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The U.S. Travel Market to Spain

Dick Pope Sr. Institute for Tourism Studies

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THE U.S. TRAVEL MARKET TO SPAIN

A research proposal

by:

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Background

The main objective of this research proposal is to provide a database for the Spanish National Tourist Office about the current potential U.S. resident market of the Spanish Tourist Product.

The study will explore the attitudes, perceptions and preferences of potential U.S. residents who have high propensity to travel to foreign destinations, in particular to Spain. In addition the study will identify specific segments of the market (in particular geographic and demographic) to which promotional campaigns should be addressed.

Research Objectives:

The research objectives of this survey include the following:

1. Obtain a demographic profile of current adult potential foreign destination vacationer permanently residing in the United States.

2. Obtain vacation travel behavior of past and potential foreign destination vacationer.

3. Determine the sources used in the vacation planning process and the factors influencing the decision to choose a particular foreign destination.

4. Evaluate past and potential foreign destination vacationer's familiarity with Spain as a vacation destination.

5. Measure the perception of Spain as a foreign vacation destination, as well as the "ideal" Spanish tourist product.

6. Measure the level of interest of past and potential foreign vacationer in vacationing in Spain.

7. Evaluate the potential of printed (and electronic??) media as a promotional tool directed toward past and potential foreign vacationer.

8. Explore some of the variables that may account for the variation in predicting the level of interest of visiting Spain within next two years.
Methodology:

The study will compromise two phases: first, four focus groups of permanent U.S. residents will be conducted in major market areas (e.g. New York, Philadelphia, Dallas, Miami). This will be done in order to identify major areas of concern and perception about the Spanish tourist product.

Second, a telephone survey will be developed based on the findings of the focus groups and the methodology of the Dick Pope Sr. Institute. The telephone interviews will be conducted among a representative sample of U.S. residents in potential market areas. The specific potential areas will be generated from the data collected by the United States Tourism and Travel Administration recent "inflight Survey Outbound."

The questionnaires will be processed and analyzed through the University of Central Florida computer services.

Timetable:

The research will commence immediately after approval notification from the Spanish National Tourist Office and the estimated dates of progress will be as follow:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Completion day after first day of project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus groups of U.S. residents:</td>
<td>by fifth week</td>
</tr>
<tr>
<td>Preparation of questionnaire:</td>
<td>by seventh week</td>
</tr>
<tr>
<td>Interviewing:</td>
<td>by eleventh week</td>
</tr>
<tr>
<td>Data Analysis:</td>
<td>by thirteenth week</td>
</tr>
<tr>
<td>Preparation of the report:</td>
<td>by sixteenth week</td>
</tr>
</tbody>
</table>

A progress report will be sent six weeks after the initial project starting date.
The Dick Pope Sr. Institute

The Dick Pope Sr. Institute for Tourism Studies has had significant experience in conducting marketing, economic, and motivational studies pertinent to the tourism industry in Florida and elsewhere.

The Institute has conducted a variety of survey research projects for both public and private organizations. Among our recent clients were: Florida Division of Tourism, Government of Morocco Tourist Office, Cypress Gardens, Silver Springs, Weeki Wachee, Central Florida Hotel and Motel Association, Orlando Museum of Art, Sears Travel, Sears Tours, Arabian Nights, Watermania, etc.

Cost and Services to be rendered:
The total cost of the project will be $ and includes the following:

1. Four focus groups of U.S. residents in four major U.S. metropolitan areas.
2. Construction of telephone questionnaire and pilot study.
3. Administration of 2500 interviews in major potential market areas for Spain.
4. Data keying and statistical analysis of survey results.
5. Travel in the United States.
6. Telephone/word processing/clerical assistance
7. Computer time.
8. Indirect costs ("overheads") to the University of Central Florida
9. Preparation of comprehensive report including tables and figures.