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Wet n' Wild Marketing Study

Dick Pope Sr. Institute for Tourism Studies

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WET N' WILD MARKETING STUDY

a proposal submitted to:

Giplin, Peyton, & Pierce Inc.
Orlando, Florida

by:

The Dick Pope Sr. Institute for Tourism Studies
University of Central Florida
Orlando, Florida 32816
INTRODUCTION

The primary objective of this proposed study is to analyze the existing and potential market of the Wet N' Wild. This will be achieved through the study of visitors and non-visitors perception of the park, and the identification of the socio demographic and travel characteristics of those who visited Wet N' Wild versus those who did not. In addition, the study will be to analyze the various features of the park and identify the visitors' opinions and satisfaction with each feature. Finally, the impact of media advertising on Wet N' Wild attendance will also be explored.

The study will investigate two major groups:
1. Visitors of Wet N' Wild (in-park survey)
2. Potential and past visitors to Wet N' Wild (off-site survey of tourists and local residents).

A secondary objective of the study will be to analyze visitors and non-visitors perceptions of Wet N' Wild compared to other water theme parks, in particular Disney's typhoon and Lagoon.
In Park Visitor Study:
The particular research objectives will include:

A. Identify the socio-demographic and travel profile of tourists and local residents who are currently visiting the Wet N' Wild.

B. Analyze tourists and local residents' travel and leisure behavior and their perceptions of other Central Florida attractions.

C. Obtain previous visiting patterns of other water theme parks.

D. Determine the factors influencing a decision to visit Wet N' Wild.

E. Determine the park image and visitor satisfaction by measuring perceptions and attractiveness of specific features.

F. Assess the likelihood of Wet N' Wild visitors to visit the park in the future.

G. Assess visitors' price consciousness and perception of value for money.

H. Obtain Wet N' Wild visitors' exposure to advertising of the park.

I. Obtain information on Wet N' Wild visitors' place of residence (zip code analysis).

J. Based on these findings, develop a prediction model that will identify those Wet N' Wild visitors who are more likely to visit the park.
Off Site visitor Study (tourists and local residents):

The particular research objectives will include:

A. Identify the socio-demographic and travel profile of Central Florida tourists (non Orange, Osceola, and Seminole residents).

B. Analyze tourists travel behavior and their consumption characteristics and perceptions of other Central Florida attractions.

C. Obtain tourists' previous visiting patterns of other water theme parks.

D. Identify tourists' familiarity with Wet N' Wild and their previous experience with the park.
E. Assess tourists' Wet N' Wild admission price consciousness and perception of value for money.

F. Obtain visitors' exposure to advertising of Wet N' Wild, and their potential as promotional tools to visit the park.

G. Assess the likelihood of Wet N' Wild visitors to visit the park in the future.

H. Based on these findings, develop a prediction model that will identify those tourists who are more likely to visit Wet N' Wild.
METHODOLOGY

Part 1:
The study will be performed through the conduct of the following three surveys:

First an in-park visitor survey will be conducted for the purpose of understanding the satisfactions and dissatisfactions of the current visitors to the park and for identifying their socio-demographic and leisure characteristics. In this survey 1800 visitors will be interviewed in the following time:

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1989</td>
<td>300</td>
</tr>
<tr>
<td>June 1989</td>
<td>300</td>
</tr>
<tr>
<td>July 1989</td>
<td>300</td>
</tr>
<tr>
<td>August 1989</td>
<td>300</td>
</tr>
<tr>
<td>September 1989</td>
<td>300</td>
</tr>
<tr>
<td>MTV period (*)</td>
<td>300</td>
</tr>
</tbody>
</table>

Total 1800 visitors

* Additional 300 interviews will be conducted between 7/1/89-8/12/89 between 5P.M. and 12 A.M..

In addition, 1800 visitors will interviewed for zip code analysis.

Second, Florida tourists (non-residents of Orange, Osceola, and Seminole counties) will be interviewed at local hotels for the purpose of analyzing the visibility of the park, its perceived image, and tourists' visitation intentions. In this survey 1500 visitors will be interviewed in the following time:

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1989</td>
<td>300</td>
</tr>
<tr>
<td>May 1989</td>
<td>300</td>
</tr>
<tr>
<td>June 1989</td>
<td>300</td>
</tr>
<tr>
<td>July 1989</td>
<td>300</td>
</tr>
<tr>
<td>August 1989</td>
<td>300</td>
</tr>
</tbody>
</table>

Total 1500 visitors
Third, a survey of Central Florida residents (Orange, Osceola, and Seminole counties) will be conducted. Telephone interviews with 300 Central Florida residents will be conducted for the purpose of analyzing the visibility of the park, its perceived image, and tourists' visitation intentions.

Telephone interviews will be conducted during the months of ??

Part 2:

Following the opening of Walt Disney World Lagoon and Typhoon (summer of 1989), four focus groups will be conducted. The participants in the focus groups will be local residents and tourists who had visited Wet N' Wild as well as Typhoon and Lagoon.

Two focus groups of local residents (one group of adults and one group of teen agers) and two focus groups of tourists (one group of adults and one group of teen agers).

TIMETABLE

The research will commence immediately upon written authorization from Giplin, Peyton & Pierce.

DELIVERABLES

Periodical reports will be provided four weeks after each interviewing period. Total five reports will be provided for the in-park survey and five reports for the off-site survey. The reports will include a detailed summary of the research findings and will be accompanied by tables and figures such as frequency distribution of various question responses, means, correlation coefficients, etc.
An analysis of the focus group study will be provided four weeks after the last focus group meeting. Notification of the focus groups schedule will be provided in July 1989.

COSTS

The costs of the above project will be $47,802 and will include the following components:

2. In-park personal interviews with 1800 visitors.
3. In-park zip code analysis interviews (1800).
4. Off-site personal interviews with 1500 tourists.
5. Telephone interviews with 300 Central Florida residents.
6. Four focus groups of Wet N' Wild and Typhoon and Lagoon visitors (two groups of local residents and two groups of tourists)
7. Data keying and statistical analysis.
8. Preparation of periodical reports.
9. Travel in Florida.
10. Telephone/Word processing/Clerical assistance.
11. Computer time
12. Indirect costs to the University of Central Florida.

* This sum includes $2618 for additional two focus groups and $3600 for additional 1800 samplings for zip code analysis.
PAYMENTS

Upon acceptance of this proposal, $8,802 will be due and payable. Upon delivery of each of the five monthly reports (In-park and off-site surveys) $6500 will be due and payable. Upon delivery of the focus groups report, $6500 will be due and payable.