

EXECUTIVE SUMMARY
MISSOURI DIVISION OF TOURISM WEBSITE STUDY
First & Second Quarter, 2007 Compared to First & Second Quarter, 2006

METHODOLOGY

- This is the fourth year of an on-going research project that is tabulated quarterly by Texas A&M.
- The 9 states currently involved in this study are: Arizona, Iowa, Missouri, New Mexico, Nevada, North Carolina, South Carolina, Texas, and Washington.
- The Phase 1, quarterly research is conducted on each state’s website via pop-up surveys and/or links on main travel pages. Phase 2 consists of re-contacting those that agreed to a second contact and is an annual report only.
- The major research objectives of the current study were:
 - To determine travel characteristics of each state's web site visitors
 - To determine how each state's web site was located and expectations of the site visit
 - To develop a demographic profile of visitors to the state's web site
 - The follow-up study (Phase 2) is when more evaluation of the website itself is conducted.

MISSOURI SPECIFIC FINDINGS

CY 2006 (Sample Size: 2766)	CY 2007 (Sample Size: 3035)
Travel Characteristics	Travel Characteristics
43.5% indicated they have traveled in Missouri in the past 2 years	41.5% indicated they have traveled in Missouri in the past 2 years
94.3% said they plan to visit Missouri at some point; 59.3% in the next three months	91.6% said they plan to visit Missouri at some point; 50.5% in the next three months
51.1% said the type of trip they were planning was a vacation; only 1.6% indicated that it was a business trip	53% said the type of trip they were planning was a vacation; only 2.4% indicated that it was a business trip
The top activities planned are: visit attractions (74.2%), general sightseeing (71.3%), dining (54.8%), visit historic sites (49.9%), visit National/State Parks (47%), and shopping (46.1%)	The top activities planned are: visit attractions (73%), general sightseeing (66.9%), dining (48.3%), visit historic sites (46.8%), shopping (43.8%), nature activities (43%), and visit National/State Parks (41%)
How Visitmo.com was found	How Visitmo.com was found
Majority indicated they found our site via search engines/ Web links (48.4%)	Majority indicated they found our site via search engines/ Web links (62.1%)
Other common methods: TV (27.3%), print (10.3%)	Other common methods: print (13.2%), TV (10.8%)
What were their expectations of a state site (i.e., what looking for)?	What were their expectations of a state site (i.e., what looking for)?
49.3% said they ordered a vacation guide	25.5% said they ordered a vacation guide
71.8% were looking for highway maps and 71.2% were looking local attractions	63% were looking for highway maps and 62.4% were looking local attractions
Other top items: calendar of events (70.9%); a way to request info (65.1%); historical sites (63.4%); and state park info (60.1%)	Other top items: calendar of events (61.7%); historical sites (56.8%); a way to request info (51.6%); and state park info (51%)

When asked why they visited our web site:	When asked why they visited our web site:
44.2% said they were planning a trip	46.5% said they were planning a trip
16.6% said they were already planning a visit and wanted to know what there was to do	13.1% said they were already planning a visit and wanted to know what there was to do
15.4% said they were trying to decide whether or not to visit	16.8% said they were trying to decide whether or not to visit
Demographics	Demographics
71% are female; 29% male	68.4% are female; 31.6% male
71.5% indicated they are a married couple	70.2% indicated they are a married couple
36.5% indicated some college; 26.1 % are college graduates; 11% w/grad degrees	32.2% indicated some college; 30.3% are college graduates; 12% w/grad degrees
31.1% are 45 to 54 years old; 22.1 % are 55 to 64; 20.7% are 35 to 44; 12.5% are 25 to 34	26.5% are 45 to 54 years old; 20.4% are 55 to 64; 24.7% are 35 to 44; 15.3% are 25 to 34
26.1% showed a household income of over \$75k; 62% said \$25k to \$75K; 12% said under 25K	30.9% showed a household income of over \$75k; 57.2% said \$25k to \$75K; 11.9% said under 25K
Importance of Web Site to Travel Plans	Importance of Web Site to Travel Plans
48.9% said it was very important; 48.2% somewhat important; 2.9% not important	47.9% said it was very important; 48.1% somewhat important; 4.1% not important