

## **Town of Fairhaven Tourism Study**



### **Presented By:**

The University of Massachusetts Dartmouth  
Center for Marketing Research

### **In Collaboration With:**

Dr. Nora Ganim Barnes  
Director, Center for Marketing Research

### **Conducted By:**

Melissa Caulkins  
Daniel Cody  
Danielle Figueira  
Marissa Kimball  
Ashlee Mastrangelo

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## **Executive Summary**

- Sixty-three percent of those surveyed travel to Southeastern Massachusetts between Providence and Cape Cod and 37% do not travel to Southeastern Massachusetts.
- Thirty-one percent of those surveyed who travel to Southeastern MA visit family and friends, 29% travel there for personal vacations, 18% travel for business, 11% travel because it is close to home, 8% travel because it is easy to get to, 3% travel for other reasons and 1% did not respond.
- Sixty-six percent of those surveyed who travel to Southeastern Massachusetts typically engage in swimming and going to beaches, 64% engage in shopping and dining, 26% attend wineries and breweries, 24% engage in boating activities, 22% attend fairs and festivals, 21% attend sporting events, 19% visit casinos, 17% typically engage in historical museums and walking tours, 17% typically engage in nature centers and trails, 15% visit amusement parks, 14% engage in bicycling, 14% visit zoos and 11% attend theater productions.
- Seventy-three percent of those who travel to Southeastern Massachusetts are familiar with Horseneck Beach, 60% are familiar with Battleship Cove, 57% are familiar with The Whaling Museum, 46% are familiar with Buttonwood Park Zoo, 34% are familiar with the Lizzie Borden Bed & Breakfast, 32% are familiar with Westport Rivers Vineyards and Winery, 29% are familiar with Fort Phoenix, 25% are familiar with Ocean Explorium, 21% are familiar with Fort Taber Military Museum, 11% are familiar with Fairhaven Shipyard/D.N. Kelley Shipyard and 11% are familiar with the Rotch-Jones-Duff House and Garden Museum.
- Thirty-six percent of those surveyed travel to visit family and friends, 40% for personal vacation, 12% for business, 5% because it is easy to get to, 4% because it is close to home and 3% did not respond.
- Forty-two percent of those surveyed look for shopping and dining once they arrive at their destination, 25% look for beaches, 14% look for historical/educational attractions, 6% look for boating/marinas, 5% look for activities for kids, 5% look for other things and 3% did not respond.
- Eleven percent of those surveyed always plan vacations around children's interests, 17% frequently do, 20% sometimes do, 52% never plan vacations around children's interests and 1% did not respond.
- Nine percent of those surveyed are most likely to travel in the Winter, 11% travel in the Spring, 50% travel in Summer, 8% travel in the Fall, 20% travel throughout the year and 2% did not respond.

- Forty-six percent of those surveyed prefer hotel/motels, 16% prefer resorts, 9% prefer bed and breakfast, 17% prefer staying with friends and family, 8% prefer beach cottages 3% prefer other lodging options and 1% did not respond.
- Thirty-four percent of those surveyed make travel plans within less than 1 month, 46% make travel plans within 1-3 months, 17% make travel plans within 4-7 months, 2% make travel plans within 8-12 months, 1% make travel plans more than a year in advance and 1% did not respond.
- Eighty-four percent of those surveyed use the Internet as a resource for tourist information, 30% use word of mouth, 22% use AAA, 18% use brochures, 12% use television, 9% use magazines, 7% use newspapers, 5% use radio, 4% use Visitors' Bureaus and 2% did not respond to this question.
- Sixty-one percent of those surveyed use Google.com as an online resource in preparation for domestic travel, 40% use Expedia.com, 34% use AAA.com, 23% use Travelocity.com and 18% use Tripadvisor.com, 18% use Yahoo.com as an online resource in preparation for domestic travel, 16% use Hotels.com, 9% use Yellowpages.com, 9% use Facebook.com and 3% use other online resources.
- Forty-eight percent of those surveyed who read or use magazines to plan trips read Travel & Leisure, 24% read Coastal Living, 24% read Martha Stewart Living, 16% read Yankee magazine and 3% read other magazines.
- Fourteen percent of those surveyed said coupons definitely motivate them to travel places they would originally not visit, 25% said they probably would, 33% said they probably would not, 23% said they definitely would not and 1% did not respond.
- Seventy-two percent of those surveyed live in Massachusetts, 6% live in New Jersey, 5% live in New York, 8% live in Rhode Island and 10% live in Connecticut.
- Forty-six percent of those surveyed are male and 47% are female.
- Forty-four percent of those surveyed are single, 48% are married, 7% responded other and 2% did not respond.
- Fourteen percent of those surveyed live alone, 27% have 2 people in their household, 16% have 3 people in their household, 25% have 4 people in their household, 17% have 5 or more people in their household and 1% did not respond.
- Thirty-six percent of those surveyed have children under the age of 18 living in their home, 63% do not and 2% did not respond.

- Twenty-five percent of those surveyed are between the ages of 18 and 25, 12% are between 26 and 33, 16% are between 34 and 41, 17 % are between 42 and 49, 14% are between 50 and 57, 4% are between 58 and 65 and 10% are over 65, and 2% did not respond.
- One percent of those surveyed have less than a high school graduate standing, 15% are a High School Graduate or Equivalent, 35% have some college or associate degree, 48% have a bachelors degree or higher and 2% did not respond.
- Nine percent of those surveyed have an approximate annual household income of \$30,000, 9% have between \$30,000-\$49,999, 19% between \$50,000-\$69,000, 19% between \$70,000-\$89,999, 16% between \$90,000-\$109,999, 17% between \$110,000 or more and 12% did not respond.

### **Crosstabs Summary**

- Women who travel are far more likely than men to be motivated by coupons for places they may not have visited. Seventy one percent of women responded yes to coupons versus 29% of men.
- Both male and females are more likely to travel during the summer season than any other time of year.
- Females are much more likely to travel to Southeastern Massachusetts to visit family and friends.
- Business is the biggest reason why males travel to Southeastern Massachusetts.

## History and Background

The United States has one of the world's largest travel and tourism economies. The country embraces over 50 million international tourists annually who generate revenues of about \$120 billion. However, the consistent source of support and stability of the US tourism industry does not come from international tourism. Domestic tourism produces an incredible \$620 billion in revenues per year. According to *Mintel Travel and Tourism: US*, there is an estimated 2 billion Americans expected to be consumers of domestic tourism in 2012, compared to less than 61 million international tourists.

Massachusetts has a lot to offer tourists both domestically and internationally. Massachusetts offers a chance to explore with history and sightseeing, let loose with family and friends, and indulge with restaurants and shopping. Domestic tourists account for 90% of all visitors to the state of Massachusetts, while international visitors comprise the remaining 10%. A 2009 revamped marketing campaign left Massachusetts with a new slogan that is exceptionally accurate-**"It's all here"**. The Massachusetts Office of Travel and Tourism's (MOTT) domestic marketing programs focus on generating overnight vacation stays to and within Massachusetts by consumers in core markets. Visitors from New England and the Mid-Atlantic States (NY, NJ, and PA) account for nearly 3/4 of all domestic personal trips to the state. MOTT defines visitors as those who travel 50 or more miles or stay overnight.

The official Massachusetts tourism website, [massvacation.com](http://massvacation.com), provides comprehensive and exceptionally detailed travel planning information. The user friendly and aesthetically pleasing website features bright colors and links for suggestions of things to do, places to stay, and enticing getaways to enjoy. According to the Massachusetts Office of Travel and Tourism,

the state had just under 20 million visitors in 2008 (producing revenues of \$15.6 billion) making tourism one of the largest industries in the Commonwealth.

When the economic crisis started showing its recessionary effects around 2007-2008, middle class families were faced with serious financial challenges. While looming financial effects continue to emerge, families are staying closer to home and finding more creative ways to have a fun and relaxing vacation without all the cost. The term 'staycation' was coined to explain the phenomena. The word implies finding a vacation while staying at home or at nearby attractions. Many companies are able to capitalize on such a trend by marketing their business properly and renovating if necessary. New England residents are likely to know of some of the museums, parks, and tours the Bay State has to offer. Cape Cod is one of the most well known parts of MA, recognized for the many beautiful beaches and fun activities in the summertime.

There are many appealing vacation spots in MA for families to bring their children that would be both educational and constitute a relaxing "staycation". For example, the Freedom Trail in Boston, Battleship Cove in Fall River, or the Fort Phoenix Beach Reservation in Fairhaven. While in an economic recession, attractions that can offer additional benefits such as free parking and tours are on the right track. Websites, such as [tripadvisor.com](http://tripadvisor.com), reveal and share top rated accommodations, restaurants, and attractions for consumers looking to travel to specific towns or locations nearby. [Tripadvisor.com](http://Tripadvisor.com) allows past consumers to publish reviews and rate experiences online. It is important that businesses record consumer data and ensure the customer is satisfied so that positive reviews yield possible future business.

The importance of tourism in the US economy is significant. Specifically, tourism is one of the most important industries in Massachusetts. Since MA does not have a large, overly

dominant attraction such as the Grand Canyon or Hollywood, each county and town should focus on their strong suits to draw visitors. Marketing and advertising strategies are crucial to local attractions when in times of major economic downturn because families are looking close by for options to bring families and relax with friends.

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\*Mintel. (2010, May). *Travel and Tourism: US*. Retrieved from <http://academic.mintel.com>

\*Massachusetts Office of Travel and Tourism. (2010, Sept). Annual Report. Retrieved from <http://www.massvacation.com/research/10annualreport.pdf>

\*Massachusetts Office of Travel and Tourism. (2010, Sept). Website. Retrieved from <http://www.massvacation.com>

\*Trip advisor (2010 Sept) Website. Retrieved from <http://www.tripadvisor.com>

## Research Objective

### **RESEARCH OBJECTIVE:**

To investigate the habits and patterns of tourists from Massachusetts, Rhode Island, Connecticut, New York and New Jersey, with a focus on those who visit Southeastern Massachusetts.

**The research goals aim to provide the following critical insights necessary to increase tourism in Southeastern Massachusetts:**

- ❖ Reasons for traveling to Southeastern Massachusetts
- ❖ Availability of tourist information
- ❖ Attractions in Southeastern Massachusetts
- ❖ Ability of coupons to motivate travel



## Methodology

<b>RESEARCH DESIGN</b>	<b>Survey</b>
<b>RESEARCH METHOD</b>	<b>Telephone and Mall Intercepts</b>
<b>SAMPLING DESIGN</b>	<b>Probability</b>
<b>SAMPLING METHOD</b>	<b>Systematic random sample through state telephone books</b>
<b>SAMPLE POPULATION</b>	<b>Residents 18 years and older in MA, RI, CT, NY and NJ. (N= 31,531,424)</b>
<b>DATA COLLECTION PERIOD</b>	<b>October 2010</b>
<b>SAMPLE SIZE (ERROR AT THE 95% CONFIDENCE LEVEL)</b>	<b>267 (<math>\pm</math> 6%)</b>

### **Southeastern Massachusetts Tourism Survey**

*Conducted by the University of Massachusetts Dartmouth Center for Marketing Research*

1.) Do you travel to Southeastern Massachusetts between Providence and Cape Cod?

Yes \_\_\_\_\_ (*go to 2*)

No \_\_\_\_\_ (*go to 5*)

No Response \_\_\_\_\_

2.) What is the main reason you travel to Southeastern MA?

Family and Friends \_\_\_\_\_

Personal Vacation \_\_\_\_\_

Business \_\_\_\_\_

Easy to Get To \_\_\_\_\_

Close to Home \_\_\_\_\_

Other \_\_\_\_\_

No Response \_\_\_\_\_

3.) Which of the following would you typically engage in on a visit to Southeastern MA?

Historical Museums and/or Walking \_\_\_\_\_

Wineries & Breweries \_\_\_\_\_

Tours \_\_\_\_\_

Zoos \_\_\_\_\_

Swimming/Beaches \_\_\_\_\_

Fairs/Festivals \_\_\_\_\_

Boating \_\_\_\_\_

Theater Productions \_\_\_\_\_

Shopping & Dining \_\_\_\_\_

Sporting Events \_\_\_\_\_

Bicycling \_\_\_\_\_

Amusement Parks \_\_\_\_\_

Nature Centers & Trails \_\_\_\_\_

Casinos \_\_\_\_\_

4.) Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?

The Whaling Museum, New Bedford \_\_\_\_\_

Buttonwood Park Zoo, New Bedford \_\_\_\_\_

Rotch-Jones-Duff House & Garden Museum, New Bedford \_\_\_\_\_

Ocean Explorium, New Bedford \_\_\_\_\_

Fort Taber Military Museum, New Bedford \_\_\_\_\_

Westport Rivers Vineyards & Winery, Westport \_\_\_\_\_

Horseneck Beach, Westport \_\_\_\_\_

Battleship Cove, Fall River \_\_\_\_\_

Lizzie Borden Bed & Breakfast & Museum, Fall River \_\_\_\_\_

Fairhaven Shipyard/ D.N. Kelley Shipyard, Fairhaven \_\_\_\_\_

Fort Phoenix/ Fort Phoenix State Beach, Fairhaven \_\_\_\_\_

5.) When you do travel in general, what is your main reason?

To Visit Family and Friends \_\_\_\_\_

Personal Vacation \_\_\_\_\_

Business \_\_\_\_\_

Easy to Get To \_\_\_\_\_

Close to Home \_\_\_\_\_

Other \_\_\_\_\_

No Response \_\_\_\_\_

6.) What do you look for once you arrive at your destination?

Shopping & Dining \_\_\_\_\_  
Beaches \_\_\_\_\_  
Historical/Educational \_\_\_\_\_  
Boating/Marina \_\_\_\_\_  
Activities for Kids \_\_\_\_\_  
Other (***Please specify***) \_\_\_\_\_  
No Response \_\_\_\_\_

7.) Do you plan vacations around children's interests?

Always \_\_\_\_\_ Frequently \_\_\_\_\_ Sometimes \_\_\_\_\_ Never \_\_\_\_\_ No Response \_\_\_\_\_

8.) In what seasons are you most likely to travel? \_\_\_\_\_

9.) What is your preferred lodging for overnight stays?

Hotel/motel \_\_\_\_\_  
Resort \_\_\_\_\_  
Bed and Breakfast \_\_\_\_\_  
Staying with Family or Friends \_\_\_\_\_  
Beach Cottage \_\_\_\_\_  
Other (***Please specify***) \_\_\_\_\_  
No Response \_\_\_\_\_

10.) How far in advance do you usually make your domestic travel plans?

Less than 1 month in advance \_\_\_\_\_  
1 – 3 months \_\_\_\_\_  
4 - 7 months \_\_\_\_\_  
8 – 12 months \_\_\_\_\_  
More than a year in advance \_\_\_\_\_  
No Response \_\_\_\_\_

11.) When you travel domestically which resources do you use for tourist information?

(Check all that apply)

Internet _____ ( <b><i>go to question 11a</i></b> )	Magazines _____ ( <b><i>go to question 11b</i></b> )
Brochures _____	Word of Mouth _____
Television _____	Radio _____
Newspaper _____	Visitor's Bureau _____
AAA _____	Other ( <b><i>Please specify</i></b> ) _____

11a.) Which online resource have you used in preparation for domestic travel?

AAA.com _____	Expedia.com _____
Yellowpages.com _____	Hotels.com _____
Tripadvisor.com _____	Facebook.com _____
Yahoo.com _____	Travelocity.com _____
Google.com _____	Other ( <b><i>Please specify</i></b> ) _____

11b.) Which travel or lifestyle magazines do you read or use to plan your trips?

*(Check all that apply)*

Yankee Magazine \_\_\_\_\_

Travel & Leisure \_\_\_\_\_

Coastal Living \_\_\_\_\_

Martha Stewart Living \_\_\_\_\_

Other (*Please specify*) \_\_\_\_\_

12.) Do coupons motivate you to travel to places you originally would not visit?

Definitely \_\_\_\_\_ Probably \_\_\_\_\_ Probably Not \_\_\_\_\_ Definitely Not \_\_\_\_\_

No Response \_\_\_\_\_

### Demographics

13.) What state do you live in? \_\_\_\_\_

14.) What is your gender: Female \_\_\_\_\_ Male \_\_\_\_\_ No Response \_\_\_\_\_

15.) What is your marital status: Single \_\_\_\_\_ Other \_\_\_\_\_  
Married \_\_\_\_\_ No Response \_\_\_\_\_

16.) How many people live in your household including yourself? \_\_\_\_\_

17.) Are there any children under the age of 18?

Yes \_\_\_\_\_ No \_\_\_\_\_ No Response \_\_\_\_\_

18.) What is your age:

18-25 _____	50-57 _____
26-33 _____	58-65 _____
34-41 _____	Over 65 _____
42-49 _____	No Response _____

19.) What is your highest level of education?

Less Than High School Graduate \_\_\_\_\_

High School Graduate or Equivalent \_\_\_\_\_

Some College or Associates Degree \_\_\_\_\_

Bachelor's Degree or Higher \_\_\_\_\_

No Response \_\_\_\_\_

20.) What is your approximate annual household income?

Less Than \$30,000 \_\_\_\_\_ \$70,000-\$89,999 \_\_\_\_\_

\$30,000-\$49,999 \_\_\_\_\_ \$90,000-\$109,999 \_\_\_\_\_

\$50,000-\$69,999 \_\_\_\_\_ \$110,000 or More \_\_\_\_\_

No Response \_\_\_\_\_

## Significance Test

**Test Statistics**

	Do you travel to Southeastern Massachusetts between Providence and Cape Cod?	What is the main reason you travel to Southeastern MA?	What do you look for once you arrive at your destination?	In what season are you most likely to travel in?
Chi-Square	17.831 <sup>a</sup>	103.833 <sup>b</sup>	236.292 <sup>c</sup>	241.652 <sup>d</sup>
.df	1	6	6	5
Asymp. Sig.	.000	.000	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 133.5.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.0.

c. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 38.1.

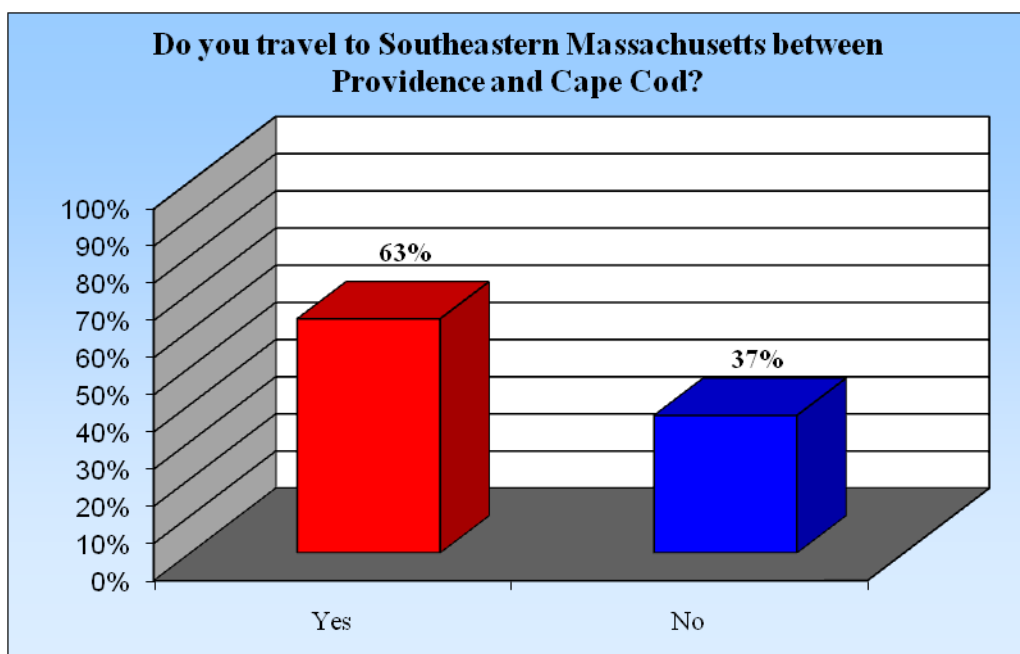
d. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 44.5.

A Chi-Square test was performed on this data. The data in this study test significant at .000, which indicates the findings, are statistically valid.

Question 1: Do you travel to Southeastern Massachusetts between Providence and Cape Cod?

**Do you travel to Southeastern Massachusetts between  
Providence and Cape Cod?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	62.9	62.9	62.9
	No	99	37.1	37.1	100.0
Total		267	100.0	100.0	



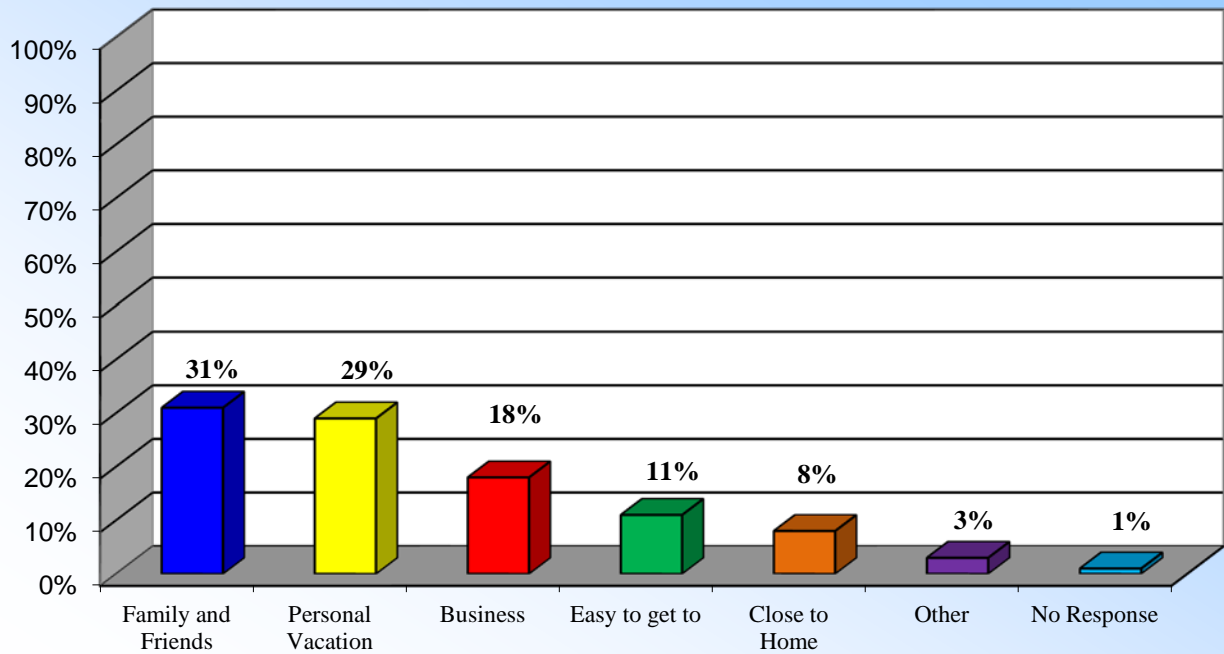
Sixty-three percent of those surveyed travel to Southeastern Massachusetts between Providence and Cape Cod and 37% do not travel to Southeastern Massachusetts.

Question 2: What is the main reason you travel to Southeastern MA?

What is the main reason you travel to Southeastern MA?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family and Friends	52	19.5	31.0	31.0
	Personal Vacation	49	18.4	29.2	60.1
	Business	30	11.2	17.9	78.0
	Easy to get to	13	4.9	7.7	85.7
	Close to Home	18	6.7	10.7	96.4
	Other	5	1.9	3.0	99.4
	No Response	1	.4	.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

What is the main reason you travel to Southeastern MA?



Thirty-one percent of those surveyed who travel to Southeastern MA visit family and friends, 29% travel there for personal vacations, 18% travel for business, 11% travel because it is close to home, 8% travel because it is easy to get to, 3% travel for other reasons and 1% did not respond.

Question 3: Which of the following would you typically engage in on a visit to Southeastern MA?

**Which of the following would you typically engage in on a visit to Southeastern MA? (Historical Museums and/or Walking Tours)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	28	10.5	16.7	16.7
No	139	52.1	82.7	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Beaches)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	111	41.6	66.1	66.1
No	56	21.0	33.3	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Boating)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	40	15.0	23.8	23.8
No	127	47.6	75.6	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		



Question 3: Which of the following would you typically engage in on a visit to Southeastern MA? (Continued)

**Which of the following would you typically engage in on a visit to Southeastern MA? (Shopping and Dining)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	40.4	64.3	64.3
	No	58	21.7	34.5	98.8
	No Response	2	.7	1.2	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Bicycling)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	9.0	14.3	14.3
	No	143	53.6	85.1	99.4
	No Response	1	.4	.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Nature Centers and Trails)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	10.5	16.7	16.7
	No	139	52.1	82.7	99.4
	No Response	1	.4	.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

Question 3: Which of the following would you typically engage in on a visit to Southeastern MA? (Continued)

**Which of the following would you typically engage in on a visit to Southeastern MA? (Wineries and Breweries)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	16.1	25.6	25.6
	No	124	46.4	73.8	99.4
	No Response	1	.4	.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Zoos)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	9.0	14.3	14.3
	No	143	53.6	85.1	99.4
	No Response	1	.4	.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Fairs/Festivals)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	13.9	22.0	22.0
	No	130	48.7	77.4	99.4
	No Response	1	.4	.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

Question 3: Which of the following would you typically engage in on a visit to Southeastern MA? (Continued)

**Which of the following would you typically engage in on a visit to Southeastern MA? (Theater Productions)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	19	7.1	11.3	11.3
No	148	55.4	88.1	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Sporting Events)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	13.1	20.8	20.8
No	132	49.4	78.6	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		

**Which of the following would you typically engage in on a visit to Southeastern MA? (Amusement Parks)**

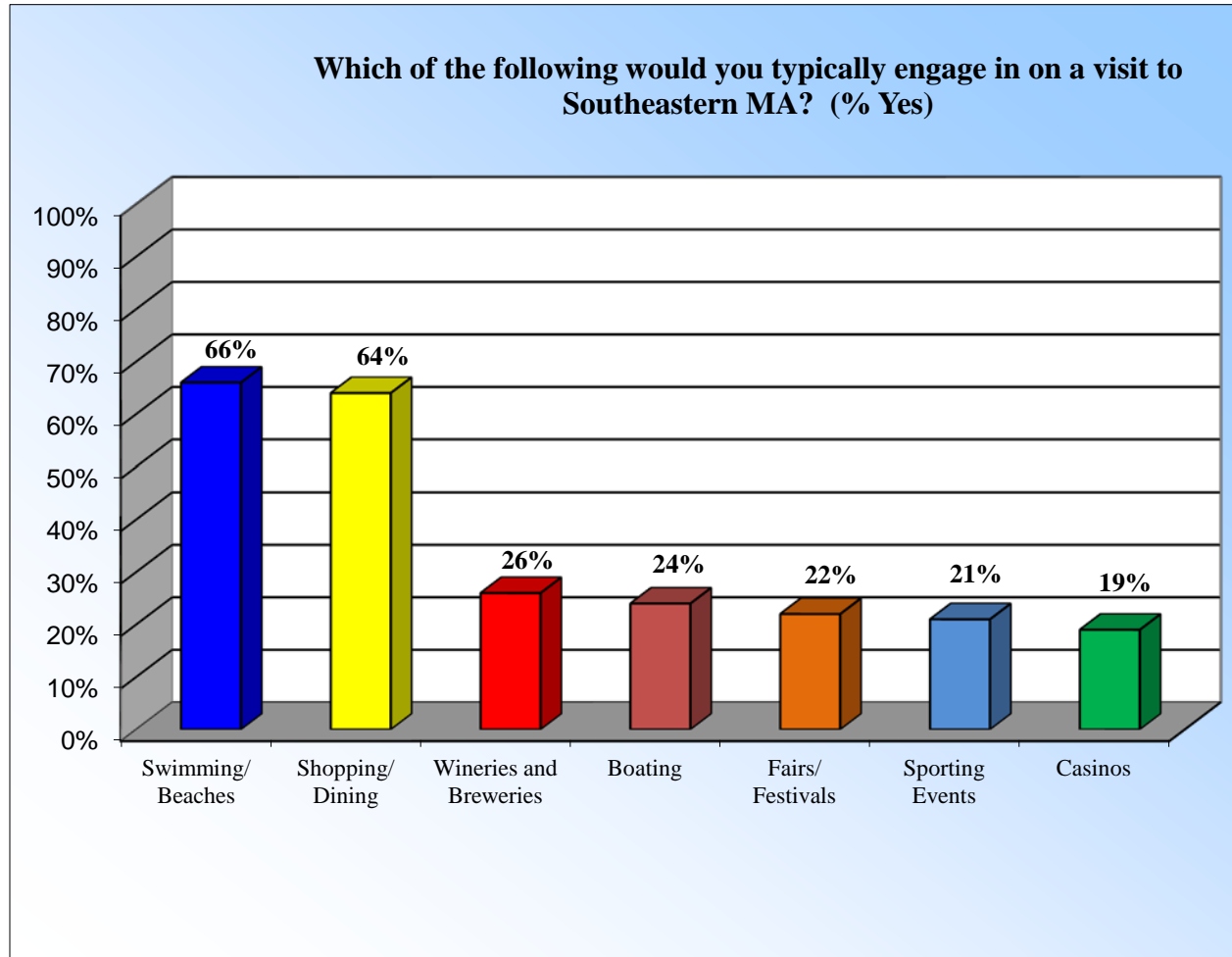
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	25	9.4	14.9	14.9
No	142	53.2	84.5	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		

Question 3: Which of the following would you typically engage in on a visit to Southeastern MA? (Continued)

**Which of the following would you typically engage in on a visit to  
Southeastern MA? (Casinos)**

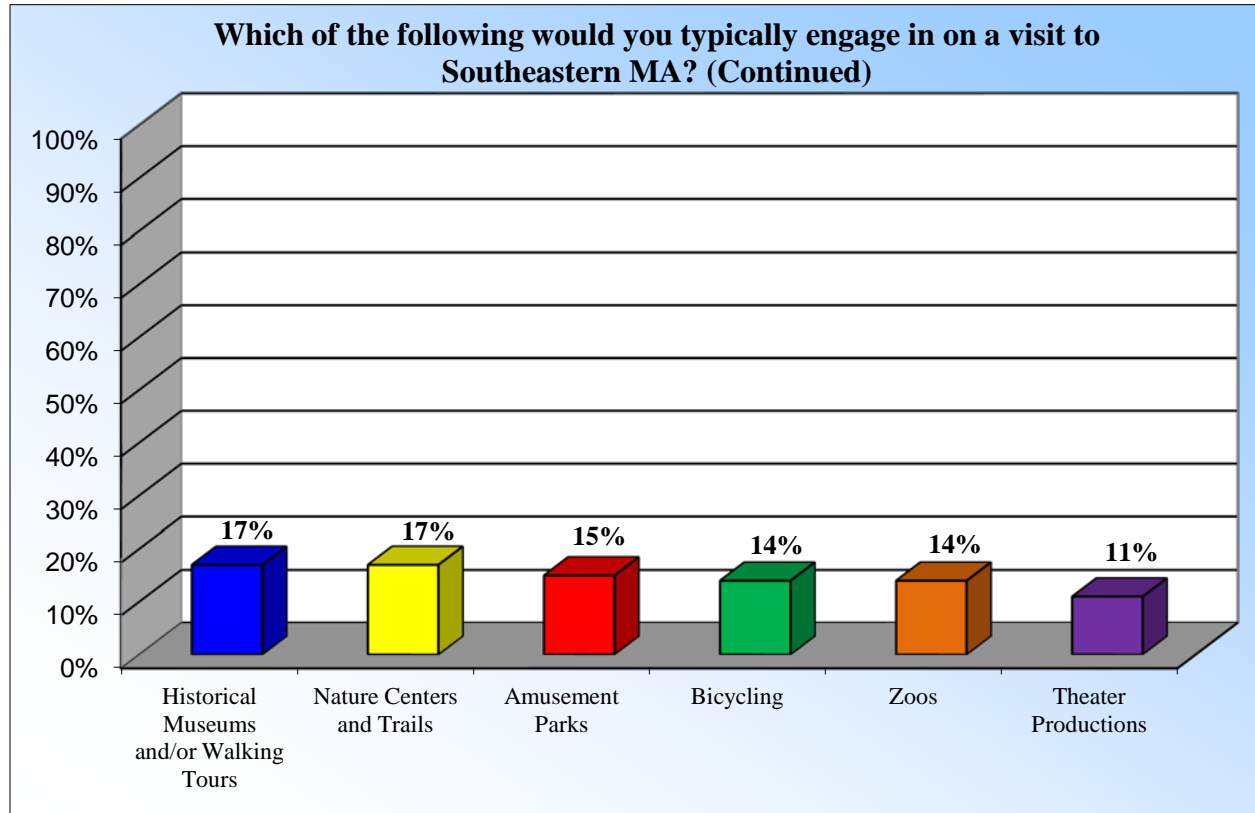
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid    Yes	31	11.6	18.5	18.5
No	136	50.9	81.0	99.4
No Response	1	.4	.6	100.0
Total	168	62.9	100.0	
N/A	99	37.1		
Total	267	100.0		

Question 3: Which of the following would you typically engage in on a visit to Southeastern MA? (% Yes)



Sixty-six percent of those surveyed who travel to Southeastern Massachusetts typically engage in swimming and going to beaches, 64% engage in shopping and dining, 26% attend wineries and breweries, 24% engage in boating activities, 22% attend fairs and festivals, 21% attend sporting events and 19% visit casinos.

Question 3: Which of the following would you typically engage in on a visit to Southeastern MA? (Continued)



Seventeen percent of those surveyed who travel to Southeastern Massachusetts would typically engage in historical museums and walking tours, 17% would typically engage in nature centers and trails, 15% visit amusement parks, 14% engage in bicycling, 14% visit zoos and 11% attend theater productions.

Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation?

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Whaling Museum)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	96	36.0	57.1	57.1
	No	72	27.0	42.9	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Buttonwood Park Zoo)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	28.8	45.8	45.8
	No	91	34.1	54.2	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation? (Continued)

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Rotch-Jones-Duff House)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	6.7	10.7	10.7
	No	150	56.2	89.3	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Ocean Explorium)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	15.7	25.0	25.0
	No	126	47.2	75.0	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		



Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation? (Continued)

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Fort Taber Military Museum)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	13.5	21.4	21.4
	No	132	49.4	78.6	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Westport Rivers and Vineyards)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	20.2	32.1	32.1
	No	114	42.7	67.9	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation? (Continued)

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Horseneck Beach)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	46.1	73.2	73.2
	No	45	16.9	26.8	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation? (Battleship Cove)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	100	37.5	59.5	59.5
	No	68	25.5	40.5	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation? (Lizzie Borden B&B)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	57	21.3	33.9	33.9
	No	111	41.6	66.1	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation? (Continued)

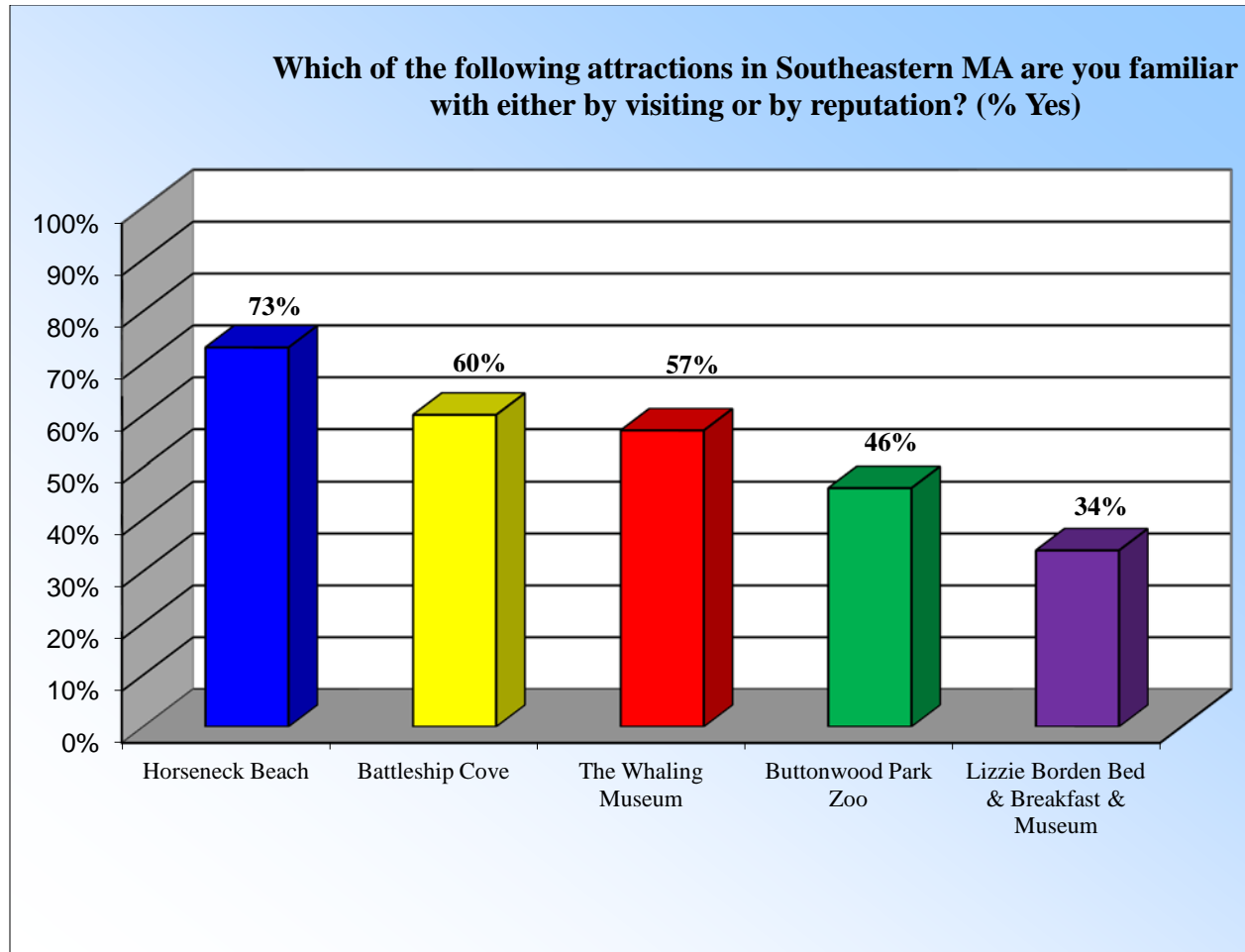
**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation?  
(Fairhaven Shipyard)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	6.7	10.7	10.7
	No	150	56.2	89.3	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

**Which of the following attractions in Southeastern MA are you familiar with either by visiting or by reputation? (Fort Phoenix)**

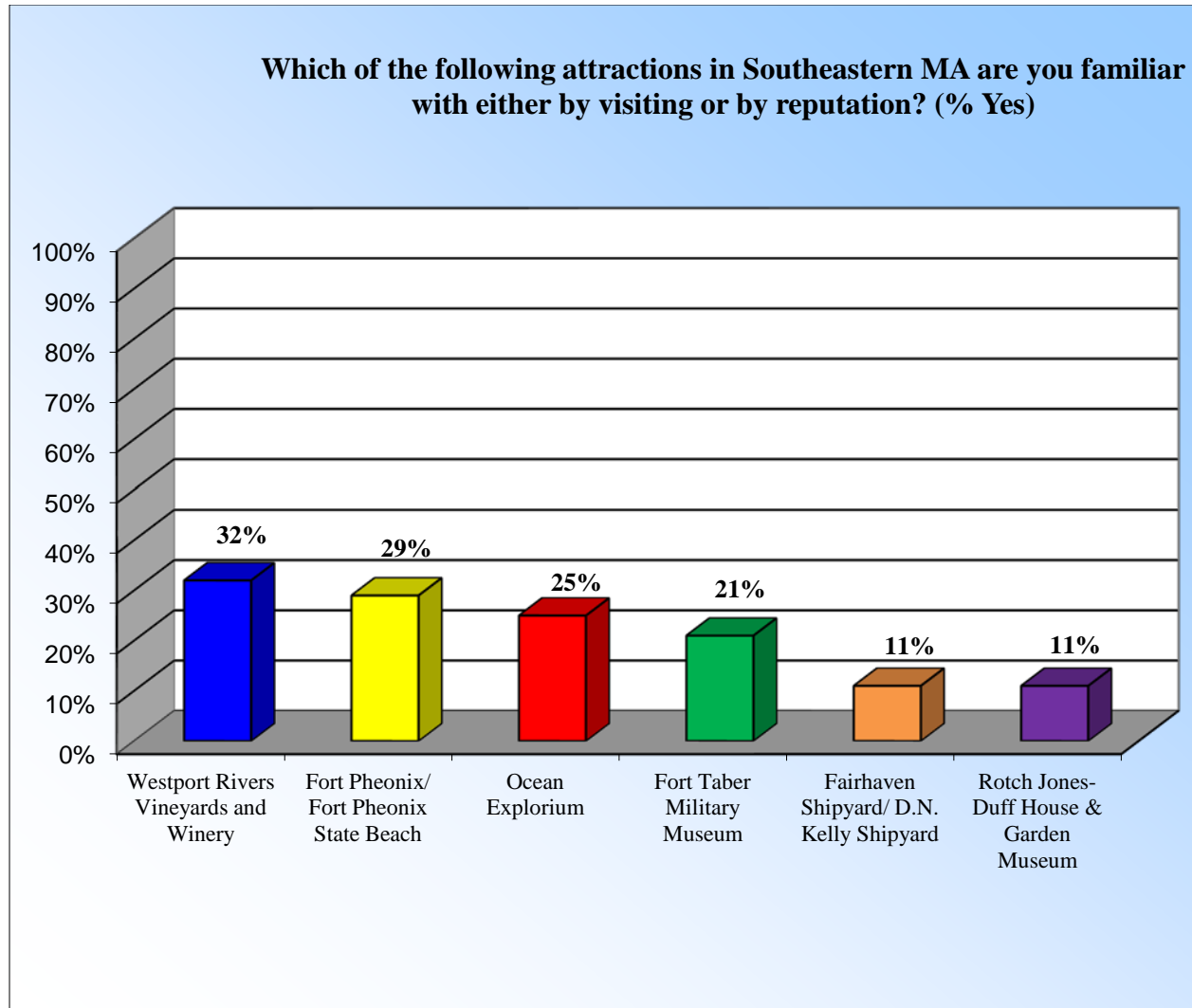
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	18.4	29.2	29.2
	No	119	44.6	70.8	100.0
	Total	168	62.9	100.0	
N/A		99	37.1		
Total		267	100.0		

Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation? (% Yes)



Seventy-three percent of those who travel to Southeastern Massachusetts are familiar with Horseneck Beach, 60% are familiar with Battleship Cove, 57% are familiar with The Whaling Museum, 46% are familiar with Buttonwood Park Zoo and 34% are familiar with the Lizzie Borden Bed & Breakfast.

Question 4: Which of the following attractions in Southeastern MA are you familiar with either by visiting or reputation? (Continued)

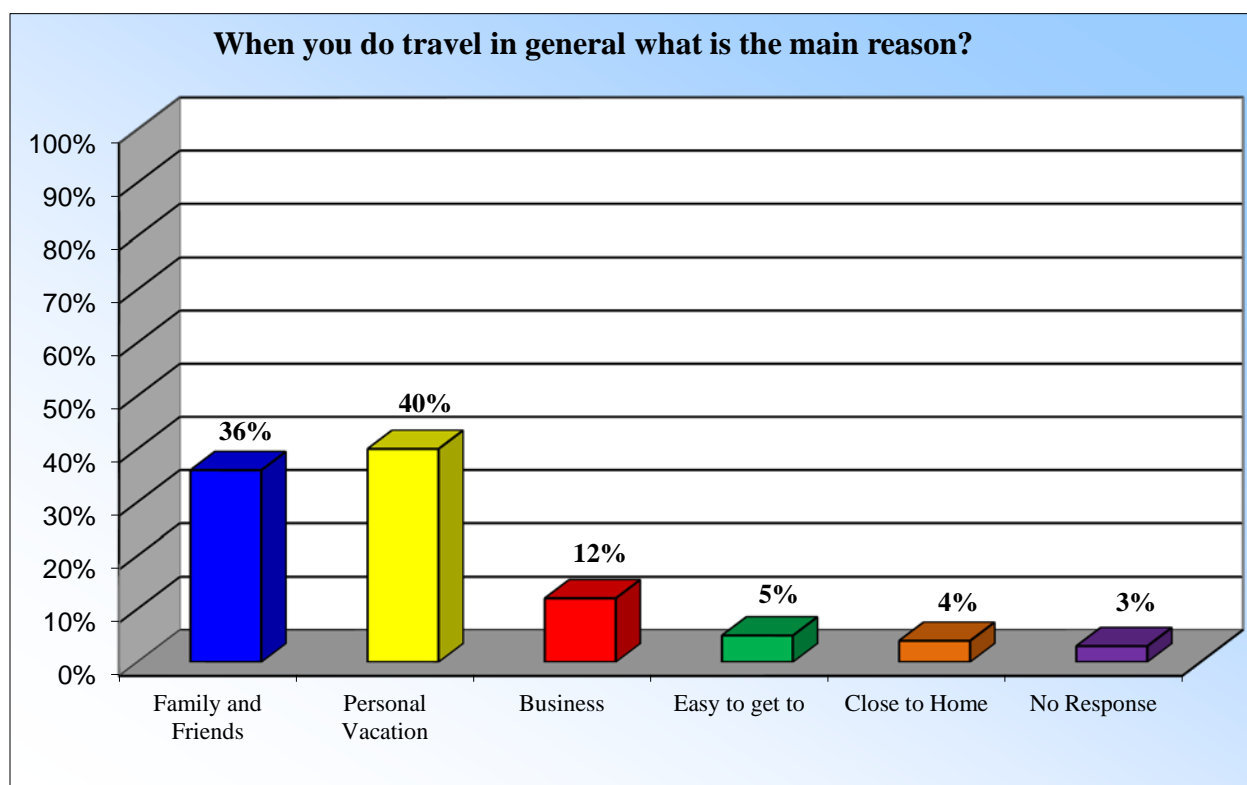


Thirty-two percent of those who travel to Southeastern Massachusetts are familiar with Westport Rivers Vineyards and Winery, 29% are familiar with Fort Phoenix, 25% are familiar with The Ocean Explorium, 21% are familiar with Fort Taber Military Museum, 11% are familiar with Fairhaven Shipyard/D.N. Kelley Shipyard and 11% are familiar with the Rotch-Jones-Duff House and Garden Museum.

Question 5: When you do travel in general, what is the main reason you do?

**When you travel in general, what is your main reason?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To Visit Family and Friends	95	35.6	35.6	35.6
	Personal Vacation	107	40.1	40.1	75.7
	Business	33	12.4	12.4	88.0
	Easy To Get To	13	4.9	4.9	92.9
	Close to Home	11	4.1	4.1	97.0
	No Response	8	3.0	3.0	100.0
	Total	267	100.0	100.0	



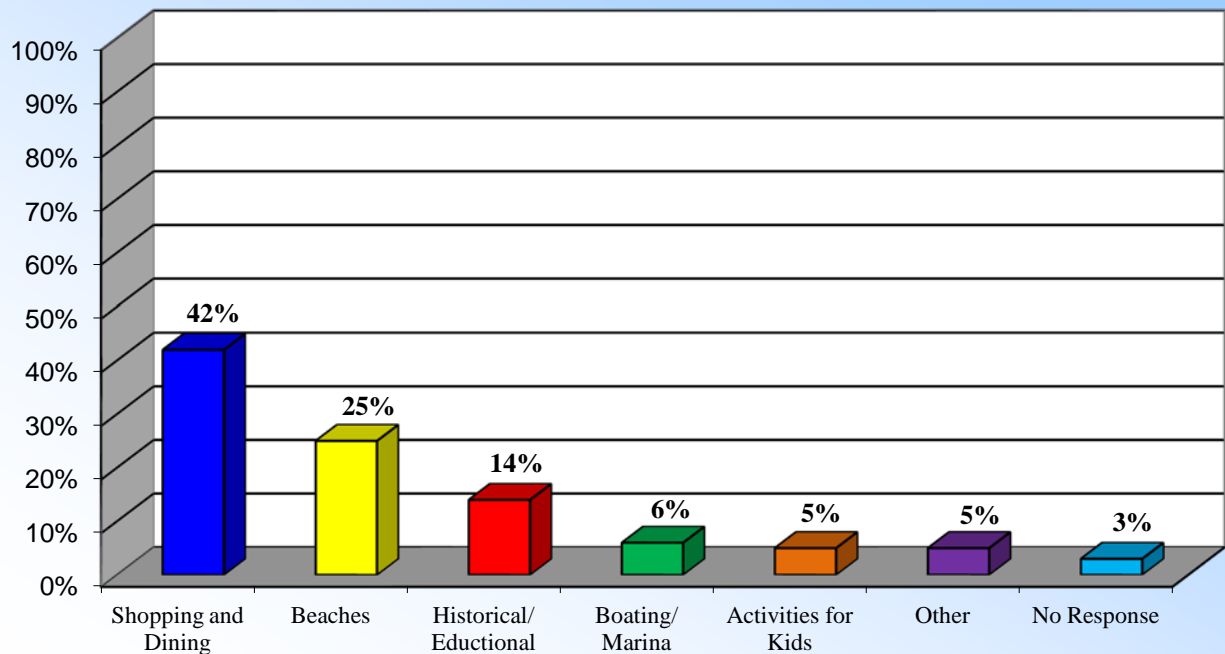
Thirty-six percent of those surveyed generally travel to visit family and friends, 40% for personal vacation, 12% for business, 5% because it is easy to get to, 4% because it is close to home and 3% did not respond.

Question 6: What do you look for once you arrive at your destination?

**What do you look for once you arrive at your destination?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping & Dining	113	42.3	42.3	42.3
	Beaches	66	24.7	24.7	67.0
	Historical/Educational	37	13.9	13.9	80.9
	Boating/Marina	17	6.4	6.4	87.3
	Activities for Kids	13	4.9	4.9	92.1
	Other	14	5.2	5.2	97.4
	No Response	7	2.6	2.6	100.0
	Total	267	100.0	100.0	

**What do you look for once you arrive at your destination?**



Forty-two percent of those surveyed look for shopping and dining once they arrive at their destination, 25% look for beaches, 14% look for historical/educational attractions, 6% look for boating/marinas, 5% look for activities for kids, 5% look for other things and 3% did not respond.

Question 6: What do you look for once you arrive at your destination? (Other)
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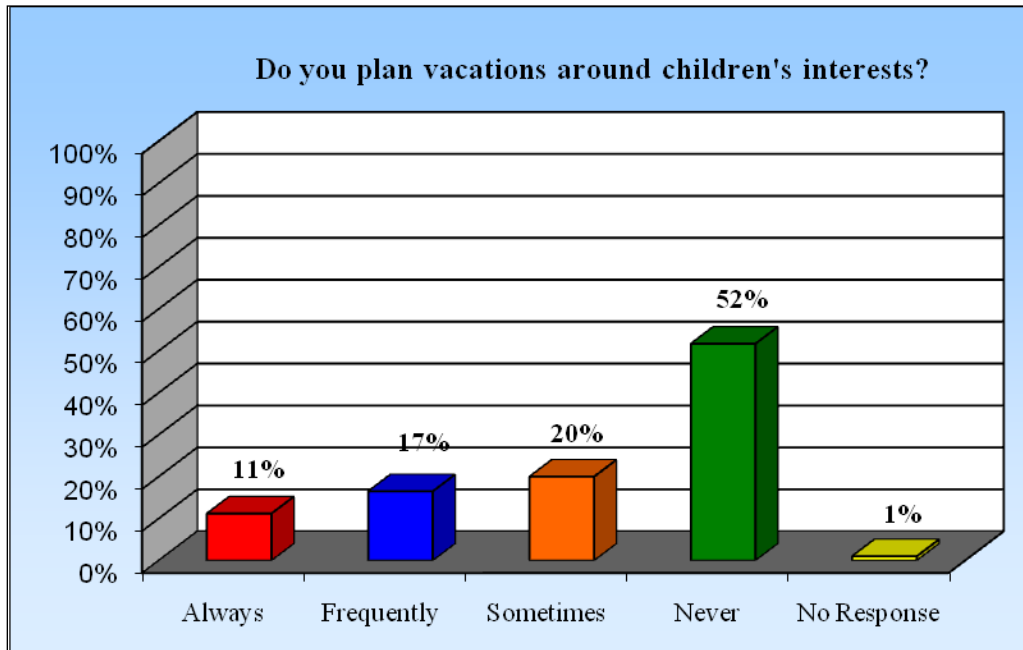
<b><u>Response</u></b>	<b><u>Frequency</u></b>
Business	(7)
Relaxation	(4)
Entertainment	(3)
Resort Activities	(1)
Vehicle Rental Service	(1)
	<hr/>
<b>Total Responses</b>	<b>16</b>



Question 7: Do you plan vacations around children's interests?

**Do you plan vacations around children's interests?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	30	11.2	11.2	11.2
	Frequently	44	16.5	16.5	27.7
	Sometimes	53	19.9	19.9	47.6
	Never	138	51.7	51.7	99.3
	No Response	2	.7	.7	100.0
	Total	267	100.0	100.0	

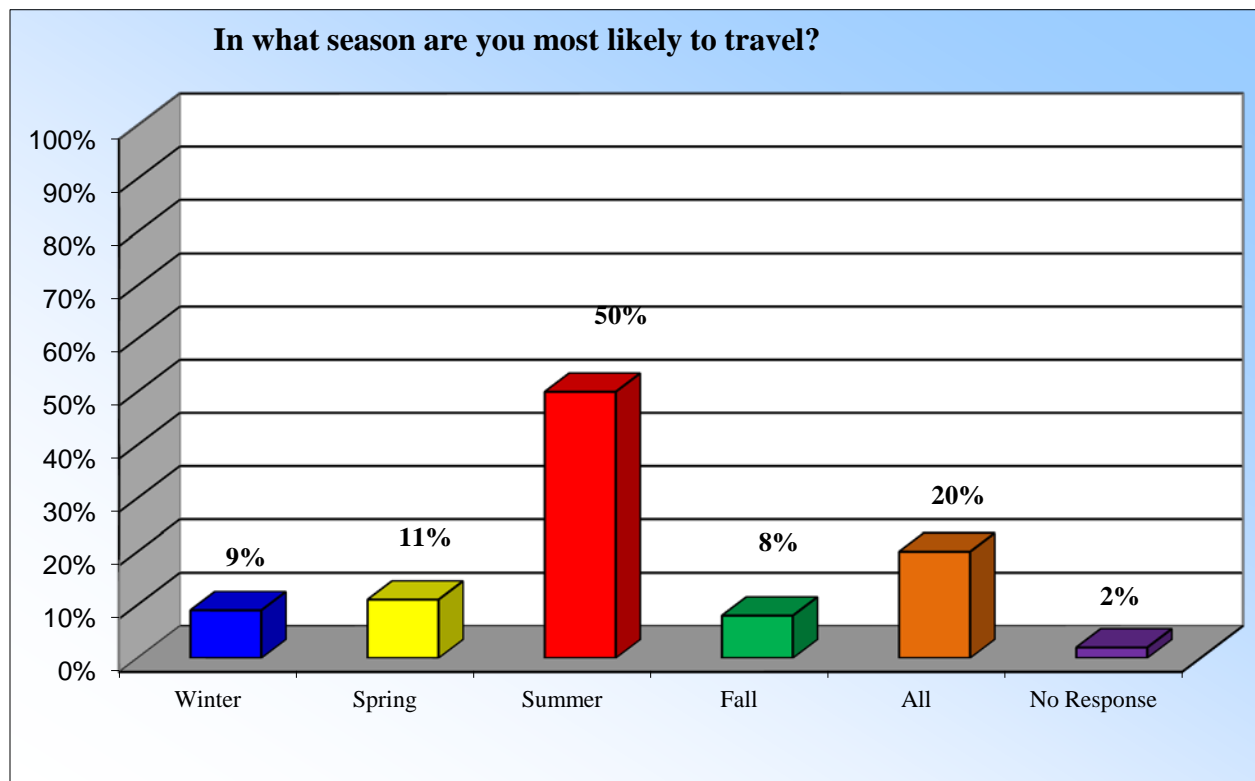


Eleven percent of those surveyed always plan vacations around children's interests, 17% frequently do, 20% sometimes do, 52% never plan vacations around children's interests and 1% did not respond.

Question 8: In what season are you most likely to travel?

**In what season are you most likely to travel in?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Winter	25	9.4	9.4	9.4
Spring	29	10.9	10.9	20.2
Summer	134	50.2	50.2	70.4
Fall	22	8.2	8.2	78.7
All	52	19.5	19.5	98.1
No Response	5	1.9	1.9	100.0
Total	267	100.0	100.0	



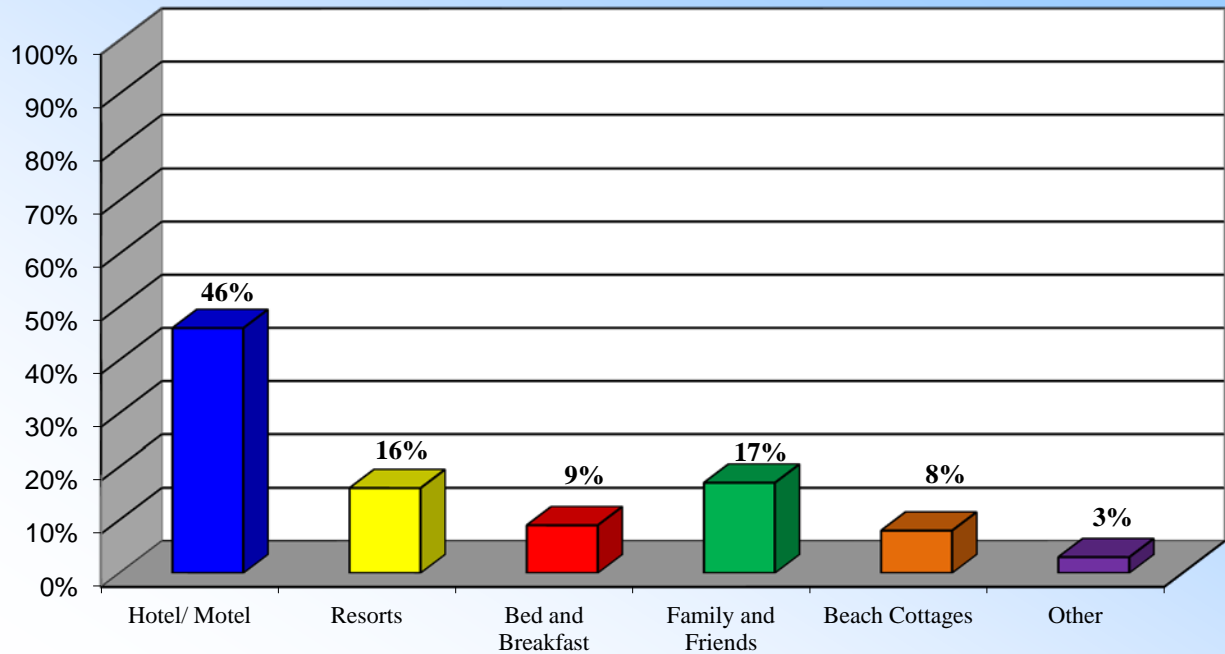
Nine percent of those surveyed are most likely to travel in the Winter, 11% in the Spring, 50% in the Summer, 8% in the Fall, 20% travel throughout the year and 2% did not respond.

Question 9: What is your preferred lodging for overnight stays?

**What is your preferred lodging for overnight stays?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Hotel/ Motel	123	46.1	46.1	46.1
Resort	43	16.1	16.1	62.2
Bed and Breakfast	25	9.4	9.4	71.5
Friends and Family	46	17.2	17.2	88.8
Beach Cottage	20	7.5	7.5	96.3
Other	9	3.4	3.4	99.6
No Response	1	.4	.4	100.0
Total	267	100.0	100.0	

**What is your preferred lodging for overnight stays?**



Forty-six percent of those surveyed prefer hotel/motels, 16% prefer resorts, 9% prefer bed and breakfast, 17% prefer staying with friends and family, 8% prefer beach cottages and 3% prefer other lodging options.

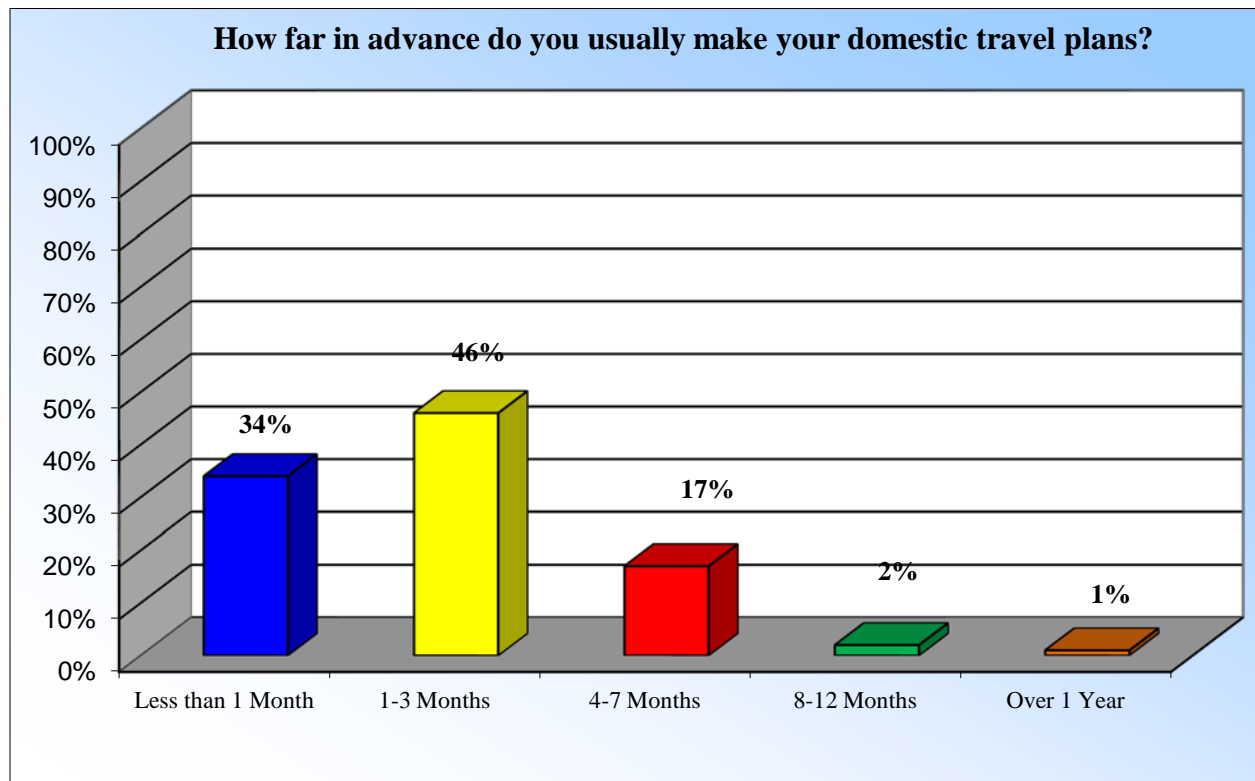
Question 9: What is your preferred lodging for overnight stays? (Other)
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<b><u>Response</u></b>	<b><u>Frequency</u></b>
Camping	(5)
Own Home	(4)
	<hr/>
<b>Total Responses</b>	<b>9</b>

Question 10: How far in advance do you make your domestic travel plans?

**How far in advance do you usually make your domestic travel plans?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1 month	91	34.1	34.1	34.1
1-3 Months	122	45.7	45.7	79.8
4-7 Months	46	17.2	17.2	97.0
8-12 Months	5	1.9	1.9	98.9
More than a year in Advance	2	.7	.7	99.6
No Response	1	.4	.4	100.0
Total	267	100.0	100.0	



Thirty-four percent of those surveyed make travel plans less than 1 month in advance, 46% make travel plans 1-3 months in advance, 17% make travel plans 4-7 months in advance, 2% make travel plans 8-12 months in advance and 1% make travel plans more than a year in advance.

Question 11: When you travel domestically which resources do you use for tourist information?

**When you travel domestically which resources do you use for tourist information? (Internet)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	224	83.9	83.9	83.9
No	40	15.0	15.0	98.9
No Response	3	1.1	1.1	100.0
Total	267	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (Brochures)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	48	18.0	18.0	18.0
No	215	80.5	80.5	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (Television)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	31	11.6	11.6	11.6
No	232	86.9	86.9	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

Question 11: When you travel domestically which resources do you use for tourist information?  
(Continued)

**When you travel domestically which resources do you use for tourist information? (Newspaper)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	19	7.1	7.1	7.1
No	244	91.4	91.4	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (AAA)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	58	21.7	21.7	21.7
No	205	76.8	76.8	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (Magazines)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	25	9.4	9.4	9.4
No	238	89.1	89.1	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

Question 11: When you travel domestically which resources do you use for tourist information?  
(Continued)

**When you travel domestically which resources do you use for tourist information? (Word of Mouth)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	81	30.3	30.3	30.3
No	182	68.2	68.2	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (Radio)**

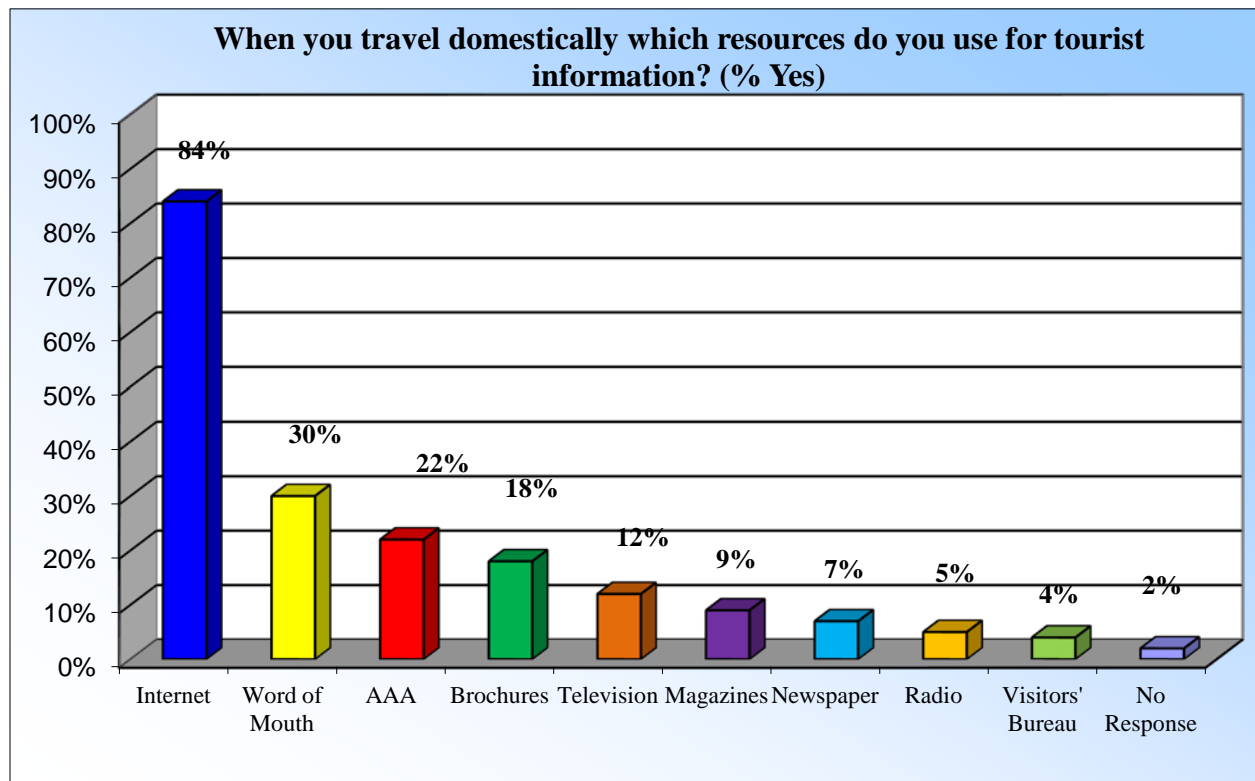
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	12	4.5	4.5	4.5
No	251	94.0	94.0	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (Visitor's Bureau)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	10	3.7	3.7	3.7
No	253	94.8	94.8	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	



Question 11: When you travel domestically which resources do you use for tourist information?  
(% Yes)



Eighty-four percent of those surveyed use the Internet as a resource for tourist information, 30% use word of mouth, 22% use AAA, 18% use brochures, 12% use television, 9% use magazines, 7% use newspapers, 5% use radio, 4% use a Visitors' Bureau and 2% did not respond to this question.

Question 11a: Which online resources have you used in preparation for domestic travel?

**Which online resource have you used in preparation for domestic travel? (AAA.com)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	75	28.1	33.5	33.5
No	148	55.4	66.1	99.6
No Response	1	.4	.4	100.0
Total	224	83.9	100.0	
N/A	43	16.1		
Total	267	100.0		

**Which online resource have you used in preparation for domestic travel? (Yellowpages.com)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	20	7.5	8.9	8.9
No	203	76.0	90.6	99.6
No Response	1	.4	.4	100.0
Total	224	83.9	100.0	
N/A	43	16.1		
Total	267	100.0		

**Which online resource have you used in preparation for domestic travel? (Tripadvisor.com)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	41	15.4	18.3	18.3
No	182	68.2	81.3	99.6
No Response	1	.4	.4	100.0
Total	224	83.9	100.0	
N/A	43	16.1		
Total	267	100.0		

Question 11a: Which online resources have you used in preparation for domestic travel?  
(Continued)

**Which online resource have you used in preparation for domestic travel? (Yahoo.com)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	15.4	18.3	18.3
	No	182	68.2	81.3	99.6
	No Response	1	.4	.4	100.0
	Total	224	83.9	100.0	
N/A		43	16.1		
Total		267	100.0		

**Which online resource have you used in preparation for domestic travel? (Google.com)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	137	51.3	61.2	61.2
	No	86	32.2	38.4	99.6
	No Response	1	.4	.4	100.0
	Total	224	83.9	100.0	
N/A		43	16.1		
Total		267	100.0		

**Which online resource have you used in preparation for domestic travel? (Expedia.com)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	33.7	40.2	40.2
	No	133	49.8	59.4	99.6
	No Response	1	.4	.4	100.0
	Total	224	83.9	100.0	
N/A		43	16.1		
Total		267	100.0		

Question 11a: Which online resources have you used in preparation for domestic travel?  
(Continued)

**Which online resource have you used in preparation for domestic travel? (Hotels.com)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	13.5	16.1	16.1
	No	187	70.0	83.5	99.6
	No Response	1	.4	.4	100.0
	Total	224	83.9	100.0	
N/A		43	16.1		
Total		267	100.0		

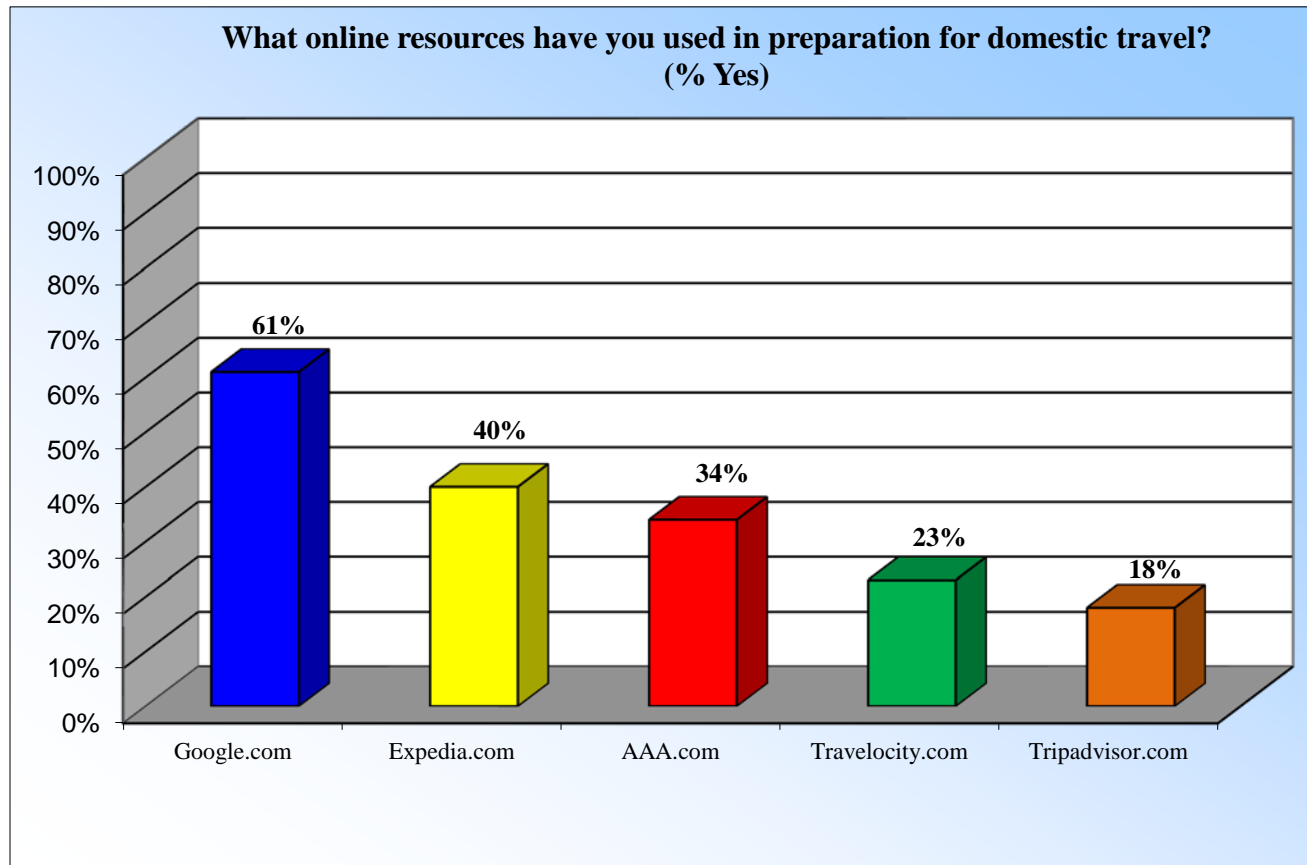
**Which online resource have you used in preparation for domestic travel? (Facebook.com)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	7.5	8.9	8.9
	No	203	76.0	90.6	99.6
	No Response	1	.4	.4	100.0
	Total	224	83.9	100.0	
N/A		43	16.1		
Total		267	100.0		

**Which online resource have you used in preparation for domestic travel? (Travelocity.com)**

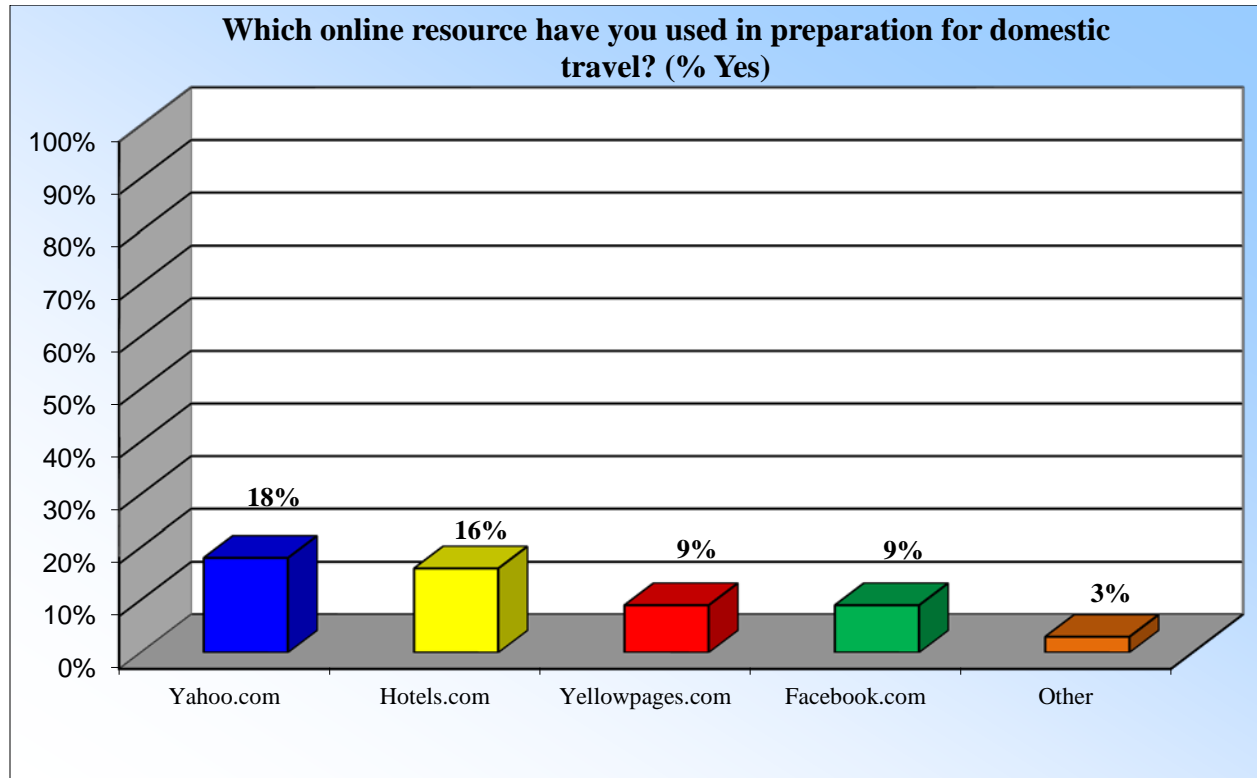
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	19.1	22.8	22.8
	No	172	64.4	76.8	99.6
	No Response	1	.4	.4	100.0
	Total	224	83.9	100.0	
N/A		43	16.1		
Total		267	100.0		

Question 11a: Which online resources have you used in preparation for domestic travel?  
(% Yes)



Sixty-one percent of those surveyed use Google.com as an online resource in preparation for domestic travel, 40% use Expedia.com, 34% use AAA.com, 23% use Travelocity.com and 18% use Tripadvisor.com.

Question 11a: Which online resources have you used in preparation for domestic travel?  
(% Yes)



Eighteen percent of those surveyed use Yahoo.com as an online resource in preparation for domestic travel, 16% use Hotels.com, 9% use Yellowpages.com, 9% use Facebook.com and 3% use other online resources not mentioned.

Question 11a: Which online resources have you used in preparation for domestic travel? (Other)
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<b><u>Response</u></b>	<b><u>Frequency</u></b>
Kayak.com	(3)
Orbitz.com	(2)
Bing.com	(1)
SideStep.com	(1)
Student City.com	(1)
	<hr/>
<b>Total Responses</b>	<b>8</b>

Question 11b: Which travel magazines do you read or use to plan your trip?

**Which travel or lifestyle magazines do you read or use to plan your trip?  
(Yankee Magazine)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	1.5	16.0	16.0
	No	21	7.9	84.0	100.0
	Total	25	9.4	100.0	
N/A		242	90.6		
Total		267	100.0		

**Which travel or lifestyle magazines do you read or use to plan your trip?  
(Travel & Leisure)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	4.5	48.0	48.0
	No	13	4.9	52.0	100.0
	Total	25	9.4	100.0	
N/A		242	90.6		
Total		267	100.0		



Question 11b: Which travel magazines do you read or use to plan your trip? (Continued)

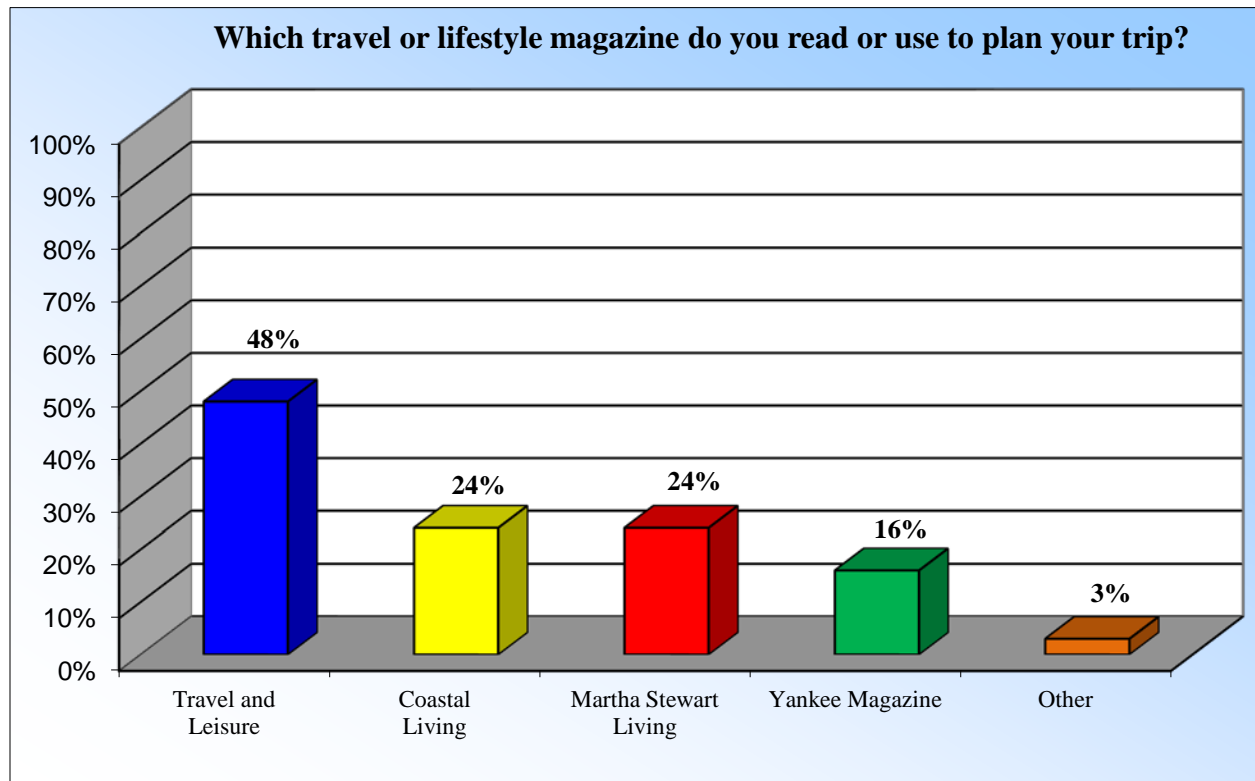
**Which travel or lifestyle magazines do you read or use to plan your trip?  
(Coastal Living)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	2.2	24.0	24.0
	No	18	6.7	72.0	96.0
	No Response	1	.4	4.0	100.0
	Total	25	9.4	100.0	
N/A		242	90.6		
Total		267	100.0		

**Which travel or lifestyle magazines do you read or use to plan your trip?  
(Martha Stewart Living)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	6	2.2	24.0	24.0
	No	19	7.1	76.0	100.0
	Total	25	9.4	100.0	
N/A		242	90.6		
Total		267	100.0		

Question 11b: Which travel magazines do you read or use to plan your trip? (% Yes)



Forty-eight percent of those surveyed use magazines read Travel and Leisure, 24% read Coastal Living, 24% read Martha Stewart, 16% read Yankee Magazine when they plan their trip, and 3% read other magazines not mentioned.

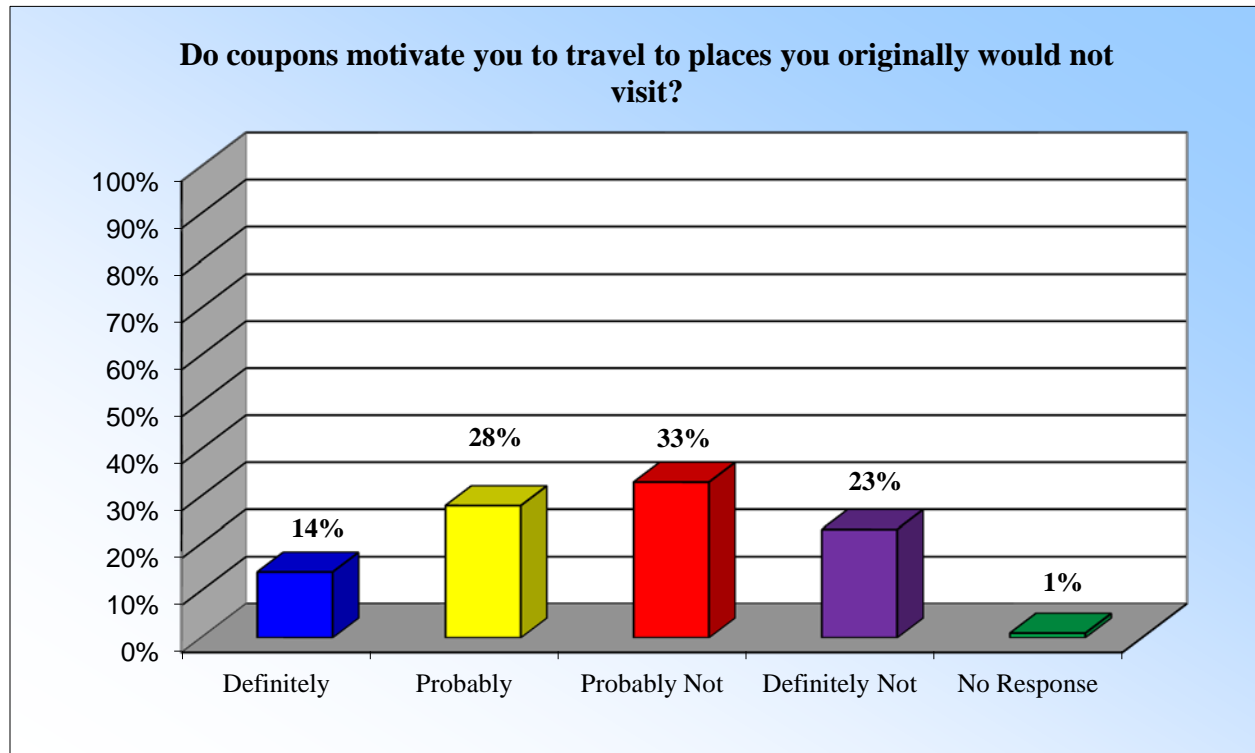
Question 11b: Which travel magazines do you read or use to plan your trip? (Other)
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<b><u>Response</u></b>	<b><u>Frequency</u></b>
AAA	(1)
Motherhood	(1)
National Geographic	(1)
	<hr/>
<b>Total Responses</b>	<b>3</b>

Question 12: Do coupons motivate you to travel to places you originally would not visit?

**Do coupons motivate you to travel to places you originally would not visit?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Definitely	38	14.2	14.2	14.2
Probably	75	28.1	28.1	42.3
Probably Not	89	33.3	33.3	75.7
Definitely Not	62	23.2	23.2	98.9
No Response	3	1.1	1.1	100.0
Total	267	100.0	100.0	



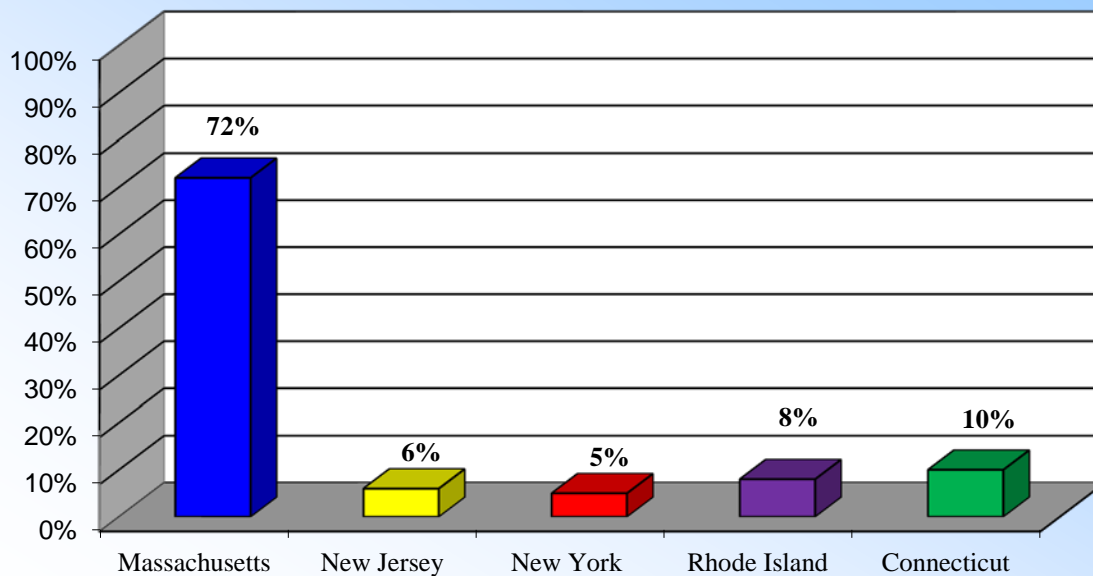
Fourteen percent of those surveyed said coupons definitely motivate them to travel places they would originally not visit, 25% said they probably would, 33% said they probably would not, 23% said they definitely would not and 1% did not respond.

Question 13: What state do you live in?

**What state do you live in?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Massachusetts	192	71.9	71.9	71.9
	New Jersey	15	5.6	5.6	77.5
	New York	14	5.2	5.2	82.8
	Rhode Island	20	7.5	7.5	90.3
	Connecticut	26	9.7	9.7	100.0
	Total	267	100.0	100.0	

**What state do you live in?**

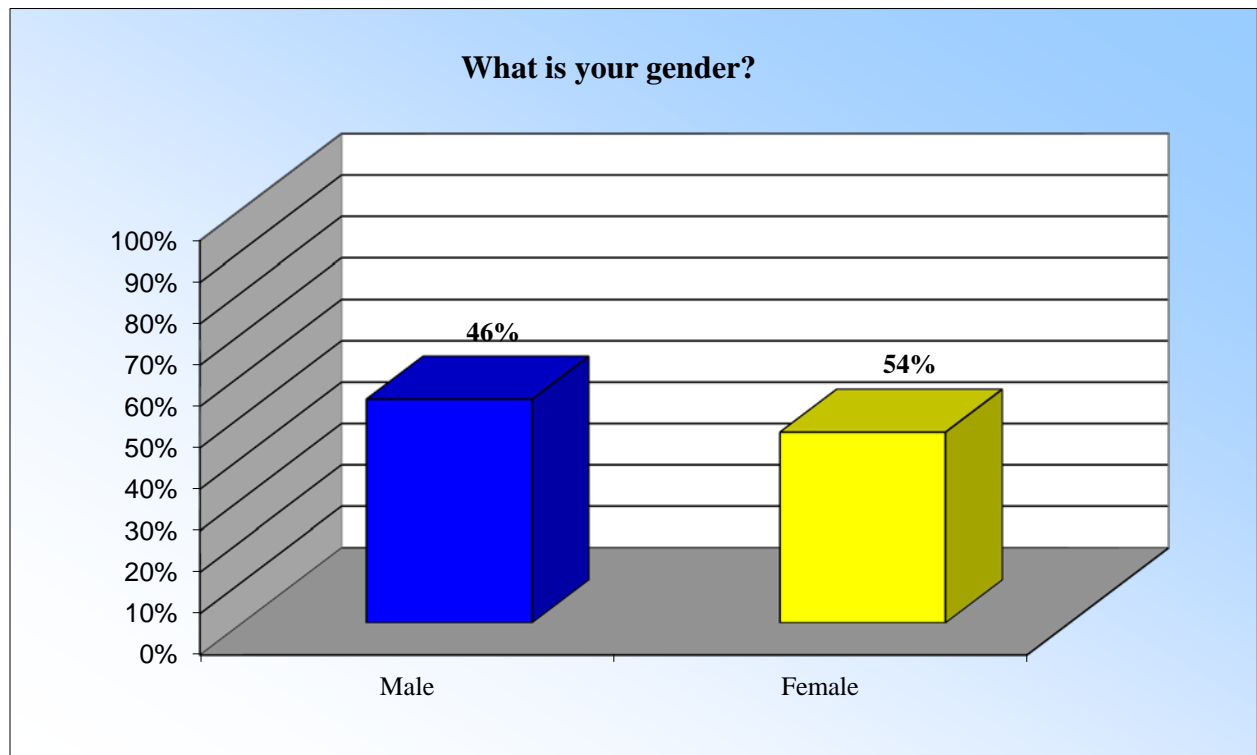


Seventy-two percent of those surveyed live in Massachusetts, 6% live in New Jersey, 5% live in New York, 8% live in Rhode Island and 10% live in Connecticut.

Question 14: What is your gender?

**What is your gender?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	143	53.6	53.6	53.6
Male	124	46.4	46.4	100.0
Total	267	100.0	100.0	



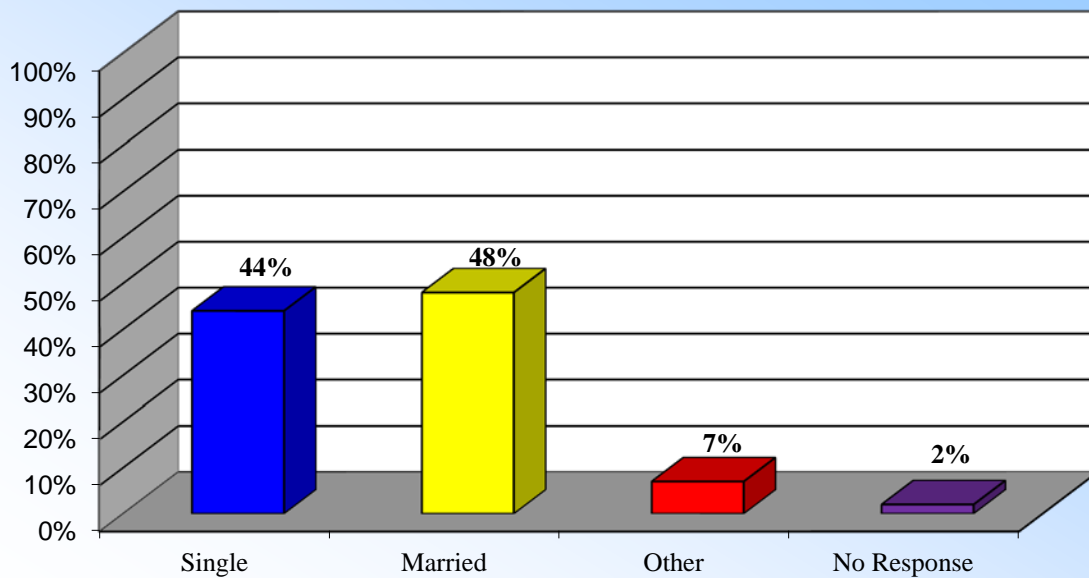
Forty-six percent of those surveyed are male and 54% are female.

Question 15: What is your marital status?

**What is your marital status?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	117	43.8	43.8	43.8
Married	127	47.6	47.6	91.4
Other	18	6.7	6.7	98.1
No Response	5	1.9	1.9	100.0
Total	267	100.0	100.0	

**What is your marital status?**



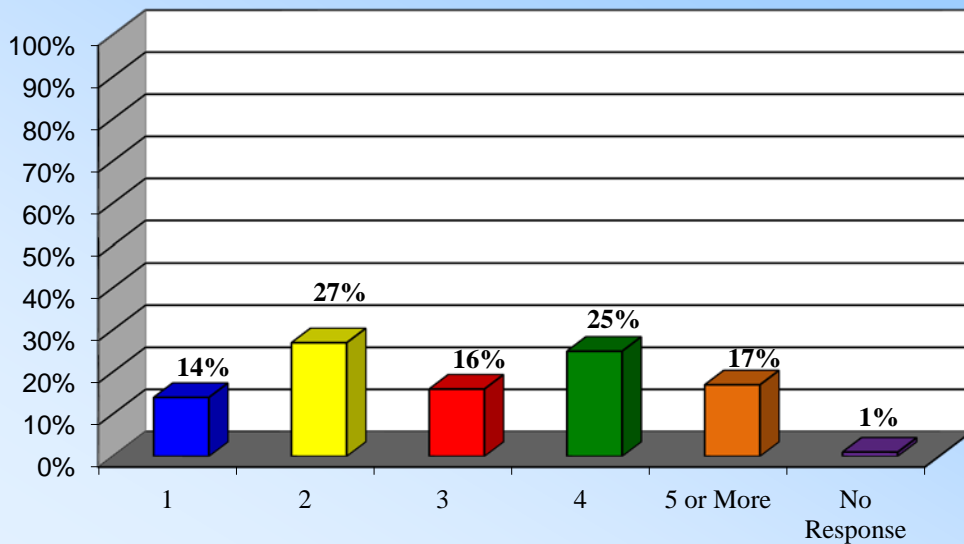
Forty-four percent of those surveyed are single, 48% are married, 7% responded other and 2% did not respond.

Question 16: How many people live in your household including yourself?

**How many people live in your household including yourself?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid One	38	14.2	14.2	14.2
Two	72	27.0	27.0	41.2
Three	43	16.1	16.1	57.3
Four	67	25.1	25.1	82.4
5 or More	44	16.5	16.5	98.9
No Response	3	1.1	1.1	100.0
Total	267	100.0	100.0	

**How many people live in your household including yourself?**



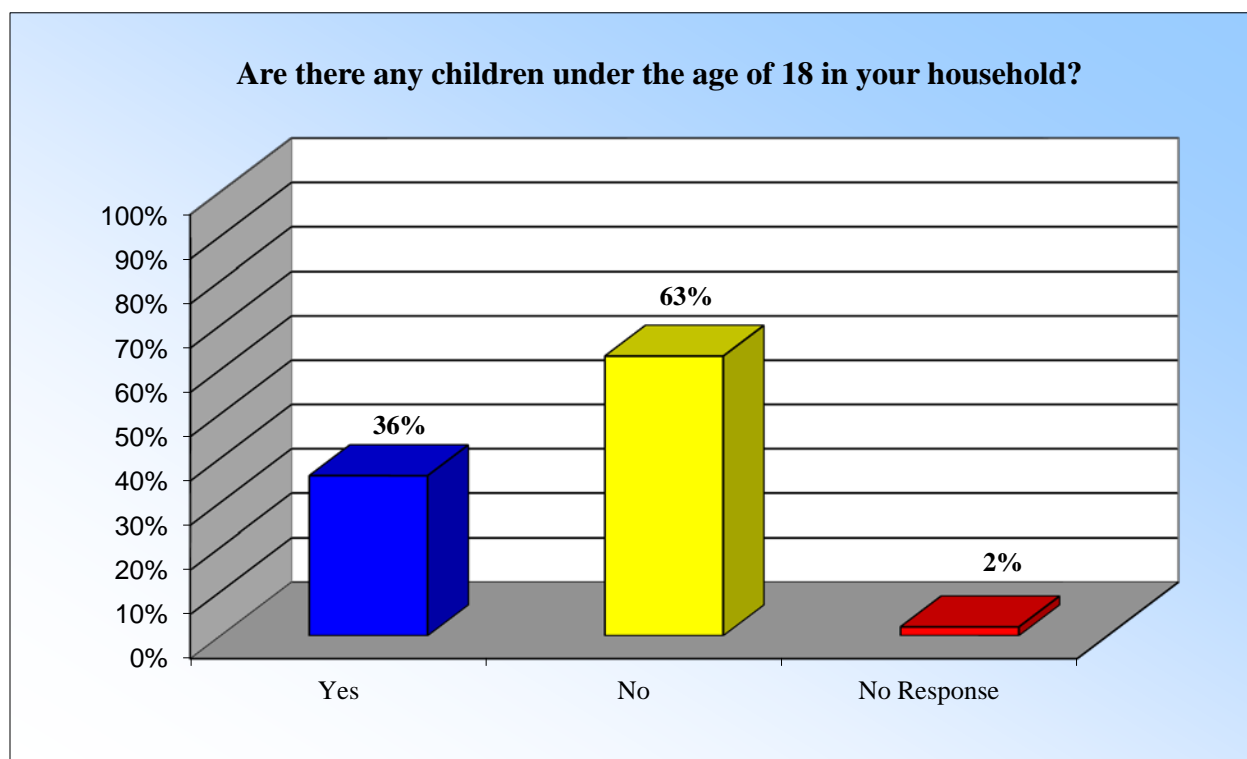
Fourteen percent of those surveyed live alone, 27% have 2 people in their household, 16% have 3 people in their household, 25% have 4 people in their household, 17% have 5 or more people in their household and 1% did not respond.



Question 17: Are there any children under the age of 18 in your household?

**Are there any children under the age of 18 in your household?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	95	35.6	35.6	35.6
No	168	62.9	62.9	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	



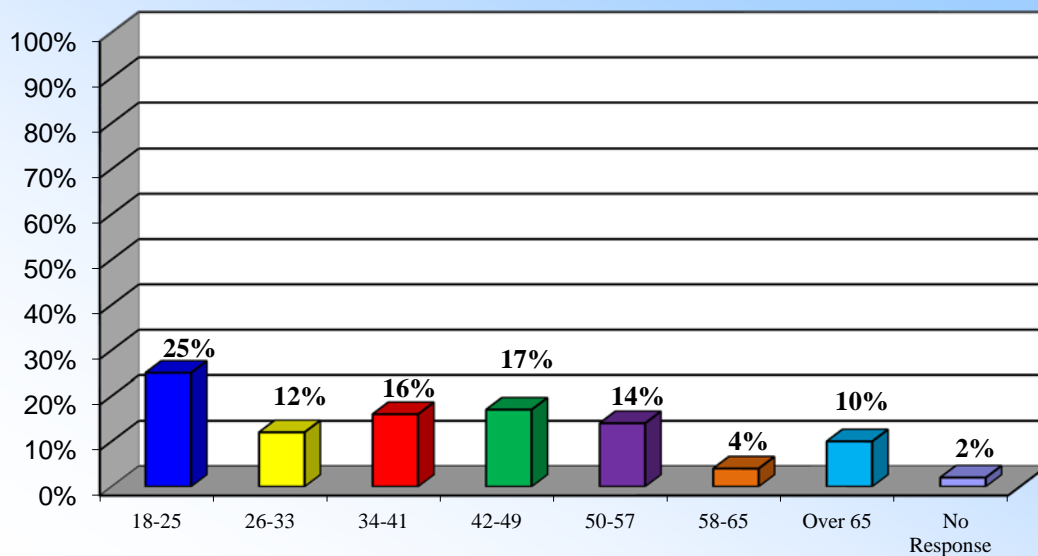
Thirty-six percent of those surveyed have children under the age of 18 living in their home, 63% do not and 2% did not respond.

Question 18: What is your age?

**What is your age?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	67	25.1	25.1	25.1
26-33	33	12.4	12.4	37.5
34-41	42	15.7	15.7	53.2
42-49	46	17.2	17.2	70.4
50-57	38	14.2	14.2	84.6
58-65	10	3.7	3.7	88.4
Over 65	27	10.1	10.1	98.5
No Response	4	1.5	1.5	100.0
Total	267	100.0	100.0	

**What is your age?**

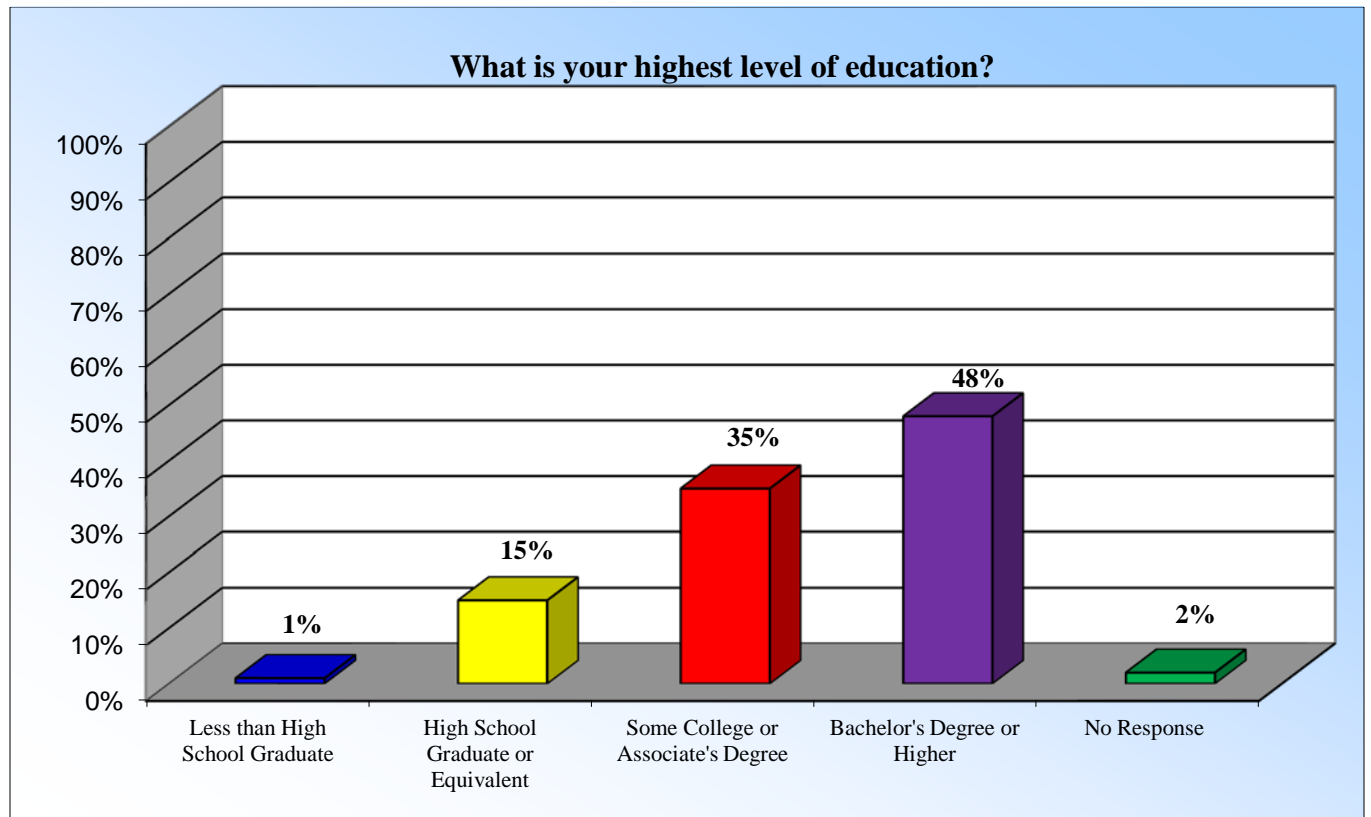


Twenty-five percent of those surveyed are between the ages of 18 and 25 years old, 12% are between 26 and 33 years old, 16% are between 34 and 41 years old, 17% are between 42 and 49 years old, 14% are between 50 and 57 years old, 4% are between 58 and 65 years old, 10% are over 65 years old and 2% did not respond.

Question 19: What is your highest level of education?

**What is your highest level of education?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than High School Graduate	3	1.1	1.1	1.1
	High School Graduate	39	14.6	14.6	15.7
	Some College or Associate's Degree	94	35.2	35.2	50.9
	Bachelor's Degree or Higher	127	47.6	47.6	98.5
	No Response	4	1.5	1.5	100.0
	Total	267	100.0	100.0	

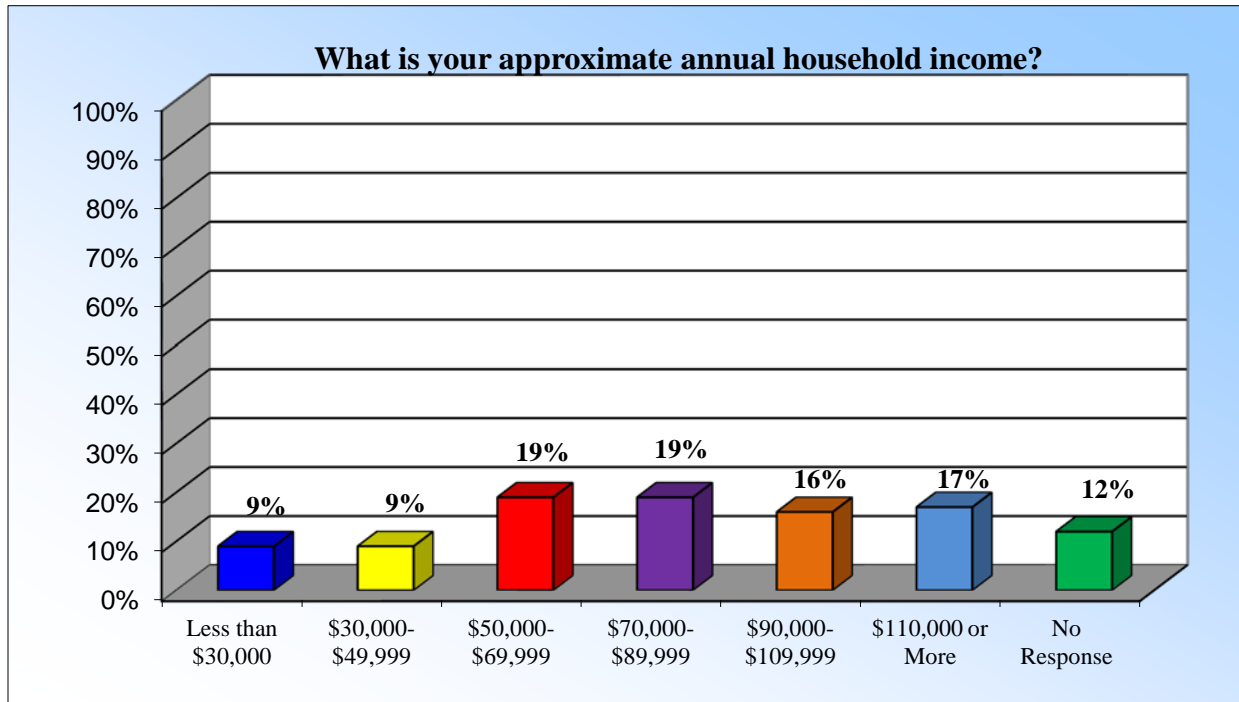


One percent of those surveyed have less than a high school education, 15% are a High School Graduate or Equivalent, 35% have some college or Associate's Degree, 48% have a Bachelor's Degree or higher and 2% did not respond.

Question 20: What is your approximate annual household income?

**What is your approximate annual household income?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$30,000	25	9.4	9.4	9.4
	\$30,000-49,999	23	8.6	8.6	18.0
	\$50,000-69,999	50	18.7	18.7	36.7
	\$70,000-89,999	51	19.1	19.1	55.8
	\$90,000-109,999	42	15.7	15.7	71.5
	\$110,000 or More	44	16.5	16.5	88.0
	No Response	32	12.0	12.0	100.0
	Total	267	100.0	100.0	



Nine percent of those surveyed have an approximate annual household income less than \$30,000, 9% between \$30,000-\$49,999, 19% between \$50,000-\$69,999, 19% between \$70,000-\$89,999, 16% between \$90,000-\$109,999, 17% have an approximate annual household income of \$110,000 or more and 12% did not respond.

**Additional Analysis**  
(Selected Cases)

This is a report of all cases in which people responded to this survey. The question was “Do you travel to Southeastern Massachusetts between Providence and Cape Cod?” SPSS then eliminated the respondents who did not travel there, leaving only those who travel to Southeastern Massachusetts between Providence and Cape Cod.

**What is your preferred lodging for overnight stays?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/ Motel	66	39.3	39.3	39.3
	Resort	31	18.5	18.5	57.7
	Bed and Breakfast	16	9.5	9.5	67.3
	Friends and Family	28	16.7	16.7	83.9
	Beach Cottage	20	11.9	11.9	95.8
	Other	6	3.6	3.6	99.4
	No Response	1	.6	.6	100.0
	Total	168	100.0	100.0	

**What is your preferred lodging for overnight stays?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		162	96.4	96.4	96.4
	Camping	4	2.4	2.4	98.8
	Own Home	2	1.2	1.2	100.0
	Total	168	100.0	100.0	

**What do you look for once you arrive at your destination?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping & Dining	69	41.1	41.1	41.1
	Beaches	45	26.8	26.8	67.9
	Historical/Educational	22	13.1	13.1	81.0
	Boating/Marina	13	7.7	7.7	88.7
	Activities for Kids	7	4.2	4.2	92.9
	Other	8	4.8	4.8	97.6
	No Response	4	2.4	2.4	100.0
	Total	168	100.0	100.0	

**Do coupons motivate you to travel to places you originally would not visit?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely	33	19.6	19.6	19.6
	Probably	45	26.8	26.8	46.4
	Probably Not	61	36.3	36.3	82.7
	Definitely Not	27	16.1	16.1	98.8
	No Response	2	1.2	1.2	100.0
	Total	168	100.0	100.0	

**When you travel domestically which resources do you use for tourist information?  
(Internet)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	149	88.7	88.7	88.7
	No	17	10.1	10.1	98.8
	No Response	2	1.2	1.2	100.0
	Total	168	100.0	100.0	

**When you travel domestically which resources do you use for tourist information? (Brochures)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	36	21.4	21.4	21.4
No	129	76.8	76.8	98.2
No Response	3	1.8	1.8	100.0
Total	168	100.0	100.0	

**Which online resource have you used in preparation for domestic travel? (Google.com)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	103	61.3	69.1	69.1
No	45	26.8	30.2	99.3
No Response	1	.6	.7	100.0
Total	149	88.7	100.0	
N/A	19	11.3		
Total	168	100.0		

**Which online resource have you used in preparation for domestic travel? (Travelocity.com)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	20.8	23.5	23.5
No	113	67.3	75.8	99.3
No Response	1	.6	.7	100.0
Total	149	88.7	100.0	
N/A	19	11.3		
Total	168	100.0		

**What state do you live in?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Massachusetts	128	76.2	76.2	76.2
	New Jersey	10	6.0	6.0	82.1
	New York	3	1.8	1.8	83.9
	Rhode Island	13	7.7	7.7	91.7
	Connecticut	14	8.3	8.3	100.0
	Total	168	100.0	100.0	

**Are there any children under the age of 18?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	38.1	38.1	38.1
	No	100	59.5	59.5	97.6
	No Response	4	2.4	2.4	100.0
	Total	168	100.0	100.0	



## Recommendations and Conclusion

The purpose of this study is to investigate the habits and patterns of tourists among residents in Massachusetts, Rhode Island, Connecticut, New York and New Jersey, with a focus on those who visit Southeastern Massachusetts. The following recommendations are based on the data collected from a survey with focus on specific variables.

### Reasons for traveling to Southeastern Massachusetts

The data in this study indicated common reasons for travel include visiting family and friends (31%), personal vacations (29%) and business trips (18%). When asked which of the following would a tourist engage in on a visit to the area, swimming and beaches were number one with 66%, followed by shopping and dining (64%) and winery and brewery visits (26%). **The top two options are very important to tourists in Southeastern Massachusetts, so it is recommended to run advertising campaigns focusing on both beaches and shopping and dining. People are visiting the area for personal reasons more commonly than for business, so an extra focus could be put on the unique and fun places to shop and dine.**

### Availability of tourist information

The data in this study indicates the most popular resource for gathering tourist information was the internet (84%). The second most utilized resource is word of mouth (30%), followed by AAA (22%) and brochures (18%). **Since the internet is a leading provider of tourist information, it is our recommendation to look at the possibility of launching a social media campaign. Town officials could research other town's online communications to understand what others are doing and what they are not doing. This would be a good starting point for implementing a social media campaign.**

### Attractions in Southeastern Massachusetts

The top three particular attractions that tourists to the area are familiar with are Horseneck Beach (73%), Battleship Cove (60%), and The Whaling Museum (57%). **It is recommended in order to gain popularity of these and surrounding attractions, more advertising could be utilized. The most commonly used resource (therefore arguably the most efficient) is the internet.**

### Coupons to motivate tourism

The data in this study indicates 14% are definitely motivated by coupons and 28% said they would probably be motivated, 33% said they would probably not be motivated and 23% were definitely not motivated by them. **It is recommended that if properly utilized, coupons could be an effective way to attract tourists. The more easily accessible coupons are (i.e. printing directly from the internet), the higher the probability of tourists using them.**