

PROFILE OF VISITORS TO PASCO COUNTY, FLORIDA



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Executive Summary

Submitted to:

**Pasco County Board of County Commissioners
Pasco County Tourism Development Office
7530 Little Road
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Executive Summary

This executive summary is based on responses from 1266 surveys.

1. The most relied upon sources of information about Pasco County were word of mouth (51%), knowledge from previous visits (47%), Internet (30%) and road signs (18%).
2. Primary reasons for visiting the County were: attending special events (23%), beaches/sun/parks (20%), visiting friends and relatives (VFR) (16%), clothing optional resorts (12%), and sightseeing/scenery (6%). Therefore, the largest tourism market segment is festivals/events followed by beaches/sun/parks and then VFR.
3. Relative to the overall trip, visitors to Pasco County had been to Pasco County in the past. More than ¼ indicated they were first time visitors. Of those who had been in the past (72%), most indicated they started coming in the 1990s. Most visitors said they come in the winter season (43%).
4. Travel party sizes were typically two people (50%), the average travel party size was 3.22. About one-half (48%) were day visitors, one-half were overnights visitors (51%). The distribution of visitors length of stay was bimodal. Visitor were either long term stays (15+ nights, 31%) or weekend visitors (2-3nights, 30%).
5. The most frequently used accommodations were friends and relatives' homes (27%), hotels/motels (25%) and resorts (24%). Mobile homes and campgrounds accounted for about 24% of the accommodations used by visitors.
6. Travelers to Pasco County mostly traveled with family (52%), followed by friends (20%), followed by friends and family (20%).
7. The most frequently participated in activities were attending festivals/events (42%), swimming (36%), visiting friends and relatives (28%), visiting scenic areas (27%), visiting a community park (23%), and visiting a state park or wild life preserve (17%).
8. The majority of decisions were made prior to leaving for Pasco County. A total of thirteen of the twenty-one activities were decided prior to leaving. Eight of the twenty-one activities were decided after arriving at the destination.
9. Overall, Pasco County received positive responses from visitors. The aspects of Pasco County that visitors found most favorable were the good climate (M = 4.48), relaxing atmosphere (M = 4.44), interesting and friendly local people (M= 4.35), attractive scenery (M = 4.22 and beautiful greenery (M = 4.17). The aspects least favorable to the visitors were good sporting events (M = 3.54), a variety of good bars (M = 3.69), and good local transportation (M = 3.69).

10. Also, respondents were asked to indicate whether they would share their positive experiences in Pasco County with others. Almost 85% of the respondents agreed that they would share their experiences Pasco County while less than 3% of the respondents disagreed. Eighty-four percent of respondents would encourage their friends and families to visit Pasco County.
11. Respondents were asked to evaluate their intention to revisit Pasco County. Almost 95% of respondents agreed that they would visit Pasco County again, while less than 1% disagreed. Eighty-nine percent said they would revisit Pasco County again within the next year. When asked if they would visit more frequently in the future, 81.7% agreed with 2.9% who disagreed or strongly disagreed.
12. Overall, Pasco County received strong, positive ratings from visitors. The majority of respondents (71%) rated eight or over eight for the quality of their experience. Only 2% rated below five.
13. The sampled visitors were about equally female and male, about 70% were under 65 years of age, about 66% had no dependent children living at home, about 40% had household incomes over \$75,000 annually, just under half earned a bachelors degree or had a high school degree. The majority of the sample was Caucasian.