



Florida's ADVENTURE COAST

BROOKSVILLE ♦ WEEKI WACHEE

Adventure Coast Guest Profile

The primary qualitative and quantitative research studies conducted for Florida's Adventure Coast revealed the following primary groups of visitors to Brooksville and Weeki Wachee:

- **TRANSIENT TRAVELERS:** These are travelers of all ages who stay near Interstate 75 on their way to other destination areas. They primarily originate from the Northeast, Midwest, Mid-Atlantic and Southeastern States (*in that order*), and represent a sizable proportion of the destination's guests;
- **OUTDOOR ENTHUSIASTS:** These nature-loving overnight guests live within a short day's drive of the Adventure Coast, especially Florida and Georgia. They come to enjoy outdoor activities such as biking, boating, fishing, four-wheeling, golfing, hiking, paddling, and other active adventures. Often, they are "weekenders" who stay for a quick getaway. Most are either younger couples in their 20s to mid-40s, or buddy trips of guys from their 40s to mid-50s. Birders represent a small subset of this group, and they are often older than those who actively participate in outdoor sports;
- **EXTENDED STAY GUESTS:** This group primarily consists of retirees from the Northeast and Midwest—especially "snowbirds" seeking warmer weather during the winter. They enjoy the Adventure Coast's central Gulf Coast location, affordable lodging rates, and relaxed lifestyle; and
- **DAY-TRIPPERS:** These visitors drive to the Adventure Coast for the day from neighboring counties to enjoy special events, local attractions, dining, and the tranquil environment. Many of these guests are older residents from retirement communities like The Villages. Some younger outdoor enthusiasts also represent a subset of this group (*such as those who like to bike, hike, boat, or fish for the day*).

Overall, research participants indicated that guests to the Adventure Coast tend to be older (55+), with higher-than-average household incomes. As with most destinations in the Sunshine State, Floridians make up a majority of visitors. But beyond their age, origin market, or income level, guests of many types contribute significantly to the county's economic prosperity and quality of life.