

Selected Goals: FY 2005 Division of Tourism Contract Research Projects

Advertising Effectiveness Study (TNS)

- Identify the proportion of U.S. households, in a 750-mile radius, that are aware of Mississippi's advertising.
- Measure the incremental travel that could be attributed to the advertising campaign.
- Determine specific characteristics of the last leisure trip taken to Mississippi such as expenditures, length-of-stay, number in travel party and accommodations used.
- Compare Mississippi vacation habits of visitors exposed to promotions with those who have not seen/heard advertising.
- Establish whether respondents ever visited a Mississippi Welcome Center and its impact on length-of-stay and/or visits to additional attractions.
- Report usage of the Mississippi Division of Tourism website.

Overnight Leisure Report & Regional Profile for Fiscal Year 2004 (D.K. Shifflet & Associates)

- Compare Mississippi's Overnight Leisure Person-Trip travel volume from FY 03 to FY 04, as well as other market assessment items, e.g., average daily trip expenditures.
- Present "Targeting" data—average age of the leisure visitor, household income, market share for couples, 3+ adults, families with children.
- Reflect "Positioning" data—Getaway Weekend vs. General Vacations and Visiting Friends/Relatives...top leisure activities...length-of-stay and other indicators.
- Compare Top Origin States and Designated Market Areas and provide an overview of travel patterns/volume for Mississippi's five (5) Tourism Regions.

Travel Specific Categories for Selected Markets in FY 2005 (Scarborough Research)

- Receive travel-related indicators, e.g., hotels and rental car companies used.
- Review customer brand loyalty, e.g., gasoline purchase, restaurant/beverage preferences
- Benefit from retail stores and malls shopped.
- Overview of radio, broadcast and cable television watched or listened to.