

Visitor Spending – Leisure



Estimated Leisure Visitor Spending:

- Overnight Leisure Visitor, total per person, per day . . . \$134
- One day Leisure Visitor, total per person, per day . . . \$92
- “In-Town” (Greenville County) spending per person, per day . . . \$32

- Average Party size is 1.7 people
- Average Length of stay is 2.4 days

The Greenville CVB estimates leisure visitor* direct spending based on a formula created specific for the Greenville CVB in 2006 by the Research Department at South Carolina Department of Parks, Recreation & Tourism. This model allows us to adjust the average daily hotel rate (ADR) to the current ADR for all Greenville hotels, based on Smith Travel Research. SCPRT developed this formula by averaging results from four research studies: Ad Awareness Study 2004 & 2005 and Conversion Study 2004 & 2005. “In-Town” – (Greenville County) attendee based research by Destination Marketing Association Int’l.

GREENVILLE DAILY VISITOR SPENDING, per person, per day:

(Based on average party size of 1.7 people)

Average Daily Lodging Rate, per room, based on Smith Travel Research @ \$71.41

Visitor Spending Breakdown:

Lodging (1.7 people per room)	\$42
Meals / Food / Groceries	\$28
Transportation	\$22
Shopping	\$16
Attractions	\$10
Souvenirs	\$7
Recreation	\$5
Entertainment	\$4

Visitor per person, per day, expenditures: **\$134**

* This sheet is intended to be used to calculate only leisure visitors and does not apply to visitors associated with a meeting or convention. Please refer to the Greenville CVB’s Visitor Spending – Meeting & Convention sheet for further information.

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