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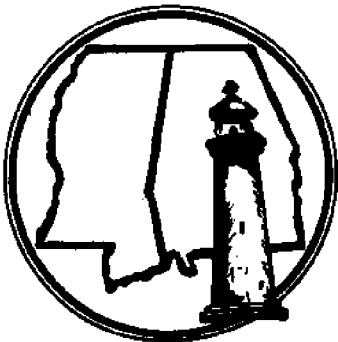
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A Limited Profile of the Harrison County Tourism Industry

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November 1984
MASGP-84-010

David Veal
Rick Haygood
Wally Hall
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A LIMITED PROFILE
OF THE HARRISON COUNTY TOURISM INDUSTRY

by

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ACKNOWLEDGEMENTS

The authors wish to acknowledge the help of Ms. Anna Martin of the Gulf Coast Junior College Hotel/Motel Restaurant Management Program and students of that program. In addition, we wish to express appreciation to Dr. Steve Murray of the Mississippi Cooperative Extension Service for his invaluable assistance in statistical analysis and data management, as well as Ms. Linda (Susie) Saucier and Ms. Connie Burge, Sea Grant Advisory Service, Mississippi Cooperative Extension Service, for their assistance in data analysis and manuscript preparation. Appreciation is also expressed to Ms. Jennifer Marks, Mississippi R&D Center, for support in preparation of figures. Special thanks to Dr. John R. Kelly, formerly of the Mississippi Cooperative Extension Service, for his help in planning and implementing early phases of this study.

SUMMARY

The major objective of this study was to create a limited profile of the visitor to the Mississippi Gulf Coast and the Mississippi Gulf Coast tourism industry. By analyzing the data on a sample of 18,000 registration cards held by ten major hotel properties and by information collected from a survey of 3,500 visitors to the Mississippi Gulf Coast, information concerning demographics--the visitor's home state, size of party, duration of stay, purpose of the trip, and trip expenditures--was obtained.

Analyzed on a monthly, seasonal, or annual basis, two states figure prominently in providing visitors to the Mississippi Gulf Coast, i.e., Louisiana and Mississippi, comprising approximately 50 percent of all Harrison County visitors.

Visitors from the south comprise 70 to 90 percent of the visitor population on a seasonal basis, while midwestern visitors comprise from 6 to 25 percent of the visitor population on a seasonal basis.

Approximately 15 percent of Gulf Coast visitors reported visiting the coast to attend group meetings or conventions, while 28.1 percent visited the Gulf Coast for a combination of business and pleasure, and 28.3 percent visited the Gulf Coast purely for pleasure.

The beaches were a major influencing factor in attracting visitors, with 52 percent indicating that their decision was based purely on the availability of beaches, while approximately 46 percent indicated that restaurants were a major influencing factor, and approximately 43 percent reported the variety of accommodations as important in their decision to visit the Gulf Coast.

Average expenditures per party per trip were \$547.45, with average expenditures per party per night of \$152.96, and average expenditures per person per night of \$65.74.

INTRODUCTION

Much of the Mississippi Gulf Coast's early history has been traditionally based upon the tourism industry; however, its early visitors were residents of nearby cities and communities who maintained large and often elaborate summer homes along the Mississippi Gulf Coast. Although several hotels were scattered along Mississippi's coast, it was not until the construction of the beach in Harrison County, during the early 1950s, that a major tourist industry developed. The construction of this beach resulted in the establishment of major hotels during the 1950s and 60s. These hotels were later augmented by dozens of smaller properties that together formed the basis of today's tourism industry. The development of this industry as it exists today has primarily resulted because of the existence of the beach. The industry is, of course, summer-oriented.

In order to augment the summer trade, industry and local government together succeeded in constructing a convention center and coliseum complex in 1977. In order to provide for promotion of this facility and the Gulf Coast as a convention destination, a convention and visitor's bureau was formed in 1975 and was placed under the direction of the Harrison County Tourism Commission in 1980.

Activities of the Tourism Commission are funded by a one-mil ad valorem tax in Harrison County and an additional one percent sales tax on hotel rooms. In addition, a 10 percent commission may be rebated by participating hotels on commission-housed convention rooms. These funds allow the Tourism Commission, through a staff and advertising agency, to actively promote the convention and tourism business.

To date, no definitive studies exist which provide a clear picture of the Gulf Coast tourism and convention business. As a result, a study was initiated by the Mississippi Cooperative Extension Service, Harrison County Tourism Commission, and the Mississippi Department of Economic Development to define Mississippi's visitor population and their state of origin, as well as other pertinent information.

METHODOLOGY

The major objective of this study was to create a profile of the visitor to the Mississippi Gulf Coast. In particular, information concerning demographics--the visitor's home state, size of party, duration of stay, purpose of trip, and trip expenditure was desired. It was anticipated this information would lead to more targeted marketing efforts, thereby increasing advertising effectiveness.

The Sample

To obtain this data ten (10) hotels were selected to be sampled. These ten represented a major share of Coast hotels and were representative of size (small, medium, and large), affiliation (independent as well as chain), and population composition (convention and tourist). Questionnaires were sent to those properties requesting their total number of registrants by month for 1981, 1982, and the first six months of 1983. Totals were then determined with an aggregate registration of 542,885 representing the study population.

Proportionate sampling was utilized to determine the contribution of each hotel. The number of individual hotel registrations was divided into the total number of registrations and a resulting percentage was obtained. This percentage was then multiplied against the number of registrants per month to determine the number to be sampled each month, for each hotel. A complete analysis is provided in Table I.

In obtaining the sample, investigators went through a file of registration cards for a particular month selecting cards at random until the end of the file was reached. The process was then repeated for each of the thirty (30) months for each hotel.

Table I. Population and Sample Statistics for Card Analysis and Visitor's Survey

Hotel	Number of Registrations	Percent of Total Hotel Registrations	Sample Size	
			N	Percent
A	13,454	3	540	3
B	20,473	4	720	4
C	44,152	8	1440	8
D	33,253	6	1080	6
E	80,333	14	2520	14
F	149,878	27	4860	27
G	64,559	12	2160	12
H	57,647	11	1980	11
I	42,348	8	1440	8
J	36,792	7	1260	7

The required information concerning the state of origin, length of stay, and the number in the party was transferred from the registration card to a survey form for tallying. During this process, every (3rd) registration card for the last 18 months of the study was set aside after the above information was collected. These third cards were then used to obtain the names and addresses of individuals who were to be included in a mail survey to ascertain more in-depth data concerning individual visits to the Mississippi Gulf Coast. Pulling every third card resulted in a sample size of 3500 for mail survey.

This procedure was followed in all but two cases. At one hotel, monthly registration information was recorded on microfiche. There, the investigators simply loaded the microfiche on readers and selected names by moving the locator to different positions. The information was recorded on

the tally sheets and the name and address of every third entry was recorded for the mail survey. The second property simply did not have registration cards for some months. In this instance, portfolios were substituted for the cards. "Folios" contained the same information as registration cards, but also contained information concerning hotel charges. The folios were processed in the identical manner as registration cards and no attempt was made to examine data other than state of origin, length of stay, and party size.

In summary, registrations from ten hotels were selected to form the study group. They represent a study population of 542,889 registrations. A 3.3 percent sample was selected which translated into a sample size of 18,000. Proportionate sampling was then utilized to determine what part of the sample each hotel would contribute.

Information from the tally sheets was then entered into a computer and descriptive statistics applied. Results of the analysis of data may be found in the next chapter of this report.

The names and addresses were also entered into the computer and an identification number was assigned to each. Address labels were generated and 3500 survey forms were mailed to previous visitors to the Mississippi Gulf Coast. An analysis of their responses can be found in the following chapter.

RESULTS AND DISCUSSION

In order to profile Harrison County's tourism business, two separate and distinct, but related studies, were conducted. The first consisted of an analysis of registration cards of ten major hotel properties in Harrison County for the 1981, 1982, and 1983 period. Information collected from the registration card sample included: state of origin of the visitors, time of visits, number in the party, and length of stay. The second phase of the study consisted of a questionnaire (discussed in some detail later in this section) sent to a selected group of individuals identified as visitors to the same hotel properties. While minor discrepancies between the two studies are apparent, the results strongly support the total validity of the analysis.

REGISTRATION CARD ANALYSIS

Origin of Visitors—Monthly Basis

During the 30 months covered in this phase of the study, on a month by month basis, Louisiana and Mississippi were the top two (2) contributors during each month. During 1981, Louisiana contributed the greatest percentage of visitors for four (4) of the 12 months (January, May, August, and September), while Mississippi contributed a major share of the visitors for the remaining 8 months. The percentage of total visitors from Louisiana for these 4 months ranged from 18.3 percent for January to 34.4 percent for August. Mississippi's contribution ranged from 16.9 percent of the total visitor population for January 1981 to 37 percent for July 1981. Texas was in the top five (5) states for 11 months in 1981; it contributed from 4.2 to 7.1 percent of the visitors. Alabama was in the top five (5)

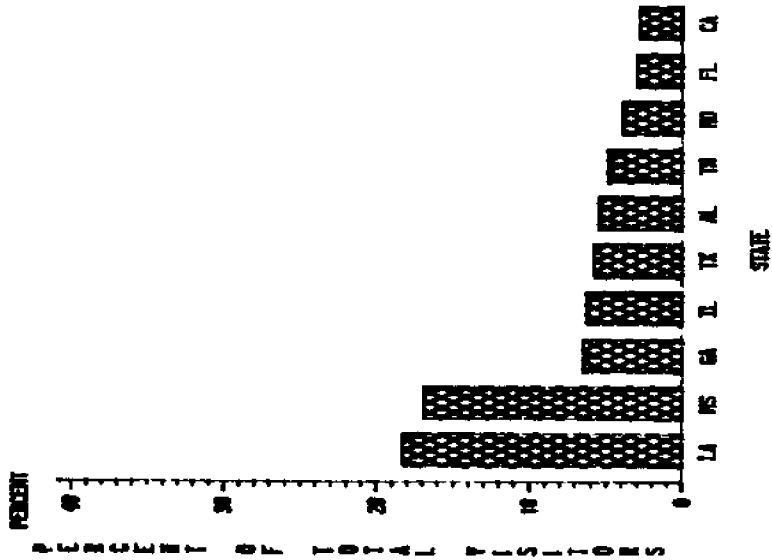
states for 10 of the 12 months during 1981; its monthly contribution ranged from 4.2 percent to a high of 7 percent. No other state ranked in the top five (5) consistently on a monthly basis during 1981. A summary of the origin of visitors on a monthly basis for the calendar year 1981 may be found in Figure I.

As in 1981, residents who claimed Mississippi or Louisiana as their home state comprised the largest share of the visitors during all months of 1982. Visitors who reported Mississippi as their home state were major contributors during six (6) of the 12 months, while those who reported Louisiana as their home state were dominant in six (6) of the 12 months. The percentage of visitors who reported Mississippi as their home state ranged from a low of 18.5 percent of the visitor population for November to a high of 34.2 percent for June 1982, while visitors who reported Louisiana as their home state ranged from a low of 15.4 percent for January 1982 to a high of 33.3 percent in August of 1982. Texas ranked among the top five (5) leading states for 11 of the 12 months during 1982. A summary of the origin of visitors on a monthly basis for the calendar year 1982 may be found in Figure II.

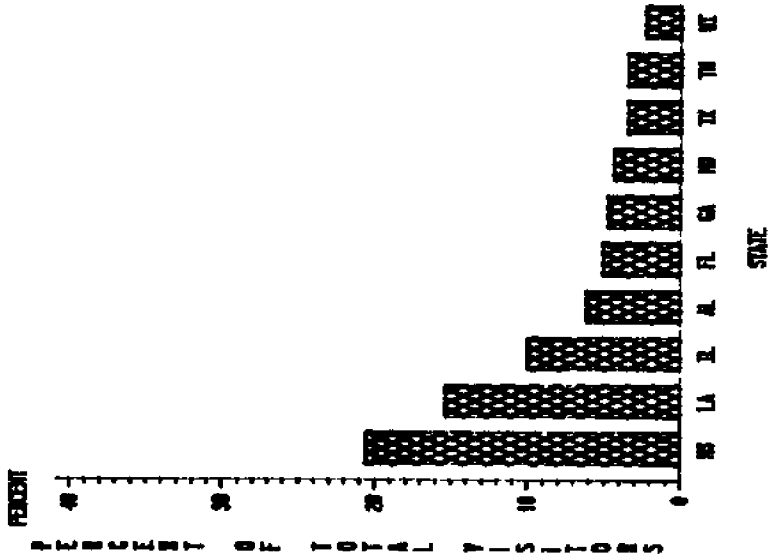
For the first six (6) months of 1983, visitors who reported their home state as Mississippi ranged from 19.2 percent of the total visitor population in January 1983 to 33.9 in June 1983. Texas was among the top five (5) leading states in home of origin of visitors for five (5) of the six (6) months during 1983. A summary of the origin of visitors on a monthly basis for 1983 may be found in Figure III.

FIRST QUARTER 1981

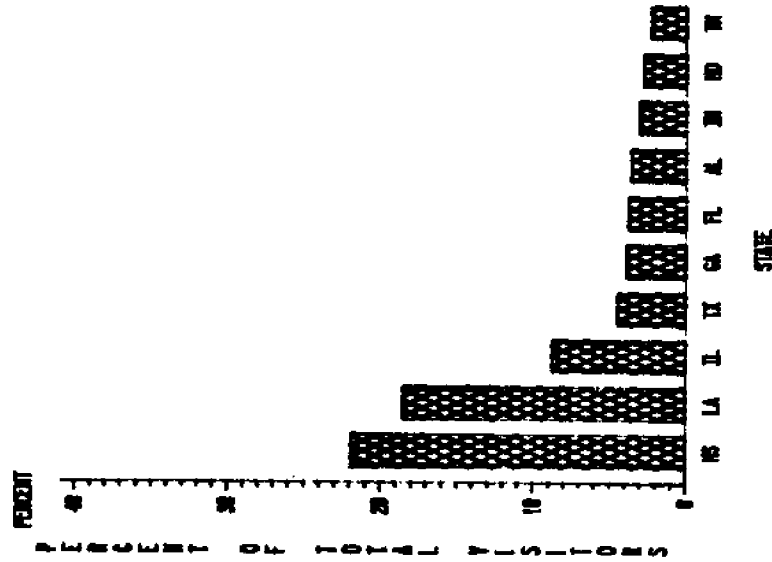
JANUARY



FEBRUARY



MARCH

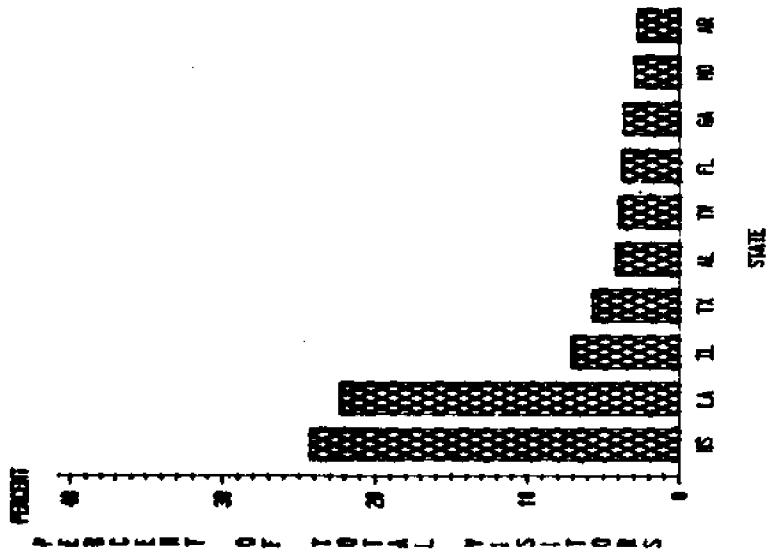


SELECTED STATES CONTRIBUTING VISITORS

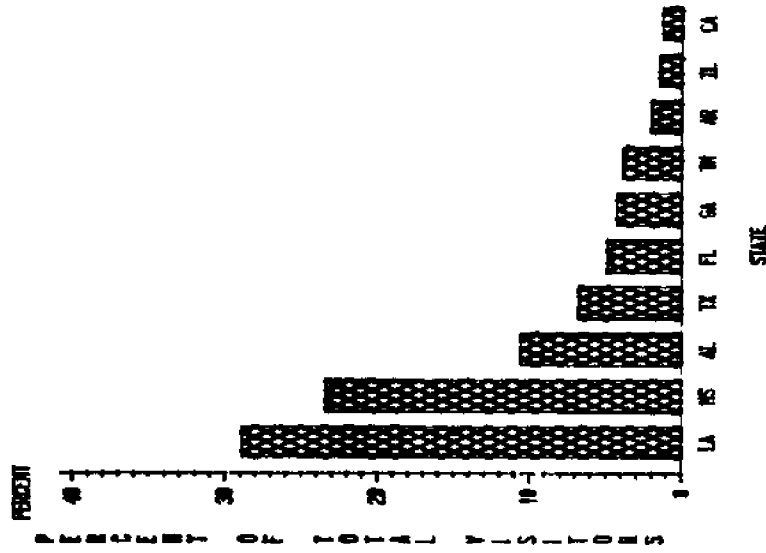
FIGURE 1. TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1981

SECOND QUARTER 1981

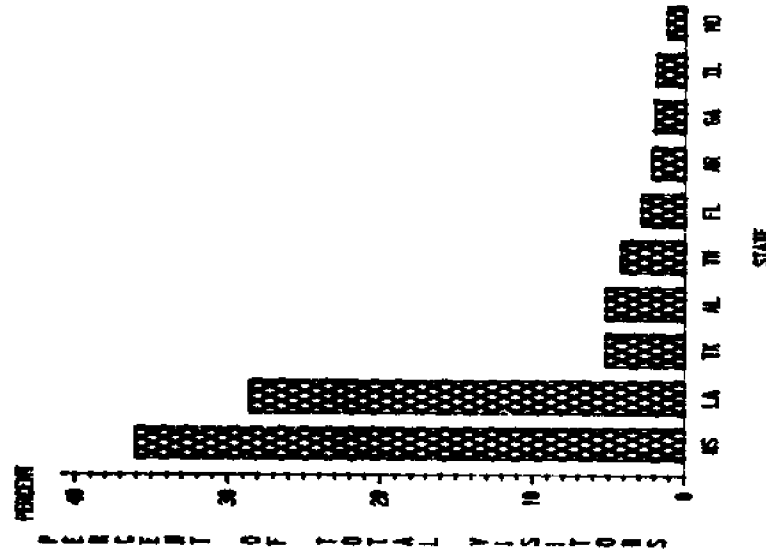
APRIL



MAY



JUNE

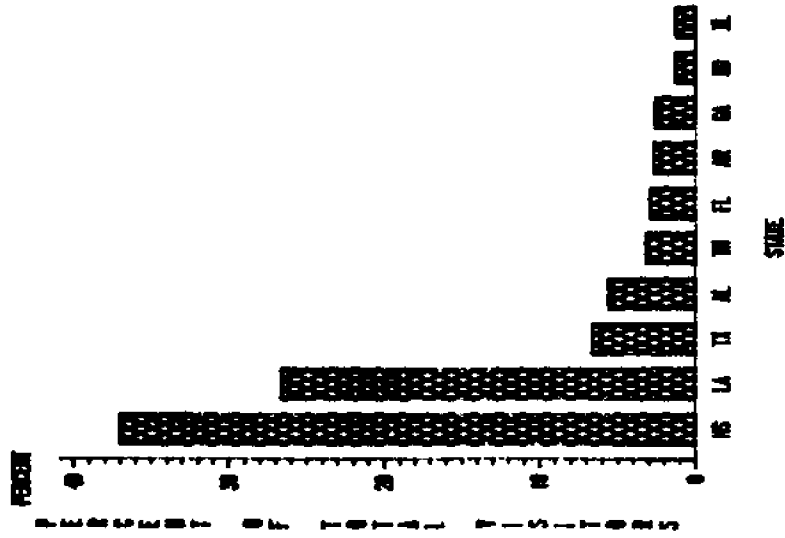


SELECTED STATES CONTRIBUTING VISITORS

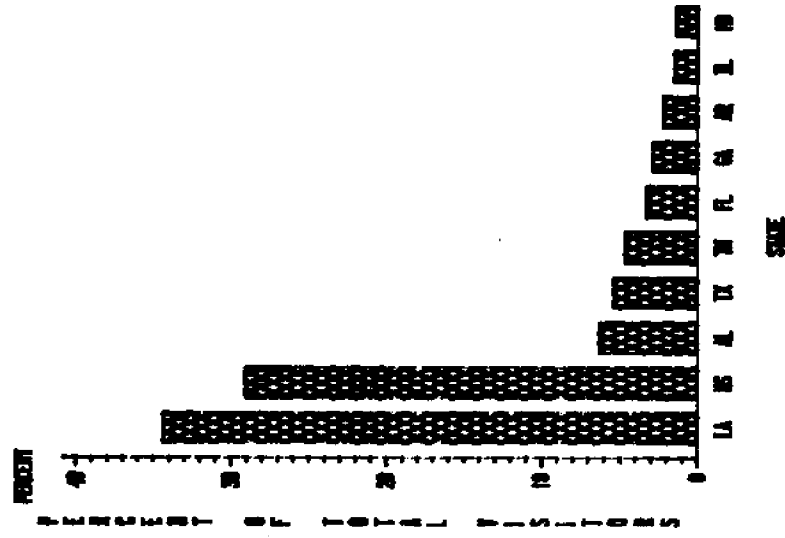
FIGURE 1. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1981

THIRD QUARTER 1981

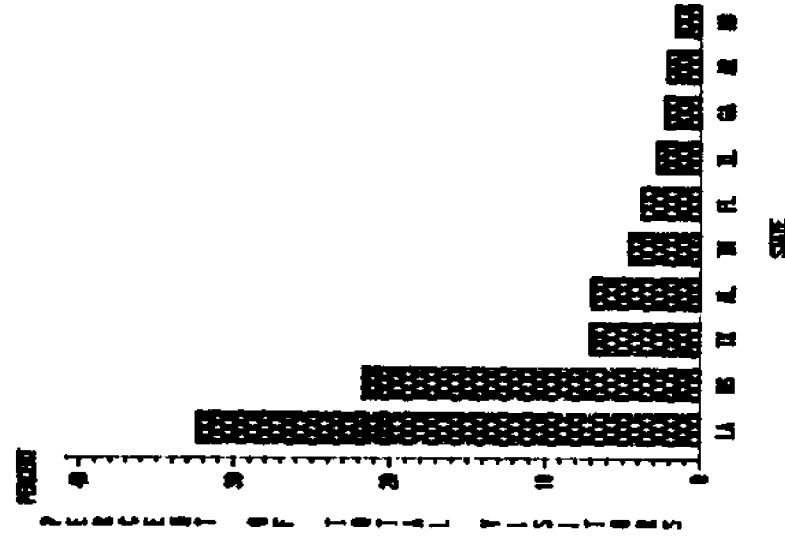
JULY



AUGUST



SEPTEMBER

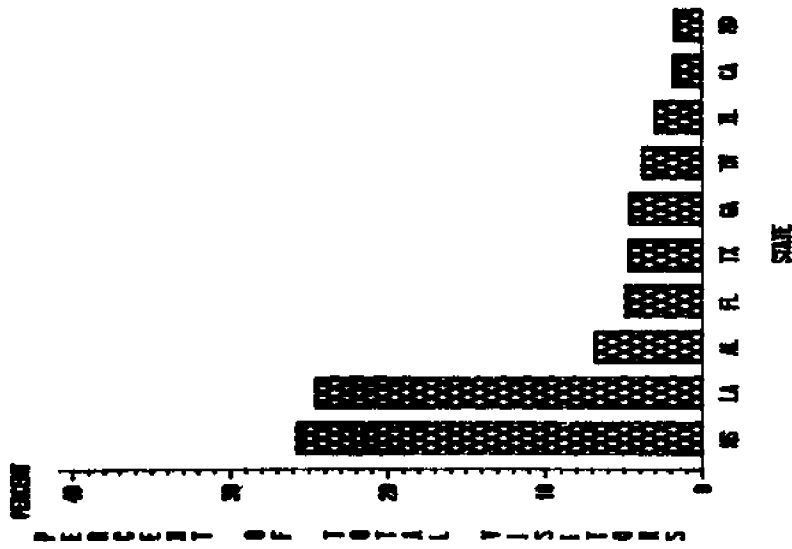


SELECTED STATES CONTRIBUTING VISITORS

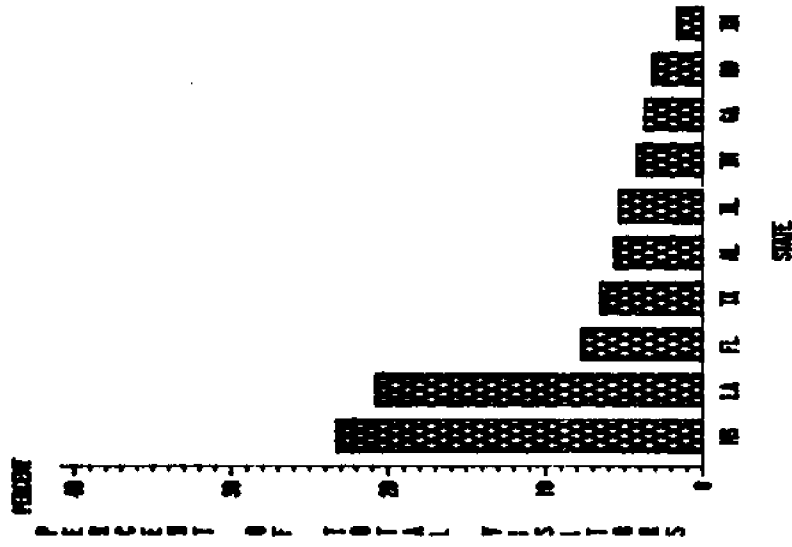
FIGURE I. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1981

FOURTH QUARTER 1981

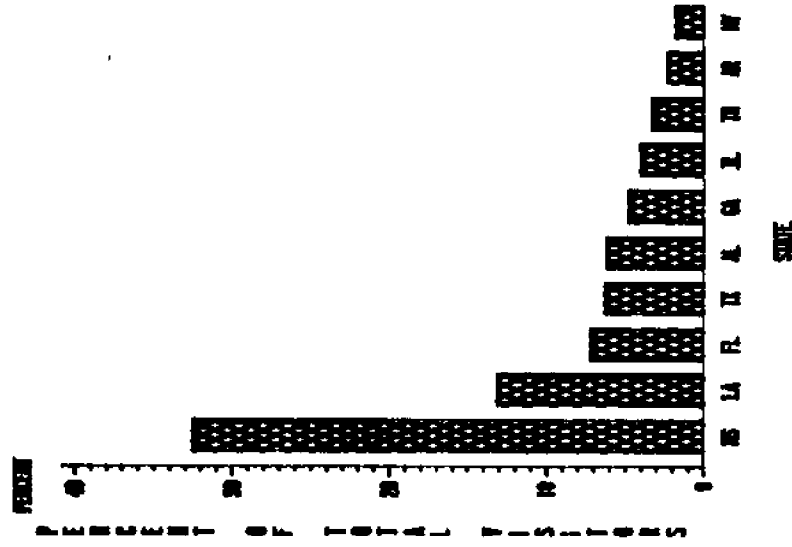
OCTOBER



NOVEMBER



DECEMBER

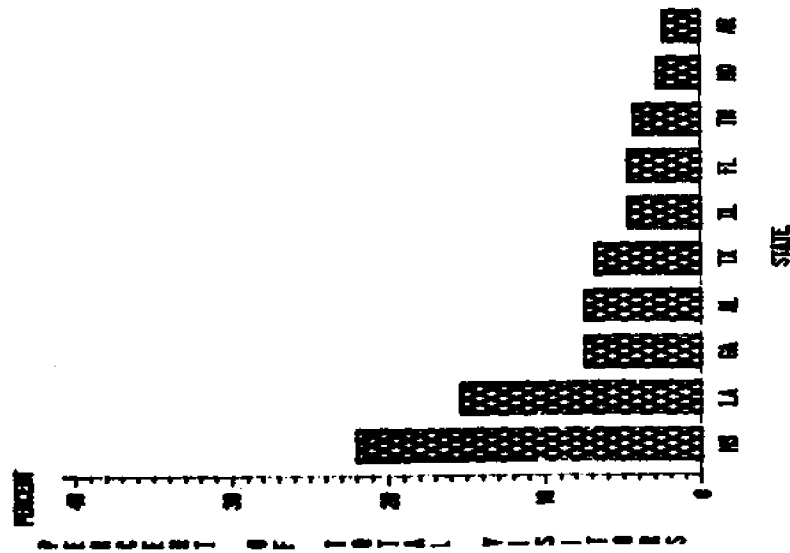


SELECTED STATES CONTRIBUTING VISITORS

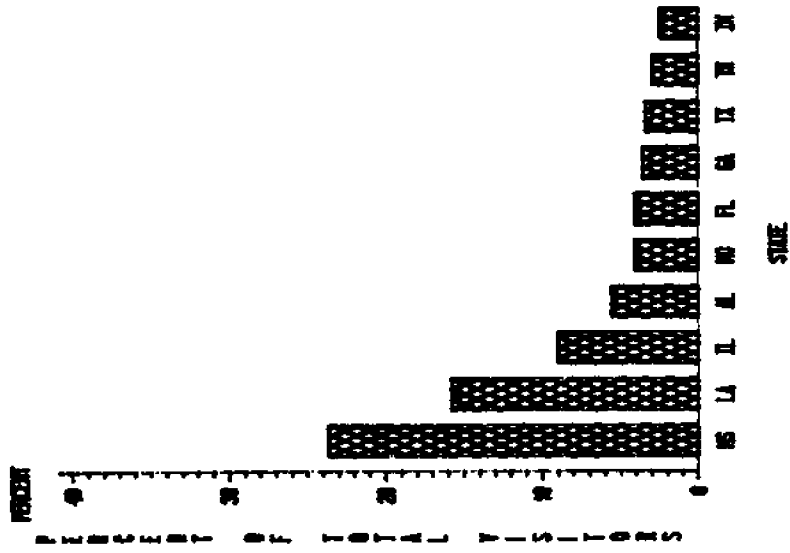
FIGURE I. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1981

FIRST QUARTER 1982

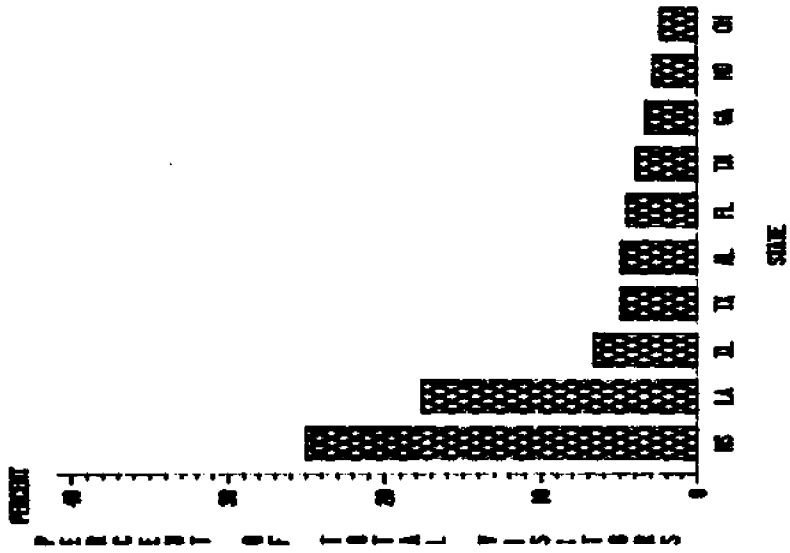
JANUARY



FEBRUARY



MARCH

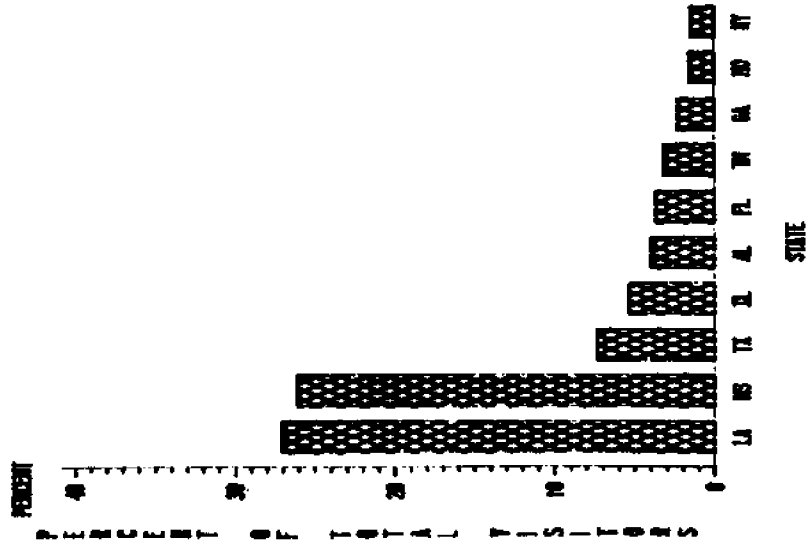


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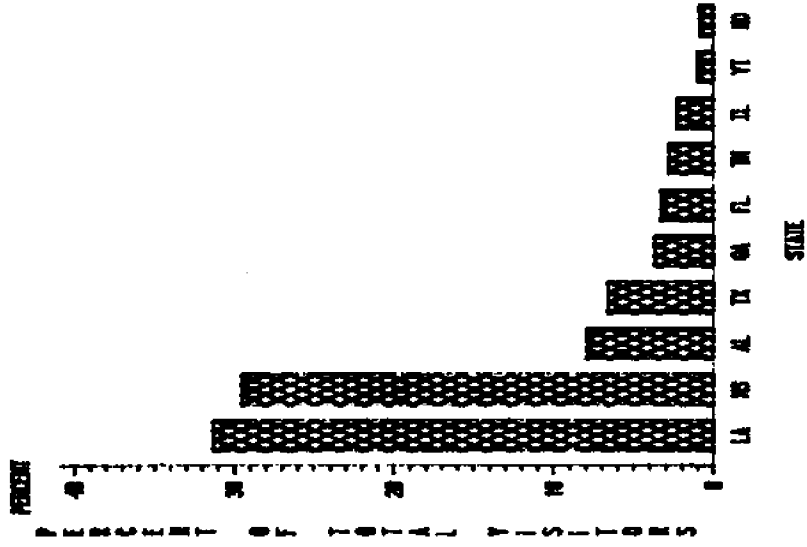
FIGURE II. TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1982

SECOND QUARTER 1982

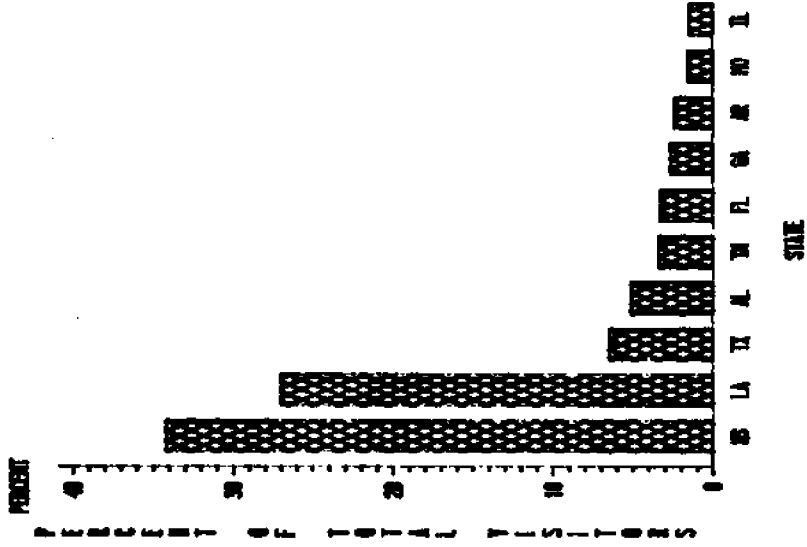
APRIL



MAY



JUNE

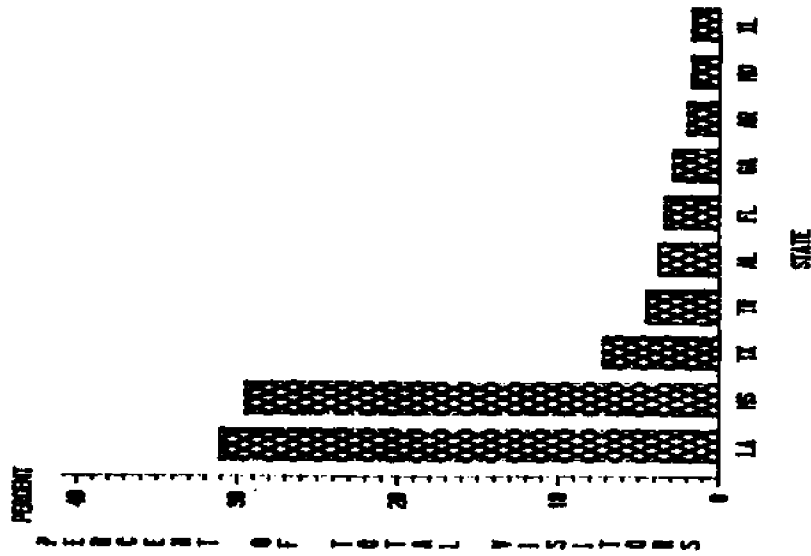


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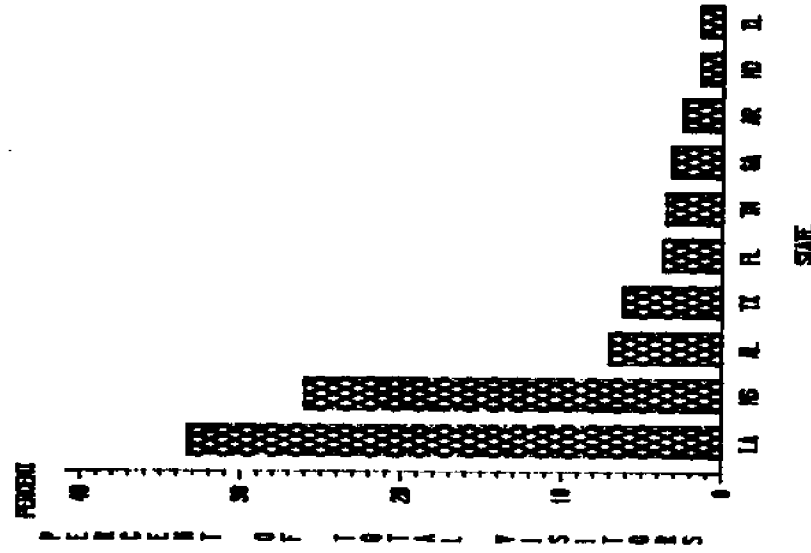
FIGURE II. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1982

THIRD QUARTER 1982

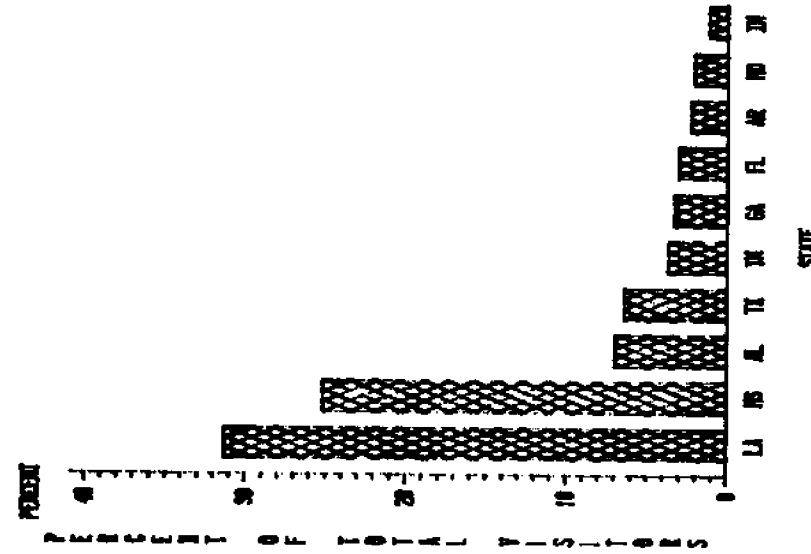
JULY



AUGUST



SEPTEMBER

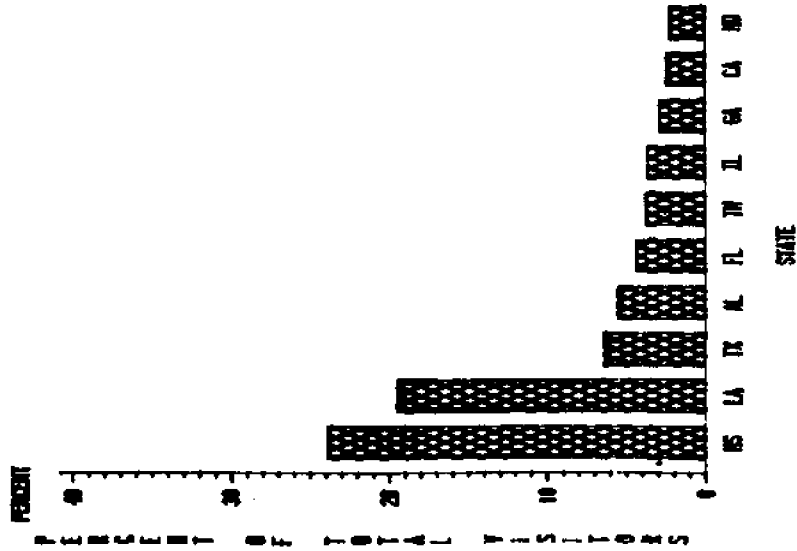


SELECTED STATES CONTRIBUTING VISITORS

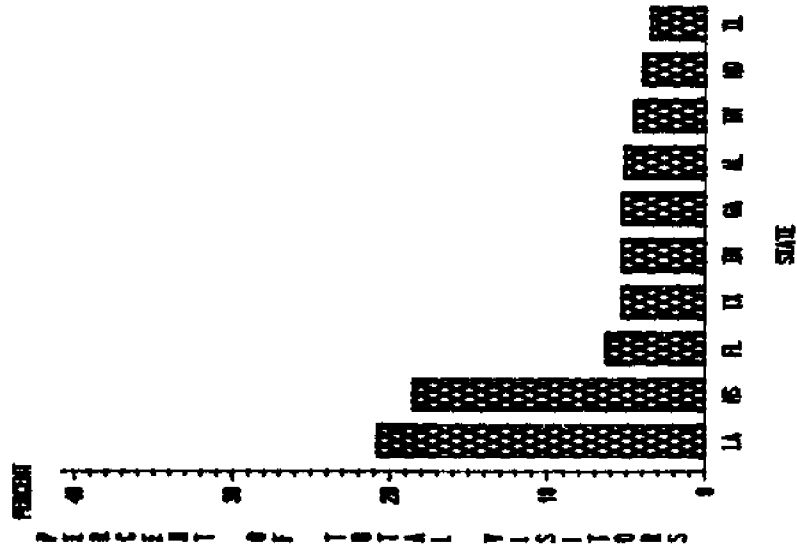
FIGURE II. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1982

FOURTH QUARTER 1982

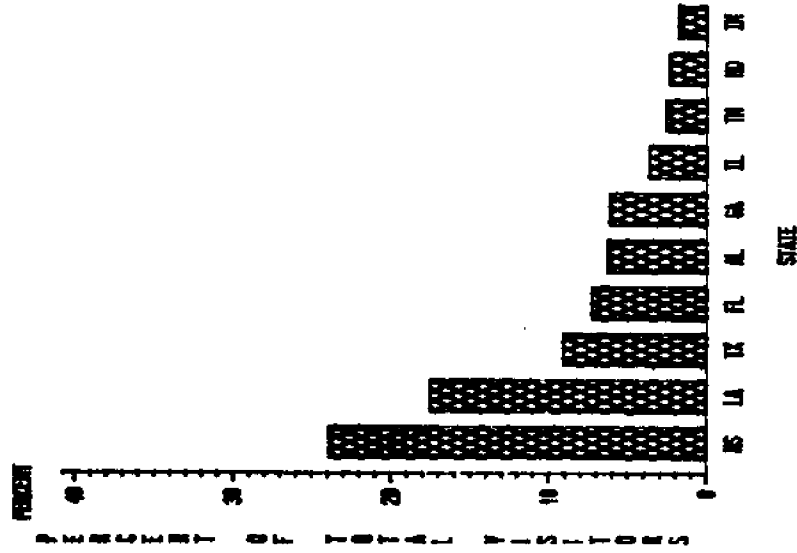
OCTOBER



NOVEMBER



DECEMBER



SELECTED STATES CONTRIBUTING VISITORS

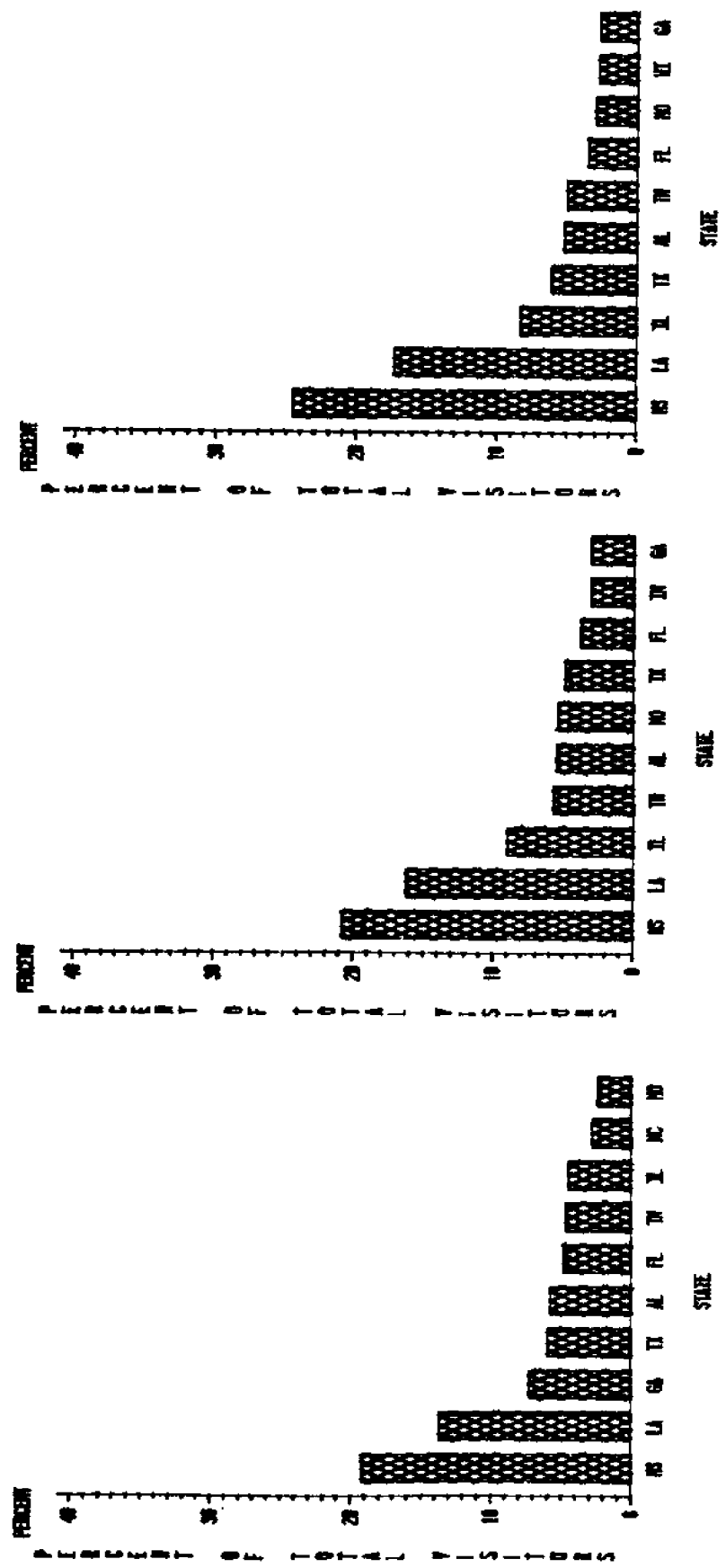
FIGURE II. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1982

FIRST QUARTER 1983

JANUARY

FEBRUARY

MARCH

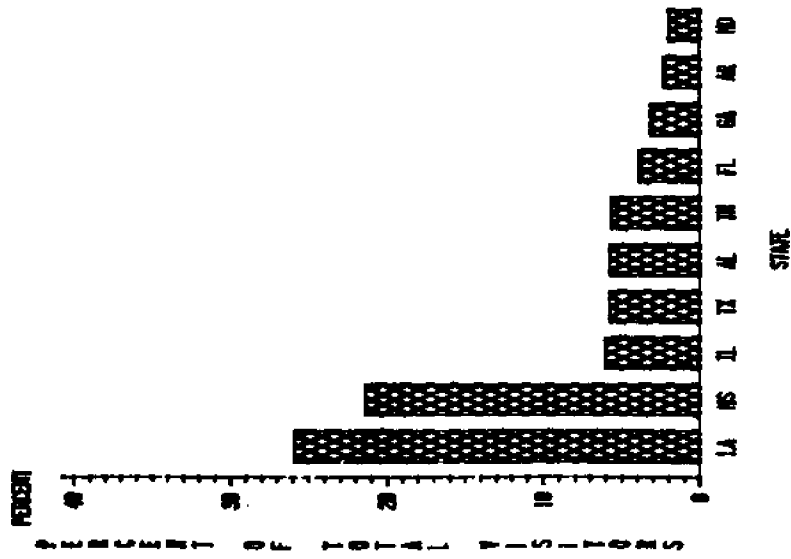


SELECTED STATES CONTRIBUTING VISITORS

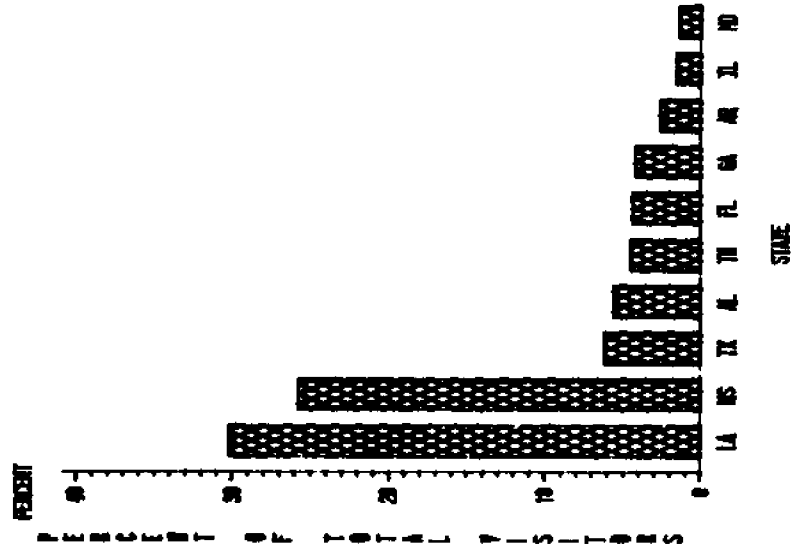
FIGURE III. TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1983

SECOND QUARTER 1983

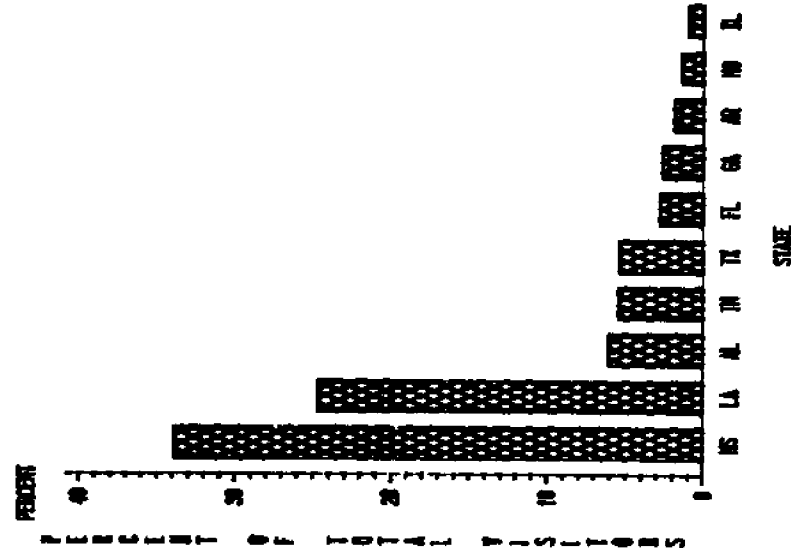
APRIL



MAY



JUNE



SELECTED STATES CONTRIBUTING VISITORS

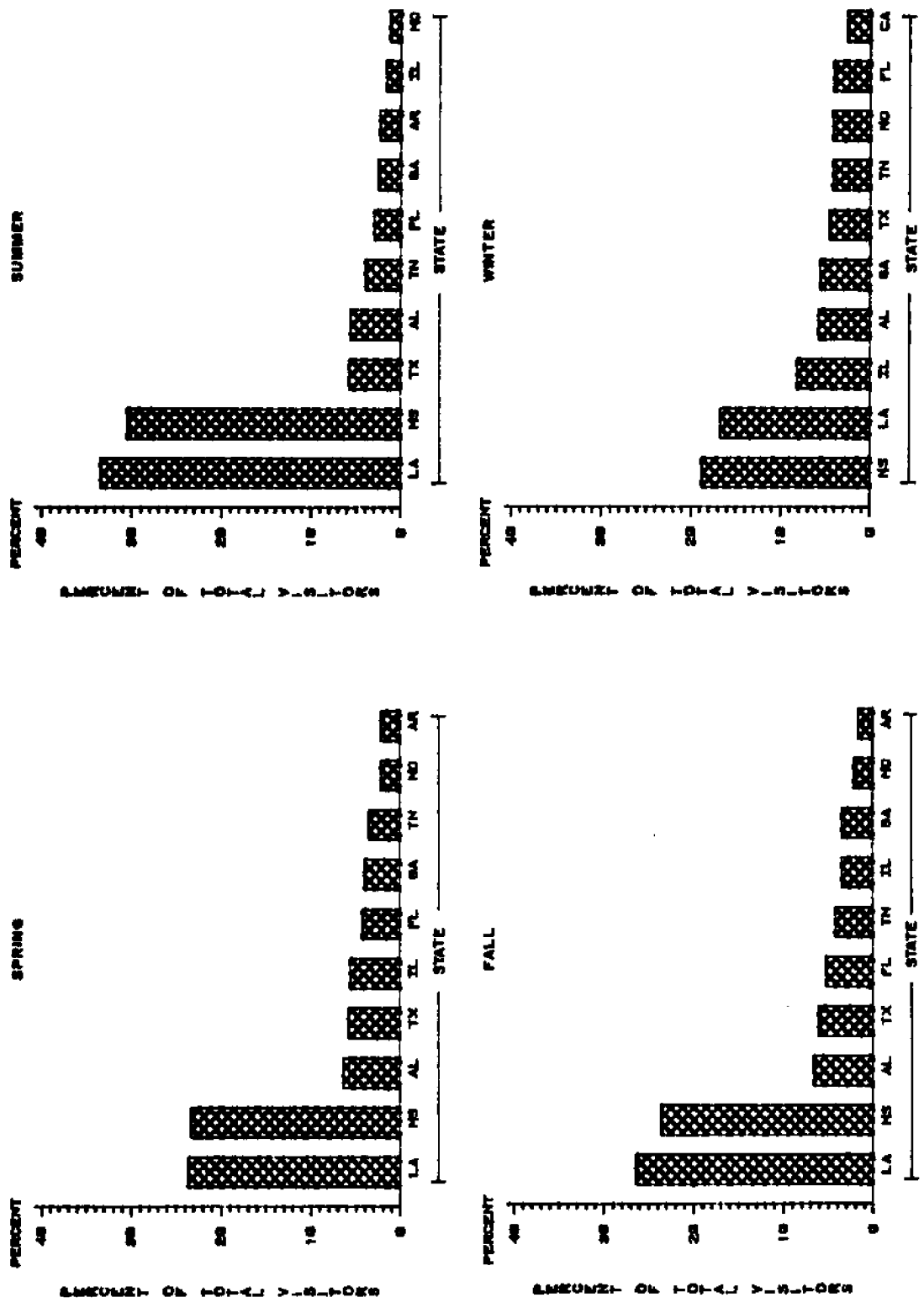
FIGURE III. (CONTINUED) TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A MONTHLY BASIS FOR 1983

Origin of Visitors--Seasonal Basis

Analysis of visitors to the Mississippi Gulf Coast on a seasonal basis shows little difference from that presented on a monthly basis. The twelve calendar months were divided into four (4) seasons; spring, summer, fall, and winter; spring consisted of March, April, and May; summer consisted of June, July, and August; fall consisted of September, October, November; and winter consisted of December, January, and February. An analysis of the origin of visitors as a function of season and state of origin may be found in Figures IV, V, and VI for the calendar years of 1981, 1982, and 1983, respectively.

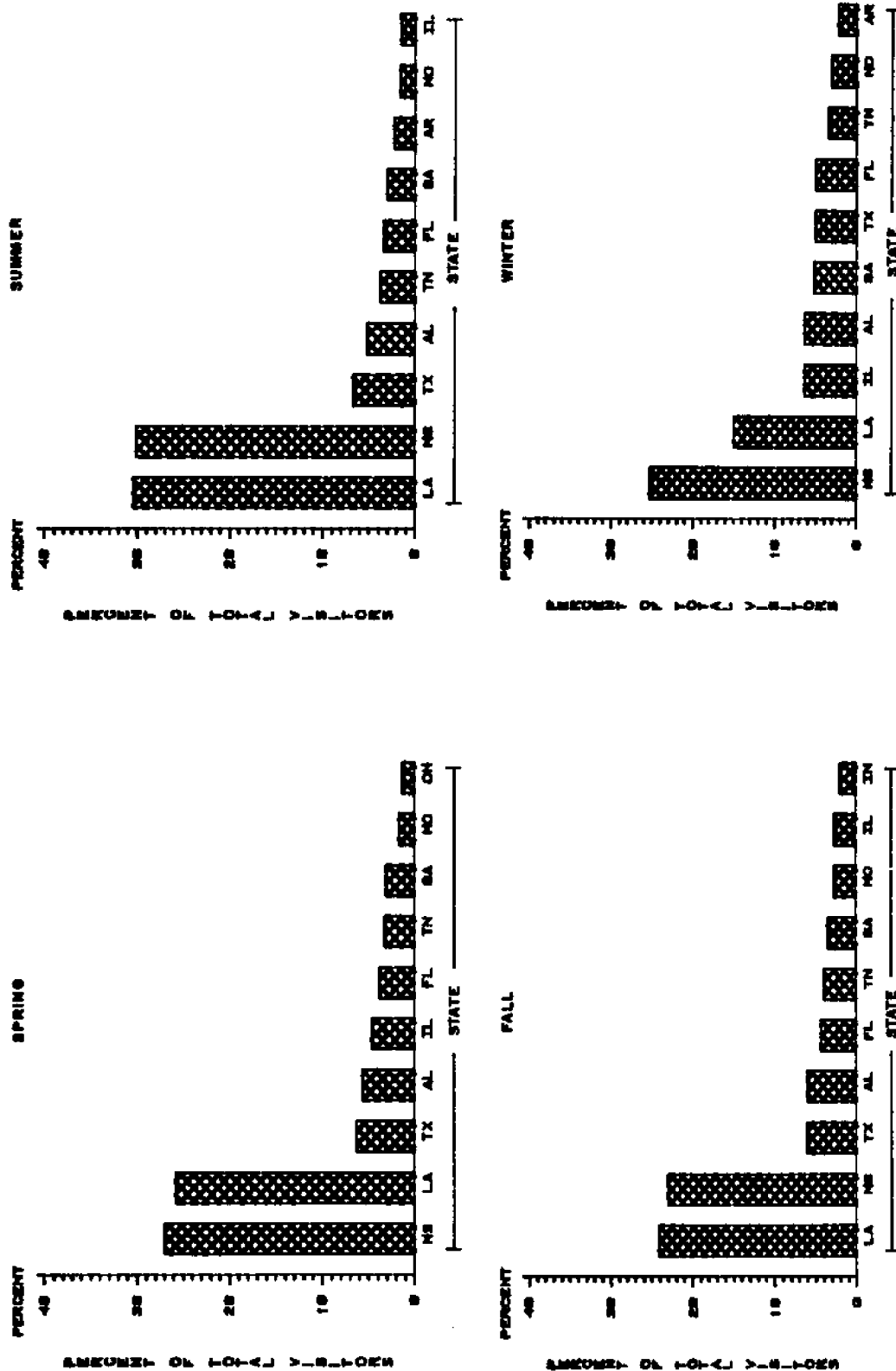
For 1981, residents who claimed Louisiana as their home state ranged from 16.8 percent of the winter visitors to 33.5 percent of the summer visitors. Residents who claimed Mississippi as their home state contributed from 18.8 percent of the visitor population for the winter to 23.6 percent of the visitor population for the fall. As might be expected, Louisiana and Mississippi were the top two states in contributing to the total visitor population. Texas and Alabama ranked among the top five (5) states during all four (4) seasons for 1981.

For the 1982 calendar year, Mississippi and Louisiana were the major contributors of visitors to the Mississippi Gulf Coast. Visitors who reported Mississippi as their home state led all states in the spring and winter of 1981 with 23.0 and 25.3 percent of the visitor population, respectively. Residents who reported Louisiana as their home state led all states in the summer and fall of 1981 with 30.4 and 24.1 percent of the visitor population, respectively. Residents who reported Texas as their



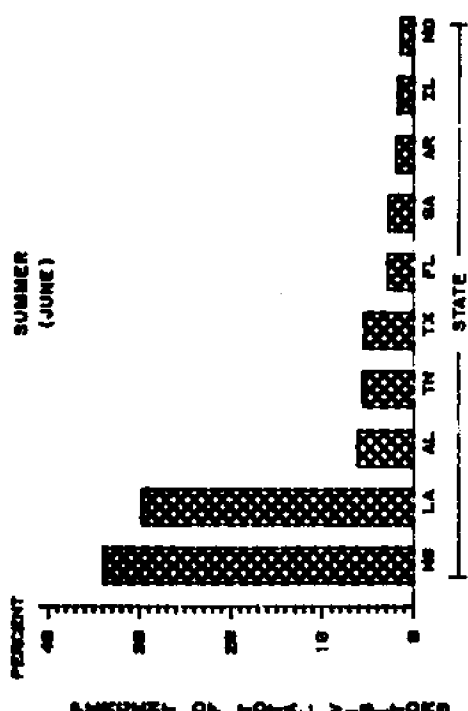
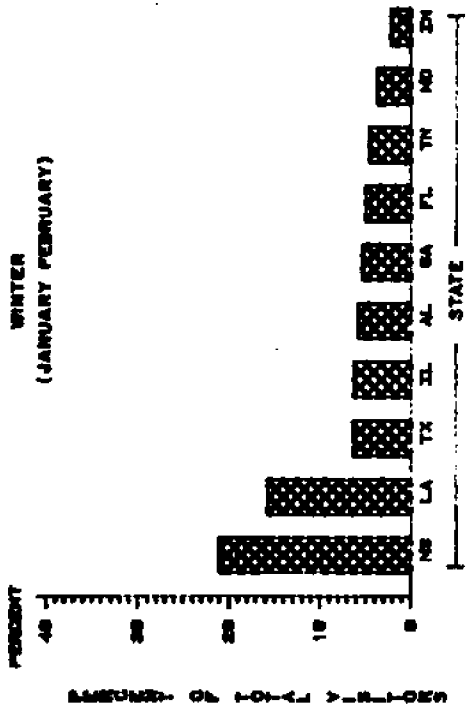
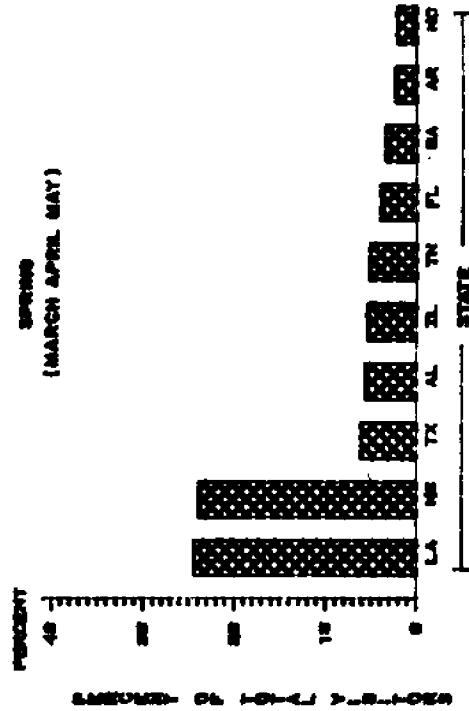
SELECTED STATES CONTRIBUTING VISITORS

FIGURE IV. TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A SEASONAL BASIS FOR 1981.



SELECTED STATES CONTRIBUTING VISITORS

FIGURE V. TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A SEASONAL BASIS FOR 1982.



SELECTED STATES CONTRIBUTING VISITORS

FIGURE VI. TOP TEN STATES CONTRIBUTING VISITORS TO THE MISSISSIPPI GULF COAST ON A SEASONAL BASIS FOR 1983.

home state contributed from 6.1 to 6.3 percent of the visitor population for the spring, summer, and fall of 1982, while visitors who reported Alabama as their home state contributed from 5.2 to 6.4 percent of the visitor population during all four (4) seasons. Texas ranked third in order of importance in three (3) of the four (4) seasons, while Alabama ranked third or fourth in three of the four seasons.

In 1983, Mississippi and Louisiana were again major contributors to the visitor population on a seasonal basis; Mississippi contributed from 21.0 percent of the winter 1982-83 visitor population to 33.9 percent of the summer 1983 visitor population. Visitors who reported Louisiana as their home state ranged from 15.7 percent of the visitor population for the winter 1982-83 to 24.4 percent of the visitor population for the spring of 1983. Texas was the third major contributor for two of the three seasons reported in 1983; Alabama was the fourth in two of the three seasons in 1983.

Region of Origin

An analysis of visitor registration as a function of region of origin, instead of state of origin, may be found in Figure VII. It is obvious from Figure VII that the South contributed from 70 to more than 90 percent of the entire Gulf Coast visitor population; peaks occurred from May through August and declined gradually until December. The winter months from December through April showed a sharp decline followed by a gradual increase into May.

The Midwest was the second leading region in terms of percentage of visitors to the Gulf Coast area; its contribution ranged from 6 percent to approximately 25 percent. Peak occurrence of visitors from the Midwest was

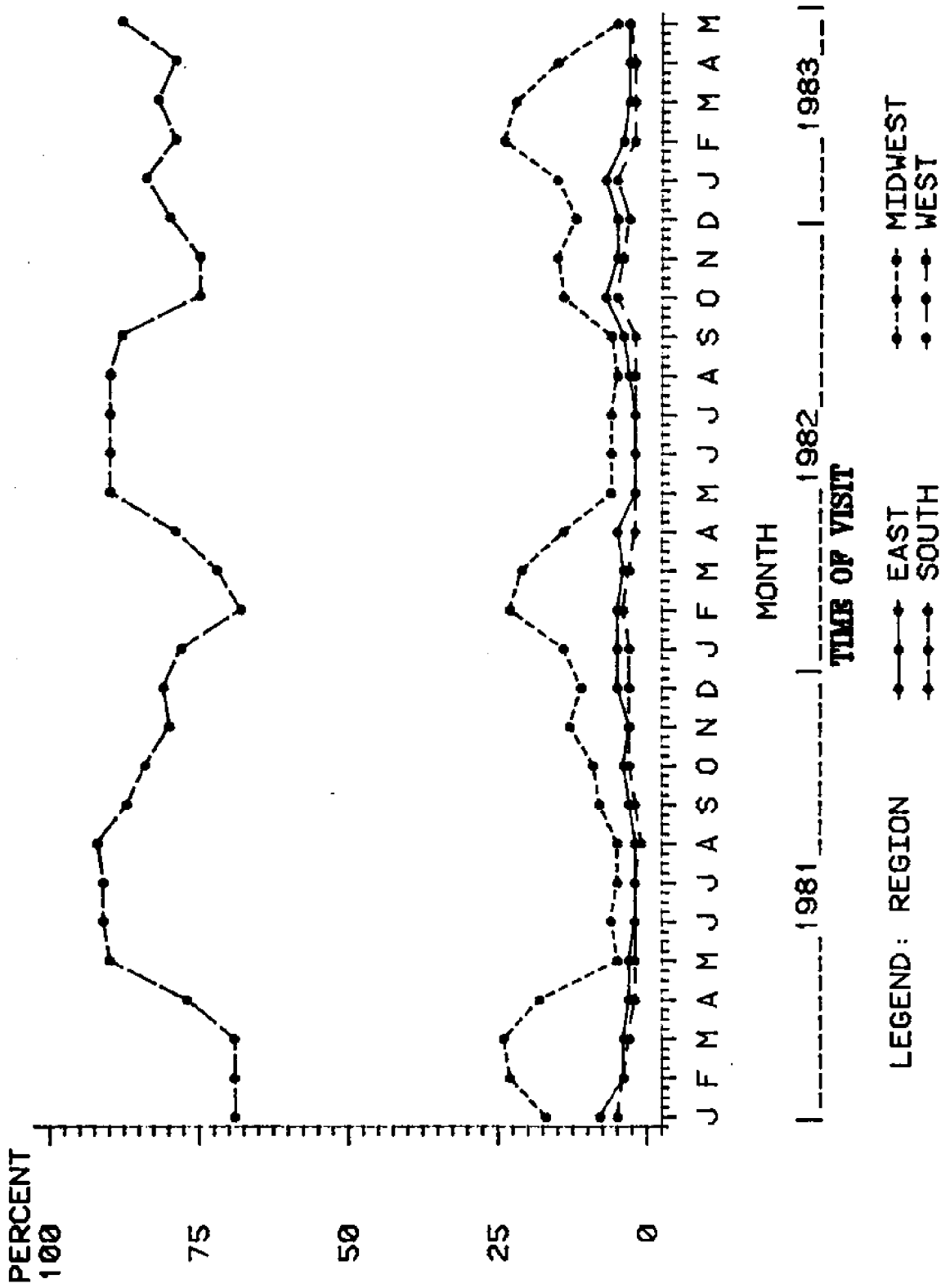


FIGURE VII. MONTHLY REGISTRATION BY REGION 1981--1983.

from January through April in 1981, 1982, and 1983. These peaks were followed by lows of approximately 6 percent for the summer months of each year.

The East and West were relatively small contributors to the coastal visitor population; they showed an average contribution of approximately two (2) to four (4) percent. No discernable pattern existed for either region. It appeared that the higher percentages visited the Coastal area during the winter months; the lows occurred in June, July, and August.

Party Size

An analysis of the 18,000 data sets drawn from registration cards of hotels provided insight into average party size as a function of the year. For 1981, 46 percent of all the visiting parties were single visitors, while parties of two made up 25.5 percent of the total. Parties of three or more comprised the remaining groups. For 1982, people visiting alone comprised 45.6 percent of the total, while a party of two comprised 24.5 percent of the total. Parties of three or more comprised the remaining percentage. Similar results were apparent for 1983. Those visiting alone comprised 44.7 percent of the total population; parties of two comprised 24.2 percent, while parties of three or more comprised the remainder. This data is summarized in Figure VIII.

Duration of Stay

An analysis of duration of stay based upon the 18,000 sample registration cards drawn indicated that approximately one-half of the visiting parties stayed two nights, followed by one-third, who stayed one night.

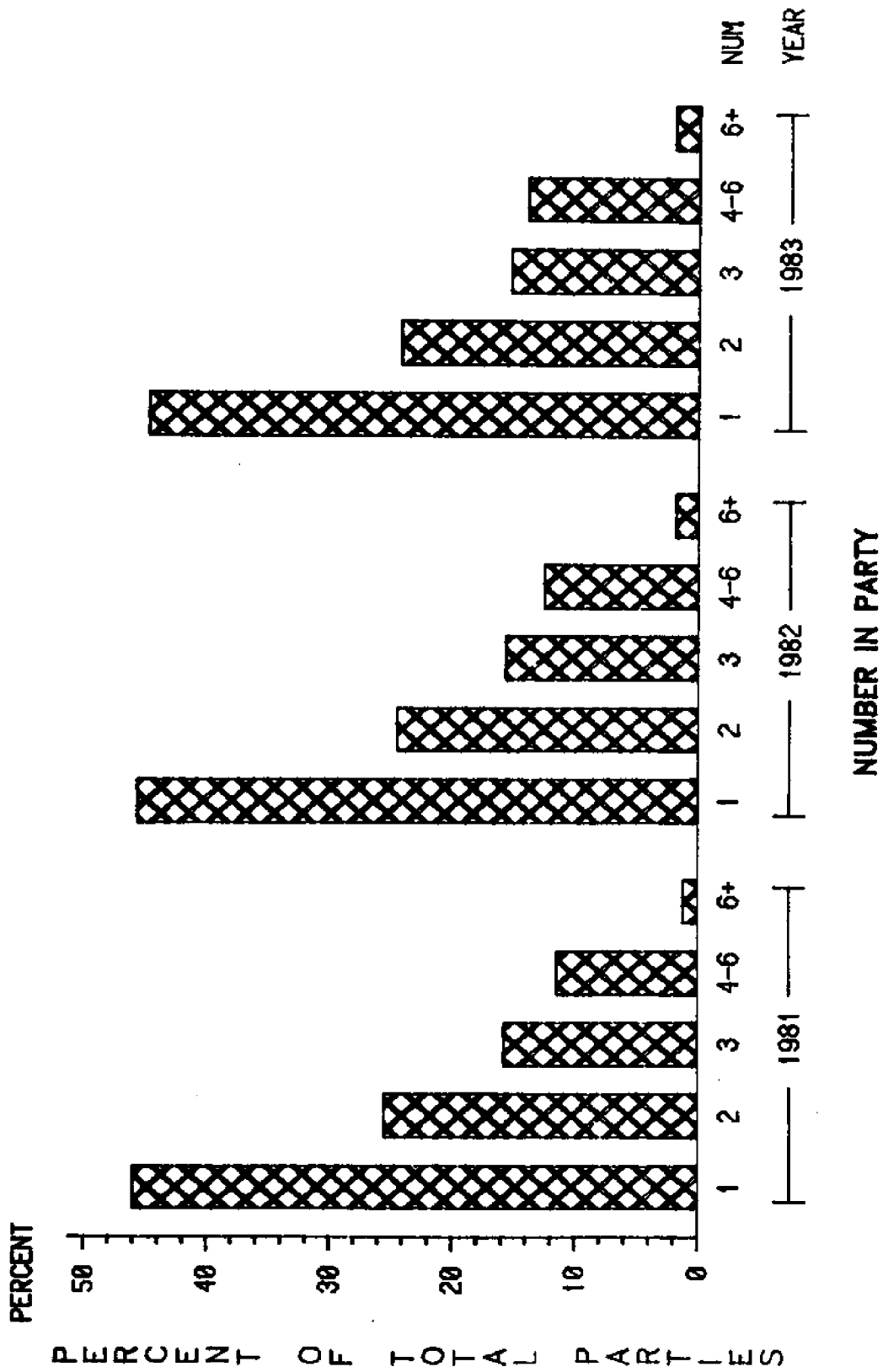


FIGURE VIII. DISTRIBUTION OF PARTY SIZE IN PERCENT OF TOTAL VISITING PARTIES FOR 1981-1983.

For 1981, 35.4 percent of the visiting parties stayed one night, while 48.2 percent stayed two nights. Only 16.4 percent of the visiting parties stayed three nights or more. For 1982, 35.6 percent of the visiting parties stayed one night, while 47.2 percent of the visiting parties had two night stays. Only 17.2 percent of the visiting parties in 1982 stayed three nights or more on the Mississippi Gulf Coast. For the partial year sample during 1983, similar results were apparent; 41.5 percent of the visitors stayed one night, and 42.5 percent stayed two nights. Only 16 percent reported stays of three nights or more. This data is summarized in Figure IX.

Origin of Visitors--Annual Basis

An analysis of the origin of visitors to the Mississippi Gulf Coast as a function of region annualized to a calendar year is shown in Table II. For 1981, 83.65 percent of the total visitor population reported the South as their origin, while 10.67 percent reported the Midwest as their origin. Less than six (6) percent reported states in the East or West as their state of origin.

For 1982, 82.75 percent of the visitor population reported a southern state as their state or origin, while 10.86 percent reported a midwestern state as their home state. Less than seven (7) percent reported an eastern or western state as their home origin.

For the abbreviated calendar year sample during 1983, 80.27 percent reported the South as their origin, while 13.91 percent reported the Midwest as their origin. Less than 6 percent reported an eastern or western state as their home state.

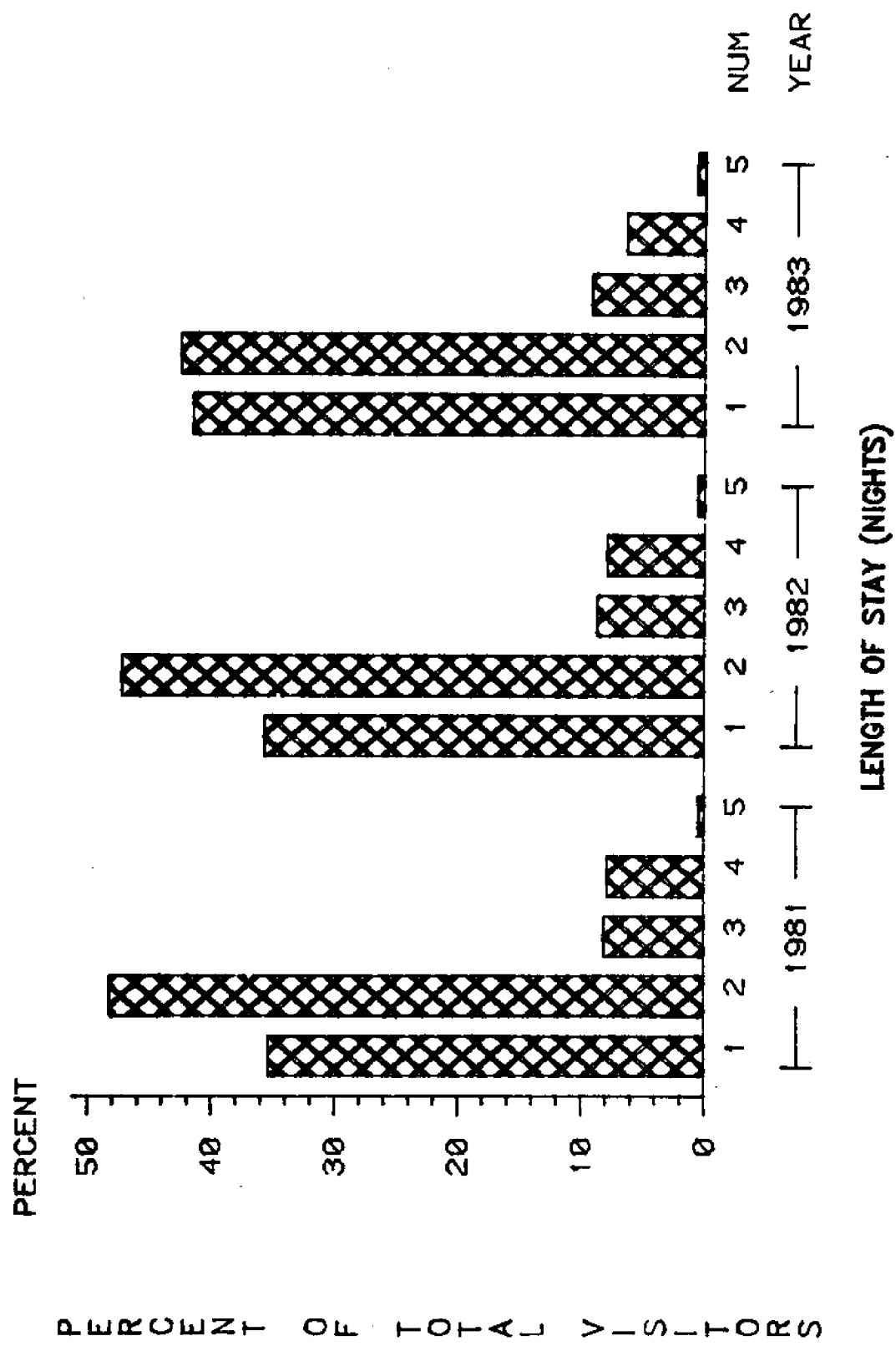


FIGURE IX. DISTRIBUTION OF DURATION OF VISITS IN PERCENT FOR 1981-1983.

Table II. Origin of Visitors to the Gulf Coast as a Function of Region of Origin and Year of Visit

Region of Origin	Percent of Total		
	1981	1982	1983
South	83.65	82.75	80.27
Midwest	10.67	10.86	13.91
East	3.01	3.61	3.40
West	2.62	2.74	2.42

Clearly, the South is the major contributor to Mississippi's visitor population, followed by the Midwest in a poor second. However, seasonal analysis would indicate that southerners visit primarily during spring, summer, and fall months, while the visits of midwesterners peak during winter months.

VISITOR'S SURVEY

In order to collect detailed information related to actual visits to the Gulf Coast, two obvious methods were available. The most accurate and timely approach would be the sampling of visitors as they prepared to leave the coastal area; however, this would be both time consuming and expensive. The alternative approach would be a questionnaire distributed to individuals identified as visitors to the Gulf Coast. Because of constraints inherent in this study, the questionnaire approach was chosen.

During early 1984, the questionnaire found in Appendix A was distributed to 3,500 individuals identified as visitors to the Gulf Coast. Their names, addresses, and other pertinent information were chosen at random from the registration files of ten hotel properties located in Harrison County, Mississippi. In order to assure the maximum response rate, the questions were carefully chosen and worded to provide maximum information, while at the same time they required the least effort on the part of the recipients. Data gathered on the questionnaire pertained to purpose of the trip, length of stay, expenditures, and related information. Of the 3,500 questionnaires distributed, 834 were returned, which yielded a return rate of 24 percent. This return rate was deemed acceptable for data analysis and no efforts were made to collect information from questionnaire recipients failing to return the original mailing.

Origin of Visitors

Approximately one-fourth (24.1 percent) of the visitors responding to the questionnaire listed their home state as Mississippi; another one-fourth (23.5 percent) were from Louisiana. Two other southern states figured prominently in the top five; Texas reported 6.8 percent of the total visitors, and Tennessee, 4.9 percent. Of the top five states, the only non-southern representative was Illinois with 6.2 percent of the total visitors. The top five states, as indicated in Table III, comprised in excess of 65 percent of the total visitors; the four southern states in the top five represented approximately 60 percent (59.5 percent) of the total visitors. No other state reported more than two (2) percent of the total visitors. Only two states reported more than 1.5 percent but less than two

Table III. Origin of Mississippi Gulf Coast Visitors in Percent of Total Responses to Questionnaire

State	Percent of Total
Mississippi	24.1
Louisiana	23.5
Texas	6.8
Illinois	6.2
Tennessee	4.9
Florida	3.7
Alabama	3.6
Georgia	3.6
Missouri	3.2
Indiana	2.2
Wisconsin	2.0

(2) percent; Kentucky had 1.6 percent and Arizona had 1.9 percent of the visitors. A complete listing of the states of origin and frequency of representation in the sample can be found in Appendix B.

Party Size

As might be expected, a party size of two was more than twice as popular as the next most frequent party size; 38.9 percent of the questionnaire respondents indicated that their party was comprised of two individuals, while 20.3 percent indicated that they visited the coast alone. We might surmise that solitary visitors consisted primarily of business related trips, while groups of two or more came for either family vacations or a combination of business and pleasure. Of those who responded to the questionnaire, 91.4 percent were in a party of five or less. Only 8.6 percent of the respondents indicated that their group size consisted of six or more individuals. A total breakdown of party size as reflected by questionnaire respondents may be found in Table IV.

Table IV. Size of Visiting Party in Percent of the Total Number of Parties

Party Size	Percent	
	Relative Frequency	Cumulative Frequency
1	20.3	20.3
2	38.9	59.2
3	10.9	70.1
4	17.6	87.8
5	3.6	91.4
5	8.6	--

For visitors from Mississippi, 25.5 percent consisted of one person, while 36.5 percent consisted of two per party. For Louisiana visitors, 15 percent consisted of one person, while 42.8 percent were two per party. Three party and four party visitors from Louisiana comprised 15.0 and 16.7 percent of the total Louisiana visitors, respectively. Of the one party visitors to the Mississippi Gulf Coast, 31 percent had Mississippi as their home origin, and 17.1 listed Louisiana as home origin. For two party groups, 23.2 percent were Mississippians; 25.5 percent of the total two party visitors noted Louisiana as home state. Of Texas visitors, 20 percent consisted of one person parties, while 40 percent were two per party. For Illinois 29.8 percent of the visitors were two party groups, while 38.9 percent of the Tennessee visitors were two per party groups and 27.8 percent visited alone. This information is summarized in Table V. A summary of party size as a function of state of origin may be found in Appendix C.

Table V. Party Size as a Function of State of Origin in Percent of Total Both Within and Across States

State	Percent					
	Party Size—Number of People					
	1	2	3	4	5	
Mississippi	<u>1/</u>	25.5	36.5	7.8	16.1	6.8
	<u>2/</u>	31.0	23.2	17.6	22.6	46.4
Louisiana	<u>1/</u>	15.0	42.8	15.0	16.7	3.9
	<u>2/</u>	17.1	25.5	31.8	21.9	25.0
Texas	<u>1/</u>	20.0	40.0	10.9	18.2	3.6
	<u>2/</u>	7.0	7.3	7.1	7.3	7.1
Illinois	<u>1/</u>	8.5	29.8	8.5	27.7	—
	<u>2/</u>	2.5	4.6	4.7	9.5	—
Tennessee	<u>1/</u>	27.8	38.9	2.8	19.4	8.3
	<u>2/</u>	6.3	4.6	1.2	5.1	10.7

1/ Denotes percent of total within state for a given party size—example: 25.5 percent of the total Mississippi parties consisted of one per party.

2/ Denotes percent of total parties across all states for a given party size—example: 31.0 percent of all one (1) party visitors were from Mississippi.

Purpose of Trip

Recipients of the questionnaire were asked to group the purpose of their trip into one of five general categories, which included group meetings or conventions, visiting friends or relatives, a combination of business and pleasure, and vacations or pleasure trips, with the remaining category undesignated. Of the 834 individuals who responded to the questionnaire, 823 provided answers to this questions. This information is summarized in Table VI. Of respondents, 14.7 reported that they had

Table VI. Purpose of the Trip in Percent of Total Responses

Purpose of Trip	Percent of Total
Group Meeting/Convention	14.7
Visit Friends/Relatives	3.3
Business/Pleasure	28.1
Vacation	28.3
Other	5.0
Combinations	20.7

attended group meetings or conventions, while 28.1 percent indicated that they had visited the Gulf Coast for a combination of both business and pleasure, and 28.3 percent responded that their trip was purely pleasure. Approximately 21 percent noted various combinations of reasons for visiting the Gulf Coast.

For Gulf Coast visitors who are residents of Mississippi, 31.3 percent indicated the purpose of their trip was a combination of business and pleasure; 20.9 percent reported the purpose of their trip was for group meetings or conventions; and only 10.9 percent noted vacation as the primary purpose of their trip. The relatively low frequency of response for vacation as purpose of trip for Mississippi residents was surprising and may require rethinking promotion of the Gulf Coast within state confines.

For visitors who are Louisiana residents, 32.3 percent indicated vacation as the primary reason for their trip, and 25 percent reported a

combination of business and pleasure. Vacationers from Louisiana comprised 26.6 percent of all individuals who indicated vacation as their primary reason for visiting the Coast, while those visitors from Louisiana who implied a combination of business and pleasure as the reason for their trip comprised 20.8 percent of the total visitors visiting the Coast for that purpose.

The purpose of the trip for Texas visitors was almost evenly divided among group meetings and conventions, business and pleasure, and vacations. By contrast, visitors from Illinois, the only non-southern state in the top five states, indicated that 71.2 percent visited the Gulf coast primarily for vacations. This, compared with the other data presented in Appendix D for other states in the Midwest, would indicate that Gulf Coast cities are not destinations for group meetings and conventions for midwest residents. A summary of purpose of trip as a function of state of origin may be found in Table VII.

Advertising

Of the 834 who responded to the questionnaire, 691 responses indicated the advertising or media form which originally prompted their interest in visiting the Mississippi Gulf Coast. Forty-four (44) percent of the respondents indicated that business stimulated their original interest in the Coast, while 33.1 percent of the respondents indicated friends and relatives had stimulated their interest. Magazine advertising originally interested 7.1 percent, while both radio and television advertising caught the attention of less than one percent. This data is summarized in Table VIII.

Table VII. Purpose of Trip as a Function of State of Origin

<u>State</u>		<u>Group Meeting Conventions</u>	<u>Visit Friends Relatives</u>	<u>Business Pleasure</u>	<u>Vacation</u>	<u>Other</u>
Percent						
Mississippi	<u>1/</u>	20.9	0.5	31.3	10.9	4.0
	<u>2/</u>	34.7	3.7	27.3	9.4	19.5
Louisiana	<u>1/</u>	9.9	3.1	25.0	32.3	6.8
	<u>2/</u>	15.7	22.2	20.8	26.6	31.7
Texas	<u>1/</u>	21.8	7.3	27.3	23.6	3.6
	<u>2/</u>	9.9	14.8	6.5	5.6	4.9
Illinois	<u>1/</u>	1.9	--	15.4	71.2	3.8
	<u>2/</u>	0.8	--	3.5	15.9	4.9
Tennessee	<u>1/</u>	20.0	5.0	40.0	30.0	--
	<u>2/</u>	6.6	7.4	6.9	5.2	--

1/ Denotes percent of total within a state responding as noted; for example, 20.9 percent of all Mississippi visitors come for group meetings or conventions.

2/ Denotes percent of total across all states responding as noted; for example, 34.7 percent of all people coming for group meetings or conventions were from Mississippi.

Table VIII. Form of Advertising Prompting Original Interest in the Gulf Coast in Percent of Total

<u>Form of Advertising</u>	<u>Percent of Total</u>
Magazine advertising	7.1
Radio advertising	0.9
T.V. advertising	0.6
Friends & relatives	33.1
Business interest	44.0
Other	14.3

A companion study on advertising for the Harrison County Tourism Commission indicated a high degree of effectiveness for magazine advertising; however, that should be tempered by recognizing that only 7.1 percent of the people who actually visited the Coast were originally interested by magazine advertising. It should be noted that this study focused not on the entire visitor population, but only on individuals responding to published advertising. Of the media forms available, it was the most effective, but the return per dollar spent may still be reasonably low.

Of Mississippi residents responding to the questionnaire, 60.2 percent indicated business as prompting their original interest in the Gulf Coast. Of Louisiana residents, 50.7 percent reported friends and relatives as prompting their interest in the Coast; 34.5 percent indicated business as having stimulated their original interest. For Texas residents, 34.1 percent indicated friends or relatives, while 38.6 percent indicated business as having prompted their original interest. Of Illinois visitors to the Gulf Coast, 47.9 percent indicated friends or relatives as having stimulated their interest, while 22.9 percent indicated their original interest was stimulated as a result of magazine advertising. Table IX provides a summary of information within and across states as a function of media type. Appendix E contains this information for all states represented by survey respondents.

Trip Length

Of questionnaire respondents, 59.9 percent indicated that they had spent one or more nights in other Mississippi cities away from the Mississippi Gulf Coast, while 39.7 percent indicated that they had not

Table IX. Form of Advertising Prompting Original Interest in the Coast as a Function of State of Origin

<u>State</u>	<u>Form of Advertising</u>					<u>Business</u>
	<u>Magazine</u>	<u>Radio</u>	<u>TV</u>	<u>Friend/Relative</u>	<u>Business</u>	
Percent						
Mississippi	<u>1/</u>	1.2	1.2	1.8	12.7	60.2
	<u>2/</u>	4.1	33.3	75.0	9.2	32.9
Louisiana	<u>1/</u>	2.0	0.7	--	50.7	34.5
	<u>2/</u>	6.1	16.7	--	32.8	16.8
Texas	<u>1/</u>	13.6	--	--	34.1	38.6
	<u>2/</u>	12.2	--	--	6.6	5.6
Illinois	<u>1/</u>	22.9	--	--	47.9	16.7
	<u>2/</u>	22.4	--	--	10.0	2.6
Tennessee	<u>1/</u>	11.1	--	--	22.2	52.8
	<u>2/</u>	8.2	--	--	3.5	6.3

1/ Denotes percent of total within a state responding as noted; for example, only 1.2 percent of Mississippi visitors reported magazines as prompting their interest.

2/ Denotes percent of total across states responding as noted; for example, 7.1 percent of all visitors responding the magazine advertising were from Mississippi.

stayed in other Mississippi cities on this particular trip. A breakdown of response by state is found in Table X; the full responses for all states are found in Appendix F. Of the top five states from which the Mississippi Coastal area drew its visitors, very little difference in response may be found as a function of state of origin. This question provided interesting food for thought. For example, with the state of Mississippi and Louisiana within one day's traveling distance of the Gulf Coast, why did 55.6 and 59.2 percent respectively, indicate a stay in other Mississippi cities?

Table X. Stay in Other Mississippi Cities as a Function
a Function of State of Origin

State ^{3/}	Yes ^{1/} Percent	No ^{2/} Percent
Mississippi	55.6	43.9
Louisiana	59.2	40.8
Texas	64.3	35.7
Illinois	57.7	42.3
Tennessee	62.5	37.5

^{1/} "Yes" to "Did you stay overnight in other Miss. cities?"
^{2/} "No" to "Did you stay overnight in other Miss. cities?"
^{3/} Denotes percent of total within a state.

Likewise, the same question might be asked of Texas visitors: why was a stay in other Mississippi cities necessary or desirable? Perhaps this indicated higher interest in vacation travel that was shown by earlier questions.

When asked to respond on the length of their stay on the Mississippi Gulf Coast, 7.3 percent indicated a total stay of one day, while 14.4 percent indicated a total stay of one night. The largest category, 26.7 percent, indicated a stay of three days, and 32.8 percent reported a stay of two nights, possibly indicating a weekend trip. Trip lengths of less than five days comprised 80.2 percent of the total, while trip lengths of seven days or less comprised 91.6 percent of the total, and trip lengths of four nights or less comprised 76.8 percent of the total. Trip lengths of six nights or less comprised 89.3 percent of the total; trip lengths seven nights or less comprised 92.7 percent of the total. From the above data, we might conclude that roughly one-fourth of the total respondents to the questionnaire took three day/two night trips to the Coast, which probably consisted of a weekend. Trip length is summarized in Table XI.

Table XI. Length of Stay in Days and Nights on the Mississippi Gulf Coast in Percent of Total

Response Days/Nights	Days		Nights	
	Relative Frequency Percent	Cumulative Frequency Percent	Relative Frequency Percent	Cumulative Frequency Percent
1	7.3	7.3	14.4	14.4
2	19.9	27.2	32.8	47.3
3	26.7	53.9	17.3	64.6
4	15.6	69.5	12.2	76.8
5	10.8	80.2	8.4	85.2
6	6.6	86.8	4.1	89.3
7	4.8	91.6	3.5	92.7

Length of stay on the Gulf Coast in both days and nights as a function of the state of origin is shown in Table XII. For visitors indicating Mississippi as their state of origin, approximately one-third (32.8 percent) indicated that they spent three days, with 34.4 percent indicating two nights on the Gulf Coast. Again, this probably represents weekend trips. For Louisiana residents, similar results exist, with 41.1 percent indicating three days and 48.7 percent indicating two nights spent on the Gulf Coast. Again the preference would seem to be for weekend trips. Unlike our sister southern states, residents from Illinois spend considerably greater time on the Mississippi Gulf Coast, with most spending five, six, or more days. It should be noted that these visitors represent a relatively small percentage of the total. More complete data may be found in Appendix G.

Table XII. Length of Stay on the Gulf Coast in Days and Nights as a Function of State of Origin

State	Length of Stay												
	1		2		3		4		5		6		
	Day	Night	Day	Night	Day	Night	Day	Night	Day	Night	Day	Night	
Mississippi	1/	7.8	18.0	20.8	34.4	32.8	20.1	15.6	15.3	12.5	5.3	3.6	2.6
	2/	25.4	29.1	24.8	24.4	29.2	27.1	23.8	29.3	27.6	14.7	13.2	15.2
Louisiana	1/	5.2	13.0	22.9	48.7	41.1	20.7	16.7	7.8	5.7	2.6	1.6	2.1
	2/	16.9	21.4	27.3	35.3	36.6	28.6	25.4	15.2	12.6	7.4	5.7	12.1
Texas	1/	16.4	25.0	34.5	35.7	14.5	16.1	16.4	8.9	5.5	3.6	1.8	--
	2/	15.3	12.0	11.8	7.5	3.7	6.4	7.1	5.1	3.4	2.9	1.9	--
Illinois	1/	2.0	9.8	9.8	5.9	5.9	3.9	3.9	15.7	19.6	27.5	25.5	9.8
	2/	1.7	4.3	3.1	1.1	1.4	1.4	1.6	8.1	11.5	20.6	24.5	15.2
Tennessee	1/	12.8	12.8	10.3	25.6	15.4	20.5	25.6	17.9	17.9	7.7	2.6	2.6
	2/	8.5	4.3	2.5	3.8	2.8	5.7	7.9	7.1	8.0	4.4	1.9	3.0

1/ Denotes the percent of total within a state responding as noted.

2/ Denotes the percent of total across states responding as noted.

Total trip lengths ranged from one to more than 90 days. Of the 834 questionnaires returned, 89 percent provided information regarding trip length. As might have been anticipated, approximately 25 percent of the respondents indicated trips of three days and two nights. Trip lengths of two days, four days, and five days were the next most popular trip lengths. Trips of ten days or less accounted for 88.3 percent of the total respondents, with trips of four days or less accounting for 50.5 percent. Correspondingly, trips of three nights or less accounted for 47.7 percent of the total respondents, while nine nights or less accounted for 86.2 percent. Total trip length in days and nights is shown in Table XIII.

Table XIII. Total Trip Length in Days and Nights in Percent of Total Responses

Length Days/Nights	Days		Nights	
	Relative Frequency Percent	Cumulative Frequency Percent	Relative Frequency Percent	Cumulative Frequency Percent
1	2.7	2.7	7.9	7.9
2	12.2	14.9	25.3	33.2
3	22.5	37.4	14.5	47.7
4	13.0	50.5	11.5	59.2
5	10.6	61.1	6.8	66.0
6	5.8	66.9	6.4	72.4
7	9.1	76.0	7.4	79.8
8	4.5	80.5	3.0	82.8
9	2.6	83.0	3.4	86.2
10	5.3	88.3	3.1	89.3

Total trip length in days and nights as a function of state of origin is shown in summary form in Table XIV, with full data available in Appendix H. Of respondents indicating Mississippi as their home state, 31.9 percent indicated a two night trip; 34.3 percent indicated a three day trip. For Louisiana residents, 40.6 indicated a three day trip; 46.7 percent indicated a two night trip. Mississippi residents who reported a two night trip accounted for 7.2 percent of all the trips to the Gulf Coast, while Louisiana residents who indicated a two night trip accounted for 10.8 percent of the total trips taken. For residents who indicated Illinois as home state, the most popular trips were seven or eight days, with six, seven, or eight nights. Texas residents accounted for a relatively high percentage of the longer stays of seven to fourteen days.

Major Attractions

Respondents to the questionnaire were asked to indicate which major categories of attractions influenced their visit to the Gulf Coast. Respondents were allowed to check as many as were necessary. Fifty-two (52) percent of the total respondents indicated that the beaches were a major influencing factor in their decision to visit the Gulf Coast; 45.9 percent said that restaurants were a major influencing factor, and 43.1 percent reported accommodations as important in that decision. Less important but still significant was the influence of historical attractions (27 percent), followed by golf (24.6 percent), with family attractions, water sports, and fishing reported as important by less than 20 percent of the respondents. Detailed information is found in Table XV.

Table XIV. Total Trip Length in Days and Nights as a Function of State of Origin

State of Origin	Trip length -- days or nights												
	1		2		3		4		5		6		
	Day	Night	Day	Night	Day	Night	Day	Night	Day	Night	Day	Night	
Mississippi	1/	3.6	15.1	18.1	31.9	34.3	19.1	15.1	15.1	12.0	7.2	7.2	6.0
	2/	30.0	43.1	33.3	28.6	34.3	30.2	26.0	29.8	25.6	24.0	27.9	21.3
Louisiana	1/	2.9	9.5	19.4	46.7	40.6	21.9	17.1	8.3	8.2	3.6	2.4	2.4
	2/	25.0	27.6	36.7	42.7	41.6	34.9	30.2	16.7	17.9	12.6	9.3	8.5
Texas	1/	5.7	7.4	7.5	14.8	9.4	14.8	13.2	1.9	7.5	11.1	5.7	3.7
	2/	15.0	6.9	4.4	4.3	3.0	7.5	7.3	1.2	5.1	12.0	7.0	4.3
Illinois	1/	2.1	4.3	2.1	6.4	4.3	--	--	2.1	4.3	10.6	12.8	12.8*
	2/	5.0	3.4	1.1	1.6	1.2	--	--	1.2	2.6	10.0	14.0	12.8*
Tennessee	1/	--	--	8.8	20.6	14.7	11.8	17.6	20.6	20.6	14.7	5.9	5.9
	2/	--	--	3.3	3.8	3.0	3.8	6.3	18.3	9.0	10.0	4.7	4.3

1/ Denotes percent of total within a state for indicated response.

2/ Denotes percent of total across states for indicated response.

* The most popular trip was 7 or 8 days with 15.1% each.

Table XV. Major Attractions Influencing Visitors in Percent
Percent of Total Responses

Attraction	Percent of Total 1/
Beaches	52.0
Water sports	9.8
Fishing	15.4
Historical attractions	27.0
Accomodations	43.1
Family attractions	16.3
Restaurants	45.9
Golf	24.6

1/ Percent of total responses indicating major activity as important. Due to multiple answers, total may exceed 100%.

Visitor Expenditures

Questionnaire respondents were asked to provide estimates of money expended in five categories of expenditures, including entertainment, lodging, food and beverage, recreation, and a miscellaneous category. Table XVI provides a summary of expenditures by visitors as a function of category and dollar amounts spent.

For entertainment, approximately one-half (48.1 percent) of all respondents indicated that they had spent \$50.00 or less on their trip; approximately three-fourths (74.6 percent) said they had a total expenditure of \$125.00 or less. For lodging, approximately one-fourth of the visitors (22.9 percent) indicated that they had spent less than \$75.00; approximately one-half (47.0 percent) reported they spent less than \$125.00; and approximately three-fourths (76.8 percent) indicated total expenditures of less than \$250.00. For food and beverage, approximately one-fourth (28.6 percent) indicated spending \$50.00 or less, while

Table XVI. Expenditures of Visitors by Category in Percent of Total Visitors Indicating Designated Amount Spent

Amount Spent	Entertainment		Lodging		Food/Beverage		Recreation		Other	
	Rel*	Cum*	Rel*	Cum*	Rel*	Cum*	Rel*	Cum*	Rel*	Cum*
25	6.9	20.1	.4	.8	2.1	6.8	7.1	18.0	8.8	22.1
50	16.3	48.1	4.5	14.2	10.6	28.6	17.3	47.0	18.8	50.3
75	2.5	52.7	2.3	22.9	3.3	37.0	2.1	51.6	3.3	57.0
100	19.8	73.5	9.4	38.7	16.0	57.0	19.4	72.8	19.4	78.2
125	.5	74.6	1.4	47.0	1.5	60.9	.7	73.9	--	--
150	3.6	78.4	7.5	56.3	8.5	70.3	5.3	80.6	4.5	83.0
175	--	--	.6	58.2	.3	71.0	--	--	--	--
200	9.9	89.1	8.6	69.2	10.0	81.8	9.2	91.5	8.5	91.5
225	--	.4	70.2	.6	82.3	--	--	--	--	--
250	1.0	90.1	5.3	76.8	2.9	85.5	1.1	92.9	--	--
275	.3	90.3	.3	78.2	.3	85.8	--	--	--	--
300	4.1	94.4	7.2	85.4	6.3	92.5	--	--	--	--
350	--	--	1.7	87.5	.6	93.3	--	--	--	--
400	--	--	2.5	91.0	1.5	95.3	--	--	--	--
450	--	--	.6	91.8	--	--	--	--	--	--
500	--	--	2.1	94.0	--	--	--	--	--	--

Total response by category in percent of total responses for entertainment, lodging, food, recreation, and other is 47.1; 85.3; 86.1; 33.9; 39.6.

* Relative Frequency

** Cumulative Frequency

approximately three-fourths (71 percent) indicated total expenditures for food and beverages of \$175.00 or less. For recreation, approximately one-half (51.6 percent) indicated total expenditures of \$75.00 or less, while approximately three-fourths (73.9 percent) reported expenditures for recreation of \$125.00 or less. For miscellaneous expenditures, approximately one-fourth (22.1 percent) reported spending \$25.00 or less, while one-half (50.3 percent) reported spending \$50.00 or less. In excess of three-fourths (78.2 percent) said they spent a total of \$100.00 or less in the miscellaneous category.

Total response to this section of the questionnaire was noticeably less than in other categories. Apparently visitors kept better records of lodging and food and beverage expenditures than for entertainment, recreation or the miscellaneous category. For lodging and food and beverage, 85.3 and 86.1 percent of the total respondents provided information, while less than 50 percent provided information for the other categories, respectively. As might be expected, lodging and food and beverage expenditures account for a considerably greater percentage of the total than do entertainment, recreation, or the miscellaneous category. Many will be surprised by the relatively small expenditures accounted for in the miscellaneous category. It is important to note that the expenditures reported in Table XVI are as reported on a trip basis and are not expenditures by individuals.

Frequency of Visits

Of the questionnaire respondents, 12.9 percent indicated that the visit for which they were responding was their initial visit, while 87.1

percent indicated prior visits to the Mississippi Gulf Coast. Almost three-quarters of the respondents, 69.7 percent, indicated more than five visits to the Gulf Coast, while approximately one-third, 30.3 percent, indicated one to five prior visits to the Mississippi Gulf Coast.

Based upon responses to this sample, recruitment of new visitors to the Mississippi Gulf Coast would approximate 10 percent of the total visitor population, while more than one-third of the visitors could be considered regular visitors, having established a visiting pattern over a multi-year period.

Family Income

Questionnaire respondents were asked to provide estimates of family income in categories of less than \$10,000; \$10,000 to \$20,000; \$20,000 to \$30,000; \$30,000 to \$50,000; and over \$50,000 income brackets. Results are shown in Table XVII. Obviously, visitors to the area were relatively affluent; less than one percent reported incomes of less than \$10,000, while in excess of 30 percent (30.1 percent) indicated family incomes of greater than \$50,000. The majority of respondents, 40.9 percent, report family incomes in the \$30,000 to \$50,000 range.

Table XVII. Reported Family Incomes for Visitors to the Mississippi Coast

Income	Percent of Total
Less than \$10,000	0.9
\$10,000 - 20,000	8.5
\$20,000 - 30,000	19.6
\$30,000 - 50,000	40.9
Greater than \$50,000	30.1

Average Expenditures

The data set provided by respondents to the questionnaire allows for the calculation of total trip expenditures, average expenditures per party per night, and average expenditures per person per night. The results of these computations requires some care in interpretation. Computation is made by taking information in which expenditures were reported in at least one of the five expenditure categories. The accompanying data set also provided the total number of nights spent on the trip, the total number of nights spent on the Gulf Coast, and the party size. In calculating these parameters, one must be cognizant of the fact that response was highest in providing dollar expenditures for lodging and for food and beverage.

Based on a total of 742 observations, average reported mean expenditure per trip was \$547.45, with the standard deviation of 931.70 and a standard error of 34.204. The average expenditure per party per night was \$152.96, with the standard deviation of 210.59 and a standard error of 7.73. Average expenditure per person per night was \$65.74, with the standard deviation of 151.84 and a standard error of 5.57.

A breakdown of the above expenditures as a function of purpose of the trip yielded interesting information. Total expenditures, independent of party size and trip length as a function of purpose of trip is shown in Table XVIII. Average expenditures per trip ranged from \$298.78 for parties visiting friends and relatives along the Mississippi Gulf Coast, to a maximum of \$632.24 per trip for those who said vacation was the primary purpose of their trip.

Total expenditures per party per night for Gulf Coast visitors averaged \$152.96. An analysis of this expenditure as a function of the purpose of the trips is shown in Table XIX. Expenditures per party per night range from a low of \$114.05 for those visiting friends and relatives to a high of \$166.98 for those on vacation. Those indicating attending a convention as a purpose of their trip followed closely behind vacation travellers with per party per night expenditures of \$161.30, while those who indicated the purpose of their trip as business and pleasure averaged \$137.54, some \$30 per day less than visitors here only on vacation.

Mean expenditures for Gulf Coast visitors per person per night averaged \$65.74. Mean expenditures as a function of purpose of trip is shown in Table XX. Expenses per person per night ranged from \$44.42 for those with miscellaneous reasons for visiting the Gulf Coast, to a high of \$81.79 for those here on combination of both business and pleasure trips. This, combined with the data shown in Table XIX, would indicate that party size for vacation visitors was greater than for those on business or combinations of business and pleasure trips. The same is true in comparing convention visitors with vacationers or those on business and pleasure trips. Groups who indicated that the primary purpose of the trip was to visit friends or relatives averaged \$56.55 per person per night less than the expenditures for vacationers.

Table XVIII. Total Expenditures of Gulf Coast Visitors as a Function of Purpose of Trip Independent of Trip Length and Party Size

Population	Mean-dollars	Std. deviation	Std. error
Total population	547.45	931.70	34.21
Conventions	464.14	425.43	
Visit Friends/Relatives	298.78	274.98	
Business/Pleasure	525.46	885.50	
Vacation	632.24	1284.54	
Other	393.27	457.89	
Combinations	624.55	855.72	

Table XIX. Total Expenditures Per Night for Gulf Coast Visitors as a Function of Purpose of Trip Independent of Party Size

Population	Mean dollars	Std deviation	Std error
Total population	152.96	210.60	7.73
Conventions	161.30	139.86	
Visit Friends/Relatives	114.05	67.22	
Business/Pleasure	137.54	267.84	
Vacation	166.98	246.63	
Other	131.43	94.99	
Combinations	164.10	135.40	

Table XX. Total Expenditures in Dollars Per Person Per Night for Gulf Coast Visitors as a Function of Purpose of Trip

Population	Mean-dollars	Std. deviation	Std. error
Total Population	65.74	151.84	5.57
Convention	74.74	95.52	
Visit Friends/ Relatives	56.55	58.49	
Business/ Pleasure	81.79	262.96	
Vacation	50.24	41.44	
Other	44.42	34.95	
Combinations	64.95	86.77	

Miscellaneous Comparisons

An analysis of party size as a function of purpose of the trip is shown in Table XXI. Slight deviations in total percentages based upon party size or purpose of the trip may be apparent when compared to data presented elsewhere. This small difference results from data which is necessarily discarded as a result of both data sets being necessary for the comparison shown. Approximately 20 percent (19.8) of the total respondents indicated they visited alone; approximately 40 percent (39.2) reported a party size of two.

By far the largest group is single visitors, who reported the purpose of their trip as business and pleasure. This group is followed by party sizes of two, who said the purpose of their trip was business and pleasure. Percentages of the total for both groups were 11.9 and 9.1 percent, respectively. Approximately 12 percent (11.6) percent of the total population indicated the purpose of the trip as vacation and had a party size of two, followed by 6.8 percent, who reported trip purpose as vacation and party size of four.

Table XXI. Party Size as a Function of Purpose of Trip

<u>Party Size</u>	<u>Conventions</u>	<u>Friends</u>	<u>Other</u>	<u>Business/Pleasure</u>	<u>Vacation</u>	<u>Comb*</u>	<u>Total</u>
1	15.1 22.3 3.0	2.0 11.5 0.4	2.6 10.5 0.5	59.9 41.0 11.9	3.9 2.7 0.8	16.4 16.1 3.3	19.8 5/
2	15.0 43.7 5.9	5.6 65.4 2.2	5.0 39.5 2.0	23.3 31.5 9.1	29.6 39.9 11.6	21.6 41.9 8.5	39.2
3	11.8 9.7 1.3	2.4 7.7 0.3	3.5 7.9 0.4	23.5 9.0 2.6	37.6 14.3 4.2	21.2 11.6 2.3	11.1
4	11.9 15.5 2.1	1.5 7.7 0.3	6.7 23.7 1.2	17.0 10.4 3.0	38.5 23.3 6.8	24.4 21.3 4.3	17.6
5	14.8 3.9 0.5	3.7 3.8 0.1	3.7 2.6 0.1	22.2 2.7 0.8	40.7 4.9 1.4	14.8 2.6 0.5	3.5
6	7.5 4.9 0.7	1.5 3.8 0.1	9.0 15.8 0.8	17.9 5.4 1.6	49.3 14.8 4.3	14.9 6.5 1.3	8.7
Total	13.4 4/	3.4	5.0	28.9	29.1	20.2	

1/ Row percent
2/ Column percent
3/ Percent of total
4/ Column total
5/ Row total
* Combination

CONCLUSIONS

The major objective of this study was to create a limited profile of the visitor to the Mississippi Gulf Coast and the Mississippi Gulf Coast tourism industry. Information was collected concerning visitor demographics including, visitor's home state, size of party, duration of stay, purpose of trip, trip expenditures, and other related information. Visitors to the Mississippi Gulf Coast originated primarily in the south, with the states of Mississippi and Louisiana contributing approximately 50 percent of the total visitor population on an annual basis. In no month during the study period were visitors from states other than Louisiana and Mississippi dominant in the visitor population. On a seasonal basis, 70-90 percent of the entire visitor population claims the south as its home, while 6-25 percent of the visitor population claims the midwest as its home. Visitors from the west or far east make up an insignificant portion of the visitor population.

An analysis of registration cards from major hotels indicated that approximately 45 percent of all the visiting parties were single visitors, while parties of two made up approximately 25 percent of the total visiting parties. Conversely, a survey of visitors to the Mississippi Gulf Coast indicated that only approximately 20 percent of the parties are single party visitors, with approximately 40 percent of the parties two party visitors. This inconsistency is difficult to explain; the most plausible explanation is a difference in the registration shown on the registration card and the number of people who actually visited the Gulf Coast.

Of respondents to this study, 14.7 percent reported that they had visited the Gulf Coast to attend group meetings or conventions; while 28.1 percent indicated that they had visited the Gulf Coast for a combination of business and pleasure, and 28.3 percent responded that the trip was purely pleasure. Clearly, business travel to the Mississippi Gulf Coast plays a major role in the total travel picture and influences approximately one-half of all travelers to the Mississippi Gulf Coast. Vacation travel accounted for slightly less than one-third of the total travel to the Mississippi Gulf Coast and should provide an opportunity for expanded business. For example, for Mississippi travelers who comprise approximately 25 percent of the total Mississippi Gulf Coast visitor population, only 10.9 percent noted vacation as the primary purpose of their trip to the Mississippi Gulf Coast. This may provide the opportunity for expanded promotion of the Gulf Coast within our own state confines. By contrast, of visitors from Louisiana approximately one-third indicated vacation as the primary reason for their travel.

Approximately 75 percent indicated that business interests or friends or relatives played a predominant role in their decision to visit the Coast. Magazine advertising interested only 7.1 percent of the total visitors, while radio and television advertising caught the attention of less than one percent of the total visitor population. This may provide the opportunity for expanded program efforts, or a rethinking of the total advertising program. With approximately one-third of the respondents indicating that friends or relatives were responsible for their decision

to visit the Coast, localized hospitality programs may have a significant impact on broadening the total visitor population. Likewise, with approximately one-half of the respondents indicating that business stimulated their original interest in the Coast, expanded opportunities may exist for advertising programs to promote increased business travel to the area.

By far, the most popular trip to the Mississippi Gulf Coast was the total trip of three days and two nights. These obviously reflect a preference for weekend travel to the Gulf Coast. Of the total visitor population, approximately 25 percent indicated trips of three days and two nights spent on the Gulf Coast. Trips of three nights or less accounted for approximately 50 percent of the total visits to the Gulf Coast.

Survey respondents indicated that the beaches were the single most influencing factor in their decision to visit the Gulf Coast, with 52 percent indicating that this resource played a major role in their decision making process. Approximately one-half (45.9 percent) indicated that the variety of restaurants was a major influencing factor, while 43.1 percent reported accommodations as important in that decision.

For entertainment, approximately three-fourths of the visitors indicated a total expenditure of \$125 or less, while three-fourths indicated a total lodging expense of \$250 or less. For food and beverages, approximately three-fourths indicated a total expenditure of \$175 or less, while recreational expenses for three-fourths of the visitors were reported at \$125 or less. Miscellaneous expenditures were relatively insignificant, with \$50 or less being reported by 50 percent of the respondents.

Total expenditures per party per trip were \$547.35. Average expenditures per party per trip ranged from \$298.78 for parties visiting friends and relatives, to \$632.24 per trip for those who visited the Gulf Coast primarily for vacations. Total expenditures per party per night averaged \$152.96. Expenditures per party per night ranged from a low of \$114.05 for those visiting friends and relatives to a high of \$166.98 for those on vacation. Vacation travelers averaged \$30 per day more than either business or business and pleasure travelers on a per party per day basis. Mean expenditures for visitors per person per night averaged \$65.74. These expenses ranged from \$44.42 to a high of \$81.79 for those here on a combination of both business and pleasure.

In maximizing income from the tourist trade, efforts should be made to encourage maximum per day per person expenditures. This will necessitate encouraging business travel as well as vacation travel without sacrificing travel to visit friends or relatives.

APPENDIX A



MISSISSIPPI COOPERATIVE EXTENSION SERVICE

Mississippi State University, United States Department of Agriculture, Counties Cooperating

YOU'RE A TRAVELER . . .

And you have pertinent information that will help us better understand the growing travel industry. Whether you are from another state or a native Mississippian, you can help us by completing this questionnaire. After completing the questionnaire, please fold and staple or tape so that the Business Reply Mail shows on the outside. Thank you for your help.

C. David Veal
Sea Grant Advisory Services

Did you visit the Mississippi Gulf Coast during the past year?

YES (If yes, please complete the following questions.)

NO (If no, please return the questionnaire and thanks for your help.)

1. Residence: City _____ State _____ Country _____

2. Number of people in your party: _____

3. Purpose of trip:

Group Meeting/Convention Business/Pleasure
 Visit Friends/Relatives Vacation
 Other (Please Specify) _____

4. What prompted your interest in the Gulf Coast?

Advertising: Magazine Friends/Relatives
 Radio Business Interests
 Television

5. Did you stay overnight in other Mississippi cities? Yes No

6. Length of stay on the Gulf Coast? Days Nights

7. Length of entire trip? Days Nights

8. Which of the following attracted you to the Gulf Coast? (Check as many as apply)

Beaches Historical Attractions Restaurants
 Water Sports Accommodations Golf
 Fishing Family Attractions

9. While on the Gulf Coast, approximately how much did you spend on each of the following:

\$ _____ Entertainment/Sightseeing \$ _____ Food/Beverage \$ _____ Other Purchases
\$ _____ Lodging \$ _____ Recreation/Sports

10. Have you visited the Mississippi Gulf Coast before?

Yes 1-5 times
 No More than 5 times

11. What is your approximate family income?

Less than \$10,000 \$20,000 to \$30,000 Over \$50,000
 \$10,000 to \$20,000 \$30,000 to \$50,000

APPENDIX B

STATE	STATE	CATEGORY LABEL	CODE	ABSOLUTE FREQ	RELATIVE FREQ (PCT)	ADJUSTED FREQ (PCT)	CUM FREQ (PCT)
AL			1.	30	3.6	3.6	3.7
AZ			3.	2	.2	.2	4.0
AR			4.	16	1.9	1.9	5.9
CA			5.	10	1.2	1.2	7.1
CO			6.	3	.4	.4	7.6
CT			7.	1	.1	.1	7.6
DC			9.	1	.1	.1	7.7
FL			10.	31	3.7	3.7	11.4
GA			11.	30	3.6	3.6	15.0
IL			14.	52	6.2	6.2	21.2
IN			15.	18	2.2	2.2	23.4
IA			16.	11	1.3	1.3	24.7
KS			17.	4	.5	.5	25.2
KY			18.	13	1.6	1.6	26.7
LA			19.	196	23.5	23.5	50.2
MD			21.	3	.4	.4	50.6
MA			22.	2	.2	.2	50.8
MI			23.	10	1.2	1.2	52.0
MN			24.	4	.5	.5	52.5
MS			25.	201	24.1	24.1	76.6
MO			26.	27	3.2	3.2	79.9
NV			29.	1	.1	.1	80.0
NJ			31.	4	.5	.5	80.5

of survey from each state

State

GULF COAST TOURISM STUDY BY ACES SEA GRANT ADVISORY SERVICE
 FILE NAME (CREATION DATE = 03/06/84)

NR	32.	1	.1	.1	80.6
NY	33.	2	.2	.2	80.8
NC	34.	5	.6	.6	81.6
OH	36.	11	1.3	1.3	82.7
OK	37.	8	1.0	1.0	83.7
OR	38.	2	.2	.2	83.9
PA	39.	4	.5	.5	84.4
RI	41.	2	.2	.2	84.7
SC	42.	1	.1	.1	84.8
SD	43.	1	.1	.1	84.9
TN	44.	41	4.9	4.9	89.8
TX	45.	57	6.8	6.8	96.6
VA	48.	8	1.0	1.0	97.6
WV	49.	2	.2	.2	97.8
WA	50.	1	.1	.1	98.0
WI	51.	17	2.0	2.0	100.0
TOTAL		834	100.0	100.0	

VALID CASES 934 MISSING CASES 0

APPENDIX C

FILE NAME (CREATION DATE = 05/06/84)

***** C R O S S T A B U L A T I O N O F *****
 STATE STATE BY Q2 # IN PARTY *****
 ***** PAGE 2 OF 10 *****

STATE	COUNT	ROW PCT	COL PCT	TOT PCT	ROW TOTAL
0.	0.				1
1.	16	0000	0000	0000	3
2.	27	0000	0000	0000	3
3.	28	0000	0000	0000	3
4.	40	0000	0000	0000	3
5.	50	0000	0000	0000	3
6.	16	0000	0000	0000	3
7.	27	0000	0000	0000	3
8.	28	0000	0000	0000	3
9.	40	0000	0000	0000	3
COLUMN TOTAL	777	100.0			

(CONTINUED)

APPENDIX D

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

FILE NOMARE (CREATION DATE = 05/06/84)

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CROSS TABULATION OF IN PARTY

PAGE 4 OF 10

STATE	10.	11.	14.	15.	16.	17.	18.	19.	ROW TOTAL
COUNT	10.	11.	14.	15.	16.	17.	18.	19.	TOTAL
ROW PCT	10.	11.	14.	15.	16.	17.	18.	19.	
COL PCT	10.	11.	14.	15.	16.	17.	18.	19.	
TOT PCT	10.	11.	14.	15.	16.	17.	18.	19.	
FL	0000	0000	0000	0000	0000	0000	0000	0000	30 3.9
GA	0000	0000	0000	0000	0000	0000	0000	0000	29 3.7
IL	0000	0000	0000	0000	0000	0000	0000	0000	67 8.6
IN	50	50	0000	0000	0000	0000	0000	0000	18 2.3
IA	0000	0000	0000	0000	0000	0000	0000	0000	11 1.4
KS	0000	0000	0000	0000	0000	0000	0000	0000	5 .6
KY	0000	0000	0000	0000	0000	0000	15 66	0000	17 2.2
LA	0000	0000	0000	0000	100	0000	0000	180	23.2
COLUMN TOTAL	53	3	3	3	3	3	3	1	772 100.0

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/84)

CROSS STATE SUMMARY OF M IN PARTY
 STATE STATE BY
 PAGE 5 OF 10

STATE	1.	2.	3.	4.	5.	6.	7.	8.	12.	15.	30M TOTAL
MD	66.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
MA	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
MI	20.0	20.0	20.0	10.0	0.0	0.0	20.0	10.0	0.0	0.0	1.9
MN	0.0	50.0	25.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
MS	31.0	36.0	17.0	16.0	17.0	17.0	11.0	12.0	0.0	50.0	24.9
MO	17.0	60.0	17.0	21.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
NJ	0.0	75.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
NH	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
COLUMN TOTAL	158	302	85	137	38	34	12	24	1	3	777
TOTAL	20.3	38.9	10.9	17.6	3.8	3.1	1.2	3.1	.1	.3	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY RCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 11

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF * * * * *
 STATE STATE BY 02 * * * * * IN PARTY * * * * *
 PAGE 6 OF 10

STATE	21	22	23	24	25	26	27	28	29	30	31	32	ROW TOTAL
RD	40	0	0	0	0	0	0	0	0	0	0	0	40
MA	0	3	0	0	0	0	0	0	0	0	0	0	3
RI	0	0	19	0	0	0	0	0	0	0	0	0	19
NN	0	0	0	5	0	0	0	0	0	0	0	0	5
MS	0	0	0	0	19	0	0	0	0	0	0	0	19
MO	0	0	0	0	0	3	0	0	0	0	0	0	3
NJ	0	0	0	0	0	0	0	0	0	0	0	0	0
NM	0	0	0	0	0	0	0	0	0	0	0	0	0
COLUMN TOTAL	40	3	19	5	19	3	0	0	0	0	0	0	100

(CONTINUED)

CROSS TABULATION OF IN PARTY
 STATE STATE
 PAGE 7 OF 10

STATE	COUNT										ROW TOTAL	
	1.	2.	3.	4.	5.	6.	7.	8.	12.	15.		
NY	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	150.0
NC	73.0	0.0	23.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	96.0
OH	11.0	33.0	0.0	42.0	11.0	0.0	0.0	0.0	0.0	0.0	0.0	97.0
OK	14.0	28.0	28.0	14.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	84.0
OR	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
PA	25.0	73.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	98.0
RI	50.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
SC	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
COLUMN TOTAL	158	303	108.9	117.6	32.6	32.1	1.2	32.1	1.1	3.3	777	1000.0

(CONTINUED)

GULF COAST TOURISM STUDY BY NCS SEA GRANT ADVISORY SERVICE

FILE NAME (CREATION DATE = 05/06/84)

STATE STATE C R O S S T A B U L A T I O N O F I N P A R T Y
BY 02

STATE	33.	34.	36.	37.	38.	39.	41.	42.	ROW TOTAL
NY	0000	0000	0000	0000	0000	0000	0000	0000	2
NC	0000	0000	0000	0000	0000	0000	0000	0000	5
OH	0000	0000	0000	0000	0000	0000	0000	0000	1
OK	0000	0000	0000	0000	0000	0000	0000	0000	5
OR	0000	0000	0000	0000	0000	0000	0000	0000	5
PA	0000	0000	0000	0000	0000	0000	0000	0000	5
RI	0000	0000	0000	0000	0000	0000	0000	0000	5
SC	0000	0000	0000	0000	0000	0000	0000	0000	1
COLUMN TOTAL	2	5	1	5	5	5	5	1	777
									100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84

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FILE NNAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF # IN PARTY BY STATE

PAGE 9 OF 10

STATE	1	2	3	4	5	6	7	8	12	15	ROW TOTAL
SD	00	100	00	00	00	00	00	00	00	00	.1
TN	10	38	14	7	3	0	1	0	0	0	36
TX	27	49	17	19	10	19	11	2	0	0	4.6
VA	14	57	28	0	0	0	0	0	0	0	7.1
WV	50	0	1	0	0	0	0	0	0	0	.9
WA	0	100	0	0	0	0	0	0	0	0	.1
MI	0	10	2	5	3	1	0	2	0	0	17
COLUMN TOTAL	158	302	85	137	328	324	1.2	3.4	1	3	777
	20.3	38.9	10.9	17.6	3.6	3.1	1.2	3.1	.1	.3	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MESS SEA GRANT ADVISORY SERVICE

FILE NAME (CREATION DATE = 05/06/84)

STATE STATE C R O S S T A B U L A T I O N C F I N P A R T Y
 BY 02

STATE	43-	16-	27-	28-	29-	40-	ROW TOTAL
SD	0.00	0.00	0.00	0.00	0.00	0.00	.1
TN	0.00	0.00	0.00	0.00	0.00	0.00	36 4.6
TX	0.00	0.00	0.00	0.00	0.00	0.00	7.1
VA	0.00	0.00	0.00	0.00	0.00	0.00	7.9
WV	0.00	0.00	0.00	0.00	0.00	0.00	3.5
WA	0.00	0.00	0.00	0.00	0.00	0.00	.1
WI	0.00	0.00	0.00	0.00	0.00	0.00	12 2.2
COLUMN TOTAL	3	1	2	2	1	1	777 100.0

NUMBER OF MISSING OBSERVATIONS = 57

APPENDIX E

STATE STATE CROSSTABULATION OF PURPOSE OF TRIP ***** PAGE 1 OF 5

Handwritten: 03
 100% - 100% - 100%

STATE	0.	1.	2.	3.	4.	5.	6.	7.	10.	ROW TOTAL
AL	12.0	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	30.0
AZ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
AR	12.0	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	16.9
CA	10.0	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	10.2
CO	33.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3
CT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
FL	6.9	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	29.3
COLUMN TOTAL	14.2	27.3	27.3	27.3	27.3	27.3	27.3	27.3	27.3	823.0

(CONTINUED)

STATE STATE CROSS TABULATION OF PURPOSE OF TRIP
 ***** PAGE 2 OF 5

STATE	COUNT ROW PCT COL PCT TOT PCT	CONVENTI VISIT PR OTHER					BUSINESS VACATION		ROW TOTAL
		1.	2.	3.	4.	5.	6.	7.	
GA	10.3 2.4	3.7 3.1	10.3 2.4	4.1 1.3	12.2 3.0	17.2 4.3	17.2 4.3	17.2 4.3	29.3 7.3
IL	1.9 .1	.0 .0	3.8 .9	15.5 3.8	8.0 2.0	71.2 17.8	37.2 9.3	2.4 .6	6.3 1.6
IN	.0 .0	.0 .0	11.2 2.8	23.3 5.8	9.0 2.2	50.0 12.5	9.0 2.2	16.0 4.0	18.2 4.5
IA	9.1 .0	.0 .0	.0 .0	27.3 6.8	9.0 2.2	54.2 13.5	9.0 2.2	9.1 2.3	11.3 2.8
KS	25.0 .0	.0 .0	.0 .0	25.0 6.2	50.0 12.5	.0 .0	50.0 12.5	.0 .0	5.3 1.3
KY	15.7 3.9	.0 .0	2.4 .6	38.2 9.5	27.3 6.8	27.3 6.8	27.3 6.8	17.2 4.3	13.3 3.3
LA	9.0 2.2	2.2 .5	1.9 .5	20.8 5.2	48.0 12.0	26.6 6.6	26.6 6.6	4.4 1.1	23.3 5.8
MD	.0 .0	.0 .0	.0 .0	10.3 2.6	10.3 2.6	.0 .0	.0 .0	.0 .0	3.3 .8
COLUMN TOTAL	121.7 30.4	27.3 6.8	5.0 1.2	231.7 58.0	281.2 70.3	233.2 58.3	233.2 58.3	170.7 42.7	823.3 206.0

(CONTINUED)

GULF COAST TOURISM STUDY BY RCES SEA GRANT ADVISORY SERVICE

FILE NAME (CREATION DATE = 05/06/84)

STATE STATE CROSSTABULATION OF PURPOSE OF TRIP BY 03

STATE	COUNT ROW PCT COL PCT TOT PCT	PURPOSE OF TRIP						ROW TOTAL
		1. CONVENTI ON	2. VISIT LEADS	3. FR OTHER	4. BUSINESS -PLEASUR	5. VACATION	6. TOTAL	
33. NY		00.0	00.0	00.0	50.0	00.0	50.0	2
34. NC	80.0	00.0	00.0	00.0	00.0	20.0	00.0	6
36. OH	9.1	00.0	00.0	27.1	9.1	63.6	9.1	11
37. OK	25.0	00.0	00.0	12.5	25.0	37.5	00.0	10
38. OR	00.0	00.0	00.0	00.0	50.0	50.0	50.0	2
39. PA	00.0	23.1	00.0	73.3	00.0	00.0	00.0	5
41. RI	00.0	00.0	00.0	100.0	00.0	00.0	00.0	2
42. SC	100.0	00.0	00.0	00.0	00.0	00.0	00.0	1
COLUMN TOTAL	121	27	50	231	233	179	823	100.0

(CONTINUED)

APPENDIX F

STATE STATE CROSSTABULATION OF WHAT PROMPTED INTEREST *** PAGE 4 OF 5

STATE	COUNT	MAGAZINE AD	RADIO AD	TV AD	FRIENDS RELATIVE	BUSINESS INTEREST	ROW TOTAL
NH	32	00	00	00	00	100	.1
NY	33	00	00	00	50	50	.3
NC	34	00	00	00	33	66	.2
OH	36	30	00	00	40	20	1.0
OK	37	00	00	00	16	66	.9
OR	38	00	00	00	100	00	.3
PA	39	00	00	00	25	75	.4
RI	41	00	00	00	00	100	.2
COLUMN TOTAL	749	6	6	329	306	440	100.0

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF WHAT PROMPTED INTEREST PAGE 5 OF 5

STATE	COUNT	MAGAZINE AD	RADIO AD	TV AD	FRIENDS-RELATIVE	BUSINESS INTEREST	TOTAL
SC	42	0.000	0.000	0.000	0.000	100.000	.1
SD	43	0.000	0.000	0.000	0.000	100.000	.1
TN	44	11.400	0.000	0.000	22.200	52.800	5.2
TX	45	12.200	0.000	0.000	34.600	38.600	4.4
VA	48	0.000	0.000	0.000	50.000	37.000	1.2
WV	49	0.000	0.000	0.000	0.000	100.000	.3
WI	51	16.300	0.000	0.000	50.000	8.300	1.7
COLUMN TOTAL	7.1	.6	.6	.6	33.1	44.0	6.91
							14.3
							100.0

NUMBER OF MISSING OBSERVATIONS = 143

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF STAY IN OTHER MS CITIES BY STATE

PAGE 4 OF 5

STATE	COUNT	YES	NO	ROW TOTAL
	ROW PCT	1.	2.	
	COL PCT			
	TOT PCT			
32- MN	100.0	0.0	100.0	1.1
33- NY	50.0	50.0	50.0	2.2
34- NC	20.0	80.0	1.3	2.3
36- OH	70.0	30.0	1.9	1.9
37- OK	75.0	25.0	1.3	1.3
38- OR	100.0	0.0	0.0	2.2
39- PA	50.0	50.0	0.0	3.3
41- RI	50.0	50.0	0.0	2.2
COLUMN TOTAL	492	329	163	821
TOTAL	59.3	39.7	2.0	100.0

(CONTINUED)

FILE N0NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF STAY IN OTHER MS CITIES BY OS
 STATE STATE
 PAGE 5 OF 5

STATE	COUNT		NO		ROW TOTAL
	OS	YES	1	2	
SC	42	100.0	1	0	.1
SD	43	100.0	0	0	.1
TN	44	62.5	15	3	4.9
TX	45	64.3	20	6	6.8
VA	46	50.0	4	3	1.0
WV	49	50.0	1	1	.2
WA	50	100.0	0	0	.1
WI	51	69.7	3	6	1.8
COLUMN TOTAL	492	326	39	2	821
TOTAL	59.9	39.7	1	2	100.0

NUMBER OF MISSING OBSERVATIONS = 13

APPENDIX G

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF STAY ON COAST-DAYS BY STATE

COUNT BY DAY

STATE	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	ROW TOTAL
AL	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	30	
AZ	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	3	
AR	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	2	
CA	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	16	
CO	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	10	
CT	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	3	
DC	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	1	
COLUMN TOTAL	0	1	3	4	5	6	7	8	9	10	11	12	13	14	15	17	20	21	24	25	30	60	809	
																								100.0

(CONTINUED)

CROSS TABULATION OF LENGTH OF STAY ON COAST-DAYS-
 BY 06DAY

STATE	COUNT	ROW PCT	COL PCT	TOT PCT
	0.	0.	0.	0.
AL	1.	3.7	0.0	3.7
AZ	3.	2.2	0.0	2.2
AR	4.	2.0	0.0	2.0
CA	5.	1.2	0.0	1.2
CO	6.	3.4	0.0	3.4
CT	7.	1.1	0.0	1.1
DC	9.	1.1	0.0	1.1
COLUMN TOTAL	809	100.0	0.0	809

(CONTINUED)

CROSS TABULATION OF LENGTH OF STAY ON COAST-DAYS
 STATE BY DAY

STATE	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	25.	30.	60.	ROW TOTAL
FL	12.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	283.0
GA	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	283.0
IL	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	513.0
IN	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	182.0
IA	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	114.0
KS	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	45.0
KY	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	113.0
LA	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	16.0	192.0
COLUMN TOTAL	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	160.0	1809.0

(CONTINUED)

GULF COAST TOURISM STUDY BY NCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 37

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF STAY ON COAST-DAYS-
 STATE STATE BY QSDAY * * * * * PAGE 6 OF 15

STATE	Q6DAY	COUNT	ROW PCT	COL PCT	TOY PCT	ROW TOTAL
FL	10.	65.	0.0	0.0	0.0	28 3.5
GA	11.	100.	0.0	0.0	0.0	28 3.5
IL	14.	0.0	0.0	0.0	0.0	51 6.3
IN	15.	0.0	0.0	0.0	0.0	18 2.2
IA	16.	0.0	0.0	0.0	0.0	11 1.4
KS	17.	0.0	0.0	0.0	0.0	5 .5
KY	18.	0.0	0.0	0.0	0.0	13 1.6
LA	19.	0.0	0.0	0.0	0.0	192 23.7
COLUMN TOTAL	1	1	1	1	1	809 100.0

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABLE ON LENGTH OF STAY ON COAST-DAYS
 STATE STATE BY DAY PAGE 11 OF 15

STATE	12	14	15	17	20	21	24	25	30	40	ROW TOTAL
32	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	1
33	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	2
34	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	5
36	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	11
37	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	8
38	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	2
39	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	5
41	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	2
COLUMN TOTAL	9	18	9	1	1	2	1	1	3	1	809
TOTAL	9	18	9	1	1	2	1	1	3	1	100.0

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF STAY ON COAST-DAYS

PAGE 13 OF 15

STATE	36DAY											ROW TOTAL	
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.			
42. SC	00.00	100.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	10.00
43. SD	00.00	00.00	00.00	00.00	00.00	00.00	100.00	00.00	00.00	00.00	00.00	00.00	00.00
44. TN	12.85	10.35	15.28	25.00	17.00	2.60	2.60	11.12	00.00	00.00	00.00	00.00	39.48
45. TX	16.71	18.35	15.27	8.64	35.24	1.89	2.60	16.24	00.00	00.00	00.00	00.00	55.68
46. VA	12.51	21.22	12.51	00.00	20.22	00.00	00.00	13.51	00.00	00.00	00.00	00.00	1.80
49. WV	50.00	00.00	00.00	00.00	50.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	2.00
50. WA	00.00	00.00	00.00	00.00	00.00	100.00	00.00	00.00	00.00	00.00	00.00	00.00	1.00
51. WI	5.91	11.22	5.91	11.22	5.91	23.55	11.22	5.91	00.00	00.00	00.00	00.00	17.00
COLUMN TOTAL	7.33	161.99	216.77	126.60	103.88	6.53	4.18	21.32	4.50	1.15	1.15	1.15	809.00

(CONTINUED)

GULF COAST TOURISM STUDY BY NCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 45

FILE NO NAME (CREATION DATE = 05/06/84)

STATE STATE C R O S S T A B U L A T I O N O F L E N G T H O F S T A Y O N C O A S T - D A Y S - P A G E 14 O F 15

STATE	12	13	14	15	16	17	20	21	24	25	30	50	ROW TOTAL
SC	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	.1
SD	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	.1
TN	51	33	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	39 4.8
TX	0000	0000	12	0000	0000	0000	0000	0000	0000	0000	20	0000	55 6.8
VA	0000	0000	0000	0000	0000	0000	0000	12	0000	0000	0000	0000	1.0
WV	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	.2
WA	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	.1
WI	0000	0000	0000	0000	0000	100	0000	0000	0000	0000	20	0000	17 2.1
COLUMN TOTAL	97	1.0	1.8	12	12	100	1	2	1	1	5	1	809 100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY FICES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 46

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF STAY ON COAST-DAYS BY 06DAY

PAGE 15 OF 15

STATE	COUNT	ROW PCT	COL PCT	TOT PCT	ROW TOTAL
SC	42	63	0	0	.1
SD	43	0	0	0	.1
TN	44	0	0	0	39 6.8
TX	45	0	0	0	55 6.8
VA	48	0	0	0	1.0
WV	49	0	0	0	2
WA	50	0	0	0	.1
WI	51	0	0	0	17 2.1
COLUMN TOTAL	1	1	1	1	809 100.0

NUMBER OF MISSING OBSERVATIONS = 25

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF STAY ON COAST-NIGHTS BY STATE

STATE	COUNT	ROW PCT	TOT PCT	ROW TOTAL
0.	0.	0.00	0.00	.1
1.	30	60.00	30.00	30
2.	3	6.00	3.00	3
3.	2	4.00	2.00	2
4.	16	32.00	16.00	16
5.	10	20.00	10.00	10
6.	3	6.00	3.00	3
7.	1	2.00	1.00	1
8.	1	2.00	1.00	1
9.	1	2.00	1.00	1
COLUMN TOTAL	810	100.00	100.00	810

(CONTINUED)

GULF COAST TOURISM STUDY BY MGES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 50

FILE NO NAME (CREATION DATE = 05/06/84)

STATE STATE CROSSTABULATION BY COUNTY LENGTH OF STAY ON COAST-NIGHTS- PAGE 6 OF 15

36MIT

STATE	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	22.	23.	24.	25.	26.	27.	28.	29.	30.	31.	32.	33.	34.	35.	36.	ROW TOTAL
FL	10 33.3 1.2	11 36.1 1.4	12 41.4	13 10.0 3.7	14 10.7 3.6	15 18.1 6.3	16 11.2 3.8	17 23.0 7.9	18 11.2 3.7	19 7.8 2.6	20 15.2 5.0	21 12.6 4.1	22 3.6 1.2	23 22.2 7.3	24 1.8 0.6	25 1.0 0.3	26 1.1 0.4	27 1.1 0.4	28 1.1 0.4	29 1.1 0.4	30 1.1 0.4	31 1.1 0.4	32 1.1 0.4	33 1.1 0.4	34 1.1 0.4	35 1.1 0.4	36 1.1 0.4	3.7
GA	10 2.6	11 50.7 1.8	12 26.7	13 10.7 3.6	14 13.6 4.6	15 20.9 7.1	16 33.8 11.5	17 27.6 9.2	18 17.2 5.7	19 11.2 3.7	20 27.6 9.2	21 15.6 5.2	22 3.0 1.0	23 3.0 1.0	24 3.0 1.0	25 3.0 1.0	26 3.0 1.0	27 3.0 1.0	28 3.0 1.0	29 3.0 1.0	30 3.0 1.0	31 3.0 1.0	32 3.0 1.0	33 3.0 1.0	34 3.0 1.0	35 3.0 1.0	36 3.0 1.0	3.5
IL	10 9.3 3.1	11 4.6	12 5.1 1.7	13 18.1 6.3	14 18.1 6.3	15 20.9 7.1	16 33.8 11.5	17 27.6 9.2	18 17.2 5.7	19 11.2 3.7	20 27.6 9.2	21 15.6 5.2	22 3.0 1.0	23 3.0 1.0	24 3.0 1.0	25 3.0 1.0	26 3.0 1.0	27 3.0 1.0	28 3.0 1.0	29 3.0 1.0	30 3.0 1.0	31 3.0 1.0	32 3.0 1.0	33 3.0 1.0	34 3.0 1.0	35 3.0 1.0	36 3.0 1.0	6.3
IN	10 0.0	11 0.0	12 0.0	13 0.0	14 0.0	15 0.0	16 0.0	17 0.0	18 0.0	19 0.0	20 0.0	21 0.0	22 0.0	23 0.0	24 0.0	25 0.0	26 0.0	27 0.0	28 0.0	29 0.0	30 0.0	31 0.0	32 0.0	33 0.0	34 0.0	35 0.0	36 0.0	1.8
IA	10 0.0	11 0.0	12 0.0	13 0.0	14 0.0	15 0.0	16 0.0	17 0.0	18 0.0	19 0.0	20 0.0	21 0.0	22 0.0	23 0.0	24 0.0	25 0.0	26 0.0	27 0.0	28 0.0	29 0.0	30 0.0	31 0.0	32 0.0	33 0.0	34 0.0	35 0.0	36 0.0	1.6
KS	10 25.0	11 50.0	12 25.0	13 0.0	14 0.0	15 0.0	16 0.0	17 0.0	18 0.0	19 0.0	20 0.0	21 0.0	22 0.0	23 0.0	24 0.0	25 0.0	26 0.0	27 0.0	28 0.0	29 0.0	30 0.0	31 0.0	32 0.0	33 0.0	34 0.0	35 0.0	36 0.0	.5
KY	10 0.0	11 0.0	12 0.0	13 0.0	14 0.0	15 0.0	16 0.0	17 0.0	18 0.0	19 0.0	20 0.0	21 0.0	22 0.0	23 0.0	24 0.0	25 0.0	26 0.0	27 0.0	28 0.0	29 0.0	30 0.0	31 0.0	32 0.0	33 0.0	34 0.0	35 0.0	36 0.0	1.6
LA	10 25.0	11 13.0	12 23.1	13 40.7	14 20.7	15 30.6	16 49.7	17 25.3	18 11.0	19 21.4	20 49.9	21 11.0	22 1.0	23 7.8	24 15.2	25 3.6	26 12.1	27 4.1	28 3.6	29 5.6	30 3.6	31 5.6	32 12.1	33 4.1	34 3.6	35 5.6	36 3.6	23.8
COLUMN TOTAL	117 14.4	268 32.8	173 21.3	12.2 1.5	12.2 1.5	6.8 0.8	8.4 1.0	4.1 0.5	3.5 0.4	1.9 0.2	4.1 0.5	2.8 0.3	1.8 0.2	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	1.0 0.1	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 52

FILE NAME (CREATION DATE = 05/06/84)

STATE STATE CROSSTABULATION OF LENGTH OF STAY ON COAST-NIGHTS- PAGE 6 OF 15

STATE	COUNT	ROW PCT	COL PCT	TOT PCT	ROW TOTAL
FL	10	33.3	25.0	8.3	30
GA	11	0.0	50.0	5.0	28
IL	14	0.0	0.0	0.0	51
IN	15	0.0	0.0	0.0	6.3
IA	16	0.0	0.0	0.0	18
KS	17	0.0	0.0	0.0	2.2
KY	18	0.0	0.0	0.0	11
LA	19	1.3	25.0	3.3	4
COLUMN TOTAL		4.3	2.2		13
					1.6
					193
					23.8
					810
					100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 36

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF STAY ON COAST-NIGHTS-
 STATE STATE BY GMIT ***** PAGE 10 OF 15

STATE	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	ROW TOTAL
NH	00.00	100.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	1.0
NY	00.00	50.00	00.00	00.00	00.00	50.00	00.00	00.00	00.00	00.00	2.0
NC	00.00	40.00	00.00	60.00	00.00	00.00	00.00	00.00	00.00	00.00	3.0
OH	9.00	9.00	18.00	18.00	27.00	00.00	18.00	00.00	00.00	00.00	11.0
OK	12.00	25.00	50.00	12.00	00.00	00.00	00.00	00.00	00.00	00.00	1.0
OR	00.00	00.00	50.00	50.00	00.00	00.00	00.00	00.00	00.00	00.00	2.0
PA	00.00	00.00	25.00	25.00	00.00	00.00	00.00	00.00	00.00	00.00	3.0
RI	00.00	00.00	00.00	00.00	00.00	50.00	00.00	00.00	00.00	50.00	2.0
COLUMN TOTAL	11.7	32.6	17.3	12.2	6.4	4.1	3.5	1.0	1.1	1.1	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84

PAGE 57

FILE NAME (CREATION DATE = 05/06/84)

STATE STATE C R O S S T A B U L A T I O N O F L E N G T H O F S T A Y O N C O A S T - N I G H T S -

PAGE 11 OF 15

STATE	11	12	13	14	15	17	20	23	24	29	ROW TOTAL
NH	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	1
NY	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	2
NC	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	6
OH	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	11
OK	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	10
OR	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	2
PA	0000	0000	0000	0000	25	14	0000	0000	0000	0000	5
RI	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	2
COLUMN TOTAL	2	5	7	9	7	7	7	7	7	7	810

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 53

FILE NOME (CREATION DATE = 05/06/84)

STATE STATE C R O S S T A B U L A T I O N O F L E N G T H O F S T A Y O N C O A S T - N I G H T S -
 BY G6NIT

PAGE 12 OF 15

STATE	COUNT	ROW PCT	COL PCT	TOT PCT	ROW TOTAL
NH	32.	0.00	0.00	0.00	.1
NY	33.	0.00	0.00	0.00	.2
NC	34.	0.00	0.00	0.00	.6
OH	36.	0.00	0.00	0.00	1.1
OK	37.	0.00	0.00	0.00	1.0
OR	38.	0.00	0.00	0.00	.2
PA	39.	25.00	50.00	50.00	.5
RI	41.	0.00	0.00	0.00	.2
COLUMN TOTAL	810	2.2	2.2	100.0	

(CONTINUED)

APPENDIX H

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 63

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-DAYS

STATE	07DAY	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	25.	ROM TOTAL
AL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.1
AZ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.9
AR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.3
CA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.2
CO	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.2
CT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.1
DC	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.1
COLUMN TOTAL	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	11.5	73.7
														100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-DAYS BY STATE AND DAY

STATE	1	2	3	4	5	6	7	8	9	10	ROW TOTAL
10. COUNT	10.3	24.8	19.3	17.2	16.7	2.3	1.3	0.0	0.0	2.9	3.9
11. ROW PCT	15.4	34.8	28.1	24.2	23.7	3.4	1.9	0.0	0.0	4.3	5.1
12. COL PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
13. TOT PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
14. STATE	3.0	1.1	0.0	4.0	2.3	12.8	9.1	19.3	3.0	14.9	6.4
15. ROW PCT	5.0	1.7	0.0	6.3	3.5	17.8	13.2	27.1	4.5	17.0	6.4
16. COL PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
17. TOT PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18. STATE	0.0	0.0	9.1	9.1	9.1	0.0	9.1	29.4	9.1	0.0	1.3
19. ROW PCT	0.0	0.0	13.6	13.6	13.6	0.0	13.6	42.5	13.6	0.0	1.3
20. COL PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
21. TOT PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
22. STATE	5.0	19.4	40.6	17.2	17.2	3.5	3.5	1.2	1.2	1.7	1.8
23. ROW PCT	7.7	28.3	57.6	24.2	24.2	5.1	5.1	1.7	1.7	2.4	1.8
24. COL PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
25. TOT PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
26. STATE	2.0	12.2	16.0	10.6	10.6	4.3	9.1	6.3	2.0	5.3	1.8
27. ROW PCT	3.0	17.2	22.7	14.6	14.6	5.3	11.7	8.3	2.9	7.0	1.8
28. COL PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
29. TOT PCT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
COLUMN TOTAL	2.7	12.2	22.5	13.0	10.6	4.3	9.1	6.3	2.0	5.3	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

FILE NAME (CREATION DATE = 05/06/84)

05/06/84

PAGE 67

CROSS TABULATION OF LENGTH OF TRIP-DAYS BY STATE

PAGE 6 OF 15

STATE	10.	11.	14.	15.	16.	17.	18.	19.	25.	30.	32.	35.	60.	65.	77.	90.	ROW TOTAL
FL	0.00	3.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.9
GA	0.00	3.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.7
IL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.4
IN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.4
IA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.5
KS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.5
KY	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	13.8
LA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.0
COLUMN TOTAL	1.0	5.7	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	73.7
																	100.0

(CONTINUED)

CROSS STATE ABILITY ON OF LENGTH OF TRIP-DAYS
 STATE STATE BY 7DAY

STATE	11.	12.	13.	14.	15.	16.	18.	20.	21.	25.	ROW TOTAL
21.	00.00	00.00	00.00	50.00	00.00	00.00	00.00	00.00	00.00	00.00	3.
22.	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	1.
23.	00.00	00.00	00.00	11.00	10.00	00.00	00.00	00.00	00.00	00.00	1.2
24.	25.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	5.
25.	00.00	18.00	00.00	18.00	00.00	00.00	00.00	00.00	00.00	00.00	166
26.	00.00	18.00	00.00	16.00	00.00	00.00	33.00	00.00	00.00	00.00	22.5
31.	00.00	00.00	00.00	00.00	00.00	00.00	00.00	25.00	00.00	00.00	24
32.	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	00.00	4.
COLUMN TOTAL	5.	11	3	24	10	3	3	8	3	1	737
		1.5		3.3	1.4						100.0

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-DAYS BY STATE

PAGE 9 OF 15

STATE	21.	28.	30.	32.	35.	60.	65.	77.	90.	ROW TOTAL
MD	0000	0000	0000	0000	0000	0000	0000	0000	0000	3
MA	0000	0000	0000	0000	0000	0000	0000	0000	0000	1
MI	0000	0000	0000	0000	0000	0000	0000	0000	0000	1.2
MN	0000	0000	2500	0000	0000	0000	0000	0000	0000	5
MS	0000	0000	0000	0000	0000	0000	0000	0000	0000	166
MO	0000	0000	0000	0000	0000	0000	0000	0000	0000	22.5
NJ	0000	0000	0000	0000	0000	0000	0000	0000	0000	24
NH	0000	0000	0000	0000	0000	0000	0000	0000	0000	5
	1	3	5	3	1	3	1	1	3	737
COLUMN TOTAL	1	3	5	3	1	3	1	1	3	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84 PAGE 71

FILE NOMAME (CREATION DATE = 05/06/84)

STATE STATE CROSSTABULATION OF LENGTH OF TRIP-DAYS
 BY DAY

PAGE 10 OF 15

STATE	COUNT	ROW PCT	COL PCT	TOT PCT	1-	2-	3-	4-	5-	6-	7-	8-	9-	10-	ROW TOTAL
NY	33.				00.0	00.0	00.0	50.0	00.0	50.0	00.0	00.0	00.0	00.0	33.
NC	34.				00.0	00.0	50.0	00.0	25.0	00.0	00.0	00.0	00.0	00.0	34.
OH	36.				00.0	00.0	9.0	9.0	00.0	00.0	18.0	18.0	9.0	00.0	36.
OK	37.				00.0	14.0	28.0	14.0	00.0	14.0	14.0	14.0	00.0	00.0	37.
OR	38.				00.0	00.0	00.0	00.0	50.0	00.0	00.0	00.0	00.0	50.0	38.
PA	39.				00.0	00.0	00.0	25.0	00.0	00.0	00.0	00.0	00.0	00.0	39.
RI	41.				00.0	00.0	00.0	00.0	00.0	00.0	50.0	00.0	00.0	50.0	41.
SC	42.				00.0	00.0	100.0	00.0	00.0	00.0	00.0	00.0	00.0	00.0	42.
COLUMN TOTAL		20	90	22.5	13.0	10.8	5.3	9.7	4.5	2.6	3.9	5.3	7.37	737	
		2.7	12.2	22.5	13.0	10.8	5.3	9.7	4.5	2.6	3.9	5.3	7.37	100.0	

(CONTINUED)

FILE NONAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-DAYS BY STATE

PAGE 11 OF 15

STATE	11	12	13	14	15	16	17	18	19	20	21	25	ROW TOTAL
NY	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	3
NC	0000	0000	0000	0000	3500	0000	0000	0000	0000	0000	0000	0000	5
OH	0000	9000	5000	0000	0000	0000	1600	0000	0000	0000	0000	0000	13
OK	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	7
OR	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	3
PA	0000	0000	0000	2500	1000	0000	0000	0000	0000	0000	0000	0000	5
RI	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	3
SC	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	0000	1
COLUMN TOTAL	5	13	23	33	11	7	6	3	2	6	2	1	737
													100.0

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/86)

CROSS TABULATION OF LENGTH OF TRIP-DAYS BY STATE

PAGE 13 OF 15

STATE	Q70AY										ROW TOTAL
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	
43. COUNT	20	90	166	96	178	43	97	33	19	39	737
44. ROW PCT	2.7	12.2	22.5	13.0	10.6	5.8	9.7	4.3	2.6	5.3	100.0
45. COL PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
46. TOT PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
47. SD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
48. TN	0.00	8.8	14.7	17.6	20.6	24.7	29.0	33.0	38.8	53.1	34.6
49. TX	15.0	24.2	33.0	37.3	43.5	52.0	60.5	69.7	79.5	89.9	53.2
50. VA	0.00	12.5	0.00	12.5	0.00	0.00	12.5	0.00	0.00	0.00	1.8
51. WV	0.00	0.00	0.00	0.00	50.0	0.00	0.00	0.00	0.00	0.00	2.3
52. MA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.1
53. MI	0.00	0.00	0.00	0.00	0.00	0.00	18.0	0.00	9.5	15.4	2.2
COLUMN TOTAL	20	90	166	96	178	43	97	33	19	39	737

(CONTINUED)

FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-DAYS BY Q7DAY

PAGE 14 OF 15

STATE	11	12	13	14	15	16	18	20	21	25	ROW TOTAL
43. COUNT	0	0	0	0	0	0	0	0	0	0	1
44. ROW PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.1
45. COL PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34
46. TOT PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.6
47. TN	0	2	0	5	1	0	1	0	0	0	34
48. ROW PCT	0.00	9.1	0.00	20.9	10.0	0.00	35.7	0.00	0.00	0.00	4.6
49. COL PCT	0.00	9.1	0.00	20.9	10.0	0.00	35.7	0.00	0.00	0.00	7.2
50. TOT PCT	0.00	9.1	0.00	20.9	10.0	0.00	35.7	0.00	0.00	0.00	7.2
51. TX	0	1	1	1	0	0	0	0	0	0	1
52. ROW PCT	0.00	12.5	12.5	12.5	0.00	0.00	0.00	0.00	0.00	0.00	1.1
53. COL PCT	0.00	12.5	12.5	12.5	0.00	0.00	0.00	0.00	0.00	0.00	1.1
54. TOT PCT	0.00	12.5	12.5	12.5	0.00	0.00	0.00	0.00	0.00	0.00	1.1
55. VA	0	0	0	0	0	0	0	0	0	0	0
56. ROW PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
57. COL PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
58. TOT PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
59. WV	0	0	0	0	0	0	0	0	0	0	0
60. ROW PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
61. COL PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
62. TOT PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
63. WA	0	0	0	0	0	0	0	0	0	0	0
64. ROW PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
65. COL PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
66. TOT PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
67. UT	0	0	0	0	0	0	0	0	0	0	0
68. ROW PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
69. COL PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
70. TOT PCT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0
COLUMN TOTAL	3	11	3	3	10	3	3	6	3	1	737
TOTAL	3	11	3	3	10	3	3	6	3	1	100.0

(CONTINUED)

FILE NONAME (CREATION DATE = 05/06/84)

STATE STATE CROSSTABULATION OF LENGTH OF TRIP-DAYS BY 07DAY

STATE	43.	44.	45.	48.	49.	50.	51.	COLUMN TOTAL	RCJ TOTAL
SD	100.0 33.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	1.1 .1
TN	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	3.6 4.6
TX	1.0 50.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	1.0 50.1	53.2 7.2
VA	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	12.0 100.1	0.0 0.0	0.0 0.0	0.0 0.0	1.0 1.1
MV	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	3.0 .3
WA	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	1.1 .1
WI	0.0 20.1	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	2.0 2.0
COLUMN TOTAL	1.1 3.1	0.0 0.0	0.0 0.0	0.0 0.0	1.0 1.0	0.0 0.0	0.0 0.0	1.0 0.0	7.37 100.0

NUMBER OF MISSING OBSERVATIONS = 97

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84

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FILE NONAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-NIGHTS BY STATE

PAGE 1 OF 15

STATE	0	1	2	3	4	5	6	7	8	9	10	ROW TOTAL
AL	0	28	7	20	7	8	2	6	0	0	0	61
AZ	0	50	1	0	0	0	0	0	0	0	0	51
AR	0	26	6	6	13	2	6	1	13	0	3	51
CA	11	11	0	0	22	0	0	11	0	12	0	57
CO	0	33	3	33	0	0	0	0	0	0	3	72
CT	0	0	0	100	0	0	0	0	0	0	0	100
DC	0	0	0	0	0	0	0	0	0	100	0	100
COLUMN TOTAL	58	165	106	145	115	68	67	54	32	32	37	732

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

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FILE NONAME (CREATION DATE = 05/06/84)

STATE STATE CROSS STATE A B U L A T I O N BY G7NIT * * * * * LENGTH OF TRIP-NIGHTS * * * * * PAGE 4 OF 15

STATE	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	ROW TOTAL
10.	5	9	2	7	0	0	1	1	2	0	31
FL	16.1	25.3	9.2	22.6	0.0	0.0	3.2	2.2	6.8	0.0	4.2
	8.9	4.1	2.4	1.0	0.0	0.0	1.1	4.5	8.3	0.0	
11.	0	4	2	7	4	2	4	0	1	1	26
GA	0.0	15.4	7.9	26.3	15.4	3.8	17.4	0.0	3.8	2.4	3.6
	0.0	2.5	1.3	1.0	0.5	2.1	3.5	0.0	4.0	1.1	
14.	3	6	0	1	5	6	13	3	4	5	47
IL	4.3	6.4	0.0	2.1	10.6	12.8	27.7	6.4	16.5	17.5	6.4
	3.4	1.2	0.0	1.2	0.7	0.8	4.1	13.4	8.5	0.5	
15.	0	0	0	0	1	4	4	2	2	1	17
IN	0.0	0.0	0.0	0.0	2.9	3.5	3.5	1.9	1.6	0.4	2.3
	0.0	0.0	0.0	0.0	0.1	0.5	0.5	0.3	0.3	0.1	
16.	0	0	2	9	0	9	7	1	0	0	19
IA	0.0	0.0	18.3	9.1	0.0	9.1	27.3	9.4	0.0	0.0	1.5
	0.0	0.0	1.3	1.2	0.0	2.1	5.4	4.1	0.0	0.0	
17.	0	0	1	1	0	0	2	0	0	0	5
KS	0.0	0.0	25.0	2.1	0.0	0.0	50.5	0.0	0.0	0.0	.5
	0.0	0.0	0.1	0.1	0.0	0.0	0.5	0.0	0.0	0.0	
18.	0	0	9	18	0	9	19	0	9	1	11
KY	0.0	0.0	9.9	18.2	0.0	9.1	19.3	0.0	9.4	1.3	1.5
	0.0	0.0	1.1	4.3	0.0	2.1	7.3	0.0	4.1	2.3	
19.	1	7	3	14	6	4	2	1	1	2	19
LA	9.5	49.7	21.9	8.7	6.8	3.5	3.5	6.5	4.0	2.5	23.9
	2.2	10.8	5.1	1.9	12.8	3.2	2.5	1.1	1.1	1.3	
COLUMN TOTAL	58	185	109	184	50	64	54	20	25	31	732
TOTAL	7.9	25.5	14.5	11.5	6.8	6.4	7.4	3.0	3.4	2.1	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84

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FILE MONAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-NIGHTS BY STATE

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STATE	10.	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	ROW TOTAL
FL	3.2	10.7	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.4
GA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
IL	0.0	0.0	0.0	0.0	11.3	18.3	0.0	0.0	0.0	0.0	12.1	47.4
IN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
IA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
KS	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	.5
KY	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
LA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.9
COLUMN TOTAL	6.8	11.7	12.3	11.3	11.3	18.3	0.0	0.0	0.0	0.0	12.1	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/64

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FILE NONAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-NIGHTS BY STATE

PAGE 6 OF 15

STATE	21.	24.	29.	30.	31.	35.	48.	60.	89.	90.	ROW TOTAL
FL	3.2 100.0	0.0 0.0	0.0 0.0	3.2 25.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	5.1 4.2
GA	0.0 0.0	0.0 0.0	0.0 0.0	3.8 25.0	0.0 0.0	0.0 0.0	0.0 0.0	3.8 25.0	0.0 0.0	0.0 0.0	3.6 3.6
IL	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	2.1 100.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	4.7 6.4
IN	0.0 0.0	0.0 0.0	5.0 50.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	1.3 2.3
IA	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	1.3 1.3
KS	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	4.5 4.5
KY	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.0 0.0	1.3 1.3
LA	0.0 0.0	0.0 0.0	0.0 0.0	6.0 25.0	5.0 50.0	0.0 0.0	1.0 100.0	0.0 0.0	0.0 0.0	0.0 0.0	13.0 23.1
COLUMN TOTAL	1.1	1.1	2.3	4.5	2.3	1.1	1.1	4.5	1.1	1.1	17.32 100.0

(CONTINUED)

FILE NNAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-NIGHTS BY STATE

BY NIGHT

***** PAGE 8 OF 15

STATE	11	12	13	14	15	16	17	18	19	20	ROW TOTAL
MD	0.00	59.00	12.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	71.00
MA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MI	0.00	0.00	20.00	11.00	0.00	0.00	0.00	0.00	0.00	0.00	31.00
MN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
MS	20.00	12.00	1.00	5.00	0.00	0.00	0.00	0.00	0.00	0.00	38.00
MO	4.00	16.00	12.00	18.00	4.00	0.00	0.00	100.00	0.00	0.00	144.00
NJ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00	15.00	40.00
NH	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
COLUMN TOTAL	24.00	77.00	33.00	23.00	11.00	3.00	1.00	1.00	2.00	0.00	100.00

(CONTINUED)

GULF COAST TOURISM STUDY BY MCEC SEA GRANT ADVISORY SERVICE

05/06/84

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FILE NOMANE (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-NIGHTS-
 STATE STATE BY 07NIT

PAGE 10 OF 15

STATE	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	ROW TOTAL
33. NY	0.0	0.0	50.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	2.3
34. NC	0.0	50.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
36. OH	9.1	9.1	9.1	0.0	0.0	9.1	18.2	9.1	0.0	0.0	11.5
37. OK	0.0	25.0	14.3	14.3	28.6	0.0	14.3	0.0	0.0	0.0	1.0
38. OR	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	50.0	0.0	2.3
39. PA	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
41. RI	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	50.0	2.3
42. SC	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
COLUMN TOTAL	58.1	185.3	106.5	11.5	6.8	6.4	7.4	3.0	3.4	3.1	73.2
TOTAL	7.9	25.3	14.5	11.5	6.8	6.4	7.4	3.0	3.4	3.1	100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY MCES SEA GRANT ADVISORY SERVICE

05/06/84

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FILE NAME (CREATION DATE = 05/06/84)

CROSS TABULATION OF LENGTH OF TRIP-NIGHTS
 STATE STATE BY Q7MIT

Q7MIT

STATE	11	12	13	14	15	16	17	18	19	20	ROM TOTAL
NY	00	00	00	00	00	00	00	00	00	00	2.3
NC	00	00	00	00	00	35.0	00	00	00	00	4.5
OH	00	16.7	00	00	00	00	00	00	33.7	00	11.3
OK	00	00	00	00	00	00	00	00	00	00	7.0
OR	00	00	00	00	00	00	00	00	00	00	3.3
PA	00	25.9	00	25.9	00	00	00	00	00	00	4.5
RI	00	00	00	00	00	00	00	00	00	00	2.5
SC	00	00	00	00	00	00	00	00	00	00	1.1
COLUMN TOTAL	5.7	6.8	1.9	2.3	1.3	3.5	1.1	1.1	3.4	6.3	73.0
											100.0

(CONTINUED)

GULF COAST TOURISM STUDY BY NCES SEA GRANT ADVISORY SERVICE

FILE NONAME (CREATION DATE = 05/06/84)

05/06/84

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CROSS TABULATION OF LENGTH OF TRIP-NIGHTS BY STATE

PAGE 13 OF 15

STATE	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	ROW TOTAL
SD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.1
TN	0.00	20.67	11.88	7.66	16.70	5.33	0.00	3.91	4.91	3.91	36
TX	4.49	14.83	14.83	7.91	11.88	2.67	11.88	1.91	7.40	5.83	4.6
VA	6.55	14.83	11.88	12.21	12.21	4.33	11.88	4.33	16.05	13.05	54
VA	25.43	0.00	0.00	12.21	0.00	0.00	12.21	12.21	0.00	0.00	7.6
VA	0.00	0.00	0.00	10.21	0.00	0.00	0.00	0.00	0.00	0.00	1.8
VA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.3
VA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.1
MI	0.00	0.00	0.00	0.00	0.00	20.44	0.00	6.70	33.30	6.70	15
MI	7.58	25.53	10.65	8.4	5.8	6.4	5.4	3.0	3.4	3.4	2.0
COLUMN TOTAL	7.58	25.53	14.5	11.5	6.8	6.4	7.4	3.0	3.4	3.4	73.2
TOTAL	7.58	25.53	14.5	11.5	6.8	6.4	7.4	3.0	3.4	3.4	100.0

(CONTINUED)

FILE NNAME (CREATION DATE = 05/06/84)
 STATE STATE CROSS TABUL AT I ON O F LENGTH OF TRIP-NIGHTS-
 STATE STATE BY 07NIT * * * * * PAGE 15 OF 15

STATE	21.	24.	29.	30.	31.	35.	43.	50.	89.	90.	ROW TOTAL
SD	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	.1
TN	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34
TX	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	100.00	0.00	72.4
VA	0.00	12.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.5
WV	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.3
WA	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	.1
WI	0.00	0.00	0.00	25.00	0.00	0.00	0.00	25.00	0.00	0.00	15
COLUMN TOTAL	1.1	1.1	2.3	4.5	3.3	1.1	1.1	7.5	1.1	1.1	732
TOTAL	1.1	1.1	2.3	4.5	3.3	1.1	1.1	7.5	1.1	1.1	100.0

NUMBER OF MISSING OBSERVATIONS = 102