

EXECUTIVE SUMMARY
MISSOURI DIVISION OF TOURISM WEBSITE STUDY
Calendar Year 2007 Compared to Calendar Year 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, Nevada, New Mexico, 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: 6270)	CY 2007 (Sample Size: 4465)
Travel Characteristics	Travel Characteristics
45.4% indicated they have traveled in Missouri in the past 2 years	40.9% indicated they have traveled in Missouri in the past 2 years
98.9% said they plan to visit Missouri at some point; 62.2% in the next three months	91.9% said they plan to visit Missouri at some point; 52.4% in the next three months (please note that a “not sure” option was added this year—it received a 6.4% response)
46.3% said the type of trip they were planning was a vacation; 22.4% were planning a weekend getaway (this % is quite a bit higher than other states in the study); only 2.0% indicated that it was a business trip	50.1% said the type of trip they were planning was a vacation; 19.5% were planning a weekend getaway (this % is quite a bit higher than other states in the study); only 2.6% indicated that it was a business trip
The top activities planned are: visit attractions (72.3%), general sightseeing (70.0%), dining (54.9%), shopping (47.0%), and visit historic sites (46.8%).	The top activities planned are: visit attractions (72.2%), general sightseeing (68.0%), dining (48.7%), visit historic sites (47.4%), nature activities (43.7), and shopping (43.4%)
How Visitmo.com was found	How Visitmo.com was found
Majority indicated they found our site via search engines/ Web links (51.0%)	Majority indicated they found our site via search engines/ Web links (65.8%)
Other common methods: TV (23.6%), print (11.3%)	Other common methods: print (11.6%), TV (9.4%)
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)?
42.1% said they ordered a vacation guide	25.9% said they ordered a vacation guide
69.6% were looking for highway maps and 67.5% were looking for a calendar of events	63.6% were looking for local attractions and 63.5% were looking for highway maps
Other top items: local attractions (63.5%); historical sites (60.6%); a way to request info (60.1%); and accommodations (56.6%).	Other top items: calendar of events (62.5%); historical sites (58.1%); a way to request info (52.7%); and state park info (52.4%).

When asked why they visited our web site:	When asked why they visited our web site:
41.7% said they were planning a trip	47.5% said they were planning a trip
15.5% said they were already planning a visit and wanted to know what there was to do	13.5% said they were already planning a visit and wanted to know what there was to do
15.5% said they were trying to decide whether or not to visit	16.1% said they were trying to decide whether or not to visit
Demographics	Demographics
70.1% are female; 29.9% male	67.6% are female; 32.4% male
69.8% indicated they are a married couple	69.6% indicated they are a married couple
70.4% indicated <u>no children</u> in the household; 27.2% showed 1-2 children	66.1% indicated <u>no children</u> in the household; 27.0% showed 1-2 children
36.1% indicated some college; 25.4 % are college graduates; 11.5% w/grad degrees	32.6% indicated some college; 30.5 % are college graduates; 12.6% w/grad degrees
30.8% are 45 to 54 years old; 22.9 % are 55 to 64; 19.8% are 35 to 44; 11.8% are 25 to 34; 10.2% are over 65	26.6 % are 55 to 64; 23.1% are 45 to 54 years old; 21.2% are over 65; 15.7% are 35 to 44; 4.4% are 25 to 34
27.0% showed a household income of over \$75K; 24.50% said \$50K to \$75K; 35.4% said \$25k to \$50K; 13.1% said under 25K	31.5% showed a household income of over \$75K; 24.8% said \$50K to \$75K; 32% said \$25k to \$50K; 11.7% said under 25K
Importance of Web Site to Travel Plans	Importance of Web Site to Travel Plans
48.3% said it was very important; 48.7% somewhat important; 3.1% not important	46.4% said it was very important; 49.1% somewhat important; 4.5% not important