

Getting to Know the Florida Byway Traveler: FSHP Visitor Survey Tool

WHAT?

- A brief online visitor survey containing a standard set of statewide questions, in addition to a limited number of questions tailored to each byway
- Data managed by FSHP staff - provide standard reports or raw data to byway organizations

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■ WHY?

- Identify visitor demographics (age, out-of-state residency, traveling with/without children, spending, etc.)
- Validate effective promotion strategies for byways (useful when applying for grants or engaging tourism partners)
- Identify motivation for travel, which could strengthen arguments for additional enhancements of specific resources or demonstrate the benefit of completed projects
- Collect feedback on the overall byway visitor experience
- Verify the scenic highway as a travel destination



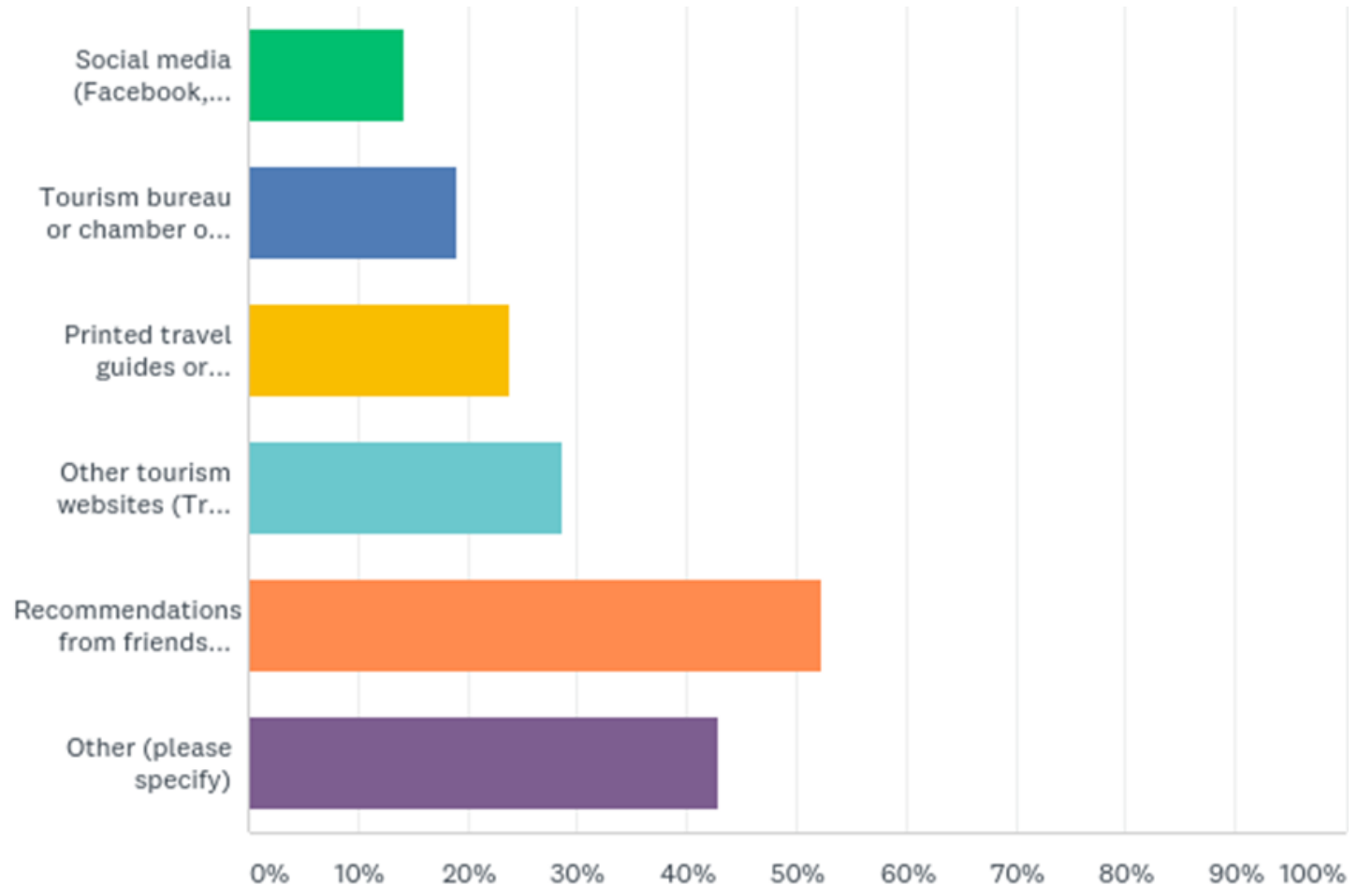
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- Based on survey utilized by FSHP in 2015
- About 15 standard questions like:
 - When trip occurred
 - Purpose of trip
 - Resources used to plan trip
 - Activities
 - Amount spent
 - Number in travel party

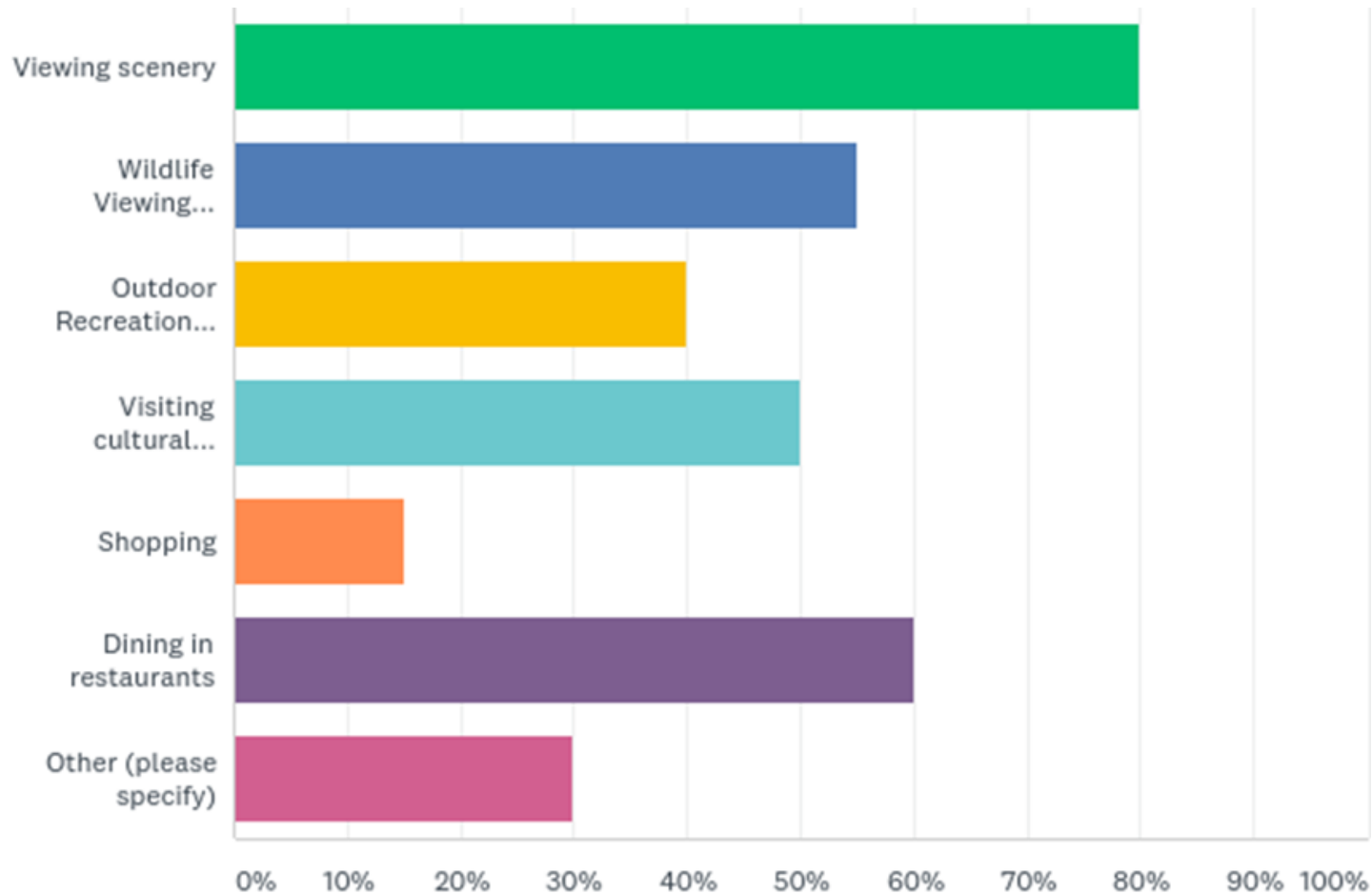
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2015 Data

- What resources did you use to plan your trip?



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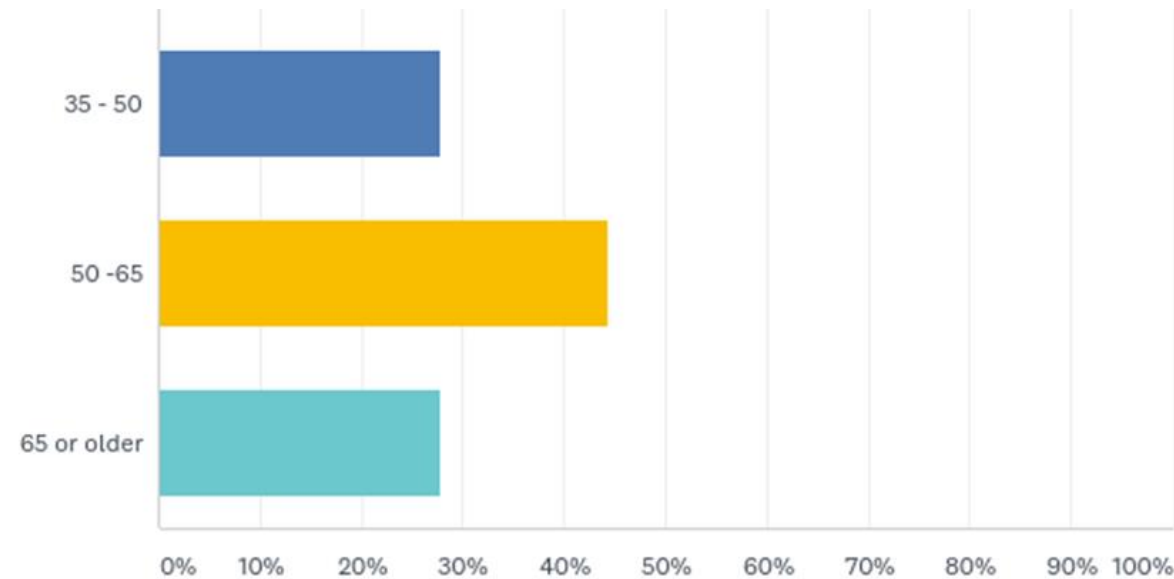


2015 Data

- In what activities did you and/or your travel party participate while visiting the Scenic Highway?

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- Adults in the travel party:
 - 1 = 19%
 - 2 = 52%
- Age:



2015 Data

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- Average Expenditures:
 - Gas \$ 230
 - Food \$ 375
 - Lodging \$1,700
 - Souvenirs \$ 290
 - Admissions \$ 80
 - Other \$ 435

2015 Data



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- Promoting the survey to visitors:
 - FSHP website and social media
 - Scenic highway websites and social media
 - Emailed to travelers who request byway maps/brochures
 - Scenic highway visitor centers or partner attractions
 - Partners distribute link



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