

EXECUTIVE SUMMARY
MISSOURI DIVISION OF TOURISM WEBSITE STUDY
Third Quarter, 2007 Compared to Third Quarter, 2006

METHODOLOGY

- This is the fourth year of an on-going research project that is tabulated quarterly by Texas A&M.
- The nine states currently involved in this study are: Arizona, Iowa, Missouri, 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: 1988)	CY 2007 (Sample Size: 472)
Travel Characteristics	Travel Characteristics
47.2% indicated they have traveled in Missouri in the past 2 years	43.2% indicated they have traveled in Missouri in the past 2 years
92.4% said they plan to visit Missouri at some point; 63.6% in the next three months	91.7% said they plan to visit Missouri at some point; 65.5% in the next three months
44.0% said the type of trip they were planning was a vacation; 25.2% were planning a weekend getaway; only 1.6% indicated that it was a business trip	49.7% said the type of trip they were planning was a vacation; 22.9% were planning a weekend getaway; only 3.4 % indicated that it was a business trip
The top five activities planned are: visit attractions (72.3%), general sightseeing (69.8%), dining (54.6%), shopping (47.4%), and visit historic sites (44.9%)	The top five activities planned are: general sightseeing (70.3%), visit attractions (65.3%), visit historic sites (47.7%), national/state parks (46.8%), nature activities (45.1%), and dining (45.1%)
How Visitmo.com was found	How Visitmo.com was found
Majority indicated they found our site via search engines/ Web links (48.8%)	Majority indicated they found our site via search engines/ Web links (67.4%)
Other common methods: TV (30.1%), print (10.1%)	Other common methods: TV (9.7%), print (8.2%)
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)?
38.6% said they ordered a vacation guide	25.5% said they ordered a vacation guide
67.8% were looking for local attractions and 67.7% were looking for highway maps	64.2% were looking for calendar of events and 64% were looking for local attractions
Other top items: calendar of events (65.6%); a way to request info (56.2%); historical sites (57.7%); accommodations (57.0%); and state park info (53.2%)	Other top items: highway maps (63.1%), historical sites (58.5%); state park info (56.1%); and a way to request info (54.9%)

When asked why they visited our web site:	When asked why they visited our web site:
43.6% said they were planning a trip	47.1% said they were planning a trip
15.3% said they were already planning a visit and wanted to know what there was to do	14.5% said they were already planning a visit and wanted to know what there was to do
15.6% said they were trying to decide whether or not to visit	14.1% said they were trying to decide whether or not to visit
Demographics	Demographics
72.2% are female; 27.8% male	64.2% are female; 35.8% male
71.1% indicated they are a married couple	69.4% indicated they are a married couple
74.1% indicated <u>no children</u> in the household; 21.2% showed 1-2 children	77.5% indicated <u>no children</u> in the household; 21.4% showed 1-2 children
37.1% indicated some college; 23.3% are college graduates; 11.4% w/grad degrees	32.3% indicated some college; 29.6 % are college graduates; 15% w/grad degrees
29.5% are 45 to 54 years old; 24% are 55 to 64; 18.1% are 35 to 44; 11.8% are 25 to 34	29.5% are 45 to 54 years old; 26.5% are 55 to 64; 16.5% are 35 to 44; 13% are 25 to 34
23.6% showed a household income of \$50 to 75k; 16.4% said \$75 to \$100K; 15.6% said \$40 to \$50K; 12.8% said \$30 to \$40K; 9.6% said 100 to 250k	25.4% showed a household income of \$50 to 75k; 17.4% said \$75 to \$100K; 15% said 100 to 250k; 12.7% said \$40 to \$50K; 10.3% said \$30 to \$40K
Value of Web Site to Travel Plans	Value of Web Site to Travel Plans
48.2% said it was very valuable; 49% somewhat valuable; 2.8% not valuable	41.9% said it was very valuable; 51.9% somewhat valuable; 6.3% not valuable