

USDM.net and Majority Opinion Research 2005 Survey

Survey of Destination Web Site Visitors' Spending

How Many Visited Destination after Viewing the Web Site and What visitors spent on lodging, dining, shopping, entertainment, and transportation

Database & Survey Response Numbers

Description	Destination #1	Destination #2	Destination #3	Destination #4	Destination #5	Destination #6	Destination #7	Destination #8	Destination #9	Destination #10	Destination #11	TOTALS 11 CITIES	AVERAGES 11 CITIES
2005 Spending by Web Site Visitors¹	\$512 Million	\$455 Million	\$214 Million	\$514 Million	\$829 Million	\$1.95 Billion	\$1.9 Billion	\$695 Million	\$267 Million	\$576 Million	\$1.1 Billion	\$9 Billion	\$819 Million
Additional 2005 Influence Realized in 2006²	\$415 Million	\$310 Million	\$168 Million	\$406 Million	\$637 Million	\$1.55 Billion	\$1.6 Billion	\$682 Million	\$253 Million	\$480 Million	\$534 Million	\$7 Billion	\$640 Million
Total Web Site Visitors (2005)	1,860,478	1,475,903	607,813	1,671,234	2,972,339	4,456,848	5,178,675	2,485,307	1,036,115	1,512,925	2,496,119	25,753,756	2,341,251
Conversion Rate³ (visited the destination after viewing Web site)	60%	61%	65%	50%	68%	64%	57%	52%	46%	40%	47%	NA	55%
Sampling Error⁴	+/- 0.84%	+/- 2.15%	+/- 2.59%	+/- 2.44%	+/- 0.80%	+/- 0.40%	+/- 1.53%	+/- 2.24%	+/- 5.14%	+/- 1.43%	+/- 2.14%	NA	+/- 1.97%
Avg Trip Expenditure	\$705.61	\$777.19	\$833.05	\$946.06	\$630.87	\$1,055.43	\$934.75	\$827.74	\$863.23	\$1,463.47	\$1,412.82	\$10,450.22	\$950.02
Avg Party Size	2.70	3.14	3.38	2.81	2.66	3.28	2.63	2.56	2.71	3.22	2.62	NA	2.9
Avg Nights Stayed	2.51	2.47	2.91	3.31	2.16	3.65	3.41	3.32	3.39	4.80	4.53	NA	3.3
"Decided to Visit" after Web site	20%	20%	25%	13%	19%	18%	20%	22%	18%	28%	19%	NA	20%
"Did Visit" & Will Visit Again in 06⁵	55%	47%	57%	40%	60%	56%	59%	63%	56%	50%	49%	NA	54%
"Did Not Visit" but Will Visit in 06⁵	39%	33%	40%	39%	36%	41%	43%	39%	32%	22%	27%	NA	36%

The CVB or Tourism Department Web Site Visitors were surveyed for these 11 destinations (randomly ordered in table above): Arlington TX, Atlanta GA, Atlantic City NJ, Beaches of South Walton FL, Bloomington MN, Fort Worth TX, Memphis TN, Miami FL, Pigeon Forge TN, Raleigh NC, and Tunica MS.

- 2005 Spending by Web Site Visitors** – Projection of average trip expenditure of what visitors spent during their stay on lodging, dining, shopping, entertainment, and transportation and the conversion rate of visitors to annual web site traffic. Projected the conversion rate to *only a portion* (65%) of total web site traffic, in order to adjust for *repeat* web site traffic.
- 2006 Spending by Web Site Visitors** (respondents that stated they intend to visit in future applied to amount spent this year) was weighted down using an "80/20 industry standard weighting scheme" so as not to overstate future visitation.
- Conversion Rate** (percentage that visited) was calculated as number of "yes, visited" responses divided by number of unique click-thrus to survey. While the ratio of "yes, visited" responses to "All Responses" is higher, this more conservative calculation accounts for those who viewed the survey but did not continue, potentially because they did not visit.
- Sampling Error** Determined by Number of Respondents
- Future Visitation** numbers were weighted down for accuracy to 80% of "Definitely Will Visit" and 20% of "Probably Will Visit"