

## **Visitor Profile Survey**

### ***Annual Report: March 2005 - February 2006***

Over 3,000 intercept interviews were completed with visitors throughout the Florida Keys and Key West from March 2005 through February 2006. The survey data were weighted by visitation figures for each district. The following provides a brief summary of overall results:

- The overwhelming majority of respondents drove to their Keys destination (81.8%); however, the percentage was down from last year's 89%. At the same time, more respondents (16.4%) reported flying into Key West or Marathon airports this year as compared to last year (9.4%). Auto visitors arrived either in their own vehicle (36.8%), an out of state rental vehicle (6.3%), or a rental vehicle from a Florida airport (38.5%). There were far fewer rental vehicles arriving from out of state this year (6.3%) than in year's past (FY04 32.8%, FY03 26.2%, FY02 26.9%).
- The majority of respondents reported that the primary purpose for visiting the Keys was recreation or vacation (79.9%), followed by visiting family or friends (9.7%). There was a much higher percentage (79.9%) of respondent on vacation/recreation trips than last year (66.6%). At the same time there was a much smaller percentage (9.7%) of VFF (visit friends and family) respondents than last year (20.6%).
- Planning lead times increased this year with 1-3 months (38.5%) surpassing 2-4 weeks (33.5%) as the most common lead time for trip planning. This is the first time since FY01 that 1-3 months has lead 2-4 weeks as the most common lead time for trip planning. Further demonstrating a lengthening in trip planning time, last minute travel planning (lead times of 1 week or less) fell to its lowest annual percentage to-date (9.8%).
- Fewer respondents (79.6%) recalled having seen some type of advertising the past three months than last year (82.2%). The Internet continues to be the most mentioned advertising recall source (24.1%). Television (19.1%) again lead Magazine (8.6%) as the second most recalled media source. Though overall advertising recall was down, Television ad recall increased significantly, by 11.1 percentage points.
- Last year 8.2% of respondents used a travel agent, which was the lowest annual number we had seen on record. This year use of travel agents increased to 12.5%. However, this is still the second lowest level on record. Use of a travel agent for airline reservations (30.9%) continued to be the most popular service. Rental Car Reservations again placed second (24.0%), followed by hotel reservations (21.9%).

- In July 2001, a question was added in order to determine how the visitor made his/her accommodations reservation. Making a direct call to the property was again the leading method, reported by 27.8% of respondents. Closely following was “made no advance reservation” (27.2%). This year’s online reservations via a property’s web site (13.8%) surpassed 3<sup>rd</sup> party internet travel sources (12.9%).
- Total average trip expenditures per party were \$1,547, down slightly from last year’s \$1,571. Lodging continued to be the biggest expense of the respondent’s travel (average \$572), followed by Food & Beverage (average \$450). For activity related spending, this year land-based activities (\$130) slightly outpaced water-based activities (\$125).
- Average respondent age increased to 41.7 over the prior two year’s average of 39.
- Dining Out/Nightlife continued to be the most reported activity (94.9%), followed by Sightseeing and Attractions (89.9%), Beach Activities (83.9%) and Viewing Wildlife. 49.9 of respondents were repeat visitors, up from last year’s 43.8%.
- Average length of stay in the Keys was 6 nights, which includes both short-term (under 30 nights) and long-term (30 nights and over) stays. Broken down, the average nights stay was 5.7 nights for short-term visitors and 73 nights for long-term visitors.
- Accommodations and Attractions received the highest average satisfaction rating (4.09 or satisfied). Value for the Price continued to receive the lowest average satisfaction rating (3.7 or slightly satisfied). The mode (or most often given rating) for all attributes, with the exception of Value for Price, was 5 or Very Satisfied. The mode (or most often given rating) for Value for Price was 3 or Neutral.
- 26.6% of respondents were foreign. Canada again clearly took the top position with 8.6%. Canada was followed by the United Kingdom in second place (3.8%). The top three states of origin rankings were unchanged from last year with Florida (35.5 %) continuing as the top state, followed by Georgia (5.3%) and New York (4.7%). There were far more Florida respondents this year (35.5%) than last year (21.6%).
- In July 2002, we added a question to determine whether a special deal or bargain room rate influenced the respondent’s decision to visit the Florida Keys. The influence of a bargain or special deal on the respondents decision to travel to the Keys fell to its lowest percentage (32.8%) since we added this question in 2002 (25.1%).
- In December 2003, we added a question regarding the type of accommodation the visitor and his/her party stayed in during their stay in the Florida Keys & Key West. Hotel/Motel/Resort has been the leading response, though this year (70.7%) hotels were down from the prior year (75.0%). B&B/Guesthouse/Inn remained in second at 18.7% and had the most growth in respondents.

- In December 2003, we added two questions regarding the cultural aspects of the respondent's trip. The first question asked for a rating on a scale of 1 to 5, where 1 is "Not at all Important" and 5 is "Extremely Important", how important were the cultural aspects of travel in your decision to visit the Florida Keys & Key West? Most respondents (67.2%) were not influenced by cultural aspects. 32.7% responded that cultural aspects were extremely or very important (5 or 4) in their decision to visit the Florida Keys & Key West, down from last year's (36.1%). The second question asked which of the following had more influence on their decision to visit the Florida Keys & Key West: The Fine Arts (paintings, crafts, theater, music, etc.) or Cultural Heritage (history, museums, architecture, etc.). Cultural Heritage again had more influence with 27.1% of respondents while Fine Arts were more of a factor for 17.9%. For 55% of respondents, neither were an influence.
- In March 2005 we added a series of questions regarding the quality of service in various attributes, namely quality of service in dining facilities, lodging properties, retail stores, attractions (i.e. museums, theatres, sightseeing tours, etc.), activities (i.e. fishing, diving, golfing, snorkeling, etc.), and the overall quality of service. "Lodging" had the highest quality rating, with an average of 3.97 or "satisfied". "Retail stores" received the lowest quality of service rating, 3.75 or "somewhat satisfied". Overall, quality of service was rated 3.95 or "satisfied". The mode (or most often given rating) for all attributes, with the exception of Retail Stores, was 5 or Very Satisfied. The mode (or most often given rating) for Retail Stores was 3 or Neutral.

	<b>March 2005- February 2006</b>		<b>March 2004- February 2005</b>		<b>March 2003- February 2004</b>		<b>March 2002- February 2003</b>		<b>March 2001- February 2002</b>	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Transportation to Keys</b>										
Drive Own Vehicle	1116	36.8%	905	30.2%	1067	35.2	866	28.4	983	32.3
Drive Rental Vehicle	192	6.3%	984	32.8%	793	26.2	821	26.9	588	19.3
Fly to Key West	468	15.4%	251	8.4%	411	13.6	454	14.9	358	11.8
Fly to Miami, Drive Rental Car	831	27.4%	409	13.6%	295	9.7	405	13.3	647	21.2
Fly to Other FL Airport, Drive	336	11.1%	374	12.5%	304	10.0	313	10.3	364	12.0
Fly to Marathon	29	1.0%	31	1.0%	48	1.6	75	2.5	38	1.2
Tour Bus	7	0.2%	9	0.3%	30	1.0	50	1.6	23	0.8
Other	55	1.8%	38	1.3%	84	2.8	65	2.1	45	1.5
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	3034	100.0%	3001	100.0%	3032	100.0	3049	100.0	3046	100.0

	<b>March 2005- February 2006</b>		<b>March 2004- February 2005</b>		<b>March 2003- February 2004</b>		<b>March 2002- February 2003</b>		<b>March 2001- February 2002</b>	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Transportation</b>										
Auto	2483	81.8	2681	89.3	2488	82.1	2456	80.5	2605	85.5
Air	497	16.4	282	9.4	458	15.1	529	17.3	396	13.0
Other	55	1.8	38	1.3	86	2.8	65	2.1	45	1.5
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	3035	100.0	3001	100.0	3032	100.0	3050	100.0	3046	100.0

	<b>March 2005- February 2006</b>		<b>March 2004- February 2005</b>		<b>March 2003- February 2004</b>		<b>March 2002- February 2003</b>		<b>March 2001- February 2002</b>	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Purpose of Trip</b>										
Recreation or Vacation	2426	79.9	1832	66.6	2179	78.5	2259	74.1	2400	78.8
Visiting Family or Friends	293	9.7	567	20.6	406	14.6	657	21.5	503	16.5
Business/Pleasure Combined	239	7.9	300	10.9	147	5.3	112	3.7	104	3.4
Convention or Meeting	29	1.0	39	1.4	31	1.1	20	0.7	23	0.8
Other	48	1.6	12	0.4	14	0.5	2	0.1	15	0.5
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	3035	100.0	2750	100.0	2777	100.0	3050	100.0	3045	100.0

	<b>March 2005- February 2006</b>		<b>March 2004- February 2005</b>		<b>March 2003- February 2004</b>		<b>March 2002- February 2003</b>		<b>March 2001- February 2002</b>	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
<b>Lead Time for Trip Planning</b>										
1 Week	297	9.8	373	12.4	625	20.6	407	13.3	478	15.7
2-4 Weeks	1017	33.5	1323	44.1	1069	35.3	1187	38.9	980	32.2
1-3 Months	1168	38.5	1038	34.6	865	28.5	995	32.6	848	27.8
4-6 Months	367	12.1	150	5.0	190	6.3	251	8.2	503	16.5
More than 6 Months	185	6.1	117	3.9	283	9.3	210	6.9	236	7.8
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	3034	100.0	3001	100.0	3032	100.0	3050	100.0	3045	100.0

Recall Ads Past 3 Months	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		March 2002- February 2003		March 2001- February 2002	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
No	649	20.4	586	16.8	768	19.5	705	16.0	545	10.6
Yes, Television	608	19.1	278	8.0	382	9.7	569	12.9	640	12.4
Yes, Radio	52	1.6	94	2.7	213	5.4	272	6.2	334	6.5
Yes, Magazine	275	8.6	251	7.2	397	10.1	596	13.5	760	14.7
Yes, Newspaper	135	4.2	165	4.7	350	8.9	481	10.9	825	16.0
Yes, Internet	767	24.1	1232	35.4	1169	29.6	1019	23.1	1125	21.8
Yes, But Don't Recall Where	702	22.0	874	25.1	664	16.8	760	17.3	924	17.9
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	3188	100.0	3480	100.0	3943	100.0	4402	100.0	5153	100.0

In July 2001, we added a question in order to collect data on ethnicity of visitors.

Ethnicity	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		March 2002- February 2003		July 2001 - February 2002	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Non-Hispanic White	2413	80.2	2305	77.1	2255	74.8	2169	71.6	1432	70.4
African American/Black	143	4.8	150	5.0	165	5.5	211	7.0	207	10.2
Hispanic/Spanish/Latino	430	14.3	499	16.7	557	18.5	574	19.0	317	15.6
Asian or Pacific Islander	18	0.6	27	0.9	30	1.0	60	2.0	49	2.4
American Indian or Alaska Native	5	0.2	7	0.2	6	0.2	14	0.5	28	1.4
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	3009	100.0	2988	100.0	3013	100.0	3028	100.0	2033	100.0

In July 2001, we added an additional question in order to collect data regarding how the visitor made his/her reservation.

Accommodations Reservation	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		March 2002- February 2003		July 2001 - February 2002	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Used a Travel Agent	241	7.9	165	5.5	293	9.7	519	17.0	650	31.8
Used a reservation service by phone	159	5.2	263	8.8	353	11.6	300	9.8	94	4.6
Made direct call to property	845	27.8	1290	43.0	1067	35.2	757	24.8	238	11.6
On-line through a travel web site	390	12.9	376	12.5	309	10.2	255	8.4	207	10.1
On-line through property's web site	420	13.8	278	9.3	361	11.9	188	6.2	77	3.8
Made no advance reservation	827	27.2	531	17.7	475	15.7	1019	33.4	699	34.2
Other	153	5.0	98	3.3	174	5.7	12	0.4	80	3.9
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	3035	100.0	3001	100.0	3032	100.0	3050	100.0	2045	100.0

12.5% Used Travel Agent for...	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		March 2002- February 2003		March 2001- February 2002	
	Yes	Percent	Yes	Percent	Yes	Percent	Yes	Percent	Yes	Percent
Airline Reservations	343	30.9	225	28.9	364	27.7	629	34.6	1015	32.1
Hotel Reservations	243	21.9	176	22.6	313	23.8	509	28.0	843	26.7
Rental Car Reservations	266	24.0	178	22.9	280	21.3	391	21.5	713	22.5
Recommend Keys/Key West	204	18.3	45	5.8	262	19.9	283	15.6	559	17.7
Other Service	54	4.9	154	19.8	95	7.2	3	0.2	33	1.0

Expenditures Per Trip	March 2005- February 2006	March 2004- February 2005	March 2003- February 2004	March 2002- February 2003	March 2001- February 2002
	Mean	Mean	Mean	Mean	Mean
Lodging	\$572	\$567	\$669	\$570	\$667
Transportation	\$140	\$200	\$167	\$155	\$187
Water-Related Activities	\$125	\$126	\$153	\$149	\$202
Land-Based Activities	\$130	\$125	\$150	\$119	\$160
Food & Beverages	\$450	\$447	\$518	\$445	\$430
All Other	\$130	\$106	\$205	\$142	\$173
Total Expenditures Per Trip	\$1,547	\$1,571	\$1,862	\$1,580	\$1,819

Household Income	March 2001- June 2001	
	Frequency	Percent
Under \$25,000	77	7.7
\$25,000-\$34,999	159	15.9
\$35,000-\$49,999	257	25.7
\$50,000-\$74,999	176	17.6
\$75,000-\$99,999	48	4.8
\$100,000 or More	47	4.7
Refused	236	23.6
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	1000	100.0

\* In July 2001, we changed from a 6-point income scale to a 2-point scale, in order to reduce the number of refusals. Going forward, the income question asks whether income is over or under \$75,000. According to the 1999 Mendelsohn Affluence Survey, affluent individuals are defined as those with household incomes of \$75,000 or more.

Household Income	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		March 2002- February 2003		July 2001- February 2002	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Under \$75,000	1362	44.9	1077	35.0	1179	38.9	1089	35.7	911	44.5
\$75,000 or more	1066	35.1	923	30.0	845	27.9	1020	33.4	599	29.3
Refused	607	20.0	1001	33.4	1008	33.2	941	30.9	536	26.2
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	3035	100.0%	3001	100.0%	3032	100.0	3050	100.0	2046	100.0

Age	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		March 2002- February 2003		March 2001- February 2002	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
18-25	151	5.0	195	6.3	193	6.4	207	6.8	239	7.9
26-35	772	25.4	835	27.1	843	27.8	787	25.8	645	21.2
36-45	997	32.9	1153	37.4	1073	35.4	964	31.6	836	27.5
46-60	831	27.4	682	22.1	638	21.0	724	23.7	713	23.4
61+	267	8.8	107	3.5	169	5.6	175	5.7	288	9.5
No Answer	16	0.5	112	3.6	116	3.8	192	6.3	322	10.6
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	3034	100.0	3084	100.0	3032	100.0	3049	100.0	3043	100.0
Average Age	41.7		39		39.7		40.3		42.1	

In July 2002, we added a question to determine whether the individual had visited the Florida Keys in the past 3 years.

Repeat Visitor	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		July 2002- February 2003	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	1513	49.9%	1329	43.8%	1554	51.2%	901	44.2%
No	1522	50.2%	1672	55.1%	1479	48.8%	1136	55.8%
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	3035	100.0	3001	100.0	3033	100.0	2037	100.0

In July 2002, we added a question to determine whether a special deal or bargain room rate influenced the individual's decision to visit the Florida Keys.

Did Bargain Influence Decision...	March 2005- February 2006		March 2004- February 2005		March 2003- February 2004		July 2002- February 2003	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	994	32.8%	1434	47.3%	1264	41.7%	512	25.1%
No	2041	67.3%	1567	51.7%	1769	58.3%	1524	74.9%
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	3035	100.1%	3001	98.9%	3033	100.0%	2036	100.0%

In December 2003, we added a question regarding the type of accommodation the individual stayed in during their trip to the Florida Keys.

Lodging Type	March 2005- February 2006		March 2004- February 2005	
	Frequency	Percent	Frequency	Percent
Hotel/Motel/Resort	2115	70.7%	2243	75.0%
B&B/Guest house/Inn	558	18.7%	446	14.9%
Seasonal/Vacation Rental	114	3.8%	107	3.6%
Campground/RV Park	119	4.0%	106	3.5%
Other	129	4.3%	89	3.0%
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	3035	101.5%	2991	100.0%

In December 2003, we added two questions regarding the cultural aspects of their trip to the Florida Keys & Key West. The first question asked for a rating on a scale of 1 to 5, where 1 is "Not at all important" and 5 is "Extremely important", how important were the cultural aspects of travel in your decision to visit the Florida Keys & Key West?

Importance of Cultural Aspects	March 2005- February 2006		March 2004- February 2005	
	Frequency	Percent	Frequency	Percent
5 (Extremely Important)	303	10.1%	303	10.1%
4	606	20.2%	305	10.2%
3	465	15.5%	625	20.8%
2	259	8.6%	559	18.6%
1 (Not at all Important)	443	14.8%	268	8.9%
Don't Know	703	23.4%	941	31.4%
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	2779	92.6%	3001	100.0%

The second question asked which of the following had more influence on your decision to visit the Florida Keys & Key West?

Influence of Specific Cultural Aspects	March 2005- February 2006		March 2004- February 2005	
	Frequency	Percent	Frequency	Percent
The Fine Arts (paintings, crafts, theater, music, etc.)	542	17.9%	318	11.8%
Cultural Heritage (history, museums, architecture, etc.)	823	27.1%	848	31.4%
Neither	1670	55.0%	1535	56.8%
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	3035	100.0%	2701	100.0%

<b>Recreational Activities</b>	<b>March 2005 - February 2006</b>			<b>March 2004 - February 2005</b>			<b>March 2003 - February 2004</b>			<b>March 2002 - February 2003</b>		
	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases	Frequency	Percent of Responses	Percent of Cases
Diving	548	3.2	18.0	861	4.7	28.7	561	3.1	18.5	630	3.7	20.7
Snorkeling	1171	6.8	38.6	1459	7.9	48.7	1278	7.2	42.2	1249	7.3	41.1
Fishing	913	5.3	30.1	714	3.9	23.8	629	3.5	20.7	650	3.8	21.4
Viewing Wildlife	2260	13.1	74.5	2436	13.2	81.3	2527	14.2	83.3	2348	13.6	77.2
Boating	1390	8.1	45.8	1518	8.2	50.7	1556	8.7	51.3	1586	9.2	52.2
Beach Activities	2547	14.8	83.9	2608	14.2	27.0	2618	14.7	86.3	2655	15.4	87.3
Dine Out/Night Life	2879	16.7	94.9	2672	14.5	89.2	2852	16.0	94.1	2746	16.0	90.3
Museums/Historic Areas	1659	9.6	54.7	1347	7.3	44.9	1400	7.9	46.2	1226	7.1	40.3
Sightseeing & Attractions	2727	15.8	89.9	2700	14.7	90.1	2758	15.5	91.0	2583	15.0	85.0
Cultural Events	1170	6.8	38.5	2100	11.4	70.1	1638	9.2	54.0	1535	8.9	50.5
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	17,264	100		8,819	100.0		8,648	100.0		8,090	47.0	

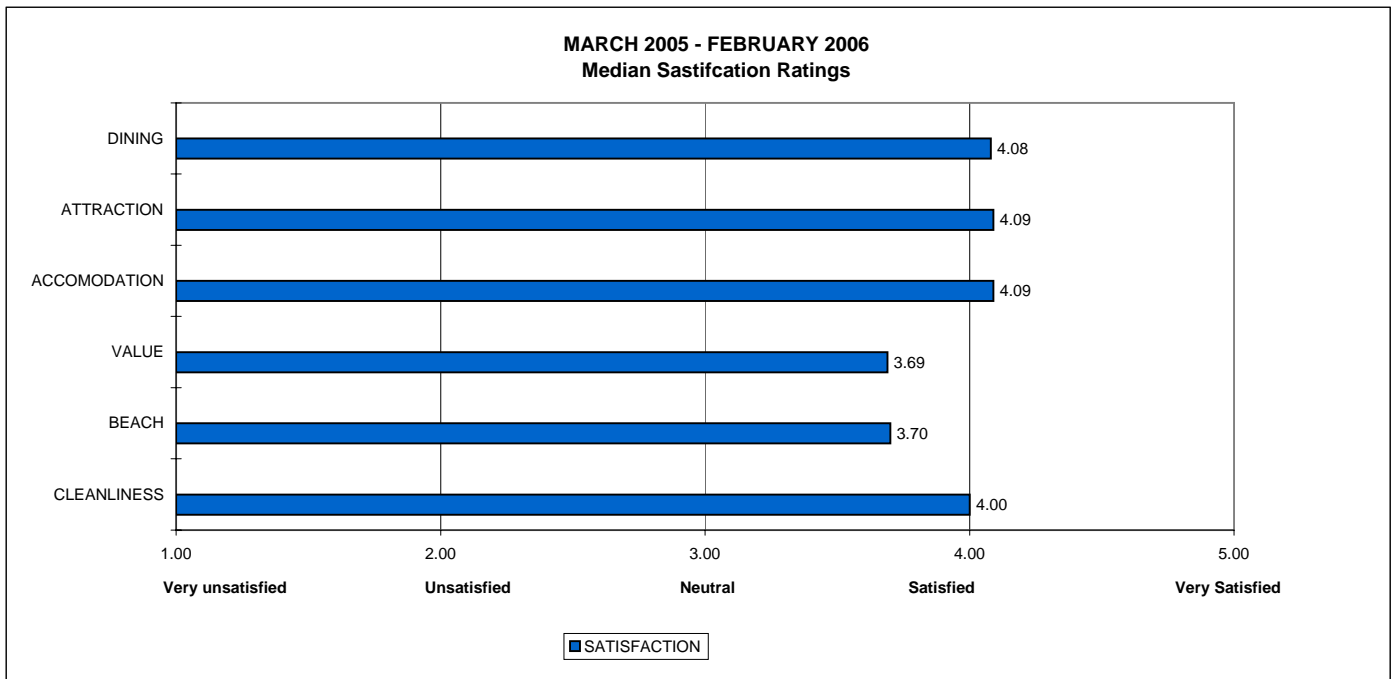


Country of Origin	March 2005- February 2006			March 2004- February 2005			March 2003- February 2004			March 2002- February 2003		
	Rank	Frequency	Percent	Rank	Frequency	Percent	Rank	Frequency	Percent	Rank	Frequency	Percent
USA	1	2227	73.4	1	1735	58.5	1	2046	67.6	1	1778	58.3
Canada	2	260	8.6	2	249	8.4	2	194	6.4	2	273	8.9
United Kingdom	3	114	3.8	3	188	6.3	4	103	3.4	3	140	4.6
Germany	4	73	2.4	7	67	2.3	5	67	2.2	4	103	3.4
Other Europe	5	56	1.8	5	83	2.8	9	43	1.4	10	47	1.5
France	6	45	1.5	12	41	1.4	11	31	1.0	5	80	2.6
Sweden	7	40	1.3	9	49	1.7	13	26	0.9	21	16	0.5
Netherlands/Holland	8	33	1.1	6	77	2.6	7	47	1.6	9	48	1.6
Italy	9	26	0.8	19	17	0.6	8	47	1.6	7	65	2.1
Ireland	10	20	0.7	11	45	1.5	14	25	0.8	16	27	0.9
Brazil	11	18	0.6	8	58	2.0	6	54	1.8	8	60	2.0
Central America	12	17	0.6	4	84	2.8	3	112	3.7	6	76	2.5
Switzerland	13	13	0.4	14	31	1.0	19	15	0.5	22	14	0.5
Other South America	14	13	0.4	10	48	1.6	10	33	1.1	13	31	1.0
Venezuela	15	12	0.4	13	32	1.1	12	27	0.9	12	37	1.2
Austria	16	11	0.4	16	21	0.7	24	10	0.3	25	13	0.4
Japan	17	10	0.3	20	16	0.5	16	19	0.6	11	45	1.5
Norway	18	8	0.3	15	22	0.7	15	20	0.7	17	23	0.8
Other	19	7	0.2	25	5	0.2	25	7	0.2	31	0	0.0
Argentina	20	5	0.2	22	12	0.4	18	16	0.5	14	31	1.0
Finland	21	5	0.2	17	20	0.7	20	14	0.5	24	13	0.4
Australia/Oceania	22	4	0.1	31	0	0.0	31	1	0.0	29	4	0.1
Denmark	23	3	0.1	18	17	0.6	26	6	0.2	23	14	0.5
Belgium	24	3	0.1	30	2	0.1	29	2	0.1	28	7	0.2
Middle East	25	3	0.1	28	4	0.1	28	3	0.1	27	8	0.3
Other Asian/Far East	26	3	0.1	26	5	0.2	27	5	0.2	26	10	0.3
Chile	27	2	0.1	24	6	0.2	22	12	0.4	15	28	0.9
Mexico	28	2	0.1	21	15	0.5	17	19	0.6	18	21	0.7
Peru	29	2	0.1	23	11	0.4	21	12	0.4	19	19	0.6
Africa	30	1	0	27	4	0.1	23	11	0.4	20	17	0.6
Luxembourg	31	0	0	29	3	0.1	30	1	0.0	30	3	0.1
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		3036	100		2967	100.0		3028	100.0		3051	100.0

State of Origin	March 2005- February 2006			March 2004- February 2005			March 2003- February 2004			March 2002- February 2003		
	Rank	Frequency	Percent	Rank	Frequency	Percent	Rank	Frequency	Percent	Rank	Frequency	Percent
Florida	1	777	35.5	1	422	21.6	1	534	26.2	1	459	25.9
Georgia	2	116	5.3	2	125	6.4	2	125	6.1	3	68	3.8
New York	3	103	4.7	3	122	6.3	3	122	6.0	2	83	4.7
North Carolina	4	80	3.7	6	68	3.5	6	68	3.3	12	44	2.5
Ohio	5	73	3.3	10	57	2.9	10	57	2.8	14	43	2.4
Pennsylvania	6	73	3.3	4	74	3.8	4	74	3.6	4	64	3.6
South Carolina	7	68	3.1	5	71	3.6	5	71	3.5	8	46	2.6
Virginia	8	57	2.6	29	18	0.9	28	18	0.9	19	36	2.0
Michigan	9	55	2.5	13	50	2.6	13	50	2.5	13	44	2.5
Tennessee	10	51	2.3	17	38	1.9	16	38	1.9	30	15	0.8
Connecticut	11	50	2.3	7	63	3.2	7	67	3.3	10	45	2.5
Massachusetts	12	48	2.2	9	61	3.1	9	61	3.0	5	58	3.3
Texas	13	42	1.9	12	52	2.7	12	52	2.6	17	39	2.2
Illinois	14	36	1.6	8	63	3.2	8	63	3.1	9	46	2.6
California	15	33	1.5	21	28	1.4	19	30	1.5	15	41	2.3
Kentucky	16	33	1.5	25	23	1.2	23	23	1.1	20	29	1.6
Alabama	17	29	1.3	16	38	1.9	18	32	1.6	7	49	2.8
Louisiana	18	28	1.3	36	12	0.6	37	12	0.6	34	14	0.8
Maryland	19	26	1.2	14	45	2.3	14	45	2.2	11	45	2.5
Wisconsin	20	26	1.2	26	22	1.1	25	22	1.1	41	8	0.5
Washington	21	24	1.1	34	14	0.7	35	14	0.7	26	19	1.1
Delaware	22	21	1.0	23	25	1.3	24	22	1.1	27	18	1.0
Kansas	23	18	0.8	19	34	1.7	17	34	1.7	18	37	2.1
Arizona	24	17	0.8	18	36	1.8	32	14	0.7	22	26	1.5
Nevada	25	16	0.7	51	2	0.1	51	2	0.1	49	5	0.3
Missouri	26	15	0.7	24	24	1.2	22	24	1.2	39	11	0.6
Vermont	27	15	0.7	35	13	0.7	36	13	0.6	33	14	0.8
Indiana	28	13	0.6	15	41	2.1	15	41	2.0	24	24	1.4
Oregon	29	13	0.6	28	19	1.0	27	19	0.9	31	15	0.8
Colorado	30	12	0.5	20	31	1.6	20	27	1.3	16	41	2.3
Maine	31	12	0.5	27	21	1.1	26	21	1.0	23	25	1.4
Montana	32	12	0.5	46	6	0.3	46	6	0.3	38	12	0.7
District of Columbia	33	11	0.5	30	17	0.9	21	25	1.2	43	7	0.4
Oklahoma	34	11	0.5	44	7	0.4	44	7	0.3	40	9	0.5
Rhode Island	35	11	0.5	31	17	0.9	29	17	0.8	21	27	1.5
Iowa	36	9	0.4	39	9	0.5	40	9	0.4	46	6	0.3
South Dakota	37	8	0.4	41	9	0.5	42	9	0.4	45	7	0.4
New Jersey	38	75	3.4	11	52	2.7	11	52	2.6	6	53	3.0
Alaska	39	7	0.3	43	7	0.4	30	17	0.8	37	12	0.7
Mississippi	40	7	0.3	37	12	0.6	38	12	0.6	35	13	0.7
Nebraska	41	7	0.3	40	9	0.5	41	9	0.4	44	7	0.4
New Mexico	42	7	0.3	49	3	0.2	49	3	0.1	48	5	0.3
West Virginia	43	7	0.3	45	7	0.4	45	7	0.3	36	13	0.7
Arkansas	44	6	0.3	22	26	1.3	33	14	0.7	28	18	1.0
Utah	45	6	0.3	42	8	0.4	43	8	0.4	50	4	0.2
North Dakota	46	5	0.2	48	4	0.2	48	4	0.2	32	15	0.8
Wyoming	47	5	0.2	47	5	0.3	47	5	0.2	47	5	0.3
Minnesota	48	4	0.2	32	15	0.8	31	15	0.7	25	24	1.4
Puerto Rico	49	4	0.0									
Idaho	50	3	0.1	38	9	0.5	39	9	0.4	42	8	0.5
New Hampshire	51	2	0.1	33	14	0.7	34	14	0.7	29	18	1.0
Hawaii	52	1	0.0	50	2	0.1	50	2	0.1	51	0	0.0
US Virgin Islands	53	0	0.0	52	0	0.0	52	0	0.0	52	0	0.0
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		2188	100		1,950	100.0		2,039	100.0		1,774	100.0

## IMPORTANCE AND SATISFACTION RATINGS

		March 05- February 06			March 04- February 05		March 2003- February 2004			
		Mode	Mean	Valid N	Mean	Valid N		Importance	Mean	Valid N
<b>Cleanliness of Destination</b>	Satisfaction	5	4	2663	4.261	2529	<b>Parking</b>	Importance	4.24	2127
								Satisfaction	3.51	1979
<b>Quality of Beaches</b>	Satisfaction	5	3.7	2567	4.189	2506	<b>Condition of Streets and Road</b>	Importance	4.25	2152
								Satisfaction	3.85	2155
<b>Service &amp; Friendliness of People</b>	Satisfaction	n/a	n/a	n/a	4.181	664	<b>Cleanliness of Streets and Sidewalks</b>	Importance	4.32	2617
								Satisfaction	3.94	2850
<b>Value for the Price</b>	Satisfaction	3	3.69	2618	3.828	664	<b>Quality of Beaches</b>	Importance	4.35	2620
								Satisfaction	3.85	2806
<b>Accommodations*</b>	Satisfaction	5	4.09	2597	4.258	2520	<b>Service &amp; Friendliness of People</b>	Importance	4.43	2618
								Satisfaction	4.1	2852
<b>Attractions*</b>	Satisfaction	5	4.09	2607	4.068	2526	<b>Value for the Price</b>	Importance	4.35	2616
								Satisfaction	3.74	2850
<b>Dining*</b>	Satisfaction	5	4.08	2615	4.258	2529	<b>Public Transportation</b>	Importance	4.07	2131
								Satisfaction	3.87	1806
<b>Special Events*</b>	Satisfaction	5	4.2	1837	3.964	2356				



Quality of service in ...		March 2005 - February 06		
		Mode	Mean	Valid N
<b>Retail Stores</b>	Quality	3	3.75	2642
<b>Restaurants</b>	Quality	5	3.91	2658
<b>Lodging Property</b>	Quality	5	3.97	2625
<b>Attractions</b> (i.e. museums, theatres, sightsees tours, etc.)	Quality	5	3.94	2549
<b>Activities</b> (i.e. fishing, diving, golfing, snorkeling, etc.)	Quality	5	3.94	2549
<b>Overall Service</b>	Quality	5	3.95	2629

