



Visitor Profile for Travelers to North Dakota

Primary Visitor Origin	North Dakota residents and surrounding states including: Minnesota, South Dakota, Montana, Wisconsin, Colorado and Idaho		
Average Age	44		
Average Income	\$71,324		
Average Education Level	58% - bachelor's degree or higher		
Average Leisure Travel Party Size	2.9		
Travel Party Composition	77% Couple 39% Traveling with children 14% Extended family 9% Friends/Acquaintances		
Average Visitor Expenditures	\$154 per person/per day – day trip \$115 per person/per day – overnight trip		
Average Trip Length	2.7 nights in state; 9.5 entire trip length		
Average Transportation	78% of the primary market drove via car		
Average Accommodations	76% - hotel/motel accommodations		
Destination of Trip		Day Trip	Overnight Trip
	North Dakota was main destination	60%	52%
	Average number of additional states visited: 1.7		

Source: Strategic Marketing & Research Inc.'s 2014 Visitor Profile