

**TOURISM ADVERTISING EFFECTIVENESS  
AND CONVERSION**

**Prepared for  
Shreveport-Bossier Convention & Tourist Bureau**

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## PART 1: OVERVIEW

### I. Study objectives

The Department of Recreation, Park and Tourism Sciences at Texas A&M University (hereinafter referred to as “RPTS”) was commissioned by eBrains to conduct a conversion study to evaluate the effectiveness of eBrains’ advertising/lead generation and follow up communications for **Shreveport-Bossier Convention & Tourist Bureau** (hereinafter referred to as “SBCTB”).

The major objectives of this study were to:

1. Measure the conversion rate of inquiry counts by medium in 2009
  - Gross conversion and net conversion
2. Project ROI of media disseminated by eBrains in 2009
  - Reflecting both gross conversion and net conversion
3. Analyze findings for visitors and non-visitors to Shreveport-Bossier including:
  - Use of information
  - Primary purpose of the trips
  - The level of intention to re-visit
  - The degree of satisfaction
  - Alternative/competitive destinations
  - Differences between visitors and non-visitors
  - Visitor segmentation: overnight trips vs. day trips

### II. Background/Data Collection

In August 2008, Shreveport-Bossier Convention & Tourist Bureau contracted with eBrains for services including 26,000 PI Internet leads including name, e-mail and postal address, targeted within a ten state area. eBrains also delivered marketable leads by appending email addresses to existing SBCTB records with postal addresses and no email addresses. In addition, eBrains conducted monthly emails to the new eBrains leads plus the balance of SBCTB’s email list.

eBrains’ agreement included a conversion study for the leads, and as a bonus offered to survey the balance of SBCTB’s email database. Following are the database counts and related marketing costs for SBCTB:

• eBrains PI Internet	28,251 (leads)	\$94,400 (cost)
• Email append leads	9,235 (leads)	\$5,600 (cost)
• Other ‘organic’ SBCTB leads	12,705 (leads)	N/A

- eBrains leads delivered Feb-Mar, 2009

All leads were fulfilled by monthly e-mails delivered by eBrains.

Following are the counts of lead sources sent surveys and delivered:

Total received, at least 1x:

- eBrains PI Internet 13,000 leads (random ½ of remaining list)
- Email append 7,701
- Other/Organic 12,705

Inquirers were asked about travel activities between February, 2009 and the time of the survey, Nov/Dec, 2009.

The subjects were contacted directly through e-mail and a link to the survey was provided so that they could go directly to the survey. The responses of the survey participants were automatically stored in a database created for this purpose by Texas A&M University. Depending on their inquiry history, the subjects had initially been assigned to one of three unique medium IDs.

E-mails were sent in three waves: November 5, November 19, and December 1

Consequently, 452 usable responses were obtained for this study (response rate = 1.4%).

## PART 2: RESULTS OF THE STUDY

### I. Effectiveness of Advertising

#### A. Conversion rate

Conversion rate is defined as the ratio of individuals responding to an advertisement by requesting information who actually visited the destination advertised. For instance, if half of all inquirers (people who requested and received information) visited, the gross conversion rate would be 50.0%.

- In this study, more than one-third (38.0%) of those who recalled receiving information from eBrains PI Internet leads in 2009 (referring to *PI Internet*) actually visited Shreveport-Bossier for a gross conversion rate of **38.0%**. Additionally, 29.1 percent of those in existing SBCTB records (referring to *Append*) actually visited Shreveport-Bossier for a gross conversion rate of **29.1%**. And, 64.1 percent of those in SBCTB's email database (referring to *Organic*) actually visited for a gross conversion rate of **64.1%** (*Table 1*).
- Net conversion typically does not include those people who had decided to visit prior to inquiring ("yes" to *Q3c*, *Table 7*) and includes only those who were influenced to visit by the information received ("extremely positively", "somewhat positively", or "the information had no influence on my decision" to *Q4*, *Table 8*) and who did NOT say that they would have visited if they did not receive the information requested ("maybe/not sure" or "definitely no" to *Q6*, *Table 10*). The resultant net conversion for eBrains PI Internet in 2009 was **14.1%**. In addition, the resultant net conversion for Append and Organic in 2009 was **9.7%** and **11.6%**, respectively (*Table 1*).
- Note that the conversion rate may be exaggerated due to non-response bias. It has been found that actual destination visitors tend to respond to surveys more positively than people who do not visit. The degree of that bias is not known and may vary between destinations and/or product types.
- The average spending of gross conversion visitors by PI Internet was \$368.85, and the spending of net conversion visitors was \$372.91 per visitor. In addition, the average spending of gross conversion visitors by Append was \$411.73, and the spending of net conversion visitors was \$490.28 per visitor. The average spending of gross conversion visitors by Organic was \$323.68, and the spending of net conversion visitors was \$484.40 per visitor (*Q11 and Q12*, *Table 2*).
- In addition to average spending per person, the average spending of gross conversion visitors per travel party was \$927.85 (PI Internet), and the spending of net conversion visitor travel parties was \$1,023.11 (PI Internet). For Append, the average spending

of gross conversion visitors (per travel party) was \$802.78, and the spending of net conversion visitors was \$1,013.89 per travel party. For Organic, the average spending of gross conversion visitors per travel party was \$646.17, and the spending of net conversion visitors was \$1,010.79 (*Q11 and Q12, Table 2*).

## **B. ROI (Return on Investment)**

- ROI was projected on the basis of the inquiry counts for eBrains PI Internet 2009 and the accompanying costs, and was calculated using both gross and net conversion rates. The total leads by eBrains PI Internet were 28,251 and the accompanying costs were \$94,400. Additionally, the total leads by Append were 9,235 and the costs were \$5,600 (*Table 3*).
- In terms of an individual tourist, the gross conversion-based ROI for PI Internet was \$41.99 per dollar spent, and the net conversion-based ROI for PI Internet was \$15.77 per dollar spent. Per travel party, the gross and net conversion-based ROI for PI Internet were \$105.64 and \$43.27 per dollar spent, respectively. For Append, the gross conversion-based ROI was \$197.61 per person, and the net conversion-based ROI was \$78.44 per person. Per travel party, the gross and net conversion-based ROI for Append were \$385.30 and \$162.21 per dollar spent, respectively (*Table 3*).

## **II. Visitors and Non-visitors Analysis**

### **A. Visitors**

- A majority of visitors (79.3%) received the information they requested, while 5.2 percent stated that they did not receive it. Other responses included: ‘not sure, but might have received it’ (8.9%) and ‘no, do not recall requesting it’ (6.6%) (*Q1*).
- Almost one half of visitors (44.8%) were considering other destinations to travel to besides Shreveport-Bossier when they requested information (*Q2*).
- On a scale from 1 (very dissatisfied) to 5 (very satisfied), visitors to Shreveport-Bossier were moderately satisfied (range of 3.8 to 4.5) regardless of the type of lead and the specific aspect of Shreveport-Bossier that was examined. Among the specific aspects of their trips, transportation had the lowest satisfaction level with an average of 3.8 (*Q21, Table 4*).
- On a scale from 1 (definitely will not, 0% chance) to 5 (definitely will, 100% chance), visitors positively agreed that they would take a vacation to Shreveport-Bossier within the next two years (mean = 4.0) (*Q19, Table 4*).
- On a scale from 1 (extremely negatively) to 7 (extremely positively), visitors indicated that they would mostly positively (mean = 6.1) recommend Shreveport-Bossier as a leisure travel destination (*Q22, Table 4*).

- The primary purpose of the trips to Shreveport-Bossier was a getaway weekend (38.2%) (*Q17, Table 5*).
- Prior to requesting information, a majority of respondents (57.5%) had selected Shreveport-Bossier as their trip destination, and 53.8 percent of respondents had made the decision to take a pleasure trip away from home. The following decisions had also already been made: duration of pleasure trip (22.2%), when to take a pleasure trip (21.2%), and where to stay (20.3%) (*Q3, Table 7*).
- Approximately one third of visitors (40.0% and 32.6%, respectively) indicated that the received information had extremely or somewhat positively affected their decision whether or not to travel to Shreveport-Bossier. Conversely, few were extremely (0.5%) negatively influenced by the information requested, and only 16.7 percent of visitors indicated that the information had no influence on their decision (*Q4, Table 8*).
- The study revealed that more than one half of visitors used the information to learn about Shreveport-Bossier (53.3%). Approximately one third of visitors shared the information with friends (32.1%) and/or saved the information for future use (31.6%). Fewer visitors used it to book a trip to Shreveport-Bossier (25.0%), used the information to decide where to stay in Shreveport-Bossier (23.1%), and/or could not recall how they used the information (12.3%). Less popular uses included: compared prices to other destinations (10.8%) and discarding the information (0.5%) (*Q5, Table 9*).
- More than one half of visitors (56.1%) definitely would have visited Shreveport-Bossier even if they had not received the information requested (*Q6, Table 10*).
- On average, 2.2 adults were in the travel party on visitors' most recent visit to Shreveport-Bossier (*Q12*), and had an average of 0.2 children in their travel party (*Q13*).
- The vast majority of visitors (96.5%) drove to Shreveport-Bossier (*Q14*).
- While approximately one third of visitors lived 100 to 250 miles (38.7%) or 251 to 500 miles (31.9%) from Shreveport-Bossier, fewer (5.4%) lived more than 1,000 miles away (*Q15*).
- While the vast majority of visitors (73.7%) used hotels or motels, fewer used private homes (12.1%) or other accommodations (11.6%). Less popular lodging included: camping/RV (1.5%) and bed & breakfasts (1.0%). No respondents used condo/timeshares or rental homes for their lodging (*Q16*).
- The vast majority of visitors participated in Casinos during their visits (78.3%). Additionally, more than one third of visitors participated in festivals (34.9%) and/or

historical attractions (34.4%). The activities which fewer participated in were family attractions (28.3%), galleries and museums (20.8%), and/or Thoroughbred racing (16.5%). Even less popular activities included: fishing, boating, and water sports (9.0%), performing arts (8.0%), and/or water sports (2.4%) (*Q28, Table 21*).

- More than one half of visitors recalled seeing or hearing messages from Shreveport-Bossier Tourism in e-Newsletters (55.2%), and approximately, one third of visitors from print (magazine, newspaper) (33.3%), friends, coworkers, and relatives (33.3%), and/or printed visitor guide (29.7%). Fewer recalled seeing or hearing the message from TV (20.3%), billboards (13.7%), online banner Ads (9.9%), radio (5.2%), and/or social networks (4.2%) (*Q29, Table 22*).

## **B. Visitor segmentation: Overnight vs. Day trips**

- The vast majority of visitors had taken overnight trip(s) (88.8%), and/or more than one half of visitors had taken day trip(s) during the measurement period (55.0%). Some respondents took both kinds of trips (*Table 14*).
- Since February 2009, the average number of overnight trips per visitor among all respondents was 2.8. Among respondents who took overnight trips, the average number of overnight trips was 3.5 (*Q7, Table 14*). During the measurement period, the average number of nights for all overnight trips was 5.1 (*Q7*), and more than one third (34.6%) were influenced by the information to stay an average of 3.1 nights longer in Shreveport-Bossier (*Q8, Table 14*).
- Since February 2009, the average number of day trips for visitors among all respondents was 2.5. Among respondents who took day trips, the average number of day trips was 5.0 (*Q9, Table 14*). Additionally, 18.9 percent of visitors were influenced by the information to take an average of 3.6 additional day trips in Shreveport-Bossier (*Q10, Table 14*).
- The average spending of overnight trip visitors per party was \$742.07, while the average spending of day trip visitors was \$486.84 per travel party. (*Q11, Table 14*).

## **C. Non-visitors**

- The vast majority of non-visitors (76.7%) received the information they requested, or might have received it (14.8%). Other responses included: 'no, did not receive it' (3.4%) and 'no, do not recall requesting it' (5.1%) (*Q1*).
- More than one third of non-visitors (43.2%) were considering other destinations to travel to besides Shreveport-Bossier when they requested information (*Q2*).
- More than one third of non-visitors (43.5%) have visited other place(s) instead of Shreveport-Bossier since February 2009. The destinations most likely to have been

visited included: New Orleans (8.6%), Las Vegas (5.5%), Houston (4.7%), Biloxi (3.1%), Alexandria (3.1%), and San Antonio (3.1%) (Q3, *Table 18*).

- On a scale ranging from 1 (definitely will not, 0% chance) to 7 (definitely will, 100% chance), non-visitors revealed that they were moderately (mean = 4.3) likely to take a vacation in Shreveport-Bossier within the next two years (Q7, *Table 11*).
- Almost one half of non-visitors (44.1%) indicated that they were planning to go to Shreveport-Bossier in the future. The reasons that non-visitors were most likely to agree with for not coming to Shreveport-Bossier were: not having enough time (28.0%) and other reasons (14.8%). Living in Shreveport-Bossier (6.4%), the high degree of cost in visiting Shreveport-Bossier (4.7%), not having adequate information (4.7%), distance issues (4.7%), and lack of attractions (3.0%) were minor reasons for not coming to Shreveport-Bossier. Other reasons for not visiting included: choosing to go to another new destination (2.5%) and did not have a good image of the people who live there (1.7%) (Q4, *Table 12*).

#### **D. Differences/Similarities between Visitors and Non-Visitors**

- A majority of visitors (65.9%) and non-visitors (65.5%) were female (*Table 15*).
- While only 18.6 percent of visitors indicated that this was their first trip, a majority of visitors (67.7%) have taken trips to Shreveport-Bossier at least once a year. On the other hand, a majority of non-visitors (59.7%) had never taken a vacation to or within Shreveport-Bossier before, and only 9.9 percent of non-visitors have taken trips to Shreveport-Bossier at least once a year (Q6 and Q18, *Table 13*).
- Middle-aged respondents (age 45 to 64) accounted for a majority of respondents: 66.5% of visitors and 63.4% of non-visitors (Q25, *Table 15*).
- The median household income was \$65,000 to \$74,999 for visitors, and it was \$55,000 to \$64,999 for non-visitors (Q26, *Table 15*).
- Texas was the state where the most visitors (58.9%) and the most non-visitors (32.1%) were from (Q24 and Q10, *Table 16 and Table 17*).

### III. Tables and Frequencies

**Table 1 Conversion rate by medium (Q3, Q4, Q6)**

Medium	Gross conversion <sup>1</sup>	Net conversion <sup>2</sup>	Margin of error (+/-) <sup>3</sup>
PI Internet	38.0%	14.1%	10.2%
Append	29.1%	9.7%	8.5%
Organic	64.1%	11.6%	7.3%
<b>Total</b>	<b>43.0%</b>	<b>12.7%</b>	<b>4.9%</b>

<sup>1</sup>) % of base total who actually visited

<sup>2</sup>) % of base total who actually visited, had not previously made the decision to travel to Shreveport-Bossier, were influenced by the information requested, and did not say that they would have visited if they did not receive the information

<sup>3</sup>) At a 95% confidence level

**Table 2 Average spending (Q11, Q12)**

Medium	Per person		Per travel party	
	Gross conversion spending <sup>1</sup>	Net conversion spending <sup>1</sup>	Gross conversion spending <sup>2</sup>	Net conversion spending <sup>2</sup>
PI Internet	368.85	372.91	927.85	1023.11
Append	411.73	490.28	802.78	1013.89
Organic	323.68	484.40	646.17	1010.79
<b>Total</b>	<b>368.08</b>	<b>449.20</b>	<b>792.26</b>	<b>1015.93</b>

<sup>1</sup>) Dollar amounts in expenditures per individual

<sup>2</sup>) Dollar amounts in expenditures per travel party

**Table 3 ROI by medium**

Medium	Per person		Per travel party		Leads <sup>1</sup>	Cost(\$) <sup>2</sup>
	ROI (Gross)	ROI (Net)	ROI (Gross)	ROI (Net)		
PI Internet	41.99	15.77	105.64	43.27	28,251	94,400
Append	197.61	78.44	385.30	162.21	9,235	5,600

<sup>1</sup>) Inquiry counts for eBrains leads

<sup>2</sup>) Accompanying costs

**Table 4 Intention to revisit, satisfaction, and recommend (Q19, Q21, Q22)**

	Satisfaction <sup>1</sup>						Intention to revisit <sup>2</sup>	Recommend <sup>3</sup>
	Attractions	Transportation	Accommodations	Restaurants	Entertainment	Overall experience		
PI Internet	4.0	3.9	4.0	4.2	4.0	4.3	4.1	5.9
Append	4.3	4.1	4.5	4.2	4.3	4.5	4.0	5.9
Organic	4.3	3.8	4.5	4.5	4.3	4.5	4.0	6.2
<b>Total</b>	<b>4.2</b>	<b>3.8</b>	<b>4.4</b>	<b>4.4</b>	<b>4.2</b>	<b>4.5</b>	<b>4.0</b>	<b>6.1</b>

<sup>1)</sup> On a scale ranging from 1 (very dissatisfied) to 5 (very satisfied)

<sup>2)</sup> On a scale ranging from 1 (definitely will not, 0% chance) to 5 (definitely will, 100% chance)

<sup>3)</sup> On a scale ranging from 1 (extremely negatively) to 7 (extremely positively)

**Table 5 Primary purpose of trip to Shreveport-Bossier (Q17)**

Medium	Business	Visit friends/family	General vacation	Special event	Getaway weekend	Others
PI Internet	6.7%	17.8%	20.0%	4.4%	<u>37.8%</u>	13.3%
Append	2.8%	5.6%	30.6%	11.1%	<u>38.9%</u>	11.1%
Organic	6.3%	16.7%	19.0%	8.7%	<u>38.1%</u>	11.1%
<b>Total</b>	<b>5.8%</b>	<b>15.0%</b>	<b>21.3%</b>	<b>8.2%</b>	<b><u>38.2%</u></b>	<b>11.6%</b>

**Table 6 Alternative destinations (Q2)**

What other destinations were considered when requesting information about Shreveport-Bossier	Visitors		Non-visitors	
	%	Rank	%	Rank
New Orleans, LA	16.0%	1	16.5%	1
Lake Charles, LA	6.4%	T2	-	-
Tunica, MS	6.4%	T2	-	-
Las Vegas, NV	4.8%	4	5.3%	T2
Dallas, TX	4.0%	5	3.8%	5
Biloxi, MS	-	-	5.3%	T2
Orlando, FL	-	-	4.5%	4

**Table 7 Decisions that had been made prior to requesting information (Q3)**

<b>Decisions</b>	<b>%<sup>1</sup></b>	<b>Rank</b>
To take a trip to Shreveport-Bossier	57.5%	1
To take a pleasure trip away from home	53.8%	2
Duration of pleasure trip (# of days)	22.2%	3
When to take a pleasure trip	21.2%	4
Where to stay	20.3%	5

<sup>1)</sup> Percentages will not total 100% because more than one item could be selected

**Table 8 Effect of information requested on decision to travel (Q4)**

<b>How the information affected your decision whether or not to travel to Shreveport-Bossier</b>	<b>%</b>
Extremely positively	40.0%
Somewhat positively	32.6%
The information had no influence on my decision (neutral)	16.7%
Somewhat negatively	0.0%
Extremely negatively	0.5%
I do not recall	10.2%

**Table 9 Use of the information received (Q5)**

<b>Use of the information</b>	<b>%<sup>1</sup></b>	<b>Rank</b>
Learned about Shreveport-Bossier	53.3%	1
Shared the information with friends	32.1%	2
Saved the information for future use	31.6%	3
Used it to book a trip to Shreveport-Bossier	25.0%	4
Used the information to decide where to stay in Shreveport-Bossier	23.1%	5
I do not recall	12.3%	6
Compared prices to other destinations	10.8%	7
Discarded the information	0.5%	8

<sup>1)</sup> Percentages will not total 100% because more than one item could be selected

**Table 10 Effectiveness of the information requested (Q6)**

<b>Would you have visited Shreveport-Bossier if you did not receive the information requested?</b>	<b>%</b>
Definitely Yes	56.1%
Maybe / Not sure	42.1%
Definitely No	1.9%

**Table 11 Non-visitors' future intention to visit Shreveport-Bossier (Q7)**

<b>Intention to visit within the next two years</b>	<b>%</b>
I definitely will not (0% chance)	3.9%
Very low probability	5.6%
Low probability	10.4%
Unsure probability (approximately 50% chance)	40.3%
High probability	20.3%
Very high probability	13.0%
I definitely will (100% chance)	6.5%

**Table 12 Reasons given for not visiting Shreveport-Bossier (Q4)**

<b>Reasons</b>	<b>%<sup>1</sup></b>	<b>Rank</b>
I am planning to go to Shreveport-Bossier in the future	44.1%	1
Did not have enough time to go there	28.0%	2
Other	14.8%	3
I am a resident of Shreveport-Bossier	6.4%	4
A vacation to Shreveport-Bossier is too expensive	4.7%	T5
I was unable to obtain enough information on attractions	4.7%	T5
Shreveport-Bossier is too far away	4.7%	T5
Shreveport-Bossier lacks attractions that interest me	3.0%	8
Been there before and I wanted to go somewhere new	2.5%	9
I do not have a good image of the people who live there	1.7%	10
I do not like the weather in Shreveport-Bossier	0.0%	-

<sup>1)</sup> Percentages will not total 100% because more than one item could be selected

**Table 13 Frequency of visits to Shreveport-Bossier (Q6, Q18)**

Items	Visitors	Non-visitors
This was my first trip (visitors) / I have never taken a vacation to Shreveport-Bossier (non-visitors)	18.6%	59.7%
Once every five years or longer	4.9%	12.9%
Once every two to four years	8.8%	17.6%
Once a year	10.8%	6.9%
Two times a year	16.2%	2.6%
Three times a year	12.3%	0.0%
Four times a year	13.7%	0.0%
Five times a year or more	14.7%	0.4%

**Table 14 Segmentation (overnight vs. day trips)**

Groups	% <sup>3</sup>	Average number of trips	% of extended stay <sup>4</sup>	Average of additional nights/day trips <sup>5</sup>	Average amount spent \$ (per party) <sup>6</sup>
Overnight trip <sup>1</sup>	88.8%	3.5	34.6%	3.1	742.07
Day trip <sup>2</sup>	55.0%	5.0	18.9%	3.6	486.84

<sup>1</sup>) A group who took overnight trips during the measurement period

<sup>2</sup>) A group who took day trips during the measurement period

<sup>3</sup>) Two groups will not be mutually exclusive because there are respondents who took both kinds of trips, and thus percentages will not total 100%

<sup>4</sup>) For an overnight trip group, the percent of respondents who were motivated by the information to stay additional nights. For a day trip group, the percent of respondents who were motivated to take additional trips

<sup>5</sup>) For an overnight trip group, the average number of additional nights among people who stayed additional nights. For a day trip group, the average number of additional day trips among people who took additional day trips

<sup>6</sup>) Please note that for an overnight trip group, dollar amounts in expenditures by travel party who have taken only overnight trip(s). For a day trip group, dollar amounts in expenditures by travel party who have taken only day trip(s).

**Table 15 Respondent profiles (Q11, Q12, Q25, 26))**

	<b>Variables</b>	<b>Visitors</b>	<b>Non-visitors</b>
Gender	Male	34.1%	34.5%
	Female	65.9%	65.5%
Age	Under 18	0.0%	0.0%
	18 to 24	0.0%	0.9%
	25 to 34	6.2%	6.0%
	35 to 44	10.5%	14.0%
	45 to 54	34.4%	31.1%
	55 to 64	32.1%	32.3%
	65 and over	16.7%	15.7%
Total household income	Under \$25,000	3.8%	9.4%
	\$25,000 to \$34,999	6.3%	8.9%
	\$35,000 to \$44,999	8.2%	9.4%
	\$45,000 to \$54,999	9.6%	9.8%
	\$55,000 to \$64,999	10.6%	4.3%
	\$65,000 to \$74,999	8.2%	9.4%
	\$75,000 to \$84,999	9.1%	7.2%
	\$85,000 to \$94,999	6.3%	4.3%
	\$95,000 to \$104,999	3.4%	4.7%
	\$105,000 to \$114,999	2.4%	3.8%
	\$115,000 to \$124,999	2.9%	1.7%
	\$125,000 or more	7.2%	3.8%
	Prefer not to say	22.1%	23.4%

**Table 16 Visitor profiles (permanent residence) (Q24)**

<b>Where is your permanent residence</b>	<b>%</b>	<b>Rank</b>
Texas	58.9%	1
Louisiana	10.0%	2
Arkansas	7.2%	3
California	4.3%	4
Mississippi	2.9%	T5
Oklahoma	2.9%	T5

**Table 17 Non-Visitor profiles (permanent residence) (Q10)**

<b>Where is your permanent residence</b>	<b>%</b>	<b>Rank</b>
Texas	32.1%	1
Louisiana	12.0%	2
California	7.3%	3
Missouri	4.3%	4
Pennsylvania	3.8%	T5
North Carolina	3.8%	T5

**Table 18 Competitive destinations (non-visitors) (Q3)**

<b>Did you visit any destination(s) instead of Shreveport-Bossier since February 2009?</b>	<b>%</b>	<b>Rank</b>
New Orleans, LA	8.6%	1
Las Vegas, NV	5.5%	2
Houston, TX	4.7%	3
Biloxi, MS	3.1%	T4
Alexandria, VA	3.1%	T4
San Antonio, TX	3.1%	T4

**Table 19 Respondents' comments (visitors) (Q27)**

The survey respondents' comments are included separately.

**Table 20 Respondents' comments (non-visitors) (Q13)**

The survey respondents' comments are included separately.

**Table 21 Activities visitors participated in during visits (Q28)**

<b>Activities</b>	<b>%<sup>1</sup></b>	<b>Rank</b>
Casinos	78.3%	1
Festivals	34.9%	2
Historical attractions	34.4%	3
Family attractions	28.3%	4
Galleries and museums	20.8%	5
Thoroughbred racing	16.5%	6
Fishing, boating, water sports	9.0%	7
Performing arts	8.0%	8
Water sports	2.4%	9

<sup>1)</sup> Percentages will not total 100% because more than one item could be selected

**Table 22 Marketing channel(s) for visitors (Q29)**

<b>Where visitors recall seeing or hearing message from Shreveport-Bossier Tourism</b>	<b>%<sup>1</sup></b>	<b>Rank</b>
e-Newsletter	55.2%	1
Print (magazine, newspaper)	33.0%	T2
Friends, coworkers, relatives	33.0%	T2
Printed visitor guide	29.7%	4
TV	20.3%	5
Billboard	13.7%	6
Online banner AD	9.9%	7
Radio	5.2%	8
Social networks	4.2%	9

<sup>1)</sup> Percentages will not total 100% because more than one item could be selected

## PART 3: APPENDIX

### I. Responses to the questionnaire (visitors)

Question 1. Did you receive the information you requested from Shreveport-Bossier?

**79.3%** Yes

**8.9%** Not sure, but might have received it

**5.2%** No, did not receive it

**6.6%** No, do not recall requesting it

Question 2. Were you considering other destinations to travel to besides Shreveport-Bossier when you requested information about Shreveport-Bossier?

**55.2%** No

**44.8%** Yes

If you did, write in what destination you were considering

**Please see table 6**

Question 3. Which of the following decisions had you already made at the time you requested information from Shreveport-Bossier? (Please check all that apply)

**53.8%** To take a pleasure trip away from home

**21.2%** When to take a pleasure trip

**57.5%** To take a trip to Shreveport-Bossier

**22.2%** Duration of my trip (# of days)

**20.3%** Where to stay

Question 4. Which of the following best describes how the information you received affected your decision whether or not to travel to Shreveport-Bossier.

**40.0%** Extremely positively

**32.6%** Somewhat positively

**16.7%** The information had no influence on my decision (neutral)

**0.0%** Somewhat negatively

**0.5%** Extremely negatively

**10.2%** I do not recall/did not receive information

Question 5. What did you actually do with the information you received from Shreveport-Bossier?

**25.0%** Used it to book a trip to Shreveport-Bossier

**32.1%** Shared the information with friends

**53.3%** Learned about Shreveport-Bossier

**23.1%** Used the information to decide where to stay in Shreveport-Bossier

**31.6%** Saved the information for future use

**10.8%** Compared prices to other destinations

**0.5%** Discarded the information

**12.3%** I do not recall/did not receive information

Question 6. Would you have visited Shreveport-Bossier if you did not receive the information requested?

**56.1%** Definitely Yes

**42.1%** Maybe/Not sure

**1.9%** Definitely No

Question 7. How many separate overnight trips have you taken in Shreveport-Bossier since **February 2009**?

**Average 2.8** separate trips (among all respondents)

**Average 3.5** separate trips (among respondents who took overnight trips)

In total, how many nights did you stay in Shreveport-Bossier since **February 2009** (if more than one trip, add together the number of nights for each trip, and type in total)?

**Average 5.1** nights

Question 8. Did the information you received show you activities, events and places to visit that motivated you to stay longer in Shreveport-Bossier?

**65.4%** No

**34.6%** Yes

If yes, how many extra nights?

**Average 3.1** nights

Question 9. How many Day trips (trips with no overnight stay) have you taken to Shreveport-Bossier since **February 2009**?

**Average 2.5** day trips (among all respondents)

**Average 5.0** day trips (among respondents who took day trips)

Question 10. Did the information you received motivate you to take any additional day trips in Shreveport-Bossier since **February 2009**?

**81.1%** No

**18.9%** Yes

If yes, how many additional day trips?

**Average 3.6** additional day trips

Question 11. Approximately how much money did your travel party spend while traveling to/within Shreveport-Bossier since **February 2009**, exclusive of airfare?

Total amount spent \$:

**Average \$ 728.20**

Question 12. How many adults (including yourself) were in your travel party on your most recent visit to Shreveport-Bossier?

**Average 2.2** adults

Question 13. How many children were in your travel party?

**Average 0.2** children

Question 14. How did you travel to Shreveport-Bossier?

**96.5%** Drove

**3.0%** Flew

**0.5%** Train

**0.0%** Other (ferry, bus, motorcycle, bike etc.)

Question 15. How far did you travel to reach your destination in Shreveport-Bossier?

**17.2%** less than 100 miles

**38.7%** 100 to 250 miles

**31.9%** 251 to 500 miles

**6.9%** 501 to 1000 miles

**5.4%** more than 1,000 miles

Question 16. Where did you stay while in Shreveport-Bossier?

**12.1%** Private Home

**73.7%** Hotel/Motel

**0.0%** Condo/Timeshare

**1.0%** Bed & Breakfast

**1.5%** Camping/RV

**0.0%** Rental Home

**11.6%** Other

Question 17. What was the primary purpose of your trip to Shreveport-Bossier?

**5.8%** Business

**15.0%** To visit friends/family

**21.3%** General vacation

**8.2%** Special event

**38.2%** Getaway weekend

**11.6%** Other personal travel

Question 18. How often do you vacation to or within Shreveport-Bossier?

**18.6%** This was my first trip

**4.9%** Once every five years or longer

**8.8%** Once every two to four years

**10.8%** Once a year

**16.2%** Two times a year

**12.3%** Three times a year

**13.7%** Four times a year

**14.7%** Five times a year or more

Question 19. Within the next two years, the probability that you will take a vacation in Shreveport-Bossier is:

- 1.9% I Definitely will not (0% chance)
- 5.7% Low Probability
- 17.9% Unsure Probability (approximately 50% chance)
- 34.9% High Probability
- 39.6% I Definitely Will (100% chance)

Question 20. Approximately how many trips to Shreveport-Bossier do you think you will make in the next two years?

- 5.2% 0
- 13.7% 1
- 17.1% 2
- 8.1% 3
- 9.0% 4
- 8.5% 5
- 10.0% 6
- 2.8% 7
- 5.7% 8
- 0.9% 9
- 19.0% 10 or more

Question 21. Thinking just about each of the following aspects of your most recent visit to Shreveport-Bossier, how satisfied are you with each of them?

	Did not experience	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
Attractions <b>(Average:4.2)</b>	0	1	2	3	4	5
Transportation <b>(Average:3.9)</b>	0	1	2	3	4	5
Accommodations <b>(Average:4.4)</b>	0	1	2	3	4	5
Restaurants <b>(Average:4.4)</b>	0	1	2	3	4	5
Entertainment <b>(Average:4.2)</b>	0	1	2	3	4	5
Overall Experience <b>(Average:4.5)</b>	0	1	2	3	4	5

Question 22. Which of the following best describes how positively or negatively you will talk to others about Shreveport-Bossier as a leisure travel destination?

- 0.0% Extremely Negatively
- 0.0% Mostly Negatively
- 0.5% Somewhat Negatively

- 9.6% Neutral
- 10.5% Somewhat Positively
- 41.6% Mostly Positively
- 37.8% Extremely Positively

Question 23. What is your gender?

- 34.1% Male
- 65.9% Female

Question 24. Where is your permanent residence?

- 58.9% Texas
  - 41.1% Other States
- Please see table 16.**

Question 25. What is your age?

- 0.0% Under 18
- 0.0% 18 to 24
- 6.2% 25 to 34
- 10.5% 35 to 44
- 34.4% 45 to 54
- 32.1% 55 to 64
- 16.7% 65 and over

Question 26. What is your total household income?

- 3.8% Under \$25,000
- 6.3% \$25,000 to \$34,999
- 8.2% \$35,000 to \$44,999
- 9.6% \$45,000 to \$54,999
- 10.6% \$55,000 to \$64,999
- 8.2% \$65,000 to \$74,999
- 9.1% \$75,000 to \$84,999
- 6.3% \$85,000 to \$94,999
- 3.4% \$95,000 to \$104,999
- 2.4% \$105,000 to \$114,999
- 2.9% \$115,000 to \$124,999
- 7.2% Over \$125,000
- 22.1% Prefer not to say

Question 27. If you have any comments regarding Shreveport-Bossier as a travel destination, feel free to write them here.

**Please see table 19.**

Question 28. What activities did you participate in during your visit(s)? (Please check all that apply)

28.3% Family attractions

34.9% Festivals

78.3% Casinos

16.5% Thoroughbred racing

20.8% Galleries and museums

9.0% Fishing, boating, water sports

8.0% Performing arts

34.4% Historical attractions

2.4% Water sports

Question 29. Please let us know where you recall seeing or hearing messages from Shreveport-Bossier Tourism. (Check all that apply)

33.0% Print (magazine, newspaper)

20.3% TV

5.2% Radio

55.2% e-newsletter

9.9% Online banner AD

29.7% Printed visitor guide

13.7% Billboard

33.0% Friends, coworkers, relatives

4.2% Social networks

## II. Responses to the questionnaire (non-visitors)

Question 1. Did you receive the information you requested from Shreveport-Bossier?

**76.7%** Yes

**14.8%** Not sure, but might have received it

**3.4%** No, did not receive it

**5.1%** No, do not recall requesting it

Question 2. Were you considering other destinations to travel to besides Shreveport-Bossier when you requested information about Shreveport-Bossier?

**56.8%** No

**43.2%** Yes

If you did, write in what destination you were considering

**Please see table 6.**

Question 3. Did you visit any destination(s) instead of Shreveport-Bossier since **February 2009**?

**56.5%** No

**43.5%** Yes

If you did, write in what destination you visited

**Please see table 18.**

Question 4. If Shreveport-Bossier was not your first choice for a vacation, which answer(s) best explain why? (Please check all that apply)

**4.7%** A vacation to Shreveport-Bossier is too expensive

**2.5%** Been there before and I wanted to go somewhere new

**28.0%** Did not have enough time to go there

**44.1%** I am planning to go to Shreveport-Bossier in the future

**1.7%** I do not have a good image of the people who live there

**0.0%** I do not like the weather in Shreveport-Bossier

**4.7%** I was unable to obtain enough information on attractions

**4.7%** Shreveport-Bossier is too far away

**3.0%** Shreveport-Bossier lacks attractions that interest me

**6.4%** I am a resident of Shreveport-Bossier

**14.8%** Other

Question 5. Which of the following best describes how the information you received affected your decision whether or not to travel to Shreveport-Bossier.

**28.9%** Extremely positively

**27.2%** Somewhat positively

**30.2%** The information had no influence on my decision (neutral)

**0.4%** Somewhat negatively

**0.0%** Extremely negatively

**13.2%** I do not recall

Question 6. How often do you vacation to or within Shreveport-Bossier?

**59.7%** I have never taken a vacation to or within Shreveport-Bossier

**12.9%** Once every five years or longer

**17.6%** Once every two to four years

**6.9%** Once a year

**2.6%** Two times a year

**0.0%** Three times a year

**0.0%** Four times a year

**0.4%** Five times a year or more

Question 7. Within the next two years, the probability that you will take a vacation in Shreveport-Bossier is:

**3.9%** I Definitely will not (0% chance)

**5.6%** Very Low Probability

**10.4%** Low Probability

**40.3%** Unsure Probability (approximately 50% chance)

**20.3%** High Probability

**13.0%** Very High Probability

**6.5%** I Definitely Will (100% chance)

Question 8. Approximately how many trips to Shreveport-Bossier do you think you will make in the next two years?

**20.5%** 0

**57.1%** 1

**13.8%** 2

**2.7%** 3

**3.6%** 4

**0.0%** 5

**0.9%** 6

**0.0%** 7

**0.4%** 8

**0.0%** 9

**0.9%** 10 or more

Question 9. What is your gender?

**34.5%** Male

**65.5%** Female

Question 10. Where is your permanent residence?

**32.1%** Texas

**67.9%** Other States

**Please see table 17.**

Question 11. What is your age?

- 0.0% Under 18
- 0.9% 18 to 24
- 6.0% 25 to 34
- 14.0% 35 to 44
- 31.1% 45 to 54
- 32.3% 55 to 64
- 15.7% 65 and over

Question 12. What is your total household income?

- 9.4% Under \$25,000
- 8.9% \$25,000 to \$34,999
- 9.4% \$35,000 to \$44,999
- 9.8% \$45,000 to \$54,999
- 4.3% \$55,000 to \$64,999
- 9.4% \$65,000 to \$74,999
- 7.2% \$75,000 to \$84,999
- 4.3% \$85,000 to \$94,999
- 4.7% \$95,000 to \$104,999
- 3.8% \$105,000 to \$114,999
- 1.7% \$115,000 to \$124,999
- 3.8% Over \$125,000
- 23.4% Prefer not to say

Question 13. If you have any comments regarding Shreveport-Bossier as a travel destination, feel free to write them here.

**Please see table 20.**

**APPENDIX****Visitor and Non-Visitor Comments:***Visitors*

Need more hotels. I could not find a place to stay on Saturday. Every place I called was full.

good time

Beautiful, Beautiful, Beautiful

Easy drive from Dallas for fun gambling weekends. Lots of improvements made over the last 25 years. Used to visit the horse races long before the casinos came to town. Now it's an even better place to visit.

Casino was extremely smoky

I have been and stayed in the SP/BC area many times and am always impressed with it.

My husband & I always travel to Louisiana. Our son was station in Leesville, we got to Paragon Casino in Marksville & Plan our next trip there soon & AS ALWAYS gramble in Shreveport & Bossier City. We Love Louisiana.

Great Town Loved the Hospitality and Locals, food and entertainment.

I love your city and will certain return someday.

Went to Shreveport from Little Rock to catch a plane to Laughlin, NV When we got back it was after 10 P.M. SO we decided to stay all night. Really liked the Horseshoe, we will go back again

Shreveport- Bossier is a very pretty city, river walk and all the hotels.

When I went to a family reunion in Union County, Arkansas, it is on the Louisiana borderline. It is just over a hour drive to Shreveport.

Have moved further away from Shreveport. Used to take a Casino bus one day per week or more to get there. Loved it.

love the high end casino hotels luxury and they have spoiled me on hotels in other places because for the same price in other destinations (other than vegas) you just cant get the same quality

Stops in Shreveport-Bossier were short reststops on trips to Arkansas for family visits.

I loved it

The monthly e-mail I receive is filled with wonderful things to do. Sometimes they are out of date. Offering more free things and kid friendly things would make me happy. Also listing sporting events would be helpful. I always enjoy reading this e-mail and try to find someplace you have mention to visit on my next trip. I even mention things to my daughter who lives in Bossier.

I have tried to change my email address so that the monthly newsletters go to a different address, but I am only given the option to unsubscribe to this address, and their's nothing on the web site to sign up for it. I guess I'll have to order travel material again to get on a different email address. Seems like a waste of your money.

I go to the boats to eat and not gamble. There are many more places of interest to me. The RW Norton Gallery is my favorite place in Shreveport, followed by the Rose Garden.

Shreveport needs more to do. There are not enough family attractions. Mini Golf, REAL I-Max with "regular movies" a better museum - things everyone can do indoors all year long. I spend a lot of time in Gatlinburg, TN - with miles of mini golf and family activities they stay packed year round - do some of that in Shreveport - build it and they will come.

We brought our son to see a Barksdale Air Show!!!

Always enjoy my visits to your fair city.

The people that work in the establishments we visit are ALWAYS so nice and good to us.

I really enjoy visiting Shreveport-Bossier.

We took our two girls ages 10&20 to a daytime mardi gras parade (highland) it was I believe...

we had heard they were fun and colorful, and had wanted to go for a long time. It was a fun time for all, especially since the age difference can be hard to please us all! We loved the colors, music, and culture! Exactly what we want our family to experience on a family event. Thanks! We go occasionally for adult fun without the kids and hit the casinos a little and sometimes grab a room.

Good times

We enjoy the area and the people we have met.

we made a day trip and visited several of the casinos and had a lovely dinner at El Dorado. After that, we decided we would like to come back for a weekend and see more of the sights besides just the casinos.

most enjoyable and friendly place i have ever visited.

I would really like a rundown every month of the entertainment that is coming to town. Especially entertainebnt (music groups at the casinos) well known performers.

I received my travel info from a state welcome center.

Shreveport-Bossier area is a wonderful time to explore and enjoy all that it offers.

Always something to do in S-B. I've been going there for nearly 45 years.

I had a lovely time in your area. Your motto of the other side is quite apropos  
The blend of food from TX & LA was very appetizing.  
The laid back pace of life was extremely relaxing.  
Nothing like a good old fashioned hockey game with the Mud Bugs.

Loved the recent Rob Thomas concert at Riverdome; big fan of The Strand, Boardwalk, Sci-Port, &quot;duck pond&quot; off Kings, and enjoy all the restaurants and variety of stores (especially enjoy Krispy Kreme before heading home!)

My husband and I really like to play the slot machines, but since they have went to the new computerized slots it has not been the same. We do not enjoy them as much and will probably not be returning as offten.

*Non-Visitors*

Thanks for inviting my opinion of your great city

i've enjoyed going in the past love the casinos and know I will enjoy my next visit

reasons for not going to visit is because we like to gamble but have no place for our 13 year old daughter to stay and we are unsure if there are places for her to stay with adult supervision while we gamble.

ITS A BEAUTIFUL PLACE,THE PEOPLE ARE WARM AND PLEASANT,AND THE FOOD IS OUT OF THIS WORLD...THANKYOU,BRIAN NUTTALL..

Would love to come to Shreveport-Bossier but due to problems with a special needs child we have not been able to make it in a while. Love the city. Very fun atmosphere.

Shreveport should make more of an effort to preserve its historic buildings.

Can't think of a single reason to travel to Shreveport-Bossier. It's politically too conservative, culturally unimpressive, and not very friendly toward gays, blacks, etc. Food's great though!

I have family there & need to visit.

Our plans to visit S'port were postponed because of serious health issues. We hope to visit some time in 2010 if these are resolved successfully.

Thank you for the info plan to stop there when I travel to Lake Charles.

Is on the way to Birmingham and/or Atlanta

Interested in swamp tours, state parks, hiking and festivals so would plan a trip with that in mind too.

I enjoy coming to Shreveport Bossier to visit family and see the Improvements to the area. I have traveled quite extensively in the area and have always found something new and interesting to see.

I appreciate the emails and the updates. We just haven't scheduled a trip in that direction this past year.

It is an area I would like to see one day.

We still intend to visit Shreveport-Bossier, but had to delay the trip due to financial considerations.

i have always wanted to go to shreveport,we drove through there when i was a child and i always wanted to go back when i could spend more time

It just sounds like a wonderful place to visit. Thank you for your information as my husband and I really do want to visit. We just have to wait until I have completed my PhD program in Psychology.

I love the area, just too far away & hotels get expensive (we drive)

I love New Orleans

Area looks very nice and inviting.

Don't like the "Other Side" marketing program!!

Work with the historical committee to create different types of events to show case the historical aspect of SB. Also GET A TRAIN STATION SO PEOPLE CAN TAKE AMTRAK TO HERE.

Please send me the information i never got

Zoe Oakleaf  
1922 n. monroe st.  
Little Rock, AR  
72207

The economy makes it tough, Husband lost job and I'm self employed so money for any type of vacation just was not available.

I have been through Shreveport-Bossier numerous times when I lived in Florida and was traveling to Texas. I've spent the night but never had the time to explore all the opportunities to really "discover" the area.

your info was so great and i am really trying to get things together so i can come to your very beautiful state for my vacation,this will be my first choice to vacation this coming summer or fall.

We use to go to Shreveport twice a year, even before the casinos. Now it has become so expensive we can go to Dallas and spend half of what we would in Shreveport. We are very sad about this we love Mardi Gras and had planned to go this year but it was ju

great

I am a resident of Greenwood, LA right outside of Shreveport-Bossier and I go to other places for various attractions like an amusement park or a major zoo. We have a lot of museums and things however we need a variety of other attractions.

It is a very high probability that I will visit Shreveport, LA for genealogy research. Also it may be our third Family Reunion????

Thank you,

I have your guide and appreciate it immensely. My husband and I love to travel and look forward to coming to Louisiana.

Your booklet is helping us to learn what is there. We went to several wonderful cities this year and plan to do so next year as well.

i would like to get information i have been there before its a beautiful places

You should include information on pet friendly locations/activities. I travel with my dogs for search and rescue as well as personal/vacation. I spend more time and money in locations that welcome my dogs.

I think Shreveport= Bossier looks lovely! and I'm looking forward to visiting there!

I HAVE ALWAYS HAD A GREAT TIME VISITING...PEOPLE ARE ALWAYS VERY FRIENDLY...I HAVE A BLAST IN THE CASINOS...JUST WISH I COULD AFFORD TO GO MORE OFTEN!

I recently moved to Bossier City in Feb.2009. My daughter came to visit in April from AZ. As I hadn't yet explored alot of the city, we went to the Chamber to get info to know where to go. I was able to get maps and booklets showing all the city offers. T

Love living in the SB area. So many things to see & do.

The economy is rough at this time and would visit area if not for that reason. Also, it is on the way if we visit family.

I live in Bossier City and run an attraction. The questions are not designed for someone like me. Sorry, it might skew your survey.

## Projections

Visitors	215
Non-visitors	237
Total	452

**response rate: 1.4%**

### [By a travel person]

	Base Total	Gross Visitors	Net visitors	Gross Conversion	Net Conversion	Gross Conversion average \$ spent	Net Conversion average \$ spent	ROI (Gross)	ROI (Net)	Leads	Cost	Margin of Error
81 Organic	181	116	21	64.1%	11.6%	323.68	484.40	N/A	N/A	12,705	N/A	7.3%
82 Append	134	39	13	29.1%	9.7%	411.73	490.28	197.61	78.44	9,235	5,600	8.5%
83 PI Internet	184	70	26	38.0%	14.1%	368.85	372.91	41.99	15.77	28,251	94,400	7.2%
<b>Total</b>	<b>499</b>	<b>225</b>	<b>60</b>	<b>43.0%</b>	<b>12.7%</b>	<b>368.08</b>	<b>449.20</b>	<b>119.80</b>	<b>47.10</b>	<b>50,191</b>	<b>100,000</b>	<b>4.4%</b>

### [By a travel party]

	Base Total	Gross Conversion	Net Conversion	Gross Conversion average \$ spent	Net Conversion average \$ spent	Estimated total spending (Gross)	Estimated total spending (Net)	ROI (Gross)	ROI (Net)	Leads	Cost	Margin of Error	Visitor Parties	Net VP	2009 CPVP	VP Nights	Paid Lodging Nights	CPVP Night Room
81 Organic	181	64.1%	11.6%	646.17	1010.79	5,261,367	1,489,965	N/A	N/A	12,705	N/A	7.3%	8,142	1,474	N/A	41,526	31,020	N/A
82 Append	134	29.1%	9.7%	802.78	1013.89	2,157,705	908,376	385.30	162.21	9,235	5,600	8.5%	2,688	896	\$2.08	13,708	10,240	\$0.55
83 PI Internet	184	38.0%	14.1%	927.85	1023.11	9,972,224	4,084,234	105.64	43.27	28,251	94,400	7.2%	10,748	3,992	\$8.78	54,813	40,945	\$2.31
<b>Total</b>	<b>499</b>	<b>43.0%</b>	<b>12.7%</b>	<b>792.26</b>	<b>1,015.93</b>	<b>17,391,297</b>	<b>6,482,575</b>	<b>245.47</b>	<b>102.74</b>	<b>50,191</b>	<b>100,000</b>	<b>4.4%</b>	<b>21,578</b>	<b>6,362</b>	<b>\$10.87</b>	<b>110,047</b>	<b>82,205</b>	<b>\$2.85</b>

### Lodging Type

Private Home		12.1%
Hotel/Motel		73.7%
Condo/Timeshare		0.0%
Bed & Breakfast		1.0%
Camping/RV		1.5%
Rental Home		0.0%
Other		11.6%
Total Paid		74.7%