

Activity Days for 50% Market Area*

Activity	Percent of Visits Participating†	Average Days of Activity per Visit†	Visits with Participation in Activity (1,000s)†	Activity Days (1000s)†

Selected s:

*The 50% Market Area is the approximate distance zone from which about 50% of the visits originated. Distance zones are based on travel distances reported in the NVUM survey.

† Only visitors from within the 50% Market Area were included in the analysis.