Orlando's New Tourism Promotion Slogan: Concept Testing

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ORLANDO'S NEW TOURISM PROMOTION SLOGAN: CONCEPT TESTING

A research proposal

by:

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Background

The main objective of this research proposal is to provide an in-depth analysis of potential new tourism promotion slogans for Orlando.

The study will explore the attitudes, perceptions and preferences of Central Florida's tourists with regard to a few proposed slogans (by an advertising agency) OR a few slogans that will be generated by the tourists themselves.

A few selected slogans will be tested quantitatively through personal interviews of tourists.

Research Objectives:

The research objectives of this survey include the following:

1. Identify images and themes associated with Orlando as a tourist destination.

2. Identify a few tourist promotion slogans that will describe Orlando best as a tourist destination.

3. Obtain tourists' evaluation of these slogans.

4. Test the appeal of these slogans quantitatively and select the most appealing slogan.
Methodology:

The study will compromise both qualitative and quantitative analysis. The subjects to be included in the study will be Central Florida tourists visiting this area. There are two options in conducting this study:

**Option A: Slogans will be generated by tourists:**

1. Three focus groups will be conducted where the subjects will be Central Florida tourists visiting the area. The participants will be asked to express their perception of Central Florida as a tourist destination. They will also be asked to generate a few "tourist promotion slogans." These slogans will be discussed and evaluated by each group's participants.

2. Personal interviews of 200 Central Florida tourists will be conducted in hotels, attractions, and shopping malls. The tourists will be asked to evaluate the suggested slogans quantitatively.

**Option B: Slogans will be generated by an advertising agency:**

1. Two focus groups will be conducted where the subjects will be Central Florida tourists visiting the area. The participants will be asked to express their perception of Central Florida as a tourist destination. They will also be asked to evaluate a few "tourist promotion slogans" describing Central Florida.

2. Personal interviews of 200 Central Florida tourists will be conducted in hotels, attractions, and shopping malls. The tourists will be asked to evaluate the suggested slogans quantitatively.
The research will commence immediately after approval notification from the Orlando/Orange County Convention and Visitor Bureau. 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 tourist:</td>
<td>by fourth week</td>
</tr>
<tr>
<td>Preparation of questionnaire:</td>
<td>by sixth week</td>
</tr>
<tr>
<td>Interviewing:</td>
<td>by ninth week</td>
</tr>
<tr>
<td>Data Analysis:</td>
<td>by eleventh week</td>
</tr>
<tr>
<td>Preparation of the report:</td>
<td>by thirteenth week</td>
</tr>
</tbody>
</table>

Cost and services to be rendered

The total cost of the project will be $ and includes the following:

1. Three focus groups of Central Florida tourists (two groups for option two).
2. Construction of personal interview questionnaire and pilot study.
3. Administration of 200 interviews for Central Florida tourists.
4. Data keying and statistical analysis of survey results.
5. Travel in Central Florida.
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.