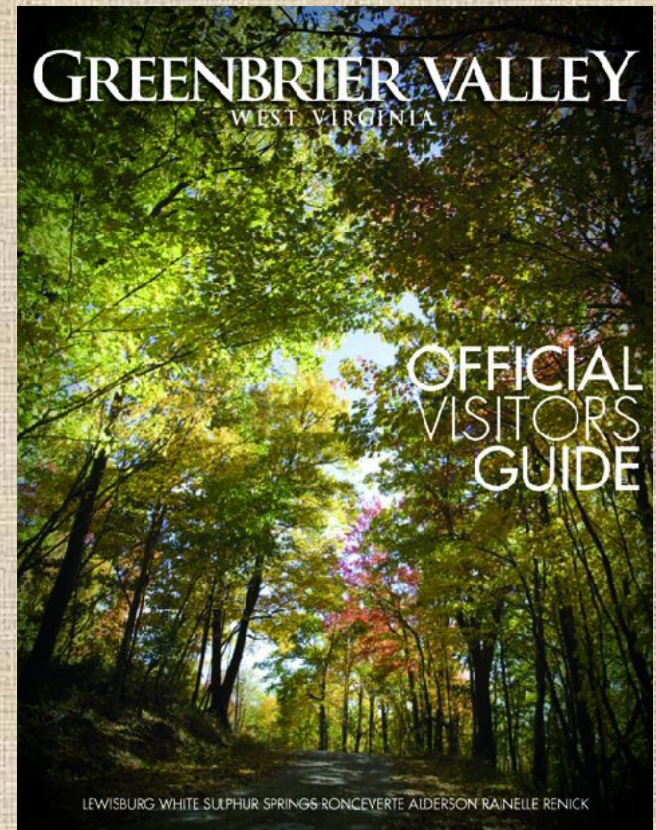


**GREENBRIER COUNTY  
CONVENTION AND VISITORS  
BUREAU**

**INQUIRY CONVERSION  
STUDY**

Jack C. Yager

November 2009



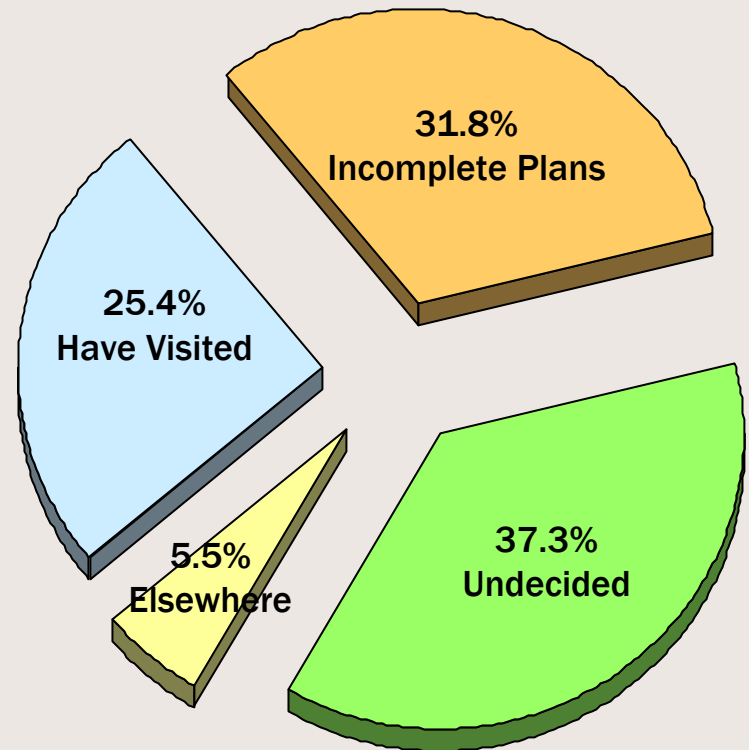
SMITH

## Key Findings

- Inquiries convert to visitors at high levels – 25% now, up to a potential of 33%. The Visitors Guide is very important, with a fourth of visitors not deciding to visit until after receiving the Guide.
- Visitors estimate they spend an average of \$209 per person, per day for lodging, meals, shopping, admissions, and local transportation
- 75% said they were repeat visitors.
- Nearly everyone (96%) say they would visit again
- The rating for enjoyment of their visit was very high, averaging 6.5 on a seven point scale.
- Due to low response from some inquiry sources, we were unable to compare media sources.

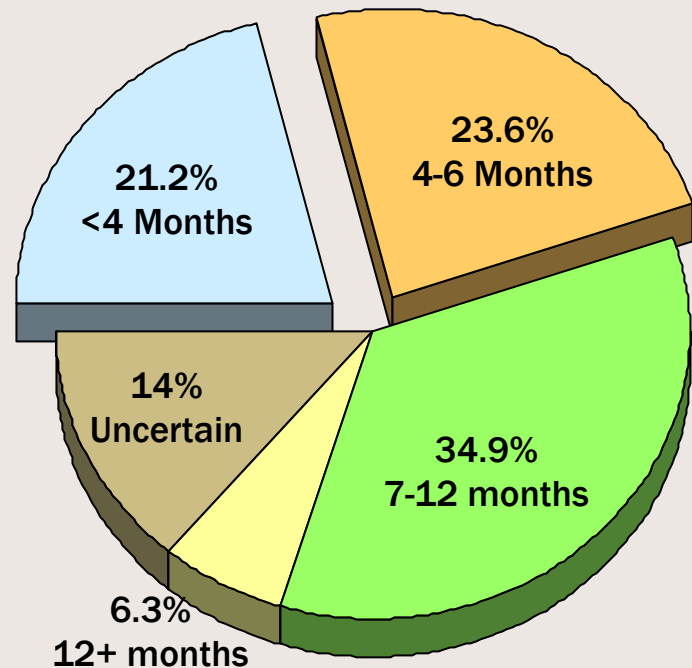
## Strong overall conversion rates; over one-third still undecided about visiting

- 25.4% of inquiries have visited.
- 31.8% plan to visit but have not made plans yet.
- 37.3% are undecided about visiting.
- 5.5% decided to go elsewhere.



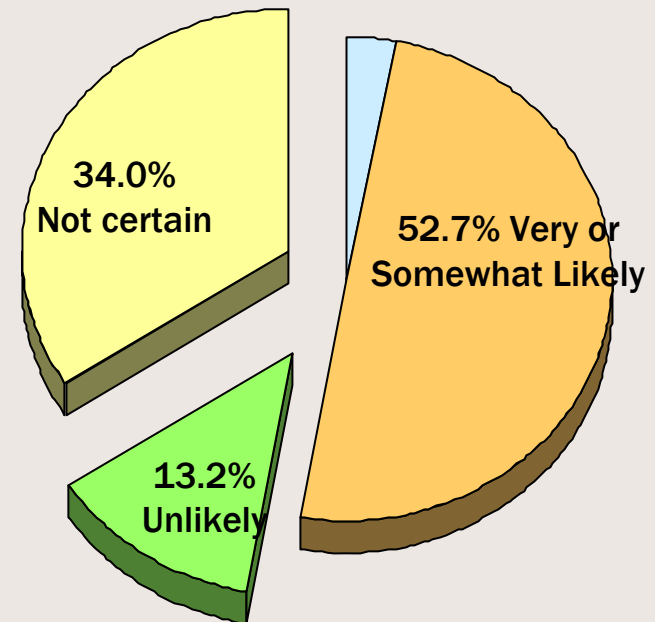
# Slightly less than half of those still considering the area think they will visit soon.

- 45% of those who have not finalized their plans when to visit feel it would be likely to happen within the next six months.
  - 10.6% within a month
  - 10.6% within 2-3 months
  - 23.6% within 4-6 months
  - 34.9% 7 to 12 months
  - 6.3% more than a year
  - 14.0% uncertain when



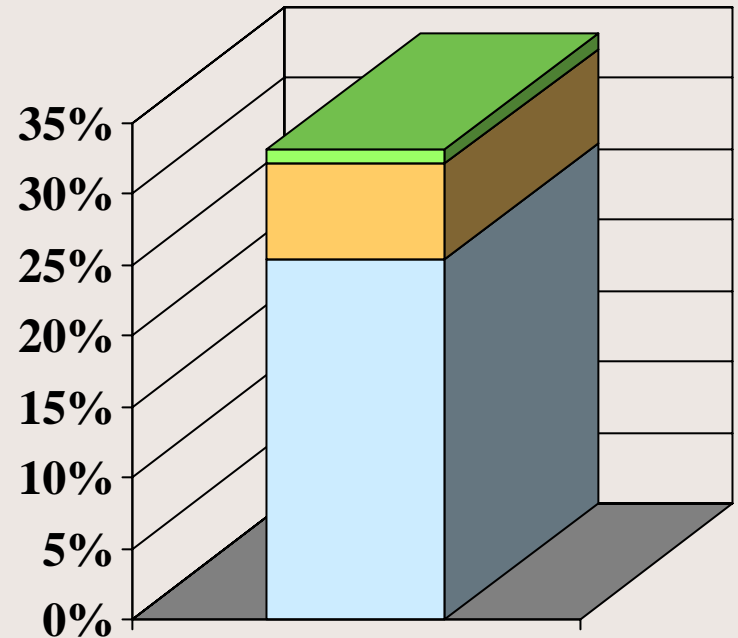
# Half of “fence-sitters” may still respond and visit within the next year.

- 3.0% of those undecided about visiting say they are very likely to visit in the next 12 months.
- 49.7%, somewhat likely
- 8.6%, unlikely
- 4.6% very unlikely
- 34.0%, not certain



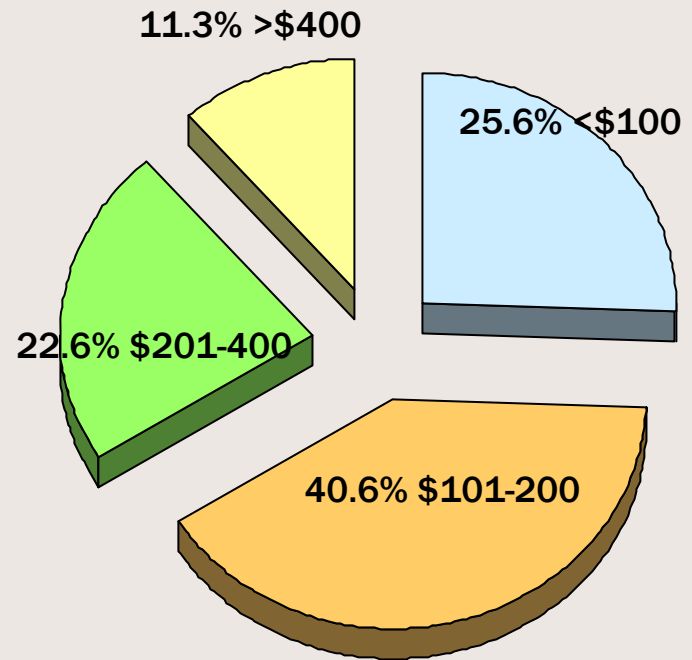
# The effective conversion rate may yield 33% of the inquiries that become visitors.

- Effective conversion rate may reach 33.2 %.
  - 25.4% have already visited.
  - +6.7% would visit in the next 3 months (21.2% of 31.8% undecided when to visit).
  - +1.1% are very likely to visit within the next year (3.0% of 37.3% undecided whether to visit).



# Visitors spent an average of \$209 per person, per day

- Total expenditures per person, per day:
  - 25.6% less than \$100
  - 40.6% \$101-\$200
  - 22.6% \$201-\$400
  - 11.3% More than \$400
- Distributed at the midpoint of each range and at \$600 for the upper range, average spending per person/day would be \$209.30



## Relaxing was the primary activity

- 75.2% are repeat visitors.
- 41.4% of visitors visited last year.
  - 21.1%, 1-2 years ago
  - 12.8%, 3+ years ago
- Primary purposes of visit:
  - 46.4% family vacation
  - 19.6% vacation trip with friends
  - 17.0% attend a meeting
  - 7.1% business trip
  - 4.5 honeymoon
  - 4.5 fishing trip
  - .9 golf trip
- Primary activities:
  - 86.4% relaxing and enjoying
  - 66.7 local attractions
  - 65.2 dining out
  - 55.3 shopping
  - 46.2 historical attractions
  - 36.4 parks
  - 31.1 other outdoor activities
  - 24.2 festival event
  - 16.7 fishing
  - 9.8 water sports
  - 8.3 golf or tennis
  - 5.3% childrens activities

# The value of the Visitors Guide is strong.

- 74.6% recalled receiving the Visitors Guide.
- 23.9% of visitors had not decided to visit before they requested a Visitors Kit.
- Intend to return
  - 96.2%, Yes
  - 3.8%, Not sure
  - 0%, No
- 66.2% rated their visit as Very Happy (7 on a seven point scale)
- Average rating of 6.5 on the same seven point scale
- 61.1% Female
- Age of respondents
  - 6.6%, under 34
  - 13.9%, 35-44
  - 27.2%, 45-54
  - 30.4%, 55-64
  - 17.7%, 65-74
  - 4.2%, 75+
- 70.3% married
- Income
  - 28.5% Under \$50,000
  - 25.4% \$50m to \$74m
  - 19.4% \$75m to \$99m
  - 15.5% \$100m to \$149m
  - 11.3% \$150m or more