DAY TRIP
TRAVEL DESTINATIONS
CITY OF HILLSDALE:
A MARKET RESEARCH STUDY

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OVERVIEW

- Determine perception of current services

- Identify attractive services, events or activities

- Gain further knowledge into the target market's travel preferences

RESEARCH OBJECTIVES

- 1) Measure awareness/interest level of Hillsdale County's current offerings

- 2) Determine the perceived reputation of Hillsdale from adults between 25 and 75 years of age and with a minimum reported yearly income of $30,000

- 3) Measure perceived interest and number of people with the propensity for travel

- 4) Gather demographics of respondents with special interest in those that are currently or would travel to Hillsdale

LIMITATIONS

- **Secondary Research Material**

- **Of the 2,500 surveys sent out, 55 were undeliverable**

- **Of the 182 usable surveys, some were not entirely filled out**
  - **Affects quality of data analysis**

- **In total, 84% of respondents have never visited the City of Hillsdale**
  - **May have been unable to adequately answer a portion of the survey**
  - **Could have skewed a certain portion**

- **Non-Respondent Bias**
  - **Those not responding may have differing opinions than those choosing to respond**

METHODOLOGY

- Questions developed based on research objectives and matched to one of the four objectives

- 19 Questions include:
  - Categorical: dual choice, multiple choice, and a screening question
  - Metric, natural and synthetic scale
  - Open-ended, free-response

- Population selection
  - Two-hour radius outside of Hillsdale County
  - Age: 25 to 75
  - $30,000 minimum annual income

METHODOLOGY CONTINUED

- Data Collection
  - Self-Administered mail surveys
  - Survey mail date: March 21, 2013
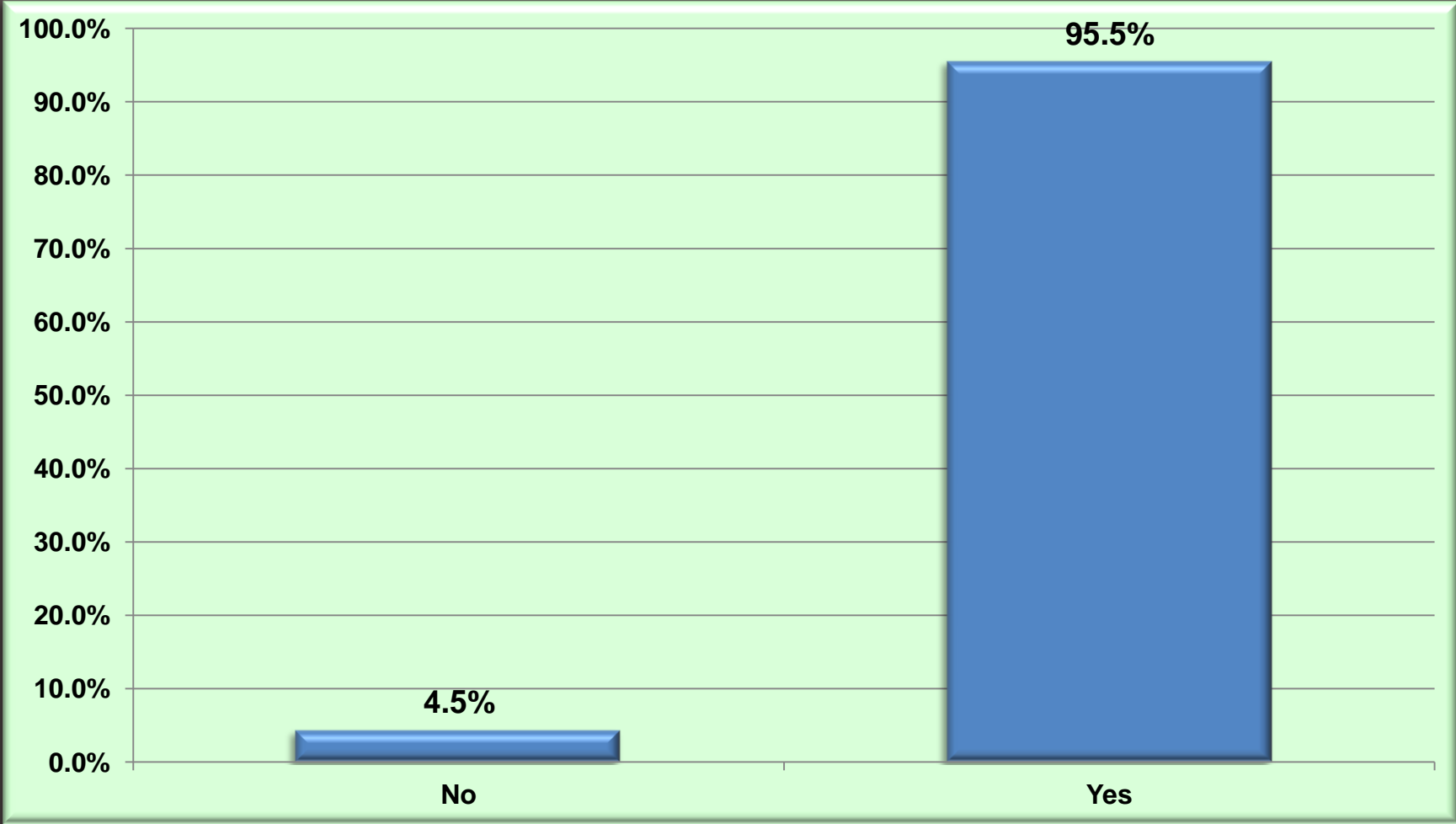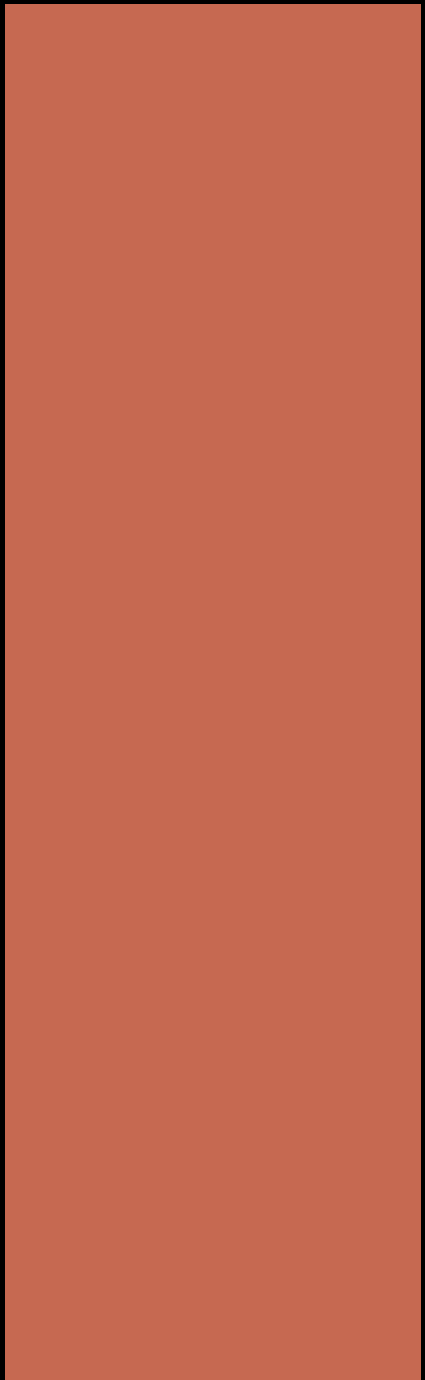 - Survey return deadline: April 9, 2013

- Results
  - Net Response Rate: 7.28%
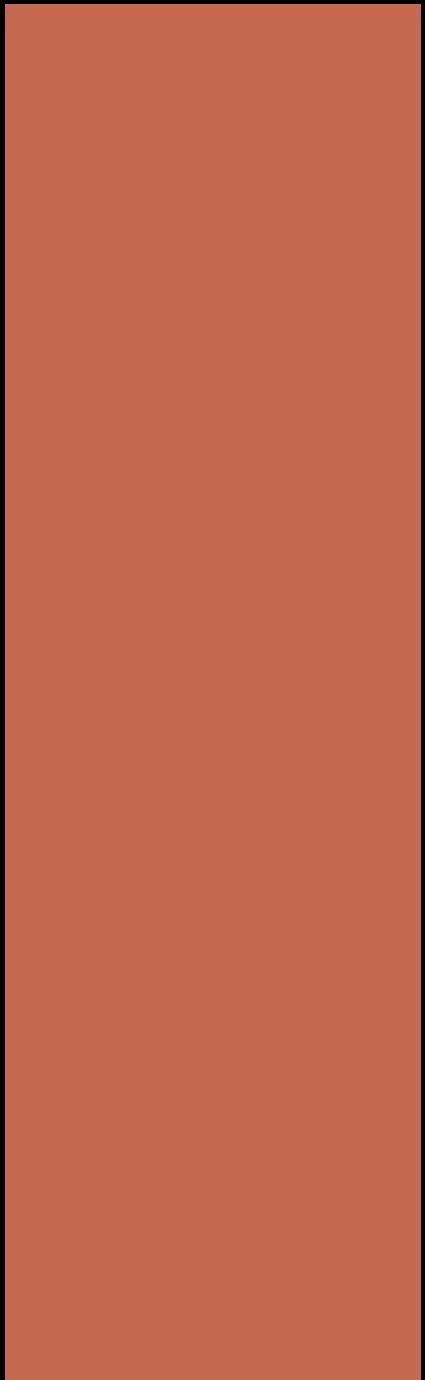 - Sample Error: 7.00%
  - 182 usable surveys

- Evaluation Techniques
  - Summarization: Averages & Frequency Distribution
  - Significance Tests (95% Confidence)
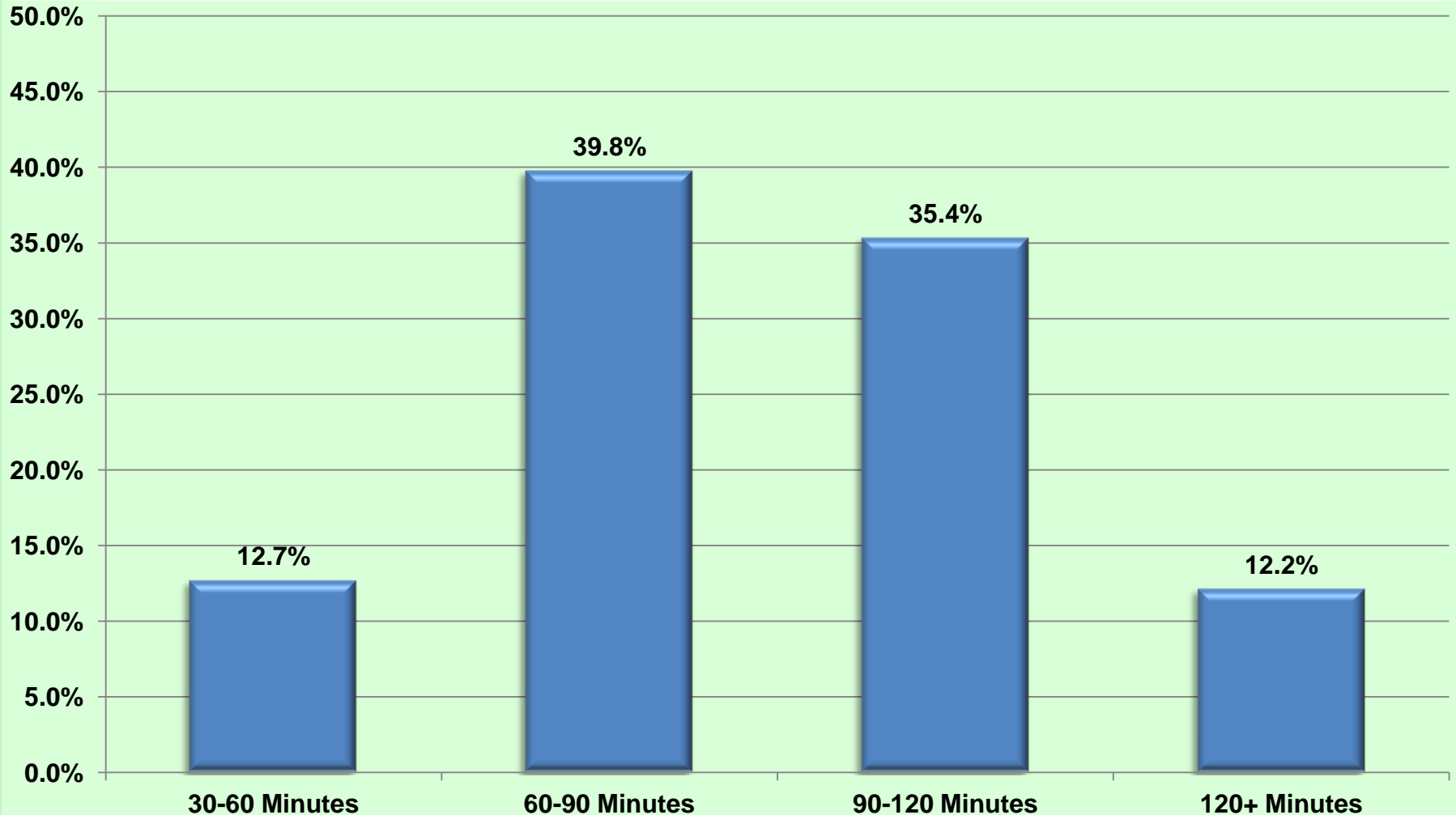   - Relationship Test: Correlation Analysis and Linear Regression

1) DO YOU LIKE WEEKEND/DAY TRIPS?

4) WHAT DO YOU THINK IS A REASONABLE <u>DRIVE TIME</u> FOR A DAY TRIP, SPECIAL EVENT, FESTIVAL, SHOW, OR ACTIVITY?

5) HOW LIKELY ARE YOU TO USE OVERNIGHT LODGING AT THE LOCATION OF A SPECIAL EVENT, FESTIVAL, SHOW, OR ACTIVITY?
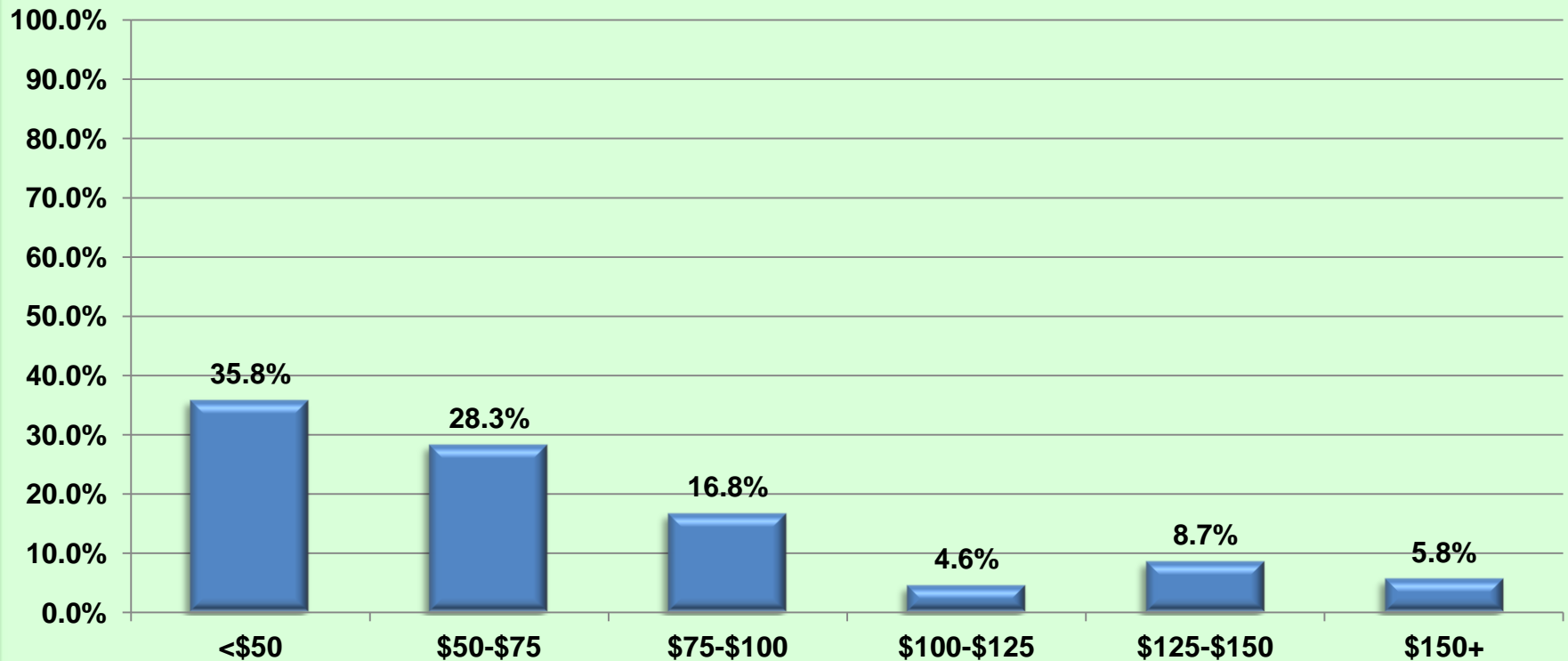
0	1	2	3	4
Unlikely	Neutral	Somewhat Likely	Likely	Very Likely

Variable	Average	Standard Deviation	Minimum	Max.	Sample
How likely are to stay at overnight lodging for activity?	2.2	1.1	0	4	180

6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

0	1	2	3	4	5
Less than $50	$50 - $75	$75 - $100	$100 - $125	$125 - $150	$150+

How much are you willing to spend for a weekend/day trip for EVENTS?

- <$50: 35.8%
- $50-$75: 28.3%
- $75-$100: 16.8%
- $100-$125: 4.6%
- $125-$150: 8.7%
- $150+: 5.8%

6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

0	1	2	3	4	5
Less than $50	$50 - $75	$75 - $100	$100 - $125	$125 - $150	$150+

How much are you willing to spend for a weekend/day trip for RETAIL?
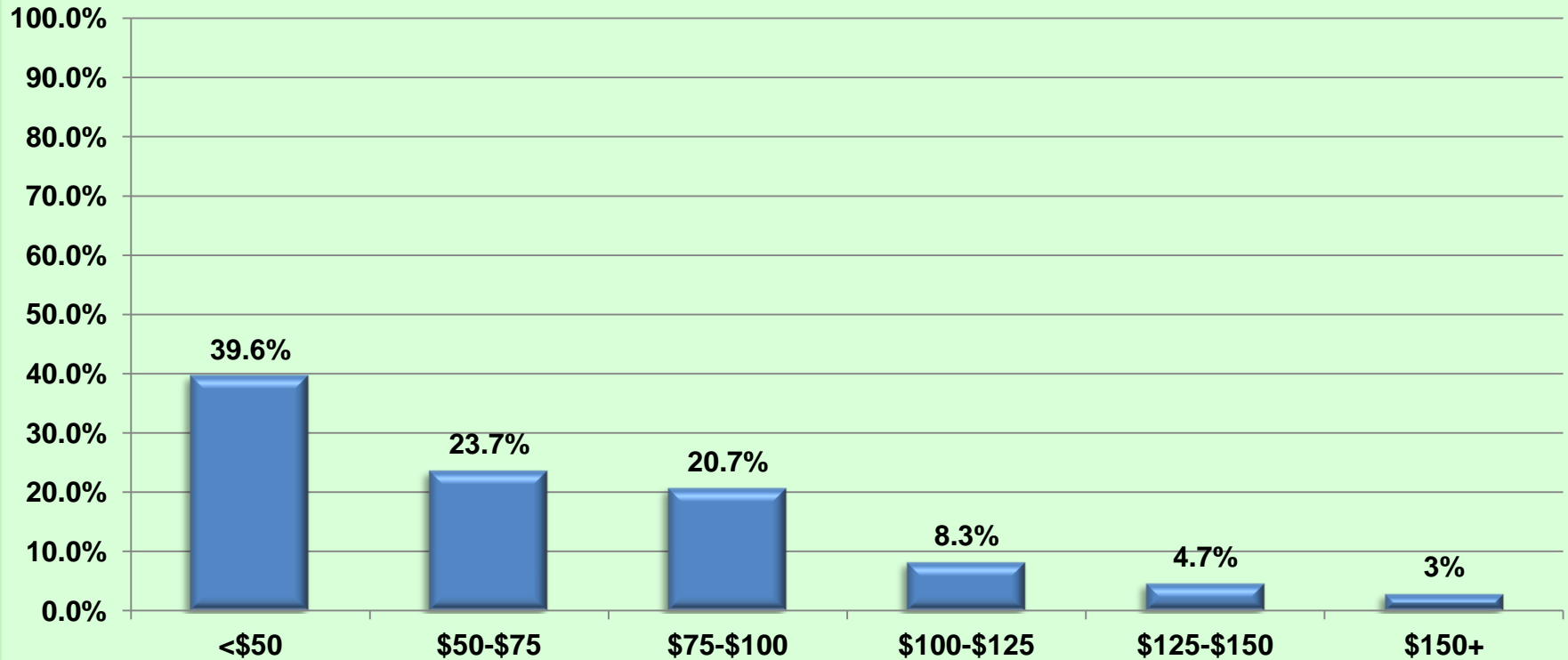
Bar chart values:
- <$50: 39.6%
- $50-$75: 23.7%
- $75-$100: 20.7%
- $100-$125: 8.3%
- $125-$150: 4.7%
- $150+: 3%

6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

0	1	2	3	4	5
Less than $50	$50 - $75	$75 - $100	$100 - $125	$125 - $150	$150+

How much are you willing to spend for a weekend/day trip for DINING?
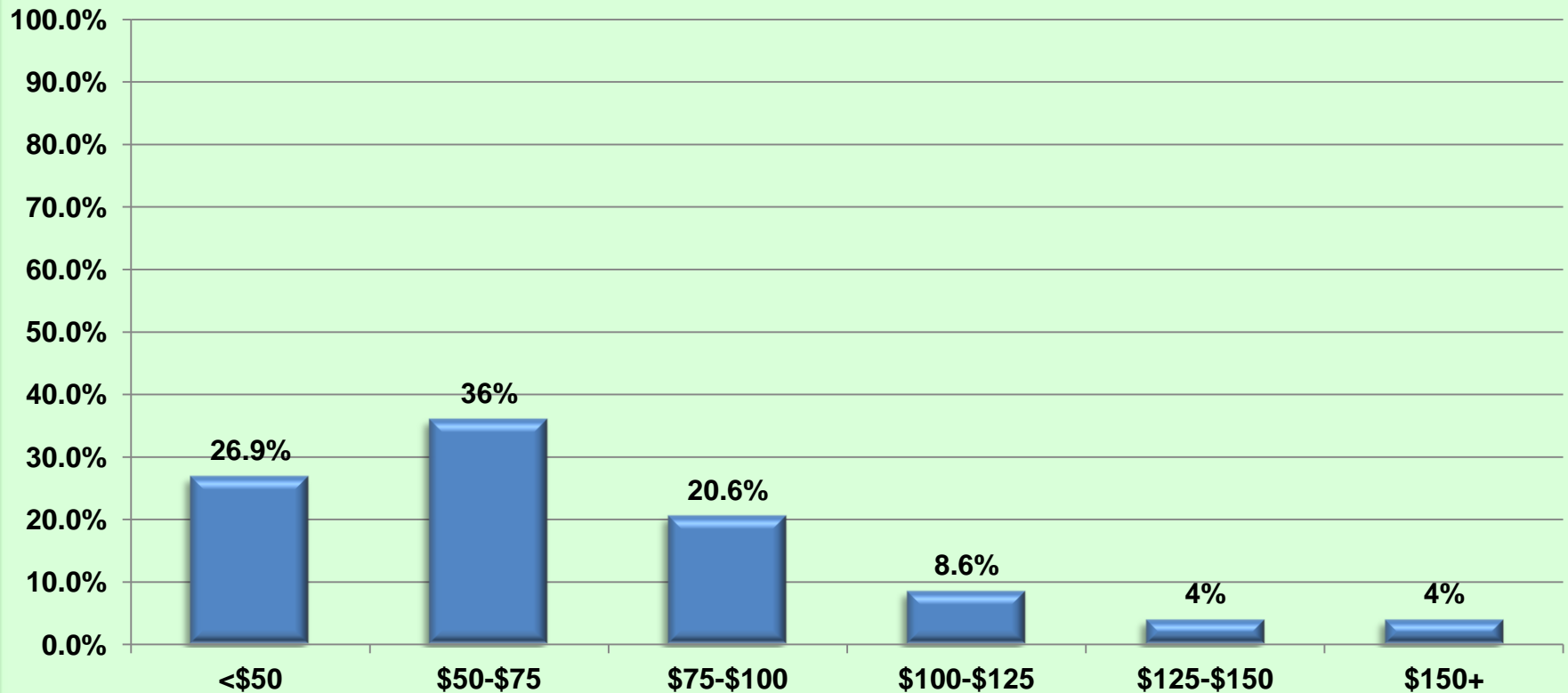
- <$50: 26.9%
- $50-$75: 36%
- $75-$100: 20.6%
- $100-$125: 8.6%
- $125-$150: 4%
- $150+: 4%

6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

0	1	2	3	4	5
Less than $50	$50 - $75	$75 - $100	$100 - $125	$125 - $150	$150+

How much are you willing to spend for a weekend/day trip for ENTERTAINMENT?
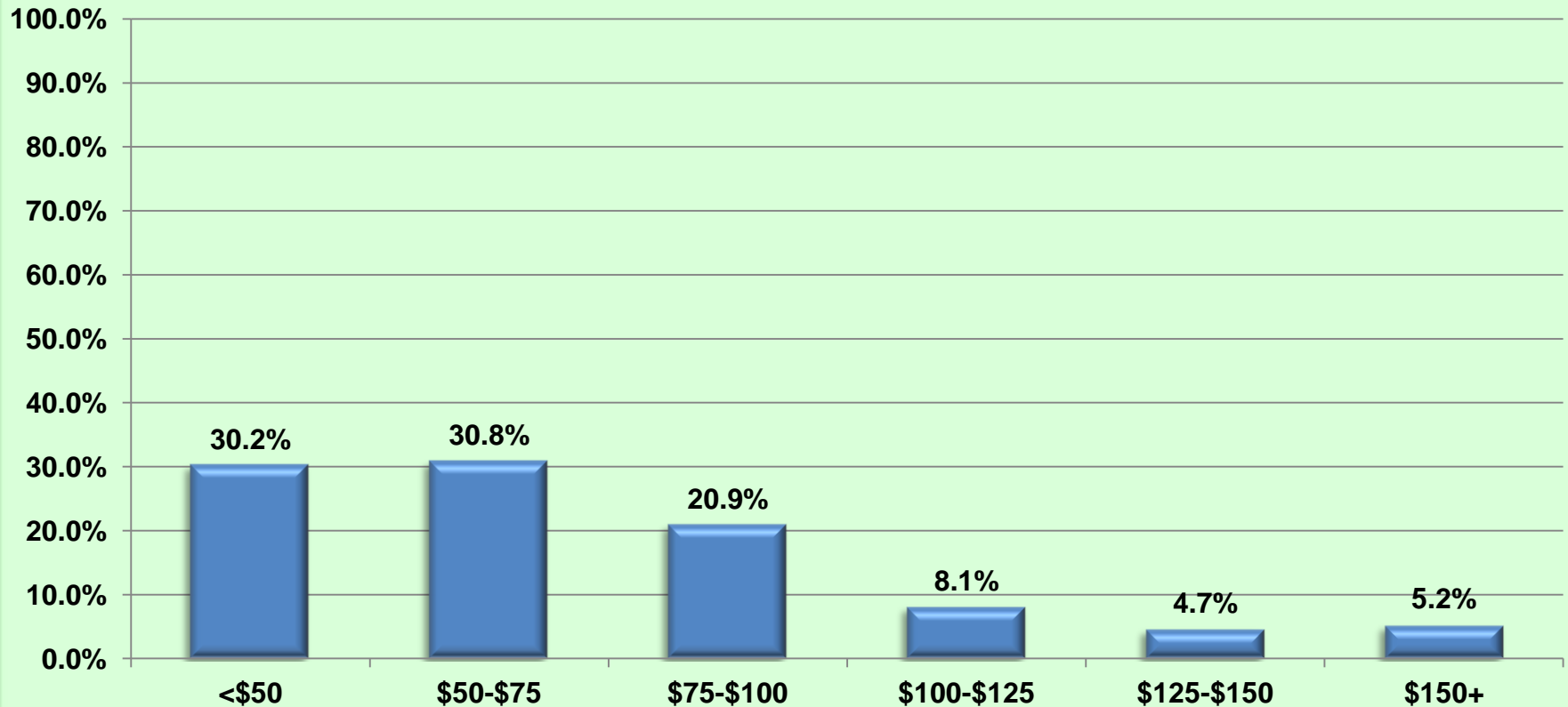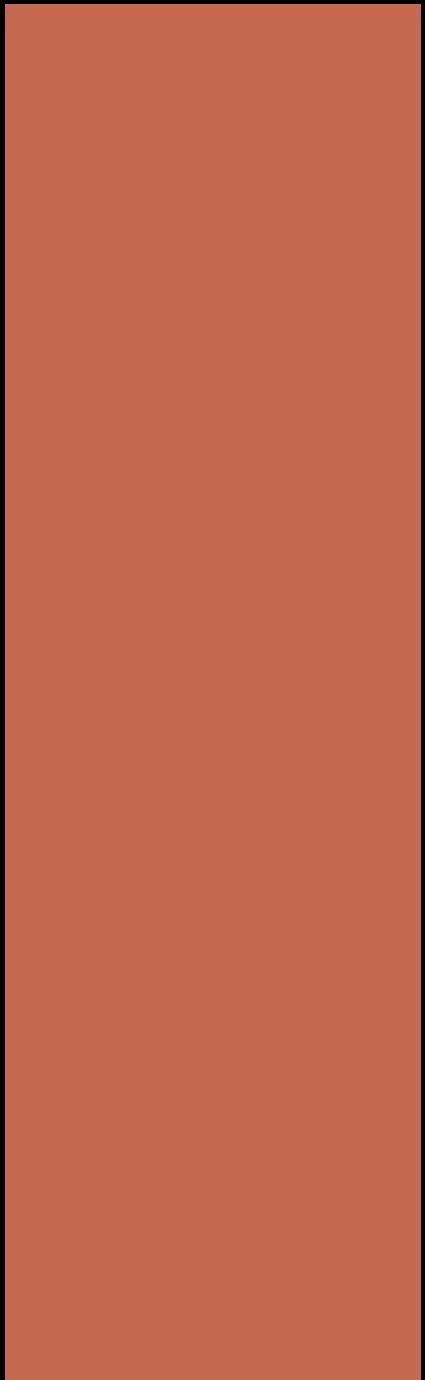

Category	Percentage
<$50	30.2%
$50-$75	30.8%
$75-$100	20.9%
$100-$125	8.1%
$125-$150	4.7%
$150+	5.2%

6) HOW MUCH ARE YOU WILLING TO SPEND ON EACH OF THE FOLLOWING FOR A WEEKEND/DAY TRIP?

0	1	2	3	4	5
Less than $50	$50 - $75	$75 - $100	$100 - $125	$125 - $150	$150+

How much are you willing to spend for a weekend/day trip for LODGING?
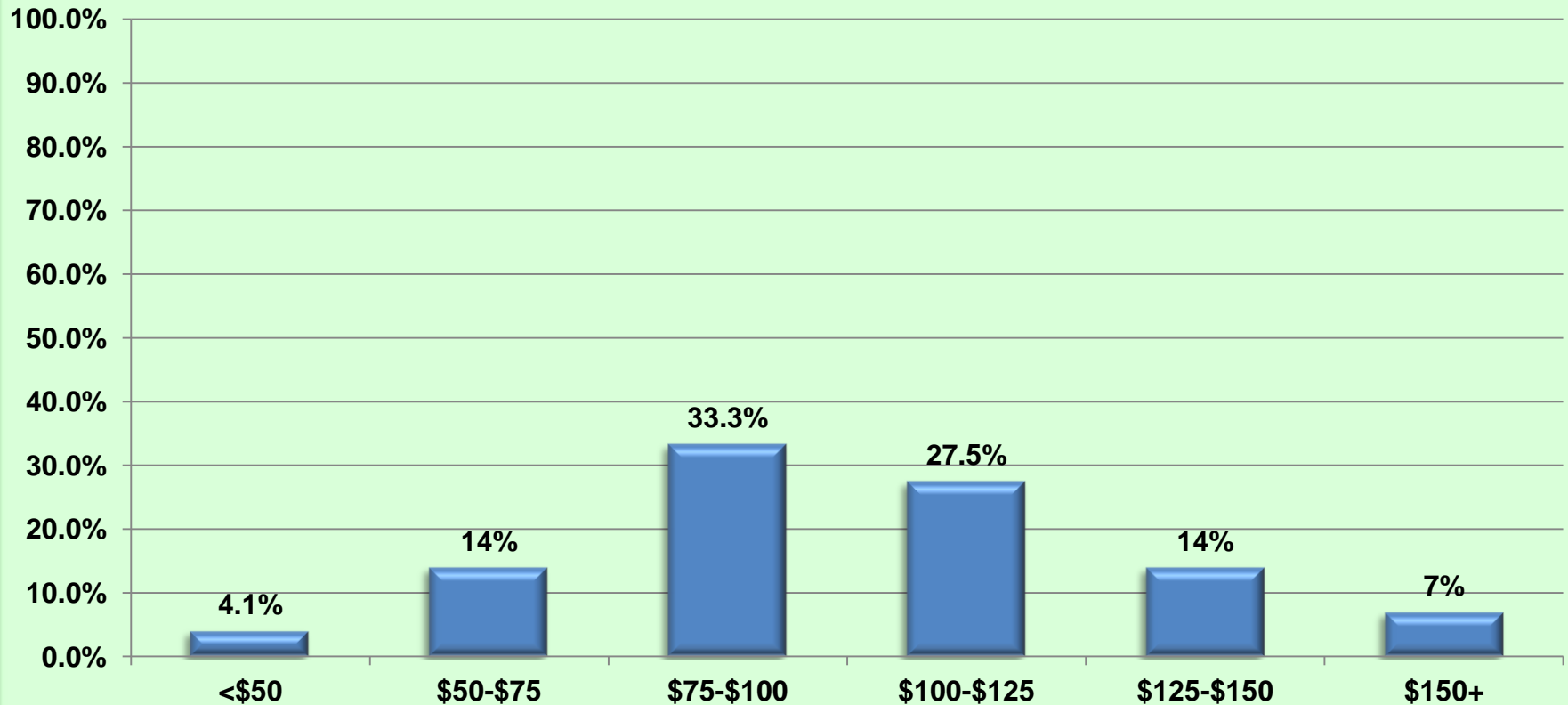
8) ON A SCALE FROM 1 TO 5, WHERE 1 IS "WILL NOT PARTICIPATE" AND 5 IS "WILL PARTICIPATE", HOW LIKELY ARE YOU TO TRAVEL TWO HOURS OR LESS FOR THE FOLLOWING EVENTS/ACTIVITIES? (CIRCLE ONE NUMBER FOR EACH EVENT/ACTIVITY)

Variable	Average	Standard Deviation	Minimum	Maximum	Sample
Restaurants	3.9	1.1	1	5	177
Retail Shopping	3.7	1.3	1	5	180
Historic Locations	3.5	1.2	1	5	175
Sporting Events	3.5	1.4	1	5	171
Outdoor Concert	3.4	1.3	1	5	178
Lake Event	3.3	1.5	1	5	172
Farmer's Markets	3.3	1.4	1	5	174
Art Shows	2.9	1.4	1	5	175
Antique Market	2.7	1.4	1	5	174
Car Shows	2.5	1.3	1	5	176
Races	2.3	1.4	1	5	174

7 & 8) OPEN-ENDED RESPONSES

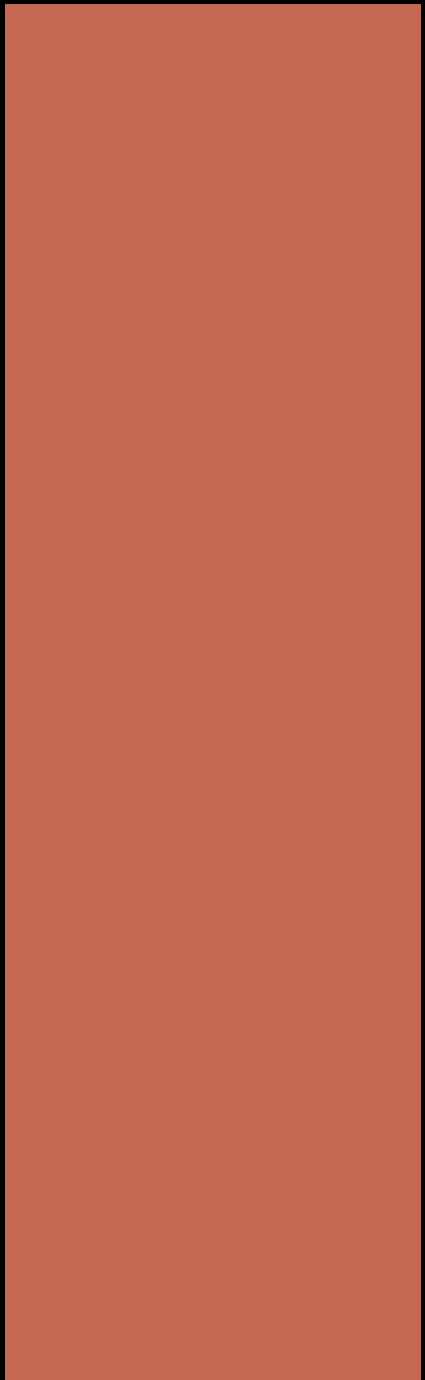NASCAR (5)
BBQ / Garage Sale
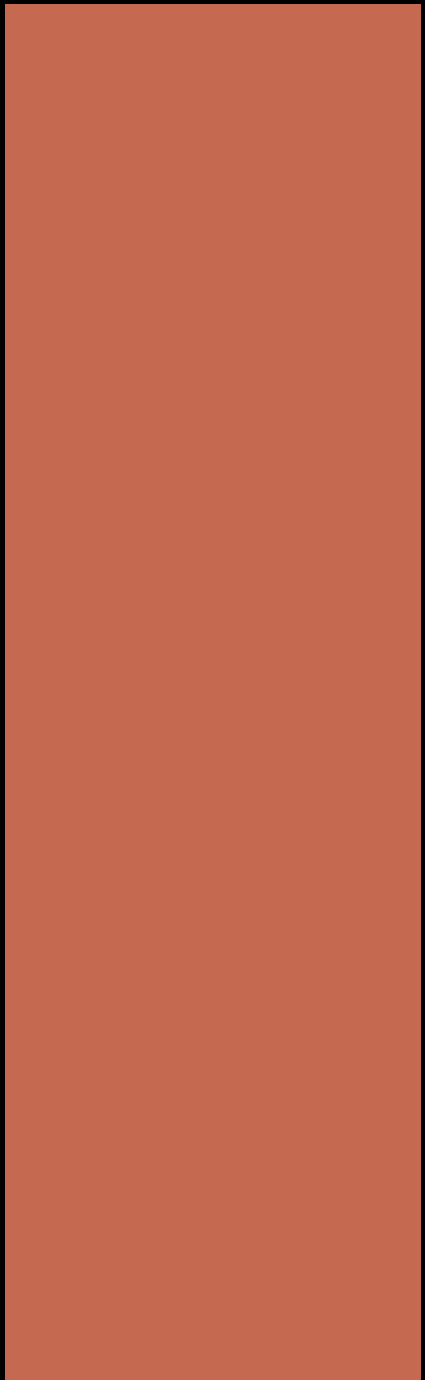Wineries (4)
Family events (5)
Hunting
Camping
Fishing
Canoeing/Kayaking

10) HOW SATISFIED WERE YOU WITH YOUR VISIT TO HILLSDALE COUNTY? (CHECK ONE)

1	2	3	4	5
Unsatisfied	Little Satisfied	Neutral	Mostly Satisfied	Very Satisfied

Variable	Average	Standard Deviation	Minimum	Maximum	Sample
Satisfaction level with visit to Hillsdale County?	4.2	0.7	3	5	41

12) HOW SATISFIED WERE YOU WITH YOUR VISIT TO THE **CITY OF HILLSDALE**? (CHECK ONE)

1	2	3	4	5
Unsatisfied	Little Satisfied	Neutral	Mostly Satisfied	Very Satisfied

Variable	Average	Standard Deviation	Minimum	Maximum	Sample
Satisfaction level with visit to City of Hillsdale?	4.2	0.7	3	5	31

13) PLEASE DESCRIBE YOUR VISIT TO HILLSDALE COUNTY AND/OR THE CITY OF HILLSDALE

Open-ended Reponses:

Visit friends/relatives
Pass through
Visit College
Car show
Lake activities
Business
Hiking
Shopping
Craft show
County Fair
Sporting event
Restaurant
Camping
Antiquing
Farmer/Flea market

14) BASED ON YOUR EXPERIENCE IN HILLSDALE COUNTY AND/OR THE CITY OF HILLSDALE, RATE YOUR SATISFACTION FOR EACH OF THE FOLLOWING CATEGORIES:

1	2	3	4	5
Unsatisfied	Little Satisfied	Neutral	Mostly Satisfied	Very Satisfied

Variable	Average	Standard Deviation	MIN.	MAX.	Sample
Events:	3.8	0.9	2	5	28
Shopping:	3.7	1.0	2	5	31
Restaurants:	3.6	1.0	2	5	33
Lodging:	3.1	1.0	1	5	22
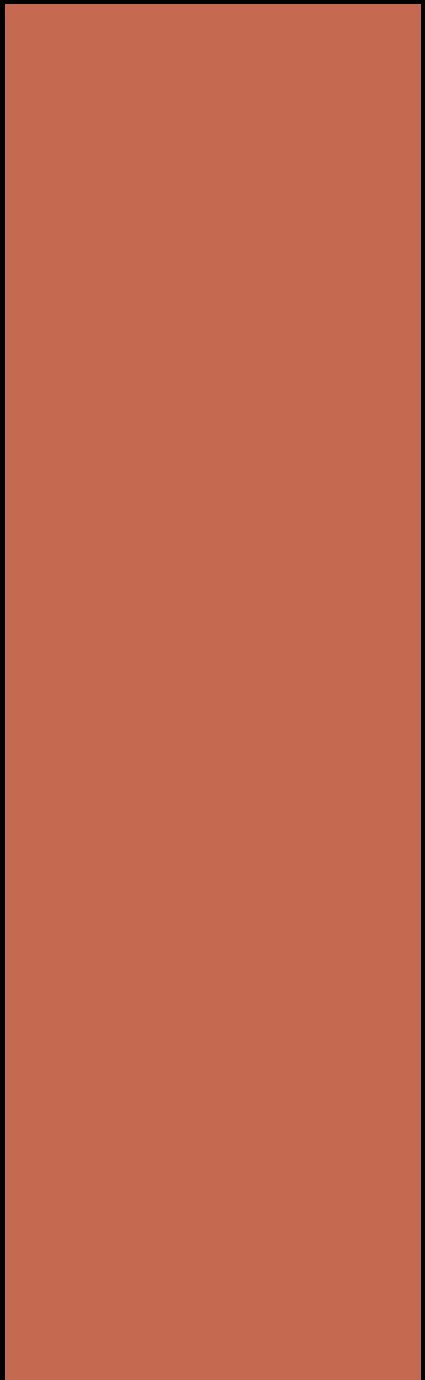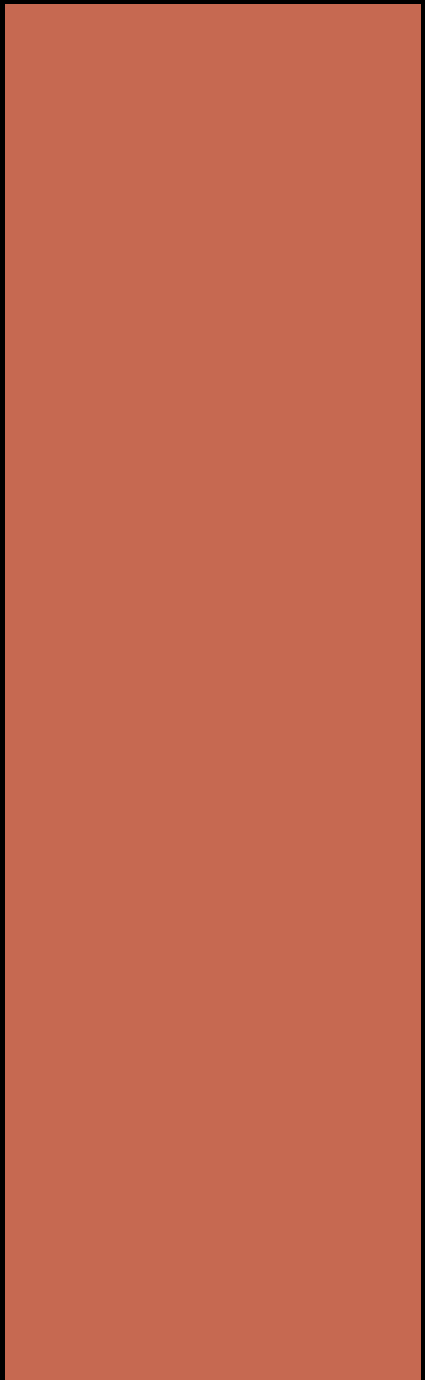
17) WHAT IS YOUR HIGHEST LEVEL OF EDUCATION? (CHECK ONE)

18) WHAT IS YOUR AGE RANGE?
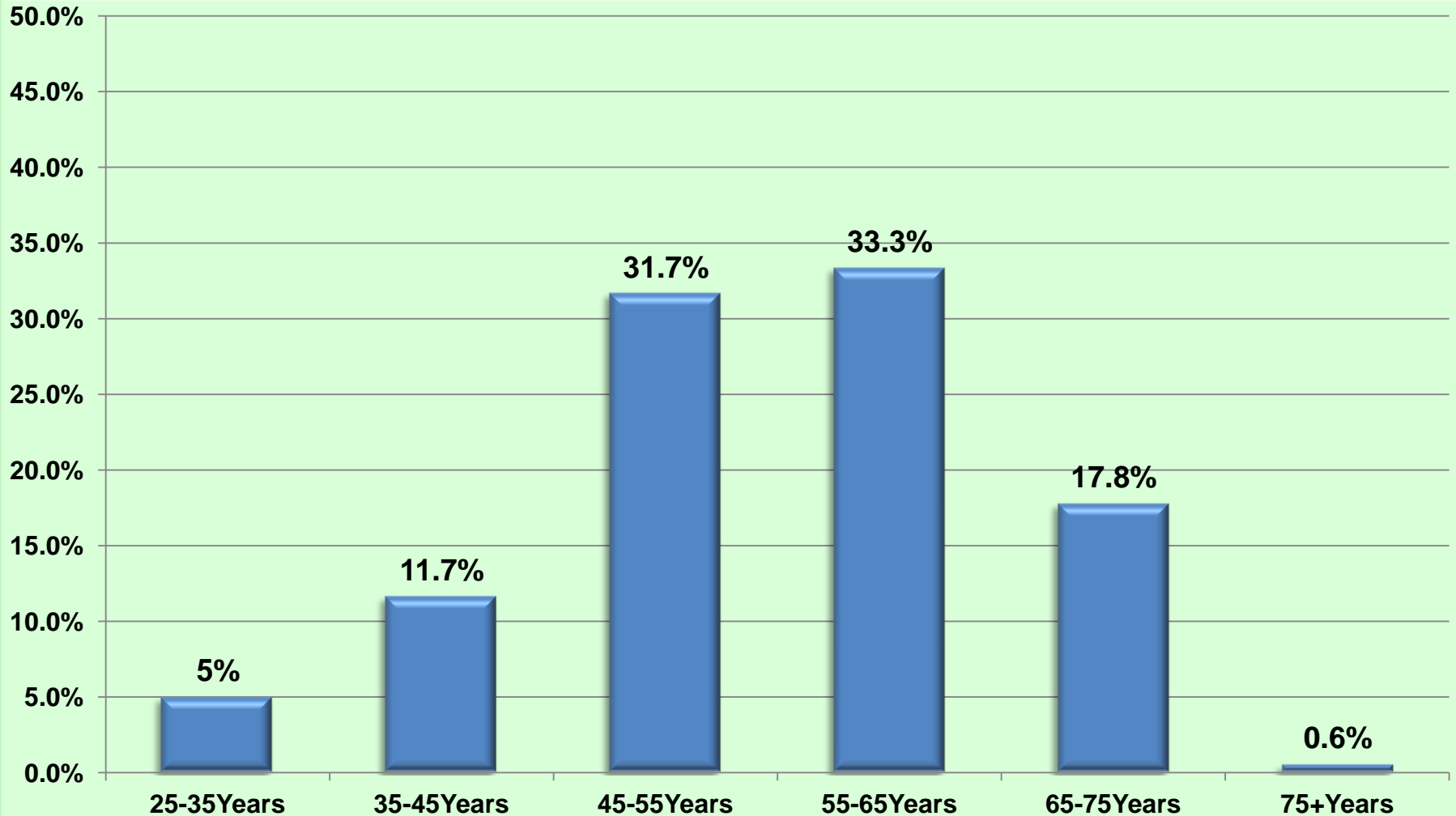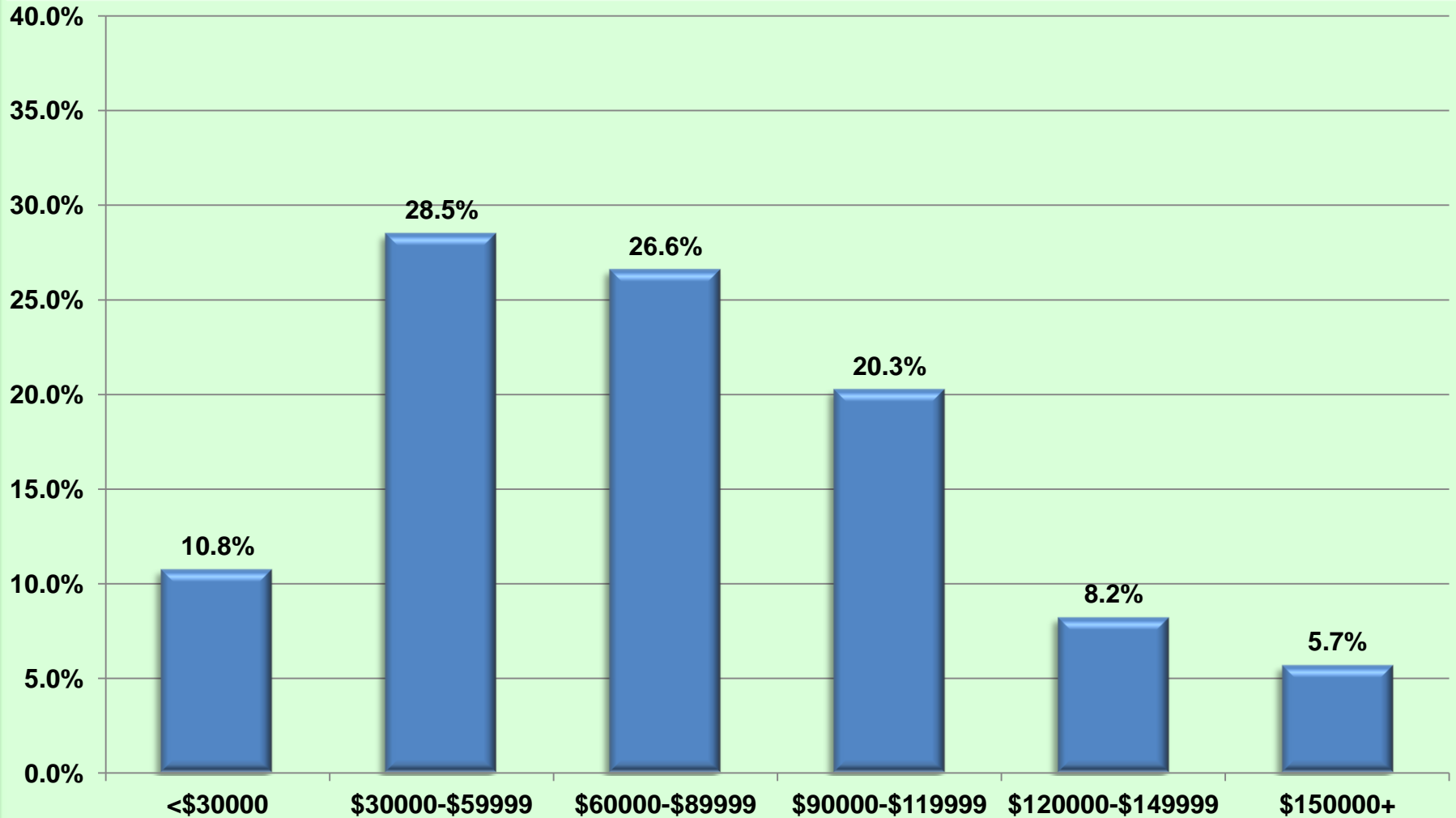
SIGNIFICANCE TESTS: CORRELATION ANALYSIS
(A STATISTICAL RELATION BETWEEN TWO OR MORE VARIABLES SUCH THAT SYSTEMATIC CHANGES IN THE VALUE OF ONE VARIABLE ARE ACCOMPANIED BY SYSTEMATIC CHANGES IN THE OTHER.)

Correlation Analysis Results

Satisfaction level with visit to Hillsdale County? With...	Correlation	Sample Size	Significant?	Strength
Last 12 months, how many times have you visited Hillsdale County?	0.79	165	Yes	Moderate

Correlation Analysis Results

Satisfaction level with visit to City of Hillsdale? With...	Correlation	Sample Size	Significant?	Strength
Last 12 months, how many times have you visited the City of Hillsdale?	0.79	168	Yes	Moderate

*Yes=significantly different from zero at 95% level of confidence.

SIGNIFICANCE TESTS: CORRELATION ANALYSIS
(A STATISTICAL RELATION BETWEEN TWO OR MORE VARIABLES SUCH THAT SYSTEMATIC CHANGES IN THE VALUE OF ONE VARIABLE ARE ACCOMPANIED BY SYSTEMATIC CHANGES IN THE OTHER.)

Correlation Analysis Results

Satisfaction level with visit to Hillsdale County? With... Satisfaction level with visit to city of Hillsdale?	Correlation	Sample Size	Significant?	Strength
	0.82	165	Yes	Strong

*Yes=significantly different from zero at 95% level of confidence.

SIGNIFICANCE TESTS: LINEAR REGRESSION

(A TECHNIQUE IN WHICH A STRAIGHT LINE IS FITTED TO A SET OF DATA POINTS TO MEASURE THE EFFECT OF A SINGLE INDEPENDENT VARIABLE. THE SLOPE OF THE LINE IS THE MEASURED IMPACT OF THAT VARIABLE.)

Trimmed Regression Analysis Results (Backward Stepwise)

Dependent Variable	Total Cases	176	
How likely are to stay at overnight lodging for activity?			

Independent Variable(s)	Coefficient	Standardized	Significant?*
What is reasonable drive time for an activity?	0.40	0.31	Yes
How frequently do you take weekend/day trips per year?	0.17	0.16	Yes
Intercept	0.66		Yes

*95% level of confidence

CONCLUSIONS AND RECOMMENDATIONS

- Marketing efforts should be targeted towards individuals who are married and between the ages of 45 and 65, who do not have a child still living at home and earn more than $60,000 per year

- 75.2 percent stated a willingness to travel anywhere from one hour to two hours for a weekend/day trip

- Restaurants, shopping and farmer's markets showed to have the most positive feedback

CONCLUSIONS AND RECOMMENDATIONS

- Investing in a moderately priced restaurant may be successful within the City of Hillsdale

- There is a possible need for a moderately priced hotel in Hillsdale

- Satisfaction levels of Hillsdale City/County for events shopping, restaurants and lodging suggest opportunities for improvements in these areas

THANK YOU!

Please feel free to ask questions at this time.