



**STATE OF WASHINGTON**  
DEPARTMENT OF COMMUNITY,  
TRADE AND ECONOMIC DEVELOPMENT

---

## King County 2004 Visitor Profile

January 2005

**Prepared for:**

Washington State Department of Community  
Trade and Economic Development  
Tourism Office  
[www.experiencewashington.com/industry](http://www.experiencewashington.com/industry)

**Prepared by:**

Jim Lillstrom & Associates  
835 8th Street, Suite 100  
Boulder, CO 80306  
(303) 444-3635

**In Partnership With:**

City of Kirkland  
Issaquah Chamber of Commerce  
Pike Place Market  
Puget Sound Attractions Council  
Redmond Towne Center  
Seattle Southside Visitor Services

**Juli Wilkerson**  
Director

# Table of Contents

Introduction	4	SECTION C: VISITOR DEMOGRAPHICS	27
Methodology	5	Percentage of Day, Overnight and Pass-Through Visitors to King County	28
Definitions	6	Household Income of KING COUNTY OVERNIGHT Visitors—By Visitor Type	29
		Age of KING COUNTY OVERNIGHT Visitors—By Visitor Type	30
		Travel Party Size of KING COUNTY OVERNIGHT Visitors—By Visitor Type	31
		Family Status of KING COUNTY OVERNIGHT Visitors—By Visitor Type	32
		Avg. Household Income of KING COUNTY OVERNIGHT Visitors—By Age of Visitor	33
SECTION A: VISITOR ORIGIN— <i>ALL VISITORS</i>	7	Household Income of KING COUNTY OVERNIGHT Visitors—By Where Surveyed	34
Geographic Origin of KING COUNTY Visitors	8	Household Income of KING COUNTY OVERNIGHT Visitors—By Travel Party	35
Geographic Origin of ISSAQUAH Visitors	9		
Geographic Origin of KIRKLAND Visitors	10	SECTION D: TRIP CHARACTERISTICS— <i>KING COUNTY OVERNIGHT VISITORS</i>	36
Geographic Origin of SEATTLE DOWNTOWN Visitors	11	Family Status and Traveling with Children	37
Geographic Origin of SOUTH KING COUNTY Visitors	12	Primary Reason for Visit	38
County of Origin for Visitors to King County	13	Average Length of Stay—By Primary Reason for Visit	39
Percentage of WASHINGTON RESIDENTS Visiting Each King County Community	14	Primary Reason for Visit—By Visitor Origin	40
		Primary Reason for Visit—By Traveling with Children	41
SECTION B: VISITOR ORIGIN— <i>KING COUNTY OVERNIGHT VISITORS</i>	15	Length of Stay—By Visitor Origin	42
Geographic Origin of KING COUNTY OVERNIGHT Visitors	16	Travel Party Size—By Visitor Type	43
Geographic Origin of ISSAQUAH OVERNIGHT Visitors	17	Type of Accommodations	44
Geographic Origin of KIRKLAND OVERNIGHT Visitors	18	Type of Accommodations—By Traveling with Children	45
Geographic Origin of SEATTLE DOWNTOWN OVERNIGHT Visitors	19	Travel Party Size—By Traveling with Children	46
Geographic Origin of SOUTH KING COUNTY OVERNIGHT Visitors	20	Visitor Origin—By Advance Trip Planning	47
County of Origin for WASHINGTON RESIDENTS Visiting King County	21	Type of Accommodations—By Visitor Age	48
County of Origin for WASHINGTON RESIDENTS Visiting Issaquah	22	Travel Parties of Four or More—By Visitor Age	49
County of Origin for WASHINGTON RESIDENTS Visiting Kirkland	23		
County of Origin for WASHINGTON RESIDENTS Visiting Seattle Downtown	24		
County of Origin for WASHINGTON RESIDENTS Visiting South King County	25		
County of Origin for King County Overnight Visitors From California and Oregon	26		

# Table of Contents

(continued)

SECTION E: ACTIVITIES— <i>KING COUNTY OVERNIGHT VISITORS</i> _____	50	SECTION H: PREVIOUS VISITS/LIKELIHOOD OF RETURN— <i>KING COUNTY OVERNIGHT VISITORS</i> _____	70
Activities This Trip _____	51	Previous Visits Within the Past Year _____	71
Top 10 Activities This Trip for Overnight Visitors to KING COUNTY—By Visitor Type _____	52	First-Time Visitors—By Visitor Origin _____	72
Top Activities This Trip for Overnight Visitors to KING COUNTY—By Travel Party Size _____	53	First-Time Visitors—By Primary Reason for Visiting _____	73
Activities This Trip for ISSAQUAH Overnight Visitors _____	54	Age / Accommodations Type—By First-Time Visitors _____	74
Activities This Trip for KIRKLAND Overnight Visitors _____	55	Likelihood That Visitors Will Return Within the Next Year—First Time vs. Repeat _____	75
Activities This Trip for SEATTLE DOWNTOWN Overnight Visitors _____	56		
Activities This Trip for SOUTH KING COUNTY Overnight Visitors _____	57		
		SECTION I: COMPARISON WITHIN KING COUNTY _____	76
SECTION F: TRIP PLANNING SOURCES— <i>KING COUNTY OVERNIGHT VISITORS</i> _____	58	Gender and First-Time Visitation—By Where Surveyed _____	77
Importance of Information Sources in Planning the Itinerary _____	59	Percent of Visitors Staying Overnight —By Where Surveyed _____	78
Importance of Information Sources in Planning the Itinerary—By Visitor Type _____	60	Family Status: Singles and Couples, No Children—By Where Surveyed _____	79
Profile of Visitors Rating FRIENDS/FAMILY “Important/Very Important” _____	61	Empty Nesters—By Where Surveyed _____	80
Profile of Visitors Rating INTERNET “Important/Very Important” _____	62	Parents Traveling With Children—By Where Surveyed _____	81
Profile of Visitors Rating AAA “Important/Very Important” _____	63	Adults Traveling With Children/Grandchildren—By Where Surveyed _____	82
Profile of Visitors Rating LOCAL CHAMBER/VISITOR’S BUREAU “Important/Very Imp.” _____	64	Likelihood of Return Visit—By Where Surveyed _____	83
Profile of Visitors Rating MAGAZINE ARTICLES “Important/Very Important” _____	65		
Profile of Visitors Rating NEWSPAPER ARTICLES “Important/Very Important” _____	66	Appendix 1: Interview Locations _____	84
Profile of Visitors Rating TELEVISION “Important/Very Important” _____	67	Survey Form _____	85-88
SECTION G: LOCAL INFORMATION SOURCES— <i>KING COUNTY OVERNIGHT VIS.</i> _____	68		
“Please Select the Best Sources of Local Information While Traveling” _____	69		

# Introduction

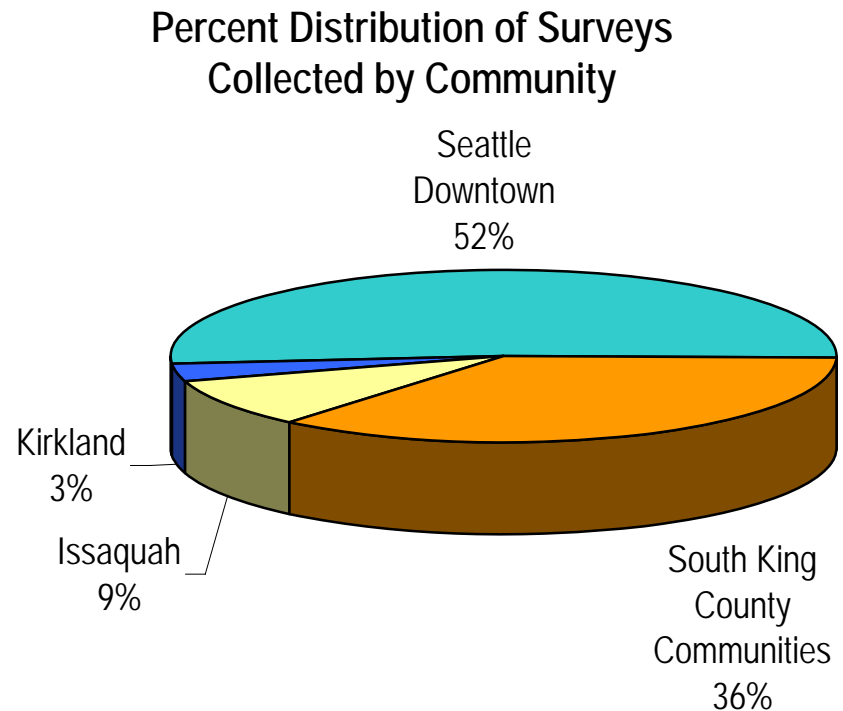
Welcome to the King County 2004 Visitor Profile Report.

The primary purpose of this report is to provide an overview of the demographics and trip characteristics of visitors to King County during the months of June through October, 2004. The communities participating in this study include Issaquah, Kirkland, Seattle Downtown and South King County Communities. Information on visitor origin, household income, age and number in party, as well as their length of stay and activities during their trip is provided, among other data. Comparisons among visitors to each community in the King County study area are made. The table of contents provides a specific listing of the information covered within this report.

This report is located on the Washington State Tourism Industry website in Adobe Acrobat Portable Document Format (PDF) at [www.experiencewashington.com/industry](http://www.experiencewashington.com/industry). For online access, you can track your position in the report by referencing the page numbers printed in the table of contents to the page numbers in the bottom right corner of each page (as well as in the Adobe status bar at the bottom left area of your screen).

# Methodology

- ▶ During the months of June through October, 2004, twenty-two (22) electronic, programmable survey instruments were placed at lodging properties, attractions and visitor centers throughout King County in Washington State.
- ▶ A total of 4,688 valid surveys were collected across the study area, which included the communities of Issaquah (429 surveys), Kirkland (153 surveys), Seattle Downtown (2,430 surveys) and South King County Communities (1,676 surveys).
- ▶ Surveys were "self-selecting" (i.e., voluntary). A rigorous, methodic editing process was applied to eliminate invalid and irregular responses.
- ▶ Because respondents self-select, they also may choose not to respond to each question in the survey. Therefore, the total sample size per question may vary. A calculation of the lowest sample size yields a 95% confidence interval of  $\pm 1.4\%$ .
- ▶ As with all self-selected sampling, it is advised that these results be interpreted with some caution. Results may also be influenced by survey location.



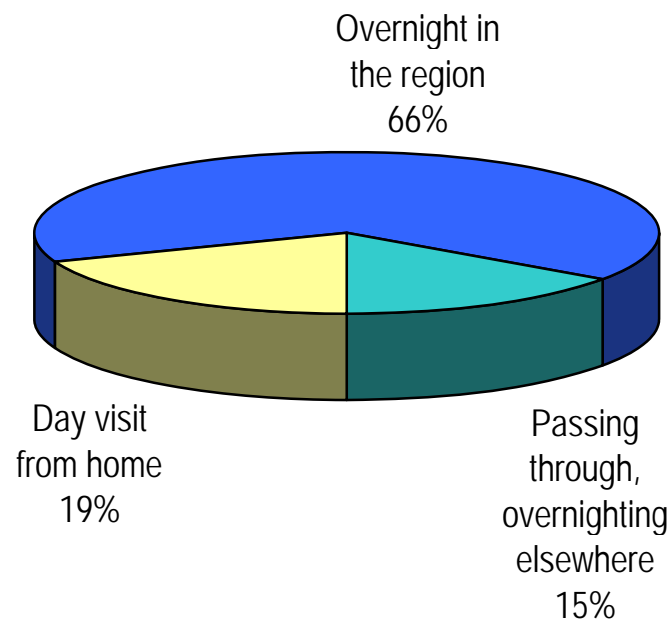
# Definitions

For this report, only **ADULT VISITORS** (defined as age 20+) are represented. This means that Residents of King county responding to the survey are not included in the analysis.

Definitions of the major categories of visitors analyzed in this report are provided below:

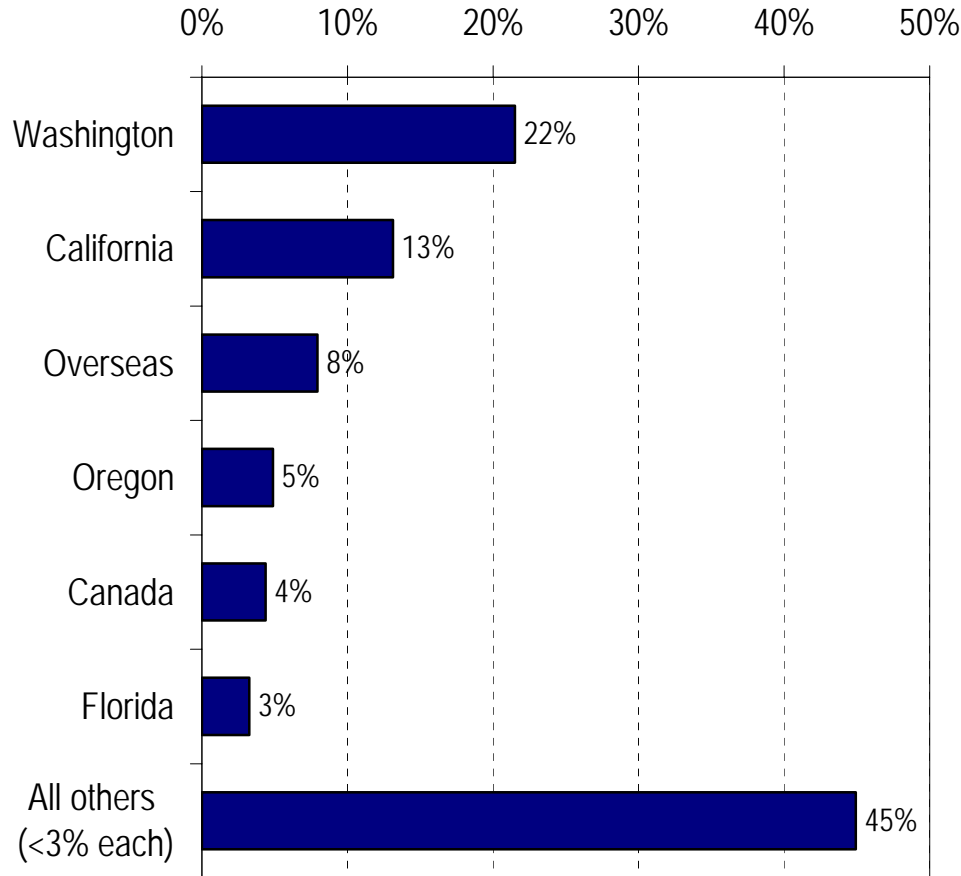
- ▶ **ALL VISITORS** — all respondents.
- ▶ **DAY VISITORS** — persons on a day visit from home.
- ▶ **KING COUNTY OVERNIGHT** — visitors who spent the night in Issaquah, Kirkland, Seattle Downtown, and South King County Communities.
- ▶ **OVERNIGHTING ELSEWHERE** — visitors who spent the night away from home, but did not stay in a King County study community.

Percentage of Day and Overnight Visitors to the King County Study Area



*Section A:*  
**VISITOR ORIGIN**  
*ALL VISITORS*

Visitor Origin – All Visitors  
**Geographic Origin of KING COUNTY Visitors:  
 Top States/Canada and Overseas**



**CALIFORNIA BREAKDOWN**

53% Southern CA  
 47% Northern CA

**Northern CA includes:** North Bay, West Bay, South Bay, East Bay, Other Northern CA, Sacramento/Stockton, Modesto–Fresno

**Southern CA includes:** LA Metro, San Diego, Other Southern CA, Greater Tahoe/Sierra Nevada

**CANADIAN BREAKDOWN**

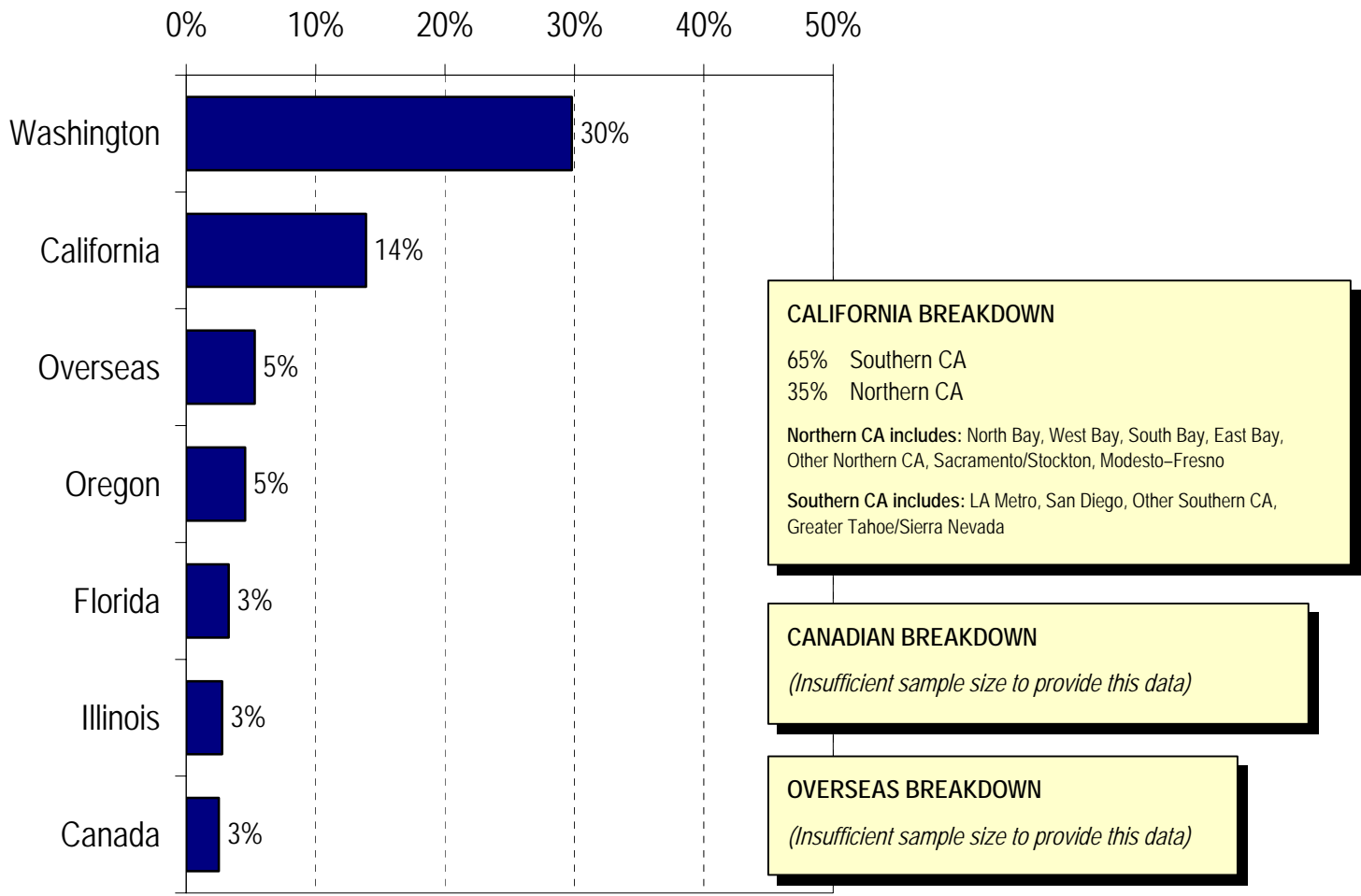
51% Vancouver  
 14% Alberta  
 11% Other British Columbia  
 5% Victoria  
 19% Elsewhere in Canada

**OVERSEAS BREAKDOWN**

29% United Kingdom  
 15% Australia/Oceania  
 9% Germany  
 6% Other Europe

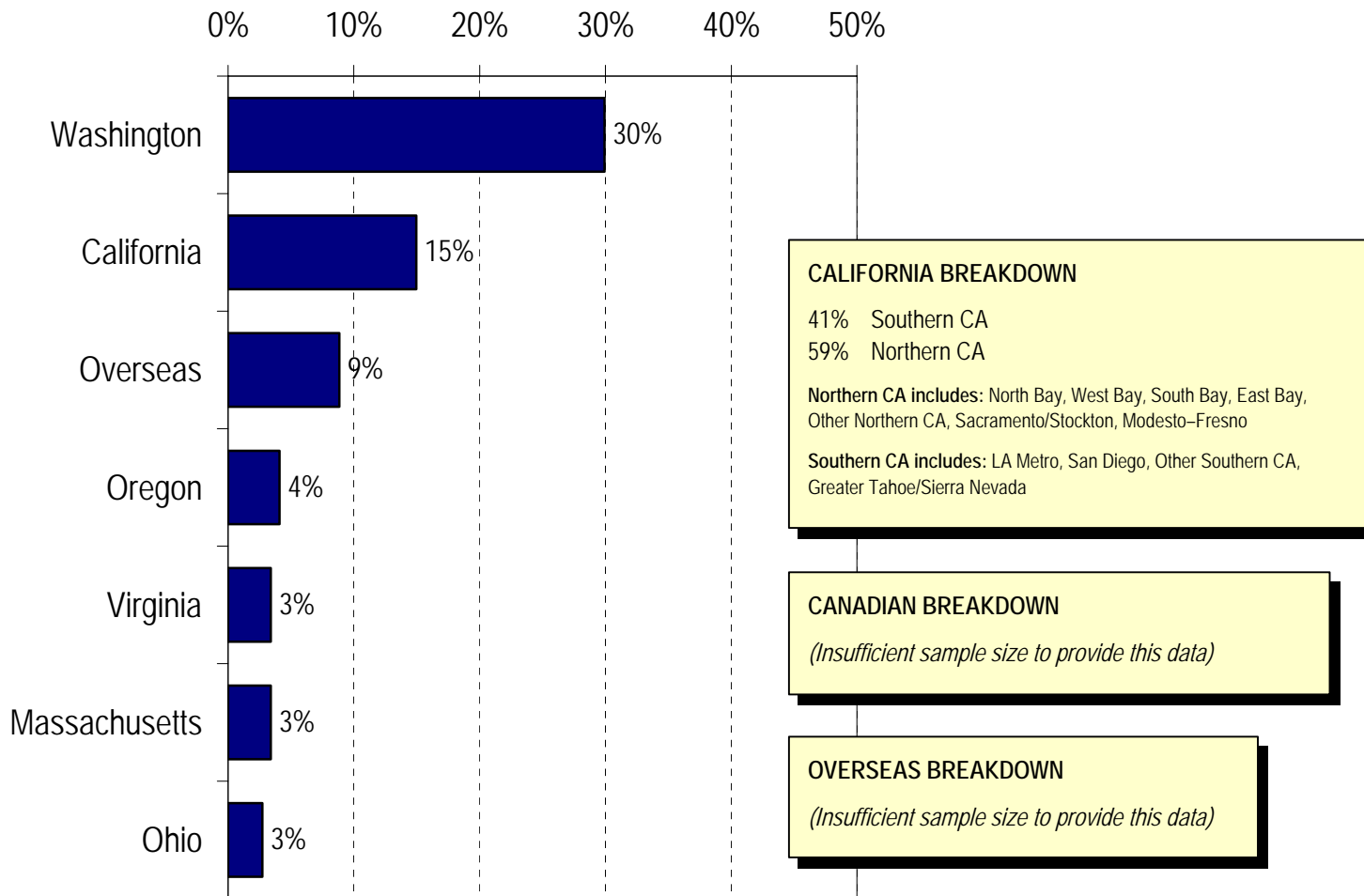
# Visitor Origin – All Visitors

## Geographic Origin of ISSAQUAH Visitors: Top States/Canada and Overseas



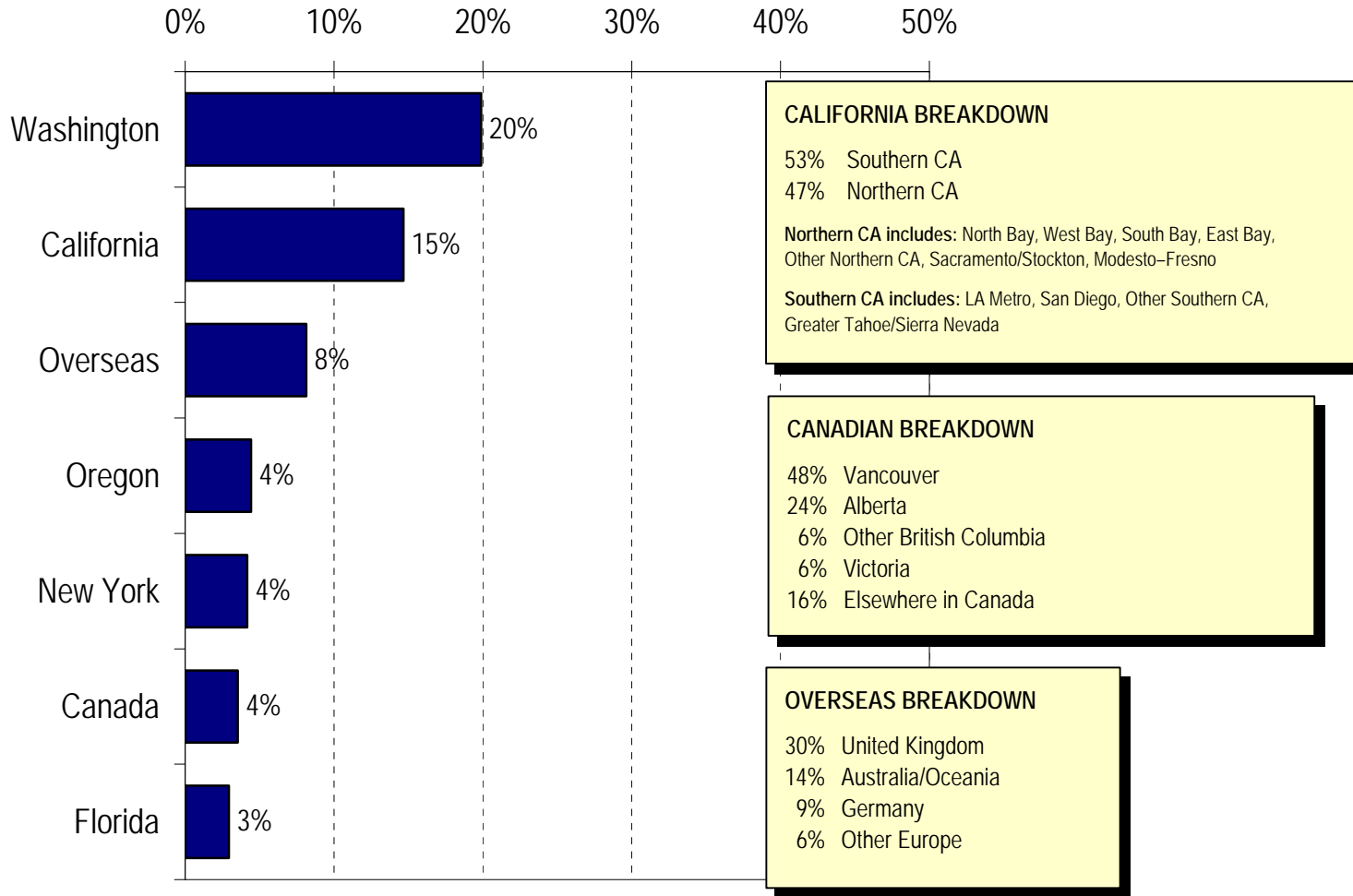
# Visitor Origin – All Visitors

## Geographic Origin of KIRKLAND Visitors: Top States/Canada and Overseas



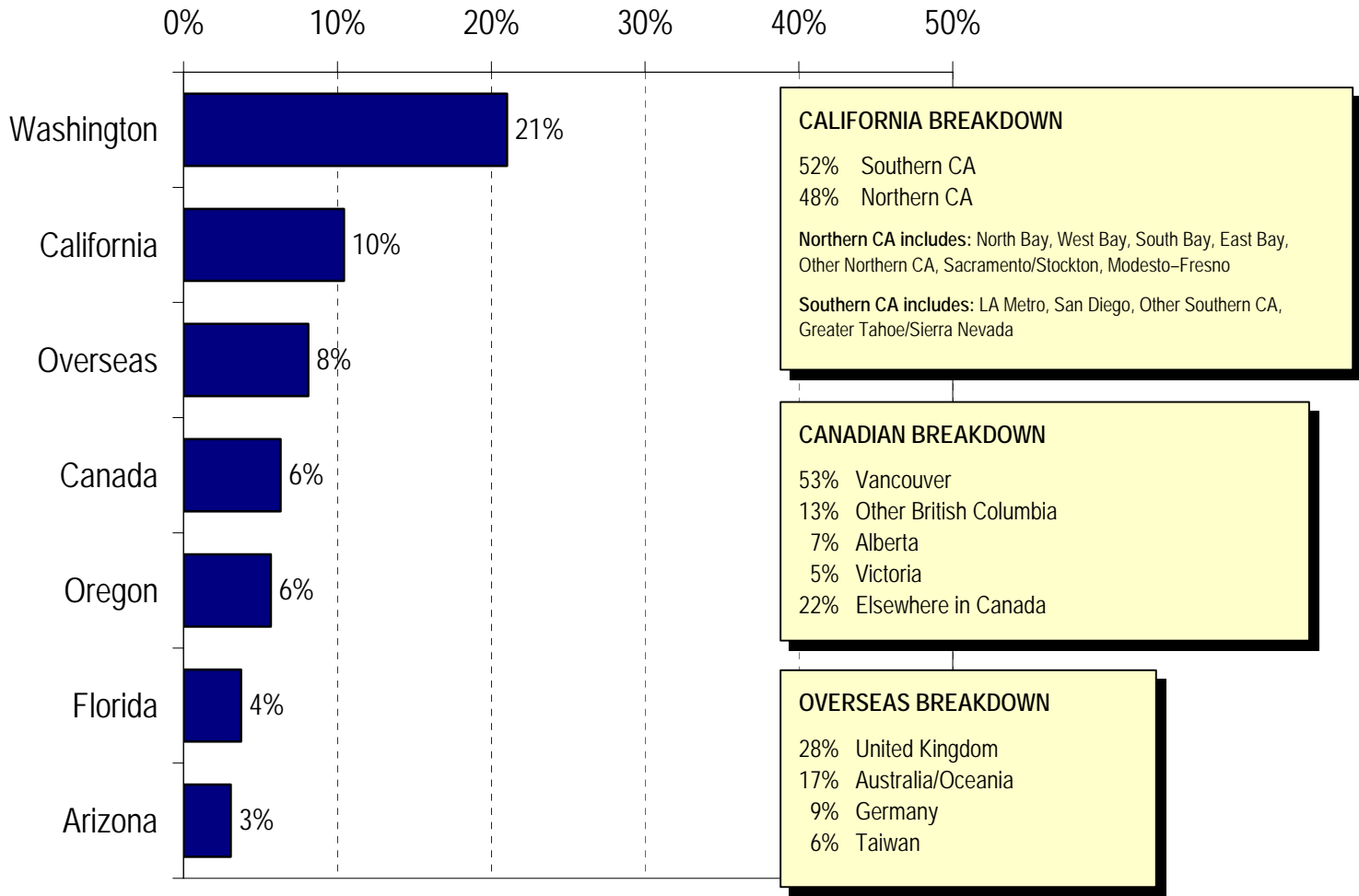
Visitor Origin – All Visitors

**Geographic Origin of SEATTLE DOWNTOWN Visitors:  
Top States/Canada and Overseas**



Visitor Origin – All Visitors

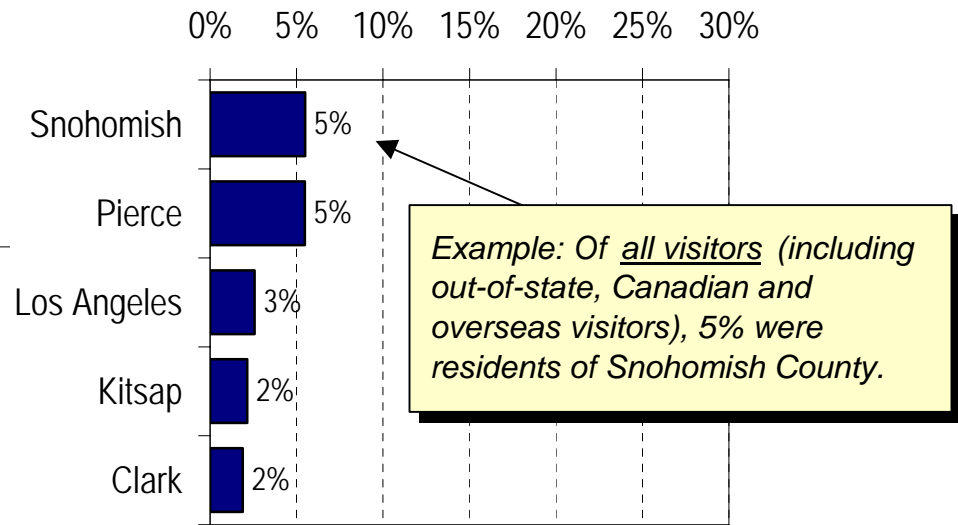
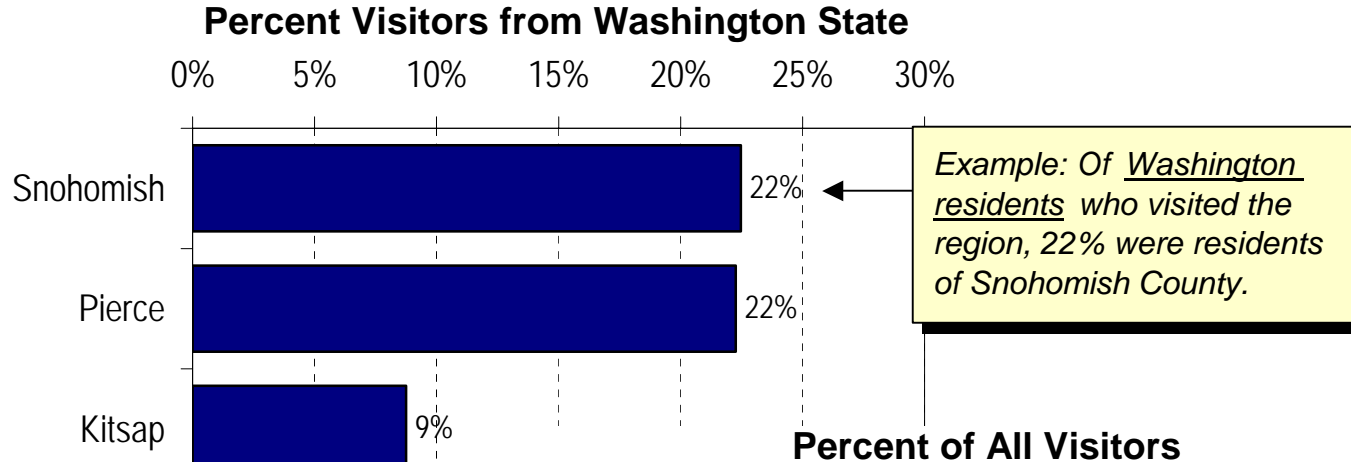
**Geographic Origin of SOUTH KING COUNTY\* Visitors:  
Top States/Canada and Overseas**



*\*See page 92 for a listing of South King County Community survey locations*

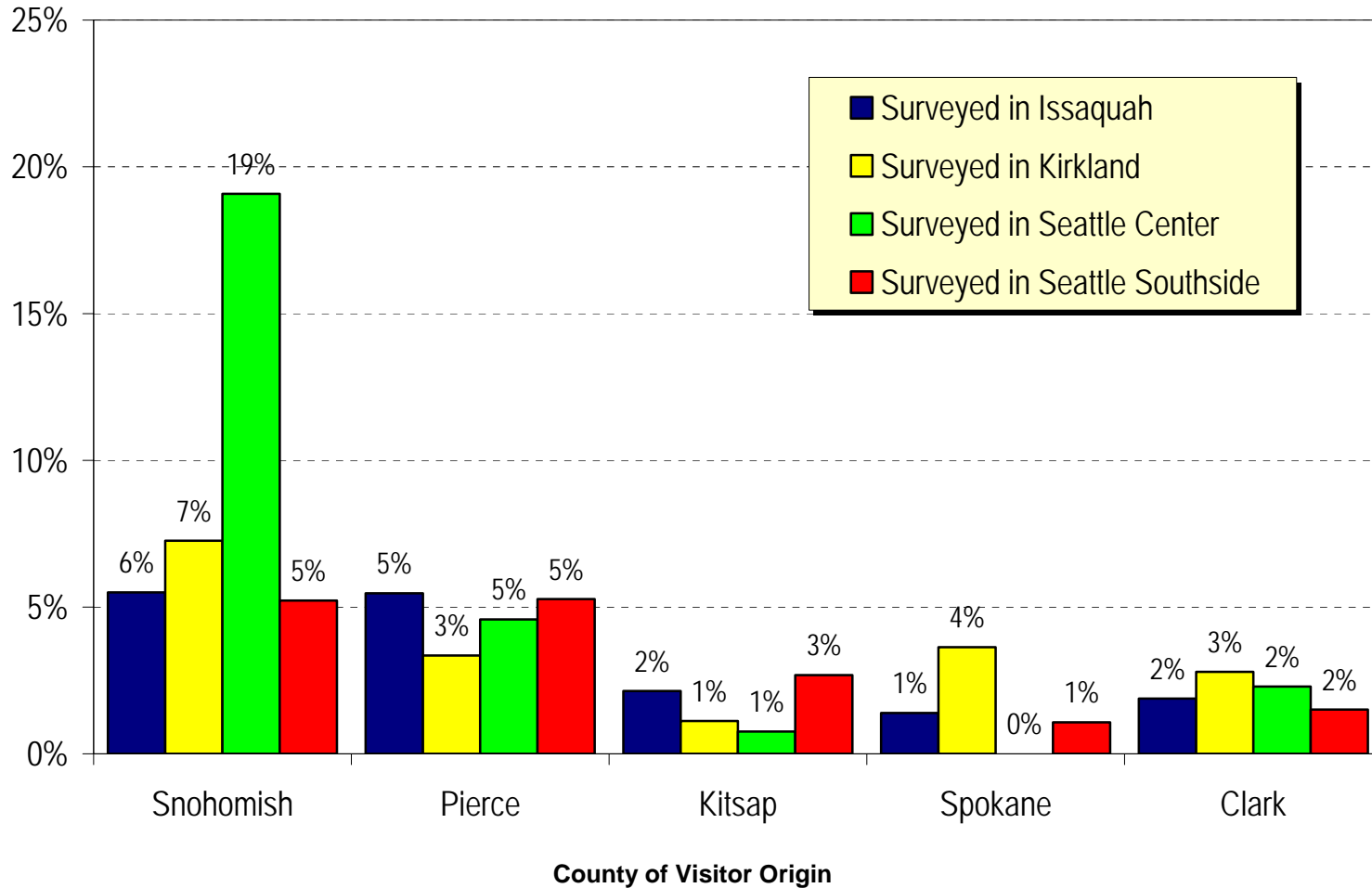
## Visitor Origin – All Visitors

# Top Washington State Counties of Origin for Visitors to King County:



## Visitor Origin – All Visitors

### ***Percentage of WASHINGTON RESIDENTS Visiting Each King County Community: Top Counties of Origin***



***\*See page 92 for a listing of South King County Community survey locations***

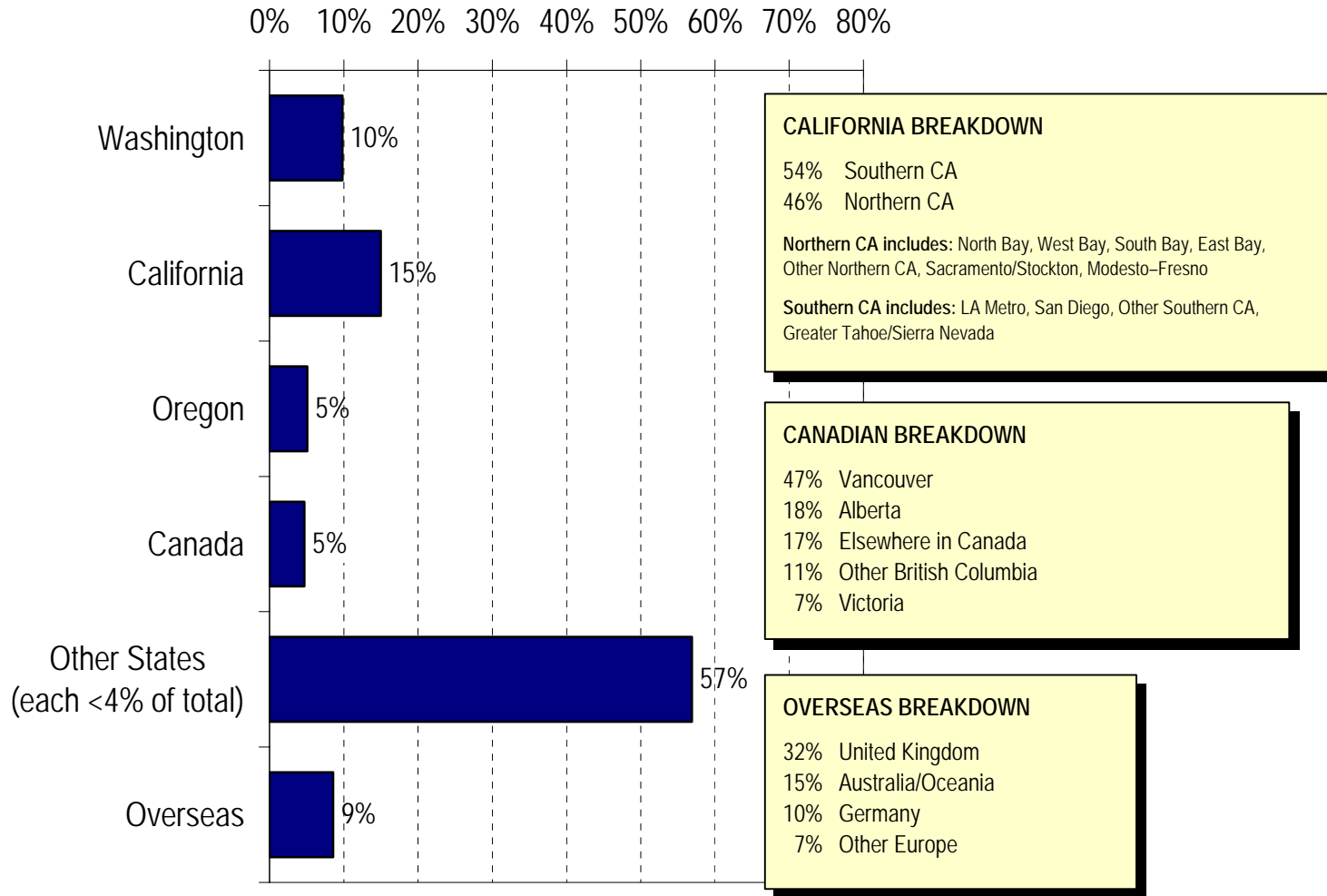
*Section B:*

## **VISITOR ORIGIN**

### ***KING COUNTY OVERNIGHT VISITORS***

# Visitor Origin – King County Overnight Visitors

## **Geographic Origin of KING COUNTY OVERNIGHT Visitors: Top States/Canada and Overseas**

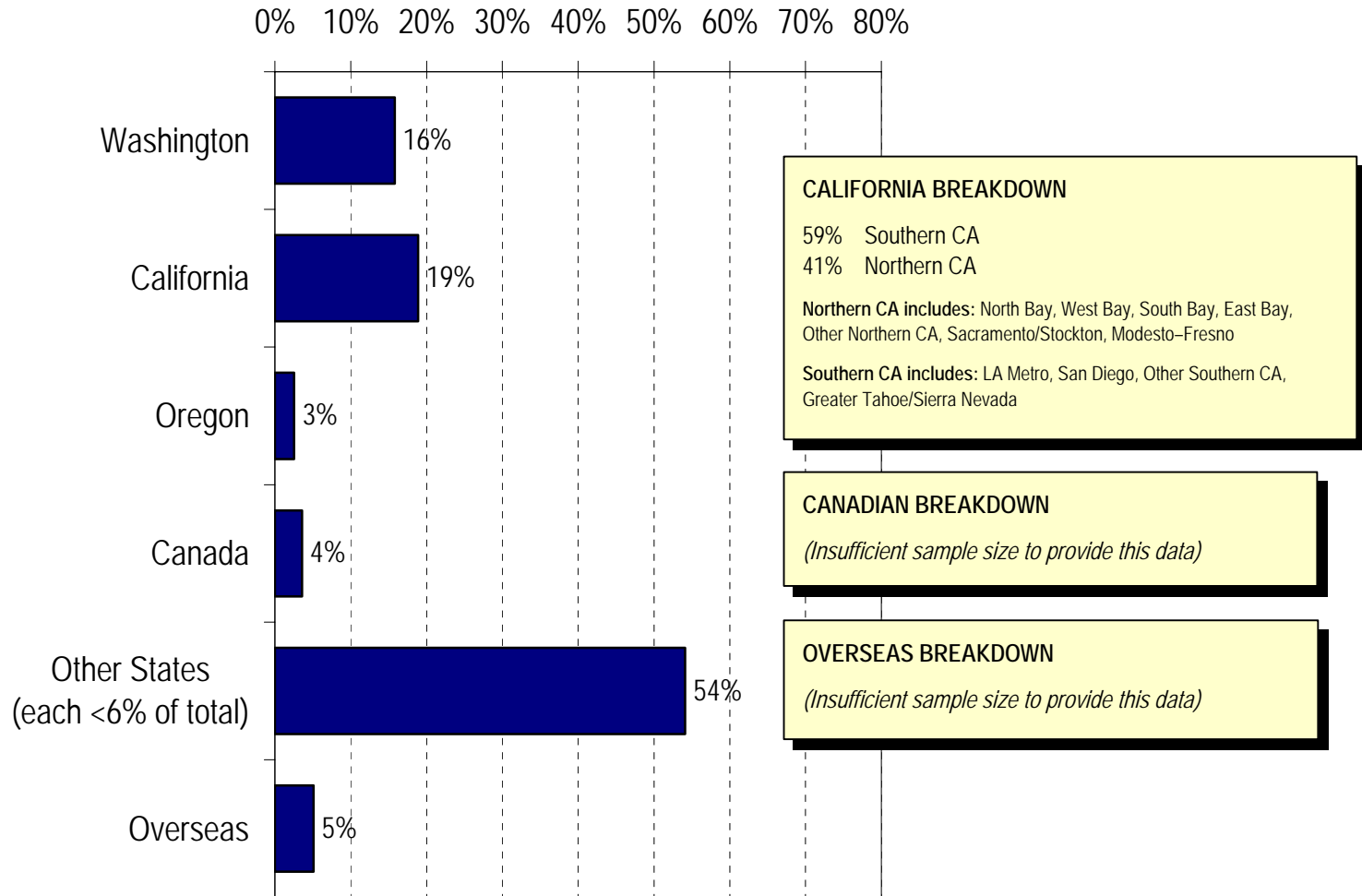


**NOTE:** *Visitors who reported overnighting in King County did not necessarily stay overnight in the community where they were surveyed.*

# Visitor Origin – King County Overnight Visitors

## **Geographic Origin of ISSAQUAH OVERNIGHT Visitors: Top States/Canada and Overseas**

*(7% of all King County overnight visitors were surveyed in Issaquah)*

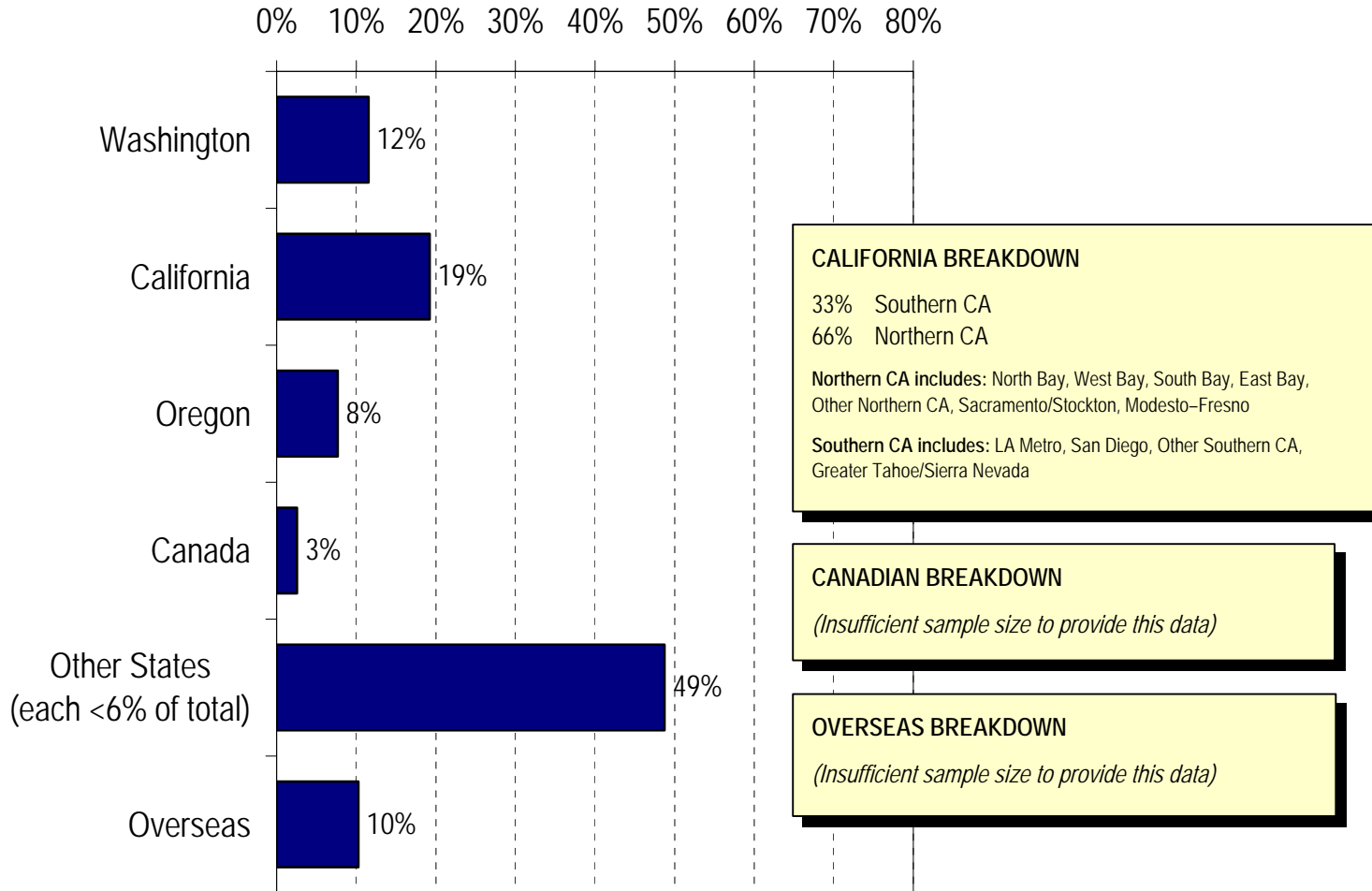


**NOTE:** *Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

# Visitor Origin – King County Overnight Visitors

## **Geographic Origin of KIRKLAND OVERNIGHT Visitors: Top States/Canada and Overseas**

*(3% of all King County overnight visitors were surveyed in Kirkland )*

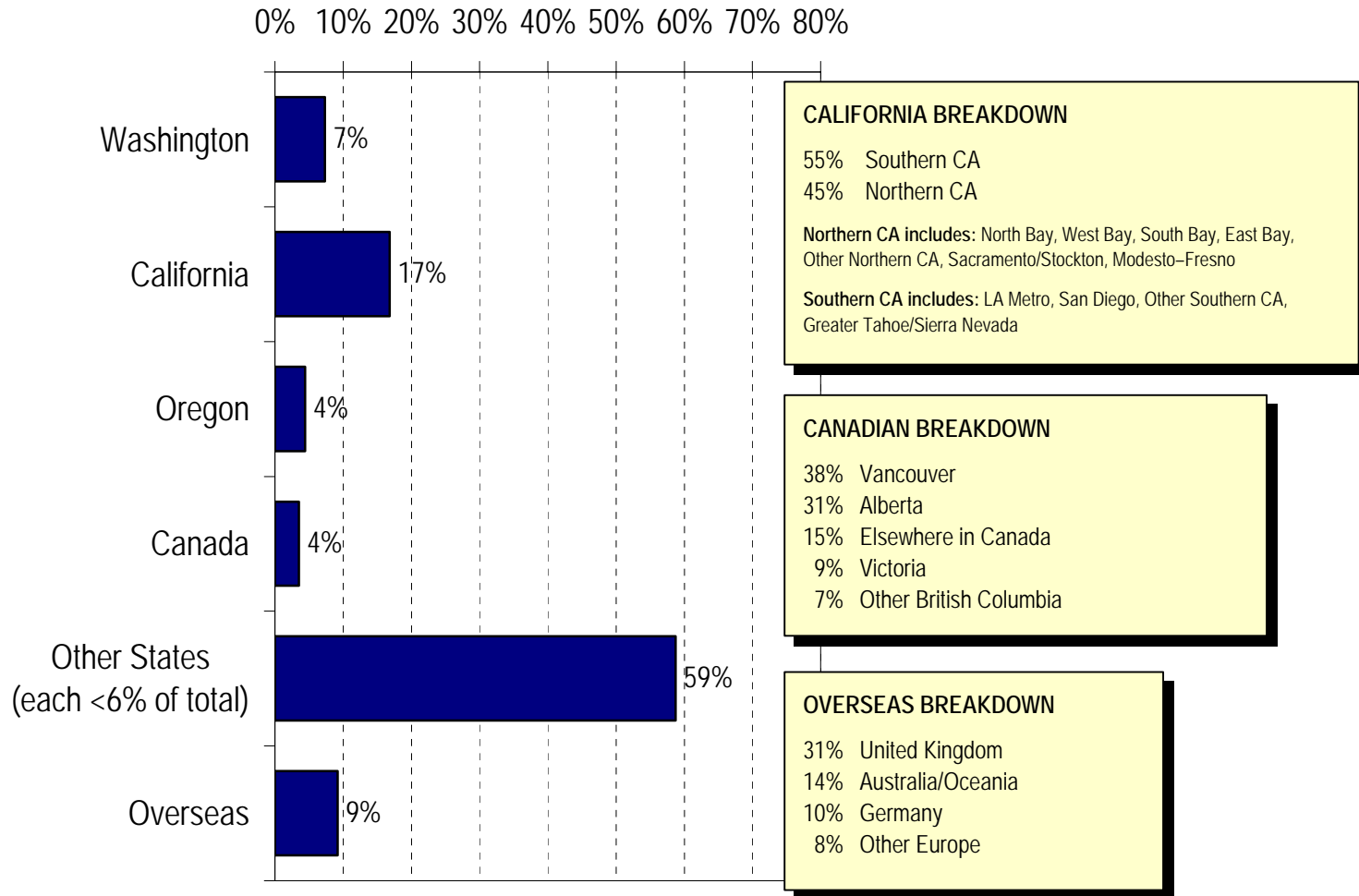


**NOTE:** *Visitors who reported overnighiting in King County did not necessarily stay overnight in the community where they were surveyed.*

# Visitor Origin – King County Overnight Visitors

## **Geographic Origin of SEATTLE DOWNTOWN OVERNIGHT Visitors: Top States/Canada and Overseas**

*(53% of all King County overnight visitors were surveyed in Seattle Downtown)*

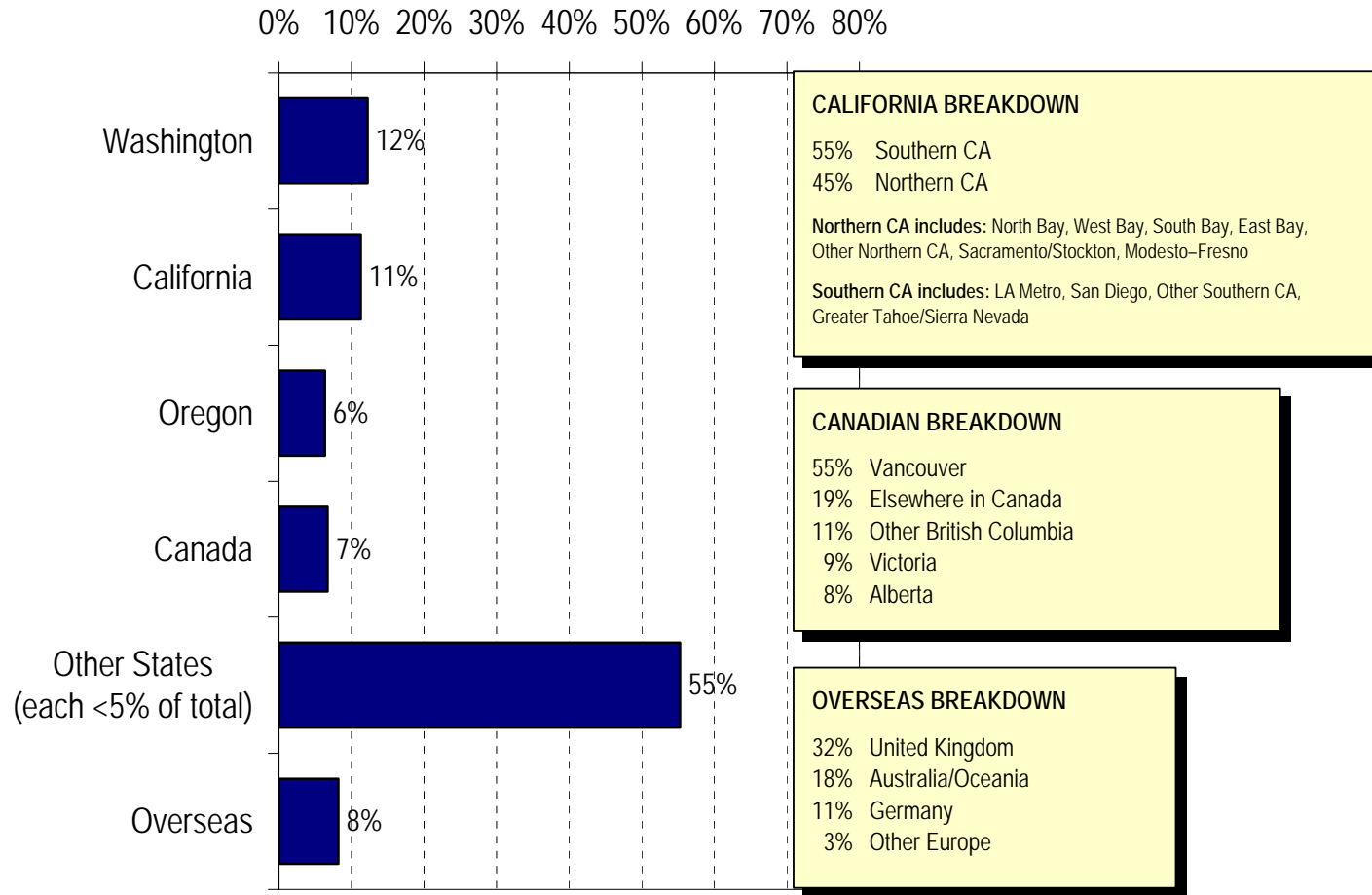


**NOTE:** *Visitors who reported overnighiting in King County did not necessarily stay overnight in the community where they were surveyed.*

# Visitor Origin – King County Overnight Visitors

## **Geographic Origin of SOUTH KING COUNTY\* OVERNIGHT Visitors: Top States/Canada and Overseas**

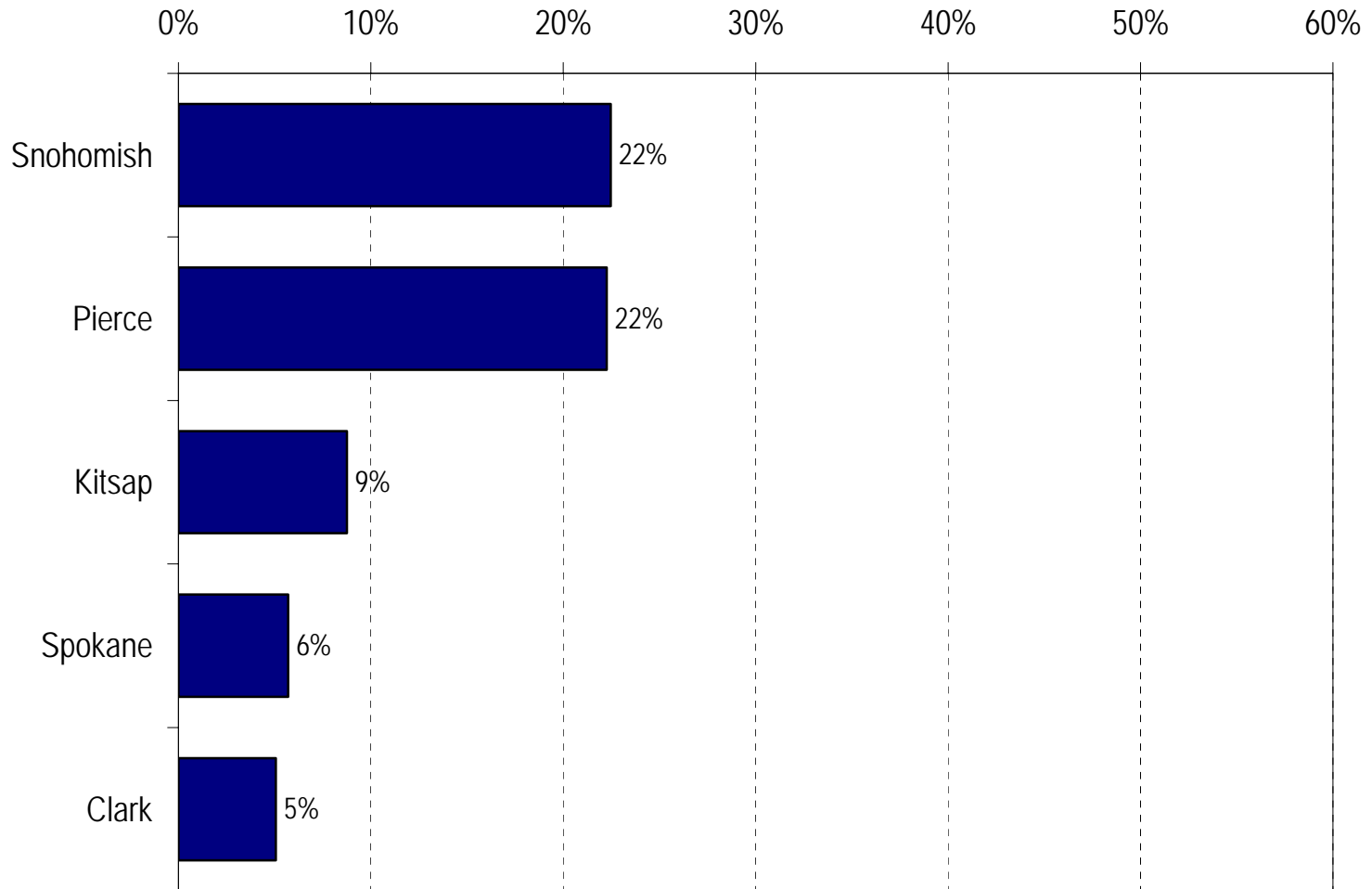
(38% of all King County overnight visitors were surveyed in South King County)



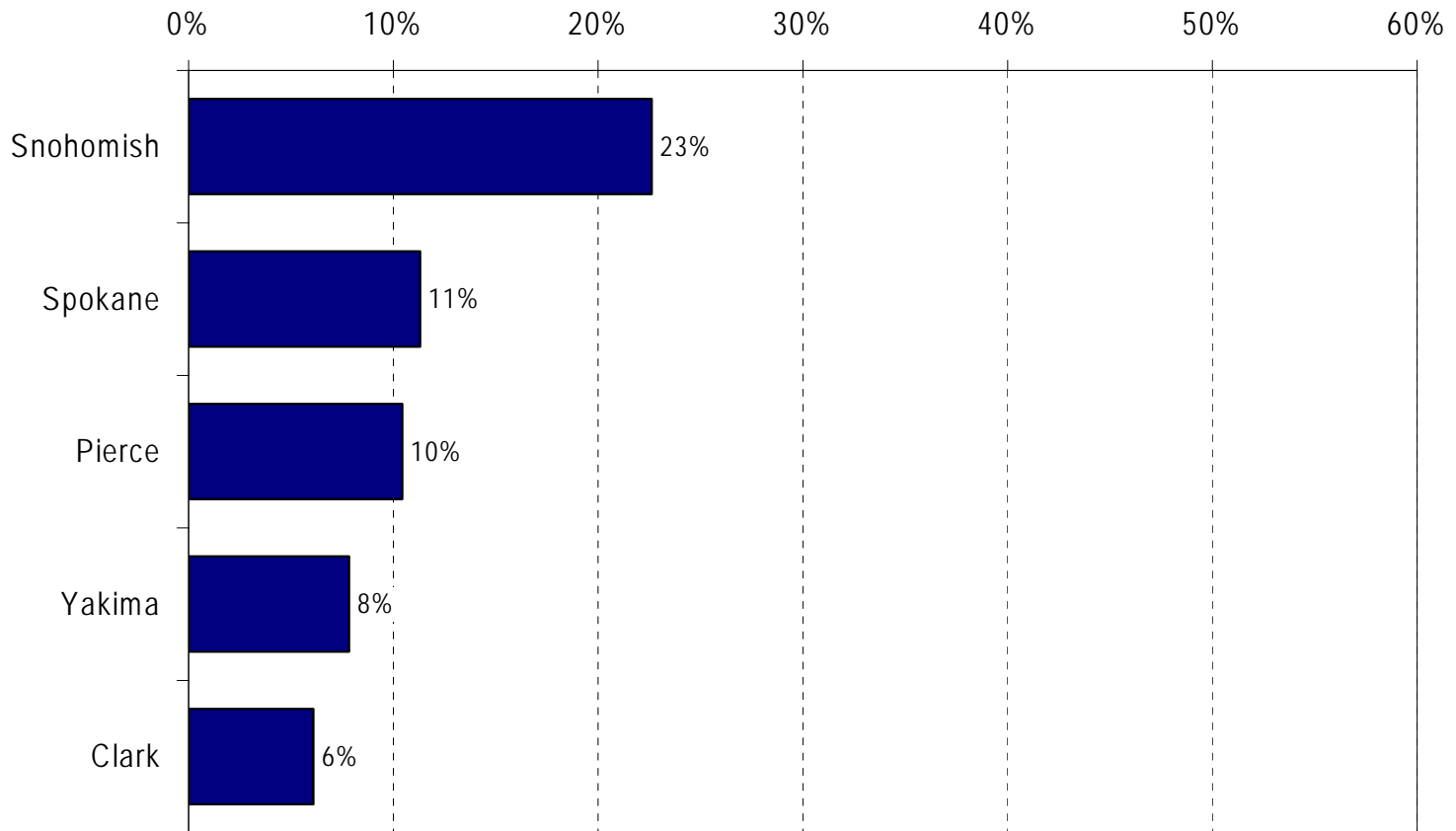
**NOTE:** Visitors who reported overnighiting in King County did not necessarily stay overnight in the community where they were surveyed.

**\*See page 92 for a listing of South King County Community survey locations**

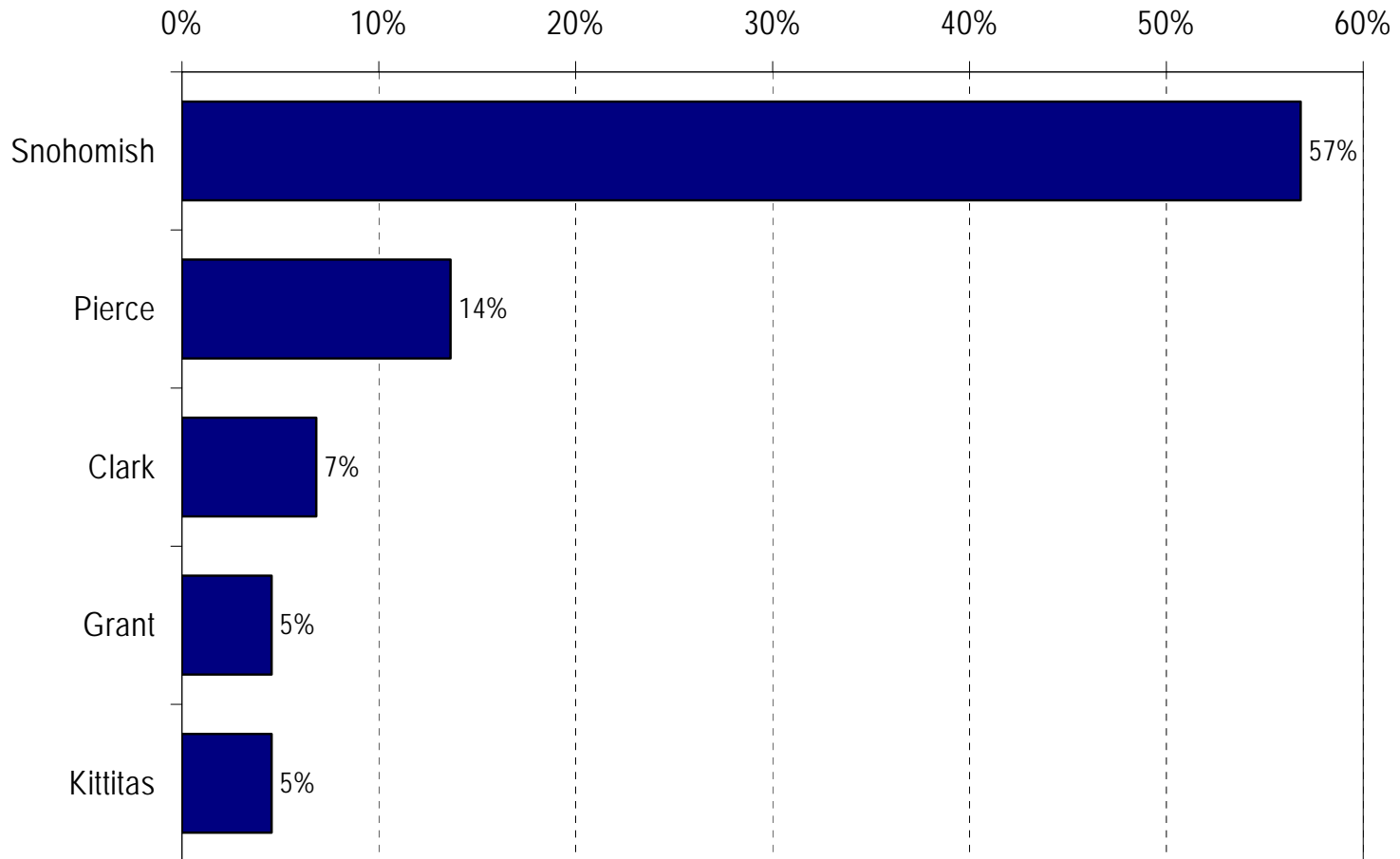
Visitor Origin – King County Overnight Visitors  
***Top Washington State Counties of Origin  
for King County***



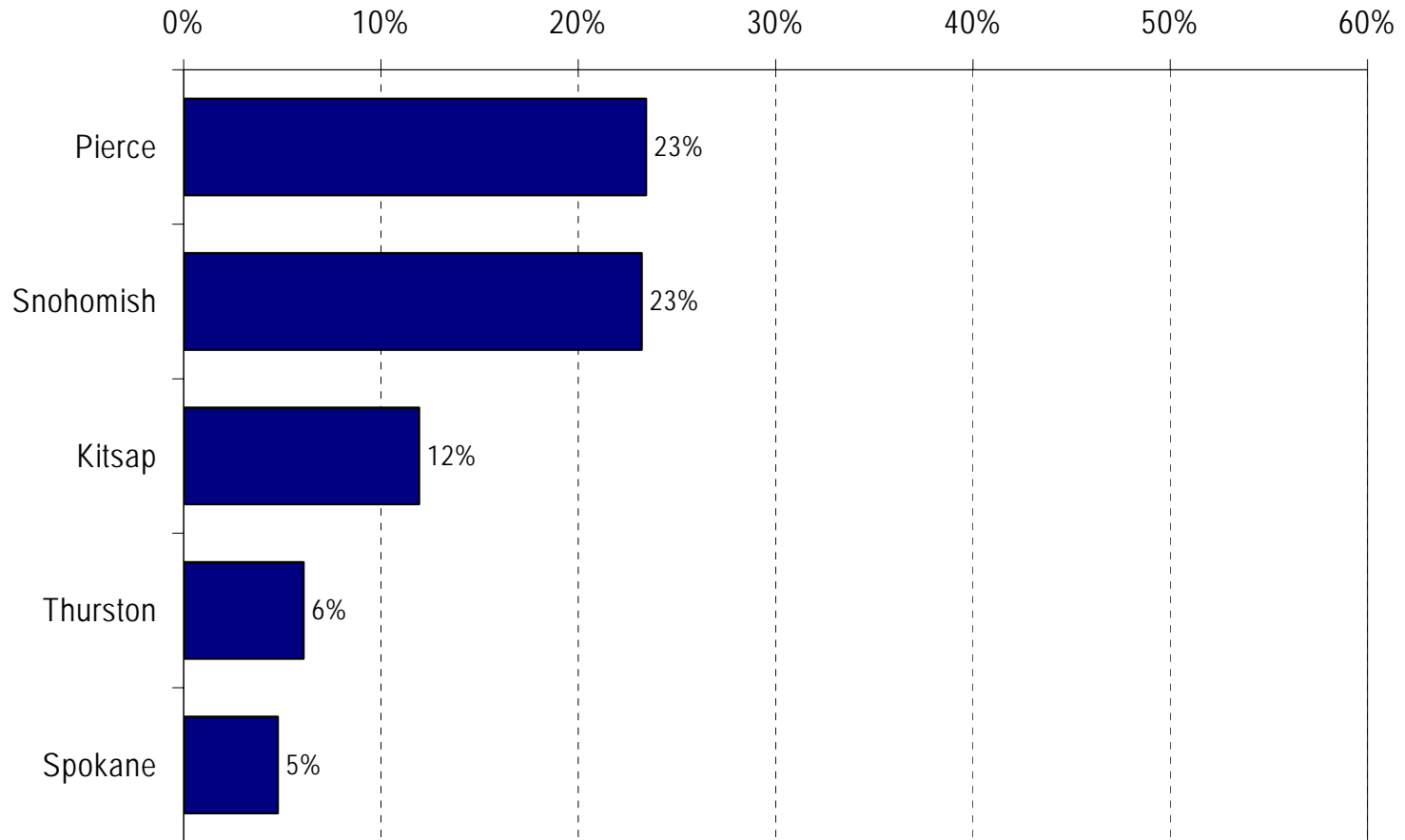
Visitor Origin – King County Overnight Visitors  
***Top Washington State Counties of Origin  
for Issaquah***



Visitor Origin – King County Overnight Visitors  
***Top Washington State Counties of Origin  
for Kirkland***

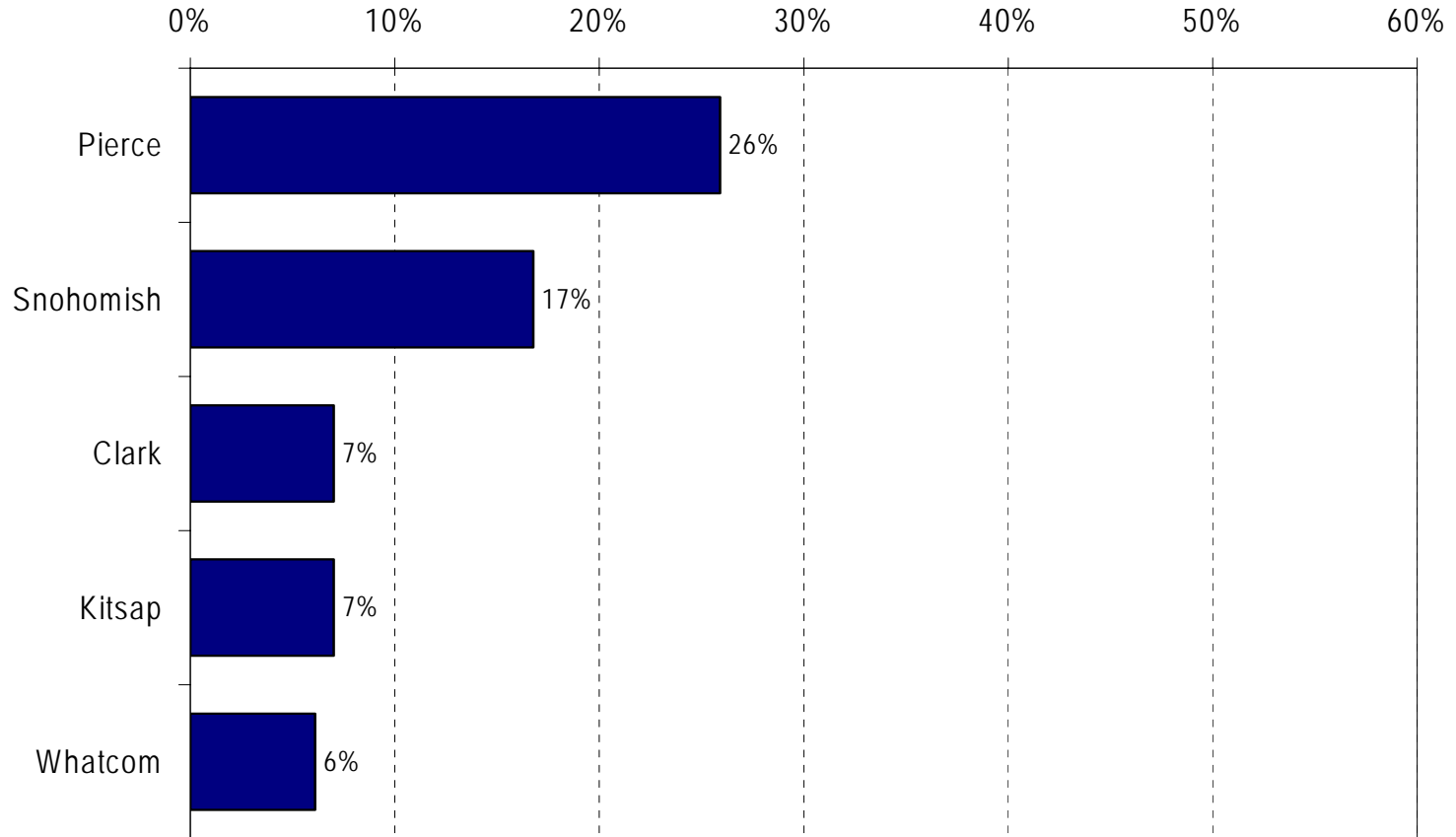


Visitor Origin – King County Overnight Visitors  
***Top Washington State Counties of Origin  
for Seattle Downtown***



## Visitor Origin – King County Overnight Visitors

### ***Top Washington State Counties of Origin for South King County\* Communities***

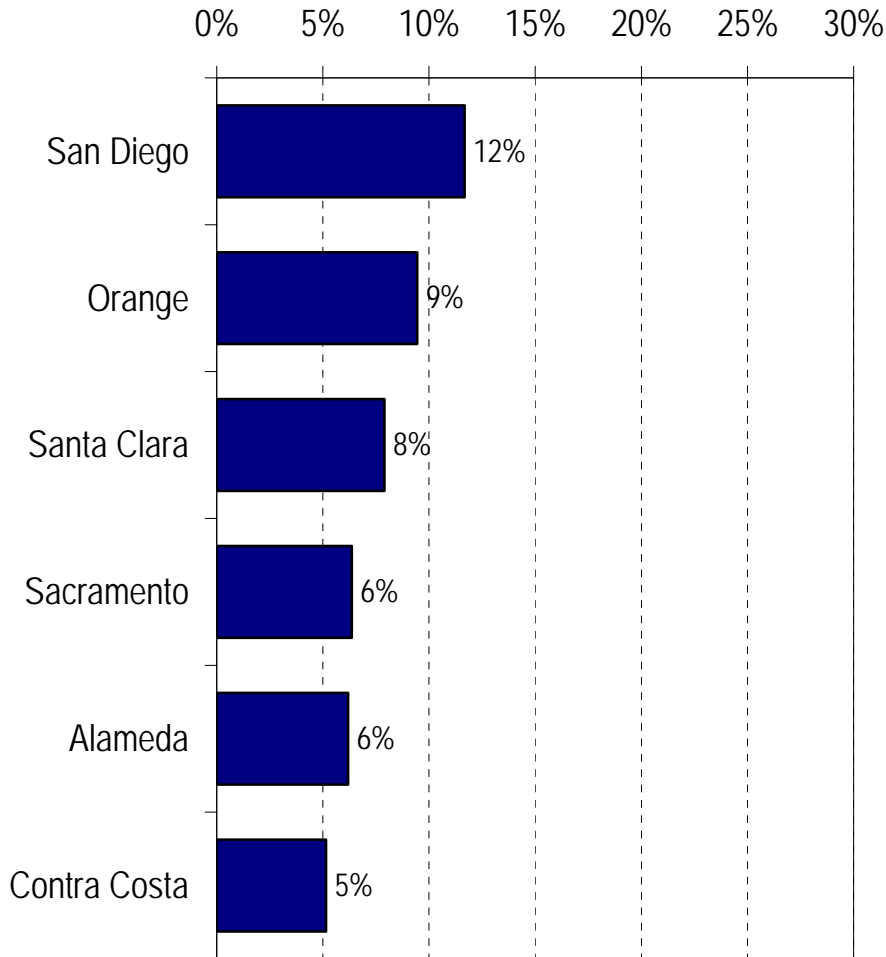


***\*See page 92 for a listing of South King County Community survey locations***

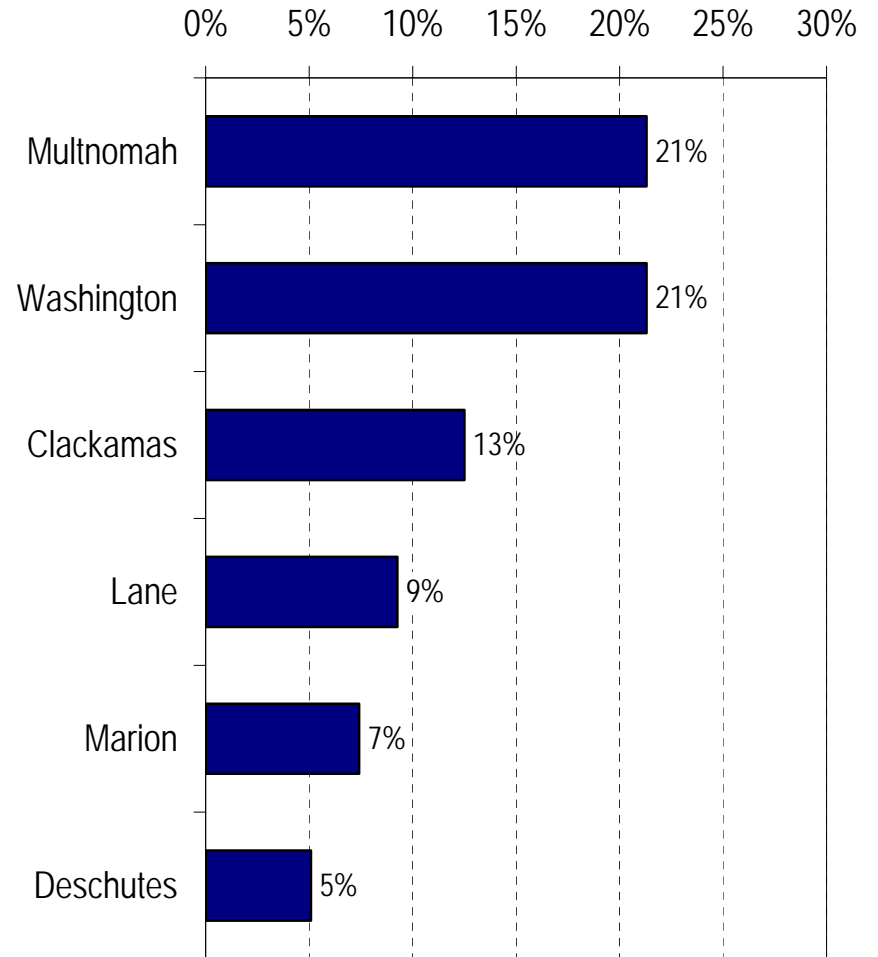
# Visitor Origin – King County Overnight Visitors

## ***County of Origin for King County Overnight Visitors from California and Oregon***

### *Top California Counties*



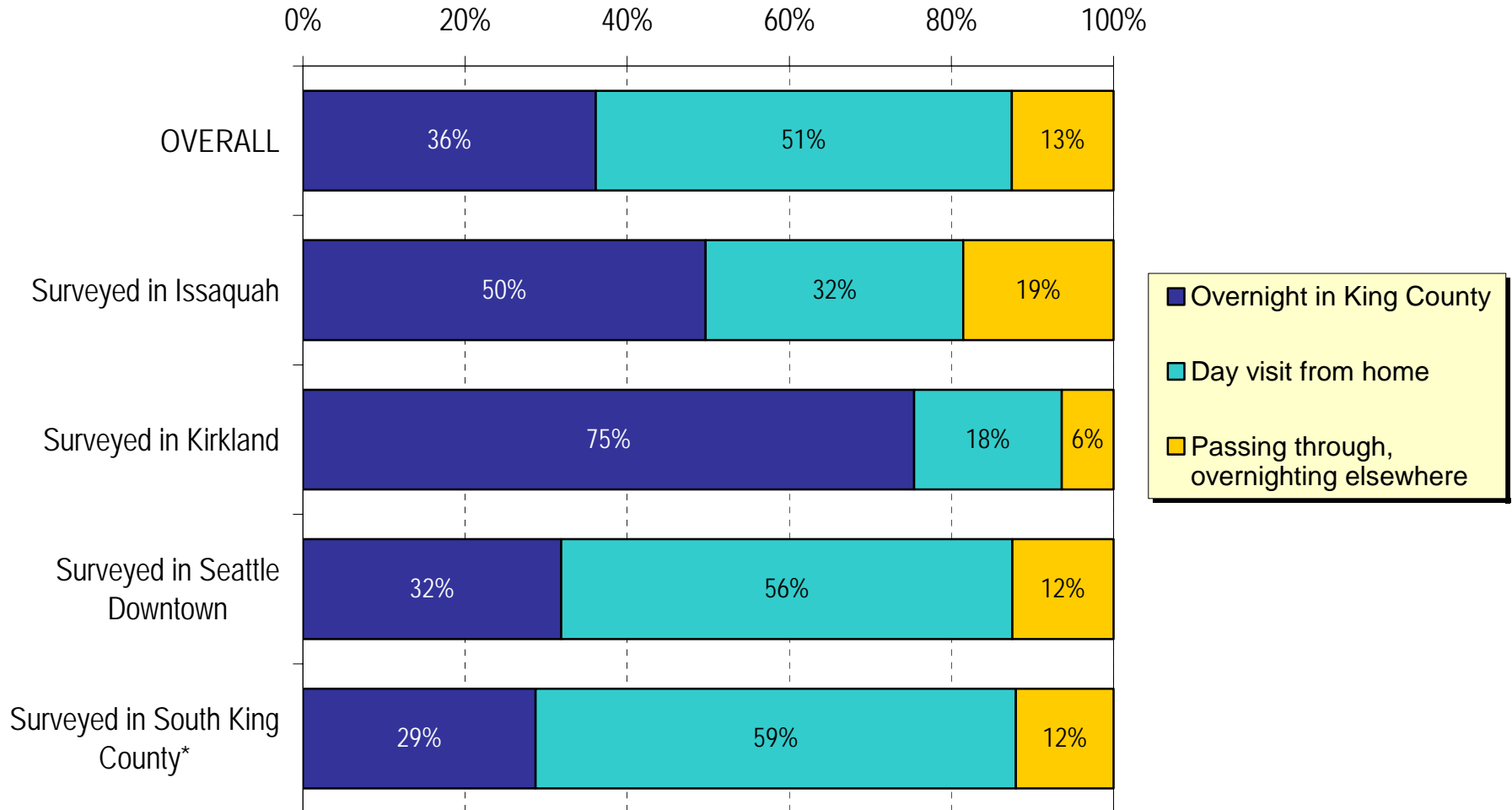
### *Top Oregon Counties*



*Section C:*  
**VISITOR DEMOGRAPHICS**

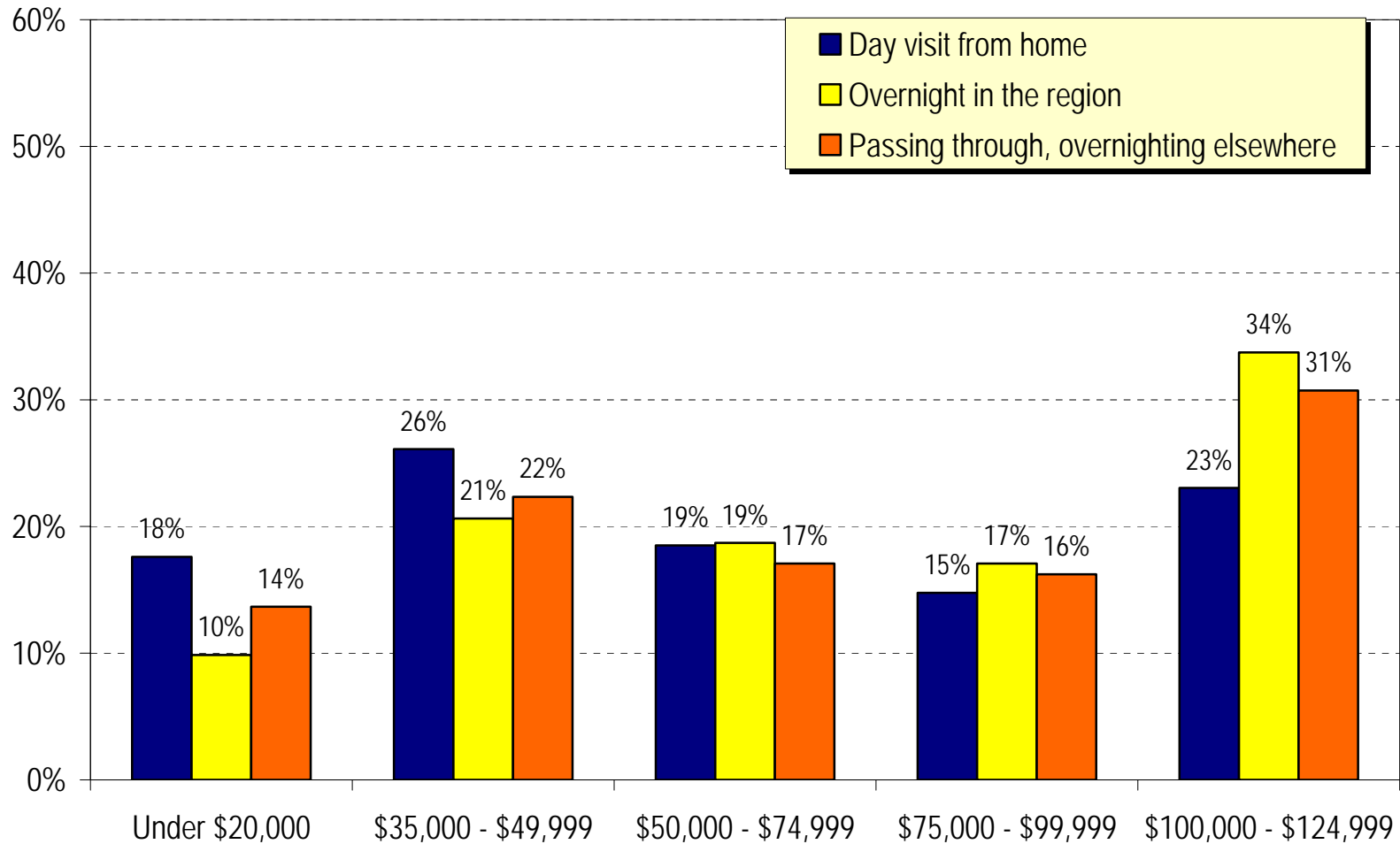
## Visitor Profile – All Visitors

### ***Percentage of Day, Overnight and Pass-Through Visitors to King County***

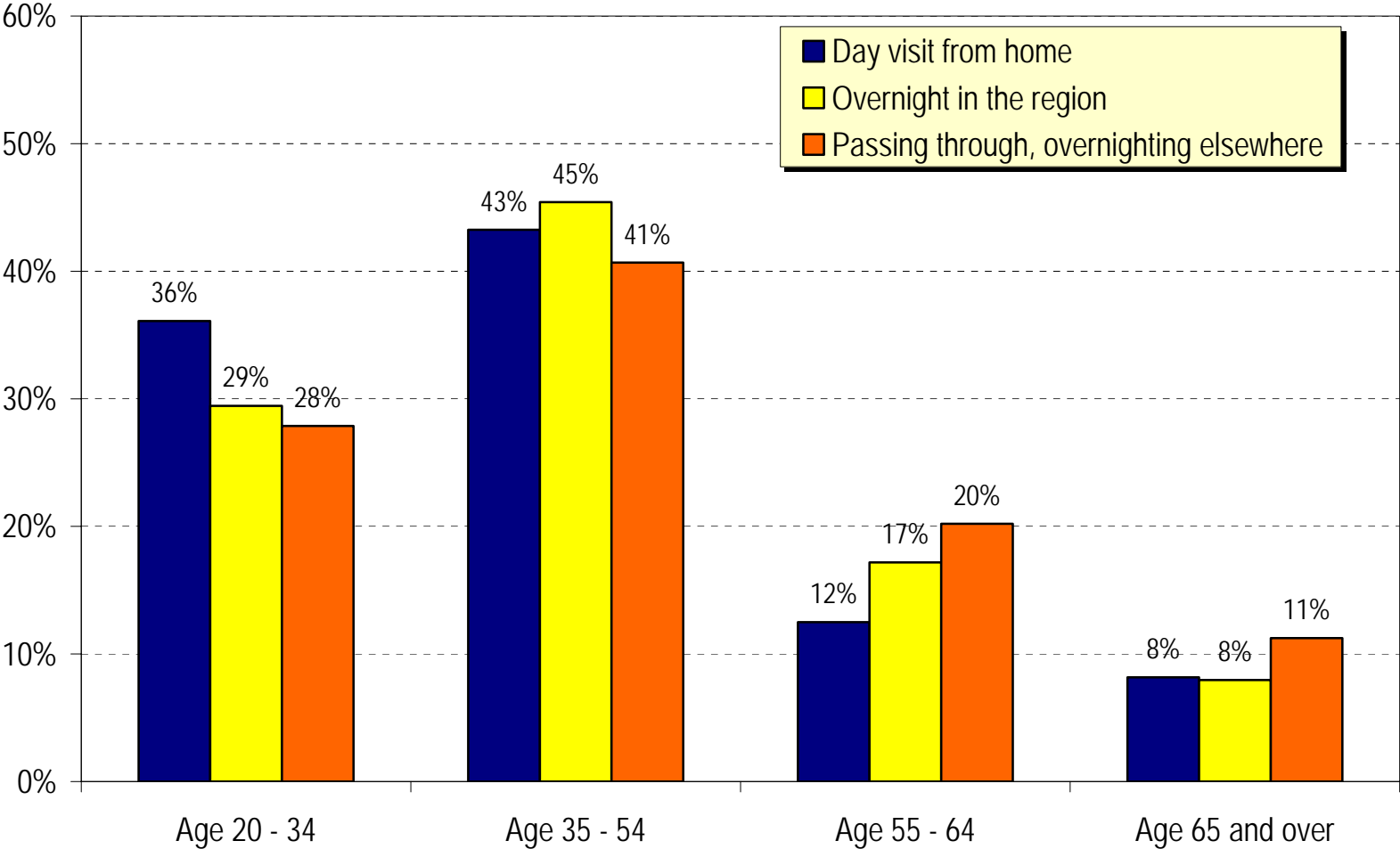


***\*See page 92 for a listing of South King County Communities***

Visitor Profile – All Visitors  
**Visitor Household Income  
 by Type of Visit**

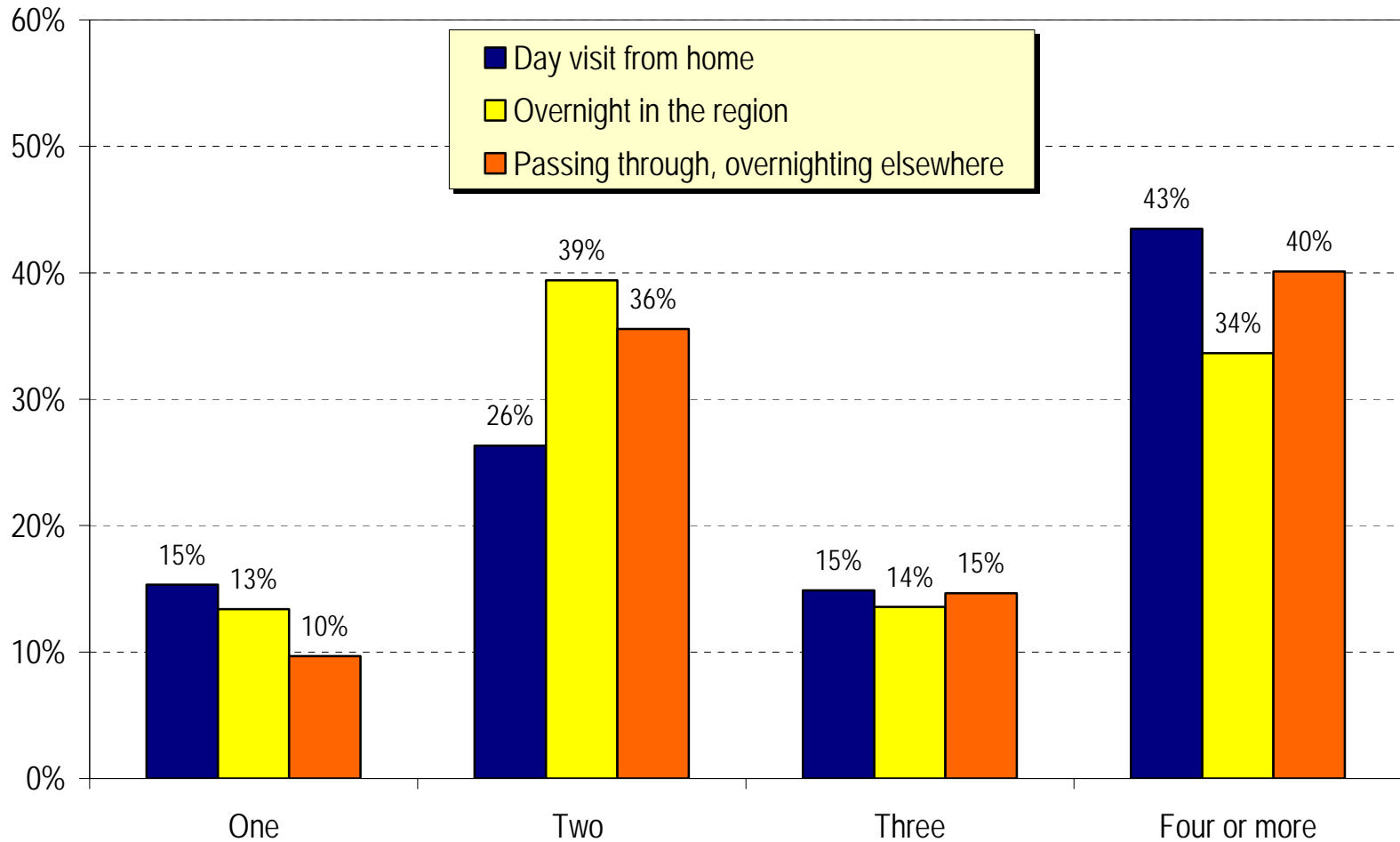


Visitor Profile – All Visitors  
**Visitor Age by Type of Visit**

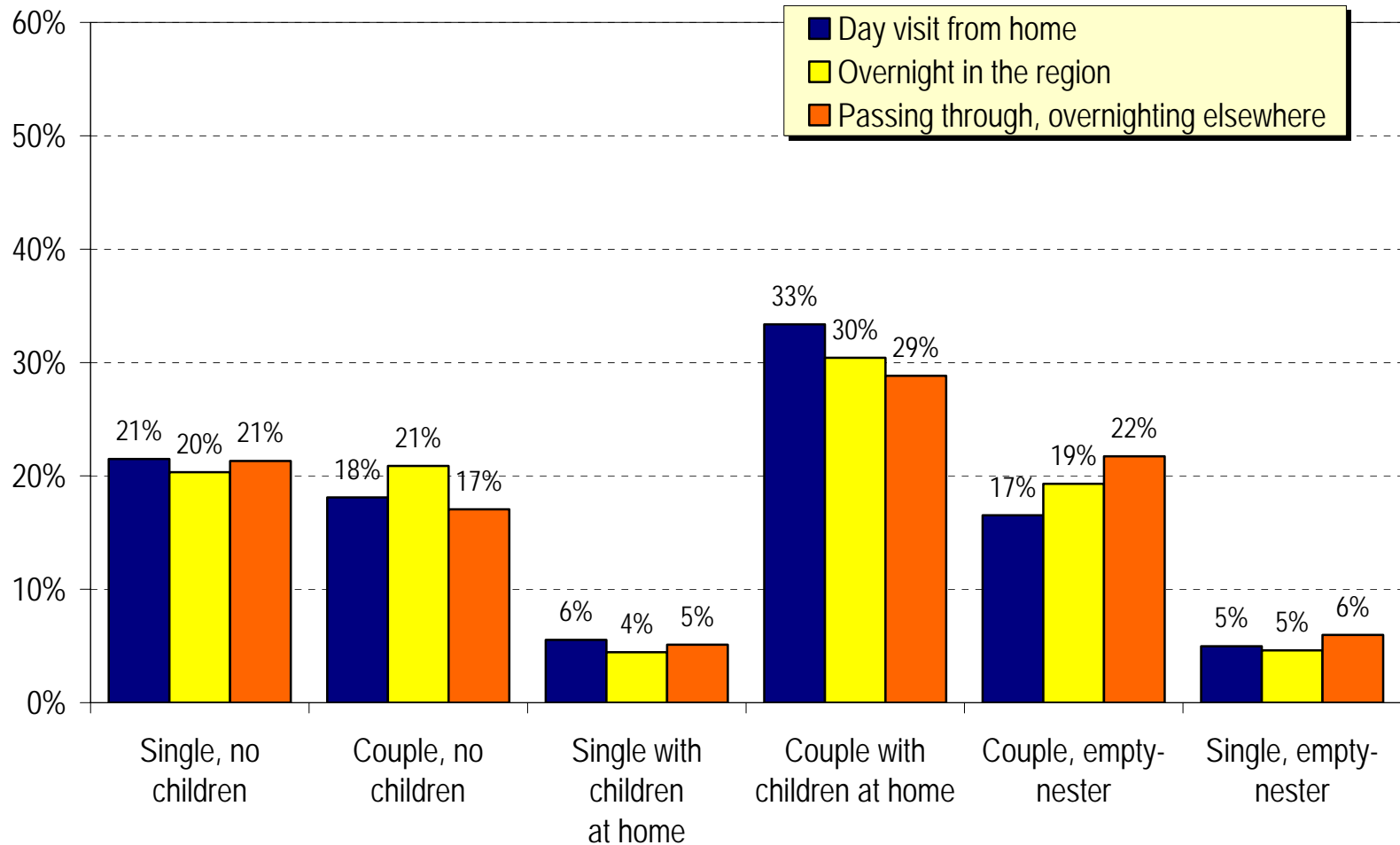


## Visitor Profile – All Visitors

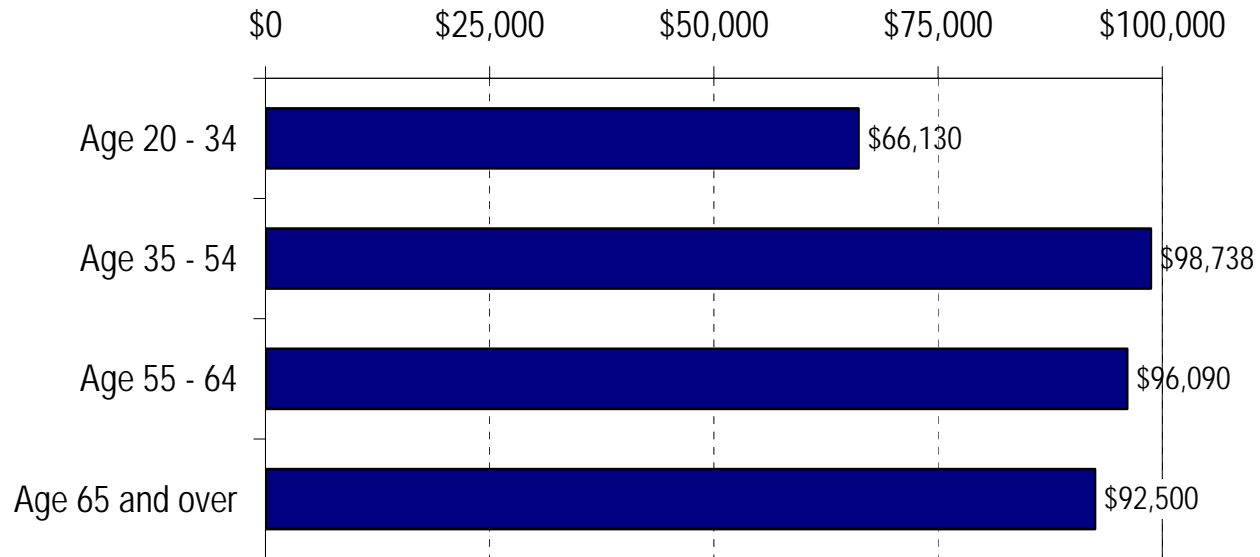
### *Travel Party Size by Type of Visit*



Visitor Profile – All Visitors  
***Family Status by Type of Visit***

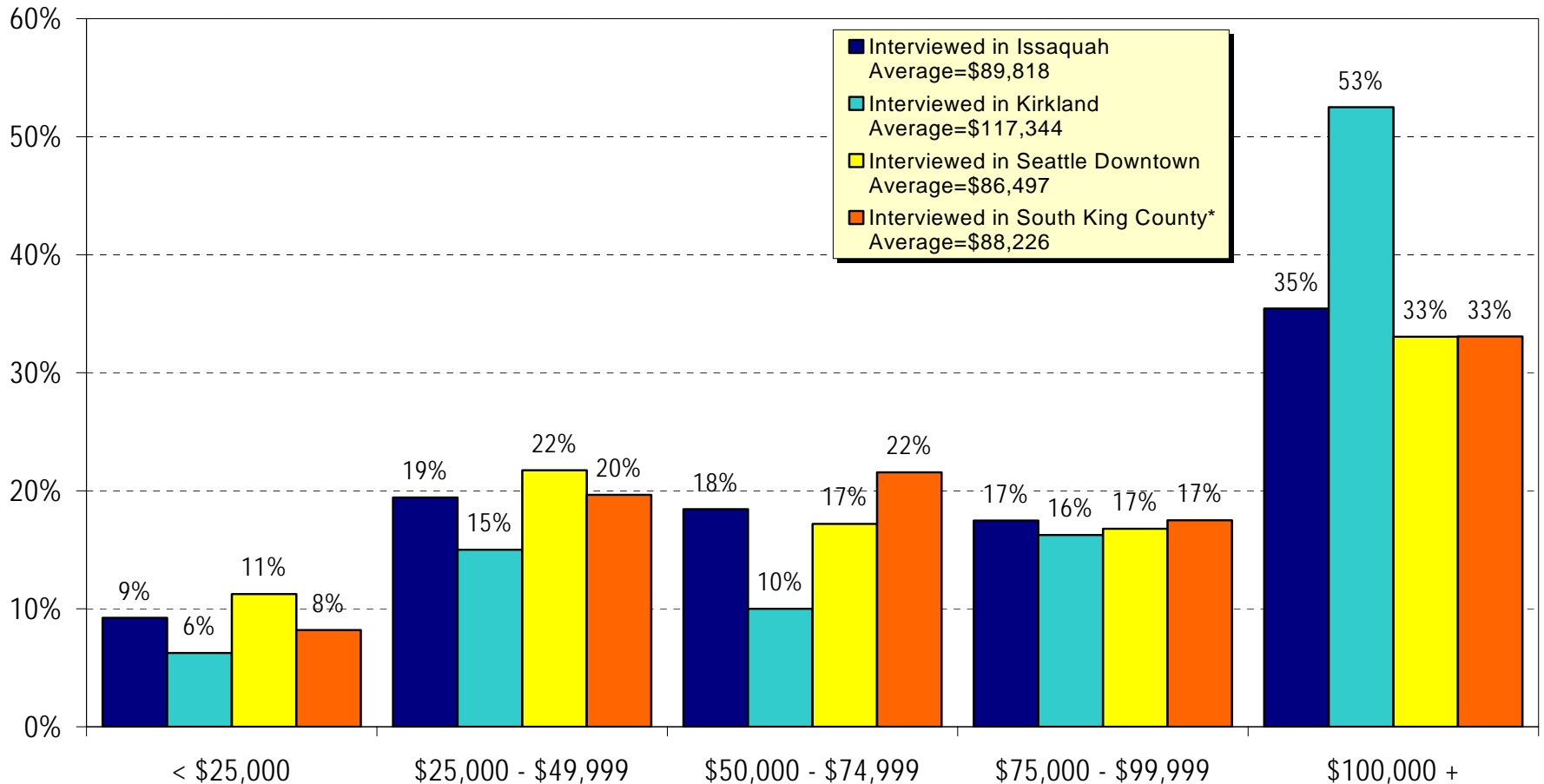


Visitor Profile – King County Overnight Visitors  
***Average Household Income  
By Age of Visitor***



# Visitor Profile – King County Overnight Visitors

## **Visitor Household Income By Community Where Surveyed**

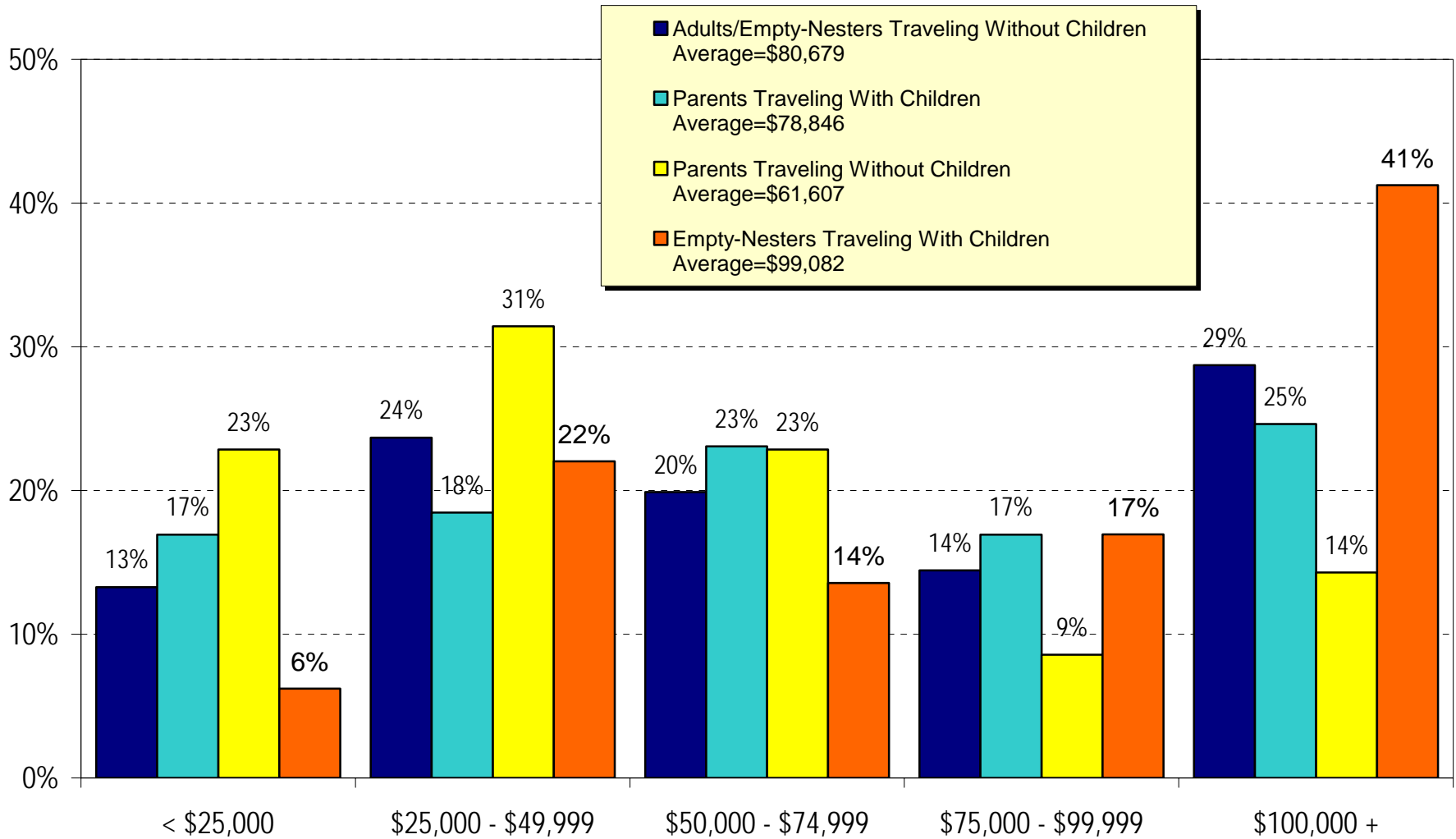


*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

**\*See page 92 for a listing of South King County Community survey locations**

## Visitor Profile – King County Overnight Visitors

### *Visitor Household Income by Traveling with Children*



*Section D:*

## TRIP CHARACTERISTICS

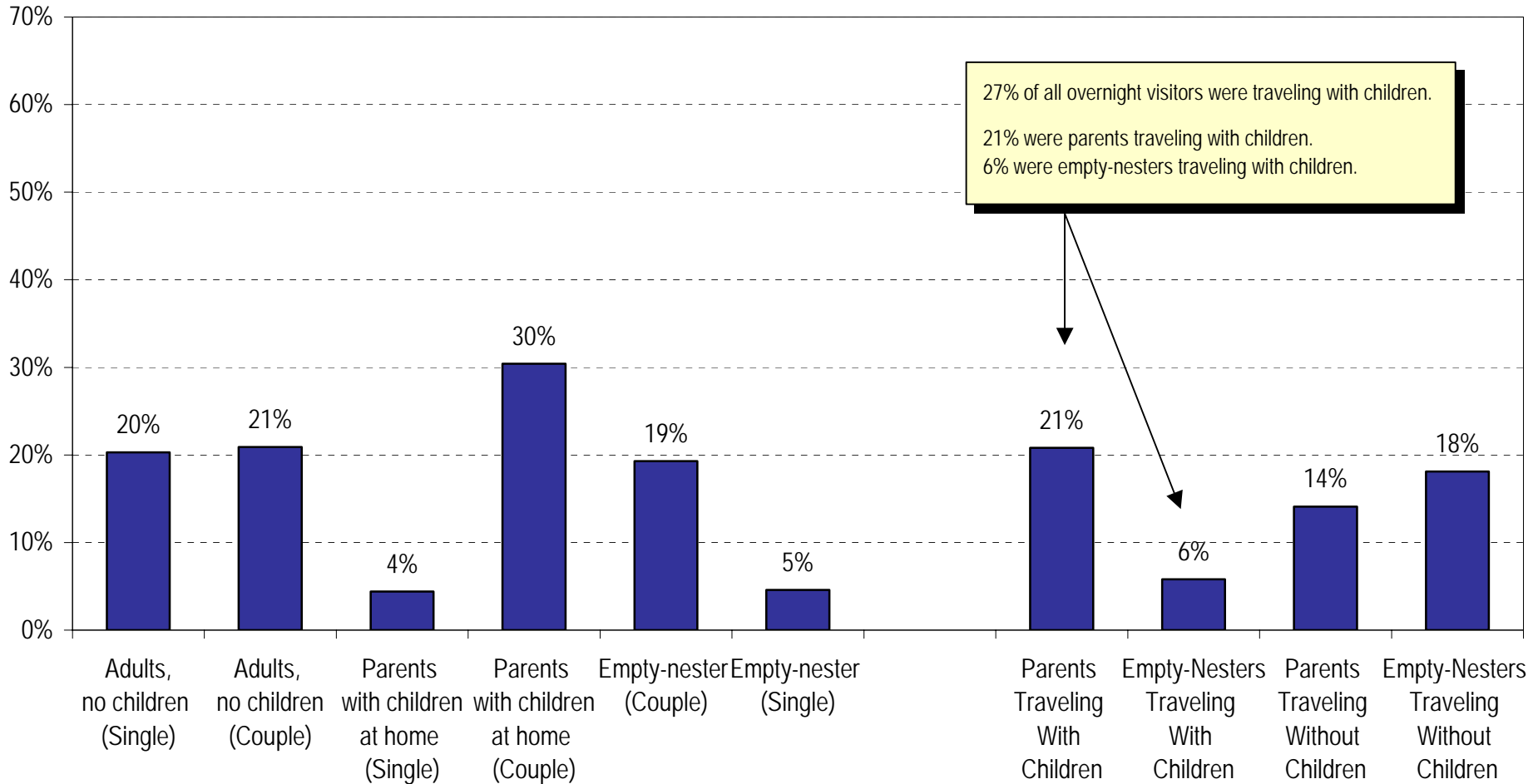
### *KING COUNTY OVERNIGHT VISITORS*

# Visitor Profile - Overnight Visitors All Communities

## ***Family Status and Traveling with Children***

***Family Status  
(Overnight Visitors Only)***

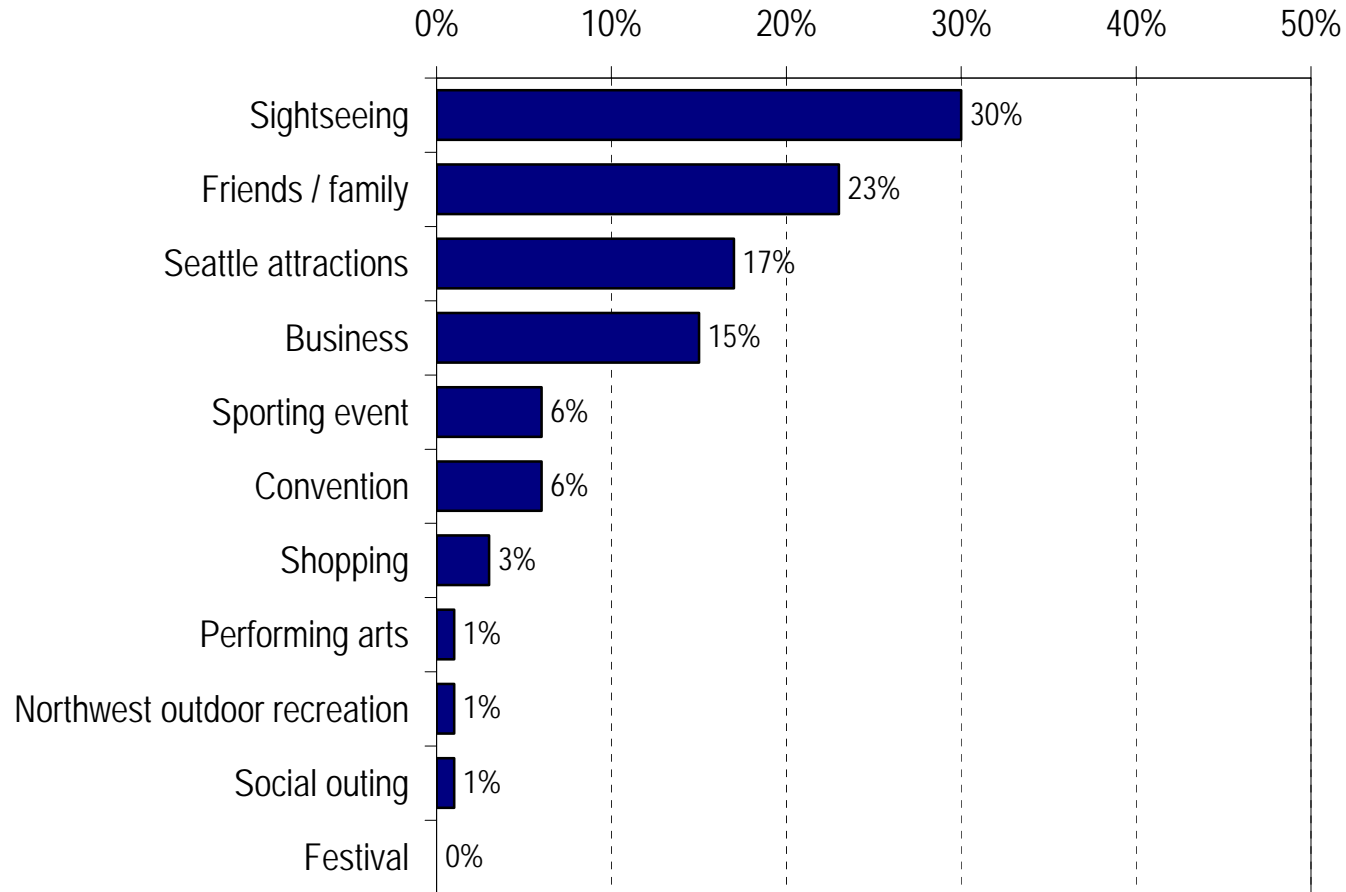
***Traveling with Children  
(As a Percentage of All Overnight Visitors)***



27% of all overnight visitors were traveling with children.  
 21% were parents traveling with children.  
 6% were empty-nesters traveling with children.

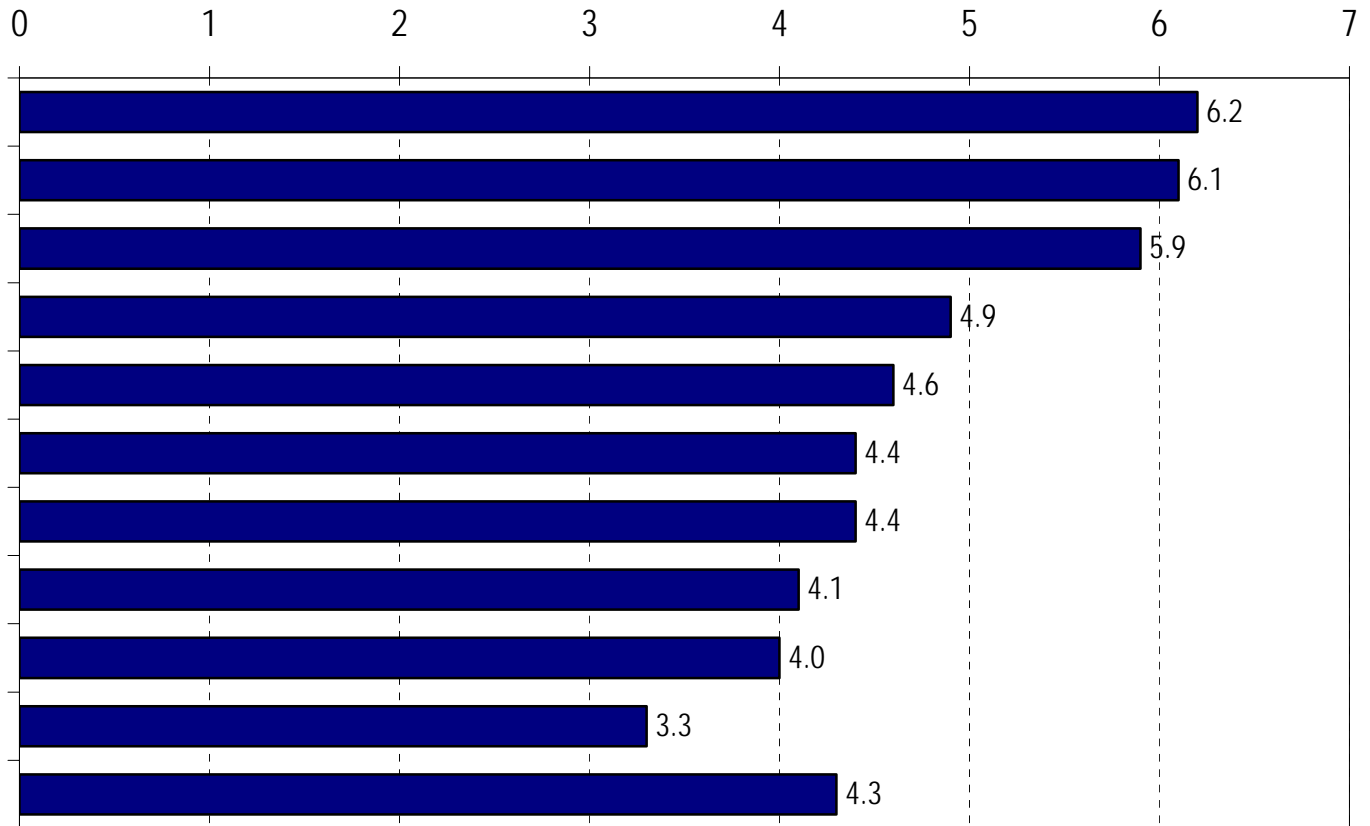
## Trip Characteristics – King County Overnight Visitors

### *Primary Reason for Visit*



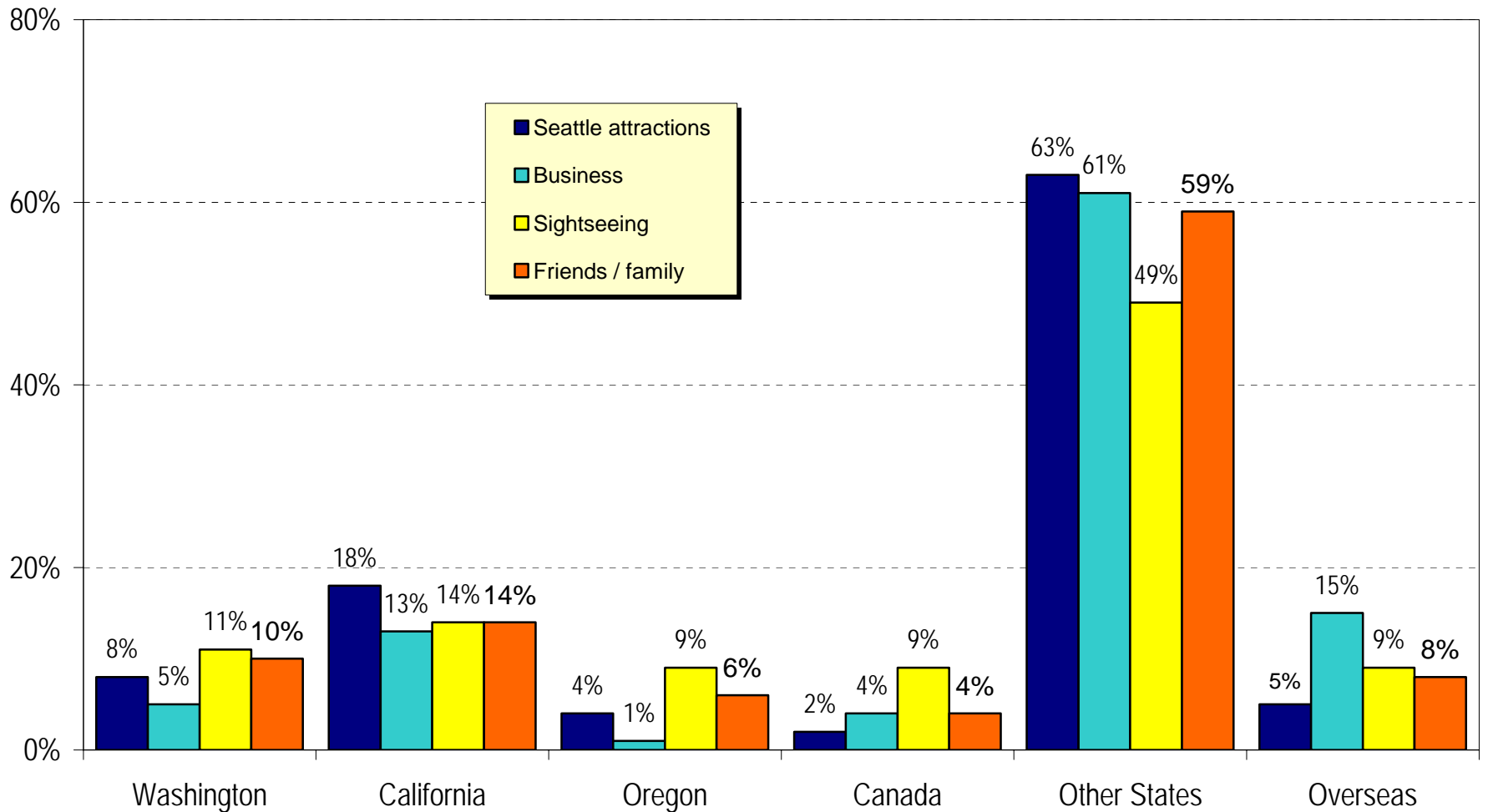
Trip Characteristics – King County Overnight Visitors  
***Average Length of Stay in Washington State  
 By Primary Reason for Visit***

**Average Number of Nights in Washington State**

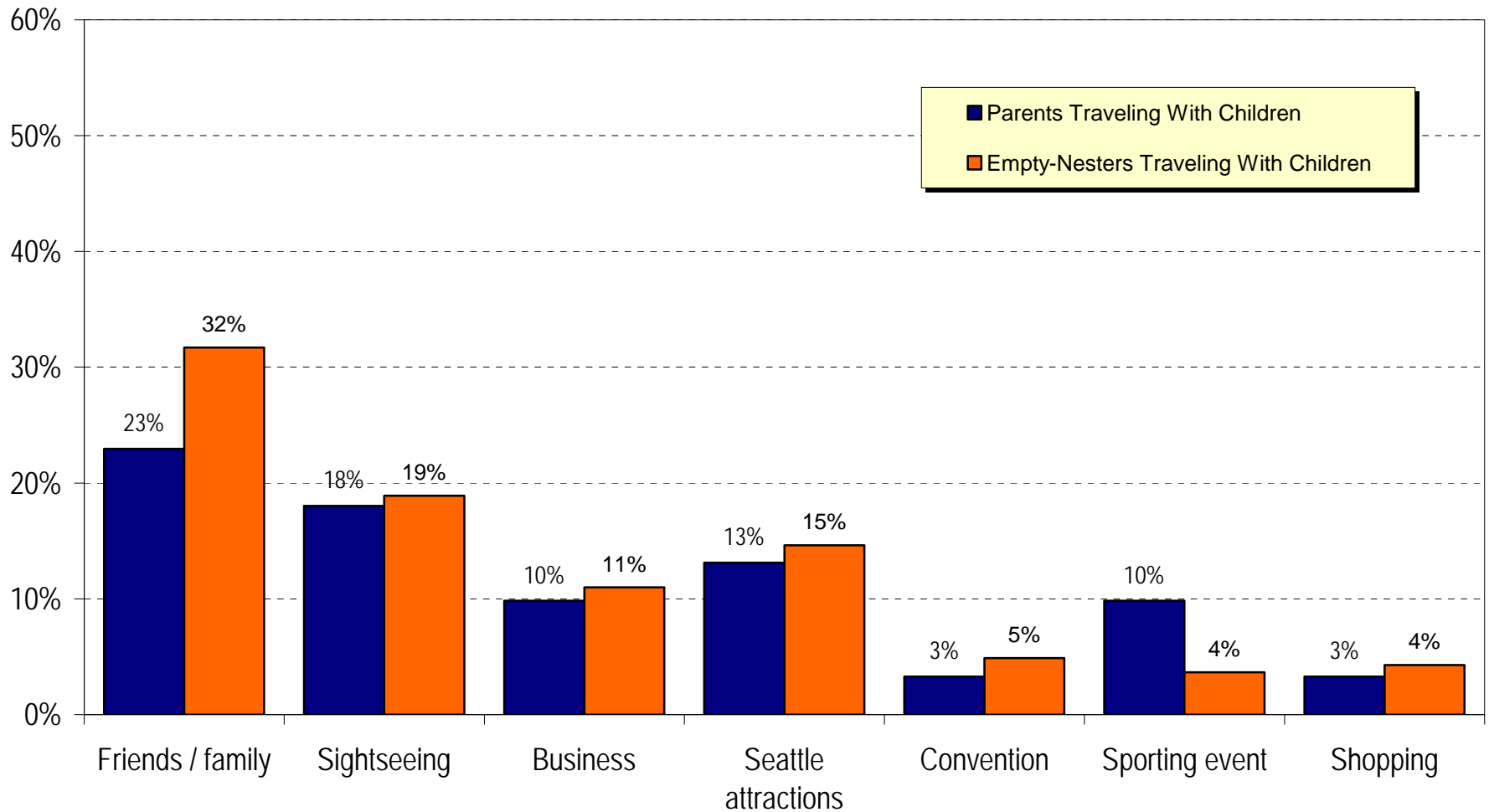


*(Percentage of overnight visitors selecting category as their "primary reason for visit")*

Trip Characteristics – King County Overnight Visitors  
**Primary Reason for Visit**  
**By Top States/Canada and Overseas**

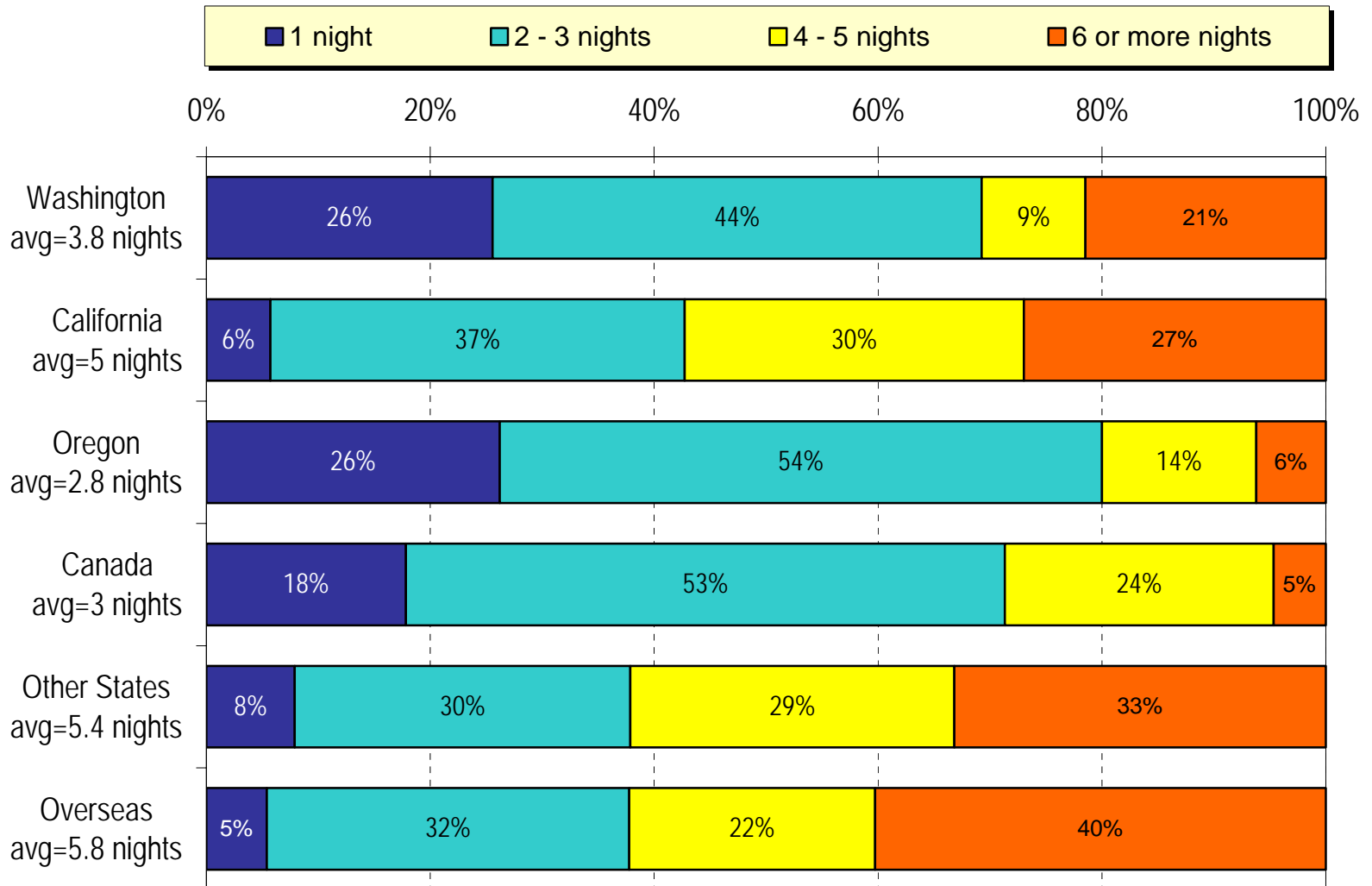


Trip Characteristics – King County Overnight Visitors  
**Primary Reason for Visit**  
**By Traveling with Children**



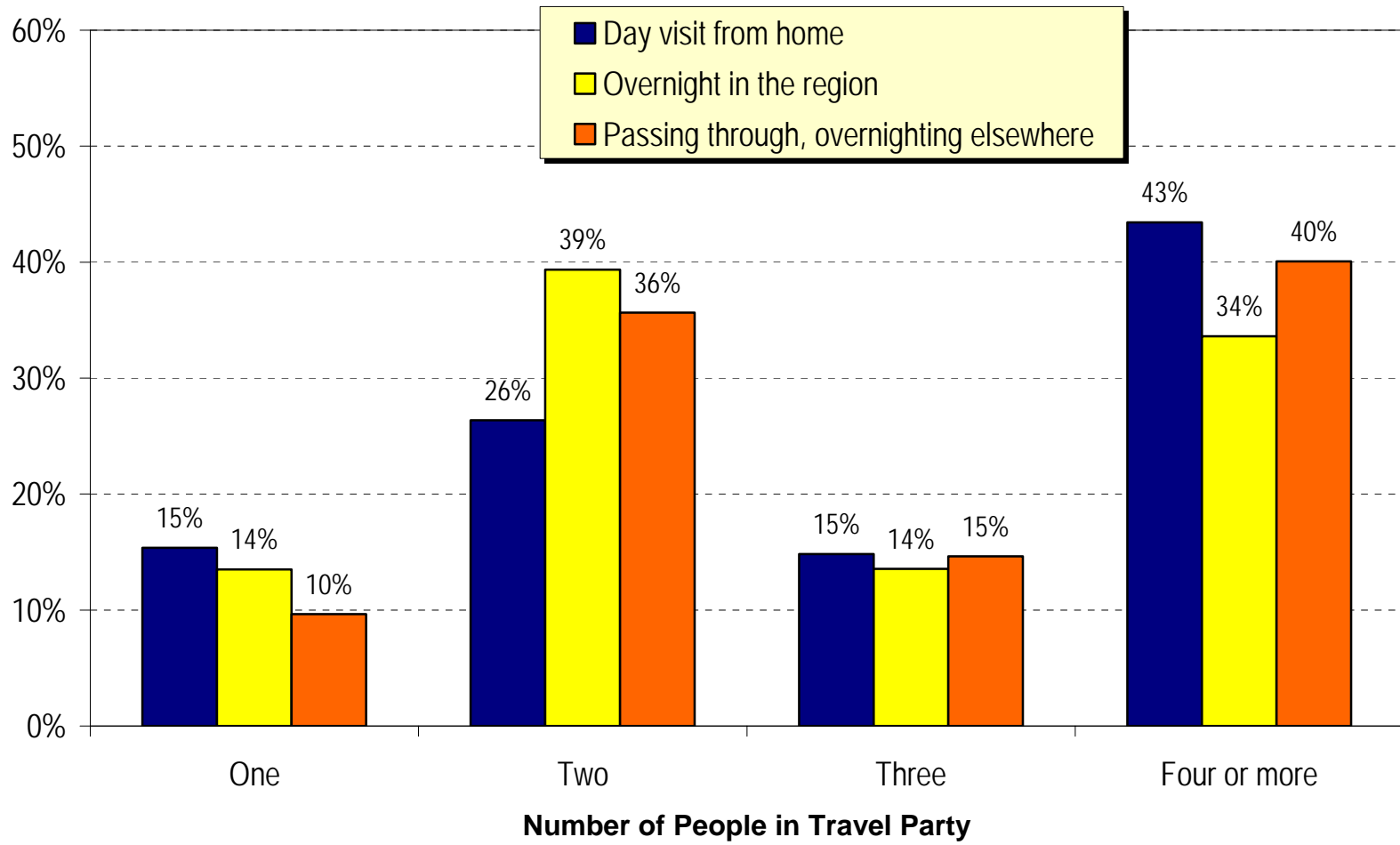
## Trip Characteristics – King County Overnight Visitors

### ***Length of Stay in Washington State By Top States/Canada and Overseas***



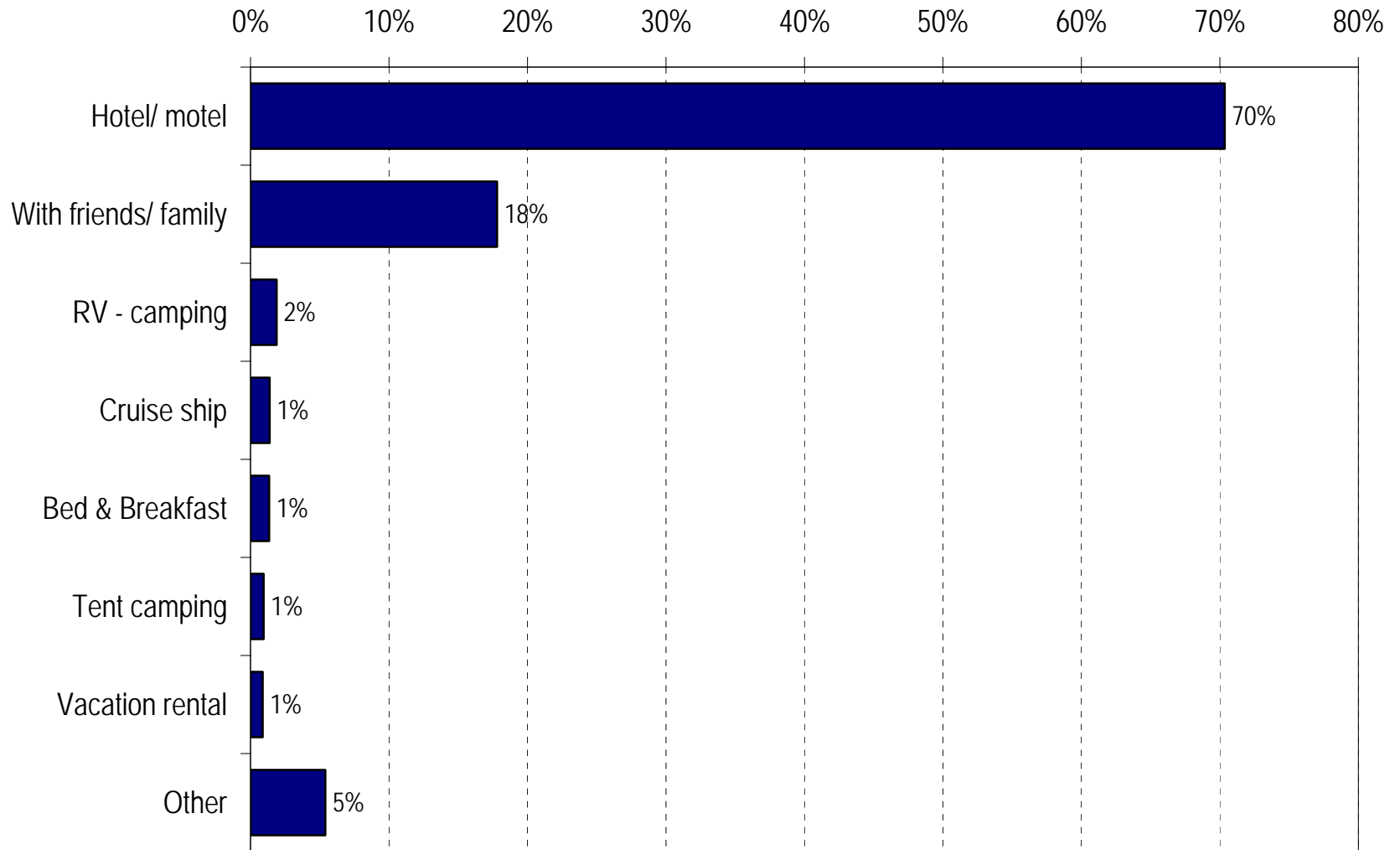
## Trip Characteristics

### *Travel Party Size by Type of Visit*

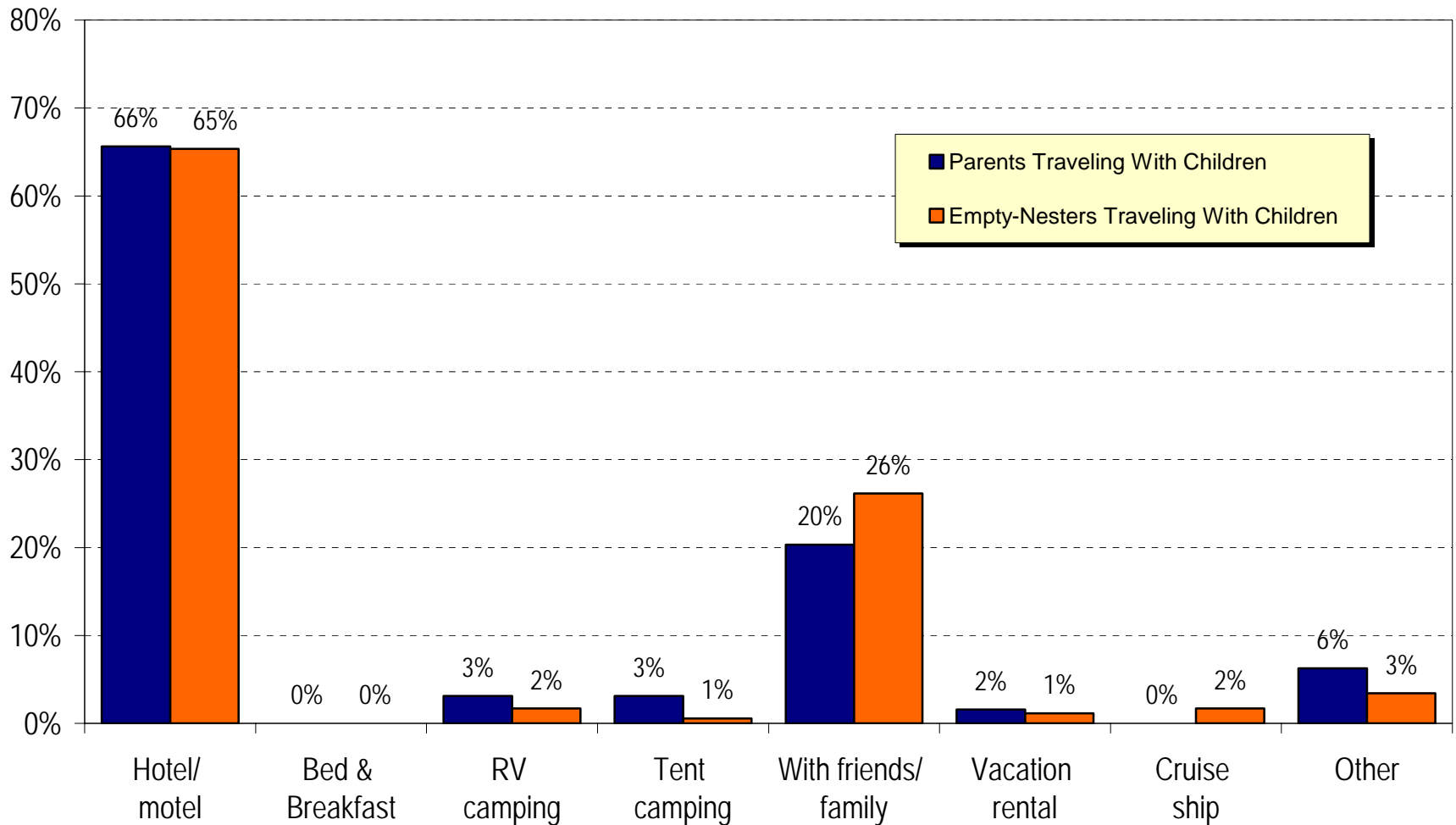


## Trip Characteristics – King County Overnight Visitors

### *Type of Accommodations*



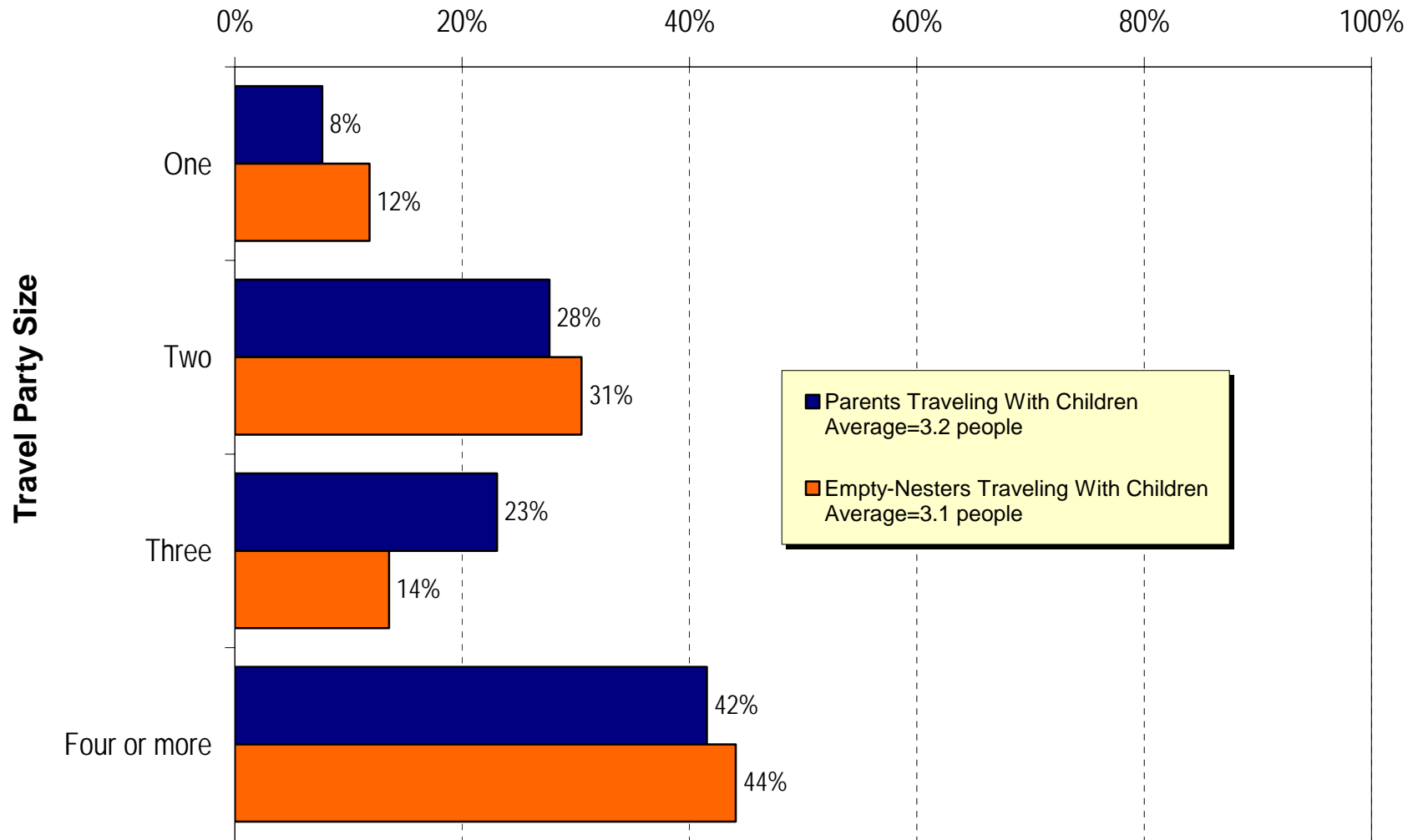
Trip Characteristics – King County Overnight Visitors  
**Type of Accommodations**  
**By Traveling with Children**



# Trip Characteristics – King County Overnight Visitors

## *Travel Party Size*

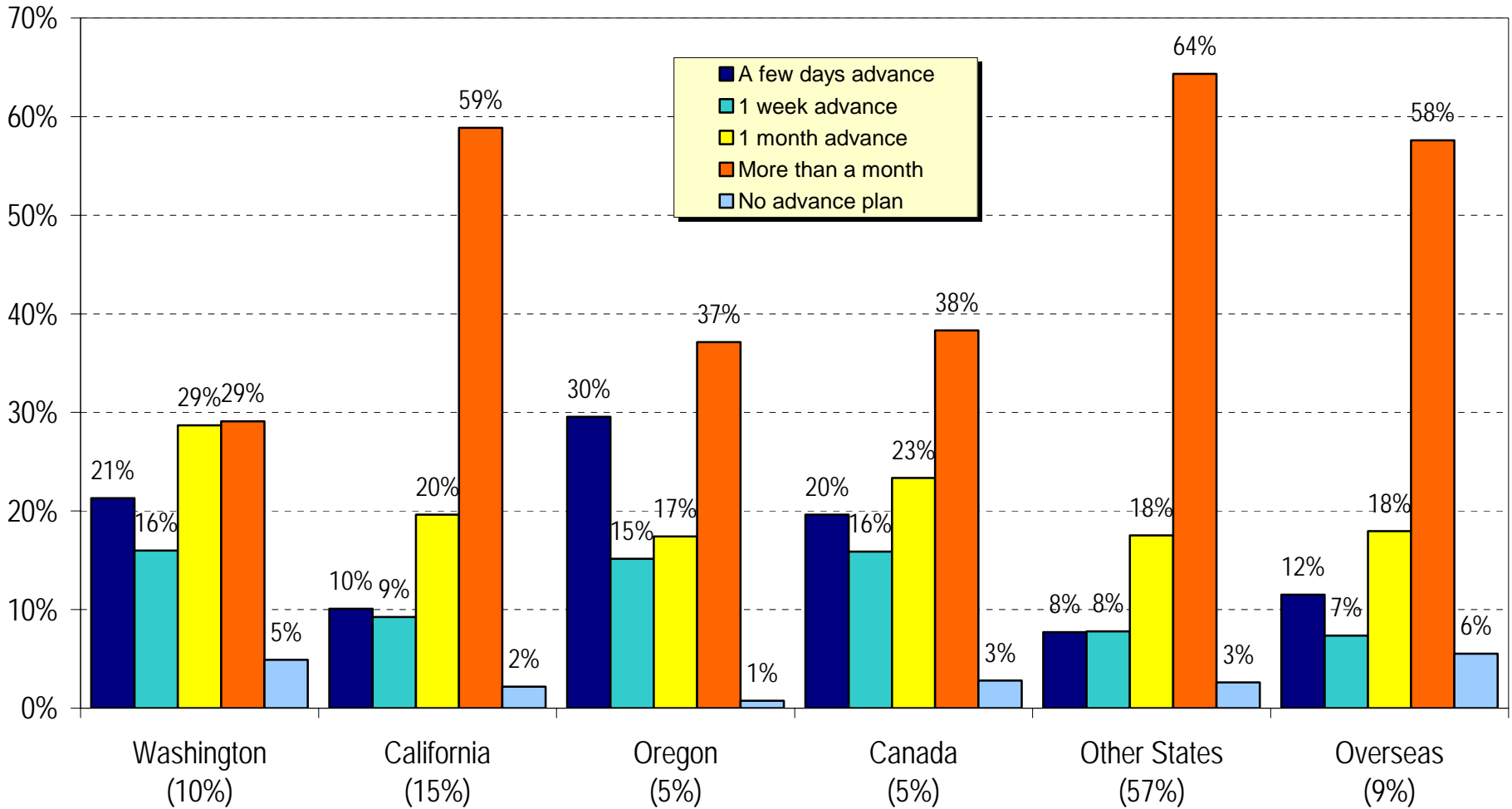
### *By Traveling with Children*



# Trip Characteristics – King County Overnight Visitors

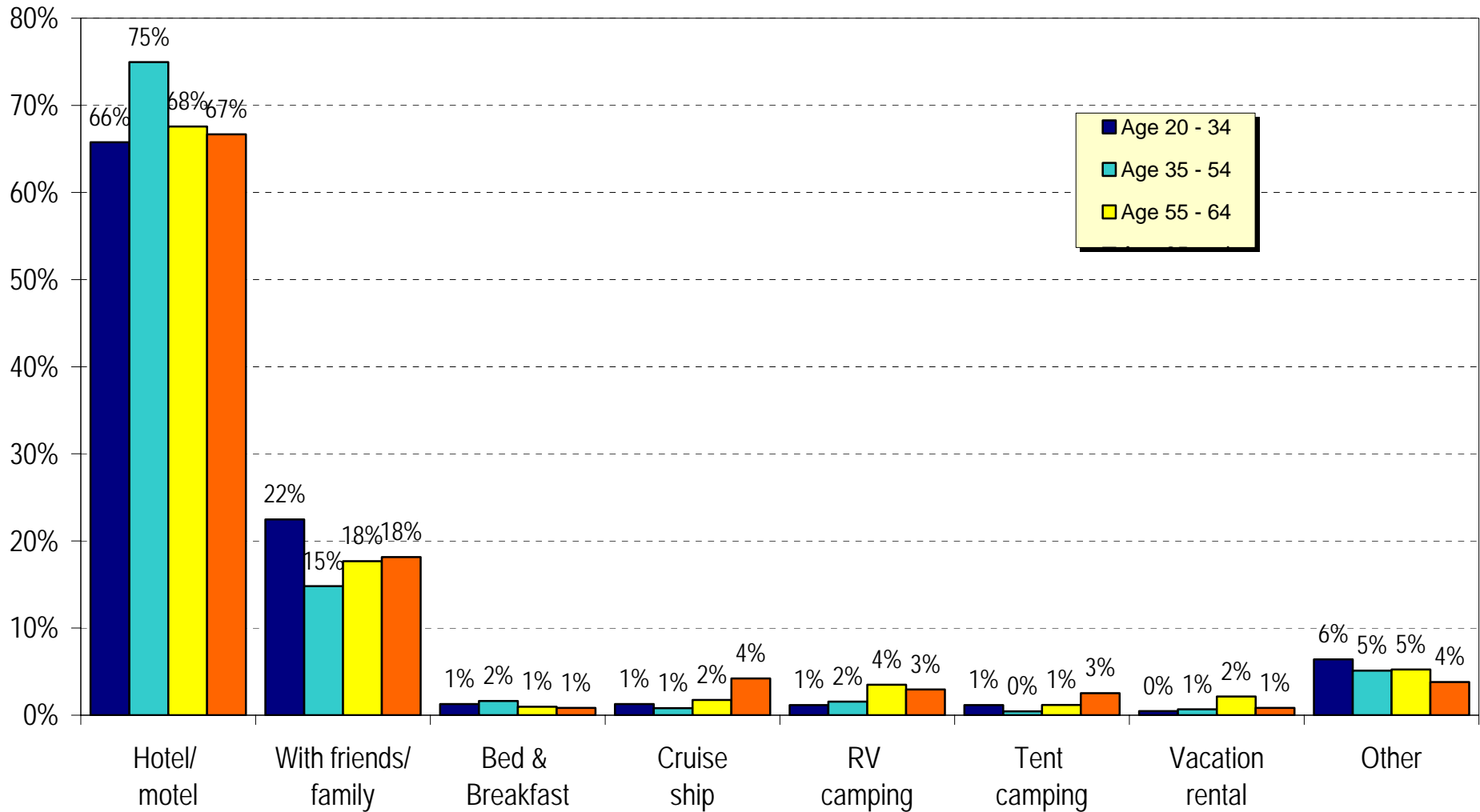
## *Visitor Origin*

### *By Advance Trip Planning*

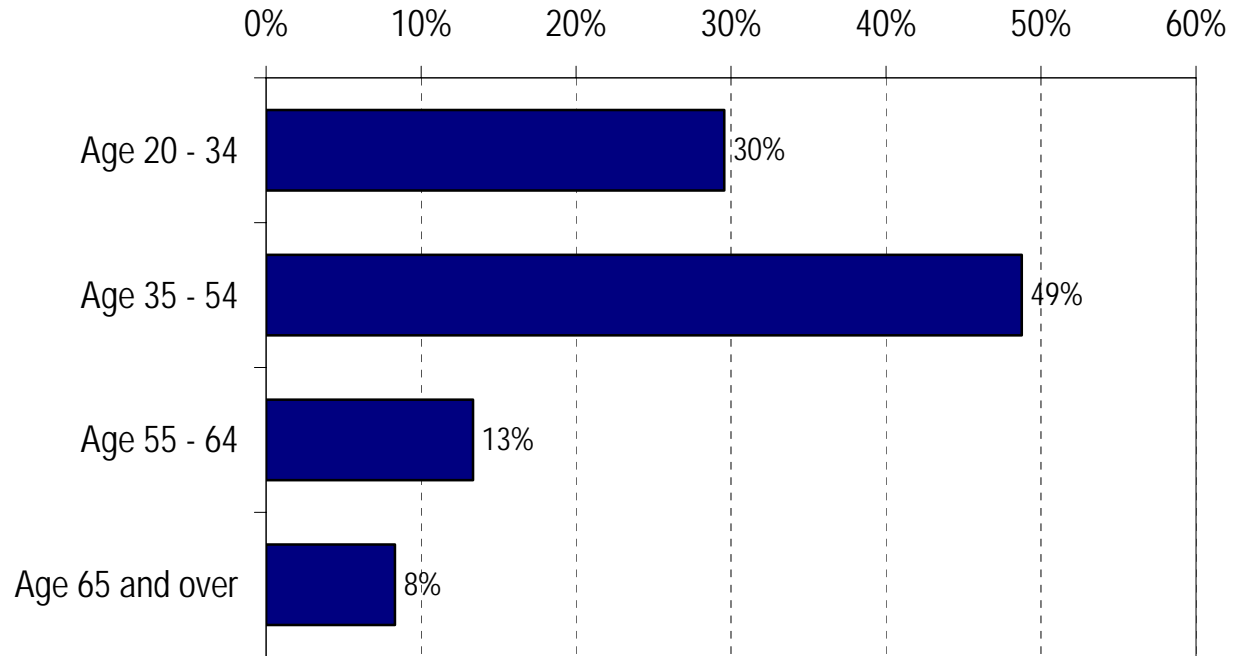


# Trip Characteristics – King County Overnight Visitors

## *Type of Accommodations By Visitor Age*



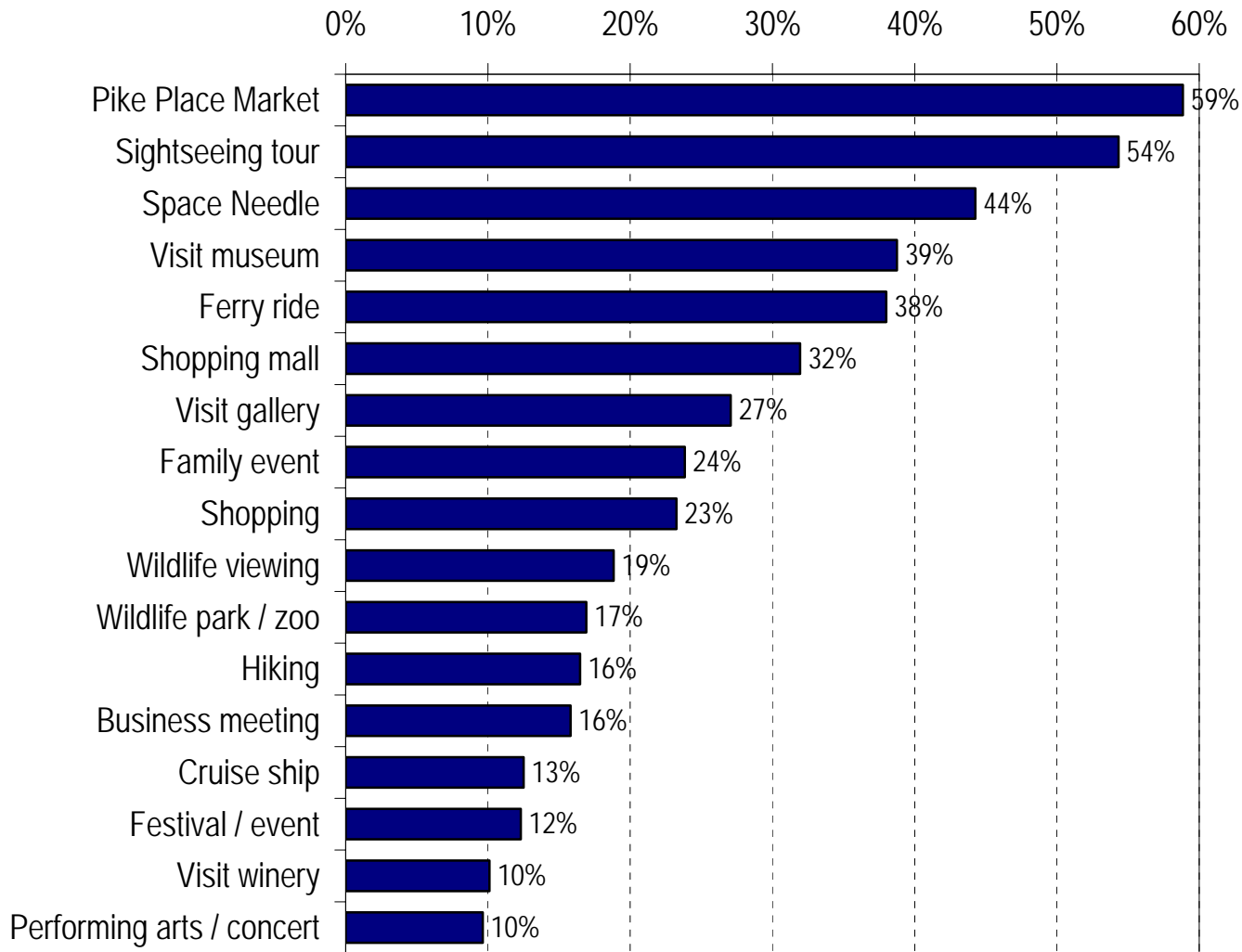
Trip Characteristics – King County Overnight Visitors  
***Travel Parties of Four or More***  
***By Visitor Age***



*Section E:*  
**ACTIVITIES**  
*KING COUNTY OVERNIGHT VISITORS*

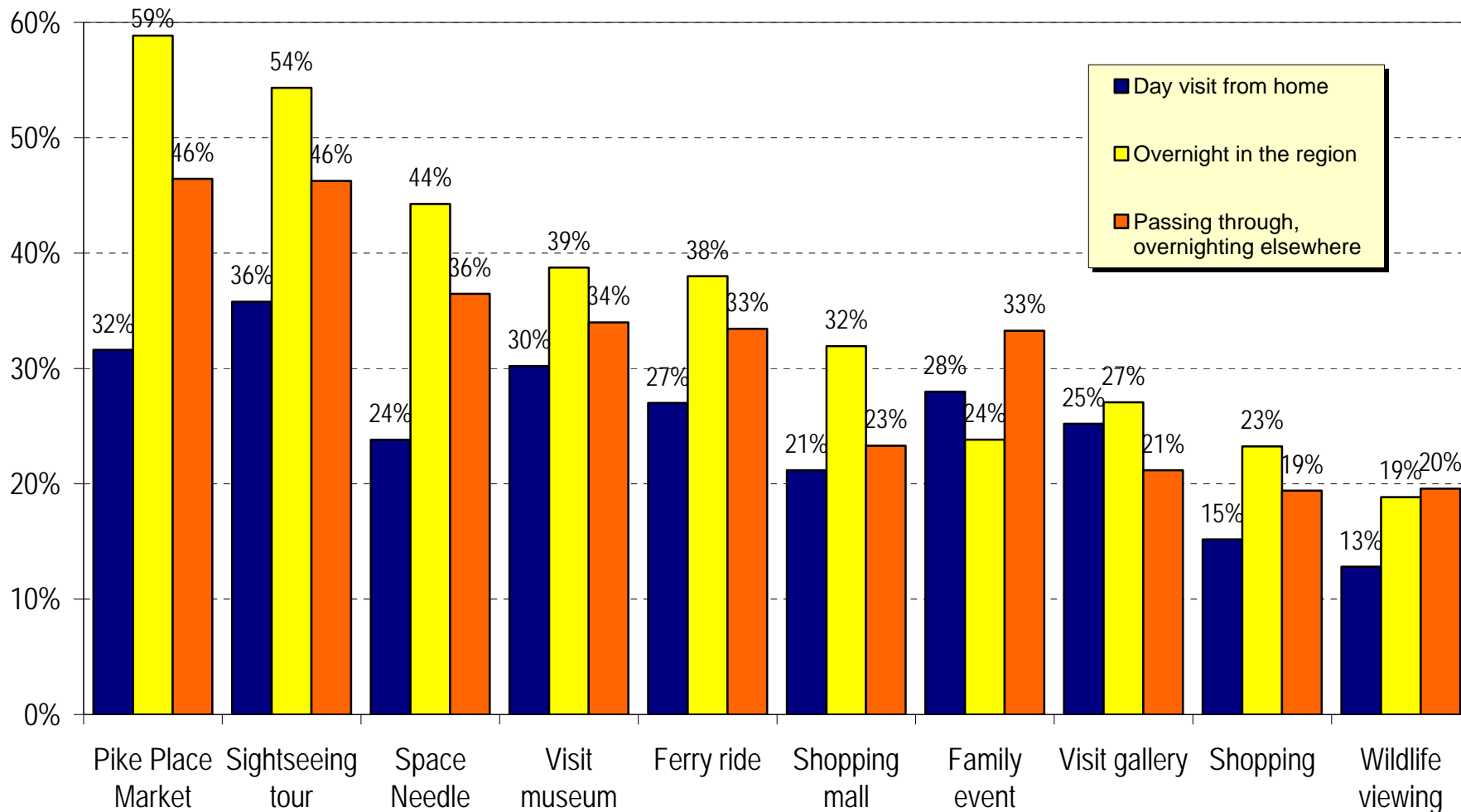
## Activities – King County Overnight Visitors

### *Activities This Trip*



## Activities – King County Overnight Visitors

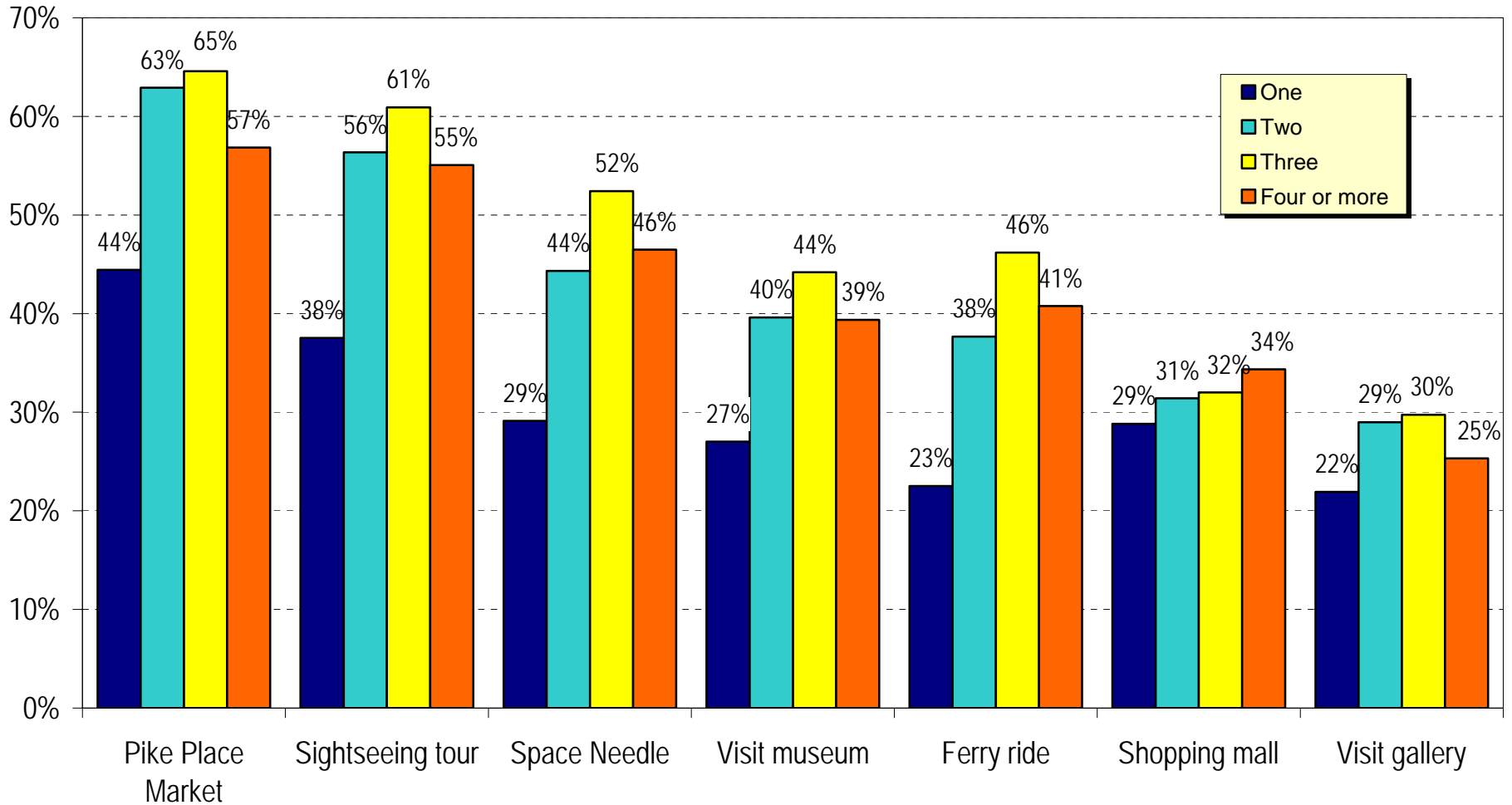
### ***Top 10 Activities This Trip by Type of Visit***



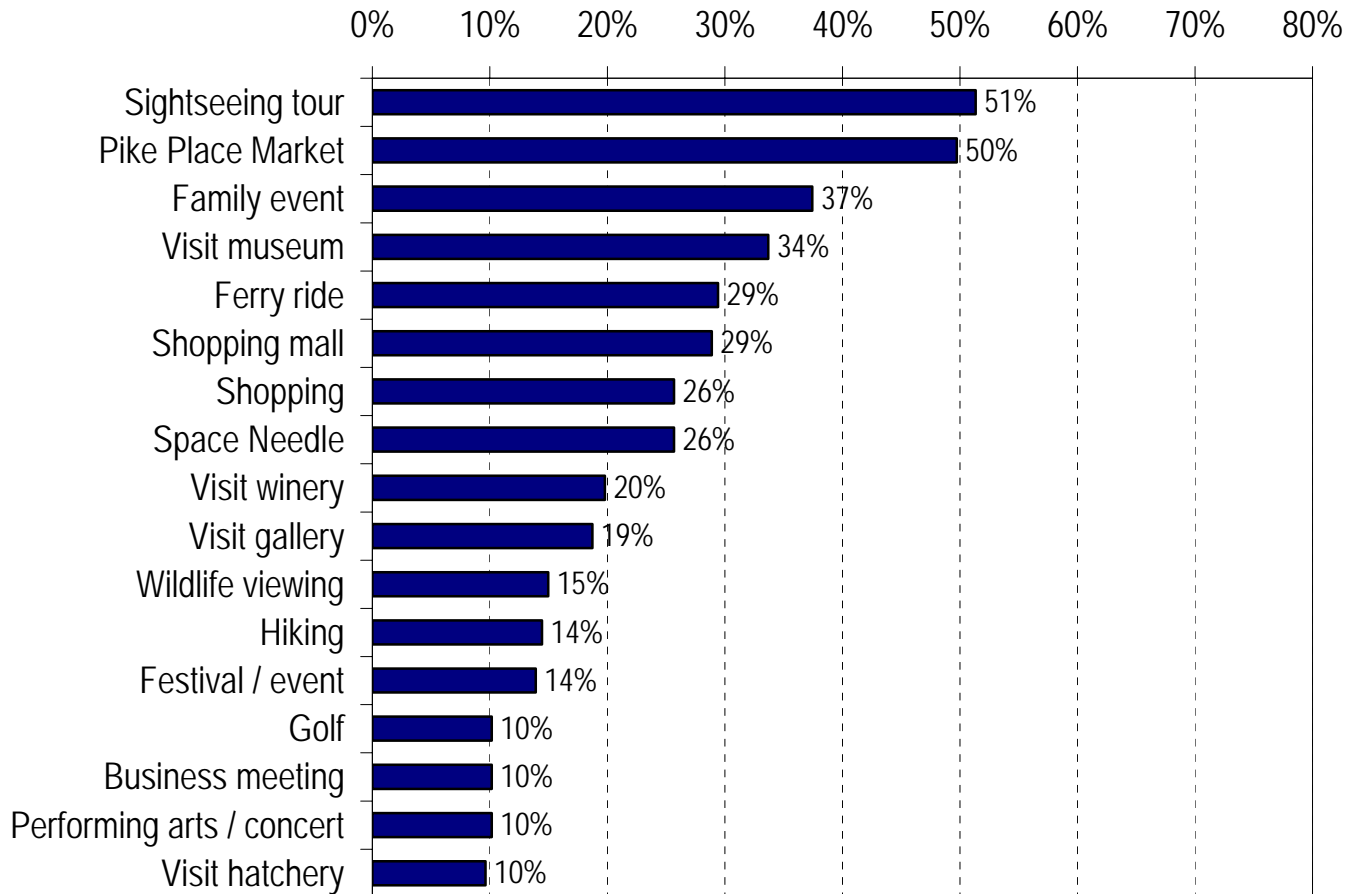
## Activities – King County Overnight Visitors

### *Top Activities This Trip*

### *By Travel Party Size*

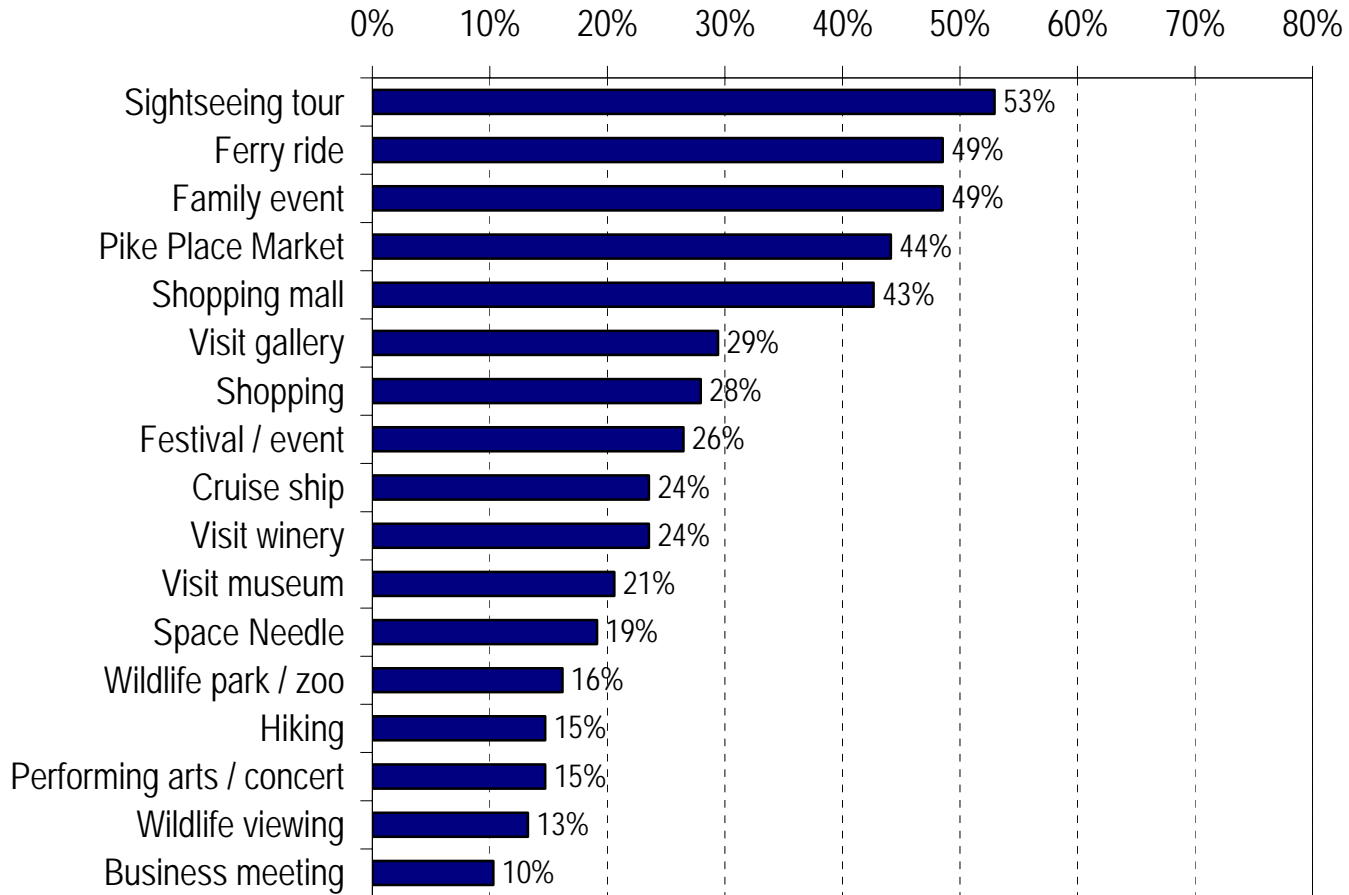


**Activities – King County Overnight Visitors**  
***Activities This Trip***  
***for Visitors Surveyed in ISSAQUAH***



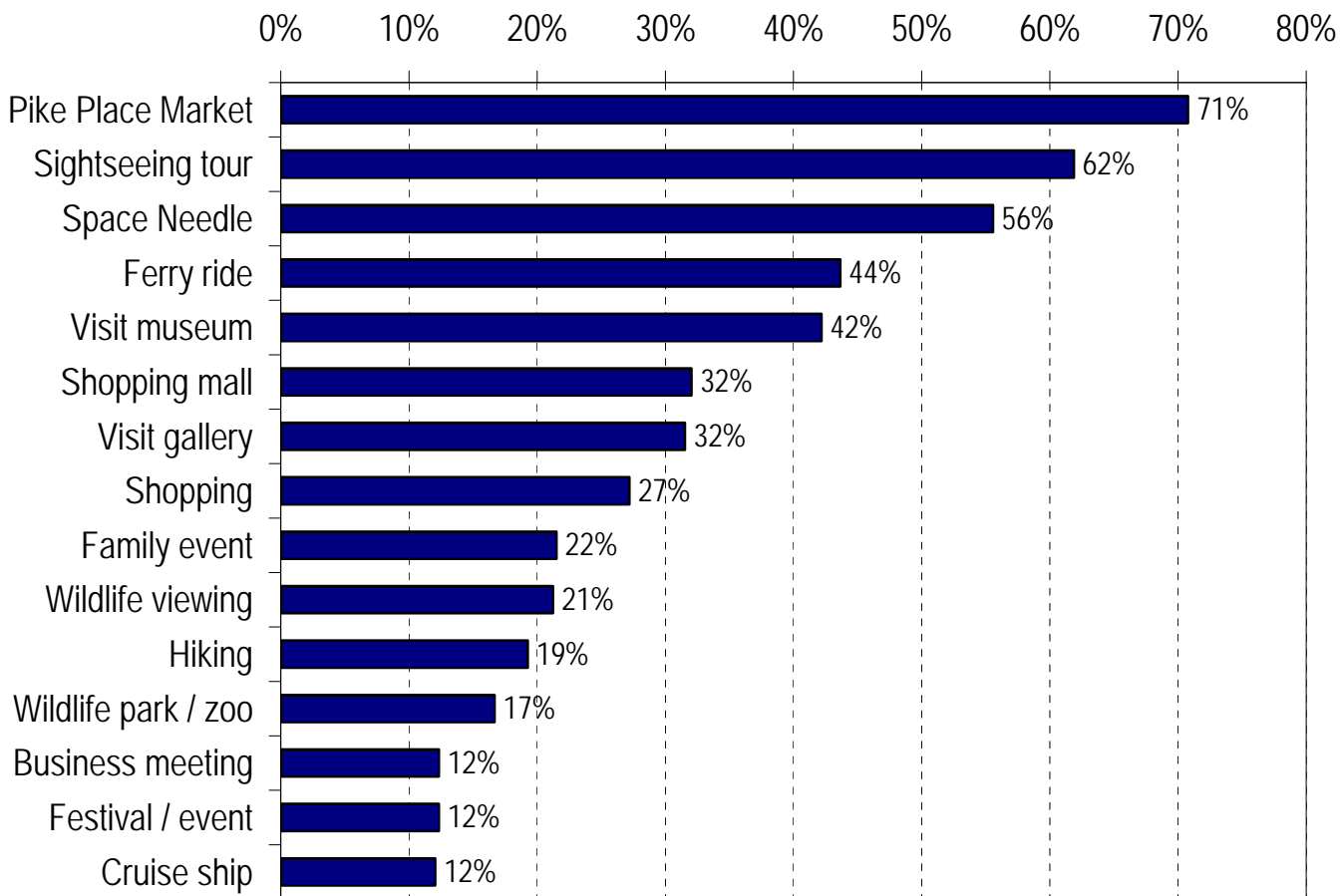
*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

**Activities – King County Overnight Visitors**  
***Activities This Trip***  
***for Visitors Surveyed in KIRKLAND***



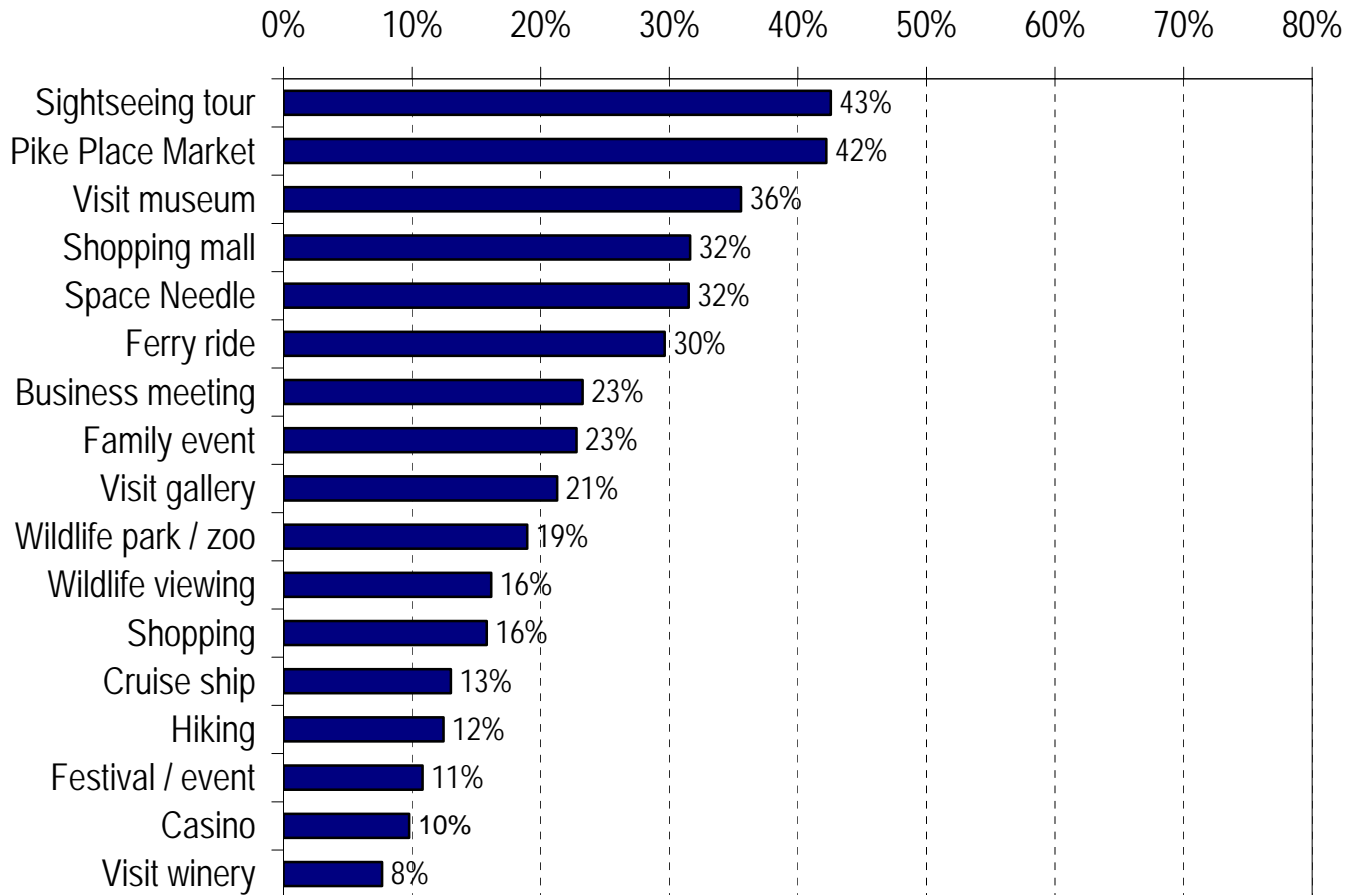
*NOTE: Visitors who reported overnighiting in King County did not necessarily stay overnight in the community where they were surveyed.*

Activities – King County Overnight Visitors  
***Activities This Trip***  
***for Visitors Surveyed in SEATTLE DOWNTOWN***



*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

Activities – King County Overnight Visitors  
***Activities This Trip***  
***for Visitors Surveyed in SOUTH KING COUNTY\****

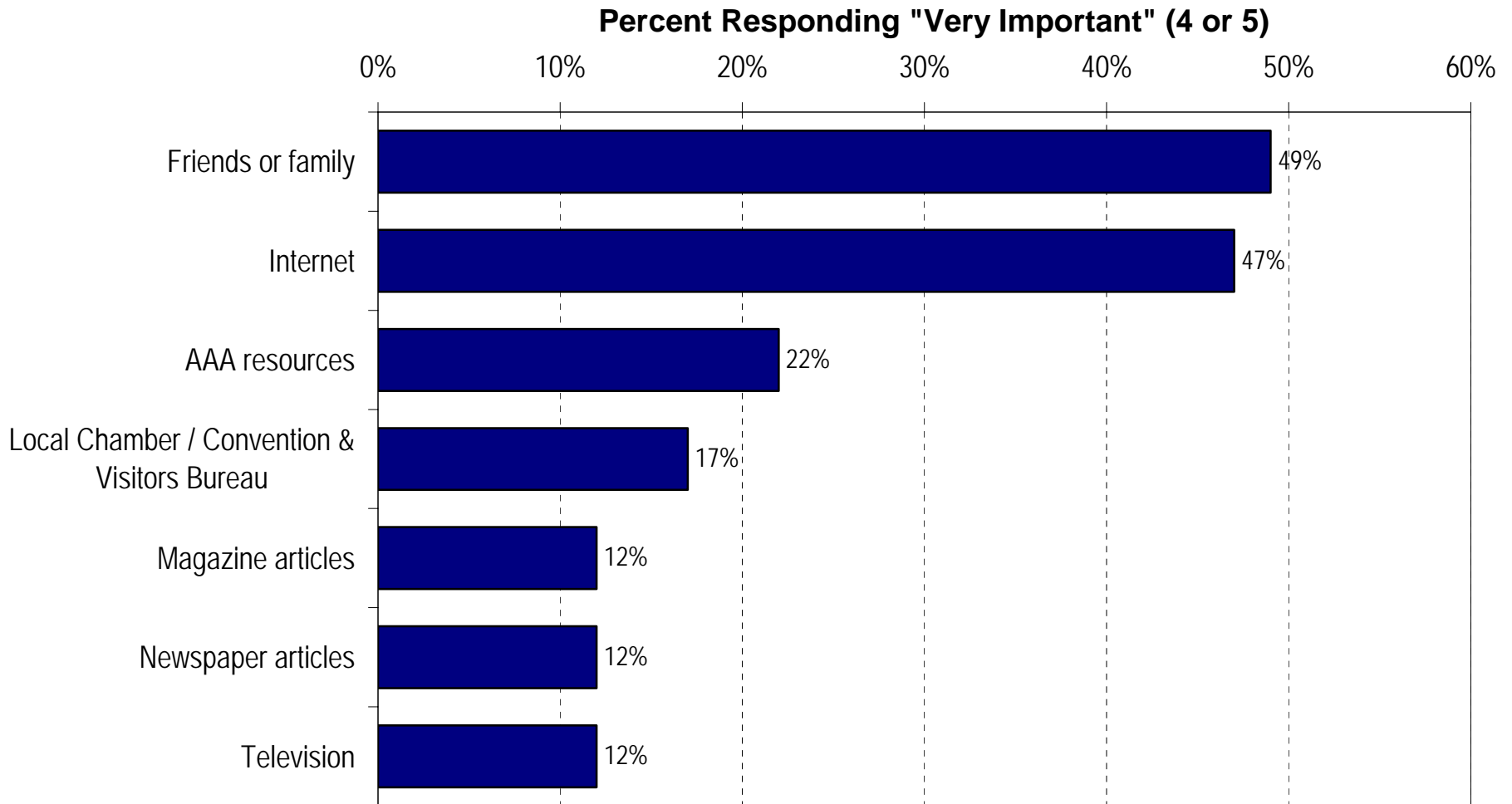


*NOTE: Visitors who reported overnighting in King County did not necessarily stay overnight in the community where they were surveyed.*

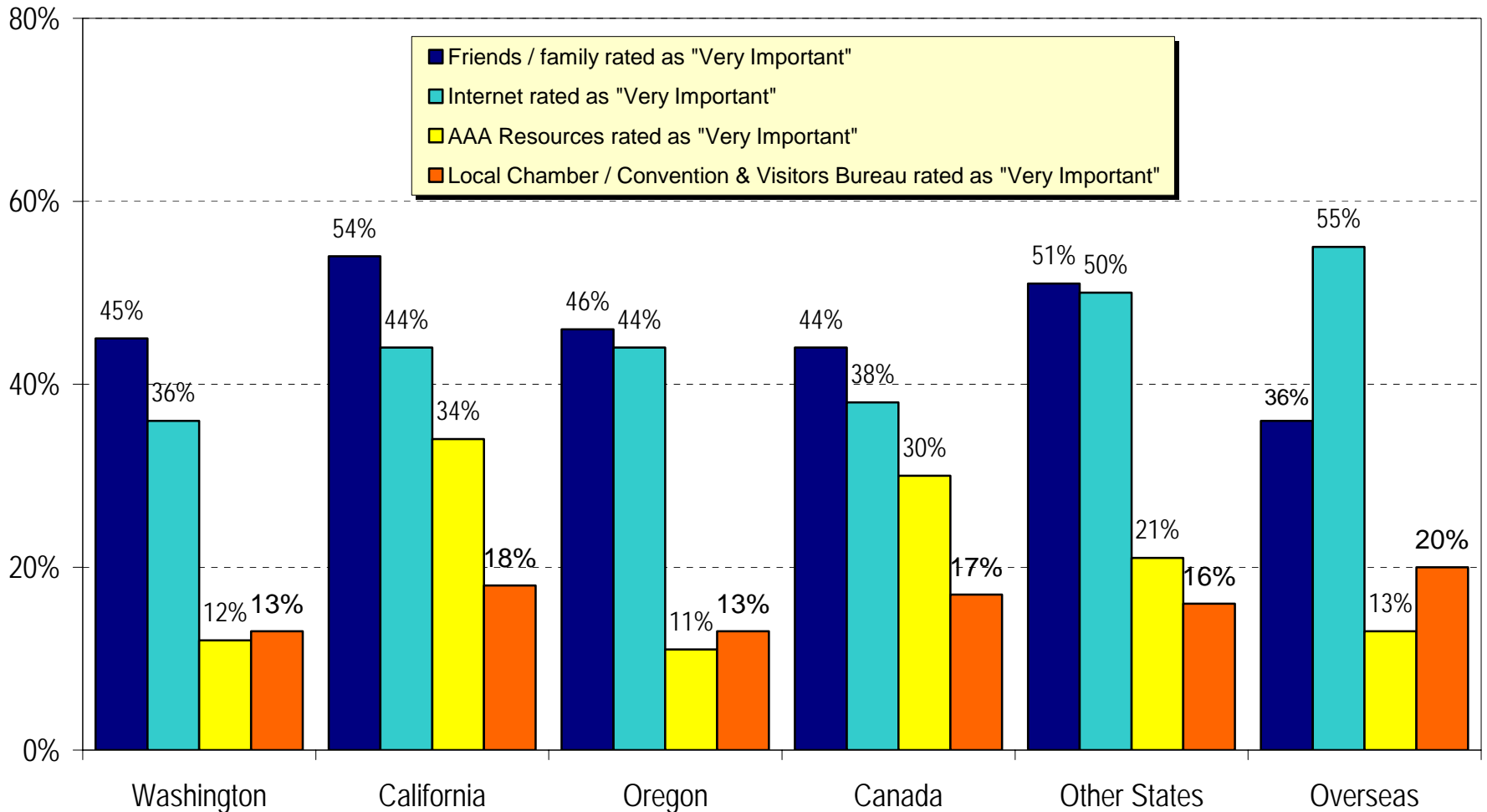
***\*See page 92 for a listing of South King County Community survey locations***

*Section F:*  
TRIP PLANNING INFORMATION SOURCES  
  
*KING COUNTY OVERNIGHT VISITORS*

Trip Planning – King County Overnight Visitors  
***Importance Of Information Sources  
In Planning The Itinerary For This Trip***



**Trip Planning – King County Overnight Visitors**  
***Importance Of Information Sources***  
***In Planning The Itinerary For This Trip***  
***By Top States/Canada and Overseas***

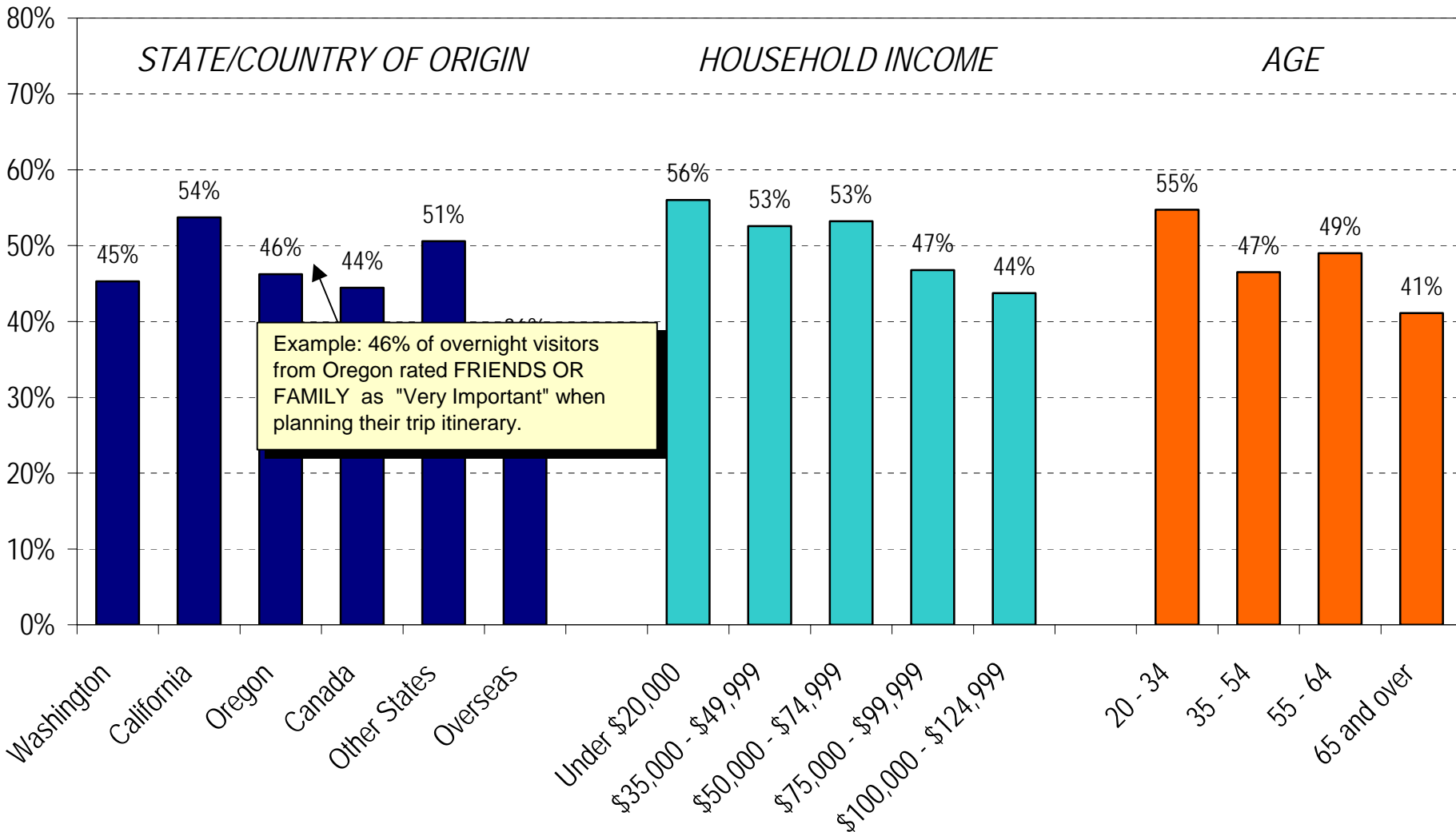


# Trip Planning – King County Overnight Visitors

## ***Importance of FRIENDS/FAMILY***

### ***in Itinerary Planning by Origin, HH Income, & Age***

*(49% of visitors rated FRIENDS/FAMILY 4 or 5 on a scale of 1 "not a factor" to 5 "very important")*

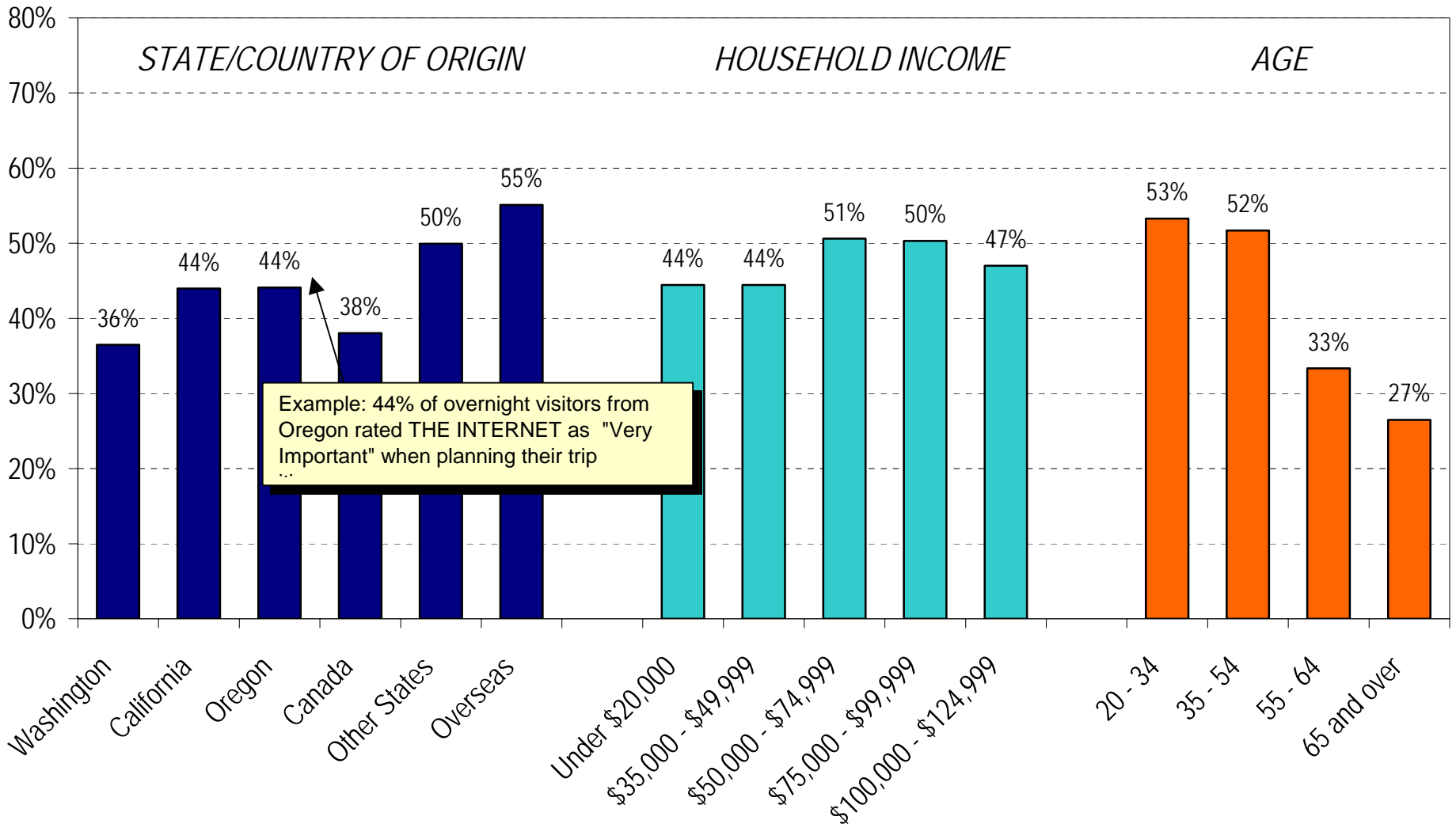


# Trip Planning – King County Overnight Visitors

## **Importance of *INTERNET***

### **in Itinerary Planning by Origin, HH Income & Age**

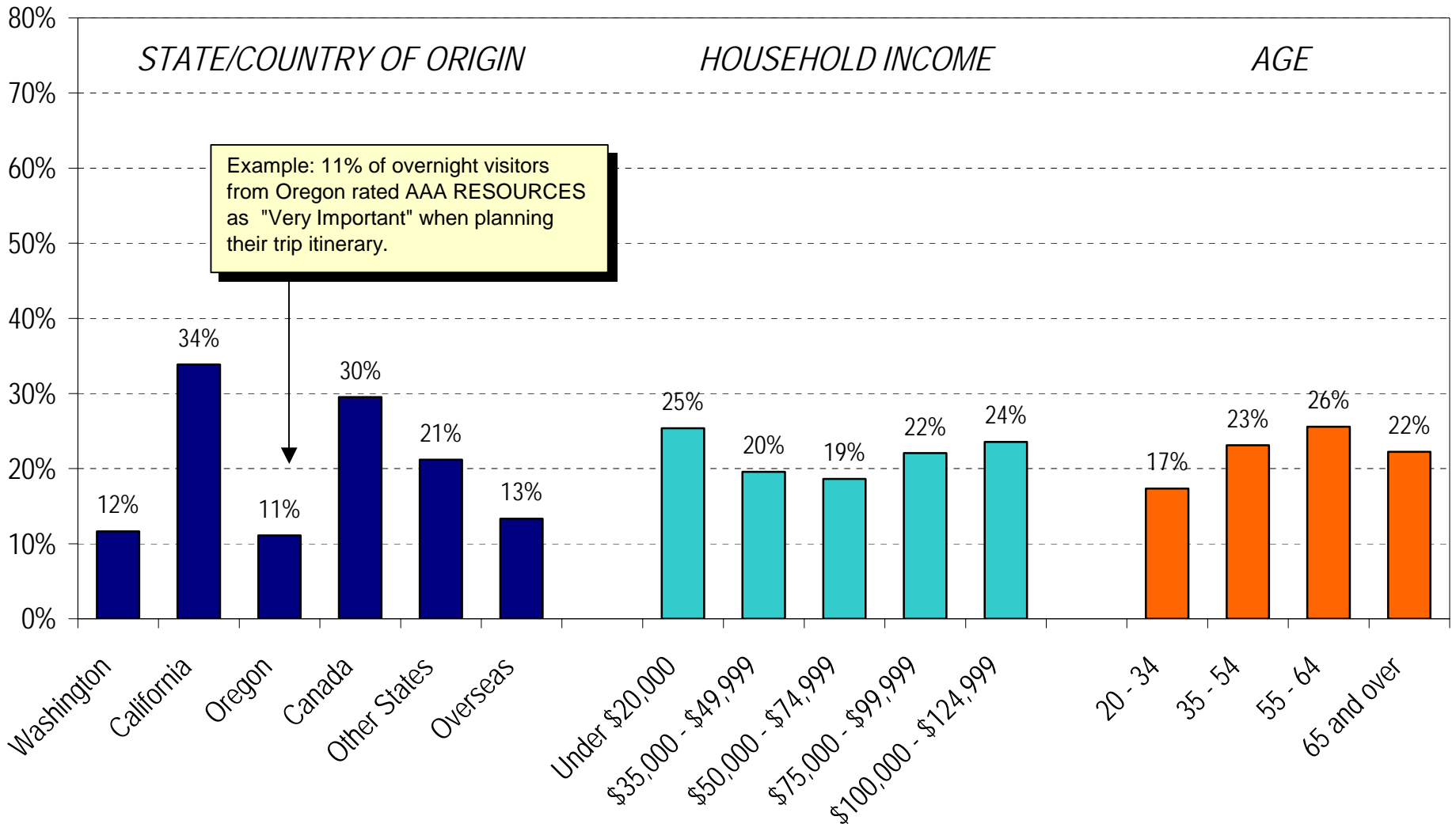
*(47% of visitors rated INTERNET 4 or 5 on a scale of 1 "not a factor" to 5 "very important")*



# Trip Planning – King County Overnight Visitors

## **Importance of AAA** **in Itinerary Planning by Origin, HH Income & Age**

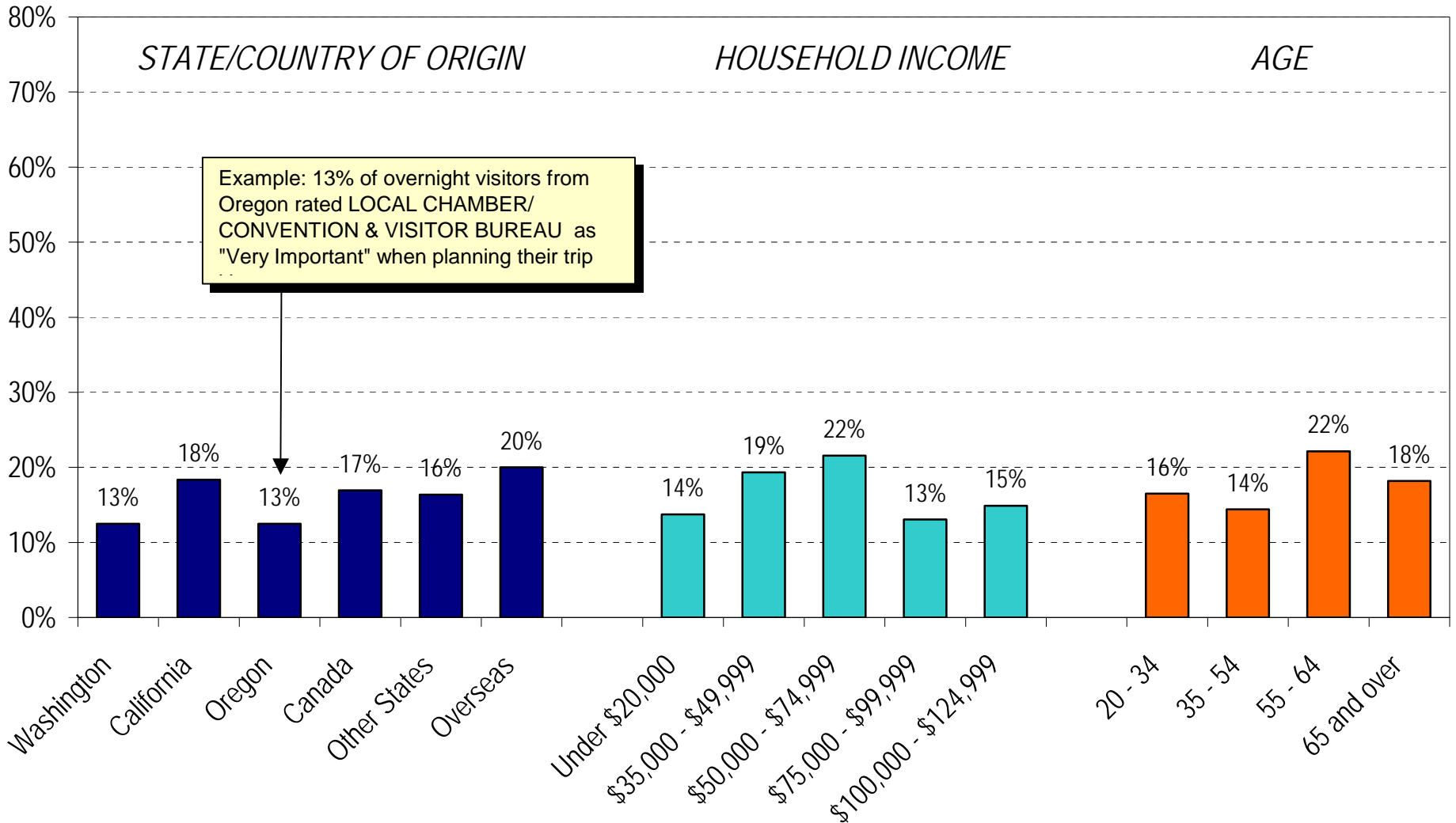
*(22% of visitors rated AAA 4 or 5 on a scale of 1 "not a factor" to 5 "very important")*



# Trip Planning – King County Overnight Visitors

## **Importance of LOCAL CHAMBER/VISITOR BUREAU in Itinerary Planning by Origin, HH Income & Age**

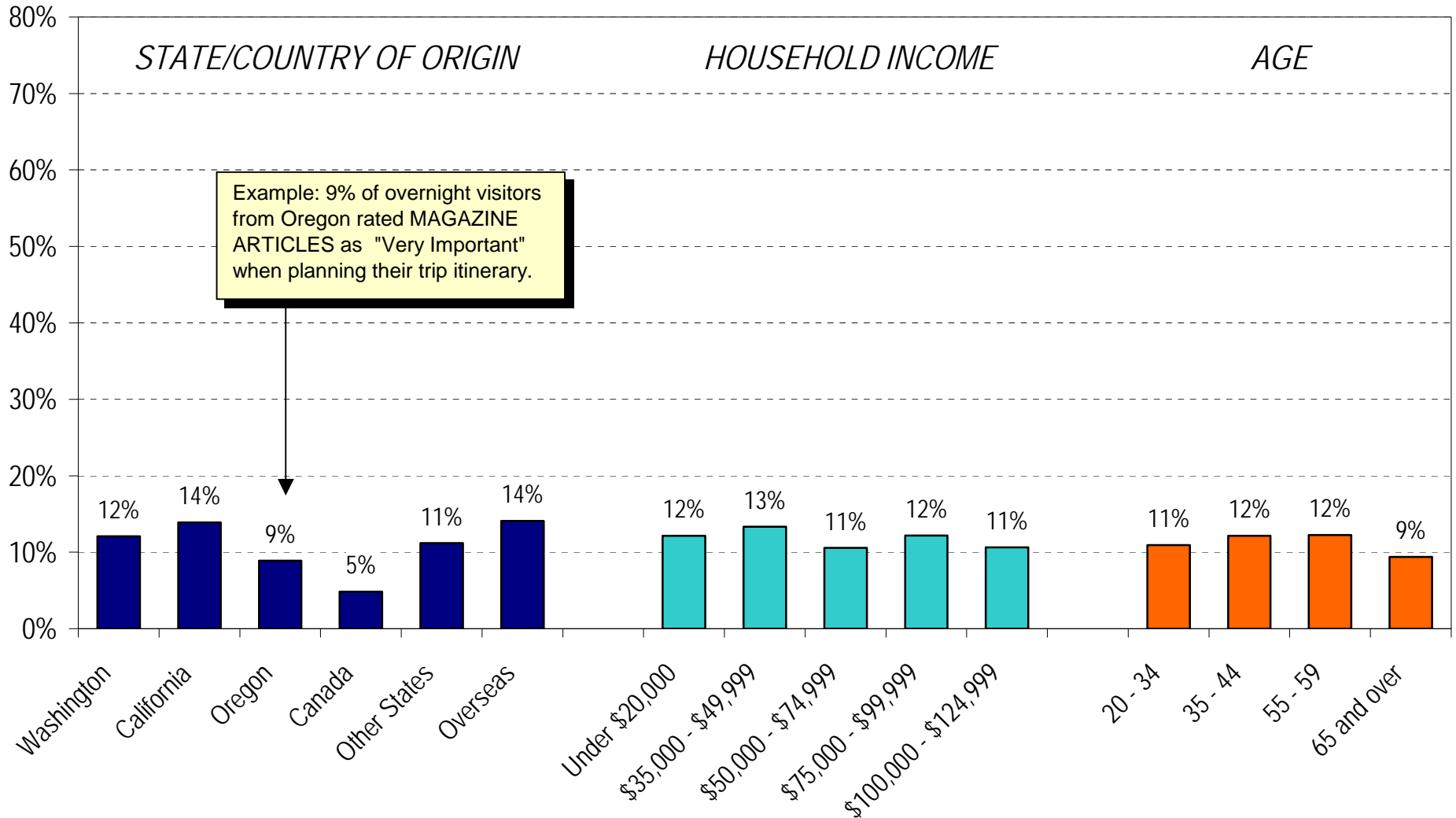
(17% of visitors rated LOCAL CHAMBER/VISITOR BUREAU 4 or 5 on a scale of 1 "not a factor" to 5 "very important")



# Trip Planning – King County Overnight Visitors

## ***Importance of MAGAZINE ARTICLES in Itinerary Planning by Origin, HH Income & Age***

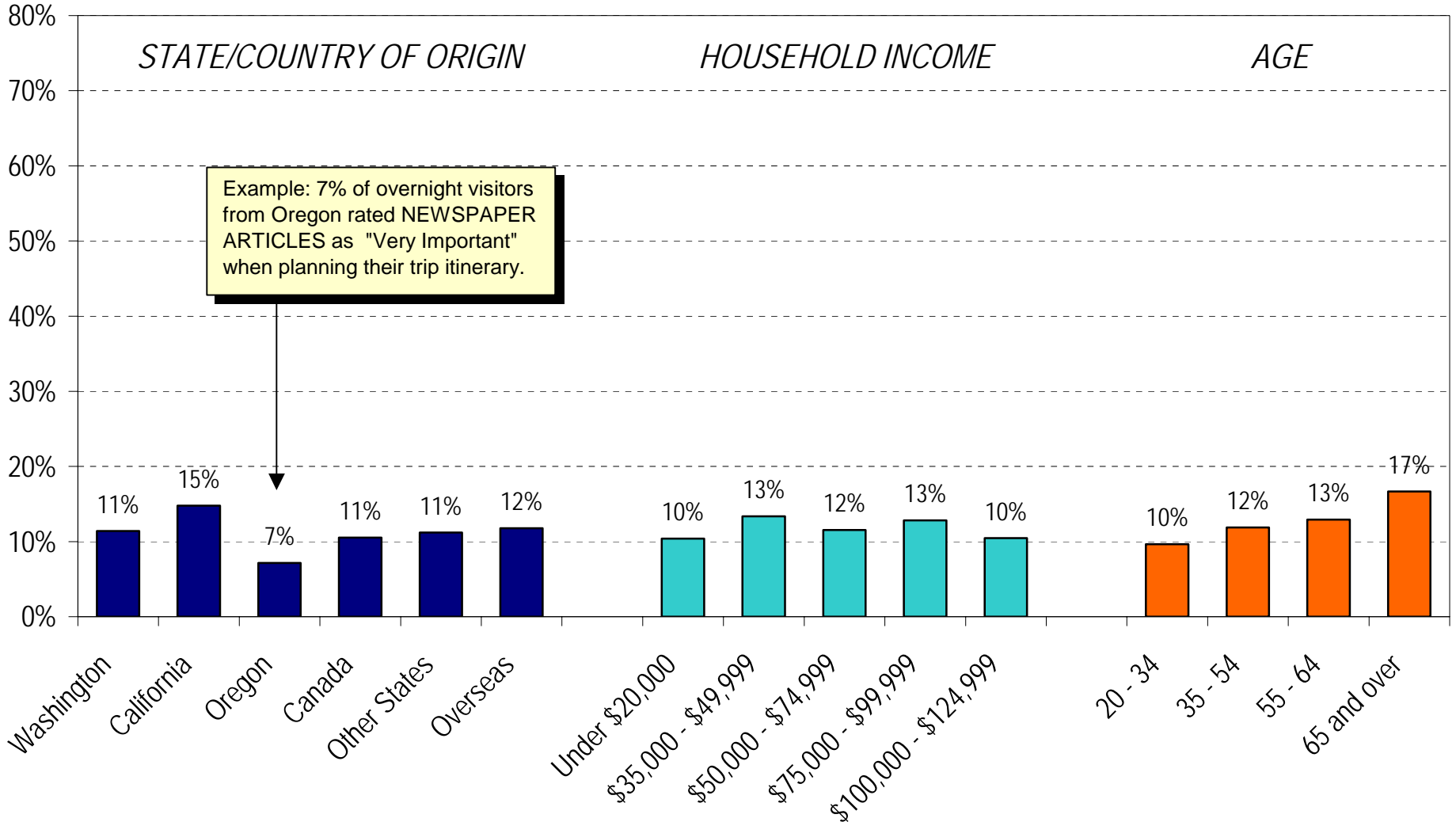
*(12% of visitors rated MAGAZINE ARTICLES 4 or 5 on a scale of 1 "not a factor" to 5 "very important")*



# Trip Planning – King County Overnight Visitors

## **Importance of NEWSPAPER ARTICLES in Itinerary Planning by Origin, HH Income & Age**

(12% of visitors rated NEWSPAPER ARTICLES 4 or 5 on a scale of 1 "not a factor" to 5 "very important")

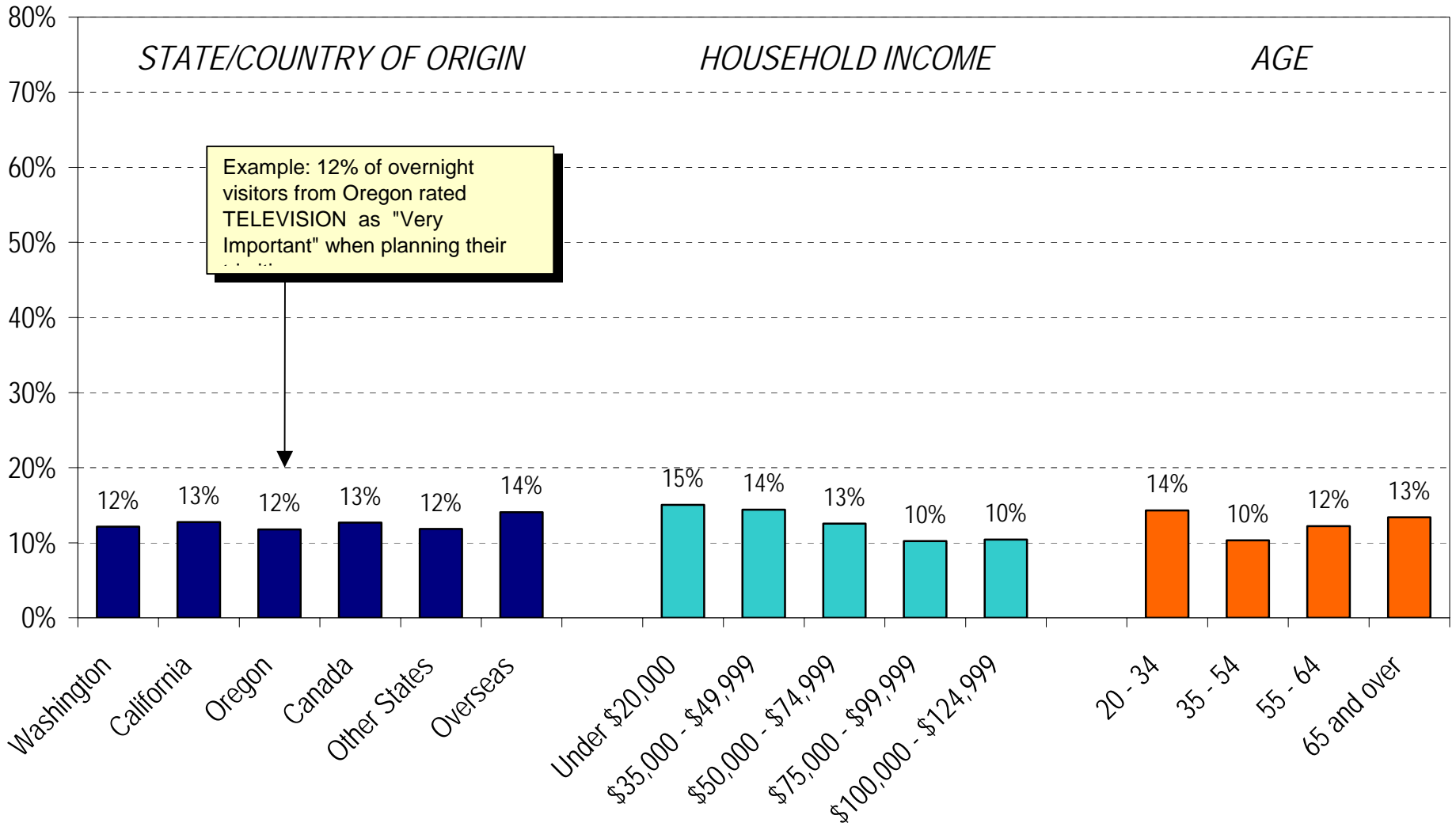


# Trip Planning – King County Overnight Visitors

## ***Importance of TELEVISION***

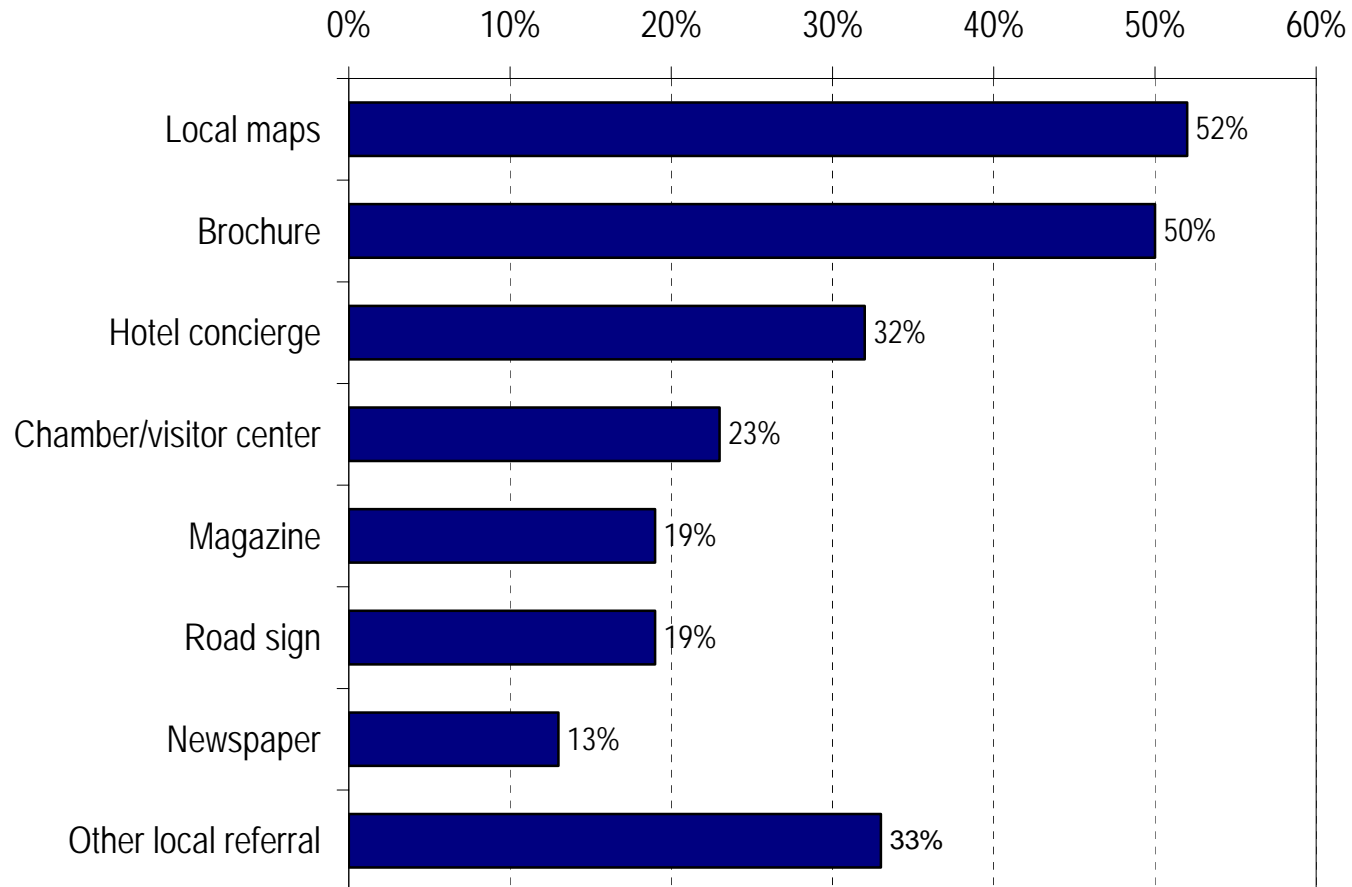
### ***in Itinerary Planning by Origin, HH Income & Age***

*(12% of visitors rated TELEVISION 4 or 5 on a scale of 1 "not a factor" to 5 "very important")*



*Section G:*  
**LOCAL INFORMATION SOURCES**  
*KING COUNTY OVERNIGHT VISITORS*

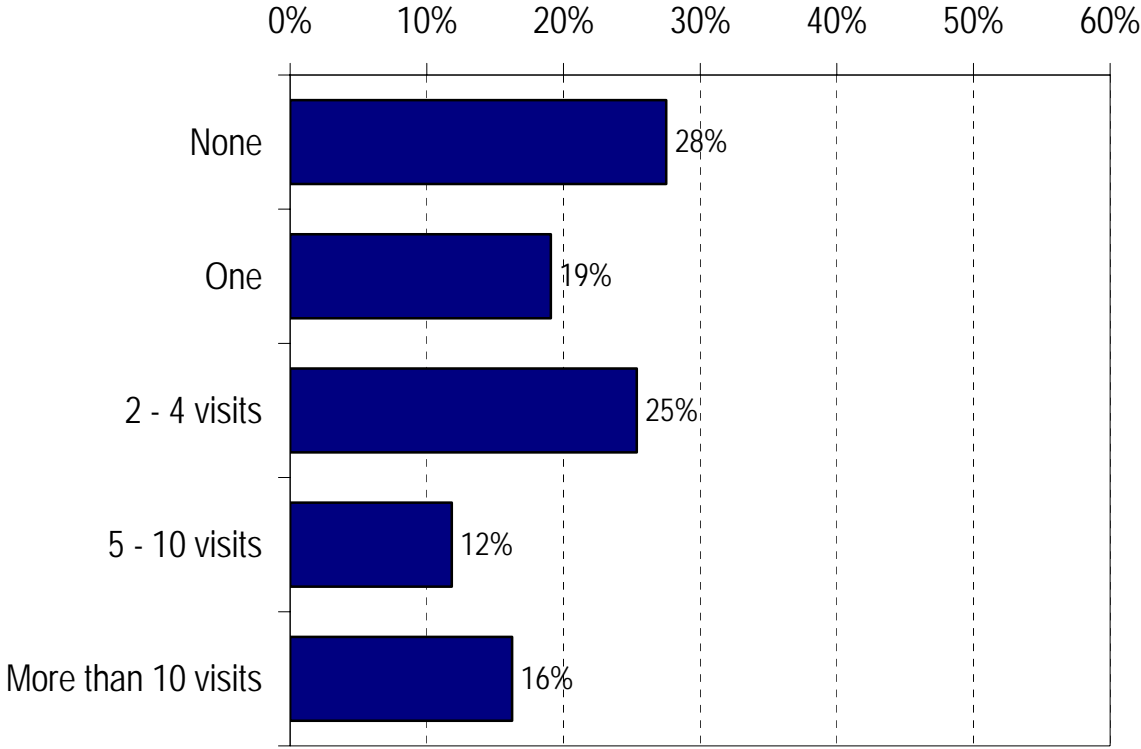
Local Information Sources – King County Overnight Visitors  
**Best Sources\* Selected for  
Local Information While Traveling**



*\*Multiple responses allowed.*

*Section H:*  
**FIRST-TIME VISITORS / TRIP SATISFACTION**  
  
*KING COUNTY OVERNIGHT VISITORS*

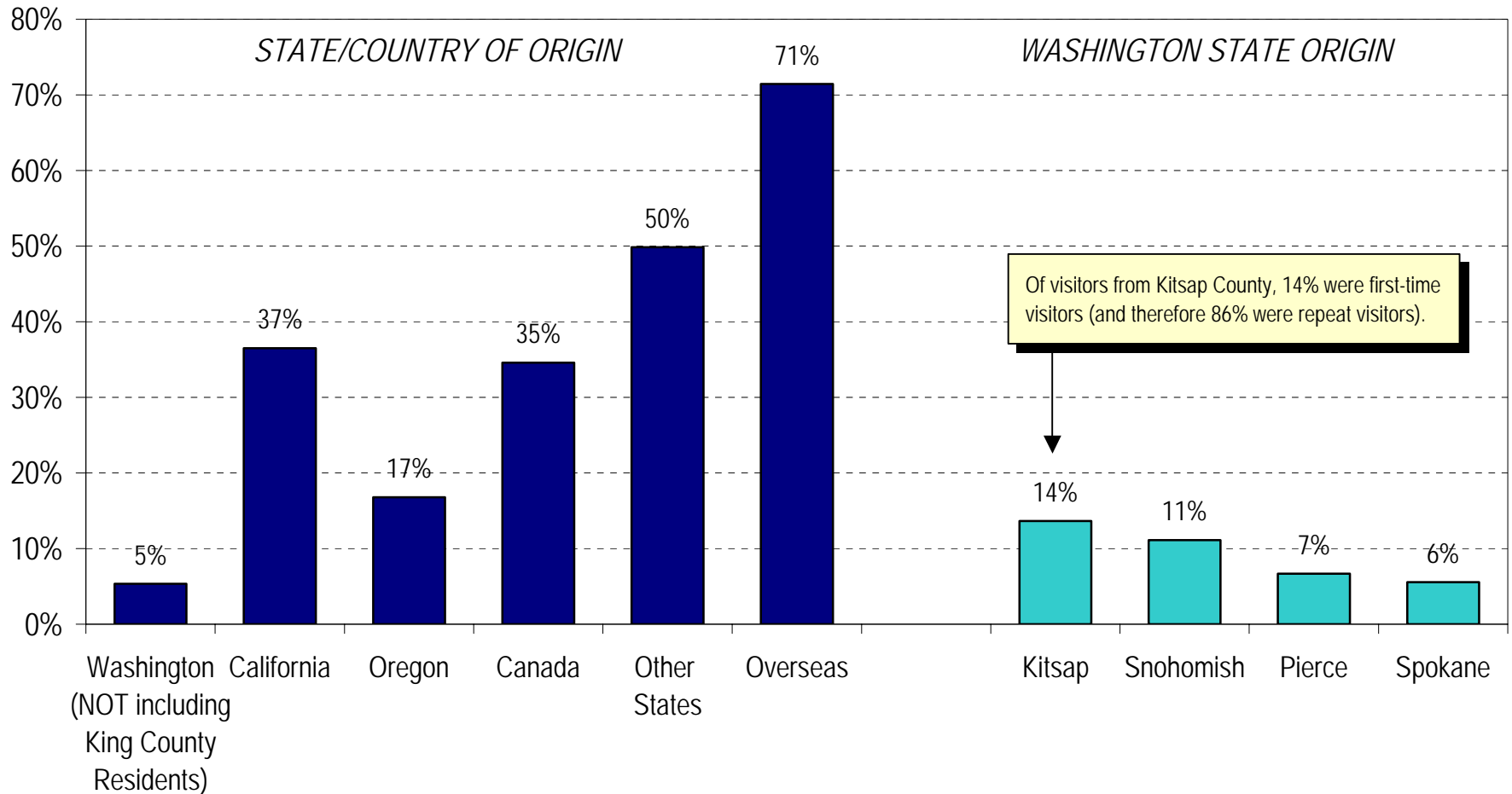
First-Time Visitors / Trip Satisfaction – King County Overnight Visitors  
*Previous Visits Within the Past Year*



# First-Time Visitors / Trip Satisfaction – King County Overnight Visitors

## ***First Time Visitors By Visitor Origin***

*(28% of all King County overnight visitors were first-time visitors)*

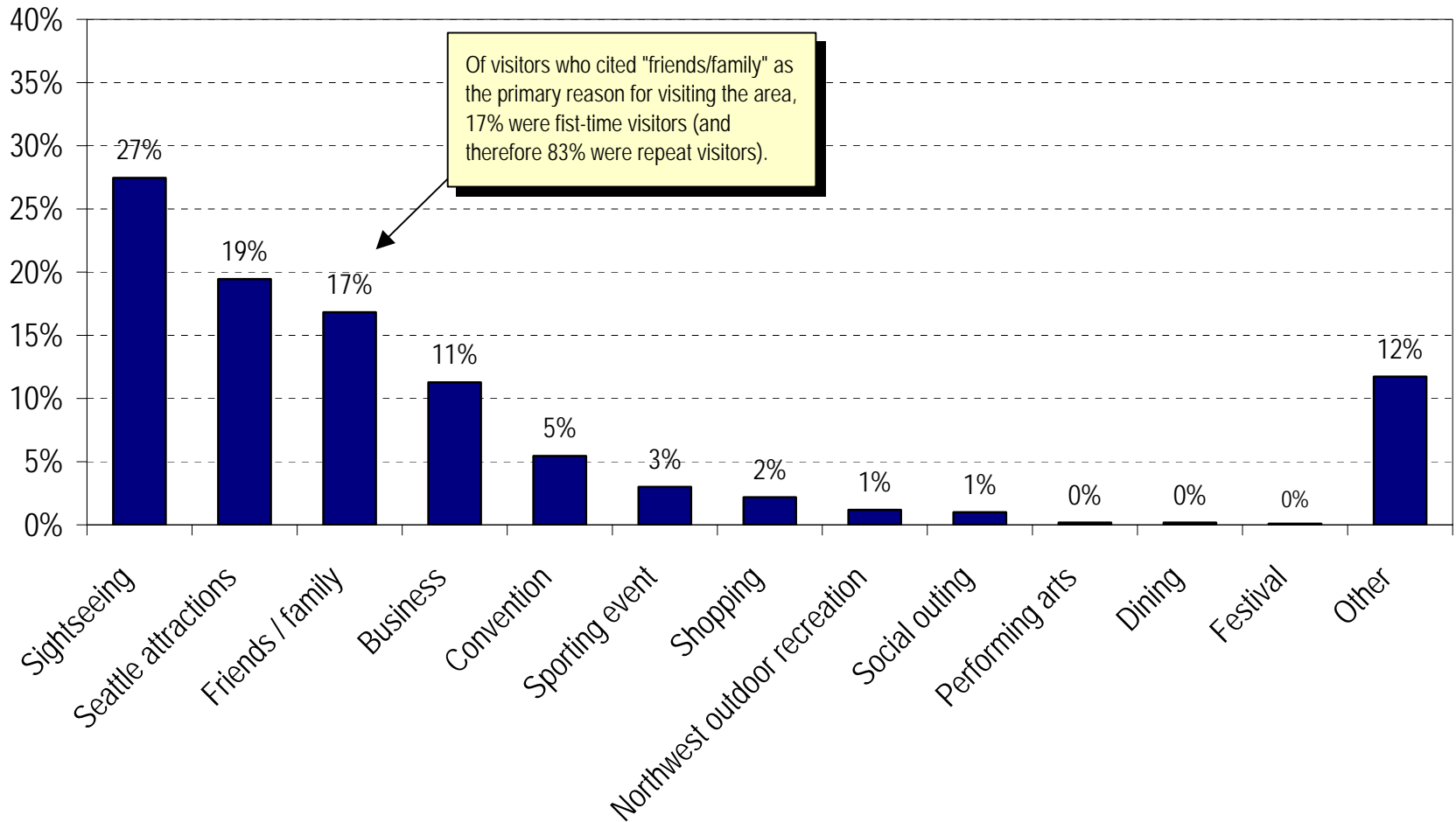


# First-Time Visitors / Trip Satisfaction – King County Overnight Visitors

## ***First Time Visitors***

### ***By Primary Reason for Visiting***

*(28% of all King County overnight visitors were first-time visitors)*

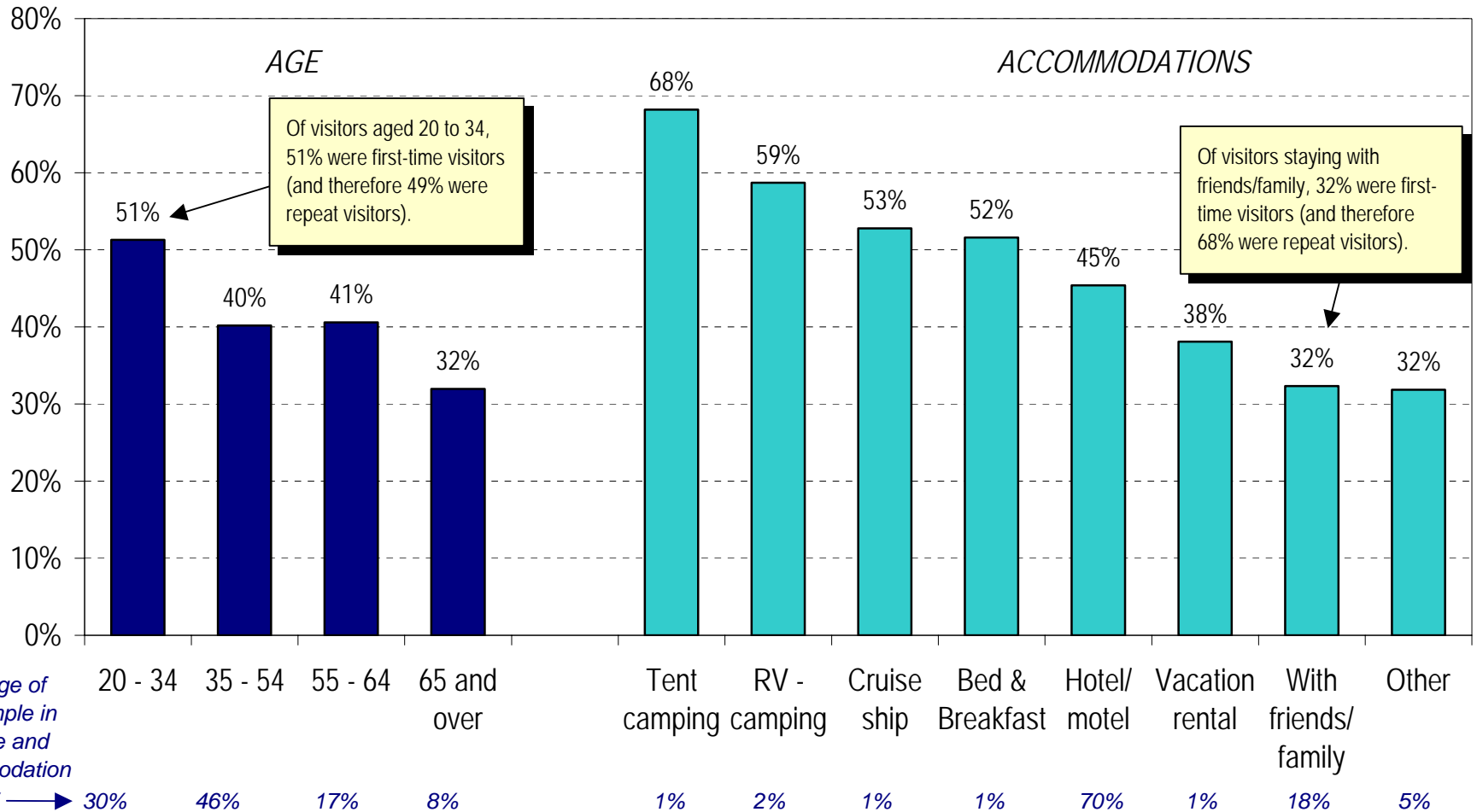


# First-Time Visitors / Trip Satisfaction – King County Overnight Visitors

## Age and Type of Accommodations

### By First Time Visitors

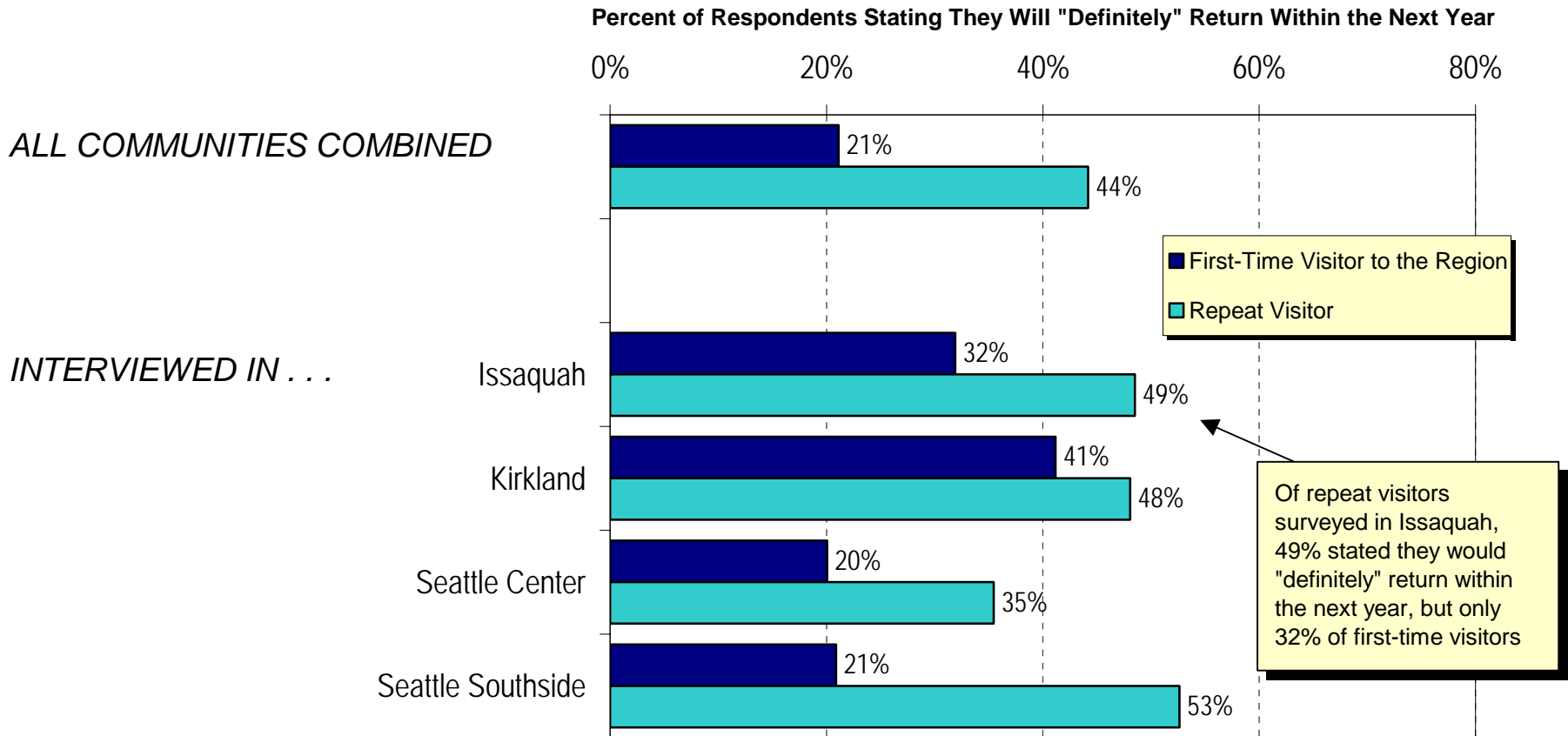
(28% of all King County overnight visitors were first-time visitors)



# First-Time Visitors / Trip Satisfaction – King County Overnight Visitors

## *Likelihood of Return*

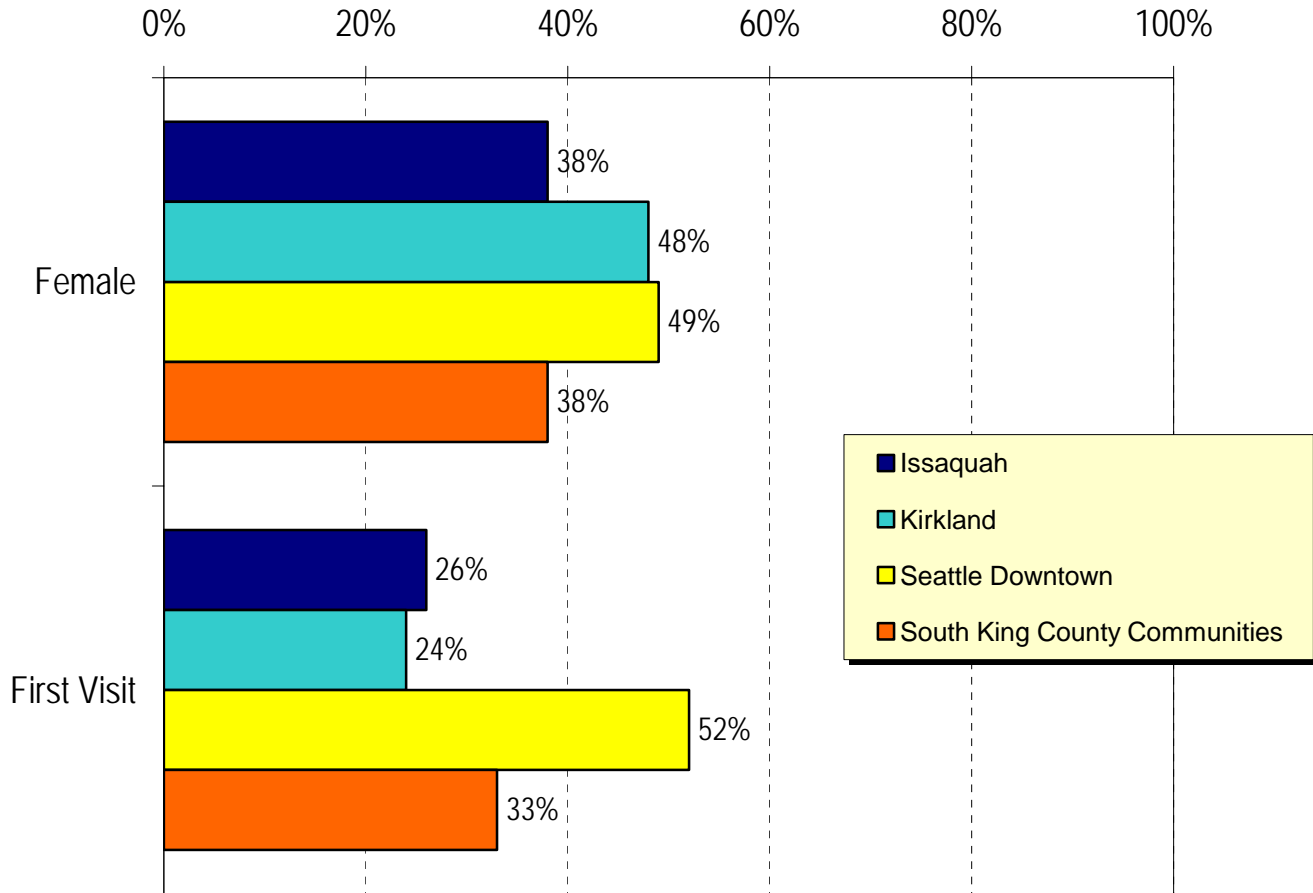
### *First Timers Vs. Repeat Visitors*



*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

*Section I:*  
**COMPARISON WITHIN  
KING COUNTY**

## Comparison Within King County – Overnight Visitors *Gender and First-Time Visitation By Where Surveyed*



*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

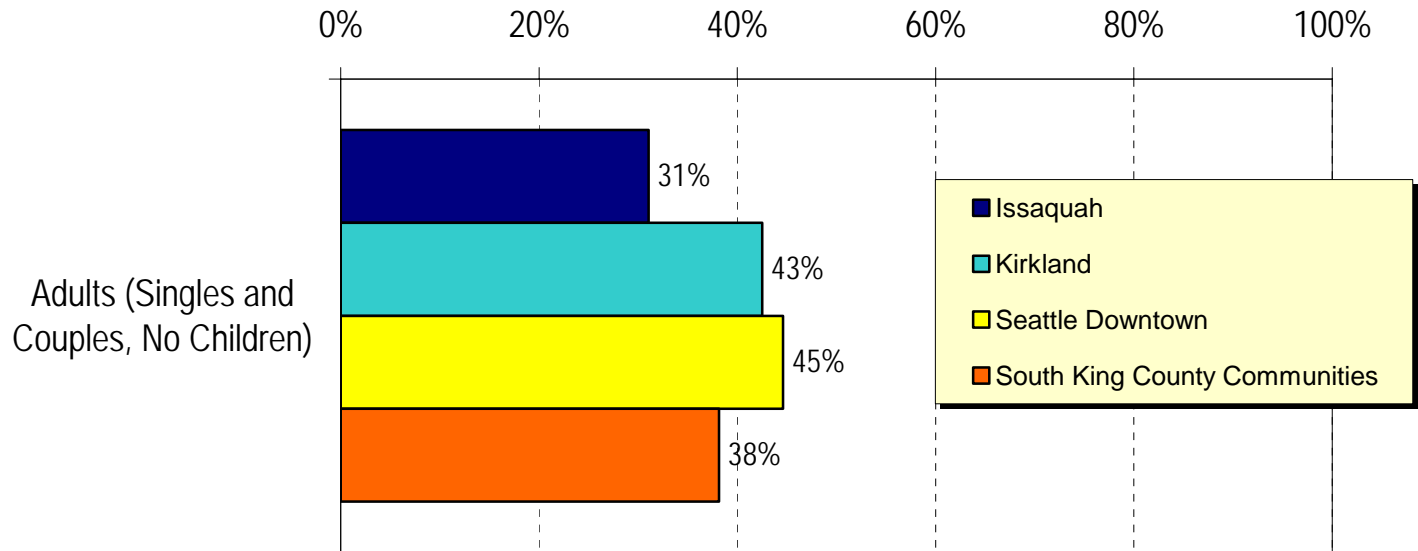
Comparison Within King County – Overnight Visitors  
***Percent of All Visitors Staying Overnight  
 in King County by Where Surveyed***

<b>COMMUNITY WHERE INTERVIEWED</b>	<b>Percent of All Visitors Interviewed in County Who are Staying Overnight in the County</b>
Issaquah	48%
Kirkland	53%
Seattle Downtown	67%
South King County Communities*	69%

*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed..*

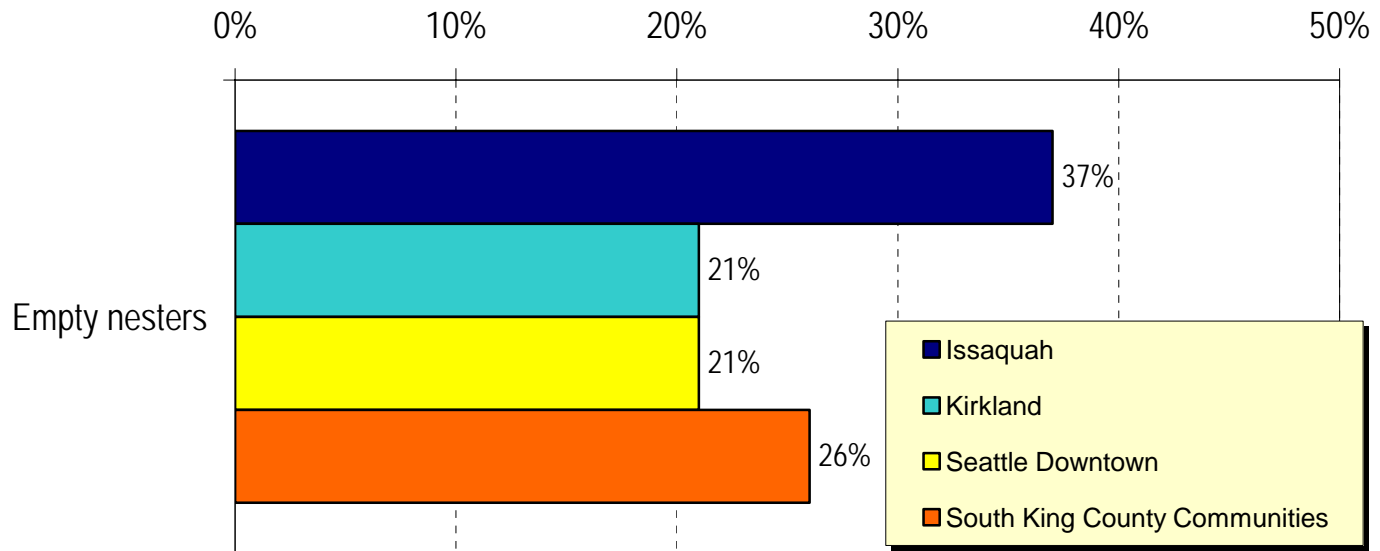
***\*See page 92 for a listing of South King County Community survey locations***

Comparison Within King County – Overnight Visitors  
**Family Status**  
**Adults (Singles and Couples, No Children)**  
**by Where Surveyed**



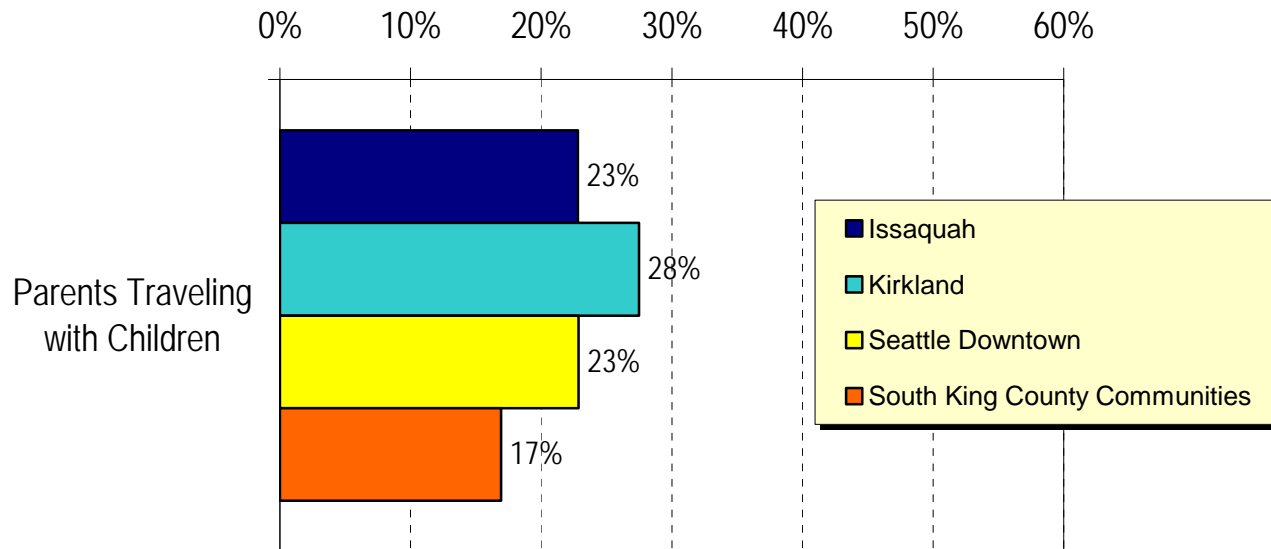
*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

Comparison Within King County – Overnight Visitors  
***Empty Nesters (children no longer living at home)***  
***by Where Surveyed***



*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

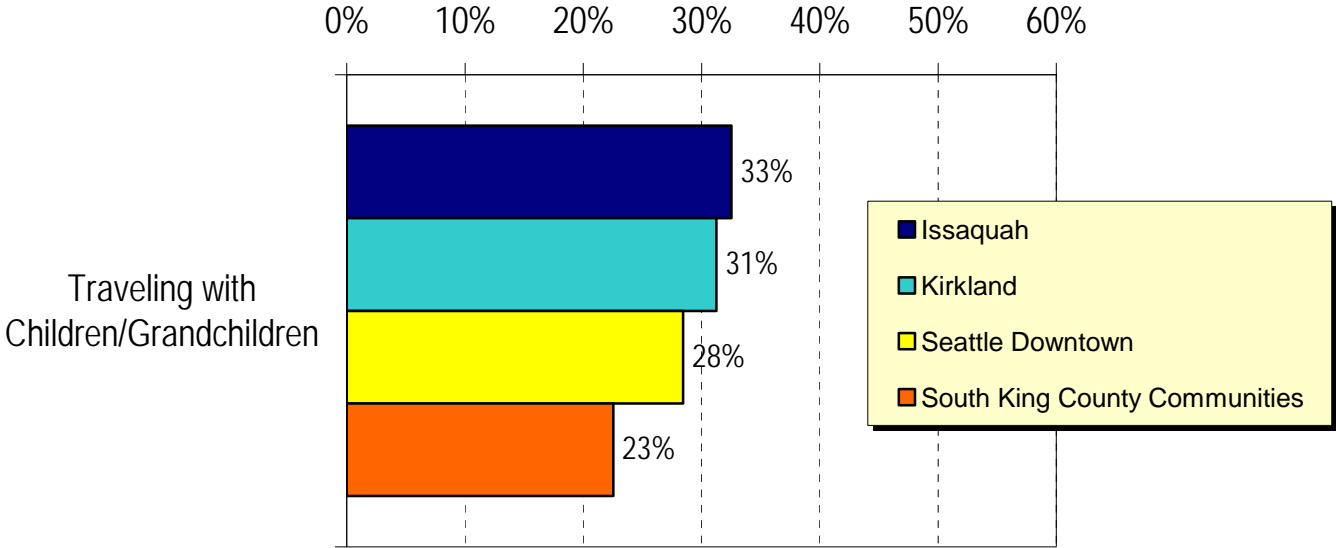
Comparison Within King County – Overnight Visitors  
**Parents Traveling With Children**  
**By Where Surveyed**  
*(33% of all overnight visitors were traveling with children)*



*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

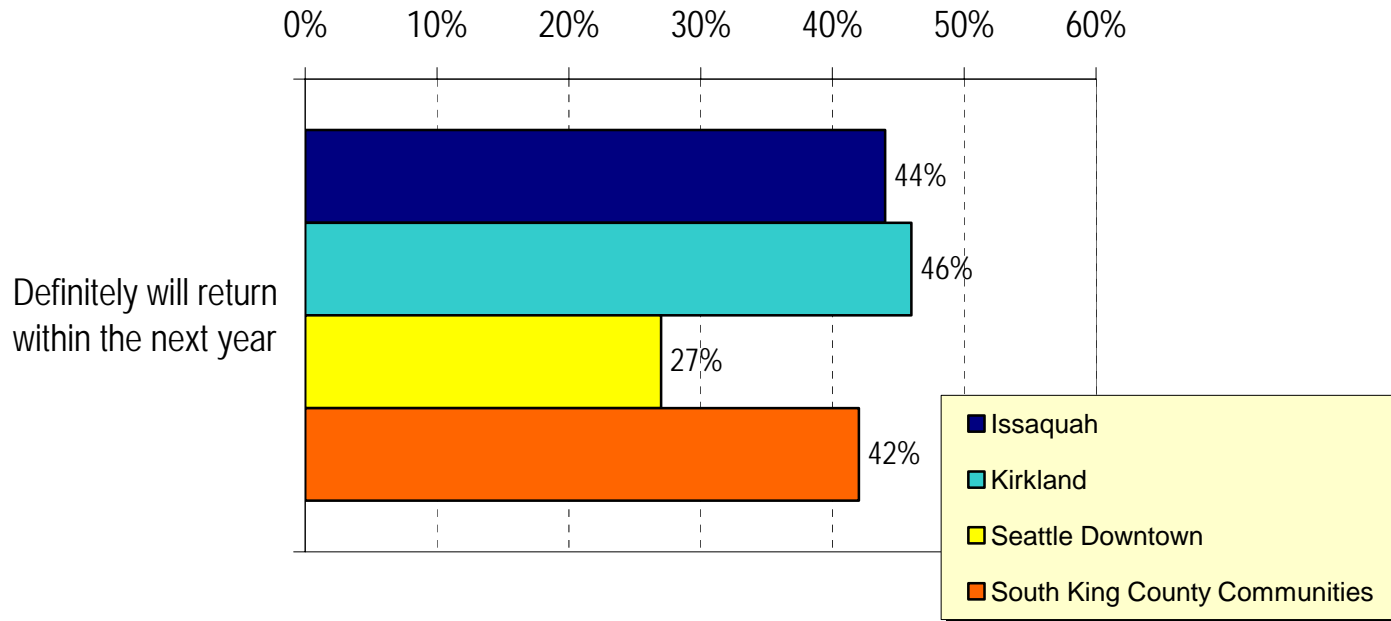
Comparison Within King County – Overnight Visitors  
**Adults Traveling With Children/Grandchildren (18 & under)**  
**By Where Surveyed**

*(33% Of All Overnight Visitors Were Traveling With Children)*



*NOTE: Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

Comparison Within King County – Overnight Visitors  
***Likelihood of Return Visit  
by Where Surveyed***



**NOTE:** *Visitors who reported overnighing in King County did not necessarily stay overnight in the community where they were surveyed.*

Appendix 1  
***Interview Locations***

***Issaquah***

North Bend VIC  
Holiday Inn / Issaquah  
Issaquah VIC  
Boehm's

***Kirkland***

Summerfest  
Kirkland Library  
Grape Choice Wine Shop  
Argosy Cruise Ship

***Seattle Downtown***

Seattle Center  
Monorail  
Space Needle  
Tillicum's Blake Island  
Underground Tours  
Pike Place Market

***South King County Communities***

Westfield Mall - Tukwila  
Doubletree - SeaTac  
Courtyard by Marriott - Federal Way  
Holiday Inn - Renton  
Marriott - SeaTac  
Museum of Flight - Tukwila  
Best Western Plaza by the Green - Kent  
Doubletree - Tukwila

# Appendix 2

## Survey Questionnaire

### King County Survey Form – May 2004

=====  
Screen #: 1

-----  
WELCOME...YOUR ANSWERS TO THIS BRIEF  
(3-4 MIN) SURVEY WILL HELP US TO SERVE  
OUR VISITORS BETTER!  
(press "1" to begin)

-----  
Single Answer any key column 1

=====  
Screen #: 2

-----  
FIRST SOME INFO ABOUT YOURSELF...  
WHAT IS YOUR GENDER?  
1.MALE 2.FEMALE

-----  
Single Answer range 1-2 column 2

=====  
Screen #: 3

-----  
WHICH DESCRIBES YOUR AGE? 1)UNDER 15  
2)15-19 3)20-24 4)25-29 5)30-34  
6)35-44 7)45-54 8)55-59 9)60-64  
0)65 & OVER

-----  
Single Answer range 0-9 column 3

=====  
Screen #: 4

-----  
YOUR ANNUAL HOUSEHOLD INCOME? 1)<\$20,000  
2)\$20-24,999 3)\$25-34,999 4) \$35-\$49,999  
5)\$50-74,999 6)\$75-99,999 7)\$100-124,999  
8)\$125-149,999 9)\$150-199,999 0)>\$200K

-----  
Single Answer range 0-9 column 4

=====  
Screen #: 5

-----  
WHICH DESCRIBES YOU? 1.SINGLE/NO CHILD.  
2.COUPLE/NO CHILDREN 3.SINGLE W/CHILD.  
4.COUPLE W/CHILDREN LIVING AT HOME  
5.COUPLE/EMPTY-NEST 6.SINGLE/EMPTY-NEST

-----  
Branch range 1-6 column 5  
If response = 1 thru 2 branch to 7

=====  
Screen #: 6

-----  
DO YOU HAVE CHILDREN OR GRANDCHILDREN  
(18 years & under)TRAVELING WITH YOU?  
  
1)YES 2)NO

-----  
Single Answer range 1-2 column 6

=====  
Screen #: 7

-----  
IN TOTAL, HOW MANY PEOPLE ARE IN YOUR  
TRAVEL PARTY ON THIS TRIP?  
1. 2. 3. 4.or more

-----  
Single Answer range 1-4 column 7

=====  
Screen #: 8

-----  
ARE YOU A RESIDENT OF THE U.S.A.?  
  
1.YES 2.NO

-----  
Branch range 1-2 column 8  
If response = 1 branch to 13

=====  
Screen #: 9

-----  
WHICH BEST DESCRIBES WHERE YOU LIVE?  
1.AUSTRALIA/OCEANIA 2.MEXICO 3.ASIA  
4.EUROPE 5.AFRICA 6.CENT/SO/AMERICA  
7.MIDDLE EAST 8.RUSSIA 9.CANADA 0.OTHER

-----  
Branch range 0-9 column 9  
Zero = 0  
If response = 0 thru 8 branch to 14

=====  
Screen #: 10

-----  
WHERE IN CANADA?  
1.VICTORIA 2.VANCOUVER  
3.OTHER B.C.  
4.ALBERTA 5.ELSEWHERE IN CANADA

-----  
Branch range 1-5 column 10  
If response = 1 thru 5 branch to 14

=====  
Screen #: 11

-----  
WHERE IN EUROPE? 1.SCANDINAVIA  
2.FRANCE 3.ITALY 4.SPAIN/PORT.  
5.UNITED KINGDOM 6.IRELAND  
7.GERMANY 8.BENELUX 9.OTHER

-----  
Branch range 1-9 column 11  
If response = 1 thru 9 branch to 14

=====  
Screen #: 12  
-----

WHERE IN ASIA?  
1. JAPAN 2. TAIWAN 3. CHINA  
4. NORTH KOREA 5. SOUTH KOREA  
6. OTHER

-----  
Branch range 1-6 column 12  
If response = 1 thru 6 branch to 14

=====  
Screen #: 13  
-----

PLEASE ENTER YOUR HOME ZIP CODE.  
Press 'ON' to erase an entry error  
(IF FROM OUTSIDE USA, ENTER: 00000)  
\*\*\*\*\*

-----  
Fixed Format any key column 13-17

=====  
Screen #: 14  
-----

DESCRIBE YOUR VISIT TO THIS LOCATION?  
1)DAY VISIT FROM HOME  
2)OVERNIGHT IN SEATTLE  
3)PASSING THRU,OVERNIGHTING ELSEWHERE

-----  
Branch range 1-3 column 18  
If response = 1 branch to 21  
If response = 3 branch to 20

=====  
Screen #: 15  
-----

WILL YOU STAY TONIGHT IN?  
1.EAST KING COUNTY 2.SEATTLE EASTSIDE  
3.SEATTLE SOUTHSIDE 4.SEATTLE NORTHSIDE  
5.DOWNTOWN 6.OTHER

-----  
Single Answer range 1-6 column 19

=====  
Screen #: 16  
-----

PLEASE DESCRIBE TONITE'S ACCOMMODATIONS?  
1.HOTEL/MOTEL 2.B&B 3.RV-CAMPING  
4.TENT CAMPING 5.WITH FRIENDS/FAMILY  
6.VACATION RENTAL 7.CRUISE SHIP 8.OTHER

-----  
Single Answer range 1-8 column 20

=====  
Screen #: 17  
-----

MAIN MODE OF TRANSPORTATION THIS TRIP?  
1.COMMERCIAL/PRIVATE AIR  
2.PRIVATE VEHICLE 3.TOUR BUS 4.TRAIN  
5.CRUISE SHIP 6.FERRY 7.OTHER

-----  
Single Answer range 1-7 column 21

=====  
Screen #: 18  
-----

HOW MANY NIGHTS WILL YOU BE AWAY FROM  
HOME ON THIS TRIP?  
1. 2. 3. 4. 5. 6.or more

-----  
Single Answer range 1-6 column 22

=====  
Screen #: 19  
-----

HOW MANY OF THOSE NIGHTS WERE OR WILL BE  
SPENT IN WASHINGTON STATE?  
0. 1. 2. 3. 4. 5. 6.or more

-----  
Branch range 0-6 column 23  
If response = 0 thru 6 branch to 21

=====  
Screen #: 20  
-----

WILL YOU STAY TONIGHT IN?  
1.OLYMPIC/KITSAP PENINSULAS  
2.SOUTHWEST WASHINGTON 3.EASTERN WASH.  
4.NORTHWEST WASHINGTON 5.OTHER

-----  
Single Answer range 1-5 column 24

=====  
Screen #: 21  
-----

NEXT WE'LL ASK FOR THE ONE,<PRIMARY>  
REASON FOR THIS TRIP. IF YOUR PRIMARY  
REASON ISN'T IN THE FIRST SCREEN, SELECT  
"NEED MORE CHOICES". (press '1'to go on)

-----  
Single Answer any key column 25

=====  
Screen #: 22  
-----

<PRIMARY>REASON FOR TRIP? 1)SHOPPING  
2)SEATTLE ATTRACTIONS 3)SPORTING EVENT  
4)BUSINESS 5)CONVENTION 6)SIGHTSEEING  
7)FRIENDS/FAMILY 8)NEED MORE CHOICES

-----  
Branch range 1-8 column 26  
If response = 1 thru 7 branch to 24

=====  
Screen #: 23  
-----

<PRIMARY>REASON FOR TRIP?(cont'd)  
1)PERFORMING ARTS 2)FESTIVAL  
3)NORTHWEST OUTDOOR RECREATION  
4)DINING 5)SOCIAL OUTING 6)OTHER

-----  
Single Answer range 1-6 column 27

=====  
Screen #: 24  
-----  
IN THE NEXT SCREENS WE'D LIKE YOU TO  
LIST ALL THE ACTIVITIES YOU HAVE OR WILL  
ENGAGE IN ON THIS TRIP(multiple OK).  
(press '1' for choices)

-----  
Single Answer any key column 28

=====  
Screen #: 25  
-----  
ACTIVITIES THIS TRIP? 1.VISIT MUSEUM  
2.BIKING 3.HIKING 4.FERRY RIDE  
5.KAYAKING 6.GOLF 7.VISIT GALLERY  
enter choice(s)&/or push '0' to continue

-----  
Multiple Answer range 1-7 column 29-35

=====  
Screen #: 26  
-----  
ACTIVITIES THIS TRIP?(cont'd) 1.SHOPPING  
2.SIGHTSEEING TOUR 3.FAMILY EVENT  
4.WILDLIFE-VIEWING 5.VISIT HATCHERY  
enter choice(s)&/or push '0' to continue

-----  
Multiple Answer range 1-5 column 36-40

=====  
Screen #: 27  
-----  
ACTIVITIES THIS TRIP?(cont'd)  
1.BUSINESS MEETING 2.FESTIVAL/EVENT  
3.SPACE NEEDLE 4.ANTIQUING 5.CRUISE SHIP  
enter choice(s)&/or push '0' to continue

-----  
Multiple Answer range 1-5 column 41-45

=====  
Screen #: 28  
-----  
ACTIVITIES THIS TRIP?(cont'd)  
1.PERFORMING ARTS/CONCERT 2.CASINO  
3.WILDLIFE PARK/ZOO 4.VISIT WINERY  
enter choice(s)&/or push '0' to continue

-----  
Multiple Answer range 1-4 column 46-49

=====  
Screen #: 29  
-----  
ACTIVITIES THIS TRIP?(cont'd)  
1.SHOPPING MALL 2.PIKE PLACE MARKET  
3.OVERNIGHT CRUISE  
enter choice(s)&/or push '0' to continue

-----  
Multiple Answer range 1-3 column 50-52

=====  
Screen #: 30  
-----  
WHEN DID YOU BEGIN PLANNING THIS TRIP?  
1)1-3 DAYS ADVANCE 2)1-WEEK ADVANCE  
3)1-MONTH ADV. 4)2-4 MONTHS 5)4-6 MOS.  
6)MORE THAN 6 MONTHS 7)NO ADVANCE PLAN

-----  
Single Answer range 1-7 column 53

=====  
Screen #: 31  
-----  
IS THIS YOUR FIRST VISIT TO THE SEATTLE  
AREA?  
1.YES 2.NO

-----  
Branch range 1-2 column 54  
If response = 1 branch to 33

=====  
Screen #: 32  
-----  
HOW MANY PREVIOUS VISITS HAVE YOU MADE  
HERE IN THE PAST YEAR? 0)None 1)One  
2) 2 - 4 visits 3) 5 - 10 visits  
4) more than 10 visits

-----  
Single Answer range 0-4 column 55

=====  
Screen #: 33  
-----  
HOW LIKELY ARE YOU TO RETURN TO THIS  
AREA WITHIN THE NEXT YEAR?  
1.Definitely 2.Probably 3.Maybe  
4.Unlikely 5.Won't return

-----  
Single Answer range 1-5 column 56

=====  
Screen #: 34  
-----  
IN THE FOLLOWING LISTING PLEASE RATE THE  
IMPORTANCE OF EACH INFORMATION SOURCE IN  
SETTING THE ITINERARY FOR<THIS>TRIP...  
(press "1" for choices)

-----  
Single Answer any key column 57

=====  
Screen #: 35  
-----  
MAGAZINE ARTICLES?  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT

-----  
Single Answer range 0-5 column 58

=====  
Screen #: 36  
-----  
NEWSPAPER ARTICLES?  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT  
-----  
Single Answer range 0-5 column 59

=====  
Screen #: 37  
-----  
TELEVISION?  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT  
-----  
Single Answer range 0-5 column 60

=====  
Screen #: 38  
-----  
AAA RESOURCES?  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT  
-----  
Branch range 0-5 column 61  
If response = 0 thru 3 branch to 40

=====  
Screen #: 39  
-----  
DOES YOUR USE OF TRIPLE-A INCLUDE?  
1)TRAVEL PLANNING 2)AUTO FINANCING  
3)EMERGENCY ROAD SERVICE 4)INSURANCE  
enter choice(s)&/or push '0' to continue  
-----  
Multiple Answer range 1-4 column 62-65

=====  
Screen #: 40  
-----  
FRIENDS OR FAMILY?(info for this trip)  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT  
-----  
Single Answer range 0-5 column 66

=====  
Screen #: 41  
-----  
LOCAL CHAMBER/CONVENTION&VISITOR BUREAU?  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT  
-----  
Single Answer range 0-5 column 67

=====  
Screen #: 42  
-----  
THE INTERNET?  
press 0) if you have no opinion  
1. 2. 3. 4. 5.  
NOT A FACTOR VERY IMPORTANT  
-----  
Branch range 0-5 column 68  
If response = 0 thru 3 branch to 44

=====  
Screen #: 43  
-----  
DOES YOUR USE OF THE INTERNET INCLUDE?  
1)GEN'L TRAVEL INFO 2)RATE COMPARISONS  
3)INFO FOR<THIS>TRIP 4)MAKE RESERVATIONS  
enter choice(s)&/or push '0' to continue  
-----  
Multiple Answer range 1-4 column 69-72

=====  
Screen #: 44  
-----  
NEXT,PLEASE PICK YOUR BEST SOURCES OF  
INFORMATION FOR PLANNING TRIP ACTIVITIES  
AFTER LEAVING HOME AND HITTING THE ROAD.  
(press "1" for choices)  
-----  
Single Answer any key column 73

=====  
Screen #: 45  
-----  
(best sources for local info)  
1.MAGAZINE 2.ROAD SIGN 3.BROCHURE  
4.NEWSPAPER 5.CHAMBER/VISITOR CENTER  
enter choice(s)&/or push '0' to continue  
-----  
Multiple Answer range 1-5 column 74-78

=====  
Screen #: 46  
-----  
(best sources for local info)  
1.HOTEL CONCIERGE 2.LOCAL MAPS  
3.OTHER LOCAL REFERRAL  
enter choice(s)&/or push '0' to continue  
-----  
Multiple Answer range 1-3 column 79-81

=====  
Screen #: 47  
-----  
THANKS VERY MUCH FOR YOUR ANSWERS AND  
OPINIONS...WE HOPE YOU ENJOYED YOUR  
VISIT AND WE LOOK FORWARD TO  
SEE7ING YOU AGAIN SOON!  
-----  
Single Answer any key column 82  
-----  
column for date=83, time=92, total=96