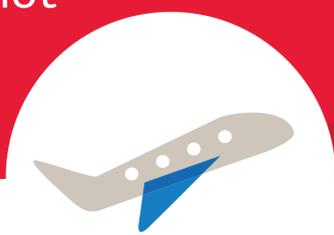


Bank of America

Local Consumer Spending Snapshot

We looked at transaction and spending data aggregated from the active credit and debit card accounts of visitors to Boston, Chicago, Denver, Houston, Los Angeles, Miami, New York, San Francisco, Washington, D.C. and each city's surrounding areas in June 2017.*



Bank of America partnered with Condé Nast Traveler and happiness experts to create [The Joy Index](#), which explores the relationship between joy and travel by identifying six "happiness factors" that motivate people to travel: **environment, wellbeing, culture, connection, adventure and wonder.**

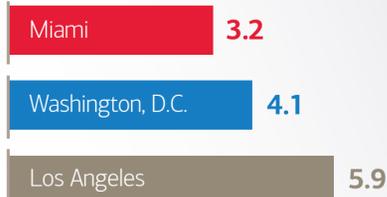


Wine and dine: multiple purchases mean visitors are experiencing local cuisine and nightlife

Local restaurants and bars lend themselves to connection and adventure, and visitors to these cities did not miss out.



Transactions per active customer at restaurants/bars:



Average transaction cost at restaurants/bars:

↑ **34%** higher in Miami (\$29) than Boston (\$19)

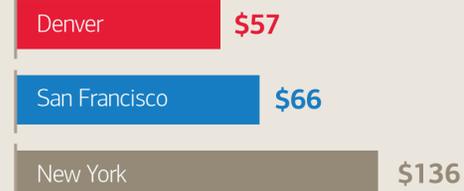
Total spending cost at restaurants/bars:

9X greater in Los Angeles than in Denver

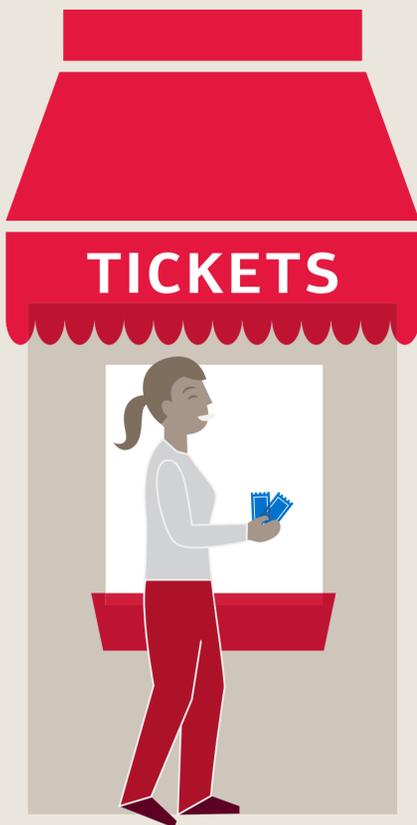
It's show time! Consumers shell out for tickets while visiting new cities

Tickets to a show, concert or game are your gateway to culture and wonder in a new city.

Average cost of a ticket:



Average ticket spend per active customer:



Did someone say "spa day?" Several visitors take time to pamper themselves

Health & beauty spas allow people to put their appearance and wellbeing first.

Average health & beauty spa transaction cost:

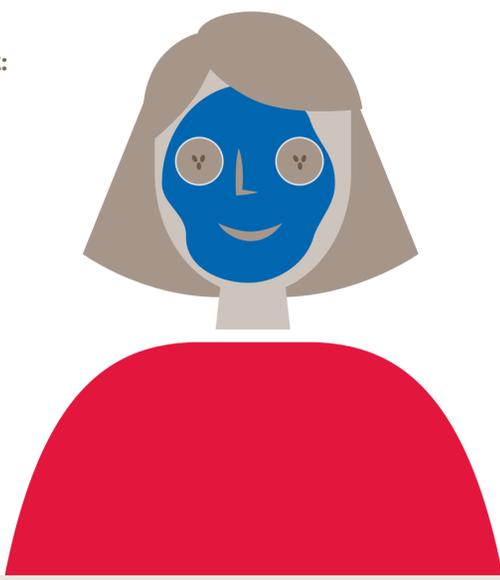


Total health & beauty spa spending:

13X greater in San Francisco than in Houston

Total health & beauty spa transactions:

↑ **38%** more in Los Angeles than the average among other cities

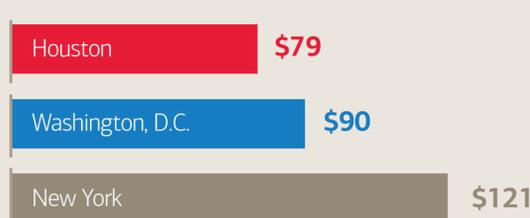


Fore! Visitors spend a pretty penny to hit the links in new places

Golf is a hole-in-one for consumers to experience a new environment, create connection and improve wellbeing.



Average golf course spend per active account:



Average golf course transaction cost:



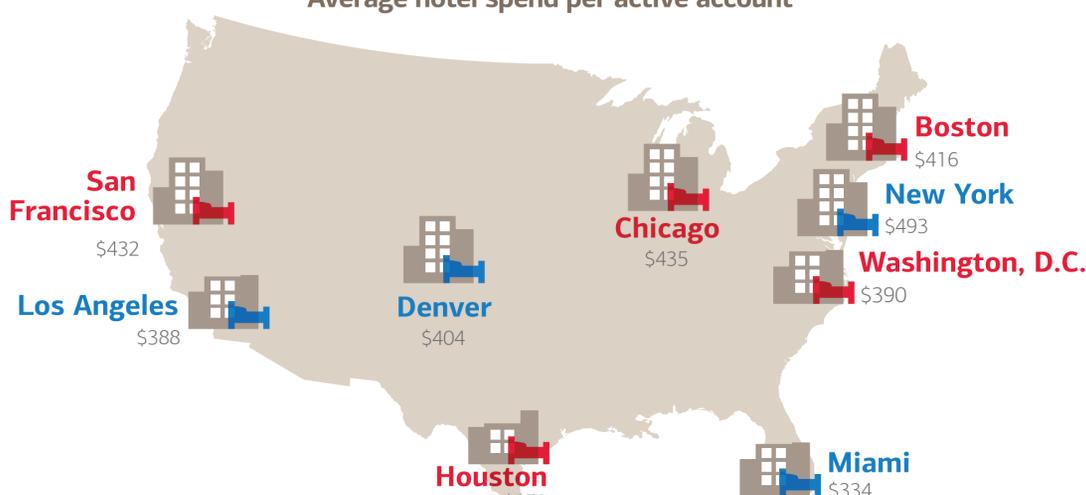
Total golf course spending: **18X** greater in San Francisco than in Houston



Out-of-town hotel guests check in to check out a new city

Accommodations while traveling offer a place to stay when exploring a new environment.

Average hotel spend per active account



Average hotel transaction cost: **48%** more in New York (\$375) than in Houston (\$196)

Total hotel spending: **3.5X** greater in New York than in Miami

*All purchases made in June 2017. "Visitors" are consumers who live outside the metropolitan area where the purchase was made.