

THE STATE OF THE FLORIDA TRAVELER

Destination  Analysts

Special Edition 2015

Sponsored by Miles



Florida is the US' Top Destination



welcoming more US visitors than any other state.

42% of US leisure travelers are likely to visit in the next 3 years

plus

38% have visited Florida in the last 3 years

these make up our look at "Florida Travelers"

Demographics of the Florida Leisure Traveler

Florida Leisure Travelers are more likely to be (vs. overall US Travelers):

Younger

More Generation Y and X Travelers
25% of "Florida Travelers" are Gen Y/Millennials vs. 17% of "non-Florida Travelers"

More Ethnically Diverse

23% identify as non-Caucasian including:
11% African American, 6% Asian American, 5% Hispanic

More Affluent

17% higher average household income

Better Educated

56% have College Degrees

More Urban

81% live in a Large City or Suburban Area

PLUS **22%** have Children in their Household (50% higher rate than "non-Florida Travelers")



FLORIDA TRAVELERS

are **optimistic** & **frequent travelers**

41% plan to travel more in the coming 12 months (vs. 26% for "non-Florida Travelers")

42% plan to spend more on travel in the coming 12 months (vs. 27% for "non-Florida Travelers")

88% more likely to travel by air on Vacation (vs. "non-Florida Travelers")

100% more likely to have traveled internationally (vs. "non-Florida Travelers")

Conducted by Destination  Analysts

Destination Analysts, Inc. is a leading US market research company specializing in actionable marketing intelligence for the travel industry. See Page 2 for more on this research.

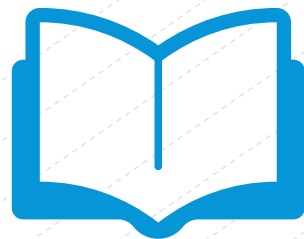
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Miles is one of the world's leading travel and tourism marketing and publishing companies. We work with 85+ Destinations and thousands of tourism businesses across the US and around the world. Miles is an official agency partner of VISIT FLORIDA.

Florida Leisure Travelers the hyper-informed traveler

US travelers have never before in history used more sources of information and more media (both online and traditional) in their travel planning. Florida travelers are even more 'hyper informed' – using more online and print sources of information in planning their Florida vacation. **Florida Travelers use dozens of Digital and Print Sources, over an average 3-6 Week Trip Planning Process.**

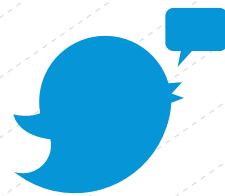
The decision to visit, stay or experience your business is likely to have been made using sources of information well before the point of booking.



57%

**Use Print Publications:
Visitor Guides,
Brochures, Magazines**

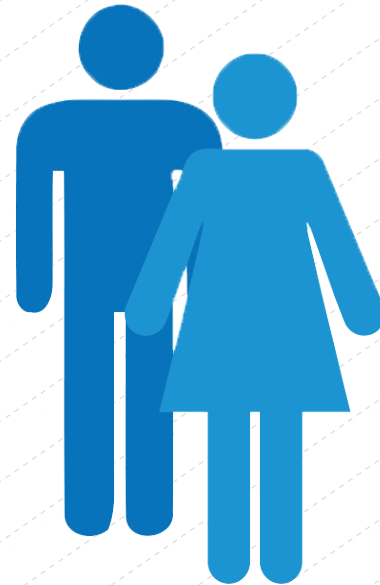
vs. an Average of 41% for
"non-Florida Travelers"



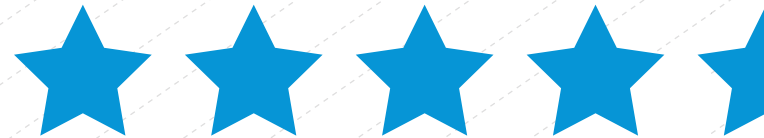
56%

**Use Social Media in
Trip Planning**

vs. an Average of 38% for
"non-Florida Travelers"
Most travelers use social media
to see or share trip photos;
encourage your guests to
share their experience through
services like free Wi-Fi



Florida travelers are hyper-informed, using both digital and print media. As with all US Travelers, a majority of those planning and booking their Florida vacation are women.



52%

**Seek Out Reviews, Ratings and User-Generated Content
for Ideas and to Validate Their Selection**

vs. an Average of 31% for All Other US Travelers



39%

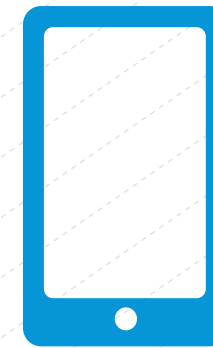
**Use Official Destination
Websites**

From a CVB or other DMO
vs. an Average of 26% for
"non-Florida Travelers"

15%

**Use Official Visitor Guides:
City, Regional or State
Vacation Publications**

From a CVB or other DMO
vs. an Average of 12% for
"non-Florida Travelers"



43%

**Use Tablets To Access
Travel Information**

vs. an Average of 23% for
"non-Florida Travelers"



58%

**Use Smartphones To
Access Travel Information**

vs. an Average of 39% for
"non-Florida Travelers"

5 Trends to Watch

MOBILE

Mobile is moving beyond the mainstream to become a central device invaluable to many travelers. Apps are hugely popular but dominated by big brands (airlines, OTAs, etc). Most travelers will simply visit your website, make sure yours is Mobile Friendly – specifically, responsive.

CONTENT MARKETING

"Content is King" has long been a buzzword in online marketing but is now a dominant form of advertising. Sponsored content (short editorial, suggested itineraries, sponsored video) can tell the story of your destination, property or activity in new and compelling ways.

DATA DRIVEN

Ever more detailed information on online behavior and consumers is being leveraged to analyze and predict the interest and needs of consumers. How well your organization can harness this data and analytics – and act on it – will be a major driver of marketing success in the future. Start by leveraging Google Analytics on your website and in your advertising.

TARGETING

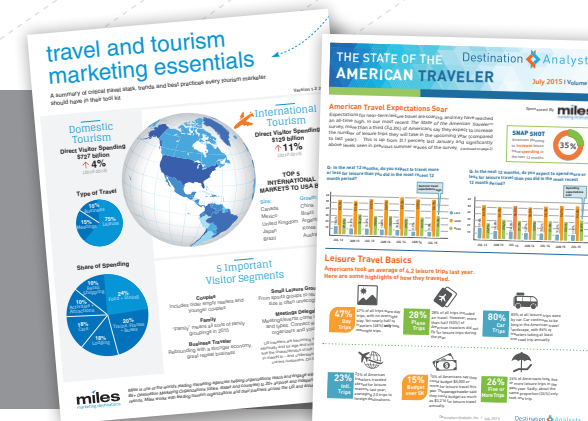
Content and advertising can therefore be personalized and targeted in ever more precise ways for consumers. This means your creative (photos, call to action, etc) needs to be customized for each target audience and situation.

DIVERSE

The Baby Boomers and Generation Y (Millennials) form the two largest generations in US history at 80 million strong each. Each have different and specific needs. Younger Americans in particular are the most ethnically diverse in history.

About The State of the Florida Traveler Research

The State of the Florida Traveler is a special, custom report from The State of the American Traveler – a premier research report on US leisure travelers conducted by Destination Analysts, a leading tourism research company, every 6 months since 2006. The research for The State of the Florida Traveler was conducted in July 2015 and looked in detail at "Florida Travelers" – those US leisure travelers who had visited Florida in the past three years and/or are likely to visit the state for leisure in the next three years. This segment of respondents represented a sample size of 1,133 out of 2,063 total respondents.

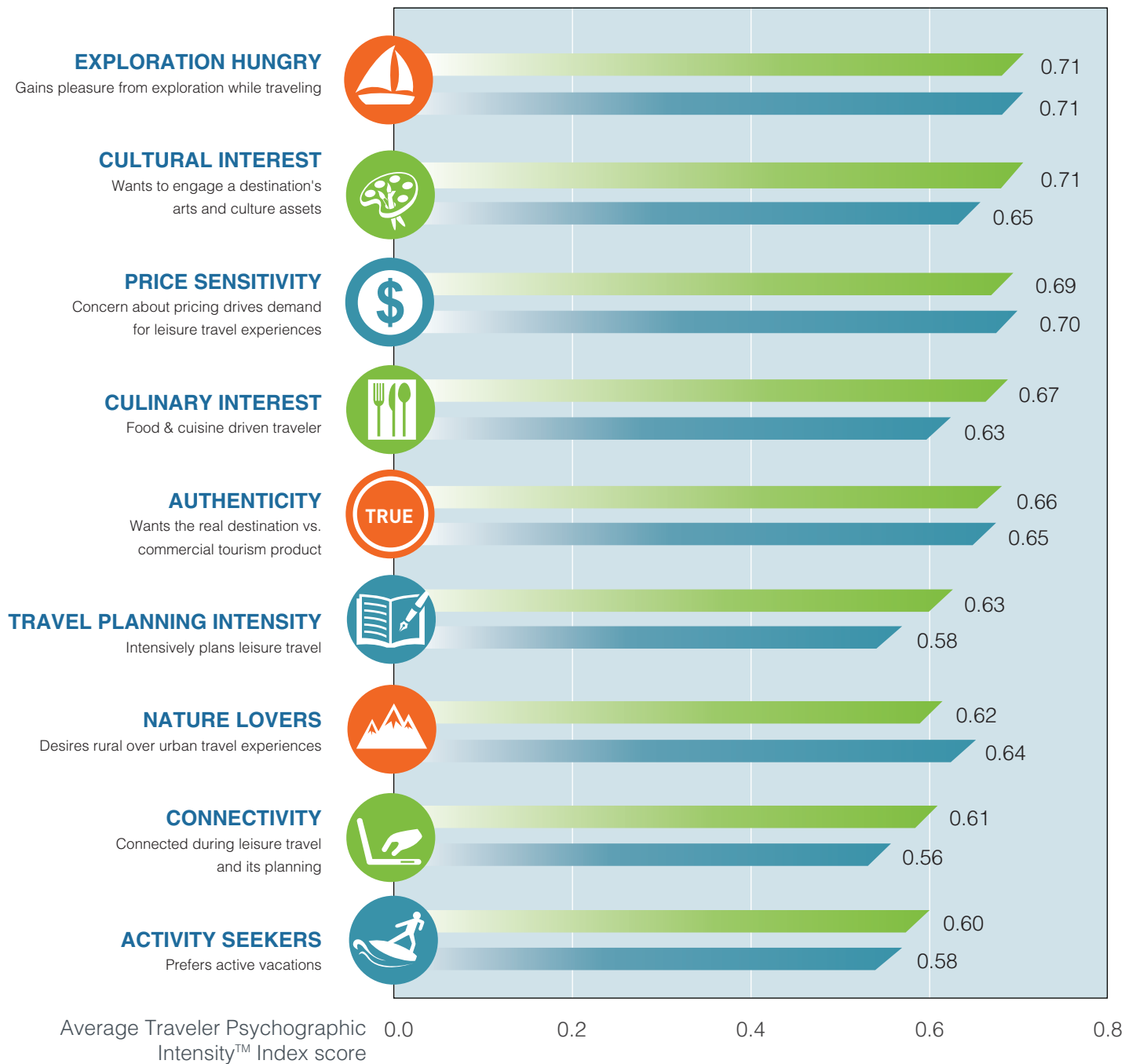
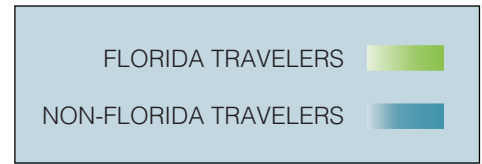


To view the latest July 2015 edition of The State of the American Traveler, and for travel industry intelligence and insights visit www.DestinationAnalysts.com.

For additional research, white papers and practical tips on how to market your tourism business or organization visit Miles at www.MilesPartnership.com.

Psychographic Profile: Florida Leisure Travelers vs Other US Travelers

When it comes to their psychographic profile, Florida travelers show a stronger attraction to cultural and culinary travel experiences, and are more connected and plan their trip more intensively (using more sources of information) than other travelers.



Destination Analysts' proprietary Traveler Psychographic Intensity Indices™ uses a series of related seven-point scale questions to measure the strength intensity in a traveler's feelings about aspects of leisure travel. For each psychographic category, every survey respondent is given a score of 1-100—with high scores indicating high levels of intensity or importance. "Florida Travelers" are travelers who have visited Florida for leisure in the last three years and/or are likely to visit Florida for leisure in the next three years. "Other Travelers" are travelers who have not visited in Florida in the last two years or are unlikely to visit the state in the next three years.