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# **An Analysis of the Advertising Efforts of the Harrison County Tourism Commission**

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NARRAGANSETT, RI 02882

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**Dr. David Veal**

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MASGP-84-013

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## SUMMARY

In order to gain additional information on individuals who had requested travel information about the Mississippi Gulf Coast, a questionnaire was mailed to six thousand nine hundred and sixty-nine (6,969) individuals whose names were drawn at random from a list of forty-four thousand and nine hundred and twenty-nine (44,929) persons who had written for information in 1982. Of the individuals questioned, two thousand and thirty-three (2,033) or thirty (30.0) percent completed and returned the questionnaire.

Approximately thirty (30) percent of the respondents returning the questionnaire visited the Mississippi Coast after receiving the requested information. The returned questionnaires revealed that forty-eight (48) percent of the respondents indicated they had visited another area. The survey also indicated that ninety (90) percent were planning a trip to the Mississippi Coast at sometime in the future.

Data from the returned questionnaires revealed that seventy (70) percent of those who had visited the Mississippi Coast were vacationing, and made weekend trips. Seventy-three (73) percent indicated that the greatest attraction was the beach.

Additionally the study revealed the number and percentage of respondents who had visited the area, and the magazine or advertisement that had prompted their interest.

## INTRODUCTION

Although the Mississippi Coast has enjoyed a thriving tourism industry since before the turn of the century, it was not until the fifties and sixties that the major hotels along the Mississippi Coast were augmented by dozens of smaller properties. These formed the basis for a tourism industry that began to rank in economic importance with the seafood industry, military installations, and manufacturing.

Recognizing that a concerted effort was needed to nurture this industry the Harrison County Board of Supervisors, with legislative approval, formed the Harrison County Advertising Advisory Committee in 1965.

Industry officials, in an effort to augment the lucrative summer months with new business for the fall, winter and spring expressed interest in developing a convention market. By the early sixties there were thousands of hotel rooms; but a central facility, providing the essential meeting, banquet, and exhibit areas did not exist.

In 1972, when the legislature allowed the imposition of a two (2) percent sales tax on hotels, restaurants and alcoholic beverages, a twenty-six (26) million dollar coliseum and convention center was constructed.

In order to allow for vigorous promotion of this facility

as a convention destination, a convention and visitors bureau was formed and eventually placed under the direction of the Harrison County Tourism Commission, the successor organization to the Advisory Committee.

Activities of the Tourism Commission are funded by a one (1) mill ad valorem tax in Harrison County, an additional one (1) percent sales tax on hotel rooms only, and a ten (10) percent fee on Commission booked convention rooms. These funding sources allow the Tourism Commission to carry out convention solicitation and tourism promotion efforts in this highly competitive industry.

The primary objective of this investigation was to determine the percentage of people who, after seeing an advertisement sponsored by the Harrison County Tourism Commission and subsequently wrote for additional information, actually visited the area. A secondary objective was to gather data on the comparative effectiveness of the various mediums of advertising.



## METHODOLOGY

The major objective of this study was to ascertain the percentage of people who came to the Mississippi Gulf Coast after having seen an advertisement and requesting information from the Harrison County Tourism Commission. Additional information concerning visitor characteristics, was also desired. To determine these answers a research study was undertaken and the following describes the methodological procedures utilized to provide the data base.

## SAMPLE

During the calendar year 1982 the offices of the Harrison County Tourism Commission received 57,671 requests for information (inquiries). Of these, 44,929 were determined to be attributable to a specific form of media advertising purchased for the 1982 fiscal year, Table I. As Table I shows, there were eleven (11) different magazines utilized as well as two time periods of television advertising - fall/winter and summer.

TABLE I.  
INQUIRIES BY FORM OF ADVERTISING

Form of Advertising	Number of Inquiries Received
Family Circle	17,382
Golf Digest	2,652
House Beautiful	585
House and Gardens	1,107
Southern Living	3,073
Southern Outdoors	683
Television	7,203
(Golf) Fall/Winter	2,454
Summer	4,749
Travel Holiday	7,673
Travel and Leisure	3,056
Travel Weekly	318
T.V. Guide	627
Your Happy Wander	570
TOTAL	<u>44,929</u>

The remaining 12,742, of the 57,671, were comprised of general inquiries and inquiries received in the offices of the State Division of Tourism. The latter were processed (answered) and then forwarded to the Harrison County Tourism Commission. They generally requested information on the State of Mississippi and not on the Gulf Coast in particular. Since the inquiries were not the result of the Harrison County Tourism Commission's advertising efforts, they were eliminated from the study. The general inquiries were eliminated for purposes of this study because they too could not be attributed to a specific form of advertising. Examples of general inquiries were telephone calls requesting information and letters from individuals.

It was determined that a sample size of fifteen (15) percent of the study population would provide an adequate data base, or approximately 7000 units of study. A decision was made to have each magazine contribute to the sample size, the same proportion of inquiries the magazine contributed to the total number of inquiries, Table II. For example: if "Family Circle" produced twenty (20) percent of the total inquiries then "Family Circle" would contribute 20 percent to the sample. In utilizing proportionate sampling, it was assumed a more accurate analysis could be made of a magazine's ability to produce conversions (individuals that requested information - then came to the Gulf Coast).

This idea of proportionate sampling was taken one step further in this study. Inquiries are received in two forms - 1) "direct inquiries" where the individual inquiry was mailed directly to the Harrison County Tourism Commission and, 2) "reader response" where the inquiry was sent to a third party and that party collected a group of names before forwarding them to the Tourism Commission. It was decided that the sample should keep the same proportion of reader response and direct inquiries for each form of advertisement as appeared in the universe. It must be noted, however, not all forms of advertisement provided both reader response and direct inquiries. Table II provides a more complete analysis.

TABLE II.  
TYPE OF INQUIRY BY ADVERTISING FORM

Form of Advertising	Total Number of Inquiries		Direct Inquiries		Reader Response	
	#	%	#	%	#	%
Family Circle	17,382	30.1	783	5	16,599	95
Golf Digest	2,652	4.6	1100	41	1,552	59
House Beautiful	585	1.0	351	60	234	40
House & Gardens	1,107	1.9	10	1	1,097	99
Southern Living	3,073	5.3	951	31	2,122	69
Southern Outdoors	683	1.1	81	12	602	88
Television						
Fall/Winter (Golf)	.0	.0	.0	.0	2,454	109
Summer	.0	.0	.0	.0	4,749	100
Travel Holiday	7,673	13.3	1033	13	6,640	87
Travel & Leisure	3,056	5.3	604	20	2,452	80
Travel Weekly	318	0.5	21	7	297	93
T.V. Guide	627		627	100		
Your Happy Wander	570	0.9			570	100
<u>TOTAL</u>	<u>44,929</u>					

Due to the record-keeping process for inquiries (see below), it was decided to utilize a cluster sampling technique to arrive at the fifteen (15) percent. For each publication, a number was drawn from a table of random numbers (Kerlinger, 1973 pgs. 714 - 717)<sup>2</sup> and every Nth sheet of names was included in the sample with the names being progressively totalled until the desired sample was obtained or slightly surpassed for that

NOTE: In processing inquiries, names and addresses of individuals are transposed from their request for information to a sheet of labels. These labels are then kept separate by magazine. Due to the volume and timing of the inquiries some label sheets are completely full of names, while others contain only a few.

<sup>2</sup> Kerlinger, Foundations of Behavioral Research, 1973, Holt, Rhinehart & Winston, Inc., N.Y., N.Y.

particular form of advertising. If a sheet of names was to be included in the study, all names on the sheet were included. Thus, sample sizes were generally slightly larger than fifteen (15) percent.

Upon completion of the sampling process there were six thousand eight hundred and eight (6,808) names and addresses included in the sample, representing fifteen (15%) percent.

The names and addresses were encoded with both an identification number and an advertisement identification code and the data was then entered into the computer. Two sets of address labels were generated - one for the mailing envelope and the second to be placed on the return questionnaire, to expedite the identification of the non-respondents for the second mailing. One hundred sixty-one (161) names, two (.02) percent had to be discarded due to insufficient addresses.

#### THE INSTRUMENT

The survey instrument was a one page questionnaire (Appendix A) and was used to discern information concerning demographics, vacation planning, and if applicable, vacations in Mississippi. This information was gathered through a series of fifteen (15) items of which two (2) were open-ended and thirteen (13) closed form.

No attempt was made to determine the reliability of the instrument; however, due to the general nature of the questions

some reliability is assured. Questions such as " did you visit the Coast" should provide the same response over time.

The first survey forms were mailed in November of 1983 and a follow-up mailing was conducted six weeks later. Returned questionnaires from both mailings totalled two thousand and thirty-three (2,033) or a usable response rate of thirty (30) percent.

## Results and Discussion

In order to conduct this investigation a questionnaire (Appendix A) was designed to be quickly and easily completed by the respondents, and was divided into two sections. Section "A" was completed by respondents who had requested and received information on the Mississippi Coast, but had not visited the area. Section "B" was designed to gather more information regarding the motives and characteristics of respondents who had visited the area.

In some cases respondents would fail to complete all of the questions, but the available answers were encoded in such a fashion that would allow for maximum flexibility of data.

The initial question of section "A" simply requested whether or not information received was factual enough for trip planning purposes. An overwhelming 87 percent answered in the affirmative.

In response to whether or not the economy (in 1982) prevented the respondent from taking a vacation, nearly 40 percent of those answering indicated they had decided not to take a vacation, and attributed their decision, in general, to economic conditions.

The survey respondents indicated that forty-eight (48) percent visited another area with four hundred and forty-seven (447) respondents indicating the location of their alternative choice. The alternative locations (Appendix B) are divided into particular areas or cities, and states. The answers are very evenly spread. Myrtle Beach was the most frequently listed and represented six (6) percent of the responses. States most often given as alternative destinations were; Florida 23.2 percent, the Carolinas 13.5 percent, Texas 7.3 percent and California 6.9 percent.

The final question in section "A" asked whether or not the respondent was planning a trip to the Mississippi Coast in the future. An impressive 89.8 percent indicated that they had plans to visit the area in the future.

Section "B" was completed by respondents who had visited the Mississippi Coast subsequent to receiving requested information.

The initial question asked for the respondents to give state of origin. The top five states and the percentages each garnered, are listed in Table III. As shown in the following:



TABLE III.

Top Five States for Respondents

States	Percentages
Louisiana	14.9 percent
Illinois	10.7 percent
Mississippi	6.4 percent
Missouri	6.4 percent
Texas	6.2 percent

It is important to note that mailed requests for information are more likely to come from individuals who are not familiar with the area, or are too far away for visitor information to be common knowledge. This might account for the relatively low percentage (21.3%) of requests from Louisiana and Mississippi, the two largest contributors of visitors to the Mississippi coast, according to a companion study of visitor characteristics.

The number of individuals in each party was also ascertained with the largest percentage, forty-five (45) percent responding that there were two in their party, with four (4) person groups and three (3) person groups representing twenty-three (23) percent and twelve (12) percent respectively. The remaining 20 percent ranged from individual visitors to 99 in a party. These results are reflected in Table IV.

TABLE IV.

Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	45
four (4) in party	23
three (3) in party	12
other	20

The survey also attempted to determine the purpose of the respondents trip. Vacations seemed to be the main reason to visit the Coast representing almost seventy (70) percent, however, there seemed to be little difference between visiting friends, and business/pleasure, both showing a little over eleven (11) percent.

TABLE V.

Purpose of Trip

Purpose	Percent
Vacation	69.7
Business/Pleasure	11.6
Visit Friends/Relatives	11.4
Groups Meetings/Conventions	4.1
Other	2.9

The length of time required for trip planning had five options for selection, these were; less than four (4) weeks , one (1) month, two (2) months, three (3)

months, and longer. Most respondents indicated two (2) months or longer was required as reflected in the following table.

TABLE VI.  
Length of Trip Planning

Time	Percent
less than a month	11.0
one (1) month	18.3
two (2) months	26.8
three (3) months	22.1
longer than three (3) months	21.5

Answers were also sought concerning the length of the respondent's stay on the Mississippi coast. Survey answers indicate that the largest percentage stayed on the coast for three days and two nights, presumably a week-end trip.

The top five percentages for days and nights on the coast are listed in Table VII. Note that the percentages for days and nights were sometimes inconsistent, and probably due to error or misunderstanding on the part of the respondent.

TABLE VII.

Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
3	20.8	2	21.2
7	15.8	4	14.5
5	13.1	3	14.3
4	12.2	6	12.9
2	20.8	5	9.6

An evaluation of the respondent's answers for the length of their stay, reveals that the largest percentage 10.2 percent stayed for seven days. Percentages for overall trip lengths can be found in Table VIII.

TABLE VIII.

Duration of Overall Trip

Days	Percent	Nights	Percent
7	12.7	2	10.2
10	10.6	7	10.0
14	9.9	6	8.9
3	8.1	9	7.2
8	7.2	2	10.2

The survey also attempted to determine the amount of money spent on each of the various categories, listed in Table IX. The answers in this table indicate the dollar amount that received the highest percent from the respondents.

TABLE IX.

Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50 / 22.9
b) food and beverage	100 / 14.5
c) lodging	200 / 11.9
d) recreating or sports	50 / 21.5
e) other purchases	50 / 23.7

The dollar figures and percentages for each amount can be found in Appendix C, however, since 50 and 100 were almost invariably the highest percentage of dollars in each category, it appears that rounding, guess-work, or both, are reflected in the answers.

An attempt was also made to identify the aspects of the Mississippi Coast that most attracted the visitor to the area. The options and percentages are shown in Table X. It is quite apparent that the beach, as indicated by 73 percent of the respondents, is clearly the favored attraction. The options and percentages for each are reflected in Table X.

TABLE X.  
Visitor Attractions

Attraction	Percent
a) Beaches	73.8
b) Accommodation	9.0
c) Historical Attractions	5.6
d) Golf	9.5
e) Restaurants	.3
f) Fishing	.6
g) Water sports	.0
h) Family attractions	.8

Of the people who returned the questionnaires, 29.2 percent actually traveled to the Mississippi Gulf Coast after receiving information. Care should be exercised when interpreting the meaning of this 29.2 percent. The first group of

completed questionnaires returned showed a higher attendance rate 31.8 percent than the second group at 25.7 percent. This difference, though small, might suggest that the people who visited the Gulf Coast were more likely to return the questionnaire, therefore biasing upward the survey results. The actual percentage of the surveyed group that attended the Gulf Coast is probably lower than 29.2 percent.

Another upward bias is that the people who requested information on the Gulf Coast may have gone to the Gulf Coast regardless of whether or not they received information. Therefore, you cannot assume that the survey respondents who indicated that they came to the Gulf Coast, came because of the advertisements. However, it should also be noted that many people may have come to the Mississippi Gulf Coast after seeing advertising, but without requesting information. This might especially be true of those persons living in Mississippi, Louisiana, and other states already familiar with our area. Other persons may have been influenced by advertising, but were planning a trip not yet taken during the survey period.

#### Results by Medium

Information on the number of surveys mailed and returned, by advertising medium, can be found in columns 2 and 3 of Table XI. The percentage of respondents who had written for information and subsequently visited the Mississippi Coast can be

found in column 4, with column 5 containing the range of confidence that the information is 99% accurate.

This "conversion rate" (column 4) ranged from a low of 10.7% for "Happy Wanderer" to a high of 51.9% for "Golf Digest". These conversion rates must be tempered by other factors such as the size and frequency of advertisements, cost, and the circulation of the various publications. For example; "House Beautiful's" conversion rate of 22.6% might be more favorable than "Southern Outdoors'" 43.3% when consideration is given to "House Beautiful's" circulation of 1,000,000; five times greater than "Southern Outdoors".

This analysis does not attempt to suggest the "best" advertising medium of those reviewed, but rather, to present information helpful in the decision-making process of those involved in the tourism industry.

TABLE XI.  
General Survey Results

Magazine	Mailed Surveys (Number)	Returned Surveys (Number)	Percent Yes (%)	99% Confidence Interval (%)
Family Circle	2,661	743	20.7	16.9-24.5
T.V. Guide	94	33	39.4	17.2-61.6
Happy Wanderer	85	28	10.7	0-27.2
Travel Weekly	67	11	18.2	0-56.9
Southern Outdoors	127	30	43.3	19.6-67.0
House Beautiful	119	31	22.6	2.9-42.3
House & Garden	175	47	29.8	12.4-47.2
Southern Living	483	155	43.2	32.9-53.5
Travel & Leisure	470	133	35.3	24.6-36.0
Travel Holiday	1,154	412	24.0	18.6-29.4
Summer TV	373	117	39.3	27.6-51.0
Golf TV	465	96	49.0	35.8-62.2
Golf Digest	696	154	51.9	41.5-62.3
TOTAL	6,679	1,990	29.7	27.1-32.2

### Comments

Each questionnaire had a small space for comments concerning what was "liked or disliked" about the Mississippi Gulf Coast. Three hundred and twelve (312) respondents added comments to the returned forms.

Of these comments two hundred and thirteen (213) were generally positive, sixty four (64) were negative and thirty-five (35) were fairly neutral. The greatest number of positive comments (70) were concerning the beach, with "good weather," "good food," and "friendly people" accounting for an additional one hundred twenty (120) positive statements.

Negative comments also addressed these same areas, with complaints concerning, litter, unclean water, prices, etc.



## Conclusions and Recommendations

Results of this survey indicate the relative effectiveness of various mediums of advertising, as indicated by the respondents to a mailed questionnaire. While conversion rates varied considerably from one medium to another, this data should be considered in light of other information such as time of placement, cost, region, etc. The overall conversion rate among all mediums proved to be thirty (30) percent.

The results also indicate that forty-eight (48) percent of those respondents who received the requested information chose another area to visit. Also, ninety (90) percent indicated that they were planning a trip to the Mississippi Coast at some time in the future.

The survey also indicated that seventy (70) percent of the respondents who visited were on vacation and seventy-three (73) percent were primarily attracted by the beach.

The information in this report should be helpful to tourism decision makers; however, it is obvious that an on-going analysis of media effectiveness should be instituted to augment this base of information, and to provide early indications of trends in visitors and promotion effectiveness.

**APPENDICES**

**APPENDIX A**  
**QUESTIONNAIRE**



**STATE OF MISSISSIPPI  
DEPARTMENT OF ECONOMIC DEVELOPMENT**

WILLIAM T. HACKETT, JR.  
EXECUTIVE DIRECTOR

The Mississippi Department of Economic Development, in cooperation with the Mississippi Coast Tourism Industry, is conducting a survey to determine the effectiveness of various promotional programs, and to learn more about the area's visitors. According to available records you have, within the past 18 months, requested additional information about the Mississippi Gulf Coast.

We would like for you to take a moment to complete and return the following questionnaire. If you did not make a trip to the Mississippi Gulf Coast, please complete portion "A" only.

Our goal is to better serve the coast's visitors and your cooperation in this survey will aid us greatly in our efforts.

VISITOR INFORMATION SURVEY

After receiving information on the Mississippi Gulf Coast, did you visit the area?

- YES (If yes, please complete Box B and return questionnaire)  
       NO (If no, please complete Box A and return questionnaire)

- |  | YES                         | NO                              |
|--|-----------------------------|---------------------------------|
| A. 1. Was the information you received factual enough to plan a trip to the Coast?         | <u>      </u>               | <u>      </u>                   |
| 2. Did you not take a vacation due to the economy?   | <u>      </u>               | <u>      </u>                   |
| 3. Did you decide to visit another area instead? (If yes, where)<br>_____                  | <u>      </u>               | <u>      </u>                   |
| 4. Are you considering a trip to the Gulf Coast in the future?                             | <u>      </u>               | <u>      </u>                   |
| B. 1. Residence: City _____ State _____  |                             |                                 |
| 2. Number of people in your party? _____   |                             |                                 |
| 3. Purpose of trip?  |                             |                                 |
| a. _____ Group Meeting/Convention  |                             | b. _____ Business/Pleasure      |
| c. _____ Visit Friends/Relatives   |                             | d. _____ Vacation               |
| e. _____ Other (Please specify)  |                             |                                 |
| 4. How far in advance did you plan your trip?  |                             |                                 |
| _____ weeks    _____ 1 month    _____ 2 months    _____ 3 months    _____ longer           |                             |                                 |
| 5. Length of stay on the Gulf Coast?   | _____ days                  | _____ nights                    |
| 6. Length of entire trip?  | _____ days                  | _____ nights                    |
| 7. While on the Gulf Coast, approximately how much did you spend on each of the following? |                             |                                 |
| a. _____ Entertainment/Sightseeing   | b. _____ Food/Beverage      | c. _____ Lodging                |
| d. _____ Recreation/Sports   | e. _____ Other Purchases    |                                 |
| 8. Which of the following attracted you to the Gulf Coast? (Check as many as apply)        |                             |                                 |
| a. _____ Beaches   | b. _____ Accommodations     | c. _____ Historical Attractions |
| d. _____ Golf  | e. _____ Restaurants        | f. _____ Fishing                |
| g. _____ Water Sports  | h. _____ Family Attractions |                                 |
| 9. What did you like or dislike about the Mississippi Gulf Coast?                          |                             |                                 |

**APPENDIX B**  
**ALTERNATIVE LOCATIONS**

Appendix "B"

DEPARTMENT OF ECONOMIC & DEVELOPMENT COMBINE SURVEYS REPORT

9:53 THURSDAY, MAY 26, 1984

CITY	FREQUENCY	CUM	FREQ	PERCENT	CUM	PERCENT
EASTERN CANADA	1	1	1	0.0000	1	25.0000
EASTIC ISLAND	1	2	1	0.0000	2	50.0000
ENGLAND	1	3	1	0.0000	3	75.0000
EUREKA-SPRINGS	1	4	1	0.0000	4	100.0000
EUROPE	8	12	8	0.2000	12	300.0000
EUROPE-HAWAII	1	13	1	0.0000	13	325.0000
EUROPE-LONDON	1	14	1	0.0000	14	350.0000
FLATHEAD LAKE	1	15	1	0.0000	15	375.0000
FCRT WALTON BEAC	1	16	1	0.0000	16	400.0000
FREDERICK	1	17	1	0.0000	17	425.0000
FT MARSH	1	18	1	0.0000	18	450.0000
FT WALTON BEACH	1	19	1	0.0000	19	475.0000
GALVESTON	1	20	1	0.0000	20	500.0000
GATLINBURG	1	21	1	0.0000	21	525.0000
GETTYSBURG	2	23	2	0.0000	23	575.0000
GRAND CANYON	2	25	2	0.0000	25	625.0000
GRAND ISLE	1	26	1	0.0000	26	650.0000
GREAT SMOKEY MTN	1	27	1	0.0000	27	675.0000
GREENVILLE	1	28	1	0.0000	28	700.0000
GULF COAST	7	35	7	0.1750	35	875.0000
GULF SHORES	1	36	1	0.0000	36	900.0000
HAMPTON	1	37	1	0.0000	37	925.0000
HAWAII	1	38	1	0.0000	38	950.0000
HILLIN HEAD ISLA	1	39	1	0.0000	39	975.0000
HILTON HEAD ISLA	1	40	1	0.0000	40	1000.0000
HONG KONG	1	41	1	0.0000	41	1025.0000
HORSE SHOES BEAD	1	42	1	0.0000	42	1050.0000
HCT SPRINGS	2	44	2	0.0000	44	1100.0000
HCT SPRINGS VILL	1	45	1	0.0000	45	1125.0000
HUSTON	1	46	1	0.0000	46	1150.0000
ITALY	2	48	2	0.0000	48	1200.0000
JACKSON	1	49	1	0.0000	49	1225.0000
JACKSONVILLE	2	51	2	0.0000	51	1275.0000
JEKYLL ISLAND	1	52	1	0.0000	52	1300.0000
KIAWAH ISLAND	1	53	1	0.0000	53	1325.0000
KNOXVILLE	1	54	1	0.0000	54	1350.0000
LAKE ERIE PORT C	1	55	1	0.0000	55	1375.0000
LAKE LANIER	1	56	1	0.0000	56	1400.0000
LAKE SUPERIOR	1	57	1	0.0000	57	1425.0000
LAS VEGAS	4	61	4	0.1000	61	1525.0000
LISBON PORTGLAL	1	62	1	0.0000	62	1550.0000
LONDON HAWAII	1	63	1	0.0000	63	1575.0000
LONG BEACH	1	64	1	0.0000	64	1600.0000
LCS ANGELES	2	66	2	0.0000	66	1650.0000
MAGGIE VALLEY	1	67	1	0.0000	67	1675.0000
NA MOH CAVE	1	68	1	0.0000	68	1700.0000
MANITOU SPRINGS	1	69	1	0.0000	69	1725.0000
MERIDIAN & VICKS	1	70	1	0.0000	70	1750.0000
MEXICO	1	71	1	0.0000	71	1775.0000
MEXICCO-CARIBBEAN	1	72	1	0.0000	72	1800.0000
MISSISSIPPI RIVE	1	73	1	0.0000	73	1825.0000
MCOUNTAIN HOME	1	74	1	0.0000	74	1850.0000
MT RUSHMORE	1	75	1	0.0000	75	1875.0000
MYRTLE BCH	1	76	1	0.0000	76	1900.0000

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CITY	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
MYRTLE BEACH	19	183	6.03	58.730
MYSTIC CT SOUTH	1	184	0.33	59.063
NAGS HEAD	1	185	0.33	59.396
NASHVILLE	5	190	1.58	60.976
NATCHEZ TRACE PK	1	191	0.33	61.310
NATCHEZ VICKSBU	1	192	0.33	61.643
NEW ENGLAND	13	205	4.41	66.053
NEW ENGLAND STAT	1	206	0.33	66.387
NEW MEXICO	1	207	0.33	66.720
NEW ORLEANS	12	219	3.85	70.575
NEW YCRK	1	220	0.33	70.908
NEW YCRK CITY	1	221	0.33	71.242
ORIENT	1	222	0.33	71.575
ORLANDO	8	230	2.28	73.855
OVERSEAS	1	231	0.33	74.188
OZARKS	1	232	0.33	74.522
PACIFIC NORTHWES	1	233	0.33	74.855
PANAMA CITY	2	235	0.66	75.515
PANAMA CITY BEAC	1	236	0.33	75.848
PENSACCLA	1	237	0.33	76.182
PERU	1	238	0.33	76.515
PCCONO MOUNTAINS	1	239	0.33	76.848
PORT ARANKSAS	1	240	0.33	77.182
PORT ARANSAS	1	241	0.33	77.515
PRINCE EDWARD IS	1	242	0.33	77.848
RAPID CITY	1	243	0.33	78.182
ROCKY MOUNTAINS	1	244	0.33	78.515
ROCKY MTS	1	245	0.33	78.848
S PADREE ISLAND	1	246	0.33	79.182
SAN ANTONIA	1	247	0.33	79.515
SAN ANTONIO	1	248	0.33	79.848
SAN ANTONIO LAR	1	249	0.33	80.182
SAN DIEGO	1	250	0.33	80.515
SAN FRANCISCO	2	252	0.66	81.175
SANIBEL ISLAND	1	253	0.33	81.508
SARASCTA	1	254	0.33	81.842
SAVANNGH	1	255	0.33	82.175
SEATTLE	1	256	0.33	82.508
SHORE	1	257	0.33	82.842
SHUJUALAK	1	258	0.33	83.175
SPCKEY MOUNTAINS	1	259	0.33	83.508
SPOKIES	1	260	0.33	83.842
SPCKY MOUNTAIN A	1	261	0.33	84.175
SPCKY MOUNTAINS	1	262	0.33	84.508
SPOKY MTS	1	263	0.33	84.842
SCUTH	1	264	0.33	85.175
SCUTH CARCLINA	1	265	0.33	85.508
SCUTHEAST	1	266	0.33	85.842
SCUTHERN	1	267	0.33	86.175
SCUTHWEST	1	268	0.33	86.508
SPIRIT LAKE	1	269	0.33	86.842
ST LOUIS	1	270	0.33	87.175
ST PETERSBURG BE	1	271	0.33	87.508
SUGAR M.M.	1	272	0.33	87.842
SWITZERLAND	1	273	0.33	88.175
TABLE ROCK LAKE	1	274	0.33	88.508

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CITY	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
TAMPA	1	291	0.317	92.381
TCLEDC BEND	1	292	0.317	92.698
ULYSSES	1	293	0.317	93.015
UPSTATE	1	294	0.317	93.333
VICKSBURG	1	297	0.952	94.286
VICKSBURG-JACKSO	1	298	0.317	94.603
VIRGIN ISLANDS	1	299	0.317	94.921
WALT DISNEY WCRL	1	300	0.317	95.238
WASHINGTON	6	306	1.905	97.143
WEST COAST	1	307	0.317	97.460
WESTERN	1	308	0.317	97.778
WILLIAMSBURG	2	310	0.635	98.413
WCRL05 FAIR	1	311	0.317	98.730
WCRL05 FAIR	3	314	0.952	99.683
YELLOWSTONE PARK	1	315	0.317	100.000



APPENDIX C  
DOLLARS SPENT BY CATEGORY

Appendix "C"

DEPARTMENT OF ECONOMIC & DEVELOPMENT COMBINE SURVEYS REPORT

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A	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
0	1	1	0.33	0.33
0	1	2	0.33	0.66
0	1	3	0.33	1.00
0	1	4	0.33	1.33
0	1	5	0.33	1.66
0	1	6	0.33	2.00
0	1	7	0.33	2.33
0	1	8	0.33	2.66
0	1	9	0.33	3.00
0	1	10	0.33	3.33
0	1	11	0.33	3.66
0	1	12	0.33	4.00
0	1	13	0.33	4.33
0	1	14	0.33	4.66
0	1	15	0.33	5.00
0	1	16	0.33	5.33
0	1	17	0.33	5.66
0	1	18	0.33	6.00
0	1	19	0.33	6.33
0	1	20	0.33	6.66
0	1	21	0.33	7.00
0	1	22	0.33	7.33
0	1	23	0.33	7.66
0	1	24	0.33	8.00
0	1	25	0.33	8.33
0	1	26	0.33	8.66
0	1	27	0.33	9.00
0	1	28	0.33	9.33
0	1	29	0.33	9.66
0	1	30	0.33	10.00
0	1	31	0.33	10.33
0	1	32	0.33	10.66
0	1	33	0.33	11.00
0	1	34	0.33	11.33
0	1	35	0.33	11.66
0	1	36	0.33	12.00
0	1	37	0.33	12.33
0	1	38	0.33	12.66
0	1	39	0.33	13.00
0	1	40	0.33	13.33
0	1	41	0.33	13.66
0	1	42	0.33	14.00
0	1	43	0.33	14.33
0	1	44	0.33	14.66
0	1	45	0.33	15.00
0	1	46	0.33	15.33
0	1	47	0.33	15.66
0	1	48	0.33	16.00
0	1	49	0.33	16.33
0	1	50	0.33	16.66
0	1	51	0.33	17.00
0	1	52	0.33	17.33
0	1	53	0.33	17.66
0	1	54	0.33	18.00
0	1	55	0.33	18.33
0	1	56	0.33	18.66
0	1	57	0.33	19.00
0	1	58	0.33	19.33
0	1	59	0.33	19.66
0	1	60	0.33	20.00
0	1	61	0.33	20.33
0	1	62	0.33	20.66
0	1	63	0.33	21.00
0	1	64	0.33	21.33
0	1	65	0.33	21.66
0	1	66	0.33	22.00
0	1	67	0.33	22.33
0	1	68	0.33	22.66
0	1	69	0.33	23.00
0	1	70	0.33	23.33
0	1	71	0.33	23.66
0	1	72	0.33	24.00
0	1	73	0.33	24.33
0	1	74	0.33	24.66
0	1	75	0.33	25.00
0	1	76	0.33	25.33
0	1	77	0.33	25.66
0	1	78	0.33	26.00
0	1	79	0.33	26.33
0	1	80	0.33	26.66
0	1	81	0.33	27.00
0	1	82	0.33	27.33
0	1	83	0.33	27.66
0	1	84	0.33	28.00
0	1	85	0.33	28.33
0	1	86	0.33	28.66
0	1	87	0.33	29.00
0	1	88	0.33	29.33
0	1	89	0.33	29.66
0	1	90	0.33	30.00
0	1	91	0.33	30.33
0	1	92	0.33	30.66
0	1	93	0.33	31.00
0	1	94	0.33	31.33
0	1	95	0.33	31.66
0	1	96	0.33	32.00
0	1	97	0.33	32.33
0	1	98	0.33	32.66
0	1	99	0.33	33.00
0	1	100	0.33	33.33

BE	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
171	0	0	0.0000	0.0000
172	0	0	0.0000	0.0000
173	0	0	0.0000	0.0000
174	0	0	0.0000	0.0000
175	0	0	0.0000	0.0000
176	0	0	0.0000	0.0000
177	0	0	0.0000	0.0000
178	0	0	0.0000	0.0000
179	0	0	0.0000	0.0000
180	0	0	0.0000	0.0000
181	0	0	0.0000	0.0000
182	0	0	0.0000	0.0000
183	0	0	0.0000	0.0000
184	0	0	0.0000	0.0000
185	0	0	0.0000	0.0000
186	0	0	0.0000	0.0000
187	0	0	0.0000	0.0000
188	0	0	0.0000	0.0000
189	0	0	0.0000	0.0000
190	0	0	0.0000	0.0000
191	0	0	0.0000	0.0000
192	0	0	0.0000	0.0000
193	0	0	0.0000	0.0000
194	0	0	0.0000	0.0000
195	0	0	0.0000	0.0000
196	0	0	0.0000	0.0000
197	0	0	0.0000	0.0000
198	0	0	0.0000	0.0000
199	0	0	0.0000	0.0000
200	0	0	0.0000	0.0000

BE	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
211	1	433	0.227	99.409
100	1	434	0.227	99.636
100	2	436	0.455	99.891
106	1	437	0.227	99.918
120	3	440	0.682	100.000

CC	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
0	200	1	0.243	0.243
0	1	2	0.243	0.486
0	1	3	0.243	0.729
0	1	4	0.243	0.972
0	1	5	0.243	1.215
0	1	6	0.243	1.458
0	1	7	0.243	1.701
0	1	8	0.243	1.944
0	1	9	0.243	2.187
0	1	10	0.243	2.430
0	1	11	0.243	2.673
0	1	12	0.243	2.916
0	1	13	0.243	3.159
0	1	14	0.243	3.402
0	1	15	0.243	3.645
0	1	16	0.243	3.888
0	1	17	0.243	4.131
0	1	18	0.243	4.374
0	1	19	0.243	4.617
0	1	20	0.243	4.860
0	1	21	0.243	5.103
0	1	22	0.243	5.346
0	1	23	0.243	5.589
0	1	24	0.243	5.832
0	1	25	0.243	6.075
0	1	26	0.243	6.318
0	1	27	0.243	6.561
0	1	28	0.243	6.804
0	1	29	0.243	7.047
0	1	30	0.243	7.290
0	1	31	0.243	7.533
0	1	32	0.243	7.776
0	1	33	0.243	8.019
0	1	34	0.243	8.262
0	1	35	0.243	8.505
0	1	36	0.243	8.748
0	1	37	0.243	8.991
0	1	38	0.243	9.234
0	1	39	0.243	9.477
0	1	40	0.243	9.720
0	1	41	0.243	9.963
0	1	42	0.243	10.206
0	1	43	0.243	10.449
0	1	44	0.243	10.692
0	1	45	0.243	10.935
0	1	46	0.243	11.178
0	1	47	0.243	11.421
0	1	48	0.243	11.664
0	1	49	0.243	11.907
0	1	50	0.243	12.150
0	1	51	0.243	12.393
0	1	52	0.243	12.636
0	1	53	0.243	12.879
0	1	54	0.243	13.122
0	1	55	0.243	13.365
0	1	56	0.243	13.608
0	1	57	0.243	13.851
0	1	58	0.243	14.094
0	1	59	0.243	14.337
0	1	60	0.243	14.580
0	1	61	0.243	14.823
0	1	62	0.243	15.066
0	1	63	0.243	15.309
0	1	64	0.243	15.552
0	1	65	0.243	15.795
0	1	66	0.243	16.038
0	1	67	0.243	16.281
0	1	68	0.243	16.524
0	1	69	0.243	16.767
0	1	70	0.243	17.010
0	1	71	0.243	17.253
0	1	72	0.243	17.496
0	1	73	0.243	17.739
0	1	74	0.243	17.982
0	1	75	0.243	18.225
0	1	76	0.243	18.468
0	1	77	0.243	18.711
0	1	78	0.243	18.954
0	1	79	0.243	19.197
0	1	80	0.243	19.440
0	1	81	0.243	19.683
0	1	82	0.243	19.926
0	1	83	0.243	20.169
0	1	84	0.243	20.412
0	1	85	0.243	20.655
0	1	86	0.243	20.898
0	1	87	0.243	21.141
0	1	88	0.243	21.384
0	1	89	0.243	21.627
0	1	90	0.243	21.870
0	1	91	0.243	22.113
0	1	92	0.243	22.356
0	1	93	0.243	22.599
0	1	94	0.243	22.842
0	1	95	0.243	23.085
0	1	96	0.243	23.328
0	1	97	0.243	23.571
0	1	98	0.243	23.814
0	1	99	0.243	24.057
0	1	100	0.243	24.300

CC	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
320	2	329	0.487	80.049
330	1	330	0.243	80.292
340	1	331	0.243	80.535
350	16	347	0.889	81.424
360	16	363	0.889	82.313
370	1	364	0.224	82.537
380	1	365	0.224	82.761
390	1	366	0.224	82.985
400	4	370	0.977	83.962
410	1	371	0.224	84.186
420	14	385	0.720	84.906
430	1	386	0.224	85.130
440	1	387	0.224	85.354
450	1	388	0.224	85.578
460	2	390	0.448	86.026
470	1	391	0.224	86.250
480	4	395	0.977	87.227
490	3	400	0.720	87.947
500	3	403	0.720	88.667
510	1	404	0.224	88.891
520	1	405	0.224	89.115
530	1	406	0.224	89.339
540	1	407	0.224	89.563
550	1	408	0.224	89.787
560	1	409	0.224	90.011
570	2	411	0.448	90.459

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DD	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
00	407	407	100.00	100.00
01	1	408	0.25	100.25
02	1	409	0.25	100.50
03	1	410	0.25	100.75
04	1	411	0.25	101.00
05	1	412	0.25	101.25
06	1	413	0.25	101.50
07	1	414	0.25	101.75
08	1	415	0.25	102.00
09	1	416	0.25	102.25
10	1	417	0.25	102.50
11	1	418	0.25	102.75
12	1	419	0.25	103.00
13	1	420	0.25	103.25
14	1	421	0.25	103.50
15	1	422	0.25	103.75
16	1	423	0.25	104.00
17	1	424	0.25	104.25
18	1	425	0.25	104.50
19	1	426	0.25	104.75
20	1	427	0.25	105.00
21	1	428	0.25	105.25
22	1	429	0.25	105.50
23	1	430	0.25	105.75
24	1	431	0.25	106.00
25	1	432	0.25	106.25
26	1	433	0.25	106.50
27	1	434	0.25	106.75
28	1	435	0.25	107.00
29	1	436	0.25	107.25
30	1	437	0.25	107.50
31	1	438	0.25	107.75
32	1	439	0.25	108.00
33	1	440	0.25	108.25
34	1	441	0.25	108.50
35	1	442	0.25	108.75
36	1	443	0.25	109.00
37	1	444	0.25	109.25
38	1	445	0.25	109.50
39	1	446	0.25	109.75
40	1	447	0.25	110.00
41	1	448	0.25	110.25
42	1	449	0.25	110.50
43	1	450	0.25	110.75
44	1	451	0.25	111.00
45	1	452	0.25	111.25
46	1	453	0.25	111.50
47	1	454	0.25	111.75
48	1	455	0.25	112.00
49	1	456	0.25	112.25
50	1	457	0.25	112.50
51	1	458	0.25	112.75
52	1	459	0.25	113.00
53	1	460	0.25	113.25
54	1	461	0.25	113.50
55	1	462	0.25	113.75
56	1	463	0.25	114.00
57	1	464	0.25	114.25
58	1	465	0.25	114.50
59	1	466	0.25	114.75
60	1	467	0.25	115.00
61	1	468	0.25	115.25
62	1	469	0.25	115.50
63	1	470	0.25	115.75
64	1	471	0.25	116.00
65	1	472	0.25	116.25
66	1	473	0.25	116.50
67	1	474	0.25	116.75
68	1	475	0.25	117.00
69	1	476	0.25	117.25
70	1	477	0.25	117.50
71	1	478	0.25	117.75
72	1	479	0.25	118.00
73	1	480	0.25	118.25
74	1	481	0.25	118.50
75	1	482	0.25	118.75
76	1	483	0.25	119.00
77	1	484	0.25	119.25
78	1	485	0.25	119.50
79	1	486	0.25	119.75
80	1	487	0.25	120.00
81	1	488	0.25	120.25
82	1	489	0.25	120.50
83	1	490	0.25	120.75
84	1	491	0.25	121.00
85	1	492	0.25	121.25
86	1	493	0.25	121.50
87	1	494	0.25	121.75
88	1	495	0.25	122.00
89	1	496	0.25	122.25
90	1	497	0.25	122.50
91	1	498	0.25	122.75
92	1	499	0.25	123.00
93	1	500	0.25	123.25
94	1	501	0.25	123.50
95	1	502	0.25	123.75
96	1	503	0.25	124.00
97	1	504	0.25	124.25
98	1	505	0.25	124.50
99	1	506	0.25	124.75
100	1	507	0.25	125.00

EE FREQUENCY CUM FREQ PERCENT CUM PERCENT

EE	FREQUENCY	CUM FREQ	PERCENT	CUM PERCENT
0	341	1	0.3370	0.3370
1	18	2	0.0633	3.7003
2	17	3	0.3700	3.7003
3	13	4	0.5933	6.2936
4	16	5	0.8155	11.1111
5	11	6	0.1855	16.2966
6	1	7	0.3700	16.6666
7	1	8	0.4667	20.9091
8	1	9	0.3700	25.5556
9	6	10	0.4667	29.9999
10	4	11	0.3700	34.6667
11	1	12	0.8522	39.5556
12	1	13	0.7441	44.4444
13	1	14	0.8522	49.3333
14	1	15	0.3700	54.2222
15	4	16	0.5556	59.1111
16	1	17	0.3700	64.0000
17	1	18	0.3700	68.8889
18	1	19	0.3700	73.7778
19	1	20	0.3700	78.6667
20	2	21	0.3700	83.5556
21	1	22	0.3700	88.4444
22	1	23	0.3700	93.3333
23	1	24	0.3700	98.2222
24	1	25	0.3700	100.0000



The following section contains the survey results, by publication of the respondents who answered they had visited the area after receiving the requested information. Individual breakdowns, because of insufficient data, are absent on the following publications:

1. Happy Wanderer
2. Travel Weekly
3. Southern Outdoors
4. House Beautiful
5. House and Garden

APPENDIX D

FAMILY CIRCLE MAGAZINE

In analyzing the data from Family Circle Magazine respondents, we find that Texas contributed the largest percentage of respondents. Louisiana followed closely and together they accounted for approximately twenty-five (25) percent of the total. The data also showed that a party size of two was the most common accounting for forty-four (44) percent.

TABLE 1.  
Top Five States for Respondents

States	Percentages
Texas	13.1
Louisiana	11.1
Illinois	7.8
Arkansas	5.9
California	5.2

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	44.1
three (3) in party	13.6
four (4) in party	22.7
other	19.6

Concerning purpose of trip. The data showed that over eighty-five percent of the individuals came because of friends, relatives, or just a vacation. Adding a combination of business/pleasure to that, we found that over ninety-six (96) percent came to the Coast for some form of pleasure. The majority of these pleasure trips were planned well in advance with the planning horizon of three months accounting for twenty-four (24) percent, while two months accounted for twenty-three (23) percent.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	1.2
Business/Pleasure	10.3
Visit Friends/Relatives	17.5
Vacation	68.8
Other	1.9

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	13.8
one (1) month	17.7
two (2) months	23.0
three (3) months	24.3
longer than three (3) months	21.0

Concerning trip length, the highest percentage of individuals responded that their overall trip lasted for seven days. A discrepancy appears in the data when you consider the number of nights spent on the overall trip. The highest percentage of nights was found to be two. When examining the duration of visit on the Gulf Coast, we find that three days and two nights are the most frequent.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
2	19.3	2	26.7
3	23.4	3	18.3
5	13.7	4	17.5
4	13.1	1	11.4
7	11.0	6	10.6

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
7	12.1	2	12.1
14	9.2	6	8.6
3	8.5	13	8.6
8	7.1	3	7.8
10	6.4	8	6.0

When examining the expenditures, the data reveals that the highest expenditures came for lodging and for food/beverage. The percentages in Table 7 relate to the particular dollar amount shown. For example, the highest percentage of people (17.9) stated that they spent \$50 on entertainment/sightseeing.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50 / 17.9
b) food and beverage	100 / 14.6
c) lodging	100/200 / 10.7
d) recreating or sports	50 / 31.0
e) other purchases	50 / 23.6

In determining what attracted the individuals to the Coast, we find that the beaches were the greatest attraction and accounted for approximately eighty (80) percent. Only ten (10) percent of the respondents stated that historical attractions were what attracted them to the Coast and accommodations accounted for only five (5) percent.

TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	79.7
b) Accommodation	5.4
c) Historical Attractions	10.8
d) Golf	1.3
e) Restaurants	.6
f) Fishing	.6
g) Water sports	.0*
h) Family attractions	1.3

\* .0 means insufficient data.

**APPENDIX E**  
**TRAVEL & LEISURE MAGAZINE**

Data from Travel & Leisure Magazine respondents indicate that Louisiana (12.7 percent) and Illinois (10.6 percent,) were the largest contributors of respondents. The data also revealed that a party size of two was the most common to visit the Coast.

TABLE 1.  
Top Six States for Respondents

States	Percentages
Louisiana	12.7
Illinois	10.6
Florida	6.3
Ohio	6.3
Pennsylvania	6.3
Texas	6.3

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
one (1) in party	6.5
two (2) in party	56.5
four (4) in party	28.2
other	8.8

It is interesting to note, that the purpose of trip differs, for this magazine when compared to Family Circle. Respondents indicated the group meetings/conventions were the primary purpose for their trip. Vacations and visiting friends/relatives accounted for only twenty-seven (27) percent. When considering the planning horizon for trips to the Coast, the respondents indicated that two and three months, both representing twenty-seven (27) percent, were the most common.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	53.1
Business/Pleasure	14.8
Visit Friends/Relatives	17.0
Vacation	10.6
Other	4.5

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	8.5
one (1) month	17.0
two (2) months	27.6
three (3) months	19.1
longer than three (3) months	27.6

Respondents indicated that the two most frequent trip lengths were ten and seven days and nights. The most frequently to stay on the Coast, however, accounted for only three days and two nights.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
3	17.7	2	17.0
7	15.5	3	12.1
4	15.5	5	12.1
6	8.8	4	9.7
5	6.6	6	7.3
8	6.6	7	7.3
11	6.6	10	7.3

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
10	23.9	10	14.7
7	15.2	7	14.7
14	10.8	6	8.8
3	8.6	2	5.8
8	6.5	4	5.8
		5	5.8

Concerning expenditures, the data reveals the most money was spent on lodging followed by food/beverage and other purchases.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50 / 29.6
b) food and beverage	100 / 14.7
c) lodging	150 / 12.5
d) recreating or sports	50 / 28.5
e) other purchases	100 / 28.5

As was shown by Family Circle data, the beaches again, were the major attraction for the Coast and accounted for seventy (70) percent and was followed by accommodations and golf.



TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	73.9
b) Accommodation	10.8
c) Historical Attractions	4.3
d) Golf	8.6
e) Restaurants	.0*
f) Fishing	2.1
g) Water sports	.0*
h) Family attractions	.0*

\* .0 means insufficient data.

**APPENDIX F**

**TRAVEL HOLIDAY MAGAZINE**

The majority of Travel Holiday respondents came from the Mid-West with Iowa providing fifteen (15) percent and Illinois ten (10) percent. As with both previous magazines, we find that a party size of two was far and away the most common and accounted for one-half of the total groups.

TABLE 1.  
Top Five States for Respondents

States	Percentages
Ohio	15.1
Illinois	10.1
Mississippi	9.0
Florida	7.0
Oklahoma	6.0

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	52.0
three (3) in party	15.3
four (4) in party	16.3
other	16.4

Pleasure trips (vacation and visiting friends/relatives) accounted for approximately seventy-five (75) percent of the trips to the Coast. Most trips were planned three months in advance (27 percent) and twenty-four (24) percent of the respondents indicated a planning time of two months.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	6.0
Business/Pleasure	16.1
Visit Friends/Relatives	11.1
Vacation	63.6
Other	3.0

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	12.2
one (1) month	12.2
two (2) months	24.4
three (3) months	27.5
longer than three (3) months	23.4

The data reveals that the highest percentage of trips lasted for fourteen days. The stay on the Coast however, was reported to be three days (21 percent) and two nights (18 percent).

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
3	21.2	2	18.8
7	14.8	4	16.4
5	11.7	3	14.1
2	11.7	7	11.7
4	9.5	6	7.0

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
14	14.2	9	12.1
10	10.9	2	9.4
7	9.8	14	9.4
21	8.7	7	8.1
15	7.6	15	5.4
		20	5.4
		8	5.4

Lodging and food/beverage were categories with the highest expenditures. Both categories had the largest number of respondents indicating that they spent \$200 for each.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50/100 / 15.5
b) food and beverage	100/200 / 12.1
c) lodging	200 / 8.2
d) recreating or sports	50/100 / 22.7
e) other purchases	50 / 21.7

Over eighty (80) percent of the respondents indicated that the beaches were what attracted them to the Coast. Accommodations were a distant second with nine (9) percent.

TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	81.2
b) Accommodation	9.3
c) Historical Attractions	8.3
d) Golf	1.0
e) Restaurants	.0*
f) Fishing	.0*
g) Water sports	.0*
h) Family attractions	.0*

\* .0 means insufficient data.

**APPENDIX G**

**GOLF DIGEST MAGAZINE**

Three states, Illinois, Indiana and Missouri each provided the greatest percentage of Golf Digest respondents (16.4 percent) while Michigan followed closely with fifteen point one (15.1) percent. One half the respondents indicated there were two people in the party while visiting the Coast.

TABLE 1.  
Top Five States for Respondents

States	Percentages
Illinois	16.4
Indiana	16.4
Missouri	16.4
Michigan	15.1
Wisconsin	8.8

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	50.6
four (4) in party	27.2
six (6) in party	5.1
other	17.1

Data indicated that vacations (76.2 percent) was the primary reason for visiting the Coast. Visiting friends/relatives was a distant second with ten (10) percent. Two months provided the most frequent planning time for the trip and three months followed closely.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	2.5
Business/Pleasure	7.5
Visit Friends/Relatives	10.0
Vacation	76.2
Other	3.7

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	.0*
one (1) month	15.0
two (2) months	31.2
three (3) months	27.5
longer than three (3) months	26.2

The largest percentage of respondents indicated that the overall trip lasted seven days and seven nights. This coincided with the duration of stay on the Gulf Coast which also had seven days and seven nights as the most frequently reported figures.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
7	26.9	6	27.5
6	21.7	5	24.6
5	16.6	7	11.5
4	10.2	3	11.5
3	7.6	4	10.1

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
7	14.4	7	18.0
10	13.1	6	11.4
9	10.5	9	11.4
8	9.2	8	9.8
5	9.2	3,4,10,11	6.5

As with the previous magazines, the data revealed that expenditures for lodging were the highest and food/beverage followed.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50 / 36.1
b) food and beverage	100 / 24.1
c) lodging	200 / 19.6
d) recreating or sports	50 / 22.2
e) other purchases	50 / 37.5

For Golf Digest respondents, it was combination of beaches and golf that attracted them to the Coast. Beaches accounted for over forty percent (42.5) and golf followed closely with over thirty-six (36) percent.



TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	42.5
b) Accommodation	18.7
c) Historical Attractions	1.2
d) Golf	36.2
e) Restaurants	.0*
f) Fishing	.0*
g) Water sports	.0*
h) Family attractions	1.2

\* .0 means insufficient data.

The Mid-West accounted for over fifty (50) percent of respondents with Illinois accounting for approximately thirty-eight (38) percent. Thirty-eight (38) percent was also the percentage of the total respondents who indicated a party size of two. More than four in a party was the second highest percentage providing thirty-one (31) percent of the responses.

TABLE 1.  
Top Seven States for Respondents

States	Percentages
Illinois	38.4
Michigan	15.3
New Mexico	15.3
KY, MO, OH, TN	7.6

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	38.4
three (3) in party	23.0
four (4) in party	7.6
other	31.0

Vacations and visiting friends/relatives accounted for ninety-nine point nine (99.9) percent of the respondents who indicated their purpose of trip. One-half of these respondents indicated that they had planned their trip three months in advance while an additional one-third indicated the trip was planned two months in advance.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	.0*
Business/Pleasure	.0*
Visit Friends/Relatives	15.3
Vacation	84.6
Other	.0*

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	.0*
one (1) month	8.3
two (2) months	33.3
three (3) months	50.0
longer than three (3) months	8.3

The greatest percentage of respondents (33 percent,) indicated spending ten days on their entire trip. The data reports the largest percentage of respondents, (33 percent,) indicated that seven of those days were spent on the Coast.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
7	33.3	5	33.3
4, 5	16.6	6, 7, 8	16.6
3, 6, 8, 9	8.3	3, 4	8.3

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
10	33.3	8	25.0
9	16.6	11	25.0
6, 7, 12	8.3	6, 7, 9, 21	12.5

Recreation and sports was the category with the highest expenditures and was followed by food/beverage and entertainment/sight-seeing.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	100 / 40.0
b) food and beverage	150 / 33.3
c) lodging	N/A
d) recreating or sports	200 / 50.0
e) other purchases	40 / 40.0

Approximately seventy-seven (77) percent of the respondents from T.V. Guide indicated that the beaches attracted them to the Coast, while golf was a distant second with fifteen (15) percent.

TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	76.9
b) Accommodation	.0*
c) Historical Attractions	7.6
d) Golf	15.3
e) Restaurants	.0*
f) Fishing	.0*
g) Water sports	.0*
h) Family attractions	.0*

\* .0 means insufficient data.

**APPENDIX H**

**T.V. GUIDE MAGAZINE**

**APPENDIX I**

**SUMMER TELEVISION**

The State of Louisiana was the major contributor of respondents and accounted for eighty (80) percent. Together with Mississippi, over ninety (90) percent of the total number of respondents were accounted for. Summer TV was the first medium to produce a different party size as a major contributor. Thirty-eight (38) percent of the respondents indicated that there were four people in the group and three person parties were the second largest contributor with nineteen (19) percent.

TABLE 1.  
Top Six States for Respondents

States	Percentages
Louisiana	80.8
Mississippi	10.6
AR, OR, TN, TX	2.1

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	17.0
three (3) in party	19.1
four (4) in party	38.2
other	25.7

As with Travel & Leisure Magazine, group meetings and conventions was the primary reason for visiting the Coast showing a seventy-six (76) percent response. Business/pleasure followed and was indicated by ten (10) percent. Responses from this magazine indicated a planning time of less than a month to one month. Both categories had approximately thirty (30) percent and combined show a planning horizon of a month or less. This may be accounted for due to the closeness of the people to the area. It seems logical that if the distance to a destination increases so will the planning time.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	76.5
Business/Pleasure	10.6
Visit Friends/Relatives	6.3
Vacation	2.1
Other	4.2

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	29.7
one (1) month	29.7
two (2) months	19.1
three (3) months	10.6
longer than three (3) months	10.6

Concerning duration of trip, the highest percentage of respondents indicated three days, (27.9 percent) and two nights (28.9 percent). The largest percentage of respondents also indicated they spent three days, (39.1 percent) and two nights, (37.2 percent) on the Coast.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
3	39.1	2	37.2
4, 5	17.3	3	18.6
2, 6	8.6	4	16.2
		5	11.6
		6	6.9

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
3	27.9	2	28.9
6	16.2	4	18.4
7	13.9	5	15.7
5	11.6	6, 7	10.5
4	9.3		

Recreation and sports accounted for the highest amount of expenditures with sixteen (16) percent stating they had spent \$200 and sixteen percent spending \$300. Lodging and food beverage followed with \$200.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50 / 25.8
b) food and beverage	200 / 22.5
c) lodging	80/120/200 / 11.1
d) recreating or sports	250/300 / 16.6
e) other purchases	50 / 37.5

TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	91.4
b) Accommodation	4.2
c) Historical Attractions	.0*
d) Golf	.0*
e) Restaurants	.0*
f) Fishing	.0*
g) Water sports	.0*
h) Family attractions	4.2

\* .0 means insufficient data.



**APPENDIX J**

**GOLF TELEVISION**

Data from respondents from Golf TV indicate that approximately thirty-seven (37) percent have Illinois as their state of origin. Wisconsin follows with thirteen (13) percent, showing that the Mid-West accounts for approximately fifty (50) percent of the respondents. A party size of two is the most frequently listed (11.3 percent,) while a group of four was indicated on thirty (30) percent of the responses.

TABLE 1.  
Top Seven States for Respondents

States	Percentages
Illinois	36.9
Wisconsin	13.0
Missouri	10.8
Mississippi	8.6
AR, MN, TN	6.5

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	41.3
three (3) in party	6.5
four (4) in party	30.4
other	21.8*

Eighty-two (82) percent of the respondents indicated their purpose of trip to be a vacation and thirty-three (33) percent planned their trip two months in advance.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	6.5
Business/Pleasure	8.6
Visit Friends/Relatives	2.1
Vacation	82.6
Other	.0

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	11.1
one (1) month	24.4
two (2) months	33.3
three (3) months	17.7
longer than three (3) months	13.3

The highest percentage of respondents stated they spent seven days/nights on their entire trip. Of that, three days and four nights were spent on the Coast.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
3	20.4	4	22.5
5, 7	18.1	6	17.5
6	11.3	3	15.0
4, 8	9.0	2, 5, 7	10.0

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
7	17.5	6, 7	17.2
8	15.0	9	13.7
10	12.5	2, 8	10.3
14	10.0		
3	7.5		

Lodging was a category with the highest number of dollars spent with almost twenty (20) percent stating they spent \$200 for accommodations.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	100 / 36.3
b) food and beverage	150 / 16.1
c) lodging	200 / 18.7
d) recreating or sports	100 / 15.0
e) other purchases	50/100 / 23.6

Beaches again appear to be the major attraction reported by forty-five (45) percent while golf followed with thirty-seven (37) percent.

TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	45.6
b) Accommodation	13.0
c) Historical Attractions	14.3
d) Golf	36.9
e) Restaurants	.0*
f) Fishing	.0*
g) Water sports	.0*
h) Family attractions	.0*

\* .0 means insufficient data.

**APPENDIX K**

**SOUTHERN LIVING MAGAZINE**

Louisiana with twenty (20) percent, was the top state for providing respondents from Southern Living Magazine. Arkansas and Missouri followed with a little over ten (10) percent. As the majority of magazines have related, a party size of two was the most common and accounted for over fifty (50) percent.

TABLE 1.  
Top Six States for Respondents

States	Percentages
Louisiana	19.6
Arkansas, Missouri	10.6
Texas	7.6
Alabama, Kentucky	6.0

TABLE 2.  
Party Size As Percent of Respondents

Party Size	Percentage
two (2) in party	53.7
three (3) in party	22.3
four (4) in party	11.9
other	12.1

The respondents indicated that a vacation was the primary purpose for the visit and together with visiting friends/relatives accounted for eighty (80) percent. These trips were planned two months in advance by over thirty-one (31) percent of the respondents and twenty-two (22) percent stated the trips were planned over three months in advance.

TABLE 3.  
Purpose of Trip

Purpose	Percent
Groups Meetings/Conventions	.0*
Business/Pleasure	18.1
Visit Friends/Relatives	9.0
Vacation	71.2
Other	1.5

TABLE 4.  
Length of Trip Planning

Time	Percent
less than a month	10.6
one (1) month	18.1
two (2) months	31.8
three (3) months	16.6
longer than three (3) months	22.7

The overall trip, as revealed by the data, lasted for ten days, while the greatest number of respondents indicated spending seven days on the Coast.

TABLE 5.  
Duration of Visit to Mississippi Coast

Days	Percent	Nights	Percent
7	21.3	2	26.2
3	19.6	4, 6	13.1
2, 4	14.7	7	11.4
10	9.8	1, 3	8.1

TABLE 6.  
Duration of Overall Trip

Days	Percent	Nights	Percent
10	13.1	7	11.3
4, 7, 14	9.8	3, 9	9.4
5	8.1	4, 14	7.5

As one might expect, food/beverage and lodging were the categories with the highest expenditures. Both categories appeared to have the largest percent of individuals spending \$200.

TABLE 7.  
Expenditures With Highest Percent by Category

Options	Dollars/Percent
a) entertainment/sightseeing	50 / 29.4
b) food and beverage	200 / 16.6
c) lodging	200 / 12.5
d) recreating or sports	50 / 31.8
e) other purchases	50 / 16.6

Respondents from Southern Living indicated the beaches as the major item that attracted them to the Gulf Coast. This category was selected by approximately eighty-three (83) percent of the respondents.

TABLE 8.  
Visitor Attractions

Attraction	Percent
a) Beaches	82.9
b) Accommodation	10.9
c) Historical Attractions	.0*
d) Golf	3.1
e) Restaurants	1.5
f) Fishing	1.5
g) Water sports	.0*
h) Family attractions	.0*

\* .0 means insufficient data.