



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>

Visitor Study: Pasco County, Florida

This study analyzed characteristics of current visitors to Marion County. Based on a year long on-site data collection among visitors, this study examined: 1) travel behavior; 2) trip planning behavior; 3) activity participation; 4) satisfaction and return potential; 5) perception and image; and 6) demographic profile. This study was funded by the Pasco County Tourism Development Council. The results of the analysis were used to develop a comprehensive marketing plan for Pasco County. <http://visitpasco.net>

Visitors Study: Timucuan Preserve-Duval County, Florida

This study was conducted to provide an up-to-date recreational inventory of the Timucuan Preserve area. The study included 1) a visitor profile; 2) estimated levels and patterns of recreational use; and 3) visitors' perceptions of properties jointly owned by the PPJ partners. The results of the analysis were used to establish a foundation for prioritizing future land acquisition and to assist formulation management strategies. This study was funded by Preservation Project Jacksonville, Inc. <http://www.coj.net/Departments/Parks+and+Recreation>

Physical Environmental Factors and their Association with Leisure-time Physical Activity in Public Parks in Diverse Communities

A comprehensive study was conducted to identify park characteristics that potentially lead to physical activity. Specifically, this study examined physical environment factors and their association with leisure-time physical activity in public parks. Parks in Tampa-St. Petersburg and Chicago were selected based on the dominant ethnicity and socio-economic status of neighborhoods. Results of the study provided park managers, recreation administrators and community health professionals with meaningful information for the effective decision making on policy change. This study was funded by the Robert Wood Johnson Foundation. <http://www.rwjf.org>