

BrandIQ

Oklahoma  Tourism
and Recreation Department

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Background & Aims

- The state of Oklahoma, like all states, spends significant time and staff resources producing a travel guide and events guide each year. The 2009 Oklahoma Travel Guide was formatted differently from the 2007 guide. Both are over 180-pages and the companion smaller events guide is over 100-pages
- Traditionally, one of the ways states have measured the success of their advertising campaigns is by how many requests for information each campaign receives; the Internet is shifting that paradigm
- The travel guides provide an overview of Oklahoma (lure information with photos at the front of the book); specific information on travel attractions within the state; and advertising for attractions while the events guide is devoted to monthly listings of special events
- The overall aim of the research was to evaluate consumer responses to three different Oklahoma Travel publications:
 - The Travel Guide 2008 – by region
 - The Travel Guide 2007 – by city
 - The Events Guide - sample

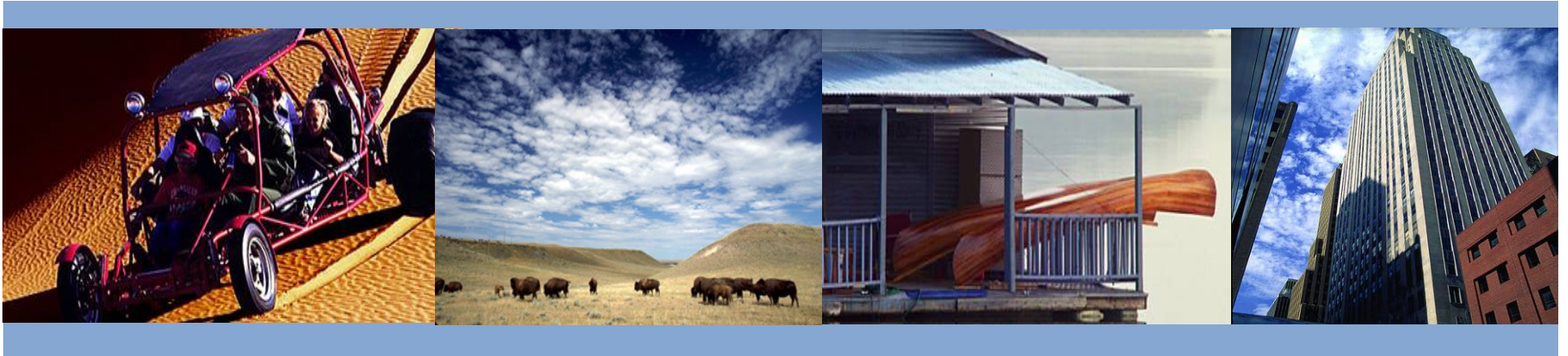
Objectives

- The primary aim of the research was to identify the “ideal” organization and content for the travel guide and to determine the necessity for a separate events guide
 - How the travel guide and events guide are used currently
 - Uncover overall reactions to the 2008 and 2007 travel and event guides and whether the guide is best organized by region, city, or topic
 - How useful the grids and restaurant listings are
 - How well each guide meets strategic and advertising objectives
 - Whether there are vulnerabilities or target limitations if Oklahoma Tourism office transitions any of the “lure” copy content or parts of the events guide to the web
 - Identify the things most valued in the existing guides that must be retained (even if placed online)
- In addition, among Guide Requesters
 - Examine behavior and motivations for both guides and website usage
 - When is the travel information and/or the guide needed and used
 - The degree of motivation that the guides and other travel content has had on getting someone to visit
 - Barriers that need to be overcome for web usage
 - Media that were most effective in generating the request for the guide

Methodology

Quantitative Study	
Method	Online interviews
Markets	The markets surrounding Oklahoma for panel sample No geographic limitations on sample supplied by Oklahoma Tourism and Recreation Department
Sample Size	839 people who had traveled to Oklahoma in the past 3 years, or would be willing to travel to Oklahoma in the next 2 years <ul style="list-style-type: none"> • 634 Oklahoma Tourism and Recreation Department sample* <ul style="list-style-type: none"> • People who had requested a guide from the Oklahoma Tourism and Recreation Department • 189 Panel Sample <ul style="list-style-type: none"> • People within target markets who may or may have not requested a guide from Oklahoma • 50 In-Mall Intercept (Non-Internet Users) <ul style="list-style-type: none"> • People who may or may have not requested a guide from Oklahoma within target markets and who do not go online
Interview Length	Phase 1 - 20 minutes survey Phase 2 - 5 minute survey
Timing	In-Mall Intercept: March 20 – 22 2009 Online survey: March 23-27 2009

*25% (2,901 out of 11,552) of the Oklahoma Tourism and Recreation Department list were OK residents



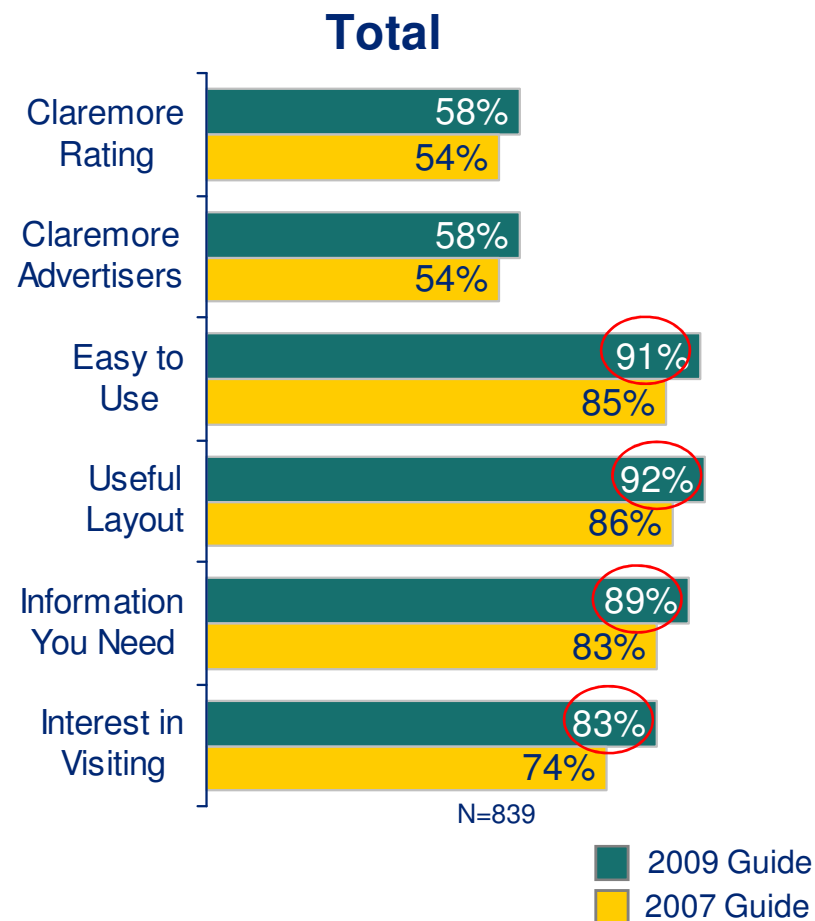
Executive Summary

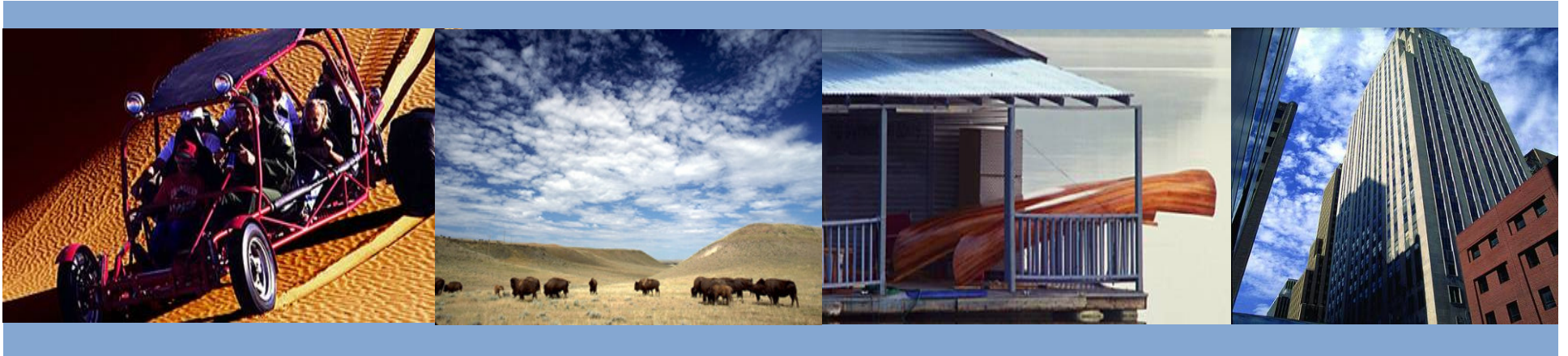
Executive Summary

- The 2009 travel guide scored over 80% on all usability measures, is preferred over, and rated better than, the 2007 travel guide
 - Regional organization works better, but all other measures of usability rate higher too
 - The guide makes most people feel better about Oklahoma, and over half would visit Oklahoma *because of* the travel and event guides
 - The guide was highly regarded compared to guides from other states
- Potential enhancements
 - People liked some of the features in the 2007 guide, such as restaurant listings and details like "unique to Oklahoma restaurants" and more information about accommodations
 - While the 2009 accommodation grid was well liked, people want more lodging detail
 - Residents, who make up three quarters of the requester list, want day-trip, short vacation, getaway, "something different to do" information
 - When aiming content at the out-of-state visitors, focus it more on vacations
- Online and offline content
 - People generally have broadband access and generally ordered the guide after visiting www.travelok.com
 - Even most of those who go online very infrequently have broadband capabilities
 - The Internet is now being widely used and needs to work synergistically with printed materials – it is not either or for the traveler, they use and expect to use both
 - Printed materials, including the maps, can be taken on the trip, play a role in the planning process, and people like to be able to have it as a handy reference for later
- Event guide
 - Events and festivals are expected to be included in the travel guide
 - A detailed listing in the travel guide would be ideal for many. Most would sign up for an email newsletter about upcoming events. Some expect detailed or current information online
 - Designing interaction between the travel guide, the Web site, and email outreach might be the ideal way to cover events and festivals

Key Measures – 2009 Vs. 2007 (Top 2 Box)

- The 2009 guide was rated higher than the 2007 guide on all usability indicators and made more people more interested in visiting Oklahoma





Key Findings, Implications, and Recommendations

Demographics

Demographic Differences

▪ **Key Findings:**

Women comprise two-thirds of the total sample. Guide requesters are equally likely to have vacationed or to have not vacationed in Oklahoma, but they skew:

- 35+, upper income (\$50,000+), married, and higher education (at least undergraduate degree)
- Requesters that live in Oklahoma match the state's prime target by age and gender and skew female, 35-54, and lower income (less than \$50,000)
- Non-resident requesters skew male, older (55+), and higher income (\$50,000+)

▪ **Key Findings:**

Those who did not request the travel and event guides from the Oklahoma Tourism and Recreation Department tended to be

- Younger (under 35), single, lower income (less than \$50,000), lower education, and with children under 18 in the household
- The frequent travelers who have not requested the guides also tended to be female, under 35, with kids, lower education and income levels

Demographics

Recommendation: The current travel guide best serves a target that is 35+, educated, and upper income. In design development for future Travel Guides, keep this target in mind as they are strongly connecting with the current product. There is a group that is underserved. This group is younger, lower income, families with small children. They are most likely cash strapped. If you want to also attract this group, you would need to add content that is more directly appealing to them. This group might appreciate content like “Day Trips for \$20/day” and other budget travel ideas.

Recommendation: The Travel Guide should continue to reflect the interests of Non-residents and Vacation planners. Both of these groups match the state’s primary target 35+ profile with incomes in excess of \$50,000 per year. Oklahoma is competing for their vacation dollars with other states, especially those from which they have requested other travel guides, including Texas, Arkansas, Missouri, Colorado, Kansas.

Finding Out about the Guide

How did you learn about the Guide

- **Key Finding:** The Internet is the primary way that requesters found out about the guide. However, Oklahoma residents also heard about it through more traditional media as well
- **Key Finding:** Nearly everyone went to the TravelOK.com website before requesting the Travel Guide. There were three reasons for wanting the written guide: more information, to use it later, to use it as a reference on the trip. Younger requesters were more likely to want it for later use and to use it on the trip

Recommendation: Enhance efforts for cross media usage. Continue to use traditional media to drive web visits. Additionally, since later in the research we learned that people would be happy to join an email list, begin to build an interested online community. It could serve as a tool for disseminating just-in-time information like events

Recommendation: Continue to drive traffic to the web through advertising, keyword, and paid search and other means to generate requests and build this online community

Why the Guide was Requested

Understanding why they requested the Travel Guide

- **Key Finding:** The number one reason for requesting a guide was the need for planning short trips and getaways driven primarily by Oklahoma residents. The planning of day trips is also important to them, and was given as a reason about half as often. Planning of longer vacations (mainly non-residents) was a motivator for less than a third of the requesters.
- **Key Finding:** Just two of five requesters were looking for a calendar of events and festivals; these were more commonly residents of Oklahoma.
Implication: Residents and non-residents are using the Travel Guide differently
- **Key Finding:** While many people requested the guide to "have something in writing" or to have material available for later use, they are extremely likely to use the guide to find things to do or information about specific destinations and only half use it while on the trip
- **Key Finding:** For over half of the requesters, a specific trip was in mind when they ordered the guide. For over 1/3, the trip was being planned over six months in advance. But, most are planning between one and six months in advance

Why The Guide was Requested

Implication: Consideration should be given to guide content that would serve its role as a tool for planning for short trips and getaways and day trips, making clear what is nearby and drive-time for residents in particular

Recommendation: When planning content keep in mind the motivation of the two different traveling audiences. Residents of Oklahoma are looking for information organized for activities, short getaways and daytrips. Non-residents are looking for information that is vacation-focused. They need help planning their trip and how to get around and what to do once they are there (including maps, places to eat, detailed accommodations)

Ensuring the Web content is organized with easy to print formats and listings or selections would be helpful for those who are thinking only a day or so ahead and don't have time to wait for a guide

General Guide Evaluation

General Guide Evaluation

- **Key Finding:** Over half thought the Travel Guide was better than expected. Over half said they would visit Oklahoma BECAUSE of what they had discovered in the Travel and Event Guides
 - The detailed information, information specifically about the attractions, activities and things to do, is what is encouraging people to visit Oklahoma
 - Pictures and illustrations played a role in enticing just under 20% of requesters to visit the state
 - Both the Travel and Event Guides helped most people plan their visit to OK and they influenced the decision to visit of at least a third of the people
- **Key Finding:** Those that requested an Oklahoma Travel Guide, had requested one from another state as well (over half the residents and three-quarters of non-residents had done so). They found the Oklahoma Travel Guide at least as good as guides from other states. The Guides have been successful in communicating the value that Oklahoma has to offer travelers
- **Recommendation:** Keep the good balance you have achieved between detailed information and interesting visuals to engage and persuade people

How The Guides Are Used

How they used the actual Travel and Event Guides

- **Key Finding:** For three-quarters of requesters, the Travel Guide fulfilled its role in helping requesters plan their trips
 - Maps were widely used. Hotels and restaurant information a little less so
 - Just under half took the Travel Guide on the trip with them
 - Over a third took the Events Guide on the trip. A third used the Event guide to select one or more events. Residents are much more likely to use the Event Guide than non-residents
- **Key Finding:** There are a few other sources OK travelers used for planning their trips
 - TravelOK.com, OK Welcome Center, City Websites and Travel Magazines
 - The Travel Guide requesters were more likely to be travel planners and to use multiple sources including online

Recommendation: Consider making maps an even more prominent feature in the guide. There could be specific day trips or short getaway maps as well (similar to the old Trips on a Tankful program)

2009 Guide Evaluation

2009 Travel and Event Guide Evaluation

- **Key Finding:** Overall reactions to the Travel Guide were positive with over half giving top 2 box ratings for city information, accommodation and advertisers sections
 - Requesters were more positive about the city pages and accommodation guide
- **Key finding:** Usability was very strong in terms of the ease of use, layout and depth of information. The vast majority (83%) said it made them more interested in visiting Oklahoma
- **Key Finding:** OK residents like the accommodations and advertising pages more than non-residents. More OK vacationers than the non-vacationers like the advertisers and the regional city pages. Women generally rated the Travel Guide higher than men

Recommendation: Making the decision to layout the Guide *regionally* made the 2009 Guide more usable especially for non-residents who were not familiar with cities in the state. The regional format should be kept, even if other elements are incorporated or changed

2009-2007 Guide Comparison

Travel and Event Guide Comparison to 2007

- **Key Finding:** All usability ratings were higher for the 2009 Travel Guide, and there was a preference for the 2009 regional organization
 - This is true among residents/non-residents, OK vacationers/non-OK vacationers
 - Usability ratings for the 2007 Travel Guide were still strong, all over 80%. They were nominally higher amongst women and not different by age or income
- **Key Findings:** As with the 2009 Travel Guide, more residents than non-residents like the advertising pages

Recommendation: While the 2007 Guide was still rated high, all key ratings were higher for the 2009 Guide and should thus serve as the foundation for all future changes

Content Requirements

Travel Guide Specific Elements

Restaurants

- **Key Finding:** Almost everyone said they would keep a listing of restaurants handy. A majority of people would expect to see a comprehensive list of OK restaurants in the guide
 - While only a third expect to see a listing of unique Oklahoma restaurants, three quarters agree that it would be useful, particularly residents of OK
- Recommendation:** Include a listing of all restaurants in the future, including feature sections for unique OK restaurants (especially for locals)
Consider perforating the restaurant listing to enable people to keep it with them

In-Guide Advertisers

- **Key Finding:** A vast majority of people said they would be likely to read the ads in the guide and most said they would prefer them at the end of regional sections rather than scattered throughout
- Recommendation:** Place the advertising at the end of the section to make it easier for people to examine potential things to do, see and shop in the area they are traveling to. This kind of advertising gives a little more information to the reader and engages them

Content Requirements

Travel Guide Specific Elements

Accommodations Grid

- **Key Finding:** Eight of ten people found the grid very simple to use. This was a little lower among the non-requesters, those seeing it for the first time
 - About half prefer it be kept in the Travel Guide in this format

Recommendation: Evolve the Accommodations grid from 2009 format to include more detailed information on:

- Amenities, facilities
- Price – Use simple to understand \$ signs to indicate the general price ranges

Event Guide

Travel Guide Specific Elements

Event Guide

- **Key Finding:** The majority of people would like to see at least the major events covered in the Travel Guide
 - Some would be happy to go to the website for some of the smaller events
 - Only one in five really want a separate printed detailed Event Guide
 - 35-54 year olds are more likely to want the major events in the printed Travel Guide and all the events on the website

Tourism Event Email List

- **Key Finding:** Two-thirds said they would sign up for a mailing list. Most would expect fairly frequent contact. Seventy percent saying they would expect at least monthly contact

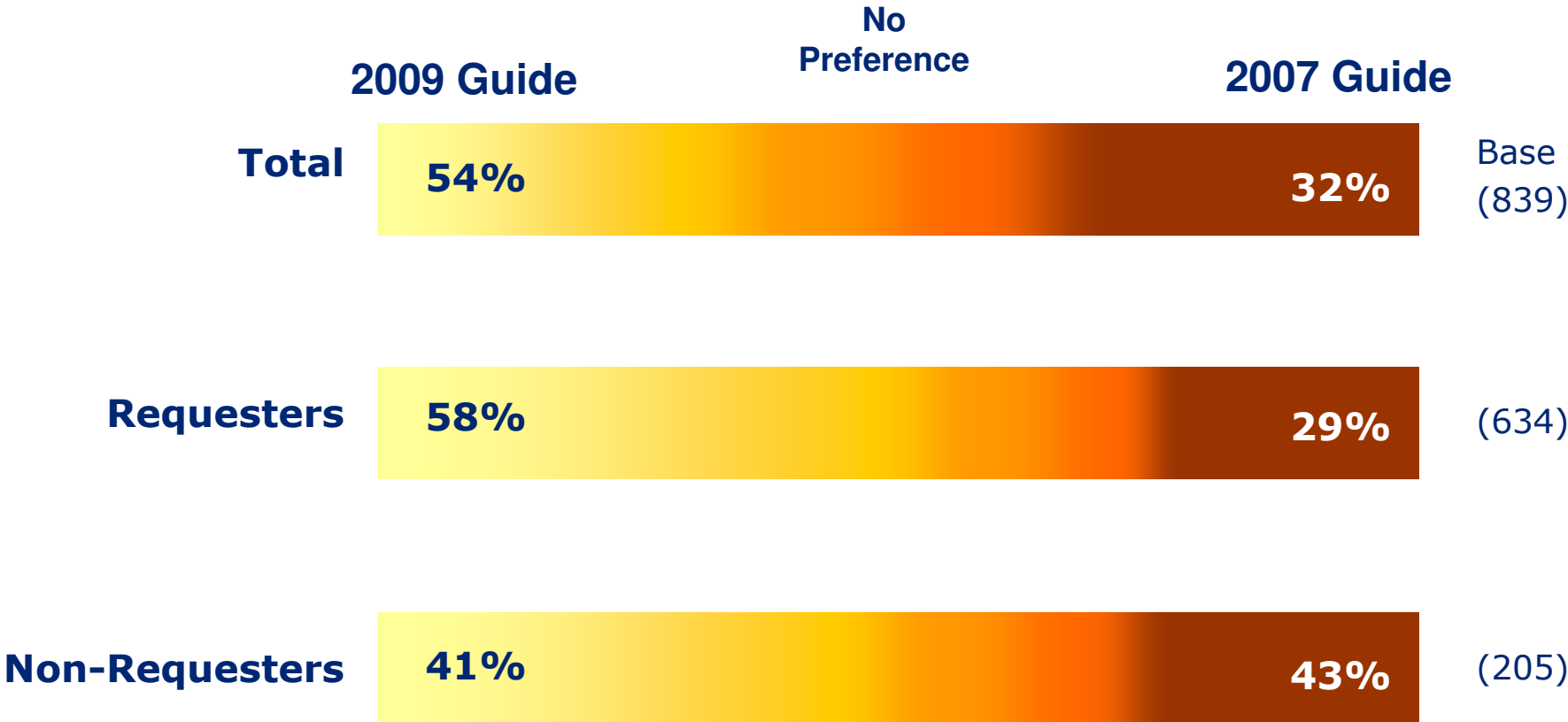
Recommendation: Have major events in the Travel Guide, with at least general timing for the event. Use the website for all details for events and dates and create an opt-in list for people who would like to receive monthly e-mailings



Reaction to 2009 Guide with Comparisons to 2007

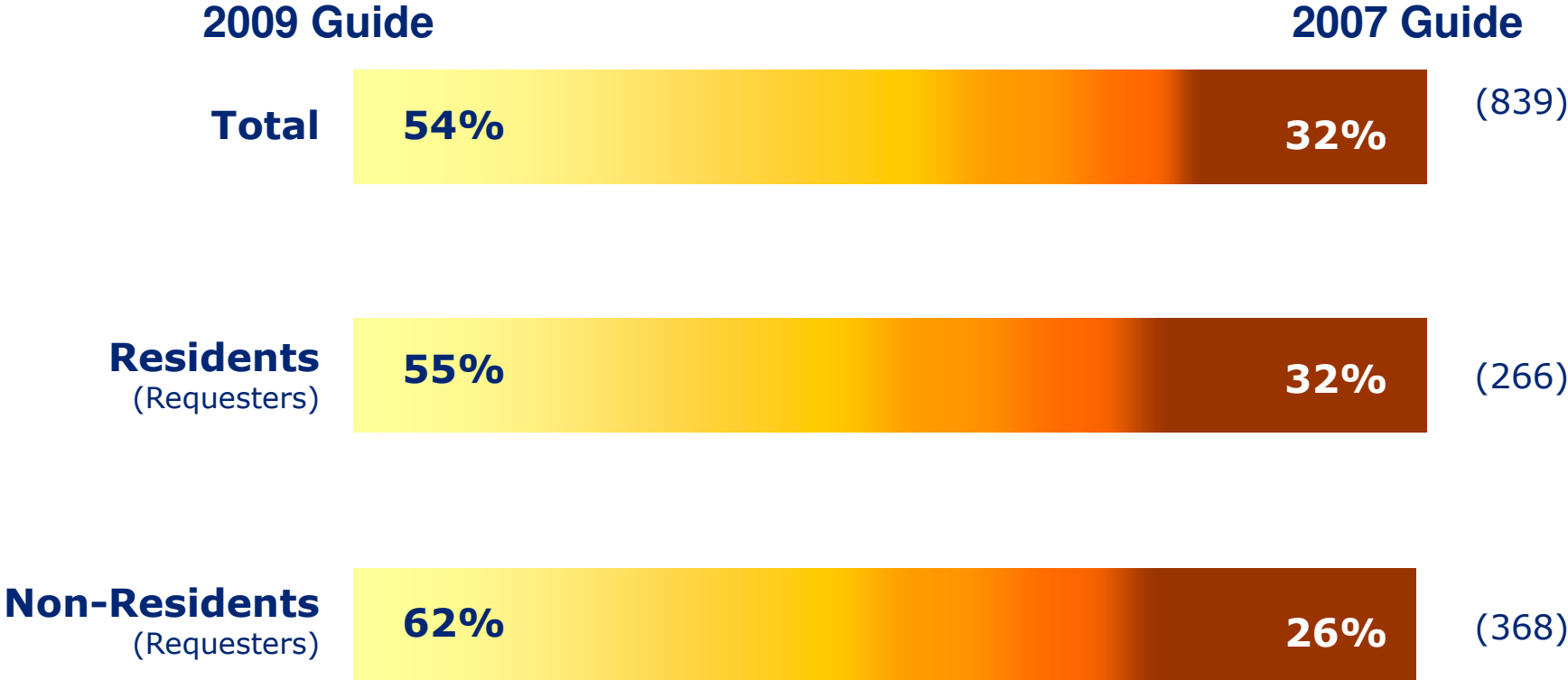
Preference

- When asked directly, guide requesters were significantly more likely to prefer the 2009 guide, while non-requestors were evenly split



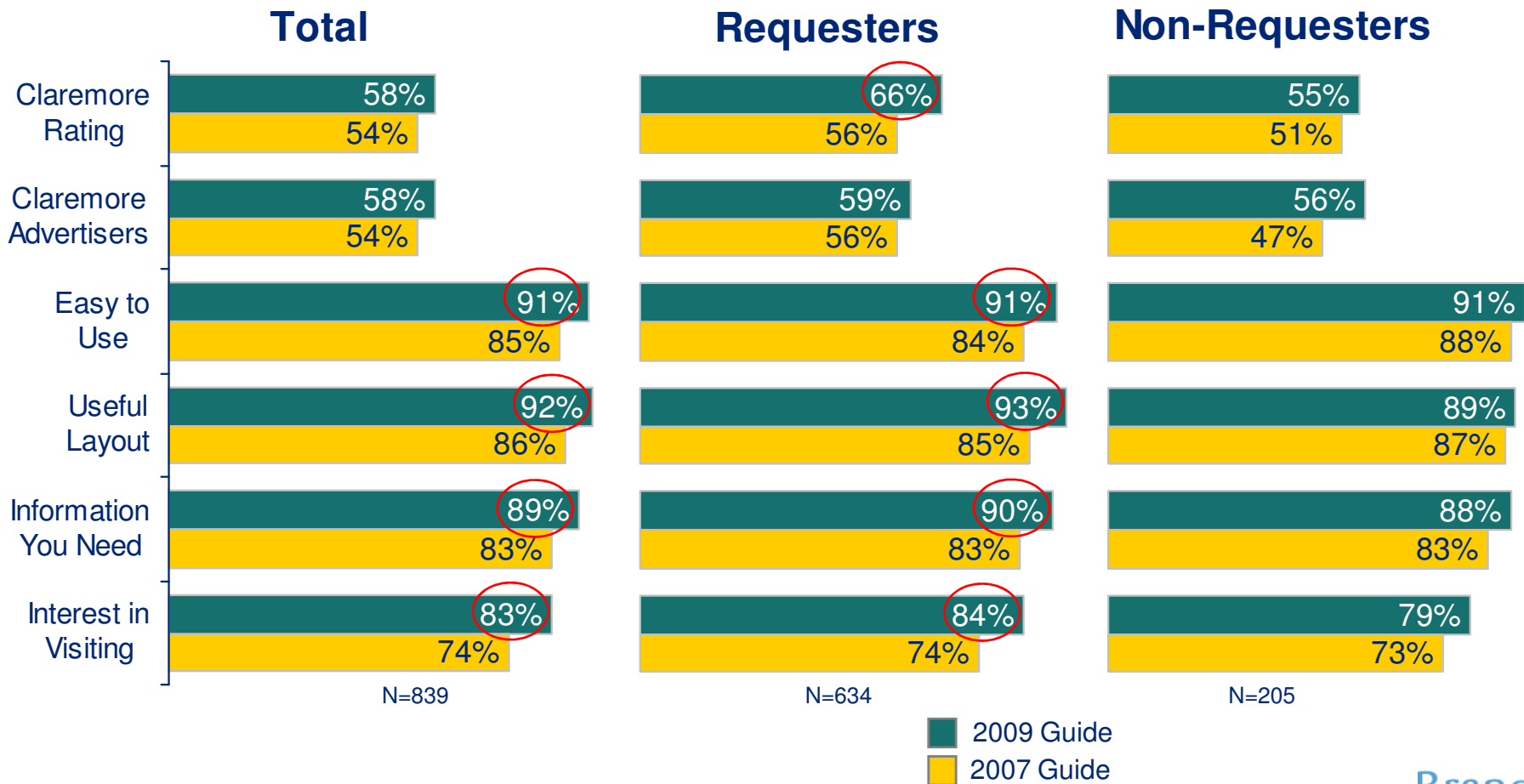
Preference

- Both residents and non-residents strongly prefer the 2009 guide over 2007



Travel Guide Comparison (Top 2 Box)

- The 2009 guide also does better among both residents and non-residents on most aspects including making people more interested in visiting Oklahoma

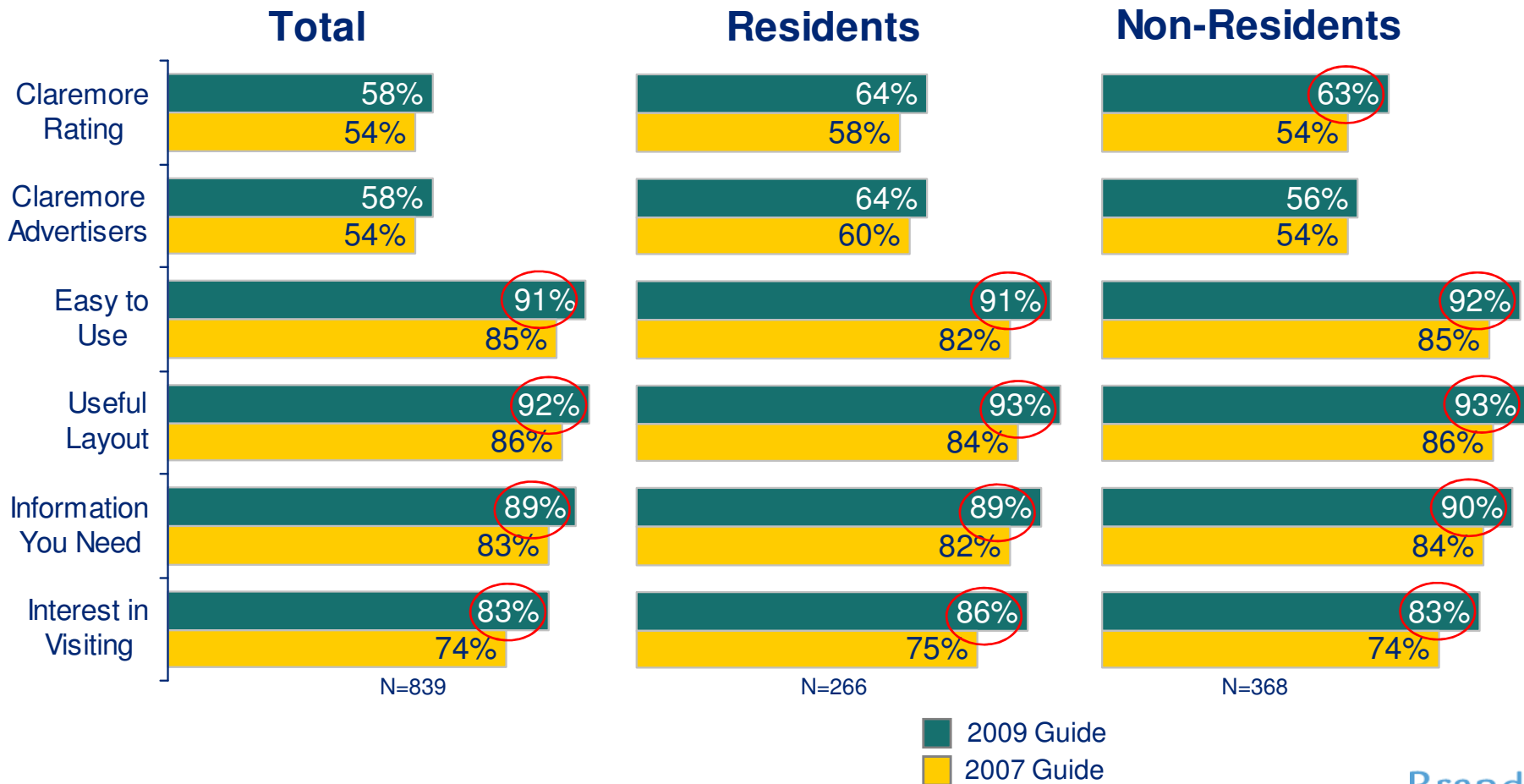


25 2009: Q29, Q30, Q31, Q32, Q33, Q34.
2007: Q36, Q37, Q38, Q39, Q40, Q41.

Circles indicate significantly higher than corresponding period

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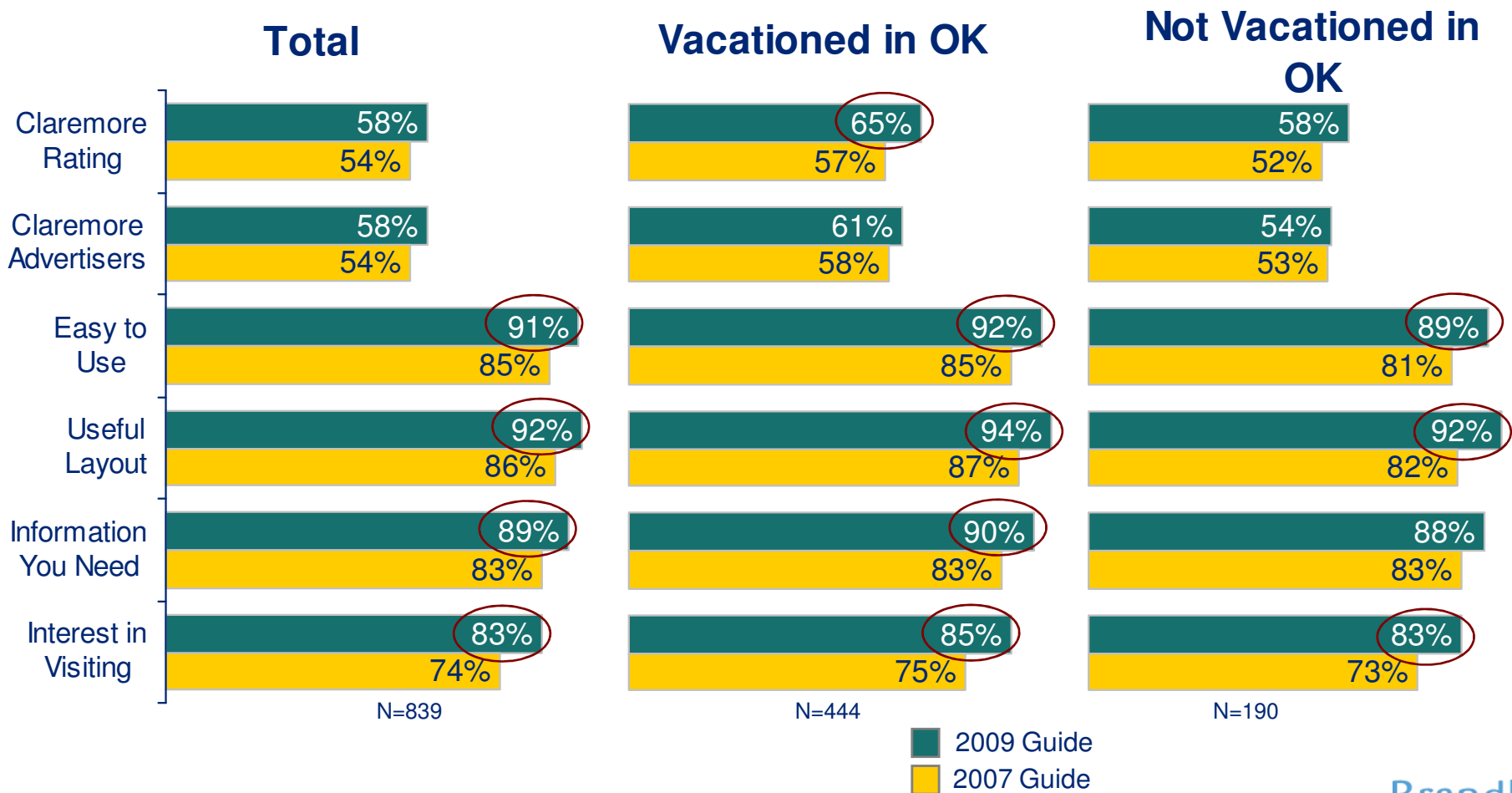


26 2009: Q29, Q30, Q31, Q32, Q33, Q34.
2007: Q36, Q37, Q38, Q39, Q40, Q41.

Circles indicate significantly higher than corresponding period

Travel Guide Comparison (Top 2 Box)

- Comparing 2009 to the 2007, we see that 2009 fares better than the 2007 guide in regards to easy to use, useful layout, information needed whether they had vacationed in Oklahoma or not

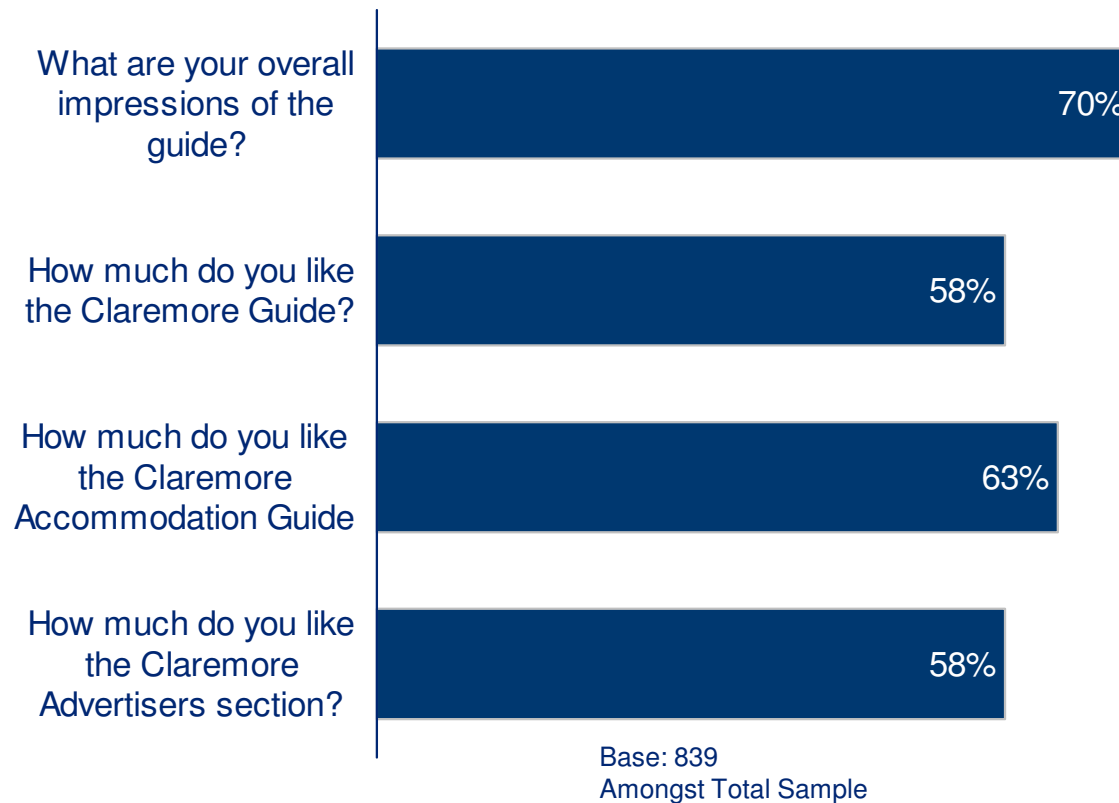


27 2009: Q29, Q30, Q31, Q32, Q33, Q34.
2007: Q36, Q37, Q38, Q39, Q40, Q41.

Circles indicate significantly higher than corresponding period

2009 Travel Guide Ratings (Top 2 Box)

- As an example of the guide, respondents were shown the Claremore page. While the individual ratings for the different aspects of the Claremore section are moderate, together, the overall impression reached fairly high ratings



7 Point Scale

28 Q27. What are your overall impressions of the guide? Q28. How much do you like this? (select one)
Q29. How much do you like this? (select one) Q30. How much do you like this? (select one)

General Comparison with 2007 Guide

- In the second phase of the research, consumers were asked their preference for various features of the 2007 and 2009 guides
- The preference on each item was for the 2009 guide

Has a more attractive page layout

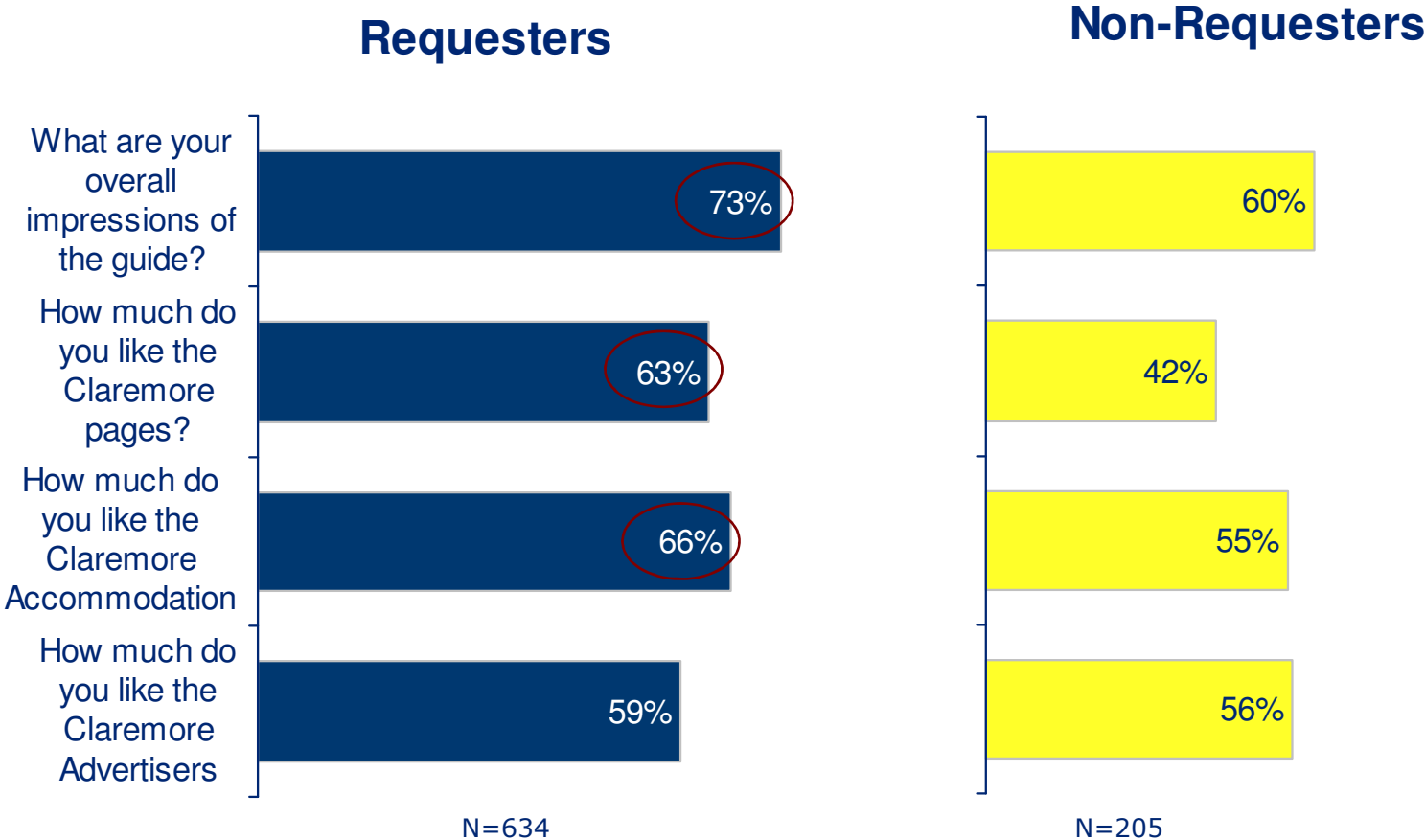
Is easier to read

Makes it easier to look up information

Is easier to navigate or find the information you want

2009 Travel Guide Requester & Non-Requesters (Top 2 Box)

- Those who requested the guide were significantly more impressed with the guide than non-requesters seeing it for the first time during the interview



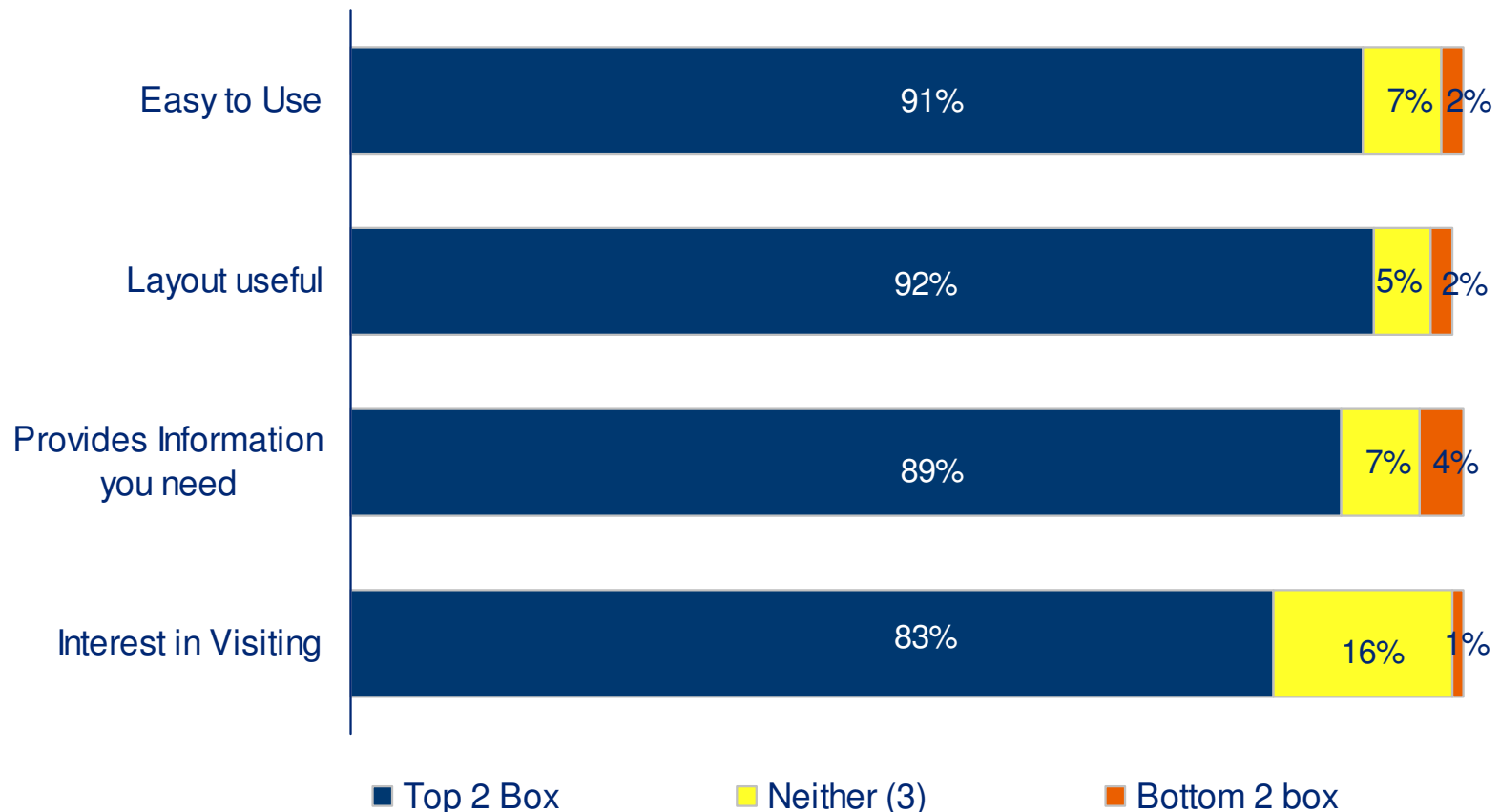
7 Point Scale

Circles indicate significantly higher than corresponding group

Q27. What are your overall impressions of the guide? Q28. How much do you like this? (select one)
 Q29. How much do you like this? (select one) Q30. How much do you like this? (select one)

2009 Travel Guide Usability

- The travel guide proved to be very useful, and helped make people more interested in visiting Oklahoma



Base: 839 Total Sample : 5 point scale

Q31. Thinking about what you have seen of this travel guide and how you might use it yourself, please rate how easy it is to use.

Q32. How useful did you find this layout for the way you might plan a vacation or getaway?

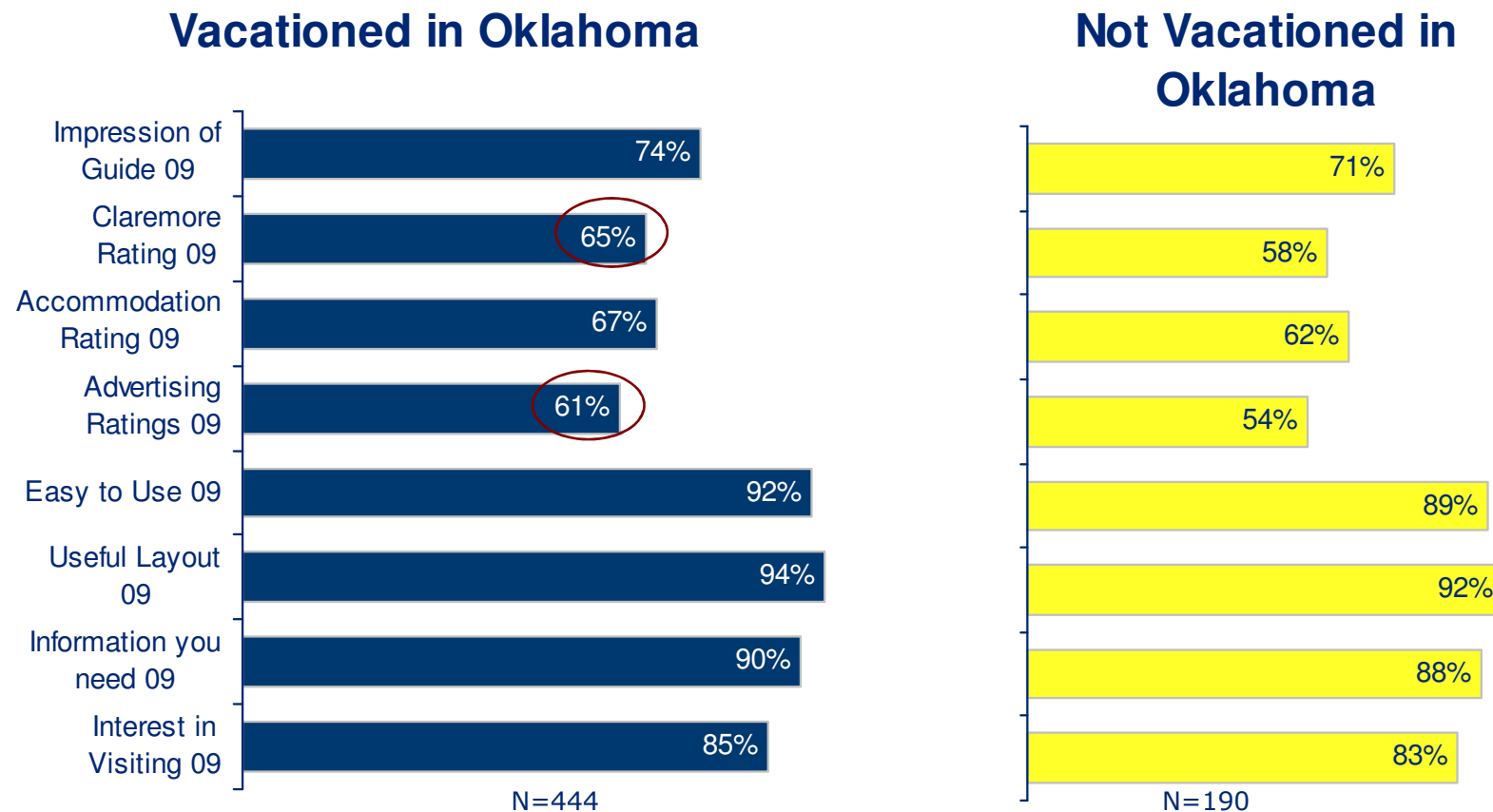
Q33. How much do you agree that it provides all the information you need?

Q34. To what extent does this guide make you more interested in visiting or traveling around Oklahoma?

2009 Usability Summary: Requester

(Top 2 Box) (Vacationed In Oklahoma)

- Usability and the subsequent interest in visiting was fairly similar among vacationers and non-vacationers. However, those who vacationed in Oklahoma rate the overall Claremore guide and its advertising section significantly higher than those who have not visited.

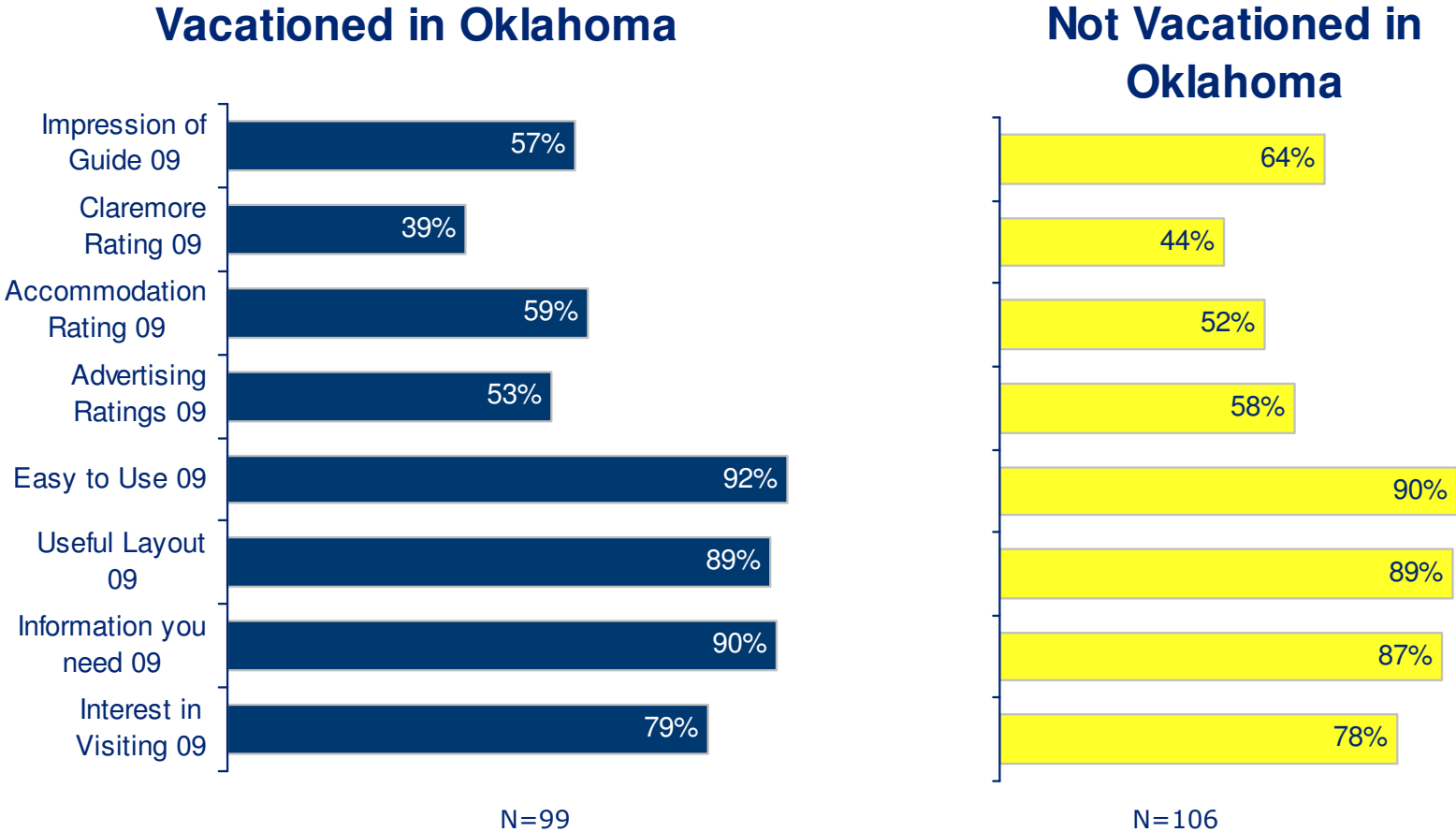


Circles indicate significantly higher than corresponding group

2009 Usability Summary: Non-Requesters

(Top 2 Box) (Vacationed In Oklahoma)

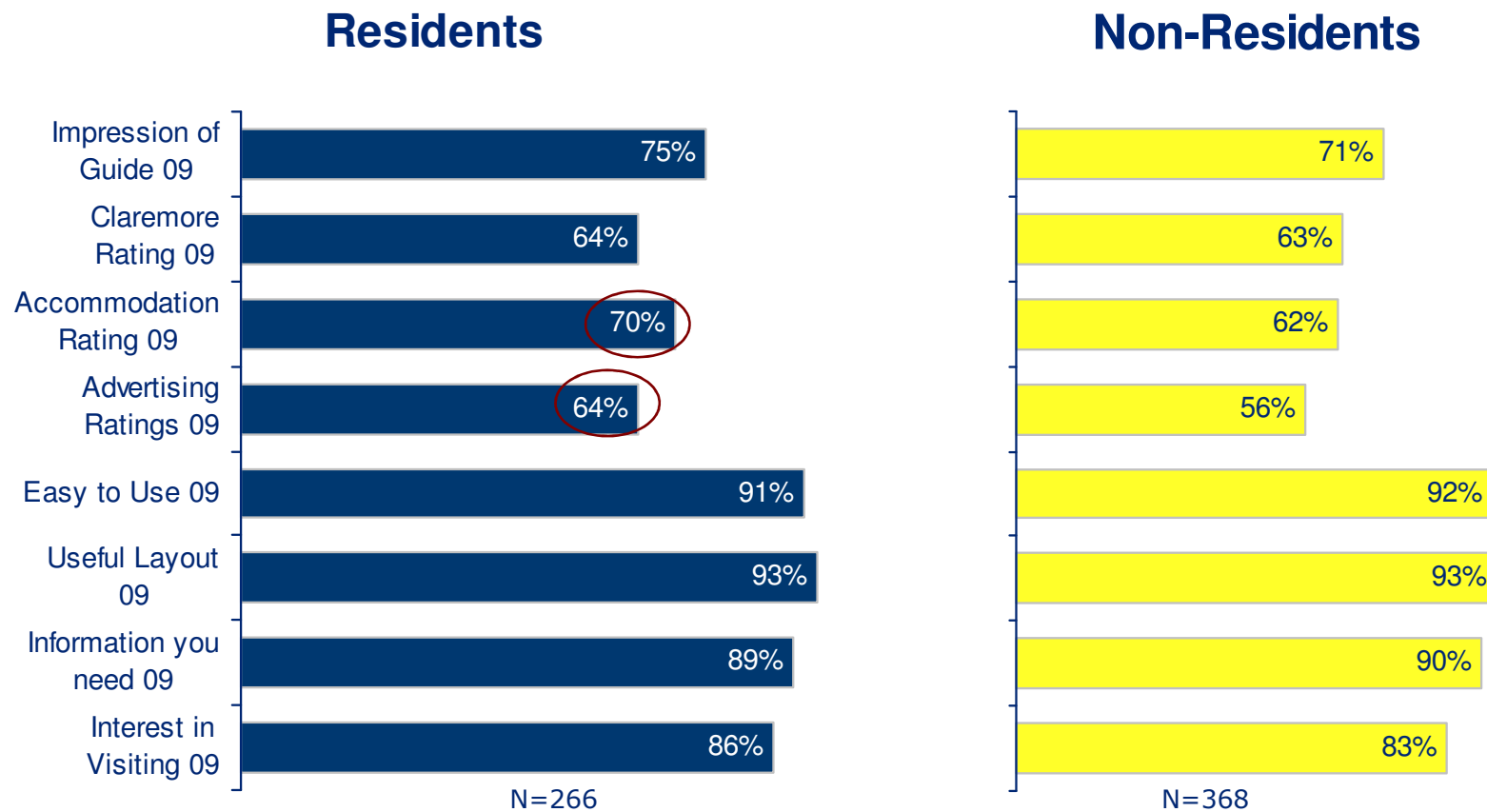
- There was no significant difference in the ratings among non-requesters, whether they had vacationed in Oklahoma or not



Note With sample sizes +/- n=100, a difference of 14 points or more would be statistically significant
Circles indicate significantly higher than corresponding group

2009 Usability Summary (Top 2 Box) (Residents)

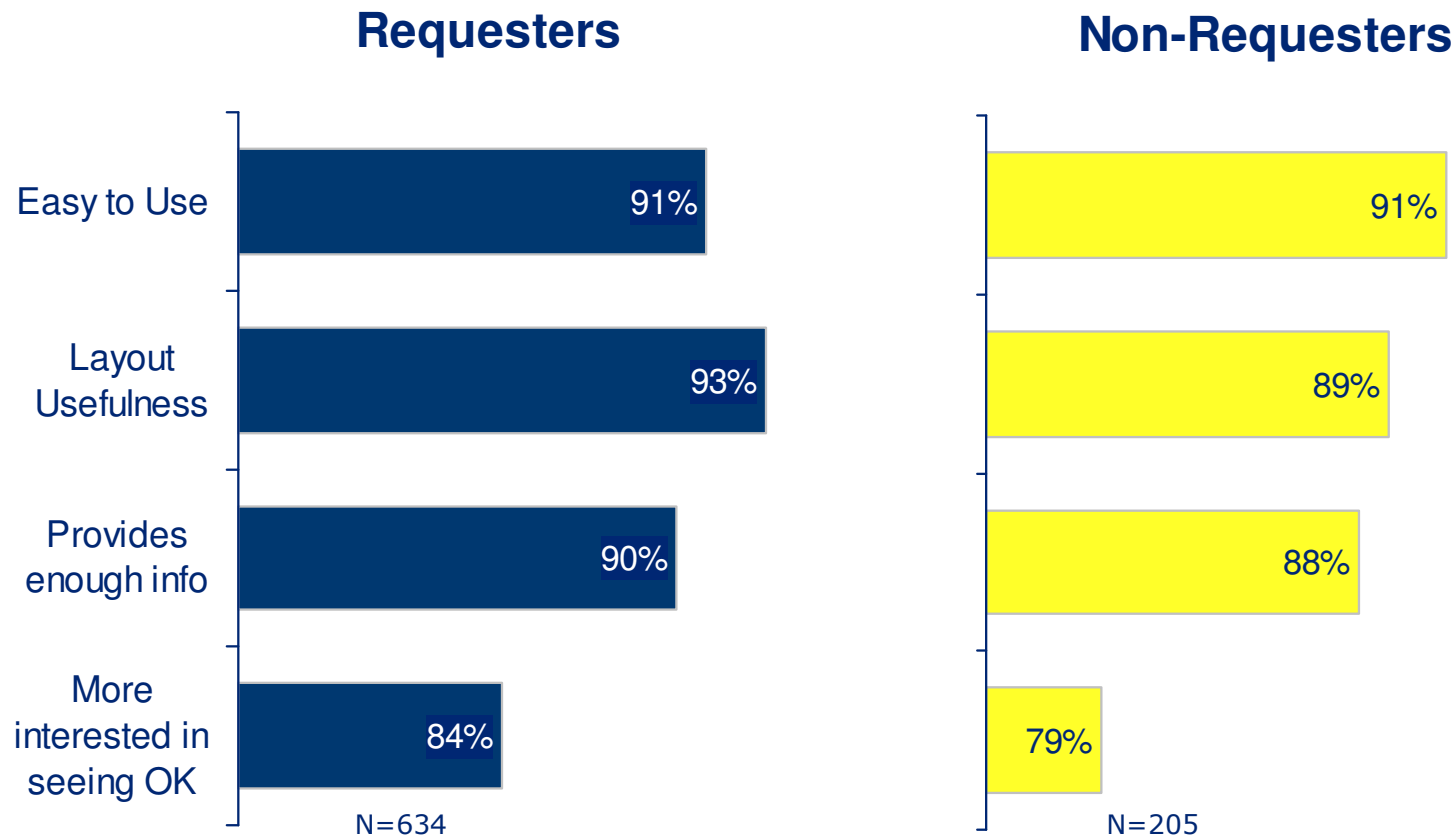
- Residents of Oklahoma and non-residents rate the usability and the subsequent interest in visiting fairly similarly but residents rate the accommodation and advertising sections significantly higher



Circles indicate significantly higher than corresponding group

2009 Travel Guide Usability Summary (Top 2 Box)

- Requesters and non-requesters feel stronger about the 2009 guide than the 2007 one in terms of its ease of use, the usefulness of the layout, and the information provided



5 Point Scale

Q31. Thinking about what you have seen of this travel guide and how you might use it yourself, please rate how easy it is to use.

Q32. How useful did you find this layout for the way you might plan a vacation or getaway?

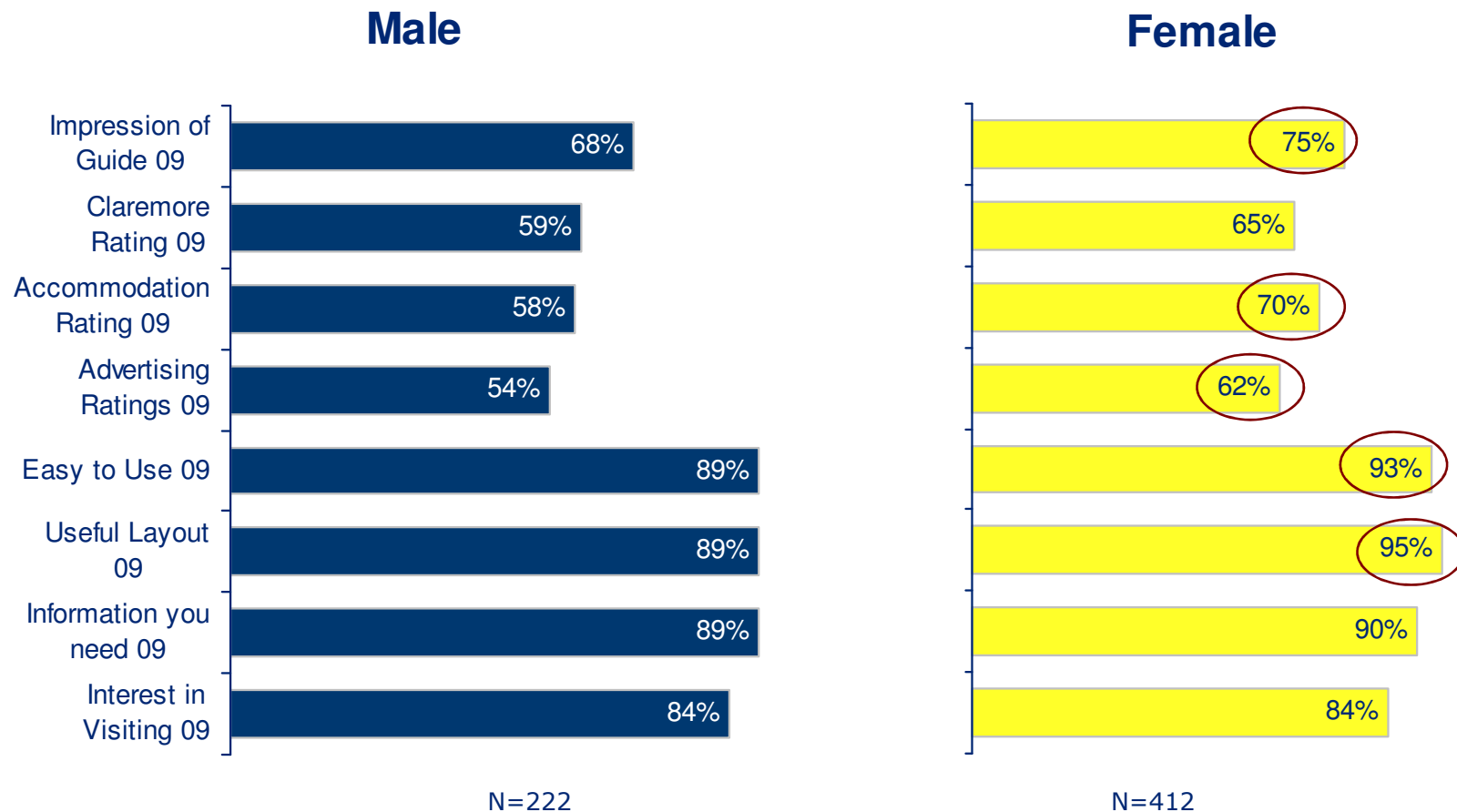
Q33. How much do you agree that it provides all the information you need?

Q34. To what extent does this guide make you more interested in visiting or traveling around Oklahoma?

Circles indicate significantly higher than corresponding group

2009 Usability Summary (Top 2 Box) (Gender)

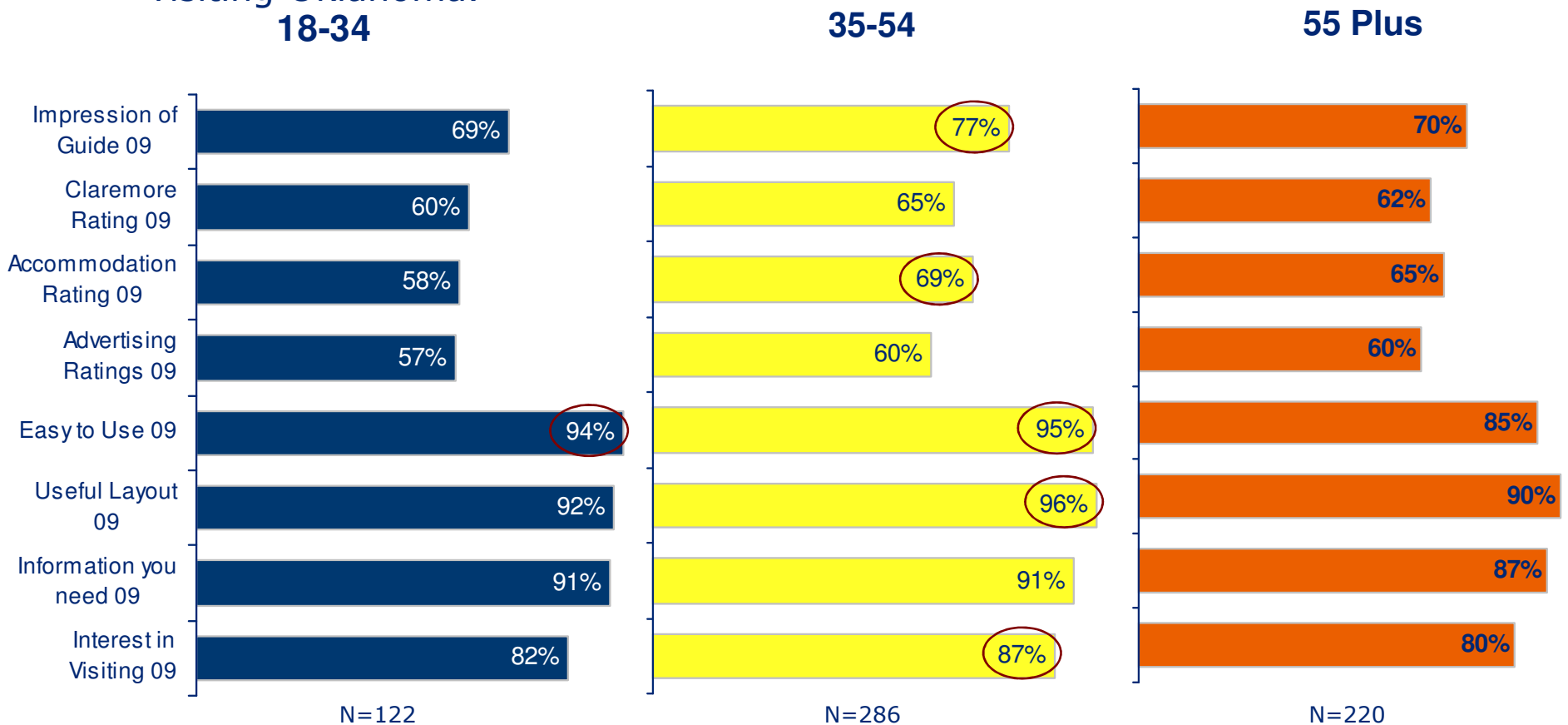
- Across the board, more females than males rate the guide highly. Their impression of the guide, accommodation ratings, advertising ratings, the ease of use, and the useful layout were all rated better than by males



Circles indicate significantly higher than corresponding group

2009 Usability Summary (Top 2 Box) (Age)

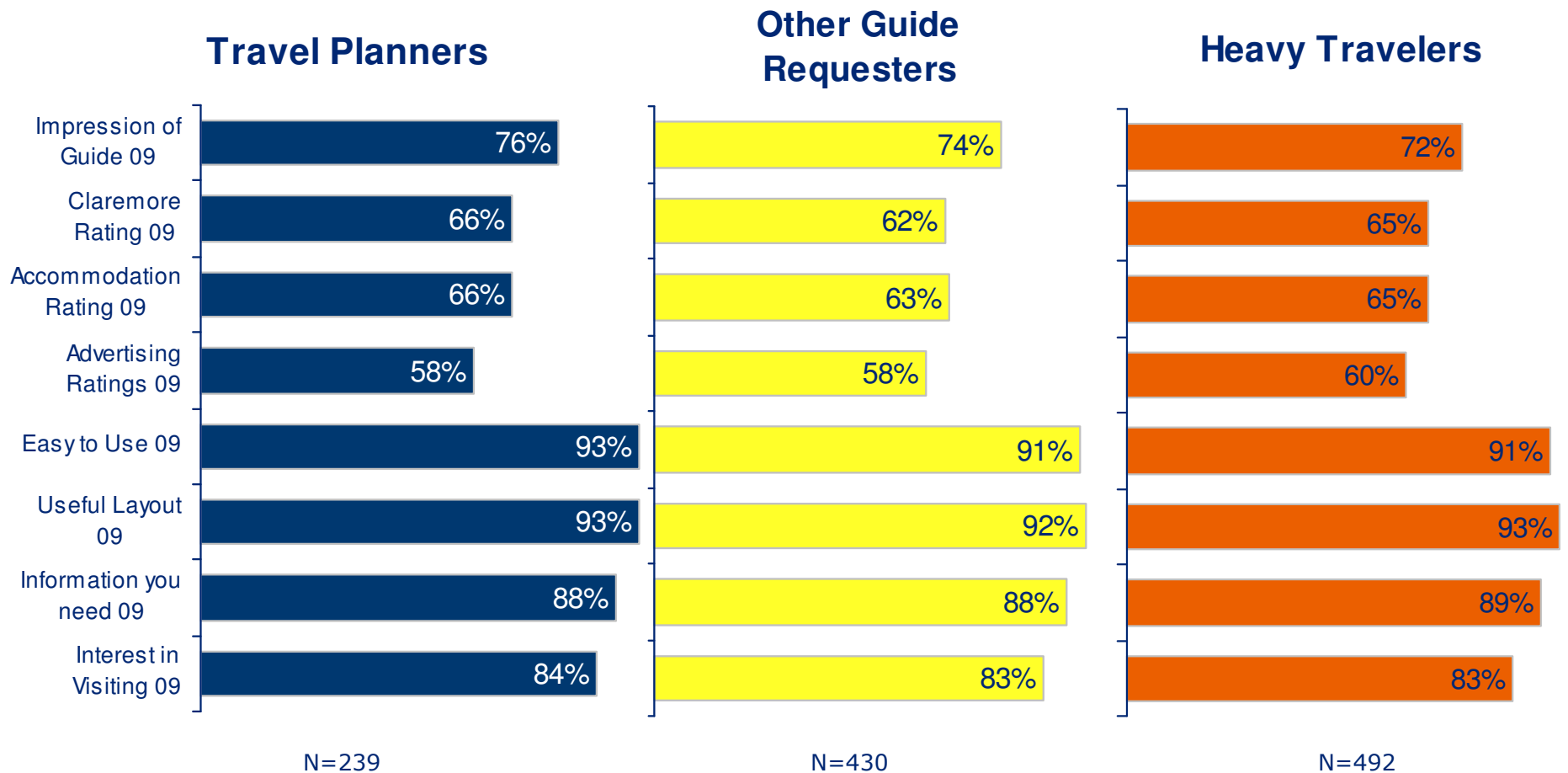
- The prime demo of 35-54 year olds are rating the guide better than either older or younger people on most aspects. Their impression of the guide, accommodation ratings, the ease of use, the useful layout were all rated better than the other age groups and they are also more interested in visiting Oklahoma.



Circles indicate significantly higher than corresponding group

2009 Usability Summary (Top 2 Box)

- Ratings of the guide and the Claremore example are elevated amongst those who are travel planners and requested guides of other states



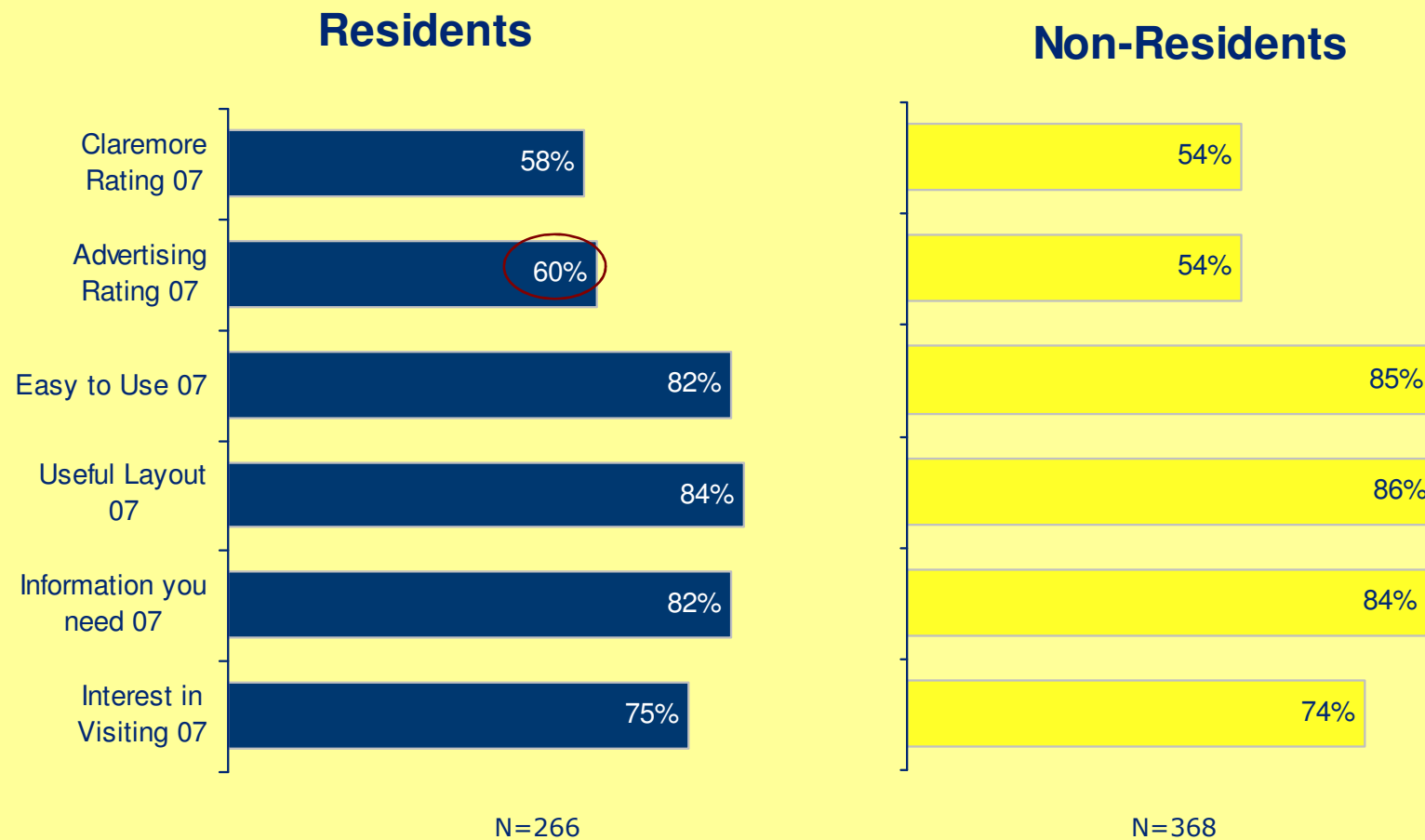
Circles indicate significantly higher than corresponding group



Detailed Reactions to 2007 Guide

2007 Usability Summary (Top 2 box) (Resident)

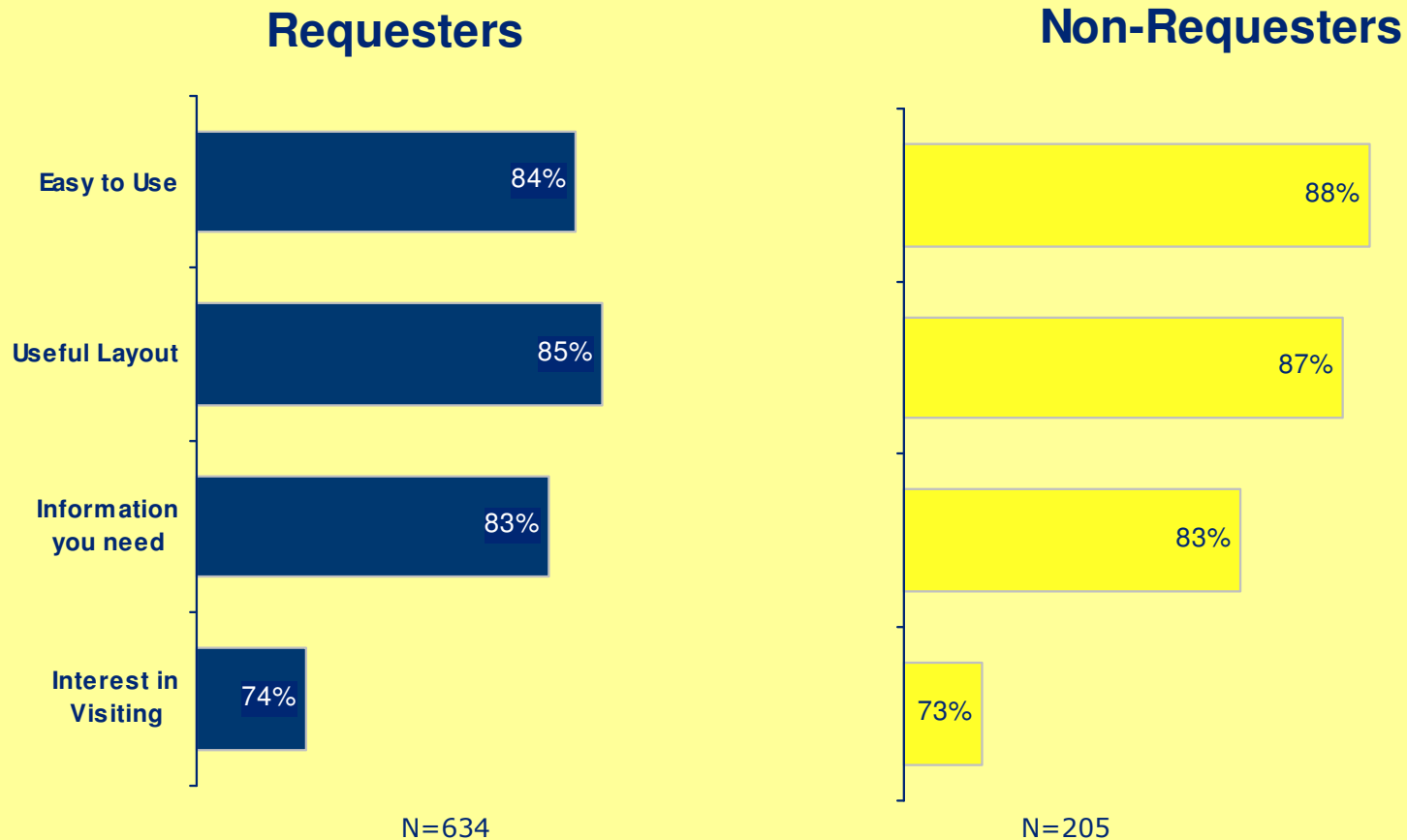
- The 2009 guide is rated higher than the 2007 where there were fewer differences between residents and non-residents



Circles indicate significantly higher than corresponding group

2007 Travel Guide Usability Summary (Top 2 box)

- The ratings of 2007 fall slightly below those of 2009, though the numbers are still strong



Circles indicate significantly higher than corresponding group

Q38. Thinking about what you have seen of this travel guide and how you might use it yourself, please rate how easy it is to use. (select one)

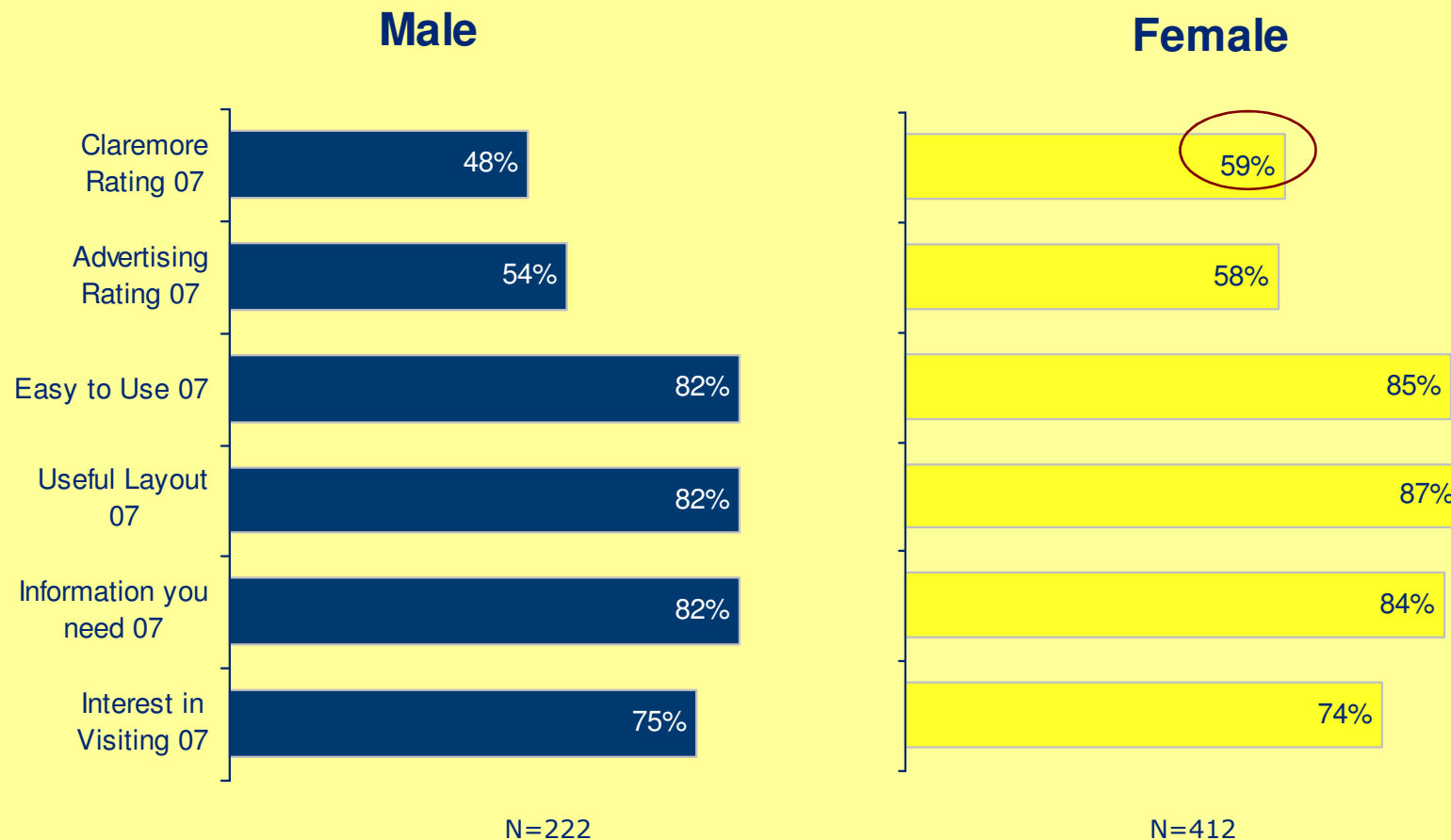
Q39. How useful did you find this layout for the way you might plan a vacation or getaway?

Q40. How much do you agree that it provides all the information you need?

Q41. To what extent does this guide make you more interested in visiting or traveling around Oklahoma?

2007 Usability Summary (Top 2 box) (Gender)

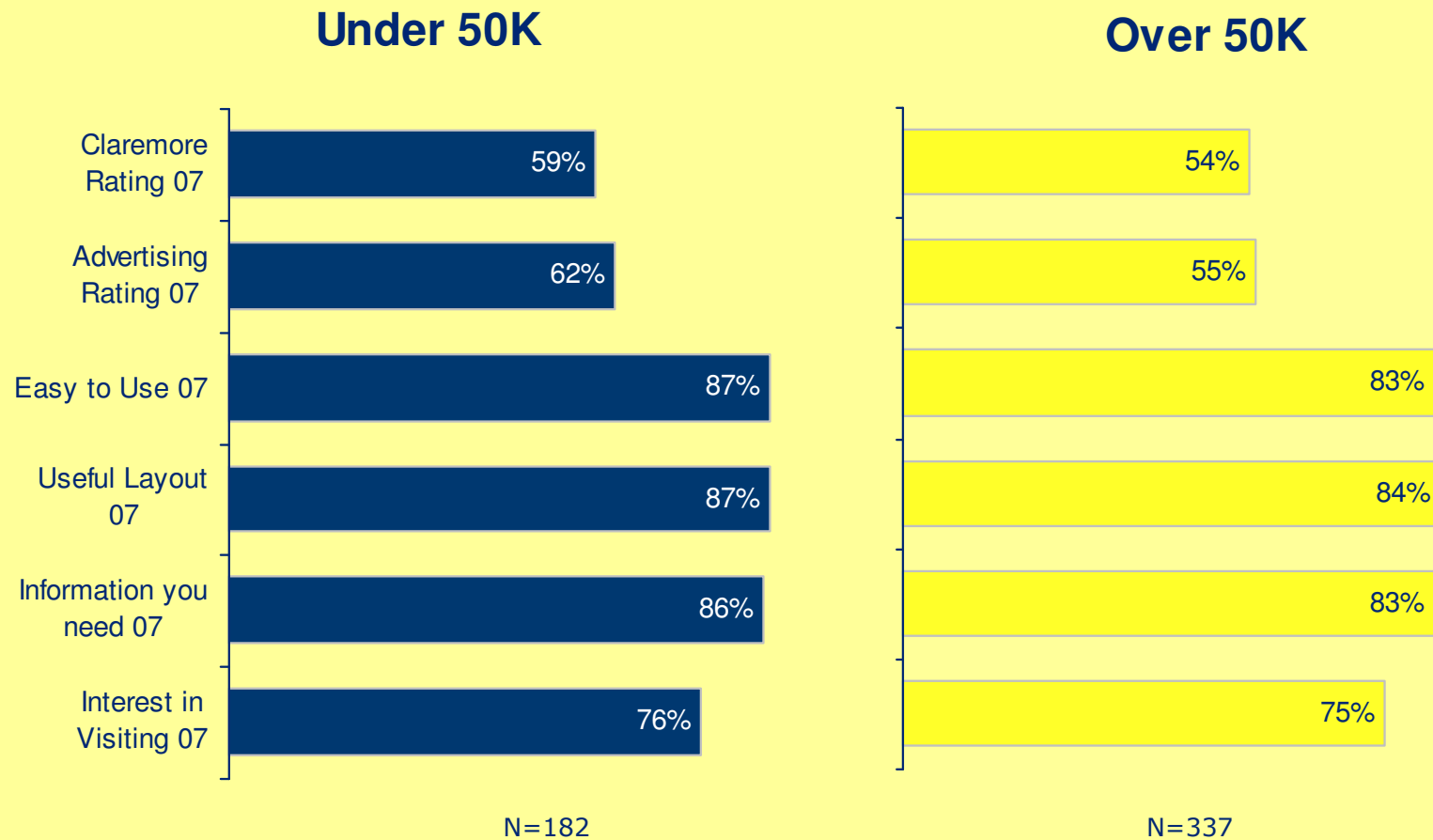
- Females and males rate the guide usability quite similarly; females liked the city layout better than males did



Circles indicate significantly higher than corresponding group

2007 Usability Summary (Top 2 box) (Income)

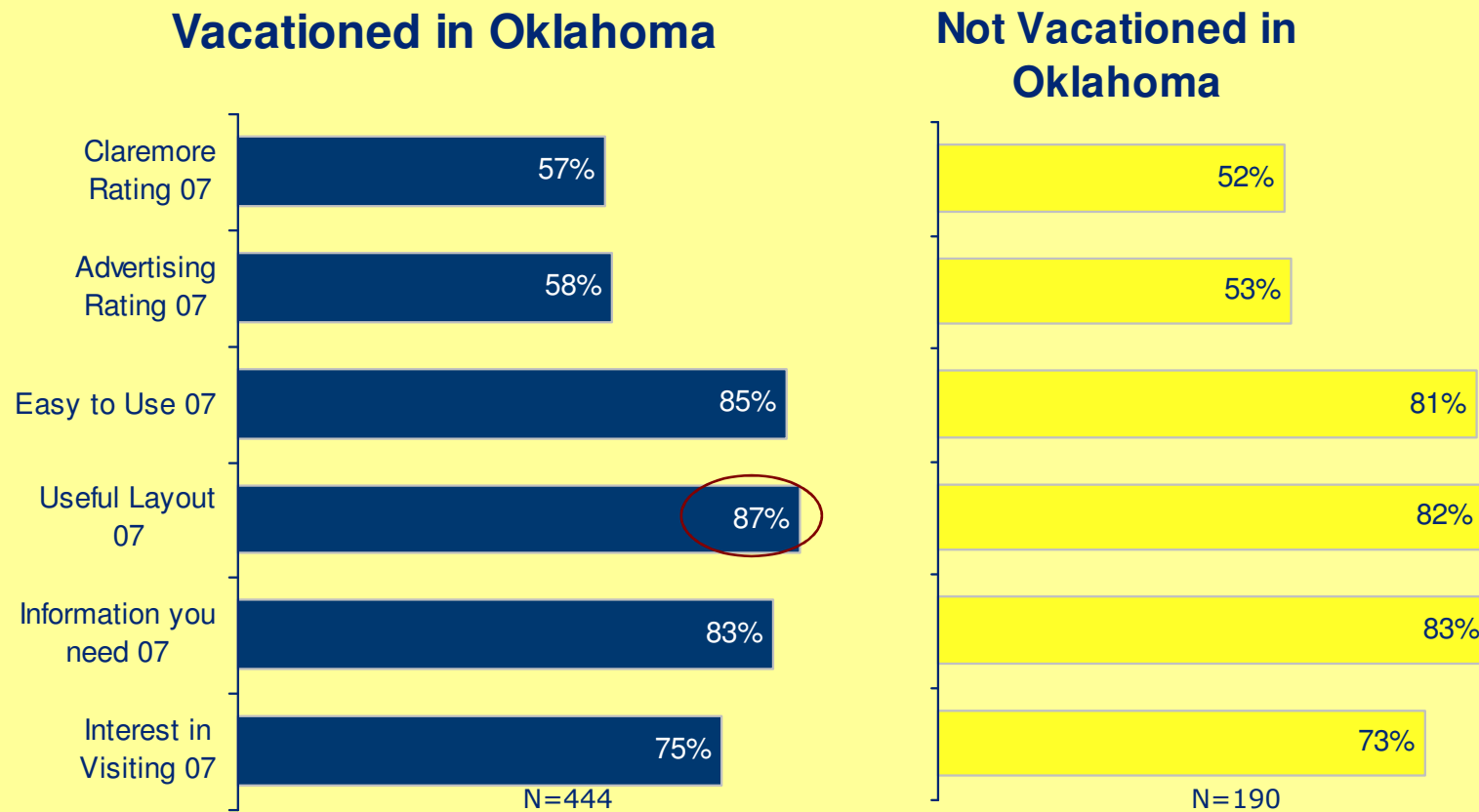
- There were no major differences amongst income levels



Circles indicate significantly higher than corresponding group

2007 Usability Summary: Requester (Top 2 box) (Vacationed)

- Requesters who vacationed in Oklahoma rate the guide's usability quite similarly to those who have not

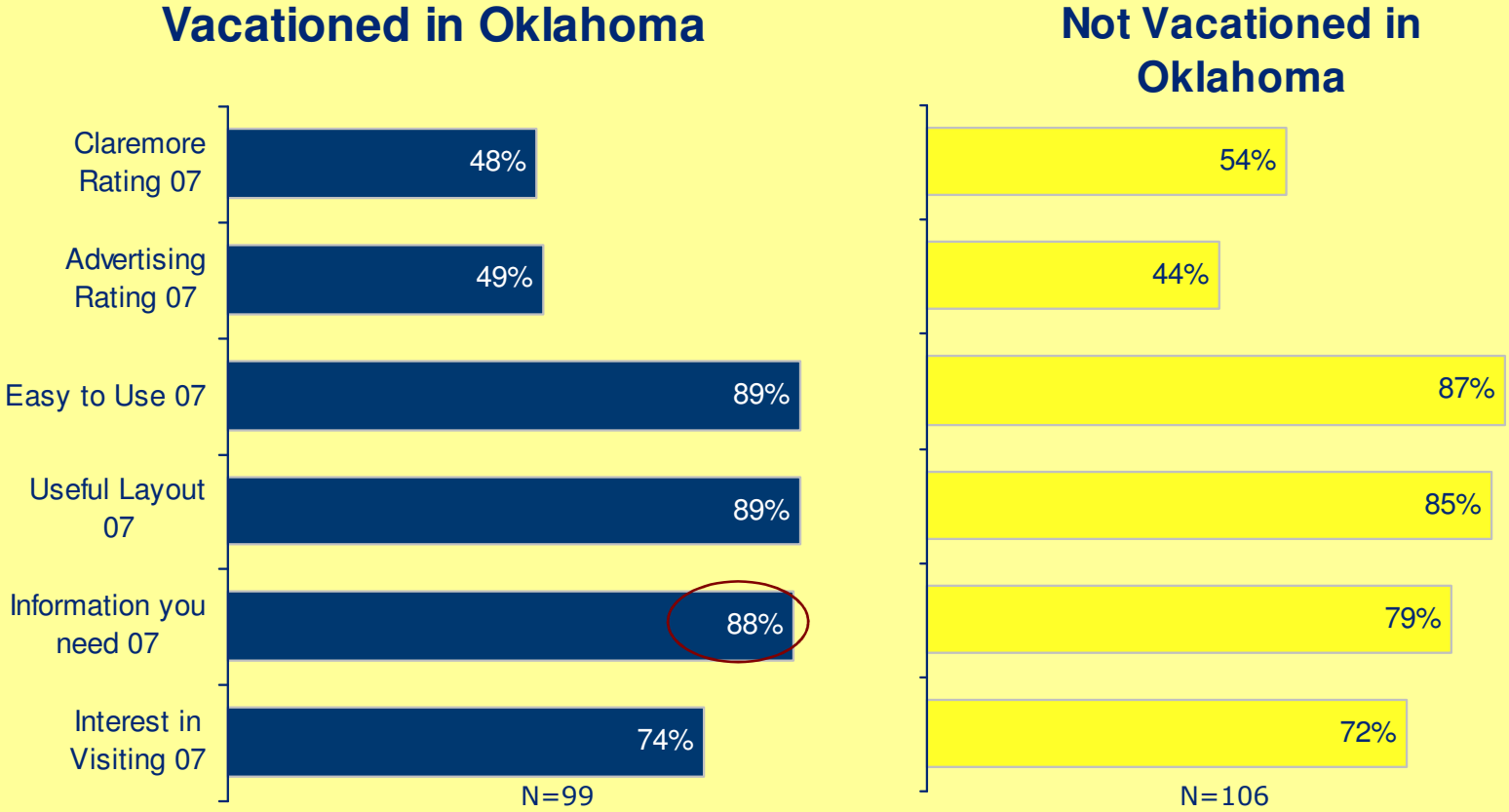


Circles indicate significantly higher than corresponding group

2007 Usability Summary: Non-Requesters

(Top 2 box) (Vacationed)

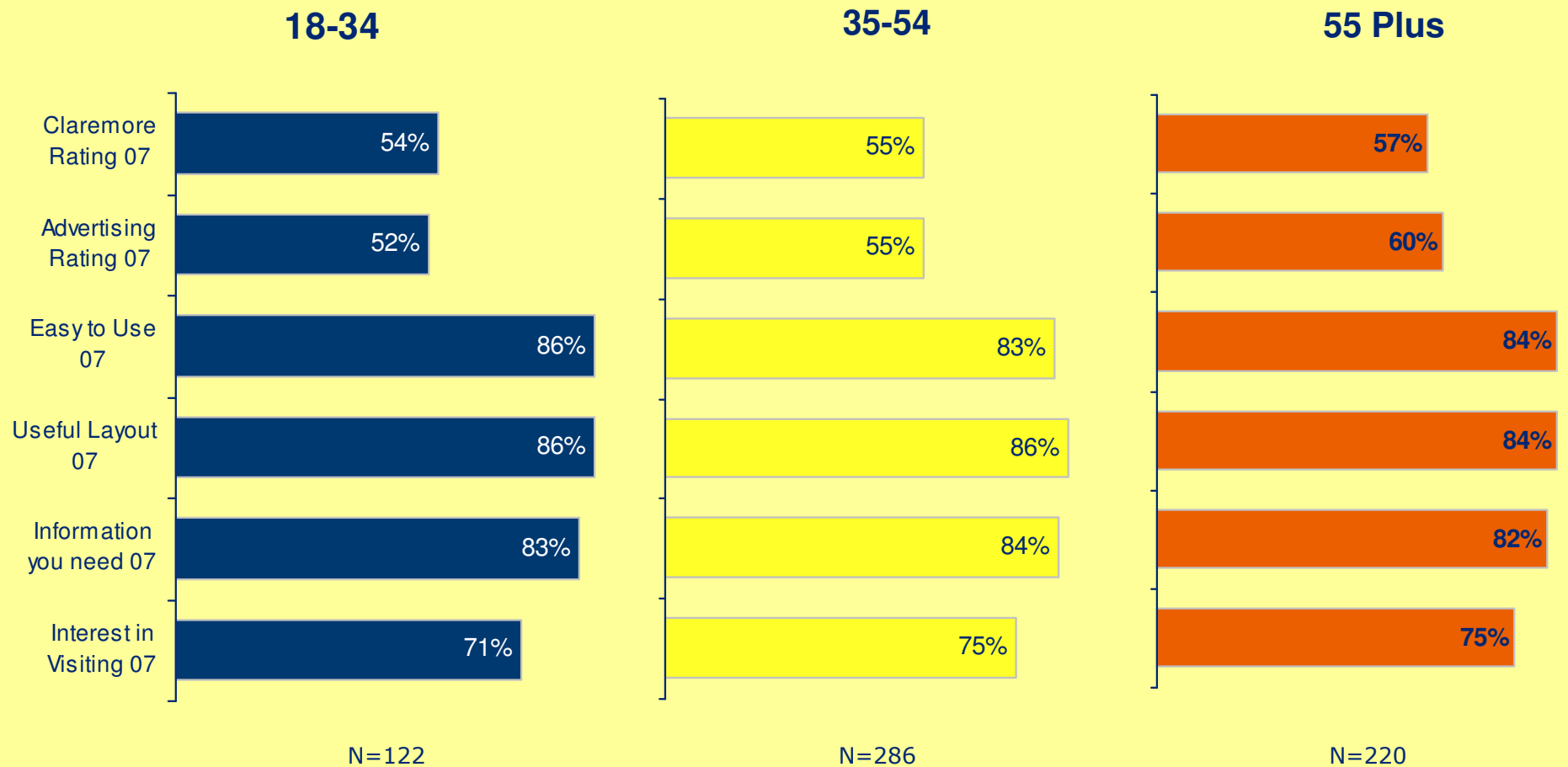
- Non-requesters who vacationed in Oklahoma rate the guide's usability quite similarly as those who have not vacationed in Oklahoma



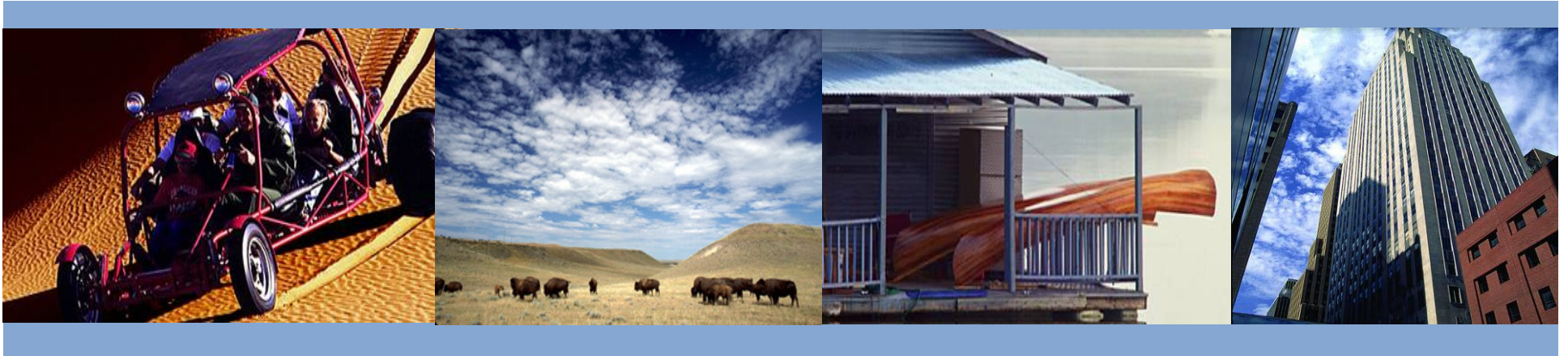
Circles indicate significantly higher than corresponding group

2007 Usability Summary (Top 2 box) (Age)

- There were no major differences by age



Circles indicate significantly higher than corresponding group



Allure of The Travel Guide

Oklahoma Travel

- Those who obtained a travel guide are more likely to have taken a trip to Oklahoma in the past 3 years and they intend doing so again in the next 2 years
- Almost all of the non-requesters are also interested in taking a trip to or around Oklahoma within 2 years

	Requester Base: 634	Non-Requester Base: 205
Taken OK trip in past 3 years		
Yes	70%	48%
No	30%	52%
Consider taking a trip to OK in the next 2 years?		
Yes	99%	94%
No	1%	6%

Base: 839

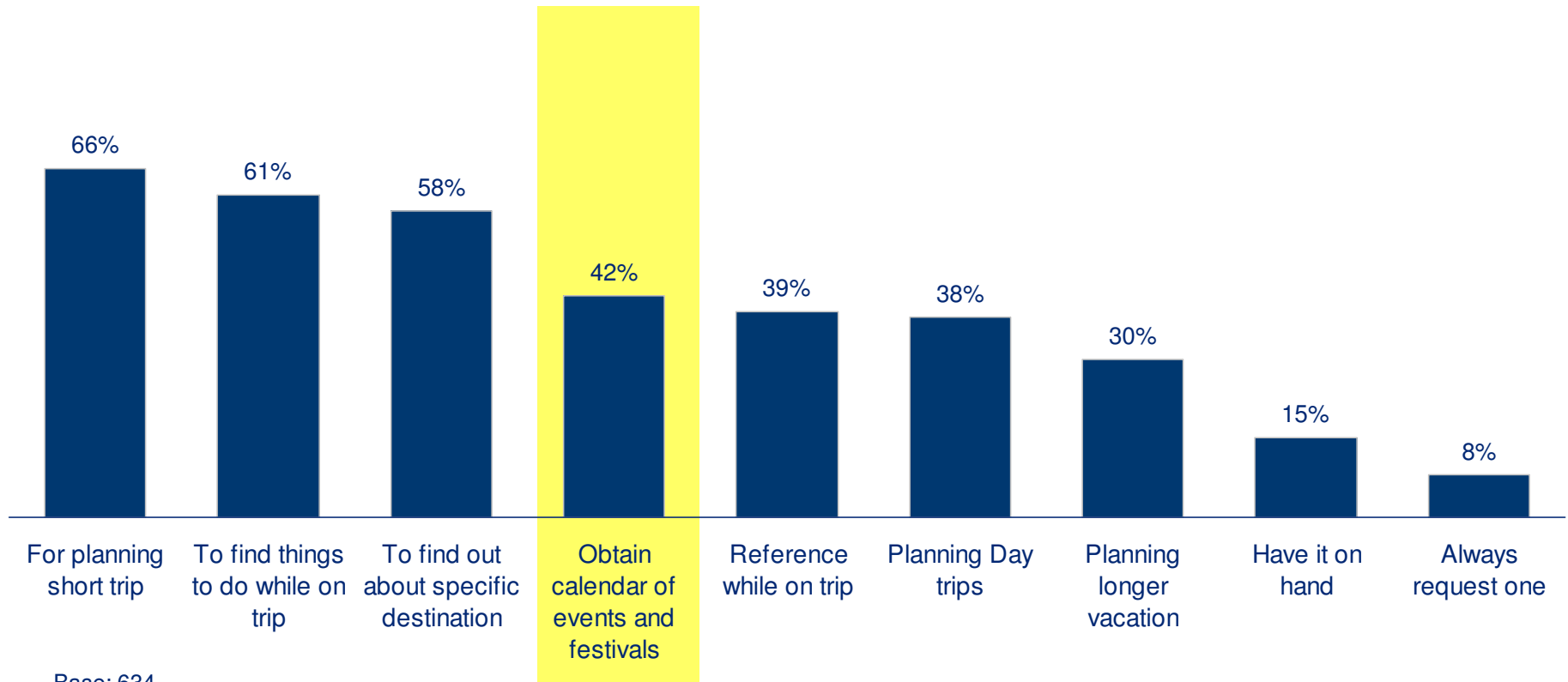
SQ6. Have you taken a vacation or a getaway trip in Oklahoma in the past 3 years?

SQ7. Would you consider taking a vacation or getaway weekend in Oklahoma in the next two years?

Request Motivation

- A majority of people use the guide to plan a short trip and to find out about things to do on the trip or more specific information about their destination
- A minority requested the guide because they were interested in events or festivals

Why did you request guide online?



Base: 634

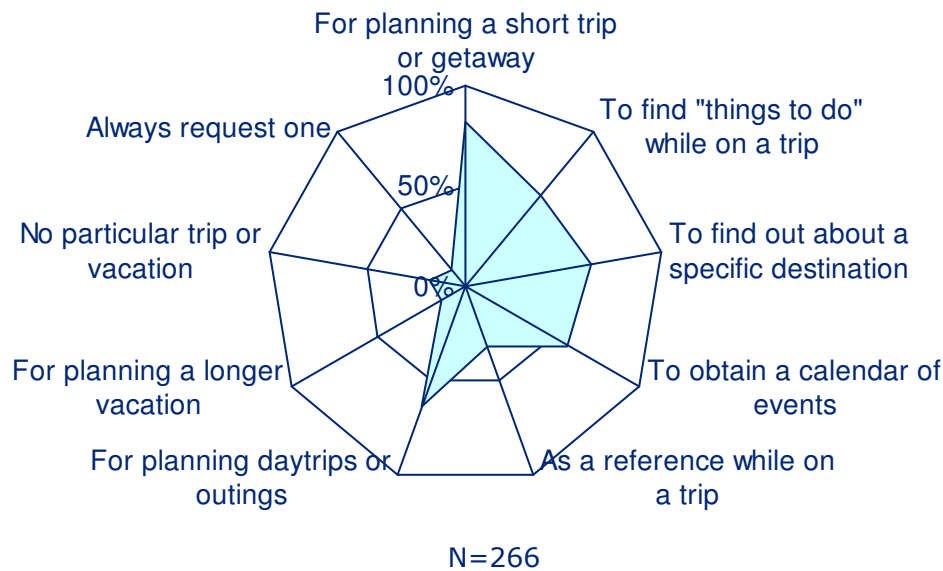
Q1. What prompted you to request travel materials or a travel guide from the Oklahoma Tourism and Recreation Department or TravelOK.com? (select as many as apply)

Travel Guide Request Motivation

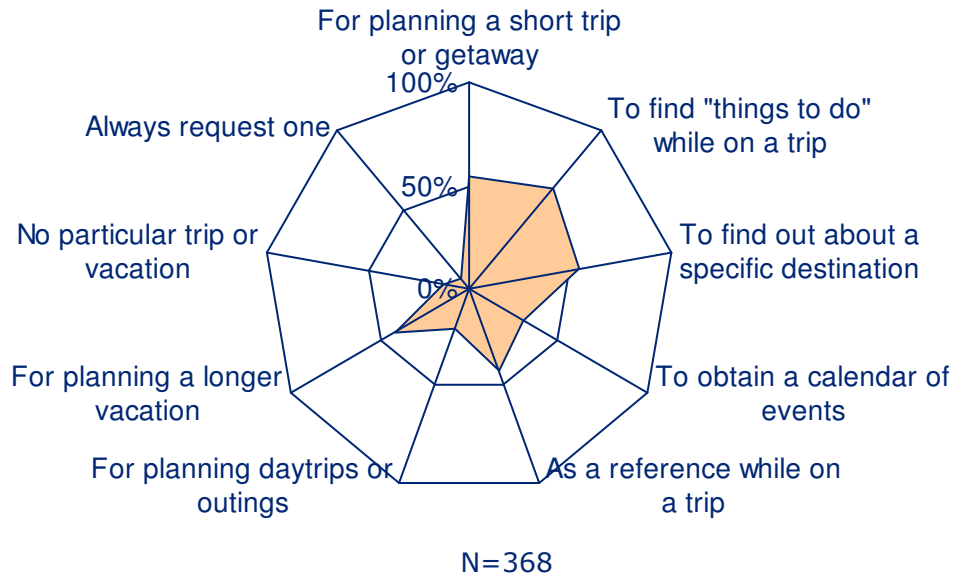
(Resident vs. Non-Resident Comparison)

- Residents requesting a guide were more likely to be planning for a short trip; non-residents were planning for a longer trip and looking for things to do (although this latter difference is not significant)
- Residents were more interested in getting a calendar of events than non-residents

Residents



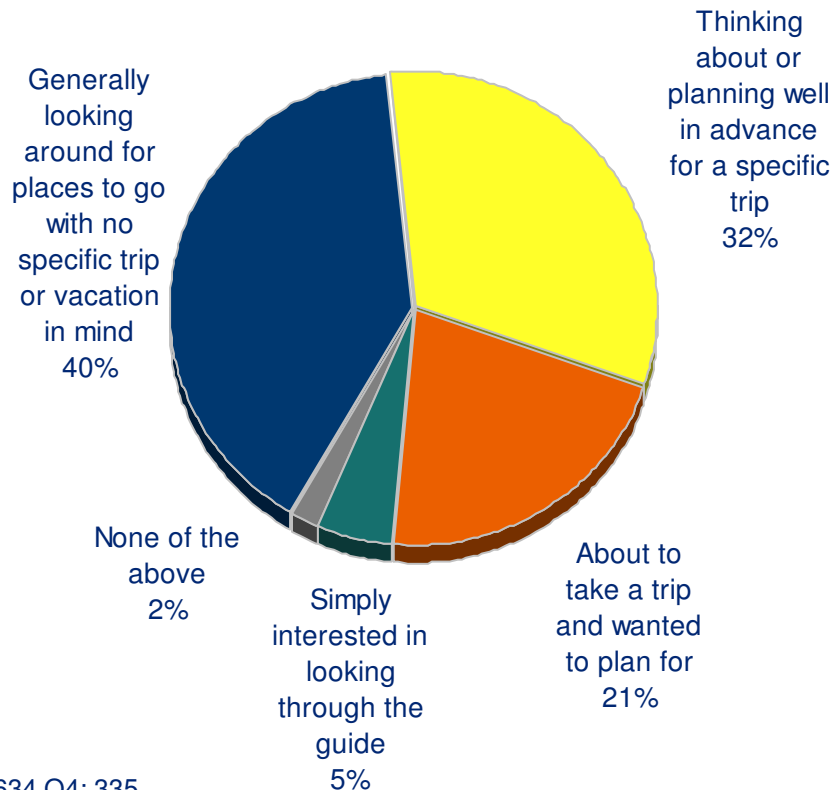
Non-Residents



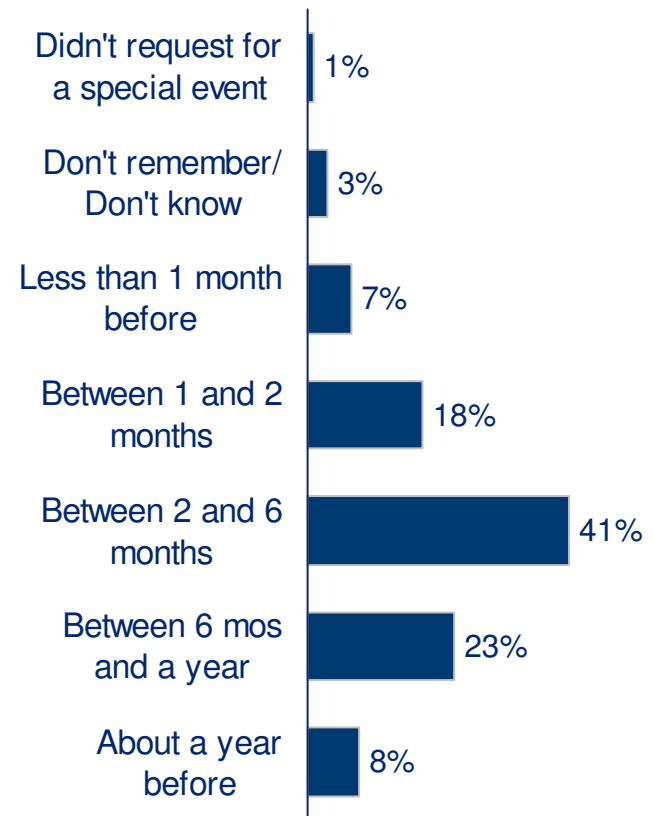
Guide Request Motivations

- Most people were looking for a guide to get ideas or to plan for a trip well in advance (72%) – with the largest percent planning 2 to 6 months before the trip would take place

Why guide was requested



Time Before Trip



Base: Q3: 634 Q4: 335

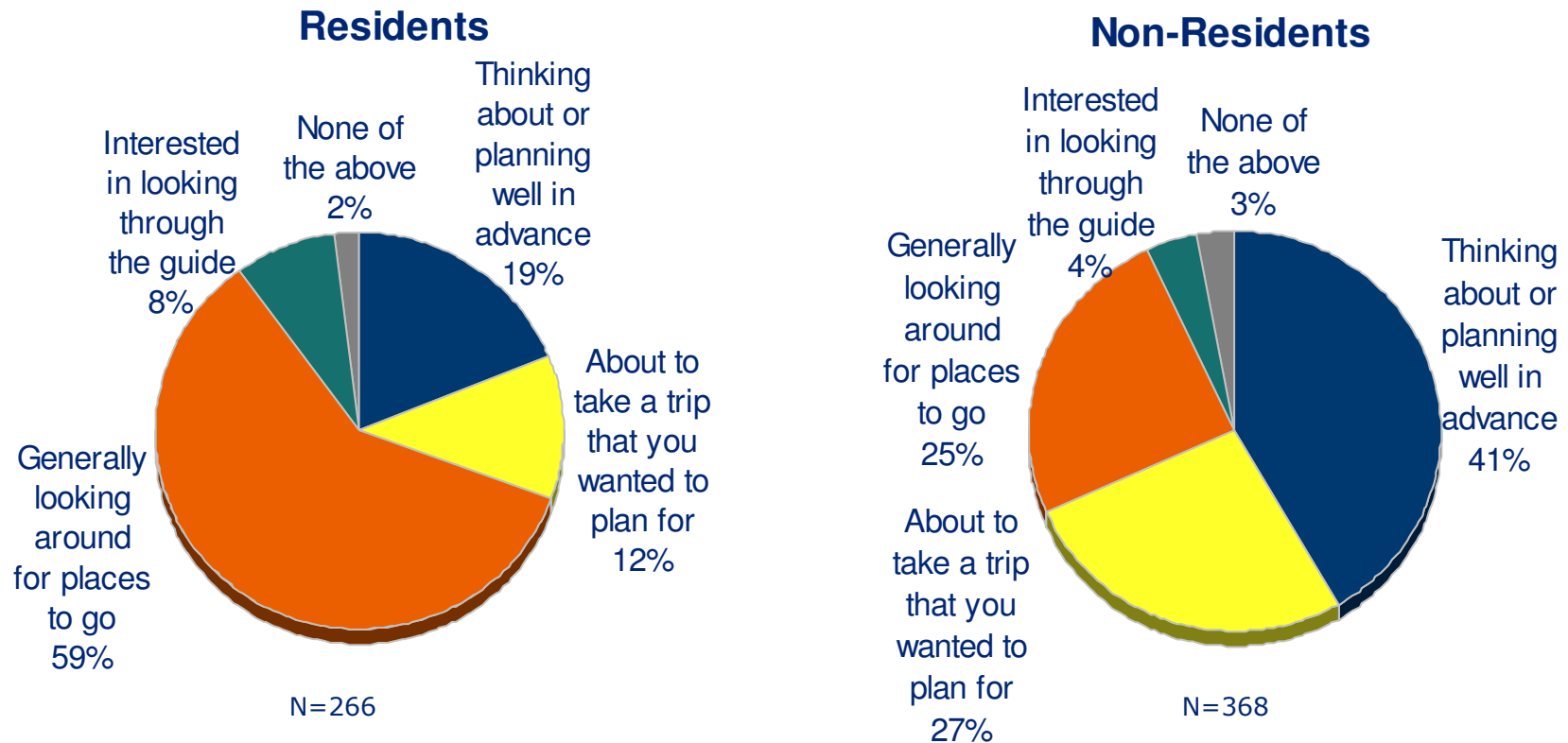
Q3. When you requested the guide or travel materials from the Oklahoma Tourism and Recreation Department or TravelOK.com were you...? (select one)

51 Q4. How soon before the upcoming trip, vacation, or event did you request the guide? (select one)

Travel Motivations

(Resident vs. Non-Resident Comparison)

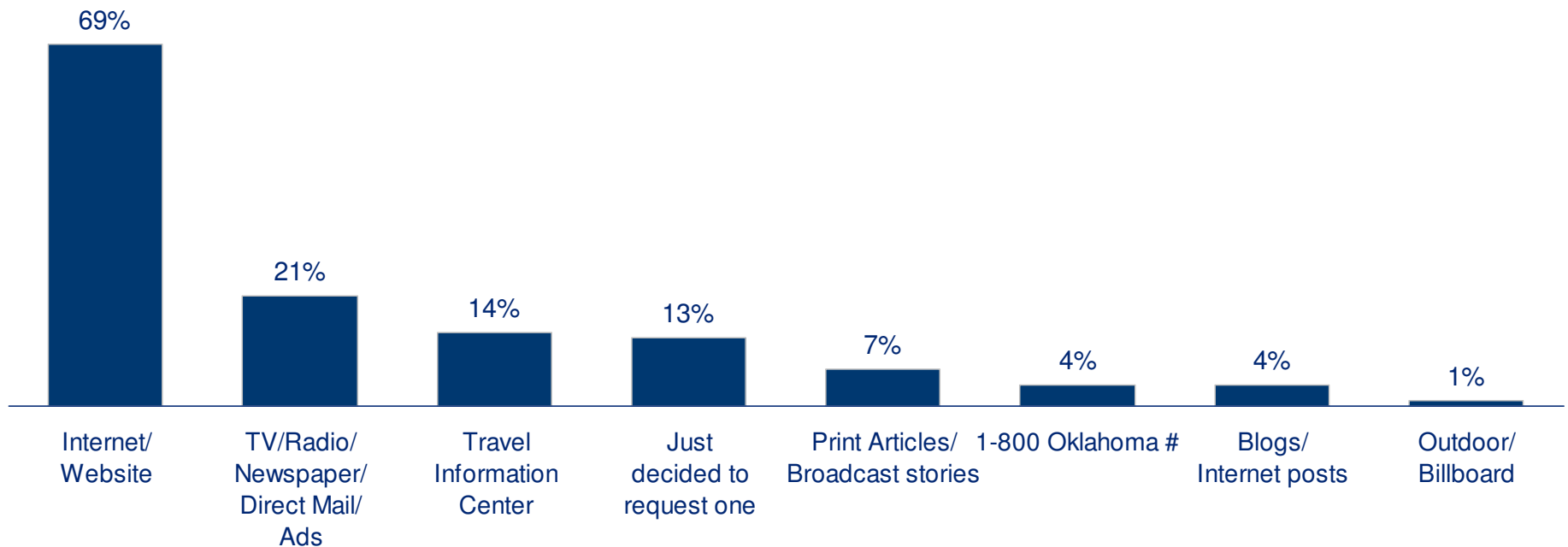
- The most common use among residents was generally browsing the guide for places to go in-state, rather than planning well in advance, while the non-residents were more likely to be planning in advance for a specific trip



Guide Sources

- Two-thirds learned about the guide through the Internet
- One in 5 noticed the guide in the more traditional media of TV/Radio/ Newspaper/Direct Mail/Ads
- Under 15% learned about them at the Travel Centers

How did you learn about the guide



Base: 634

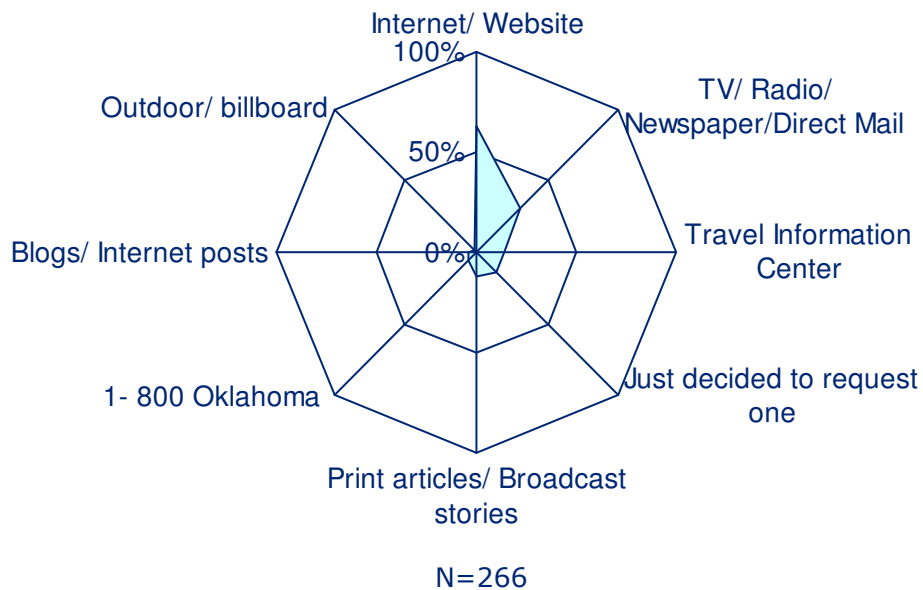
53 Q2. How did you learn about requesting the Oklahoma Travel/event guide? (check as many as apply)

How Did You Hear About The Guide

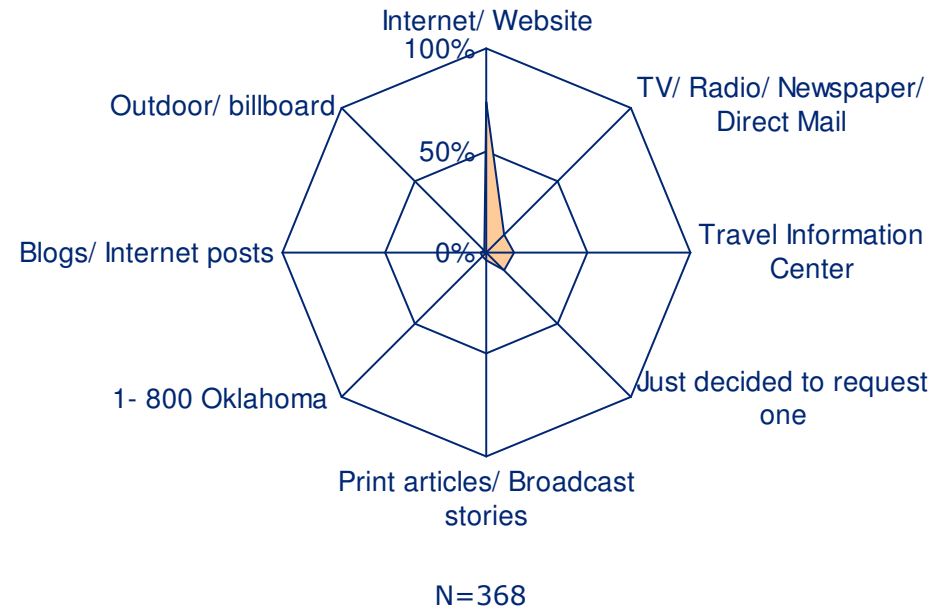
(Resident vs. Non-Resident Comparison)

- The Internet/website communication reaches both residents and non-residents, it is the residents that are hearing about the guide through the TV/Radio/Newspaper/Direct mail

Residents



Non-Residents

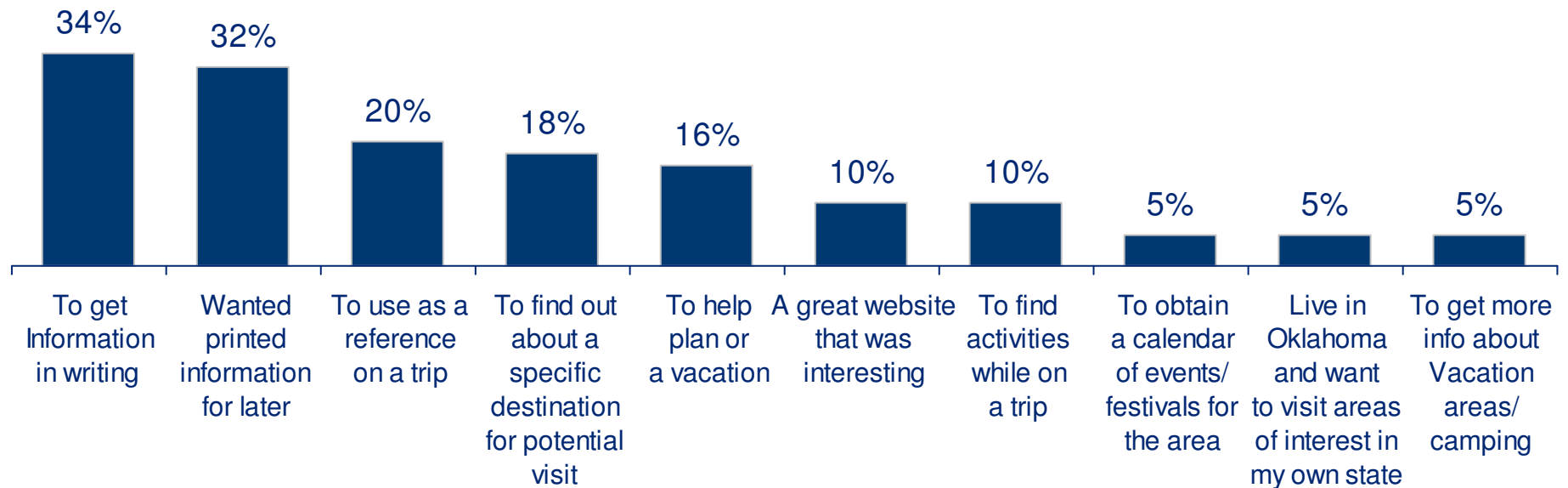


Q2. How did you learn about requesting the Oklahoma Travel/ event guide?

www.TravelOK.com

- While close to 90% visited the website, they still want a printed guide since having material available for later use is important

Why 89% Ordered Guide After Visiting TravelOK.com



Base: 562 *Did not report percentages under 5%

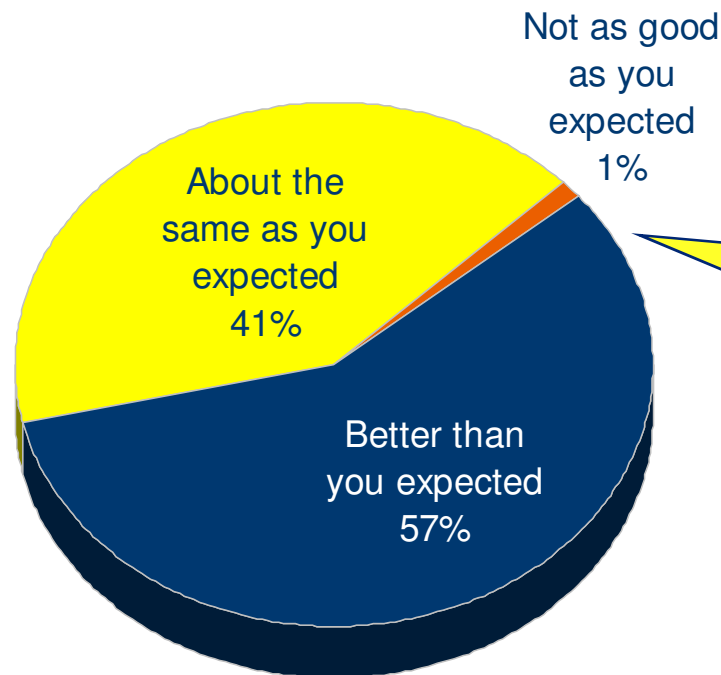
Q7. Did you visit the Oklahoma Tourism website before or after requesting the travel materials or event guide? (select one)

55 Q8. Given that you had already been to the Oklahoma Tourism website, please tell us what motivated you to request the materials

Guide Versus Expectations

- The guide was at least as good as expected, with many people stating that the guide was better than was expected

Quality of the Travel Guide



Did not meet Expectations

“Oklahoma does not “sell” its lakes and lodges as well as it used to. Oklahoma has a lot to see and to promote for the tourism dollar”

“Not enough feature stories/descriptions of places to visit. I want to read about places before visiting.”

Base: 634

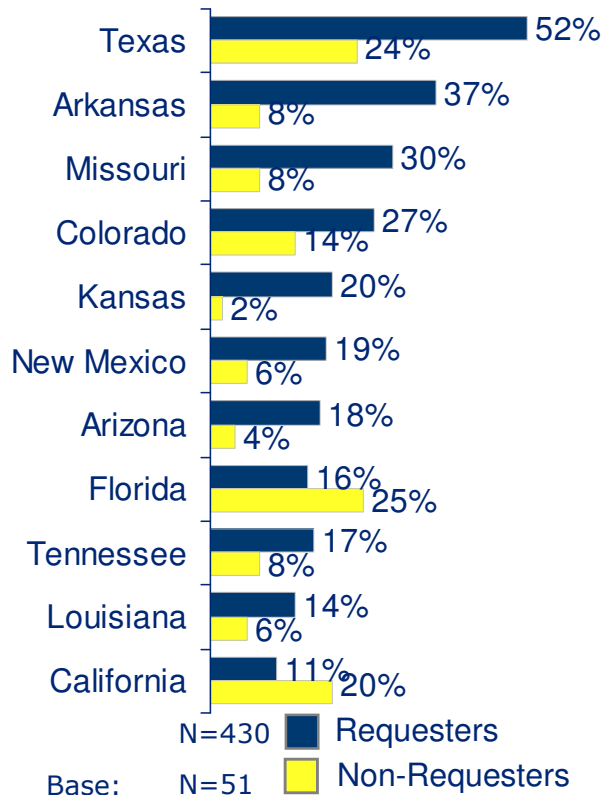
Q5. Once you received the travel guide, do you think it was...? (select one)

56 Q6 What about the guide did not meet your expectations, what changes or improvements would you like to see? (Open ended)

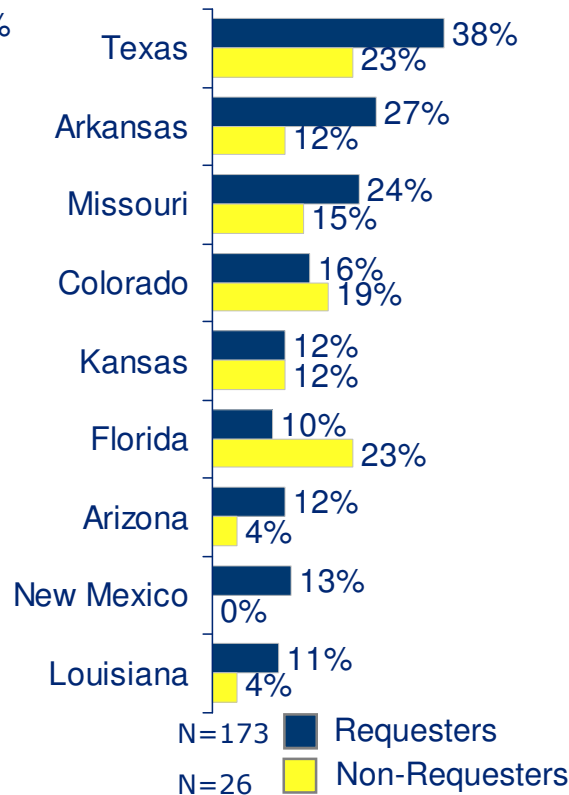
Travel Materials Requested

- Texas, Arkansas, Missouri, and Colorado are strong competitors for tourism among those who requested the travel and events guides

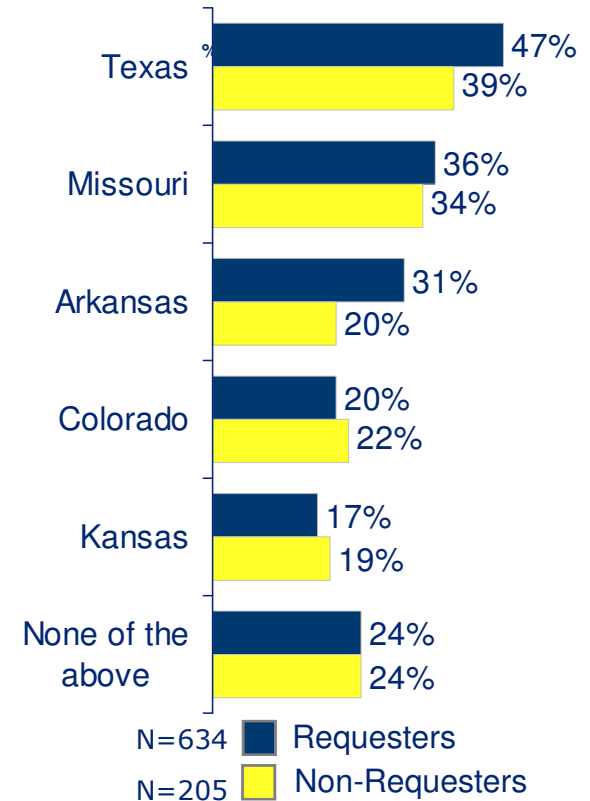
Which states have you requested a travel guide?



Which states have you requested an event guide?



Which states have you taken a vacation in the past 2 years?



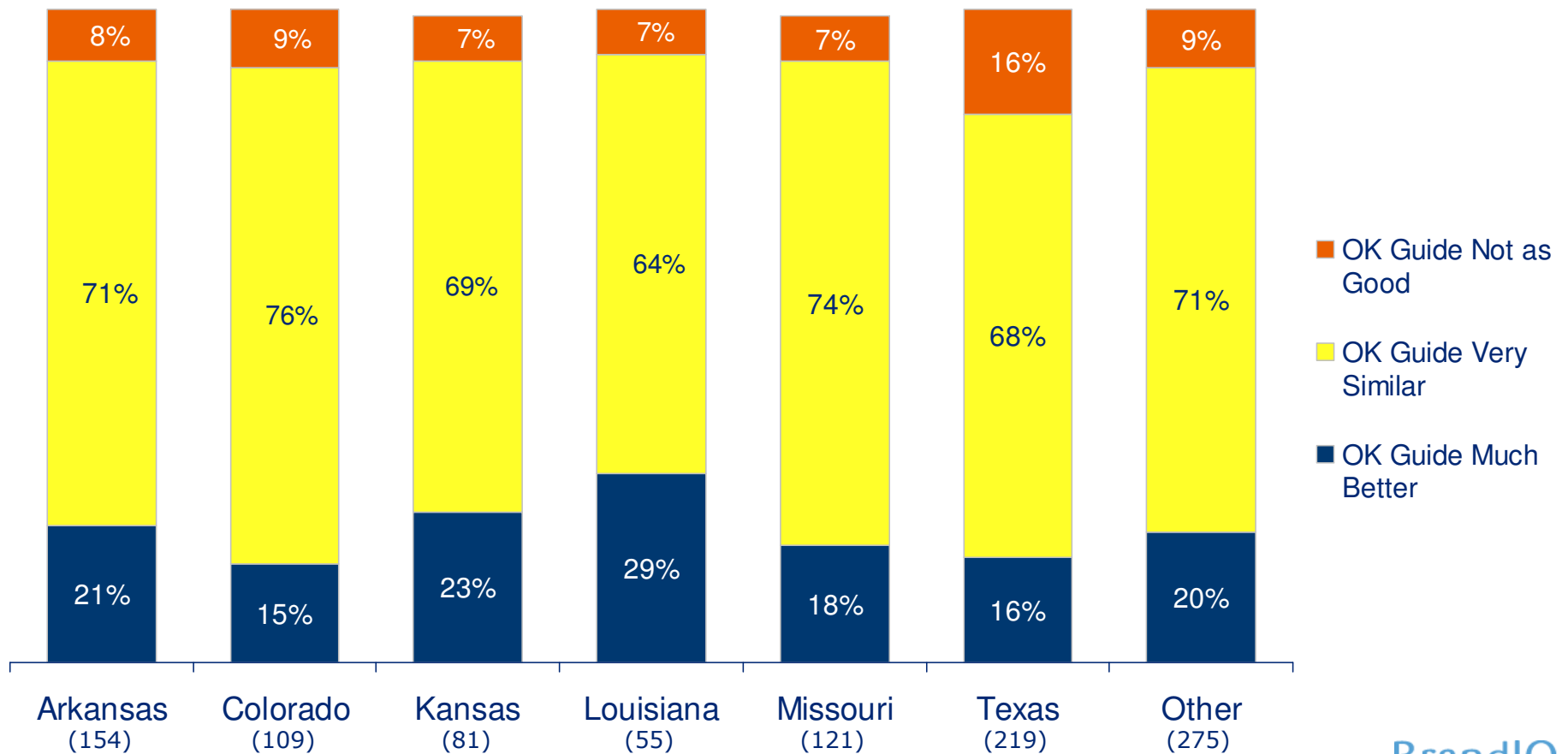
Base: Q 19. From which state tourism boards have you requested travel information or travel guides?
Q 24. From which state tourism boards have you requested an event guide?

57 Q 26. To which of these states, if any, have you taken a vacation or get-away weekend in the past two years? (select as many as apply)

Requester Travel Guide Comparison

- The Oklahoma guide compared well against travel guides from other states. It was weakest against the Texas guide and strongest against the Louisiana guide

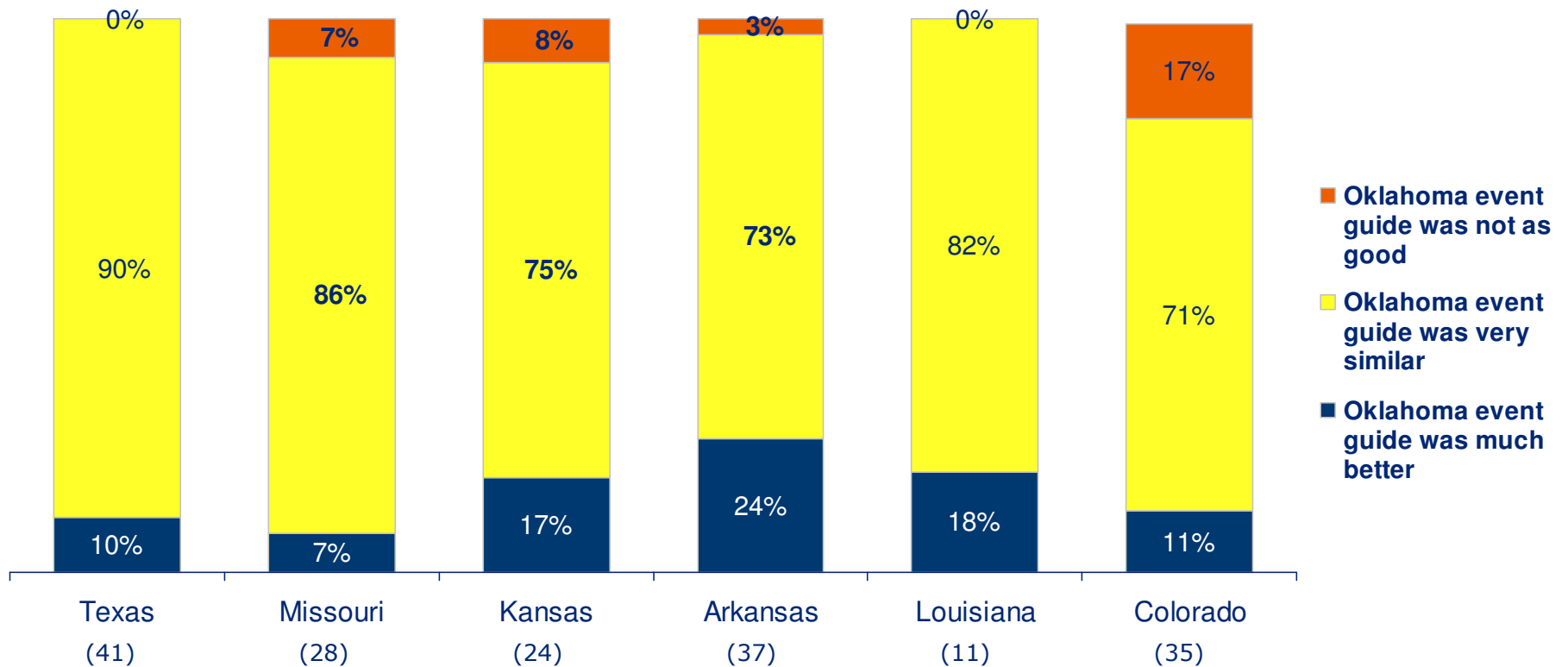
Oklahoma Travel Guide Vs. Other States' Travel Guides



Requester Event Guide Comparison

- The Oklahoma events guide compared well against travel guides from other states. It was weakest against the Colorado guide and strongest against the Arkansas guide

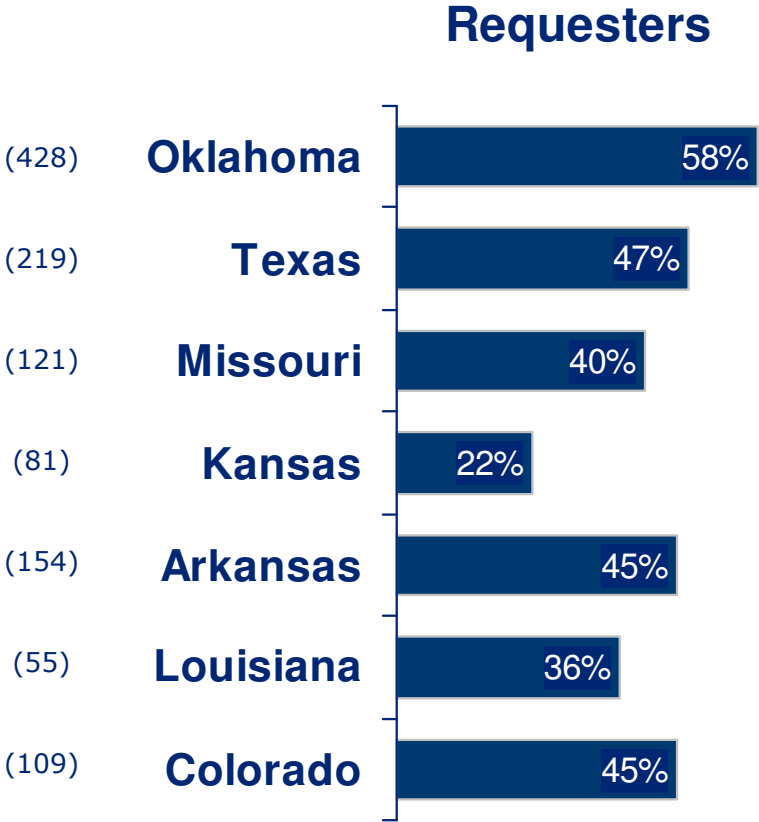
Requested Oklahoma Event Guide Vs. Other States' Event Guides



59 Q25. How did Oklahoma's event guide compare to other states' event guides? (select one answer for each state guide)
Note small samples

More Likely to Visit Because of Guide

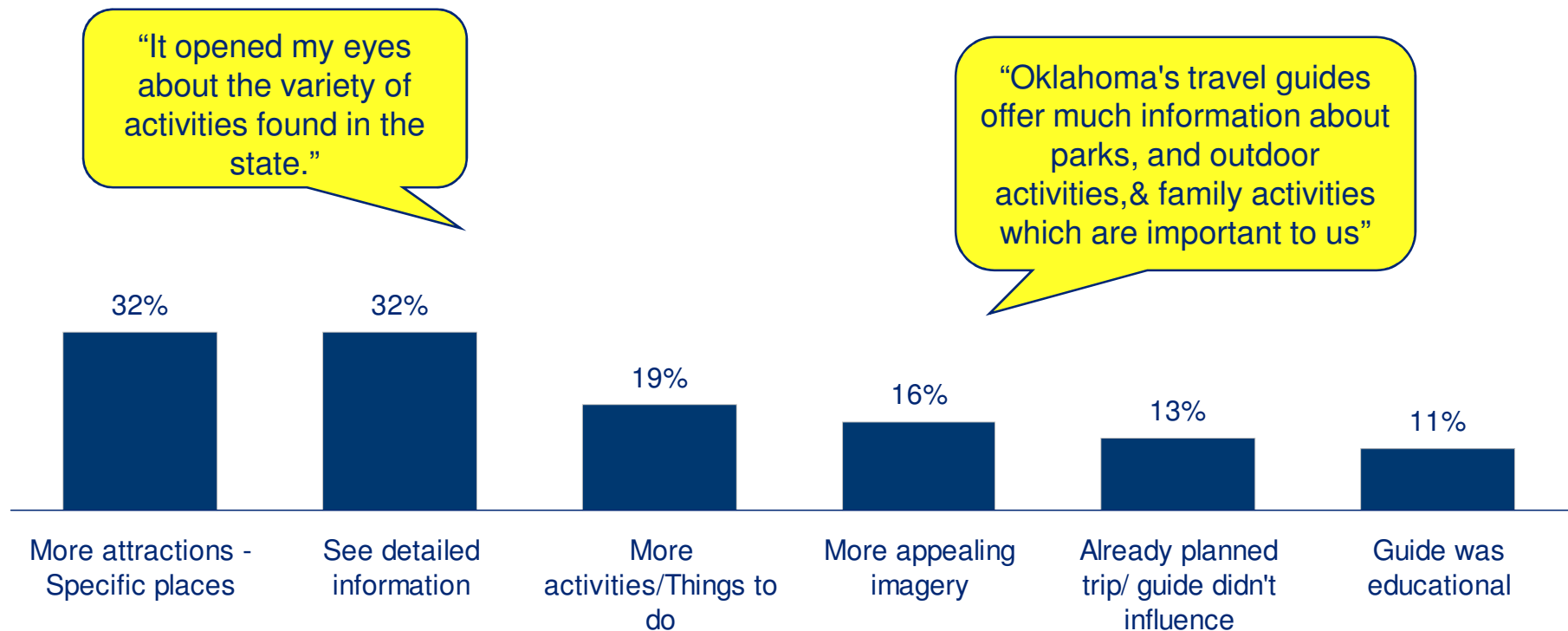
- Most people said they were more likely to visit Oklahoma because of the guide – a greater proportion than those who said any of the other states' guide made them more likely to visit



60 Q22. Please rate how likely or unlikely you were to visit [Oklahoma/ AND/OR PIPE IN OTHER STATES IF APPLICABLE] because of what you found in the travel/event guides.

Why Guide Enticed OK visit

- The printed guide was very important namely because it gave more detailed information and appealed to the specific places people were interested in visiting



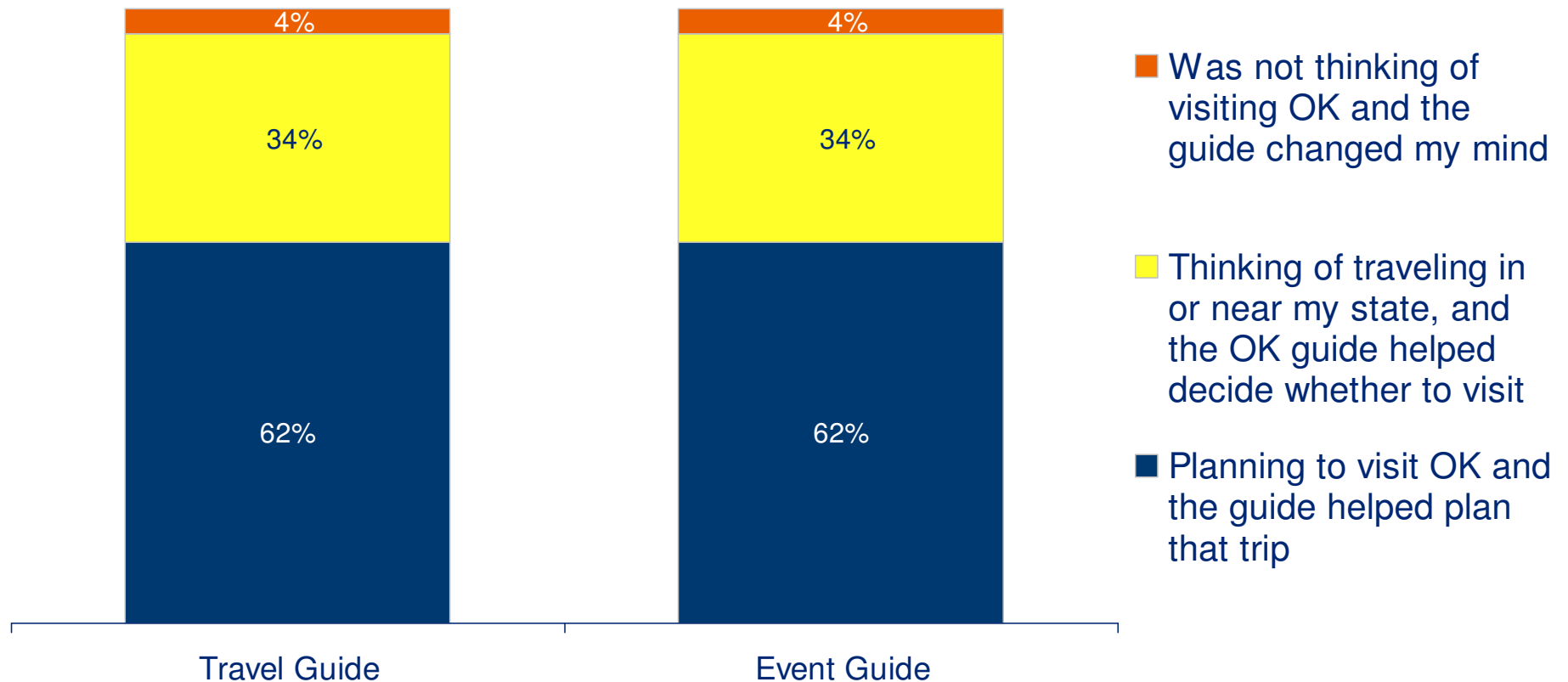
Base: 341

Q23. What was it about the guide/s from [INSERT STATE NAMES] that made you more interested in visiting or vacationing there?

61 Only showing items above 10%

Guides' Roles in OK Visit Planning

- Requesters found both guides useful in planning their intended visits and more than a third said the guides influenced their decision to visit



Base: 634

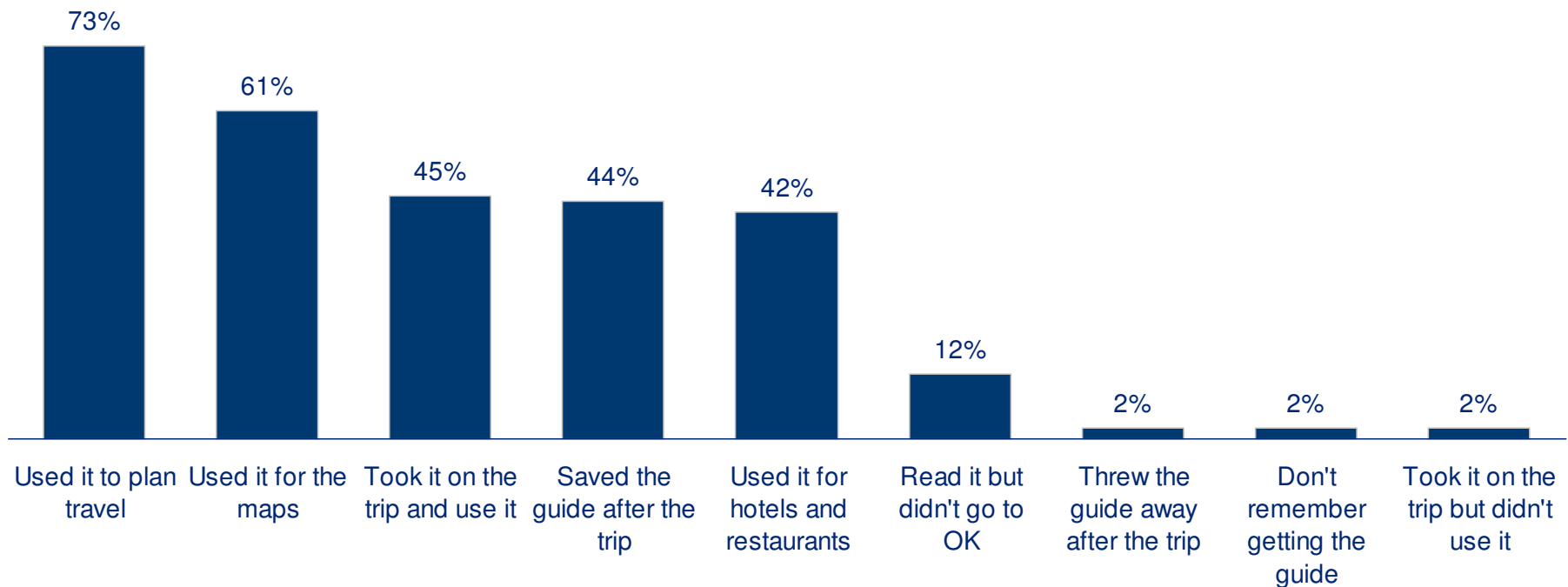
Q12. Which of the following most closely represents how the Oklahoma travel guide effected your decision to visit or travel around Oklahoma? (Select one)

Q14. Which of the following most closely represents how the Oklahoma event guide effected your decision to visit or travel around Oklahoma? (Select one)

Travel Guide Use

- Almost 3 out of 4 people used the travel guide specifically to plan travel and many used the maps. Close to half used it as a guidebook on their trip, with many keeping the guide afterwards

How did you use the guide?



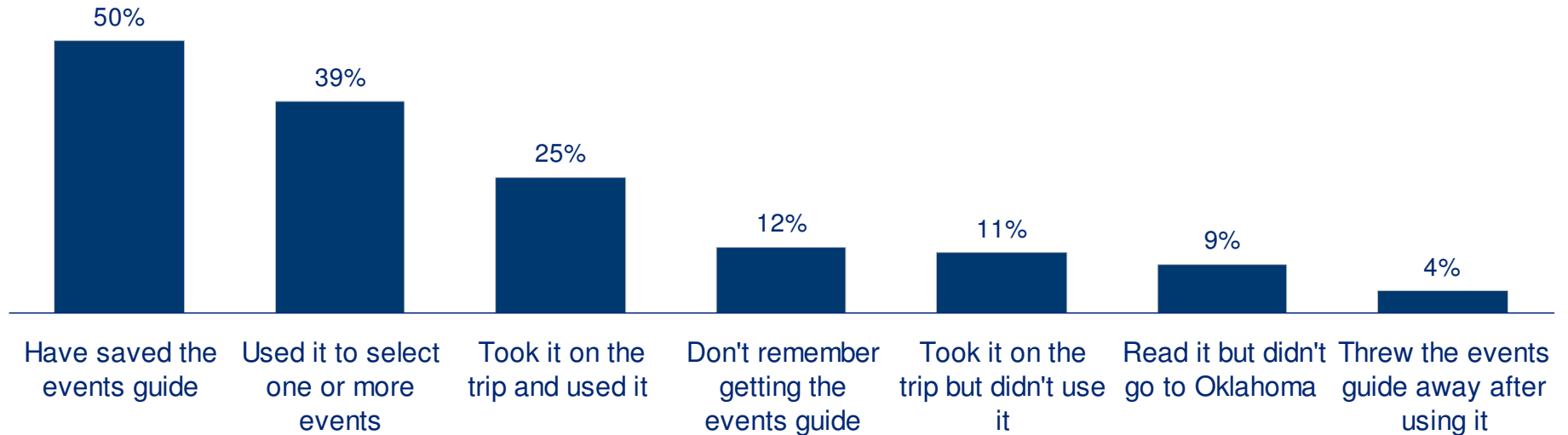
Base:634

63 Q11. How did you use the Oklahoma travel guide? (select as many as apply)

Event Guide Use

- The event guide saw less use in planning or on the trip than the travel guide, but it was also often saved for later

How did you use the guide

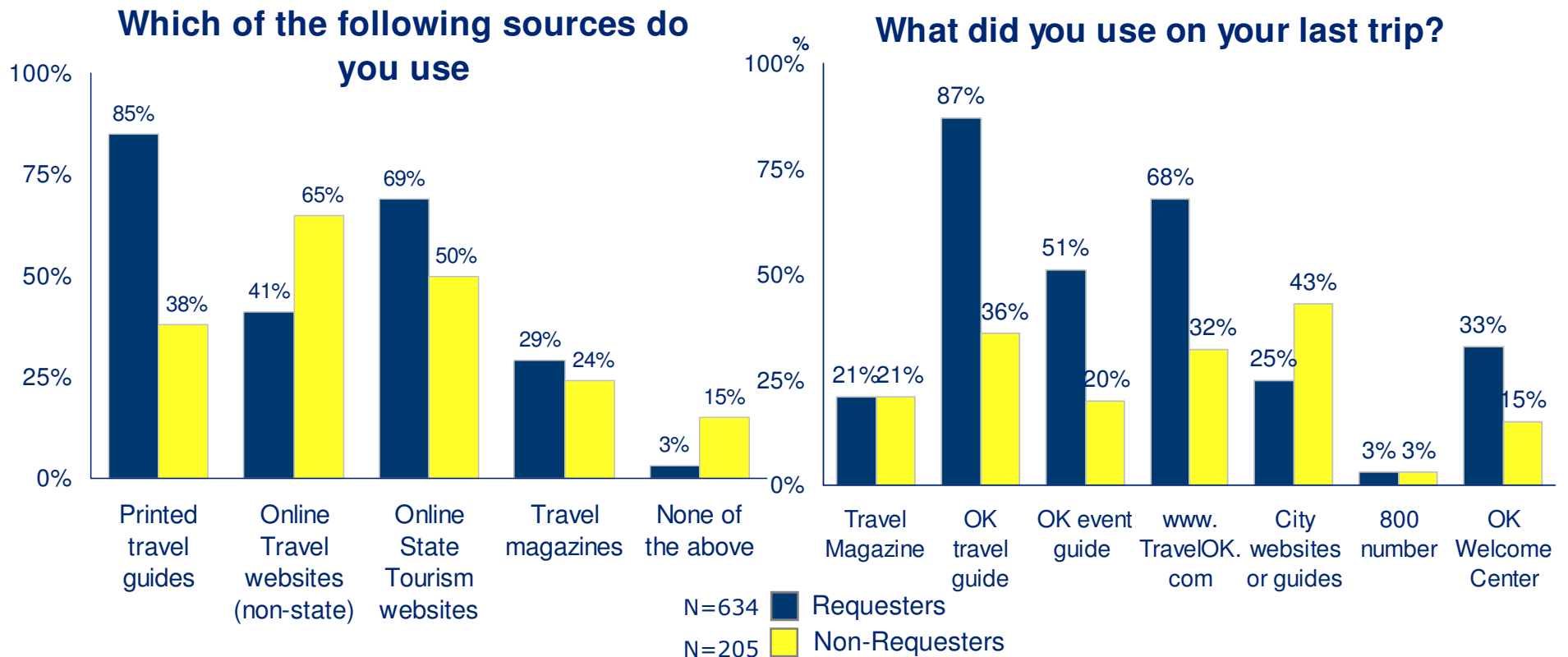


Base: 634

64 Q13. You may also have received the Oklahoma events guide, outlining events, happenings, festivals, and programs throughout the year. How did you use the Oklahoma events guide? (select as many as apply)

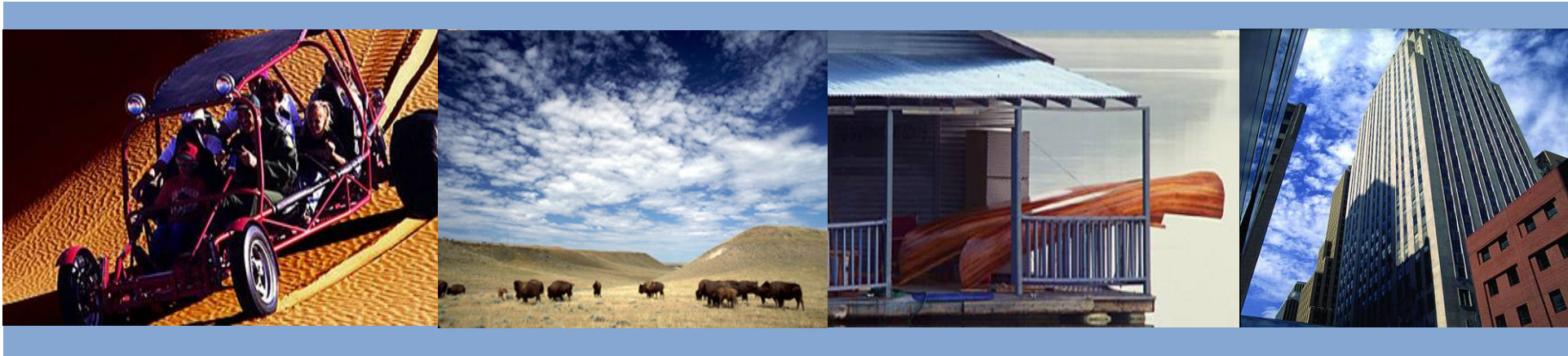
Travel Resources

- The printed travel guide, along with the official online website, are important for the requestors while the non-requestors seek other travel sites
- This is also reflected in how requestors planned for their previous trip to Oklahoma, seeking out more printed travel information in general and making greater use of state sponsored sources for information



Q17. Now thinking more generally about sources you use when planning a trip, vacation or get-away, which of the following do you typically use? (select as many as apply)

65 Q64. On your last trip or upcoming trip to Oklahoma, what resources helped you plan your trip? (select as many as apply)



Guide Preferences

Guide Element Preferences (phase 2)

- In the second phase of the study, for the "perfect guide," many selected the regional organization of the 2009 guide, along with the side panels with the regional highlight and the accommodations grid, but they also indicated a desire for more detailed listings for each city
 - There appears to be strong interest in unique to Oklahoma restaurants

2007 Elements		2009 Elements	
	City information organized alphabetically by city		City information organized alphabetically within the regions
	Regional Information in one area at the beginning of the Travel guide		
	Each city listing has "Things to do," "Places to Eat," and "Places to Stay"		Each city listing has destinations or attractions but not places to eat or stay
			Grid-format listing of Bed & Breakfasts, Casinos, and Hotels & Motels at the back of the guide
	Side panels or highlighted areas with information about Oklahoma (the state)		Side panels or highlighted areas containing "Expert Picks" on: Think, Explore, Eat, Shop, or Play in the region
	Grid of State Parks towards the front of the guide		Grid of State Parks towards the back near grids with lodgings
	One index that lists both cities and attractions		A separate index for attractions and one for cities
	An extensive list of restaurants		Limited list of restaurants unique to Oklahoma
	Page numbers at the bottom		Page numbers on the side of the page

Preference bias indicated in yellow

Q3. The 2007 and 2009 Oklahoma travel guides have elements that make them unique. If you were going to create the perfect Travel guide for yourself, what **elements from either year would you include? Please choose your top 5 elements.**

Guide Element Preferences (phase 2)

I would prefer that the towns are still listed with the restaurants and lodging included. I still like the table in the back of the 2009 book... so I guess I would like a mix of the 2007 and 2009 books.

2007 Elements	2009 Elements
<p><i>"I thought the separate places to eat, things to do and places to stay headings under each city were especially user-friendly. Other than that, it didn't feel as well organized."</i></p> <p><i>"I didn't have to make sure I was in the right index."</i></p>	<p><i>"Since we live here we take short trips, 3 to 4 days and camp or visit flea markets, fish etc., and it's nice to know what else there is to do from a central location where we may be staying"</i></p> <p><i>"I am so glad you asked this! When I think of the south, I think of barbecues! It would be cool to see unique, and just food that Oklahoma is known for! Regional restaurant listing with a general price range is good. And maybe any historical or local significance is a bonus."</i></p>

Need for Details

- An issue that came out in phase one and was supported by phase two was a desire for greater amount of detail from the guide when it come to restaurants, and accommodation to help with their selection and planning

"Ratings on amount, taste, convenience, hours of operation, and a photo of the place so if it is a scary place you will know ahead of time"

"What amenities are available at the hotels in the guide. Maybe a rating on the hotels like the usual 5 star guide."

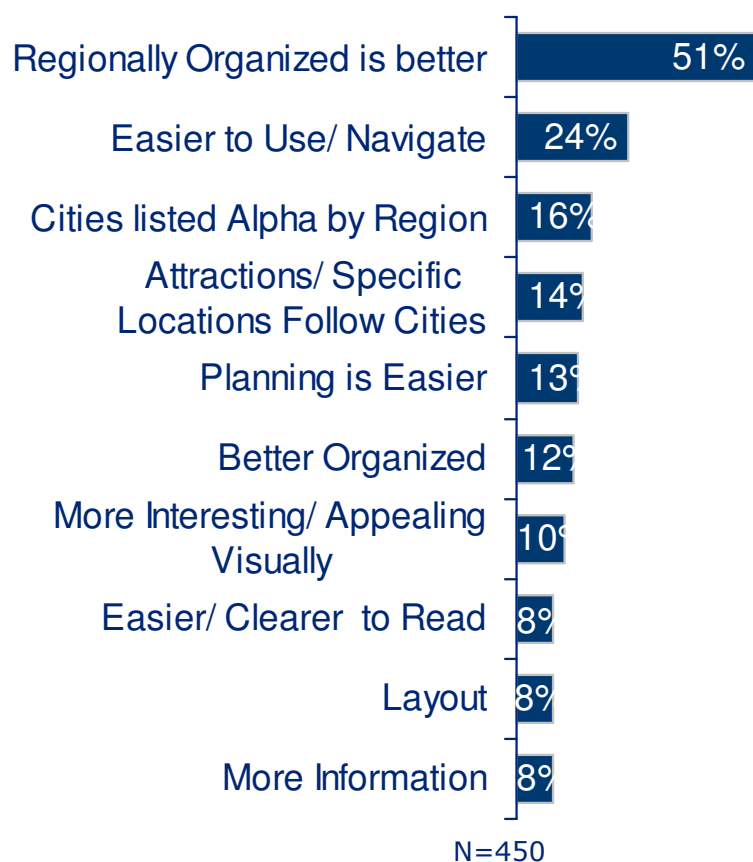
"Recommended places and award winners. Also the state's own restaurants. And the type of food served there, address, and telephone number."

"Pricing, to get the best value. Location, so you are close to where you want to be and if they have free breakfast, pools, hot tub and such"

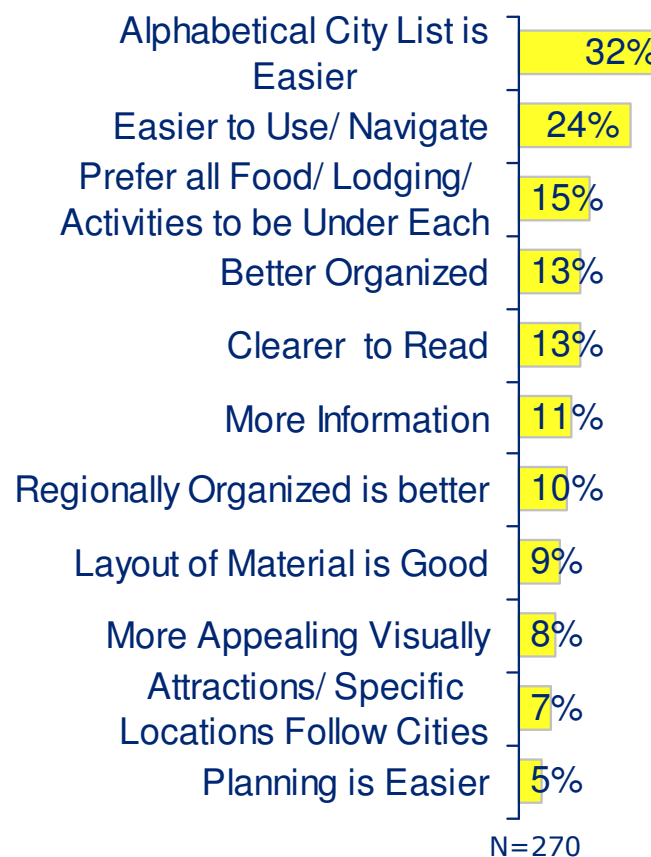
Why Prefer 2009 Guide

- The 2009 is preferred mainly because it is regionally organized, while a smaller number preferred 2007 city list being in alphabetical order
- Equal numbers cited the two guides being easier to navigate

Prefer 2009



Prefer 2007



Why Prefer 2009 Guide by Gender

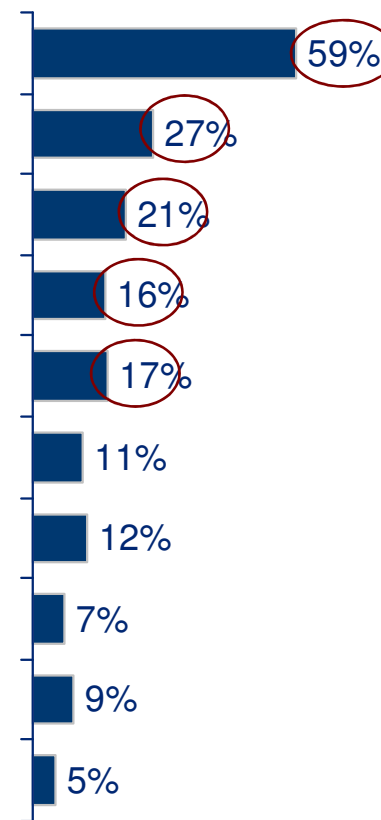
- Women gave more reasons for preferring the 2009 guide than men—regionally organized

Men who Prefer 2009



N=135

Women who Prefer 2009

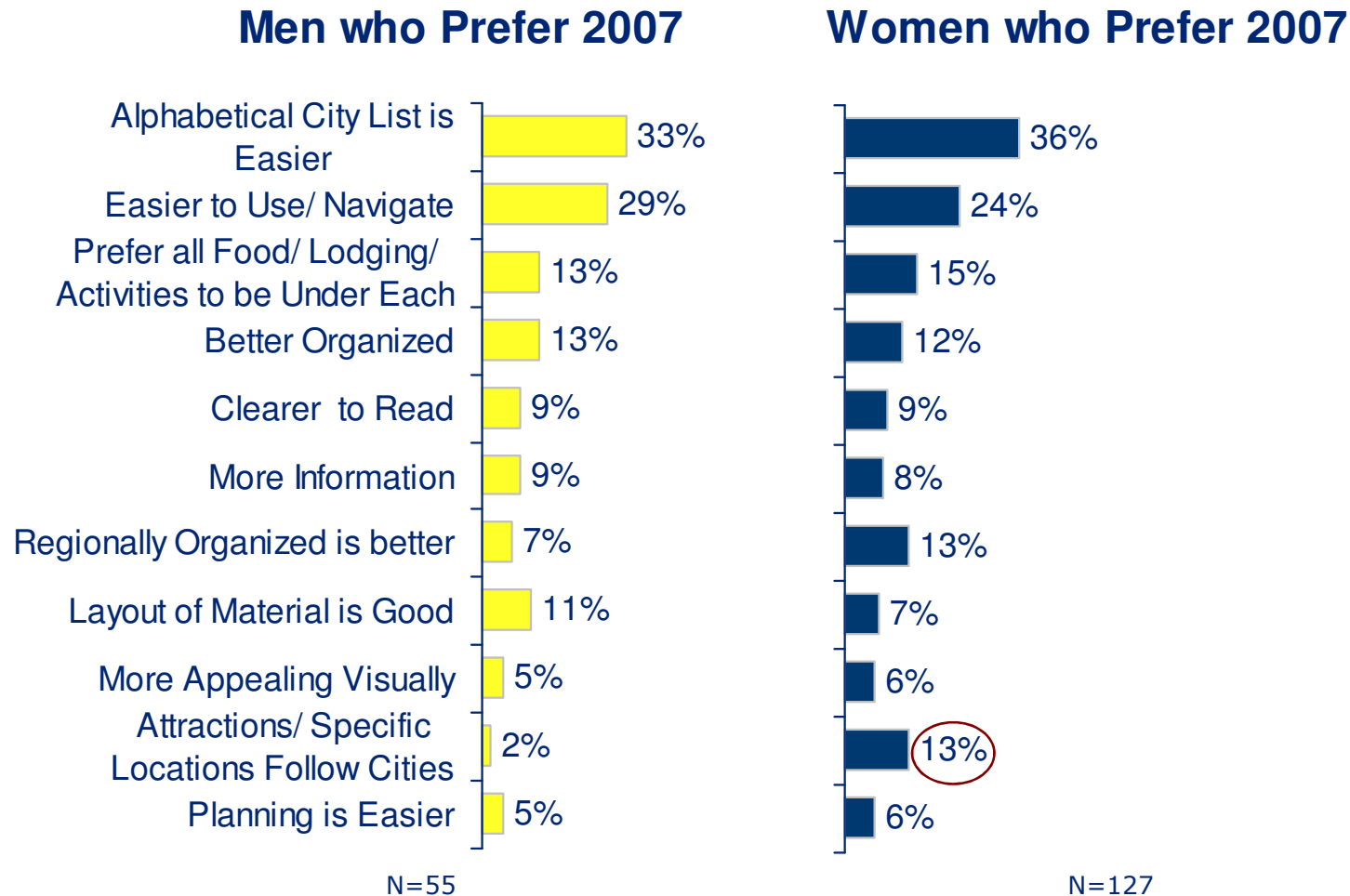


N=231

Circles indicate significantly higher than corresponding group

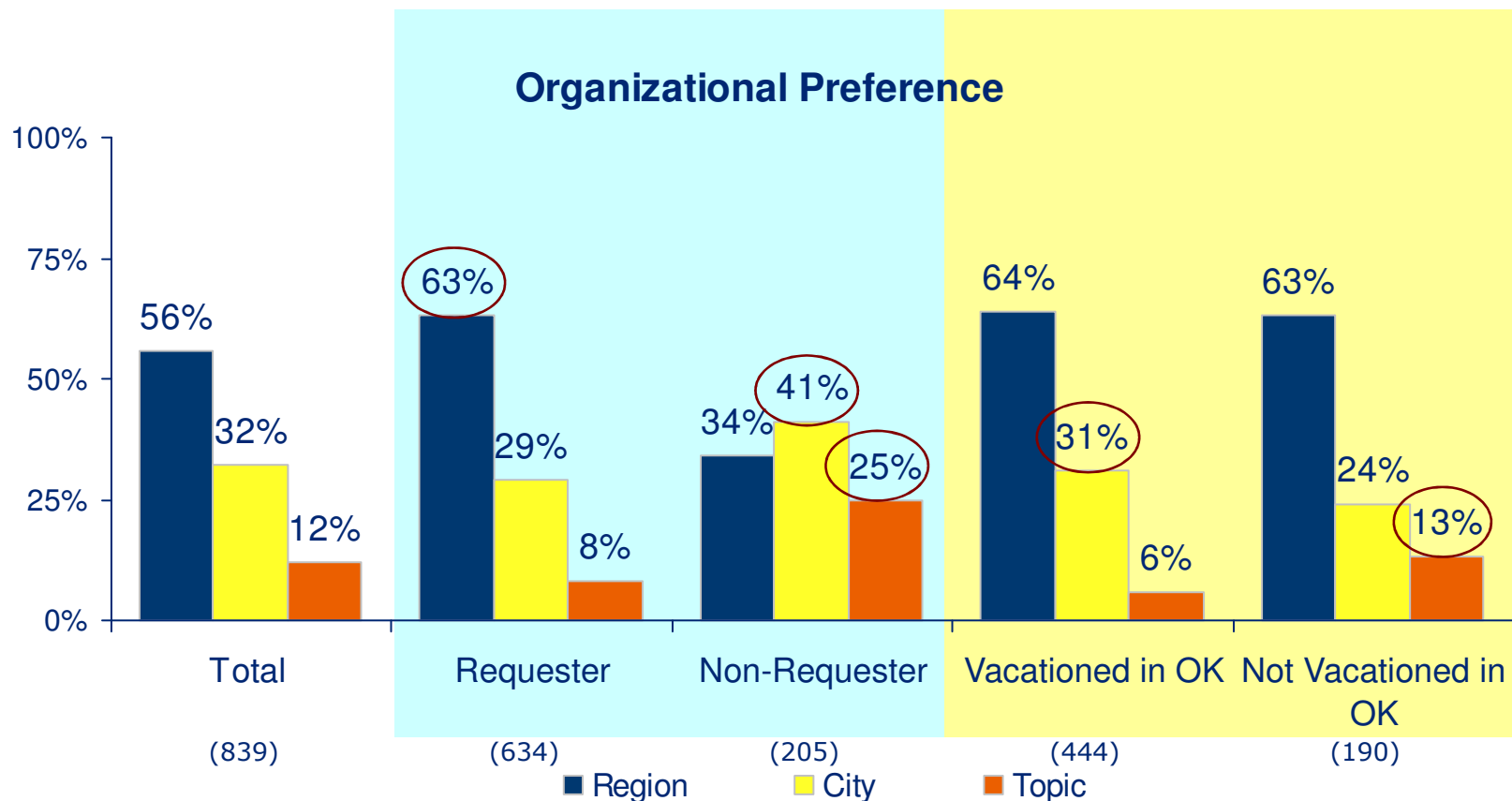
Why Prefer 2007 Guide by Gender

- With the 2007 guide, women only differed from men in a preference for having the attraction information right near the cities



Content Organization

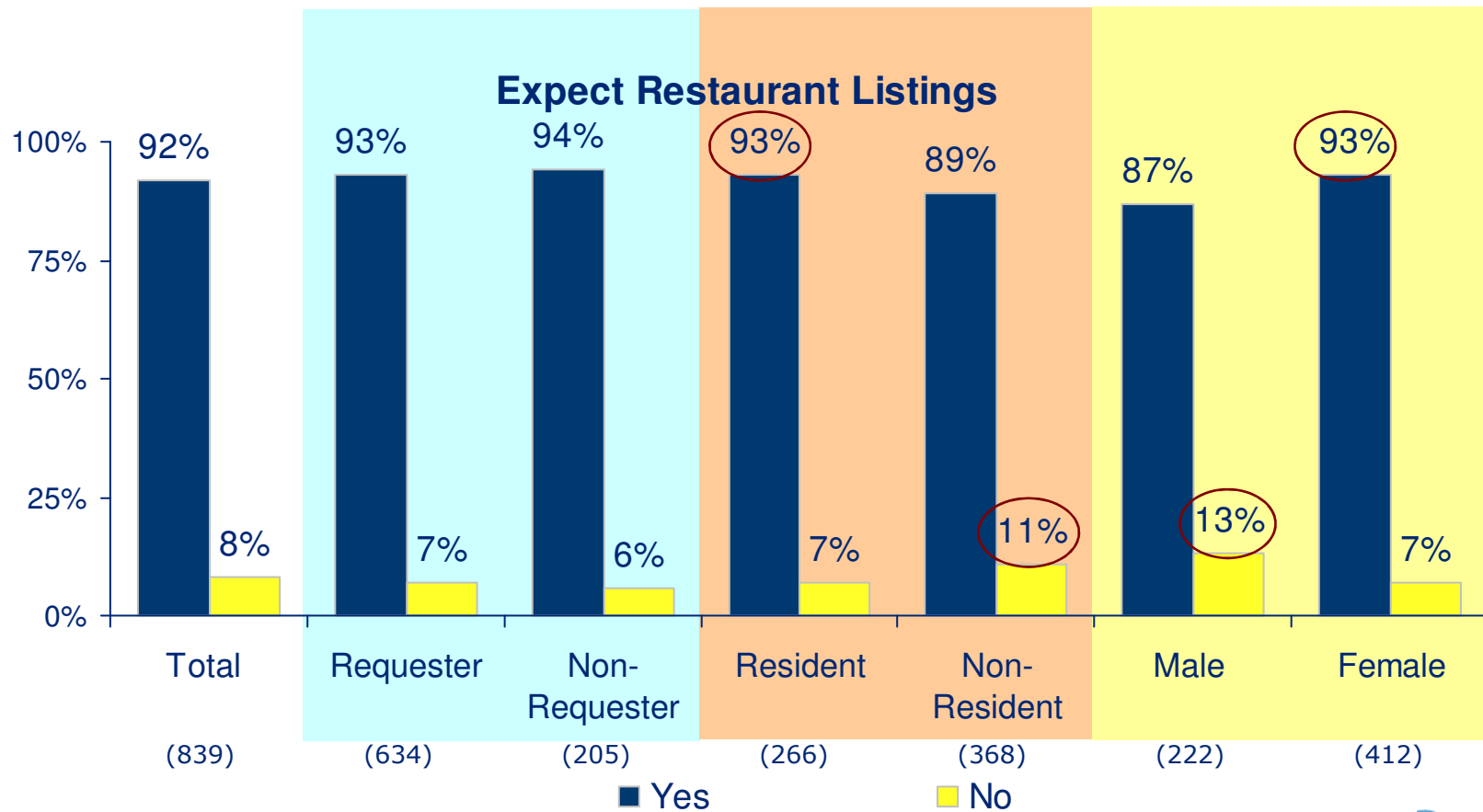
- Organizationally, requesters strongly prefer sorting by region
- Both those who vacationed in Oklahoma and those who have not strongly prefer sorting by city



Circles indicate significantly higher than corresponding group

Restaurant Listings

- All groups expect to see a restaurant listing in the travel guide, particularly Oklahoma residents and women

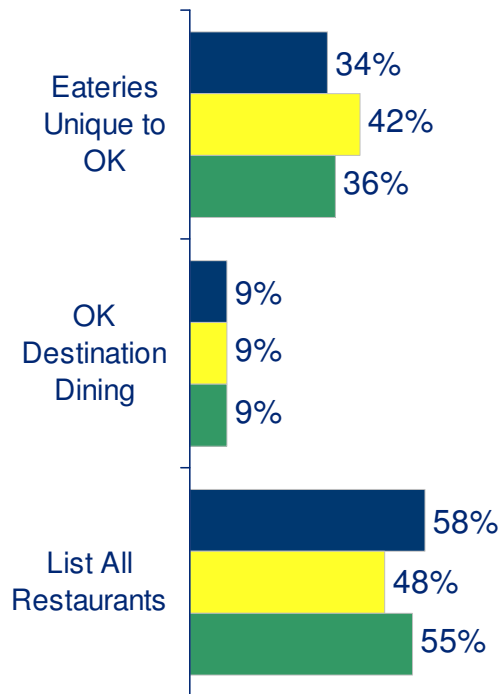


Circles indicate significantly higher than corresponding group

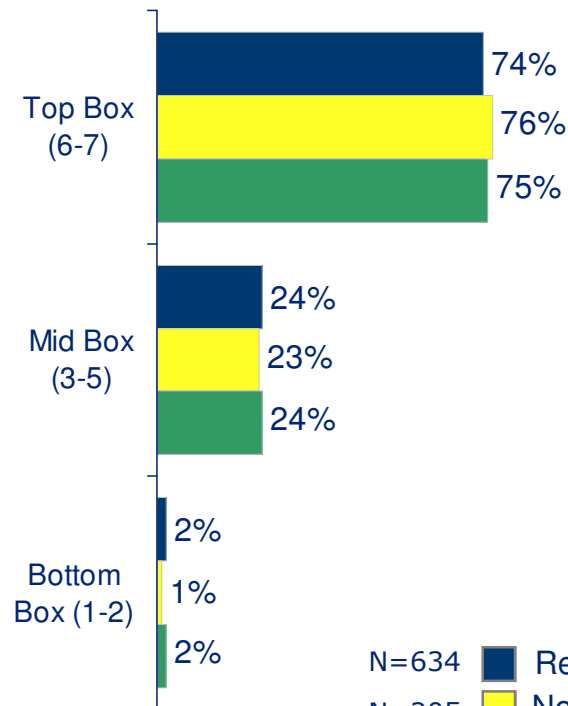
Restaurant Listings - Requesters

- While most people want all restaurants listed, many are especially interested in eateries that are unique to Oklahoma
- Restaurant listing could be added incentive for people to take the guide along with them on the trip

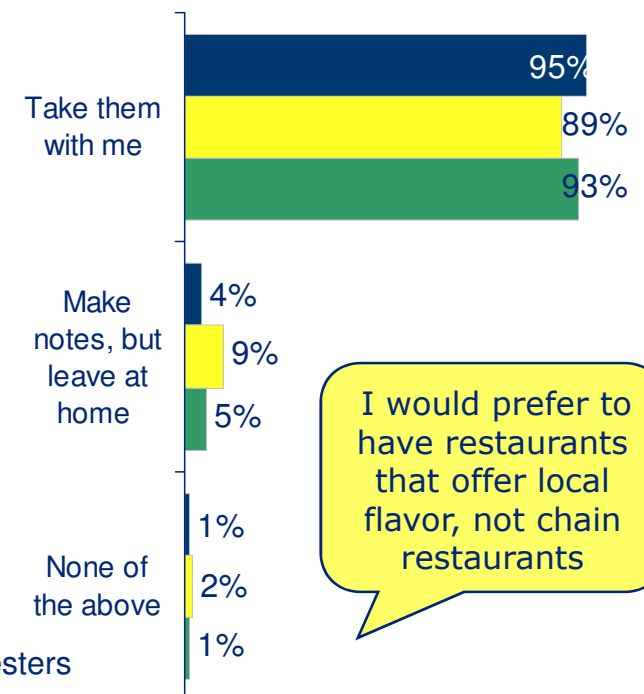
What would you expect to be included in the restaurant listings?



How useful would it be to see a listing of unique to Oklahoma eateries?



How would you use the restaurant listings?



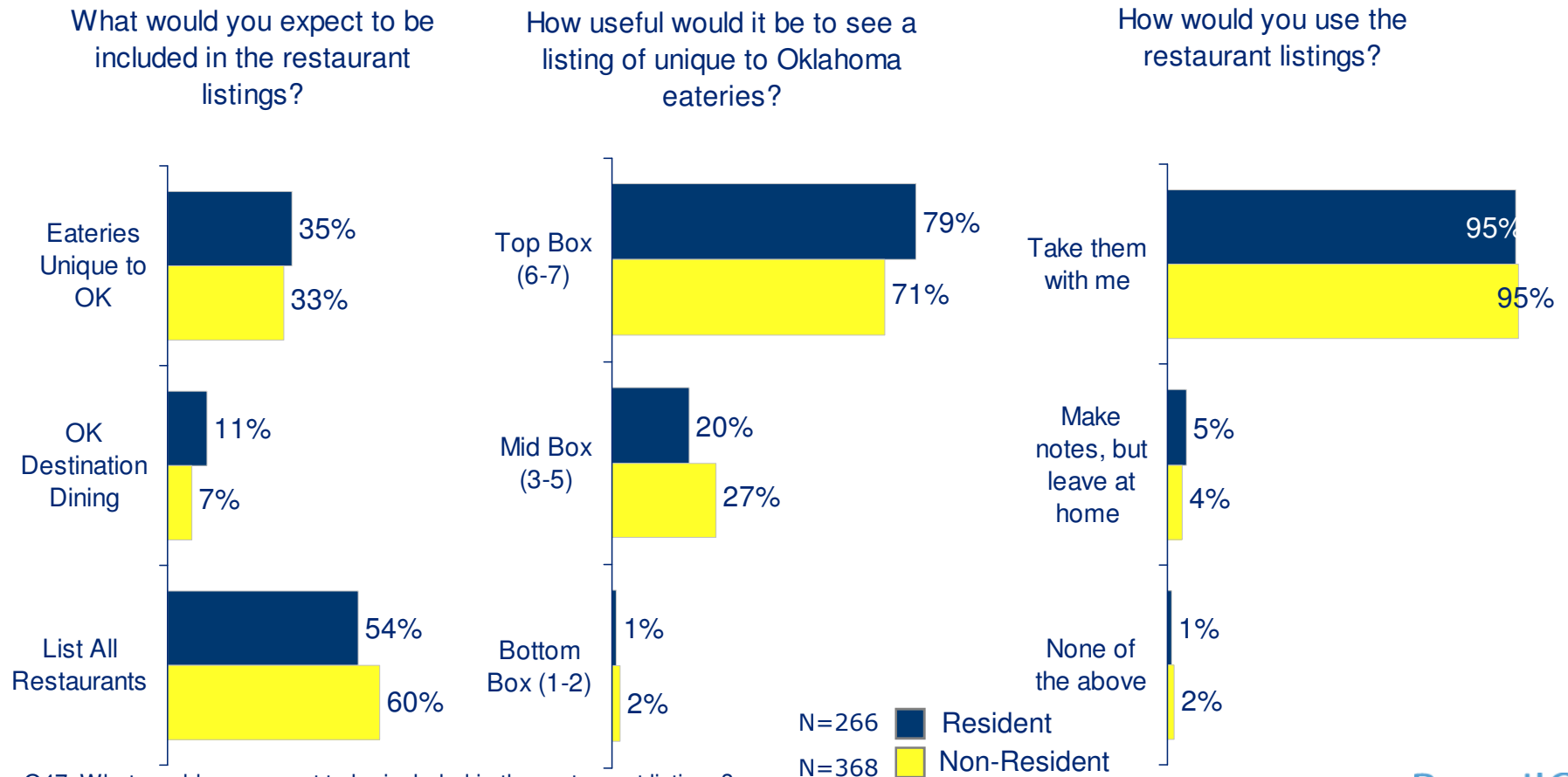
I would prefer to have restaurants that offer local flavor, not chain restaurants

N=634 Requesters
 N=205 Non-Requesters
 N=839 Total

Circles indicate significantly higher than corresponding group

Restaurant Listings - Residents

- Similar to the requesters/non requesters, both residents and non-residents want all restaurants listed, and in particular, those unique to Oklahoma



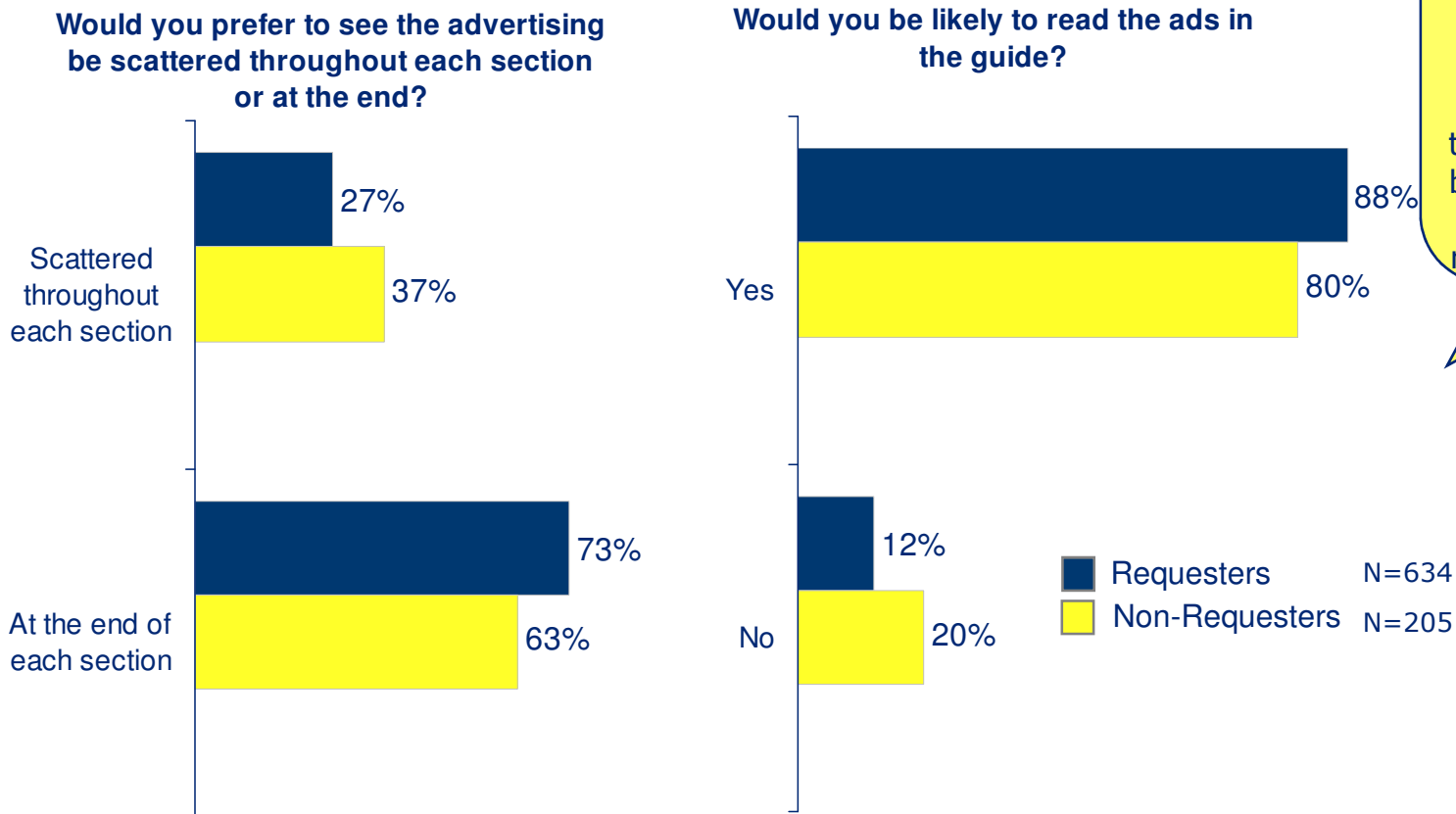
Q47. What would you expect to be included in the restaurant listings?

Q48. How would you use the restaurant listings? (select one) *Circles indicate significantly higher than corresponding group*

Q49. How useful would it be to see a listing of unique to Oklahoma eateries/ destination dining?

In-Guide Advertising

- Both requesters and non-requesters prefer the advertising at the end of the section, and say they would be likely to read ads there since they find them informational
- Mid-section advertising makes navigation more difficult



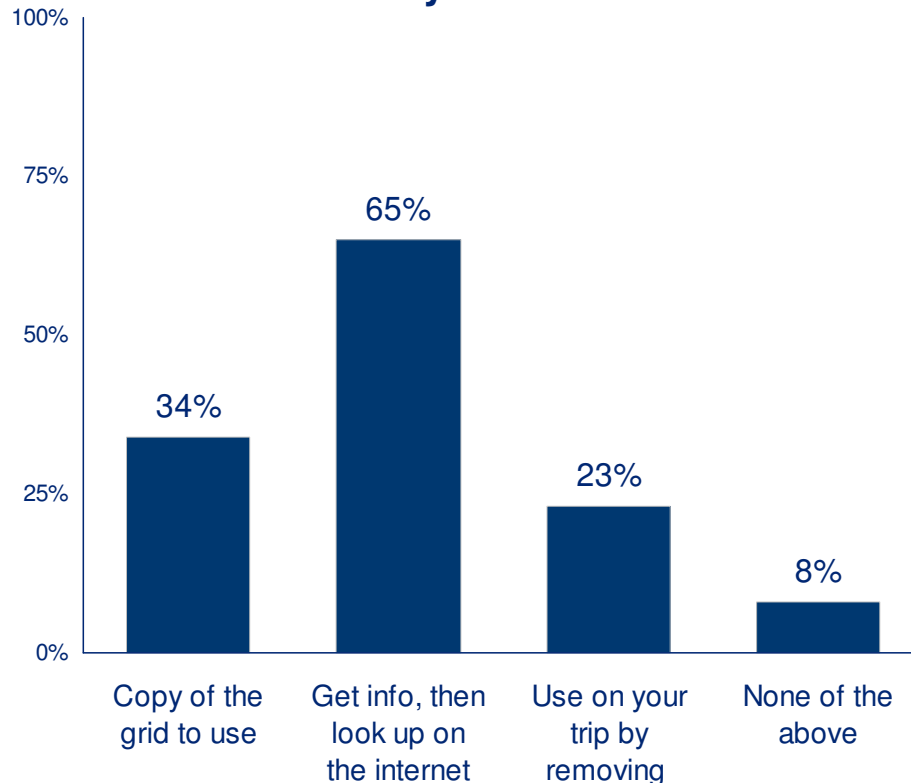
"I didn't like how there were pages of ads mixed in with the city listings. It made it very hard to flip through and find things. I like the ads all being in one section, or at the end of each region, like in the 2009 one."

77 Q50. Would you prefer to see the advertising be scattered throughout each section of the guide or at the end of each section?
 Q51. Would you be likely to read the ads in the guide? *Circles indicate significantly higher than corresponding group*
 Q52. Why do you say that?

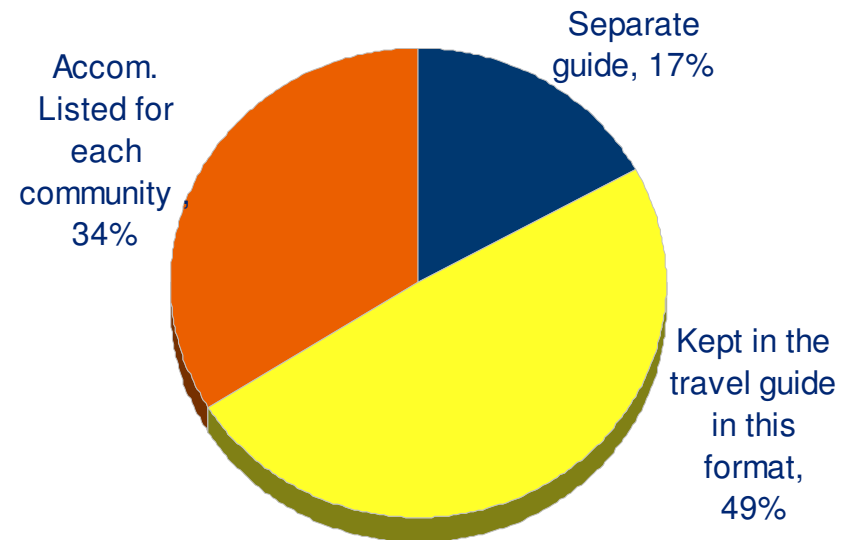
Total – Accommodations Grid Usage

- Nearly half of the people prefer the travel guide to keep the accommodation grid the way it is now. However, several are open to splitting it up for each community, but in a similar layout

How Would you use the Grid?



How would you prefer the Grid to be presented?



Total Sample Base=838

Q54. Would you use this accommodations grid...?

79 Q55. How would you prefer the lodging information be presented?

Accommodation Information

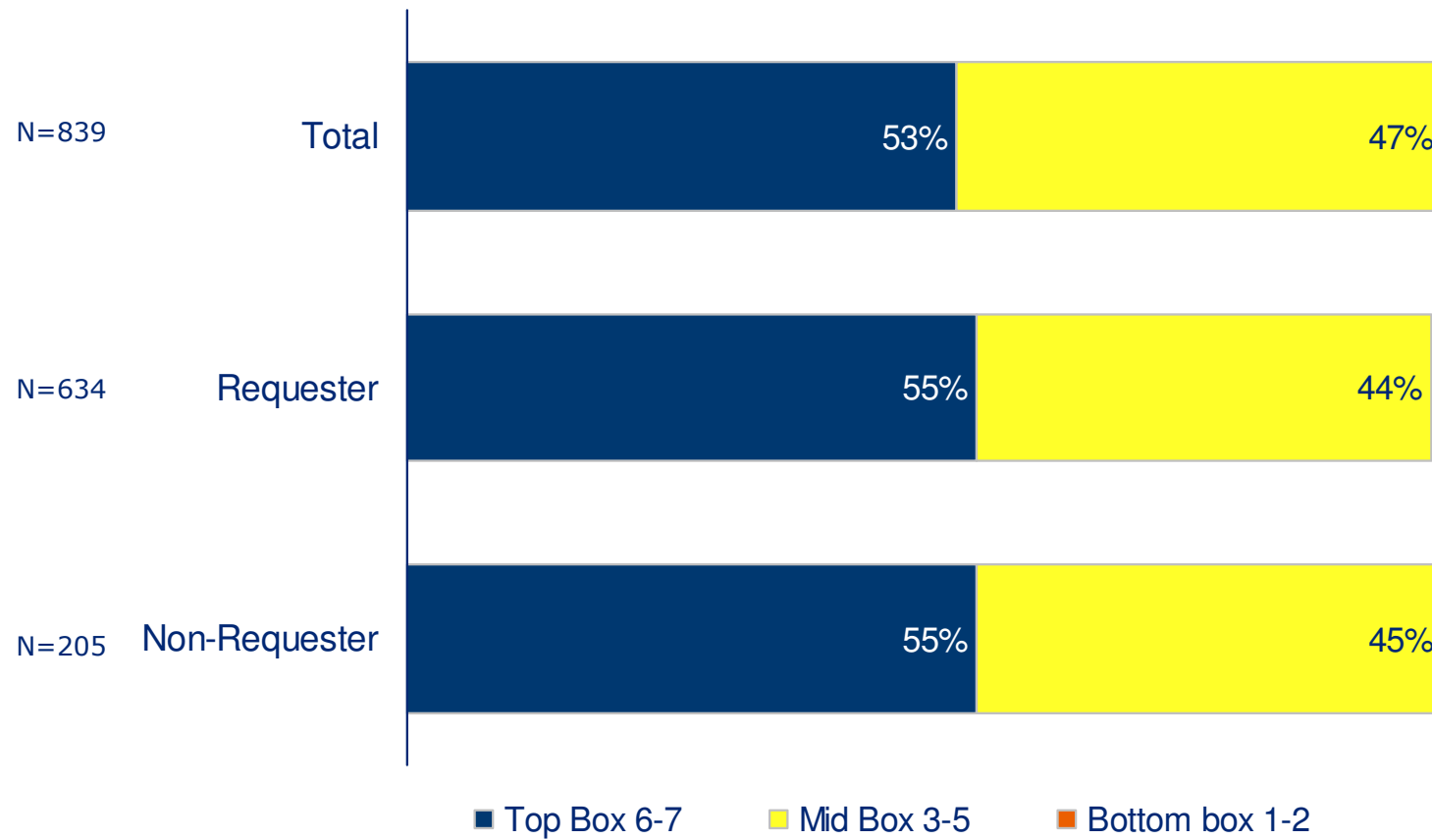
- In the second phase of the research, consumers were asked what information is important to them when selecting where to stay. Most said they would like to have price range information and to know something about the amenities and facilities offered

	Important to me	Not Important to me
Amenities and facilities	X	
Price range	X	
Email address of accommodation		X

Travel Guide Impact

- More than half said they feel more positive about Oklahoma after having seen the travel guides – no-one felt less positive

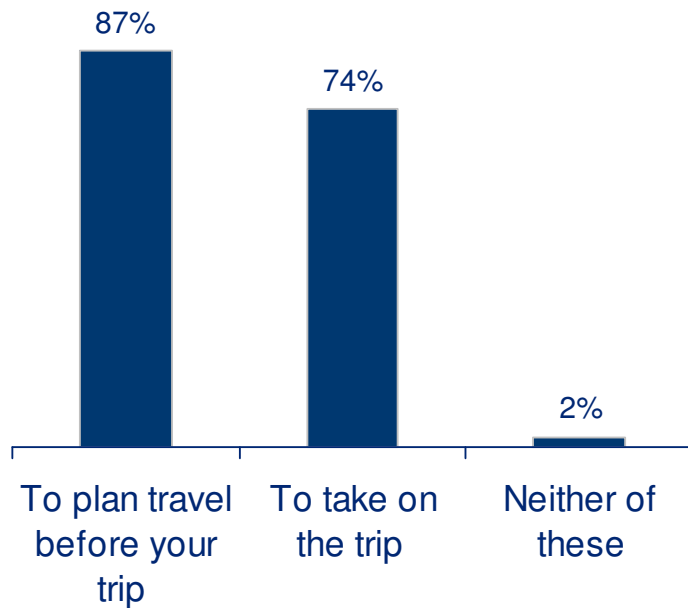
Change in Feelings Toward Oklahoma



81 Q56. Thinking now about all you have seen of the Oklahoma travel guides, please rate how your feelings towards Oklahoma changed, positively or negatively. (select one)

Travel Guide Use

Would you use this guide?



	Preferred Form
Would definitely want a physical copy of this guide	60%
Would expect it to be available as a physical guide and be downloadable from the Internet	35%
Would prefer it to be downloadable from the Internet	5%

	How would you verify information
The internet	64%
By phone	27%
Did/Would not verify	7%
None of the above	2%

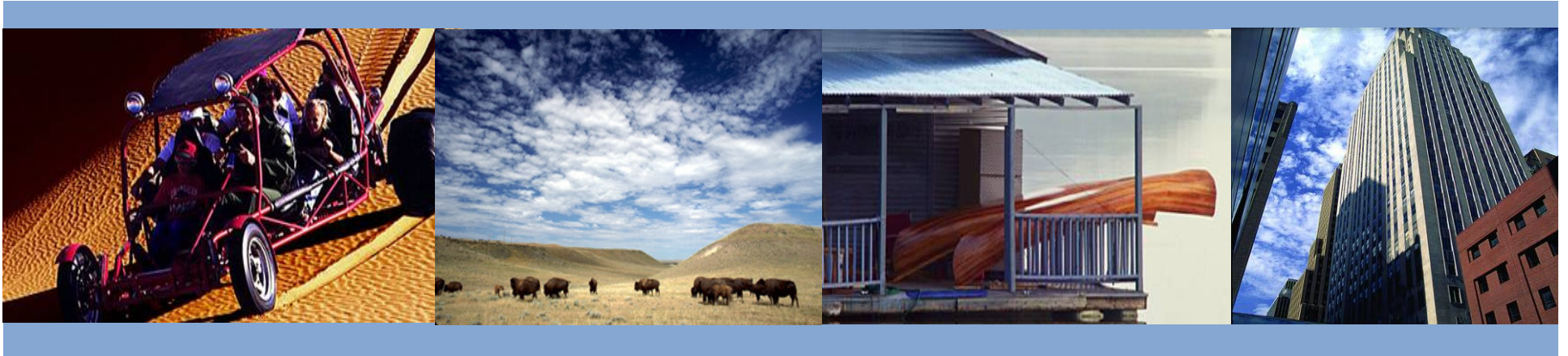
Total Sample Base=839

Q58. Would you use this guide...? :

Q59. Would you prefer to have a physical copy of this guide, or to have it be downloadable from the Internet so you could print out the guide or individual pages as you need them?

82

Q60. How would you verify event dates, restaurants, and or accommodations prior to traveling?



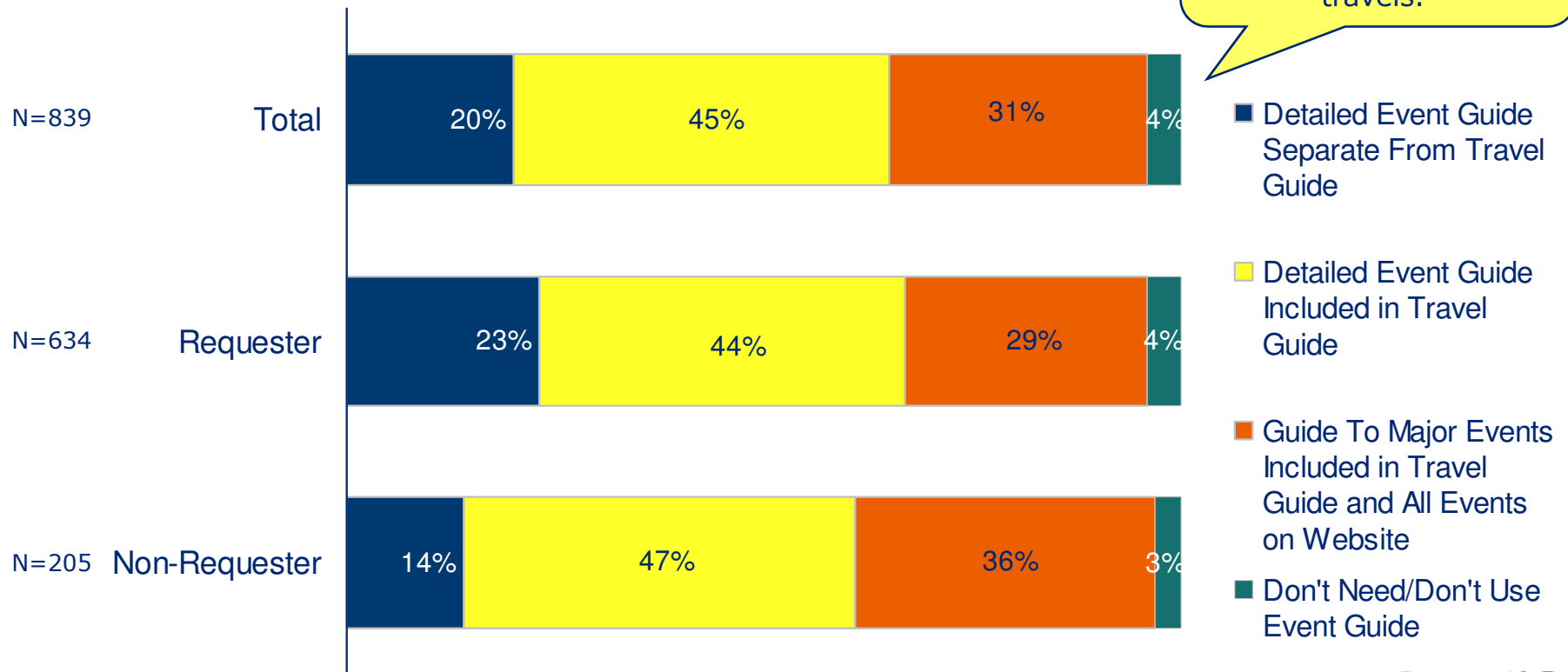
Oklahoma Event Guide

Event Guide Preference (Requesters)

- Requesters and non-requesters both agree that the event guide is best when included in the travel guide. 1 in 5 requesters would like to see all the information in a separate event guide
- Non-requesters prefer that only the major events are in the travel guide with the rest on the website.

"A separate Event Guide would be wonderful to have on hand during our travels."

Event Guide Use Preference

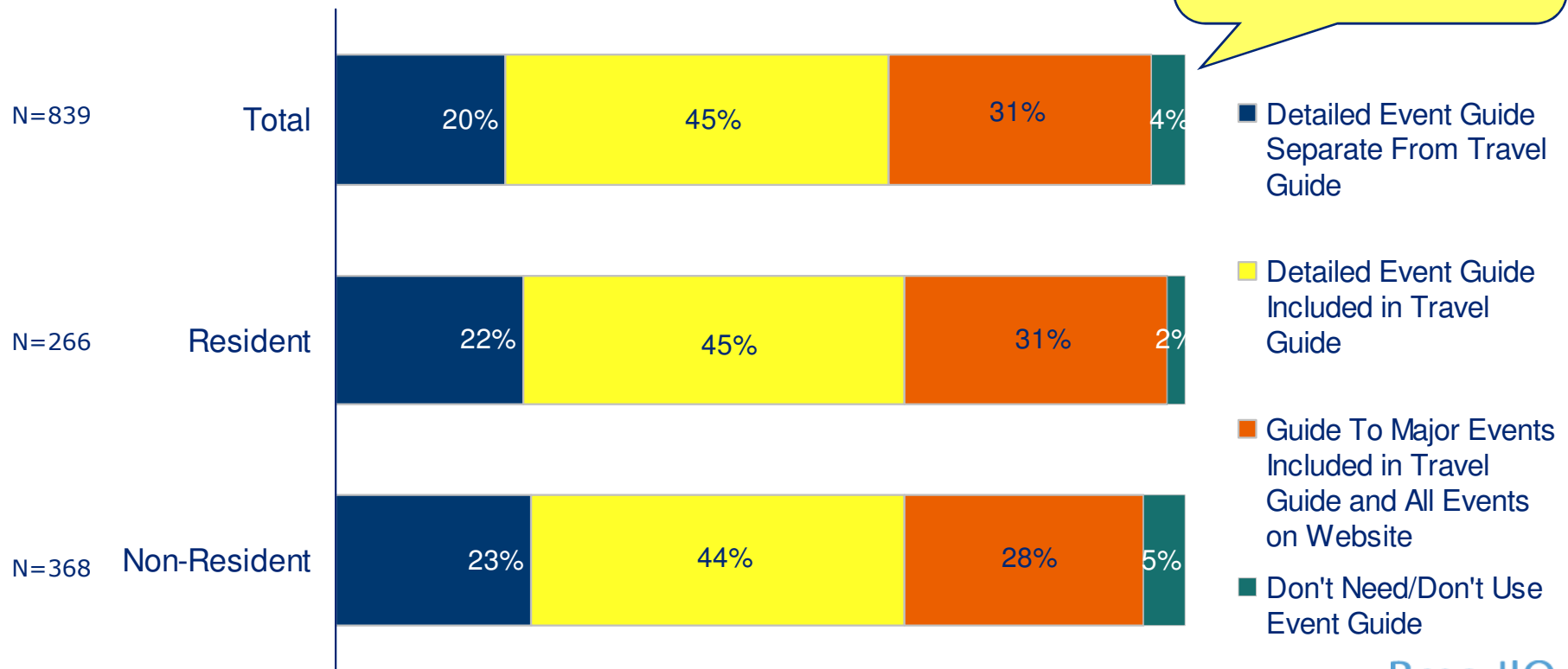


Event Guide Preference (Residents)

- The preference for the event guide being included in the travel guide applies to both residents and non-residents – with many being satisfied with only the major events being in the guide and the rest on the website

“ I would rather have it all in one book but if not I would probably go online to find what I want.”

Event Guide Use Preference



Event Guide Preference (Gender & Age)

- Males preferred a separate event guide more often than females – even then less than a third did so
- The 35-54 age group preferred only the major events to be listed in the guide with the rest being online while the oldest group reported that they were the least likely to use/need the guide at all

	Male	Female	Under 34	35-54	55 Plus
n=	222	412	122	286	220
Detailed events guide available separately from the travel guide	27%	20%	22%	21%	25%
Detailed events guide included in the travel guide	40%	47%	51%	42%	44%
Guide to major events included in the travel guide and all events available on the website	30%	29%	25%	34%	25%
Don't use/need the events guide	3%	4%	2%	2%	6%

Circles indicate significantly higher than corresponding group

86 Q61. Thinking now about how you might want to use information about upcoming events in Oklahoma, which of the following would you prefer?

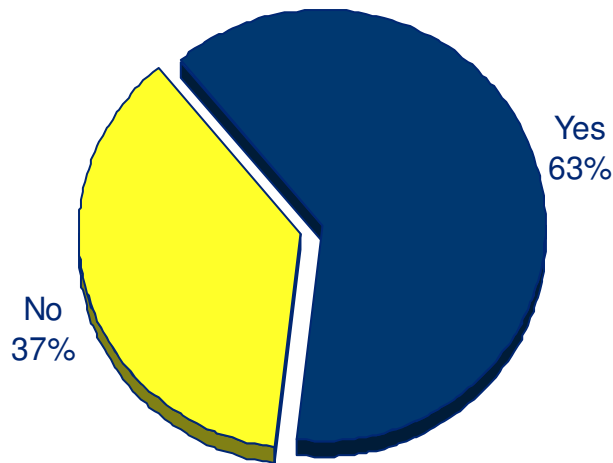
Event Guide – Regionally?

- In the second phase, people were told that many people had said they would like to see a guide to events throughout the year be incorporated in the main travel guide.
- They were then asked if they would prefer to see it as a single calendar or separate calendars to be included in each region
- More than half said they would want to see the event guide/list incorporated within each region to make planning easier.

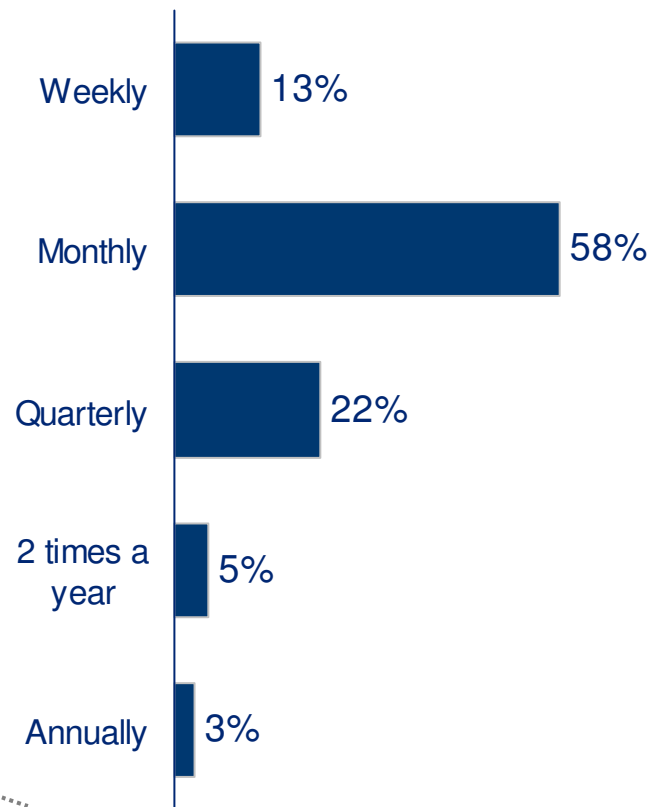
Event Update Mailing List

- There is considerable interest in events in Oklahoma, and 2/3 of the people reported that they would like to get monthly e-mailings on the topic

Would you like to sign up for a mailing list?



How often would you expect an email?



Total Sample Base=839

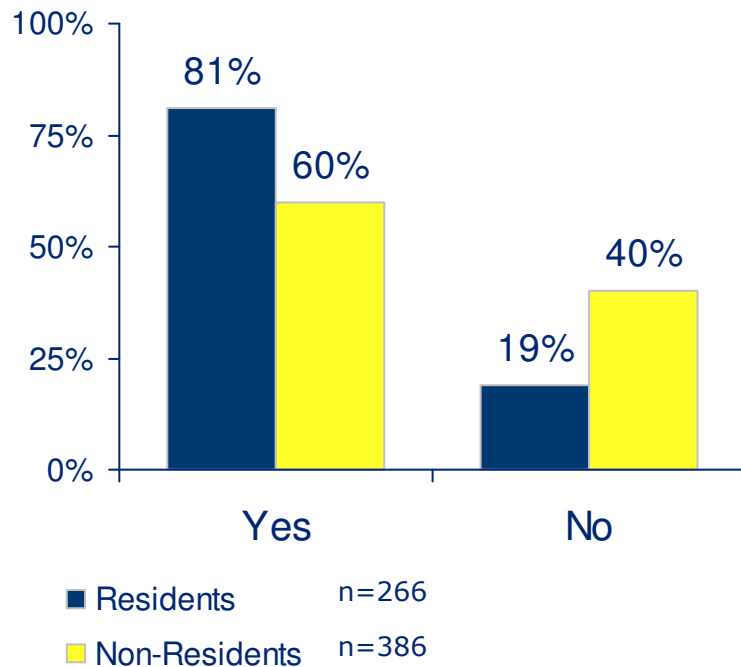
Q62. Would you like to be able to sign up for a mailing list to receive emails telling you of upcoming events in Oklahoma?

88 Q63. How often would you expect to receive this information by email?

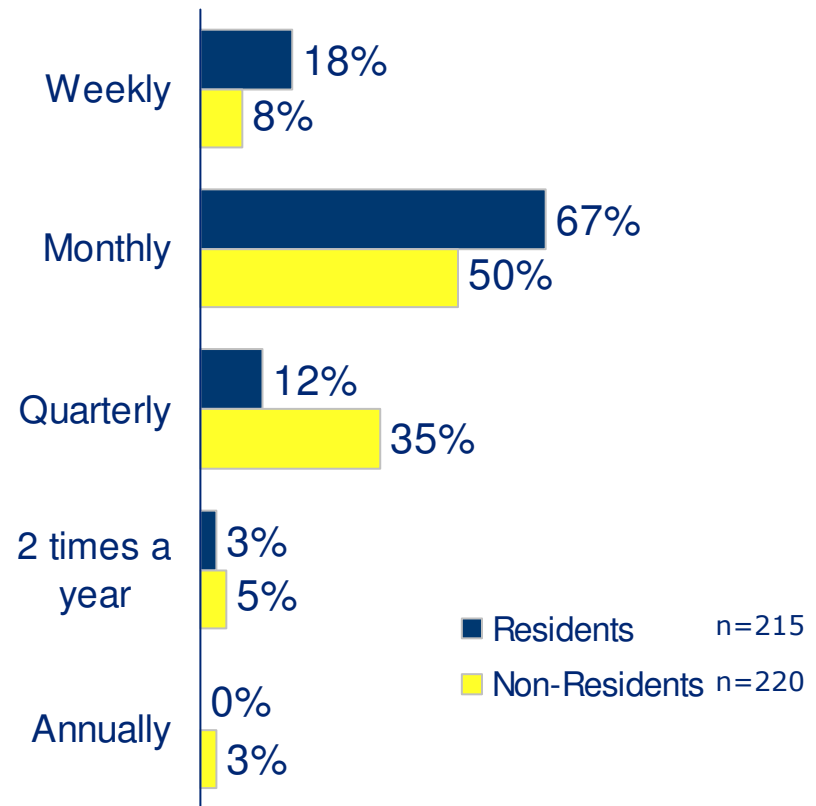
Event Update Mailing List

- More residents are interested to learn what is going on in their state
- Residents are interested in getting frequent mailings while non-residents would rather get less frequent mailings – monthly emails were more popular than quarterly

Would you like to sign up for a mailing list?



How often would you expect an email?



Total Sample Base=839

Circles indicate significantly higher than corresponding group

Q62. Would you like to be able to sign up for a mailing list to receive emails telling you of upcoming events in Oklahoma?

Q63. How often would you expect to receive this information by email?

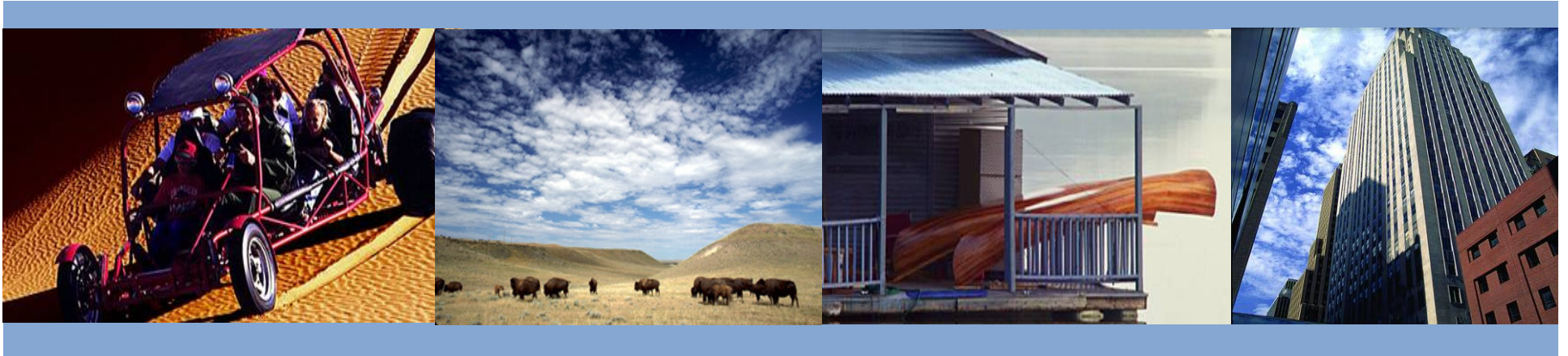
Event Guides and Web Use

- In the second phase of the study, when asked about using the event guide in conjunction with the Internet, the majority responded positively.
- Many said they would absolutely use the Internet to gain more information or to get a better description of the event and suggested blogs about the events as well. Using the Internet as a source for more detailed information is not a barrier for the majority
- However, concerns arose around the ability to access the Internet while traveling or for some seniors who do not access the Internet. Several respondents suggested a 1-800 number with a listing of monthly events with basic details as an additional solution

"I prefer the [Internet for] instant access instead of waiting for booklets to be mailed and I prefer researching things on my own instead of having to call places."

I would like to have provided a website to visit or a phone number listed to call to find out more info on an event I would be interested in attending.

"On the website you could include pictures, phone numbers, directions, etc. and really expand on certain events. You could also have previous visitors post their experiences that way to allow future visitors an inside peek at what to expect when attending certain events."

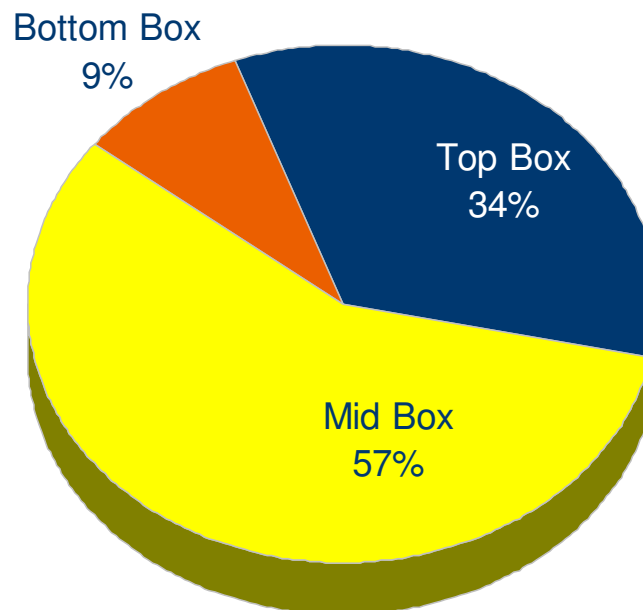


Additional Travel Research Information

Event Guide Online

- Most people interested in visiting Oklahoma would do so even if the event guide were only available online. These same proportions are present in both residents and non-residents of the state

Likelihood of Visiting/Traveling OK if the Event Guide Was Only Online

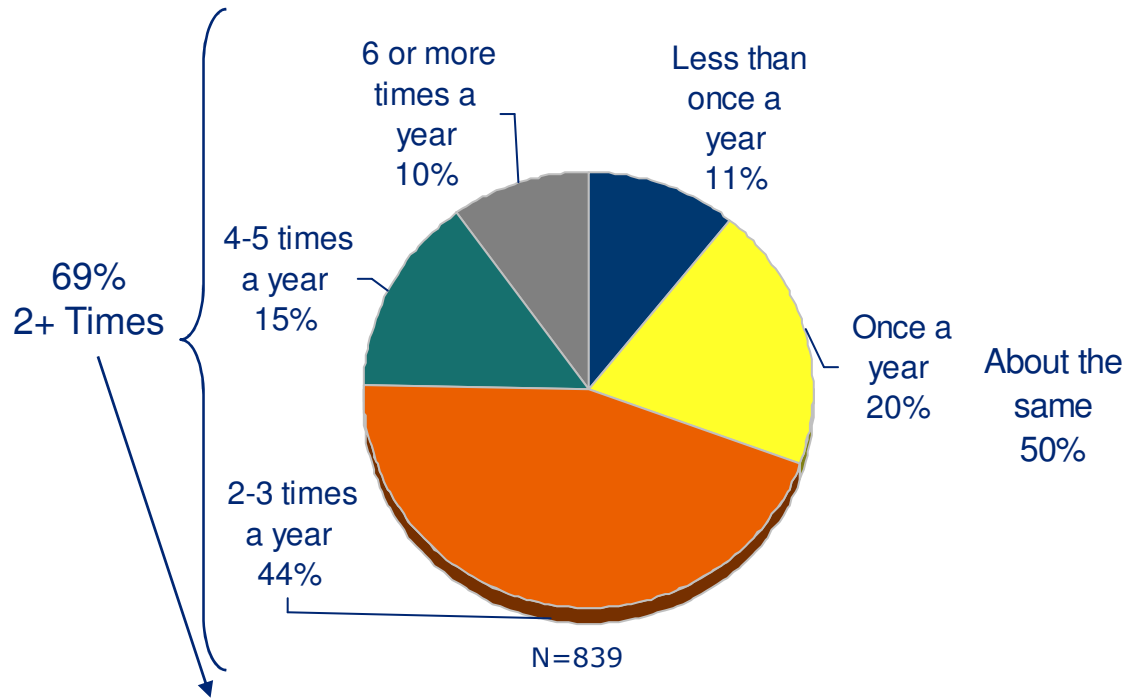


Base: 607

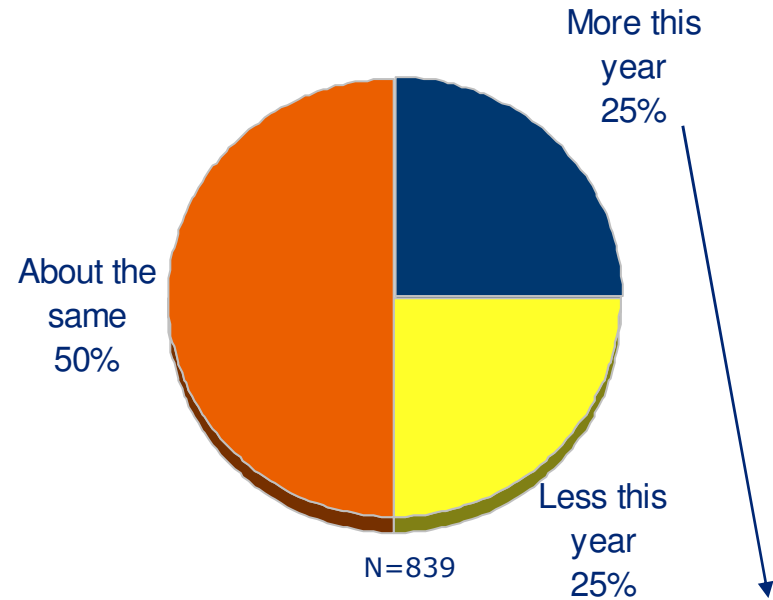
92 Q15. If the Oklahoma event guide was only available online, how likely would you have been to make plans to visit or travel around Oklahoma?

Travel Frequency

How often do you vacation?



Vacation this year?



- 83% among those who have vacationed in OK vacation 2+ times a year
- 64% among those who haven't vacationed in OK vacation 2+ times a year

- 25% of those who've vacationed in OK will vacation more this year (balanced by an equal number saying less)
- 28% of those who haven't vacationed in OK will vacation more this year

Total Sample Base=839

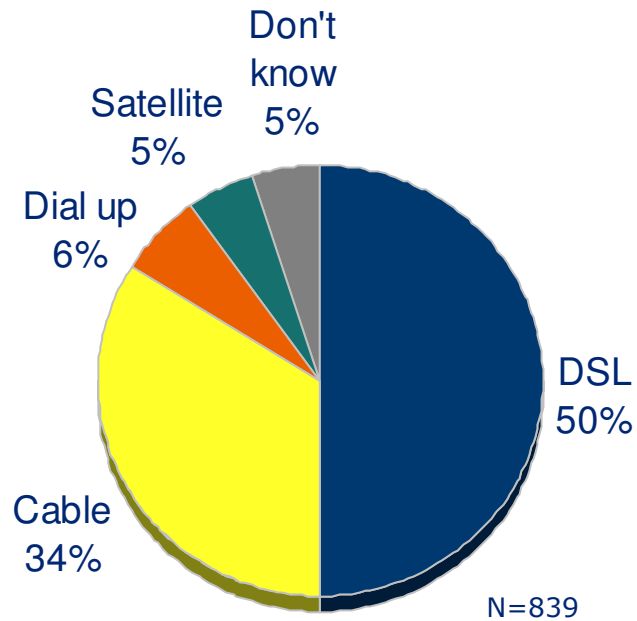
Q65. How often do you typically travel for leisure – including vacations and getaways?

Q66. Do you think you will travel more or less this year?

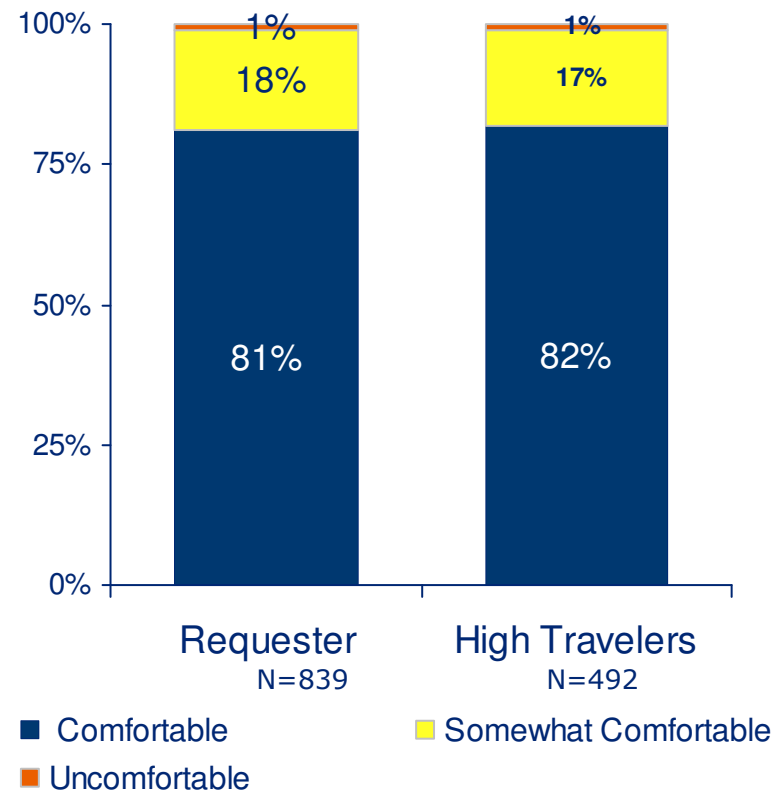
Internet Use

- Almost all survey participants had high speed Internet and were fairly comfortable using the Internet. This reinforces the opportunity to have more graphic/video and data intensive websites. Even nearly 70% the mall sample do have high speed access although they don't go online and are not necessarily comfortable on the Web

Internet Connections



Internet Comfort Level



Total Sample Base=839

Q67. What type of internet connection do you have at home?

Q9. Please rate your comfort level in using websites, such as Oklahoma's www.TravelOK.com website, to get the information that you need to plan your trip.

Travel Guide Requesters

- After receiving the guide, residents were more likely to visit a destination in Oklahoma than non-residents – especially among the under 35 year olds
- About half of the residents were asking for the guide for the first time but many more the non-residents had not asked for the guide before

	Resident	Non-Resident	Vacationed in OK	Not Vacationed in OK	Under 34	35-54	55 Plus
n=	266	368	444	190	122	286	220
First Year to request the Travel guide							
Yes	43%	76%	55%	79%	75%	58%	61%
Did you travel to Oklahoma after receiving the Travel guide?							
Yes	88%	64%	92%	34%	76%	76%	72%

Circles indicate significantly higher than corresponding group



Demographics

Overall Demographics

	Total	OK Guide Requester	OK Guide Non-Requester		Total	OK Guide Requester	OK Guide Non-Requester
<i>Base</i>	839	634	205	<i>Base</i>	839	634	205
		A	B			A	B
Gender				Marital Status			
Male	33%	35%	28%	Single	30%	27%	40%A
Female	67%	65%	72%	Married/ Partnered	70%	73%B	60%
Age				Have Children			
18-34	37%	20%	92%A	Yes	39%	36%	50%A
35-54	36%	45%B	7%	No	61%	64%B	50%
55+	27%	35%B	1%	Education			
Income				High School or less	15%	11%	30%A
<\$50K	40%	35%	52%A	Some College/ Associate's Degree	42%	42%	41%
\$50K+	60%	65%B	48%	Undergraduate Degree	23%	24%	18%
				Post Graduate Work	20%	23%B	12%

Demographics of OK Guide Requesters by Residence

	Total	OK Resident	OK Non-Resident		Total	OK Resident	OK Non-Resident
<i>Base</i>	839	266	368	<i>Base</i>	839	266	368
		A	B			A	B
Gender				Marital Status			
Male	33%	26%	41%A	Single	30%	26%	28%
Female	67%	74%B	59%	Married/Partnered	70%	74%	72%
Age				Have Children			
18-34	37%	23%	17%	Yes	39%	39%	34%
35-54	36%	52%B	41%	No	61%	61%	66%
55+	27%	25%	42%A	Education			
Income				High School or less	15%	9%	12%
<\$50K	40%	40%B	32%	Some College/ Associate's Degree	42%	45%	40%
\$50K+	60%	60%	68%A	Undergraduate Degree	23%	25%	24%
				Post Graduate Work	20%	21%	24%

A/B represent significantly higher than corresponding column at 95% confidence

Demographics of Guide Requesters by Past OK Vacation

	Total	Vacationed in OK	Have Not Vacationed in OK		Total	Vacationed in OK	Have Not Vacationed in OK
<i>Base</i>	839	444	190	<i>Base</i>	839	444	190
		A	B			A	B
Gender				Marital Status			
Male	33%	33%	39%	Single	30%	27%	26%
Female	67%	67%	61%	Married/Partnered	70%	73%	74%
Age				Have Children			
18-34	37%	20%	17%	Yes	39%	38%	31%
35-54	36%	46%	45%	No	61%	62%	69%
55+	27%	34%	38%	Education			
Income				High School or less	15%	9%	14%
<\$50K	40%	35%	36%	Some College/ Associate's Degree	42%	44%	39%
\$50K+	60%	65%	64%	Undergraduate Degree	23%	24%	24%
				Post Graduate Work	20%	23%	23%

Vacationer Demographics of OK Guide by Requesters

	Total	Use 3 Or More Sources To Plan	Requested Other States' Guides	Travel 2+ Times A Year		Total	Use 3 Or More Sources To Plan	Requested Other States' Guides	Travel 2+ Times A Year
<i>Base</i>	839	239	430	492	<i>Base</i>	839	239	430	492
Gender					Marital Status				
Male	33%	38%	40%	37%	Single	30%	22%	27%	25%
Female	67%	62%	60%	63%	Married/ Partnered	70%	78%	73%	75%
Age					Have Children				
18-34	37%	17%	17%	18%	Yes	39%	35%	35%	35%
35-54	36%	48%	46%	45%	No	61%	65%	65%	65%
55+	27%	35%	37%	37%	Education				
Income					High School or less	15%	9%	9%	9%
<\$50K	40%	30%	32%	31%	Some College/ Associate's Degree	42%	38%	43%	42%
\$50K+	60%	70%	68%	69%	Undergraduate Degree	23%	31%	26%	27%
					Post Graduate Work	20%	22%	23%	23%

Vacationer Demographics of OK Guide by Non-Requesters

	Total	Vacationed in OK	Have Not Vacationed in OK	Travel 2+ Times A Year		Total	Vacationed in OK	Have Not Vacationed in OK	Travel 2+ Times A Year
Base	839	99	106	89	Base	839	99	106	89
		A	B				A	B	
Gender					Marital Status				
Male	33%	39%B	17%	28%	Single	30%	44%	36%	31%
Female	67%	61%	83%A	72%	Married/ Partnered	70%	56%	64%	69%
Age					Have Children				
18-34	37%	89%	94%	91%	Yes	39%	50%	49%	47%
35-54	36%	10%	4%	7%	No	61%	50%	51%	53%
55+	27%	1%	2%	2%	Education				
Income					High School or less	15%	34%	25%	22%
<\$50K	40%	55%	49%	43%	Some College/ Associate's Degree	42%	41%	41%	37%
\$50K+	60%	45%	51%	57%	Undergraduate Degree	23%	11%	24%A	22%
					Post Graduate Work	20%	13%	10%	18%

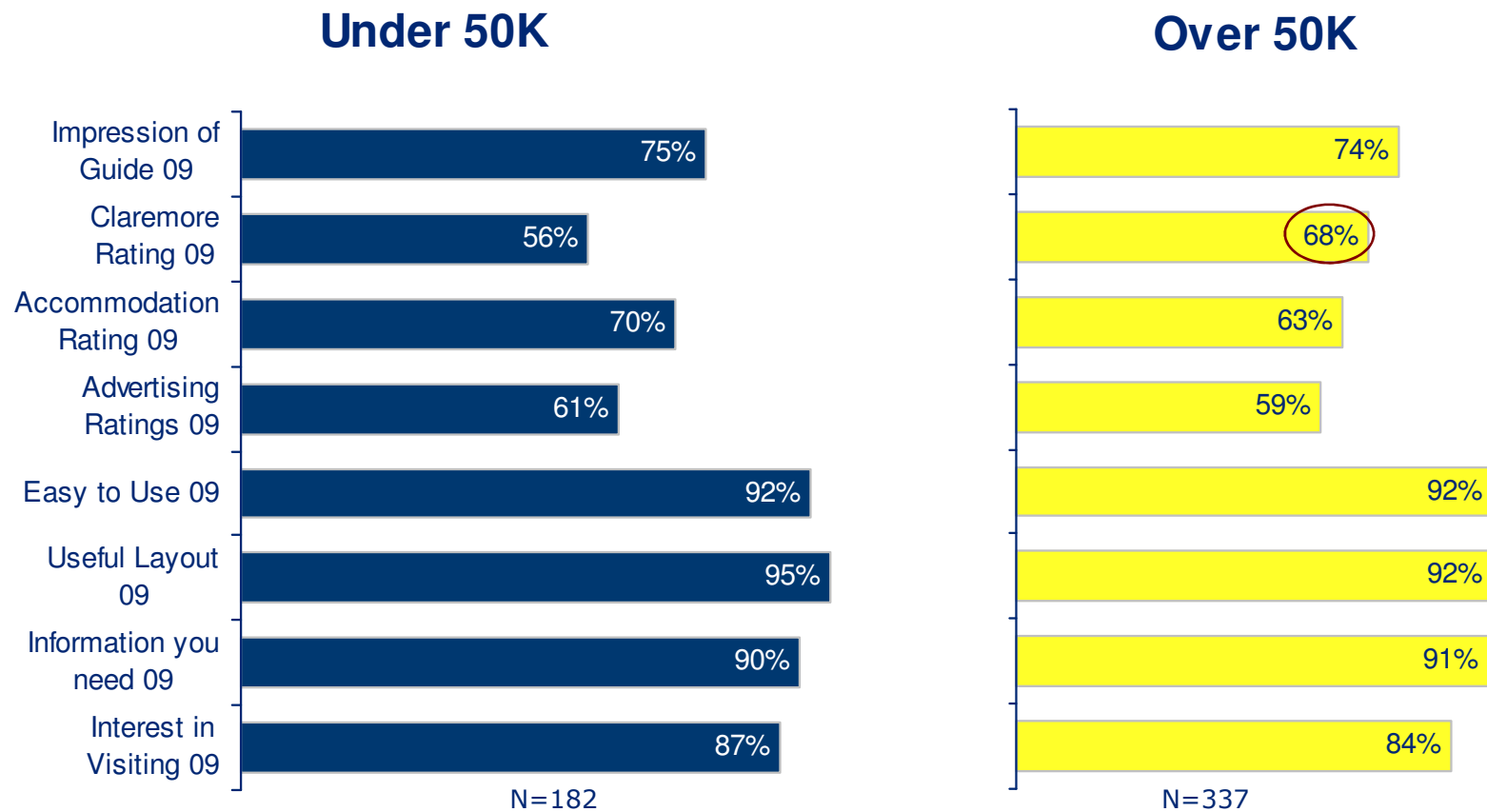


Appendix

- Additional Analyses -

2009 Usability Summary (Top 2 Box) (Income)

- Income does not seem to be a factor when it comes to the usefulness of or interest in the guide

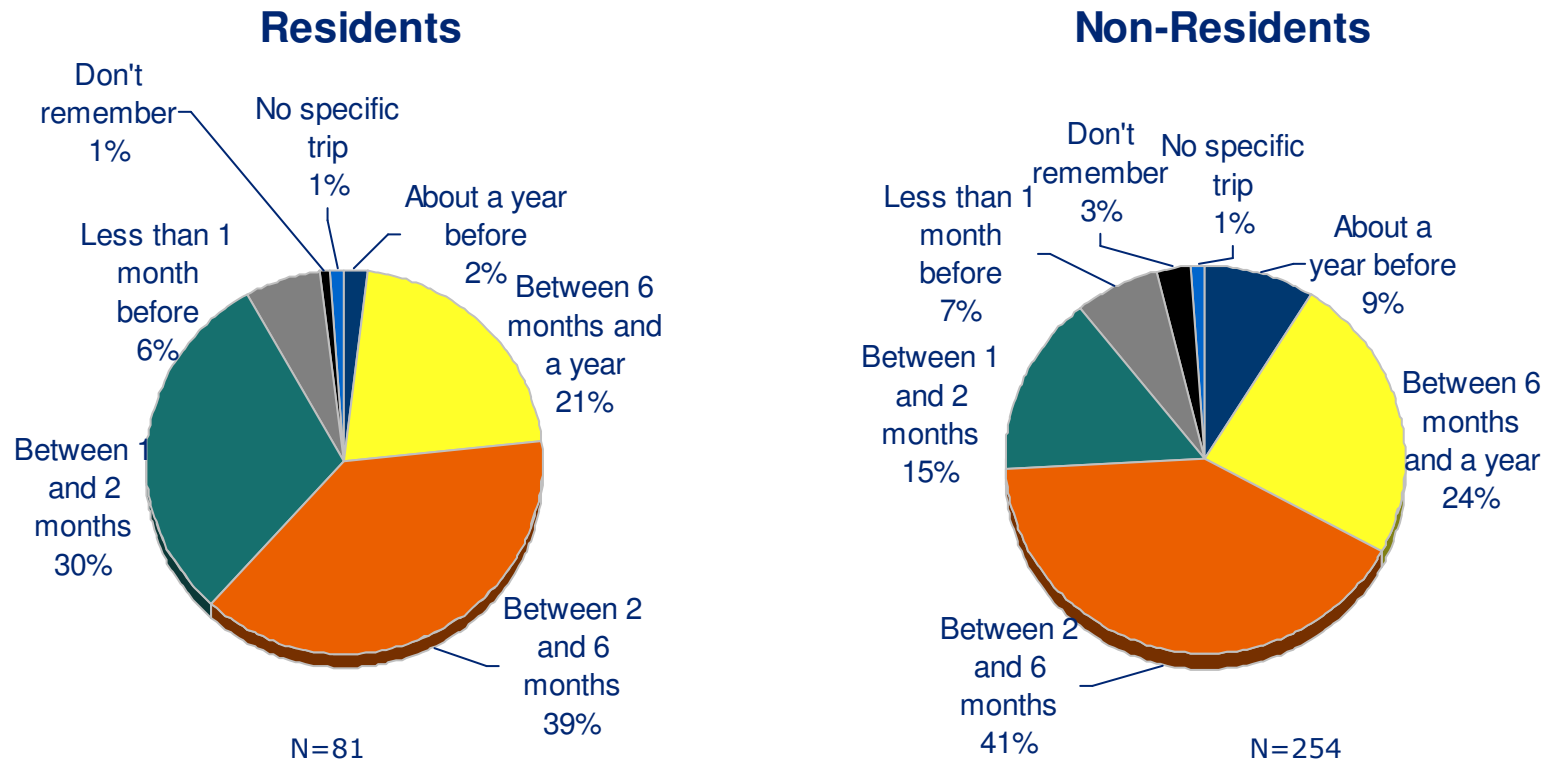


Circles indicate significantly higher than corresponding group

Guide Request Turnover Time

(Resident vs. Non-Resident Comparison)

- Those who requested the guide are most likely to use the guide 2 to 6 months before they plan to act on the information held within that guide

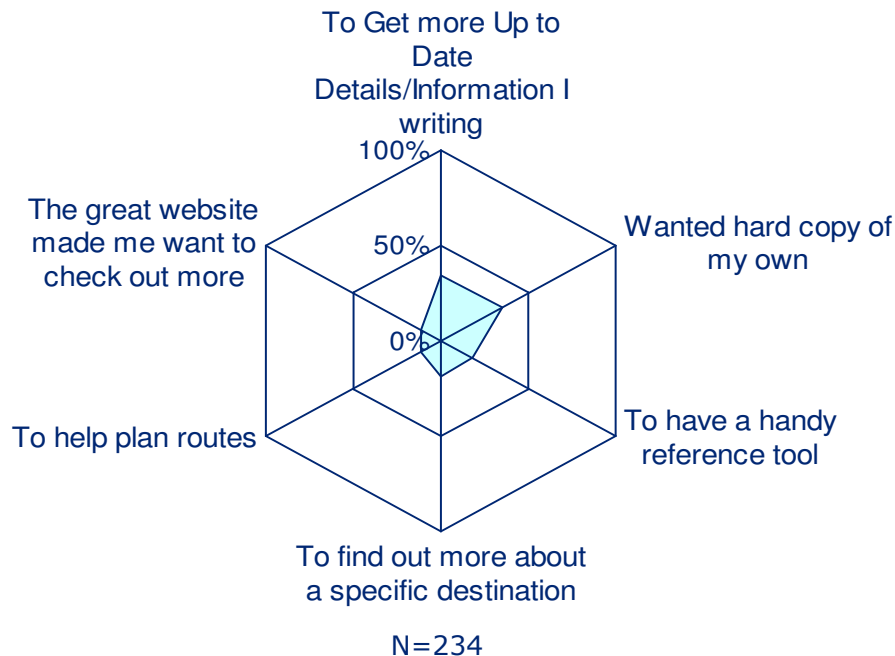


Guide Requests After Website Visit

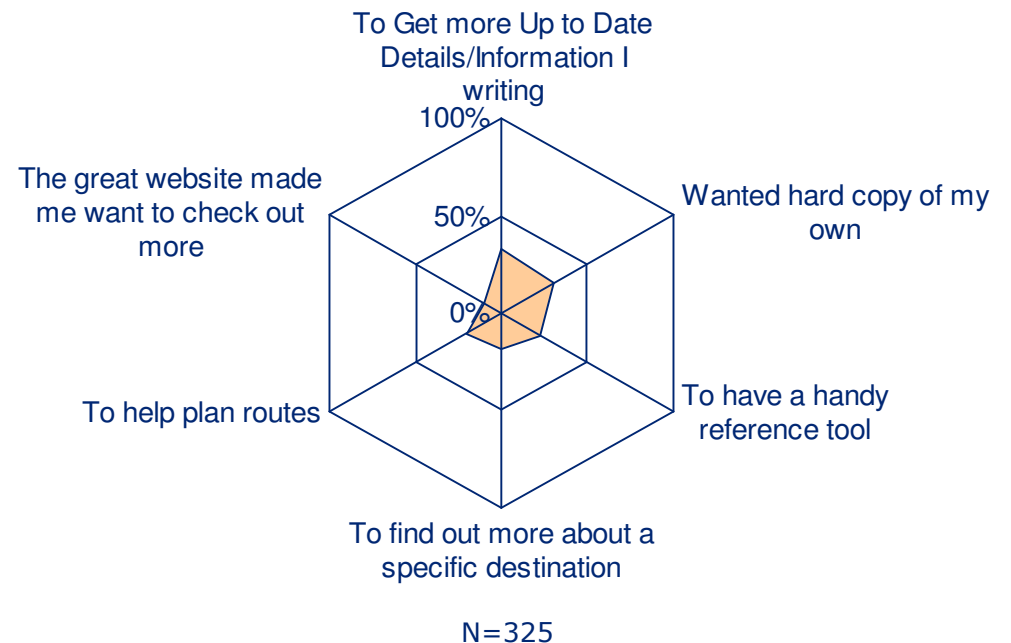
(Resident vs. Non-Resident Comparison)

- The reasons for resident and non-resident requesting the guide after website use are similar

Residents



Non-Residents



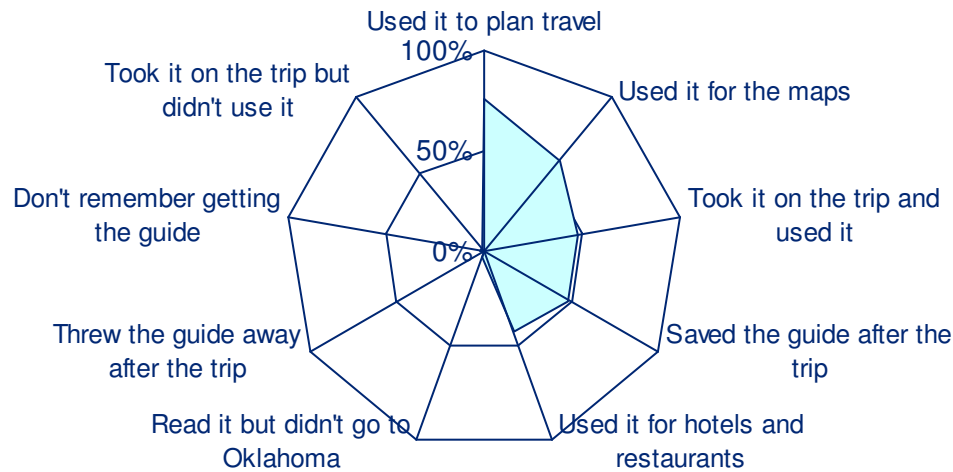
Q8. Given that you had already been to the Oklahoma Tourism website, please tell us what motivated you to request the materials?

Guide Use

(Resident vs. Non-Resident Comparison)

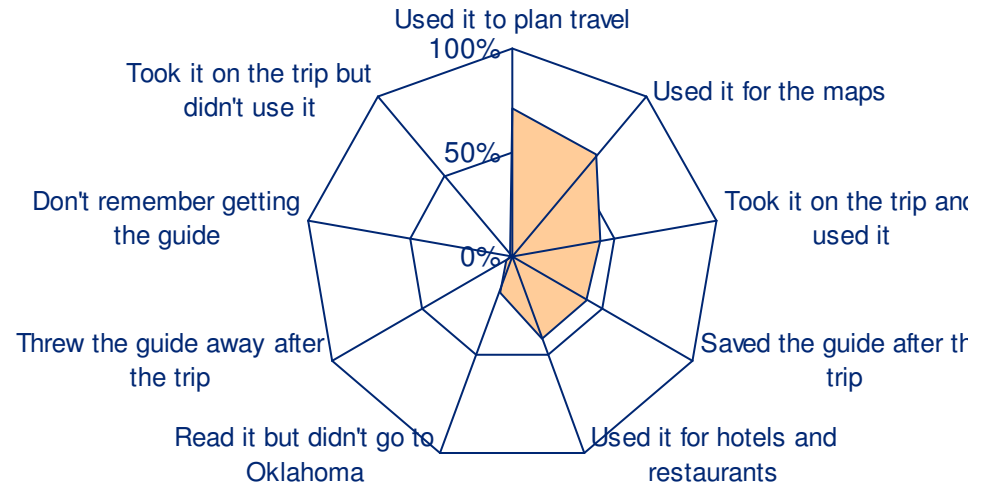
- Residents and non-residents reported that they used the travel guide in a very similar fashion, although residents were a little more likely to take it with them and to save it

Residents



N=266

Non-Residents



N=368

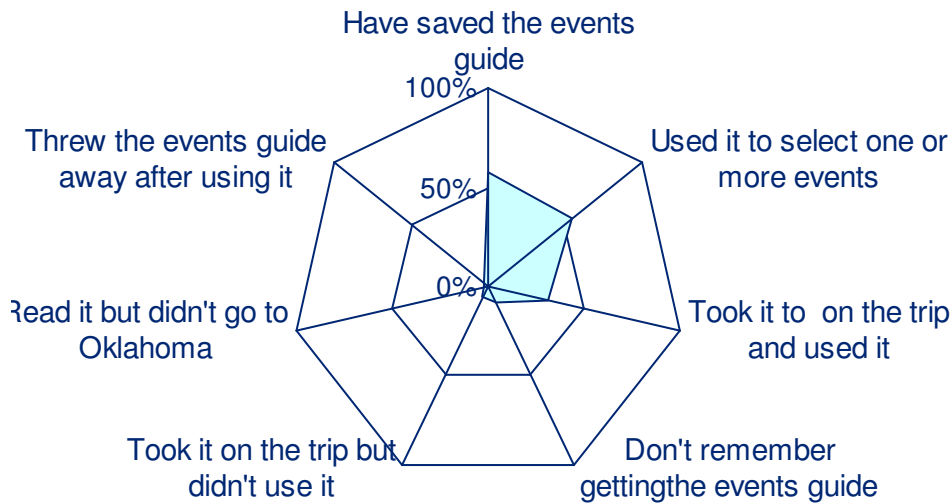
Q11. How did you use the Oklahoma travel guide?

Event Guide Use

(Resident vs. Non-Resident Comparison)

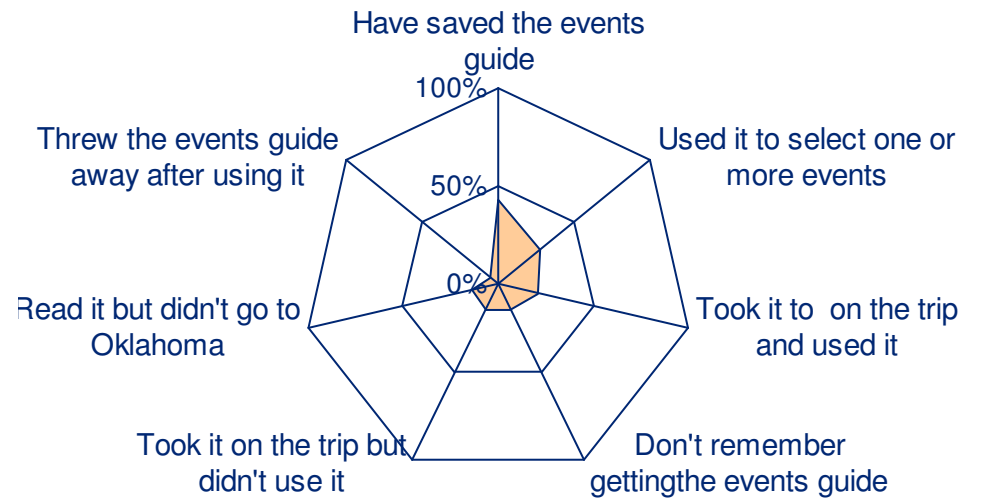
- While event guide usage is similar between residents and non-residents, residents are more likely to use the guide to select one or more events and to save it

Residents



N=266

Non-Residents



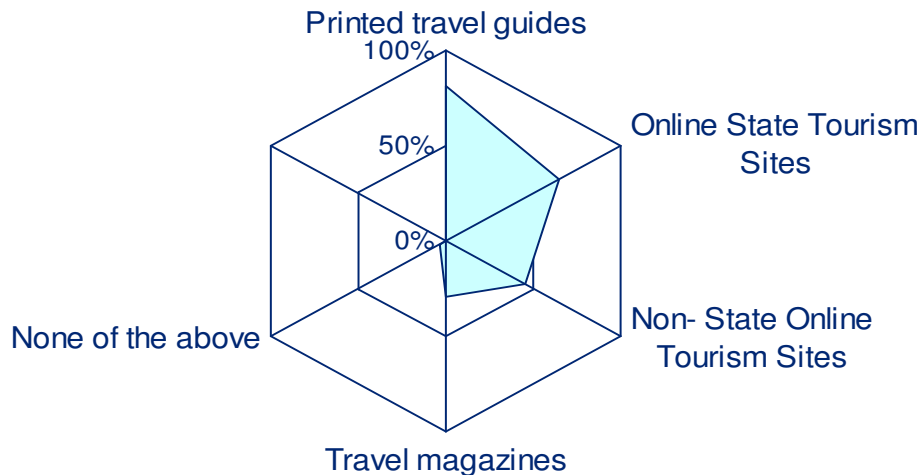
N=368

Learning Tool Type

(Resident vs. Non-Resident Comparison)

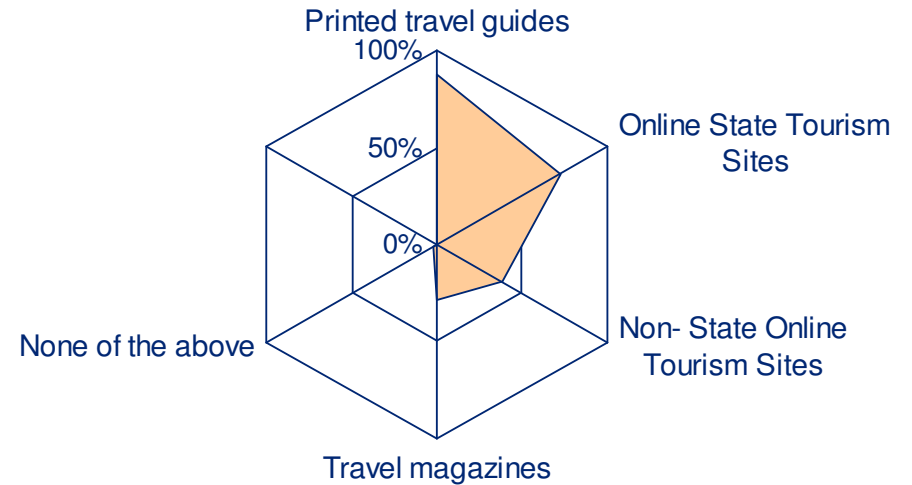
- Both residents and non-residents use similar resources to learn more about Oklahoma, with widespread use of the Web

Residents



N=266

Non-Residents



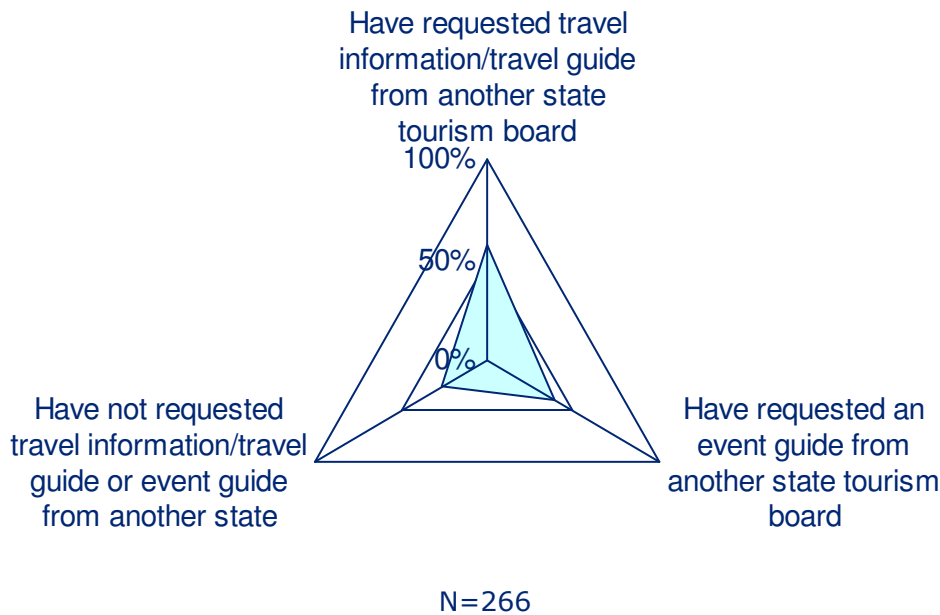
N=368

Other State Guide Requests

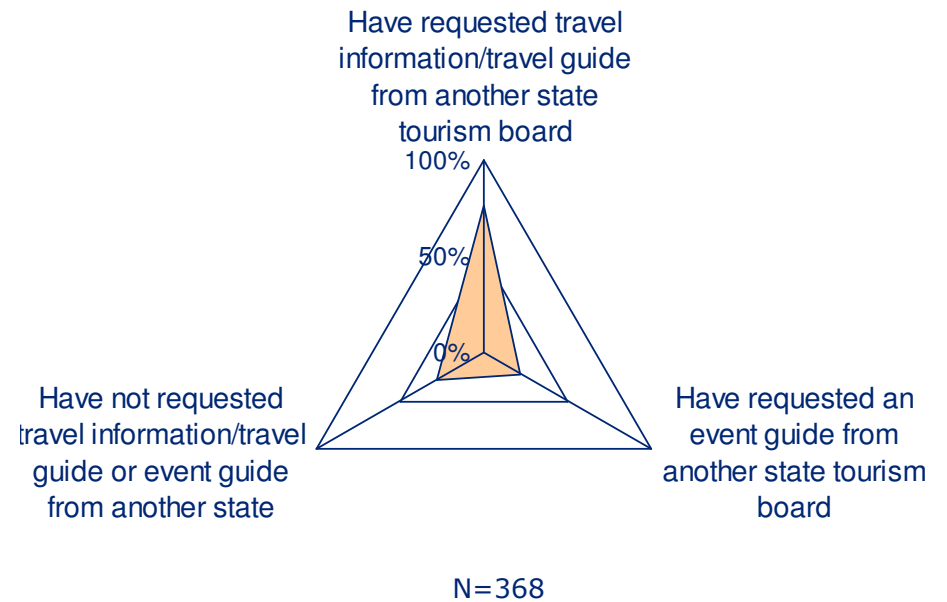
(Resident vs. Non-Resident Comparison)

- Many residents are interested in guides from and events going on in other states

Residents



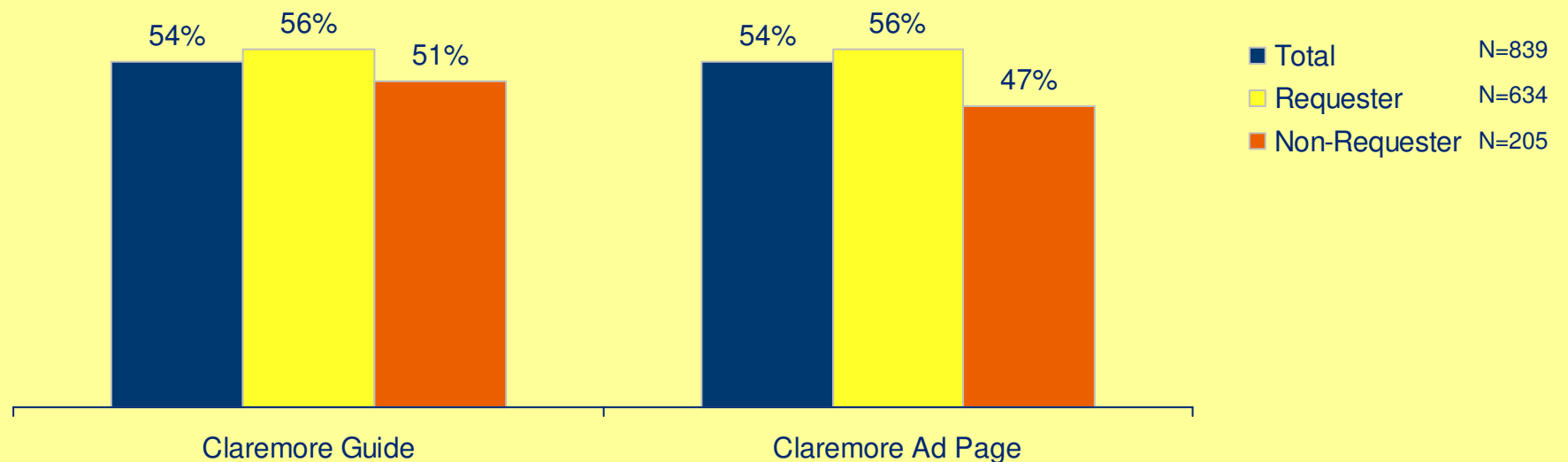
Non-Residents



Q18. In the past year, have you requested travel information/travel guide or an event guide from another state tourism board? (select as many as apply)

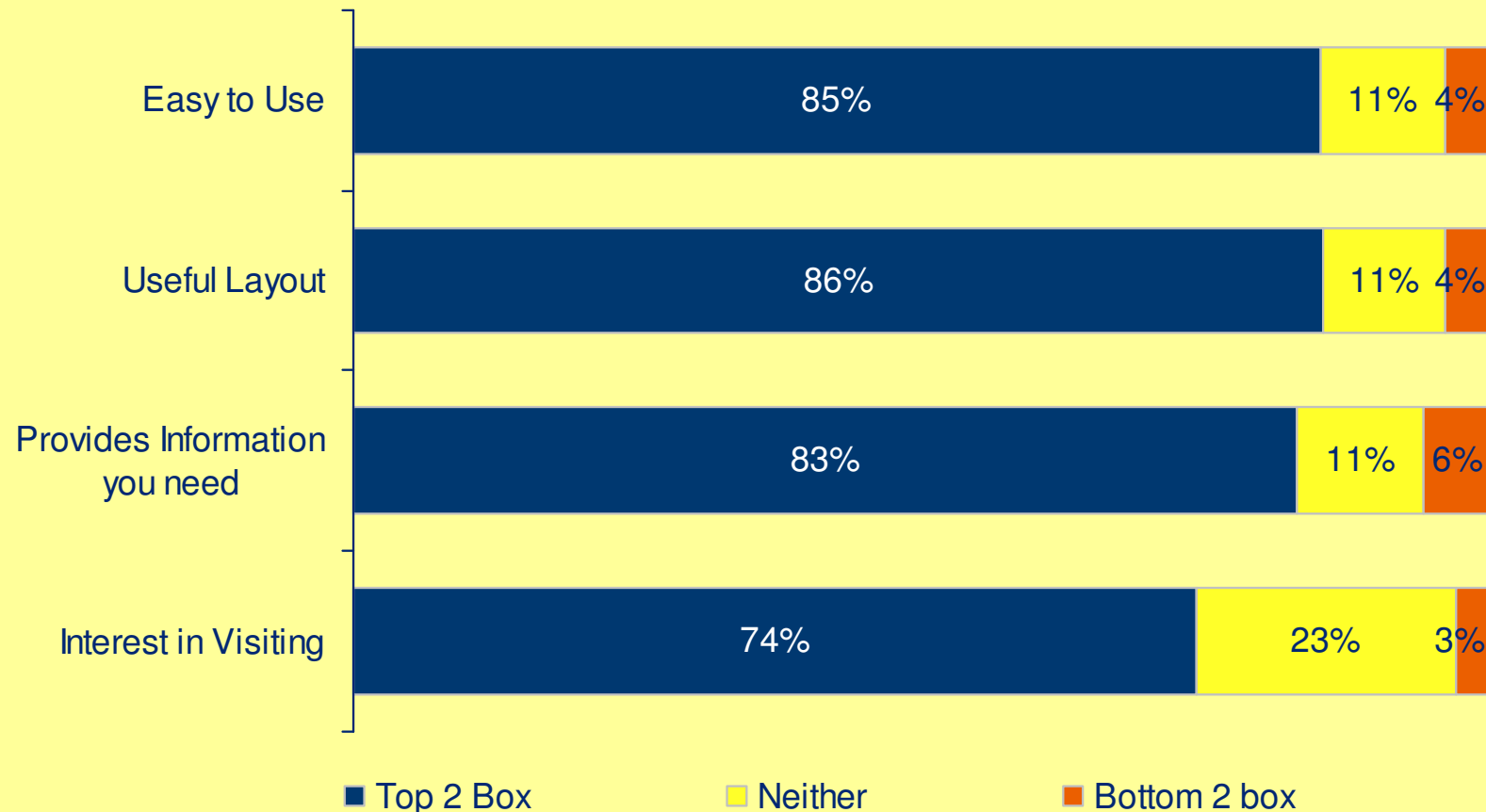
2007 Travel Guide Summary (Top 2 box)

- There are no notable differences between requesters and non-requesters in their ratings of the 2007 travel guide



2007 Travel Guide Usability (Top 2 box)

- As seen in the 2009 travel guide usability ratings, people rated the guide highly, and the guide did help generate interest in visiting or traveling around Oklahoma



Base: 839

Q38 Thinking about what you have seen of this travel guide and how you might use it yourself, please rate how easy it is to use. (select one)

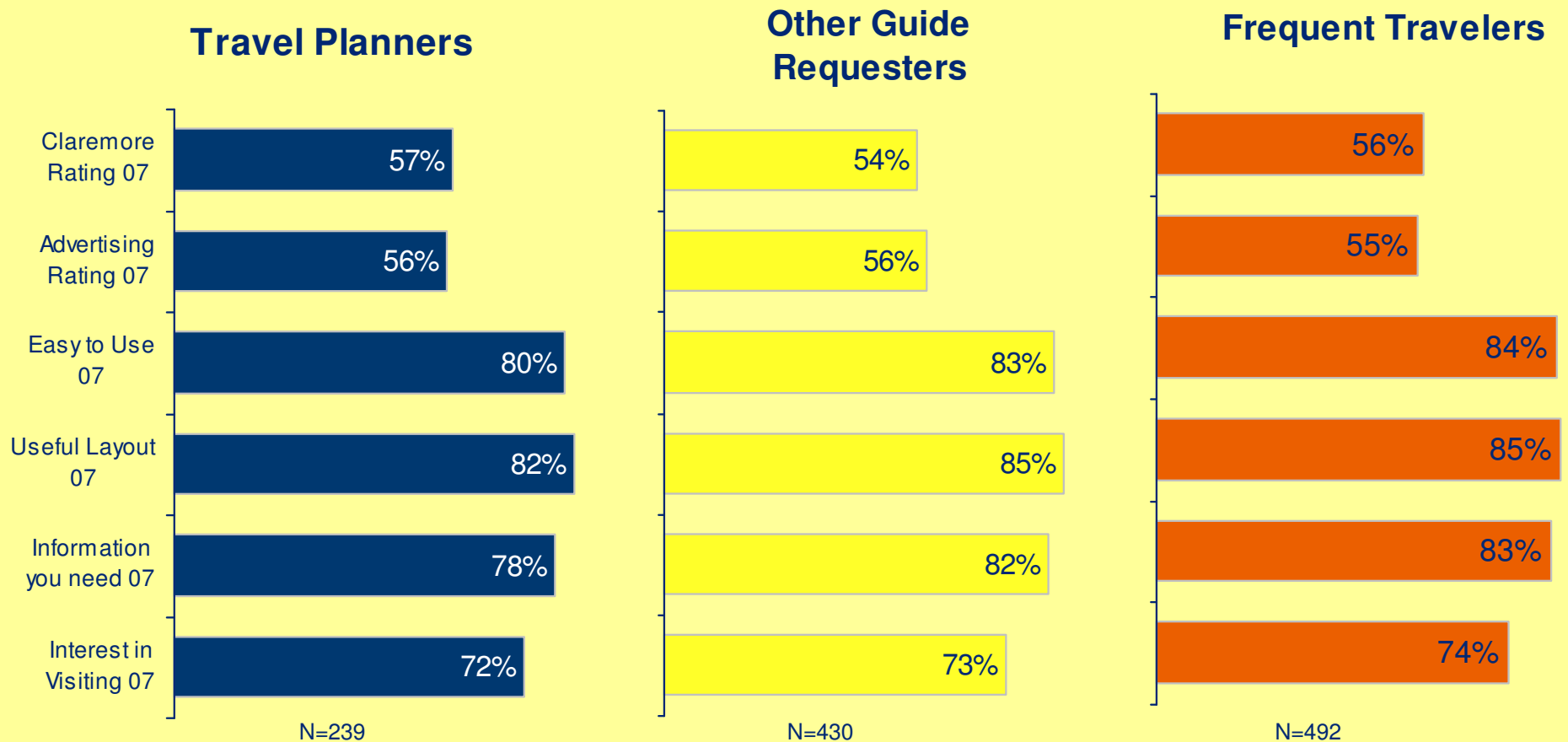
Q39. How useful did you find this layout for the way you might plan a vacation or getaway?

Q40. How much do you agree that it provides all the information you need?

Q41. To what extent does this guide make you more interested in visiting or traveling around Oklahoma?

2007 Usability Summary (Top 2 box)

- There is little difference between travel planners, other guide requesters and heavy travelers when it comes to usability. They all ranked the ease of use, the usefulness, and information fairly highly



Circles indicate significantly higher than corresponding group