

PROVIDENCE · WARWICK

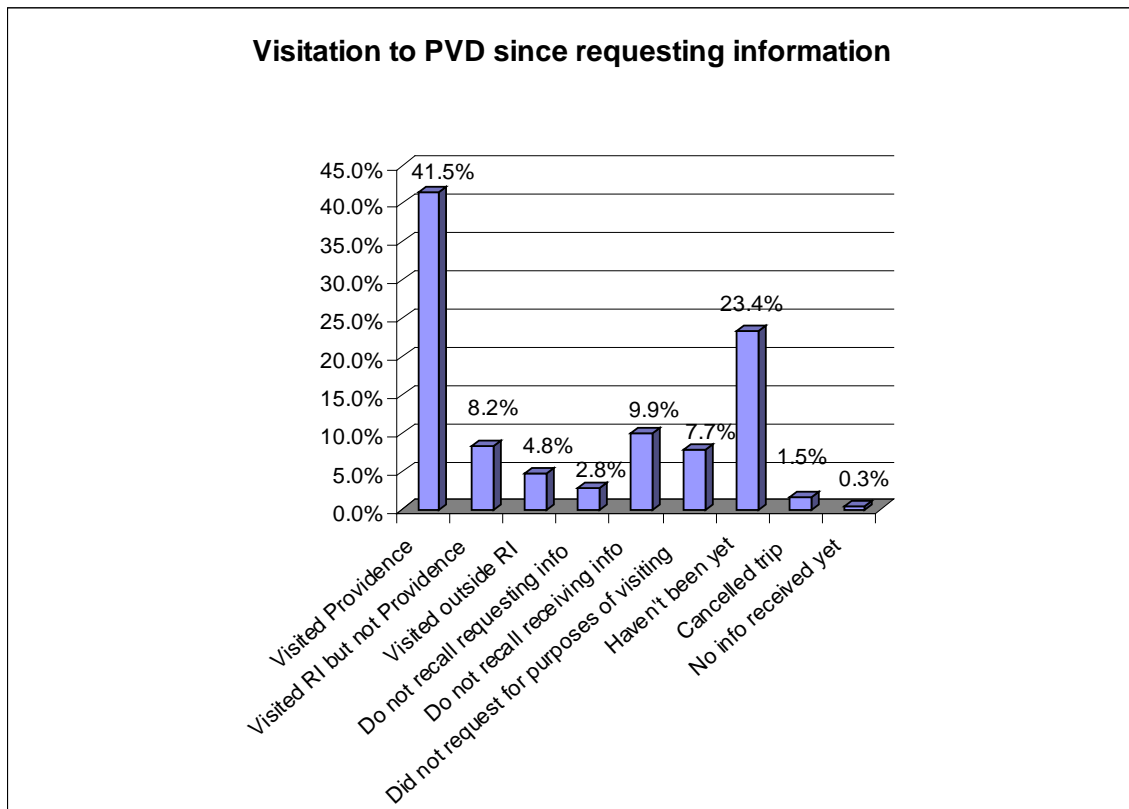
Convention & Visitors Bureau

Leisure Visitors Study 2009

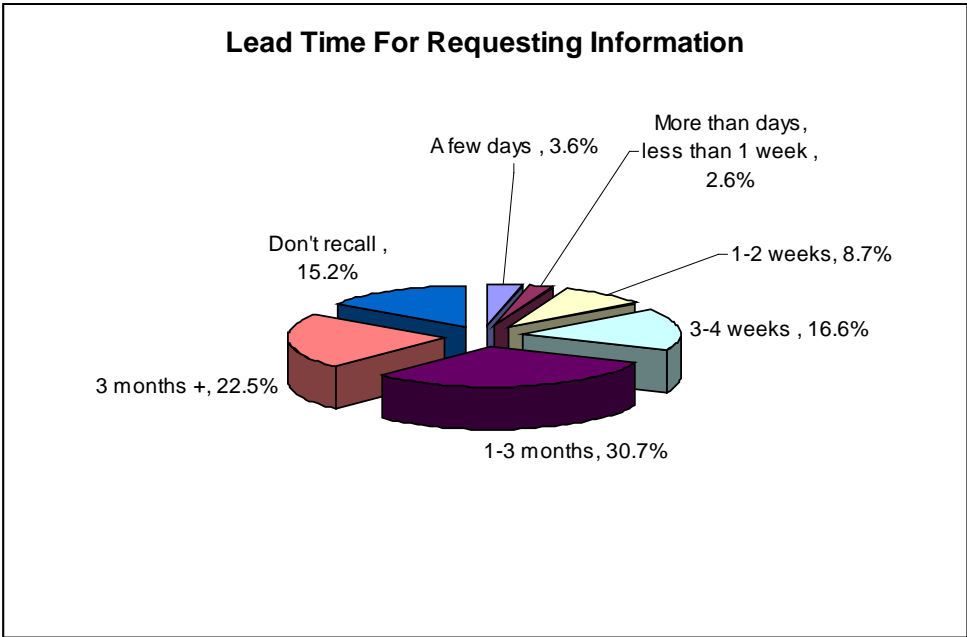
In June 2009, the Providence Warwick Convention & Visitors Bureau (PWCVB) commissioned Rhode Island-based Advantage Marketing Solutions to survey individuals who had requested visitor information about the Providence area. The PWCVB received 830 responses to the survey, which was a completion rate of 14 percent of the gross respondents. (A response rate of 10-20 percent is considered above average.) The survey gauged respondents' attitudes and perceptions about the destination. It also served as a "conversion study," inquiring as to whether those who requested information about the destination were actually converted into visitors to Providence. A summary of findings appears below. For further information, please contact PWCVB Vice President of Marketing & Communications Kristen Adamo at 401-456-0231 or kadamo@GoProvidence.com.

Part One – Requests for Information

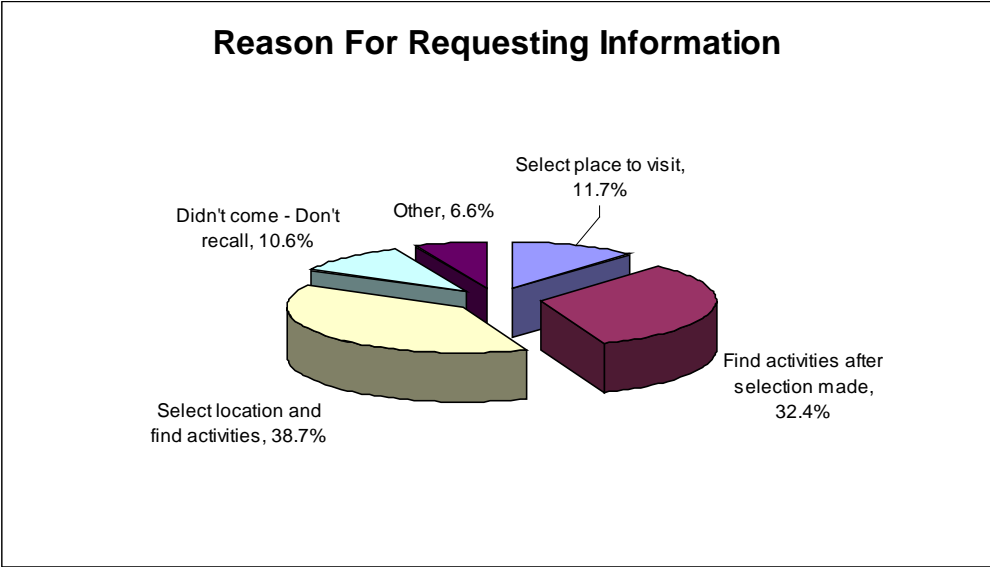
Close to half of the respondents surveyed reported that they came to the Providence area after requesting/receiving information (41.5 percent conversion rate), while an additional 23.4 percent have not yet visited the destination but have indicated that they may do so in the future.



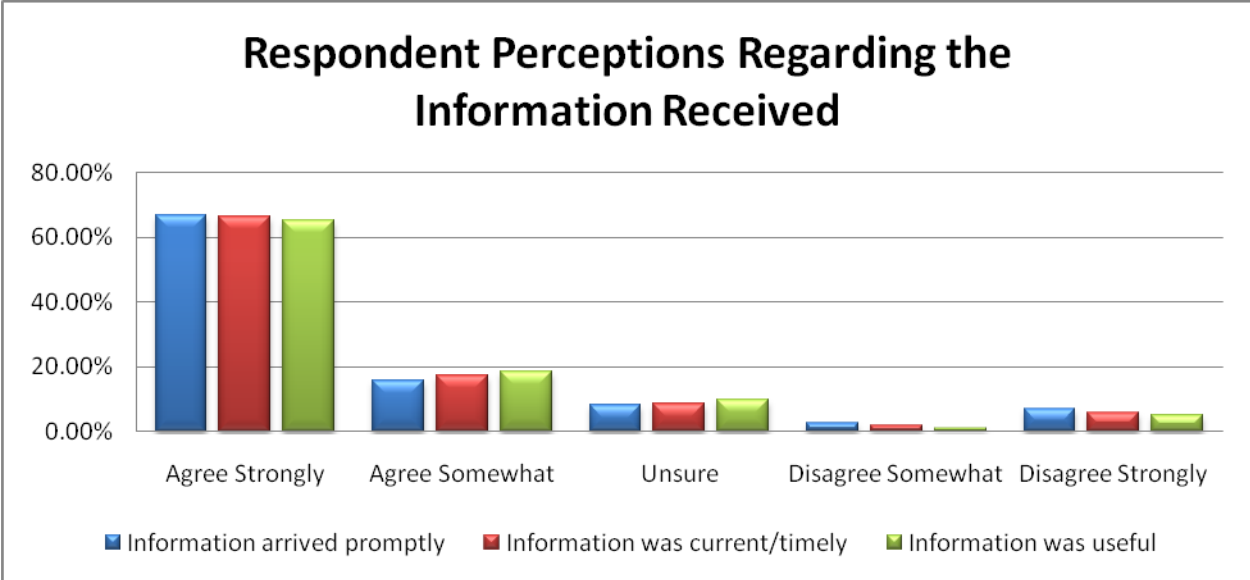
Most respondents indicated that they are requesting information at least several weeks- if not several months- in advance of a visit. This implies that many are incorporating the information early in the 'destination decision process.'



Advantage Marketing Solutions also noted that the work of the PWCVB is competitively important in bringing visitors to Providence and to Rhode Island. Survey results indicated that more than half of visitors used the information, at least in part, to decide among destinations (11.4% selecting a place to visit and an additional 38.7% selecting both a location and activities) – as well as to identify things to do once the decision was made to come to the area (32.4%).

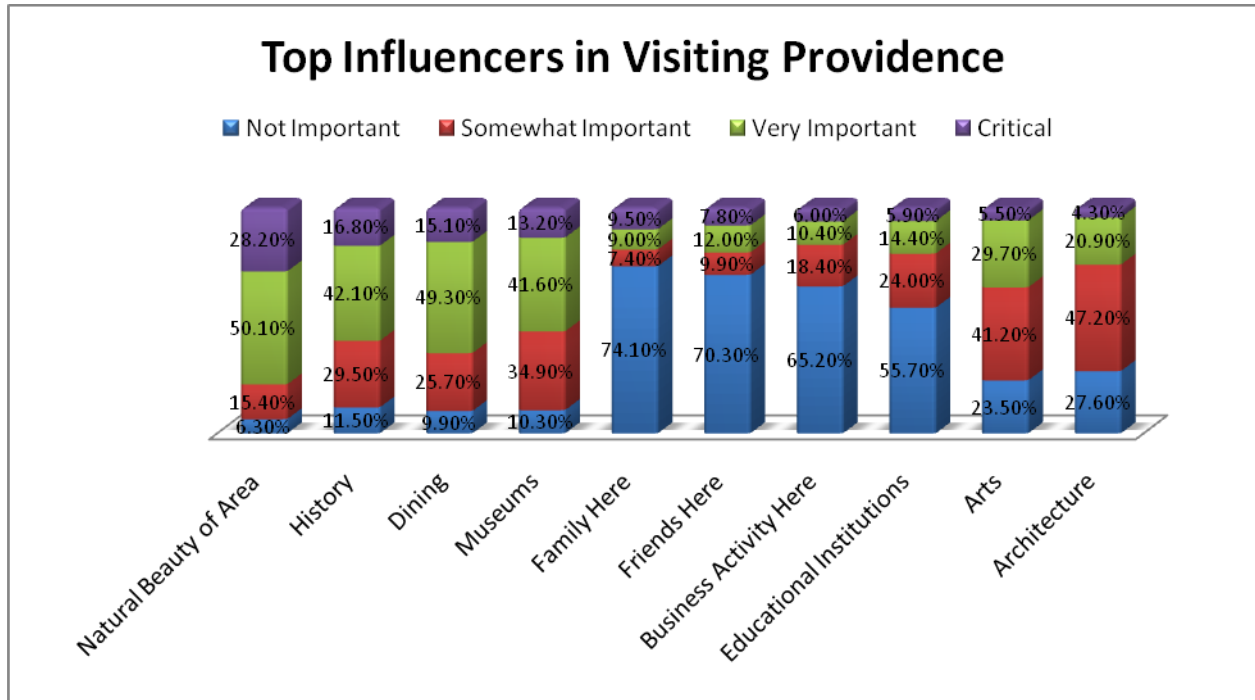


The information produced by the PWCVB is perceived by the respondents as appropriate. In large numbers they agree that the information is useful, timely, and arrived promptly.

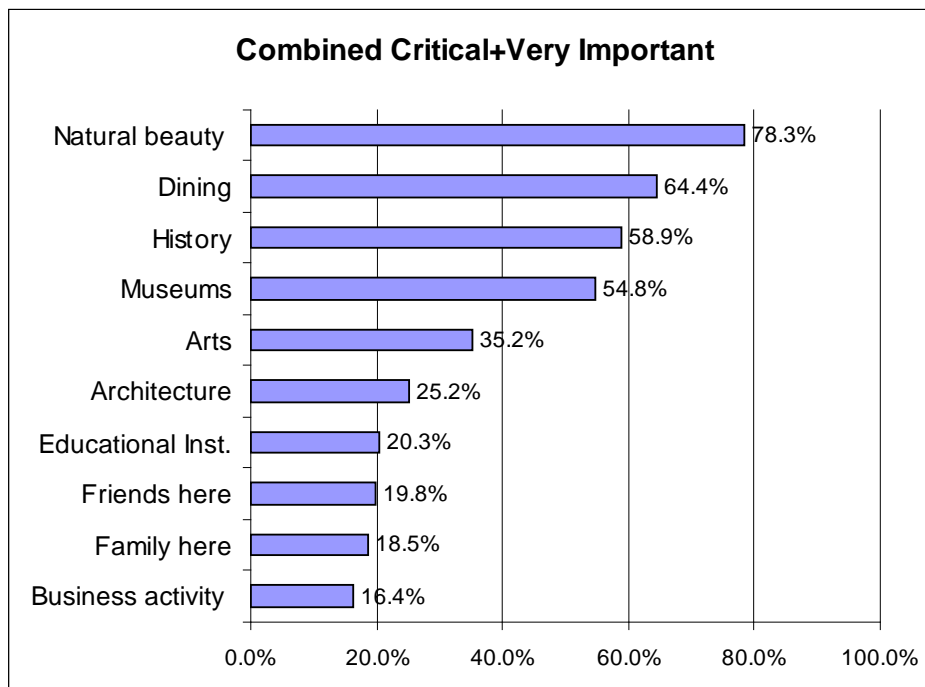


Part Two – Reasons for Visiting

Natural beauty of the area, dining and history were the top influencers in bringing respondents to the greater Providence area.



To simplify the presentation, critical and very important were recoded into one category and are displayed in descending order.

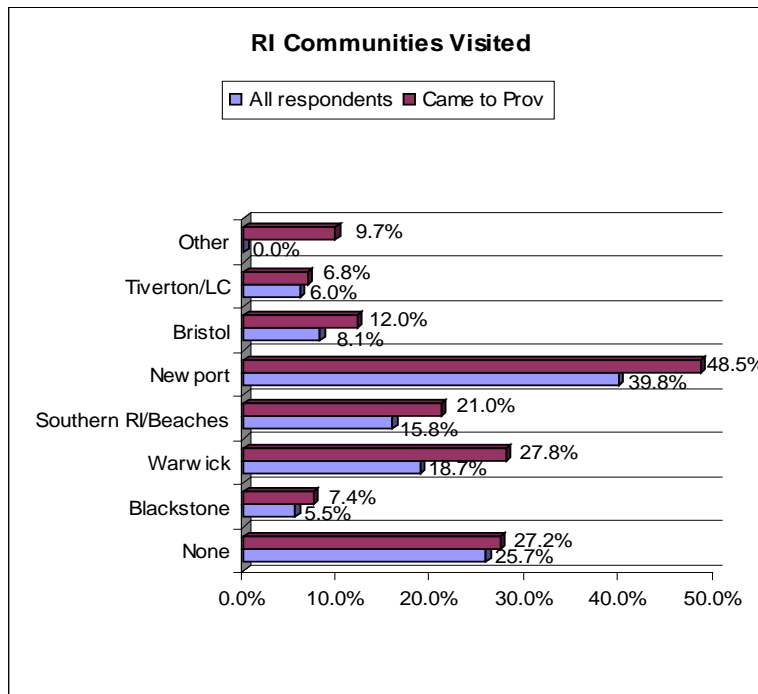


Part Three – Providence’s Relationship with Other Destinations

Among those surveyed, Boston and Newport were the top two other destinations about which visitors requested information.



Survey respondents indicated that they had visited other parts of Rhode Island – with Newport topping the list of other Rhode Island destinations.

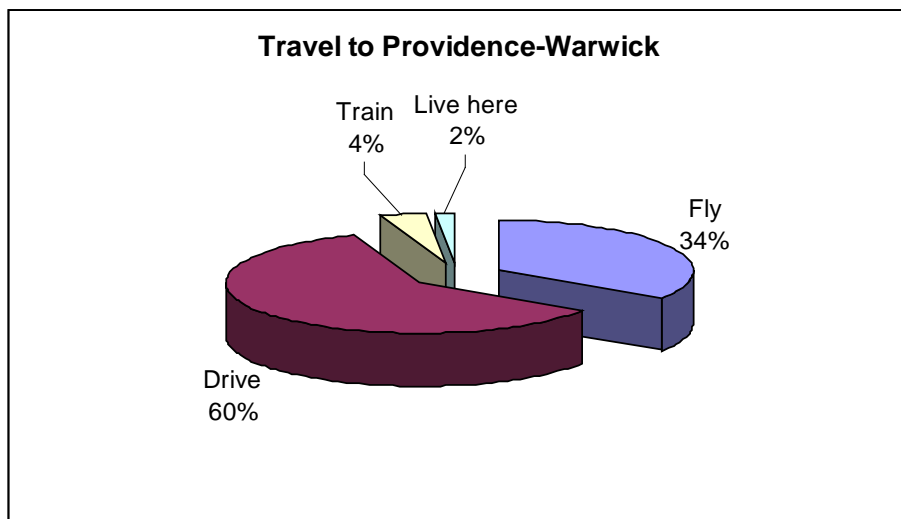


Part Four – Visiting Providence

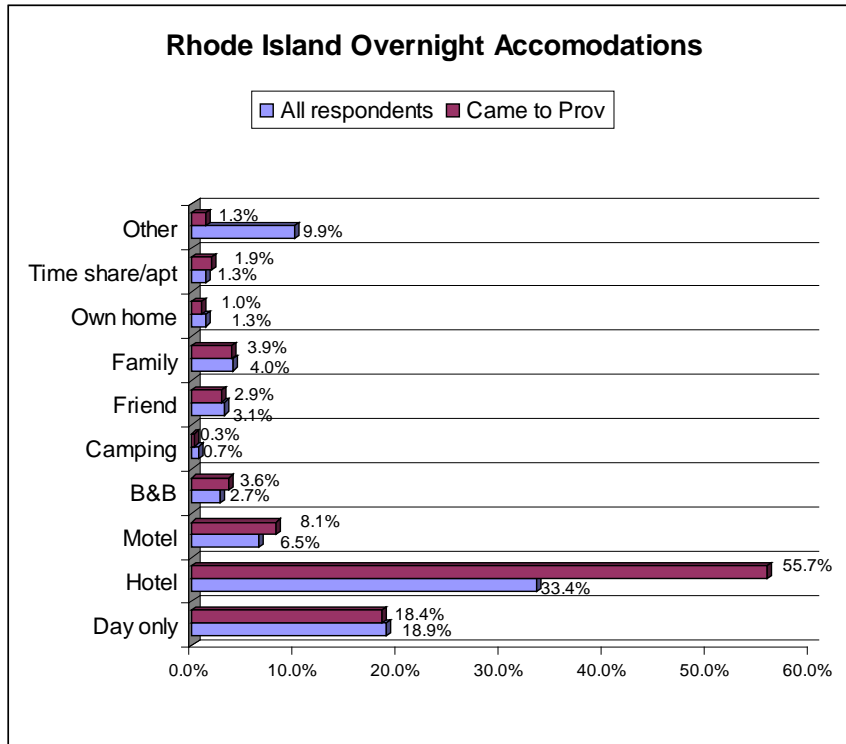
June, July and May are the top months for leisure visitation.



While Providence is often viewed as a drive market, a very substantial group of respondents flew (34%). This suggests that outreach by the PWCVB is connecting with higher value travelers (those who can afford to fly) or live beyond the area in which general knowledge of Providence would be high (e.g. introducing greater Providence to new prospects).

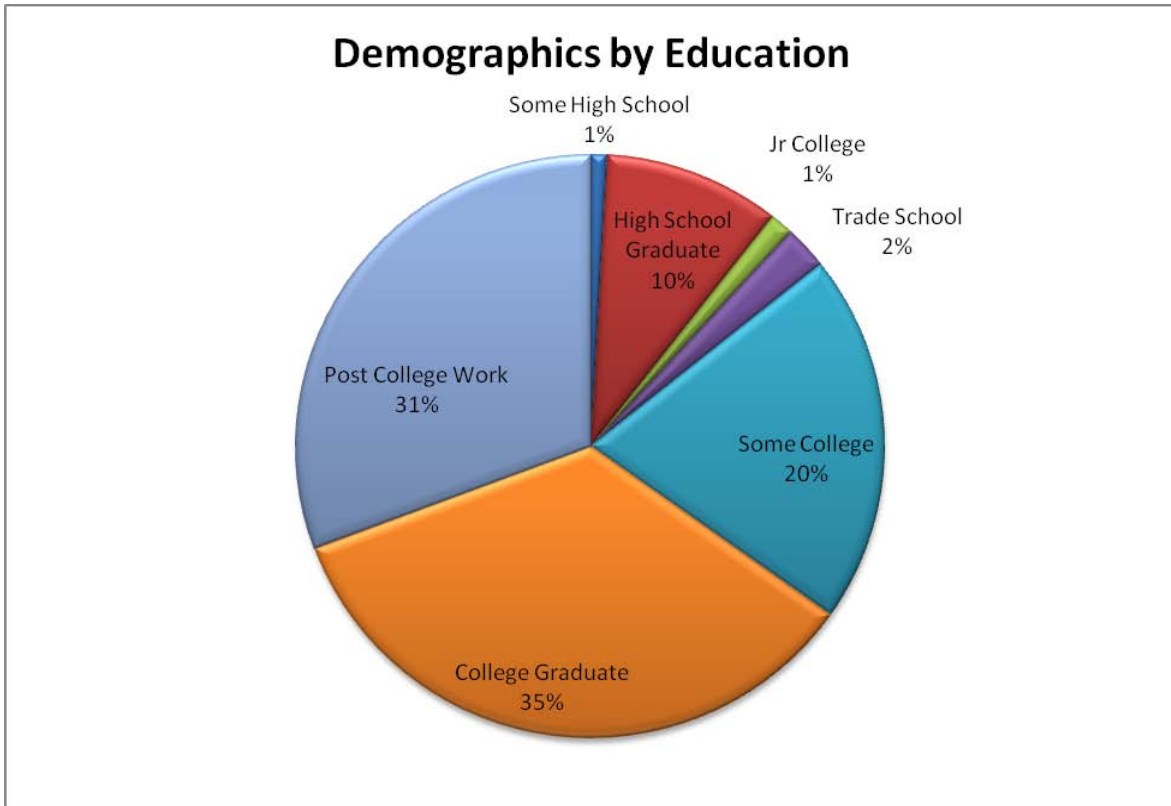


Just under 20% (18.4%) were staying in Rhode Island for one day only. For those staying overnight, the largest group stayed in hotels.



Part Five – Visitor Demographics

The Greater Providence area attracts a highly educated demographic.



The top three feeder states for visitation are Massachusetts, New York and Pennsylvania, with a significant proportion of visitors coming from outside the United States.

