

VISITOR PROFILE

Attendance	168,000 <i>Projected for 2004</i>	162,000 <i>Actual/2003</i>	155,000 <i>Actual/2002</i>
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City of Indio Demographics	Caucasian	27%	Gen Y	20%
	Hispanic	69%	Gen X	27%
	Asian	2%	Boomers	21%
	Black	1%	Y/O's	21%
			Seniors	11%

Palm Springs Desert Resorts & Coachella Valley Residents (7 Cities) Demographics	Caucasian	48%	Gen Y	15%
	Hispanic	46%	Gen X	21%
	Asian	2%	Boomers	22%
	Black	2%	Y/O's	25%
	Native American	1%	Seniors	17%
	Other	1%		

Average Household Income
\$72,923

Total Population
352,154
It nearly doubles during season (October thru May).

Palm Springs Desert Resorts Visitor Profile	Average Stay 5.7 Nights
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Average Daily Expenditure
\$254