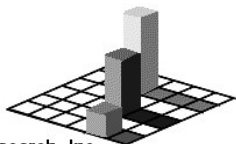


ST. JOHNS COUNTY CONVERSION STUDY

2002

Prepared for St. Johns County Tourist Development Council

by:



Mid-Florida Marketing & Research, Inc.

Table of Contents

MISSION	1
METHODOLOGY	1
EXECUTIVE SUMMARY	2
THOSE WHO CHOSE ST. JOHNS COUNTY	4
THOSE WHO DID NOT CHOOSE ST. JOHNS COUNTY	15
SURVEY INSTRUMENTS	28

MISSION

The St. Johns County Tourist Development Council wanted to know what percentage of potential visitors who had seen advertising, and other material on the destination, requested information on the area, and then chose (or didn't choose) St. Johns County cities for their visit.

With this information the St. Johns County marketing team can make informed decisions regarding future advertising, collateral material, etc.

METHODOLOGY

There is only one way to determine the behavior and perceptions of any group of people; that is to ask them. Therefore, this information was gathered using a "conversion study."

A sample of all those who had responded to advertising for St. Johns County were telephoned and interviewed regarding their choice of a vacation destination. The sample included those responding to ads and those who were given the telephone number by others.

A total of 600 respondents completed interviews. The instrument used was a bifurcated one; that is those respondents who chose St. Johns County were split from the others and asked one series of questions. Those not choosing the destination completed another series of questions.

Respondents were telephoned days, evenings and weekends in order to assure a balanced sample of respondents. Field work was completed, under supervision, from Mid-Florida Marketing & Research's Ormond Beach field office.

Multi-lingual interviewers completed any calls demanding a second language. Supervisory staff validated 10% of all completed interviews, as is industry standard. No interviews were required to be repeated.

Data was analyzed using ABTABtm software specifically designed to accomplish survey analyses, automatically conducting standard tests of validity during the process.

Confidence level in the findings of this study was 95% \pm 4.6%. That is the results were valid for 95% of all those requesting information from St. Johns County, within 4.6% on each question. This is better than industry standard.

EXECUTIVE SUMMARY

Of those who requested tourism information about St. Johns County, slightly less than half (49%) actually chose the destination for their vacation.

Publications/sources sending the majority of visitors were:

Publication/Source	% of Total Calls	% That Chose St. Johns County	% That Didn't Chose St. Johns County
Southern Living	20	47	53
Vacation Guide	15	39	61
Coastal Living	12	39	61
AAA Travel Guide	10	86	14
Vacation Magazine	10	71	29
Audubon	10	41	59

For those that would consider the St. Johns County as a vacation destination, some of the reasons why they didn't come were:

Reasons	% of Respondents
Was considering more than one vacation destination	82
Decided not to go anywhere	14
Still undecided	13

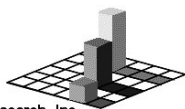
Factors which influenced the choice were:

Factor	% Mentioned
Always wanted to visit area	45
Been to area before	34
Information received from CVB	26
Advise of family & friends	25
Information on area golf	18
Information received from attractions	16
Historic attractions	9
Information received from hotel/motel	7
Stopover/Going elsewhere	6
Convenient to many places	5
Family/friends in area	4
Close to home	3

Respondents rated the information received generally important and for the vast majority (84%) the information received helped them make the St. Johns County choice.

Respondents identified information about area lodging, information about area activities, price, pictures of the area, and information about area golf as the most significant information.

For most the information was received promptly, sufficient and accurate..



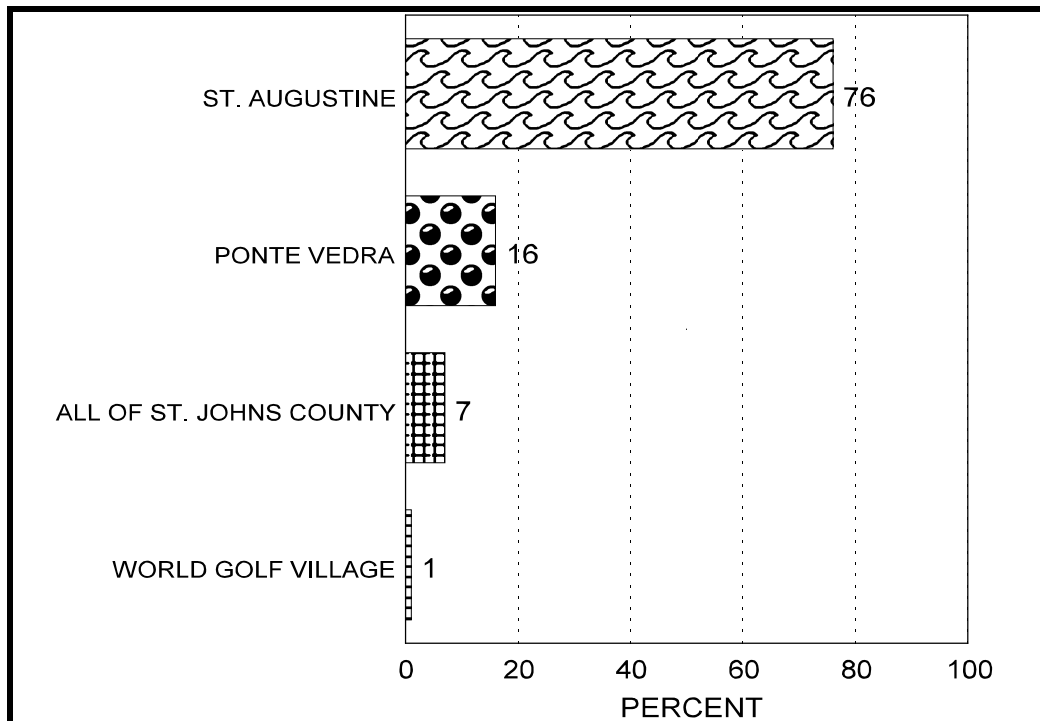
THOSE WHO CHOSE ST. JOHNS COUNTY

(49% of the total respondents; n=295)

1. Did you choose St. Augustine, Ponte Vedra, World Golf Village or any other St. Johns County city as your vacation destination?

Yes	100%
No	0%

2. If yes, what city did you choose?

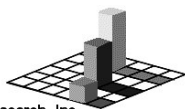


3. What influenced your decision?

Factor	% of Respondents
Always wanted to visit the area	45
Been to area before	34
Information received from the CVB	26
Advice from family/friends	25
information on golf	18
Information received from attractions	16
Historic attractions	9
Information received from hotels/motels	7
Stopover/Going elsewhere	6
Convenient to many places	5
Family/Friends in the area	4
Close to home	3
Anniversary	2
Christmas lights	2
Beach	1
Excellent restaurants	1
Wedding	1
Never been there	1
Wanted to visit Florida	1
Information from Internet site	1
Personal event/other	1

4. On a scale of 1 to 10, with 1 being very important and 10 being not important at all, please rate the information you received?

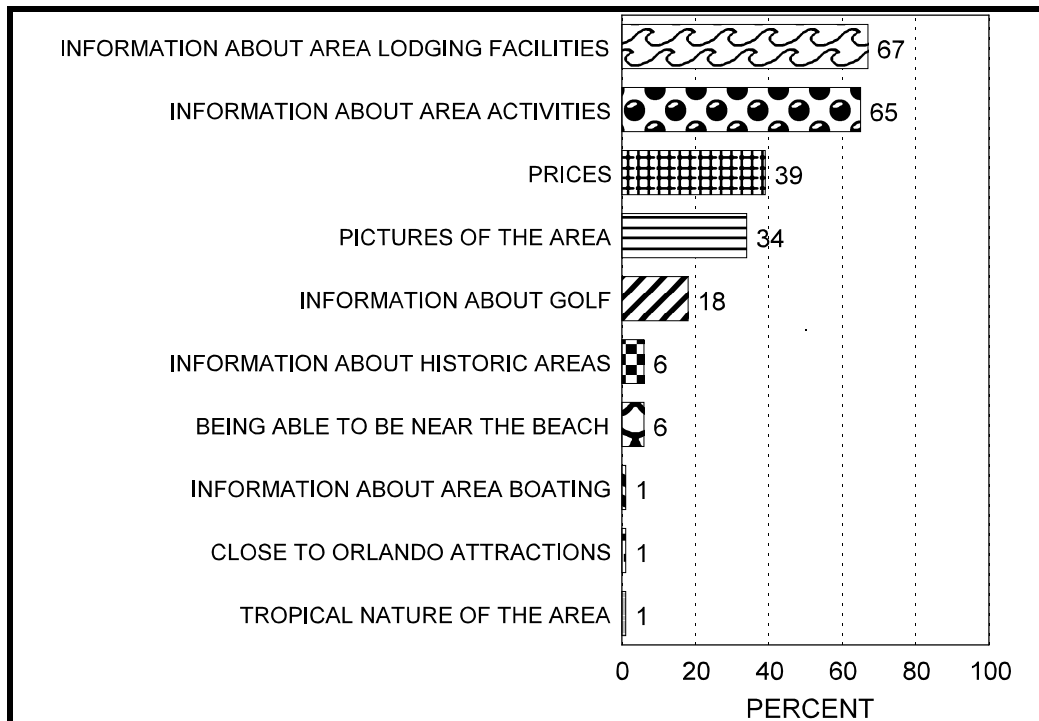
Mean 1.85
Median 2.66



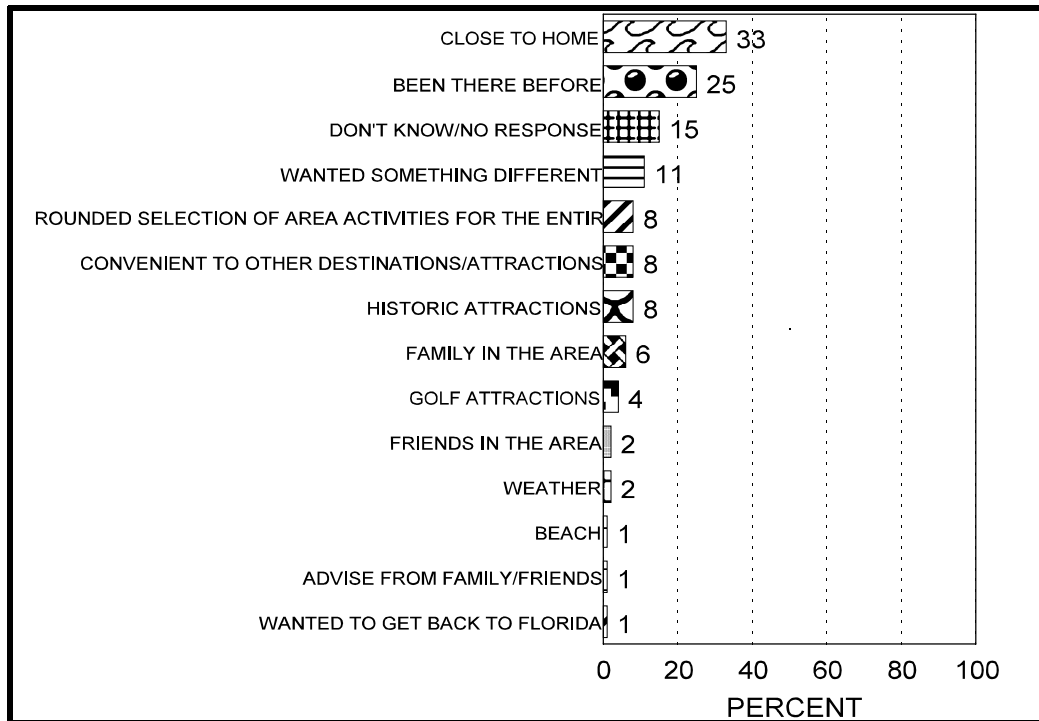
5. Did the information you received help you make your decision to come to St. Augustine, Ponte Vedra, World Golf Village or any other cities in the St. Johns County area?

Yes	84%
No	16%

6. If yes, what was the information that helped you decide to come?



7. What other factors, if any, entered into your decision to come to St. Augustine, Ponte Vedra, World Golf Village, or other cities in the St. Johns County area?



8. Was the information you requested received promptly?

Yes	95%
No	2%
Don't Know/No Response	3%

9. Was it sufficient for your needs?

Yes	96%
No	1%
Don't Know/No Response	3%

10. If no, what could have been included?

More Maps	1 response only
-----------	-----------------

11. Was the information accurate?

Yes	82%
No	0%
Don't Know/No Response	18%

12. If no, Why?

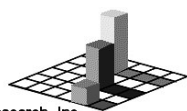
No responses to this question

13. Who requested the information?

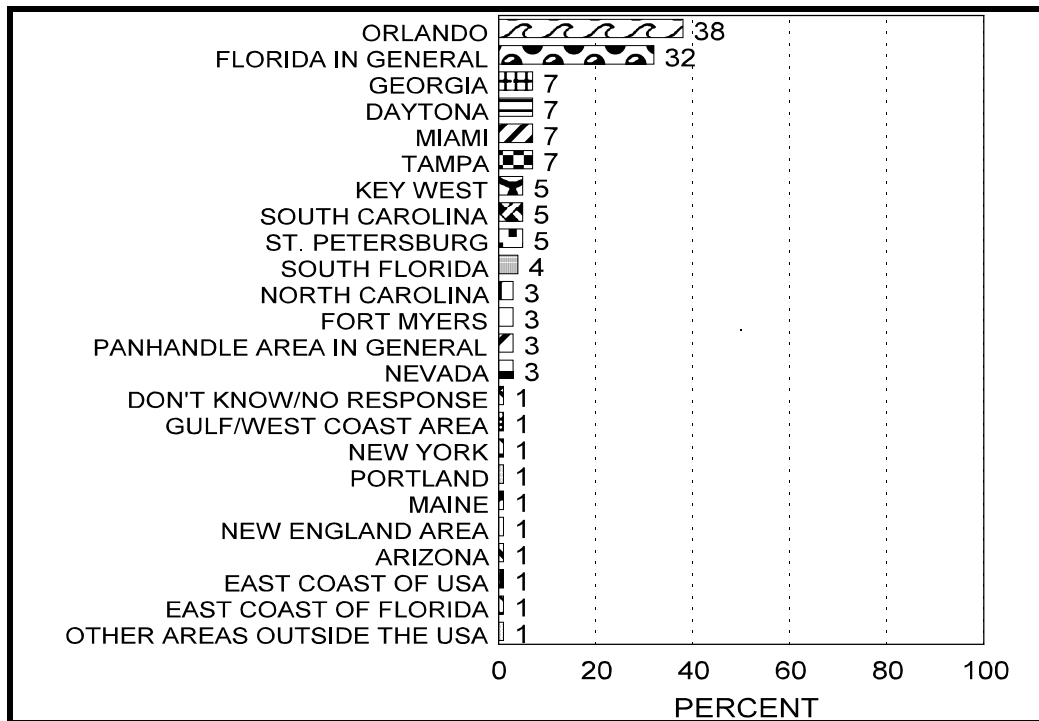


14a. Did you request information from other destinations?

Yes	50%
No	49%
Don't Know/No Response	1%



14b. If yes, Which?

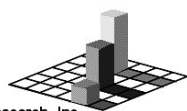


15. Have you already taken your vacation?

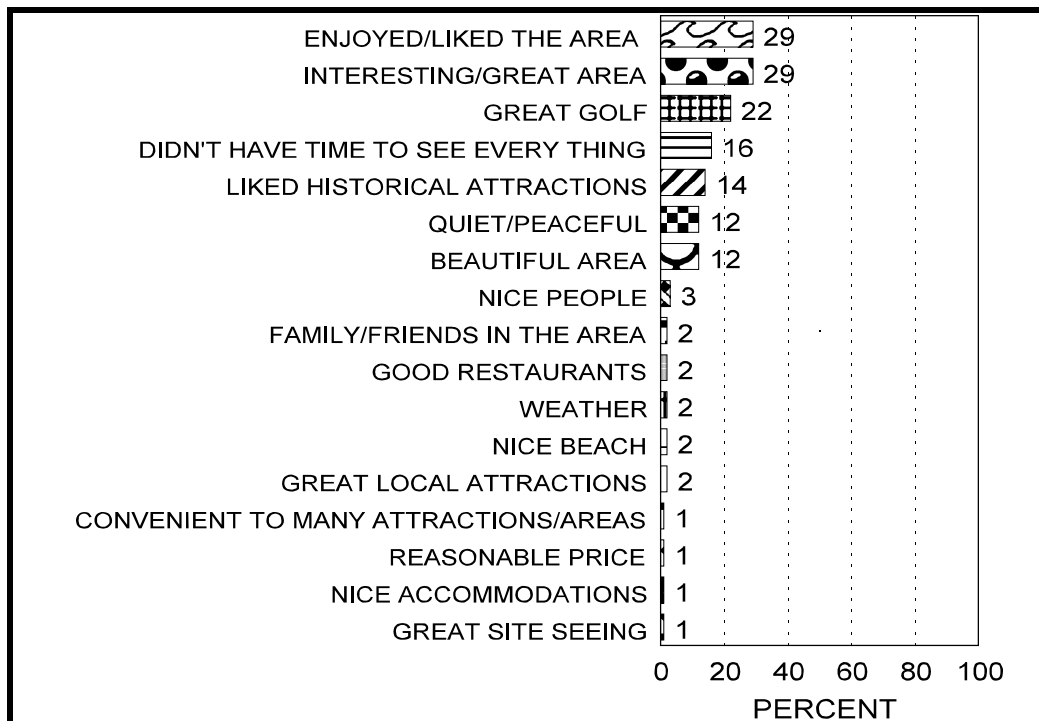
Yes	72%
No	28%

16. If yes, would you visit the area again?

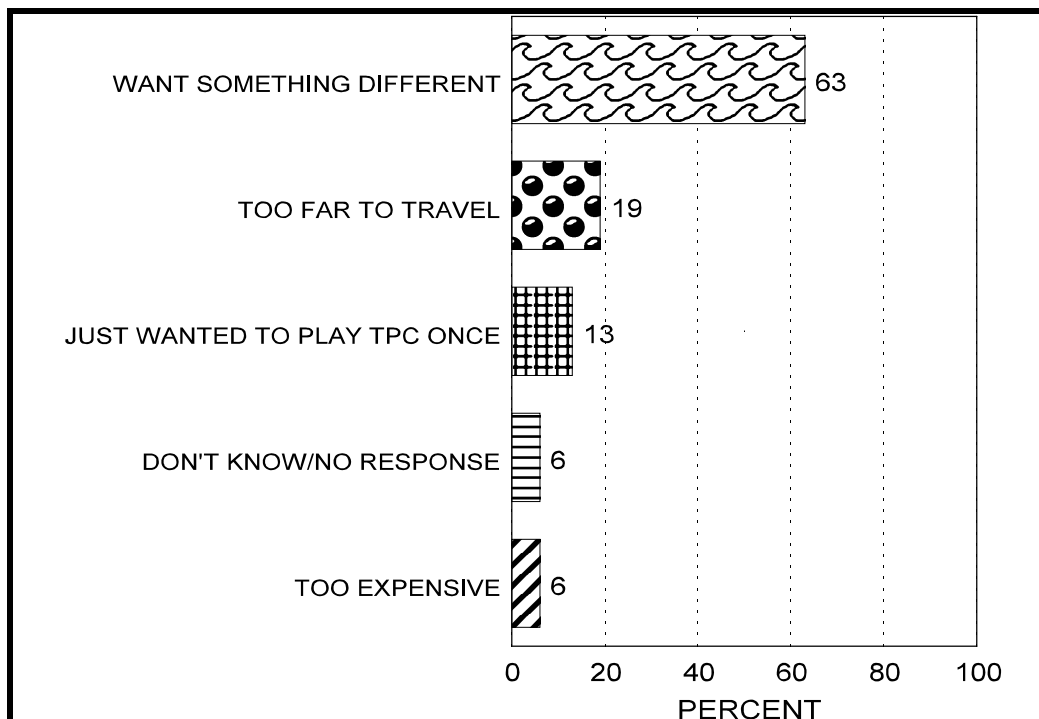
Yes	85%
No	15%



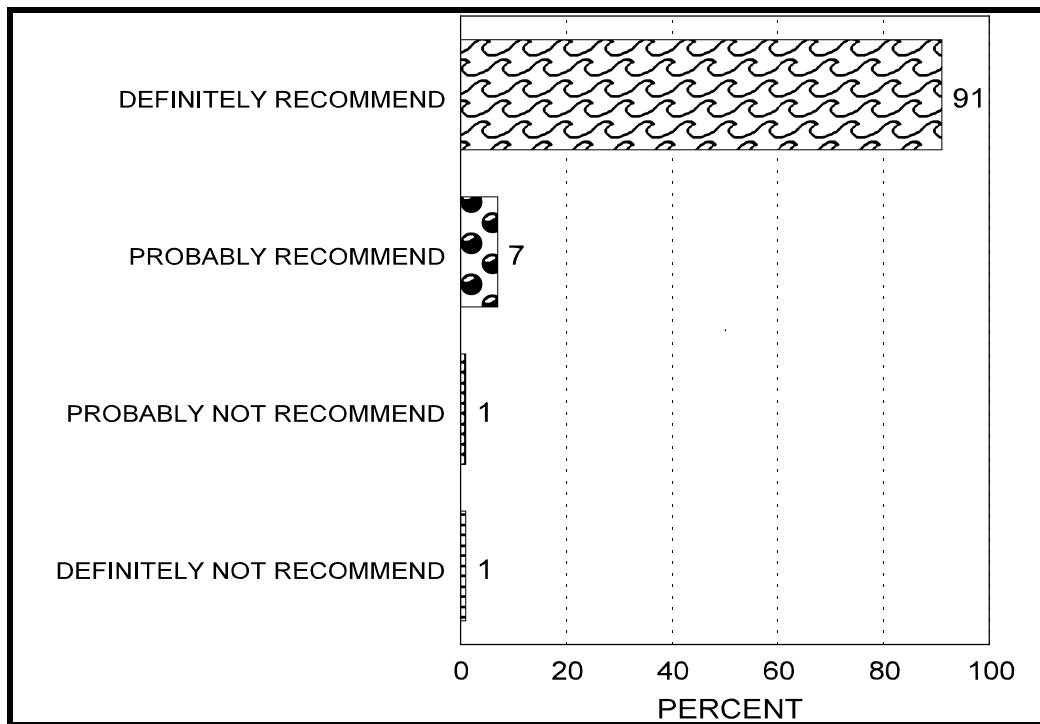
17. If yes, why?



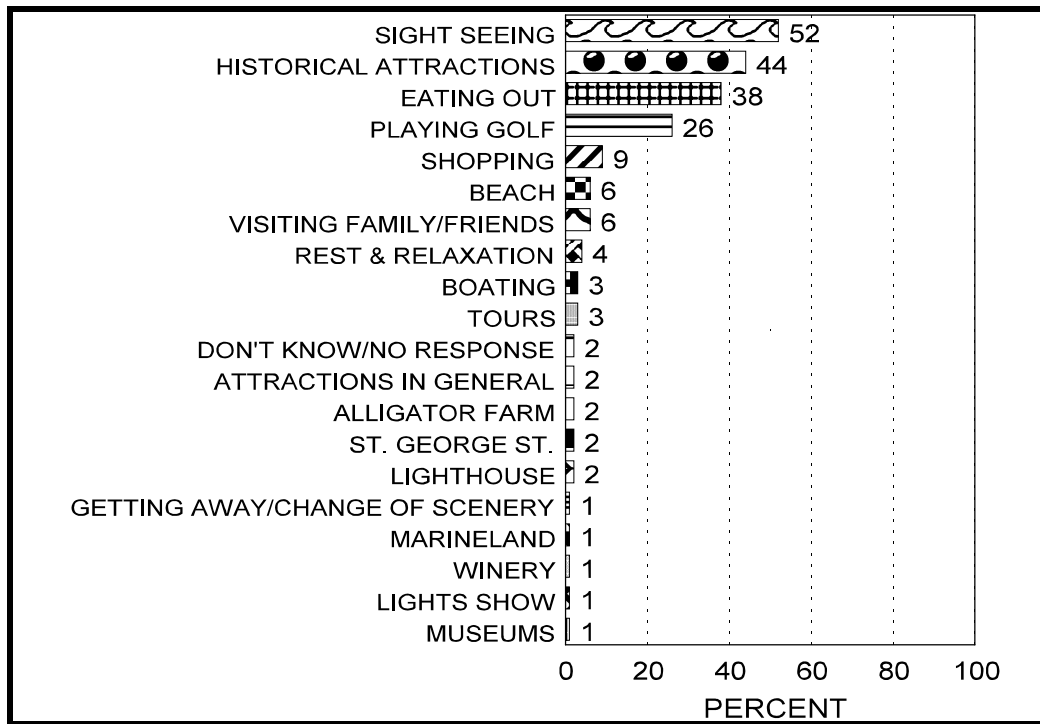
18. If no, why?



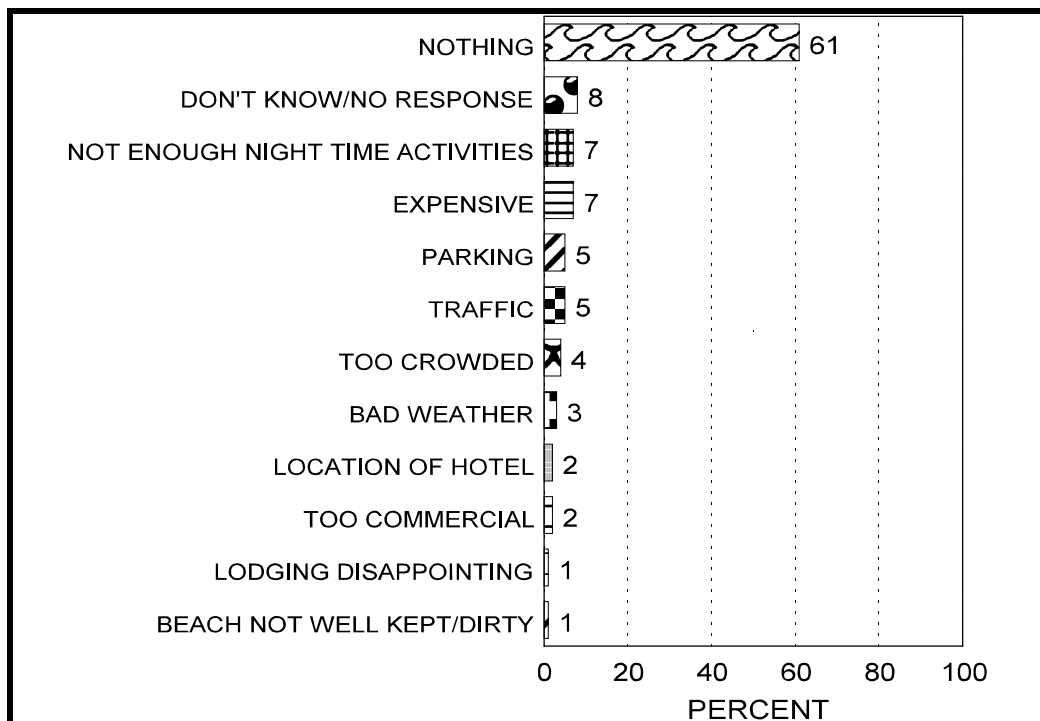
19. If other people like yourself asked your advise, would you recommend they visit St. Augustine, Ponte Vedra, World Golf Village, or any other St. Johns County cities? Would you...



20. In order of their importance, what activities did you enjoy the most?



21. What did you least like about St. Augustine, Ponte Vedra, World Golf Village, or any other St. Johns County cities?



22. Sex of the respondent:

Female	65%
Male	34%
Refused	1%

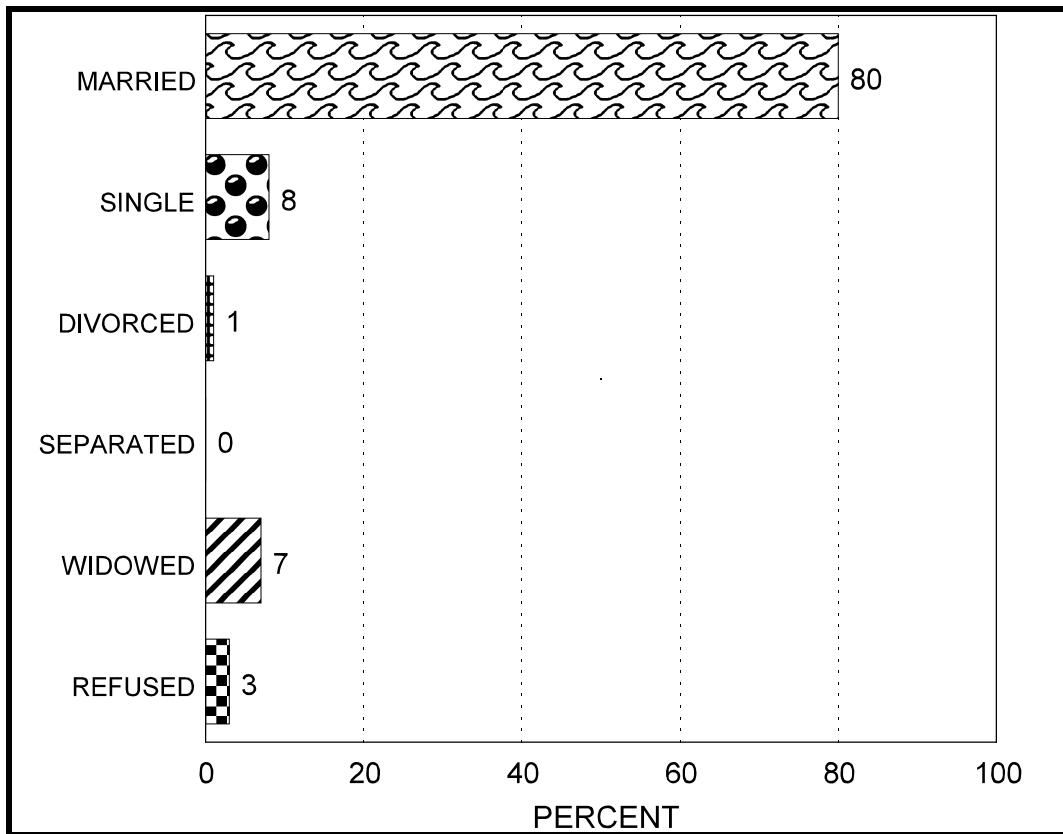
23. What is the occupation of the primary wage earner of the household?



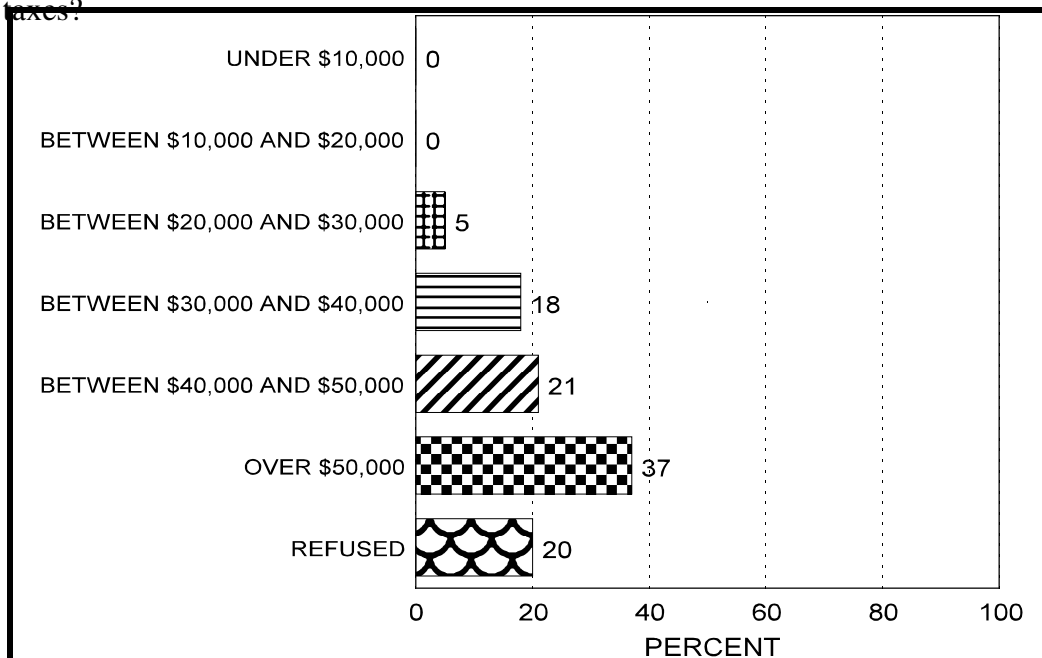
24. In what year were you born?

Mean	1944 (58 years old)
Median	1942 (60 years old)

25. Marital Status:



26. What is your best estimate of your household's total income from all sources before taxes?



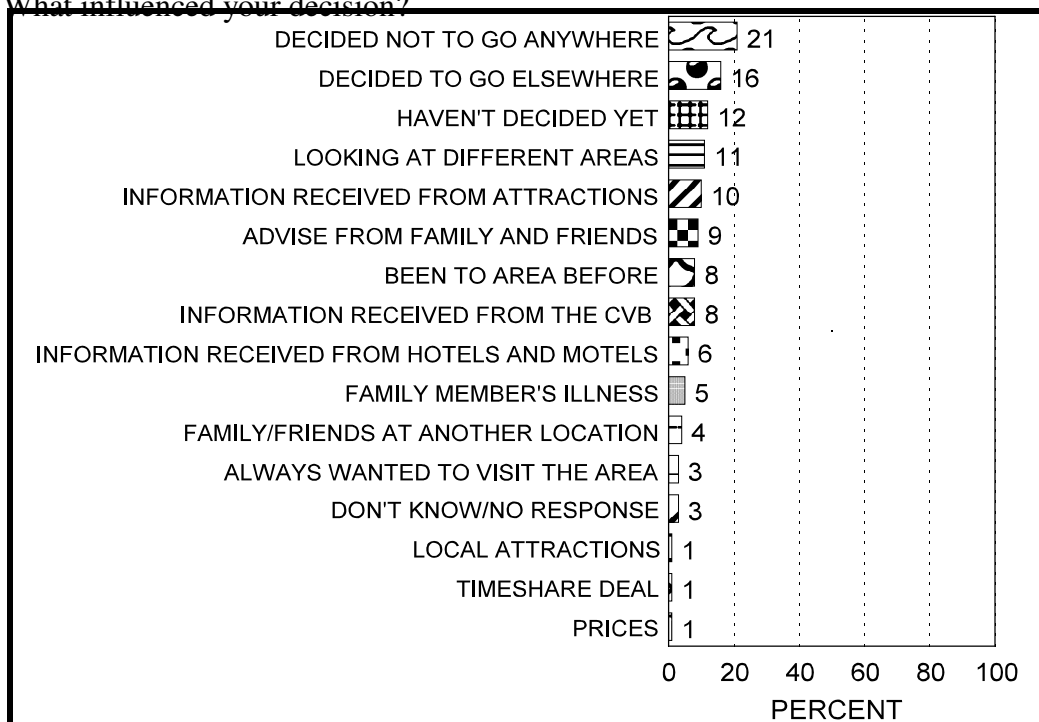
THOSE WHO DID NOT CHOOSE ST. JOHNS COUNTY

(51% of the total respondents; n=305)

- Did you choose St. Augustine, Ponte Vedra, World Golf Village or any other St. Johns County city as your vacation destination?

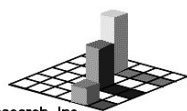
Yes	0%
No	100%

- What influenced your decision?



- On a scale of 1 to 10, with 1 being very important and 10 being not important at all, please rate the information you received from the St. Augustine, Ponte Vedra, World Golf Village, or any other city in the St. Johns County area?

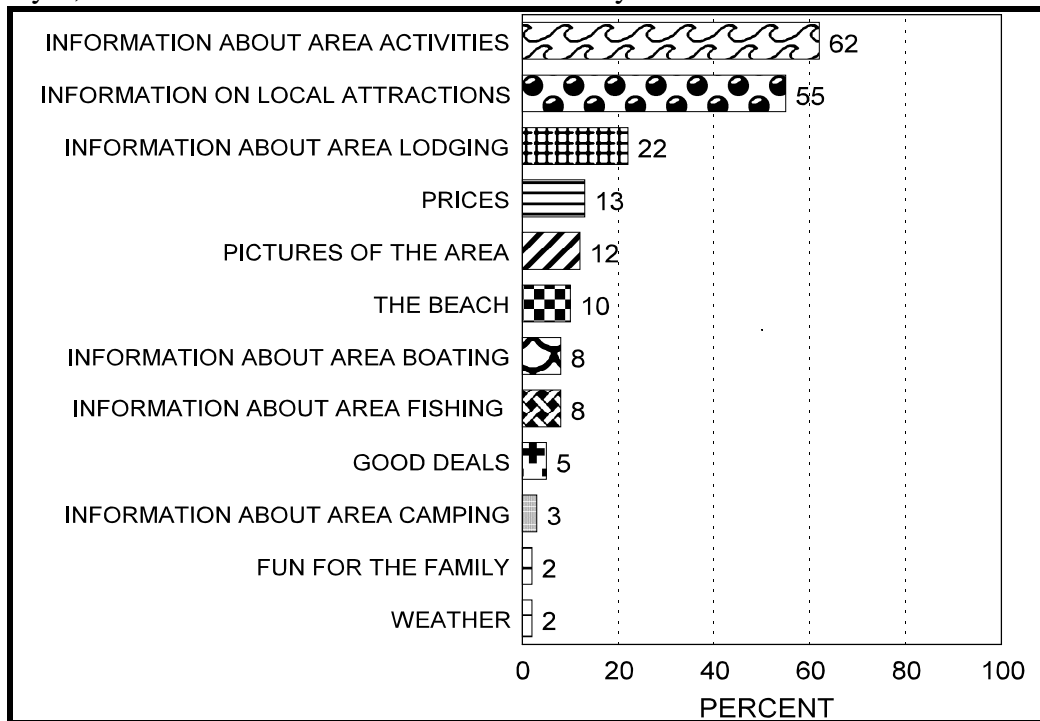
Mean	2.32
Median	1.62



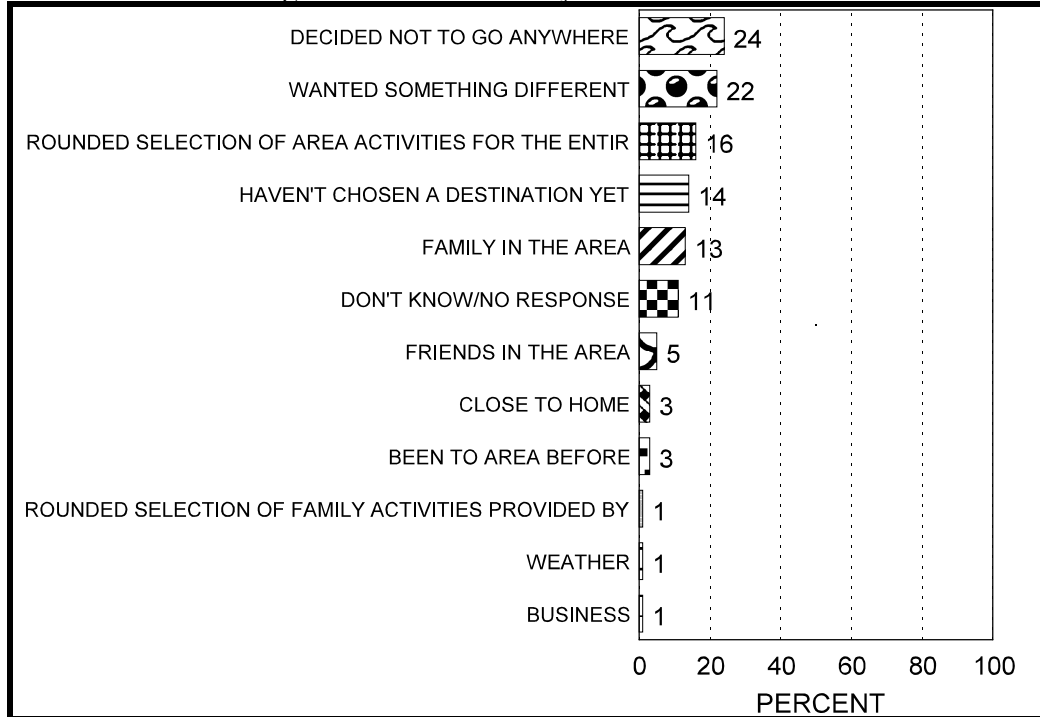
4. Was your vacation destination chosen based on information received from the area(s) you were considering?

Yes	61%
No	39%

5. If yes, what was it in the information that made you chose that area?



6. What other factors might have entered into your choice of another destination?



7. Was the information you requested received promptly?

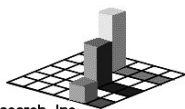
Yes	97%
No	1%
Don't Know/No Response	2%

8a. Was it sufficient for your needs?

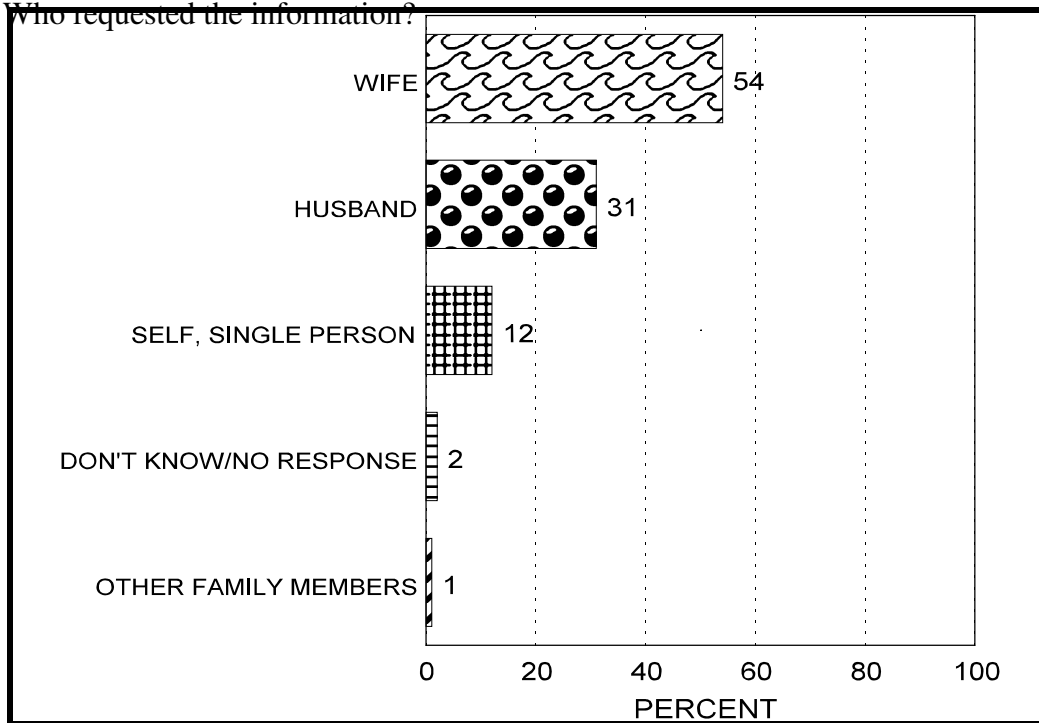
Yes	98%
No	1%
Don't Know/No Response	1%

8b. If no, what could have been included?

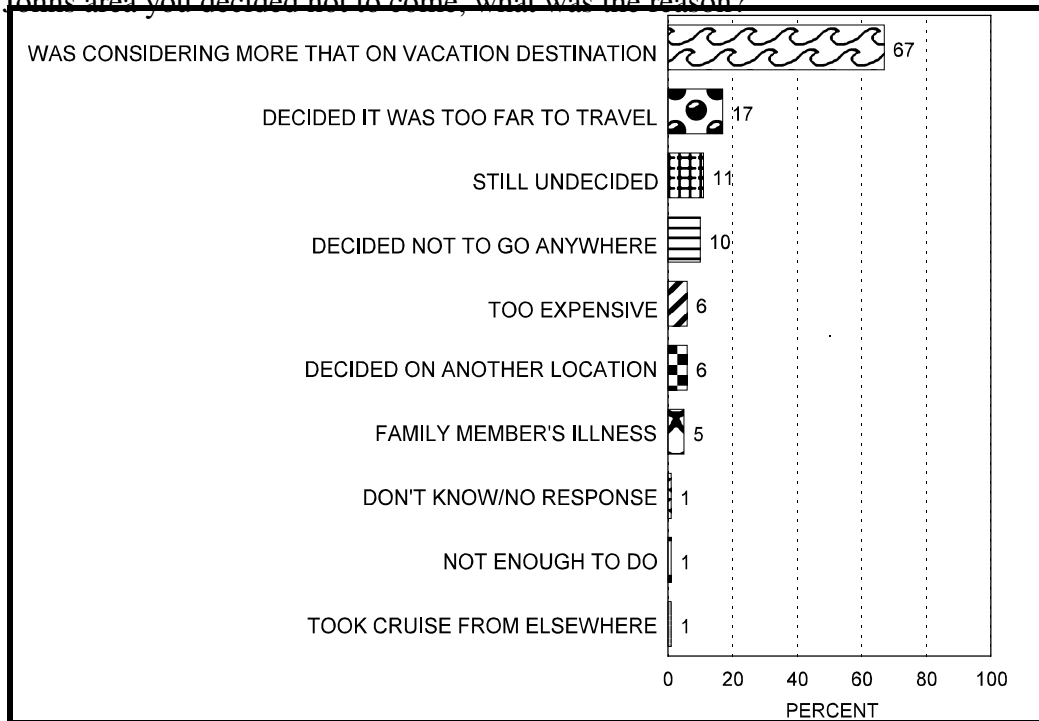
More nature attractions 1 response only



9. Who requested the information?

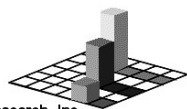


10. If after receiving information about St. Augustine, Ponte Vedra, World Golf Village/St. Johns area you decided not to come, what was the reason?



11. From what other destinations did you receive information?

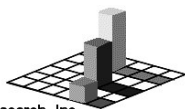
Destinations	% of Respondents
Orlando	41
Florida in general	27
Miami	20
Tampa/St. Pete	14
None	10
Daytona	8
Key West	8
Ft. Lauderdale	7
Sarasota	6
Gulf/West coast area	5
Ft. Myers	4
Don't know/No response	3
Naples	3
Panhandle area in general	3
South Florida	2
All over/No particular destination	1
Arizona	1
Decided not to go anywhere	1
Destin	1
Georgia	1
Jacksonville	1
Las Vegas	1
Marco Island	1
Missouri	1
New Orleans	1
North Carolina	1
Northeast/New England area in general	1
Other areas outside the USA	1



Destinations	% of Respondents
South Carolina	1
Southeast area in general	1
Texas	1
Various destinations in the Carribean	1

12. If you chose another vacation destination, what was it?

Destinations	% of Respondents
Decided not to go anywhere	28
Orlando	19
Still undecided	17
Key West	4
Ft. Lauderdale	3
Gulf/West coast area	3
Miami	3
Sarasota	3
South Florida	3
Daytona	2
Northeast/New England area in general	2
Panhandle area in general	2
Tampa/St. Pete	2
All over/No particular destination	1
California	1
Central Florida in general	1
Destin	1
Don't know/No response	1
East Coast of Florida	1
Florida in general	1
Ft. Myers	1
Georgia	1



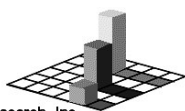
Destinations	% of Respondents
Jacksonville	1
Las Vegas	1
Missouri	1
Naples	1
Other areas outside of the USA	1
Sanibel	1
Southeast area in general	1
Various destinations in the Carribean	1

13. What attracted you to that location?

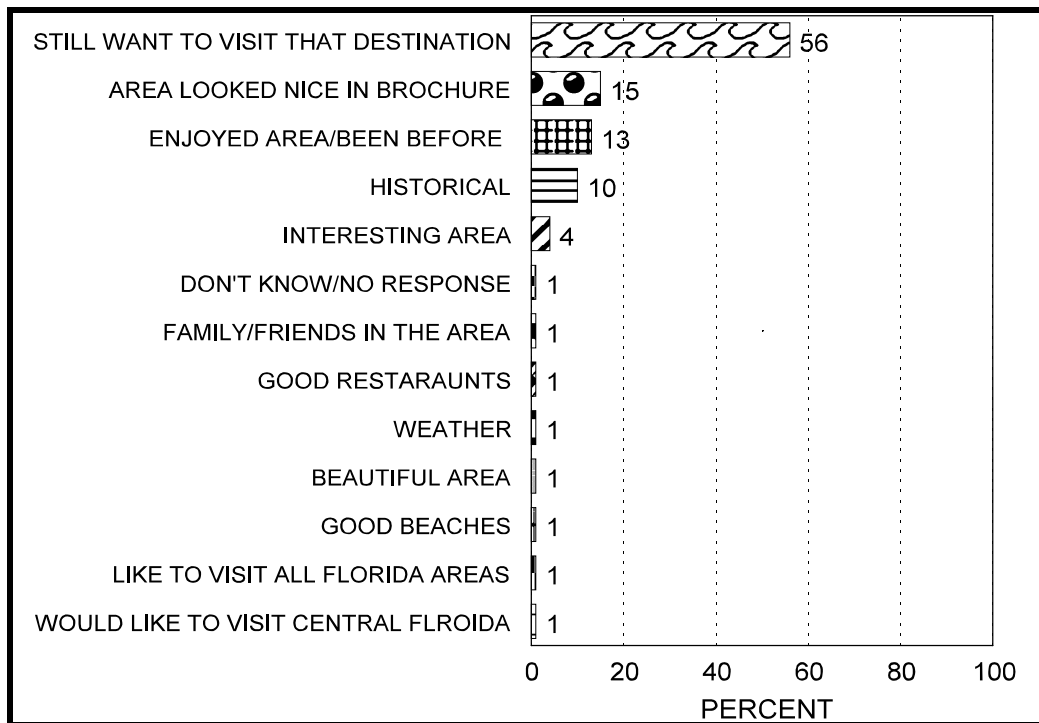


14. Would you consider this location at some other time?

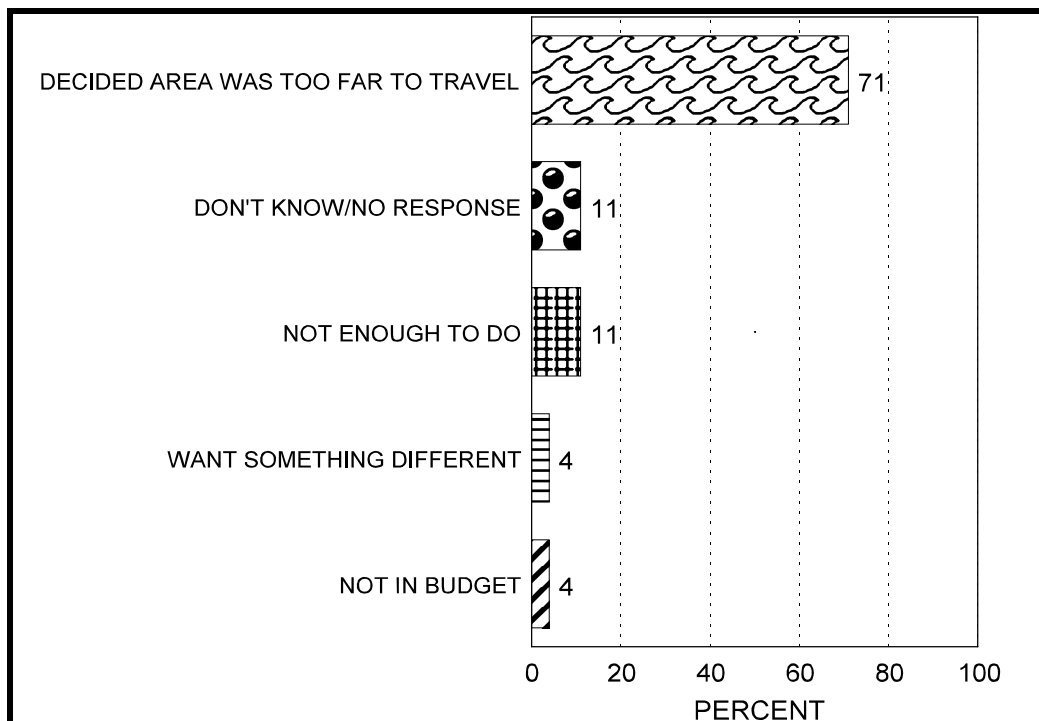
Yes	81%
No	18%
Don't Know/No Response	1%



15a. If yes, why?



15b. If no, why?



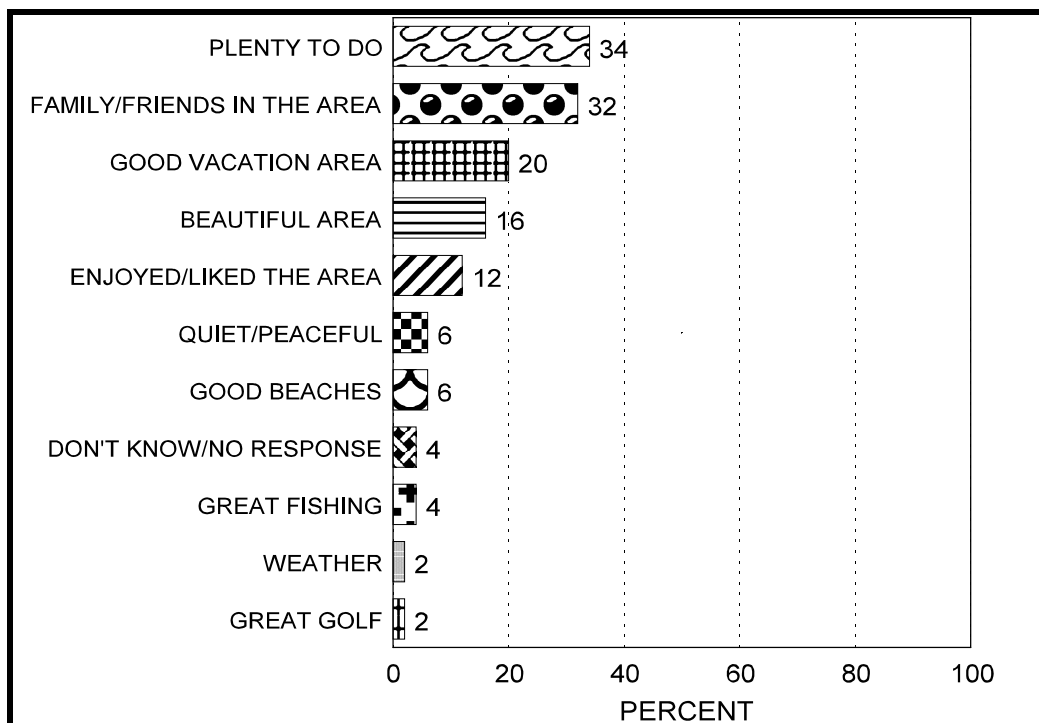
16. If you have already taken your vacation, were you pleased with the destination you chose?

Haven't Traveled Yet	52%
Yes	47%
No	1%

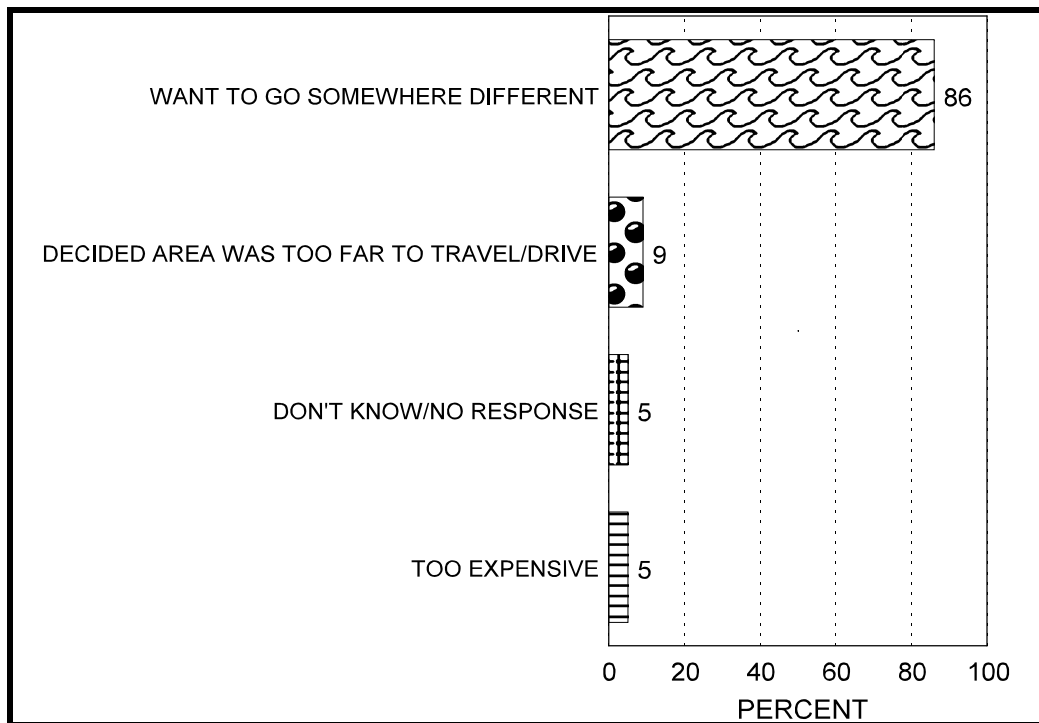
17. Would you return to that area?

Yes	70%
No	30%

18a. If yes, why?

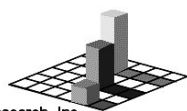


18b. If no, why?

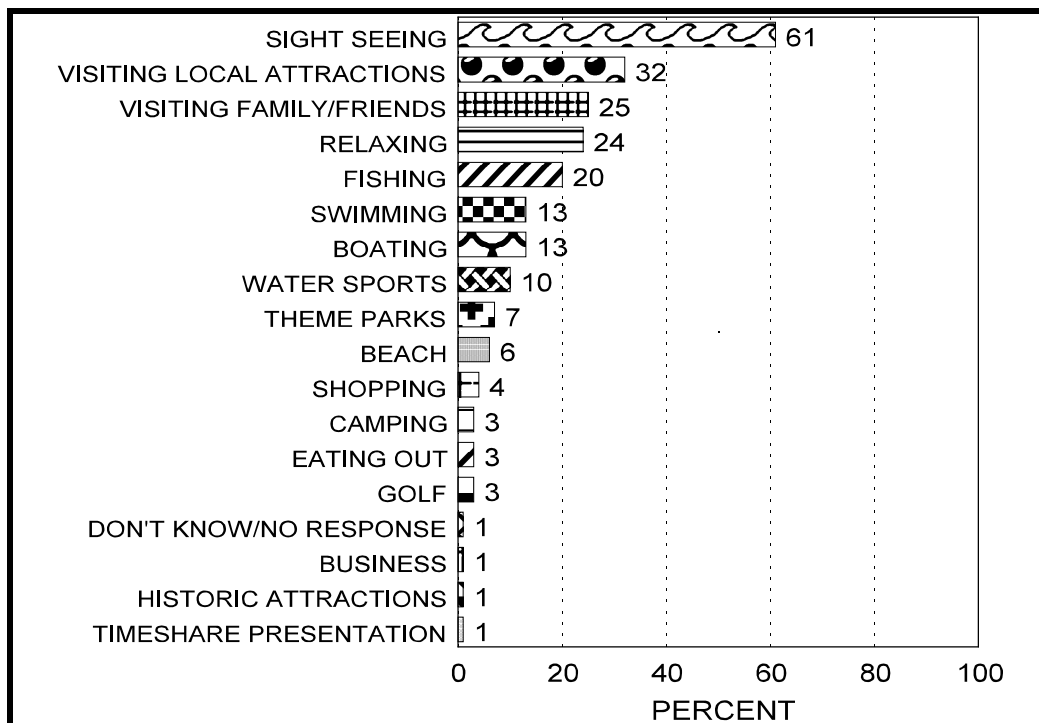


19. Would you recommend that destination to friends?

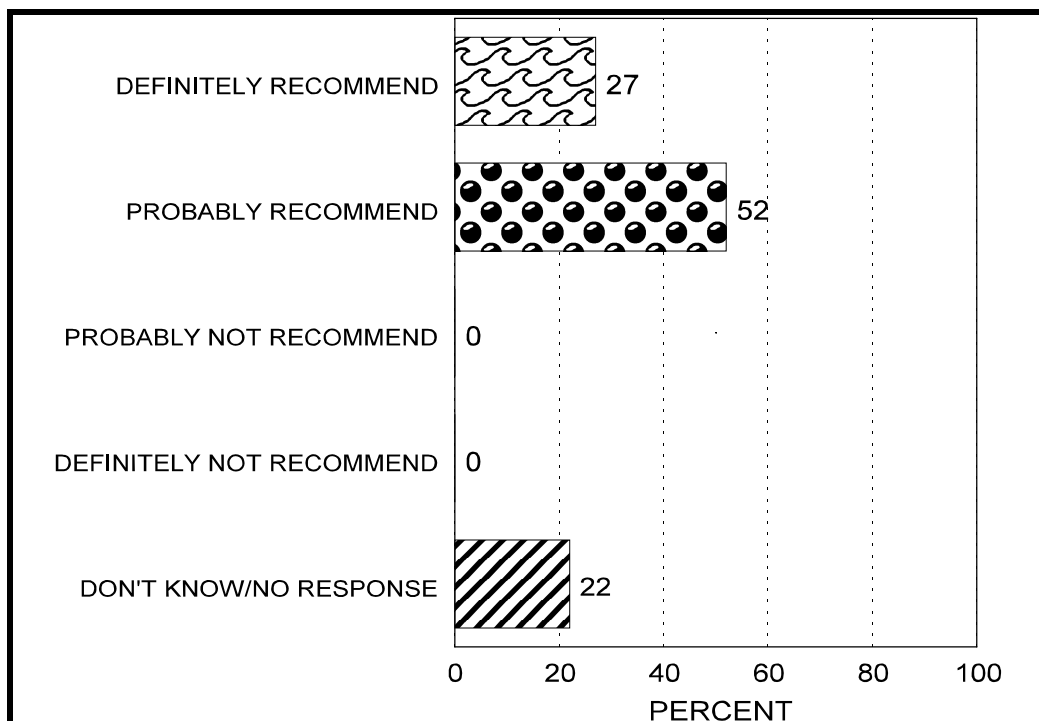
Yes	96%
No	1%
Don't Know/No Response	3%



20. What was the main activity/or thing you did most at your chosen vacation destination?



21. If other people like yourself asked your advice, would you recommend they visit St. Augustine, Ponte Vedra, World Golf Village, or any other St. Johns County cities? Would you...



22. Sex of the respondent:

Female	69%
Male	31%

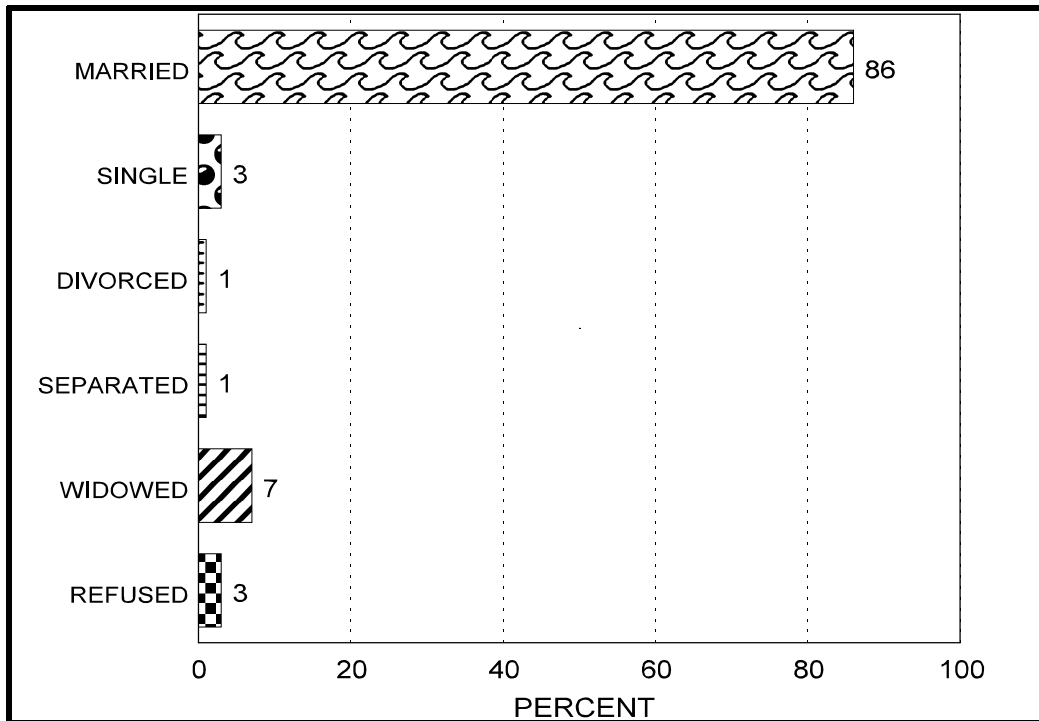
23. What is the occupation of the primary wage earner of the household?



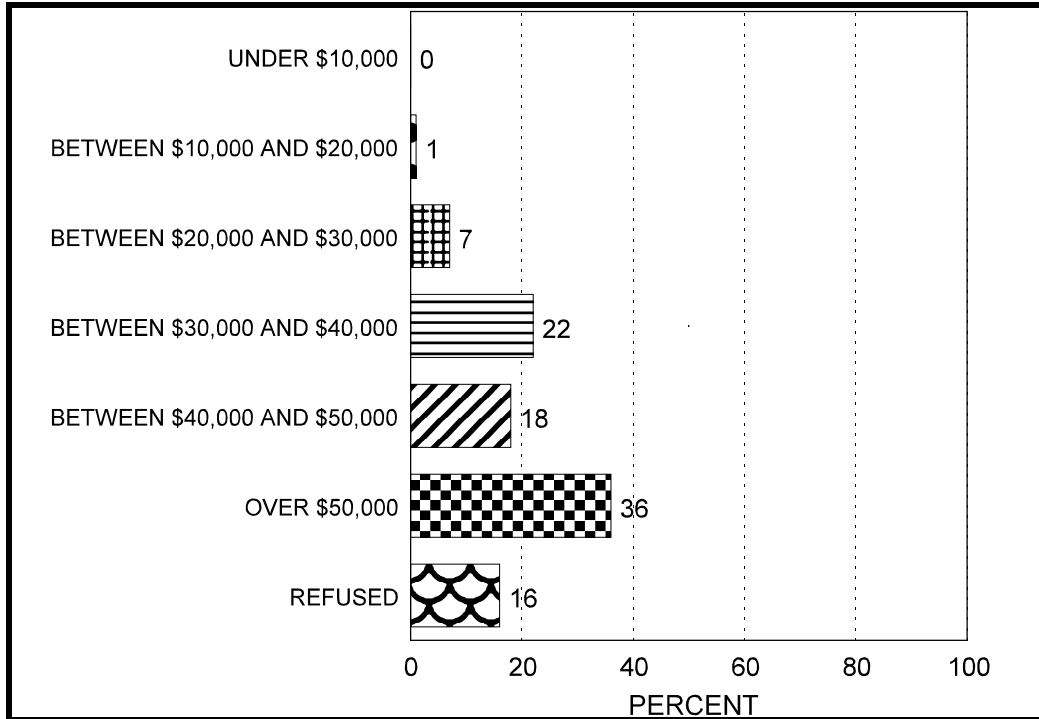
24. In what year were you born?

Mean	1946 (56 years old)
Median	1945 (57 years old)

25. Marital Status:



26. What is your best estimate of your household's total income from all sources before taxes?



SURVEY INSTRUMENTS

