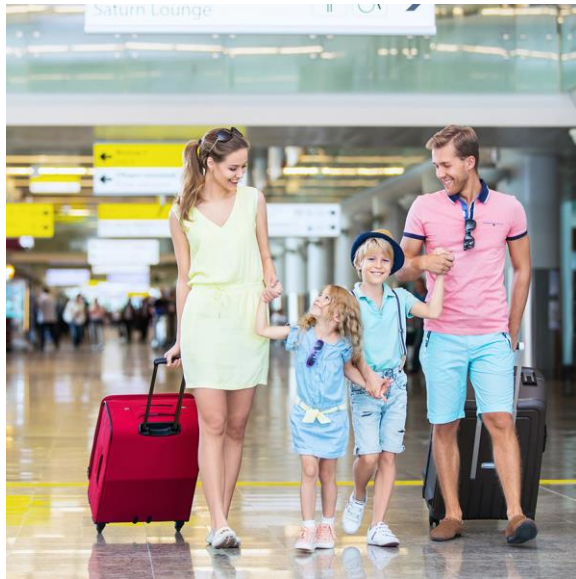


J.D. POWER



2016 Destination Experience Satisfaction StudySM

EXECUTIVE SUMMARY

October 2016

Global Travel and Hospitality

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Introduction and Background

The *J.D. Power 2016 Destination Experience Satisfaction StudySM (DESS)* analyzes travelers' responses to more than 130 questions regarding their entire destination experience, from trip planning to cost and fees. The 2016 study includes 50 officially ranked destinations located within five regions of the United States: **Midwest, Northeast/Mid-Atlantic, South, Southwest, and West.**

The *Destination Experience Satisfaction Study*, in its first year of publication, provides a single measure with which to assess the levels of overall satisfaction among the top 50 U.S. metropolitan areas based on the experiences of travelers who visited that metropolitan area within 60 days of being surveyed. The study highlights relevant trends and provides insights to help drive performance improvement initiatives and increase traveler satisfaction.

The objectives of this annual study are to:

- Determine the critical factors that drive satisfaction among visitors
- Establish the relative importance of each factor to overall satisfaction
- Determine the performance of major U.S. metropolitan areas based on a single measure
- Analyze the relative strengths and weaknesses for each destination included in the study
- Provide detailed competitive benchmarking
- Track industry and region performance on an annual basis

J.D. Power developed its index methodology in the early 1980s based on the premise that a number of drivers influence customer satisfaction. These drivers—called attributes—are grouped into subcategories—called factors—which are determined based on J.D. Power's knowledge of the particular market and extensive pilot study research. The J.D. Power index model allows for the identification of the drivers that influence satisfaction, as well as the determination of their relative importance to overall satisfaction.

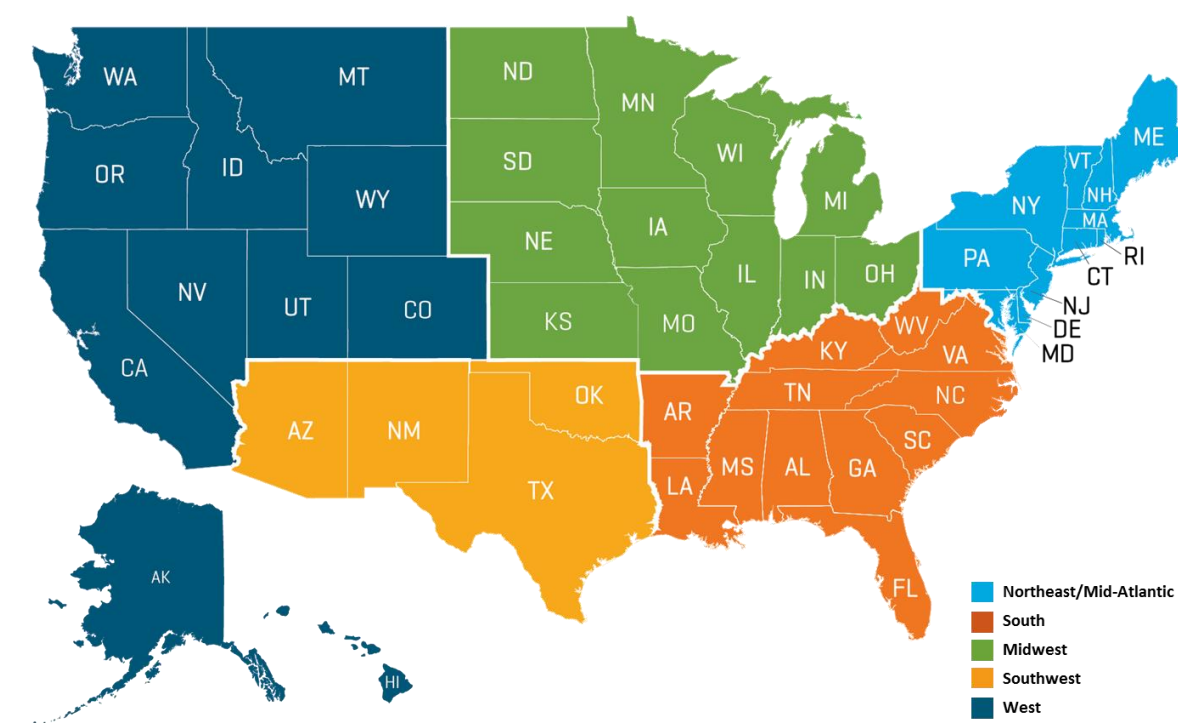
Study Methodology Overview

For the *2016 Destination Experience Satisfaction Study*, J.D. Power conducted an online survey to measure travelers' overall satisfaction with the top 50 U.S. destinations. An initial screening was conducted to ensure respondents met the following criteria:

- 18 years of age or older
- Traveled to at least one destination within the past 60 days
- Destination was at least 50 miles from their primary residence
- Stay was at one of the 50 metropolitan areas included in the study

The 2016 pilot study is based on responses from 26,124 travelers who visited a U.S. metropolitan area between December 2015 and July 2016. The pilot study fielded for 6 months—between February 2016 and July 2016—whereas the ongoing annual study will field on a year-round basis.

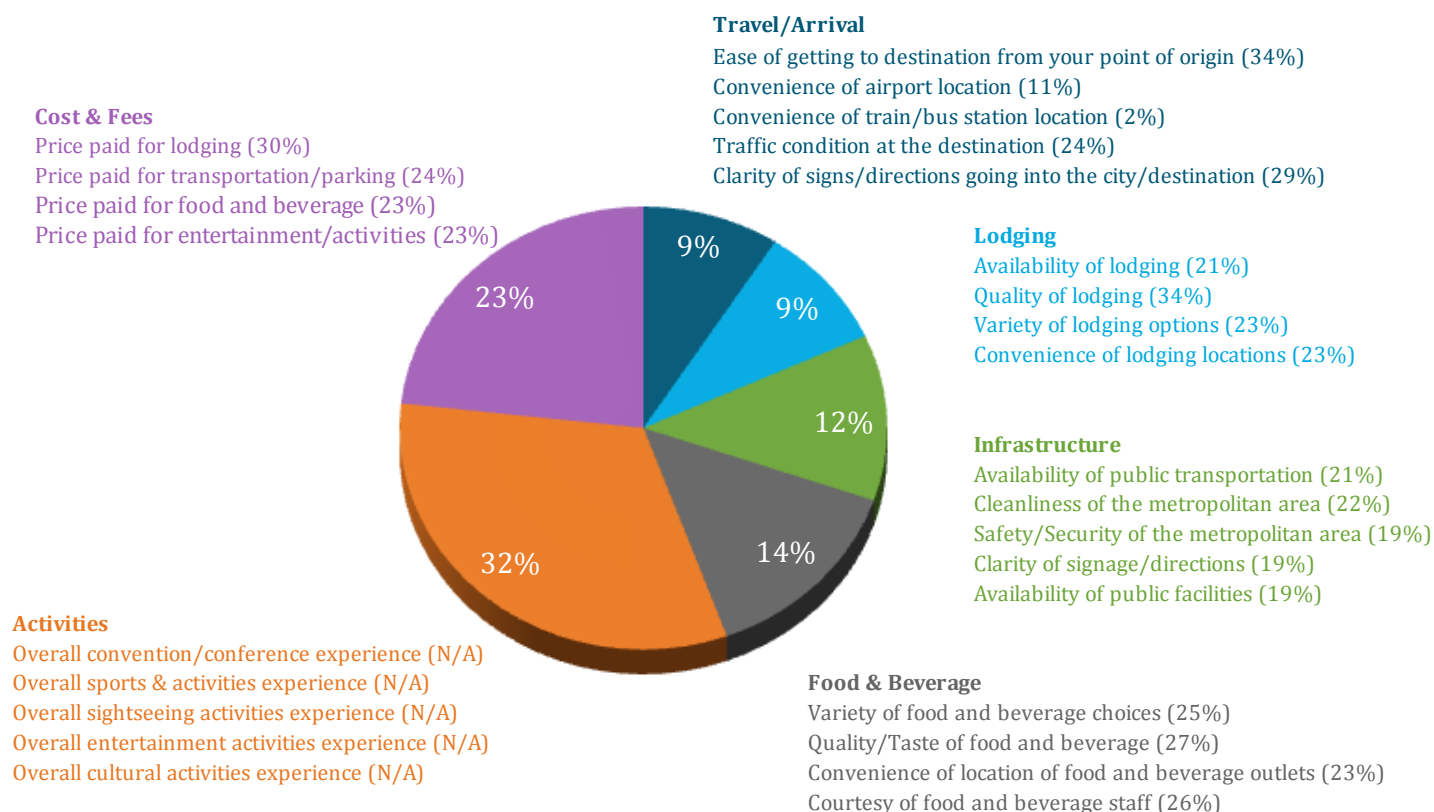
The top 50 U.S. destinations are ranked in the 2016 study. These destinations were selected using 2014 room demand to identify the top markets in the United States as provided by STR, Inc. For ranking purposes, to account for differences in weather and other potential impacts in terms of physical location, destinations were sorted into five regional segments: Midwest, Northeast/Mid-Atlantic, South, Southwest, and West.



J.D. Power analyzed the *DESS* data using a factor regression statistical model. This regression analysis will be conducted on an annual basis to look for changes that warrant updating the model and index calculations and to help identify changing market conditions. All index scores are based on a 1,000-point scale.

The factors and attributes used to calculate each destination's index score are shown below. The regression weights, presented as percentages throughout the study, represent the impact each factor has on a traveler's overall destination experience. Similarly, the attribute weights are presented as percentages that represent the impact each attribute has on its respective factor score. For more details regarding the index model, please refer to Appendix B.

Destination Experience Satisfaction Index Model



Destination Experience Satisfaction Study at a Glance

Industry Performance

At the industry level, overall satisfaction is 797 (on a 1,000-point scale) in the inaugural *DESS*. The highest-scoring factors are Lodging (841), Food & Beverage (837), and Activities (820). This year's pilot study includes travel between December 2015 and July 2016, capturing both the prime holiday season and the majority of the summer vacation season. As the study continues, J.D. Power will capture true seasonality across a 12-month fielding period.

- The **South** and **Southwest** regions tie for the highest overall satisfaction score among the five regions, at 802 points each.
 - Orlando, Florida, with a score of 815, ranks highest in the South region. The destination ranks highest in two of the six factors: Infrastructure and Activities.
 - Austin, Texas, with an overall score of 818, ranks highest in the Southwest region. Austin ranks highest in the Infrastructure and Activities factors and ranks second behind Dallas in Cost & Fees.
- The **West** region follows closely behind the South and Southwest regions, with a satisfaction score of 801 points.
 - Las Vegas, Nevada, (827) ranks highest in the West region and scores highest in the study. Las Vegas ranks highest in the region in all factors except Food & Beverage and Activities, in which it ranks second in each factor behind Oahu Island, Hawaii.
- The **Northeast/Mid-Atlantic** region has an overall satisfaction score of 789 points.
 - New York, New York, ranks highest in the region with a score of 805. The city performs highest in four factors: Travel/Arrival, Lodging, Food & Beverage, and Activities.
- The **Midwest** region has the lowest overall satisfaction score among the five regions, at 782 points.
 - Columbus, Ohio, ranks highest in the region with a score of 799, and also ranks highest in three of the six factors: Infrastructure, Food & Beverage, and Cost & Fees.

2016 Key Facts and Figures

- Las Vegas' overall satisfaction score of 827 points is the highest among all 50 metropolitan areas included in the study.
- Industry-wide, travelers spend \$301 daily, on average, during a trip, or about \$1,169 total, with the most money spent on lodging.
- The *DESS* classifies travelers into three levels of emotional attachment to their visited destination—high, medium, and low. Nearly half of travelers across all five regions fall into the medium attachment grouping. The West has the largest distribution of highly attached travelers at 42% and the Midwest has the largest proportion of travelers with low emotional attachment at 22%.

- For the *2016 Destination Experience Satisfaction Study*, 21% of visitors travel for business purposes, while 79% are leisure travelers. Overall satisfaction is 11 points higher among business travelers than among leisure travelers.
- The number of activities a traveler participates in impacts their overall satisfaction. Overall satisfaction among travelers who participate in eight or more activities during their trip is 46 points higher than among those who participate in only five to seven activities.
- Past experience and destination activity and entertainment options are the top two primary reasons travelers select their destination. However, choosing a destination based on an area's reputation or a recommendation leads to the highest overall satisfaction score (839) among all choices.

Study Overview

Introducing the Destination Experience Satisfaction Study

Before marketing any travel services, prospective visitors must be sold on the destination. While there have been many popular lists of “top cities to visit” published both online and in magazines, the *2016 Destination Experience Satisfaction Study* employs the same type of independent methodological rigor that J.D. Power applies to its hundreds of other studies assessing customer experience. The study provides a satisfaction index based on a weighted average of the six factors previously referenced: Travel/Arrival; Infrastructure; Lodging; Food & Beverage; Activities; and Cost & Fees. The study also looks beyond how travelers rate their experiences in these destinations by also examining how well a city connects emotionally with its visitors, as well as how having a positive experience translates into enhanced financial outcomes for that city’s economy. The primary reason for conducting this study is to help destinations improve their visitors’ experiences, and subsequently flourish rather than to focus on which destinations are the most challenged.

Certain locations have a distinct year-round climate advantage. For this reason, destination evaluations were divided by geographic region. The data validate this decision, as warmer regions (South and Southwest) generally outperform colder ones.

The Midwest

Columbus is the highest-ranked destination in the Midwest region, with an overall satisfaction score of 799 points, leading second-ranked Kansas City by 8 index points. While Columbus may not immediately come to mind as a top visitor destination, the city has been recognized with many accolades, as listed on columbusregion.com. Some of these include:

- Being the “Best City in the Midwest” (*Money Magazine*)
- Having the second-best minor league baseball team (*SmartAsset*)
- Ranking eighth as a “Top Metro for Finding New Friends” (*realtor.com*)
- Ranking second on the list of “Top Cities for Best Return on Salaries” (*Benefits Pro*)
- Ranking 18th on a list of America’s Friendliest Cities (*Travel and Leisure*)

Columbus performs especially well in the Infrastructure and Cost & Fees factors. The city also outperforms Chicago in the Food & Beverage factor (841 vs. 835, respectively). Chicago, however, ranks highest in Lodging and Activities. Indianapolis ranks highest in Travel/Arrival.

The Southwest

With its music and film festivals highlighting the city’s attractions, Austin ranks highest in the Southwest region, with an overall satisfaction score of 818 points, outperforming second-ranked Dallas by 7 index points. Austin also performs highest among cities in the Southwest region in both Activities and Infrastructure. Although Dallas ranks highest in Cost & Fees satisfaction, Austin trails by only 2 points. Austin is another city that boasts a number of accolades:

- Ranked fifth by *Conde Nast Traveler* for friendly cities in October 2015
- Named one of “The Best Cities to Shop Local” by *yelp.com*

- Austin-Bergstrom International Airport named one of 15 global airports where “You’ll Actually Want to Have a Long Layover” by *Business Insider*

San Antonio is the highest-ranked destination in the region in Food & Beverage, surpassing Austin at second by 11 index points (861 vs. 850, respectively). Oklahoma City ranks highest in the Travel/Arrival factor (800), leading Austin by 9 points. Fort Worth achieves the highest score in Lodging, topping nearby Dallas by 11 points.

The Northeast/Mid-Atlantic

New York, New York, known as the city that’s “so nice, they named it twice,” ranks highest among Northeast/Mid-Atlantic cities, with an overall satisfaction score of 805 points. The city performs highest in the region in four of the six factors: Travel/Arrival, Lodging, Food & Beverage, and, not surprisingly, Activities. In the Infrastructure factor, New York trails Boston by 4 points (784 vs. 788, respectively). Even though New York is generally considered a very high-cost city, satisfaction with Cost & Fees (727) is relatively similar to satisfaction in other large Northeastern cities, e.g., Baltimore, Maryland, which ranks highest in the factor at 733 points.

Although Orlando—in the South region—recently surpassed New York as the most visited U.S. city—according to the *Orlando Sentinel*—the Big Apple still remains competitive as a top U.S. destination.

The South

Orlando ranks highest among the top destinations in the South region, with an overall satisfaction score of 815 points. However, Orlando is followed very closely by Miami and New Orleans (in a tie at 814 each) and Charleston, South Carolina, (813). At the factor level, Orlando drastically outperforms the region average in Activities (861 vs. 826, respectively) and also ranks highest in Infrastructure (812 vs. 787). New Orleans ranks highest in Lodging and Food & Beverage; Myrtle Beach ranks highest in Travel/Arrival; and Miami ranks highest in Cost & Fees. When it comes to traveling to the South region, there are a number of strong competitive cities.

The West

Certainly, Las Vegas is unique among U.S. cities. It not only ranks highest in overall satisfaction in the West region (827), but it also achieves the highest score in the study. The city performs highest in the region in the Travel/Arrival, Lodging, and Infrastructure factors. Despite the proclivity of many Americans to unintentionally leave quite a bit of money behind, it also ranks highest in the Cost & Fees factor. Las Vegas outperforms overall second-ranked Oahu Island (813) by 14 points. Oahu Island ranks highest in two factors: Food & Beverage and Activities.

Better Experience Translates into Greater Spend

There is a direct relationship between the quality of the visitor experience and the money they spend during their stay. On average, travelers spend \$1,169 during their visit, which is an average of \$301 per day. Travelers who are either indifferent (providing an overall satisfaction rating of 6-7 on a 10-point scale) or disappointed (rating of 1-5) spend nearly \$250 less per trip than average. Those who are delighted with their experience (rating their overall visit 10) spend, on average, \$1,446 per trip, or \$277 above average.

The key takeaway here is that the more satisfied travelers are with their overall visit, the more money they spend. The interesting thing is that while visitors spend more when they have a great experience, they are more satisfied with the cost and fees they paid, or the value they received for their expenditure. Therefore, visitors are spending more when the destination experience is outstanding and are happier because they did so. This represents a win for both the traveler and the destination.

Loving the City You Visit

Much of the current marketing research focuses on the importance of a traveler's emotional connection with the city they visit. There are some places where travelers enjoy themselves and have a satisfying experience, but to which they don't necessarily want to return. Despite the great weather offered in other regions, Northeast/Mid-Atlantic visitors tend to be the most likely to return and recommend their destination to others. However, visitors to cities in the West region have the strongest emotional attachment with their destination. For example, 39% of those who visit cities in the West say they would be "greatly disappointed" if they could not return; 36% say the "destination is a perfect fit"; and 25% say it's a destination they "would like to move to."

Enjoying Yourself on Business

An interesting finding is that those who travel to a destination for business reasons enjoy their trip slightly more than those who travel for leisure (806 vs. 795, respectively). The reason is fairly simple: someone else is frequently paying for their trip. There is a 34-point difference in satisfaction in the Cost & Fees factor between business travelers and leisure travelers (770 vs. 736, respectively). Further, Travel/Arrival satisfaction is also higher among business travelers than leisure travelers due to more appropriate expectations—they are more experienced with the processes and procedures in place. These results do somewhat undermine the common belief that business travel is "all work, no play." The data suggest that business travelers may actually have a better time during their trip than leisure travelers.

Most Activities Are Enjoyed Equally

In a study such as this, it is challenging to compare the activities offered in a city like Las Vegas or Orlando with those in such cities as Washington, D.C., or Phoenix. Study findings show that there are five primary categories of activities travelers participate in during their stay: cultural activities (e.g., museums, galleries, concerts); conventions/conferences (both business and leisure conferences); entertainment (e.g., shopping, theme parks, nightlife); sightseeing (e.g., nature parks, landmarks); and sports and adventure (e.g., sporting events, outdoor and water activities). Among these categories, cultural activities generate the highest satisfaction scores, although there is not a statistically significant difference in satisfaction levels between any of the categories.

Recommendations Lead to the Best Experiences

The study finds that 7% of travelers selected their destination based on recommendations from others, while 5% chose a destination based on online reviews. While these were not the most frequently cited reasons for choosing a destination, subsequent trip evaluations were the highest as a result of using either personal or online recommendations as the basis for choice. In terms of booking travel, satisfaction is notably higher when travelers use a travel agent or are part of a travel club, compared to when they use other sources to plan their trip. These findings underscore the value of hearing from experienced experts about where to go or what to do while traveling.

The United States Is Still Considered Very Safe for Travel

In a climate of growing fear of terrorist attacks, the study provides a reassuring statistic that 95% of respondents indicate feeling safe when traveling in the United States. This finding highlights the successful efforts made by the Transportation Security Administration (TSA) as well as federal and local leaders and law enforcement agencies to keep the U.S. travel industry thriving.

Summary and Conclusions

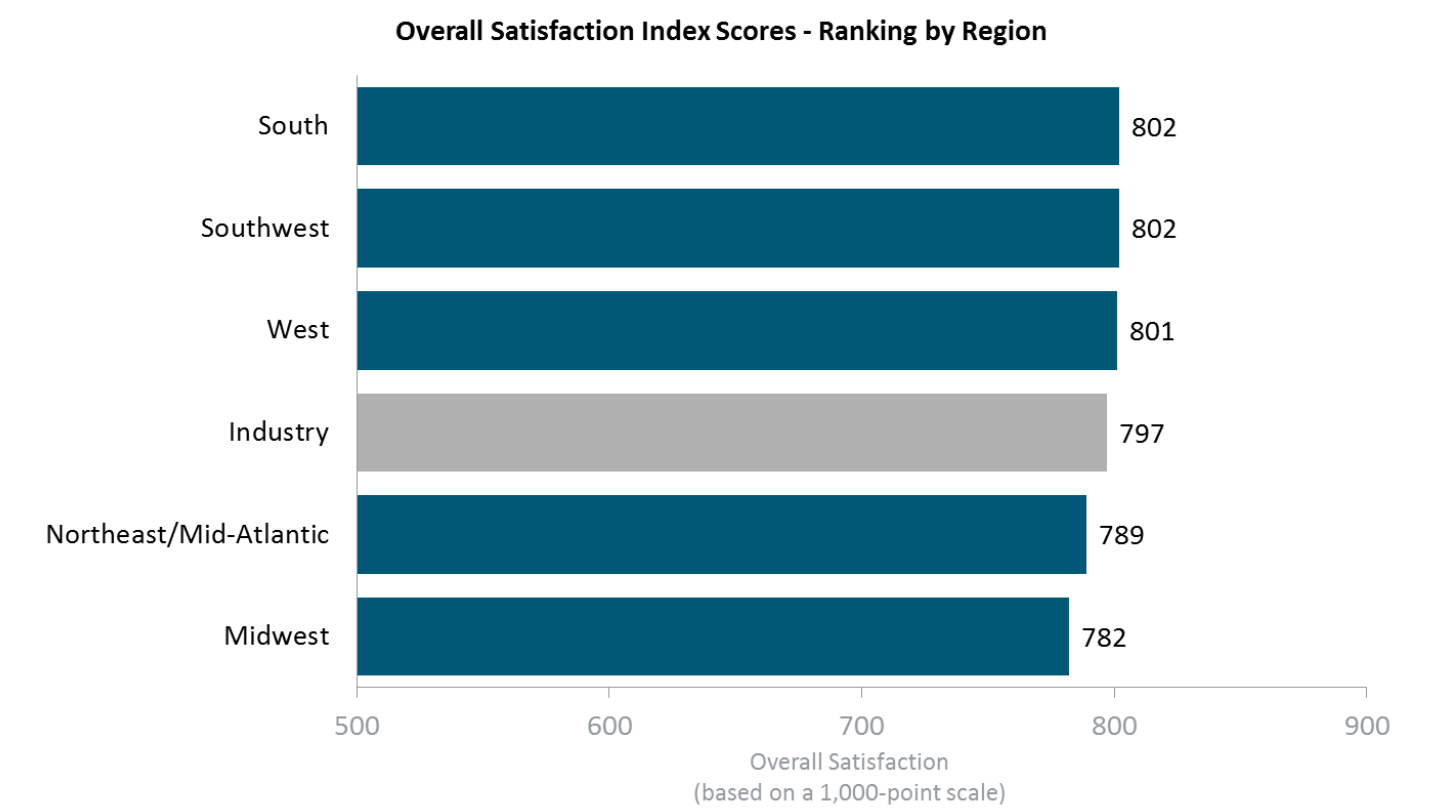
U.S. cities provide a wide variety of features and benefits for their visitors. While some cities may readily come to mind when considering a destination—e.g., New York City, Orlando, or Las Vegas—other cities like Austin and Columbus may not be as readily considered. But both groups of destinations demonstrate that their investments in creating a superb visitor experience have paid off. Giving visitors something to do during their stay—or perhaps put more appropriately, aggressively marketing the activities offered—can result in higher revenues, both during a visitor's stay and later through word-of-mouth and online recommendations.

Every city in the study has something unique to offer visitors, it is the intention of this study and future research endeavors to help each community realize its maximum potential as a destination, both for leisure travelers and business travelers who may have some free time for non-work activities during their stay.

Industry Overview

Regional Summary

The industry average satisfaction score in 2016 is 797 points. At the regional level, the South and Southwest regions achieve the highest overall scores (802 for each), followed closely by the West region (801). The Northeast/Mid-Atlantic (789) and Midwest (782) regions perform below industry average.



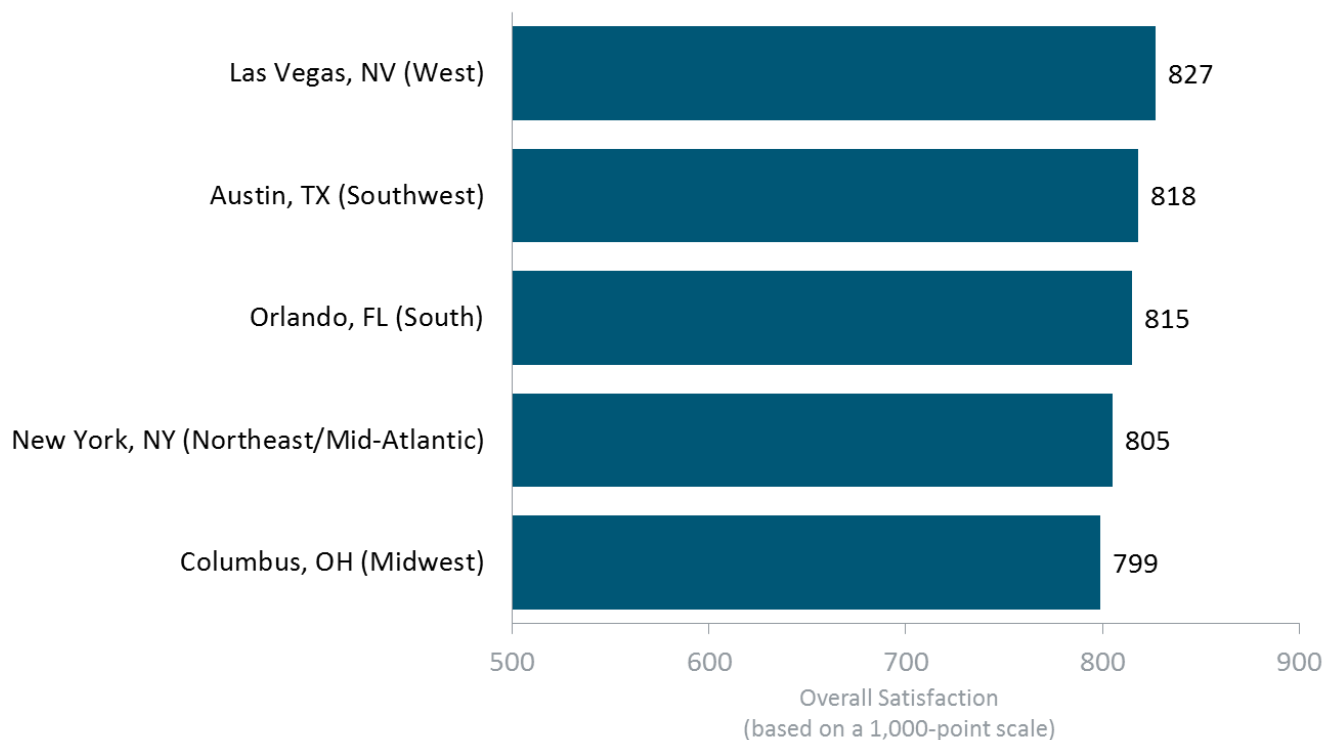
At the factor level, the West, South, and Southwest regions perform highest across all factors, and the Midwest performs lowest in four of the six factors. Satisfaction is most varied in the Cost & Fees factor (with a 40-point gap between the highest- and lowest-scoring regions) while Lodging is the most consistent across regions (17-point gap).

Overall Destination Satisfaction Index and Factor Scores - Region							
	Overall Satisfaction Index	Travel/Arrival	Lodging	Infrastructure	Food & Beverage	Activities	Cost & Fees
Midwest	782	767	830	760	822	801	734
Northeast/Mid-Atlantic	789	757	834	774	837	820	723
West	801	781	843	788	839	826	745
South	802	781	847	787	842	826	747
Southwest	802	780	841	789	838	816	763

Highest-Ranked Destinations

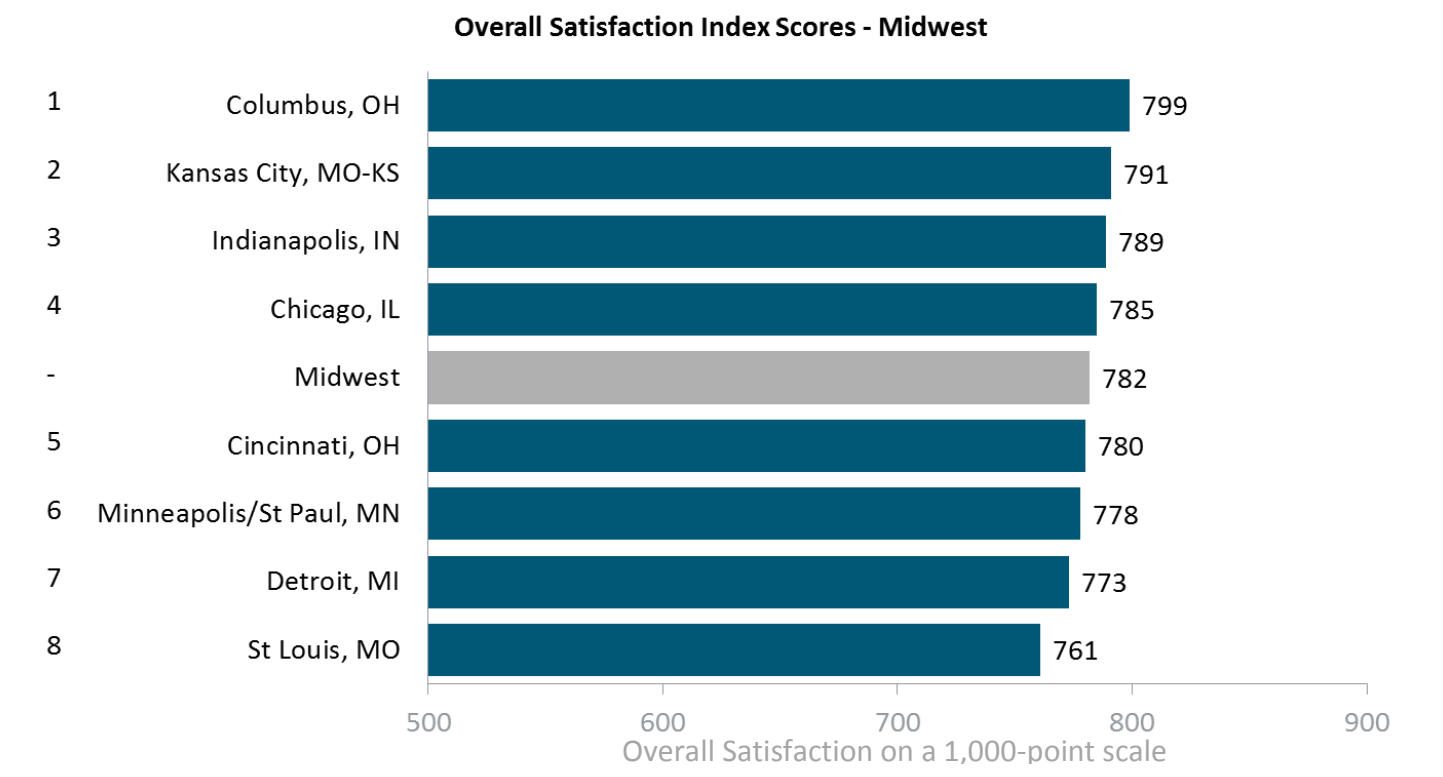
The highest-ranked destination in each region scores above the industry average of 797 points.

Overall Satisfaction Index Scores - Highest-Ranked Destination by Region



Region: Midwest

In 2016, Columbus ranks highest in the Midwest region with a score of 799 points. Kansas City ranks second (791), followed closely by Indianapolis (789). St. Louis ranks lowest with a score of 761 points, which is 21 points below the Midwest region average.



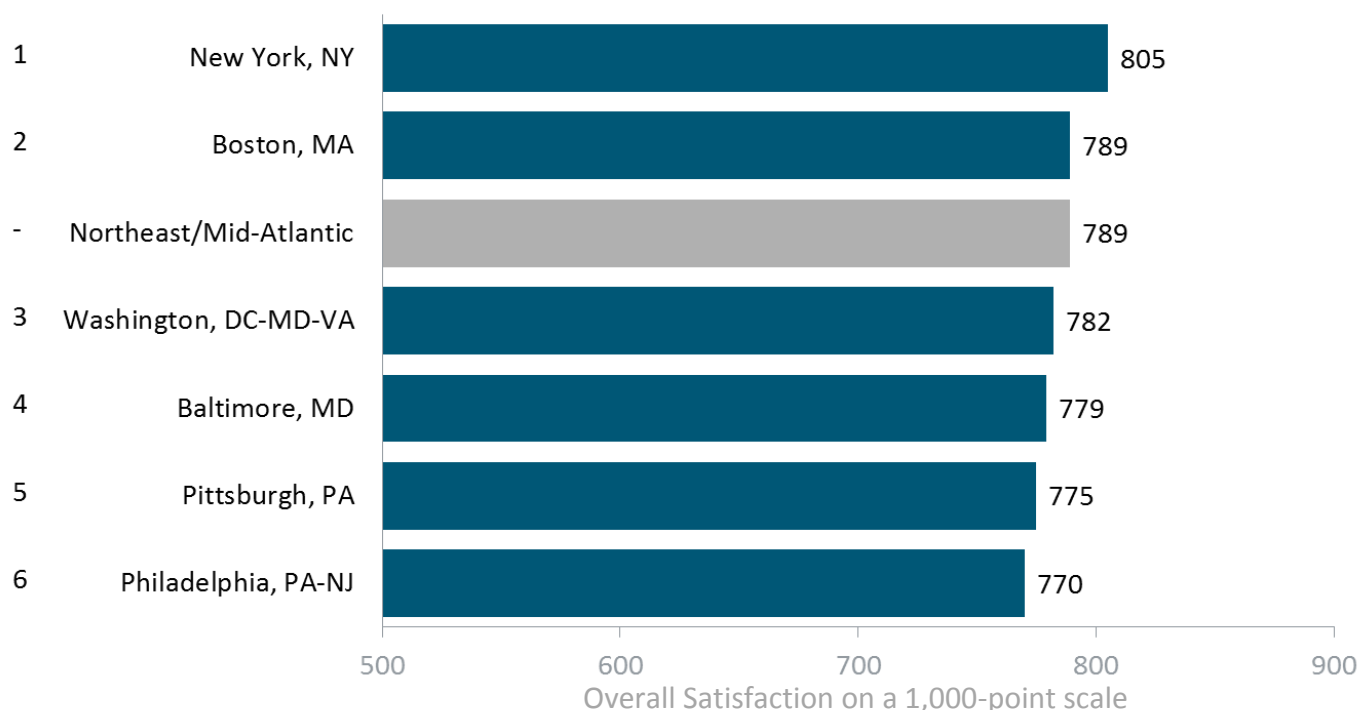
In addition to ranking highest overall in the Midwest region, Columbus ranks highest in the Infrastructure (785), Food & Beverage (841), and Cost & Fees (759) factors. Indianapolis has the highest satisfaction score in Travel/Arrival (792), while Chicago performs highest in the remaining factors, Lodging (842) and Activities (812).

Midwest Rankings by 2016 Index and Factor Scores							
	Overall Satisfaction Index	Travel/Arrival	Lodging	Infrastructure	Food & Beverage	Activities	Cost & Fees
Midwest	782	767	830	760	822	801	734
Columbus, OH	799	786	837	785	841	807	759
Kansas City, MO-KS	791	785	823	769	830	802	755
Indianapolis, IN	789	792	819	778	812	809	739
Chicago, IL	785	755	842	766	835	812	724
Cincinnati, OH	780	772	807	771	815	790	745
Minneapolis/St Paul, MN	778	775	830	779	824	794	713
Detroit, MI	773	773	821	718	802	789	749
St Louis, MO	761	741	824	721	801	783	721

Region: Northeast/Mid-Atlantic

In the Northeast/Mid-Atlantic region, New York City ranks highest with an overall score of 805 points. It is the only destination to rank above the region average of 789. Boston ranks second (789) and performs on par with the region average. Washington, D.C., ranks third, performing below average.

Overall Satisfaction Index Scores - Northeast/Mid-Atlantic



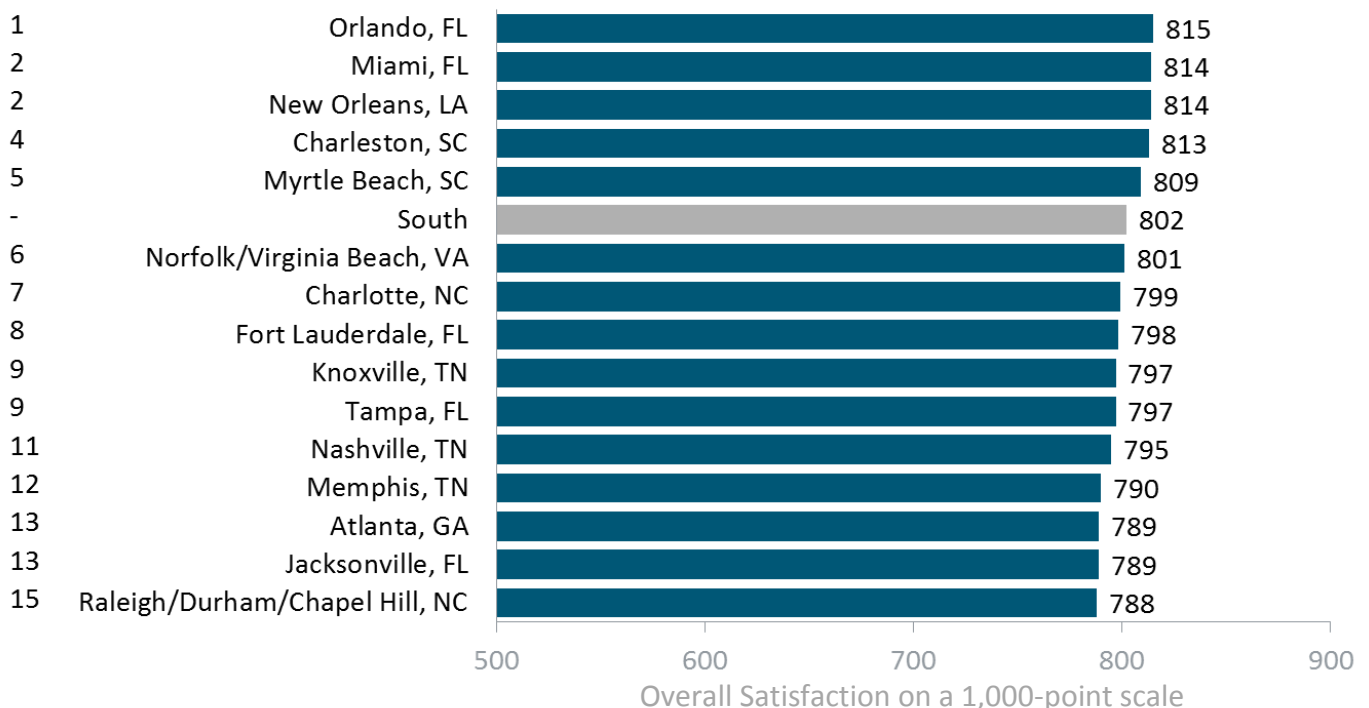
New York ranks highest in four of the six factors: Travel/Arrival (765); Lodging (846); Food & Beverage (863); and Activities (847). Boston ranks highest in Infrastructure (788), and Baltimore ranks highest in Cost & Fees (733). While Washington, D.C., ranks third overall, the city ranks lowest in Travel/Arrival (749) and Food & Beverage (816).

Northeast/Mid-Atlantic Rankings by 2016 Index and Factor Scores							
	Overall Satisfaction Index	Travel/Arrival	Lodging	Infrastructure	Food & Beverage	Activities	Cost & Fees
Northeast/Mid-Atlantic	789	757	834	774	837	820	723
New York, NY	805	765	846	784	863	847	727
Boston, MA	789	755	837	788	839	809	729
Washington, DC-MD-VA	782	749	830	781	816	815	717
Baltimore, MD	779	755	824	749	826	798	733
Pittsburgh, PA	775	761	814	759	819	791	727
Philadelphia, PA-NJ	770	750	824	738	823	798	708

Region: South

Orlando ranks highest among destinations in the South region in 2016 with a score of 815. Miami and New Orleans tie for second at 814 each. Only 27 points separate the highest- and lowest-ranked destinations (Orlando and Raleigh/Durham/Chapel Hill), which is the smallest range among all the regions. There are multiple ties within the regional ranking, due in part to this narrow gap.

Overall Satisfaction Index Scores - South

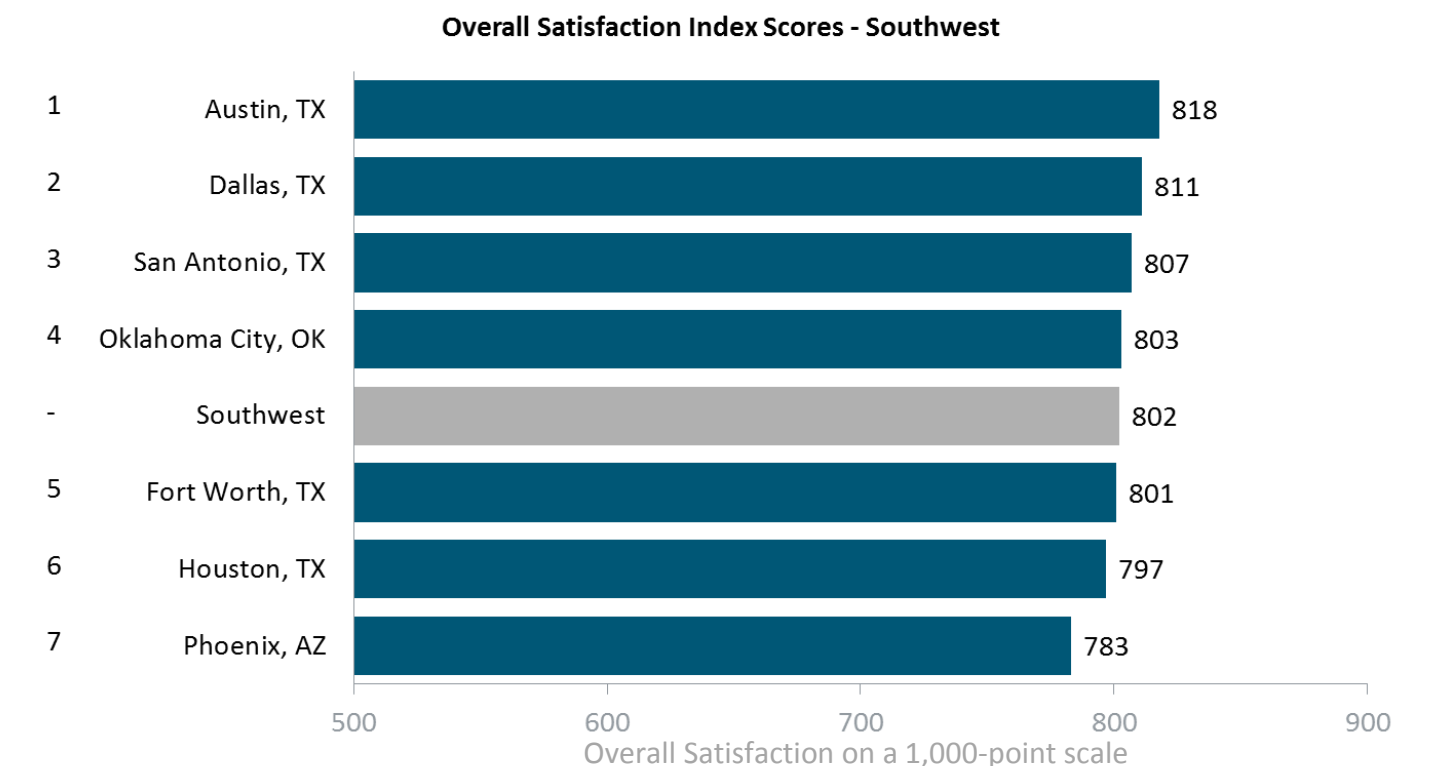


In addition to ranking highest overall in the South region, Orlando ranks highest in the Infrastructure and Activities factors (812 and 861, respectively). New Orleans has the highest satisfaction score in Lodging (865) and Food & Beverage (879). Myrtle Beach performs highest in Travel/Arrival and Miami ranks highest in Cost & Fees.

South Rankings by 2016 Index and Factor Scores							
	Overall Satisfaction Index	Travel/Arrival	Lodging	Infrastructure	Food & Beverage	Activities	Cost & Fees
South	802	781	847	787	842	826	747
Orlando, FL	815	794	864	812	843	861	725
Miami, FL	814	790	859	809	856	828	771
New Orleans, LA	814	787	865	755	879	836	765
Charleston, SC	813	784	850	801	857	835	761
Myrtle Beach, SC	809	795	856	784	857	830	752
Norfolk/Virginia Beach, VA	801	788	826	792	828	816	763
Charlotte, NC	799	776	855	791	843	811	752
Fort Lauderdale, FL	798	781	843	790	843	812	749
Knoxville, TN	797	787	839	787	831	809	751
Tampa, FL	797	783	839	779	832	823	745
Nashville, TN	795	775	820	784	845	829	720
Memphis, TN	790	774	841	746	839	804	754
Atlanta, GA	789	750	834	767	829	810	749
Jacksonville, FL	789	780	836	772	816	792	766
Raleigh/Durham/Chapel Hill, NC	788	783	836	780	826	801	746

Region: Southwest

Austin (818) ranks highest among destinations in the Southwest region in 2016, followed by Dallas (811). Falling below the Southwest region average score of 802 points are Fort Worth (801); Houston (797); and Phoenix (783).



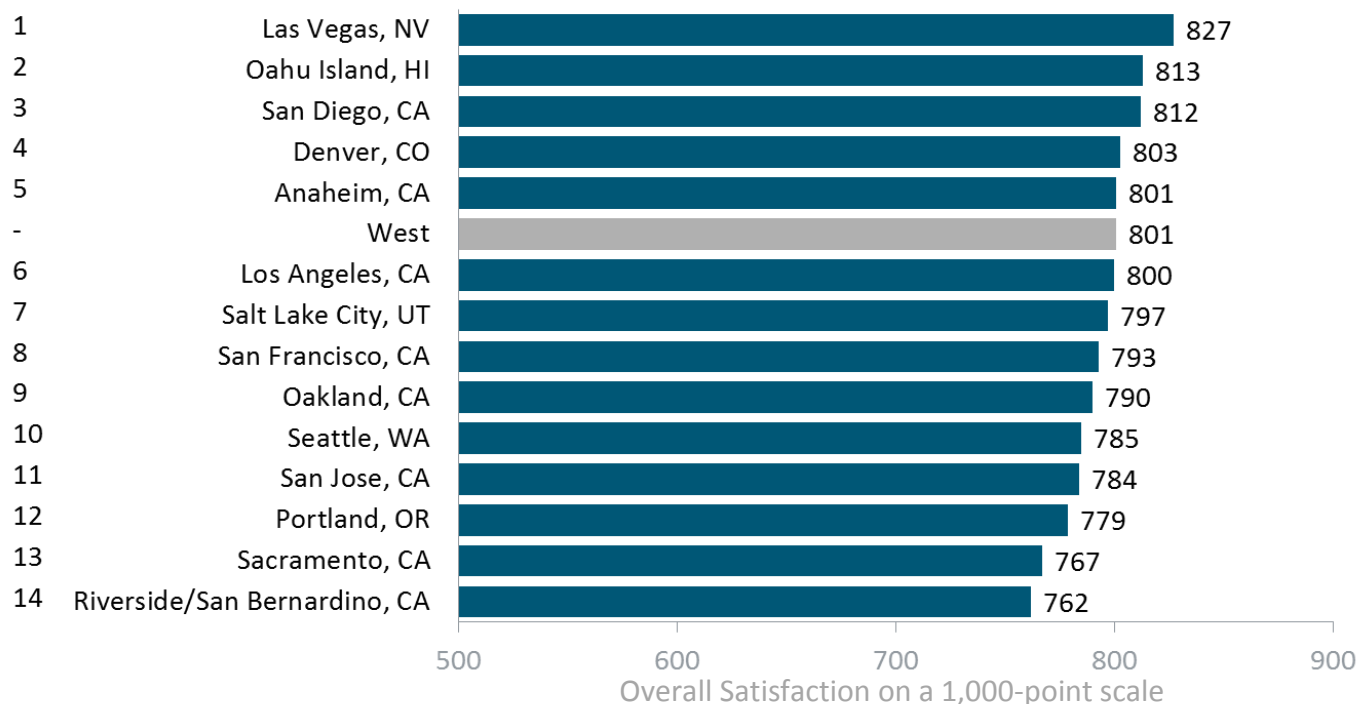
In addition to ranking highest overall in the Southwest region, Austin ranks highest in the Infrastructure and Activities factors (803 and 839, respectively). Fort Worth has the highest satisfaction score in Lodging (858), and Dallas has the highest score in Cost & Fees (784). San Antonio ranks highest in satisfaction with Food & Beverage (861), and Oklahoma City ranks highest in the remaining factor, Travel/Arrival (800). Phoenix ranks lowest in five of the six factors.

Southwest Rankings by 2016 Index and Factor Scores							
	Overall Satisfaction Index	Travel/Arrival	Lodging	Infrastructure	Food & Beverage	Activities	Cost & Fees
Southwest	802	780	841	789	838	816	763
Austin, TX	818	791	845	803	850	839	782
Dallas, TX	811	788	847	799	843	819	784
San Antonio, TX	807	776	845	792	861	831	750
Oklahoma City, OK	803	800	834	790	836	807	774
Fort Worth, TX	801	771	858	786	831	808	781
Houston, TX	797	769	838	785	832	809	759
Phoenix, AZ	783	776	826	770	820	805	727

Region: West

The highest-ranked destination in the West region is Las Vegas with an overall satisfaction score of 827. The West region has the widest range of satisfaction scores, with a gap of 65 points between the highest- and lowest-ranked destinations. Riverside/San Bernardino, California, ranks lowest with a score of 762 points.

Overall Satisfaction Index Scores - West



Las Vegas ranks highest in four of the six factors: Travel/Arrival (811); Lodging (872); Infrastructure (808); and Cost & Fees (769). Oahu Island ranks highest in the remaining factors: Food & Beverage (870) and Activities (856). The lowest-performing destination, Riverside/San Bernardino, ranks lowest in four of the six factors: Travel/Arrival (748); Lodging (805); Infrastructure (746); and Food & Beverage (796).

West Rankings by 2016 Index and Factor Scores							
	Overall Satisfaction Index	Travel/Arrival	Lodging	Infrastructure	Food & Beverage	Activities	Cost & Fees
West	801	781	843	788	839	826	745
Las Vegas, NV	827	811	872	808	858	852	769
Oahu Island, HI	813	776	853	795	870	856	725
San Diego, CA	812	791	853	801	850	838	754
Denver, CO	803	777	851	801	840	824	746
Anaheim, CA	801	769	831	796	827	850	723
Los Angeles, CA	800	776	838	777	839	818	762
Salt Lake City, UT	797	794	836	802	819	809	755
San Francisco, CA	793	767	833	774	846	826	719
Oakland, CA	790	778	828	766	818	806	758
Seattle, WA	785	755	836	775	832	811	723
San Jose, CA	784	778	826	783	816	793	745
Portland, OR	779	764	822	774	829	801	717
Sacramento, CA	767	760	813	757	797	774	734
Riverside/San Bernardino, CA	762	748	805	746	796	778	718

Special Topics of Analysis

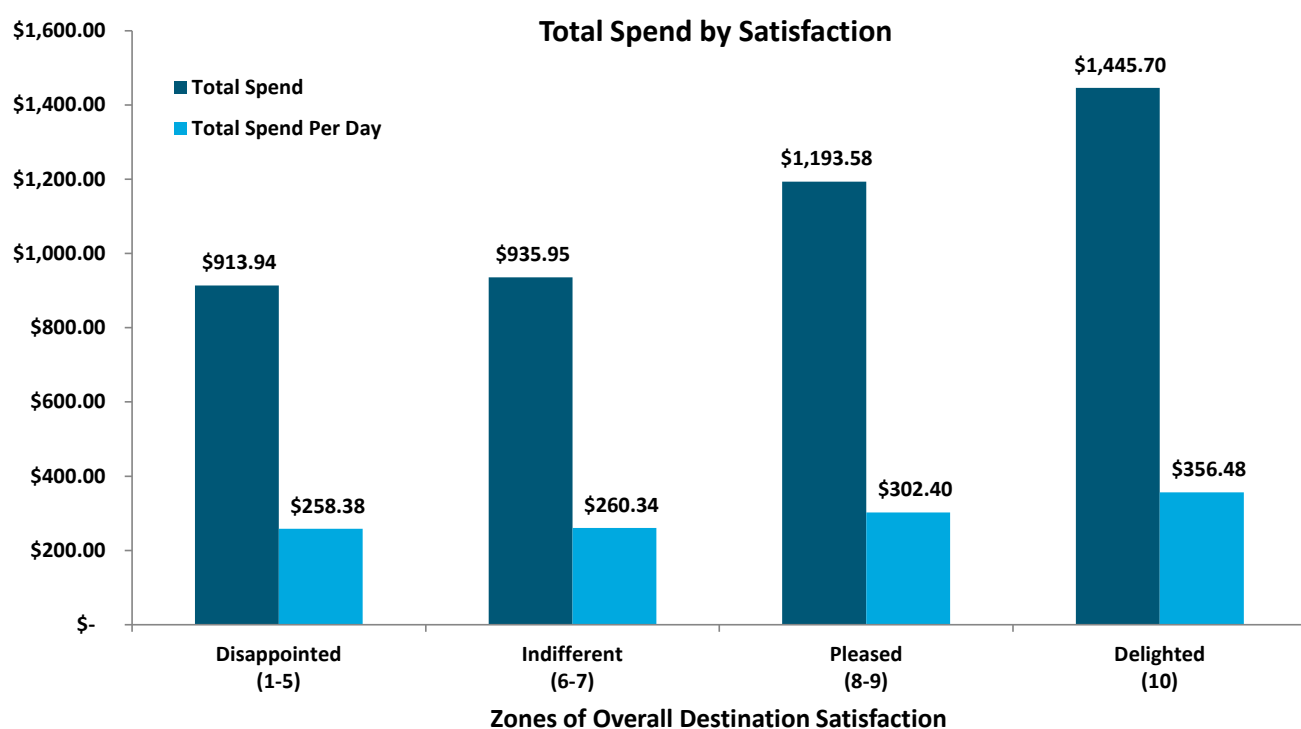
Each year, J.D. Power will examine the results of the *Destination Experience Satisfaction Study* to identify new or emerging trends, insights, and/or topical areas of analysis that are of interest across the industry.

The first year of the study focuses on the following special topics:

- Visitor Spend
- Attachment, Loyalty, and Advocacy
- Trip Type: Business and Leisure Travelers
- Destination Activities
- Trip Planning

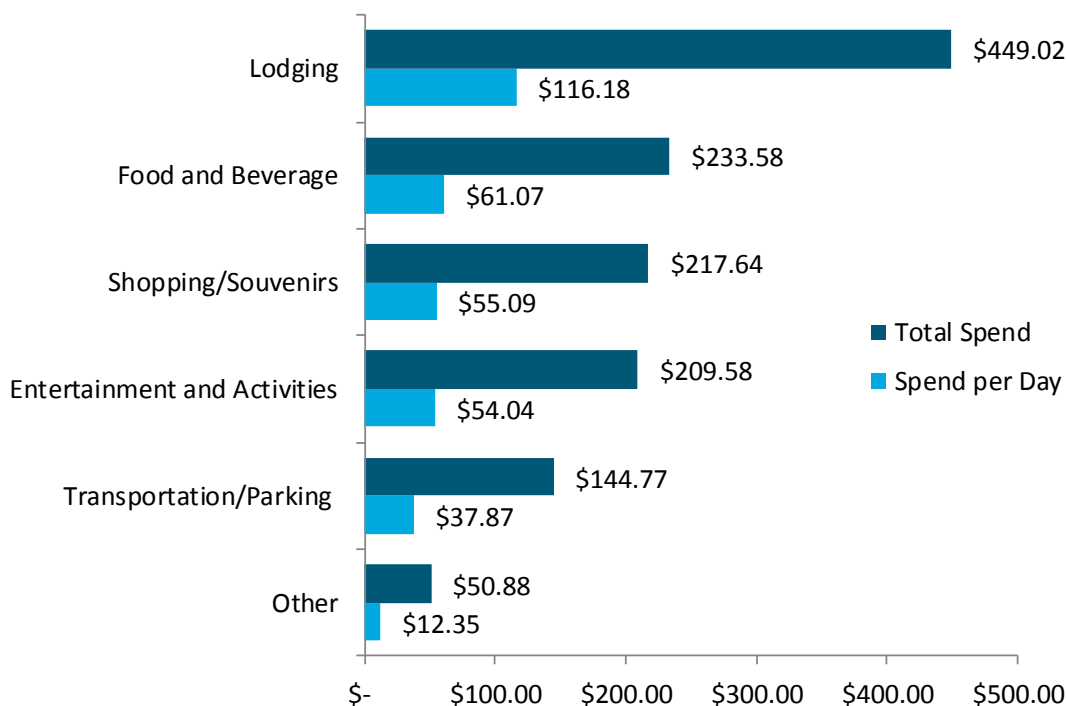
Visitor Spend

According to the *2016 Destination Experience Satisfaction Study*, there is a relationship between the amount of money spent and satisfaction. Travelers who were disappointed with their destination experience spent, on average, nearly \$100 per day less than those who were delighted with their experience. The more satisfied the traveler is with their trip, the higher the amount of money spent.



On average, visitors spend \$1,169 during their trip—or an average of \$301 per day. The largest amount of money is spent on lodging, which includes stays at a hotel, campground, rental home/condo, timeshare, or bed and breakfast. At an average of \$61 per day, food and beverage is the second-highest cost for travelers. The lowest categorized expense is transportation and parking within the destination, at an average of \$38 per day.

Average Amount Spent per Trip



Travelers to the Midwest spend the least overall (\$843, on average), compared with travelers to the other U.S. regions. In contrast, the largest amount of money is spent in the West, where travelers spend the most in total and in all spend categories. While visiting the West, the average total spend is \$1,381, at least \$190 more than in any other region. Lodging is the largest expense category across all regions, with travelers in the Northeast/Mid-Atlantic region spending the most—an average daily rate of \$139.

Traveler Spending by Region

	Industry	Midwest	Northeast/ Mid-Atlantic	South	Southwest	West
Total Spend	\$ 1,168.99	\$ 843.12	\$ 1,112.04	\$ 1,188.11	\$ 1,049.92	\$ 1,380.51
Lodging	\$ 449.02	\$ 323.66	\$ 461.06	\$ 470.84	\$ 373.54	\$ 504.45
Transportation/Parking	\$ 144.77	\$ 112.16	\$ 142.59	\$ 136.77	\$ 147.75	\$ 165.67
Food and Beverage	\$ 233.58	\$ 170.99	\$ 232.51	\$ 251.14	\$ 205.63	\$ 259.70
Entertainment and Activities	\$ 209.58	\$ 147.48	\$ 173.64	\$ 222.12	\$ 177.62	\$ 259.83
Shopping/Souvenirs	\$ 217.64	\$ 174.21	\$ 210.37	\$ 203.60	\$ 221.12	\$ 250.81
Other	\$ 50.88	\$ 27.34	\$ 45.88	\$ 38.93	\$ 55.15	\$ 71.97
Total Spend Per Day	\$ 301.30	\$ 261.41	\$ 312.47	\$ 283.45	\$ 296.52	\$ 330.10
Lodging Spend Per Day	\$ 116.18	\$ 98.09	\$ 139.38	\$ 113.41	\$ 101.88	\$ 120.13
Transportation/Parking Spend Per Day	\$ 37.87	\$ 32.67	\$ 40.76	\$ 33.77	\$ 41.23	\$ 40.58
F&B Spend Per Day	\$ 61.07	\$ 53.09	\$ 66.35	\$ 61.45	\$ 57.29	\$ 63.21
Entertainment/Activities Spend Per Day	\$ 54.04	\$ 50.51	\$ 48.19	\$ 50.25	\$ 49.46	\$ 63.89
Shopping/Souvenirs Spend Per Day	\$ 55.09	\$ 52.70	\$ 52.17	\$ 48.93	\$ 65.87	\$ 57.97
Other Spend Per Day	\$ 12.35	\$ 8.50	\$ 12.18	\$ 8.23	\$ 16.48	\$ 15.74

Travelers who are delighted with their destination (rating their overall experience 10 on a 10-point scale) are more satisfied with their overall cost and fees experience, especially with the price they paid for lodging. As overall satisfaction with the destination decreases, satisfaction with the total trip cost and fees also declines.

Cost & Fees Satisfaction

	Zones of Overall Destination Satisfaction			
	Disappointed (1-5)	Indifferent (6-7)	Pleased (8-9)	Delighted (10)
Price paid for lodging	4.89	6.32	7.87	9.13
Price paid for transportation/parking	4.75	6.10	7.62	8.94
Price paid for food and beverage	4.85	6.22	7.70	8.93
Price paid for entertainment/activities	4.91	6.30	7.77	9.05
Overall cost & fees satisfaction	4.94	6.31	7.85	9.16

Attachment, Loyalty, and Advocacy

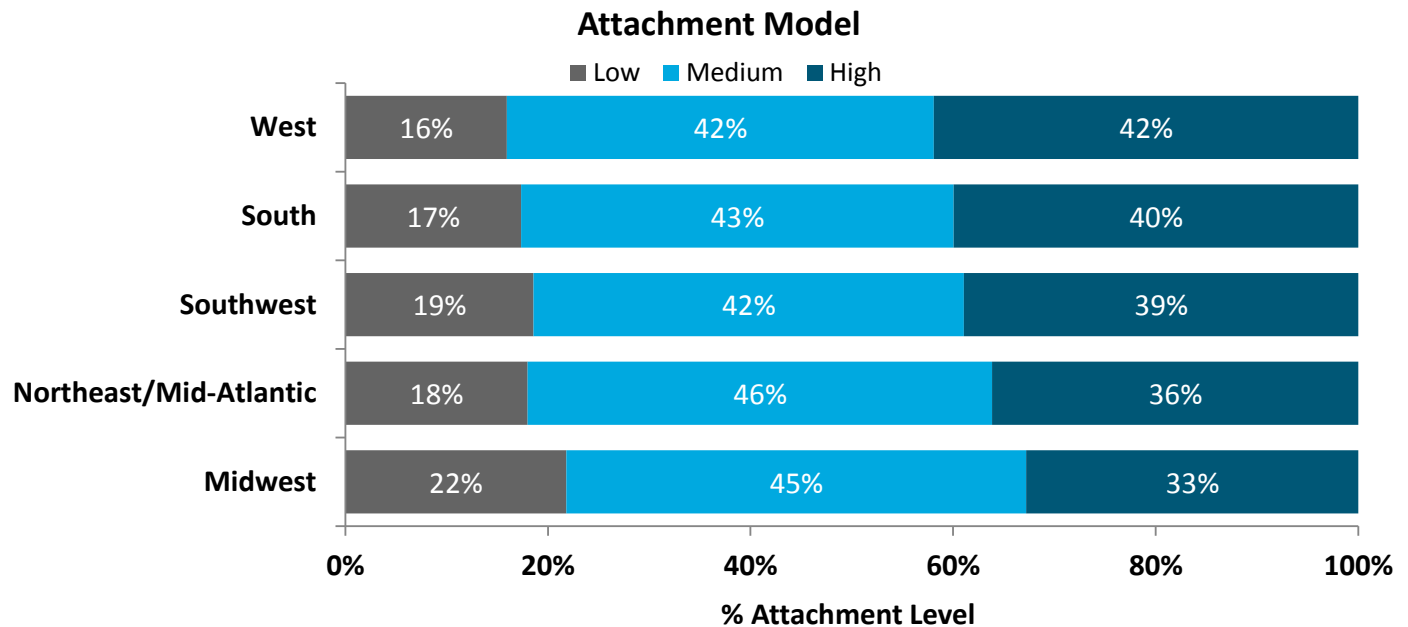
In the *2016 Destination Experience Satisfaction Study*, travelers are classified into three levels of emotional attachment—high, medium, and low—based on their responses to the following statements (on a 5-point scale from “strongly disagree” to “strongly agree”):

- I love this destination.
- This would always be my first choice as a place to visit.
- I would be greatly disappointed if I could never return here.
- This is a destination I would like to move to/live in.

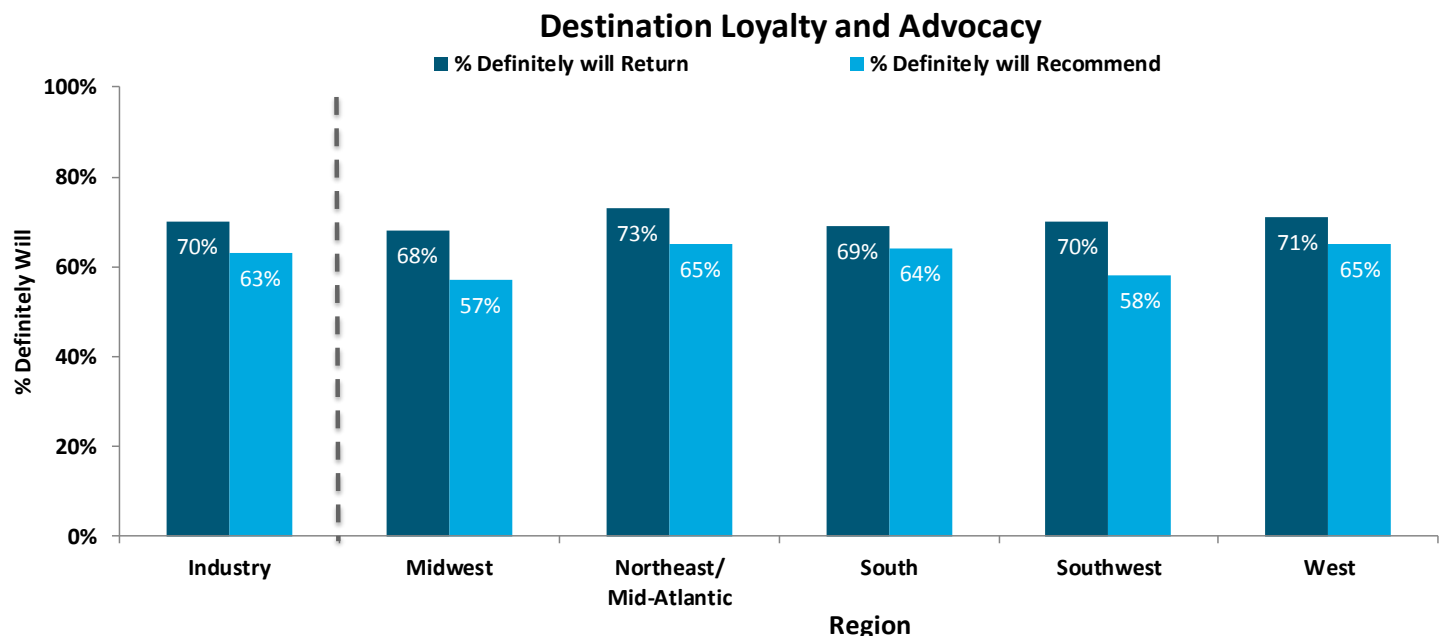
Among all U.S. regions, only 43% say they “strongly agree” that they loved their destination. Those who traveled to the West have the highest emotional attachment to their destination, with 39% saying they would be greatly disappointed if they could not return and 36% describing their destination as a perfect fit. Travelers to Midwest destinations are the least likely to have a strong attachment.

	Emotional Attachment (% Strongly Agree)				
	I love this destination	This would be my first choice to visit	I would be greatly disappointed if I could not return	This destination is a perfect fit for me	This is a destination I would like to move to
Industry	43%	23%	37%	33%	23%
Midwest	36%	19%	33%	28%	20%
Northeast/Mid-Atlantic	43%	21%	38%	32%	21%
South	44%	23%	37%	34%	24%
Southwest	39%	20%	35%	31%	24%
West	47%	26%	39%	36%	25%

The West region has the largest percentage of visitors with a strong emotional attachment to their destination (42%). By comparison, at 22%, the Midwest has the largest percentage of visitors with the weakest attachment. The majority of visitors in all regions fall into the medium attachment category, with the exception of those in the West region, where medium and high attachment distributions are the same.



Those who travel to the Northeast/Mid-Atlantic region are the most likely to say they “definitely will” return, as well as the most likely to say they “definitely will” recommend their visited destination (73% and 65%, respectively). Those visiting the Midwest have the lowest levels of both loyalty (68%) and advocacy (57%) among the five regions.

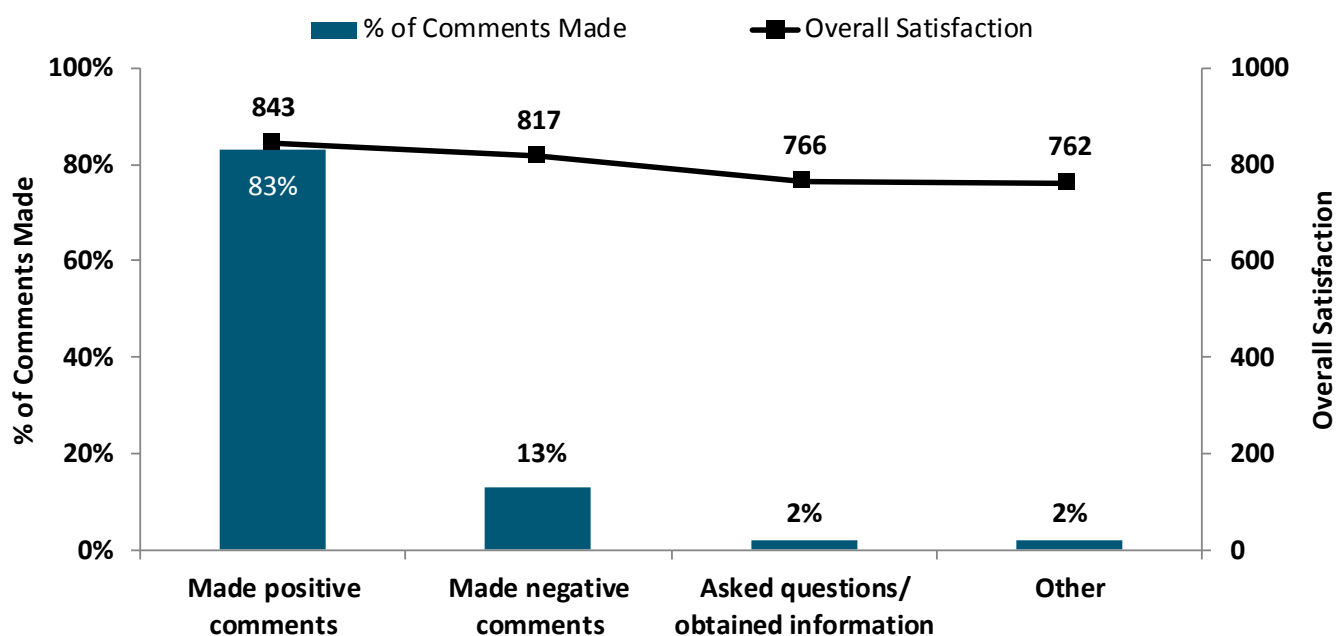


Among the four zones of overall satisfaction, delighted travelers are more likely to return and recommend the destination: 89% say they “definitely will” return and 88% “definitely will” recommend the destination. In comparison, 33% of disappointed travelers say they “definitely will” return and 23% “definitely will” recommend the destination. Of those who are disappointed, only 4% say they “definitely will not” return to the destination.



Findings of the *2016 Destination Experience Satisfaction Study* show that 37% of travelers post on social media about their trip. Travelers primarily posted positive messages on social media (83%), with overall satisfaction highest among those who make positive comments (843). Satisfaction among the 13% of travelers who posted negative comments is 51 points higher than among those who posted only to ask questions or obtain information.

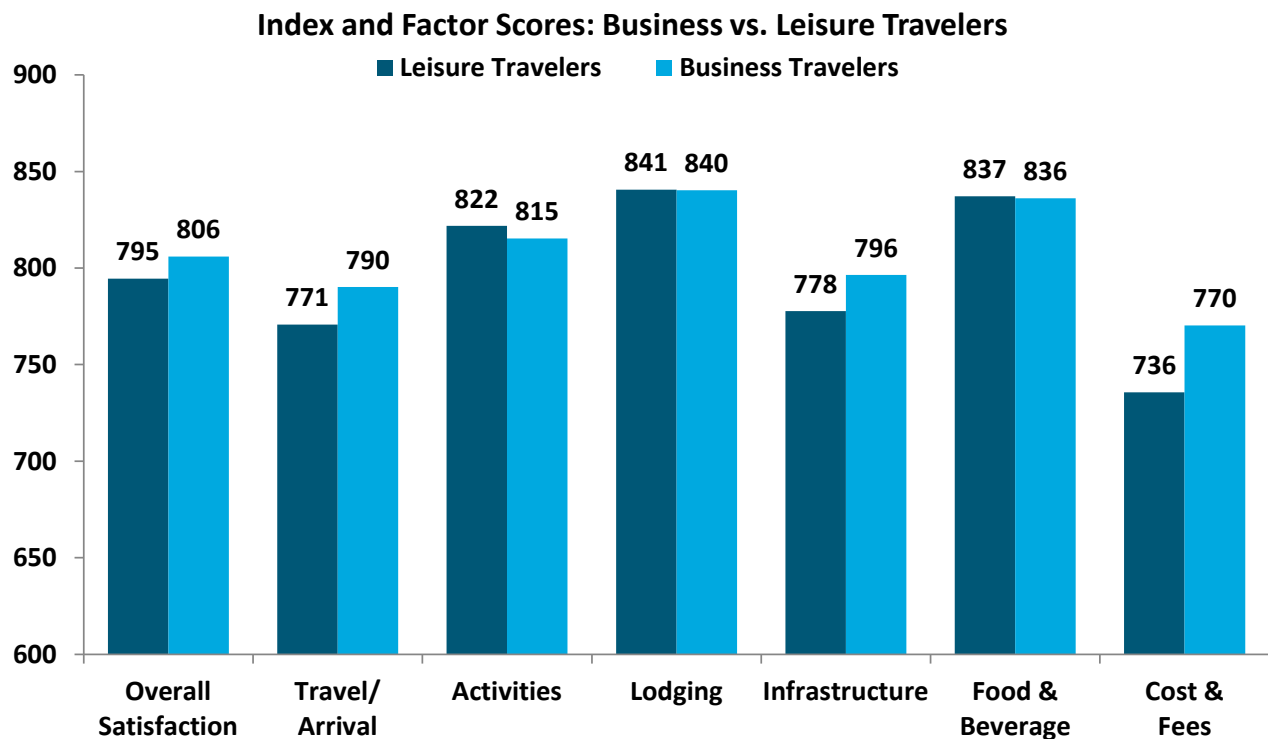
Social Media Usage and Satisfaction



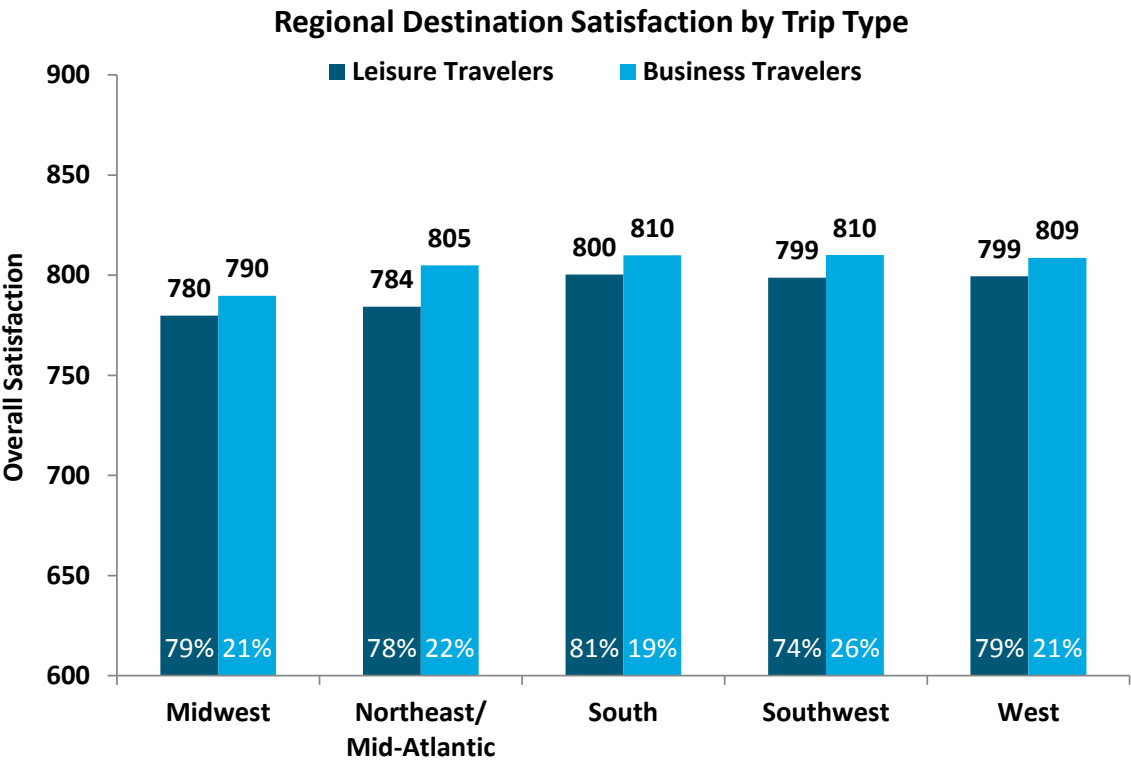
Trip Type: Business and Leisure Travelers

Travelers in the *Destination Experience Satisfaction Study* are grouped into two segments based on the primary purpose of their trip: business and leisure. For the 2016 study, 79% of visitors traveled for leisure/personal purposes, and 21% traveled for business purposes.

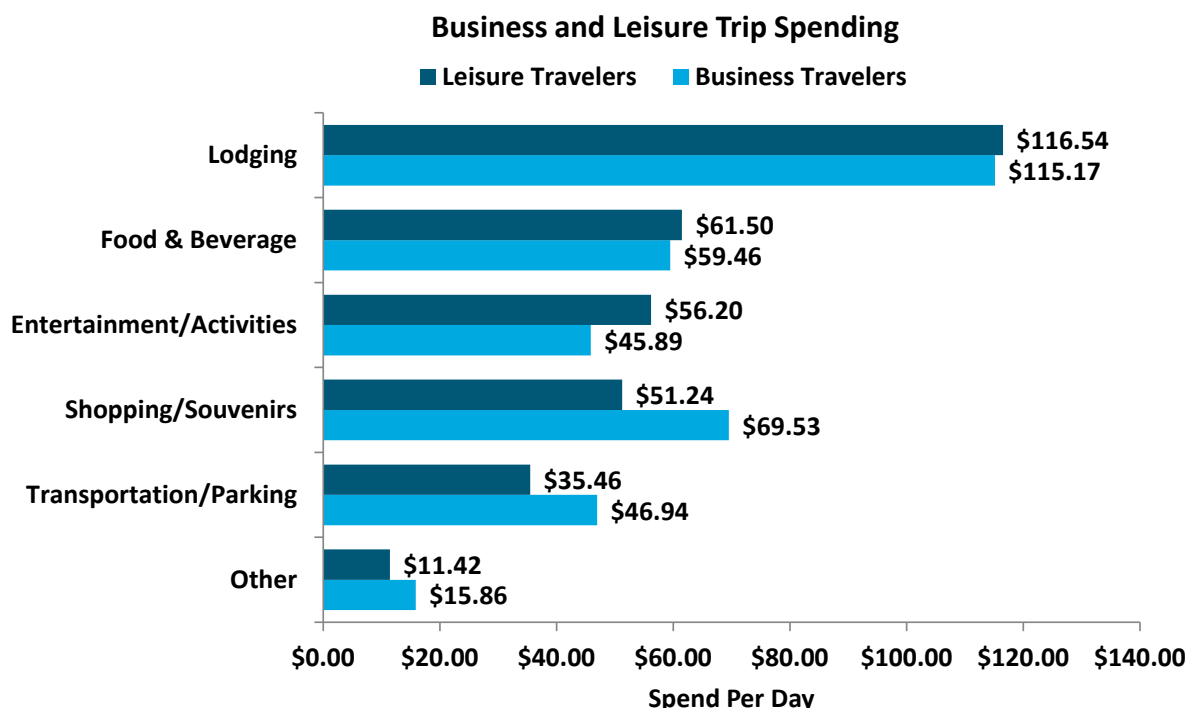
Overall satisfaction among business travelers is 11 points higher than among those traveling for leisure. At the factor level, satisfaction among business travelers is either substantially higher than or on par with satisfaction among leisure travelers in all factors except Lodging and Food & Beverage. The largest gap in satisfaction between the two traveler segments is in Cost & Fees, with satisfaction 34 points higher among business travelers than among leisure travelers (770 vs. 736, respectively). Among leisure travelers, satisfaction is highest in the Lodging (841) and Food & Beverage (837) factors. Both factor scores are only 1 point higher than the scores among business travelers.



Business and leisure travelers are similarly distributed among the five U.S. regions. The Southwest has a slightly higher percentage of business travelers than the other regions, whereas the South has the largest percentage of leisure travelers (26% and 81%, respectively). Overall satisfaction is highest among business travelers in the South and Southwest regions (810 each). Among leisure travelers, overall satisfaction is highest in the South region, followed closely by the Southwest and West regions (810, 799, and 799, respectively).

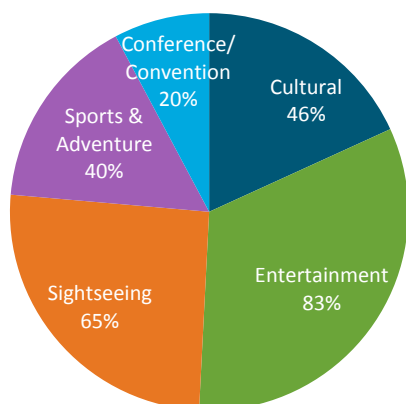


Although business travelers do not personally choose their destination and instead visit due to a business meeting or event, they still make their trip as personally enjoyable as possible. In addition to lodging, business travelers spend the majority of their money on shopping and souvenirs, at about \$70 per day. With 49% of business travelers extending their trip for leisure purposes, there are still visitors in this segment who enjoy a destination's entertainment and activities, spending an average of \$46 per day in this category.

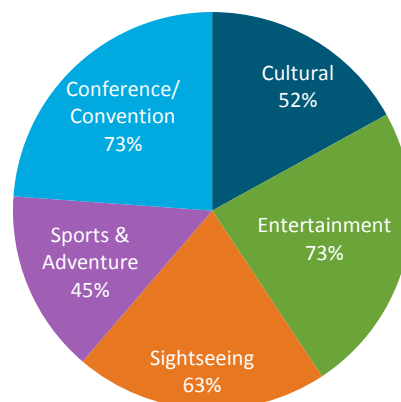


Most leisure travelers (83%) are partaking in one or more entertainment activities, which include shopping, nightlife, an amusement/theme park, a casino, or an aquarium/zoo. By comparison, 73% of business travelers are attending a conference/convention or partaking in an entertainment activity. Usage rates in the remaining three activity types (cultural, sightseeing, and sports and adventure) are comparable for both leisure and business travelers.

Leisure Travelers



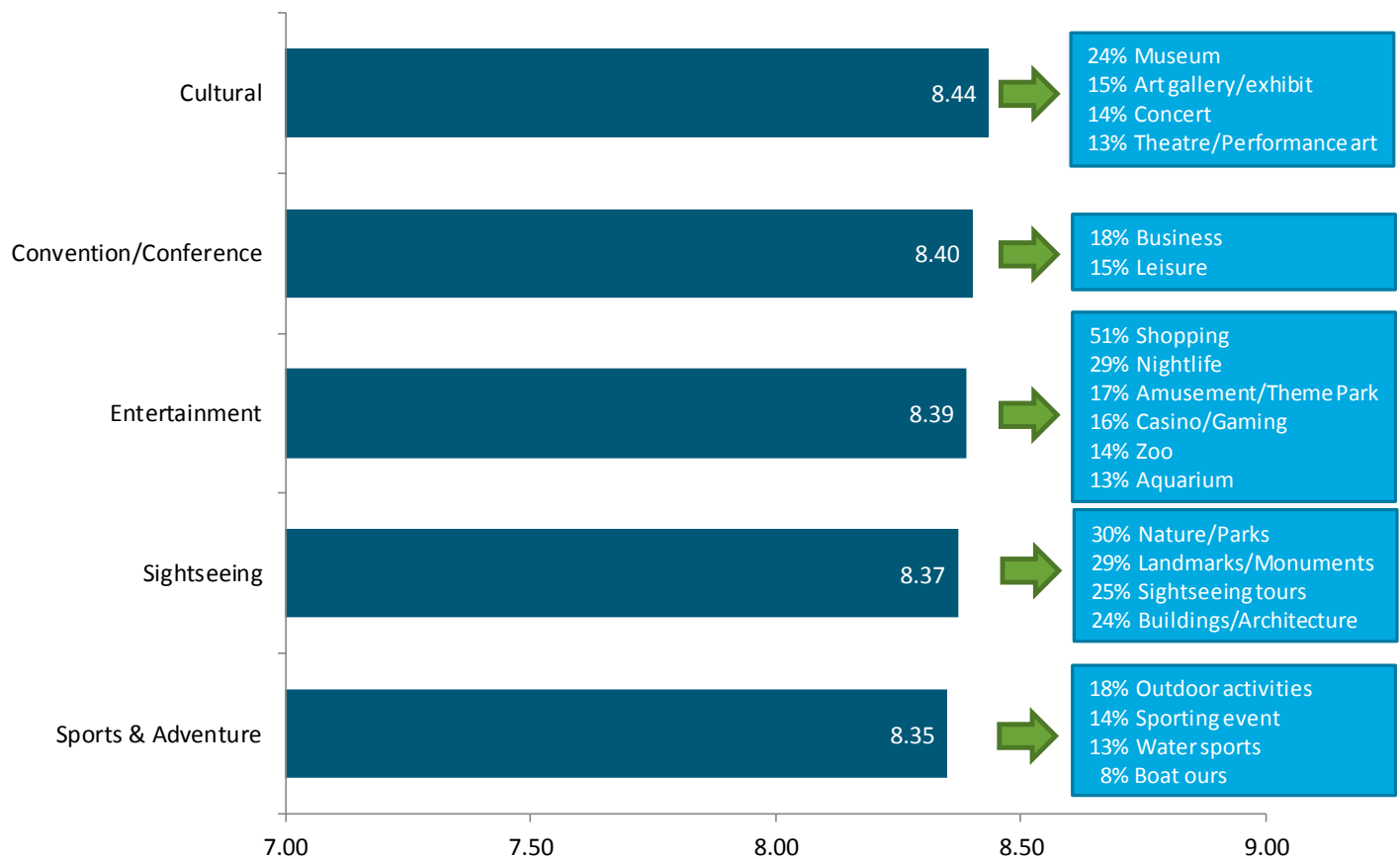
Business Travelers



Destination Activities

Satisfaction is very similar among the different types of destination activities, with a 0.09-point gap (on a 10-point scale) between the highest- and lowest-rated activity types. Cultural activities—visiting a museum, art gallery/exhibit, theatre, or concert—receive the highest rating (8.44). Nearly one-fourth (24%) of travelers visit a museum on their trip, and about 14% of travelers engage in another cultural activity. Half (51%) of travelers shop while on their trip, which is by far the most often used activity. Nature/Parks follow with 30% visitor usage, and nightlife and landmarks/monuments closely follow at 29%.

Overall Activity Experience

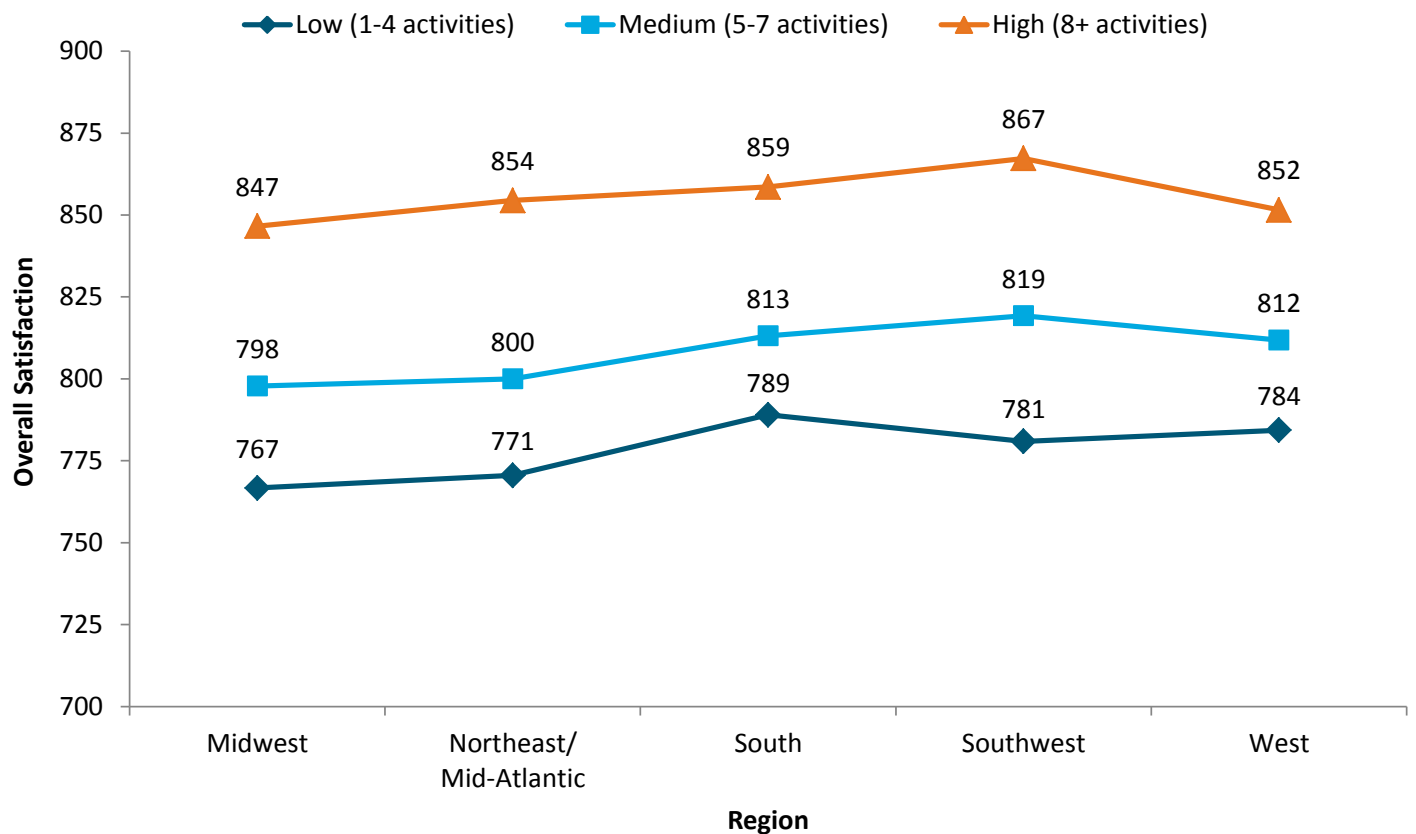


Among all five regions, shopping is the most popular activity. Nature/Parks are more prevalent in the South, Southwest, and West regions, whereas landmarks and monuments have the second-highest incidence of use in the Midwest and Northeast/Mid-Atlantic regions. Following the same theme, buildings/architecture and museums have a larger incidence of use in both the Midwest and the Northeast/Mid-Atlantic regions compared with the other three regions. In the South, 25% of travelers visited an amusement or theme park, which is at least 6% more than in any other region. Casino/Gaming has a higher usage rate in the West region, at 26%, with usage rates in the other regions ranging from 9% in the Northeast/Mid-Atlantic to 14% in the Midwest.

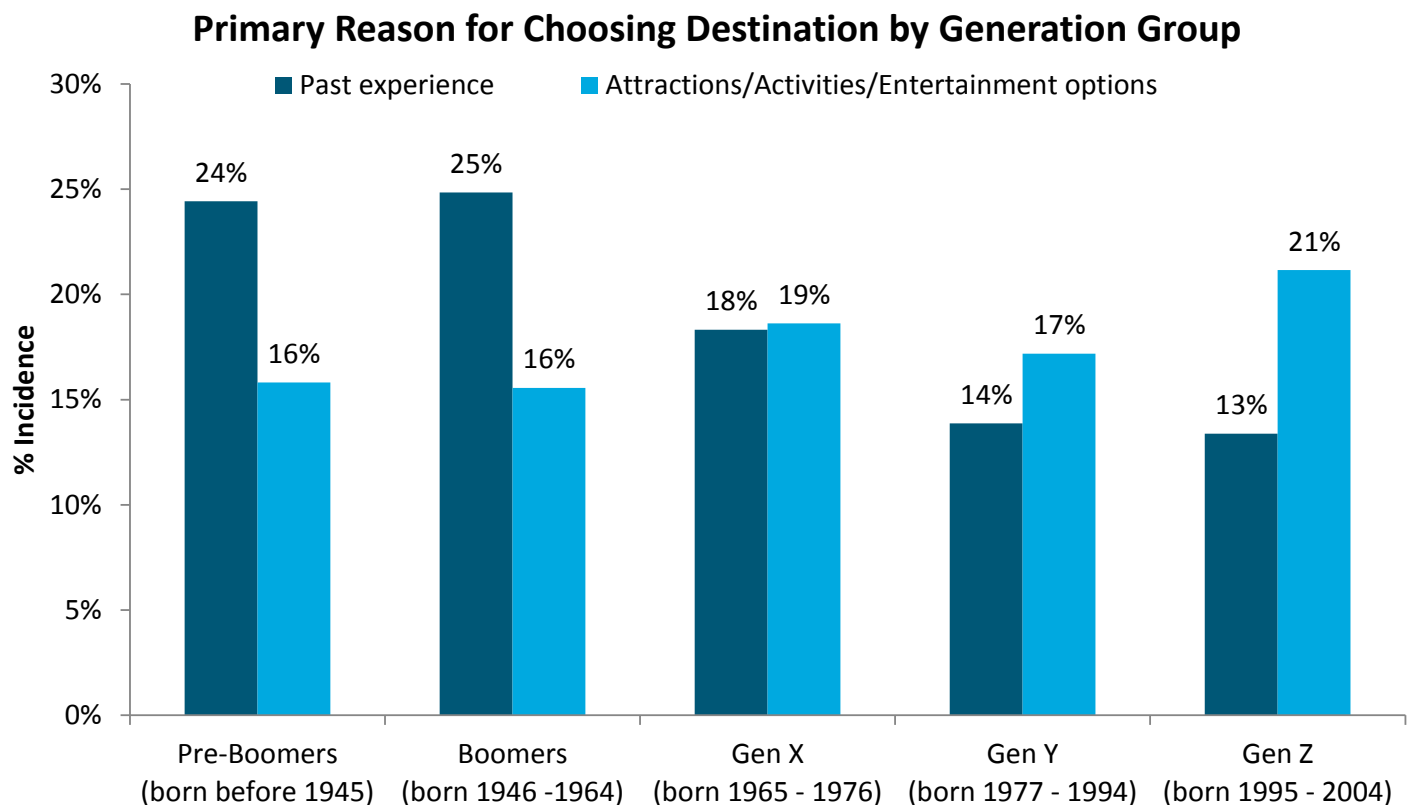
Activity Type	Activity	Region				
		Midwest	Northeast/ Mid-Atlantic	South	Southwest	West
Cultural Activities	Art gallery/exhibit	14%	21%	12%	14%	15%
	Concert	13%	12%	13%	14%	15%
	Museum	26%	35%	19%	23%	22%
	Theatre/Performance art	12%	16%	11%	13%	15%
	Amusement/Theme Park	11%	10%	25%	15%	19%
Entertainment	Aquarium	14%	13%	15%	12%	13%
	Casino/Gaming	14%	9%	11%	13%	26%
	Nightlife	26%	28%	29%	28%	32%
	Shopping	51%	50%	51%	51%	51%
	Zoo	17%	14%	12%	16%	14%
Sightseeing	Buildings/Architecture	25%	33%	20%	23%	24%
	Landmarks/Monuments	26%	39%	25%	28%	29%
	Nature/Parks	25%	29%	29%	30%	33%
	Sightseeing tours	22%	26%	23%	22%	27%
Sports & Adventure	Boat tours	8%	8%	9%	8%	9%
	Outdoor activities	15%	14%	17%	21%	22%
	Sporting event	16%	14%	12%	17%	13%
	Water sports	10%	8%	18%	13%	14%
Convention or Conference	Business conference/convention	17%	18%	16%	21%	19%
	Leisure conference/convention	14%	13%	13%	17%	15%

The number of activities a traveler participates in has a direct correlation with overall satisfaction. Overall satisfaction among those who are involved in a low number of activities—one to four activities during an average 7-day trip—ranges from 767 in the Midwest region to 789 in the South region. By comparison, among travelers who participate in a high number of activities—eight or more activities during an average 7-day trip—overall satisfaction ranges from 847 in the Midwest to 867 in the Southwest. This same trend is comparable among all five regions.

Overall Satisfaction by Activity Frequency



Across the industry, the primary reasons a traveler chooses a destination are past experience (17.3%) and attractions, activities, and entertainment options provided by the destination (17.2%). Interestingly, the desire for activities and entertainment increases as the age of travelers declines. For example, among Gen Z travelers,¹ 21% choose a destination because of the activity offering, in comparison to Pre-Boomers and Boomers, where 16% select a destination based on the activities. Gen Z and Gen Y don't follow with the industry in that the top primary reasons for choosing a destination are activity options and the location of an event or meeting.

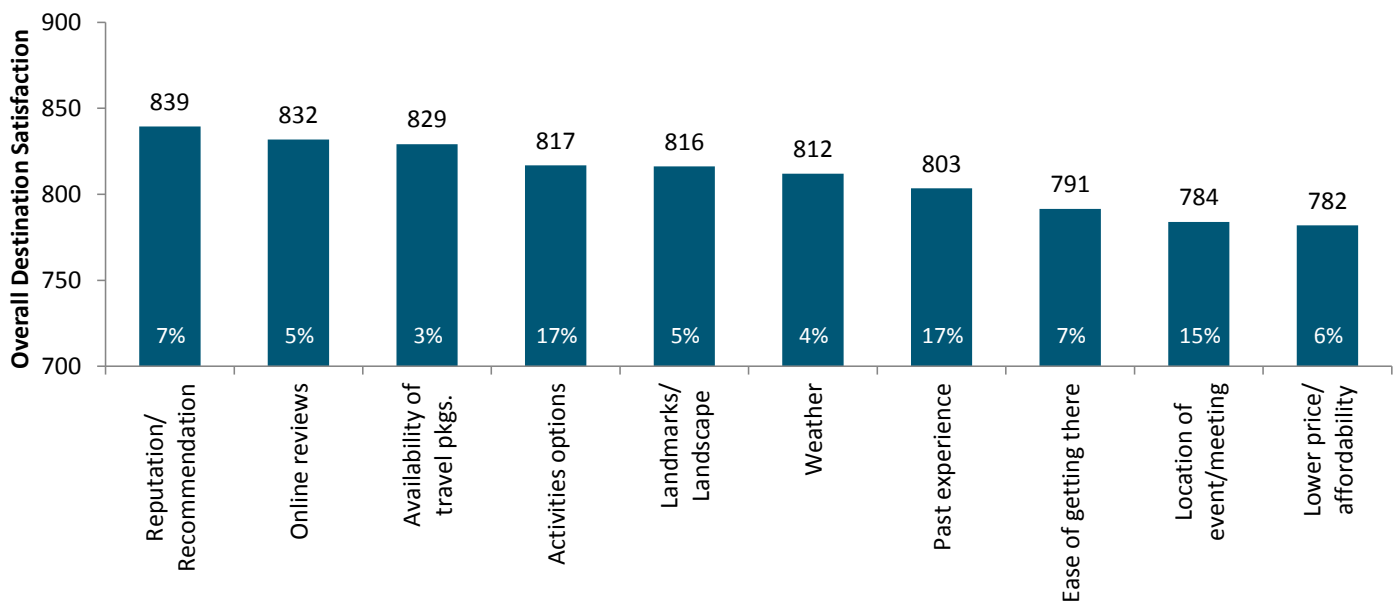


¹ J.D. Power defines generational groups as Pre-Boomers (born before 1946); Boomers (1946-1964); Gen X (1965-1976); Gen Y (1977-1994); and Gen Z (1995-2004).

Trip Planning

While past experience and activities/entertainment options are the most commonly cited reasons for choosing a particular destination, overall satisfaction is only slightly above average (797) among travelers who cite one of these two reasons (803 and 817, respectively). The reason generating the highest satisfaction score is reputation/recommendation (839); however, only 7% of travelers cite this as their primary reason for choosing a particular destination. Satisfaction is lowest among travelers who choose their location based on lower price/affordability (782).

Primary Reason to Choose Destination

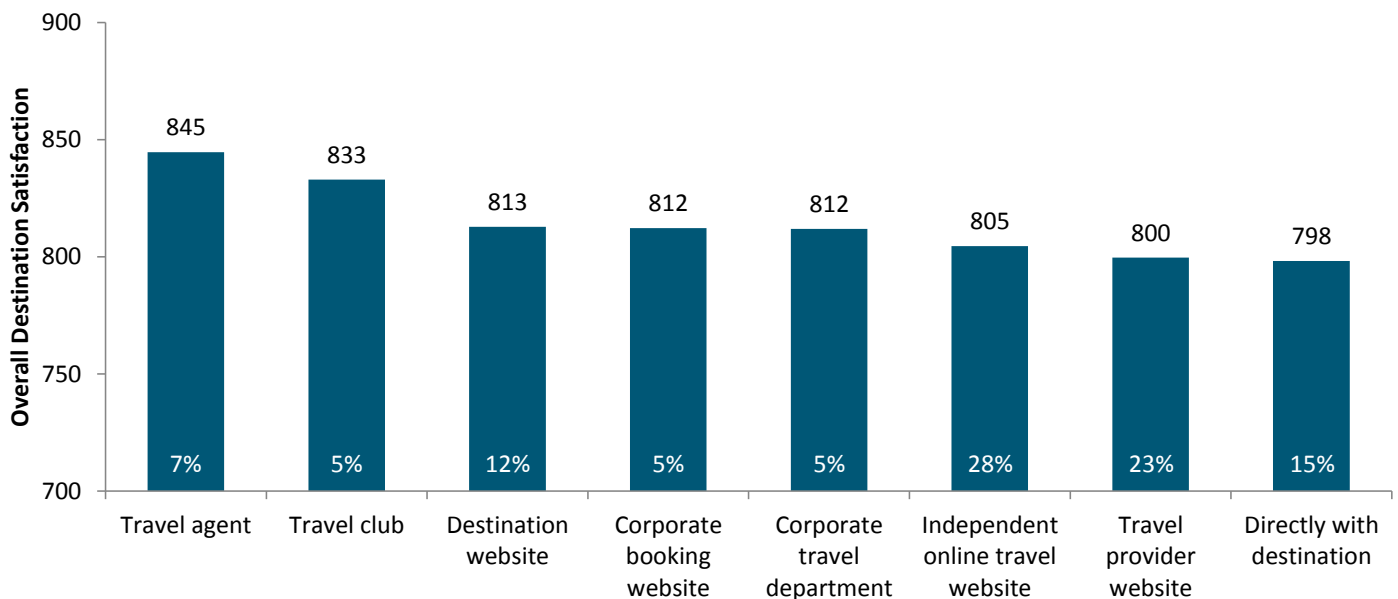


Across the regions, reputation/recommendation as a primary reason for choosing a destination results in the highest satisfaction scores in the Southwest and West regions (865 and 847, respectively), while availability of travel packages results in the highest scores in the Midwest and Northeast/Mid-Atlantic regions (831 and 841, respectively). In the Midwest region, landmarks/landscape ties for the highest satisfaction score, at 831 points. Among travelers choosing their destination based on lower price/affordability, satisfaction is lowest in the Midwest, Northeast/Mid-Atlantic, and South regions. Among those choosing their destination based on location of event/meeting, satisfaction is lowest in the Southwest and West regions.

Primary Reason	Midwest	Northeast/ Mid-Atlantic	South	Southwest	West
Attractions/Activities/Entertainment options	796	814	826	818	817
Availability of travel packages	831	841	821	819	834
Ease of getting there	773	783	796	807	793
Landmarks/Landscape	831	796	820	836	818
Location of event/meeting	774	783	788	785	786
Lower price/affordability	764	774	783	796	787
Online reviews	816	827	837	835	835
Past experience	796	802	809	798	804
Reputation/Recommendation	823	816	836	865	847
Weather	822	798	815	811	812

Once a location has been selected, the most common primary method of booking a trip is via an independent online travel website (e.g., Expedia or Travelocity) with just 28% using this option, followed by a travel provider website (e.g., airline, hotel, or cruise) used by 23% of travelers. Booking directly with a destination or through its website are the next most common planning methods, at 15% and 12%, respectively. Overall satisfaction is highest among the 7% of travelers using a travel agent and the 5% using a travel club to make their reservations/bookings, at 845 and 833 points, respectively.

Primary Source Used to Book Trip



Booking methods vary across the generation groups. Younger generations—Gen X, Gen Y and Gen Z—are most likely to use an independent online booking site, while Pre-Boomers and Boomers rely more heavily on travel provider websites. Gen Y travelers—who are most likely to be traveling through a corporate travel agent or department—are least likely to book through a destination directly or to use the printed materials it offers.

	Pre-Boomers (1945 or earlier)	Boomers (1946 to 1964)	Gen X (1965 to 1976)	Gen Y (1977 to 1994)	Gen Z (1995 to 2004)
Independent online travel website	17%	26%	32%	28%	27%
Travel provider website	33%	32%	22%	20%	22%
Directly with destination	27%	21%	15%	13%	17%
Destination website	10%	12%	13%	12%	13%
Corporate travel dept/website	5%	5%	9%	12%	9%
Travel agent	4%	2%	5%	9%	7%
Travel club	5%	3%	4%	7%	5%

Appendix A

Sample Methodology

Methodology

J.D. Power conducted a web-based survey resulting in 26,124 U.S. destination evaluations. For the initial pilot study, data collection consisted of a 6-month fielding time frame that began February 2016 and ended July 2016—traveler stays were between December 2015 and July 2016. An initial screening was conducted to ensure that respondents met the following criteria:

- 18 years of age or older
- Traveled at least 50 miles from primary residence
- Stayed overnight in at least one metropolitan area within the past 60 days
- Travel was to one of the 50 U.S. destinations listed on the screener

In the screener, respondents were asked to identify all of the metropolitan areas they have traveled to during the past 60 days. From the destinations identified, one destination was selected for each qualifying respondent to evaluate.

Sample Composition

The sample utilized in the *2016 Destination Experience Satisfaction Study* was drawn from Innovate; Survey Sampling Inc.; Instantly; and Lightspeed GMI panels using U.S. sample. These individuals were sent an email invitation with a link to the survey. Respondents completed a series of questions, and respondents who qualified, based on the aforementioned criteria, were then asked to participate in the survey to evaluate their destination experience.

Sample Size

A minimum of 100 evaluations were targeted for each of the 50 metropolitan areas listed on the screener—a J.D. Power requirement to have statistically accurate results and allow for a destination to be officially ranked in the study. This quota was reached for all 50 destinations. Destinations were provided a tiered quota (small, medium, or large) based on 2014 room-demand market share criteria. Additionally, a least-fill methodology was employed to ensure that the number of evaluations per destination was not skewed—quotas were reached per destination by month to account for the seasonal changes of the destination experience.

Segmentation

Only the top 50 U.S. metropolitan areas are reported and ranked in this study. These 50 markets were selected according to STR, Inc.'s room demand, or number of rooms sold, in 2014. Additionally, the destinations must have 100 completed surveys to be rank eligible. The destinations are broken out into five geographic regions: Midwest, Northeast/Mid-Atlantic, South, Southwest, and West.

Industry results are comprised of five segments, which include the following destinations:

Midwest	Northeast/Mid-Atlantic
Chicago, IL Cincinnati, OH Columbus, OH Detroit, MI Indianapolis, IN Kansas City, MO-KS Minneapolis/St Paul, MN St Louis, MO	Baltimore, MD Boston, MA New York, NY Philadelphia, PA-NJ Pittsburgh, PA Washington, DC-MD-VA

South	Southwest	West
Atlanta, GA Charleston, SC Charlotte, NC Fort Lauderdale, FL Jacksonville, FL Knoxville, TN Memphis, TN Miami, FL Myrtle Beach, SC Nashville, TN New Orleans, LA Norfolk/Virginia Beach, VA Orlando, FL Raleigh/Durham/Chapel Hill, NC Tampa, FL	Austin, TX Dallas, TX Fort Worth, TX Houston, TX Oklahoma City, OK Phoenix, AZ San Antonio, TX	Anaheim, CA Denver, CO Las Vegas, NV Los Angeles, CA Oahu Island, HI Oakland, CA Portland, OR Riverside/San Bernardino, CA Sacramento, CA Salt Lake City, UT San Diego, CA San Francisco, CA San Jose, CA Seattle, WA

Appendix B

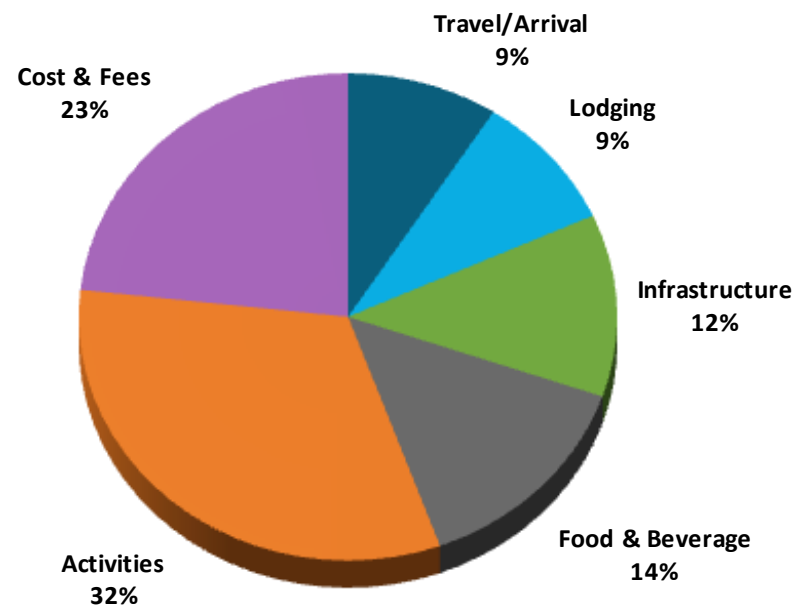
Index Model

The *J.D. Power 2016 Destination Experience Satisfaction StudySM* is a customer-driven measure of the destination experience based on travelers who had a recent trip. The overall index score is comprised of six individual factors, each describing a unique element that affects customer satisfaction during the destination experience. The six factors are, in turn, comprised of individual attribute ratings (questions) that describe specific details of the destination experience within each factor. Hence, the overall destination score is comprised of six factors and a total of 23 individual attributes (questions).

A two-level, hierarchical modeling technique using linear regressions was used to develop the destination index. First, the six top-level category factors were regressed against the dependent variable (How would you rate your Overall destination experience?) to determine the top-level factor weights (see chart below). Then, each of the individual attributes was regressed against its factor's OSAT to determine each question's relative importance weight to that factor (see chart on next page).

To ensure statistical validity, each respondent must answer more than half of the eligible attributes (out of the 23 index attributes) in order to qualify for the index calculation.

Destination Experience Satisfaction Index Model



Factor/Attribute Weights	
Travel/Arrival	9%
Ease of getting to destination from your point of origin	34%
Convenience of airport location	11%
Convenience of train/bus station location	2%
Traffic condition at the destination	24%
Clarity of signs/directions going into the city/destination	29%
Lodging	9%
Availability of lodging	21%
Quality of lodging	34%
Variety of lodging options	23%
Convenience of lodging locations	23%
Infrastructure	12%
Availability of public transportation	21%
Cleanliness of the metropolitan area	22%
Safety/Security of the metropolitan area	19%
Clarity of signage/directions	19%
Availability of public facilities	19%
Food & Beverage	14%
Variety of food and beverage choices	25%
Quality/Taste of food and beverage	27%
Convenience of location of food and beverage outlets	23%
Courtesy of food and beverage staff	26%
Activities¹	32%
Overall cultural activities experience	N/A
Overall entertainment activities experience	N/A
Overall sightseeing activities experience	N/A
Overall sports and adventure activities experience	N/A
Overall convention/conference experience	N/A
Cost & Fees	23%
Price paid for lodging	30%
Price paid for transportation/parking	24%
Price paid for food and beverage	23%
Price paid for entertainment/activities	23%

¹ The Activities factor utilizes a factor-level weight only.

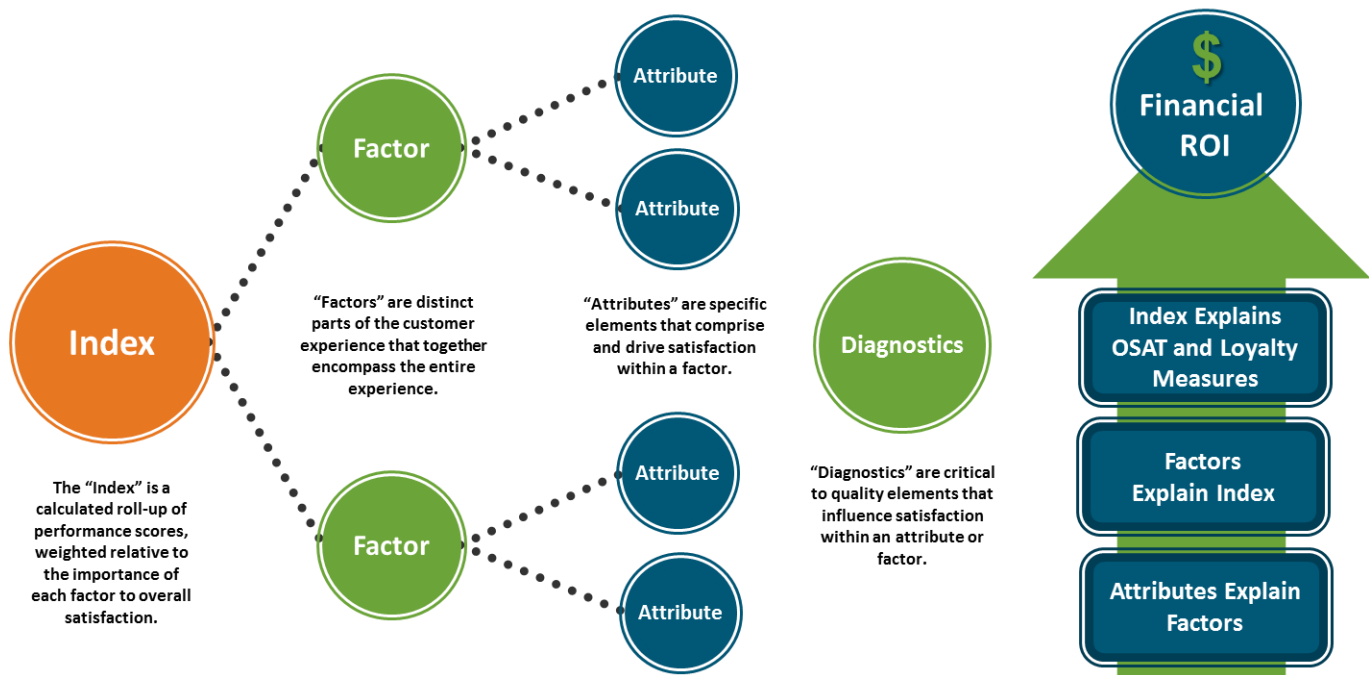
Attribute Weight Estimation

To estimate the attribute weights, a multiple regression model is used in which the attributes predict satisfaction. For J.D. Power index models, the importance of each attribute is defined as the proportion of variance in satisfaction that is explained by each attribute. In an ideal situation, all the attributes would be uncorrelated with one another, and the variance of satisfaction that is explained by the attributes could be uniquely assigned to each individual attribute. In practice, however, the attributes are correlated with each other and, as a result of these “behind-the-scenes” correlations, not all of the explained variance in satisfaction can be attributed uniquely to each attribute using standard regression techniques. Some of the variance explained in satisfaction is shared among all the attributes.

To remedy this situation, a transformation on the attribute variables is performed first so that the predictor variables in the regression equation are uncorrelated with each other. This allows the ability to uniquely attribute the independent effects (i.e., proportion of variance explained) of each attribute on overall satisfaction.

Typically, to estimate the weights for a hierarchical index model, two sets of regression weights are calculated.

- **Bottom-Level Weights:** First, each set of factor attributes is used to predict the factor satisfaction score. This model produces the “bottom-level” weights, and is computed for each factor separately. The bottom-level weights are rescaled so that they sum to 1.0 within each factor.
- **Top-Level Weights:** Second, each factor overall satisfaction question is used to predict the overall destination satisfaction score. This model produces the “top-level” weights, and these weights are rescaled so that they sum to 1.0.



For this study, there is an additional level in the hierarchy that is required to account for systematic missing items. Systematic missing occurs when skip patterns exist within the questionnaire and/or attributes only apply to a subgroup of the total sample (e.g., *Convenience of airport location* only applies to travelers who arrived via airplane).

The following list displays the factor attributes that were treated as systematically missing within the study:

Travel/Arrival

Convenience of airport location

Convenience of train/bus station location

In addition to the systematic missing attributes listed above, the Lodging and Food & Beverage factors are treated as systematic missing factors.

Systematic missing items (attributes or factors) are handled by regressing the eligible items to the factor satisfaction question or the overall destination satisfaction question within each systematic missing pattern group (e.g., *Quality/Taste of food and beverage* is regressed toward the *Overall rating of food & beverage* only within the group of travelers who purchased food and beverage at an eating establishment other than a grocer). The overall effective weights for the systematic missing items are a weighted summation (using each systematic missing group's proportion in the total sample) of the importance weights from each systematic missing pattern group.

Although this approach adds another level of complexity to the overall Customer Satisfaction Index (CSI) model, it further enhances the flexibility of the model by allowing for differences in the destination experience. This approach reduces the need to impute missing values and allows for content to be included in the index model that might otherwise have been excluded. Additionally, it provides enhanced detail by providing another level of importance weights (e.g., attribute, subfactor, and factor).

Significance Testing

Significance testing is conducted at the 90% confidence interval utilizing a two-tailed hypothesis test, which looks for the difference between groups but would make no reference to the direction of the effect. A two-tailed test would test whether the mean of one group is equivalent to the mean of the comparison group. However, the results will not determine whether the difference is positive or negative.

Appendix C

Counts

Midwest		
	Unweighted Counts	Weighted Counts
Total Midwest	3,723	82,617,451
Chicago, IL	906	27,532,475
Cincinnati, OH	404	6,113,666
Columbus, OH	404	6,077,396
Detroit, MI	403	9,903,067
Indianapolis, IN	402	7,323,267
Kansas City, MO-KS	402	7,392,985
Minneapolis/St Paul, MN	400	9,479,119
St Louis, MO	402	8,795,476

Northeast/Mid-Atlantic		
	Unweighted Counts	Weighted Counts
Total Northeast/Mid-Atlantic	3,829	100,806,472
Baltimore, MD	402	8,059,885
Boston, MA	604	14,001,083
New York, NY	914	34,464,406
Philadelphia, PA-NJ	604	11,280,368
Pittsburgh, PA	401	6,107,531
Washington, DC-MD-VA	904	26,893,199

South		
	Unweighted Counts	Weighted Counts
Total South	7,426	159,327,048
Atlanta, GA	905	23,231,587
Charleston, SC	400	4,869,830
Charlotte, NC	403	8,322,439
Fort Lauderdale, FL	404	8,409,229
Jacksonville, FL	401	6,538,347
Knoxville, TN	396	6,110,754
Memphis, TN	400	5,274,449
Miami, FL	604	13,962,977
Myrtle Beach, SC	404	5,793,715
Nashville, TN	401	9,812,580
New Orleans, LA	402	9,458,344
Norfolk/Virginia Beach, VA	400	7,672,068
Orlando, FL	902	32,289,522
Raleigh/Durham/Chapel Hill, NC	398	6,543,479
Tampa, FL	606	11,037,728

Southwest		
	Unweighted Counts	Weighted Counts
Total Southwest	3,614	85,296,309
Austin, TX	401	8,218,770
Dallas, TX	603	19,358,485
Fort Worth, TX	402	7,425,752
Houston, TX	604	19,927,646
Oklahoma City, OK	400	5,455,042
Phoenix, AZ	603	14,346,203
San Antonio, TX	601	10,564,411

West		
	Unweighted Counts	Weighted Counts
Total West	7,532	191,244,802
Anaheim, CA	604	15,220,701
Denver, CO	604	11,598,058
Las Vegas, NV	908	41,751,120
Los Angeles, CA	905	27,930,178
Oahu Island, HI	359	8,936,137
Oakland, CA	396	5,444,634
Portland, OR	402	6,898,132
Riverside/San Bernardino, CA	350	9,770,149
Sacramento, CA	401	5,698,755
Salt Lake City, UT	398	5,257,459
San Diego, CA	600	16,297,120
San Francisco, CA	604	15,681,871
San Jose, CA	395	9,489,864
Seattle, WA	606	11,270,624

Appendix D

Global 10-Point Response Scale

J.D. Power Global 10-Point Response Scale

J.D. Power has earned its reputation in part through its skill in assessing satisfaction on a global basis. Response scales, in particular, are one of the most important elements impacting the quality of a measurement instrument. After rigorous examination of several scales,² J.D. Power adopted a 10-point numerical scale with bipolar anchors (1-Unacceptable and 10-Outstanding) and a midpoint (5-Average). This scale exhibits strong validity (i.e., strong prediction of repurchase and recommendation), sensitivity (i.e., granularity), and discrimination and reliability.

The following outlines the criteria used in the selection process and provides an overview of the examination conducted:

Validity refers to the ability of a scale to accurately reflect what it is supposed to measure, to elicit sensible results, and to be predictive of a future actual event. These aspects of validity are known as content, construct, and predictive validity. Less prone to cultural bias than verbal scales, the 10-point numerical scale (with 5 as Average) shows stronger evidence of all three types of validity. This is evidenced by the high r-squared, or high variance explained, and the strong relationship to intended loyalty measures.

Reliability is the ability of a scale to be consistently reproducible, meaning that similar results can be obtained over time and across situations. This is extremely important, as the difference in the performance between two brands must be attributed to the brands themselves rather than to the scale used.

By calculating each scale's contribution to Cronbach's alpha, a measure of the scale's internal consistency, reliability was tested. The results showed that the 10-point scale possessed strong reliability.

Sensitivity and Discrimination refers to the ability of a measurement to reflect changes in what is being measured. The more sensitive a scale, the more likely respondents are to use the full range of options that the scale offers. A discriminating scale accurately distinguishes between respondents delighted by their experience and those who are merely pleased.

J.D. Power testing showed three elements of a scale directly impact sensitivity: the use of bipolar anchors, a midpoint, and a negative-to-positive scale order. The results indicate:

- *Bipolar anchors* using the performance rating adjectives Unacceptable and Outstanding are significantly more discriminating than Very Dissatisfied and Extremely Satisfied.
- Using a *midpoint* (5) as Average effectively increases the sensitivity of the 10-point scale. The presence of the midpoint moves responses down, to the left of the scale. This heightened sensitivity helps detect differences from one brand to another.
- Response scales with a *negative-to-positive scale order* are more discriminating than those with a positive-to-negative scale order. This makes it harder for respondents to fall in the "top box" of a scale.

Additionally, the numerical 10-point scale can be used across methodologies—self-administered (i.e., mail, internet) and non-self-administered (i.e., phone, personal interview) — and globally as cultural bias is minimized.

² Global response scale testing was conducted to identify a single response scale that works best globally and across methodologies. Five response scales were tested in five countries to assess which scale possessed the highest degree of validity, reliability, and sensitivity and discrimination.

Appendix E

Questionnaire

SCREENER

S1. In the past 12 months, how many times have you traveled within North America and outside of North America?

	1 Leisure/Personal travel	2 Business travel	3 Both leisure/personal and business travel
A Within North America	0-100	0-100	0-100
B Outside North America	0-100	0-100	0-100

[PROG: IF ALL S1=0, THANK AND TERMINATE, OTHERWISE CONTINUE TO S2]

S2. How safe do you feel when traveling...?

	1 Very Unsafe	2 Unsafe	3 Safe	4 Very Safe
A Within North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Outside North America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

S3. Please enter your zip or postal code.

[NUMERIC BOX]

S4. **In the past 60 days**, have you traveled at least 50 miles from your primary residence and stayed overnight in any of the following metropolitan areas? Select up to five.

- | | | |
|--|---|---|
| <input type="checkbox"/> 1 Anaheim, CA | <input type="checkbox"/> 20 Knoxville, TN | <input type="checkbox"/> 37 Pittsburgh, PA |
| <input type="checkbox"/> 2 Atlanta, GA | <input type="checkbox"/> 21 Las Vegas, NV | <input type="checkbox"/> 38 Portland, OR |
| <input type="checkbox"/> 3 Austin, TX | <input type="checkbox"/> 22 Los Angeles, CA | <input type="checkbox"/> 39 Raleigh/Durham/Chapel Hill, NC |
| <input type="checkbox"/> 4 Baltimore, MD | <input type="checkbox"/> 23 Memphis, TN | <input type="checkbox"/> 40 Riverside/San Bernardino, CA |
| <input type="checkbox"/> 5 Boston, MA | <input type="checkbox"/> 24 Miami, FL | <input type="checkbox"/> 41 Sacramento, CA |
| <input type="checkbox"/> 6 Charleston, SC | <input type="checkbox"/> 25 Minneapolis/St Paul, MN | <input type="checkbox"/> 42 Salt Lake City, UT |
| <input type="checkbox"/> 7 Charlotte, NC | <input type="checkbox"/> 26 Myrtle Beach, SC | <input type="checkbox"/> 43 San Antonio, TX |
| <input type="checkbox"/> 8 Chicago, IL | <input type="checkbox"/> 27 Nashville, TN | <input type="checkbox"/> 44 San Diego, CA |
| <input type="checkbox"/> 9 Cincinnati, OH | <input type="checkbox"/> 28 New Orleans, LA | <input type="checkbox"/> 45 San Francisco, CA |
| <input type="checkbox"/> 10 Columbus, OH | <input type="checkbox"/> 29 New York, NY | <input type="checkbox"/> 46 San Jose, CA |
| <input type="checkbox"/> 11 Dallas, TX | <input type="checkbox"/> 30 Norfolk/Virginia Beach, VA | <input type="checkbox"/> 47 Seattle, WA |
| <input type="checkbox"/> 12 Denver, CO | <input type="checkbox"/> 31 Oahu Island, HI | <input type="checkbox"/> 48 St Louis, MO |
| <input type="checkbox"/> 13 Detroit, MI | <input type="checkbox"/> 32 Oakland, CA | <input type="checkbox"/> 49 Tampa, FL |
| <input type="checkbox"/> 14 Fort Lauderdale, FL | <input type="checkbox"/> 33 Oklahoma City, OK | <input type="checkbox"/> 50 Washington, DC-MD-VA |
| <input type="checkbox"/> 15 Fort Worth, TX | <input type="checkbox"/> 34 Orlando, FL | <input type="checkbox"/> 0 None of the above |
| <input type="checkbox"/> 16 Houston, TX | <input type="checkbox"/> 35 Philadelphia, PA-NJ | |
| <input type="checkbox"/> 17 Indianapolis, IN | <input type="checkbox"/> 36 Phoenix, AZ | |
| <input type="checkbox"/> 18 Jacksonville, FL | | |
| <input type="checkbox"/> 19 Kansas City, MO-KS | | |

[EXCLUSIVE] [IF S4=0, THANK AND TERMINATE]

BRAND IMAGE

The images and reputations of destinations differ widely and we are interested in understanding what you think about various cities. In the following section, you will be given a list of characteristics that can be used to describe different destinations. Please click the button closest to the word or phrase that best describes that metropolitan area. When making your rating, please keep in mind that we want to know how destinations differ from each characteristic. For example, you might think one destination is a little more modern than another destination listed.

[DESTINATION= EVALUATED CITY FROM SCREENER, DESTINATION2 = RANDOM CITY WITHIN THE SAME REGION AS EVALUATED DESTINATION]

BI1.	Environmentally Careless					Environmentally Responsible		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI2.	Boring					Exciting		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI3.	Expensive					Affordable		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI4.	Unfriendly					Hospitable		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI5.	Dangerous					Safe		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI6.	Bland					Impressive		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI7.	Old-fashioned					Modern		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BI8.	Bad reputation					Good Reputation		Don't know
	1	2	3	4	5	6	7	99
[DESTINATION]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
[DESTINATION2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TRIP FACTS

TF1. What were the dates of your most recent trip to [DESTINATION]? (As best as you can recall)

[DO NOT ALLOW RESPONSES EARLIER THAN 60 DAYS PRIOR TO SURVEY DATE]

A Arrival Date [CALENDAR]

B Departure Date [CALENDAR]

TF2. What was the primary purpose of your trip?

Leisure

- ☐ **1** Visit friends/relatives
- ☐ **2** Entertainment/Sightseeing
- ☐ **3** Outdoor recreation
- ☐ **4** Honeymoon/Anniversary/Other special occasion celebration
- ☐ **5** Other pleasure/personal

Business

- ☐ **6** Client/Customer meeting
- ☐ **7** Training/Seminar
- ☐ **8** Internal meeting
- ☐ **9** Convention/Conference
- ☐ **10** Other business

[ASK IF TF2 = 6, 7, 8, 9, or 10]

TF3. Did you extend your trip for leisure purposes?

- ☐ **1** Yes
- ☐ **0** No

TF4. Who traveled with you? Mark all that apply.

- ☐ **1** Traveled alone **[EXCLUSIVE]**
- ☐ **2** Spouse
- ☐ **3** Friend(s)
- ☐ **4** Adult family member(s) 13 years or older
- ☐ **5** One or more children 12 years old or younger
- ☐ **6** Business colleague(s)

[IF TF4=1, AUTOPUNCH 1 AND SKIP]

TF5. Including yourself, how many travelers were in your party?

[NUMERIC BOX; RANGE 2-20] Travelers

TF6. Was this your **first** ever visit to this metropolitan area?

- ☐ **1** Yes
☐ **0** No

TRIP PLANNING

P1. Who planned your trip to [DESTINATION]?

- ☐ **1** Self
☐ **2** Corporate travel department
☐ **3** Secretary/Assistant
☐ **4** Spouse/Friend/Family member
☐ **0** Did not plan prior to trip

[ASK IF P1 = 1]

P2. What resources did you utilize to research and/or plan your trip?

- ☐ **1** Printed travel guide/magazine
☐ **2** Destination website
☐ **3** Travel review sites (e.g., TripAdvisor, Yelp, etc.)
☐ **4** Social media
☐ **5** Travel agent/travel club
☐ **6** Independent online travel website (e.g., Expedia, Travelocity, etc.)
☐ **7** Travel provider website (e.g., airline, hotel, rental car, cruise, etc.)
☐ **8** Search engines (e.g., Google, Bing, etc.)
☐ **9** Family member/friend/personal recommendation
☐ **10** Other media (e.g., newspaper, TV, radio, etc.)
☐ **99** Don't know **[EXCLUSIVE]**
☐ **0** Did not research prior to trip **[EXCLUSIVE]**

[ASK IF P1 = 1]

P3. Using a 10-point scale, please rate your trip planning experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Availability of information about the destination and its activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Usefulness of information about the destination and its activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Ease of finding desired information about destination and its activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RESERVATION

[SKIP IF P1 = 0]

R1. How far in advance of your trip did planning begin?

- ☐ **1** Less than 1 week
- ☐ **2** 1-2 weeks
- ☐ **3** 2-4 weeks
- ☐ **4** 1-2 months
- ☐ **5** 3 months or more
- ☐ **99** Don't know

[SKIP IF P1 = 0]

R2. Did you pre-purchase/reserve any of the following prior to your trip? Mark all that apply.

- ☐ **1** Lodging
- ☐ **2** Transportation to destination
- ☐ **3** Entertainment or activities
- ☐ **4** Food/Beverage/Dining
- ☐ **0** Did not purchase or reserve prior to trip **[EXCLUSIVE]**
- ☐ **99** Don't know **[EXCLUSIVE]**

[SKIP IF P1=0 OR R2 = 0 or 99]

R3. What was the primary source used to book your trip?

- ☐ **2** Directly with destination/attraction in person or by phone
- ☐ **3** Corporate travel department
- ☐ **4** Travel club (e.g., AAA, etc.)
- ☐ **5** Travel agent
- ☐ **6** Travel provider website (e.g., airline, hotel, rental car, cruise, etc.)
- ☐ **7** Independent online travel website (e.g., Expedia, Travelocity, etc.)
- ☐ **8** Destination website
- ☐ **9** Corporate booking website
- ☐ **99** Don't know/unsure **[EXCLUSIVE]**

[SKIP IF P1 = 0]

R4. How far in advance of your trip was the planning completed?

- ☐ **1** Less than 1 week
- ☐ **2** 1-2 weeks
- ☐ **3** 2-4 weeks
- ☐ **4** 1-2 months
- ☐ **5** 3 months or more
- ☐ **99** Don't know

R5. Why did you choose this destination for your trip? Mark all that apply.

- ☐ 1 Location of event/meeting
- ☐ 2 Lower price/affordability
- ☐ 3 Reputation/Recommendation
- ☐ 4 Attractions/Activities/Entertainment options
- ☐ 5 Past experience
- ☐ 6 Online reviews
- ☐ 7 Ease of getting there
- ☐ 8 Availability of travel packages
- ☐ 9 Weather
- ☐ 10 Landmarks/Landscape
- ☐ 97 Other *[SPECIFY]*
- ☐ 99 Don't know *[EXCLUSIVE]*

[PROG: ASK IF R5=MORE THAN 1 RESPONSE]

R6. What was your primary reason for choosing this destination?

[PIPE RESPONSES FROM R5]

DESTINATION ARRIVAL EXPERIENCE

ARV1. How did you arrive at your destination?

- ☐ 1 Own vehicle *[EXCLUSIVE]*
- ☐ 2 Airplane
- ☐ 3 Rental car
- ☐ 4 Train
- ☐ 5 Bus
- ☐ 97 Other *[SPECIFY]*

ARV2. How many miles did you travel to arrive at your destination?

[NUMERIC BOX, RANGE 50-3000] Miles

[IF ARV1 = 2]

ARV3. Which airline did you fly?

[DROP DOWN LIST OF AIRLINES]

[IF ARV1 = 2]

ARV4. Did you arrive at your destination on a direct flight from your point of origin?

- ☐ 1 Yes
- ☐ 0 No, my flight had connections

[IF ARV1 = 2]

ARV5. Did your flight arrive on time?

- ☐ **1** Yes
☐ **0** No

[IF ARV1 = 2]

ARV6. At which airport did you arrive when you reached your destination?

[DROP DOWN LIST OF AIRPORTS]

[IF ARV1 = 2]

ARV7. Were there a sufficient number of flights available to your destination?

- ☐ **1** Yes
☐ **0** No

[ASK IF ARV1 = 3]

ARV8. What rental car company did you use?

[DROP DOWN LIST OF RENTAL CAR BRANDS]

ARV9. Using a 10-point scale, please rate your experience with the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Ease of getting to destination from your point of origin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Convenience of airport location [ASK IF ARV1 = 2]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Convenience of train/bus station location [ASK IF ARV1 = 4 or 5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Traffic condition at the destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E Clarity of signs/directions going into the city/destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
F Overall arrival/travel to destination experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LODGING

L1. Where did you stay during the majority of your trip?

- ☐ 1 Hotel
 - ☐ 2 With friend(s)/relative(s)
 - ☐ 3 RV/Tent (campground)
 - ☐ 4 Rental home/condo (includes Airbnb, HomeAway, etc.)
 - ☐ 5 Timeshare
 - ☐ 6 Personal residence (second home/condo)
 - ☐ 7 Bed & Breakfast
 - ☐ 97 Other *[SPECIFY]*
-

[IF L1=1]

L2. Which hotel did you stay at?

[DROP DOWN LIST OF HOTELS]

[IF L1=1]

L3. What is the primary reason you chose this hotel?

- ☐ 1 Lower price
 - ☐ 2 Good customer service
 - ☐ 3 Convenient location
 - ☐ 4 Convenient process
 - ☐ 5 Past experience
 - ☐ 6 Reputation
 - ☐ 7 Recommendation
 - ☐ 8 Rewards/Loyalty program member
 - ☐ 9 Corporate policy
 - ☐ 10 Package deal
 - ☐ 11 Online review (e.g., TripAdvisor, etc.)
 - ☐ 12 Hotel amenities offered
 - ☐ 13 Only available hotel
 - ☐ 14 "Green" hotel (environmentally friendly)
 - ☐ 15 View
 - ☐ 16 Room size (spacious room)
 - ☐ 17 Internet access
 - ☐ 18 Renovated
 - ☐ 19 Pet-friendly
 - ☐ 20 Bidding website assigned hotel
 - ☐ 21 Event location (e.g., wedding, conference, etc.)
 - ☐ 22 Received discount/special rate
 - ☐ 97 Other *[SPECIFY]*
 - ☐ 99 Don't know
-

[ASK IF L1 = 4 or 7]

L4. Where did you reserve your rental home/condo/bed & breakfast?

- ☐ **1** Airbnb
- ☐ **2** HomeAway
- ☐ **3** VRBO
- ☐ **4** Tripping.com
- ☐ **5** FlipKey
- ☐ **97** Other **[SPECIFY]**

[SKIP IF L1 = 2 or 6]

L5. Using a 10-point scale, please rate your lodging experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Availability of lodging [HIDE IF L1=5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Quality of lodging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Variety of lodging options [HIDE IF L1=5]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Convenience of lodging locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall lodging experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INFRASTRUCTURE

INF1. What modes of transportation did you utilize while visiting the destination?

- ☐ **1** Bus
- ☐ **2** Train/Tram/Light rail/Subway
- ☐ **3** Rental car
- ☐ **4** Own vehicle
- ☐ **5** Walking/Bicycle
- ☐ **6** Taxi
- ☐ **7** Ride Sharing (e.g., Uber, Lyft, etc.)
- ☐ **97** Other **[SPECIFY]**

[ASK IF INF1 = 3 or 4]

INF2. Was there adequate public parking available within the destination?

- ☐ **1** Yes
- ☐ **0** No
- ☐ **99** Don't know

[ASK IF INF1 = 1 or 2]

INF3. Was the public transit that you used clean?

- ☐ **1** Yes
- ☐ **0** No
- ☐ **99** N/A

[ASK IF INF1 = 1 or 2]

INF4. Were public transit routes conveniently located?

- ☐ **1** Yes
- ☐ **0** No

[ASK IF INF1 = 1 or 2]

INF5. Was the public transit system timely in pickup and drop off service?

- ☐ **1** Yes
- ☐ **0** No

[ASK IF INF1 = 1 or 2]

INF6. Did you feel safe riding the public transit system?

- ☐ **1** Yes
- ☐ **0** No

[ASK IF INF1 = 5]

INF7. Were there enough pedestrian walkways or bicycle ways?

- ☐ **1** Yes
- ☐ **0** No
- ☐ **99** Don't know

[ASK IF INF1 = 5]

INF8. Did you feel safe while walking/biking?

- ☐ **1** Yes
 - ☐ **0** No
-

INF9. Would you say the traffic congestion in [DESTINATION] was...

- ☐ 1 Very heavy
- ☐ 2 Somewhat heavy
- ☐ 3 Moderate
- ☐ 4 Light
- ☐ 5 Very light
- ☐ 99 Don't know

INF10. Could you easily find the following public facilities when you needed to?

	Never or almost never	Rarely (<25% of the time)	Occasionally (25%-<50% of the time)	Frequently (50%-<75% of the time)	Almost always (75%-<100%)	Always	Don't know
A Public restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Trash cans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Drinking fountains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INF11. Was there sufficient police presence throughout the destination?

- ☐ 1 Yes
- ☐ 0 No
- ☐ 99 Don't know

INF12. Was there adequate lighting in public spaces?

- ☐ 1 Yes
- ☐ 0 No
- ☐ 99 Don't know

INF13. Using a 10-point scale, please rate your experience with the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Availability of public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Cleanliness of the metropolitan area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Safety/Security of the metropolitan area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Clarity of signage/directions throughout the metropolitan area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E Availability of public facilities (trash cans, public restrooms, drinking fountains, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
F Overall metropolitan area infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

INF14. What about the infrastructure can be improved?

[TEXT BOX]

☐ **98** No comment [EXCLUSIVE]

FOOD AND BEVERAGE

FB1. Where did you purchase food and/or beverage within [DESTINATION]? Mark all that apply.

- ☐ **1** Restaurant/Bar
- ☐ **2** Fast food chain
- ☐ **3** Convenience store
- ☐ **4** Kiosk/Street vendor
- ☐ **5** Grocery store
- ☐ **97** Other

FB2. Were you able to find food and/or beverage(s) with local flavor?

- ☐ **1** Yes
- ☐ **0** No
- ☐ **99** Don't know

[SKIP IF FB1=5 ONLY]

FB3. Thinking about your overall food and beverage experience, using a 10-point scale, how would you rate the...?

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Variety of food and beverage choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Quality/Taste of food and beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Convenience of location of food and beverage outlets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Courtesy of food and beverage staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall food and beverage experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ACTIVITIES

ACT1. Which activities did you experience on this trip? Mark all that apply.

Cultural activities

- ☐ **1** Museum
- ☐ **2** Theatre/Performance art
- ☐ **3** Concert
- ☐ **4** Art gallery/exhibit
- ☐ **5** Other cultural activities *[SPECIFY]*

Entertainment

- ☐ **6** Shopping
- ☐ **7** Nightlife
- ☐ **8** Amusement/Theme Park
- ☐ **9** Zoo
- ☐ **10** Aquarium
- ☐ **11** Casino/Gaming
- ☐ **12** Other entertainment activities *[SPECIFY]*

Sightseeing

- ☐ **13** Buildings/Architecture
- ☐ **14** Landmarks/Monuments (natural or man-made)
- ☐ **15** Nature/Parks
- ☐ **16** Sightseeing tours (self-guided or organized)
- ☐ **17** Other sightseeing activities *[SPECIFY]*

Sports & adventure

- ☐ **18** Outdoor activities (e.g., hiking, mountain biking, etc.)
- ☐ **19** Boat tours
- ☐ **20** Water sports (e.g., swimming, boating, etc.)
- ☐ **21** Sporting event
- ☐ **22** Other sports and adventure *[SPECIFY]*

Convention or conference

- ☐ **23** Business conference/convention
- ☐ **24** Leisure conference/convention (e.g., ComicCon, etc.)
- ☐ **25** Other convention or conference *[SPECIFY]*

CULTURE

[ASK C1-C3 IF ACT1=1, 2, 3, 4 or 5]

C1. Which specific cultural activities did you attend/experience?

[TEXT BOX] A Museum *[ASK IF ACT1=1]*

[TEXT BOX] B Theatre/Performance art *[ASK IF ACT1=2]*

[TEXT BOX] C Concert *[ASK IF ACT1=3]*

[TEXT BOX] D Art gallery/exhibit *[ASK IF ACT1=4]*

[TEXT BOX] E *[PIPE SPECIFY TEXT FROM ACT1_5]* *[ASK IF ACT1=5]*

☐ **98** No comment *[EXCLUSIVE]*

C2. Did any of your cultural activities or experiences stand out to you? If so, which one(s) and why?

[TEXT BOX]

☐ 98 No comment [EXCLUSIVE]

C3. Using a 10-point scale, please rate your overall cultural activities experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Variety of cultural activities available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Quality of cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Friendliness of cultural activities staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Convenience of location of cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall cultural activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ENTERTAINMENT

[ASK E1-E3 IF ACT1=6, 7, 8, 9, 10, 11 or 12]

E1. Which specific entertainment activities did you experience?

[TEXT BOX] **A** Shopping [ASK IF ACT1=6]

[TEXT BOX] **B** Nightlife [ASK IF ACT1=7]

[TEXT BOX] **C** Amusement/Theme park [ASK IF ACT1=8]

[TEXT BOX] **D** Zoo [ASK IF ACT1=9]

[TEXT BOX] **E** Aquarium [ASK IF ACT1=10]

[TEXT BOX] **F** Casino/Gaming [ASK IF ACT1=11]

[TEXT BOX] **G** [PIPE SPECIFY TEXT FROM ACT1_12] [ASK IF ACT1=12]

☐ 98 No comment [EXCLUSIVE]

E2. Did any of your entertainment activities experiences stand out to you? If so, which one(s) and why?

[TEXT BOX]

☐ 98 No comment [EXCLUSIVE]

E3. Using a 10-point scale, please rate your entertainment activities experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Variety of entertainment activities available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Quality of entertainment activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Friendliness of entertainment activities staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Convenience of location of entertainment activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall entertainment activities experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SIGHTSEEING

[ASK SS1-SS3 IF ACT1=13, 14, 15, 16 or 17]

SS1. Which specific sightseeing activities did you experience?

- ☐ **A** Buildings/Architecture [ASK IF ACT1=13]
☐ **B** Landmarks/Monuments (natural or man-made) [ASK IF ACT1=14]
☐ **C** Nature/Parks [ASK IF ACT1=15]
☐ **D** Sightseeing tours (self-guided or organized) [ASK IF ACT1=16]
☐ **E** [PIPE SPECIFY TEXT FROM ACT1_17] [ASK IF ACT1=17]
☐ **98** No comment [EXCLUSIVE]

SS2. Did any of your sightseeing experiences stand out to you? If so, which one(s) and why?

- ☐ **98** No comment [EXCLUSIVE]

SS3. Using a 10-point scale, please rate your sightseeing experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Variety of sightseeing activities available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Quality of sightseeing activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Friendliness of sightseeing activities staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Convenience of location of sightseeing activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall sightseeing activities experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SPORTS & ADVENTURE

[ASK SA1-SA3 IF ACT1=18, 19, 20, 21 or 22]

SA1. Which specific sports and adventure activities did you experience?

[TEXT BOX] **A** Outdoor activities (e.g., hiking, mountain biking, etc.) [ASK IF ACT1=18]

[TEXT BOX] **B** Boat tours [ASK IF ACT1=19]

[TEXT BOX] **C** Water sports (e.g., swimming, boating, etc.) [ASK IF ACT1=20]

[TEXT BOX] **D** Sporting event [ASK IF ACT1=21]

[TEXT BOX] **E** [PROG: PIPE SPECIFY TEXT FROM ACT1_22] [ASK IF ACT1=22]

☐ 98 No comment [EXCLUSIVE]

SA2. Did any of your sports & adventure experiences stand out to you? If so, which one(s) and why?

[TEXT BOX]

☐ 98 No comment [EXCLUSIVE]

SA3. Using a 10-point scale, please rate your sports & adventure activities experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Variety of sports & adventure activities available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Quality of sports & adventure activities available	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Friendliness of sports & adventure activities staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Convenience of location of sports & adventure activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall sports & activities experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CONFERENCE/CONVENTION

[ASK CC1-CC3 IF ACT1=23, 24 or 25]

CC1. Where did you attend your conference or convention?

- ☐ **1** Convention center
☐ **2** Hotel
☐ **97** Other *[SPECIFY]*

CC2. Which specific conference/convention venue did you attend?

[TEXT BOX] **A** Business conference/convention *[ASK IF ACT1=23]*

[TEXT BOX] **B** Leisure conference/convention (e.g., ComicCon, etc.) *[ASK IF ACT1=24]*

[TEXT BOX] **C** *[PROG: PIPE SPECIFY TEXT FROM ACT1_25] [ASK IF ACT1=25]*

- ☐ **98** No comment *[EXCLUSIVE]*

CC3. Using a 10-point scale, please rate your conference/convention experience on the following.

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Ease of getting to/from conference/convention location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Friendliness of conference/convention staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
C Overall convention /conference experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVERALL ACTIVITIES

[ASK IF TWO OR MORE OF THE FOLLOWING ARE ANSWERED: C3_E, E3_E, SS3_E, SA3_E or CC3_C. IF ONLY ONE IS ANSWERED AUTOPUNCH SAME RATING RESPONSE TO ACT2]

ACT2. Thinking about your culture, entertainment, sightseeing and sports & adventure experiences during your trip, using a 10-point scale, please rate your...

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
Overall activities experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COST & FEES

CF1. Over the course of your entire trip, approximately how much did you spend on each of the following, in total? Enter 0 if you did not spend anything in a particular category.

[NUMERIC BOX] A Lodging **[HIDE IF L1=2 or 6]**

[NUMERIC BOX] B Transportation/Parking (e.g., public transportation, taxi, rental car, fuel, parking within destination, etc.)

[NUMERIC BOX] C Food and Beverage

[NUMERIC BOX] D Entertainment and Activities

[NUMERIC BOX] E Shopping/Souvenirs

[NUMERIC BOX] F Other **[SPECIFY]**

99 Don't know **[EXCLUSIVE]**

CF2. Do you feel the cost and fees for each of the following were reasonable?

	1 Yes	2 No	99 Don't know
A Lodging [HIDE IF L1=2 or 6; HIDE IF CF1_A=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Transportation within destination [HIDE IF CF1_B=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Parking within destination [HIDE IF CF1_B=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Food and beverage [HIDE IF CF1_C=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E Activities [HIDE IF CF1_D=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F Shopping [HIDE IF CF1_E=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G [PIPE RESPONSE FROM CF1 OTHER] [FIXED; HIDE IF CF1_F=0]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

CF3. Did you purchase any destination-branded merchandise?

☐ **1** Yes

☐ **0** No

CF4. Thinking about the cost and fees for your trip, using a 10-point scale, how would you rate the...?

	Unacceptable		Average					Outstanding			N/A
	1	2	3	4	5	6	7	8	9	10	99
A Price paid for lodging [HIDE IF L1=2 or 6]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B Price paid for transportation/parking (within destination)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C Price paid for food and beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D Price paid for entertainment/activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
E Overall cost & fees satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVERALL DESTINATION EXPERIENCE

DES1. Using a 10-point scale, taking into consideration all aspects of your destination experience, including the arrival, lodging, food and beverage, infrastructure, activities and cost, how would you rate your...?

	Unacceptable		Average					Outstanding		
	1	2	3	4	5	6	7	8	9	10
Overall destination experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LOYTALY & ADVOCACY

LA1. Please indicate your level of agreement with the following statements.

	1 Strongly disagree	2 Somewhat disagree	3 Neither disagree nor agree	4 Somewhat agree	5 Strongly agree
A I love this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B This would always be my first choice as a place to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C I would be greatly disappointed if I could never return here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D This destination is perfect for someone like me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E This is a destination I would like to move to/live in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LA2. How likely are you to return to this destination?

1 Definitely will not	2 Probably will not	3 Probably will	4 Definitely will
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LA3. How likely are you to recommend this destination to a friend, relative or colleague?

1 Definitely will not	2 Probably will not	3 Probably will	4 Definitely will
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

LA4. During the past 12 months, how many times have you mentioned [DESTINATION] to a friend, relative or colleague? If never, enter 0.

A Positive recommendation(s) [NUMERIC BOX, RANGE 0-50]

☐ **99** Don't know [EXCLUSIVE]

B Negative comment(s) [NUMERIC BOX, RANGE 0-50]

☐ **99** Don't know [EXCLUSIVE]

LA5. Have you posted a comment about an experience with [DESTINATION] to a social media site not sponsored by [DESTINATION] (e.g., your social network site, a blog, a rating and review site, etc.)?

☐ **1** Yes

☐ **0** No

[ASK IF LA5=1]

LA6. Which of the following social media sites (i.e., not [DESTINATION] sponsored sites) did you use to post comments about an experience with [DESTINATION]? Mark all that apply.

- ☐ **2** Facebook
- ☐ **10** Instagram
- ☐ **5** LinkedIn
- ☐ **6** TripAdvisor
- ☐ **11** Tumblr
- ☐ **3** Twitter
- ☐ **1** Yelp
- ☐ **4** YouTube
- ☐ **7** Other blog
- ☐ **8** Other forum
- ☐ **9** Other rating/review sites
- ☐ **97** Other [SPECIFY]
- ☐ **99** Don't know/don't remember [EXCLUSIVE]

[ASK IF LA5=1]

LA7. For the **majority** of your comments about [DESTINATION], what was the primary reason for posting?

- ☐ **1** Make negative comments (e.g., complain about a product/service, etc.)
- ☐ **2** Make positive comments (e.g., compliment a product/service, make a recommendation, etc.)
- ☐ **3** Ask a question/get information
- ☐ **97** Other [SPECIFY]

DESTINATION INTEREST

INT1. Which of the following options are most important to you when choosing a destination?

Rank top 3 **[PROVIDE DROP DOWN BOX ALLOWING RESPONDENT TO SELECT 1, 2, OR 3 FOR EACH RESPONSE OPTION; 1, 2 AND 3 CAN ONLY BE SELECTED ONCE EACH]**

- ☐ **1** Outdoor activities (e.g., hiking, rafting, skydiving, zip lining, etc.)
- ☐ **2** Relaxation
- ☐ **3** Theme parks
- ☐ **4** Nature
- ☐ **5** Sightseeing
- ☐ **6** Accessible/Easy to get to the destination
- ☐ **7** Safety
- ☐ **8** Cost (e.g., lodging, transportation, food, etc.)
- ☐ **9** Food/Restaurants
- ☐ **10** Weather
- ☐ **11** Special events (e.g., local festivals, holidays, conferences, etc.)
- ☐ **12** Friend/Family recommendation
- ☐ **13** Family friendly
- ☐ **14** Convenient public transit system
- ☐ **15** Historical significance
- ☐ **16** Nightlife (e.g., clubs, bars, entertainment, etc.)
- ☐ **17** Pet friendly
- ☐ **18** Distance from where I live
- ☐ **19** Shopping
- ☐ **20** Conducting business
- ☐ **0** None **[EXCLUSIVE]**

DEMOGRAPHICS

D1. Are you...? [A: Gender]

- ☐ **1** Male
- ☐ **0** Female
- ☐ **98** Prefer not to answer

D2. In what year were you born?

[DROPDOWN LIST, RANGE 1916-1998]

- ☐ **98** Prefer not to answer **[EXCLUSIVE]**

D3. What was the last year of school you completed?

- ☐ 1 8th grade or less
- ☐ 2 Some high school
- ☐ 3 High school graduate
- ☐ 4 Trade/Technical school
- ☐ 5 Some college
- ☐ 6 4-year college degree
- ☐ 7 Some graduate courses
- ☐ 8 Advanced degree
- ☐ 98 Prefer not to answer

D4. What is your current marital status?

- ☐ 1 Married
- ☐ 2 Single (never married)
- ☐ 3 Widowed
- ☐ 4 Divorced/Separated
- ☐ 5 Living with domestic partner
- ☐ 98 Prefer not to answer

D5. Are you...? Mark all that apply.

- ☐ 1 White/Caucasian
- ☐ 2 Black/African American
- ☐ 3 Asian/Asian American
- ☐ 4 Latino/Hispanic
- ☐ 97 Other
- ☐ 98 Prefer not to answer **[EXCLUSIVE]**

D6. Which one of the following best describes your household's total annual income before taxes?

- | | |
|---|---|
| <input type="radio"/> 1 Under \$25,000 | <input type="radio"/> 9 \$90,000-\$99,999 |
| <input type="radio"/> 2 \$25,000-\$29,999 | <input type="radio"/> 10 \$100,000-\$124,999 |
| <input type="radio"/> 3 \$30,000-\$39,999 | <input type="radio"/> 11 \$125,000-\$149,999 |
| <input type="radio"/> 4 \$40,000-\$49,999 | <input type="radio"/> 12 \$150,000-\$174,999 |
| <input type="radio"/> 5 \$50,000-\$59,999 | <input type="radio"/> 13 \$175,000-\$199,999 |
| <input type="radio"/> 6 \$60,000-\$69,999 | <input type="radio"/> 14 \$200,000-\$249,999 |
| <input type="radio"/> 7 \$70,000-\$79,999 | <input type="radio"/> 15 \$250,000-\$499,999 |
| <input type="radio"/> 8 \$80,000-\$89,999 | <input type="radio"/> 16 \$500,000 or more |
| <input type="radio"/> 9 \$90,000-\$99,999 | <input type="radio"/> 98 Prefer not to answer |

That concludes our survey. J.D. Power thanks you for participating.