

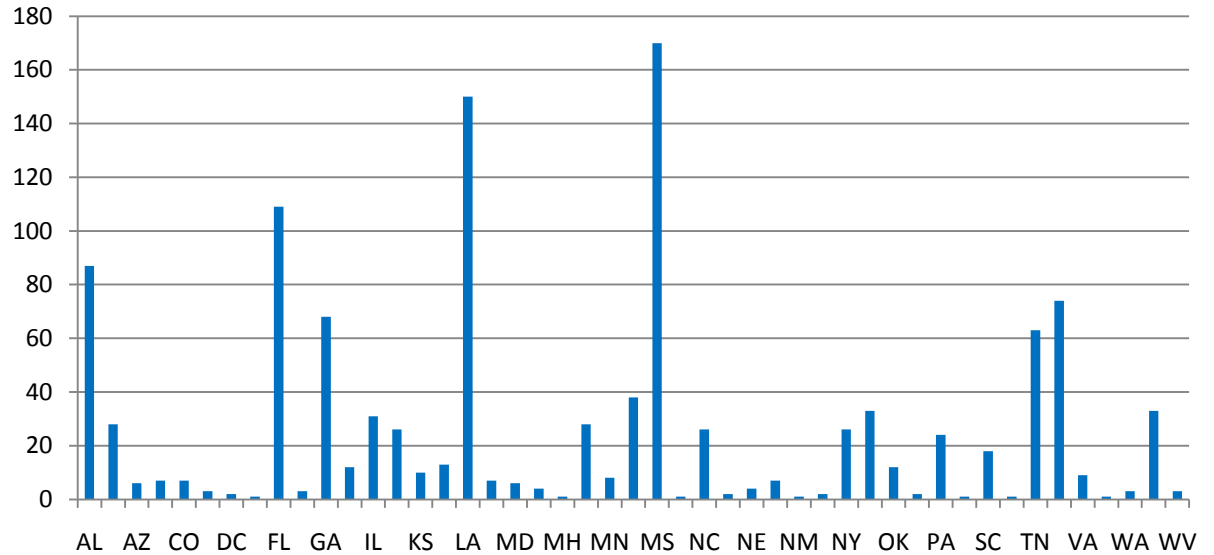


# **Mississippi Gulf Coast 2009 Conversion Study**

*March 25, 2011*

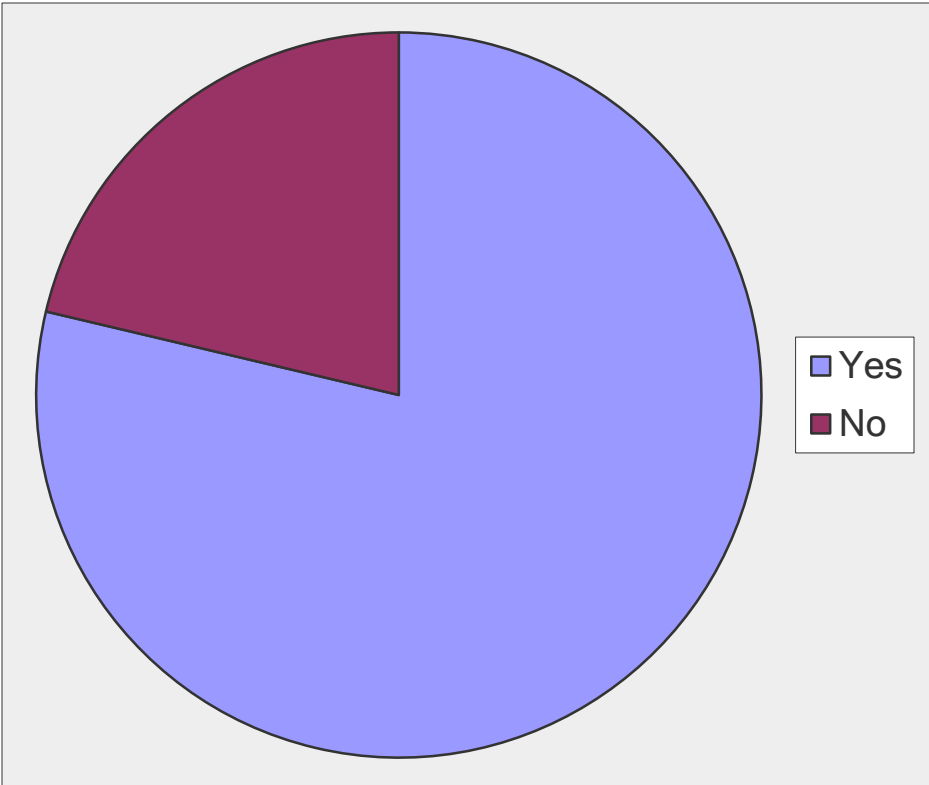
STATE	RESPONSES	STATE	RESPONSES
AL	87	NC	26
AR	28	ND	2
AZ	6	NE	4
CA	7	NJ	7
CO	7	NM	1
CT	3	NV	2
DC	2	NY	26
DE	1	OH	33
FL	109	OK	12
FM	3	OR	2
GA	68	PA	24
IA	12	RI	1
IL	31	SC	18
IN	26	SD	1
KS	10	TN	63
KY	13	TX	74
LA	150	VA	9
MA	7	VT	1
MD	6	WA	3
ME	4	WI	33
MH	1	WV	3
MI	28		
MN	8		
MO	38		
MS	170		
MT	1		
NC	26		

**RESPONSES BY STATE**



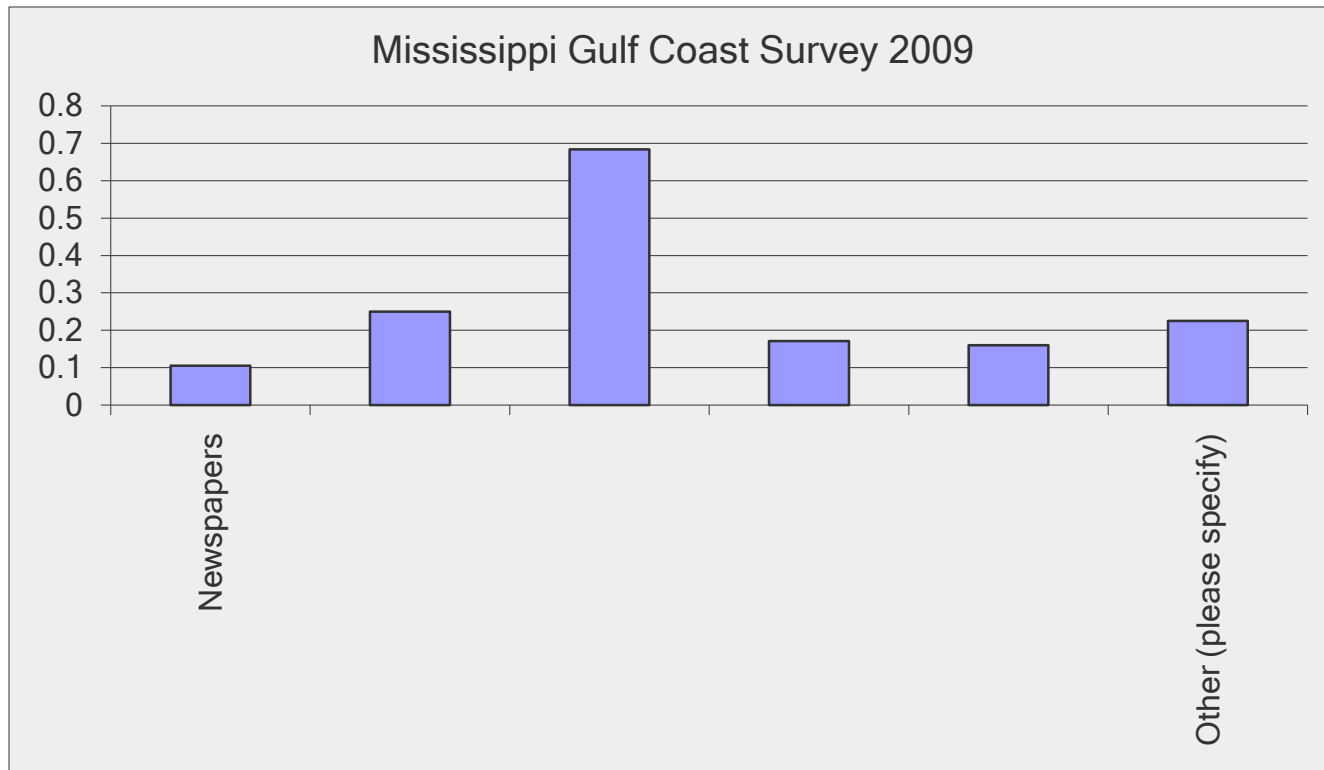
# Did you receive any Mississippi Gulf Coast tourism information?

Answer Options	Response Percent	Response Count
Yes	78.7%	993
No	21.3%	268
<i>answered question</i>		<b>1261</b>
<i>skipped question</i>		<b>7</b>



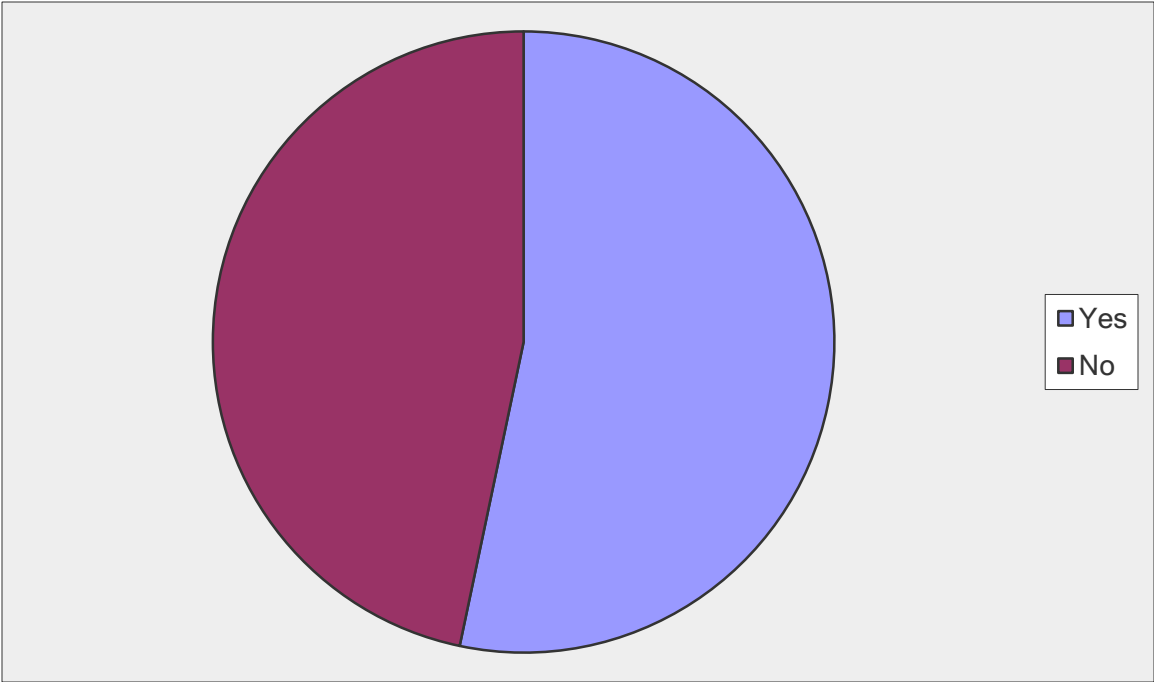
**Did you learn about Mississippi Gulf Coast from any of the following information sources? (check all that apply)**

Answer Options	Response Percent	Response Count
Newspapers	10.5%	131
Guides	25.0%	311
Internet	68.4%	851
Welcome Centers	17.1%	213
Ads	16.0%	199
Other (please specify)	22.5%	280
<i>answered question</i>		<b>1244</b>
<i>skipped question</i>		<b>24</b>



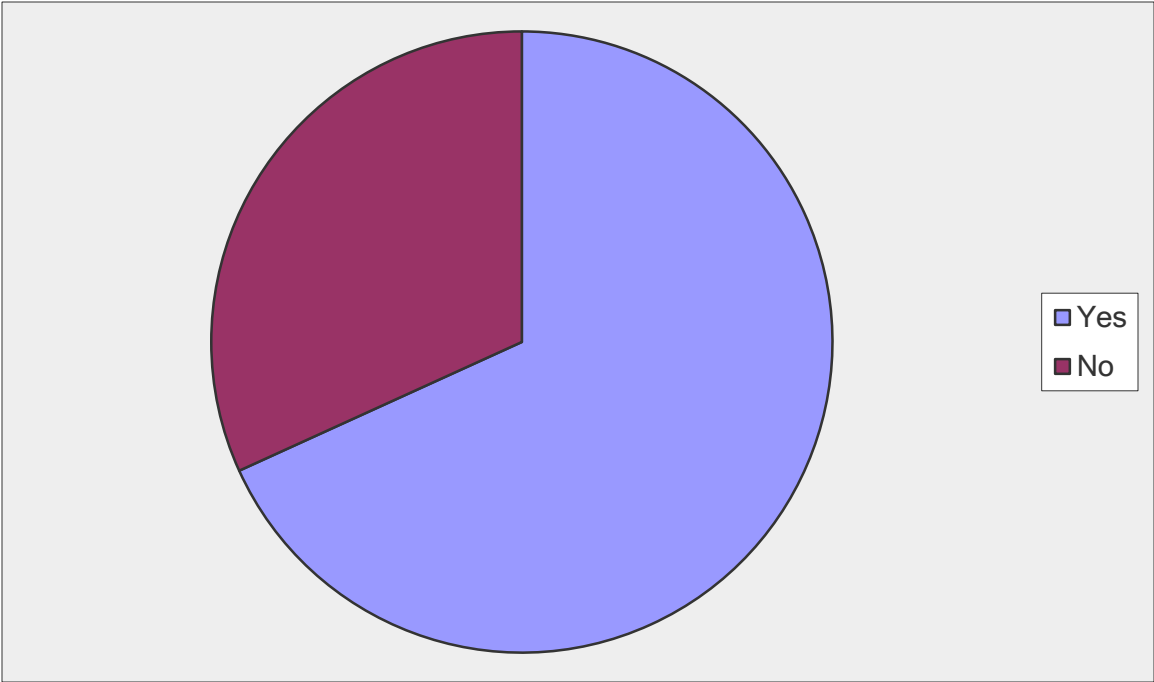
# Did you travel to the Mississippi Gulf Coast after you received the information?

Answer Options	Response Percent	Response Count
Yes	53.3%	667
No	46.7%	585
<i>answered question</i>		1252
<i>skipped question</i>		16



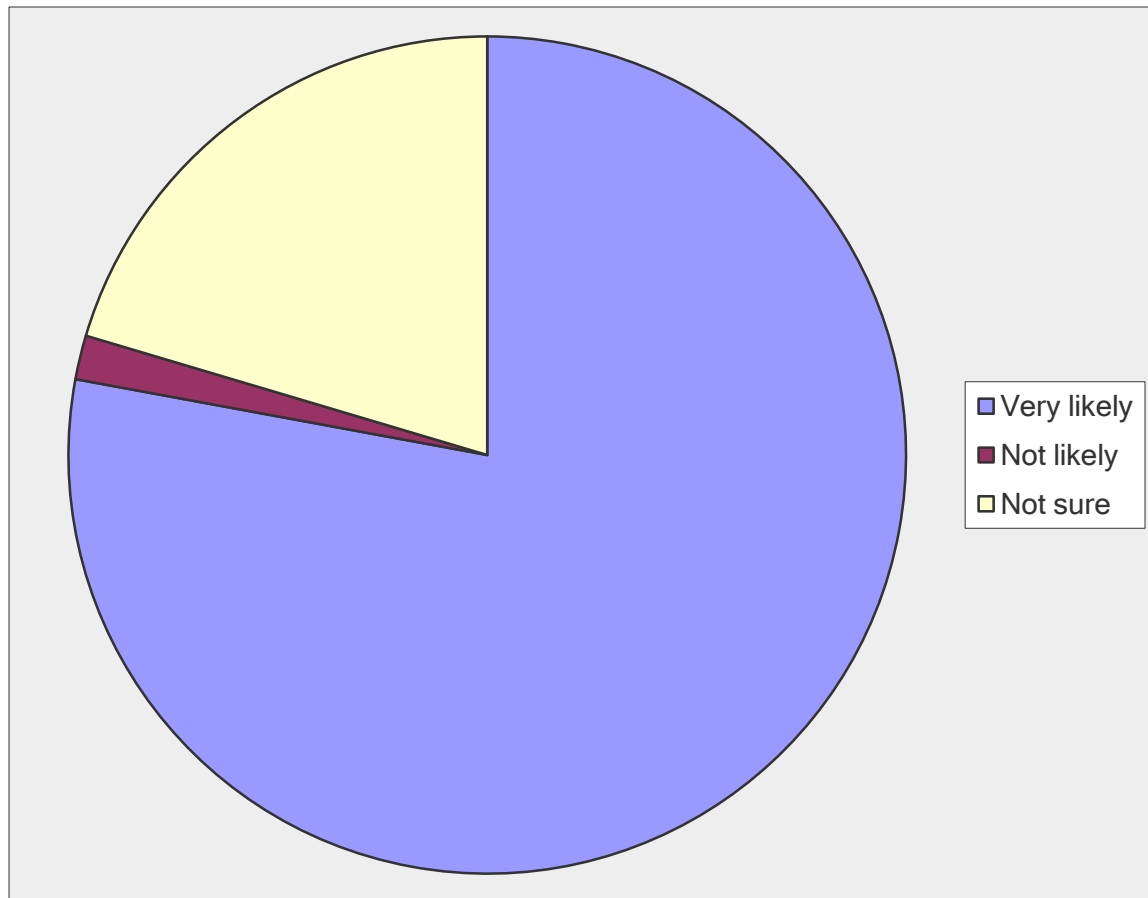
# Did you ever travel to or through the Mississippi Gulf Coast before you received the information?

Answer Options	Response Percent	Response Count
Yes	68.2%	849
No	31.8%	396
	<i>answered question</i>	1245
	<i>skipped question</i>	23



# If you did NOT visit the Mississippi Gulf Coast, how likely are you to visit in the future?

Answer Options	Response Percent	Response Count
Very likely	77.9%	594
Not likely	1.7%	13
Not sure	20.4%	156
<i>answered question</i>		<b>763</b>
<i>skipped question</i>		<b>505</b>



## What information and trip planning source(s) did you use to plan your trip? (check all that apply)

### Newspapers

Answer Options	Travel feature stories	Newspaper ad or insert	Response Count
Planning Source	135	89	224

### Guides

Answer Options	Mississippi State Travel Guide	Mississippi Gulf Coast Fun Times Guide	Response Count
Planning Source	252	305	557

### Internet

Answer Options	Mississippi Gulf Coast website	Mississippi Tourism website	Online travel service (Expedia, Orbitz, etc.)	Other	Response Count
Planning Source	623	134	69	71	897

### MS Welcome Centers

Answer Options	Forrest	George	Greene	Hancock	Harrison	Jackson	Pearl River	Stone County	other	Response Count
Planning Source	7	0	2	38	42	26	18	2	62	197

### Ads

Answer Options	Southern Living	Family Circle	50 & Beyond	O' Magazine	Travel & Leisure	Other	Response Count
Planning Source	82	12	2	5	32	44	177

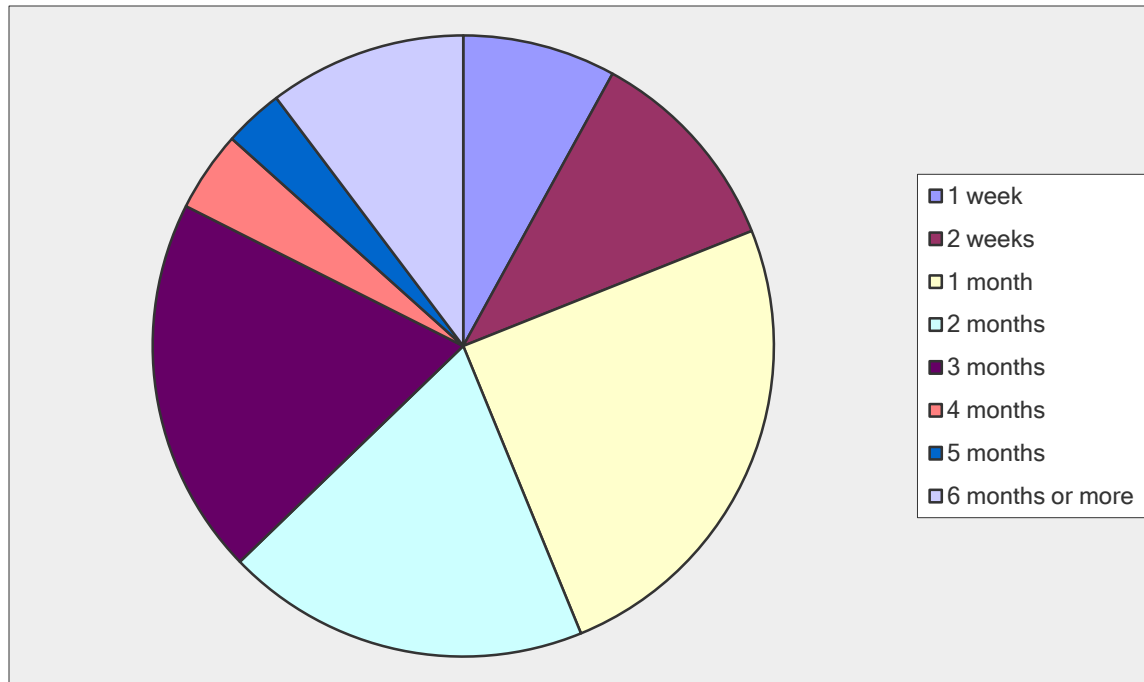
### Other

Answer Options	Recommendations from friends/family	Information provided by event/meeting planner	Relied on previous knowledge	Other	Response Count
Planning Source	133	11	135	47	326

									Question Totals	
									<i>answered question</i>	1136
									<i>skipped question</i>	132

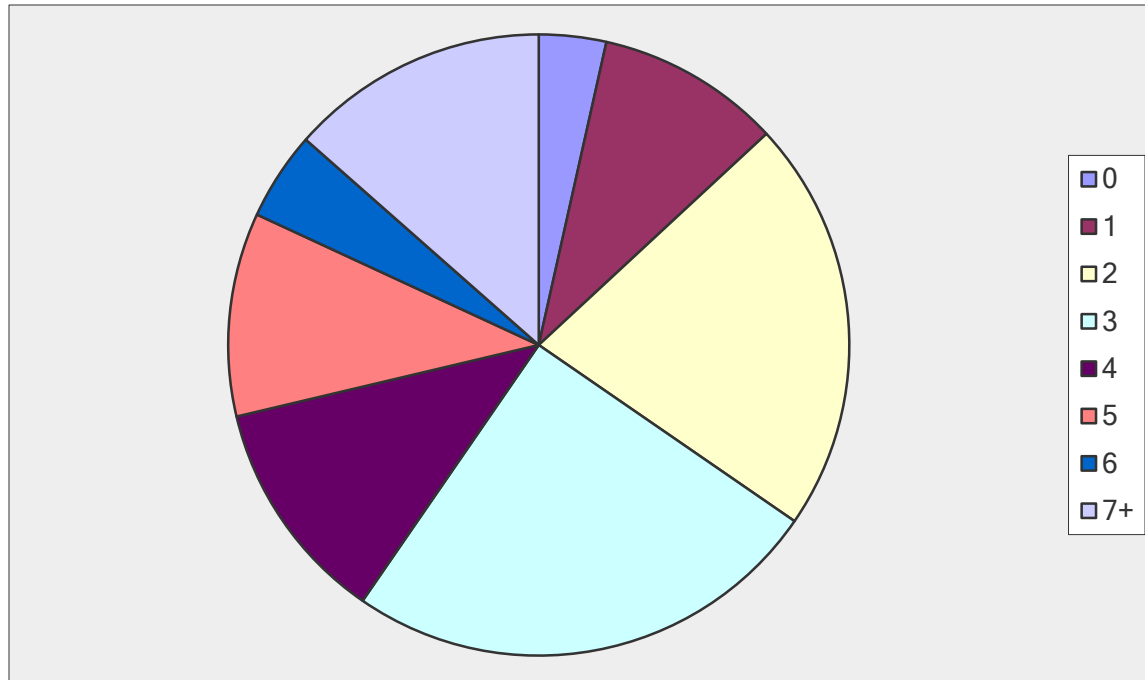
## How far in advance did you plan your last trip to the Mississippi Gulf Coast area before traveling?

Answer Options	Response Percent	Response Count
1 week	8.0%	46
2 weeks	11.0%	63
1 month	24.9%	143
2 months	19.0%	109
3 months	19.7%	113
4 months	4.2%	24
5 months	3.1%	18
6 months or more	10.3%	59
<i>answered question</i>		<b>575</b>
<i>skipped question</i>		<b>693</b>



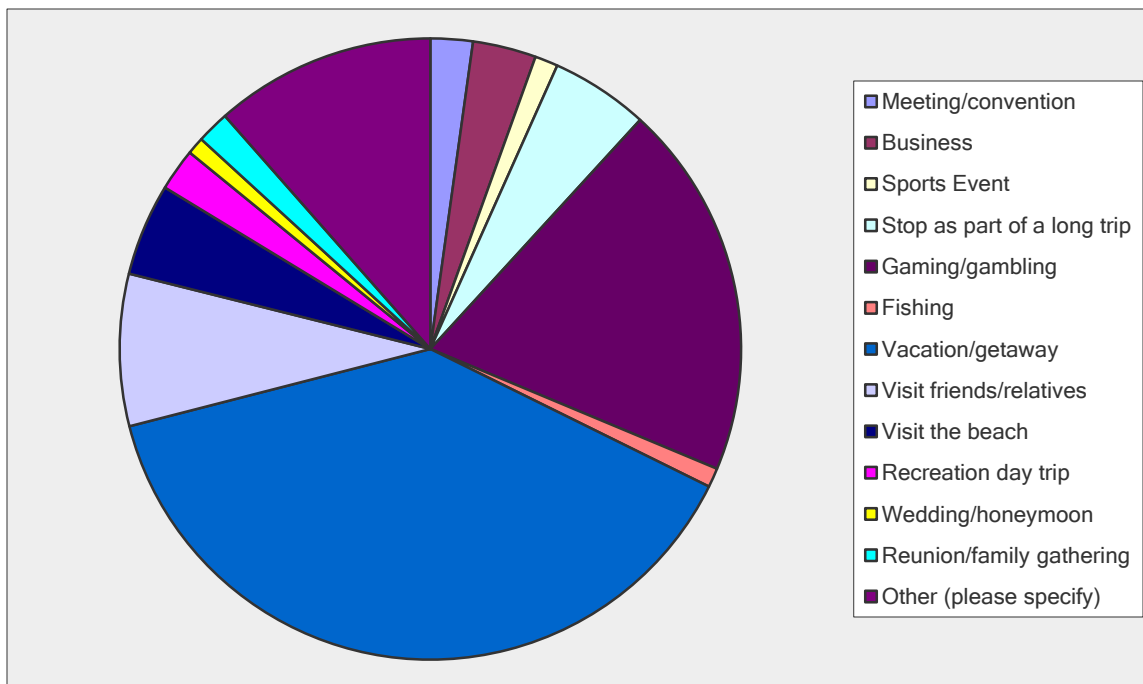
## How many nights did you stay on the Mississippi Gulf Coast?

Answer Options	Response Percent	Response Count
0	3.5%	20
1	9.6%	54
2	21.5%	121
3	25.0%	141
4	11.7%	66
5	10.6%	60
6	4.6%	26
7+	13.5%	76
<i>answered question</i>		<b>564</b>
<i>skipped question</i>		<b>704</b>



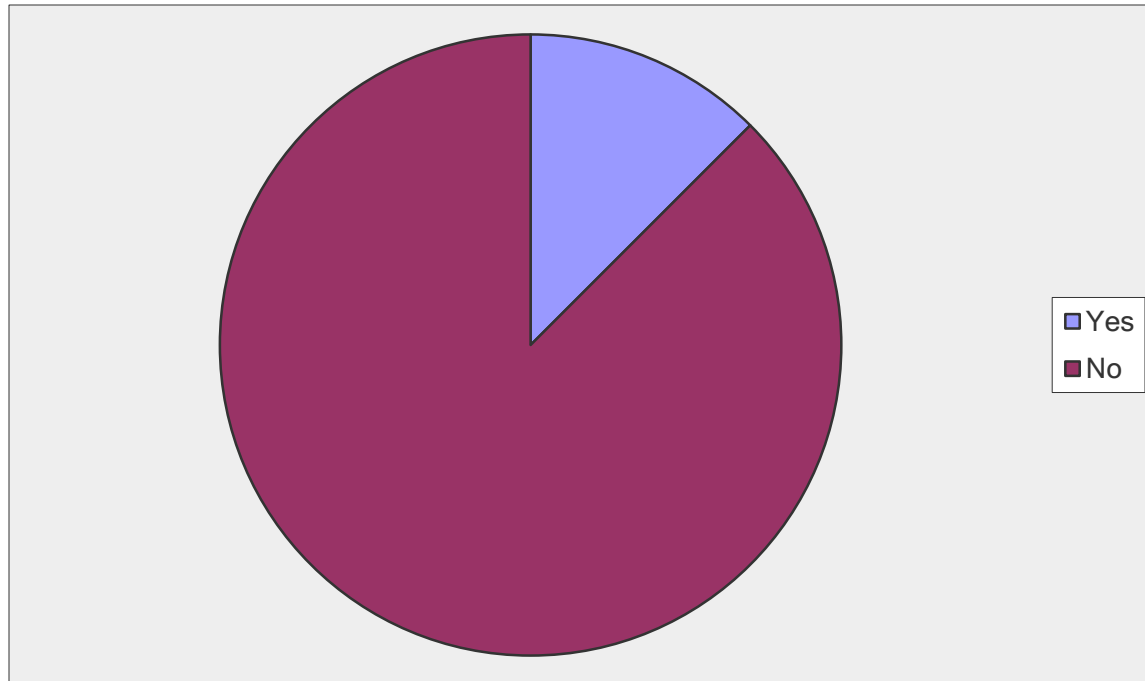
## What was the main purpose of your visit to the Mississippi Gulf Coast?

Answer Options	Response Percent	Response Count
Meeting/convention	2.2%	13
Business	3.3%	19
Sports Event	1.2%	7
Stop as part of a long trip	5.1%	30
Gaming/gambling	19.5%	114
Fishing	1.0%	6
Vacation/getaway	38.7%	226
Visit friends/relatives	7.9%	46
Visit the beach	4.8%	28
Recreation day trip	2.2%	13
Wedding/honeymoon	0.9%	5
Reunion/family gathering	1.7%	10
Other (please specify)	11.5%	67
<b>answered question</b>		<b>584</b>
<b>skipped question</b>		<b>684</b>



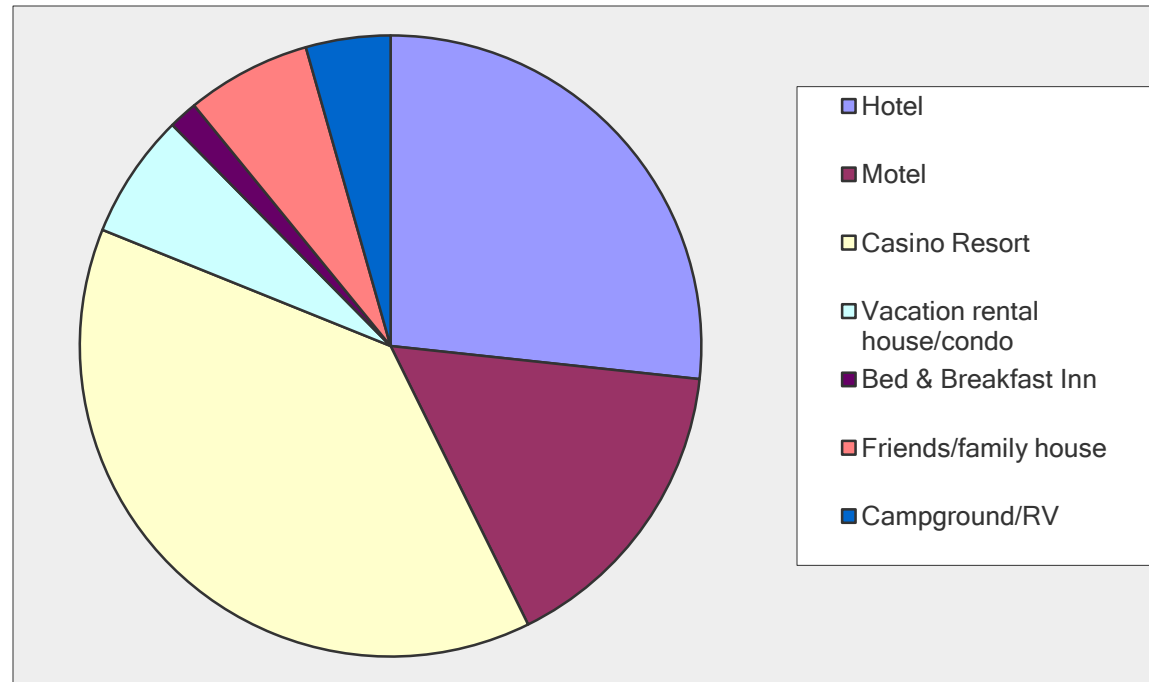
# Did you visit the Mississippi Gulf Coast primarily to participate in a meeting, sports, or group event?

Answer Options	Response Percent	Response Count
Yes	12.5%	71
No	87.5%	498
If yes (please specify)		58
<i>answered question</i>		<b>569</b>
<i>skipped question</i>		<b>699</b>



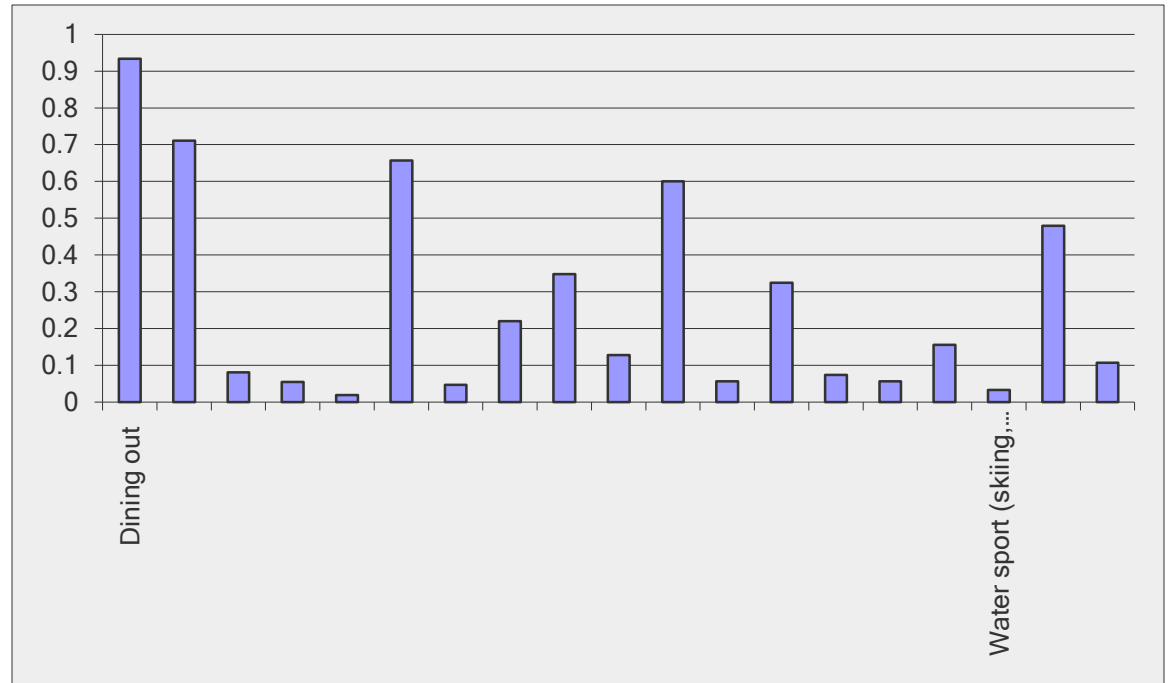
## What type of lodging did you use most during your last visit?

Answer Options	Response Percent	Response Count
Hotel	26.7%	147
Motel	16.0%	88
Casino Resort	38.4%	211
Vacation rental house/condo	6.5%	36
Bed & Breakfast Inn	1.5%	8
Friends/family house	6.5%	36
Campground/RV	4.4%	24
Other (please specify)		19
<b>answered question</b>		<b>550</b>
<b>skipped question</b>		<b>718</b>



Please check all activities that at least one member of your travel party do while visiting the Mississippi Gulf Coast.

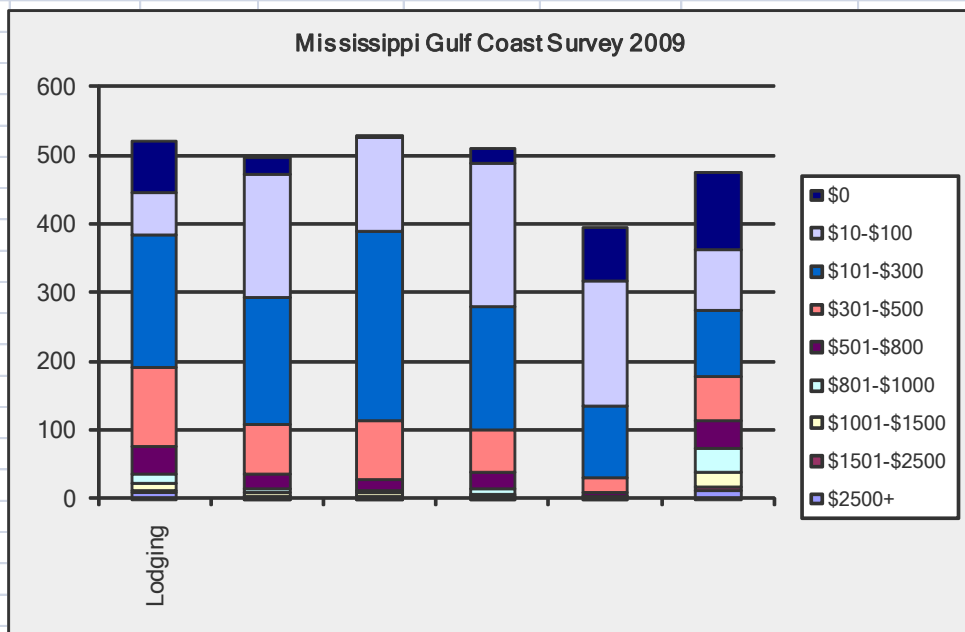
Answer Options	Response Percent	Response Count
Dining out	93.4%	540
Shopping	71.1%	411
Golf	8.1%	47
Business	5.5%	32
Cycling	1.9%	11
Gaming/Gambling	65.7%	380
Convention/Meeting	4.7%	27
Visit a museum	22.0%	127
Tour historic site/House	34.8%	201
Attend a festival	12.8%	74
Driving/Sightseeing	60.0%	347
Visit a spa	5.7%	33
Sleep late/Nap/Rest	32.5%	188
Mardi Gras	7.4%	43
Attend a cultural event	5.7%	33
Boating/Fishing	15.6%	90
Water sport (skiing, jetski, watercycle, etc.)	3.3%	19
Sun/Swim/Walk	47.9%	277
Birdwatching/Wildlife /Nature excursions	10.7%	62
Other (please specify)		24
<b>answered question</b>		<b>578</b>
<b>skipped question</b>		<b>690</b>



# Mississippi Gulf Coast Survey 2009

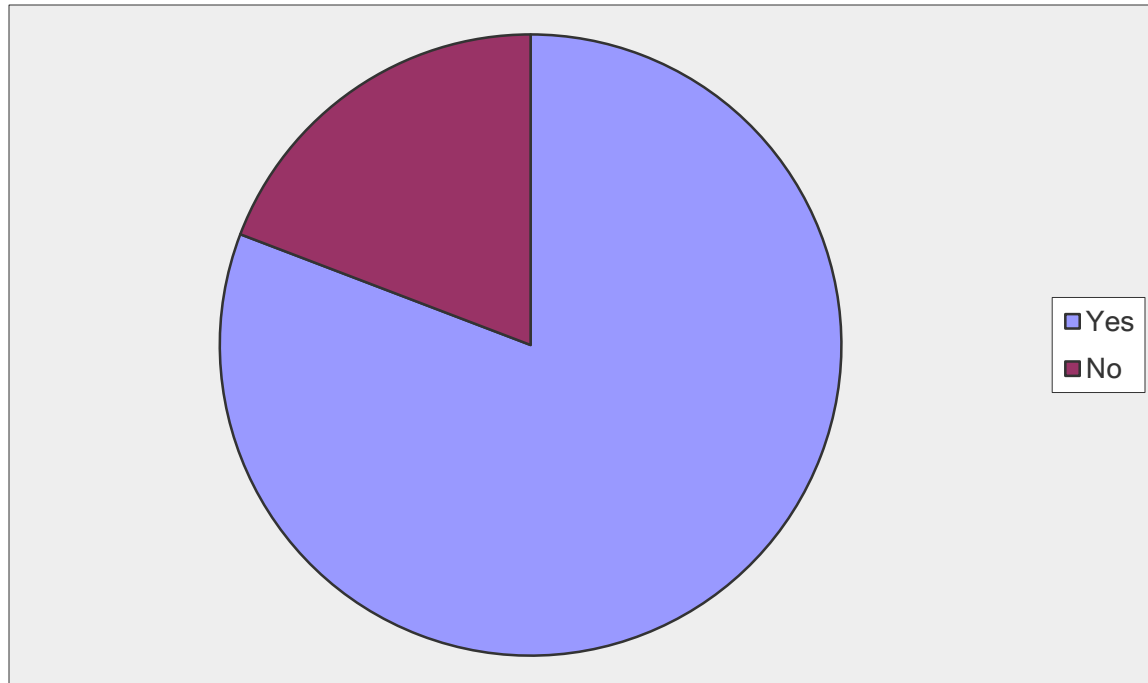
Please estimate how much you spent on the Mississippi Gulf Coast during your last trip in the area.

Answer Options	\$0	\$10-\$100	\$101-\$300	\$301-\$500	\$501-\$800	\$801-\$1000	\$1001-\$1500	\$1501-\$2500	\$2500+	Response Count
Lodging	76	62	193	115	39	14	12	3	8	519
Shopping	24	178	186	71	22	7	5	2	1	496
Food/Meals	2	137	277	86	14	3	6	2	2	528
Transportation,Fuel, Airfare, etc.	19	210	180	60	25	8	3	2	2	506
Attractions/Amusements	76	184	103	21	6	3	0	1	0	394
Gaming/Gambling	112	89	96	66	39	36	20	5	13	474
<i>answered question</i>										<b>549</b>
<i>skipped question</i>										<b>719</b>



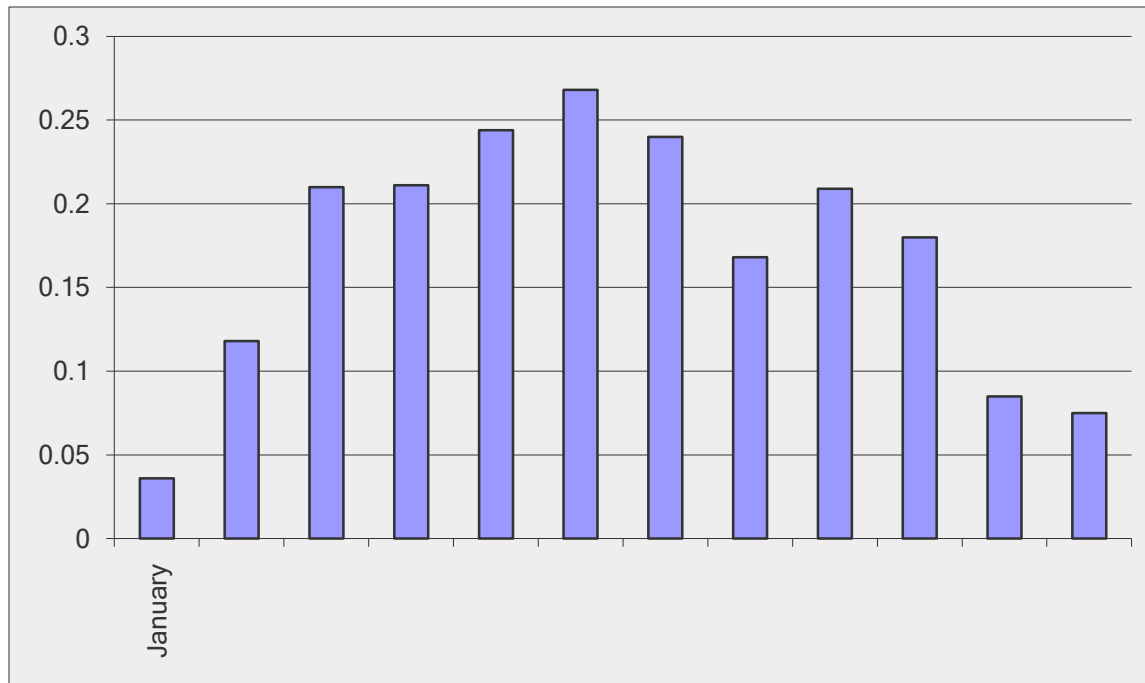
Are you planning to visit the Mississippi Gulf Coast in the next year?

Answer Options	Response Percent	Response Count
Yes	80.8%	981
No	19.2%	233
<i>answered question</i>		1214
<i>skipped question</i>		54

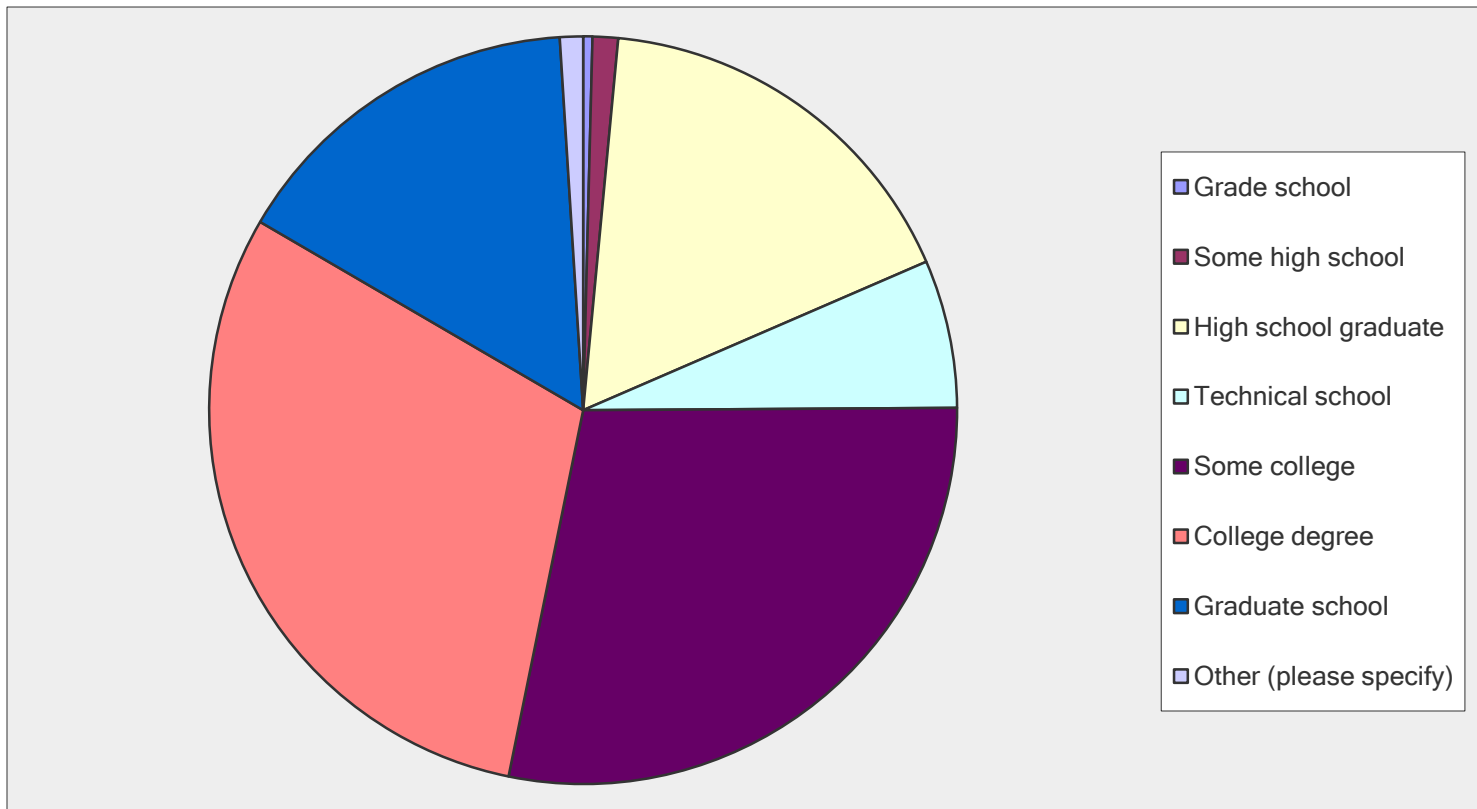


If yes, what month(s) do you plan to visit? (check all that apply)

Answer Options	Response Percent	Response Count
January	3.6%	36
February	11.8%	117
March	21.0%	207
April	21.1%	208
May	24.4%	241
June	26.8%	265
July	24.0%	237
August	16.8%	166
September	20.9%	206
October	18.0%	178
November	8.5%	84
December	7.5%	74
<i>answered question</i>		<b>988</b>
<i>skipped question</i>		<b>280</b>

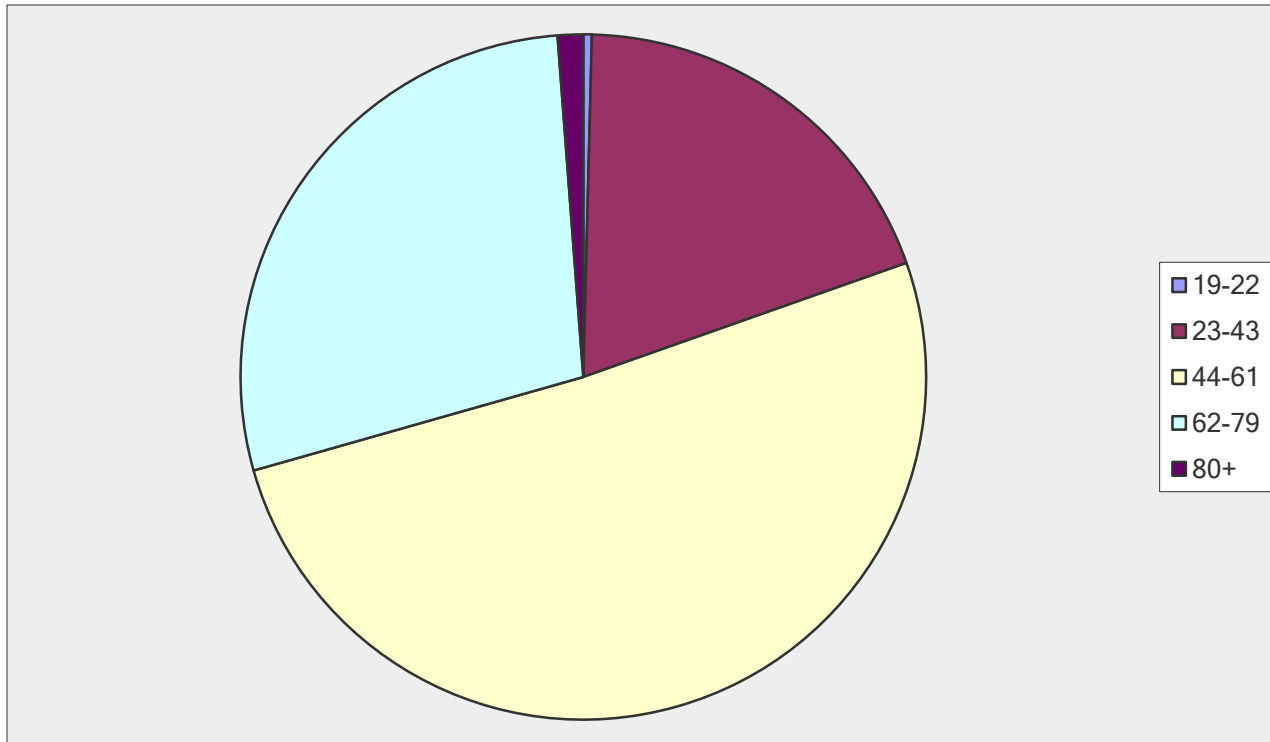


Education level		
Answer Options	Response Percent	Response Count
Grade school	0.4%	5
Some high school	1.1%	13
High school graduate	17.0%	209
Technical school	6.4%	78
Some college	28.3%	348
College degree	30.2%	371
Graduate school	15.6%	192
Other (please specify)	1.0%	12
<i>answered question</i>		<b>1228</b>
<i>skipped question</i>		<b>40</b>



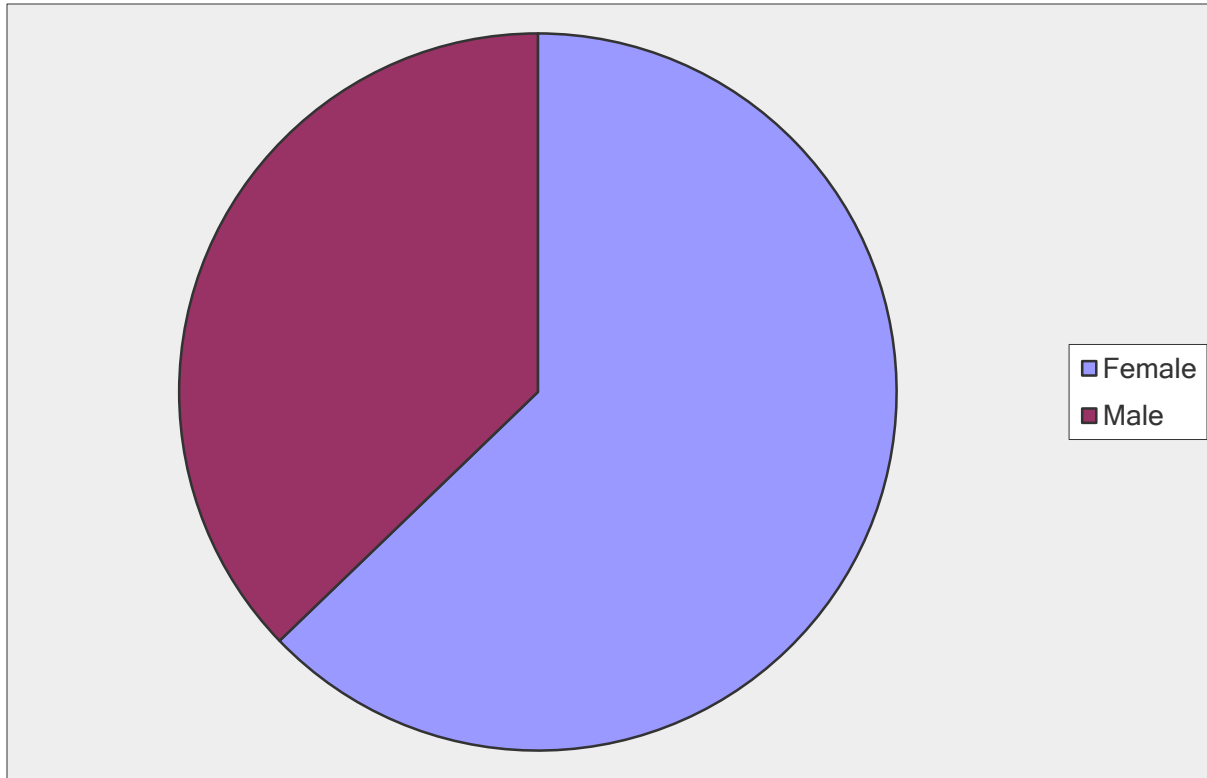
## What is your age?

Answer Options	Response Percent	Response Count
19-22	0.4%	5
23-43	19.2%	236
44-61	51.0%	626
62-79	28.2%	346
80+	1.2%	15
<i>answered question</i>		1228
<i>skipped question</i>		40



## Gender?

Answer Options	Response Percent	Response Count
Female	62.8%	771
Male	37.2%	457
	<i>answered question</i>	1228
	<i>skipped question</i>	40



### Which category is closest to your total family income?

Answer Options	Response Percent	Response Count
less than \$20,000	5.6%	69
\$20,000 - \$39,999	15.6%	191
\$40,000 - \$59,999	25.6%	314
\$60,000 - \$79,999	20.8%	255
\$80,000 - \$99,999	12.5%	153
\$100,000 - \$119,999	8.9%	109
\$120,000 - \$139,999	4.2%	51
\$140,000+	7.0%	86
<i>answered question</i>		<b>1228</b>
<i>skipped question</i>		<b>40</b>

