



Feasibility Study of Measuring the Impact of FLAUSA Visit Florida Generic Promotion Programs

The study was conducted to evaluate the impact of the Visit Florida promotion programs. For this study: 1) identified sources for data collection; 2) developed models using times-series; and 3) designed system for linking data bases with econometric modeling procedures. The developed models proposed a state of the art process to understand the return on investment of statewide promotions. The study was funded by the Visit Florida. <http://www.visitflorida.com/>

Destination Visioning Process: Marion County, Florida

A visioning symposium was conducted for the Marion County Tourism Development Council members. The process included: 1) discussion on the structure of tourism; 2) destination values and guiding principles; 3) identification of core values of tourism and SWOT analysis; 4) identification of travel products; and 5) development of a vision statement. This study was funded by the Marion County Tourism Development Council. http://www.ocalacc.com/ocala_florida/templates/tourism

Occupancy Study: Marion County, Florida

Occupancy percentages and Average Daily Rates for Marion County's lodging industry were monitored. This study was funded by the Marion County Tourism Development Council. http://www.ocalacc.com/ocala_florida/templates/tourism

Visitor Study: Marion County, Florida

This study analyzed characteristics of current visitors to Marion County. Based on field interview, the analysis included the following major areas: 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 Marion County Tourism Development Council. http://www.ocalacc.com/ocala_florida/templates/tourism

Visitor Study: Columbia County, Florida

This study analyzed characteristics of current visitors to Columbia County. Based on field interviews, the analysis included the following six major areas: 1) travel behavior; 2) trip planning behavior; 3) activity participation; 4) satisfaction and return potential; 5) perception and image; and 6) demographic profiles. Based on the results, a comprehensive marketing plan for Columbia County was developed. This study was funded by the Columbia County Tourism Development Council. http://www.columbiacountyfla.com/Tourist_Development

Visitors and Festival Impacts in North Central Florida

This study examined the impacts of festivals on rural communities in north central Florida. Based on field interviews among festival attendees, visitor profiles were developed and included: 1) demographic analysis; 2) tourist behaviors; 3) expenditures; 4) image and satisfaction. The results were used to develop future event marketing strategies. This study was funded by Visit Florida. <http://www.visitflorida.org>

Strategic Plan for Vladimir, Russia

Based on community development models, strategic plans for the City of Vladimir, Russia were developed. The study was conducted for the city. <http://www.vladimir-russia.info>