



Destination Target Markets

Target Leisure Audiences

Couples, No Kids

- Ages 25-40
- Will drive mid-week business

Young Families, School-Aged Kids

- Ages 30-59
- Typically have 1-2 school-aged children ages 10-18.
- Focused primarily on kid-friendly places to stay and activities Appreciate active family vacations

Singles

- All Ages
- Place higher value on arts, culture & history
- The "food factor" is very important

Visitor Origin States and Designated Market Area (DMA)

North Carolina
South Carolina
Florida
Georgia
Tennessee

Atlanta, GA
Charlotte, NC
Raleigh-Durham, NC
Greensboro-High Point-Winston Salem, NC
Knoxville, TN
Nashville-Davidson-Murfreesboro, TN
Columbia, SC
Jacksonville, FL
Orlando-Daytona Beach-Melbourne, FL
Tampa-St Petersburg, FL
Miami-Fort Lauderdale