 Main Street, Suite 100, Burlington, VT 05401. (802) 860-0606. (www.vermontmeetings.org)

Virginia
Alexandria Convention and Visitors Association, 421 King Street, Suite 300, Alexandria, VA 22314. (703) 746-3300. (www.visitalexandriava.com)

Arlington Convention and Visitors Service, 1100 N. Glebe Road, Suite 1500, Arlington, VA 22201. (800) 296-7996. (www.stayarlington.com)

Charlottesville Albemarle Convention & Visitors Bureau, 610 E. Main Street, Charlottesville, VA 22902. (434) 293-6789. (www.charlottesgotalot.com)

Danville Tourism, 645 River Park Drive, Danville, VA 24540. (434) 793-4636. (www.visitdanville.com)


Norfolk Convention & Visitors Bureau, 232 E. Main Street, Norfolk, VA 23510. (757) 664-6620. (www.visitnorfolktoday.com)

Prince William County-Manassas Convention and Visitors Bureau, 10611 Falls Ford Road, Suite 110, Manassas, VA 20109. (703) 396-7130. (www.visitpwc.com)

Richmond Metropolitan Convention and Visitors Bureau, 401 North 3rd Street, Richmond, VA 23219. (804) 783-7442. (www.richmondva.org)

Roanoke Valley Convention & Visitors Bureau, 101 Shenandoah Avenue NE, Roanoke, VA 24016. (540) 342-6025. (www.visitroanokeva.com)

Virginia Beach Convention and Visitors Bureau, 2101 Parks Avenue, Suite 500, Virginia Beach, VA 23451. (www.vbfun.com)

Visit Fairfax, 3702 Pender Drive, Suite 420, Fairfax, VA 22030. (703) 790-0643. (www.visitfairfax.com)

Washington
Seattle Southside Visitor Center, 3100 S. 176th Street, Seattle, WA 98188. (206) 575-2489. (www.seattlesouthside.com)

Snohomish County Tourism Bureau, 909 S.E. Everett Mall Way, C300, Everett, WA 98208. (425) 348-5802. (www.snohomish.org)

Spokane Regional Convention and Visitors Bureau, 801 W. Riverside Avenue, Suite 301, Spokane, WA 99201. (509) 624-1341. (www.visitspokane.com)

Tacoma Regional Convention & Visitors Bureau, 1119 Pacific Avenue, Suite 500, Tacoma, WA 98402. (253) 627-2836. (www.traveltacoma.com)


Vancouver USA Regional Tourism Office, 101 E. Eighth Street, Suite 240, Vancouver, WA 98660. (360) 750-1553. (www.visitvancouverusa.com)

West Virginia
Charleston Convention and Visitors Bureau, 200 Civic Center Drive, Charleston, WV 25301. (304) 344-5075. (www.charlestonwv.com)
Wisconsin
Chippewa Valley Convention and Visitors Bureau, 4319 Jeffers Road, Suite 201, Eau Claire, WI 54703. (715) 831-2345. (www.visiteauclaire.com)

Visit Milwaukee, 648 Plankinton Avenue, Suite 425, Milwaukee, WI 53203. (414) 273-3950. (www.visitmilwaukee.org)

Wyoming
Casper Area Convention and Visitors Bureau, 992 N. Poplar Street, Casper, WY 82601. (307) 234-5362. (www.casperwyoming.info)

Cheyenne Area Convention & Visitors Bureau, 1 Depot Square, 121 W. 15th Street, Suite 202, Cheyenne, WY 82001. (307) 778-3133. (www.cheyenne.org)
APPENDIX F

GOVERNMENTAL AGENCIES

Federal Aviation Administration, 800 Independence Avenue SW, Washington, DC 20591. (202) 493-4305. (www.faa.gov)


APPENDIX G

PERIODICALS


Condé Nast Traveler, 4 Times Square, New York, NY 10036. (212) 286-2860. (www.concierge.com/cntraveler/)


Hotel Business, 1377 Motor Parkway, Islandia, NY 11749. (631) 246-9300. (www.hotelbusiness.com)


Lodging Hospitality, 1300 East 9th Street, Cleveland, OH 44114. (216) 931-8270. (www.lhonline.com)

MeetingNews, 100 Lighting Way, Secaucus, NJ 07094. (201) 902-2000. (www.meetingnews.com)


National Geographic Traveler, 1145 17th Street NW, Washington, DC 20036. (www.nationalgeographic.com/traveler/)

Travel + Leisure, 1120 Avenue of the Americas, 9th Floor, New York, NY 10036. (212) 382-5600. (www.travelandleisure.com)

Travel Weekly, 100 Lighting Way, Secaucus, NJ 07094. (201) 902-2000. (www.travelweekly.com)

TRAVEL & TOURISM MARKET RESEARCH HANDBOOK 2017-2018

• 643 •
APPENDIX H

STATE TRAVEL & TOURISM OFFICES

Alabama
Alabama Tourism Department, 401 Adams Avenue, Suite 126, P.O. Box 4927, Montgomery, AL 36103. (800) 252-2262. (www.alabama.travel)

Alaska
Alaska Travel Industry Association, 2600 Cordova Street, Suite 201, Anchorage, AK 99503. (800) 862-5275. (www.travelalaska.com)

Arizona

Arkansas
Arkansas Department of Parks & Tourism, 1 Capitol Mall, Little Rock, AR 72201. (501) 682-7777. (www.arkansas.com)

California
Visit California, 555 Capitol Mall, Suite 1100, Sacramento, CA 95814. (916) 444-4429. (www.visitcalifornia.com)

Colorado
Colorado Tourism Office, 1625 Broadway, Suite 2700, Denver, CO 80202. (303) 892-3840. (www.colorado.com)

Connecticut
Connecticut Office of Tourism, One Constitution Plaza, 2nd Floor, Hartford, CT 06103. (888) 288-4748. (www.ctbound.org)

Delaware
Delaware Tourism, 99 Kings Highway, Dover, DE 19901. (866) 284-7483. (www.visitdelaware.com)

District of Columbia
Destination DC, 901 7th Street NW, 4th Floor, Washington, DC 20001. (202) 789-7000. (www.washington.org)
Florida

Georgia
Georgia Department of Economic Development 75 Fifth Street NW, Suite 1200, Atlanta, GA 30308. (800) 847-4842. (www.exploregeorgia.org)

Hawaii
Hawaii Visitors and Convention Bureau, 2270 Kalakaua Avenue, Suite 801, Honolulu, HI 96815. (800) 464-2924. (www.gohawaii.com)

Idaho
Idaho Division of Tourism Development, 700 West State Street, P.O. Box 83720, Boise, ID 83720. (208) 334-2470. (www.visitidaho.org)

Illinois

Indiana
Indiana Office of Tourism Development, One North Capitol, Suite 600, Indianapolis, IN 46204. (800) 677-9800. (www.in.gov/visitindiana/)

Iowa
Iowa Tourism Office, 200 East Grand Avenue, Des Moines, IA 50309. (888) 472-6035. (www.traveliowa.com)

Kansas
Kansas Travel & Tourism Division, Kansas Department of Commerce - Travel & Tourism, 1000 S.W. Jackson Street, Suite 100, Topeka, KS 66612. (800) 252-6727. (www.travelks.com)

Kentucky
Kentucky Department of Travel and Tourism, Capital Plaza Tower, 22nd Floor, 500 Metro Street, Frankfort, KY 40601. (502) 564-4930. (www.kentuckytourism.com)

Louisiana
Department of Culture, Recreation & Tourism, P.O. Box 94291, Baton Rouge, LA 70804. (225) 342-8100. (www.louisianatravel.com)
Maine
Maine Office of Tourism, #59 State House Station, Augusta, ME 04333. (888) 624-6345. (www.visitmaine.com)

Maryland
Maryland Office of Tourism Development, 401 East Pratt Street, 14th Floor, Baltimore, MD 21202. (866) 639-3526. (www.visitmaryland.com)

Massachusetts
Massachusetts Office of Travel & Tourism, 10 Park Plaza, Suite 4510, Boston, MA 02116. (617) 973-8500. (www.massvacation.com)

Michigan
Michigan Economic Development Corporation, 300 N. Washington Square, Lansing, MI 48913. (888) 784-7328. (www.michigan.org)

Minnesota
Minnesota Office of Tourism, 121 7th Place East, Metro Square, Suite 100, Saint Paul, MN 55101. (651) 296-5029. (www.exploreminnesota.com)

Mississippi
Mississippi Tourism Division, P.O. Box 849, Jackson, MS 39205. (601) 359-3297. (www.visitmississippi.org)

Missouri
Missouri Division of Tourism, P.O. Box 1055, Jefferson City, MO 65102. (573) 751-4133. (www.visitmo.com)

Montana
Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620. (406) 841-2870. (www.visitmt.com)

Nebraska
Nebraska Tourism Commission, 301 Centennial Mall South, P.O. Box 98907, Lincoln, NE 98907. (402) 471-1588. (www.visitnebraska.com)

Nevada
Nevada Commission on Tourism, 401 North Carson Street, Carson City, NV 89701. (775) 687-4322. (www.travelnevada.com)

New Hampshire
New Hampshire Division of Travel and Tourism Development, P.O. Box 1856, 172 Pembroke Road, Concord, NH 03302. (603) 271-2655. (www.visitnh.gov)
New Jersey
Department of State, Division of Travel and Tourism, P.O. Box 460, Trenton, NJ 08625. (609) 599-6540. (www.visitnj.org)

New Mexico
New Mexico Tourism Department, 491 Old Santa Fe Trail, Santa Fe, NM 87501. (505) 827-7400. (www.newmexico.org)

New York

North Carolina
North Carolina Tourism, 301 North Wilmington Street, Raleigh, NC 27601. (919) 733-4171. (www.visitnc.com)

North Dakota
North Dakota Tourism Division, Century Center, 1600 E. Century Avenue, Suite 2, P.O. Box 2057, Bismarck, ND 58502. (701) 328-2525. (www.ndtourism.com)

Ohio
Tourism Ohio, P.O. Box 1001, Columbus, OH 43216. (800) 282-5393. (http://consumer.discoverohio.com)

Oklahoma
Oklahoma Tourism & Recreation Department, Travel Promotion Division, 120 N. Robinson Avenue, 6th Floor, P.O. Box 52002, Oklahoma City, OK 73152. (800) 652-6552. (www.travelok.com)

Oregon
Oregon Tourism Commission, 250 Church Street SE, Suite 100, Salem, OR 97301. (503) 967-1560. (http://industry.traveloregon.com)

Pennsylvania

Rhode Island
Rhode Island Tourism Division, 315 Iron Horse Way, Suite 101, Providence, RI 02908. (800) 556-2484. (www.visitrhodeisland.com)

South Carolina
South Carolina Department of Parks, Recreation and Tourism, 1205 Pendleton Street, Columbia, SC 29201. (803) 734-1700. (www.discoversouthcarolina.com)
South Dakota
South Dakota Department of Tourism, Capitol Lake Plaza, 711 East Wells Avenue, c/o 500 East Capitol Avenue, Pierre, SD 57501. (605) 773-3256. (www.travelsd.com)

Tennessee
Tennessee Department of Tourism Development, 312 Rosa L. Parks Avenue, 25th Floor, Nashville, TN 37243. (615) 741-2159. (www.tnvacation.com)

Texas
Texas Office of the Governor, Economic Development & Tourism, Texas Tourism, P.O. Box 12428, Austin, TX 78711. (512) 936-0100. (www.travel.state.tx.us)

Utah
Utah Office of Tourism, Council Hall/Capital Hill, 300 North State Street, Salt Lake City, UT 84114. (800) 200-1160. (www.visitutah.com)

Vermont
Vermont Department of Tourism and Marketing, One National Life Drive, 6th Floor, Montpelier, VT 05620. (802) 828-3237. (www.vermontvacation.com)

Virginia
Virginia Tourism Corporation, 901 East Byrd Street, Richmond, VA 23219. (800) 847-4882. (www.virginia.org)

Washington
Washington Tourism Alliance, 506 Second Avenue, 30th Floor, Seattle, WA 98104. (425) 270-1962. (www.experiencewa.com)

West Virginia
West Virginia Division of Tourism, 90 MacCorkle Avenue SW, South Charleston, WV 25303. (304) 558-2200. (www.wvtourism.com)

Wisconsin
Wisconsin Department of Tourism, 201 West Washington Avenue, P.O. Box 8690, Madison WI 53708. (800) 432-8747. (www.travelwisconsin.com)

Wyoming
Wyoming Office of Tourism, 5611 High Plains Road, Cheyenne, WY 82007. (307) 777-7777. (www.wyomingtourism.org)
REFERENCES

Chapter 9: Domestic Travel

Chapter 14: Online Travel Planning & Booking


Chapter 17: Travel Rewards Programs

Chapter 19: Vacations
Pollack, Hannah, “Around 2 in 3 Americans Have or Will Take Vacation This Summer,” The Harris Poll, July 26, 2016.

Chapter 22: Amusement Parks
2014 Theme Index, Themed Entertainment Association, June 2015.


Chapter 25: Bicycling Vacations

Chapter 80: Award-Winning Cities & Towns

**Chapter 89: Cruises**

**Chapter 92: Travel Agents**

**Chapter 93: Hotel Industry Profile**

**Chapter 96: Hotel Segmentation**


**Chapter 97: Hotel Sector Trends**

**Chapter 99: Historic Hotels**
Martin, Matthew, “Historic Hotels Have Edge Over Comparable Properties,” Hotel Business, November 7, 2015, p. 34.

**Chapter 100: Timeshare**

**Chapter 101: Vacation Homes**

**Chapter 110: Art Museums**