

EXECUTIVE SUMMARY
TEXAS A&M/MISSOURI DIVISION OF TOURISM WEB STUDY
PHASE 2--Year End Report for 2007
(Data collected January 1 – December 31, 2007)

METHODOLOGY:

- Phase 1 of this research is tabulated quarterly by Texas A&M. It was conducted on the participating states’ website via pop-up surveys and/or links on main site pages. (For Missouri it is both avenues.)
- Phase 2 consisted of re-contacting those that agreed to a second contact from Phase 1. It is a study of 2007 conducted on website visitors who both did and did not ultimately visit Missouri.
- Answers are categorized by those who visited Missouri and those who did not visit Missouri last year (visitors/nonvisitors).
- There are now 10 states involved in this study. They are: Arizona, California, Florida, Iowa, Missouri, Nevada, North Carolina, South Carolina, Texas, & Washington.
- Missouri specific sample size: 804 Missouri specific interviews resulting in a +/- 4.3% margin of error.
- The follow-up study (Phase 2) is when most of the evaluation emphasis is on the website itself. The major research objectives of Phase 2 are to discover indicators with regard to :
 - Determining the effectiveness of each state's web site for both visitors and nonvisitors,
 - Determining website influence as related to visitor travel preferences
 - Evaluating visitors satisfaction as related to each state's web site
 - Discovering feelings toward each state as a vacation destination
 - Discovering opportunities to improve the state tourism web sites

MISSOURI SPECIFIC FINDINGS

(For each area below, answers are grouped by visitors and nonvisitors)

2006	2007
▪ <i>Affect of website on decision to travel to Missouri & where in Missouri to travel:</i>	▪ <i>Affect of website on decision to travel to Missouri & where in Missouri to travel:</i>
– Visitor: Extremely persuading 16.7%; Somewhat persuading 41.7%; Neutral 41.1%	– Visitor: Extremely persuading 16.2%; Somewhat persuading 43.9%; Neutral 39.5%
– Nonvisitor: Extremely persuading 25.8%; Somewhat persuading 36.9%; Neutral 36.4%	– Nonvisitor: Extremely persuading 21.9%; somewhat persuading 38.4%; Neutral 38%
– Influencers on visit to MO? Previous Visits-48.3%; Convenience-40.8%; Friends & Family-38.7%; Cost-23.6%; Articles in travel magazines/newspapers-10.6%; Advertising-10.1% Climate-5.7%; Television-3.6%	– Influencers on visit to MO? Previous Visits-44.4%; Convenience-38.6%; Friends & Family-37.4%; Cost-23.6%; Articles in travel magazines/newspapers-13.3%; Advertising-12.3%; Climate-6.6%; Television-2.1%
– Visitors: Discovered <u>new ideas</u> about a trip: 28.9%; Useful info about trip already planned: 37.8%	– Visitors: Discovered <u>new ideas</u> about a trip: 30.1%; Useful info about trip already planned: 35.7%
-- No influence on where went in the state: 33.3%	-- No influence on where went in the state: 34.2%
▪ <i>Website influence as related to visitor travel preferences:</i>	▪ <i>Website influence as related to visitor travel preferences:</i>
– Visitors found this <u>information most valuable</u> : Attractions: 31.9%; Outdoor/Nature Activities: 14.4%; nightlife: 13.9%; and Maps & Transportation: 11.0%	– Visitors found this <u>information most valuable</u> : Attractions: 31.2%; Outdoor/Nature Activities: 13.5%; nightlife: 13.1%; and Maps & Transportation: 14.1%
– Affect of website on lengthening visitors’ stay in Missouri: 27.9% of those surveyed	– Affect of website on lengthening visitors’ stay in Missouri: 27.4% of those

who visited MO said that the website did show them activities/events that encouraged them to lengthen their stay in Missouri. 34.3% of those stayed 1 day longer; another 40.4% stayed 2 days longer. The remaining 24.5% stayed 3 or more days longer.	surveyed who visited MO said that the website did show them activities/events that encouraged them to lengthen their stay in Missouri. 35.7% of those stayed 1 day longer; another 42.9% stayed 2 days longer. The remaining 21.4% stayed 3 or more days longer.
<p>▪ Nonvisitors: why they didn't visit Missouri & feelings toward state as a vacation destination:</p> <ul style="list-style-type: none"> - 44.5% who did not choose to vacation in Missouri after visiting our web site said they will visit in the future; 22.5% said it was because they did not have enough time. Main other comments: wanted to go someplace they hadn't visited before. - Nonvisitor feelings toward Missouri as a destination: Destination extremely or somewhat desirable 84.9%; Neutral 13.8% - <u>Probability they will visit</u> in the next two years? 69.5% said they were between high probability and 100% sure. 21.9% were unsure they would visit in next two years. 8.2% said there was a low probability of visiting within 2 years. 	<p>▪ Nonvisitors: why they didn't visit Missouri & feelings toward state as a vacation destination:</p> <ul style="list-style-type: none"> - 51.8% who did not choose to vacation in Missouri after visiting our web site said they will visit in the future; 18.4% said it was because they did not have enough time. Main other comments: wanted to go someplace they hadn't visited before. - Nonvisitor feelings toward Missouri as a destination: Destination extremely or somewhat desirable 82.7%; Neutral 16% - <u>Probability they will visit</u> in the next two years? 70.8% said they were between high probability and 100% sure. 21.7% were unsure they would visit in next two years. 5.4% said there was a low probability of visiting within 2 years.
<p>▪ Customer Satisfaction with the site:</p> <ul style="list-style-type: none"> - When asked if the site accurately represented the part of the state that they ultimately visited, 21.1% said "Very well, I knew what to expect while 60.8% rated it "Good, let me know what to expect". 14.5% said the representation was "somewhat clear", and 3.4% said it was "unclear". Only 0.3% rated it "poorly" and felt the site did not match reality. 	<p>▪ Customer Satisfaction with the site:</p> <ul style="list-style-type: none"> - When asked if the site accurately represented the part of the state that they ultimately visited, 19.1% said "Very well, I knew what to expect while 66.1% rated it "Good, let me know what to expect". 12% said the representation was "somewhat clear", and 2.4% said it was "unclear". Only 0.4% rated it "poorly" and felt the site did not match reality.
<p>▪ Additional information would like to see on the site:</p> <ul style="list-style-type: none"> - More <u>local events</u>: Visitors: 46.0%; Nonvisitors: 35.2% - More <u>historical attraction information</u>: Visitors: 38.4%; Nonvisitors: 37.3% - More <u>attractions</u>: Visitors: 33.8%; Nonvisitors: 33.1% - More <u>transportation information</u>: Visitors: 28.1%; Nonvisitors: 28.0% - More <u>travel packages</u>: Visitors: 26.8%; Nonvisitors: 26.3% - More <u>Outdoor/Nature Activities information</u>: Visitors: 26%; Nonvisitors: 28.0% - More <u>accommodations information</u>: Visitors: 24.9%; Nonvisitors: 28.0% - More <u>restaurant information</u>: Visitors: 21.8%; Nonvisitors: 23.3% - More <u>information on Cultural Attractions</u>: Visitors: 14.3%; Nonvisitors: 16.5% - More <u>information about Weather</u>: Visitors: 13.5%; Nonvisitors: 9.3% - More <u>Travel Itineraries</u>: Visitors: 10.6%; Nonvisitors: 6.8% 	<p>▪ Additional information would like to see on the site:</p> <ul style="list-style-type: none"> - More <u>local events</u>: Visitors: 41.7%; Nonvisitors: 36.5% - More <u>historical attraction information</u>: Visitors: 38.4%; Nonvisitors: 33.8% - More <u>attractions</u>: Visitors: 30.2%; Nonvisitors: 27.4% - More <u>transportation information</u>: Visitors: 27.3%; Nonvisitors: 27.4% - More <u>travel packages</u>: Visitors: 25.9%; Nonvisitors: 29.8% - More <u>Outdoor/Nature Activities information</u>: Visitors: 31.6%; Nonvisitors: 27.8% - More <u>accommodations information</u>: Visitors: 20.9%; Nonvisitors: 24.7% - More <u>restaurant information</u>: Visitors: 25%; Nonvisitors: 21.1% - More <u>information on Cultural Attractions</u>: Visitors: 17%; Nonvisitors: 16.7% - More <u>information about Weather</u>: Visitors: 13.6%; Nonvisitors: 10.4% - More <u>Travel Itineraries</u>: Visitors: 9.4%; Nonvisitors: 16.7%