

An Examination of Demographic Characteristics and Travel Characteristics
of Tennessee Travelers Visiting Welcome Centers
in terms of Three Regions During Four Seasons

by

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NOTE: all accompanying tables are located at the end of this report

Results included in this report are part of a greater research initiative that explores demographic characteristics and travel-related behaviors of travelers who visited Tennessee Welcome Centers throughout the four seasons in three regions of the state- West, Middle and East. The purpose of this paper is to examine the statistical data collected at the roadside welcome centers in terms of region, seasonality, demographic characteristics and travel activities.

Cross tabulation analyses were conducted to determine patterns of behavior of visitors and Tennessee, and also possible relationships between demographic and travel characteristics in terms of region and then in terms of seasonality. Data was collected over a twelve month period and the following is an analysis of a cross tabulation of qualitative data.

A total of four research questions were developed for this study:

RQ1 How can travelers to Tennessee be differentiated with regard to age and other demographic characteristics as visitors related to attractions in terms of in which region of Tennessee they are stopping?

RQ2 How can travelers to Tennessee be differentiated with regard to age and other demographic characteristics as visitors related to attractions in terms of the season in which they are traveling?

RQ3 How can travelers to Tennessee be differentiated with regard to their travel characteristics as visitors related to attractions in terms of which region in Tennessee they are stopping?

RQ4 How can travelers to Tennessee be differentiated with regard to their travel characteristics as visitors related to attractions in terms of the season in which they are traveling

RESULTS: RQ1

RQ1 How can travelers to Tennessee be differentiated with regard to age and other demographics as visitation related to attractions in terms of which region of Tennessee they are stopping?

[Refer to Table A1]

Ages/Region

In terms of frequency, the group with the most common visitations to the state welcome centers is the “Boomer” group, aged 44 to 62. The Boomers are followed by the “Gen X” group in terms of frequency, aged 30 to 43. Third in terms of frequency are the “Echo Boomers,” who are between 14 and 29 years old. Fourth and final are the “Matures” who are between 63 and 108 years old.

In terms of region, Middle Tennessee appears to have the highest frequency of visitors, regardless of age. At the West Tennessee welcome center, Boomers are somewhat closely followed in terms of frequency by Gen X’ers. In the Middle Tennessee welcome centers, Boomers are by far the most frequent visitors, then Gen X’ers, followed by very similar numbers for Matures and Echo Boomers. Regarding East Tennessee welcome centers, Boomers are by far the most frequent visitors by at least twice as much as any other age group.

Significance of Findings, Implications and Recommendations

The significance of these findings is that these Boomers are most likely to have more disposable income and accrued vacation time to be able to afford vacations. Also, these travelers are more likely to have families and thus be taking less extravagant vacations. Furthermore, Middle Tennessee is apparently an excellent target marketing location, probably due mostly to its central and convenient location in the state, and also the wide range of available activities available around the Nashville area. Tourism efforts

should make an effort to target the Boomer age group, especially now as this group moves into retirement age.

Residence/Region [Refer to Table C]

In terms of frequency, the most repeated visitors report being from the South Central, South Atlantic and Midwestern United States. Midwesterners are most prevalent in East Tennessee, and the same is true for those from the South Atlantic region. The South Central citizens have the highest frequency in Middle Tennessee.

Significance of Findings, Implications and Recommendations

A nationwide and especially and international marketing campaign would be an incredible waste of money because the majority of travelers are coming from surrounding regions. Tennessee should define its Unique Selling Point compared to the surrounding states and to focus on that as its marketing strategy. Because the state appears to be pulling most of its tourists from the surrounding area, Tennessee needs to be marketed as a diverse entertainment venue, a richly historical region and a lush natural landscape that ranges from wetlands to mountains. Few states stretch as long as Tennessee does, thus few can claim such varied geographical and topographical elements.

Gender/Region

Overall, female visitors appear to be only slightly more prevalent in all three regions, with the largest variance of this pattern in Middle Tennessee, where the female population has a relatively higher frequency.

Significance of Findings, Implications and Recommendations

Because women appear to be slightly more numerous among travelers in the state, it would be interesting to market the outdoor activities such as camping and hiking to a

specifically female target group, as well as the more traditionally “female” activities available in the metropolitan area in the Middle Tennessee region.

Without further investigation of whether women would be interested in these sorts of activities, however, because the numbers are so close it is safe to market to both men and women simultaneously.

Marital Status/Region

There are slightly more married travelers compared to non-married travelers across the state, regardless of in which of the three regions the visitor stopped. Compared to other demographic characteristics, the number of visitors in Middle and East Tennessee are relatively comparable.

Significance of Findings, Implications and Recommendations

This demographic should be further explored because the variance between the two groups is somewhat significant. This raises the question of whether these married travelers are on a couple’s getaway or heading up a family vacation. Upon further marketing, efforts could focus on family vacations and/or romantic getaways on a budget. The state could highlight the convenience and low cost of a local vacation, without the budgetary compromise of having to just stay at home for the increasingly popular “staycation.” A campaign could highlight that travelers don’t have to compromise when an entire affordable, exciting vacation exists within their own drivable state.

Education/ Region

Travelers with an Associate’s degree are the most recurrent visitors in terms of frequency, followed very closely by those holding a Bachelor’s degree. Those with some college are third in terms of frequency, but it appears that people who have graduated from college are the most prevalent among visitors in Tennessee, regardless of region.

Again, the trend continues that Middle Tennessee appears to be the most popular stopping point for visitors between the three regions.

Those with high school education or GED equivalent and those with a Master's degree have comparable numbers of visitors, registering to be approximately half of those with Associate's or Bachelor's degrees. Thus, those with college degrees are the most cost effective and largest target to market the state as a tourist destination.

Significance of Findings, Implications and Recommendations

People with higher education degrees tend to have better paying jobs and thus more disposable income with which to travel. The advertising habits and motivations of college graduates should be investigated further to better target this audience.

Race/ Region

The most common race of visitors by far is the Caucasian/White group, which constitute more than 4 times as many visitors in terms of frequency compared to the next most frequent racial group, African American/Black. These two races are the only that measure any sort of significant frequency in terms of visitors, regardless of region. For both racial groups, the highest frequency is again in Middle Tennessee.

Significance of Findings, Implications and Recommendations

A huge multi cultural campaign is unnecessary since the majority of visitors to the state are for the most part white or black, predominantly white.

Income/ Region

The income level dispersion of visitors to Tennessee welcome centers appears to be highly varied across all levels. As in most other demographic categories, the trend of the highest frequency of visitors being in the Middle Tennessee region comparatively

continues. The highest frequency of a concentrated income bracket occurs among those making between \$40,000 and \$89,000 annually.

Significance of Findings, Implications and Recommendations

Middle class families seem to be the most frequent visitors to the state, so the fiscal practicality of a local location should be highlighted. Tennessee can be shown to as exciting as a more expensive vacation because of the diverse range of activities available in the state.

Employment Status/Region

In terms of frequency, the vast majority of those stopping in visitors centers are employed full time by at least 3 times as much as any other group. As with other demographic characteristics, the most popular region of Tennessee for those stopping appears to be Middle Tennessee.

Significance of Findings, Implications and Recommendations

Full time employees are the most frequent visitors at the welcome centers, so the importance of time off for a vacation can be a major focus, especially for those who can only afford a simple weekend away for themselves, for them and a significant other or for an entire family. A Tennessee driving vacation is practical, affordable and exciting.

RESULTS: RQ2

RQ2 How can travelers to Tennessee be differentiated with regard to demographic as visitation related to attraction and seasonality?

[Refer to Table A2]

Ages/Seasonality

Of those going to Tennessee visitor centers, the prevalent age group is the “Boomer” group, those 44 to 62 years old. The next largest group is the “Generation X” group, aged 30 to 43, followed by the “Mature” group, whose ages range from 63 to 108. Generally, the least frequent visiting age group are the “Echo Boomers,” who are between 14 and 29 years old.

In regards to seasonality, across all age groups, summer by far is the most popular time of year for traveling in the state. This trend continues, however into autumn for most groups. For Echo Boomers, summer is the most popular. Except for Boomers, who are consistently the relatively largest group of travelers in the state regardless of season, spring seems to be the most unpopular month for travelers. Matures’ traveling drops off significantly in winter as well.

Significance of Findings, Implications and Recommendations

As far as a target marketing group, the Boomers would be the most cost effective, as they appear to be the most prevalent group. Summer traveling should be highlighted first, as there are countless lakes, caverns and national parks. The average consumer may not realize that renting boats in Tennessee to take out on local lakes is entirely affordable, especially for multiple families. Furthermore, spelunking, or cave-exploration is gaining popularity, and is an untapped resource as a tourist attraction. Furthermore, state parks could offer return customer discounts for cabin rentals to increase traffic and thus boost the economy in areas surrounding state parks statewide. Tourism marketing should next look to increase state travel in the fall by highlighting the changing leaves, athletic events

and the pleasant weather. Other regions like upstate New York have been successful in effective marketing of luring tourists, especially those from surrounding areas, to drive up and down the state roads to see the colorful foliage. Tennessee has a remarkable opportunity to increase traffic through the state in these already popular months by better marketing of the best times to see the fall foliage.

Residence/Seasonality [Refer to Table C]

Northwest, West and Foreign travelers are the least common travelers, regardless of the season. The majority of travelers come from the South Atlantic and South Central regions, followed by those in the Midwest, especially during summer months. The South Central and South Atlantic group are consistently the most numerous travelers, South Atlantic dwellers more so in summer, South Central more so than South Atlantic in the fall.

Significance of Findings, Implications and Recommendations

Travelers in the state of Tennessee appear to be from the surrounding geographical region, which is logical given the state's drivability and central location in the United States. Marketing should target the southeastern United States, especially at a time where air travel is not as economically possible for most people as it once was. The monetary benefits of driving trips can be highlighted, especially as gas prices continue to fall and disposable income in general continues to dwindle.

Gender/Seasonality

There is not a large discrepancy between the sexes as far as seasonal trend of who travels when more; interestingly enough, however, male travelers are slightly more common during winter months by almost twice as much in terms of frequency, and females are slightly more prevalent in summer and fall.

Significance of Findings, Implications and Recommendations

The seasonality of activities within the state is most likely the reason for the discrepancy between the genders. Females probably are more prevalent in the summer and fall while they take their families on vacation while school is out, or to steal time away while kids are at summer camps. Men on the other hand are likely traveling more in winter because of the various hunting seasons. Because the numbers between the genders are close, however, it is completely logical to not differentiate between the sexes for targeting tourists.

Marital Status/Seasonality

There appear to be significantly more married travelers compared to not-married travelers, especially during the summer months. The numbers for both groups are higher in summer and nearly identical in fall and close in winter; in spring time, however, the number of married travelers is almost three times as large as not-married travelers.

Significance of Findings, Implications and Recommendations

Fall time travelling seems to appear to both unmarried and married travelers similarly, while spring and summer seem to attract higher numbers of married travelers. Marketing could target everyone in the fall, but focus more on the romantic getaways in spring time and the family vacations when the kids are out of school for summer.

Education/Seasonality

The education level of travelers seems to vary mostly between Associate's and Bachelor's degrees, with Associate's degree holders as the most consistently high group regardless of season. Those with grade school education, high school/GED and terminal degrees are significantly the least regular visitors.

Significance of Findings, Implications and Recommendations

Because the most regular state travelers have some sort of college education, perhaps the most effective marketing would be whatever the most common medium for this education group is, whether it is the Internet or television. This also goes for whatever incentives work best for this demographic, like travel coupons or family experiences.

Race/Seasonality

In terms of race, overwhelmingly the most common visitors are Caucasians, regardless of season. The second most common race are African Americans, but again, their numbers are not nearly as high. African American travelers are most numerous in the fall and winter months, while the number of white travelers peaks in summer.

Significance of Findings, Implications and Recommendations

A multi cultural campaign is unnecessary since the majority of visitors to the state are for the most part white. The seasonal pattern is interesting and perhaps advertising campaigns could better reflect this pattern by season.

Income/Seasonality

The annual income level of travelers in Tennessee varies greatly and is fairly spread out across the wide range from \$20,000 to \$120,000+. There is not much variance in term of when those in different income brackets travel, but the group with only slightly higher prevalence are those making between \$30,000 and \$80,000 annually, and then the numbers increase slightly among those making more than \$120,000 a year.

Significance of Findings, Implications and Recommendations

Now is a time when everyone seems to be concerned with the economy and saving money, so the wide dispersion of income brackets is perfect to show that a

Tennessee vacation is great for everyone, regardless of income level, there is something for everyone.

Employment Status/Seasonality

The vast majority of travelers in the state are employed full time, and the numbers for this group remain consistently high. The numbers among these travelers peak during the summer and fall months. Not surprisingly, students appear to travel more in summer months. Retirees seem to be traveling more in the fall, and drop off almost completely in the wintertime.

Significance of Findings, Implications and Recommendations

People who are employed full time are the most regular travelers in the state, and thus the best to target. Marketing could highlight the convenience and cost effectiveness of a driving vacation, especially those needing a quick and easy vacation from their regular work routine. Furthermore, there is little use in targeting Matures as they have a “snowbird” tendency to flock to the southern U.S. during winter months.

RESULTS: RQ3

RQ3 How can travelers to Tennessee be differentiated with regard to their travel characteristics as visitors related to attractions in terms of which region of Tennessee they are stopping?

[Refer to Table B1]

Traveling to or from final destination/ Region

In all three regions, there were at least three times as many travelers going *to* their final destination as opposed to travelling *from*. In terms of frequency, the familiar trend of Middle Tennessee of having the highest number of visitors continues. The frequencies in West and East Tennessee were very similar, and maintained a comparable ratio of those traveling *to* and those travelling *from* their final destination.

Significance of Findings, Implications and Recommendations

Welcome centers appear to be far more popular stops for those travelling *to* their final destination, so the centers would be an effective place to advertise potential places of interest. Thus, welcome centers become the point of sale for state attractions. Each month, there could be a “Activity of the Month” for different demographics and age groups, such as a Craft Festival in the Foothills for Boomers and Matures, a Spelunking Expedition in Middle Tennessee for Families or White Water Rafting for Everyone, all offered at a discounted rate for one month of the year. The calendar of events can be decided upon twice a year for the two seasons ahead so that full calendars and links are available online with enough time to plan a vacation. Photos and videos of other visitors enjoying these activities is highly recommended, as people tend to respond more to highly specific examples of what to expect, and they are more likely to buy into the product if they feel they feel well-informed and prepared.

Is Tennessee their final destination/ Region

Tennessee appears to be the final destination for the majority of travelers stopping at welcome centers, which is exciting for the state. Furthermore, especially in East Tennessee and West Tennessee, visitors may be passing through, but they are also planning on spending some time in the state. In Middle Tennessee, however, there appear to be more people just passing through than there are people spending time in the state, but again, many more report that Tennessee is indeed their final destination.

Significance of Findings, Implications and Recommendations

The finding that Tennessee is the final destination for most of its driving travelers is an exciting one in that the state is apparently seen as a worthwhile tourist attraction in and of itself, not just a place to blow through on the way to another state. This shows a lot of promise for tourism marketing endeavors within the state.

First time visitor to Tennessee/ Region

Overwhelmingly those surveyed at the welcome centers are not first time visitors to the state, by at least 3 percent in some areas, and by as much as seven percent in others. The highest concentration of first time visitors appears to be in West Tennessee, the lowest in East Tennessee. In terms of return, non-first time visitors, Middle Tennessee has the highest frequency, followed closely by East Tennessee.

Significance of Findings, Implications and Recommendations

It appears that most people stopping in visitor centers are return tourists to the state of Tennessee. This could be due in part to the fact that people love familiarity and perhaps to make the same trips a few times in their lifetime. Marketing could highlight “rediscovering and old favorite” or “recreating your childhood memories in theirs.”

Primary form of transportation/ Region

In terms of frequency, the vast majority of travelers to visitor centers are traveling primarily by car or truck. There are comparable numbers of those traveling by bus, motor home, rental car and airplane.

Significance of Findings, Implications and Recommendations

The drivability of the state needs to be highlighted, in that you can drive the entire state and see 3 major cities in a day's time, all while passing through 3 distinct geographies, ranging from the river delta to the Smoky Mountains without ever having to pay increasingly lofty airline prices. Travelers appear to be using their own cars, and in a time when gas is so affordable, a driving vacation would be a great solution to tightening budgets. "Tennessee: Driving your vacation further"

Type of Accommodations/ Region

Most travelers report to be staying primarily in hotels and motels while they are traveling in the state. Most of the other types of accommodations appear to have comparable frequency levels.

Significance of Findings, Implications and Recommendations

Hotels appear to be the preferred accommodation for travelers in Tennessee. Many people seem to be staying with friends or relatives as well, which could be useful to family-oriented tourist attractions in the state. It would be interesting to further explore the emergence of rental homes, home exchanges and bed and breakfasts.

RESULTS

RQ4 How can travelers to Tennessee be differentiated with regard to their travel characteristics as visitors related to attractions in terms of the season in which they are traveling?

[Refer to Table B2]

Traveling to or from final destination/ Seasonality

Most travelers in the state appear to be heading towards their final destination, regardless of the season in which they are traveling. Most people appear to be travelling in the summertime, again, overwhelmingly heading to their final destination. The high numbers from summer continue into the fall months.

Significance of Findings, Implications and Recommendations

Summertime travel continues to be the most popular for all tourists in the state, and even more exciting, many of them are headed to a place in Tennessee. The state needs to research and highlight the wide range of summer activities, festivals and programs throughout the state, and perhaps market them to school children for ideas for what they want to do with their summer vacation.

Is Tennessee their final destination/ Seasonality

Generally, the frequency of those whose final destination is Tennessee is two to three times that of those who are either passing through the state or only spending a small amount of time in Tennessee on their way somewhere else. This is especially true, again, in the summer and fall months. In spring, the number of those spending time in Tennessee on their way to somewhere else and those whose final destination is Tennessee

is comparable, in the summer and fall however, the two closest frequencies are those just passing through and those travelers just spending time in Tennessee along their way.

Significance of Findings, Implications and Recommendations

Most of the travelers in Tennessee, especially in summer in fall, consider Tennessee their final destination. This is exciting to the state in terms of tourism revenue, as many are staying in hotels in the area and visiting local attractions, not just passing through the state quickly.

First time visitor to Tennessee/ Seasonality

The vast majority of visitors at Tennessee welcome centers are not first time visitors to the state. Summer appears to be the time of year when most first time travelers come to the state, closely followed by fall, but in all seasons, first time visitors are still far outnumbered by travelers making return visits.

Significance of Findings, Implications and Recommendations

People love familiarity, thus return visitors should be reminded of how much they love the familiar sights and attractions they have visited before. National parks, popular tourist sites and even hotels should keep better track of their visitors in order to keep in contact with them, because it is far easier to bring back returning customers than it is to attract new ones.

Primary form of transportation/ Seasonality

Most of the travelers in Tennessee report a car or truck as their primary form of transportation. The highest frequency of those travelers occurs in the summers, and those high numbers continue into fall.

Those traveling by bus appear to do so mostly in the summer months, while those in rental cars do so mostly in fall. Fall and winter seem to be the most popular months for airplane travel, the frequency of which is close to those traveling by motor home/RV and rental car. The high number of those traveling by car though the state continues into winter, but dwindles during the spring months to its lowest numbers during the year.

Significance of Findings, Implications and Recommendations

Summer and fall continue to be the most popular months for those travelling the state, and we see that people overwhelmingly are using their own car or truck to do so. Marketing should stress that a driving vacation is practical for every family and that “Tennessee Drives Your Vacation Farther.”

Type of Accommodations/ Seasonality

Tennessee travelers are planning to stay for the most part in hotels or motels. The next most popular accommodation for state visitors is staying with friends or relatives. Timeshares are most popular in the fall, and the same goes for cabins in state parks.

Significance of Findings, Implications and Recommendations

Since overwhelmingly tourists are staying in hotels and motels when they are visiting the state, this is exciting for the state’s economy. Return visitors could be offered discounts for becoming loyal customers of a specific hotel, as many people are also return visitors.

Welcome Center Data Analysis Reference Tables

A. Demographic Characteristics

1) Region (N / %)

Table A1

	West TN	Middle TN	East TN
Age (by Generational Cohort)			
Echo Boomers (1979-1994)	51/13.8 (%)	99/7.3	74/5.5
Gen X (1965-1978)	104/7.7	153/11.3	90/6.7
Boomers (1946-1964)	149/11.0	219/16.2	181/13.4
Matures (1900-1945)	47/3.5	99/7.3	83/6.2
Residence (by U.S. Census Division)			
Northwest	16/1.2	12/0.9	27/2.0
Midwest	79/5.9	186/13.8	113/8.4
South Atlantic	77/5.7	128/9.5	193/14.3
South Central	103/7.6	194/14.4	67/5.0
West	50/3.7	24/1.8	10/0.7
Foreign	26/1.9	25/1.9	18/1.3
Gender			
Male	164/12.2%	255/18.9%	212/15.7%
Female	186/13.8	305/22.6	216/16.0
Marital Status			

Married	214/15.9	330/24.5	280/20.8
Not-Married	186/13.8	305/22.6	216/16.0
Education			
Grade School/Elementary	6/0.4	4/0.3	1/0.1
High School/GED	50/3.7	55/4.1	50/3.7
Some college/no degree	81/6.0	113/8.4	77/5.7
Associate's Degree	69/5.1	156/11.6	115/8.5
Bachelor's Degree	86/6.4	143/10.6	100/7.4
Master's Degree	42/3.1	72/5.3	57/4.2
Terminal Degree	16/1.2	17/1.3	28/2.1
Race			
African American/Black	53/3.9	106/7.9	57/4.2
American Indian/Eskimo/Aleut	5/0.4	26/1.9	10/0.7
Asian	10/0.7	22/1.6	12/0.9
Caucasian/White	270/20.0	382/28.3	332/24.6
Multi-racial	5/0.4	1/0.1	7/0.5
Native Hawaiian/Pacific Islander	0/0	3/0.2	4/0.3
Spanish/Hispanic/Latino	3/0.2	17/1.3	4/0.3
Other	4/0.3	3/0.2	2/0.1
Income			
Under \$20,000	17/1.3	13/1.0	14/1.0
\$20,000 - \$29,999	24/1.8	26/1.9	26/1.9

\$30,000 - \$39,999	18/1.3	31/2.3	32/2.4
\$40,000 - \$49,999	36/2.7	61/4.5	54/4.0
\$50,000 - \$59,999	45/3.3	109/8.1	60/4.4
\$60,000 - \$69,999	41/3.0	93/6.9	57/4.2
\$70,000 - \$79,999	46/3.4	91/6.7	54/4.0
\$80,000 - \$89,999	30/2.2	30/2.2	32/2.4
\$90,000 - \$99,999	25/1.9	26/1.9	26/1.9
\$100,000 - \$109,999	26/1.9	23/1.7	22/1.6
\$110,000 - \$119,999	8/0.6	21/1.6	15/1.1
\$120,000+	34/2.5	36/2.7	36/2.7
Employment Status			
Employed full time	235/17.4	376/27.9	297/22
Retired	69/5.1	113/8.4	98/7.3
Student	22/1.6	29/2.1	13/1.0
Other	23/1.7	42/3.1	20/1.5

2) Season (N / %)

Table A2

	Spring	Summer	Fall	Winter
Age (by Generational Cohort)				
Echo Boomers (1979-1994)	29/2.1	95/7.0	73/5.4	27/2.0
Gen X (1965-1978)	23/1.7	145/10.7	114/8.5	65/4.8
Boomers (1946-1964)	93/6.9	224/16.6	137/10.2	95/7.0
Matures (1900-1945)	49/3.6	71/5.3	75/5.6	34/2.5
Residence (by U.S. Census Division)				
Northwest	12/1.6	12/0.9	19/1.4	3/0.2
Midwest	25/1.9	137/10.2	106/7.9	110/8.2
South Atlantic	95/7.0	169/12.5	104/7.7	30/2.2
South Central	40/3.0	145/10.8	121/9.0	58/4.3
West	9/0.7	55/4.1	19/1.4	1/0.1
Foreign	4/0.3	17/1.3	29/2.2	19/1.4
Gender				
Male	98/7.3	229/17.0	173/12.8	131/19.7
Female	96/7.1	306/22.7	226/16.8	79/5.9
Marital Status				
Married	141/10.5	366/27.1	203/15.0	114/8.5
Not-Married	52/3.9	165/12.2	196/14.5	96/7.1

Education				
Grade School/Elementary	0/0	3/0.2	8/0.6	0/0
High School/GED	26/1.9	94/7.0	25/1.9	10/0.7
Some college/no degree	48/3.6	127/9.4	77/5.7	19/1.4
Associate's Degree	22/1.6	104/7.7	110/8.2	104/7.7
Bachelor's Degree	44/3.3	121/19.0	106/7.9	58/4.3
Master's Degree	33/2.4	65/4.8	56/4.2	17/1.3
Terminal Degree	21/1.6	21/1.6	17/1.3	2/0.1
Race				
African American/Black	5/0.4	31/2.3	91/6.7	89/6.6
American Indian/Eskimo/Aleut	5/0.4	10/0.7	25/1.9	1/0.1
Asian	3/0.2	6/0.4	28/2.1	7/0.5
Caucasian/White	176/13.0	467/34.6	235/17.4	106/7.9
Multi-racial	2/0.1	6/0.4	1/0.1	4/0.3
Native Hawaiian/Pacific Islander	0/0	1/0.1	4/0.3	2/0.1
Spanish/Hispanic/Latino	1/0.1	7/0.5	12/0.9	4/0.3
Other	2/0.1	7/0.5	0/0	0/0
Income				
Under \$20,000	12/0.9	25/1.9	7/0.5	0/0
\$20,000 - \$29,999	14/1.0	30/2.2	24/1.8	8/0.6
\$30,000 - \$39,999	18/1.3	33/2.4	28/2.1	2/0.1
\$40,000 - \$49,999	25/1.9	64/4.7	49/3.6	13/1.0
\$50,000 - \$59,999	23/1.7	73/5.4	59/4.4	59/4.4

\$60,000 - \$69,999	15/1.1	74/5.5	66/4.9	36/2.7
\$70,000 - \$79,999	14/1.0	57/4.2	61/4.5	59/4.4
\$80,000 - \$89,999	13/1.0	45/3.3	22/1.6	12/0.9
\$90,000 - \$99,999	14/1.0	26/1.9	21/1.6	16/1.2
\$100,000 - \$109,999	13/1.0	36/2.7	10/1.3	4/0.3
\$110,000 - \$119,999	6/0.4	18/1.3	19/1.4	1/10.1
\$120,000+	27/2.0	54/4.0	25/1.9	0/0
Employment Status				
Employed full time	115/8.5	356/26.4	285/21.1	152/11.3
Retired	58/4.3	107/7.9	79/5.9	36/2.7
Student	11/0.8	38/2.8	11/0.8	4/0.3
Other	9/0.7	34/2.5	24/1.8	18/1.3

B. Travel Characteristics

1) Region (N / %)

Table B1

	West TN	Middle TN	East TN
Are you traveling To or From your primary destination?			
To	308/17.5	577/32.7	389/22.1
From	121/6.9	236/13.4	132/7.5
Is the State of Tennessee your final destination?			
Yes	221/12.5	392/22.2	290/16.4
No, but I am spending time in TN along the way	130/7.4	177/10.0	138/7.8
No, I am just stopping through on my way to...	78/4.9	245/13.9	93/5.3
Are you a first-time visitor to the State of TN?			
Yes	102/5.8	105/6.0	72/4.1
No	327/18.5	709/40.2	448/25.4
Which primary form of transportation are you using to travel?			
Airplane	37/2.1	53/3.0	39/2.2
Car/Truck	370/21.0	728/41.3	452/25.6
Motorcycle	13/0.7	20/1.1	14/0.8
Bus	32/1.8	76/4.3	61/3.5
Motor Home/RV	32/1.8	76/4.3	61/3.5
Rental Car	56/3.2	94/5.3	56/3.2

Other	6/0.3	13/0.7	9/0.5
Indicate the type of accommodations you plan to use			
Bed & Breakfast	23/1.3	42/2.4	24/1.4
Motor Home/RV	15/0.9	48/2.7	32/1.8
Timeshare	7/0.4	41/2.3	53/3.0
Hotel/Motel	237/13.4	338/19.2	207/11.7
Camping	14/0.8	58/3.3	39/2.2
Friends/Relatives	79/4.5	113/6.4	74/4.2
Inn/Chalet/Condo/Rental Home	18/1.0	48/2.7	40/2.3
Cabin Rental at State Park	15/0.9	36/2.0	27/1.5
Other	0/0	0/0	5/0.3

2) Season (N / %)

Table B2

	Spring	Summer	Fall	Winter
Are you traveling To or From your primary destination?				
To	154/8.7	465/26.4	377/21.4	278/15.8
From	48/2.7	263/14.9	113/6.4	65/3.7
Is the State of Tennessee your final destination?				
Yes	104/5.9	343/19.4	298/16.9	158/9.0
No, but I am spending time in TN along the way	90/5.1	192/10.9	101/5.7	62/3.5
No, I am just stopping through on my way to...	8/0.5	194/11.0	91/5.2	123/7.0
Are you a first-time visitor to the State of TN?				
Yes	19/1.1	114/6.5	80/4.5	66/3.7
No	183/10.4	614/34.8	410/23.3	277/15.7
Which primary form of transportation are you using to travel?				
Airplane	7/0.4	19/1.1	56/3.2	47/2.7
Car/Truck	169/9.6	595/33.7	444/25.2	342/19.4
Motorcycle	1/0.1	21/1.2	17/1.0	8/0.5
Bus	3/0.2	50/2.8	26/1.5	22/1.2
Motor Home/RV	11/0.6	19/1.1	95/5.4	44/2.5
Rental Car	11/0.6	32/1.8	93/5.3	70/4.0
Other	5/0.3	17/1.0	6/0.3	0/0

Indicate the type of accommodations you plan to use				
Bed & Breakfast	1/0.1	19/1.1	40/2.3	29/1.6
Motor Home/RV	6/0.3	19/1.1	30/2.0	34/1.9
Timeshare	13/0.7	27/1.5	57/3.2	4/0.2
Hotel/Motel	86/4.9	364/20.6	181/10.3	151/8.6
Camping	13/0.7	29/1.6	35/2.0	34/1.9
Friends/Relatives	32/1.8	70/4.0	95/5.4	69/3.9
Inn/Chalet/Condo/Rental Home	11/0.6	40/2.3	46/2.6	9/0.5
Cabin Rental at State Park	5/0.3	29/1.6	35/2.0	9/0.5
Other	0/0	1/0.1	4/0.2	0/0

Table C: Geographical breakdown of United States, plus International

