



Advertising Conversion Study: Alachua County, Florida

An assessment to determine effective advertisement tools for the conversion of inquirers into visitors were conducted for the county. Three methods of inquiry (the Internet, phone and fulfillment piece) were used. This study was funded by the Alachua County Visitor and Convention Bureau. <http://www.visitgainesville.net/>

Destination Audit: Alachua County, Florida

Evaluation of customer service within three sectors of Alachua County was conducted. An aggregate measure was used to aid in improving customer service. Recommendations were provided to individual sites. This study was funded by the Alachua County Visitor and Convention Bureau. <http://www.visitgainesville.net/>

Developing a Strategic Market Plan for a New Tourism Venture: Gainesville, Florida

A strategic marketing plan for a new tourism venture in North Central Florida was developed. The study was funded by Noetic Inc.

Understanding Information Needs and Communication Behaviors: Angeles and San Bernardino National Forests, California

This study examined information use and communication behaviors among visitors (especially minority populations) to Angeles and San Bernardino National Forests, California. The study included: 1) visitor profiles; 2) information needs and search behaviors; and 3) comparative analysis of ethnic groups. The study was funded by the USDA: Forest Service, Pacific South West Research Station. <http://www.fs.fed.us/psw/>

Perceptions of Recreation Fee Issues and Recreation Use Patters in Pacific Northwest Forests: Oregon (Malheur National Forest, Mt. Hood National Forest, Umatilla National Forest, Wallowa-Whitman National Forest), and Washington (Colville National Forest)

The study examined user fee-related issues in five Pacific Northwest Forests. Based on extensive phone surveys, two major components were analyzed: 1) visitor attitudes; and 2) preferences and behaviors regarding fees and expenditures on National Forests in the Pacific Northwest. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>

Visitor Use Monitoring Study: Pacific North West (Region 6): Visitor Preferences and Patterns in Oregon (Malheur National Forest, Mt. Hood National Forest, Umatilla National Forest, Wallowa-Whitman National Forest), and Washington (Colville National Forest)

The study measured recreational use and visitors' need across five US National Forests in Oregon and Washington. Based on field interviews, some of the highlights included: 1) origin and visitors' use pattern; 2) satisfaction level; 3) expenditure; and 4) size and types of visitors groups. The study also included training National Forest staff members. The results of the analysis and recommendation were used to develop a facility development plan and management strategies for the Forest Service. This study was funded by the USDA: Forest Service, Pacific Northwest Region. <http://www.fs.fed.us/r6/welcome.shtml>