

2021 GOVERNOR'S CONFERENCE ON TOURISM



Follow up from questions submitted during 'Visitation Research Methodology with Phillip Downs, Downs & St. Germain Research, May 5, 2021, 9-9:30am

Q: How were intercept venues selected?

A: We started by identifying areas in each region that would yield a representative set of visitors. Then we contacted hotels, attractions, visitor centers, etc., and asked for permission to interview.

Q: Where were individuals surveyed?

A: In and around the hotels, attractions, visitor centers, etc.

Q: Inventory and occupancy must have swung drastically in 2020 as travel and lodging restrictions came and went. How did you deal with that?

A: Fortunately, STR and Key Data have real time data on inventory.

Q: Did you come across a lot of properties or locations that couldn't allow the interviewers to hang out due to COVID? I know that was unfortunately why we couldn't participate.

A: Yes, unfortunately not all location we selected did participate. However, those who did provided us access to a representative set of visitors.