

*South Dakota Department of Tourism*

**1999 Intercept Study  
Final Report**

**January 2000**

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## **SURVEY METHODOLOGY**

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A total of 841 travelers were surveyed at seven different locations in South Dakota from July 25 through August 17, 1999.

The study includes 421 interviews with travelers residing within the Department of Tourism's target market area (Colorado, Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, North Dakota, and Wisconsin.) and 420 interviews with travelers residing outside of the target market area. Travelers were interviewed at random.

Interviews were conducted at:

<b>Date</b>	<b>Location</b>
July 25-26, 1999	Vermillion Information Center (I-29)
July 27-30, 1999	Mount Rushmore National Memorial
July 29, August 2 & 6, 1999	Wilmot Information Center (I-29)
August 2-5, 1999	Tilford Information Center (I-90)
August 9-12, 1999	Chamberlain Information Center (I-90)
August 10-11, 1999	Salem Information Center (I-90)
August 14-17, 1999	Vivian Information Center (I-90)

Please note: it was common during data processing and tabulating to see questions without a recorded response. Percentages were carried out only to one-tenth and some long answer lists were shortened. Therefore, total percentages may not equal 100 percent.

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This document makes comparisons to the 1997 Intercept Study that was conducted June 23 through August 15, 1997, at various sites in South Dakota. A total of 800 travelers were interviewed for the 1997 study. Random interviews were conducted of 400 travelers from within the Department of Tourism's target market area (same as 1999, except for Indiana) and 400 travelers from outside the target market area.

## EXECUTIVE SUMMARY

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- Travel parties interviewed during the study contained an average of **3.2 people**. The 1997 average was 3 people.
- The average age of the traveler was **42.9 years old**. **Travelers over the age of 18 outnumbered child travelers by nearly 4 to 1**. In 1997, the average age of the traveler was 38.5 years old, with travelers over the age of 18 outnumbering child travelers by 3 to 1.
- **Travelers vacationed for an average of 11.1 days, spending 4.1 days in South Dakota**. Compare this with 1997, when travelers vacationed for an average of 12 days and spent 4.3 days in South Dakota.
- **More than 70 percent of these travelers had been to South Dakota before**. Their last time was an average of just more than five years ago. Nearly 82 percent of these travelers rate South Dakota as better or the same as compared to their last trip. Of those travelers who had never been to South Dakota, more than 66 percent rate South Dakota as better or the same as they expected. In 1997, nearly three-quarters of these travelers had been to South Dakota before. Their last time was an average of almost six years prior. Over half of these travelers rated South Dakota as better or the same as compared to their last trip.
- **More than half of those travelers originating from South Dakota's target market states** (Colorado, Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, North Dakota, and Wisconsin) **had seen South Dakota advertising**. **Nearly 15 percent of these travelers said the advertising influenced their decision to visit South Dakota**. Most of the advertising was seen via television – 66.4 percent indicated that they had seen South Dakota advertising on television or television and other source(s). **More than one-fourth of those travelers originating from outside the target markets had seen South Dakota advertising, and of those travelers, 30.4 percent said the advertising influenced their decision to visit South Dakota**. These findings are nearly identical to 1997 when more than half of those travelers from the target market states had seen South Dakota advertising and 18.5 percent said the advertising influenced their decision. Also in 1997, one-fourth of those travelers from outside the target market had seen South Dakota advertising and 22 percent said that the advertising influenced their decision. This last figure represents the only significant difference between 1999 and 1997.
- While the Internet was not specifically listed as a source of advertising or travel information, there were a significant number of respondents who answered that the Internet was their source. **Nearly 50 percent of the people who saw advertising someplace other than newspapers, television or magazines, said they saw it on the Internet**. Of those travelers who brought travel literature with them and did not get it from AAA, South Dakota or a travel agent, nearly 25 percent got that information from the Internet. Advertising percentages represent an increase from 1997 when only about 15 percent of the people who saw advertising someplace other than newspapers, television or magazines saw it on the Internet. In addition in 1997, not more than 10 percent of the travelers who did not get their travel information from traditional sources got it from the Internet.

- Visitors to South Dakota **spent an average of \$144.26 per day, per travel party. The average annual household income of these visitors was \$59,664.** Apparently, South Dakota visitors, in general, have continued to become more upscale. The 1997 average annual income, according to the 1997 Intercept Study, was \$48,815, and travelers spent an average of \$135.92 per day, per travel party.
- **More than half of the in-target travelers stated that South Dakota was their destination,** with Sturgis and the Black Hills being the major destinations within the state. This was also the case in 1997. **Of the out-of-target travelers, 34.3 percent said that South Dakota was their destination** which is nearly a five-point increase over 1997 when 29.5 percent named South Dakota as their destination. As in 1997, 1999 out-of-target travelers indicated that the Black Hills and Sturgis were their in-state destinations.
- In 1999, only 17.3 percent of in-target travelers whose destination was not South Dakota indicated that Wyoming/Yellowstone was their destination, which was the highest-ranking response. In 1997, Wyoming/Yellowstone received 22.2 percent. Again in 1999, the number one destination of out-of-target travelers whose destination was not South Dakota was Wyoming/Yellowstone (16.6 percent). In 1997, most out-of-target travelers, 16.3 percent, said that Yellowstone was their destination.

## TRAVELER SUMMARY

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### Profile of In-Target Traveler, 1999

- 3.2 people in travel party.
- Average age of traveler was 40.1 years. Travelers over age 18 outnumbered child travelers by 3.2 to 1.
- Took an 8.3-day vacation.
- Spent an average of 4 days in South Dakota.
- More than four-fifths had been to South Dakota before. (83.8%)
- Last time here was about 4.5 years prior.
- Rated South Dakota as better or the same as compared to their last trip. (82.2%)
- More than three-fifths of those travelers who had never been to South Dakota rated it as better or the same as they expected. (64.7%)
- More than half (61.5%) had seen South Dakota advertising. Of that, 15 percent said the advertising influenced their decision to come to South Dakota.
- Spent \$141.54 per day, per travel party (on entire vacation).
- More than half (55.1%) said their destination was South Dakota.

### Profile of In-Target Traveler, 1997

- 3 people in travel party.
- Average age of traveler was 35.7 years. Travelers over age 18 outnumbered child travelers by 2 to 1.
- Took a 9-day vacation.
- Spent an average of 5 days in South Dakota.
- More than three-fourths had been to South Dakota before.
- Last time here was more than 5.5 years prior.
- Rated South Dakota as better or the same as compared to their last trip. (65.7%)
- Nearly three-fourths of those travelers who had never been to South Dakota rated it as better or the same as they expected. (73.8%)
- Most (60.8%) had seen South Dakota advertising. Of that, 18.5 percent said the advertising influenced their decision to come to South Dakota.
- Spent \$137.43 per day, per travel party (on entire vacation).
- More than half (56%) said their destination was South Dakota.

### **Profile of Out-of-Target Traveler, 1999**

- 3.2 people in travel party.
- Average age of traveler was 45.1 years. Travelers over age 18 outnumbered child travelers by 4.4 to 1.
- Took a 13.9-day vacation.
- Spent 4.2 days in South Dakota.
- Nearly 60 percent have been here before.
- Last time in South Dakota was six years ago.
- More than three-fourths of the travelers who had been to South Dakota before rated it as better or the same as compared to their last trip. (81%)
- Nearly three-fourths (68.2%) of those travelers who had never been to South Dakota rated it as better or the same as they expected.
- 27.9 percent had seen South Dakota advertising. Of that, 30.4 percent said the advertising influenced their decision to come to the state.
- Spent \$147.02 per day, per travel party (on entire vacation).
- Destination was Wyoming/Yellowstone. (34.3% said South Dakota was their destination.)

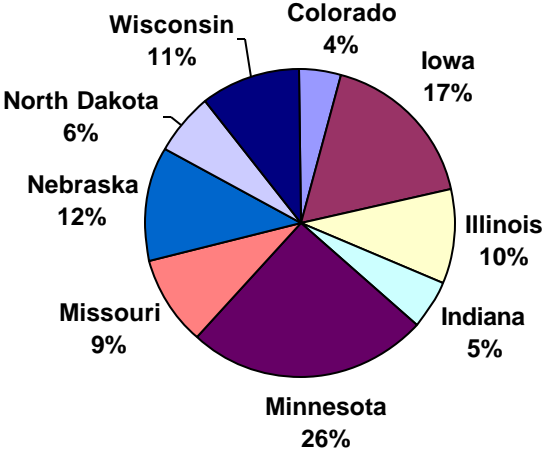
### **Profile of Out-of-Target Traveler, 1997**

- 3 people in travel party.
- Average age of traveler was 41.4 years. Travelers over age 18 outnumbered child travelers by 4 to 1.
- Took a 15-day vacation.
- Spent 3.5 days in South Dakota.
- More than 56 percent have been here before.
- Last time in South Dakota was six years ago.
- More than three-fifths of the travelers who had been to South Dakota before rated it as better or the same as compared to their last trip. (65.5%)
- Almost half (47.1%) of those travelers who had never been to South Dakota rated it as better or the same as they expected.
- 25 percent had seen South Dakota advertising. Of that, 22 percent said the advertising influenced their decision to come to the state.
- Spent \$134.41 per day, per travel party (on entire vacation).
- Destination was Yellowstone. (30% said that South Dakota was their destination.)

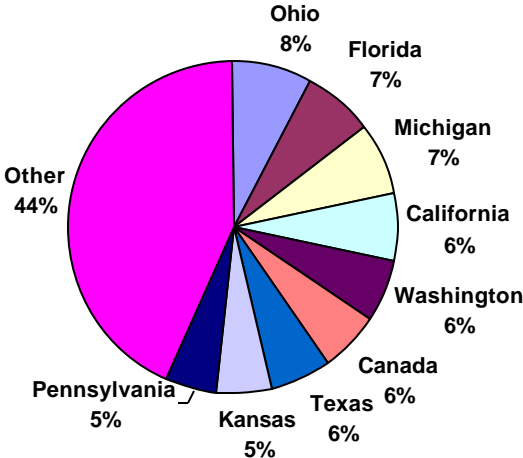
# ORIGIN OF TRAVELERS, 1999 Study

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## In-target

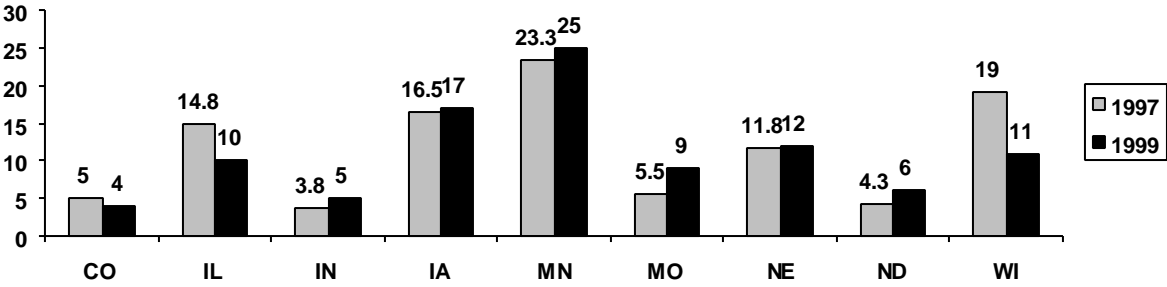


## Out-of-target

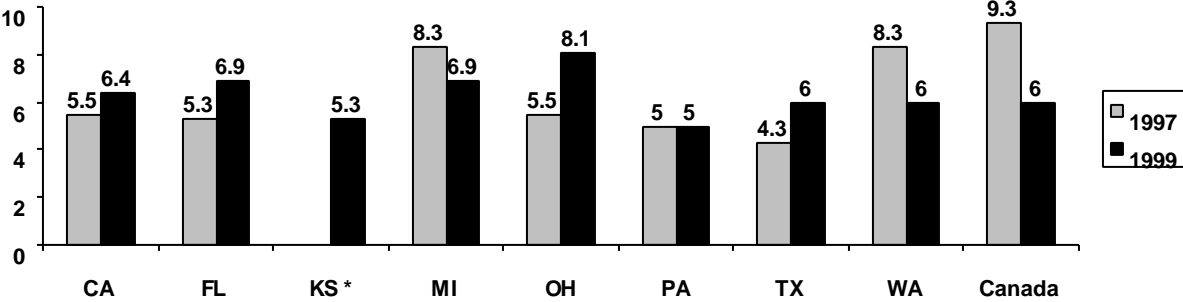


- In 1999, Minnesota once again yielded the greatest number of in-target travelers to South Dakota. While Minnesota also ranked first in this category in 1997, the percentage increased from 23 percent to 26 percent. This increase is even more significant because one more state, Indiana, is included in the 1999 target market area than was in 1997.

**A Comparison of In-Target Travelers by percentage: 1997 vs. 1999**



**A Comparison of Out-of-Target Travelers by percentage: 1997 vs. 1999**



\* Data for Kansas from the 1997 study totaled less than 4 percent and was therefore not included as one of the primary states, but was included as part of the “other” category.

- The out-of-target locations specified above comprise 56.3 percent of all out-of-target travelers surveyed in 1999 (419). The remaining 43.7 percent included 28 states and 11 foreign countries.
- In 1999, the states of Ohio, Florida, California, Texas and Kansas all showed increases for out-of-target travelers to South Dakota as compared to 1997. The leading states from 1997, Michigan and Washington, both showed decreases. Travelers from Canada also decreased from 1997.

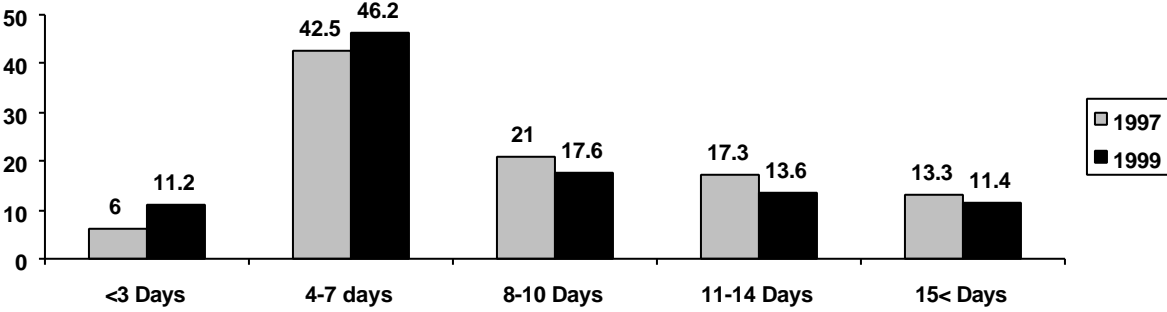
## LENGTH OF VACATION, 1999 Study

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Total Vacation Days (In-Target)	Percent	Total Vacation Days (Out-of-Target)	Percent
3 days or less	11.2	3 days or less	1.9
<b>4-7 days</b>	<b>46.2</b>	4-7 days	16.8
8-10 days	17.6	8-10 days	16.1
11-14 days	13.6	11-14 days	21.3
15+ days	11.4	<b>15+ days</b>	<b>43.9</b>
<b>Average vacation days:</b>	<b>8.3 days</b>	<b>Average vacation days:</b>	<b>13.9 days</b>

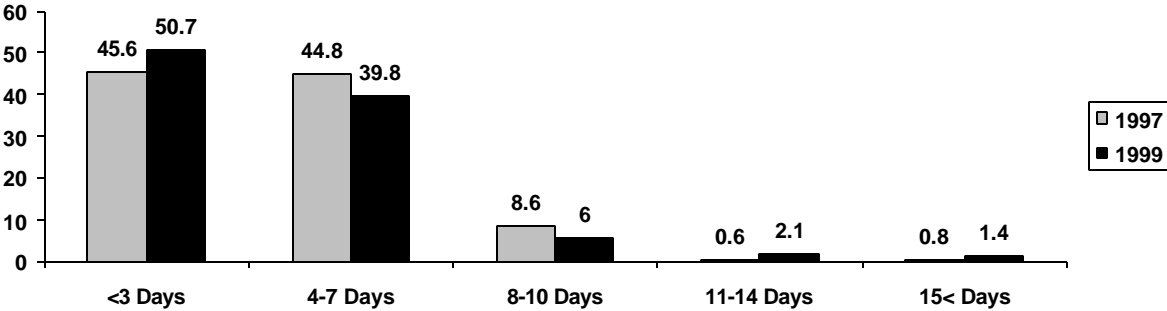
Total Vacation Days in South Dakota (In-Target)	Percent	Total Vacation Days in South Dakota (Out-of-Target)	Percent
<b>1</b>	<b>22.4</b>	1	19.6
2	14.3	<b>2</b>	<b>19.8</b>
3	14.0	3	16.0
4	13.8	4	11.2
5	12.9	5	11.0
6	6.0	6	1.9
7	7.1	7	7.2
8	2.6	8	2.1
9	1.2	9	1.2
10	2.1	10	3.6
11	0.2	11	0.5
12	0.5	12	1.0
13	0.0	13	0.0
14	1.4	14	3.6
15	0.7	15	1.0
15+	0.7	15+	0.5
<b>Average days in SD:</b>	<b>4.0 days</b>	<b>Average days in SD:</b>	<b>4.2 days</b>

**Total Vacation Days (in-target) by percentage: 1997 vs. 1999**



1997 average: 9 days

1999 average: 8.3 days

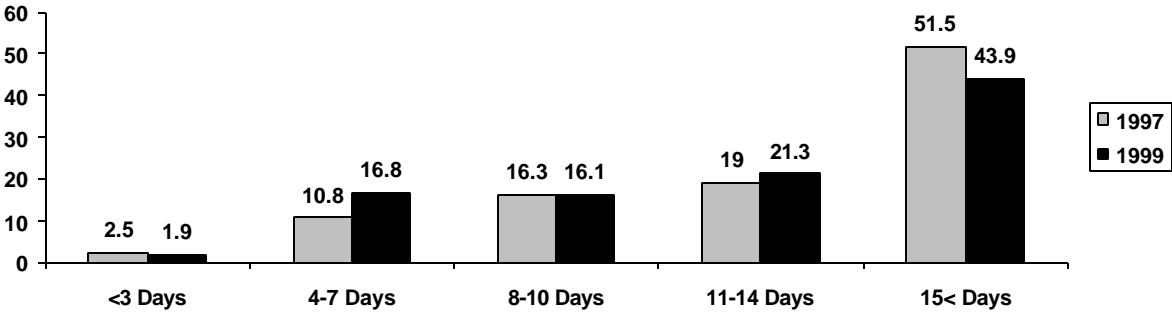


**Total Vacation Days in South Dakota (in-target) by percentage: 1997 vs. 1999**

1997 average: 5 days

1999 average: 4 days

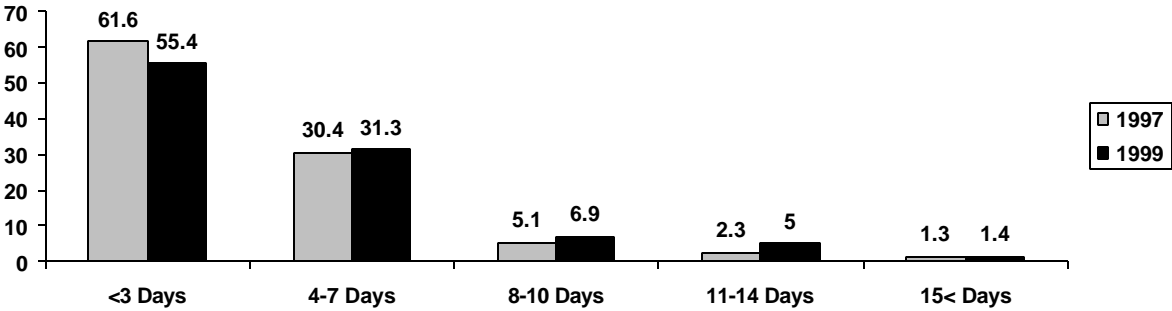
**Total Vacation Days (out-of-target) by percentage: 1997 vs. 1999**



1997 average: 15 days

1999 average: 13.9 days

**Total Vacation Days in South Dakota (out-of-target) by percentage: 1997 vs. 1999**



1997 average: 3.5 days

1999 average: 4.2 days

## ACCOMMODATIONS

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Type (In-Target)	1999 Percent	1997 Percent
<b>Motel</b>	<b>38.1</b>	<b>41.8</b>
Campground	23.8	30.3
Friends or relatives	8.9	4.8
Bed & Breakfast/Lodge	3.1	4.3
Motel and campground	5.8	6.0
Motel and friends or relatives	1.0	1.0
Motel and bed & breakfast	0.7	0.8
Won't spend any nights	18.0	11.3
Other	0.7	--

Type (Out-of-Target)	1999 Percent	1997 Percent
<b>Motel</b>	<b>45.2</b>	<b>47.8</b>
Campground	32.0	32.3
Friends or relatives	5.0	5.3
Bed & Breakfast/Lodge	1.0	0.5
Motel and campground	4.6	3.3
Motel and friends or relatives	1.2	1.3
Motel and bed & breakfast	0.0	--
Won't spend any nights	10.1	9.0
Other	1.0	0.8

## DESTINATIONS

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<b>Vacation Destination</b>	<b>1999 Percent (In)</b>	<b>1999 Percent (Out)</b>	<b>1997 Percent (In)</b>	<b>1997 Percent (Out)</b>
South Dakota	55.1	34.3	56.0	29.5
Other	44.9	65.7	44.0	70.5

<b>Top Destinations in South Dakota in 1999 (In)</b>	<b>Percent</b>	<b>Top Destinations in South Dakota in 1997 (In)</b>	<b>Percent</b>
<b>Sturgis</b>	<b>33.0</b>	<b>Black Hills</b>	<b>51.3</b>
<b>Black Hills</b>	<b>25.4</b>	<b>Rapid City</b>	<b>14.3</b>
<b>Other*</b>	<b>13.3</b>	<b>No response</b>	<b>5.8</b>
<b>Rapid City</b>	<b>12.5</b>	Sturgis	4.9
Mount Rushmore	5.0	Custer	3.1
Around	4.2	Hill City	2.2
Custer/Custer State Park	3.8	All of it	1.8
Deadwood	3.3	Badlands	1.8
Sioux Falls	2.9	Chamberlain	1.8
Spearfish	2.1	Mount Rushmore	1.8
Pierre	2.1		
Badlands	1.3		
Watertown	1.3		
Hill City	0.8		

\*Examples of "other" destinations included: Mitchell, Aberdeen, Belle Fourche, Yankton.

<b>Top Destinations in South Dakota in 1999 (Out)</b>	<b>Percent</b>	<b>Top Destinations in South Dakota in 1997 (Out)</b>	<b>Percent</b>
<b>Sturgis</b>	<b>29.1</b>	<b>Black Hills</b>	<b>21.2</b>
<b>Black Hills</b>	<b>23.5</b>	<b>Sturgis</b>	<b>19.5</b>
Around	17.9	Rapid City	16.1
Other*	10.1	All of it	5.1
Mount Rushmore	6.1	Not sure	4.2
Rapid City	6.1	Mount Rushmore	3.4
Midwest	4.5	Badlands	2.5
Sioux Falls	2.8	Indian reservations	2.5
Badlands	1.7	Pierre	2.5
Deadwood	1.7	Sioux Falls	2.5
Aberdeen	1.1		

\*Examples of "other" destinations included: Burke, Hill City, Mission, Redfield, Vermillion.

<b>Destinations other than South Dakota in 1999 (In)</b>	<b>Percent</b>	<b>Destinations other than South Dakota in 1997 (In)</b>	<b>Percent</b>
<b>Wyoming/Yellowstone</b>	<b>17.3</b>	<b>Wyoming/Yellowstone</b>	<b>22.2</b>
North Dakota	12.4	Colorado	11.9
Montana	11.9	Montana	11.9
Minnesota	11.9	Minnesota	10.2
Other*	9.2	Canada	7.4
Canada	8.1	North Dakota	4.5
Colorado	5.9	No response	3.9
Nebraska	4.3	Washington	3.9
Idaho	4.3	Just traveling	2.8
No response	4.3	Alaska	2.2
Washington	3.8	Nebraska	2.2
Oregon	3.2		
Iowa	2.7		
Alaska	2.2		
California	2.2		

\*Examples of "other" destinations included: Missouri, Oklahoma, Wisconsin.

<b>Destinations other than South Dakota in 1999 (Out)</b>	<b>Percent</b>	<b>Destinations other than South Dakota in 1997 (Out)</b>	<b>Percent</b>
<b>Wyoming/Yellowstone</b>	<b>16.6</b>	<b>Wyoming/Yellowstone</b>	<b>16.3</b>
Other*	11.5	Just traveling	12.8
Montana	9.8	Minnesota	8.5
Minnesota	8.5	Montana	8.5
North Dakota	7.7	North Dakota	7.8
Washington	6.4	Canada	6.7
Wisconsin	6.0	Colorado	4.9
Iowa	5.1	Not sure yet	3.5
Canada	4.3	Iowa	3.2
Colorado	3.8	California	2.8
Michigan	3.8		
California	3.4		
Nebraska	3.0		
Alaska	2.6		
East Coast	2.6		
Missouri	2.6		
West Coast	2.1		
Idaho	1.7		
Oregon	1.7		
Illinois	1.3		
Indiana	1.3		
Ohio	1.3		

\*Examples of "other" destinations included: Arkansas, Nevada, Pennsylvania, Texas.

## DESCRIPTION OF TRAVEL PARTY

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Size of Travel Party 1999 (In-Target)	Percent	Size of Travel Party 1997 (In-Target)	Percent
1	8.6	1	5.3
<b>2</b>	<b>41.8</b>	<b>2</b>	<b>39.8</b>
3	12.4	3	13.8
4	22.3	4	20.8
5	8.6	5	9.0
6	4.3	6	7.8
7	0.2	7	2.0
8	0.7	8	0.8
9	0.2	9	0.3
10	0.2	10	0.3
11 or more	0.7	11	0.3

**Average #/party in 1999: 3.2 people**

**Average #/party in 1997: 3 people**

Size of Travel Party 1999 (Out-of-Target)	Percent	Size of Travel Party 1997 (Out-of-Target)	Percent
1	7.4	1	5.3
<b>2</b>	<b>48.4</b>	<b>2</b>	<b>39.8</b>
3	14.6	3	13.8
4	18.6	4	20.8
5	4.5	5	9.0
6	2.1	6	7.8
7	0.7	7	2.0
8	1.9	8	0.8
9	0.0	9	0.3
10	0.0	10	0.5
11 or more	1.7	11	0.3

**Average #/party in 1999: 3.2 people**

**Average #/party in 1997: 3 people**

**Age of adults in travel party in 1999 (In-Target)**      **Percent**

18-24	5.1
25-34	11.6
<b>35-54</b>	<b>45.0</b>
55-64	18.4
65+	19.9

**Average age of 1999 traveler (In): 40.1**

**Age of adults in travel party in 1997 (In-Target)**      **Percent**

18-24	4.9
25-24	12.3
<b>35-54</b>	<b>47.9</b>
55-64	18.5
65+	16.4

**Average age of 1997 traveler (In): 35.8**

**Age of adults in travel party in 1999 (Out-of-Target)**      **Percent**

18-24	3.5
25-34	8.9
<b>35-54</b>	<b>37.4</b>
55-64	22.1
65+	28.1

**Average age of 1999 traveler (Out): 45.1**

**Age of adults in travel party in 1997 (Out-of-Target)**      **Percent**

18-24	5.0
25-24	10.3
<b>35-54</b>	<b>45.1</b>
55-64	20.2
65+	19.4

**Average age of 1997 traveler (Out): 41.4**

**Gender of adults in travel party in 1999 (In-Target)**      **Percent**

Male	52.9
Female	47.1

**Gender of adults in travel party in 1997 (In-Target)**      **Percent**

Male	51.4
Female	48.6

**Gender of adults in travel party in 1999 (Out-of-Target)**      **Percent**

Male	51.0
Female	49.0

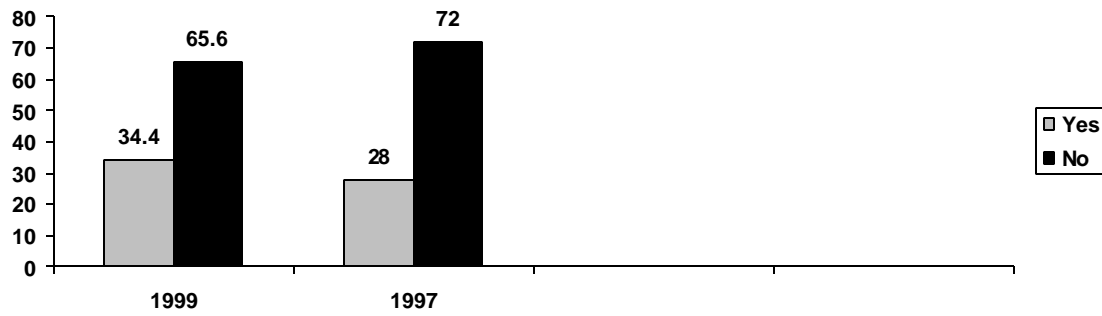
**Gender of adults in travel party in 1997 (Out-of-Target)**      **Percent**

Male	50.5
Female	49.5

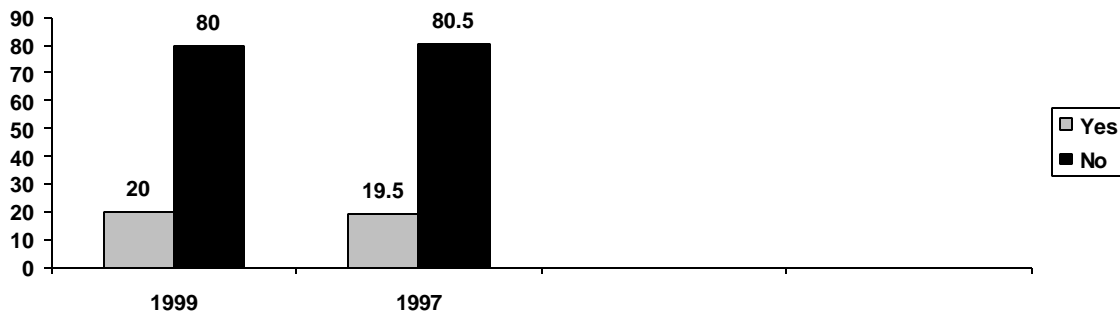
# TRAVELER CONNECTIONS TO SOUTH DAKOTA

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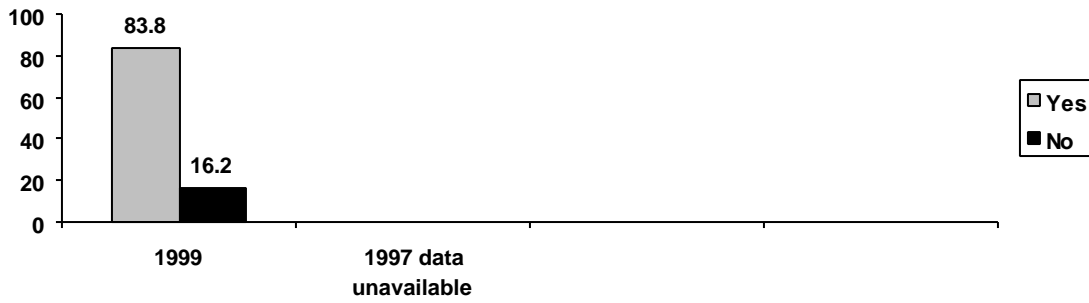
## Friends and Relatives Living in South Dakota by percentage (In-Target):



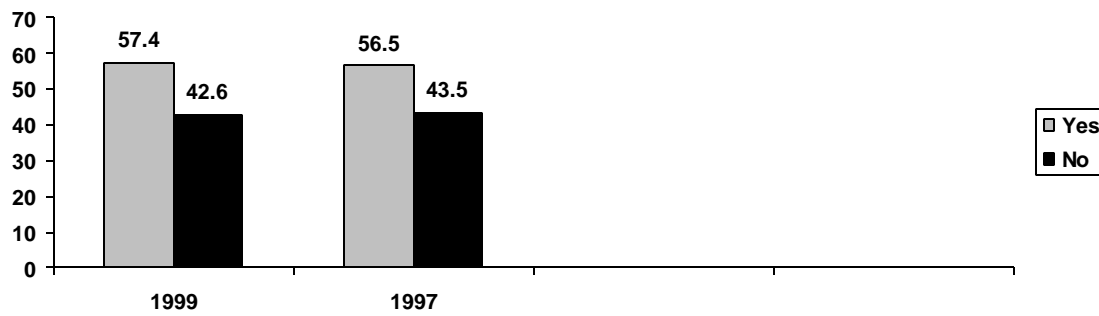
## Friends and Relatives Living in South Dakota by percentage (Out-of-Target):



**Have You Been to South Dakota Before? (In-Target) by percentage:**



**Have You Been to South Dakota Before? (Out-of-Target) by percentage:**



**How many years ago were you  
in South Dakota?  
(In-Target)**

	<b>1999 Percent</b>	<b>1997 Percent</b>
Earlier this year	25.1	10.3
1 year ago	24.3	23.4
2 years ago	11.1	10.3
3 years ago	6.6	9.6
4 years ago	4.0	4.8
5 years ago	3.1	6.1
6 years ago	1.1	2.9
7 years ago	2.0	1.3
8 years ago	0.6	2.9
9 years ago	0.0	0.6
10+ years ago	22.0	26.9

**1999 Average:  
4.5 years ago**

**1997 Average:  
5.5 years ago**

**How many years ago were you  
in South Dakota?  
(Out-of-Target)**

	<b>1999 Percent</b>	<b>1997 Percent</b>
Earlier this year	9.6	5.8
1 year ago	25.0	22.1
2 years ago	10.8	14.6
3 years ago	8.8	9.3
4 years ago	4.6	2.2
5 years ago	3.8	6.2
6 years ago	2.9	2.2
7 years ago	2.9	3.1
8 years ago	2.1	3.1
9 years ago	1.3	0.9
10+ years ago	28.3	30.5

**1999 Average:  
6.0 years ago**

**1997 Average:  
6.3 years ago**

## IMPRESSIONS OF SOUTH DAKOTA

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### Impression of South Dakota compared to previous visit (In-Target)

	1999 Percent	1997 Percent
<b>About the same</b>	<b>64.9</b>	<b>36.5</b>
Better than last time	17.3	29.2
Just arrived	11.3	29.3
Not as good	5.4	4.5
No answer	0.8	0.6
Different	0.3	--

### Why is it better?

	1999 Percent	1997 Percent
More to see and do/bigger	21.3	8.8
Roads/Rest Areas	19.7	13.2
Other*	18.0	--
More/improved facilities, attractions, accommodations	8.2	23.1
Just arrived/no answer	8.2	3.3
People	6.6	3.3
Beauty/Scenery	4.9	13.2
Know more	3.3	--
Nicer	3.3	--
Parking	3.3	--
Weather	3.3	5.5
Improvements at Mount Rushmore	1.6	2.2
Taking more time	1.6	13.2
Nothing in particular	--	5.5
Better information	--	2.2

\*Examples of "other" reasons included: Reptile Gardens, travel information, spent more time.

### Why is it worse?

	1999 Percent	1997 Percent
Roads	31.6	--
Commercialized	21.1	--
Crowded	15.8	--
No answer	10.5	28.6
Deadwood gambling	5.3	7.1
Motels expensive/hard to find	5.3	7.1
Prices are up	5.3	--
Black Hills not as fun	5.3	--
Too spread out	5.3	--
Don't like changes at Mount Rushmore	--	21.4
Non-resident fishing licenses too expensive	--	14.3
Badlands are crumbly	--	7.1
Flooding	--	7.1
Speed limit too high	--	7.1

**Impression of South Dakota  
compared to previous visit  
(Out-of-Target)**

	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>About the same</b>	<b>51.5</b>	<b>40.3</b>
Better than last time	29.5	26.5
Just arrived	13.7	25.2
Not as good	3.7	6.2
No answer	1.2	1.8
Different	0.4	--

<b>Why is it better?</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Just arrived/no answer	22.5	3.5
Other*	22.5	--
Roads/Rest Areas	19.7	26.3
More to see and do/bigger	12.7	5.3
Beauty/Scenery	8.5	--
Weather	5.6	10.5
More developed	4.2	--
More/improved facilities, attractions, accommodations	2.8	12.3
More people	2.8	--
Mount Rushmore	2.8	--
People	2.8	--
Taking more time	--	8.8
Greener	--	8.8
Traveling alone	--	5.3
Good to come home	--	3.5
Traveling in better vehicle	--	3.5

\*Examples of "other" responses included: everything, more convenient, nicer.

<b>Why is it worse?</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Roads	22.2	7.1
Commercialized	33.3	14.3
Busier	11.1	--
Prices are higher	11.1	--
Rally week	11.1	7.1
Too much traffic	11.1	--
Crowded/too many people	--	14.3
Don't like changes at Mount Rushmore	--	14.3
Not quite as warm	--	14.3
Too many bikers	--	14.3
Couldn't stay as long	--	7.1
Car trouble	--	7.1

**First time visitor impression  
of South Dakota  
(In-Target)**

	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>Better than expected</b>	29.4	<b>44.3</b>
<b>About what expected</b>	<b>35.3</b>	29.5
Not as good as expected	0.0	1.1
Just arrived/don't know	33.8	25.0
No answer	1.5	--

**Why is it better?**

	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>Beauty/Scenery</b>	<b>50.0</b>	<b>33.3</b>
No answer	45.0	--
Variety/Lots to do	5.0	12.8
People	5.0	2.6
Highways aren't crowded	5.0	--
Rolling farmland	--	7.7
Wide open spaces	--	7.7
Clean	--	5.1
Awesome campgrounds	--	2.6
Awesome hiking	--	2.6
Badlands	--	2.6
Didn't know it was here	--	2.6
Everything has been built up	--	2.6
Good roads	--	2.6
Good weather	--	2.6
Mount Rushmore	--	2.6
Nice attractions	--	2.6
Nice rest areas	--	2.6
Relaxing	--	2.6
Webster	--	2.6

**Why is it worse?**

	<b>1999 Percent</b>	<b>1997 Percent</b>
Weather is cold	--	100.0

**First time visitor impression  
of South Dakota  
(Out-of-Target)**

**1999 Percent**

**1997 Percent**

<b>Better than expected</b>	<b>36.9</b>	<b>28.7</b>
About what expected	31.3	18.4
Not as good as expected	1.1	2.9
Just arrived/don't know	28.5	46.6
No answer	1.7	3.4
Different	0.6	--

**Why is it better?**

**1999 Percent**

**1997 Percent**

<b>Beauty/Scenery</b>	<b>43.9</b>	<b>44.0</b>
No answer	25.8	--
Roads/Rest Areas	4.5	2.0
Variety/Lots to do/see	4.5	10.0
Mount Rushmore	3.0	--
People	3.0	8.0
Rolling hills	1.5	--
Clean	1.5	8.0
Badlands	1.5	4.0
Black Hills	1.5	8.0
Awesome	1.5	--
Best on the trip so far	1.5	--
No crime	1.5	--
Didn't know what to expect	1.5	--
Exciting	1.5	--
Interesting	1.5	--
Neat	1.5	--
Nice	1.5	--
Well organized	1.5	--
Not commercial	1.5	--
Hot Springs – poor restrooms	1.5	--
Nothing in particular	--	10.0
Sturgis rally	--	4.0
Trails	--	2.0

**Why is it worse?**

**1999 Percent**

**1997 Percent**

Bikers	50.0	20.0
No people	50.0	--
Too windy	--	40.0
Colder than expected	--	20.0
Farther from home than expected	--	20.0

## IMPROVEMENTS IN SOUTH DAKOTA

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<b>Recommendations to make South Dakota a better vacation destination (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Nothing/no answer	78.6	45.8
Better roads/less roadwork	7.1	5.6
Other*	4.0	--
More rest areas	1.9	1.0
Food, motels, gas too expensive	1.7	1.5
Good rest areas – don't change	1.2	--
Cooler/more trees	1.0	--
Traffic/bike control	1.0	--
More hotels/places to stay	0.7	--
Advertising	0.5	--
Better accommodations	0.5	--
Better handicap access	0.5	--
Less cops in Sturgis	0.5	--
More/better signage	0.5	1.5
Parking	0.5	--
Recycling (at rest areas)	0.5	--
Too commercialized	0.5	1.3
Just arrived/don't know	--	28.3
Less billboards	--	2.8
Cleaner rest areas	--	0.8
Clarify fees and times in vacation guide	--	0.8

\*Examples of "other" recommendations included: leave as is, more detailed highway maps, friendlier people.

<b>Recommendations to make South Dakota a better vacation destination (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Nothing/no answer	77.9	40.3
Better roads/less roadwork	6.7	5.1
Other*	5.0	--
Food, motels, gas too expensive	3.3	1.3
More hotels/places to stay	1.7	1.0
More/better signage	1.4	2.8
Cooler/more trees	1.2	--
More rest areas	1.2	2.3
Fewer billboards	0.7	--
Good rest areas – don't change	0.7	--
Just arrived/don't know	0.5	36.0
More water fountains	0.5	--
Leave Mount Rushmore alone	--	1.0
More restaurants	--	0.8

\*Examples of "other" recommendations included: amusement parks, better service, timed maps.

## THE BEST OF SOUTH DAKOTA

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<b>Most outstanding thing to see or do in South Dakota, 1999 (In-Target)</b>	<b>Percent</b>	<b>Most outstanding thing to see or do in South Dakota, 1997 (In-Target)</b>	<b>Percent</b>
<b>Mount Rushmore</b>	<b>25.2</b>	<b>Just arrived/don't know</b>	<b>30.8</b>
<b>Black Hills</b>	<b>18.2</b>	<b>Mount Rushmore</b>	<b>13.8</b>
<b>Badlands</b>	<b>15.0</b>	Badlands	7.3
Other*	15.0	Scenery/landscape	5.5
Sturgis/Rally	8.7	Black Hills	3.8
Crazy Horse	5.9	Nice rest areas	3.8
Just arrived/no answer	5.2	Custer State Park	3.5
Scenery	4.5	Crazy Horse	2.3
Lakes/River	3.5	Corn Palace	1.8
Custer/Custer State Park	2.8	All of it	1.5
All	2.4	Buffalo	1.5
Bear Country	2.1	Friendly people	1.5
Corn Palace	2.1	Nothing	1.5
People	1.7	Sturgis/bike rally	1.5
Bikes/Bikers	1.4	Cleanliness	1.3
Deadwood	1.4	Deadwood/gambling	1.3
Caves	1.0	Fishing	1.3
Needles/Iron Mountain Road	1.0	Needles Highway	1.0
Parks	1.0		
Reptile Gardens	1.0		
Rest Stops	1.0		
Spearfish Canyon	1.0		
Buffalo	0.7		
Fishing	0.7		

\*Examples of "other" outstanding things included: camping, Evans Plunge, Falls Park.

<b>Most Outstanding Thing to See or Do in South Dakota, 1999 (Out-of-Target)</b>	<b>Percent</b>	<b>Most Outstanding Thing to See or Do in South Dakota, 1997 (Out-of-Target)</b>	<b>Percent</b>
<b>Mount Rushmore</b>	<b>38.7</b>	<b>Don't know/just arrived</b>	<b>36.5</b>
<b>Black Hills</b>	<b>14.2</b>	<b>Mount Rushmore</b>	<b>13.8</b>
<b>Badlands</b>	<b>11.3</b>	Badlands	6.0
Scenery/landscape	9.7	Black Hills	5.8
Just arrived/no answer	9.4	Scenery/landscape	4.3
Other*	7.4	Nice rest areas	3.0
Sturgis Rally	4.5	Friendly people	2.3
Crazy Horse	4.2	Corn Palace	2.0
Corn Palace	3.2	Sturgis Rally	2.0
Custer/Custer State Park	3.2	Wide open spaces	1.8
Deadwood	1.9	Crazy Horse	1.5
Rest areas	1.6	Wall Drug	1.5
Agriculture	1.3	All of it	1.3
All of it	1.3		
River	1.3		
Wall Drug	1.3		
Bear Country	1.0		
Caves	1.0		
Needles Highway	1.0		
Wildlife/bison	1.0		
Bikers	0.6		
Campground	0.6		
Food/restaurants	0.6		
Highways	0.6		
People	0.6		
Redlin Art Center	0.6		

\*Examples of "other" outstanding things included: 1880 Town, 1880 Train, casinos, Hot Springs, Mammoth Site.

## TRAVEL PLANS TO SOUTH DAKOTA

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When Did You Make the Decision to Come To/ Through South Dakota? 1999 (In-Target)	Percent	When Did You Make the Decision to Come To/ Through South Dakota? 1997 (In-Target)	Percent
March	5.0	March	5.8
April	6.0	<b>April</b>	<b>11.0</b>
May	7.7	<b>May</b>	<b>10.8</b>
<b>June</b>	<b>18.9</b>	<b>June</b>	<b>19.8</b>
<b>July</b>	<b>23.1</b>	<b>July</b>	<b>15.0</b>
<b>August</b>	<b>15.2</b>	August	5.3
September	0.7	September	0.0
October	0.5	October	0.5
November	0.7	November	0.3
December	2.0	December	1.0
1 year ago	6.7	<b>1 year ago</b>	<b>11.5</b>
Annual	0.5	Come here every year	0.8
June 1998	0.2	June 1996	--
July 1997	0.2	July 1995	--
July 1998	2.2	July 1996	--
August 1997	0.2	August 1995	--
November 1998	0.2	November 1996	--
2 weeks ago	--	2 weeks ago	0.3
<b>6 months ago</b>	<b>9.7</b>	<b>6 months ago</b>	<b>15.1</b>
Last winter	--	Last winter	0.5
2 years ago	--	2 years ago	1.3
Years ago	--	More than 2 years ago	1.5

<b>When Did You Make the Decision to Come To/ Through South Dakota? 1999 (Out-of-Target)</b>	<b>Percent</b>	<b>When Did You Make the Decision to Come To/ Through South Dakota? 1997 (Out-of-Target)</b>	<b>Percent</b>
March	7.8	March	7.5
April	6.4	<b>April</b>	<b>13.5</b>
<b>May</b>	<b>11.6</b>	May	8.0
<b>June</b>	<b>12.8</b>	<b>June</b>	<b>11.5</b>
<b>July</b>	<b>17.6</b>	<b>July</b>	<b>10.3</b>
August	7.6	August	1.8
September	0.7	September	0.0
October	0.2	October	1.0
November	1.7	November	0.5
December	1.4	December	2.3
<b>1 year ago</b>	<b>11.2</b>	<b>1 year ago</b>	<b>14.5</b>
July 1998	2.6	July 1996	--
2 days ago	--	2 days ago	0.3
<b>6 months ago</b>	<b>18.1</b>	<b>6 months ago</b>	<b>21.5</b>
2 years ago	--	2 years ago	4.0
Years ago	0.2	More than 2 years ago	2.0
Can't remember	--	Can't remember	1.5

<b>What in particular brought you here? 1999 (In-Target)</b>	<b>Percent</b>	<b>What in particular brought you here? 1997 (In-Target)</b>	<b>Percent</b>
<b>Rally/Sturgis</b>	<b>22.3</b>	<b>Traveling through</b>	<b>25.5</b>
<b>Traveling through</b>	<b>20.2</b>	<b>Mount Rushmore</b>	<b>13.0</b>
<b>Family/friends</b>	<b>18.1</b>	<b>Black Hills</b>	<b>11.8</b>
Other*	12.6	Visiting family & friends	7.5
On the way	10.2	Been here before, liked it	5.5
Mount Rushmore	7.8	Bringing family to see SD	5.3
Black Hills	5.7	Rally/Sturgis	3.8
Never been	3.3	Close to home	3.0
Love it/Like it	2.9	Never been, wanted to see	2.5
Close	2.1	Fishing	2.3
Scenery/beauty	2.1	Lots to see and do	2.0
Annual trip	1.4	No answer	2.0
No answer	1.4	Badlands	1.8
Deadwood/gambling	1.0		
Fishing	0.7		
Reunion	0.7		

\*Examples of “other” reasons included: Wall Drug, lake cabin, Redlin Art Center.

<b>What in particular brought you here? 1999 (Out-of-Target)</b>	<b>Percent</b>	<b>What in particular brought you here? 1997 (Out-of-Target)</b>	<b>Percent</b>
<b>On the way</b>	<b>17.4</b>	<b>Traveling through</b>	<b>35.0</b>
<b>Family/friends</b>	<b>16.0</b>	<b>Mount Rushmore</b>	<b>13.3</b>
<b>Mount Rushmore</b>	<b>16.0</b>	Visiting family & friends	9.8
<b>Sturgis Rally</b>	<b>15.2</b>	Black Hills	6.8
<b>Traveling through</b>	<b>15.2</b>	Sturgis Rally	6.5
Other*	9.8	Never been, wanted to see	4.5
Black Hills	6.2	Badlands	3.3
Never been	5.7	Beautiful scenery/landscp.	1.8
Badlands	3.3	Been here before, liked it	1.5
Scenery	2.4	Good route to take	1.5
No answer	1.9	Business with vacation	1.3
Crazy Horse	1.7	Traveling United States	1.3
Love it/Like it	1.2	Recommended	1.0
Deadwood	1.0		
Part of tour	1.0		
Reunion	1.0		

\*Examples of “other” reasons included: business, parks, weather, Corn Palace, Passion Play, Wall Drug.

## ADVERTISING

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<b>Do you recall seeing any advertising for South Dakota while at home? (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>Yes</b>	<b>61.5</b>	<b>60.8</b>
No	38.5	39.2

<b>If yes, where did you see it? (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Newspaper	12.0	18.1
<b>TV</b>	<b>42.9</b>	<b>45.3</b>
Magazine	12.4	10.7
Newspaper, magazine	1.9	1.2
Newspaper, TV	6.2	5.8
Newspaper, TV, magazine	12.0	2.1
Newspaper, other	0.4	--
TV, magazine	5.4	5.3
Magazine, other	1.2	--
Other	5.8*	11.5**

\*Examples of "other" sources for 1999 included: internet (47.4%), billboards, casinos, rest areas, travel books, Wall Drug signs.

\*\*Examples of "other" sources for 1997 included: billboards/signs, Wall Drug signs, internet (7.1%), outdoor show.

<b>Did advertising influence your decision to come to South Dakota? (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Yes	15.0	18.1
<b>No</b>	<b>80.7</b>	<b>76.1</b>
Not Sure	4.3	5.8

<b>Do you recall seeing any advertising for South Dakota while at home? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Yes	27.9	22.5
<b>No</b>	<b>72.1</b>	<b>77.5</b>

<b>If yes, where did you see it? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Newspaper	5.2	10.0
<b>TV</b>	<b>30.2</b>	<b>30.0</b>
<b>Magazine</b>	<b>29.3</b>	<b>38.9</b>
Newspaper, magazine	1.7	--
Newspaper, magazine, other	0.9	--
Newspaper, TV	3.4	--
Newspaper, TV, magazine	2.6	--
Newspaper, TV, other	0.9	--
TV, magazine	7.8	5.6
Magazine, other	2.6	--
Other	15.5*	15.6**

\*Examples of "other" sources for 1999 included: internet (39.1%), AAA, atlas, chamber, brochures, Black Hills Gold, Easy Rider books, sports show, travel guide, word-of-mouth.

\*\*Examples of "other" sources for 1997 included: internet (21.4%), AAA, bumper stickers, road atlas.

<b>Did advertising influence your decision to come to South Dakota? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Yes	30.4	22.2
<b>No</b>	<b>63.4</b>	<b>76.7</b>
Not Sure	6.3	1.1

## TRAVEL INFORMATION

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<b>Did you bring any travel literature about South Dakota with you? (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
---	---------------------	---------------------

Yes	33.5	49.5
No	<b>66.5</b>	<b>50.5</b>

<b>If yes, where did you get that literature? (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
---	---------------------	---------------------

Other*	35.5	21.7
AAA	31.9	28.8
South Dakota #	28.3	42.4
South Dakota, AAA	3.6	7.1
Travel agent	0.7	0.0

<b>*Other literature sources (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
--	---------------------	---------------------

<b>Internet</b>	<b>24.5</b>	<b>11.6</b>
<b>Books/travel book (guide)</b>	<b>10.2</b>	<b>4.7</b>
<b>Chamber of Commerce</b>	<b>10.2</b>	<b>13.9</b>
<b>Family/Friends</b>	<b>10.2</b>	<b>18.6</b>
<b>Info. Centers</b>	<b>10.2</b>	<b>16.3</b>
Atlas/maps	8.2	9.3
Newspaper	8.2	2.3
No response	4.1	--
Newspaper flyer	2.0	--
Sport & travel show	2.0	4.7
Previous visit info.	2.0	--
Tourism	2.0	--
Brochures	2.0	2.3
Custer State Park	2.0	--
Library	2.0	--
Campgrounds	--	6.9
Amoco	--	2.3
Corn Palace	--	2.3
National Geographic	--	2.3
Travel magazine with coupon	--	2.3

<b>What literature did you bring? (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>No answer</b>	<b>42.6</b>	<b>2.5</b>
<b>AAA trip planner</b>	<b>26.2</b>	<b>25.3</b>
<b>South Dakota vacation packet</b>	<b>13.5</b>	<b>40.9</b>
Other*	7.1	23.2
Traveler Magazine	5.0	1.0
AAA trip planner/Traveler Magazine	1.4	--
South Dakota newspaper insert	1.4	1.5
South Dakota (vacation packet)/ AAA trip planner	1.4	5.5
AAA trip planner/newspaper insert/ Traveler Mag./vacation packet	0.7	--
South Dakota vacation packet/ newspaper insert/Traveler Magazine	0.7	--

<b>*Other literature brought along (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Maps/South Dakota map	40.0	4.3
Literature	20.0	--
Newspaper	10.0	--
Literature from Info. Center	10.0	--
Travel Guide	10.0	--
Travel Show	10.0	--
Brochures	--	34.8
AAA information	--	13.0
Books	--	8.7
Internet information	--	8.7
Campground information	--	6.5
Fishing guidebooks	--	6.5
Amoco trip planner	--	2.2
Custer State Park information	--	2.2
Deadwood information	--	2.2
National Geographic magazine	--	2.2
Newspaper insert	--	2.2
South Dakota magazine	--	2.2
South Dakota newspaper	--	2.2
Spearfish Chamber information	--	2.2

<b>Did you bring any travel literature about South Dakota with you? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
---	---------------------	---------------------

Yes	39.6	42.8
No	<b>60.4</b>	<b>57.3</b>

<b>If yes, where did you get that literature? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
---	---------------------	---------------------

AAA	<b>47.2</b>	<b>57.9</b>
Other*	<b>29.4</b>	<b>20.5</b>
South Dakota #	<b>17.8</b>	<b>18.1</b>
South Dakota, AAA	3.7	3.5
Travel agent	1.8	0.0

<b>*Other literature sources (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
--	---------------------	---------------------

Internet	<b>16.7</b>	<b>5.7</b>
No answer	<b>16.7</b>	--
Atlas/maps	<b>14.6</b>	<b>14.3</b>
Family/Friends	<b>12.5</b>	<b>5.7</b>
SD Tourism	<b>10.4</b>	--
Books/travel book (guide)	2.1	8.6
Chamber of Commerce	2.1	2.9
Info. Centers	6.3	5.7
Newspaper	0.0	5.7
Previous visit info.	2.1	<b>11.4</b>
Brochures	0.0	2.9
Library	2.1	2.9
Magazines	4.2	<b>11.4</b>
National Geographic	0.0	8.6
Rally info. center	2.1	--
Insurance company	2.1	--
Self	6.3	--
Amearter	--	2.9
Fodor's	--	2.9
Lets Go USA	--	2.9
Redlin Center	--	2.9
Travel Club	--	2.9

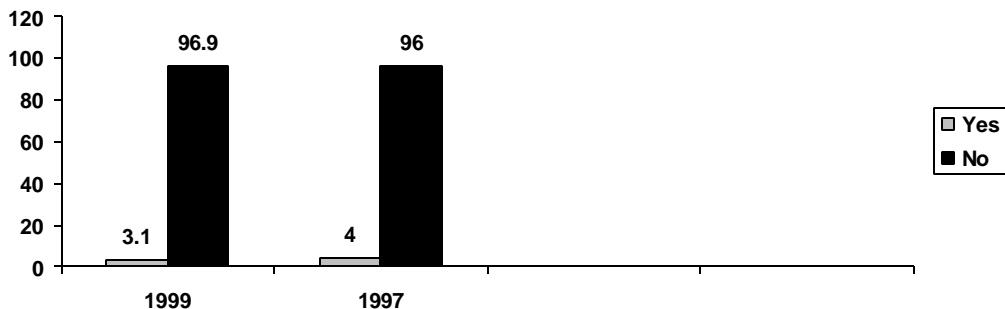
<b>What literature did you bring? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>AAA trip planner</b>	<b>39.3</b>	<b>45.6</b>
<b>No answer</b>	<b>31.5</b>	<b>--</b>
<b>South Dakota vacation packet</b>	<b>11.9</b>	<b>17.0</b>
Other*	5.4	31.0
Traveler Magazine	5.4	1.8
AAA trip planner/Traveler Magazine	3.0	--
South Dakota (vacation packet)/ AAA trip planner	1.8	4.1
South Dakota newspaper insert	1.2	0.6
South Dakota newspaper insert/Traveler Mag.	0.6	--

<b>*Other literature brought along (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Can't remember/no answer	44.4	26.4
AAA (travel) atlas/book	11.1	13.2
Atlas/map	11.1	11.3
Commerce	11.1	--
Map/tour books/internet	11.1	--
Motorhome books	11.1	--
Brochures	--	9.4
Books	--	7.5
National Geographic	--	7.5
Newspaper	--	5.7
Campground guide	--	3.8
Travel guide	--	3.8

## NEED FOR MORE INFORMATION

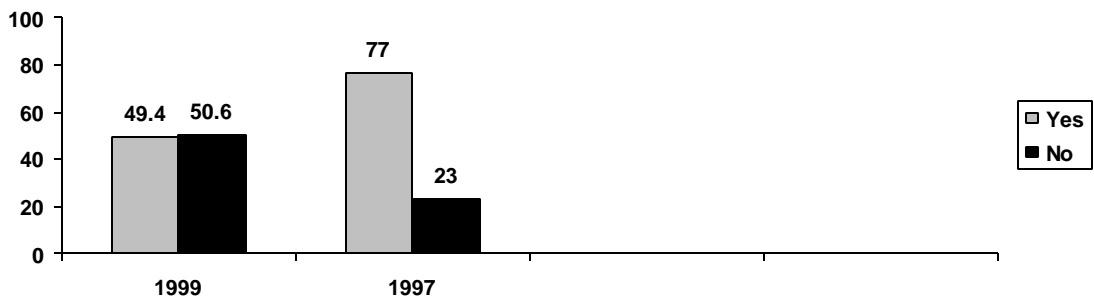
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Is there any information about South Dakota that you couldn't find? (In-Target)



If yes, what were you looking for? (In-Target)	1999 Percent	1997 Percent
No answer	61.5	6.3
(South Dakota) map	15.4	18.8
Bear Country	7.7	--
Job Service information	7.7	--
More specific literature	7.7	--
Lodging	--	12.5
1880 Train	--	6.3
Black Hills	--	6.3
Gazetteer	--	6.3
Horse auctions	--	6.3
Information on elk	--	6.3
Museum of Geology	--	6.3
SD homepage	--	6.3
Sturgis Bike Rally	--	6.3
Tour guide information	--	6.3
White water rafting	--	6.3

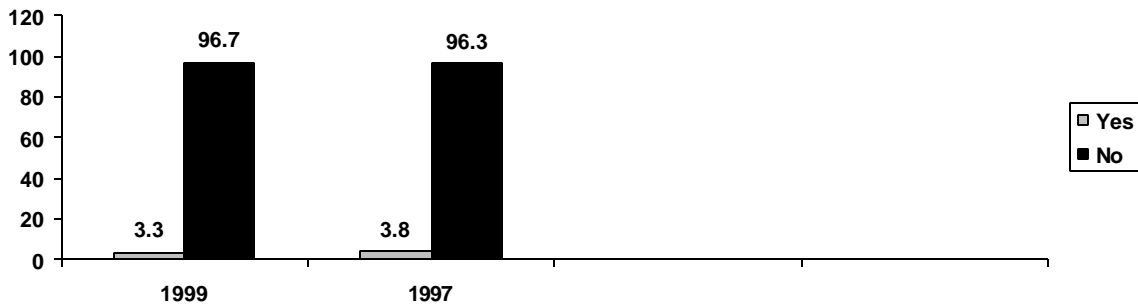
**Have you picked up additional information? (In-Target)**



**If yes, what did you request? (In-Target)**

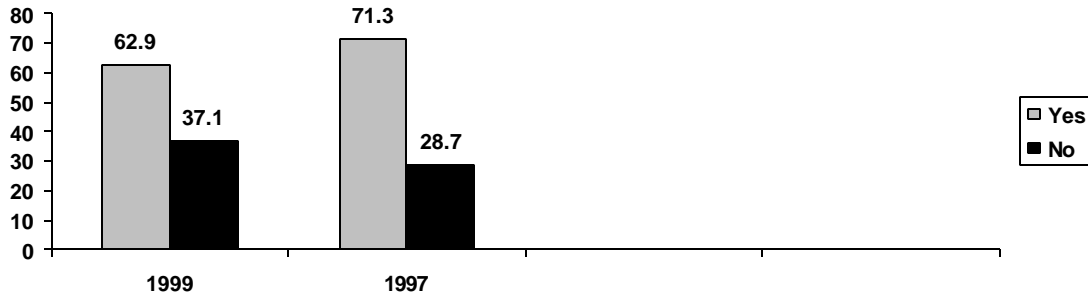
	1999 Percent	1997 Percent
<b>Literature in racks</b>	<b>56.7</b>	<b>56.5</b>
<b>Travel counselor/lit. in racks</b>	<b>21.6</b>	<b>35.7</b>
<b>Talked to travel counselor</b>	<b>18.3</b>	<b>7.1</b>
Literature in racks/kiosk	1.4	0.0
No answer	1.0	0.0
Travel counselor/kiosk	0.5	0.0
Looked at computer kiosk	0.5	0.0
Travel counselor/lit. in racks/kiosk	0.0	0.6

**Is there any information about South Dakota that you couldn't find? (Out-of-Target)**



<b>If yes, what were you looking for? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
No response	28.6	--
De Smet	14.3	--
Better road signs	7.1	--
Corn Palace/Mount Rushmore	7.1	--
Crazy Horse	7.1	--
Indian Reservations	7.1	--
Info. on the state	7.1	--
Sioux Falls	7.1	--
State map	7.1	--
Time map	7.1	--
Forts	--	6.7
Gas stations	--	6.7
Horse camp	--	6.7
Info. on July 4 <sup>th</sup> at Mount Rushmore	--	6.7
Local map of attractions	--	6.7
Map of area north of Belle Fourche	--	6.7
Mitchell Corn Palace	--	6.7
Not much road information	--	6.7
Pine Ridge hard to find	--	6.7
Restaurants	--	6.7
Time change in Black Hills	--	6.7
Times attractions open and close	--	6.7
Wilderness camping	--	6.7
Wildlife	--	6.7

**Have you picked up additional information? (Out-of-Target)**



<b>If yes, what did you request? (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
<b>Literature in racks</b>	<b>58.9</b>	<b>52.6</b>
<b>Talked to travel counselor</b>	<b>26.0</b>	<b>8.4</b>
<b>Travel counselor/lit. in racks</b>	<b>7.2</b>	<b>37.5</b>
Literature in racks/kiosk	0.8	0.0
No response	6.4	0.0
Travel counselor/kiosk	0.4	0.0
Looked at computer kiosk	0.4	0.4
Travel counselor/lit. in racks/kiosk	0.0	1.1

## SPENDING AND HOUSEHOLD INCOME

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### Spending total per day for entire travel party (In-Target)

	1999 Percent	1997 Percent
Less than \$100	37.8	35.0
<b>\$100-199</b>	<b>47.7</b>	<b>48.8</b>
\$200-299	11.9	13.0
\$300-399	1.9	1.8
\$400-499	0.5	0.5
\$500-599	0.2	0.3
Over \$600	0.0	0.8

**1999 average spending:  
\$141.54 per day**

**1997 average spending:  
\$137.43 per day**

### Spending total per day for entire travel party (Out-of-Target)

	1999 Percent	1997 Percent
Less than \$100	35.0	32.5
<b>\$100-199</b>	<b>48.1</b>	<b>54.3</b>
\$200-299	14.3	10.3
\$300-399	1.9	2.0
\$400-499	0.2	1.0
\$500-599	0.2	--
Over \$600	0.2	--

**1999 average spending:  
\$147.02 per day**

**1997 average spending:  
\$134.41 per day**

<b>Total household income (In-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Less than \$25,000	3.8	8.0
\$25,000 to \$39,000	10.2	18.3
<b>\$40,000 to \$54,000</b>	<b>19.9</b>	<b>23.3</b>
\$55,000 to \$69,000	14.5	18.8
\$70,000 to \$84,000	7.8	11.3
\$85,000 to \$99,000	3.8	3.8
More than \$100,000	4.3	4.3
Did not answer	35.8	12.5
Retired (percent of total)	11.6	--

**1999 average income:  
\$57,585.77**

**1997 average income:  
(not reported)**

<b>Total household income (Out-of-Target)</b>	<b>1999 Percent</b>	<b>1997 Percent</b>
Less than \$25,000	2.5	7.5
\$25,000 to \$39,000	10.9	16.3
<b>\$40,000 to \$54,000</b>	<b>17.3</b>	<b>20.0</b>
<b>\$55,000 to \$69,000</b>	<b>11.5</b>	<b>20.0</b>
\$70,000 to \$84,000	10.3	14.3
\$85,000 to \$99,000	2.5	4.8
More than \$100,000	7.8	6.5
Did not answer	37.2	10.8
Retired (percent of total)	14.8	--

**1999 average income:  
\$61,871.11**

**1997 average income:  
(not reported)**

Average annual household income of **all** respondents, 1997: \$48,815

Average annual household income of **all** respondents, 1999: \$59,664