AN ANALYSIS OF ADVERTISING AND PRICING EFFECTIVENESS

Prepared for:
Monroe County Tourist Development Council

By:
James F. Petrick, Ph.D.
Principal Investigator

TOURVEY
Leader in Tourism Survey Research

December 2013

TABLE OF CONTENTS

LIST OF TABLES

OVERVIEW

The Monroe County Tourist Development Council (TDC) is charged to promote tourism to the Florida Keys and Key West. This study was conducted by Tourvey in cooperation with the TDC research department. This research was designed to assess the impact of advertising and other information sources on current and potential visitors to the Florida Keys and Key West, with particular attention focused at examining the role of price in potential visitors' decision making processes, and the role that the economy has on purchasing behaviors. A secondary goal of the study was to compare results of the current study (2013) to one conducted four years ago (2009).

Major objectives of this study include:

1. To see how people utilize the information they request and how effective the information was by examining :
   - Which areas of the Keys they requested information for;
   - What prompted them to request information;
   - Why they requested the information;
   - The decisions they had made prior to requesting;
   - The effectiveness of the information they received;
   - When they requested the information;
   - What they actually did with the information;
   - What images of the Keys influenced them to request information;
   - The likelihood of a future visit; and
   - Net conversion, influence and gross conversion,

2. To examine the role that price plays in visitors' and potential visitors' decisions related to visiting the Florida Keys and Key West by analyzing:
   - The role that different vacation component costs have on intentions to visit;
   - The perceived value of a Florida Keys vacation;
   - Behavioral differences between upscale, moderate and budget travelers;
   - The differences in behaviors based on how price sensitive respondents are; and how fair they perceive the price of a Keys' vacation to be,

3. To examine trip characteristics of visitors (including tripographics, spending behaviors and satisfaction), the constraints of non-visitors, and differences between visitors and non-visitors,

4. To analyze differences in images and information sources between different age segments,

5. To analyze differences in images and information sources between different income segments,

6. To analyze the perceptions of the economy and the behaviors related to those perceptions, and

7. To identify key differences between the results of the current study, and a similar study conducted in 2009.

DATA COLLECTION PROCEDURES

The Monroe County Tourist Development Council (TDC) research department provided the research team with a list of names and addresses of individuals who had previously requested information about the Florida Keys. The target population for the study consisted of 5,537 individuals who requested information on the Keys via the TDC's Visitor Information Services (visitor 1-800 and 305 call lines) between January 1, 2013 and April 30, 2013. Among these inquiries, 1,700 individuals were invited to participate in the mailing survey (the study's sample). Questionnaires were mailed to these 1,700 inquirers with a cover letter explaining the purpose of the study. These individuals were asked to return the questionnaire in a pre-paid envelope which was provided.

The questionnaires were mailed out in three waves. A questionnaire and cover letter inviting the caller to participate in the study was first mailed. One week later, a reminder postcard thanked those who had already sent in their survey, and encouraged those who had not. Three weeks after the initial mailing, questionnaires were again mailed to those who had still not responded.

It was found that 112 addresses were undeliverable, which resulted in an effective sample of 1,588. A total of 509 responses were collected, with six surveys too incomplete to be utilized. Thus, 503 valid and usable responses were collected from this process. The response rate for the mailing survey was 32.1 percent, from the effective sample size of 1,588. At a 95% confidence level, this sample size results in an accuracy level (i.e., margin of error) of +/- 4.4%. An example of the questionnaire, and statistics related to all questions can be found in Appendix A, while copies of the reminder postcard and an example cover letter are included in Appendix B.

While most questions in the questionnaire targeted all respondents, some questions were designed for a selected group of respondents. Questions 10 and 11 were only for those persons who were not likely to visit the Florida Keys in the next year; questions 15 through 23 were only for persons who had visited the Florida Keys in the past 12 months; and question 22 was only for those persons who had not visited the Florida Keys in the past 12 months. The following sections discuss the results of the study.

PROFILE OF RESPONDENTS

- The average age of respondents was 59 years of age, and more than one half (58.0%) were female (See Appendix A, last page, for all demographics).

- The majority of respondents (75.8%) have children, with the average age of their youngest child being 28.2 years old, and on average there were 2.4 individuals in their household.

- Almost one-fourth (21.1%) of respondents had at least one child who was a minor (age 17 or younger).

- The vast majority of respondents were White (91.3%), while few were Black or African-American (3.8%), Hispanic (1.3%), Asian (1.5%), Native American/American Indian (1.5%) or “other” (0.8%).

- The overall average years of education for respondents was 14.6 years (= some college). Almost one fourth (24.3%) had 12 or fewer years (H.S. education) and more than one third (36.8%) had 13 to 15 years of education (some college). Almost one fourth (22.6%) had 16 years of education (completed college), and 16.2 percent had 16 or more years (at least some graduate school).

- The median income for respondents was $50,000 to $99,999. Percentages by income category included: under $25,000 (10.0%), $25,000-$49,999 (22.7%), $50,000-$99,999 (40.0%), $100,000-$149,999 (19.1%), $150,000-$199,999 (4.5%) and $200,000 or more (3.6%).

USE AND EFFECTIVENESS OF INFORMATION

- A majority (53.9%) of respondents requested information about Key West, while more than one third (34.2%) requested information on all five areas of the Florida Keys. The Marathon area (27.1%) was the next most requested area, followed by the Islamorada area (19.8%), the Key Largo area (18.3%), and the Lower Keys (16.9%). Very few (2.2%) respondents could not recall which area(s) they had requested information (Table 1, Q1).

- A slight majority (55.5%) of respondents were aware that there are five distinct areas of the Florida Keys (Q3).

- Friends or family members (32.6%) most commonly prompted the request of information, followed by an Internet search (23.8%), Travel guide/Travel book (15.1%), magazine ad (10.2%), television ad (9.0%), Magazine article (5.3%) and TV show or TV news story (4.9%) (Q2, Table 2). One fourth (23.0%) were prompted by "other" reasons (Table 3).

- Most respondents (65.0%) requested the materials to plan a trip to the Florida Keys. Other popular reasons included: to learn about the Florida Keys (41.1%) to get information about a trip already planned (38.3%), to decide whether to visit (15.6%), to compare costs with other places (14.0%), and just for fun (9.5%) (Q4, Table 4). Other reasons (4.7%) can be found in Table 5.

- Prior to requesting information, the vast majority of respondents had already decided to take a trip to the Florida Keys (72.4%) and to take a pleasure trip away from home (61.4%). Other decisions already made included: the duration of their trip (38.2%), where to stay (36.0%), when to take a trip (33.7%), what recreation activities to participate in (21.8%) and how much to spend (15.7%), (Q6, Table 6). Other decisions already made (5.5% of respondents) can be found in Table 7.

- Respondents slightly agreed with the following statements: the marketing for the Keys was relevant to me and my interests (mean = 4.6 on a seven point scale); the marketing for the Keys is very effective (mean = 4.5); the marketing influenced me to request information (mean = 4.3) and the information received influenced my decision to travel there (mean = 4.3). Respondents slightly disagreed (mean = 3.4) with the statement: marketing for the Keys is easy to forget (Q7, Table 8).

- On average, respondents requested the information 15.6 weeks in advance of selecting their vacation destination (Q5).

- The most common images of the Keys that respondents saw in advertising that influenced them to request information included: warm, sunny weather (71.5%), sunsets (62.8%), beaches (60.4%) and open blue water/green islands (50.1%) (Q8, Table 9).

- Less than one half of respondents (46.4%) will probably visit the Keys in the next year and almost one third (31.1%) are likely to visit in the next three years. Fewer (15.3%) respondents are likely to go to the Keys in the future, but not in the next three years, while very few (7.2%) doubt they will ever visit the Keys (Q9).

NET CONVERSION, INFLUENCED & GROSS CONVERSION

- Conversion rate indicates the influence of information on people's travel decisions. Based on the results of this study, the overall gross conversion rate (the percentage of people who requested Florida Key information, and visited the Florida Keys) was **55.8%**.

- Net conversion can be computed in multiple ways, but is supposed to represent the percentage of inquirers who actually visit a destination because of the information they receive. A liberal way to compute it is to use the percentage of people who say they are influenced by the information (5, 6 or 7 on a 7 point scale for question 7a) and visit (= yes to question 15). For the purpose of this research we will term these people as "Influenced." The percentage of persons who were influenced by the information was **17.2%**.

- True net conversion (more conservative) typically doesn't include those people who had not decided to visit prior to inquiring (= yes to question 4b) and includes only those who were influenced to visit by the information received (5, 6 or 7 on a seven point scale for question 7a) and actually visited (= yes to question 14). The resultant net conversion for this sample was **6.9%** (see Table 10).

PERCEPTIONS OF PRICE AND VALUE

- The cost of lodging (mean = 4.4 on a scale from 1 not a factor to 7 very much a factor) was the component of a vacation in the Keys most likely to effect respondents' decision NOT to visit the Keys in the next year. The costs of dining out (mean = 3.7), airfare (mean = 3.7), attractions (mean = 3.7), and gas and driving (mean = 3.6) were less likely to effect the decision not to visit in the next year (Q11) (Table 11).

- The majority of respondents classified themselves as moderate spending travelers (64.9%), while fewer stated they were Budget Travelers (28.2%) or Upscale Travelers (6.9%) (Q12). It was found that Upscale travelers were significantly more educated and had higher incomes than budget travelers.

- Chi-square analysis was employed to examine if there was a relationship between type of traveler (budget, moderate or upscale) (Q32), and cost of lodging, airfare, gas, dining and attractions (Q11).

Costs (measured on a 7-point scale from 1 “not at all a factor” to 4 “neutral” to 7 “very much a factor” were recoded into: 1-2 (Non-Factor), 3-5 (Neutral) and 6-7 (Factor) to increase cell responses. Relationships between the two variables were found for lodging, airfare, cost of gas, dining out and attractions. (Table 12).

- Respondents on average slightly agreed (five point scale from 1 definitely false to 5 definitely true) that a vacation to the Keys included activities worth the cost to do (mean = 3.7), offers dining at fair prices (mean = 3.7) , is worth the cost to travel by car (mean = 3.6), is worth the cost of places to stay (mean = 3.6), and is worth the cost to travel via air (mean = 3.3) (Q13e-i) (Table 13).

- Respondents also slightly agreed (seven point scale from 1 very strongly disagree to 7 very strongly agree) that the Keys are a good value destination both prior to requesting information (mean = 4.8) and after receiving information (mean = 4.9) (Q14). The majority of respondents (59.1%) had no change in their perceptions of value after they received the information (in comparison to before), while approximately one fourth (23.2%) had their perceptions become more negative, and less than one fifth (17.7%) had their perceptions become more positive (Q14a minus Q14b).

- Respondents were neutral (average of 3.9 on a seven point scale) as to whether the Florida Keys is too expensive as a vacation destination (Q14c).

- Those who were prompted to request information after seeing a television ad, were more likely to feel that the Keys offered good value as a vacation destination both before receiving the information (mean = 4.9) and after receiving the information (mean = 5.3) than those who had not been prompted by seeing a television ad (mean = 4.7 and 48 respectively).

PRICE SENSITIVITY

- Price sensitivity is a variable that measures how likely price is to play a role on the decisions related to making a purchase (Q14d-e). Utilizing the responses to these two questions (potential range of scores was 2 to 14), respondents were divided into the following three perceived price sensitivity groups: Not sensitive (score of 2 to 6), Neutral (score of 7 to 9), and Sensitive (score of 10 to 14) (Table 14).

- Analysis of differences between the three sensitivity groups found no statistical differences in the gender, age, presence of children, households with a minor child or years of education.

- Large statistical differences between the three groups were found for income, with Not Sensitives being more likely to earn more than $100,000 per year (41.6%) than both Neutrals (25.6%) and Sensitives (16.9%) (Table 15).

- Sensitives (mean = 4.1) were also statistically more likely than Not Sensitives (mean = 3.5) to believe that the Keys are too expensive as a vacation destination (Q14c). No differences were found between groups for perceived overall price (Q12a, d), behavioral price (Q13b = effort to purchase) and perceived quality (Q13c) (Table 16).

- Regarding change in perceptions of value prior to receiving the information, and after (Q14a – 14b); no differences were found between the three groups.

- Is worth the cost of lodging (mean = 4.9 vs. 3.8), cost of airfare (mean = 4.1 vs. 3.2), cost of gas and driving (4.0 vs. 3.0), cost of dining out (mean = 4.0 vs. 3.1), and cost of attractions (4.1 vs. 3.2) were significantly more of a factor for Sensitives than Not Sensitives

- Price Sensitives were statistically as likely to have visited the Keys in the past 12 months (51.7%) and to visit within the next three years (77.2%) as Not Sensitives (61.7% and 73.9% respectively) were.

PERCEIVED PRICE

- Perceived price is a measure of how “fair” consumers believe the price of a product is (Q13a & d). Utilizing the responses to these two questions (potential range of scores was 2 to 10), respondents were divided into the following three perceived price groups: unfair (score of 2 to 6), Neutral (score of 7 or 8), and fair (score of 9 or 10) (Table 17).

- Analysis of differences between the three perceived price groups found no statistical differences in their gender, age, presence of children, years of education or income.

- Fairs were statistically more likely to visit the Florida Keys in the next three years (86.1%), than Neutrals (74.7%) and Unfairs (74.6%) (Table 18), and were statistically more likely to have visited in the past 12 months (66.7%) than Unfairs (46.9%).

- Fairs were also statistically more likely than Unfairs and Neutrals to: believe that the Keys are NOT too expensive as a vacation destination (Q14c), perceive the behavioral price (effort to purchase) to be lower (Q13b), the overall quality to be higher (Q13c), the value before receiving the information to be higher (Q14a), and the value after receiving information to be higher (Q14b) (Table 19).

- Similarly, Fairs were also more likely to perceive that the cost of: the places to stay, to travel via air, to travel via car, activities and dining out to be better than Unfairs (Q13) (Table 20).

- It was found that Fairs (9.6%) were more likely to have been prompted by magazine articles to request information than Unfairs (1.6%). Fairs (33.3%) were also more likely to use an Internet Search than either Neutrals (19.6%) or Unfairs (23.8%) (Q2).

- Multiple differences between the three price perception groups were found on the images of the Keys that groups saw in advertising which influenced them to request information. Neutrals (47.1%) were statistically more likely than Unfairs (31.7%) to have seen images related to people relaxing. Fairs were statistically more likely than their counterparts to have seen images related to: Coral reefs/underwater ocean life, people scuba diving, local characters/performing artists, the overseas highway/seven mile or bahia bridge, sunsets, nature/birds/animal life, families vacationing together, historic/cultural places/architecture, local culinary/food images (Table 21).

VISITOR AND NON-VISITOR ANALYSIS

VISITORS

- More than one half (55.8%) of respondents had visited the Florida Keys in the past 12 months (Q15), with the average number of overnight trips being 1.1, and the average number of Day trips being .2 (Q17).

- Key West (79.0%) was the most common area of the Keys that visitors had gone to followed by: Marathon and Vicinity (43.8%) Key Largo (32.0%), Islamorada (31.6%) and the Lower Keys/Big Pine Key (22.8%) (Q16, Table 22).

- The majority of respondents dined out (93.0%), and/or went sightseeing (85.3%) on their most recent trip to the Keys. Other activities that they participated in included: beach activities (60.7%), museums/historic areas (57.7%), viewing wildlife (44.5%), nightlife/went out to bar or club (41.9%), boating (35.7%), snorkeling (27.6%), fishing (26.5%), cultural events (18.8%), Kayaking (11.8%), scuba diving (7.0%), arts (10.3%), Girlfriend getaway/Mancation (4.8%), paddle boarding (3.7%), activities with a pet (3.3%) and wedding/commitment ceremonies (2.9%) (Q18, Table 23).

- The activities participated in (Q18) were factor analyzed to reduce the items. Six distinct factors had at least two activities load on them, while "activities with my pet" and "girlfriend getaway/mancations" were found to be unique items. The six factors found were: active seawater activities (included snorkeling, scuba diving and kayaking); passive seawater activities (boating, fishing and beach activities); cultural activities (visited museums/historic districts, arts and cultural events); sightseeing (sightseeing and attractions and viewing wildlife); niche (paddle boarding and wedding/commitment ceremony); and nightlife (nightlife/went out to a bar or club; and dined out). The resultant factors were put into a regression model to determine which of the three activity clusters were better at predicting: total expenditures, perceived price, and price sensitivity. The regression models predicting perceived price and price sensitivity were not statistically significant while the one for total expenditures was. It was found that passive seawater followed by active seawater and niche activities were the best predictors of total expenditures.

- Respondents' most recent visit to the Keys was on average 6.2 days (Q19), and included a total of 3.6 people and .7 persons under the age of 18 (Q20).

- Of those who traveled to the Keys, and had a minor child (age 17 or younger) in their household (n=41), the majority (n=29 or 70.7%) traveled to the Keys with their child(ren).

- Each visitor group spent approximately $2,443.4, which was an average of $678.72 per person (using 3.63 people per party). The largest average expenditure per visitor group was lodging ($1,042) followed by: food and beverage ($449), shopping ($222), water related activities ($219), transportation ($203), miscellaneous ($157) and land related activities ($146) (Q21, Table 24).

- Visitors agreed (on a scale from 1 very strongly disagree and 7 very strongly agree) that their experiences matched the expectations they had developed from the Florida Keys marketing (mean = 5.2) and that the Florida Keys look like they do in their advertisements (mean = 5.4). Respondents slightly disagreed that the Florida Keys is too expensive for what you get (mean = 3.7), and that they would not have visited the Florida Keys had they not seen advertising about them (mean = 2.6) (Q22, Table 25).

- On a scale from 1 (very dissatisfied) to 7 (very satisfied), overall respondents were satisfied (mean = 4.5) with their most recent visit. They were most satisfied with Key West (mean = 4.3), followed by: Lower Keys/Big Pine Key (mean = 4.3), Islamorada (mean = 4.2), Marathon (mean = 4.2) and Key Largo (mean = 4.0) (Q23, Table 26).

- Mean differences in satisfaction ratings (Q23) between the three perceived price groups (unfairs, neutrals & fairs) was examined with Analysis of Variance (ANOVA). It was found that "fairs" rated their satisfaction with Key West (mean 4.7 vs. 3.9 on a five point scale), the Lower & Big Pine Key (mean = 4.6 vs. 4.0), Islamorada (mean = 4.5 vs. 3.9), and their overall satisfaction with the Keys (mean = 4.7 vs. 4.0) higher than unfairs (Table 27).

- The same analysis as above was also conducted between the three different price sensitivity groups (sensitives, neutrals, and non-sensitives). No statistical differences were found between the groups and their satisfaction with different areas of the Keys.

<u>NON-VISITORS</u>

- On a scale from 1 (strongly disagree) to 7 (strongly agree) the reasons that non-visitors were most likely to agree with for not coming to the Keys in the past year was not having enough time (mean = 4.4) and choosing to go to another destination (mean = 4.4). Other reasons for not visiting included: I was too busy with responsibilities (mean = 4.0), the cost of travel to get there is too high (mean = 3.9), the cost of the vacation is too high (mean = 3.8), I was concerned with the economy (mean = 3.6), did not have adequate information (mean = 3.1) and the Keys are too crowded (mean = 3.0), (Q24, Table 28).

<u>DIFFERENCES BETWEEN VISITORS AND NON-VISITORS</u>

- Visitors were found to have higher annual household incomes (33.8 vs. 18.6% with incomes greater than $100,000) than non-visitors (Q32), while no differences were found in the ages of visitors (mean = 59.5 years) and non-visitors (mean = 60.2 years).

- Non-visitors were more likely than visitors to be prompted to request information on the Keys via magazine ads (16.6% vs. 5.6%), TV ads (12.4% vs. 6.4%) or TV show/news story (8.1% vs. 2.3%) (Q2).

- Visitors were statistically more likely to be influenced to request information about the Keys via images related to the overseas highway/seven mile or Bahia bridge (46.8% vs. 34.1%), while Non-visitors were more likely to be influenced to request information via images related to romantic location/people holding hands (27.3% vs. 14.4%), beaches (65.9% vs. 56.1%) or uncrowded/secluded places (34.6% vs. 19.7%) (Q8).

- Non-visitors and visitors perceived the costs of: lodging, airfare, gas and driving, dining and attractions to be statistically the same.

- Visitors perceived the price of a trip to the Keys (mean = 7.7 vs. 7.3; Q13a & d), and the quality of a Keys vacation (mean = 3.8 vs. 3.6; Q13c) to be statistically better than non-visitors.

DIFFERENCES IN IMAGES AND INFORMATION SOURCES BETWEEN AGE AND INCOME SEGMENTS

DIFFERENCES BETWEEN AGE SEGMENTS

- In order to examine if different segments broken down by age differed in the images of the Keys (Q8), and information sources which prompted them to request information (Q2), respondents were placed into one of three age segments. The three groups were: 49 or younger (= Younger), 50 to 59 (= Middle aged), and 60 and older (= Older). The three groups comprised 15.7%, 32.3% and 52.0% of overall respondents respectively (Table 29).

- It was found that younger respondents were statistically more likely than both middle-age and older respondents to be influenced to request information by images related to: coral reefs/underwater ocean life, people scuba diving, people kayaking, people fishing/charter boats, beaches, families vacationing together, and paddle boarding (Table 30).

- Older respondents were statistically more likely than both middle-aged and older respondents to be influenced by: open blue water/green Islands (Table 30).

- Middle age respondents were statistically more likely than both younger and older respondents to be influenced by Nightlife/live music/Duval Street (Table 30).

- No statistical differences were found between the three age segments and the following images: warm/sunny weather, people relaxing, romantic location/people holding hands, local characters/performing artists, local places you can stay, a chain of Islands off FL coast, the overseas highway/seven mile or Bahia bridge, green travel, sunsets, nature/birds/animal life, historic/cultural places/architecture, local culinary/food images, diversity/gay/lesbian vacationers, uncrowded/secluded places and destination wedding.

- Few differences were found between the age segments and the information sources that prompted them to request information about the Florida Keys (Q2). It was found that middle age respondents were more likely than both younger and older respondents to be influenced to request information via a TV/news story; and that younger and middle age respondents were more likely than older respondents to be influenced by an Internet search (Table 31).

DIFFERENCES BETWEEN INCOME SEGMENTS

- In order to examine if different segments broken down by income differed in their images of the Keys (Q8), and information sources which prompted them to request information (Q2), respondents were placed into one of three income segments. The income cut-offs included: Under $50,000 (= less wealthy), $50,000 to $99,999 (= average), and $100,000 or more (= more wealthy). The three groups comprised 32.8% (n = 137), 40.0% (n = 167) and 27.3% (n = 114) of overall respondents respectively (Table 32).

- Statistical differences in images (Q8) were found between incomes groups were only found for: green travel, and diversity/gay/lesbian vacationers. It was found that less wealthy respondents were more likely than average and more wealthy respondents to be influenced by both images. (Table 33).

- Statistical differences in information sources (Q2) were also found between income groups. It was found that less wealthy (5.3%)

respondents were more likely to be influenced to request than both average (0.6%) and more wealthy (0.9%) respondents by news stories. Average wealthy respondents (29.9%) and wealthy respondents (25.7%) were more likely than less wealthy (16.5%) respondents to be influenced by an Internet search and average wealthy (6.0%) were more likely to be influenced by Google Plus than either less wealthy (0.8%) and wealthy (0.0%) respondents (Table 34).

EFFECT OF THE CURRENT ECONOMY

- The current economy was most likely to have a negative effect (on a scale from 1 affected positively to 7 extremely negatively) on respondents': ability to take vacations without having to worry about finding bargains (mean = 2.9); overall disposable income (mean = 2.9); ability to take long (4+ day) vacations (2.9), how often they want to take trips (mean = 2.80) (Q25, Table 35).

- The current economy has had less of an effect on respondents: ability to travel this year in comparison to last year (mean = 2.7), ability to book vacations further in advance (mean = 2.6, ability to take short (3 days or less) vacations (mean = 2.6) and their ability to take time away from work (mean = 2.5) (Q25, Table 35).

- Statistical differences were found in 5 of the 8 economy items based on gender. It was found that females were more likely than males to have the recent economic crisis affect their ability to: take long vacations, travel this year versus last year, book vacations further in advance, take time away from work, and take vacations without worrying about bargains (Table 36).

- Between age segments it was found that younger respondents' were more likely than older respondents to have the recent economic crisis affect their ability to: take trips as often as they want to, take short (3 days or less) vacations, and travel this year versus last year (Table 37).

- It was further found that more wealthy respondents were less likely to have the following items be affected by the recent economy: household's overall disposable income, ability to take long vacations, ability to travel this year versus last year, ability to book vacations further in advance, ability to take time away from work, and ability to take vacations without worrying about bargains (Table 38).

- No differences were found for any of the economy items between those who had visited, and those who had not visited.

DIFFERENCES BETWEEN 2009 AND 2013 RESULTS

- In comparison to the 2009 respondents, the current study's respondents are on average older (approx. 3 years). Compared to the 2007 results, respondents are now 5 years older. Current respondents also have slightly higher household incomes than 2009. See the last page of Appendix A for all demographics

- Current respondents were less likely to have requested information about Key West (53.9% vs. 60.3), and the Key Largo area (18.3% vs. 25.4%) and much more likely to request information about the Marathon area (27.1% vs. 21.3%) than 2009 respondents.

- Respondents to this year's survey were also more aware that there are five distinct areas of the Florida Keys (55.5% vs. 53.7%) and were more likely to request information via the Internet (23.8% vs. 18.0%) than those in 2009.

- Current respondents were more likely to have requested information about a trip already planned (38.3% vs. 34.2%) and less likely to request information to decide whether to visit (15.6% vs. 19.6%).

- Prior to requesting information, this year's respondents were more likely to have already decided to take a trip to the Keys (72.4% vs. 66.3%) and to have already made the decision where to stay (36.0% vs. 32.5%).

- 2013 respondents requested the information for their trip more weeks in advance of their travel (15.6% vs. 14.0%) than 2009 respondents.

- Gross conversion was higher in 2013 than 2009 (55.8% vs. 47.2%) while net conversion was down (6.9% vs. 7.1%).

- Respondents' perceptions of price and value were almost identical to that in 2009.

- Current respondents (70.7%) who had a child age 17 or younger were much more likely to have traveled with their child/ren than 2009 respondents (47.8%).

- Visitor travel parties in 2013 were larger (3.6 vs. 2.6 people per party) and spent more as a party ($2,443 vs. $2,009) though less per person ($679 vs. $764) than 2009. These numbers include an outlier group, which has likely been responsible for these differences.

- This year's respondents who did not visit were less likely to say they didn't come to the Keys in the last year because they didn't have enough time (4.4 vs. 4.7 on a seven point scale), chose to go to another destination (4.4 vs. 4.7), cost of the vacation is too high (3.8 vs. 4.3) or because they were concerned about the economy (3.6 vs. 4.5) than 2009 respondents.

- Much fewer differences were found for respondents from different age and income segments this year in comparison to 2009, suggesting that age and income are becoming less likely to predict inquirer's behaviors.

- All numbers related to the effect of the current economy were better in 2013 than 2009, showing that respondents are less likely to have the economy be detrimental to their planning behaviors.

SUMMARY

The "average" information requester was 59 years old, had gone to college, was white, and had a median income of $50,000 to $99,999. They were most likely to have requested information about Key West and were prompted to request information from either an Internet Search or their friends/family. They requested the information almost four months in advance of their visit or intended visit. The key images which enticed them to inquire were: warm, sunny weather; sunsets; beaches; and open, blue water, green islands.

While most of the respondents felt the information they received was effective, the majority (72.4%), had made their decision to visit prior to requesting information (they knew they were coming, but were seeking additional information for their trip). The gross conversion was quite high (55.8%), while the percentage of respondents who were influenced by the information and visited (17.2%) was similar to other destinations, and the net conversion was low (6.9%). This low net conversion was mostly due to the majority of respondents having made the decision to visit prior to requesting information.

The cost of lodging was the most discouraging expense to respondents, while the cost of airfare was believed to be the fairest expense. Perceptions of value slightly improved after respondents received the information requested, and television ads were most likely to give a sense of value.

The majority of respondents classified themselves as moderate spending travelers (61.6%) while fewer classified themselves as budget (28.2%) or upscale (6.9%) travelers. Upscale travelers were less likely to have the costs of lodging, airfare, cost of gas, dining out and attractions be a factor when traveling than budget travelers.

Not surprisingly, respondents with lower incomes were more likely to be price sensitive (= make purchase decisions based on price), yet no differences were found between the sensitivity groups and their gender, age, and presence of children. Price sensitives were more likely to have the cost of lodging, airfare, gas and driving, dining out and attractions to be a factor when making purchase decisions than less price sensitive respondents.

Respondents who perceived the price to be unfair (unfairs) were demographically the same as respondents who perceived the price to be fair (fairs), yet those who perceived the price to be fair were more likely to have visited and to visit in the future. Fairs also felt that virtually all prices related to taking a trip to the Keys were not too expensive. Further, fairs were more likely than unfairs to be influenced to request information by images of: coral reefs/underwater ocean life; people scuba diving; local characters/performing artists, the overseas highway/seven mile or Bahia bridge, sunsets, nature/birds/animal life, families vacationing together, historic/cultural places/architecture and local culinary/food images. While no differences were found in other sources of media, fairs were more likely than their counterparts to have been prompted to request information about the Keys from magazines.

More than one half (55.8%) of inquirers had visited the Keys in the past 12 months, while 82 percent of all respondents planned on visiting within the next three years. Of the five regions of the Keys, visitors were most likely to visit Key West. On average visitors stayed almost one week in the Keys (6.2 days), and traveled with 3.6 people (including .7 children). The average total expenditures per visitor group was $2,443, with lodging making up 42.0 percent of these expenses. Price was perceived to play less of a role for non-visitors not visiting the Keys than not having enough time, choosing to go to another destination, and being too busy. Those who did visit were found to be wealthier than those who did not visit.

Younger respondents (age 49 or younger), were more likely influenced by the images of: coral reefs/underwater ocean life, people scuba diving, people kayaking, people fishing, beaches, families vacationing together and paddle boarding (Table 30). Conversely, older respondents (60 or older) were more likely than both middle-aged and younger respondents to be influenced by open blue water/green islands. Middle aged respondents were more likely than both younger and older respondents to be influenced by nightlife/live music/Duval Street.

Less wealthy respondents (less than $50,000) were found to be more likely than both average ($50,000 to $99,999) and more wealthy ($100,000 or more) respondents to be prompted to request information based on images of: green travel and diversity/gay/lesbian vacations. Additionally, less wealthy respondents were more likely to be influenced to request information via news stories; while wealthy respondents were more likely to be influenced by an Internet search.

The current economy was found to have much less of an effect on people's ability to take a vacation this year than in 2009. The current economy was most likely to affect respondents' ability to take a vacation without having to worry about finding bargains, overall disposable income and ability to take long vacations. It was also found that females, younger respondents and less wealthy respondents were more likely to be affected by the current state of the economy than their counterparts.

Finally, the current respondents were slightly older and wealthier than 2009 respondents. Additionally, current respondents were considerably more likely to visit the Keys in the next year than 2009 respondents. For current respondents who visited; their trips were longer, they traveled with more people, and spent more per visitor group than visitors in 2009.

RECOMMENDATIONS

- With the response rate dropping for the second consecutive time (2013 vs. 2009 and 2007), it is becoming more difficult to get a viable sample. It is recommended that efforts be made to collect e-mails from inquirers so that future studies can use e-mail to either collect all the data, or to at least have a backup plan for the mail survey. This would likely greatly reduce the costs of conducting this type of analysis.

- The respondents to this study are becoming older, and are now five years on average older than those who responded to the 2007 study. This suggests that the market for the information being requested is aging. Thus, information provided to requesters needs to be made age appropriate. This would entail catering the information to the desires of older potential visitors such as utilizing marketing images more relevant to seniors and ensuring that fonts are not too small.

- There was a fairly large shift in the areas that respondents both requested information for, and where they actually traveled. The Marathon area saw a large increase in attention, while Key Largo saw a large drop. This could in part be due to Key Largo being the area that visitors have been least satisfied with. Follow-up inquiry is needed to know why this has occurred. This research should examine what it is about Marathon that has become more appealing, and what it is about Key Largo that has become less appealing.

- With a vast majority of requesters having already made the decision to visit the Keys prior to requesting information (largest cause of the low net conversion), it is recommended that disseminated information be geared towards extending requesters stays, since they are already planning on coming. This could be done by highlighting lesser known attractions and activities, and by giving value (usually discounts) for extended stays. It also suggests that the requesters are in need of information related to what to do during their time in the Keys. The development of a GPS enabled app could be used to add value to the information requested. The app could give specific recommendations based on where the person using it was located in the Keys.

- Visitors are now requesting the information almost four full months in advance. This makes it more difficult to keep requested information current, and to know specifically what events might be happening once requesters get to the Keys. Another advantage of collecting inquirers' e-mail addresses (as per the above) would be the ability to send them e-mails about upcoming events, specials, etc. during the weeks/months after their inquiry.

- The most common images that influenced responders to request information include: warm, sunny weather; sunsets; beaches and open blue water/green islands. These are likely the main attributes of the Keys that formulate inquirers perceived image of a vacation there. While these should be included in all advertising materials, they are also not activity/behavioral images. Since most inquirers who end up visiting the Keys had already made their vacation decision prior to requesting, images should also focus on seawater activities, specific culinary experiences and other activities that might entice visitors to stay longer/spend more.

- With more inquirers planning on visiting the Keys in the next year, and few doubting they will ever visit the Keys, even those who were not converted initially desire to visit the Keys in their future. It is recommended that part of receiving information include opting into the provision of follow-up information about the Keys. Inquirers could receive quarterly newsletters stating what’s happening in the Keys, and be pronounced part of a special group of followers of the Keys.

- Lodging has become the main cost effecting inquirers to NOT visit the Keys in the next year. It is thus recommended that packages be promoted which include lodging such that potential visitors are shown an overall value of visiting the Keys beyond their perceptions that hotels cost too much.

- The majority of respondents classified themselves as moderate spenders or budget spenders, while few classified themselves as upscale spenders. This suggests that most inquirers are seeking value in a vacation to the Keys and that information provided should stress the quality you can receive for the price paid for vacationing in the Keys.

- When activities participated in were grouped, it was found that 6 distinct activity factors emerged while “activities with my pet” and “girlfriend getaways/mancations” were unique activities. These activity factors included: active seawater activities, passive seawater activities, cultural activities, sightseeing, niche and nightlife. Both of the seawater activities were found to include visitors who spent the most, suggesting that both active and passive seawater activities should be included in promotional materials. Further, with only three distinct factors being found in the 2009 study, it suggests that new activity based markets are forming, and that current visitors are less homogeneous in the activities they choose.

- Current respondents stayed in the Keys for a longer duration (6.2 days) and were more likely to travel with a minor child than in 2009. This reveals that visitors need additional activities during their stay and are more likely to need family recreational types of activities to participate in. Thus, promotional materials should include these types of activities.

- The reasons that non-visitors gave for not visiting the Keys in the past year have all become considerably less relevant since 2009. This suggests that non-visitors are less constrained and are more likely to want to visit the Keys in the future. This further reveals the need to not give up on non-visitors, and to continue to feed them pertinent information about the Keys.

- Non-visitors were more likely to be prompted to request information from traditional media sources (TV/Magazine ads) and were more likely to be influenced by “fantasy” type images (romantic location/people holding hands; beaches, uncrowded/secluded places) than visitors. This suggests that traditional media sources are not as effective at converting people to visit, and that fantasy images assist in getting inquirers, but also are not effective at converting people to visit. Thus, it is proposed that fewer resources be utilized on traditional media and more be spent on non-traditional (i.e., the Internet) and that more practical images be used (i.e., those showing actual events, attractions, hotels and restaurants).

- Fewer differences were found based on age and income in this study compared to 2009, suggesting that demographic data is becoming less useful. Yet, multiple differences were still found between age groups, based on the images that influenced them to request information. These findings suggest that promotional materials for younger inquirers should include images related to activity; for middle aged respondents nightlife, and for older respondents open blue water/green islands.

- The Internet has become much more relevant as a source of information and as the medium which prompted people to request information. With other media sources becoming less effective in this year’s study compared to 2009, it is suggested that digital promotion be enhanced. This should include a presence in both social and mobile media outlets.

- The current economy has also become much less of a deterrent to travel planning than it was in 2009. This suggests that consumer confidence is increasing which should lead to future demand. This latent demand was revealed with more people stating they expect to visit the Keys in the next year, and few saying they don’t plan on visiting the Keys in the future. This makes it even more critical to understand where and how to promote the Keys, if market share is to be gained.

- Finally, current respondents feel that the cost to fly to the Keys is less worth the cost, and the cost to drive is more worth the cost than past respondents. These findings suggest, that in the short term, advertising to the drive market (within a one day's drive) is more likely to be lucrative. This phenomenon should be monitored over time, to ensure that when the trend starts to change, that the Keys do not lose market share to fly markets.

TABLES & FREQUENCIES

Table 1
Areas of the Keys They Requested Information on (Q1)

Question	%[1]	Rank
Key West	53.9%	1
All Areas Combined	34.2%	2
Marathon Area	27.1%	3
Islamarada Area	19.8%	4
Key Largo Area	18.3%	5
The Lower Keys and Big Pine Key	16.9%	6
Don't Recall	2.2%	7

[1]Percentages will not total 100% as more than one item could be selected

Table 2
What Prompted You to Request Information on the Florida Keys? (Q2)

Question	%[1]	Rank
Friend or Family Member	32.6%	1
Internet Search	23.8%	2
Other	23.0%	3
Travel Guide/Travel Book	15.1%	4
Magazine Article	10.2%	5
Television Ad	9.0%	6
Magazine Ad	5.3%	7
TV Show/TV News Story	4.9%	8
Trip Advisor	3.5%	9
Google Plus	2.6%	10
Travel Agent	2.0%	11
Newspaper Story	1.8%	12t
Don't Recall	1.8%	12t
FL Keys App	1.6%	14
Facebook Page	1.4%	15
Newspaper Ad	1.2%	16
Youtube Channel	0.8%	17
Web Banner/Internet Ad	0.6%	18t
Radio Ad	0.6%	18t
Email Blast	0.2%	20t
Twitter	0.2%	20t

[1]Percentages will not total 100% as more than one item could be selected

Table 3
Other Reasons Given for Requesting Information (Q2b)

- 20th Ann. trip
- A dream that I have
- Adult children and we are going for vacation
- Always enjoyed Key West
- Always wanted to go
- Always wanted to go. Didn't trust going back to Mexico.
- Always wanted to visit
- Been there before
- Been there, want to go again
- Bluegreen has a resort there
- bucket list
- Bucket list
- Business trip to area
- Called Chomber
- Car club trip request
- College
- Cruise port
- Cruises
- curiosity - big Florida fans
- Daughter was looking for a place for family reunion
- Daughter's wedding
- Decided to go for a vacation
- Desire to revisit
- Dive trip
- Don't interest relocation
- Drove by
- Ernest Hemingway's life on Key West
- Family reunion
- Fishing and diving shows
- Former resident of Key West
- Friends
- Go to the Key's every year
- Going on vacation & have never been there before
- Going on vacation preparation
- Going there in vacation
- Going to visit family
- Had a great time on our last visit
- Had vacations planned with our time share
- Have "visited" , Keys 4 times
- Have been there before, needed more info.
- Have not been there
- Have visited before
- Husband talked about his years in navy during the 60's
- I have always been interested in seeing the Keys, the TV just helped
- I have been there many times
- I have relatives in homestered
- I have visited there twice and planned a trip with girlfriends who have never been.

- I use to live there and wanted updated info
- I was in Key West in the navy + wish to return
- I was in the Keys in 04 and would love to go back
- I was there when I was very young
- Info. for my clients
- Interest for vacation
- Jan 2013 business convention site
- Jimmy Buffet
- Jimmy Buffet / Howard Livingston
- Jimmy Buffett!
- Just always wanted to see
- Just want to see area
- Lived in Key West 44 years ago
- Location
- Long time desire to visit
- Looked for a place to get ski
- Looking to vacation in winter
- Loved the keys, have travelled there since childhood
- Most enjoyable vacation site
- My own initiative
- Myself
- Needed Hotel Information
- Ongoing interest in visit
- Only visited for a short time. Like to know more
- Overseas hwy on history channel
- Panning trip
- Past Travel
- Past visit
- Personal knowledge, I wanted to bicycle
- Personal request
- Pinterest
- Plan to visit in the Fall
- Plan trip to the Keys
- Planed trip to Keys
- Planned a vacation at Key largo
- Planned Trip around the state
- Planned vacation
- Planned vacation Info
- Planning a trip
- Planning a vacation and wedding anniversary
- Planning Bill Fish trip and or Grouper Fishing
- Planning our vacation
- Planning to move to Keys
- Planning vacation always wanted to go
- Port of Florida I wanted to visit
- Previous 1/2 da. visit
- Previous experience
- Previous travel
- Previous trips to Florida Keys
- Previous visit

- Previous Visit
- Prior Key West/ Keys visitors
- Prior vacation
- Prior visit
- Repeat visits want to explore other areas
- Revisit
- Revisit after many years
- RV going south for winter
- Self
- Self Interest
- Some places wanted to see
- Son's spring break
- Son's wedding
- Special vacation - been there before
- The urge
- Thought we might visit during of Feb-Mar 2013
- To attend an event
- To plan a vacation
- To purchase a home
- Travel Guide Book
- Travel Show
- Travel to
- Traveled there many times
- Travelled to Key West before and loved the keys
- Trip planning
- Upcoming visit
- Upcoming vacation
- Use to have my boat
- Vacation / Wedding Attendance
- Vacation choice
- Vacation for 9 people
- Vacation time
- Vacation to FL always/ Wanted to go there
- Vacation with blue green club
- Visit
- Visit to keys
- Visited area years ago
- Visited before
- Visited big pine 1998
- Visited Feb-Mar 2013 want to visit again in 2014
- Visited in 2010 & want to visit again
- Visited information center on previous trip
- Visited previously
- Visited Previously
- Wanted info. on relocating to Keys, relations, etc
- Wanted to go
- Wanted to go on a vacation-we have never been there - KW has a great reputation and we wanted to see it
- Wanted to go there
- Was never there

- Was planning a trip there
- Was stationed in Boca Chica in Navy
- Was stationed there
- Was there Before!
- We are former visitors - wanted more info on local businesses
- We are planning a trip
- We did a vacation trip to Key West and the Isle. I have a potential business interest.
- We have always visited the Key. I knew about chamber of commerce
- We have come to the Keys many times and were looking for winter rental
- We live in FL
- We own property on Marco Island
- We planned a trip, I wanted more info
- We wanted to visit the Keys
- We were there but now more info
- Web cams
- Wedding
- Went there on vacation since childhood
- Went to college in FLA.
- While there - planning next year
- Wife's Birthday
- We have a wedding in Marathon

Table 4
Statements That Best Describe Why Respondents Requested Information (Q4)

Question	%[1]	Rank
To plan a trip to the Florida Keys & Key West	65.0%	1
To learn about the Florida Keys & Key West	41.1%	2
To get information about a trip already planned	38.3%	3
To decide whether to visit	15.6%	4
To compare costs with other places	14.0%	5
Just for fun	9.5%	6
Other	4.7%	7

[1]Percentages will not total 100% because more than one item could be selected

Table 5
Other Reasons Given for Requesting Information from the Florida Keys

- Bather information for a friend in the Netherlands/ Planning a trip to the USA
- Being a budget, cost was important of places to stay
- Boat Rides
- Call me and I'll gladly explain
- Car club trip
- College
- Compare Hotel Prices
- Cruise to Key West
- Daughter's wedding
- Discount Coupons
- Family Wedding
- Fishing Charter
- Fishing for Tarpon (Flyrod)
- For bicycle
- Hoping for discount
- I have been to the Keys numerous times before I was named + I love the Keys. Time to convince my husband + now & children It is a worthy vacation spot.
- I want to go back very much
- Info. on fishing Charter
- Interest in relocating
- Just wanted "update" info.
- Learn about attractions
- Looking for Pet friendly locations
- My father wanted to know too
- My wedding
- Needed details on where to stay
- Nostalgia
- Perhaps Future Relocation
- Planning on moving to the Keys
- Police (Junior Jerks) don't build their ego by messing with customers
- Possibly to move - relocate
- Purchasing another home
- Real Estate
- Real Estate / Relocation / General Interest
- See if any specials were going on (price cuts)
- Spring vacation - need area warm and be able to swim in the ocean
- Swim with dolphins
- To decide whether to move there
- To enjoy the hydro instead of driving
- To plan the trip
- To possibly retire there
- To relocate
- Want more RV park info
- Wanted names of Keys relators, info. on the various Keys community base; local business, govt.
- Wanted to see Key West
- Was there before!
- Wedding trip

Table 6
Decisions that had Been Made Prior to Requesting Information (Q6)

Question	%[1]	Rank
To take a trip to the Florida Keys and Key West	72.4%	1
To take a pleasure trip away from home	61.4%	2
Duration of pleasure trip (# of days)	38.2%	3
Where to stay	36.0%	4
When to take a pleasure trip	33.7%	5
What recreation activities to participate in	21.8%	6
How much to spend	15.7%	7
Other	5.5%	8

[1]Percentages will not total 100% because more than one item could be selected

Table 7
Other Decisions that had been made Prior to Requesting Information (Q6)

- 25th Wedding Anniversary Celebration
- Amount of time to get there for the alocates to request
- Beach area (Direct Access)
- Colleges
- Combo choice
- Cost of lodging
- Discount coupons
- Family plans had been made
- Family Wedding
- Fish
- Gay activities
- Honey mean
- I new that I only could stay for 4 days
- I was definitely going fishing
- Info. was for a friend
- Limo service, to where
- Love the Keys
- Moving to the Keys
- None of above
- Nothing to do while there
- Pet friendly locations
- Planned to visit friends in Central Florida
- Possibly stay 2 months

Table 8
Evaluations Related to Feelings about Key West Marketing (Q7)

Question	Score[1]	Rank
The marketing that I have seen for the FL Keys is relevant to my interests	4.6	1
The marketing that I have seen for the Florida Keys is very effective	4.5	2
The marketing that I have seen for the FL Keys influenced me to request	4.3	3t
The info I received from the FL Keys influenced my decision to travel there	4.3	3t
The marketing for the Florida Keys & Key West is easy to forget	3.4	5

[1]On a scale of 1 (Strongly Disagree) to 4 (Neutral) to 7 (Strongly Agree)

Table 9
Images of the Keys that Influenced the Information Request (Q8)

Question	%[1]	Rank
Warm, sunny weather	71.5%	1
Sunsets	62.8%	2
Beaches	60.4%	3
Open blue water, green islands	50.1%	4
People relaxing	42.0%	5
Coral Reefs, underwater ocean life	40.9%	6t
Local places you can stay	40.9%	6t
The overseas highway, Seven Mile…	40.9%	6t
Historic cultural places; architecture	39.9%	9
Nature, birds, animal life	38.3%	10
A Chain of Islands flowing off S. FL	36.1%	11t
Local culinary/food images	36.1%	11t
People scuba diving or snorkeling	27.4%	13
Nightlife/live music/Duval Street	26.3%	14t
Un-crowded, secluded places	26.3%	14t
People fishing/Charter boats	25.5%	16
Families vacationing together	23.0%	17
Romantic locations/…holding hands	20.5%	18
Local characters, performing artists	18.7%	19
People kayaking	13.8%	20
Paddle Boarding	6.6%	21
Diversity, gay & lesbian tourists	5.5%	22
Destination wedding	4.5%	23
Green travel	2.9%	24

Table 10
Computation of Gross Conversion, Influenced Visitors & Net Conversion

Question	%
Gross Conversion	55.8%
Influenced visitors	17.2%
Net Conversion	6.9%

Table 11
Effect of Different Costs on Decision not[1] to Visit the Keys in the Next Year (Q11)

Question	Score[2]	Rank
Cost of lodging	4.4	1
Cost of dining out in the Keys	3.7	T2
Cost of airfare to the Keys	3.7	T2
Cost of attractions in the Keys	3.7	T2
Cost of gas and driving to the Keys	3.6	5

[1]Only includes persons not intending to visit the Keys in the next year
[2]On a scale of 1 (Not at all a factor) to 4 (Neutral) to 7 (Very much a factor)

Table 12
Cost Perceptions of Upscale, Moderate and Budget Travelers

Costs Categories	Type of Traveler	Non-Factor	Neutral	Factor
Lodging Costs	Upscale	40.6%	28.1%	31.3%
	Moderate	30.8%	33.2%	36.0%
	Budget	13.5%	31.0%	55.6%
Gas/Driving Costs	Upscale	56.7%	26.7%	16.7%
	Moderate	46.9%	35.0%	18.1%
	Budget	19.8%	39.7%	40.5%
Dining	Upscale	54.8%	35.5%	9.7%
	Moderate	40.1%	43.9%	16.0%
	Budget	19.8%	40.5%	39.7%
Attractions Costs	Upscale	50.0%	40.6%	9.4%
	Moderate	39.9%	41.3%	18.9%
	Budget	18.0%	42.6%	39.3%
Airfare	Upscale	41.9%	41.9%	16.1%
	Moderate	41.5%	31.3%	27.2%
	Budget	38.0%	33.0%	36.5%

Table 13
Agreement with Different Statements related to Costs (Q13e-i)

Question	Score[1]	Rank
Includes activities worth the cost to do	3.74	1
Offers dining out at fair prices	3.71	2
Is worth the cost to the places to stay	3.60	3
Is worth the cost to travel to via car	3.59	4
Is worth the cost to travel to via air	3.32	5

[1]On a scale from 1 (Definitely False) to 3 (Unsure) to 5 (Definitely True)

Table 14
Price Sensitivity Groups (Q14d- e)

Question	n[1]	%
Not Sensitives (6 or less[2])	138	28.7%
Neutrals (7 to 9[2])	170	35.3%
Sensitives (10 or more[2])	173	36.0%

[1]n = the number of persons in that group
[2]Using a two item, 7-point scale (summed) with 1 (Very Strongly Disagree) to 4 (Neutral) to 7 (Very Strongly Agree)

Table 15
Differences in Household Income between Price Sensitivity Groups

Income Categories	Not Sensitives	Neutrals	Sensitives
Less than $25,000	5.0%	7.4%	16.9%
$25,000 to $49,999	10.8%	21.6%	33.8%
$50,000 to $99,999	42.5%	45.3%	32.4%
$100,000 to $149,999	30.8%	16.2%	12.0%
$150,000 to $199,999	5.8%	4.7%	3.5%
$200,000 or more	5.0%	4.7%	1.4%
TOTAL	100%	100%	100%

*the similarities in many of the cells are coincidental

Table 16
Differences in Various Evaluations between Price Sensitivity Groups

Evaluation	Not Sensitives	Neutrals	Sensitives
As a vacation destination, the Keys are too expensive	3.5[a]	4.0[b]	4.1[c]
Perceived price	7.6	7.4	7.7
Is easy to purchase	4.0	3.8	4.0
Is outstanding quality	3.8	3.6	3.9

*means with different letters, are statistically ($p < .05$) different

Table 17
Perceived Price Groups (Q13a & d)

Question	n[1]	%
Unfairs (9 or less[2])	128	26.9%
Neutrals (10 or 11[2])	231	48.6%
Fairs (12 or more[2])	116	24.4%

[1]n = the number of persons in that group
[2]Using a three item, 5-point scale (summed) with 1 (Definitely False) to 3 (Neutral) to 5 (Definitely True)

Table 18
Likelihood of Visit in the Next Three Years (Q9)

Variable	Unfairs	Neutrals	Fairs
Probably visit the Keys in the next year	40.2%	43.7%	56.5%
Likely go to the Keys in the next three years	34.4%	31.0%	29.6%
Likely to in the future, but not in next three years	17.2%	17.5%	9.6%
Doubt I will ever visit the Keys	8.2%	7.9%	4.3%
TOTAL	100.0%	100.0%	100.0%

Table 19
Differences in Various Evaluations between Perceived Price Groups (Q13 & Q14)

Evaluation	Unfairs	Neutrals	Fairs
As a vacation destination is too expensive	4.7[a]	3.8[b]	3.1[c]
Perceived behavioral price	3.3[a]	3.9[b]	4.5[c]
Perceived quality	3.1[a]	3.7[b]	4.5[c]
Perceived value before purchasing	4.1[a]	4.7[b]	5.6[c]
Perceived value from information received	4.0[a]	4.8[b]	5.9[c]

*means with different letters, are statistically ($p < .05$) different

Table 20
Differences in Various Costs between Perceived Price Groups (Q13)

Evaluation	Unfairs	Neutrals	Fairs
Worth the cost of the places to stay	2.7[a]	3.7[b]	4.4[c]
Worth the cost to travel via air	2.8[a]	3.4[b]	3.9[c]
Worth the cost to travel via car	3.2[a]	3.5[b]	4.1[c]
Includes activities worth the cost to do	3.2[a]	3.7[b]	4.4[c]
Offers dining out at fair prices	3.0[a]	3.7[b]	4.4[c]

*means with different letters, are statistically ($p < .05$) different

Table 21
Differences between Perceived Price Groups and Images in Ads which Influenced them to Request

Image	Unfairs	Neutrals	Fairs
People relaxing	31.7%	47.1%	42.1%
Coral reefs, underwater ocean life	32.5%	43.0%	48.2%
People scuba diving	20.8%	27.8%	35.1%
People kayaking	13.5%	11.0%	17.5%
People fishing/Charter Boats	23.0%	25.6%	29.8%
Romantic location/people holding hands	21.6%	18.5%	23.7%
Local characters, performing artists	11.9%	18.4%	27.2%
Local places you can stay	36.5%	39.5%	49.1%
A chain of Islands flowing off S. FL coast	31.7%	35.1%	43.9%
The overseas highway, seven mile or bahia…	31.7%	38.6%	58.4%
Green travel	2.4%	2.6%	3.5%
Beaches	54.0%	61.8%	65.8%
Sunsets	54.0%	66.7%	67.5%
Nature, birds, animal life	29.4%	35.7%	54.4%
Families vacationing together	15.9%	21.5%	33.3%
Historic, cultural places; architecture	32.5%	41.4%	48.2%
Local culinary/food images	29.4%	35.1%	46.5%
Diversity, gay and lesbian vacationers	4.8%	4.8%	7.0%
Open blue water, green islands	44.4%	50.0%	57.9%
Nightlife/ live music/ Duval St.	19.2%	28.1%	30.7%
Un-crowded, secluded places	23.8%	28.5%	25.4%
Destination wedding	4.0%	3.9%	6.1%
Paddle Boarding	5.6%	5.3%	9.6%

Table 22
Areas of the Keys Visitors Stayed (Q16)

Area	%[1]	Rank
Key West	79.0%	1
Marathon & vicinity	43.8%	2
Key Largo & vicinity	32.0%	3
Islamorada & vicinity	31.6%	4
Lower Keys & Big Pine Key	22.8%	5

[1]Percentages will not total 100% because more than one item could be selected

Table 23
Activities Visitors Participated in During Their Stay (Q18)

Area	%[1]	Rank
Dined out	93.0%	1
Sightseeing & attractions	85.3%	2
Beach activities	60.7%	3
Visited museums/historic areas	57.7%	4
Viewing wildlife	44.5%	5
Night life, went out to bar or club	41.9%	6
Boating	35.7%	7
Snorkeling	27.6%	8
Fishing	26.5%	9
Cultural events (festivals, art shows, etc.)	18.8%	10
Kayaking	11.8%	11
Arts	10.3%	12
Scuba diving	7.0%	13
Girlfriend getaway/Mancation	4.8%	14
Paddle boarding	3.7%	15
Activities with a pet	3.3%	16
Wedding/commitment ceremony	2.9%	17

[1]Percentages will not total 100% because more than one item could be selected

Table 24
Amount of Travel Party Spent on Most Recent Trip to the Keys (Q21)

Expense	Money Spent	Rank
Total Lodging (including camping)	$1,042	1
Food and beverage	$449	2
Shopping (clothing, souvenirs, etc.)	$222	3
Water related activities (fishing, boating, etc.)	$219	4
Transportation (parking, rental, etc.)	$203	5
Miscellaneous (all other spending)	$157	6
Land related activities (tours, museums, etc.)	$146	7
TOTAL SPENDING	**$2,443**	

Table 25
Evaluations Related to Feelings about Key West Marketing/Advertising (Q22)

Question	Score[1]	Rank
The Florida Keys and Key West look like they do in advertisements	5.4	1
My FL Keys experience matched expectations from marketing	5.2	2
Based on experience, a FL Keys vacation is too expensive for what you get	3.7	3
Would not have visited the Keys if had not seen advertising about them	2.6	4

[1]On a scale of 1 (Strongly Disagree) to 4 (Neutral) to 7 (Strongly Agree)

Table 26
Satisfaction with Areas of the Keys Visited (Q23)

Area	Rating	Rank
Key West	4.3	T1
Lower Keys & Big Pine Key	4.3	T1
Islamorada	4.2	T3
Marathon	4.2	T3
Key Largo	4.0	5
Florida Keys Overall	**4.5**	

[1]On a scale of 1 (Very Satisfied) to 3 (Neutral) to 5 (Very Dissatisfied)

Table 27
Differences between Perceived Price Groups and Satisfaction with Different Areas of the Keys (Q23)

Image	Unfairs	Neutrals	Fairs
Satisfaction with Key West	3.9[a]	4.3[b]	4.7[c]
Satisfaction with Lower Keys/Big Pine Key	4.0[a]	4.2[b]	4.6[c]
Satisfaction with Marathon	4.0[a]	4.3[b]	4.4[c]
Satisfaction with Islamorada	3.9[a]	4.0[b]	4.5[c]
Satisfaction with Key Largo	3.9[a]	4.0 [b]	4.3[c]
Overall Satisfaction	4.0[a]	4.4[b]	4.8[c]

[1]On a scale of 1 (Very Satisfied) to 3 (Neutral) to 5 (Very Dissatisfied)
*means with different letters, are statistically ($p < .05$) different

Table 28
Factors which Influenced not Visiting the Keys (Q24)

Area	Rating	Rank
I chose to go to another destination for a trip	4.4	T1
I did not have time	4.4	T1
I was too busy with work responsibilities	4.0	3
The cost of travel to get there is too high	3.9	4
The cost of vacationing there is too high	3.8	5
I was concerned about the economy	3.6	6
I did not have adequate information	3.1	7
The FL Keys and Key West are too crowded	3.0	8

[1]On a scale of 1 (Strongly Disagree) to 4 (Neutral) to 5 (Strongly Agree)

Table 29
Respondents Broken Down By Age

Question	n[1]	%
Younger (49 or younger)	74	15.7%
Middle-aged (50-59)	152	32.3%
Older (60 or older)	245	52.0%

[1]n = the number of persons in that group

Table 30
Differences in Images that Influenced information Request between Age Segments

	Younger	Middle-aged	Older
Warm sunny weather	73.0%	77.2%	67.9%
People relaxing	40.5%	50.3%	38.9%
Coral Reefs, underwater ocean life	50.0%	49.0%	33.8%
People scuba diving	37.8%	33.8%	20.9%
People Kayaking	18.9%	18.1%	8.8%
People fishing/Charter Boats	37.8%	31.5%	17.2%
Beaches	68.9%	69.1%	51.2%
Families vacationing together	37.8%	24.8%	17.1%
Open blue water, green islands	62.2%	59.1%	42.1%
Paddle Boarding	16.2%	6.0%	3.3%

Table 31
Differences in Sources that Prompted Information Request between Age Segments

	Younger	Middle-aged	Older
Internet Search	33.3%	32.0%	16.4%
Friend or family member	23.6%	32.7%	35.2%
Travel guide/book	18.1%	13.3%	15.2%
TV ad	12.5%	11.3%	7.4%
Magazine ad	6.9%	12.0%	10.2%
Magazine article	2.8%	5.3%	6.6%
Newspaper ad	1.4%	1.3%	1.2%
Newspaper story	0%	0.7%	3.3%
TV show/news story	5.6%	8.7%	2.9%
Travel agent	0%	2.0%	2.5%
Trip advisor	5.6%	5.3%	2.0%
Web banner/Internet ad	0%	0.7%	0.4%
Google plus	2.8%	4.0%	2.0%
Twitter	0%	0%	0.4%
Facebook page	2.8%	2.0%	0.8%
Youtube channel	1.4%	0.7%	0.8%
FL Keys app	0%	3.3%	1.2%
Email blast	0%	0%	0.4%
Radio ad	0%	0.7%	0.8%
Other	29.2%	22.0%	21.3%

Table 32
Respondents Broken Down By Household Income

Question	n[1]	%
Less wealthy (Under $50,000)	137	32.8%
Average ($50,000 to $99,999)	167	40.0%
More wealthy ($100,000 or more)	114	27.3%

[1]n = the number of persons in that group

Table 33
Differences in Images that Influenced information Request between Income Segments

	Less Wealthy	Average	More Wealthy
Green Travel	5.1%	1.2%	0.9%
Diversity, gay and lesbian vacationers	9.5%	3.0%	3.6%

Table 34
Differences in Sources that Prompted Information Request between Income Segments

	Less Wealthy	Average	More Wealthy
Internet search	16.5%	29.9%	25.7%
Newspaper story	5.3%	0.6%	0.9%
Google plus	0.8%	6.0%	0%

Table 35
Effect of the Current Economy (Q25)

Area	Rating	Rank
Household's overall disposable income	2.93	1
Ability to take vacations w/o having to worry abou finding bargains	2.86	2
Ability to take long (4+ day) vacations	2.85	3
How often you want to take trips	2.80	4
Ability to travel this year in comparison to last year	2.70	5
Ability to book vacations further in advance	2.66	6
Ability to take short (3 days or less) vacations	2.63	7
Ability to take time away from your work	2.54	8

[1]On a scale of 1 (Positively Affected) to 7 (Extremely Negatively Affected)

Table 36
Effect of the Current Economy based on Gender

Area	Males	Females
Household's overall disposable income	2.85	2.98
How often you want to take trips	2.70	2.87
Ability to take short (3 days or less) vacations	2.54	2.69
Ability to take long (4+ day) vacations	2.68	2.98
Ability to travel this winter in comparison to last winter	2.58	2.78
Ability to book vacations further in advance	2.54	2.76
Ability to take time away from work	2.37	2.66
Ability to take vacations without worrying about bargains	2.70	2.98

[1]On a scale of 1 (Positively Affected) to 7 (Extremely Negatively Affected)

Table 37
Effect of the Current Economy based on Age

Area	Younger	Middle Aged	Older
How often you want to take trips	2.69	2.84	3.04
Ability to take short (3 days or less) vacations	2.52	2.66	2.99
Ability to travel this winter vs. last winter	2.61	2.71	2.93

[1]On a scale of 1 (Positively Affected) to 7 (Extremely Negatively Affected)

Table 38
Effect of the Current Economy based on Income

Area	Less Wealthy	Average	More Wealthy
Household's overall disposable income	2.74	2.83	3.18
How often you want to take trips	2.65	2.77	2.89
Ability to take short (3 days or less) vacations	2.50	2.58	2.78
Ability to take long (4+ day) vacations	2.65	2.77	3.07
Ability to travel this winter vs. last winter	2.53	2.61	2.99
Ability to book vacations further in advance	2.38	2.58	2.95
Ability to take time away from work	2.38	2.46	2.78
Ability to take vacations without worrying about bargains	2.68	2.75	3.17

[1]On a scale of 1 (Positively Affected) to 7 (Extremely Negatively Affected)