

An Exploratory Marketing Survey of the Southeast Kansas Tourism Region

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I. INTRODUCTION

A. Purpose of Study

The purpose of the study was to conduct a pilot marketing survey for several counties¹ in Southeast Kansas in order to develop an understanding of the region's existing visitors--who they are and why they chose to visit certain attractions in the Southeast Kansas area. Based on this survey data, a visitor profile was developed for each of the following major categories of tourist attractions:

1. Fairs and Special Events;
2. Historical Sites;
3. Lakes, Reservoirs and State Parks;
4. Museums.

Specifically, for each category, the study examined the following:

1. Demographic characteristics of the visitors;
2. Visitors' leisure activity description;
3. Visitors' stage in the family life cycle;
4. The motivation(s) for the visit;
5. Origins of the visitors, their party composition, mode of transportation, place of stay, and money spent on the trip;
6. Decision-making process such as the source(s) of information used to find out about various attractions, who made the primary decision to visit, and whether the trip was planned or impromptu;
7. Media habits of the visitors;
8. Visitors' overall reaction to the attractions they visited.

The study was commissioned by the Kansas Department of Commerce (KDOC) with the expectation that the information gathered about the existing visitors would improve tourism marketing targeted toward individuals who were similar to existing visitors.

¹The counties included in the survey were: Allen, Anderson, Bourbon, Chautauqua, Cherokee, Coffey, Crawford, Elk, Greenwood, Labette, Linn, Montgomery, Neosho, Wilson, and Woodson.

B. Method

Scope of Study:

In consultation with the SEKTR, Inc. officials, it was decided that for each of the four major categories of tourist attractions, only important events/attractions (i.e., those with an attendance of 5,000 or more) would be included in the study. The data were therefore collected from the following sites:

Fairs and Special Events: Little Balkans Folklife Festival; Good Ol' Days; Artists Alley; Fredonia Homecoming Celebration; Biblesta; Neewollah. Lakes and Reservoirs: Big Hill Lake; John Redmond Reservoir; Toronto State Park and Lake; Elk City State Park and Lake. Historical Sites: Fort Scott; Big Brutus; Little House on the Prairie. Museums: Martin and Osa Johnson Safari Museum; Brown Mansion; Dalton Museum.

Questionnaires:

An omnibus questionnaire was first developed. It was an easy-to-complete, precoded, self-administered questionnaire in which most questions could be answered by merely checking the appropriate responses. Questions requiring written responses were kept to an absolute minimum, primarily to encourage respondents to complete the questionnaire.

The omnibus questionnaire was later adapted to the different categories and survey sites. These questionnaires were pre-tested twice before preparing their final versions (see Appendix C, pages 76-103 for copies of the questionnaires).

Sampling and Data Collection:

Based on cost considerations, the total sample size for the four categories was fixed at 2,000 individuals. Since each of the four categories was deemed unique and equally important, they were to be sampled independently to develop separate visitor profiles for each category.

Given that this study was the first exploratory marketing research survey conducted for the region, there was little *a priori* knowledge of the variability in the visitor characteristics of interest; therefore, sample sizes for individual categories could not be determined using an estimate of variance. One possibility

was to determine sample size in proportion to the estimated attendance figures for each category. Unfortunately, the attendance figures between categories varied so much that attractions such as museums may have ended up with sample sizes too small for any meaningful analysis. Considering these facts, as well as the fact that the budget would allow a total sample size of no more than 2,000, the sample size for each category was fixed at 500. Assuming a conservative response rate of about 20%, at least 100 responses per category would be obtained--sufficient for the analysis.

The authors developed a probability sampling scheme to collect data over time. Within each category, the number of respondents (visitors) to be sampled at each site was based on a probability proportional to size scheme. The data were collected during the peak tourist period--June 1 through October 31.

Volunteers from Southeast Kansas Tourism Region (SEKTR, Inc.) collected the data. Information on the training of volunteers in the data collection process was provided to the SEKTR, Inc. contact person.

Table 1 on page 51 provides information on the planned sample size and actual usable responses received per site per category. The response rates varied from 19.8% for the Museums to 74.4% for Fairs and Special Events. In all, 856 usable responses were received leading to an overall response rate of 42.8%

Note that the probability sampling scheme as designed was used only for the data collection of Fairs and Special Events. Due to a lack of volunteers, the probability sampling scheme could not be adhered to in the remaining three categories; instead, it became a form of model sampling called haphazard sampling commonly used in archaeology, history and medicine (Kish 1965). Because of this, the sampling error estimates are possible only for the Fairs and Special Events category. (Appendix A, page 72, provides a means of estimating sampling errors applicable to the Fairs and Special Events category.)

II. SALIENT FINDINGS

- Visitors to the Lakes, Parks and Reservoirs were somewhat older than the visitors to other attractions (the median ages of visitors to the Lakes, Parks and Reservoirs, Museums, Historical Sites, and Fairs and Special Events were 46.5 years, 43.83 years, 41.19 years and 40.87 years, respectively).
- The Lakes, Parks, and Reservoirs category had the highest proportion of married, male retirees.
- An average visitor to the Historical Sites or Museums had more education than the average visitor in the other two categories; 48% of Museum visitors and 41% of Historical Site visitors had a college degree. In contrast, only 27% of the visitors to the Fairs and Special Events, and only 19% of the visitors to the Lakes, Parks and Reservoirs had a college degree.
- Museum-goers had the highest median income (\$40,255), and visitors to the Lakes, Parks and Reservoirs had the lowest median income (\$28,000).
- The most frequent type of visitor in each category was "empty nesters"-- married people whose children had left home.
- The second most frequent type of visitor was:
 - Young singles with no children (Fairs & Special Events)
 - Young marrieds with no children (Lakes, Parks, & Reservoirs)
 - Married with Children under six (Historical Sites)
 - Married with Children between six and twelve (Museums).
- Creative activities were the most popular leisure activity for all categories of respondents but they were not an important reason for visiting the events/attractions.
- The most important reasons for Southeast Kansas residents visiting Fairs and Special Events were 'Sharing and Enjoying a Community Feeling' and 'Visiting with Friends and Relatives.' The most important

reasons for non-residents were 'visiting with friends and relatives' and 'listening to music.'

- The most important reasons for both Southeast Kansas residents and non-residents visiting Lakes, Parks and Reservoirs were fishing, camping and relaxing.
- The most important reasons for the Southeast Kansas residents who visited a Historical Site were a desire to 'visit a well-known tourist attraction' and to 'give the children an educational experience.' The most important reasons that non-residents visited a Historical Site were 'an interest in history/archaeology' and a desire to 'visit a well-known tourist attraction.'
- The most important reasons for both Southeast Kansas residents and non-residents visiting Museums were 'an interest in history/ archaeology' and a desire to 'visit a well-known tourist attraction.'
- A primary source of awareness in all four categories was friends and relatives.
- Besides friends and relatives, highway signs and tourist information centers were a significant source of awareness for Lakes, Parks and Reservoirs, Historical Sites and Museums.
- Most non-resident, first-time visitors who did not consult anyone found out about events/attractions from friends and relatives.
- Just over half of the visitors to the Historical Sites and Museums were on vacation.
- More than half of the respondents planned their visit four weeks or less in advance.
- The most popular television programs in all categories were movies and news shows.
- The most popular radio listening times in all four categories were early morning (6-8 a.m.) and early evening (4-6 p.m.).

- The most popular radio music format in all four categories was country music.
- The majority of respondents came with friends and/or relatives.
- The visitors to Lakes, Parks and Reservoirs stayed relatively longer, and a higher percentage came in a motorhome or RV.
- Most of the visitors to fairs and special events came on a day trip. Most of those that stayed longer stayed with friends and relatives.
- The most popular type of accommodation for the visitors to Historical Sites and Museums who stayed for more than a day was hotels and motels, followed by friends and relatives.
- The average expenditure increased with the length of stay.
- Non-residents spent more than residents.
- The most popular aspect of the events/attractions was the atmosphere.
- The most common complaints stemmed from inadequate infrastructure (controllable) and inclement weather (largely uncontrollable).
- Historical Sites and Museums had the strongest power to draw non-Kansans.

III. DETAILED FINDINGS

A. Introduction

The detailed findings are based on the separate analysis of data relating to each of the four categories in the following order:

1. Fairs and Special Events;
2. Lakes, Parks and Reservoirs;
3. Historical Sites;
4. Museums.

The final section of the findings highlights the similarities and differences between the respondents in the four major categories and includes an overall profile of the respondents.

The data analysis in each category focuses on the following topics:

1. Demographic Characteristics;
2. Motivations for the Visit;
3. Origins of the Respondents;
4. The Decision-Making Process;
5. Media Usage;
6. The Characteristics of the Visit;
7. Overall Attitude Toward the Attraction/Event;
8. Overall Profile of the Respondents.

Each of these topics is discussed briefly to familiarize the reader with the organization of detailed findings.

1. Demographic Characteristics

The respondents were classified with respect to demographic variables such as marital status, sex, age, highest level of education attained, pre-tax household income, ethnic group, occupation and home ownership. In addition, the respondents were grouped on the basis of their stages in the family life cycle. The family life cycle is a classification system based on respondents' age, marital status, and age of the youngest child at home. The traditional stages were modified to reflect the

growing trend of single parents. Below are the stages of the family life cycle that were used in the study:

Single, under 55, no children

Married, no children

Married, youngest child at home younger than six years.

Married, youngest child at home is between 6-12 years.

Married, youngest child at home is 13 years or older

Married, children have left home.

Single Parents

Single, 55 years or older, no children at home.

Finally, the respondents were grouped according to the extent they had participated in various leisure activities during the past year. The extent of participation in the activities was measured using the following five-point scale: 1 = never, 2 = at least once a year, 3 = at least four times a year, 4 = at least once a month, 5 = at least once a week. Leisure activities included in the study were outdoor activities, participating in sports, attending spectator sports, creative activities, live entertainment, visiting art exhibits, museums and historical landmarks, educational activities, and going to the movies.

2. Motivations for the Visit

The respondents were asked to indicate their three most important reasons for visiting the site. The results are presented as a percentage of all the respondents who answered that question.

3. Origins of the Visitors

The visitors were asked if they were current residents of Southeast Kansas. The zip codes of the non-residents of the area were analyzed to determine their states of origin.

4. Decision-Making Process

The respondents were asked to indicate how they had become aware of the event/attraction they had visited and what sources they had consulted while planning their visit. Since they could report more than one source of awareness and consultation, the results are presented as a percentage of the respondents who

responded to that question. Some other questions designed to shed light on the decision-making process were: who made the primary decision to visit the site, were they were on vacation, was the visit planned or impromptu, and how far in advance had they planned the trip.

5. Media Usage

The respondents were asked questions regarding their television viewing, radio listening, and magazine subscription habits. They were asked how many hours of television they watched daily, and which three types of programs they liked best. The results of the television program question and the answers to the questions on which two radio listening times were the most popular and which three types of music formats they liked the best are reported as a percentage of the respondents who answered the question. They were also asked how many magazines their households subscribed to.

6. Characteristics of the Visit

The respondents were asked how they came to the site (they could indicate as many forms of transport as were applicable), who they came with, how many nights they stayed and where they stayed. The total amount their group spent on food and drink, lodging, gifts and souvenirs, and other expenses was divided by the number of people in the group in order to estimate the average amount spent overall and in each category.

7. Overall Attitude Toward the Attraction/Event

The respondents were asked to describe what they liked the most and the least about their visit. This was an open-ended question. All the responses to these questions were read by the researchers and the impressions gained from them are reported in the findings.

8. Overall Profile of the Visitors

This section provides a brief summary of the characteristics of the visitors to the sites in each particular category.

B. Fairs and Special Events

1. Demographic Characteristics

Table 2 on pages 52-53 summarizes the demographic characteristics of the respondents: 72.6% of the respondents who visited Fairs and Special Events were married and 62.2% were female; a third were between 18 and 34, 36.5% were between 35 and 54, and a further 28.4% were 55 or older. Most of the respondents were white (96.7%).

As Table 2 also shows, 29% of the respondents had finished high school and a further 65.6% had some post high school education. The most frequently reported occupations were Professional and Technical (24.1%), Homemaker (13.7), Retired (12.6%), and Secretarial and Clerical (11.5%). Twenty-eight percent reported annual incomes of less than \$20,000, 43.5% earned between \$20,000 and \$40,000, 22.2% earned between \$40,000 and \$60,000, and 6.4% earned more than \$60,000. Just over three-quarters owned their own homes.

Of the respondents, 29.6% were in the early stages of the family life-cycle and they were either single or married without children. 37.8% were married and had children living at home, while another 4.6% were single parents. A further 28% were concentrated in the last two stages of the life cycle and were married or singles whose children had left home.

The most frequently engaged-in leisure activities were creative activities (see Table 3 on page 54). A mean score of 3.74 was reported, which means that the respondents engaged in creative activities more than four times a year, but less than once a month. The next most popular leisure activities were social activities (3.56), attending spectator sports (3.29), and outdoor activities (3.13).

2. Motivations for the Visit

Table 4a (on page 55) summarizes the respondents' reasons for visiting a fair or special event. Three of the top five reasons cited by the respondents were related to socializing: 'visiting with friends and relatives' (38.7%), 'sharing and enjoying a community feeling' (32.6%) and 'meeting people' (25.1%). This result is not surprising since they had reported that, on average, engaging in social activities was the second most frequent leisure pursuit.

The third, fourth and sixth most frequently cited reasons were 'taking a break from the usual routine' (29.0%), 'listening to music' (27.3%), and 'sampling a variety of foods' (22.3%). These reasons seem to be related to an entertainment factor. Consistent with the fact that the most popular leisure activities engaged in were creative activities, one-fifth of the respondents visited the event in order to get ideas for craft projects or to buy handmade items.

There were some interesting differences in motivations between the visitors who lived in Southeast Kansas and those who came from other areas. The percentages of non-residents and residents who chose each reason are listed in Table 4a.

The most important motivations for the residents of Southeast Kansas were 'sharing and enjoying a community feeling' (33.7%), 'visiting with friends and relatives' (32.9%), and 'taking a break from the usual routine' (28.8%). Over half of the non-residents attended the events in order to 'visit with friends and relatives' (56.0%), 26.4% wished to 'listen to music,' 25.0% wanted to 'take a break from the usual routine' and 23.8% wanted to 'share and enjoy a community feeling.'

3. Origins of the Respondents

Table 5 on pages 59-60 summarizes the origins of the respondents. Nearly four-fifths of the respondents visiting Fairs and Special Events reported that they were residents of Southeast Kansas (79.3%). Since another 11.0% came from other counties in Kansas, a total of 90.4% of the visitors were from the state. Most non-Kansans came from the south central states (6.3%), followed by the north central states (1.9%). A few respondents came from the southern states (0.8%) and 0.6% came from the state of Maryland in the northeast.

4. Decision-Making Process

Table 6 on pages 61-62 summarizes the responses related to the decision-making process. More than two-fifths of the respondents surveyed at Fairs and Special Events cited 'friends and relatives' as a source of awareness. The next most frequently cited sources was 'Other' (29.8%). The respondents that chose 'Other' explained that they knew it was an annual event and/or were living in the area. The third and fourth most frequently cited sources of awareness were newspaper advertisements (26.3%) and radio advertisements (20.7%). Most of these respondents reported not consulting anyone for help in planning their trip; 90.9% of those who did not consult anyone were current residents of the area and/or had

visited the event previously. Eighty percent of the non-resident, first-time visitors indicated that they became aware of the special event through friends and relatives; 13.3% reported that television advertisements were a source of awareness, and 13.3% reported that newspaper articles were a source of awareness. Ten percent indicated that mailed advertisements/announcements were a source of awareness about the fairs and/or special events.

According to 43.6% of the respondents, the primary decision to attend the event was a shared decision; 38.6% reported that the primary decision-maker was an adult female.

Of all the respondents attending Fairs and Special Events, 6.8% indicated that they were on vacation; 25.3% of the respondents who lived outside Southeast Kansas and 1.4% of the respondents living in Southeast Kansas reported being on vacation. Most of the respondents had planned their visit (94.0%); half of the visitors (51%) planned a month or less in advance while another two-fifths (39.5%) planned more than six months in advance.

5. Media Usage

Table 7 on pages 63-64 summarizes the media usage patterns of the respondents: 55.9% of the respondents watched between one and three hours of television daily. The respondents watched movies (51.3%) and the news (49.3%) most often; comedies (33.4%) and sports programs (32.3%) were also popular.

The respondents listened to the radio mainly in the early morning (29.9% listened between 6 and 7 a.m., and 34.2% listened between 7 a.m. and 8 a.m.), early evening (12.1% listened most often between 4 and 5 p.m. and 14.4% between 5 and 6 p.m.), and at night (19.8%). The most frequently listened-to radio formats were country music (39.8%), news/talk (25.5%), golden oldies (22.2%), and soft rock (17.0%). Almost one-fifth of the respondents did not subscribe to any magazines, 28.1% reported that their households subscribed to one to two magazines, 31.1% subscribed to between three and five magazines, and 21.6% subscribed to more than five magazines.

6. The Characteristics of the Visit

Table 8 on pages 65-66 summarizes the characteristics of the visit. Results show that 15.4% of the respondents came alone to Fairs and Special Events, while

30.3% came with at least one other person; 86.4% of the visitors came in groups of five or less people, while 9.9% came in groups of six to ten people. The average number of people in a group was 3.8. The average number of adults in a group was 2.9, the average number of children in a group was 1.9, and 18.8% came in groups which had no children.

Slightly over half of the visitors came with relatives only, while four-fifths came with friends and/or relatives, which is not surprising since the most popular reason for attending was 'visiting with friends and relatives.' A majority of the respondents came by private automobile (87.9%) and were there on a day trip (80.2%). More than two-thirds of those who stayed overnight stayed with friends or relatives (69.3%).

These respondents reported spending an average of \$17.79 per visitor in the group. Table 9a on page 67 shows the breakdown of average expenditure by length of visit. The respondents staying three or more nights spent less on average because they had low lodging costs (they stayed at an RV/camper park); those staying one night had a high average expenditure because they spent more on gifts and souvenirs. As Table 9b on page 67 shows, non-residents spent more than residents.

7. Overall Attitudes Toward the Event

The most popular aspect of each of the Fairs and Special Events was its atmosphere. The respondents liked the pleasant home-town feeling and the sense of "Americana." The second most popular aspect was the friendly people at the event, and except for Biblesta, the crafts were the third most popular aspect. Respondents also liked the music.

The most frequent complaint was inadequate parking. Some respondents also complained of the insufficient seats, restrooms and trash cans. The weather was a common complaint, too. A few thought the music was too loud and two complained about impolite policemen.

8. Overall Profile of the Respondents

The typical visitor to Fairs and Special Events was a married (72.6%), white (96.7%), female (62.2%), with a median age of 40.87 years who lived in Southeast Kansas (79.3%). She had some college education but had not graduated (35.0%),

had a median annual household income of \$29,916, and worked in the Professional/Technical field. She was married with children living at home (37.8%) and owned her own home (76.5%).

The most frequently engaged-in leisure activity for the typical respondent was creative activities (3.74), followed by social activities (3.56%), attending spectator sports (3.29), and outdoor activities (3.13). The most frequent reason for visiting was visiting friends and relatives (38.7%); the most frequently cited source of awareness was friends and relatives (41.4%), and most respondents did not consult anyone for assistance in planning the visit (94.8%). The typical visitor was not on vacation (93.2%) and had planned the visit (94.0%) four weeks or less in advance (51%).

The average visitor group came by private automobile (87.9%) and had an average of 3.8 people who were relatives (53.0%). The typical visitor was on a day trip (80.2%) and spent an average of \$17.79 per person in the group.

C. Lakes, Parks, and Reservoirs

1. Demographic Characteristics

Eighty-four percent of the respondents who were surveyed at Lakes, Parks and Reservoirs were married, and just over one-half (51.4%) were males; 23.9% were between 18 and 34, two-fifths were between 35 and 54, and a third were 55 or older. Almost all (98%) were white. It is interesting to note that 96.4% of the respondents from outside Southeast Kansas were married, compared to 77.4% for the respondents from within Southeast Kansas.

As Table 2 on pages 52-53 shows, 30% of the respondents had completed high school and another 58% had some post high school education. The largest number of respondents indicated that they were retired (22.9%). 11.8% reported that they were homemakers, 15.3% of the respondents listed 'Professional/Technical' as their occupation, and 9.7% were in Secretarial or Clerical positions. Results of the survey showed that 29.3% earned less than \$20,000 a year, 52.6% reported incomes of between \$20,000 and \$40,000. 15.9% earned between \$40,000 and \$60,000 a year, and only 2.4% earned more than \$60,000 a year. It is not surprising that over half the respondents are in the middle income range of \$20,000 to \$40,000 since more than a third of the respondents were retired or homemakers; 84.5% owned their own homes.

More than a quarter of the respondents (28.5%) were in the earlier stages of the family life cycle (young singles or married people without children), 38.8% were married with children still at home, and another 3.5% were single parents; 29.2% were in the later stages of the family life cycle (married people and singles whose children had left home).

Table 3 on page 54 lists the average frequency with which the respondents engaged in various types of leisure activities. The most popular leisure pursuit was creative activities. The average score of 3.42 means that the respondents participated in these types of activities more than four times a year, but less than once a month. Not surprisingly, the second most popular leisure pursuit was outdoor activities (3.23%). The next most frequently engaged-in activity was social activities (3.01%) followed by attending spectator sports and participating in sports (2.61 and 2.60, respectively).

2. Motivations for the Visit

Table 4b on page 56 shows reasons for visiting. The two top reasons given by the respondents for visiting Lakes, Park and Reservoirs were camping and fishing (49% and 48.4%, respectively); the two least frequently cited reasons were hunting (8.5%) and hiking (6.5%). These four reasons are all nature-related but the two most popular activities are relatively passive and the two least popular activities are more active, perhaps due to the fact that these respondents were older than the respondents in the other categories.

The third most popular reason (relaxing) and the fourth most popular reason (taking a break from the usual routine) are also related to one another. Table 4b also lists the percentage of residents and non-residents who chose each reason. Both the residents of Southeast Kansas and non-residents came primarily to fish, camp, relax, 'take a break from the usual routine' and 'party with friends and relatives.'

3. Origins of the Respondents

Table 5 on pages 59-60 summarizes the origins of the respondents in this category, showing that 62.7% reported that they were current residents of Southeast Kansas. Since another 27.5% came from the other counties in Kansas, this means that 90.2% of the respondents were Kansans. This type of site had more drawing power for non-residents of Southeast Kansas than Fairs and Special

Events, but not as much as Historical Sites and Museums. The most non-Kansans came from the south central states (5.9%), followed by the north central states and south and southwestern states and the south and southeastern states (1.3% each).

4. Decision-Making Process

Table 6 on pages 61-62 summarizes the responses related to the decision-making process. The respondents surveyed at Lakes, Parks and Reservoirs cited friends and relatives as their most frequent source of awareness (58.1%), with 'other' next (27.7%). Most of those who chose 'other' explained that they became aware of the site from their camping club, fishing reports, or because they lived and/or grew up in the area. Other relatively frequently reported sources of awareness were newspaper articles (15.5%), highway signs (12.2%), and tourist information centers (11.5%).

Of the respondents reporting, 86.7% said that they did not consult anyone for help in planning their trip; 85.2% of these were residents of Southeast Kansas and/or had visited that site before, 68.4% of the non-resident, first-time visitors became aware of the lake, park and reservoir through friends and relatives, 21.1% indicated that a highway sign was a source of awareness and 15.8% became aware through a tourist information center. Just over half of the respondents (55.7%) reported that the decision to visit was a shared decision and another 22.8% reported that the primary decision-maker was an adult male.

More than a quarter (25.8%) of the visitors indicated that they were on vacation: 51.9% came from outside Southeast Kansas and 11.5% lived in Southeast Kansas. Most of the respondents reported planning the visit ahead of time (94.8%); of these, 66.4% planned four weeks or less in advance.

5. Media Usage

Table 7 on pages 63-64 summarizes the media-usage patterns of the respondents: 54.7% of the respondents watched between one and three hours of television every day, and 37.8% watched more than three hours of television daily. More than half indicated that movies and news programs were the types of shows they watched most often (54% and 52.7%, respectively), 32.7% chose nature/wildlife, and 30.7% each chose comedies and sports programs.

The respondents listened to the radio mostly between 6 a.m. and 8 a.m. (34.5% between 6 and 7 a.m. and 31.7% between 7 and 8 a.m.), between 4 and 6 p.m. (16.2% between 4 and 5 and 12.7% between 5 and 6) and at night (19.7%). Three-fifths chose country music as one of their favorite music formats while two-fifths chose 'Golden Oldies.' The next most frequently listened to radio programs were News/Talk (27.6%), Easy Listening (21.6%), and Contemporary Hits (Top 40) (20.1%).

When asked about magazines, 16.7% did not subscribe to any, 38.7% subscribed to one or two, and 44.7% subscribed to three or more.

6. The Characteristics of the Visit

The average number in the visitor group was 6.5, the highest of all the categories. Unusually, 27.7% of the respondents came in groups of six or more people, perhaps due to the presence of one or more camping club outings, since several respondents mentioned that they were at that site because of their 'Good Sam' camping club trip. This might also explain why a relatively large percentage of the groups (13.8%) had six or more children.

A little over three-quarters reported that they came with friends and/or relatives; another 17.1% came alone. The respondents visiting Lakes, Parks or Reservoirs reported the lowest incidence of travelling by private automobile (76.5%); instead, a relatively large number came in a recreation vehicle or motorhome (22.2%).

Only two-fifths (40.8%) of the respondents reported that they were on a day trip: 83.2% of those who stayed overnight stayed in an RV/camper park. This would explain why this category spent the least on lodging (\$7.05 compared to \$17.79 for Fairs and Special Events, \$15.71 for Historical Sites, and \$18.58 for Museums).

These respondents spent an average of \$22.63. Table 10a on page 68 shows that their average expenditure increased along with number of nights spent away from home. The respondents who stayed three or more nights reported a lower average lodging expenditure because 86.7% of them stayed in a RV or camper park. As can be seen in Table 10b on page 68, the non-residents spent three times as much, on average, as the residents of Southeast Kansas (\$39.71 compared to \$13.14), due to increased spending in every category of expenditure.

7. Overall Attitudes Toward the Site

The most favorable aspect of these types of sites was the quiet and peaceful atmosphere and beautiful scenery. The respondents especially appreciated their visits when the sites were uncrowded. The facilities were mostly thought of as clean and well-kept. Big Hill Lake and John Redmond Reservoir were praised for the good fishing available there. Several respondents also commented favorably on the friendly personnel.

The most frequent complaint was inadequate access roads. One respondent remarked that some curves were too sharp to accommodate trailers (22.2% came in RVs or campers). The facilities such as restrooms, showers, and telephones were considered insufficient, and the need for a building for large groups to take shelter from inclement weather, have meals and conduct social activities was also mentioned. The respondents complained that there were insufficient rangers at all the sites except John Redmond Reservoir.

8. Overall Profile of the Respondents

The typical visitor to Lakes, Parks and Reservoirs was a married (84%), white (98%), male (51.4%), with a median age of 46.5 years, who lived in Southeast Kansas (62.7%). He had some college education but had not graduated (30.7%), a median annual household income of \$29,915, was retired (22.9%), and owned his own home (84.5%).

The most frequently engaged-in leisure activity for a typical visitor was creative activities (3.42), followed by outdoor activities (3.23) and social activities (3.01). The most frequent reasons for visiting were camping (49.0%) and fishing (48.4%). The most frequently cited source of awareness was friends and relatives (58.1%), and most respondents did not consult anyone (86.7%).

The typical visitor was not on vacation (74.2%) and had planned the visit (94.8%) a week or less in advance (47.9%).

The average visitor came by private automobile (76.5%) in a group with an average of 6.5 people who were relatives (36.8%), and stayed two or more nights (51.3%) in an RV or camper park (83.2%), and spent an average of \$22.63.

D. Historical Sites

1. Demographic Characteristics

Of the respondents who visited a Historical Site 81% were married and 52.8% were female; 29.1% were between 18 and 34 years old, 39.5% were between 35 and 54, and 26.9% were 55 or older. Almost all (90.9%) of the respondents were white.

Table 2 on pages 52-53 indicates that 17.6% of the respondents had finished high school while another 73.4% had some post high school education. Nearly one-quarter (21.4%) reported that their occupation was 'Professional/Technical'; 15.9% were retired and another 12.7% were homemakers. Over a quarter (27.8%) earned less than \$20,000 per year, while 52.4% earned between \$20,000 and \$40,000; 18.8% reported that their annual income was between \$40,000 and \$60,000, while 11.1% earned more than \$60,000. About three-quarters owned their own homes.

Twenty-one percent of the respondents were in the early stages of the family life cycle--single or married without children, 47.2% were married and had children living at home, and another 6.1% were single parents. A quarter were married people whose children had left home and 0.9% were older, singles whose children had left home.

The most popular leisure pursuit was engaging in creative activities. As Table 3 on page 54 explains, a mean score of 3.79 indicates that the respondents, on average, engaged in this type of activity more than 4 times a year but less than once a month. These respondents also liked to participate in social activities (3.24) and see art exhibits, museums and historical landmarks (3.00).

2. Motivations for the Visit

Table 4c on page 57 summarizes the respondents' reasons for visiting Historical Sites. Three-fifths of the respondents indicated that they visited a historical site because they were interested in history or archaeology. The next most frequently cited reason was 'to visit a well-known tourist attraction' (45%), followed by 'to give the kids an educational experience' and 'to view special exhibits' (38% and 35.4%, respectively). Entertaining out-of-town guests was also a material reason for the visit.

Residents of Southeast Kansas visited Historical Sites because they wanted 'to visit a well-known tourist attraction' (53.6%), 'to give the children an educational experience' (49.3%), 'to entertain out-of-town guests' (43.5%) and because they were interested in history or archaeology (39.1%). More than two-thirds of the non-residents came because they were interested in history or archaeology (69.8%), while 41.5% wanted 'to visit a well-known tourist attraction'; 37.1% wanted 'to view special exhibits,' and 33.3% wanted 'to give the children an educational experience.'

3. Origins of the Respondents

Table 5 on pages 59-60 summarizes the origins of the respondents. Those who visited Historical Sites came from 24 states, while just over one-third (34.0%) were from Southeast Kansas, and 29.6% were from other parts of the state. Of the 36.5% who were not Kansans, more than one-half (19.2%) were from the south central states. The next most frequent regions of origin were west and southwest states (7.4%), north central states (4.9%), and south and southeast states (2.5%). Thus, Historical Sites seem to be able to attract visitors from further away than Fairs and Special Events and Lakes, Parks and Reservoirs.

4. Decision-Making Process

Table 6 on pages 61-62 summarizes the responses related to the decision-making process. Of the respondents surveyed at Historical Sites, 54.5% reported that friends and relatives were a source of awareness. Two-fifths of respondents reported that a highway sign was a source of awareness, and the third most frequently cited source was 'other.' Some of the respondents from other states who cited 'other' explained that they became aware of the site from AAA travel guides, KOA (Kampgrounds of America) guides, or information available at other places they had visited (e.g., Fort Snelling in Missouri). A few learned about the site from local service station attendants or retailers. Some were previous residents of the area.

Over three-quarters of the respondents (77.1%) did not consult anyone for help in planning their visit; 54% of those who indicated 'no consultation' were not residents of Southeast Kansas and were visiting for the first time. Of these non-resident, first-time visitors 64.2% reported that they became aware of the historical site from friends and relatives. One-half cited highway signs as a source of awareness and one-fifth indicated the source as a tourist information center.

The primary decision to attend was made in 22.6% of the cases by a female adult and 31.0% reported that it was made by a male adult; 42.4% reported that it was a shared decision. Most of the 4% who indicated 'other' explained that one or more of their children had made the decision to attend.

Over half the respondents (52%) reported that they were on vacation; 64.1% of the non-residents of Southeast Kansas were on vacation and 23.9% were from Southeast Kansas. The visit was planned beforehand by 74.3%. One-third were both on vacation and had planned their visit, while 18.5% were on vacation and happened to stop by. Of those who planned in advance, 71% planned a month or less ahead.

5. Media Usage

Table 7 on pages 63-64 summarizes the media usage patterns of the respondents. Nine percent of the respondents in this category did not watch television at all, and 8.6% watched less than an hour daily; 56.3% watched between one and three hours, and 26.2% watched for more than three hours. The most frequently watched type of television program was the news (54.4%), followed by movies (50.5%). Comedies (38.2%) and nature/wildlife programs (29.4%) were also popular.

Respondents reported that they frequently listened to the radio in the morning: 35.4% between 6 and 7 a.m. and 68.6% between 7 and 8 a.m.; 12.6% listened between 4 and 5 p.m. Thirteen percent listened between 5 and 6 p.m. and 22% listened at night. The most popular radio formats were country music (35.4%), Golden Oldies and News/Talk (30.2% each) followed by Easy Listening, Contemporary Hits (Top 40), and Classical Music (23.2%, 22.8% and 22.2%, respectively).

A quarter of these respondents did not subscribe to any magazines while 29.2% subscribed to one or two; 45.8% subscribed to three or more magazines.

6. Characteristics of the Visit

Table 8 on pages 65-66 summarizes the characteristics of the visit. The average size of the visitor groups was 4.1 persons. There were about three adults and two children on average in each group. Since 61.4% explained that they came with their relatives, it is probable that the typical group was a family. Although

86.4% came with friends and/or relatives, 'visit with friends and relatives' was only the sixth most popular reason for visiting (chosen by 18.8% of the respondents).

The most frequent mode of transportation was private automobile (86.6%) followed by motorhome/RV (8.6%); 63.2% reported that they were just there for the day. Of those that stayed a night or more, 38.8% stayed at a hotel or motel, a third stayed with friends or relatives, and 21.2% in an RV/camper park.

The respondents reported spending an average of \$21.63 per visitor. Tables 11a and 11b on page 69 show the breakdown of expenditure by length of stay and residency. The average spent by the visitors who stayed three nights or more was \$45.61, compared to \$56.20 for the visitors who stayed two nights, because of lower reported lodging expenses; 60% of those who stayed for two nights stayed in a hotel or motel compared to 36.4% of those who stayed three or more nights. None of those who stayed for two nights stayed with friends or relatives, but 36.4% of those who stayed three or more nights stayed with friends or relatives. As expected, the visitors from outside Southeast Kansas spent more than those who lived in the region (\$25.95 compared to \$12.41) mainly due to increased lodging expenses.

7. Overall Attitudes Toward the Attraction

The respondents who visited Fort Scott and the Little House on the Prairie liked the authenticity and historical significance of the sites. They enjoyed the well-presented exhibits, too. The visitors to the Fort and to Big Brutus praised the friendly personnel and people. Visitors enjoyed climbing to the top of and going inside Big Brutus: they felt it was an unusual diversion and suitable for entertaining out-of-town guests.

The main complaints were the difficulty of access for wheelchairs and strollers (the Fort) and that the stairs were physically taxing, especially for the elderly (Big Brutus). They also complained that Big Brutus was hard to find and the access roads were of poor quality. The visitors to the Fort wished there were more working exhibits (such as a bakery and a blacksmith) and more souvenirs.

8. Overall Profile of the Respondents

The typical visitor to Historical Sites was a married (81%), white (90.9%), female (52.8%) with a median age of 41.19 years who lived in Southeast Kansas

(34.0%). She had at least one college degree (40.5%), a median annual household income of \$31,165, and worked in the Professional/Technical field. She was married with children living at home (47.2%) and owned her own home (75.9%).

The most frequently engaged-in leisure activity was creative activities (3.79), followed by social activities (3.24) and visiting art exhibits, museums and historical landmarks (3.00). The most frequent reason for visiting was an interest in history or archaeology (60.3%). The most frequently cited source of awareness was friends and relatives (54.5%), and 77.1% did not consult anyone in planning the visit. The typical visitor was on vacation (52.0%) and had planned their visit (74.3%) a week or less in advance (41.5%).

The average visitor group came by private automobile (86.6%) and consisted of an average of 4.1 people who were relatives (61.4%). The typical visitor was on a day trip (63.2%) and spent an average of \$21.63.

E. Museums

1. Demographic Characteristics

Table 2 on pages 52-53 summarizes the Demographic Characteristics of the respondents: 78.4% were married and 65.1% were female, 26.2% were between 18 and 34 years old, 47.8% were between 35 and 54, and 20.4% were 55 years or older; 93.1% were white.

Just over 10% reported that they finished high school and 84% had some education beyond that. Almost half of all respondents had one or more college degrees; therefore, it is not surprising that 35.7% reported working in a Professional/Technical position, and another 7.1% worked in a Managerial or Proprietary position. A tenth were homemakers. Students and Secretarial/Clerical workers made up another 8.3% each.

Household incomes of less than \$20,000 accounted for 8.2%, and another 41.1% reported incomes of between \$20,000 and \$40,000; 32.9% earned between \$40,000 and \$60,000 and 17.8% reported that their annual household incomes were over \$60,000. Three-quarters owned their own homes.

Almost a quarter (24.7%) of the respondents indicated that they were in the earlier stages of the family life cycle--either single or married without children--

and 45.8% were married and had children at home while another 4.7% were single parents. Close to a quarter (24.7%) of the respondents were in the later part of the life cycle (married people and singles over 55 whose children had left home).

The most popular leisure pursuit was creative activities. The average of 3.75 means that the respondents engaged in this type of activity more than four times a year but less than once a month. As Table 3 on page 54 shows, the second most popular type of activity was social activities (3.29), followed by watching movies (3.00), and going to art exhibits, museums and historical landmarks (2.99).

These respondents reported that they attended lectures and other educational pursuits between one and three times a year. The average of 2.77 was relatively higher than the averages for the respondents in the other categories, especially Fairs and Special Events (2.15) and Lakes, Parks and Reservoirs (2.05).

2. Motivations for the Visit

Table 4d on page 58 summarizes the respondents' reasons for visiting. Almost four-fifths of the respondents visited Museums because they were 'interested in history or archaeology,' 47.6% wanted to 'visit a well-known tourist attraction,' and 32.9% wanted to give their children an educational experience. Many of the 28% who indicated 'other' explained that their reasons for visiting were site-specific; for instance, they were interested in the Old West, the Dalton Gang, and the adventures of the Johnsons.

Table 4d also lists the percentages of residents and non-residents who chose each reason. The most frequent reasons for visiting that were reported by the residents were 'an interest in history or archaeology' (44.1%), the desire to 'visit a well known tourist attraction' (41.2%), and to 'entertain out-of-town guests' (35.3%). Nearly four-fifths of the non-residents visited because of 'an interest in history or archaeology' (78.1%), while 39.1% wanted to 'visit a well-known tourist attraction.'

3. Origins of the Respondents

Table 5 on pages 50-60 summarizes the origins of the visitors: 35.4% of the respondents were from Southeast Kansas and another 16.7% were from other counties in Kansas. The 47.9% who came from other states came mostly from the south central states (18.8%), the south and southeast states (10.4%), the west and

southwest states (8.3%), and the north central states (7.3%). A few also came from the north and the northeast (3.1%).

4. Decision-Making Process

Table 6 on pages 61-62 summarizes the responses related to the decision-making process. Just over half the respondents became aware of the museum that they visited through friends and relatives. The second most frequent source of awareness was highway signs (35.7%). Many of the 29.6% who indicated 'other' explained that they found out about the museums from AAA guides and from books (especially books written by and about the Johnsons). One respondent obtained information from a display at the Topeka Public Library.

Just over three-quarters of the respondents (78.5%) indicated that they did not consult anybody for assistance in planning their visit, but 7.0% consulted an automobile club and most of the 7.5% who indicated 'other' explained that they consulted AAA guides and other books. Of those who did not consult anyone, 56.9% were non-residents who were visiting for the first time; just over half (52.4%) of these non-resident first-time visitors indicated that friends and relatives were a source of awareness about the museum; 38.1% indicated a highway sign was a source of awareness. Tourist information centers and radio advertisements were indicated as a source of awareness by 11.9% and 9.5% of the respondents, respectively. The primary decision to attend was made by a female adult in 29.5% of the visits, and 27.4% indicated that the decision was made by a male adult; two-fifths said it was a shared decision.

Just over half (53.7%) of the respondents were on vacation; 69.4% of the respondents who lived outside Southeast Kansas were on vacation compared to 21.9% of the residents of the region. Three-quarters had planned the stop in advance, 35.8% of the respondents who were on vacation planned their visit ahead of time, and 69.6% of the respondents who planned to stop planned their visit a month or less in advance.

5. Media Usage

Table 7 on pages 63-64 summarizes the respondent's Media Usage patterns: 5.7% of the respondents in this category did not watch any television at all, 10.2% watched for less than one hour a day, and 58% watched between one and three hours daily. Just over half the respondents watched movies (53.4%) and news

shows (52.3%) frequently. The next most popular types of television programs were Nature or Wildlife (37.5%) and Comedies (31.8%).

The most popular times for listening to the radio were in the early morning, the early evening, and at night: 23.8% listened between 6 and 7 a.m. and 33.3% listened between 7 and 8 a.m., 23.8% listened between 4 and 5 p.m., and 22.6% listened between 5 and 6 p.m. Another 19% liked listening to the radio at night. The most popular types of radio programs were country music (44%), followed by Easy Listening (35.7%); 26.2% each chose Golden Oldies and News/Talk as their favorite.

Just over half of the respondents subscribed to between three and five magazines, and another quarter subscribed to more than five magazines.

6. Characteristics of the Visit

Table 8 on pages 65-66 summarizes the characteristics of the trip. While 87.3% of the visitors came in groups of five or less people, the average size of a group was 3.5. The groups had an average of 2.5 adults and 1.9 children. Fifty-nine percent of the visitors came with their relatives, and 81.1% came with relatives and/or friends; 14.7% came alone.

Most of the respondents came by private automobile (86.9%) and another 9.1% came by rented car; 53.5% of the respondents stayed a night or more. Of these, nearly half (47.9%) stayed at a hotel or motel, 22.9% stayed with friends and relatives, and 16.7% stayed at an RV/camper park.

The respondents reported spending an average of \$33.42 per visitor. Tables 12a and 12b on page 70 summarize the breakdown of average expenditure by length of visit and residency, respectively. The respondents who stayed three or more nights spent less than those who stayed one night, mainly due to decreased lodging costs. Seventy percent of those staying one night, but only 30.8% of those staying three or more nights, stayed in a hotel or motel; instead, 53.8% of those staying three or more nights stayed with friends and relatives.

The non-residents of Southeast Kansas spent an average of \$43.32 compared to the residents of the region who spent an average of \$7.93, due to increased expenditures by non-residents in every category.

7. Overall Attitudes Toward the Attraction

The most pleasing aspects of the Museums were their authenticity and the various exhibits, especially the photographs. Seven respondents visiting the Brown Mansion liked the interesting tour guide the most. The major complaints were that the buildings needed repair and further restoration, except at the Safari Museum, where the major complaint was that the building was too small for all it contained.

8. Overall Profile of the Respondents

The typical visitor to a museum was a married (78.4%), white (93.1%), female (65.1%), with a median age of 40.83 years, who lived in Southeast Kansas (35.4%). She had at least one college degree (47.7%), a median annual household income of \$40,255, and worked in the Professional/Technical field (35.7%). She was married with children living at home (45.8%) and owned her own home (75.6%).

The most frequently engaged-in leisure activities were creative activities (3.75), followed by social activities (3.29), going to the movies (3.00), and 'visiting art exhibits, museums and historical landmarks' (2.99). The most frequently cited reason for visiting a museum was an interest in history or archaeology (79.3%). The most frequently reported source of awareness was friends and relatives (51.0%), and most respondents (78.5%) did not consult anyone for assistance in planning the visit. The typical visitor was on vacation (53.7%) and had planned the visit (75%) a week or less in advance (48.3%).

The average visitor group came by private automobile (86.9%), and had an average of 3.5 people who were relatives (59.0%). The typical visitor was on a day trip (46.5%) and spent an average of \$33.42.

F. A Critical Comparison of the Four Categories

1. Demographic Characteristics

Museums and Fairs and Special Events attracted more female respondents (65.1% and 62.2%, respectively). Lakes, Parks and Reservoirs attracted relatively more male respondents (51.4%), more married people (84.0%), the highest proportion of retirees (22.9%), and had the highest degree of home ownership (84.5%).

The visitors to Historical Sites and Museums were more educated, had higher annual incomes, and higher proportions of respondents working in Professional/Technical positions.

All four categories attracted similar percentages of married respondents whose children had left home (the percentages ranged from 23.5% to 26.4%). Fairs and Special Events attracted more young singles, and Lakes, Parks, and Reservoirs attracted more young married people without children. Historical Sites attracted the most married people with children under six years old, and Museums attracted the most married people with children between six and twelve years old.

Creative activities were the most popular activity for all four categories of respondents. The second most popular activity was outdoor activities for the respondents visiting Lakes, Parks and Reservoirs and social activities for the other three categories.

2. Motivations for the Visit

The two most popular reasons for visiting Fairs and Special Events were related to social activities--'visiting friends and relatives' and 'sharing and enjoying a community feeling.' The two most popular reasons for visiting Lakes, Parks and Reservoirs were passive outdoor activities--'camping' and 'fishing.' The two most popular reasons for visiting Historical Sites and Museums were 'an interest in history/archaeology' and 'visiting a well-known tourist attraction.'

3. Origins of the Visitors

The majority of the respondents visiting Fairs or Special Events were from Southeast Kansas. Lakes, Parks and Reservoirs attracted more Kansans from the other counties. Historical Sites and Museums drew the most visitors from states other than Kansas.

4. The Decision-Making Process

The most important source of awareness in every category was 'friends and relatives.' The visitors to Historical Sites and Museums also became aware of the attraction through highway signs. Most of the non-resident first-time visitors who did not consult anyone became aware of the event/attraction through friends and relatives.

Nearly all (93.2%) of the respondents visiting Fairs and Special Events and three-quarters of those visiting Lakes, Parks and Reservoirs were not on vacation. By contrast, just over half of the respondents visiting Historical Sites and Museums were on vacation. The majority of the respondents who planned their visit made their plans four weeks or less in advance. Except for Fairs and Special Events,' almost half planned a week or less in advance.

5. Media Usage

The television viewing behavior of the respondents in the four categories was quite similar. The most popular types of television programs were movies and news shows. The most popular radio listening times were early morning (6 to 8 a.m.) and early evening (4 to 6 p.m.) for all four categories. Country music was the most popular radio music format in all four categories, especially Lakes, Parks and Reservoirs. More than half of the respondents visiting Museums subscribed to between three and five magazines.

6. The Characteristics of the Visit

The respondents visiting Lakes, Parks and Reservoirs had the largest average visitor group, 6.5 persons. The majority of visitors came with friends and/or relatives, and arrived by private automobile for a one-day trip. The respondents visiting Lakes, Parks and Reservoirs had a relatively higher percentage who came in a motorhome or RV, and a relatively higher percentage who stayed two or more nights.

Most of the visitors to Fairs and Special Events who stayed for more than a day stayed with friends or relatives. The most frequently cited types of accommodation for those visiting Historical Sites and Museums were hotels or motels; the second most frequently cited type of accommodation was 'friends and relatives.'

The visitors to Fairs and Special Events spent the least (\$17.79), followed by the visitors to Historical Sites (\$21.63), Lakes, Parks and Reservoirs (\$22.63) and Museums (\$33.42). In general, expenditure increased with length of stay, mainly due to increased lodging costs. Non-residents spent more than residents.

7. Overall Attitudes Toward the Events/Attractions

The aspect which was liked the most by the respondents in all four categories was related to the atmosphere of the event or attraction that was visited. The respondents liked the "home-town" and "Americana" atmosphere of the Fairs and Special Events, the "quiet and peaceful" atmosphere of the Lakes, Parks and Reservoirs, and the "authentic, historically significant" atmosphere of the Historical Sites and the Museums. The respondents also frequently mentioned friendly personnel and friendly people as a pleasant aspect of their visit.

The aspects of the events/attractions that were most displeasing can be divided into controllable and uncontrollable factors. The controllable aspects were all related in inadequate infrastructure. These included inadequate parking, seating, restrooms, showers, access roads, signboards, and difficulty of access for the handicapped, the elderly and those with children in strollers. The uncontrollable aspects were all related to unpleasant weather. Although this could be considered unavoidable, the effects of weather could be mitigated to some extent, e.g., provision of shelter at Lakes, Parks and Reservoirs, holding special events at or near shady places, and providing air conditioning at Museums and Historical Sites whenever possible.

8. The Overall Profile of All the Respondents

The reader should be aware that because of the uneven response rate, the overall characteristics of all the respondents are heavily influenced by the characteristics of the respondents visiting Fairs and Special Events.

The typical respondent was a married (77.5%), white (95.0%), female (57.6%), with a median age of 42.09 years who lived in Southeast Kansas (59.8%). She had some college education, but had not graduated (32.2%), a median household income of \$30,888 and worked in the Professional/Technical field (23.0%). She was married with children living at home (40.0%) and owned her own home (77.7%).

The most popular leisure activity was creative activities (3.70) followed by social activities (3.35), outdoor activities (3.03), and attending spectator sports (3.01). The most frequently cited source of awareness was friends and relatives (49.0%) and most respondents did not consult anyone for assistance in planning the visit (86.6%). The typical respondent was not on vacation (72.5%) but had planned the visit (86.7%) a week or less in advance (37.1%). The average visitor group

came by private automobile (85.4%) and had an average of 4.3 people who were relatives (53%). The typical visitor was on a day trip (64.8%) and spent an average of \$21.07 per person in the group.

IV. IMPLICATIONS

The implications discussed in this section are based on the analysis of data presented earlier, on an informal group discussion with several individuals involved in promoting tourism in Southeastern Kansas, and a series of conversations with the Executive Director of the Southeast Kansas Tourism Region (SEKTR, Inc.). The implications are grouped under the following categories: target market, promotion, pricing and product development.

A. Target Market

1. Geographic

An examination of Table 5 on pages 59-60 reveals that the primary tourist traffic in Southeast Kansas comes from the residents of Southeast Kansas and from the "other Kansans." A substantial proportion of visitors also come from south central states (i.e., Missouri, Oklahoma, Texas and Arkansas). Over 70% of the visitors to the Museums and Historical Sites, and over 90% of the visitors to the Fairs and Special Events and Lakes, Parks and Reservoirs were from Kansas and other south central states.

However, Fairs and Special Events and the Lakes, Parks and Reservoir categories did not attract a sizeable number of tourists from Texas and Arkansas. Museums and Historical Sites, on the other hand, drew people not only from the south central states, but from as far away as California and Florida. Historical Sites and Lakes, Parks and Reservoirs were the biggest attraction for the other Kansans (i.e. from outside the southeast region).

The data thus suggests that the most significant geographic target market for all four categories of tourist attractions in Southeast Kansas is Kansas itself, followed by Missouri and Oklahoma. Museums and Historical Sites do have somewhat bigger drawing power and they may be promoted to a secondary market, including Texas, Arkansas, California, Florida, Iowa, Illinois, Arizona and Louisiana. However, given the resource constraints, it would be advisable to

concentrate tourism promotional efforts only to the states of Kansas, Missouri, Oklahoma and perhaps Texas and Arkansas.

This strategy would be prudent given the fact that of all Americans who go on vacation, 50% stay within a 300-mile radius of their home (U.S. Travel Data Center estimate). Also, surveys have found that the Americans are taking shorter, more frequent (weekend) trips. For example, according to Audits and Surveys, Inc., about 75% of all pleasure trips take three days or less (Schmid, 1987); states such as Illinois, therefore, that are not an ultimate-destination state like Colorado or California, want to appeal to the weekend travelers from the nearby states (*Advertising Age*, April 22, 1985, p. 108 MW). This is the strategy that SEKTR, Inc. could also follow as Kansas does not appear to be an ultimate-destination state either.

2. Demographic

The demographic characteristics of the visitors have been discussed throughout the report and we do not wish to reiterate them here. However, it should be recognized that while there are some demographic similarities among visitors across categories (for example, the majority of visitors in all four categories were married), there are several very pronounced demographic differences as well. These differences must be considered while segmenting the market.

Let us consider some of these differences. More females than males, for example, were attracted to the Fairs and Special Events and Museums, compared to Lakes, Parks and Reservoirs and Historical Sites. The 35-44 age group accounted for most visitors across categories; for the Lakes, Parks and Reservoirs, however, one-third of all visitors were over 55 years old. An average visitor to the Historical Sites and Museums was much more educated than the average visitor in the other two categories; for instance, 48% of Museum visitors, and 41% of Historical Site visitors had a college degree. In contrast, 27% of the visitors to Fairs and Special Events, and only 19% to the Lakes, Parks and Reservoirs had a college degree.

There were significant disparities between the incomes of the tourists: 33% of the Museum-goers, for instance, had an income of \$50,000 or more. The percentages for Historical Sites, Fairs and Special Events, and Lakes, Parks and Reservoirs were 18%, 15% and 5%, respectively. Museum-goers had the highest median income (\$40,255), whereas visitors to the Lakes, Parks and Reservoirs had the lowest median income (\$28,000). Museums also attracted the highest percentage

of professional/technical people, whereas the Lakes, Parks and Reservoirs drew the highest percentage of retirees. Historical Sites and Museums were the only two categories that attracted a somewhat respectable number of non-whites.

Any marketing efforts designed to promote tourism in the SEKTR, Inc. should take into account the above demographic differences. For example, in the short term, it would make sense to aim the promotional efforts for Museums at well-educated, high-income individuals between 35-54 years of age. In contrast, promotions for Lakes, Parks and Reservoirs should be primarily focused toward people with non-college education, somewhat lower incomes (median \$28,000) and who are somewhat older (median age 46.5 years).

3. Motivational

The tourists visiting various attractions and events can also be segmented on the basis of their primary motivation for the visit. For example, the three most popular reasons for visiting Lakes, Parks and Reservoirs were fishing, camping and relaxation; their rank ordering, however, varied between residents and non-residents of Southeast Kansas. While residents ranked 'fishing' number one and 'camping' and 'relaxation' tied for number two, non-residents rated 'camping' as their number one reason, followed by 'relaxation,' and 'fishing.'

For Fairs and Special Events, residents ranked 'sharing and enjoying community feeling' as number one, and 'visiting friends and relatives' as number two. The non-residents rated 'visiting friends and relatives' as number one, and 'listening to music' as the number two reason. Taking a break away from routine was cited as the number three reason for both residents and non-residents.

An examination of motivations cited for visiting Museums and Historical Sites also confirms the belief that the motivations for visiting the attractions/events varied across categories; moreover, within each category, when the same factors were motivating the residents and non-residents, their relative emphasis varied. Thus, the tourist market can be segmented on the basis of their motivations, and marketing mix elements can be tailored to suit these motives. For instance, while promoting Fairs and Special Events to non-residents, it would make sense to emphasize the fact that such events provide an excellent opportunity to visit with friends and relatives and to listen to great music. Given the fact that non-residents rank 'visiting friends and relatives' and 'listening to music' as their top two reasons for visiting Fairs and Special Events, such a promotion is more likely to succeed.

B. Promotions

There are two important components in promoting tourism:

1. promotions directed at the tourists; and
2. promotions directed at the community.

Both are discussed below.

1. Promotions Directed at the Tourists

Current promotional efforts directed at the tourists are ad hoc and are primarily undertaken by the individual attraction/event organizers. Except for Fort Scott, other attractions have very small promotional budgets; therefore, it is safe to assume that such promotions are not having much impact. One way to get around this problem and increase promotional impact would be to pool together resources and design and coordinate promotional campaigns for the entire Southeast Kansas region under the guidance of Southeast Kansas Tourism Region (SEKTR, Inc.). Coordinated promotions make sense for another reason; tourists prefer a variety of attractions (over a single attraction) at a given destination.

Any promotional campaign designed for the region must be part of an overall marketing plan; furthermore, promotional goals should be explicitly defined in specific, measurable and time-bound forms. An example of such goal setting would be 'to increase the awareness of attraction X in target audience Y by Z% over a six-month period.' Of course the goal does not have to be defined in terms of awareness of a specific attraction: it can be specified in terms of promoting a specific tourism appeal or image, slogan or campaign theme, favorable attitude toward the attraction/events in Southeast Kansas, increasing tourist traffic to a particular attraction/event or a combination of any of these.

An important thing to remember in promotional goal setting is that the goals should be set such that the effectiveness of the campaign can be measured in precise terms. The effectiveness is typically measured through pre- and post-surveys concerning awareness and attitude toward various aspects of tourism in a given region as well as by tracking the inquiry coupons in response to the promotional efforts in a particular market.

Once the promotional objectives are determined, there are a number of promotional tools available to achieve them. Below, advertising, promotional literature, personal selling and publicity as promotional tools which Southeast Kansas Tourism Region (SEKTR, Inc.) could use are discussed.

a. *Advertising*

Message: Any message that is designed to be "all things to all people" is doomed to failure; therefore, a message must have a unique selling proposition (USP) i.e., it must clearly specify why one should visit an attraction/event in Southeast Kansas. Individual messages can be designed to promote a category of attractions or a particular attraction.

The message content should vary depending on the objectives and the target market in question. For example, a message to promote Lakes, Parks and Reservoirs to non-residents of Southeast Kansas may emphasize the camping facilities and relaxing atmosphere since these are the two most frequently cited reasons by non-residents for visiting Lakes, Parks and Reservoirs.

In order to unify/combine individual advertisements in a campaign, a slogan or a musical jingle may be used. Chicago, for example, has used the tag line "No matter where you are from in America, Chicago is your hometown. Come home." Spoken by actor Ed Asner, this tag line was very useful in unifying the individual ads as part of the campaign.

Media: Promotions should be limited to the media within the selected geographic target markets. For all practical purposes, promotional efforts should be concentrated within a 300-mile radius of Southeast Kansas. As mentioned earlier, U.S. Travel Data Center estimates indicate that of all Americans who vacation, 50% stay within a 300-mile radius of their home.

There are a variety of media available for promotion. The major media types that may be used by SEKTR, Inc. include newspaper, television, radio, magazines, direct mail and tourist information centers. The media combination used for promotions will depend primarily on the demographic characteristics, media habits of the target audience, and the promotional budget. For example, Table 6 (on pages 61-62) indicates that for non-resident, first-time visitors to Southeast Kansas, the primary source of awareness for all types of attractions and events across four categories were friends and relatives. Highway signs were the second most

important source of awareness for Historical Sites and Museums, and the third most important source of awareness for Lakes, Parks and Reservoirs. Tourist information centers were very useful in creating awareness for Lakes, Parks and Reservoirs, Historical Sites and Museums. Television ads were useful in promoting Fairs and Special Events.

Thus, for promoting Historical Sites, Museums, and Lakes, Parks and Reservoirs, the most significant media choices would be friends and relatives², highway signs and tourist information centers. (Incidentally, none of these are paid commercial media.) To promote Fairs and Special Events, on the other hand, the important media would be friends and relatives, television ads, newspaper articles and newspaper ads. For television advertising, movies and news programs appear to be most suitable vehicles for advertising placement.

b. *Promotional Literature*

Southeast Kansas has a large number of attractions/events and it appears that each has its own brochure/promotional literature--overwhelming and confusing to the tourists; it is essential, therefore, to coordinate the promotional literature. One way to do it would be to group the literature on the basis of category of attraction. For example, all promotional literature on the Historical Sites and Museums can be grouped into one brochure to reduce promotional literature clutter and be cost effective as well.

With a few exceptions, most of the promotional literature used by Southeast Kansas attractions is not very attractive and needs to be redone. If such an effort is undertaken, any attempt to paint an attractive and interesting picture of the region's events/attractions should be done with care. Promotional literature must be kept realistic. If the actual attraction/events are below the expectations based on the promotional literature, they will create disillusionment among the tourists and may prevent them from coming back.

²Since 'friends and relatives' seem to be the single most important source of awareness across categories, in the next section we will discuss some strategies to get them involved in tourism promotions.

c. *Personal Selling*

At times, promotional literature will have to be sent to the prospective tourists in response to direct telephone/mail inquiries. A mechanism should be developed to handle both attraction/event-specific inquiries, as well as general inquiries relating to the Southeast Kansas region. One simple way to do this is to prepare a general information kit and place it with the tourist information centers, specific attraction operators, and SEKTR, Inc. The attraction receiving the inquiry should send specific answers to the inquirer and also include the general information kit. The name and address of the inquirer, along with the nature of inquiry should be forwarded to SEKTR, Inc. where it should become part of their database for use in future promotions.

Personal selling involves meeting with travel agents, tour operators, and private organizations whose members may want to vacation in Southeast Kansas. Much personal selling is also involved in attending regional trade shows. SEKTR, Inc. is quite active in this area. The only thing to remember, especially about trade shows, is that exhibits and displays developed for this purpose must be first class; if not, attendance at such events may do more harm than good. As Levine (1989) observes ". . . this is another instance where one should go first class or not at all" (p. 48).

d. *Publicity*

Publicity is an extremely useful, low cost, high-credibility promotional tool, particularly if an organization has very limited resources. There are numerous ways to obtain favorable publicity, such as news releases, editorial coverage, letters to the editor, etc.

"Press-kits" are frequently used by the communities in an attempt to gain favorable press coverage. A press-kit is designed to provide information about a region's cultural and recreational offerings, and to entice the writers to feature the area in their respective publications (Gladwell and Wolff, 1989). According to the Gladwell and Wolff study, travel writers consider press-kits as an effective way to inform travel writers about a particular area. The most effective way to inform a writer about a destination is a personal visit, and the effectiveness of press-kits is improved if used before, in conjunction with, or following a personal visit. (Thus, the 1988 Society of American Travel Writers Convention in Kansas City would

have been an ideal time to distribute press-kits.) Moreover, unsolicited press-kits were not appreciated by most travel writers.

Press-kits may be used by SEKTR, Inc. for publicizing the region, but a few things should be kept in mind. The travel writer should be contacted either by telephone or by mail to inquire if (s)he would be interested in receiving a press-kit; only if a writer shows an interest should the press-kit be sent. Such a press-kit should include the following four items considered important by most writers: 1) narrative pamphlets; 2) maps; 3) brochures; and 4) black and white photographs. The items considered unimportant by the writers should not be enclosed with the press-kit; these include: 1) color photographs; 2) videotapes; 3) prepared text; 4) audio cassettes; and 5) charts and graphs (Gladwell and Wolff, 1989).

One publicity tool which SEKTR, Inc. may consider using is the Voice of America's (VOA) *Voyager Program*. The program, which started in 1985, is an excellent means of publicity: it allows cities and states to promote their industries and tourist attractions virtually at no cost. The Voyager van is a mobile broadcasting unit that travels from place to place recording and broadcasting stories about the people, attractions, and events of the region. These stories are broadcasted in 42 languages to 120 million listeners all over the world. The Voyager producers are looking for stories that are "quirky, off-beat" and that show "What Makes America America"³ (*E&I Development News*, July 29, 1985, page 3).

If Southeast Kansas were to invite Voyager, its true value would lie not so much in attracting tourists from outside the area, as in creating awareness of and involvement with the tourism of its own community members. In other words, it may serve as an excellent promotional tool to sell tourism at home itself.

e. *Promotional Gimmicks*

If promotional gimmicks are used with care and thoughtfulness, they can be an excellent source of supplemental promotion. Such gimmicks can generate a lot of favorable publicity as well. *E&I Development News* (January 12, 1987), for

³According to Irina Burger, due to budget cuts, Voyager van is not visiting as many localities as it once did; if a place has something really interesting and off-beat, however, VOA will consider a proposal to visit it. Irina Burger may be contacted at: Voice of America, U.S. Information Agency, 330 Independence Avenue, S.W., Washington, DC 20547. Telephone number: (202) 485-7075.

example, reported on an interesting promotional gimmick undertaken by a dozen towns in central and eastern Nevada. The towns banded together to offer \$1000 in silver bars to whoever could correctly answer a series of trivia questions about their communities.

According to Bob Perchetti, Chairman of the Pioneer Territori, a rural Nevada tourism marketing organization, "our plan was to create a contest that would entice people travelling on either highway to stop in our communities. We hope people will not only stop in a community to find the answer, but take some time to see what each of the towns has to offer . . . we even help (participants) out; the answers are posted in businesses in each of the communities along the road" (pp. 6-7). The questions included historical information about a town or some other characteristics.

Anything that is unique can be publicized. For instance, when *LIFE* magazine designated Highway 50 (crossing through Nevada) as "the loneliest road in America" and quoted an unidentified AAA official as saying "we warn all motorists not to drive [Highway 50] unless they are confident of their survival skills," the state's Tourism Commission sent news releases on what there is to see on Highway 50 and also distributed "I Survived Highway 50" kits containing a highway map, an annual calendar of events along the route, a special map that depicted things to see, and a card that provided discounts when stamped by merchants along the highway. The commission also sent bumper stickers and certificates that proclaimed "I survived Highway 50" to those travelers who had their cards fully stamped and mailed them to the commission.

This campaign apparently worked, and it not only resulted in increased traffic on Highway 50, but also generated national publicity from publications such as *USA Today* and the *Los Angeles Times* (*E&I Development News*, September 22, 1986, p. 9).

Once a long-term marketing plan is worked out, the counties in the Southeast Kansas Tourism Region may like to use some similar gimmicks as part of their promotion to generate awareness and positive attitude about their region.

2. Promotion Directed at the Community

In order for the tourism industry in any community to succeed, the involvement of the community is a must. Southeast Kansas is no exception, and community cooperation will be critical for the success of tourism in this region. Research shows that the most frequent reason for travelling beyond 100 miles is to visit friends and relatives. More than half of all leisure trips are taken because of this (Hirner et al., 1986).

Since the product of tourism is a "good time" to the tourist, the attitude of the community has a tremendous impact on the delivery of this product. A disgruntled or non-involved community is detrimental to the tourism business. Remember, a dissatisfied tourist who did not have a good time in a community will vow never to be back, and will also spread negative "word-of-mouth," just as a satisfied tourist, who had a good time in a community will say positive things about that community. Levine (1989, p. 46) comments on the importance of community involvement in tourism promotion:

"A tourist is not only a man (or woman) from out of town with a funny hat or a camera or some zinc salve on his or her nose. He's one's neighbor, and he's a neighbor for at least two reasons. First, if one can get him/her to vacation at home once in awhile, that's money in the bank; also, if one can get him/her to act nice and to help out incoming visitors and thus serve as a tourism emissary, that's also money in the bank."

In Southeast Kansas, the internal promotion to the community is done primarily by SEKTR, Inc. through news releases, open meetings and news letters to the member organizations. While these efforts are certainly in the right direction, a more organized approach is needed. Again, just as promotions to the tourists need to be specific, goal directed, measurable and time bound, so it should be for the promotions directed at the community. Promotional objectives can be set up in terms of communications goals such as increasing awareness of various attractions and events in the region, attitude toward the tourism and tourism promoting organizations in the community, awareness of the benefits of tourism, and so on. The effectiveness of such promotions can be measured using before and after surveys.

One of the first things that needs to be done is to inform people about the benefits of tourism in very explicit terms. The U.S. Department of Commerce contends that the benefits of tourism are often under-estimated, and has compiled information that shows the benefits of tourism very explicitly (see Appendix B on page 74). For example, the Department of Commerce estimates that 100 new tourists per day results in \$78,000 in tax receipts, or enough to support 156 school children, \$777,000 increase in personal income, \$144,000 increase in bank deposits, and \$1,120,000 in retail sales.

Tourism must be sold to the community first. For this reason a sizeable amount of Palm Beach County, Florida tourism marketing dollars are spent in convincing the residents to not take tourists for granted and in pointing out to them through local media advertising that if it were not for tourist visitors, their tax bill would go up by 18% or \$200 million, and 41,000 jobs would be lost (Levine, 1989).

Despite repeated messages emphasizing the benefits of tourism, there will be skeptics in the community who will claim that tourism puts pressures on the community's infrastructure and creates noise and congestion. They are right, but it has to be demonstrated to them that the benefits of tourism far exceed its costs.

Hirner et al. (1986, p. 164) point out that when words fail to convince skeptics in a community, objects may be used to drive the message home. They use the following anecdote to explain the point:

"The commander of a major military installation was dismayed at the hostility citizens of the neighboring community displayed towards the post and his troops. Having tried various public relations activities that failed, he hit upon one final idea. He secretly arranged to have the entire command paid with two dollar bills. The program was conducted without comment. This mass of currency silently flowing through the community demonstrated the installation's importance more powerfully than words could ever have. Best of all, the program involved almost no direct cost. It was free."

Hirner et al. go on to cite a number of variations on this theme that several communities have employed, such as encouraging tourist establishments to make change in two dollar bills, stamping one dollar bills as "tourist dollar," and having tourist establishments print "tourist dollars" on their checks. They further suggest

that souvenir buttons and bumper stickers distributed free or at cost can effectively highlight the number and importance of tourists to the community.

In addition to informing the community about the benefits of tourism, the community must also be kept informed about the various attractions and events that the region has to offer. Distribution of 'calendar of events' and 'community attractions brochures' to the members of the community should increase such awareness. Commercial media should be employed through planned public relations and promotional campaigns to communicate with the members of public. Open meetings, such as the ones being held by SEKTR, Inc. in various parts of the region are an excellent means of getting community input and support. Some other means of securing community involvement and increasing its awareness of tourism are: discounts to residents; off-season discounts; free tours for school children; and holding open houses.

Sometimes tourism organizations undertake special gimmicky promotions to secure community involvement and increase tourist visits. A recent example is "Invite a Friend Campaign," undertaken by the Convention and Visitors Bureau of Greater Kansas City (reported in the Bureau's official publication). As part of this campaign, community members were encouraged to invite a friend to the Kansas City area. A 4' by 6' mailbox, billed as the "World's Largest Mailbox," was set up at a number of events where the public could address and mail a postcard, courtesy of the Bureau, to friends and relatives. Also, a number of giveaways and prizes were given to the public at random. A drawing was held for a Kansas Citian to win a round-trip ticket to Kansas City from any domestic destination for a friend. One hundred forty thousand flyers were sent with the water bill promoting the event. In addition, local radio and television stations also promoted the event through the public service announcements. The campaign was designed to:

- a. increase the number of visitors to Kansas City;
- b. raise community awareness about what the Convention and Visitors Bureau of Greater Kansas City is; and
- c. involve the area residents directly into tourism development and promotion.

Community promotions such as these are well worth emulating.

C. Pricing

There is no uniform pricing policy at this time for the attractions in the region. Some offer free entrance, others charge a minimal fee, but a consistent and comprehensive pricing policy is desirable. SEKTR, Inc. could play an instrumental role in achieving this goal by developing expertise in pricing of tourist attractions and then sharing this expertise with the area attractions. Such expertise can be developed by gathering pricing information on similar attractions, and by consulting existing literature on pricing of tourist attractions. For example, for a nominal price, a publication entitled *Pricing Tourism Products and Services* can be obtained from:

Michigan Travel, Tourism and Recreation Resource Center
172 Natural Resources Building
Michigan State University
East Lansing, Michigan 48824-1222

This publication should provide helpful tips on pricing of tourism-related products and services.

One has to realize, though, that pricing decisions cannot be considered in isolation, because certain types of promotions have a direct impact on the price of tourism products. For example, when discounts are offered on a number of tourism products and services, they effectively lower the prices for the tourists. "Wichita Weekend Getaway Card" program is a good case in point. Wichita merchants, restaurants, and hotels provide discounts to about 10,000 visitor cardholders during the weekends (*Wichita Business*, July/August 1988, page 22). That such discounts do lower the effective price of a visit is evident from the findings of a survey in which the majority of respondent cardholders said that they had gone back to Wichita five times or more. Therefore, in devising pricing policy, a holistic approach would be appropriate: one that considers the effect of long-term institutional promotions on prices.

D. Product Planning and Development

1. Taking Inventory of the Tourism-Related Products

Currently, no inventory of all the tourism-related products in Southeast Kansas exists. Documenting the region's tourism-related facilities is a must.

SEKTR, Inc. should prepare a complete inventory of lodging, eating establishments, (restaurants, etc.), specialty shops, and entertainment facilities. Once such a document is prepared, it should be distributed (along with the promotional literature on the attractions and events) to the tour operators, visitor information centers, tourists, and the community either free or at cost. It would be ideal to store such information in great detail on a computer and update it frequently.

Perhaps, in the future, when tourist traffic becomes substantial, SEKTR, Inc. may want to create a Central Reservations Office modeled after North Tahoe's Central Reservations Office where information is available on-line to the wholesale travel market. Travel agents and tour operators prefer this one-call system where they can make reservations for their clients in any of the region's hotels/motels by calling the Central Reservations Office. Hotel/motel operators may pay a small percentage as commission for the booking done through the reservations office.

2. Product Development and Maintenance

In expressing their overall attitude toward attractions/events, visitors have, at times, complained about insufficient seating, inadequate parking, restrooms, trash cans, showers, telephones and shelters (at Lakes, Parks and Reservoirs), inadequate access roads, and unavailability of access for wheelchairs and strollers. Such inadequate public facilities and services create a poor image of the community, hamper repeat visits from the tourists, and cause the spread of negative word-of-mouth about the attractions/events and the region.

Many of these facilities are relatively inexpensive and can be easily provided for. For example, renting portable restrooms during the peak tourist season, placing additional trash cans in high traffic areas of the attractions/events, and installing additional public phones does not cost too much but goes a long way in increasing tourist convenience and enhancing a community's reputation as a good tourist spot. Public facilities such as improved access roads, on the other hand, may require substantial resources and help from state and federal agencies.

At times tourists have suggested that certain Historical Sites needed restoration and repair; these can be expensive, but help may be obtained from state and federal agencies. The Kansas Department of Human Resources should be able to provide details on the appropriate agencies that may fund such requests.

For developing cultural programs, Museums and Historical Sites may obtain grants from:

Humanities Projects in Museums and Historical Organizations
Division of General Programs
National Endowment for the Humanities
Room 420
Washington, DC 20506

As part of a product development, Museums and art galleries may also get a broad range of exhibitions from the Smithsonian Institute by contacting:

Associate Director for Administration
Smithsonian Institution Traveling Exhibition Service
Office of Museum Programs
Smithsonian Institute
Washington, DC 20506

With respect to new product development, a number of ideas are being explored by the tourism leaders in Southeast Kansas. One group of residents is working to obtain recognition for Highway 69 as a scenic highway. SEKTR, Inc. is planning to use the fact that Southeast Kansas is home to some 415 species of birds as a natural tourist attraction. Recently, the Executive Director of SEKTR, Inc. has begun to explore the possibility of "horse-and-buggy rides" for the motor coach tours that often come into the town just before sunset. Perhaps this product package could be developed along the lines of Hays Convention and Visitors Bureau's Twilight Tours which consist of a bus tour of Hays, complete with a tour guide "who goes along and spins tales about the old days when Hays was a cow town and when old Wild Bill Hickok roamed the streets as a special marshall. The bus averages 75 percent occupancy, and the word is spreading that Hays is a good place to stop" (*Kansas Business News*, March 1989, p. 33).

It is encouraging to see the efforts being made for various new product developments in the Southeast Kansas region; one critical product, which is extremely important for the success of tourism, is grossly underdeveloped, however. This product is the Tourist Information Center (TIC). It is surprising to note that there is only one TIC in the Southeast Kansas Tourism Region. Since TICs not only can be a very valuable source of information to the tourists about the community, they can also be an invaluable source of information about the tourists.

TICs, for example, can be used to gather information on the tourists through personal interviews and questionnaires. Normally TICs should be provided by the state; however, if state funding is unavailable, TICs can be established through the volunteer support of the community. A TIC should be strategically located; for instance, a TIC near the Coffeyville and Oklahoma border may be a real asset. If a TIC is established through volunteer help, it could be housed in a store, hotel/motel or the Chamber of Commerce office.

Hirner et. al. (1986) offer a number of recommendations concerning TICs. For example, a TIC should be conveniently located at ground level with plenty of parking and landscaping; it should draw attention and be easily recognizable. If possible, the center may be of an unusual design such as a tepee, covered wagon, log cabin, grist mill or replica of an historic building. The TIC should have complete information about the community that a visitor might conceivably ask for and should be staffed with well-informed and enthusiastic personnel.

3. Visitor Services Training

Jafari (1983) argues that the tourism industry is in the business of "manufacturing" dreams and experiences; therefore, visitors must be received, accommodated and treated properly throughout their trip. Jafari compares the tourism industry with the television industry where a "weak link" in tourism influences the overall quality of the product just as it does for a television set. While a defective television set can be repaired, however, the bad experiences of a tourist become a permanent part of his/her image of the community.

From talking to various knowledgeable sources, it is evident that Southeast Kansas could use a comprehensive program for training for visitor services, where all those who come in contact with the tourists must be trained. These contacts include those who perform personal services (such as hotel, motel, restaurant and service station employees, city employees, and those involved in attractions, amusement and tourist businesses); those who perform specialized services (e.g., police, fire fighters, sanitation employees, security guards, health services personnel, and bank and retail employees); personnel of the tourist information centers; and the general community (Hirner et al., 1986, p. 153).

Hirner et al. (1986) recommend that the training should be done by experts in tourism or by the tourism organization personnel. At this point SEKTR, Inc., the tourism organization in Southeast Kansas, does not seem to have expertise in

this regard; therefore, the training may be done through high school and community college tourism courses and through various civic and commercial organizations in the region, such as the Chambers of Commerce and Lions Clubs. SEKTR, Inc. should assess the training needs of various components of the tourism industry and develop some specific objectives; it should then coordinate and periodically evaluate the training program to monitor the progress.

E. Future Research

If resources permit, surveys could be conducted in potential (primary) geographic target markets (such as Tulsa, Oklahoma and Joplin, Missouri) to ascertain which tourist attractions the residents of the potential target market would consider visiting in Southeast Kansas. By asking questions regarding tourist attractions visited by the respondents in nearby regions, one can gain valuable insight into the competitive tourist areas as well.

Surveys could also be conducted on major highways passing through the region (such as Highway #54, #69, and #75) to see what will make the traveler stop for an unplanned trip to various events/attractions in the area. Such surveys of potential tourists should also include questions concerning demographics, psychographics (life-style) and medial habits to provide a comprehensive knowledge about the travelers.

Records on traffic counts, tax receipts and occupancy of motels/hotels should be maintained to gain an idea of general tourist activity levels in the region.

Finally, an ongoing monitoring of tourists is needed. By providing self-administered questionnaires to people visiting tourist information centers, rest stops, and major attractions, a database can be built on the visitor profiles and also on visitor satisfaction.

Both questionnaires should be short and structured. Visitor profile questionnaires should, at a minimum, inquire about point of origin, mode of transportation, destination, lodging, duration of the trip, number of people in the party, expenditures, length of stay, primary reason for the visit, and questions on the demographic characteristics of the respondent.

The questionnaire on visitor satisfaction should include questions concerning motivation for the visit, what attractions/events were most/least enjoyable, where

did they learn about the attractions/events, what kinds of activities/events would make people stay longer, and specific things that visitors disliked or liked most about the visit to Southeast Kansas. In addition to the structured questions, there should be some open-ended questions eliciting people's overall reactions to their visit. Visitor satisfaction surveys could be used to detect problems in various components of the tourism industry in the region and make necessary changes to remedy the situation.

Both visitor profile and visitor satisfaction surveys may be standardized so that each site uses the same general surveys, making data aggregation and comparison easier.

V. CONCLUDING REMARKS

The Southeast Kansas region has good potential for tourism development because it has certain unique tourism products, such as Big Brutus, Little House on the Prairie, Fort Scott, and the Martin and Osa Johnson Safari Museum to name just a few. To exploit this potential, however, the individual attractions/events will have to work together because most of the individual attractions alone do not have substantial tourist drawing power. As Mr. John D. Dendahl, Secretary of Economic Development and Tourism for the State of New Mexico has observed, the shotgun approach in which each little community spends a little money on a brochure and then tries to cover the waterfront by itself is not a very effective means of tourism development (*Business Forecaster*, July 1989, p. 8); therefore, various communities in the region must act collectively. Unfortunately, as Levine (1989, p. 46) observes, such cooperation among various groups is difficult to achieve. "In tourism one finds that everybody pays lip service to a unified and collective effort, but few tourist groups really practice it."

In Southeast Kansas, out of nine counties that have a 'guest tax,' only four are contributing to SEKTR, Inc. for tourism development. Part of the problem may be that the community organizations as well as the community in general do not fully understand the positive impact which an increase in tourism is likely to bring.

SEKTR, Inc. appears to have the primary responsibility for tourism promotion and development in the region. If tourism is to grow and become a potent force contributing to the development of the Southeast Kansas region, SEKTR, Inc. must adopt a leadership role and develop a long-range plan (i.e. a three- to five-

year plan) for tourism development in the region. The plan should be developed in cooperation with, and by receiving input from, individuals and organizations connected with the tourism industry as well as from the general public.

The execution of such a plan would necessitate that SEKTR, Inc. acquires more resources and develops expertise in tourism product planning and development, pricing, promotion, and tourism services training. Currently, the resources available to SEKTR, Inc. are very meager. Perhaps the State of Kansas should consider providing grants for tourism development in the region. Such grants could be in the form of infrastructure development such as improving access roads and building Tourist Information Centers, and also for tourism promotion within and outside Southeast Kansas.

The state may particularly consider providing matching grants to the communities for promoting tourism to their residents. This step is important for two reasons: a) it will encourage the residents to vacation at home and thus keep those tourism dollars at home; and b) tourism needs to be sold at home first before it can be marketed to outsiders.

"We think Kansans need to be 'sold' on their own state before we start trying to reach other states. For some reason we Kansans seem to like to point out all the shortcomings of our state to those who don't live here. We are self-depreciating to a fault if you ask me. Too many times we've heard Kansans almost apologize when asked where they come from" (from the editorial in *Kansas Works*, June 1989).

Dr. Karl Menninger (Topeka psychiatrist) explains that the low self-image which many Kansans have about our state is an attitude problem:

". . . part of Kansas personality is to question positive images about the state. Some Kansans simply can't believe that anyone else would really want to visit their state. To them Kansas as a tourist attraction is a ridiculous thought" (*The Wichita Eagle-Beacon*, May 21, 1989).

Obviously such attitudes must be changed if tourism is to grow in the region. The way to do it is through promotion and education. In the long-term, the success of the tourism industry in Southeast Kansas will depend on the extent to which various segments of the tourism industry, and the many communities involved, are willing to work together under a long-range plan for tourism development.

TABLES

TABLE 1
PLANNED SAMPLE SIZES AND ACTUAL RESPONSES PER CATEGORY

Site	Planned Sample Size	Actual Usable Responses Received	Response Rate (%)
I Fairs & Special Events	500	372	74.4
Little Balkans	91	82	90.1
Artists Alley	31	21	67.7
Biblesta	122	87	71.3
Freedonia	55	44	80.0
Neewollah	110	68	61.8
Good Ol' Days	91	70	76.9
II Lakes, Parks & Reservoirs	500	153	30.6
Big Hill Lake	233	62	26.6
John Redmund	130	10	7.7
Toronto State Park	85	24	28.2
Elk City State Park	52	57	109.6
III Historical Sites	500	232	46.4
Fort Scott	369	113	30.6
Big Brutus	109	106	97.2
Little House	22	13	59.1
IV Museums	500	99	19.8
Safari Museum	120	21	17.6
Brown Mansion	190	47	24.7
Dalton Museum	190	29	15.3

Overall Response Rate = $\frac{(372+153+232+99)}{2000} = 42.8\%$

TABLE 2
DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS
 (percentages)

Demographic Characteristics	All Respondents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
Marital Status	(N=828	N=369	N=150	N=221	N=88)
Married	77.5%	72.6%	84.0%	81.0%	78.4%
Single	22.5	27.4	16.0	19.0	21.6
Sex	(N=811	N=356	N=144	N=216	N=95)
Male	42.4	37.8	51.4	47.2	34.9
Female	57.6	62.2	48.6	52.8	65.1
Age	(N=832	N=370	N=151	N=223	N=88)
Under 18	2.6	1.1	2.0	4.5	5.7
18-24	9.9	12.4	7.3	6.7	11.4
25-34	20.2	21.6	16.6	22.4	14.8
35-44	24.4	25.4	21.2	26.5	20.5
45-54	14.8	11.1	19.2	13.0	27.3
55-64	14.3	13.0	18.5	13.9	13.6
65 & Over	13.8	15.4	15.2	13.0	6.8
Education	(N=829	N=369	N=150	N=222	N=88)
Grade 8 or Less	2.3	1.4	2.0	4.5	1.1
Some High School	5.3	4.1	10.0	4.5	4.5
Finished High School	24.1	29.0	30.0	17.6	10.2
Technical School	4.7	3.8	8.0	4.1	4.5
Some College	32.2	35.0	30.7	28.8	31.8
College Graduate	21.7	21.1	15.3	24.3	28.4
Masters Degree	7.7	5.4	4.0	10.8	15.9
Doctorate	1.9	0.3	0.0	5.4	3.4
Household Income	(N=757	N=343	N=133	N=208	N=73)
Under \$14,999	12.2	15.2	15.0	7.7	5.5
\$15,000 - \$19,999	11.4	12.8	14.3	10.1	2.7
\$20,000 - \$24,999	11.0	10.2	13.5	12.5	5.5
\$25,000 - \$29,999	12.7	12.0	12.0	15.9	8.2
\$30,000 - \$34,999	15.2	13.1	18.8	16.3	15.1
\$35,000 - \$39,999	8.5	8.2	8.3	7.7	12.3
\$40,000 - \$44,999	7.8	6.7	9.8	6.3	13.7
\$45,000 - \$49,999	5.8	7.0	3.8	5.8	4.1
\$50,000 - \$59,999	7.5	8.5	2.3	6.7	15.1
\$60,000 - \$74,999	4.2	3.8	0.8	6.7	5.5
\$75,000 - \$99,999	2.4	1.7	0.8	3.4	5.5
\$100,000 and Over	1.5	0.9	0.8	1.0	6.8

TABLE 2 Continued

Demographic Characteristics	All Respondents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
Ethnic Group	(N=823)	N=368	N=149	N=219	N=87)
White	95.0	96.7	98.0	90.9	93.1
Black	2.8	1.6	1.3	5.5	3.4
Hispanic	1.3	1.1	0.7	2.3	1.1
Other	0.9	0.5	0.0	1.4	2.3
Occupation	(N=813)	N=365	N=144	N=220	N=84)
Professional/Technical	23.0	24.1	15.3	21.4	35.7
Retired	14.8	12.6	22.9	15.9	7.1
Homemaker	12.8	13.7	11.8	12.7	10.7
Secretarial/Clerical	9.0	11.5	9.7	4.5	8.3
Managerial/Proprietary	8.6	9.3	8.3	8.2	7.1
Sales/Service	6.0	6.6	6.3	5.9	3.6
Student	5.7	3.8	4.2	8.6	8.3
Laborer	4.9	5.8	4.9	5.0	1.2
Craftsman/Blue Collar	3.3	3.0	2.8	4.5	2.4
Farmer	3.0	3.0	2.8	2.3	4.8
Machine Operator	2.3	1.1	4.2	2.7	3.6
Other	6.6	5.5	6.9	8.2	7.1
Home Ownership	(N=812)	N=366	N=148	N=216	N=82)
Own	77.7	76.5	84.5	75.9	75.6
Rent	22.3	23.5	15.5	24.1	24.4
Family Life Cycle	(N=814)	N=371	N=144	N=214	N=85)
Single, Under 55	14.2	17.5	9.7	12.6	14.1
Married, No Children	13.6	12.1	18.8	8.4	10.6
Married, Youngest Child at Home is					
Under 6 Years	16.5	14.0	17.3	22.9	12.9
6-12 Years	13.6	12.5	11.1	17.3	20.0
13 Years and Over	9.9	11.3	10.4	7.0	12.9
Single Parent	4.6	4.6	3.5	6.1	4.7
Married, Children Left Home	24.7	23.7	26.4	24.8	23.5
Single, 55 and Over	2.9	4.3	2.8	0.9	1.2

TABLE 3
LEISURE ACTIVITIES
(averages)*

Leisure Activities	All Respondents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
Creative Activities	3.70 (N=802)**	3.74 (N=369)	3.42 (N=134)	3.79 (N=216)	3.75 (N=83)
Social Activities	3.35 (N=805)	3.56 (N=372)	3.01 (N=137)	3.24 (N=214)	3.29 (N=82)
Outdoor Activities	3.03 (N=801)	3.13 (N=371)	3.23 (N=135)	2.80 (N=212)	2.88 (N=83)
Attend Spectator Sports	3.01 (N=792)	3.29 (N=368)	2.61 (N=132)	2.81 (N=209)	2.90 (N=83)
Movies	2.80 (N=791)	2.86 (N=369)	2.40 (N=131)	2.87 (N=210)	3.00 (N=81)
Participate in Sports	2.72 (N=795)	2.77 (N=370)	2.60 (N=131)	2.68 (N=211)	2.81 (N=83)
Live Entertainment	2.57 (N=801)	2.60 (N=370)	2.05 (N=132)	2.80 (N=214)	2.71 (N=85)
Art Exhibits	2.50 (N=806)	2.23 (N=372)	2.15 (N=133)	3.00 (N=217)	2.99 (N=84)
Lectures	2.31 (N=783)	2.15 (N=367)	2.05 (N=128)	2.57 (N=210)	2.77 (N=78)

* The extent of participation in each of these activities during the past year was measured using the following five-point scale: 1 = Never, 2 = At least once a year, 3 = At least 4 times a year, 4 = At least once a month, 5 = At least once a week.

**A different number of respondents chose to answer each question, hence the "Ns" are slightly different for each question.

TABLE 4a
FAIRS & SPECIAL EVENTS
REASONS FOR VISITING*
(percentages)

	% of All Respondents	% of Residents	% of Non- residents
	(N=372	N=288	N=84)
Visit with friends and relatives	38.7%	32.9%	56.0%
Share & enjoy community feeling	32.6	33.7	23.8
Take a break from usual routine	29.0	28.8	25.0
Listen to music	27.3	26.2	26.4
Meet people	25.1	26.7	15.5
Sample a variety of foods	22.3	25.3	8.3
Get ideas for craft projects	20.1	21.2	15.5
Buy hand-made items	19.2	20.1	13.1
Appreciate local talent	17.8	19.1	10.7
Entertain out-of-town guests	8.1	7.6	8.3
Visit a well-known tourist attraction	6.4	5.2	9.5
View historic enactments	4.5	5.2	1.2
Other	24.2	20.5	33.3

*The respondents were asked to indicate up to three reasons.

TABLE 4b
LAKES, PARKS & RESERVOIRS
REASONS FOR VISITING*
(percentages)

	% of All Respondents	% of Residents	% of Non- residents
	(N=150	N=94	N=56)
Camp	49.0%	41.7%	62.5%
Fish	48.4	53.1	41.1
Relax	44.4	41.7	50.0
Take a break from usual routine	37.3	39.6	33.9
Party with friends and relatives	30.1	27.1	33.9
Enjoy water sports	23.5	29.2	14.3
Picnic or cookout	22.9	26.0	16.1
Entertain out-of-town guests	11.8	16.7	3.6
Get some sun	11.1	13.5	5.4
Let kids learn or enjoy	10.5	12.5	7.1
Meet people	8.5	6.3	12.5
Hunt	8.5	2.1	1.8
Hike	6.5	7.3	5.4

*The respondents were asked to indicate up to three reasons.

TABLE 4c
HISTORICAL SITES
REASONS FOR VISITING*
(percentages)

	% of All Respondents	% of Residents	% of Non- residents
	(N=228	N=160	N=68)
Interested in history/archaeology	60.3%	39.1%	69.8%
Visit well-known tourist attraction	45.0	53.6	41.5
Educational experience for children	38.0	49.3	33.3
View special exhibits	35.4	31.9	37.1
Entertain out-of-town guests	20.1	43.5	10.1
Visit with friends and relatives	18.8	23.2	17.0
Kill time on the road	13.5	15.9	12.6
Buy souvenirs and gifts	11.8	11.6	11.9
See favorite exhibits again	8.7	10.1	8.1
Meet people with similar interests	7.9	8.7	7.5
Work on a class project	2.2	2.9	1.9
Other	7.9	1.4	10.7

*The respondents were asked to indicate up to three reasons.

TABLE 4d
MUSEUMS
REASONS FOR VISITING*
(percentages)

	% of All Respondents	% of Residents	% of Non- residents
	(N=98	N=34	N=64)
Interested in history/archaeology	79.3%	44.1%	78.1%
Visit well-known tourist attraction	47.6	41.2	39.1
Educational experience for children	32.9	23.5	29.7
View special exhibits	28.0	17.6	26.6
Visit with friends and relatives	18.3	17.6	14.1
Entertain out-of-town guests	17.1	35.3	3.1
See favorite exhibits again	15.9	29.4	4.7
Kill time on the road	12.2	5.9	12.5
Meet people with similar interests	9.8	8.8	7.8
Buy souvenirs and gifts	4.9	8.8	1.6
Work on a class project	0.0	0.0	0.0
Other	28.0	11.8	28.1

*The respondents were asked to indicate up to three reasons.

TABLE 5
ORIGIN OF THE RESPONDENTS
(percentages)

	All Respon- dents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
	(N=815	N=363	N=153	N=203	N=96)
S.E. Kansas	59.8%	79.3%	62.7%	34.0%	35.4%
Kansas (Other)	19.4	11.0	27.5	29.6	16.7
Kansas Total	79.1	90.4	90.2	63.5	52.1
South Central	10.9	6.3	5.9	19.2	18.8
Missouri	5.2	3.3	2.0	10.3	6.3
Oklahoma	2.9	2.2	2.6	3.9	4.2
Texas	1.8	0.8	1.3	3.0	4.2
Arkansas	1.0			2.0	4.2
North Central	3.2	1.9	1.3	4.9	7.3
Illinois	0.9	0.6	0.7	2.0	
Nebraska	0.9	0.8		0.5	3.1
Iowa	0.5	0.6			2.1
Minnesota	0.2			1.0	
South Dakota	0.2			0.5	1.0
Indiana	0.1			0.5	
Michigan	0.1				1.0
Ohio	0.1			0.5	
Wisconsin	0.1		0.7		
West and Southwest	3.1		1.3	7.4	8.3
California	1.8		1.3	3.0	7.3
Arizona	0.5			2.0	
Colorado	0.5			1.5	1.0
Oregon	0.1			0.5	
Wyoming	0.1			0.5	

TABLE 5 Continued

	All Respon- dents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
South and Southeast	2.5	0.8	1.3	2.5	10.4
Florida	0.6	0.6			3.1
Louisiana	0.5			1.0	2.1
North Carolina	0.4	0.3	0.7		1.0
Virginia	0.4		0.7		2.1
Alabama	0.2			0.5	1.0
Georgia	0.1			0.5	
Mississippi	0.1				1.0
Tennessee	0.1			0.5	
North and Northeast	1.2	0.6		2.5	3.1
Maryland	0.2	0.6			
Massachusetts	0.2				2.1
New York	0.2			1.0	
Pennsylvania	0.2			0.5	1.0
Washington, DC	0.1			0.5	
New Jersey	0.1			0.5	

TABLE 6
DECISION MAKING PROCESS
(percentages)

Sources of Awareness*	All Respondents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
	(N=849)	N=372	N=148	N=231	N=98)
Friends and Relatives	49.0%	41.4%	58.1%	54.5%	51.0%
Highway Signs	18.0	1.9	12.2	40.3	35.7
Newspaper Ads	15.0	26.3	4.7	7.8	4.1
Newspaper Articles	12.0	15.6	15.5	6.5	6.1
Radio Ads	10.5	20.7	2.1	3.0	2.0
Tourist Info Center	7.4	0.5	11.5	15.6	8.2
Posters and Handbills	7.2	8.3	4.1	6.9	8.2
Television Ads	5.8	8.9	1.4	6.1	0.0
Mailed Ads/Announcements	2.1	4.0	0.0	1.3	0.0
Other	27.0	29.8	27.7	24.2	29.6
Sources Consulted	(N=818)	N=347	N=151	N=227	N=93)
No consultation	86.6	94.8	86.7	77.1	78.5
Auto Club	3.3	0.0	1.3	7.0	7.0
Travel Agent	1.7	0.3	0.7	3.5	4.3
Tour Operator	0.4	0.0	0.0	1.3	0.0
Other	8.1	4.9	11.3	11.0	7.5
"No Consultation" Analyzed by SEK Resident/SEK Nonresident and Repeat/First Time Visitor	(N=703)	N=329	N=128	N=174	N=72)
Resident & Repeat	45.0	61.1	57.8	15.5	19.4
Resident & 1st Time	15.0	17.6	6.3	16.1	16.7
Nonresident & Repeat	13.8	12.2	21.1	14.4	6.9
Nonresident & 1st Time	26.2	9.1	14.8	54.0	56.9
Sources of Awareness of Nonresident First-Time Visitors Who Did Not Consult Anyone	(N=141)	N=24	N=19	N=67	N=31)
Friends and Relatives	64.9	80.0	68.4	64.2	52.4
Highway Signs	37.3	3.3	21.1	50.5	38.1
Tourist Info Center	14.6	0.0	15.8	20.0	11.9
Television Ads	6.5	13.3	0.0	7.4	2.4
Posters and Handbills	6.5	6.7	5.3	7.4	4.8
Newspaper Ads	5.9	10.0	0.0	6.3	4.8
Newspaper Articles	4.3	13.3	0.0	2.1	4.8
Radio Ads	3.8	3.3	0.0	2.1	9.5
Mailed Ads/Announcements	2.7	10.0	0.0	2.1	0.0
Other	40.5	20.0	36.8	41.1	54.8

TABLE 6 Continued

Sources of Awareness*	All Respondents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
Primary Decision to Attend	(N=835)	N=365	N=150	N=226	N=94)
Female Adult	28.7	38.6	13.4	22.6	29.5
Male Adult	22.3	15.3	22.8	31.0	27.4
Shared Decision	45.0	43.6	55.7	42.4	40.0
Other	4.0	2.5	8.1	4.0	3.2
Are You Here on Vacation?	(N=839)	N=370	N=151	N=223	N=95)
Not on vacation	72.5	93.2	74.2	48.0	46.3
Yes, on vacation	27.5	6.8	25.8	52.0	53.7
Was This a Planned Stop?	(N=844)	N=369	N=153	N=226	N=96)
Happened to Stop	13.3	6.0	5.2	25.7	25.0
Planned Stop	86.7	94.0	94.8	74.3	75.0
Crosstabulation of "On Vacation" and "Planned Stop"	(N=836)	N=368	N=151	N=222	N=95)
Not Vacation & Planned	67.1	87.8	72.8	40.5	40.0
Not Vacation & Unplanned	5.4	5.4	1.3	7.7	6.3
On Vacation & Planned	19.6	6.3	21.9	33.3	35.8
On Vacation & Unplanned	7.9	0.5	4.0	18.5	17.9
Advanced Planning	(N=809)	N=357	N=146	N=217	N=89)
1 Week or Less	37.1	27.2	47.9	41.5	48.3
2-4 Weeks	24.1	23.8	18.5	29.5	21.3
5-7 Weeks	6.1	4.8	7.5	6.9	6.7
8-10 Weeks	5.9	1.7	8.2	10.1	9.0
11-13 Weeks	1.9	0.6	0.7	4.1	3.4
14-20 Weeks	1.9	2.0	3.4	0.9	1.1
21-25 Weeks	1.6	0.6	4.1	1.4	2.2
More than 25 Weeks	21.5	39.5	9.6	5.5	7.9

*The respondents were asked to indicate as many sources as applied.

TABLE 7
MEDIA USAGE
(percentages)

	All Respon- dents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
<u>TELEVISION</u>					
Amount of TV Watched Daily (N=826		N=372	N=148	N=222	N=84)
None	4.6%	3.2%	0.7%	9.0%	5.7%
Less Than 1 Hour	8.3	8.3	6.8	8.6	10.2
1-2 Hours	31.4	32.5	27.0	34.2	27.3
2-3 Hours	24.6	23.4	27.7	22.1	30.7
3-4 Hours	17.3	19.1	19.6	14.0	14.8
More Than 4 Hours	13.7	13.4	18.2	12.2	11.4
Kinds of TV Programs Watched*	(N=801	N=359	N=150	N=204	N=88)
Movies	51.8	51.3	54.0	50.5	53.4
News	51.6	49.3	52.7	54.4	52.3
Comedies	34.0	33.4	30.7	38.2	31.8
Sports Programs	28.2	32.3	30.7	23.0	19.3
Nature/Wildlife	26.6	19.8	32.7	29.4	37.5
Game Shows	21.2	20.3	24.0	22.5	17.0
Soap Operas	21.1	23.7	22.7	15.7	19.3
Mystery/Crime Dramas	17.2	12.8	20.7	23.0	15.9
Variety Shows	15.5	14.8	13.3	15.7	21.6
Other	7.6	6.7	5.3	9.3	11.4
<u>MAGAZINES</u>					
Average Number of Magazines Subscribed to by the Household	(N=820	N=370	N=150	N=216	N=84)
None	19.2	19.2	16.7	25.0	9.1
One to Two	28.9	28.1	38.7	29.2	14.8
Three to Five	32.8	31.1	32.0	28.7	51.1
More Than Five	19.2	21.6	12.7	17.1	25.0

TABLE 7 Continued

	All Respon- dents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
<u>RADIO</u>					
2 Most Frequent Times When					
Listen to the Radio	(N=803)	N=354	N=142	N=223	N=84)
6-7 a.m.	31.6	29.9	34.5	35.4	23.8
7-8 a.m.	30.8	34.2	31.7	68.6	33.3
8-9 a.m.	12.3	9.6	16.2	11.7	19.0
9-10 a.m.	10.1	9.3	13.4	8.1	13.1
10-11 a.m.	9.3	10.2	9.2	8.1	9.5
4-5 p.m.	14.2	12.1	16.2	12.6	23.8
5-6 p.m.	14.6	14.4	12.7	13.0	22.6
6-7 p.m.	7.2	8.2	5.6	7.6	4.8
7-8 p.m.	9.6	7.6	11.2	12.6	7.1
8 p.m. - 6 a.m.	20.3	19.8	19.7	22.0	19.0
Never Listen	10.6	11.9	9.2	11.2	6.0
3 Most Popular Radio					
Music Formats*	(N=736)	N=329	N=134	N=189	N=84)
Country	42.9	39.8	60.4	35.4	44.0
Golden Oldies	27.9	22.2	39.6	30.2	26.2
News/Talk	27.2	25.5	27.6	30.2	26.2
Easy Listening	21.7	17.0	21.6	23.2	35.7
Contemporary Hits (Top 40)	19.4	18.2	20.1	22.8	15.5
Soft Rock	18.6	21.9	17.1	13.8	19.0
Classical	12.0	7.3	6.0	22.2	16.7
Religious	10.2	7.9	9.7	15.3	8.3
Adult Contemporary	10.1	6.4	9.0	18.5	7.1
Album Oriented Rock	7.1	6.4	9.0	6.9	7.1
Jazz	3.5	3.0	2.2	4.2	6.0
Other	6.1	7.6	5.2	4.2	6.0

*The respondents were asked to indicate up to three favorite television programs and radio music formats.

TABLE 8
CHARACTERISTICS OF THE VISIT

	All Respon- dents	Fairs & Special Events	Lakes, Parks & Reservoirs	Historical Sites	Museums
Number of Visitors in the					
Group (percentages)	(N=835	N=363	N=148	N=229	N=95)
1	12.6%	15.4%	8.1%	10.0%	14.7%
2	29.3	30.3	37.2	23.1	28.4
3	15.4	16.8	8.8	16.6	17.9
4	15.6	15.4	12.2	20.1	10.5
5	10.1	8.5	6.1	12.7	15.8
1-5	83.0	86.4	72.4	82.5	87.3
6-10	11.3	9.9	10.8	13.1	11.5
11-20	3.5	1.7	10.8	3.9	1.1
21 & Over	2.2	1.9	6.1	0.4	0.0
Number in Visitor Group					
Under 18 (percentages)	(N=490	N=191	N=94	N=156	N=49)
0	20.2	18.8	29.8	16.0	20.4
1	25.5	30.4	16.0	23.7	30.6
2	28.0	30.9	17.0	32.1	24.5
3	11.2	8.9	12.8	12.8	12.2
4	6.5	6.3	4.3	7.7	8.2
5	3.7	2.1	6.4	4.5	2.0
6-10	3.5	1.5	9.5	3.2	0.0
11-20	1.2	0.5	4.3	0.0	2.0
21 & Over	0.2	0.5	0.0	0.0	0.0
Number in Visitor Group					
18 and Over (percentages)	(N=803	N=358	N=132	N=224	N=89)
1	17.8	23.7	11.4	14.3	12.4
2	50.4	46.4	56.8	52.7	51.7
3	12.2	12.0	6.8	14.3	15.7
4	8.3	6.7	7.6	9.8	12.4
5	4.2	4.2	3.0	4.0	6.7
6-10	4.3	4.8	4.6	4.5	1.1
11-20	1.3	0.8	6.0	0.0	0.0
21 & Over	1.4	1.4	3.8	0.4	0.0
Average Persons in Group (number)					
Total	4.3	3.8	6.5	4.1	3.5
Under 18	2.1	1.9	2.6	2.0	1.9
18 & Over	3.1	2.9	4.6	2.7	2.5

TABLE 8 Continued

Travelling Companions (percentages)	(N=843	N=368	N=152	N=228	N=95)
Relatives Only	53.0	53.0	36.8	61.4	59.0
Friends Only	12.8	14.7	17.1	7.5	11.6
Friends & Relatives	16.0	13.6	23.0	17.5	10.5
Friends &/or Relatives	81.8	81.3	76.9	86.4	81.1
Came Alone	15.2	16.0	17.1	12.7	14.7
Other	3.0	2.7	5.9	0.9	4.2
Mode of Transportation (percentages)	(N=847	N=373	N=153	N=222	N=99)
Private Auto	85.4	87.9	76.5	86.6	86.9
Motorhome/RV	7.2	1.6	22.2	8.6	2.0
Rental Auto	1.8	0.3	0.0	2.2	9.1
Airplane	0.9	0.3	0.7	0.9	4.0
Bus	0.8	1.6	0.4	0.4	0.0
Train	0.0	0.0	0.0	0.0	0.0
Other	5.0	7.5	6.5	1.3	2.0
Number of Nights Away From Home (percentages)	(N=626	N=363	N=152	N=225	N=86)
Day Trip	64.8	80.2	40.8	63.2	46.5
One Night	11.6	7.7	7.9	16.2	22.1
Two Nights	10.2	7.4	20.4	7.0	12.8
Three or More Nights	13.4	4.7	30.9	13.6	18.6
Type of Lodging (for those not on a day trip) (percentages)	(N=295	N=75	N=89	N=83	N=48)
RV/Camper Park	35.3	6.7	83.2	21.1	16.7
Friends/Relatives	33.0	69.3	7.9	33.0	22.9
Hotel/Motel	22.6	12.0	2.2	38.8	47.9
Rental/Condo/Apartment	0.7	0.0	0.0	0.0	4.2
Other	8.4	12.0	6.7	7.1	8.3
Average Spent (in Dollars)*					
Gas/Transportation	\$ 7.51 (N=203	\$ 5.95 (N=82	\$ 8.49 N=5	\$ 6.70 N=88	\$11.68 N=28)
Food & Drink	9.07 (N=250	8.01 N=128	9.48 N=5	10.59 N=88	9.45 N=28)
Lodging	13.85 (N=71	20.31 N=13	7.05 N=5	15.71 N=33	18.58 N=20)
Gifts/Souvenirs	9.14 (N=250	12.08 N=128	5.23 N=5	5.55 N=88	10.27 N=29)
Other	10.25 (N=49	15.15 N=10	7.67 N=5	5.23 N=25	8.61 N=9)
Average Spent Per Visitor*	\$21.07 (N=25	\$17.79 N=128	\$22.63 N=5	\$21.63 N=88	\$33.42 N=30)

*A different number of respondents chose to answer each question, hence the "N"s are slightly different for each quotation.

TABLE 9a
FAIRS AND SPECIAL EVENTS
AVERAGE EXPENDITURE
BY LENGTH OF VISIT

	Day Trip	One Night	Two Nights	Three or More Nights
Gas and transportation	\$ 4.80	\$ 7.07	\$ 9.42	\$14.20
Food and drink	6.41	16.36	11.54	12.88
Lodging	5.56	26.16	24.17	13.25
Gifts and souvenirs	10.51	17.48	13.25	20.44
Other	15.96	5.81	1.67	15.02
Total	\$14.99	\$38.73	\$25.76	\$20.08

TABLE 9b
FAIRS AND SPECIAL EVENTS
AVERAGE EXPENDITURE
BY RESIDENCY

	Residents of Southeast Kansas	Non-residents of Southeast Kansas
Gas and transportation	\$ 5.36	\$ 7.73
Food and drink	7.53	9.27
Lodging	22.40	20.47
Gifts and souvenirs	12.16	11.83
Other	17.61	3.09
Total	\$17.63	\$18.21

TABLE 10a
LAKES, PARKS AND RESERVOIRS
AVERAGE EXPENDITURE
BY LENGTH OF VISIT

	Day Trip	One Night	Two Nights	Three or More Nights
Gas and transportation	\$ 5.41	\$ 5.34	\$ 9.52	\$12.57
Food and drink	4.81	9.95	10.94	12.77
Lodging	5.40	8.04	8.18	6.73
Gifts and souvenirs	5.34	2.33	5.05	6.02
Other	5.20	5.37	14.07	8.83
Total	\$10.97	\$20.80	\$31.06	\$32.83

TABLE 10b
LAKES, PARKS AND RESERVOIRS
AVERAGE EXPENDITURE
BY RESIDENCY

	Residents of Southeast Kansas	Non-residents of Southeast Kansas
Gas and transportation	\$ 5.16	\$14.45
Food and drink	5.89	14.75
Lodging	5.36	8.95
Gifts and souvenirs	3.53	7.07
Other	6.25	10.54
Total	\$13.14	\$39.71

TABLE 11a
HISTORICAL SITES
AVERAGE EXPENDITURE
BY LENGTH OF VISIT

	Day Trip	One Night	Two Nights	Three or More Nights
Gas and transportation	\$ 3.43	\$ 9.86	\$14.36	\$14.11
Food and Drink	4.35	12.96	22.07	26.32
Lodging	7.76	12.39	38.07	20.07
Gifts and Souvenirs	3.94	6.51	7.23	10.92
Other	1.85	3.31	9.67	10.00
Total	\$ 9.19	\$34.88	\$56.20	\$45.61

TABLE 11b
HISTORICAL SITES
AVERAGE EXPENDITURE
BY RESIDENCY

	Residents of Southeast Kansas	Non-residents of Southeast Kansas
Gas and transportation	\$ 2.79	\$ 8.63
Food and Drink	8.11	11.74
Lodging	7.50	17.99
Gifts and Souvenirs	4.77	5.83
Other	2.50	6.86
Total	\$12.41	\$25.95

TABLE 12a
MUSEUMS
AVERAGE EXPENDITURE
BY LENGTH OF VISIT

	Day Trip	One Night	Two Nights	Three or More Nights
Gas and transportation	\$ 5.60	\$18.94	\$28.00	\$ 5.92
Food and Drink	5.39	12.43	16.36	9.48
Lodging	19.30	24.37	21.67	10.09
Gifts and Souvenirs	7.35	20.11	6.63	7.81
Other	19.38	4.58	--	6.62
Total	\$20.05	\$58.31	\$55.00	\$25.77

TABLE 12b
MUSEUMS
AVERAGE EXPENDITURE
BY RESIDENCY

	Residents of Southeast Kansas	Non-residents of Southeast Kansas
Gas and transportation	\$ 2.47	\$15.48
Food and Drink	3.13	11.25
Lodging	4.47	21.71
Gifts and Souvenirs	3.66	13.12
Other	0.88	14.41
Total	\$ 7.93	\$43.32

APPENDIX A

Estimate of Sampling Errors

ESTIMATE OF SAMPLING ERRORS*

Sample Size	Reported Percentage			
	50/50	70/30	80/20	90/10
100	10.0	9.2	8.0	6.0
300	5.8	5.3	4.6	3.5
500	4.5	4.1	3.6	2.7
700	3.8	3.5	3.0	2.3
1,000	3.2	2.9	2.5	1.9
2,000	2.2	2.0	1.8	1.3

*The numbers appearing in the table represent the estimated sampling error at the 95% confidence level expressed in percentage points (plus or minus).

Source: Allen Rubin and Earl Babbie (1989), Research Methods for Social Work, Wadsworth Publishing Company: Belmont, California, p. 208.

APPENDIX B

"Economic Impact of Tourism"

ECONOMIC IMPACT OF TOURISM

THE VISITOR INDUSTRY IMPORTS NEW DOLLARS

THE VISITOR INDUSTRY CREATES JOBS

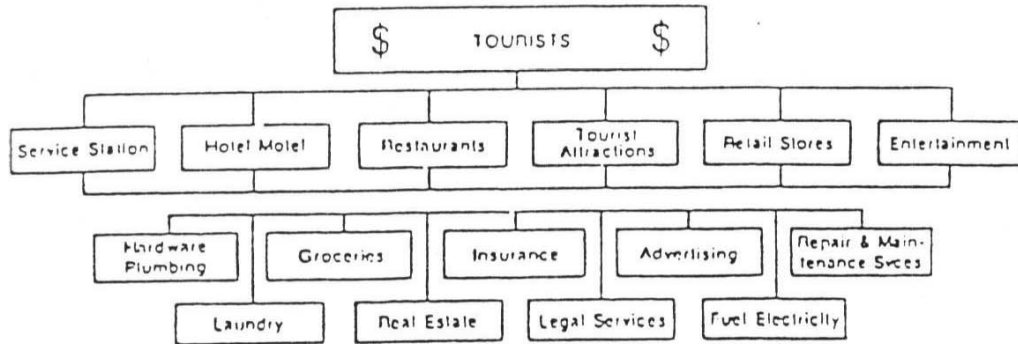
EXPANDS THE TAX BASE

ECONOMIC DIVERSIFICATION

CREATES AN IDENTITY AND IMAGE

THE VISITOR INDUSTRY ADDS QUALITY OF LIFE

Distribution of the Tourist Dollar



100 New Manufacturing Jobs

- Increase in population of 360
- 100 new households
- 91 more school children
- \$410,000 increase in personal income
- \$229,000 increase in bank deposits
- \$331,000 in retail sales
- 3 more retail outlets
- 65 industry-related jobs

100 New Tourists Per Day

- Increase in population of 459
- 140 new households
- \$78,000 in tax receipts or enough to support 156 school children
- \$777,000 increase in personal income
- \$144,000 increase in bank deposits
- \$1,120,000 in retail sales
- 7 more retail outlets
- 111 new industry-related jobs

The impact of tourists on a community is often underestimated. The above chart reflects the importance of a visitor on a community
Information compiled by U.S. Department of Commerce

APPENDIX C

Questionnaires

**University of Kansas
Tourism Questionnaire**

Column #

Q1. Is this your first visit to this fair or special event?

(7)

1. Yes 2. No

If No, How many times have you visited this fair or special event in the last 3 years? (WRITE IN) _____

(8)

Q2. Check the three most important reasons for your visiting this fair or special event?

(9-14)

1. Get ideas for craft projects.
2. Sample a variety of foods.
3. Buy handmade items.
4. Share and enjoy a community feeling.
5. Appreciate the local talent.
6. Entertain out-of-town guests.
7. Meet people.
8. Listen to music.
9. Take a break from the usual routine.
10. Visit a well-known tourist attraction.
11. View historic re-enactments.
12. Visit with friends or relatives.
13. Other (WRITE IN) _____

Q3. Through which of the following sources did you become aware of this fair or special event? (CHECK ALL THAT APPLY)

(15-25)

- | | |
|---|--|
| 1. <input type="checkbox"/> Highway sign | 6. <input type="checkbox"/> Mailed ad/announcements |
| 2. <input type="checkbox"/> Friends and relatives | 7. <input type="checkbox"/> Television ads |
| 3. <input type="checkbox"/> Posters and handbills | 8. <input type="checkbox"/> Tourist information center |
| 4. <input type="checkbox"/> Newspaper ads | 9. <input type="checkbox"/> Newspaper article |
| 5. <input type="checkbox"/> Radio ads | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q4. Are you currently a resident of southeast Kansas? (Southeast Kansas includes the following counties: Allen, Anderson, Bourbon, Chautauqua, Cherokee, Coffey, Crawford, Elk, Greenwood, Labette, Linn, Montgomery, Neosho, Wilson and Woodson.)

(26)

1. Yes 2. No

If Yes, how long have you lived in southeast Kansas? (PLEASE WRITE IN) _____ years

(27-28)

If No, where do you live? (PLEASE WRITE IN)

City/Town _____ State _____ Zip _____

(29-33)

Q5. How did you get here? (CHECK ALL THAT APPLY)

- | | | |
|--|--|--|
| 1. <input type="checkbox"/> Private auto | 4. <input type="checkbox"/> Motorhome/RV | 7. <input type="checkbox"/> Other (WRITE IN) |
| 2. <input type="checkbox"/> Rental Auto | 5. <input type="checkbox"/> Train | _____ |
| 3. <input type="checkbox"/> Airplane | 6. <input type="checkbox"/> Bus | _____ |

(34-40)

Q6. How many nights away from home will you stay here? (41)

- 1. Day trip--not overnight (SKIP TO Q8)
- 2. One night
- 3. Two nights
- 4. Three or more nights

Q7. Where are you staying while you are here? (CHECK ONE) (42)

- 1. Hotel/motel
- 2. Friends/relatives
- 3. RV/camper park
- 4. Rental/condo/apartment
- 5. Other (WRITE IN) _____

Q8. How many people including yourself are in your visitor group?
(PLEASE WRITE IN) _____

How many are under 18 years old? _____ (43-44)
 How many are over 18 years old? _____ (45-46)

Q9. Did you travel to this fair or special event with: (47)

- 1. Alone
- 2. Relatives only
- 3. Friends only
- 4. Friends and relatives
- 5. Other (WRITE IN) _____

Q10. Who made the primary decision to visit this fair or special event? (48)

- 1. Female adult
- 2. Male adult
- 3. Shared decision
- 4. Other (WRITE IN) _____

Q11. How much do you estimate your group (or you, if alone) has spent on the trip to this fair or special event on the following:

Gas/transportation	\$ _____	.00	(49-52)
Food & drink	\$ _____	.00	(53-55)
Lodging	\$ _____	.00	(56-59)
Gifts/souvenirs	\$ _____	.00	(60-63)
Other	\$ _____	.00	(64-66)

Q12. Are you here on a vacation? (67)

- 1. Yes
- 2. No

Q13. Did you plan to come here or did you just happen to stop? (68)

- 1. I happened to stop.
- 2. I planned to be here

If you just happened to stop, where were you planning to go?
(PLEASE WRITE IN) _____ (SKIP TO Q15)

Q14. How far in advance did you plan this trip?

(69)

- | | |
|--|--|
| 1. <input type="checkbox"/> 1 week or less | 5. <input type="checkbox"/> 11-13 weeks |
| 2. <input type="checkbox"/> 2-4 weeks | 6. <input type="checkbox"/> 14-20 weeks |
| 3. <input type="checkbox"/> 5-7 weeks | 7. <input type="checkbox"/> 21-25 weeks |
| 4. <input type="checkbox"/> 8-10 weeks | 8. <input type="checkbox"/> More than 25 weeks |

Q15. Did you consult any of the following to help you plan your trip? (CHECK ALL THAT APPLY)

(70-73)

1. Travel agent
2. Tour operator
3. Auto club
4. Other (please write in) _____
5. I didn't consult anyone.

Q16. What did you like most about this place? (PLEASE WRITE IN)

Q17. What did you like least about this place? (PLEASE WRITE IN)

Q18. The following list includes different types of leisure activities. Please circle the number under the heading indicating how often you have done these kinds of things during the past year.

	Never	Once a Year	4 times a Year	At Least Once a Month	Once a Week	
Engaging in <u>outdoor activities</u> such as hiking, skiing or boating.	1	2	3	4	5	(74)
Participate in <u>sports</u> such as tennis, golf or bowling.	1	2	3	4	5	(75)
Attend <u>spectator sports</u> such as football, basketball, baseball or hockey.	1	2	3	4	5	(76)
Engage in <u>creative activities</u> or hobbies such as photography, painting, gardening or needlework.	1	2	3	4	5	(77)
Attend <u>live entertainment</u> events such as plays and concerts (classical or popular).	1	2	3	4	5	(78)
Participate in <u>social activities</u> such as giving or attending parties, going dancing, taking part in lodge activities, etc.	1	2	3	4	5	(79)
Go to see <u>art exhibits</u> , museums historical landmarks.	1	2	3	4	5	(80)
Attend <u>lectures</u> , take adult education courses, do research or study at the library.	1	2	3	4	5	(81)
Go to <u>movies</u> .	1	2	3	4	5	(82)

Q19. How much TV do you watch on average per day? (83)

- | | |
|-----------------------------|----------------------------|
| 1. _____ None (SKIP TO Q21) | 4. _____ 2-3 hours |
| 2. _____ Less than 1 hour | 5. _____ 3-4 hours |
| 3. _____ 1-2 hours | 6. _____ More than 4 hours |

Q20. Which of the following kinds of television programs do you most frequently watch? (SELECT NO MORE THAN THREE (3)) (84-87)

- | | |
|---|--|
| 1. <input type="checkbox"/> Variety shows | 6. <input type="checkbox"/> Movies |
| 2. <input type="checkbox"/> Game shows | 7. <input type="checkbox"/> Mystery/crime dramas |
| 3. <input type="checkbox"/> Comedies | 8. <input type="checkbox"/> Nature or wildlife shows |
| 4. <input type="checkbox"/> Sports programs | 9. <input type="checkbox"/> News |
| 5. <input type="checkbox"/> Soap operas | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q21. When do you usually listen to the radio? (SELECT TWO (2) MOST FREQUENT TIMES) (88-91)

- | | |
|---|---|
| 1. <input type="checkbox"/> 6 to 7 AM | 7. <input type="checkbox"/> 5 to 6 PM |
| 2. <input type="checkbox"/> 7 to 8 AM | 8. <input type="checkbox"/> 6 to 7 PM |
| 3. <input type="checkbox"/> 8 to 9 AM | 9. <input type="checkbox"/> 7 to 8 PM |
| 4. <input type="checkbox"/> 9 to 10 AM | 10. <input type="checkbox"/> 8 PM to 6 AM |
| 5. <input type="checkbox"/> 10 to 11 AM | 11. <input type="checkbox"/> I never listen (SKIP TO Q23) |
| 6. <input type="checkbox"/> 4 to 5 PM | |

Q22. Which of the following radio-music formats do you most often listen to? (SELECT NO MORE THAN THREE (3)) (92-97)

- | | |
|---|---|
| 1. <input type="checkbox"/> Adult contemporary | 7. <input type="checkbox"/> Golden oldies |
| 2. <input type="checkbox"/> Album oriented rock | 8. <input type="checkbox"/> Soft rock |
| 3. <input type="checkbox"/> Classical | 9. <input type="checkbox"/> News/talk |
| 4. <input type="checkbox"/> Contemporary hits (includes Top 40) | 10. <input type="checkbox"/> Religious |
| 5. <input type="checkbox"/> Country | 11. <input type="checkbox"/> Jazz |
| 6. <input type="checkbox"/> Easy listening | 12. <input type="checkbox"/> Other |

Q23. How many magazines does your household subscribe to now? (98)

- | | |
|--|---|
| 1. <input type="checkbox"/> None | 3. <input type="checkbox"/> 3-5 |
| 2. <input type="checkbox"/> One or two | 4. <input type="checkbox"/> More than 5 |

Q24. What magazines are purchased or subscribed to by your household members? (PLEASE WRITE IN) _____

The next several questions refer to your household. Your answers will be kept strictly confidential and will not be associated with you in the analysis of the survey.

Q25. Are you married or single? (99)

1. Married 2. Single

Q26. Do you have any children in any of the following age groups? (100-102)
(CHECK ALL THAT APPLY)

1. Have no children
2. Less than 6 years old
3. 6-12 years old
4. 13 years or older

Q27. How many children currently live in your home? (103)

1. None 4. Three
2. One 5. Four
3. Two 6. Five or more

Q28. What is your sex? (104)

1. Male 2. Female

Q29. What is your age? (105)

1. Under 18 5. 45-54
2. 18-24 6. 55-64
3. 25-34 7. 65 or over
4. 35-44

Q30. What is the highest level of education you have attained? (106)

1. Grade 8 or less 5. Some college
2. Some high school 6. College graduate
3. Finished high school 7. Master's degree
4. Technical school 8. Doctorate

Q31. Which group best describes your household income before taxes? (107-108)

1. Under \$14,999 7. \$40,000-\$44,999
2. \$15,000-\$19,999 8. \$45,000-\$49,999
3. \$20,000-\$24,999 9. \$50,000-\$59,999
4. \$25,000-\$29,999 10. \$60,000-\$74,999
5. \$30,000-\$34,999 11. \$75,000-\$99,999
6. \$35,000-\$39,999 12. \$100,000 & Over

Q32. To which of the following ethnic groups do you belong? (109)

1. White 3. Hispanic
2. Black 4. Other _____

Q33. What is your primary occupation? (CHECK ONE)

(110-111)

- | | | | |
|-----------------------------|------------------------|------------------------------|-------------------------|
| 1. <input type="checkbox"/> | Professional/Technical | 8. <input type="checkbox"/> | Laborer |
| 2. <input type="checkbox"/> | Managerial/Proprietary | 9. <input type="checkbox"/> | Secretarial/Clerical |
| 3. <input type="checkbox"/> | Farmer | 10. <input type="checkbox"/> | Machine Operator |
| 4. <input type="checkbox"/> | Craftsman/Blue collar | 11. <input type="checkbox"/> | Retired |
| 5. <input type="checkbox"/> | Homemaker | 12. <input type="checkbox"/> | Other (PLEASE WRITE IN) |
| 6. <input type="checkbox"/> | Sales/Service | | |
| 7. <input type="checkbox"/> | Student | | |
-

Q34. Do you own or rent your home?

(112)

1. Own 2. Rent

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.

University of Kansas
Tourism Questionnaire

Column #
(7)

Q1. Is this your first visit to this historical site?

1. Yes 2. No

If No, How many times have you visited this historical site in the last 3 years? (WRITE IN) _____ (8)

Q2. Check the three most important reasons for your visiting this historical site? (9-14)

1. Interested in history/archeology
2. Entertain out-of-town guests
3. Buy souvenirs and gifts
4. Work on a class project
5. View my favorite exhibits again
6. Give the children an educational experience
7. View special exhibit
8. Meet people with similar interests
9. Kill time while on the road
10. Visit a well-known tourist attraction.
11. Visit with friends or relatives
12. Other (WRITE IN) _____

Q3. Through which of the following sources did you become aware of this historical site? (CHECK ALL THAT APPLY) (15-25)

- | | |
|---|--|
| 1. <input type="checkbox"/> Highway sign | 6. <input type="checkbox"/> Mailed ad/announcements |
| 2. <input type="checkbox"/> Friends and relatives | 7. <input type="checkbox"/> Television ads |
| 3. <input type="checkbox"/> Posters and handbills | 8. <input type="checkbox"/> Tourist information center |
| 4. <input type="checkbox"/> Newspaper ads | 9. <input type="checkbox"/> Newspaper article |
| 5. <input type="checkbox"/> Radio ads | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q4. Are you currently a resident of southeast Kansas? (Southeast Kansas includes the following counties: Allen, Anderson, Bourbon, Chautauqua, Cherokee, Coffey, Crawford, Elk, Greenwood, Labette, Linn, Montgomery, Neosho, Wilson and Woodson.) (26)

1. Yes 2. No

If Yes, how long have you lived in southeast Kansas? (PLEASE WRITE IN) _____ years (27-28)

If No, where do you live? (PLEASE WRITE IN)

City/Town _____ State _____ Zip _____ (29-33)

Q5. How did you get here? (CHECK ALL THAT APPLY)

- | | | |
|--|--|-----------------------------------|
| 1. <input type="checkbox"/> Private auto | 4. <input type="checkbox"/> Motorhome/RV | 7. <input type="checkbox"/> Other |
| 2. <input type="checkbox"/> Rental Auto | 5. <input type="checkbox"/> Train | (WRITE IN) _____ |
| 3. <input type="checkbox"/> Airplane | 6. <input type="checkbox"/> Bus | |
- (34-40)

Q6. How many nights away from home will you stay here? (41)

- 1. Day trip-not overnight (SKIP TO Q8)
- 2. One night
- 3. Two nights
- 4. Three or more nights

Q7. Where are you staying while you are here? (CHECK ONE) (42)

- 1. Hotel/motel
- 2. Friends/relatives
- 3. RV/camper park
- 4. Rental/condo/apartment
- 5. Other (WRITE IN) _____

Q8. How many people including yourself are in your visitor group?
(PLEASE WRITE IN) _____

How many are under 18 years old? _____
How many are over 18 years old? _____

(43-44)
(45-46)

Q9. Did you travel to this historical site with: (47)

- 1. Alone
- 2. Relatives only
- 3. Friends only
- 4. Friends and relatives
- 5. Other (WRITE IN) _____

Q10. Who made the **primary** decision to visit this historical site? (48)

- 1. Female adult
- 2. Male adult
- 3. Shared decision
- 4. Other (WRITE IN) _____

Q11. How much do you estimate your group (or you, if alone) has spent on the trip to this historical site on the following:

Gas/transportation	\$ _____	.00	(49-52)
Food & drink	\$ _____	.00	(53-55)
Lodging	\$ _____	.00	(56-59)
Gifts/souvenirs	\$ _____	.00	(60-63)
Other	\$ _____	.00	(64-66)

(67)

Q12. Are you here on a vacation?

- 1. Yes
- 2. No

(68)

Q13. Did you plan to come here or did you just happen to stop?

- 1. I happened to stop.
- 2. I planned to be here

If you just happened to stop, where were you planning to go?
(PLEASE WRITE IN) _____ (SKIP TO Q15)

Q14. How far in advance did you plan this trip?

(69)

- | | |
|--|--|
| 1. <input type="checkbox"/> 1 week or less | 5. <input type="checkbox"/> 11-13 weeks |
| 2. <input type="checkbox"/> 2-4 weeks | 6. <input type="checkbox"/> 14-20 weeks |
| 3. <input type="checkbox"/> 5-7 weeks | 7. <input type="checkbox"/> 21-25 weeks |
| 4. <input type="checkbox"/> 8-10 weeks | 8. <input type="checkbox"/> More than 25 weeks |

Q15. Did you consult any of the following to help you plan your trip? (CHECK ALL THAT APPLY)

(70-73)

1. Travel agent
2. Tour operator
3. Auto club
4. Other (please write in) _____
5. I didn't consult anyone.

Q16. What did you like most about this place? (PLEASE WRITE IN)

Q17. What did you like least about this place? (PLEASE WRITE IN)

Q18. The following list includes different types of leisure activities. Please circle the number under the heading indicating how often you have done these kinds of things during the past year.

	Never	Once a Year	4 times a Year	At Least Once a Month	Once a Week	
Engaging in <u>outdoor activities</u> such as hiking, skiing or boating.	1	2	3	4	5	(74)
Participate in <u>sports</u> such as tennis, golf or bowling.	1	2	3	4	5	(75)
Attend <u>spectator sports</u> such as football, basketball, baseball or hockey.	1	2	3	4	5	(76)
Engage in <u>creative activities</u> or hobbies such as photography, painting, gardening or needlework.	1	2	3	4	5	(77)
Attend <u>live entertainment</u> events such as plays and concerts (classical or popular).	1	2	3	4	5	(78)
Participate in <u>social activities</u> such as giving or attending parties, going dancing, taking part in lodge activities, etc.	1	2	3	4	5	(79)
Go to see <u>art exhibits</u> , museums historical landmarks.	1	2	3	4	5	(80)
Attend <u>lectures</u> , take adult education courses, do research or study at the library.	1	2	3	4	5	(81)
Go to <u>movies</u> .	1	2	3	4	5	(82)

Q19. How much TV do you watch on average per day? (83)

- | | |
|--|---|
| 1. <input type="checkbox"/> None (SKIP TO Q21) | 4. <input type="checkbox"/> 2-3 hours |
| 2. <input type="checkbox"/> Less than 1 hour | 5. <input type="checkbox"/> 3-4 hours |
| 3. <input type="checkbox"/> 1-2 hours | 6. <input type="checkbox"/> More than 4 hours |

Q20. Which of the following kinds of television programs do you most frequently watch? (SELECT NO MORE THAN THREE (3)) (84-87)

- | | |
|---|--|
| 1. <input type="checkbox"/> Variety shows | 6. <input type="checkbox"/> Movies |
| 2. <input type="checkbox"/> Game shows | 7. <input type="checkbox"/> Mystery/crime dramas |
| 3. <input type="checkbox"/> Comedies | 8. <input type="checkbox"/> Nature or wildlife shows |
| 4. <input type="checkbox"/> Sports programs | 9. <input type="checkbox"/> News |
| 5. <input type="checkbox"/> Soap operas | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q21. When do you usually listen to the radio? (SELECT TWO (2) MOST FREQUENT TIMES) (88-91)

- | | |
|---|---|
| 1. <input type="checkbox"/> 6 to 7 AM | 7. <input type="checkbox"/> 5 to 6 PM |
| 2. <input type="checkbox"/> 7 to 8 AM | 8. <input type="checkbox"/> 6 to 7 PM |
| 3. <input type="checkbox"/> 8 to 9 AM | 9. <input type="checkbox"/> 7 to 8 PM |
| 4. <input type="checkbox"/> 9 to 10 AM | 10. <input type="checkbox"/> 8 PM to 6 AM |
| 5. <input type="checkbox"/> 10 to 11 AM | 11. <input type="checkbox"/> I never listen (SKIP TO Q23) |
| 6. <input type="checkbox"/> 4 to 5 PM | |

Q22. Which of the following radio-music formats do you most often listen to? (SELECT NO MORE THAN THREE (3)) (92-97)

- | | |
|---|---|
| 1. <input type="checkbox"/> Adult contemporary | 7. <input type="checkbox"/> Golden oldies |
| 2. <input type="checkbox"/> Album oriented rock | 8. <input type="checkbox"/> Soft rock |
| 3. <input type="checkbox"/> Classical | 9. <input type="checkbox"/> News/talk |
| 4. <input type="checkbox"/> Contemporary hits (includes Top 40) | 10. <input type="checkbox"/> Religious |
| 5. <input type="checkbox"/> Country | 11. <input type="checkbox"/> Jazz |
| 6. <input type="checkbox"/> Easy listening | 12. <input type="checkbox"/> Other |

Q23. How many magazines does your household subscribe to now? (98)

- | | |
|--|---|
| 1. <input type="checkbox"/> None | 3. <input type="checkbox"/> 3-5 |
| 2. <input type="checkbox"/> One or two | 4. <input type="checkbox"/> More than 5 |

Q24. What magazines are purchased or subscribed to by your household members? (PLEASE WRITE IN) _____

The next several questions refer to your household. Your answers will be kept strictly confidential and will not be associated with you in the analysis of the survey.

Q25. Are you married or single?

(99)

1. Married

2. Single

Q26. Do you have any children in any of the following age groups?
(CHECK ALL THAT APPLY)

(100-102)

1. Have no children
2. Less than 6 years old
3. 6-12 years old
4. 13 years or older

Q27. How many children currently live in your home?

(103)

1. None

4. Three

2. One

5. Four

3. Two

6. Five or more

Q28. What is your sex?

(104)

1. Male

2. Female

Q29. What is your age?

(105)

1. Under 18

5. 45-54

2. 18-24

6. 55-64

3. 25-34

7. 65 or over

4. 35-44

Q30. What is the highest level of education you have attained?

(106)

1. Grade 8 or less

5. Some college

2. Some high school

6. College graduate

3. Finished high school

7. Master's degree

4. Technical school

8. Doctorate

Q31. Which group best describes your household income before taxes?

(107-108)

1. Under \$14,999

7. \$40,000-\$44,999

2. \$15,000-\$19,999

8. \$45,000-\$49,999

3. \$20,000-\$24,999

9. \$50,000-\$59,999

4. \$25,000-\$29,999

10. \$60,000-\$74,999

5. \$30,000-\$34,999

11. \$75,000-\$99,999

6. \$35,000-\$39,999

12. \$100,000 & Over

Q32. To which of the following ethnic groups do you belong?

(109)

1. White

3. Hispanic

2. Black

4. Other _____

Q33. What is your primary occupation? (CHECK ONE)

(110-111)

- | | | | |
|-----------------------------|------------------------|------------------------------|-------------------------|
| 1. <input type="checkbox"/> | Professional/Technical | 8. <input type="checkbox"/> | Laborer |
| 2. <input type="checkbox"/> | Managerial/Proprietary | 9. <input type="checkbox"/> | Secretarial/Clerical |
| 3. <input type="checkbox"/> | Farmer | 10. <input type="checkbox"/> | Machine Operator |
| 4. <input type="checkbox"/> | Craftsman/Blue collar | 11. <input type="checkbox"/> | Retired |
| 5. <input type="checkbox"/> | Homemaker | 12. <input type="checkbox"/> | Other (PLEASE WRITE IN) |
| 6. <input type="checkbox"/> | Sales/Service | | |
| 7. <input type="checkbox"/> | Student | | |
-

Q34. Do you own or rent your home?

(112)

1. Own 2. Rent

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.

University of Kansas
Tourism Questionnaire

Column #
(7)

Q1. Is this your first visit to this lake, reservoir or state park?

1. Yes 2. No

If No, How many times have you visited this lake, reservoir or state park in the last 3 years? (WRITE IN) _____ (8)

Q2. Check the three most important reasons for your visiting this lake, reservoir or state park? (9-14)

1. Entertain out-of-town guests
2. Enjoy water sports such as swimming etc.
3. Fish
4. Paty with friends and/or family
5. Enjoy a break from the usual routine
6. Camp
7. Picnic/cookout
8. Hunt
9. Let children learn about & enjoy outdoors
10. Hike
11. Get some sun
12. Meet people
13. Relax
14. Other (WRITE IN) _____

Q3. Through which of the following sources did you become aware of this lake, reservoir or state park? (CHECK ALL THAT APPLY) (15-25)

- | | |
|---|--|
| 1. <input type="checkbox"/> Highway sign | 6. <input type="checkbox"/> Mailed ad/announcements |
| 2. <input type="checkbox"/> Friends and relatives | 7. <input type="checkbox"/> Television ads |
| 3. <input type="checkbox"/> Posters and handbills | 8. <input type="checkbox"/> Tourist information center |
| 4. <input type="checkbox"/> Newspaper ads | 9. <input type="checkbox"/> Newspaper article |
| 5. <input type="checkbox"/> Radio ads | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q4. Are you currently a resident of southeast Kansas? (Southeast Kansas includes the following counties: Allen, Anderson, Bourbon, Chautauqua, Cherokee, Coffey, Crawford, Elk, Greenwood, Labette, Linn, Montgomery, Neosho, Wilson and Woodson.) (26)

1. Yes 2. No

If Yes, how long have you lived in southeast Kansas? (PLEASE WRITE IN) _____ years (27-28)

If No, where do you live? (PLEASE WRITE IN)

City/Town _____ State _____ Zip _____ (29-33)

Q5. How did you get here? (CHECK ALL THAT APPLY)

- 1. Private auto
- 2. Rental Auto
- 3. Airplane
- 4. Motorhome/RV
- 5. Train
- 6. Bus
- 7. Other (WRITE IN) _____ (34-40)

Q6. How many nights away from home will you stay here? (41)

- 1. Day trip--not overnight (SKIP TO Q8)
- 2. One night
- 3. Two nights
- 4. Three or more nights

Q7. Where are you staying while you are here? (CHECK ONE) (42)

- 1. Hotel/motel
- 2. Friends/relatives
- 3. RV/camper park
- 4. Rental/condo/apartment
- 5. Other (WRITE IN) _____

Q8. How many people including yourself are in your visitor group? (PLEASE WRITE IN) _____ (43-44)

How many are under 18 years old? _____ (45-46)

How many are over 18 years old? _____ (47)

Q9. Did you travel to this lake, reservoir or state park with:

- 1. Alone
- 2. Relatives only
- 3. Friends only
- 4. Friends and relatives
- 5. Other (WRITE IN) _____

Q10. Who made the primary decision to visit this lake, reservoir or state park? (48)

- 1. Female adult
- 2. Male adult
- 3. Shared decision
- 4. Other (WRITE IN) _____

Q11. How much do you estimate your group (or you, if alone) has spent on the trip to this lake, reservoir or state park on the following:

Gas/transportation	\$ _____	.00	(49-52)
Food & drink	\$ _____	.00	(53-55)
Lodging	\$ _____	.00	(56-59)
Gifts/souvenirs	\$ _____	.00	(60-63)
Other	\$ _____	.00	(64-66)

Q12. Are you here on a vacation? (67)

- 1. Yes
- 2. No

Q13. Did you plan to come here or did you just happen to stop? (68)

- 1. I happened to stop.
- 2. I planned to be here

If you just happened to stop, where were you planning to go?
(PLEASE WRITE IN) _____ (SKIP TO

Q15)

Q14. How far in advance did you plan this trip? (69)

- 1. 1 week or less
- 2. 2-4 weeks
- 3. 5-7 weeks
- 4. 8-10 weeks
- 5. 11-13 weeks
- 6. 14-20 weeks
- 7. 21-25 weeks
- 8. More than 25 weeks

Q15. Did you consult any of the following to help you plan your trip? (CHECK ALL THAT APPLY)

- 1. Travel agent
- 2. Tour operator
- 3. Auto club
- 4. Other (please write in) _____
- 5. I didn't consult anyone.

(70-73)

Q16. What did you like most about this place? (PLEASE WRITE IN)

Q17. What did you like least about this place? (PLEASE WRITE IN)

Q18. The following list includes different types of leisure activities. Please circle the number under the heading indicating how often you have done these kinds of things during the past year.

	Never	Once a Year	4 times a Year	At Least Once a Month	Once a Week	
Engaging in <u>outdoor activities</u> such as hiking, skiing or boating.	1	2	3	4	5	(74)
Participate in <u>sports</u> such as tennis, golf or bowling.	1	2	3	4	5	(75)
Attend <u>spectator sports</u> such as football, basketball, baseball or hockey.	1	2	3	4	5	(76)
Engage in <u>creative activities</u> or hobbies such as photography, painting, gardening or needlework.	1	2	3	4	5	(77)
Attend <u>live entertainment</u> events such as plays and concerts (classical or popular).	1	2	3	4	5	(78)
Participate in <u>social activities</u> such as giving or attending parties, going dancing, taking part in lodge activities, etc.	1	2	3	4	5	(79)
Go to see <u>art exhibits</u> , museums historical landmarks.	1	2	3	4	5	(80)
Attend <u>lectures</u> , take adult education courses, do research or study at the library.	1	2	3	4	5	(81)
Go to <u>movies</u> .	1	2	3	4	5	(82)

Q19. How much TV do you watch on average per day? (83)

- | | |
|-----------------------------|----------------------------|
| 1. _____ None (SKIP TO Q21) | 4. _____ 2-3 hours |
| 2. _____ Less than 1 hour | 5. _____ 3-4 hours |
| 3. _____ 1-2 hours | 6. _____ More than 4 hours |

Q20. Which of the following kinds of television programs do you most frequently watch? (SELECT NO MORE THAN THREE (3)) (84-87)

- | | |
|---|--|
| 1. <input type="checkbox"/> Variety shows | 6. <input type="checkbox"/> Movies |
| 2. <input type="checkbox"/> Game shows | 7. <input type="checkbox"/> Mystery/crime dramas |
| 3. <input type="checkbox"/> Comedies | 8. <input type="checkbox"/> Nature or wildlife shows |
| 4. <input type="checkbox"/> Sports programs | 9. <input type="checkbox"/> News |
| 5. <input type="checkbox"/> Soap operas | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q21. When do you usually listen to the radio? (SELECT TWO (2) MOST FREQUENT TIMES) (88-91)

- | | |
|---|---|
| 1. <input type="checkbox"/> 6 to 7 AM | 7. <input type="checkbox"/> 5 to 6 PM |
| 2. <input type="checkbox"/> 7 to 8 AM | 8. <input type="checkbox"/> 6 to 7 PM |
| 3. <input type="checkbox"/> 8 to 9 AM | 9. <input type="checkbox"/> 7 to 8 PM |
| 4. <input type="checkbox"/> 9 to 10 AM | 10. <input type="checkbox"/> 8 PM to 6 AM |
| 5. <input type="checkbox"/> 10 to 11 AM | 11. <input type="checkbox"/> I never listen (SKIP TO Q23) |
| 6. <input type="checkbox"/> 4 to 5 PM | |

Q22. Which of the following radio-music formats do you most often listen to? (SELECT NO MORE THAN THREE (3)) (92-97)

- | | |
|---|---|
| 1. <input type="checkbox"/> Adult contemporary | 7. <input type="checkbox"/> Golden oldies |
| 2. <input type="checkbox"/> Album oriented rock | 8. <input type="checkbox"/> Soft rock |
| 3. <input type="checkbox"/> Classical | 9. <input type="checkbox"/> News/talk |
| 4. <input type="checkbox"/> Contemporary hits (includes Top 40) | 10. <input type="checkbox"/> Religious |
| 5. <input type="checkbox"/> Country | 11. <input type="checkbox"/> Jazz |
| 6. <input type="checkbox"/> Easy listening | 12. <input type="checkbox"/> Other |

Q23. How many magazines does your household subscribe to now? (98)

- | | |
|--|---|
| 1. <input type="checkbox"/> None | 3. <input type="checkbox"/> 3-5 |
| 2. <input type="checkbox"/> One or two | 4. <input type="checkbox"/> More than 5 |

Q24. What magazines are purchased or subscribed to by your household members? (PLEASE WRITE IN) _____

Q33. What is your primary occupation? (CHECK ONE)

(110-111)

- | | | | |
|-----------------------------|------------------------|------------------------------|-------------------------|
| 1. <input type="checkbox"/> | Professional/Technical | 8. <input type="checkbox"/> | Laborer |
| 2. <input type="checkbox"/> | Managerial/Proprietary | 9. <input type="checkbox"/> | Secretarial/Clerical |
| 3. <input type="checkbox"/> | Farmer | 10. <input type="checkbox"/> | Machine Operator |
| 4. <input type="checkbox"/> | Craftsman/Blue collar | 11. <input type="checkbox"/> | Retired |
| 5. <input type="checkbox"/> | Homemaker | 12. <input type="checkbox"/> | Other (PLEASE WRITE IN) |
| 6. <input type="checkbox"/> | Sales/Service | | |
| 7. <input type="checkbox"/> | Student | | |
-

Q34. Do you own or rent your home?

(112)

1. Own 2. Rent

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.

University of Kansas
Tourism Questionnaire

- Column #
- Q1. Is this your first visit to this museum? (7)
1. Yes 2. No
- If No. How many times have you visited this museum in the last (8)
3 years? (WRITE IN) _____
- Q2. Check the three most important reasons for your visiting this museum? (9-14)
1. Interested in history/archeology
 2. Entertain out-of-town guests
 3. Buy souvenirs and gifts
 4. Work on a class project
 5. View my favorite exhibits again
 6. Give the children an educational experience
 7. View special exhibit
 8. Meet people with similar interests
 9. Kill time while on the road
 10. Visit a well-known tourist attraction.
 11. Visit with friends or relatives
 12. Other (WRITE IN) _____
- Q3. Through which of the following sources did you become aware of this (15-25)
museum? (CHECK ALL THAT APPLY)
- | | |
|---|--|
| 1. <input type="checkbox"/> Highway sign | 6. <input type="checkbox"/> Mailed ad/announcements |
| 2. <input type="checkbox"/> Friends and relatives | 7. <input type="checkbox"/> Television ads |
| 3. <input type="checkbox"/> Posters and handbills | 8. <input type="checkbox"/> Tourist information center |
| 4. <input type="checkbox"/> Newspaper ads | 9. <input type="checkbox"/> Newspaper article |
| 5. <input type="checkbox"/> Radio ads | 10. <input type="checkbox"/> Other (WRITE IN) _____ |
- Q4. Are you currently a resident of southeast Kansas? (Southeast Kansas includes the (26)
following counties: Allen, Anderson, Bourbon, Chautauqua, Cherokee, Coffey, Crawford,
Elk, Greenwood, Labette, Linn, Montgomery, Neosho, Wilson and Woodson.)
1. Yes 2. No
- If Yes. how long have you lived in southeast Kansas? (PLEASE WRITE IN) _____ years (27-
28)
- If No. where do you live? (PLEASE WRITE IN)
- City/Town _____ State _____ Zip _____ (29-33)
- Q5. How did you get here? (CHECK ALL THAT APPLY)
- | | | |
|--|--|-----------------------------------|
| 1. <input type="checkbox"/> Private auto | 4. <input type="checkbox"/> Motorhome/RV | 7. <input type="checkbox"/> Other |
| 2. <input type="checkbox"/> Rental Auto | 5. <input type="checkbox"/> Train | (WRITE IN) _____ |
| 3. <input type="checkbox"/> Airplane | 6. <input type="checkbox"/> Bus | |
- (34-40)

Q6. How many nights away from home will you stay here? (41)

- 1. Day trip-not overnight (SKIP TO Q8)
- 2. One night
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- 4. Three or more nights

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- 1. Hotel/motel
- 2. Friends/relatives
- 3. RV/camper park
- 4. Rental/condo/apartment
- 5. Other (WRITE IN) _____

Q8. How many people including yourself are in your visitor group?
(PLEASE WRITE IN) _____

How many are under 18 years old? _____ (43-44)
 How many are over 18 years old? _____ (45-46)

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- 1. Alone
- 2. Relatives only
- 3. Friends only
- 4. Friends and relatives
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- 1. Female adult
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Other	\$ _____	.00	(64-66)

Q12. Are you here on a vacation? (67)

- 1. Yes
- 2. No

Q13. Did you plan to come here or did you just happen to stop? (68)

- 1. I happened to stop.
- 2. I planned to be here

If you just happened to stop, where were you planning to go?
(PLEASE WRITE IN) _____ (SKIP TO Q15)

Q14. How far in advance did you plan this trip?

(69)

- | | |
|--|--|
| 1. <input type="checkbox"/> 1 week or less | 5. <input type="checkbox"/> 11-13 weeks |
| 2. <input type="checkbox"/> 2-4 weeks | 6. <input type="checkbox"/> 14-20 weeks |
| 3. <input type="checkbox"/> 5-7 weeks | 7. <input type="checkbox"/> 21-25 weeks |
| 4. <input type="checkbox"/> 8-10 weeks | 8. <input type="checkbox"/> More than 25 weeks |

Q15. Did you consult any of the following to help you plan your trip? (CHECK ALL THAT APPLY)

1. Travel agent
2. Tour operator
3. Auto club
4. Other (please write in) _____
5. I didn't consult anyone.

(70-73)

Q16. What did you like most about this place? (PLEASE WRITE IN)

Q17. What did you like least about this place? (PLEASE WRITE IN)

Q18. The following list includes different types of leisure activities. Please circle the number under the heading indicating how often you have done these kinds of things during the past year.

	<u>Never</u>	<u>Once a Year</u>	<u>4 times a Year</u>	<u>At Least Once a Month</u>	<u>Once a Week</u>	
Engaging in <u>outdoor activities</u> such as hiking, skiing or boating.	1	2	3	4	5	(74)
<u>Participate in sports</u> such as tennis, golf or bowling.	1	2	3	4	5	(75)
Attend <u>spectator sports</u> such as football, basketball, baseball or hockey.	1	2	3	4	5	(76)
Engage in <u>creative activities</u> or hobbies such as photography, painting, gardening or needlework.	1	2	3	4	5	(77)
Attend <u>live entertainment</u> events such as plays and concerts (classical or popular).	1	2	3	4	5	(78)
Participate in <u>social activities</u> such as giving or attending parties, going dancing, taking part in lodge activities, etc.	1	2	3	4	5	(79)
Go to see <u>art exhibits</u> , museums historical landmarks.	1	2	3	4	5	(80)
Attend <u>lectures</u> , take adult education courses, do research or study at the library.	1	2	3	4	5	(81)
Go to <u>movies</u> .	1	2	3	4	5	(82)

Q19. How much TV do you watch on average per day?

(83)

- | | |
|-----------------------------------|----------------------------------|
| 1. <u> </u> None (SKIP TO Q21) | 4. <u> </u> 2-3 hours |
| 2. <u> </u> Less than 1 hour | 5. <u> </u> 3-4 hours |
| 3. <u> </u> 1-2 hours | 6. <u> </u> More than 4 hours |

Q20. Which of the following kinds of television programs do you most frequently watch? (SELECT NO MORE THAN THREE (3)) (84-87)

- | | |
|---|--|
| 1. <input type="checkbox"/> Variety shows | 6. <input type="checkbox"/> Movies |
| 2. <input type="checkbox"/> Game shows | 7. <input type="checkbox"/> Mystery/crime dramas |
| 3. <input type="checkbox"/> Comedies | 8. <input type="checkbox"/> Nature or wildlife shows |
| 4. <input type="checkbox"/> Sports programs | 9. <input type="checkbox"/> News |
| 5. <input type="checkbox"/> Soap operas | 10. <input type="checkbox"/> Other (WRITE IN) _____ |

Q21. When do you usually listen to the radio? (SELECT TWO (2) MOST FREQUENT TIMES) (88-91)

- | | |
|---|---|
| 1. <input type="checkbox"/> 6 to 7 AM | 7. <input type="checkbox"/> 5 to 6 PM |
| 2. <input type="checkbox"/> 7 to 8 AM | 8. <input type="checkbox"/> 6 to 7 PM |
| 3. <input type="checkbox"/> 8 to 9 AM | 9. <input type="checkbox"/> 7 to 8 PM |
| 4. <input type="checkbox"/> 9 to 10 AM | 10. <input type="checkbox"/> 8 PM to 6 AM |
| 5. <input type="checkbox"/> 10 to 11 AM | 11. <input type="checkbox"/> I never listen (SKIP TO Q23) |
| 6. <input type="checkbox"/> 4 to 5 PM | |

Q22. Which of the following radio-music formats do you most often listen to? (SELECT NO MORE THAN THREE (3)) (92-97)

- | | |
|---|---|
| 1. <input type="checkbox"/> Adult contemporary | 7. <input type="checkbox"/> Golden oldies |
| 2. <input type="checkbox"/> Album oriented rock | 8. <input type="checkbox"/> Soft rock |
| 3. <input type="checkbox"/> Classical | 9. <input type="checkbox"/> News/talk |
| 4. <input type="checkbox"/> Contemporary hits (includes Top 40) | 10. <input type="checkbox"/> Religious |
| 5. <input type="checkbox"/> Country | 11. <input type="checkbox"/> Jazz |
| 6. <input type="checkbox"/> Easy listening | 12. <input type="checkbox"/> Other |

Q23. How many magazines does your household subscribe to now? (98)

- | | |
|--|---|
| 1. <input type="checkbox"/> None | 3. <input type="checkbox"/> 3-5 |
| 2. <input type="checkbox"/> One or two | 4. <input type="checkbox"/> More than 5 |

Q24. What magazines are purchased or subscribed to by your household members? (PLEASE WRITE IN) _____

The next several questions refer to your household. Your answers will be kept strictly confidential and will not be associated with you in the analysis of the survey.

Q25. Are you married or single?

(99)

1. Married 2. Single

Q26. Do you have any children in any of the following age groups?
(CHECK ALL THAT APPLY)

(100-102)

1. Have no children
2. Less than 6 years old
3. 6-12 years old
4. 13 years or older

Q27. How many children currently live in your home?

(103)

1. None 4. Three
2. One 5. Four
3. Two 6. Five or more

Q28. What is your sex?

(104)

1. Male 2. Female

Q29. What is your age?

(105)

1. Under 18 5. 45-54
2. 18-24 6. 55-64
3. 25-34 7. 65 or over
4. 35-44

Q30. What is the highest level of education you have attained?

(106)

1. Grade 8 or less 5. Some college
2. Some high school 6. College graduate
3. Finished high school 7. Master's degree
4. Technical school 8. Doctorate

Q31. Which group best describes your household income before taxes?

(107-108)

1. Under \$14,999 7. \$40,000-\$44,999
2. \$15,000-\$19,999 8. \$45,000-\$49,999
3. \$20,000-\$24,999 9. \$50,000-\$59,999
4. \$25,000-\$29,999 10. \$60,000-\$74,999
5. \$30,000-\$34,999 11. \$75,000-\$99,999
6. \$35,000-\$39,999 12. \$100,000 & Over

Q32. To which of the following ethnic groups do you belong?

(109)

1. White 3. Hispanic
2. Black 4. Other _____

Q33. What is your primary occupation? (CHECK ONE)

(110-111)

- | | |
|--|--|
| 1. <input type="checkbox"/> Professional/Technical | 8. <input type="checkbox"/> Laborer |
| 2. <input type="checkbox"/> Managerial/Proprietary | 9. <input type="checkbox"/> Secretarial/Clerical |
| 3. <input type="checkbox"/> Farmer | 10. <input type="checkbox"/> Machine Operator |
| 4. <input type="checkbox"/> Craftsman/Blue collar | 11. <input type="checkbox"/> Retired |
| 5. <input type="checkbox"/> Homemaker | 12. <input type="checkbox"/> Other (PLEASE WRITE IN) |
| 6. <input type="checkbox"/> Sales/Service | |
| 7. <input type="checkbox"/> Student | |
-

Q34. Do you own or rent your home?

(112)

1. Own 2. Rent

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.

APPENDIX D

Bibliography

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