

May 2000

THE LEWIS & CLARK INTEREST AND AWARENESS STUDY

A REPORT

Prepared for:

Bureau of Land Management
Idaho Travel Council
Iowa Division of Tourism
Missouri Division of Tourism
University of Montana Institute for Tourism and Recreation Research
National Lewis and Clark Bicentennial Commission
Nebraska Division of Travel and Tourism
North Dakota Tourism Department
Oregon Tourism Department
South Dakota Department of Tourism
Virginia Tourism Corporation
Washington State Tourism
West Virginia Division of Tourism

TABLE OF CONTENTS

INTRODUCTION.....	1
VENTURER/DEPENDABLE CONCEPT	2
BACKGROUND AND OBJECTIVES.....	3
RESEARCH METHODOLOGY.....	5
SUMMARY AND CONCLUSIONS.....	6
KEY FINDINGS	6
Awareness.....	6
Interest.....	7
Travel Behavior	7
Travel Information Sources.....	8
Booking Travel	8
Demographics	8
CONCLUSIONS.....	9
DETAILED RESULTS.....	10
TRAVEL CHARACTERISTICS	10
LEWIS & CLARK EXPEDITION – AWARENESS AND INTEREST	11
Familiarity With The Expedition.....	11
Interest In The Story Of The Expedition.....	13
Familiarity With The 2003-2006 Lewis & Clark Bicentennial Commemoration	16
Interest In Visiting A Lewis & Clark Site Or Attending An Event During The 2003-2006 Commemoration.....	17
Visiting Lewis & Clark Commemorative States	19
Awareness Of And Likelihood To Visit Lewis & Clark Trail Sites And Attractions	25
Transportation And lodging When Visiting Lewis & Clark Commemorative Sites And Attractions	29
Why People Take Vacations	31
Where Do Travelers Get Their Information?.....	32
How Do People Book Their Travel Arrangements?.....	34
What Do People Like To Do When They Are On Vacation?.....	36

Information Sources Used During A Trip.....	39
DEMOGRAPHICS/PSYCHOGRAPHICS	41
APPENDIX	45
PSYCHOGRAPHICS	47
QUESTIONNAIRE.....	51

LIST OF FIGURES

Figure 1 Travel Characteristics: U.S. Leisure Trips in Past Year	11
Figure 2 Familiarity With 1803-1806 Lewis & Clark Expedition.....	12
Figure 3 Interest In The Story Of The 1803-1806 Lewis & Clark Expedition.....	13
Figure 4 Interested vs. Not Interested In The Story Of The 1803-1806 Lewis & Clark Expedition.....	14
Figure 5 Interested Vs. Not Interested In The Story Of The 1803-1806 Lewis & Clark Expedition.....	15
Figure 6 Familiarity With The 2003-2006 Lewis & Clark Commemoration.....	16
Figure 7 Interest In Visiting a Site/Attending an Event During 2003-2006 Commemoration.....	18
Figure 8 Lewis & Clark Commemorative States Likely To Visit.....	19
Figure 9 Lewis & Clark Commemoration States Most Likely To Visit.....	20
Figure 10 Lewis & Clark Commemorative States	21
Figure 11 Lewis & Clark Commemoration States Plan To Visit In Next Three Years.....	22
Figure 12 Leisure Travel To States With Lewis & Clark Sites and Attractions	23
Figure 13 Leisure Travel In the Next Three Years To States Without Lewis & Clark Sites	24
Figure 14 Lewis & Clark sites and Attractions.....	26
Figure 15 Lewis & Clark sites and Attractions.....	28
Figure 16 Probable Transportation and Lodging Visit to a Lewis & Clark Site Or Attraction.....	29
Figure 17 Transportation and Lodging Probable Vs. Past Twelve Months	30
Figure 18 Why People Take Vacations.....	32
Figure 19 Travel Planning Information Sources	34
Figure 20 Booking of Air, Hotel and Car Rental.....	35
Figure 21 Top 25 Activities on Last Vacation Total Respondents vs.. Interested In Site Visit.....	37

Figure 22 Top 25 Primary Activities on Last Vacation Total Respondents vs.. Interested in Site Visit*	38
Figure 23 Information Sources Used During travel	39
Figure 24 Information Sources During travel	40
Figure 25 Demographics/Psychographics	42
Figure 26 Personal Attributes.....	43
Figure 28 Respondent Distribution.....	44
Figure 27 The Psychographic Curve	50

INTRODUCTION

Plog Research is pleased to present this report of quantitative research. This study is designed to probe the awareness and interest of travelers in the 2003-2006 Lewis & Clark Bicentennial Commemoration. Results will help planners understand and increase awareness of the Commemoration and understand the travelers who are most likely to respond.

The structure of the report is as follows:

- Venturer/Dependable Concept
 - Background and research objectives
 - Research methodology
 - Executive Summary: Key findings and conclusions
 - Detailed findings
 - Description of Lewis & Clark survey respondents in terms of demographics, psychographics and travel characteristics
 - Awareness of and interest in the Lewis & Clark Expedition
 - ◆ Familiarity with and interest in the story of the expedition
 - ◆ Familiarity with the bicentennial commemoration and interest in visiting a trail site or commemoration attraction
 - Vacations: Why, and What
 - ◆ Why: Importance of vacations and reasons people take them
 - ◆ What: Activities travelers like to do on vacation
 - Information sources used for choosing destinations
-

- ◆ How respondents plan and book travel
- Appendix
 - Explanation of Terms: *Venturers/Dependables*

VENTURER/DEPENDABLE CONCEPT

Briefly, this concept, developed and used extensively by Plog Research, positions travelers on a curve that enables researchers to predict their travel behavior, the places they select to visit, the kinds of experiences they would like to have, and the advertising that most appeals to them.

Venturers are found at one extreme. These individuals seek new experiences, tend to be achievement-oriented, curious, and hold positive views about life. They search for undiscovered destinations and are quite comfortable in other cultures. Most important, **they tend to influence others around them to follow their lead in visiting these destinations.**

In contrast, *Dependables* follow. They are characterized by making safe choices, and tend to select destinations that are well-known and highly developed. They spend less, travel less, and go by car more often than by air. They tend to prefer being among friends or groups rather than 'on their own.'

Those in the middle, *Centrics*, represent the largest population segment and usually lean toward either the *Venturer* or *Dependable* side. In general, it is better to position products toward the *Venturer* side of the scale, since this group influences others to follow its lead.

BACKGROUND AND OBJECTIVES

The Lewis & Clark Expedition was commissioned during Thomas Jefferson's presidency to explore the newly purchased American Northwest. The information gathered was of great help in the settlement of the West, and is the staple in the curriculum of U.S. schools.

It began in Illinois on May 14, 1804, reached the Pacific Ocean in November 1805 and backtracked to arrive in St. Louis on September 23, 1806. A bicentennial celebration and commemoration of the expedition and the events leading to its inception is planned for 2003-2006. Many of the sites along the Lewis & Clark Trail and other attractions that have historical relevance to the expedition will be included in the commemoration.

The Lewis & Clark Interest and Awareness Study is designed to provide an understanding of the awareness and interest in the 2003-2006 Lewis & Clark Bicentennial. The specific objectives of the study are to:

- Understand the impact of the Lewis & Clark Bicentennial on visitation to each state
- Determine the level of awareness of the Lewis & Clark Expedition and trail sites
- Evaluate the interest in visiting specific bicentennial commemoration sites and attractions
- Profile travelers based on demographics and sources of travel information used
- Evaluate and determine travelers' psychographic profile using Plog's Venturer/Dependable concept

In some of the discussions that follow, the respondents who completed the Lewis & Clark questionnaire are often compared with total U.S. adults who respond to Plog Research's American Traveler Survey (ATS). In addition, several subgroups are frequently presented for comparative analysis, among them:

- Those who indicate familiarity with the original expedition and/ or the Commemoration
- Those who indicate interest in the story of the expedition or in the Commemoration
- History Buffs
- Venturers

RESEARCH METHODOLOGY

A four-page questionnaire was mailed to a nationally representative random sample of individuals selected from NFO's consumer panel, the largest such panel in the country, with 1.4 million individuals representing one out of every 191 households. (See appendix)

Qualified respondents have traveled for leisure and had one overnight stay during the previous 12 months. A total of 1,400 completed questionnaires were received. (See Appendix for the geographic distribution of respondents)

SUMMARY AND CONCLUSIONS

This report is based on the results from the Lewis & Clark Interest and Awareness Study conducted by Plog Research in March 2000 with a sample of 1,400 respondents. As the following discussion of results will show, awareness of the expedition is fairly high but awareness of the commemoration is low. Current interest in the expedition itself is low and interest in visiting the various commemorative sites and attractions are very low.

There is, however, an elevated level of interest among certain segments of the population and among people who are already aware of the commemoration. In order to increase interest the states that are involved in the bicentennial commemoration need to raise the general level of awareness of the commemoration. In addition, they need to identify and target the segments of the population that are more inclined to be attracted to the Lewis & Clark Expedition and Bicentennial Commemoration.

KEY FINDINGS

The key issues surrounding the bicentennial commemoration of the Lewis & Clark Expedition are related to the level awareness of the commemoration and interest in visiting the various historical sites and attractions.

Awareness

- A vast majority of the survey respondents (86%) have at least heard about the 1803-1806 Expedition and more than half (52%) are very or somewhat familiar with it
- Nearly three quarters (74%) of the respondents are not familiar with the bicentennial commemoration and only about one-fifth (21%) have heard something about it

- With the exception of the Columbia River Gorge (35%), Monticello (37%) and Harper's Ferry (32%), few respondents have heard of the Lewis & Clark Trail sites and attractions
- Generally about one-quarter of the respondents indicated that they need more information about the sites and attractions

Interest

- More than half of the respondents (57%) are very or somewhat interested in the story of the Lewis & Clark expedition but only nine percent of them are very interested
- Only 6% of the respondents are "very interested" in visiting a Lewis & Clark site or attraction while more than one-third (36%) are "not interested at all."
- Among the eleven states with a Lewis & Clark Commemorative site or attraction, Virginia, Washington and Oregon are the states that the survey respondents are most likely to visit, while Nebraska, North Dakota and Iowa are the least likely
- The likelihood of people visiting the various Lewis & Clark sites and attractions is also low. Percentages for the "very unlikely to visit category" hover near or above 50% for nearly all the sites and attractions, while nearly all the "very likely to visit" percentages are below five percent

Travel Behavior

- It is not surprising that the desire to have fun is the most important reason (89%) for taking a vacation. Aside from having fun, nearly three quarters (71%) of the Lewis & Clark survey respondents feel a vacation is a time to relax and another two-thirds (66%) see it as a chance to get away from schedules
- More than one-fourth (27%) of the Lewis and Clark respondents and nearly the same number (24%) of the U.S. adult population feel vacations are a time to gain knowledge of history and other cultures

- Shopping is by far the most common activity among both Lewis & Clark respondents (74%) but visiting historical sites/churches (44%), going to beach resorts (43%), and fine dining (43%) are also popular

Travel Information Sources

- Word of mouth information is a key source for both populations but 61% of the Lewis & Clark population rely on it compared to 31% of the U.S. adults
- Fifty percent of the Lewis & Clark respondents use the Internet/web to get information
- Once they begin their trip, most Lewis & Clark survey respondents tend to rely on guidebooks and local maps for information

Booking Travel

- For leisure trips taken in the past twelve months, most respondents booked the hotel (62%) and car rental (51%) directly
- More than half (51%) of the respondents preferred to use a travel agent to book an airline flight
- The Internet/web, which is used frequently as an information source, is not a major means of making travel arrangements. However 21% of the younger respondents (under 40) do use the Internet for booking purposes

Demographics

- Median household income for Lewis & Clark survey respondents is nearly \$18,000 higher per year than the U.S. adults
- Forty-one percent of Lewis & Clark respondents have a four year college or post graduate degree
- The median age is lower for U.S. adults and a larger percentage is under 40 (36% compared to 30%)

CONCLUSIONS

The key conclusions are as follows:

- An Increase in general awareness of the commemoration and promotion by individual sites and attractions along the trail can increase visitation
- Focus marketing and promotion on key groups including History Buffs, Venturers and Centrics
- Deliver a message that visiting the sites is fun and a new and different as well as an enriching experience of historical significance
- Use the Internet/web and local and state travel bureaus as direct channels to deliver the message
- Partner with hotels, car rental agencies and auto clubs to promote the sites and attractions
- The Lewis & Clark Commemoration can be viewed as an enhancement to statewide marketing efforts rather than a substitution for those efforts
- The Lewis & Clark Commemoration will not be the main reason for visitation even among key groups (History Buffs, Venturers, etc.), but can add to the attraction of the state as a destination

DETAILED RESULTS

The detailed results will include the following:

- Respondent travel behavior
- Awareness of the 1803-1806 Lewis & Clark expedition and the upcoming 2003-2006 bicentennial commemoration
- Interest in the expedition and visiting a Lewis & Clark trail site or attraction during the 2003-2006 commemoration
- Identification and description of key sub-groups in the survey population
- Comparison of sub-group attitudes and behavior with the total survey population
- Information sources for choosing destinations. How respondents plan and book their travel
- The most popular activities while on vacation
- Psychographic and demographic profiles of potential site visitors

TRAVEL CHARACTERISTICS

An examination of recent travel behavior will provide a basis for an understanding of the respondents. For perspective, the Lewis & Clark respondents are compared in the following figure to U.S. adults surveyed in Plog Research's American Traveler Survey (ATS). This is an annual, large-scale study of Americans' travel and leisure habits and preferences. ATS is nationally representative and therefore includes adults who have not traveled in the past 12 months. The Lewis & Clark respondents take almost twice as many domestic leisure trips as the adults in the ATS survey. They also tend to take short getaways and travel more frequently by car or RV than by air. (See Figure 1)

FIGURE 1
TRAVEL CHARACTERISTICS:
U.S. LEISURE TRIPS IN PAST YEAR

Lewis & Clark Survey Respondents vs. U.S. Adults

	U.S. Adults	Total Lewis & Clark Respondents
# Leisure Trips: Total	2.4	4.5
# Leisure Trips by Car/RV	1.9	2.7
# Leisure Trips by Air	0.5	1.5
# Leisure Trips by Train	0.1	0.1
# Short Getaways (1-3 days) With Kids	0.6	0.5
# Short Getaways (1-3 days) Without Kids	1.0	1.4
# Vacations/Holidays (4+ days) With Kids	0.4	0.4
# Vacations/Holidays (4+ days) Without Kids	0.7	0.9
# Trips to Visit Friends/Relatives	1.3	1.4
# Accompany Spouse On Business	0.1	0.1

LEWIS & CLARK EXPEDITION – AWARENESS AND INTEREST

This section of the report focuses primarily on familiarity with and interest in the Lewis & Clark Expedition, the 2003 to 2006 commemoration and the various sites that pertain to the expedition.

Familiarity With The Expedition

Awareness of the Lewis & Clark Expedition is relatively high.

- A vast majority of the survey respondents (86%) have at least heard about the 1803-1806 Expedition and more than half (52%) are very or somewhat familiar with it.
- Frequent travelers, History Buffs, Venturers, higher income (\$75,000 or more) and people 55 or older tend to be more familiar than the other groups. (See Figure 2)

FIGURE 2
FAMILIARITY WITH 1803-1806 LEWIS & CLARK EXPEDITION

Summary Chart of Selected Characteristics

	Very + Somewhat Familiar	Not Familiar	Heard of Don't Know Much
TOTAL ANSWERING	51.7%	14.0%	34.3%
LEISURE TRIPS			
One	45.9%	18.5%	35.6%
Two to three	49.9%	14.0%	36.1%
Four or more	55.0%	12.4%	32.6%
History Buffs*	65.5%	8.6%	26.0%
PSYCHOGRAPHICS			
Venturer	57.6%	12.5%	30.0%
Centric	54.3%	12.0%	33.7%
Dependable	40.7%	18.4%	40.9%
INCOME			
Under \$40,000	49.8%	18.6%	31.6%
\$40,000-\$74,999	50.1%	12.9%	37.0%
\$75,000 or more	55.4%	10.6%	34.0%
AGE			
Under 40	46.0%	15.2%	38.8%
40-54	52.5%	11.8%	35.7%
55 or older	55.7%	14.8%	29.5%
*Respondents who indicate that "gaining knowledge of history or other cultures" is an important (8+) reason for taking a vacation.			
Note: Key groups represent the following percentages of the total respondents: Frequent travelers=49%, History Buffs=27%, Venturers=21%, \$75k+=33%, 55+ years=37%.			

Interest In The Story Of The Expedition

The level of interest in the story of the Lewis & Clark Expedition is mixed.

- More than half of the respondents (57%) are very or somewhat interested but only nine percent of them are very interested
- On the other hand, one in ten respondents (10%) is not interested at all

Interest is higher among some segments of the population. The characteristics of those who are interested are similar to the respondents who are familiar with the expedition. Frequent travelers, History Buffs, and Venturers tend to be more interested in the story than the overall population. (See Figure 3).

FIGURE 3 INTEREST IN THE STORY OF THE 1803-1806 LEWIS & CLARK EXPEDITION Summary Chart of Selected Characteristics		
	Very + Somewhat Interested	Not Very + Not At All Interested
TOTAL ANSWERING	56.8%	43.2%
LEISURE TRIPS		
One	50.6%	49.4%
Two to three	56.5%	43.5%
Four or more	59.1%	40.9%
History Buffs*	74.6%	25.4%
PSYCHOGRAPHICS		
Venturer	65.9%	34.1%
Centric	57.4%	42.6%
Dependable	47.3%	52.7%
INCOME		
Under \$40,000	53.2%	46.8%
\$40,000-\$74,999	58.8%	41.2%
\$75,000 or more	58.0%	42.0%
AGE		
Under 40	53.8%	46.2%
40-54	57.2%	42.8%
55 or older	58.8%	41.2%
*Respondents who indicate that "gaining knowledge of history or other cultures" is an important (8+) reason for taking a vacation.		

Respondents who indicated that they are interested in the story of the expedition differ from those who are not on several key demographic and psychographic characteristics. They tend to travel more, have a higher education level and are more likely to be Venturers. (See Figure 4)

FIGURE 4 INTERESTED VS. NOT INTERESTED IN THE STORY OF THE 1803-1806 LEWIS & CLARK EXPEDITION		
Demographic/Psychographic Profile		
Characteristic	Not Interested In Story	Interested In Story
LEISURE TRIPS		
One	19.1%	14.9%
Two to three	34.9%	34.5%
Four or more	46.0%	50.6%
PSYCHOGRAPHICS		
Venturer	18.1%	26.7%
Centric	50.3%	51.6%
Dependable	31.6%	21.6%
INCOME		
Median	\$53,120	\$55,810
EDUCATION		
High School or Less	26.3%	17.4%
Some College	36.3%	38.8%
College Grad	23.0%	27.7%
Post Graduate	14.3%	16.0%
AGE		
Under 40	32.1%	28.4%
40-54	32.4%	33.0%
55 or older	35.5%	38.6%

Respondents who are interested in the story of the expedition also differ from those who are not regarding why they take vacations, what their personal preferences are and the kind of vacation activities they prefer. (See Figure 5). Characteristics of those who are interested:

- They are more likely to prefer undiscovered places
- A larger percentage take vacations to gain knowledge of history and other cultures
- They are more likely to visit historic sites/churches while on vacation

FIGURE 5 INTERESTED VS. NOT INTERESTED IN THE STORY OF THE 1803-1806 LEWIS & CLARK EXPEDITION		
Vacation/Travel Preferences		
	Not Interested In Story	Interested In Story
WHY TAKE VACATIONS		
See new things	51.1%	69.6%
Enrich perspective	45.6%	54.6%
Travel important	25.7%	38.3%
Gain knowledge of history	16.0%	35.5%
PREFERENCES*		
Prefer to visit undiscovered places	12.2%	25.6%
VACATION ACTIVITIES		
Visit historic sites	35.2%	51.7%
Visit museums	29.9%	46.1%
Visit old homes	23.8%	35.5%
Visit authentic location	10.5%	24.4%

Familiarity With The 2003-2006 Lewis & Clark Bicentennial Commemoration

In contrast to the high level of awareness regarding the expedition, awareness of the Lewis & Clark Bicentennial Commemoration is very low. Nearly three quarters (74%) of the respondents are not familiar with it and only about one-fifth (21%) have heard about the commemoration. (See Figure 6)

FIGURE 6			
FAMILIARITY WITH THE 2003-2006 LEWIS & CLARK			
COMMEMORATION			
Selected Characteristics			
	Very + Somewhat Familiar	Not Familiar	Heard About It Don't Know Much
TOTAL ANSWERING	5.4%	73.7%	20.9%
LEISURE TRIPS			
One	4.3%	79.4%	16.3%
Two to three	4.4%	75.0%	20.6%
Four or more	6.5%	70.8%	22.7%
History Buffs*	8.1%	65.7%	26.2%
PSYCHOGRAPHICS			
Venturer	9.5%	66.6%	24.0%
Centric	4.1%	72.9%	23.0%
Dependable	3.6%	82.4%	14.0%
INCOME			
Under \$40,000	5.3%	73.9%	20.8%
\$40,000-\$74,999	5.0%	74.3%	20.8%
\$75,000 or more	6.0%	72.8%	21.2%
AGE			
Under 40	3.6%	81.7%	14.8%
40-54	5.0%	74.2%	20.8%
55 or older	7.2%	66.7%	26.1%
*Respondents who indicate that "gaining knowledge of history or other cultures" is an important (8+) reason for taking a vacation.			

Interest In Visiting A Lewis & Clark Site Or Attending An Event During The 2003-2006 Commemoration

Interest in actually participating in the Lewis & Clark Commemoration is weak.

- The “very interested” in visiting a site or attraction total for all respondents is only 6% while more than one-third (36%) are “not interested at all.”

However there is a stronger level of interest among some groups.

- More than half (53%) of the History Buffs expressed an interest in the sites or events and 12% are very interested.
- Three quarters (75%) of the respondents who are very or somewhat familiar with the commemoration and 61% who are interested in the Lewis & Clark story are very or somewhat interested in visiting a site or attending an event.

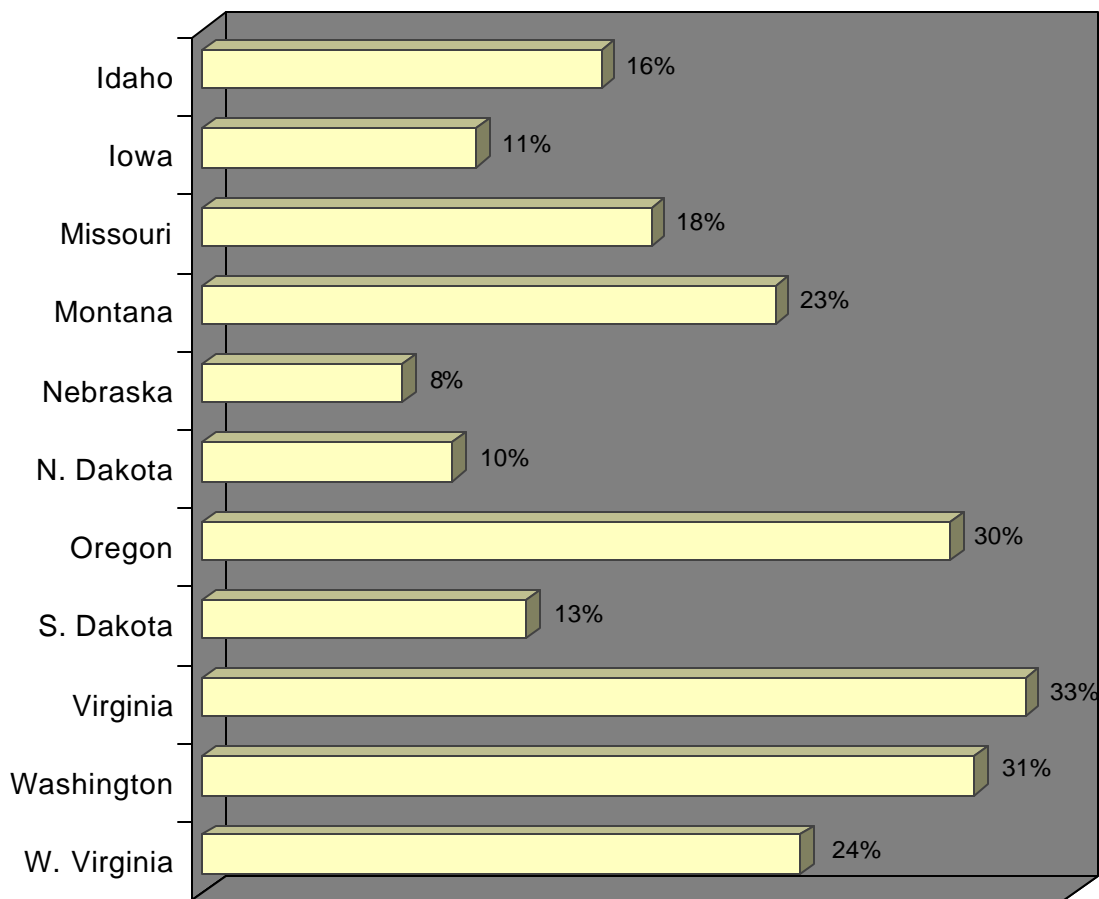
These figures suggest that raising the level of awareness can positively impact interest and potentially increase the number of visitors and attendees. (See Figure 7)

FIGURE 7 INTEREST IN VISITING A SITE/ATTENDING AN EVENT DURING 2003-2006 COMMEMORATION		
Selected Characteristics		
	Very + Somewhat Interested	Not Very + Not At All Interested
TOTAL ANSWERING	38.5%	61.5%
LEISURE TRIPS		
One	30.8%	69.2%
Two to three	37.9%	62.1%
Four or more	41.6%	58.4%
History Buffs*	52.5%	47.5%
Interested In L&C Story	60.6%	39.4%
Not Interested In L&C Story	9.8	90.2
Familiar With Commemoration	74.7%	25.3%
PSYCHOGRAPHICS		
Venturer	46.1%	53.9%
Centric	38.9%	61.1%
Dependable	32.3%	67.7%
INCOME		
Under \$40,000	34.0%	66.0%
\$40,000-\$74,999	40.6%	59.4%
\$75,000 or more	40.7%	59.3%
AGE		
Under 40	39.3%	60.7%
40-54	42.5%	57.5%
55 or older	34.4%	65.6%
*Respondents who indicate that "gaining knowledge of history or other cultures" is an important (8+) reason for taking a vacation.		

Visiting Lewis & Clark Commemorative States

Among the eleven states with a Lewis & Clark Commemorative site or attraction, Virginia, Washington and Oregon are the states that survey respondents are most likely to visit, while Nebraska, North Dakota and Iowa are the least likely. (See Figure 8)

FIGURE 8
LEWIS & CLARK COMMEMORATIVE STATES LIKELY TO VISIT



Some of the sub-groups have a higher level of interest than the total study population and have identified Montana and Idaho as the states they are most likely to visit. (See Figure 9)

- Frequent travelers, who may seek variety in their vacations, are more likely to visit all the eleven states
- Respondents who are familiar with the commemoration are more likely than the total survey population to visit Idaho (30%), Montana (34%), Oregon (47%) and Washington (44%)
- Respondents who are interested in the story of the Lewis & Clark Expedition are somewhat more likely to visit all eleven states
- Venturers also have a higher likelihood of visiting Idaho (21%) and Montana (32%)

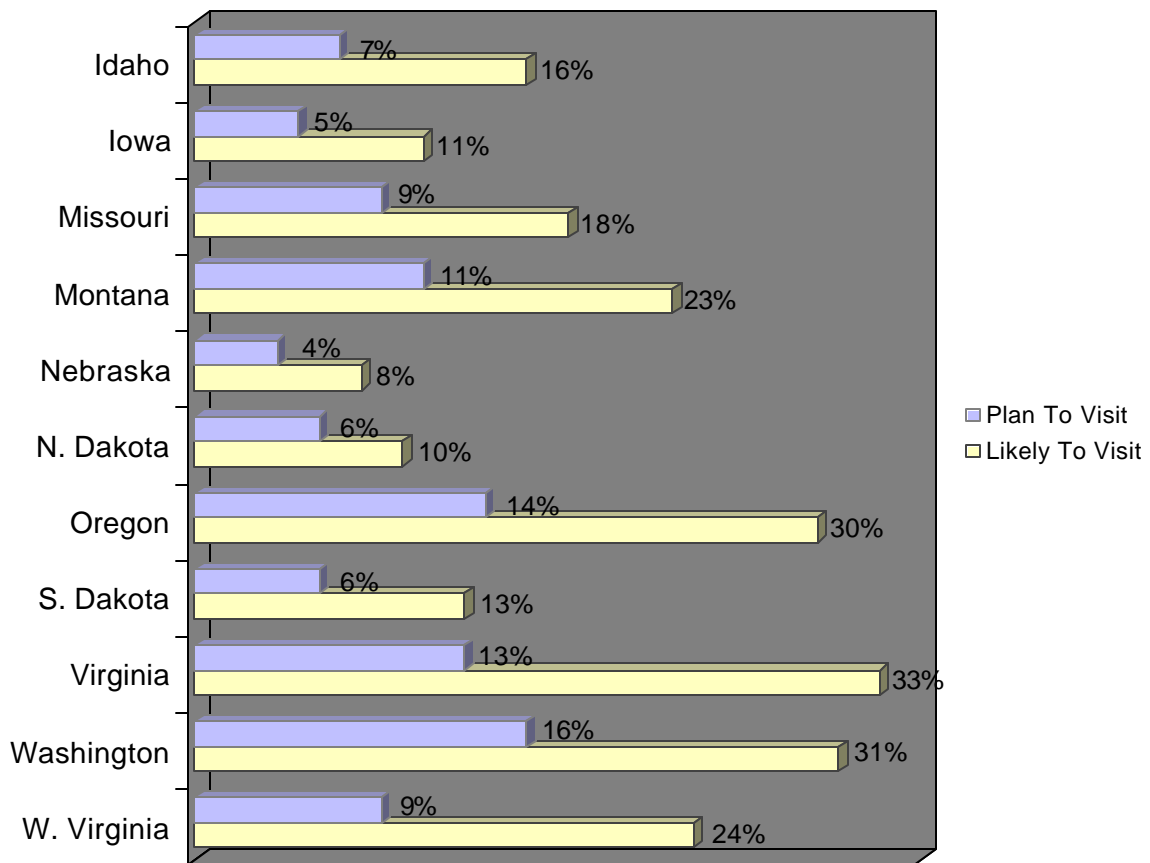
FIGURE 9
LEWIS & CLARK COMMEMORATION STATES MOST LIKELY TO VISIT

Selected Characteristics

State	Total	Frequent Traveler	Familiar With Commemoration	Interested In L&C Story	History Buffs	Venturer
Idaho	15.9%	18.4%	29.7%	17.9%	17.1%	20.2%
Iowa	10.8%	12.1%	12.5%	12.4%	12.7%	12.2%
Missouri	17.9%	19.9%	12.5%	20.1%	24.4%	18.3%
Montana	22.9%	25.3%	34.4%	25.2%	25.5%	31.9%
Nebraska	8.3%	9.9%	9.4%	9.8%	7.3%	9.4%
North Dakota	9.6%	11.0%	15.6%	10.5%	10.9%	15.0%
Oregon	30.2%	34.8%	46.9%	33.3%	32.4%	32.9%
South Dakota	13.3%	15.6%	23.4%	14.1%	12.4%	15.0%
Virginia	33.1%	35.4%	23.4%	34.5%	36.4%	40.8%
Washington	31.2%	34.3%	43.8%	34.5%	33.8%	38.0%
West Virginia	24.4%	27.4%	14.1%	26.1%	26.9%	27.7%

The percentage of respondents who plan to visit the eleven the states that have Lewis & Clark Commemorative sites and attractions in the next three years is lower than the percentage who are likely to visit. (See Figure 10)

FIGURE 10
LEWIS & CLARK COMMEMORATIVE STATES
Likely To Visit vs. Plan To Visit In Next 3 Years



Higher percentages of respondents who are familiar with the commemoration plan to visit the states with Lewis & Clark sites and attractions during the next three years. Montana, Oregon, Washington and Virginia are the most popular states; Nebraska, Iowa and South Dakota are the least popular. Respondents who are interested in the Lewis & Clark story are somewhat but not substantially more likely to visit the eleven states. (See Figure 11)

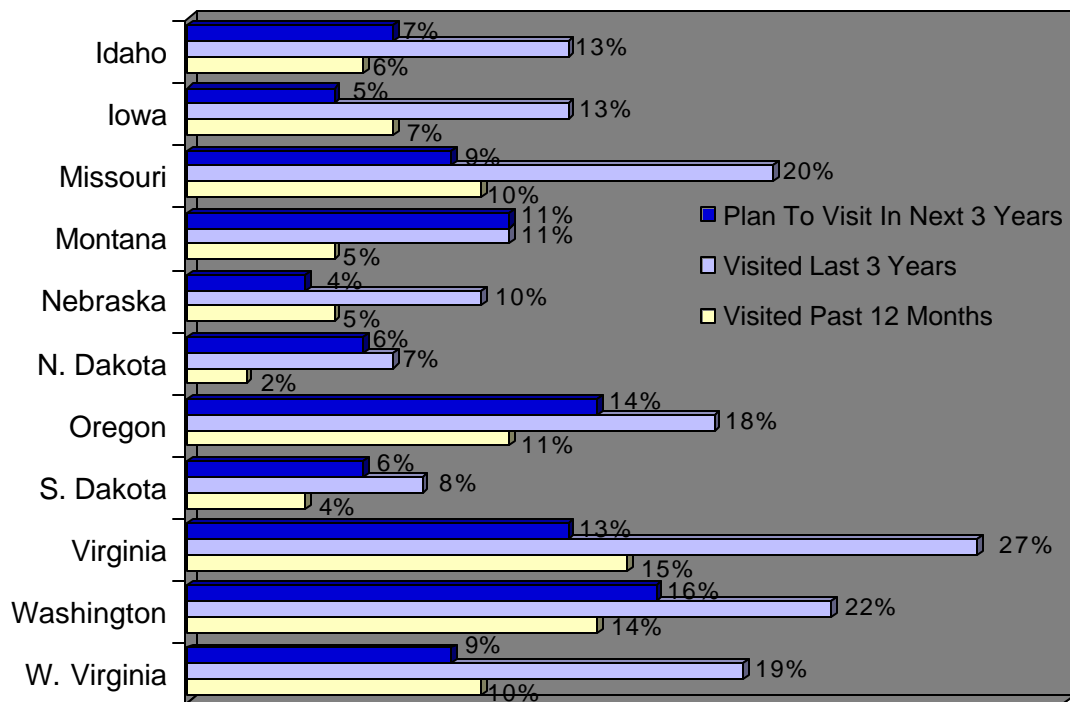
FIGURE 11
LEWIS & CLARK COMMEMORATION STATES PLAN TO VISIT IN NEXT THREE YEARS

Selected Characteristics

State	Total	Frequent Traveler	Familiar With Commemoration	Interested In L&C Story	History Buffs	Venturer
Idaho	6.8%	9.5%	17.3%	9.9%	8.8%	9.1%
Iowa	4.9%	6.0%	8.0%	6.3%	5.5%	6.7%
Missouri	9.4%	9.7%	16.0%	12.0%	12.2%	10.4%
Montana	11.4%	14.8%	29.3%	16.6%	15.5%	17.2%
Nebraska	4.0%	5.7%	8.0%	5.2%	5.2%	5.4%
North Dakota	5.6%	7.8%	14.7%	7.7%	9.4%	10.1%
Oregon	13.9%	18.6%	26.7%	18.3%	17.7%	18.2%
South Dakota	6.4%	7.2%	9.3%	8.1%	6.1%	9.4%
Virginia	13.3%	15.3%	21.3%	17.8%	18.5%	18.2%
Washington	15.9%	18.5%	24.0%	21.2%	19.9%	17.8%
West Virginia	8.9%	10.1%	18.7%	12.3%	13.8%	12.5%

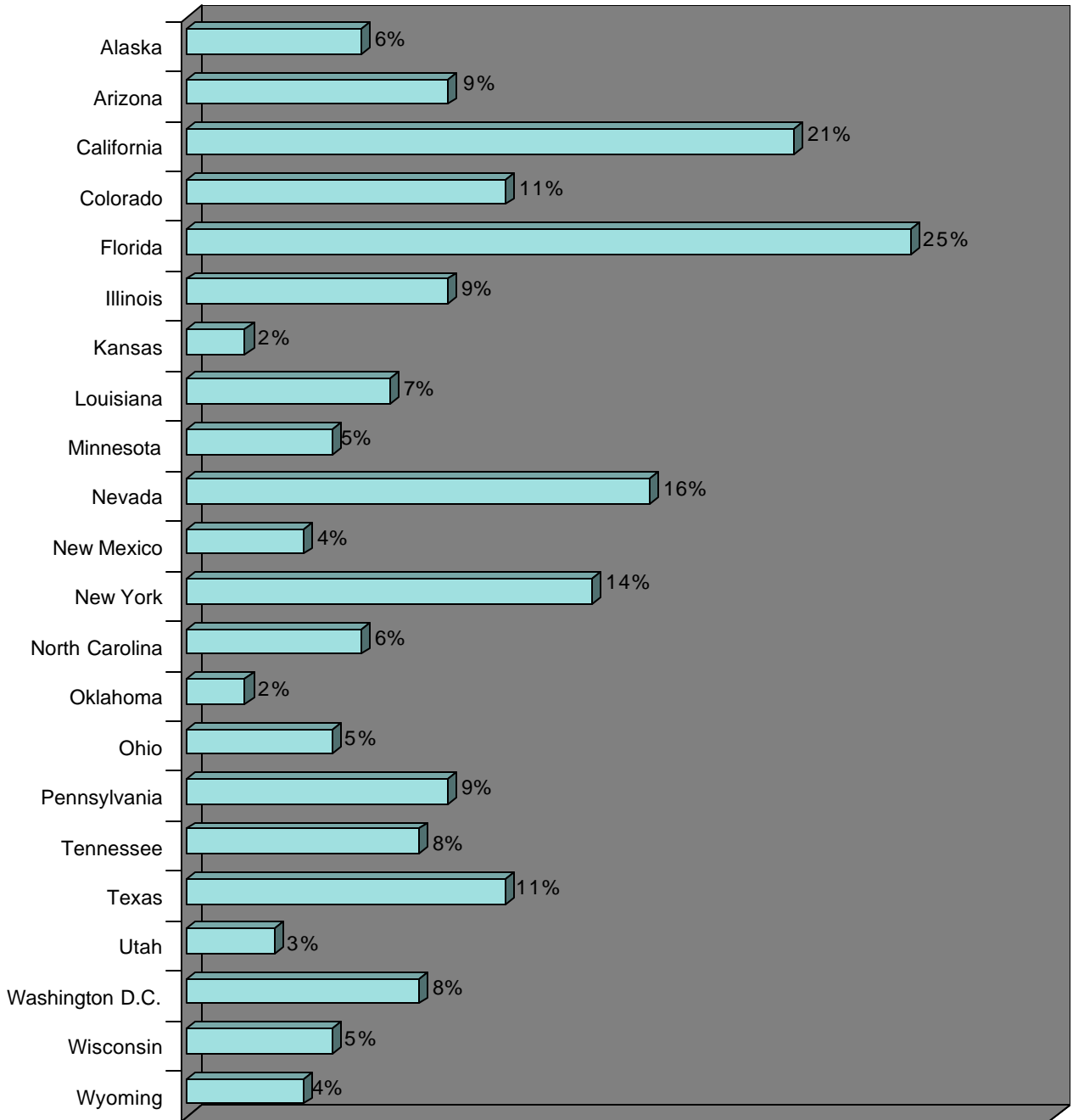
Except for Montana, fewer respondents plan to visit the Lewis & Clark states in the next three years than had visited in the previous three years. For some states there is a sizeable difference between the two. For example, 27% of the respondents visited Virginia in the last three years but only 13% plan to visit in the next three years. (See Figure 12).

FIGURE 12
LEISURE TRAVEL TO STATES WITH LEWIS & CLARK SITES AND ATTRACTIONS



While the percentage of U.S. adults in this study who plan to visit the Lewis & Clark Commemoration states is low, planned travel to most states that don't have Lewis & Clark sites is not appreciably higher. Only the high profile tourism states such as Florida, California and Nevada will attract a significantly higher percentage of travelers during the next three years. Planned travel to states that have geographic proximity to the Lewis & Clark route, such as Wyoming, Kansas, Utah and Oklahoma also attract a small percentage of the travelers. (See Figure 13)

FIGURE 13
LEISURE TRAVEL IN THE NEXT THREE YEARS TO STATES WITHOUT LEWIS & CLARK SITES
(U.S. Adults – Selected States)



Awareness Of And Likelihood To Visit Lewis & Clark Trail Sites And Attractions

The information regarding awareness of and likelihood of visiting the Lewis & Clark Trail sites and attractions provides some insight into the potential impact of the commemoration. With the exception of the Columbia River Gorge (35%), Monticello (37%) and Harper's Ferry (32%), few respondents have heard of the Lewis & Clark Trail sites and attractions. In addition to being familiar with these sites, larger percentages of respondents have visited them. They contain attractions of historical significance and/or natural beauty that are not directly linked to the Lewis & Clark Trail or Expedition and that may account for the higher level of awareness.

The likelihood of people visiting the various Lewis & Clark sites and attractions is also low. Percentages for the "very unlikely to visit" category hover near or above 50% for nearly all the sites and attractions, while nearly all the "very likely to visit" percentages are below five percent. (See Figure 14).

FIGURE 14
LEWIS & CLARK SITES AND ATTRACTIONS

Awareness And Likelihood To Visit

Site/Attraction	Likely To Visit						
	Heard Of	Have Visited	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely	Need More Info.
Lemhi Pass – ID	13.3%	3.5%	1.9%	7.7%	13.0%	51.5%	25.9%
Lolo Trail Hwy 12 – ID	12.4%	6.6%	1.8%	6.8%	12.6%	53.4%	25.5%
Sergeant Floyd Monument – IA	11.0%	3.0%	1.4%	5.6%	13.0%	55.2%	24.7%
Western Historic Trails Center – IA	14.4%	3.0%	1.9%	6.0%	13.3%	55.1%	23.7%
Kansas City Area - MO	23.6%	7.8%	2.9%	9.8%	14.7%	50.2%	22.3%
St. Louis & St. Charles Sites – MO	31.5%	12.8%	3.4%	10.9%	14.6%	49.9%	21.1%
Lewis & Clark Center – Great Falls, MT	17.6%	5.0%	2.0%	10.7%	14.0%	47.3%	25.9%
Pompey’s Pillar - MT	17.1%	6.1%	2.2%	10.9%	12.8%	48.8%	25.4%
Fort Atkinson – NE	10.9%	2.7%	0.6%	5.6%	13.3%	56.1%	24.3%
Lewis & Clark Visitor’s Center – NE	12.4%	3.1%	1.0%	6.1%	14.0%	55.2%	23.7%
Knife River Indian Village – ND	9.9%	2.4%	0.6%	6.5%	13.7%	54.9%	24.2%
Fort Mandan – ND	10.8%	1.8%	1.1%	6.5%	14.4%	53.9%	24.1%
Fort Clatsop – OR	24.2%	14.0%	4.7%	11.0%	14.3%	46.6%	23.4%
The Columbia River Gorge – OR	51.5%	27.1%	9.0%	12.9%	13.7%	42.2%	22.2%
Lewis & Clark Area Yankton, SD	13.7%	4.8%	1.1%	7.4%	13.0%	53.4%	25.1%
Spirit Mound – SD	12.0%	2.4%	1.6%	7.2%	13.2%	53.5%	24.6%
Monticello – VA	52.6%	23.4%	7.7%	14.5%	12.8%	42.5%	22.4%
Fort Canby – WA	15.6%	5.2%	3.4%	10.0%	12.4%	49.5%	24.7%
Sacajawea State Park – WA	26.3%	7.1%	3.3%	10.8%	13.4%	47.2%	25.3%
Harper’s Ferry – WV	47.2%	15.0%	4.4%	12.1%	14.1%	47.0%	22.5%
Ohio River Sites	24.9%	11.7%	3.6%	11.2%	13.9%	46.8%	24.6%

However, as would be expected, respondents who are familiar with the Lewis & Clark Commemoration have a higher level of awareness of the individual sites and attractions. More importantly, for most of the sites and attractions, a higher level of awareness does translate into a greater likelihood of being visited. Furthermore, since about one-quarter of the respondents do need more information about the sites and attractions, this may signal an opportunity to increase the number of visitors. The respondents who are familiar with the commemoration are more to visit nearly all of the sites or attractions and significantly more likely to visit: (See Figure 15)

- Lewis & Clark Interpretive Center – Great Falls, Montana,
- Pompey’s Pillar – Billings, Montana,
- Fort Clatsop – Astoria, Oregon,
- Fort Canby Lewis & Clark Interpretive Center – Ilwaco, Washington,
- Sacajawea State Park – Tri-Cities, Washington

FIGURE 15
LEWIS & CLARK SITES AND ATTRACTIONS
 Impact Of Awareness On Likely To Visit

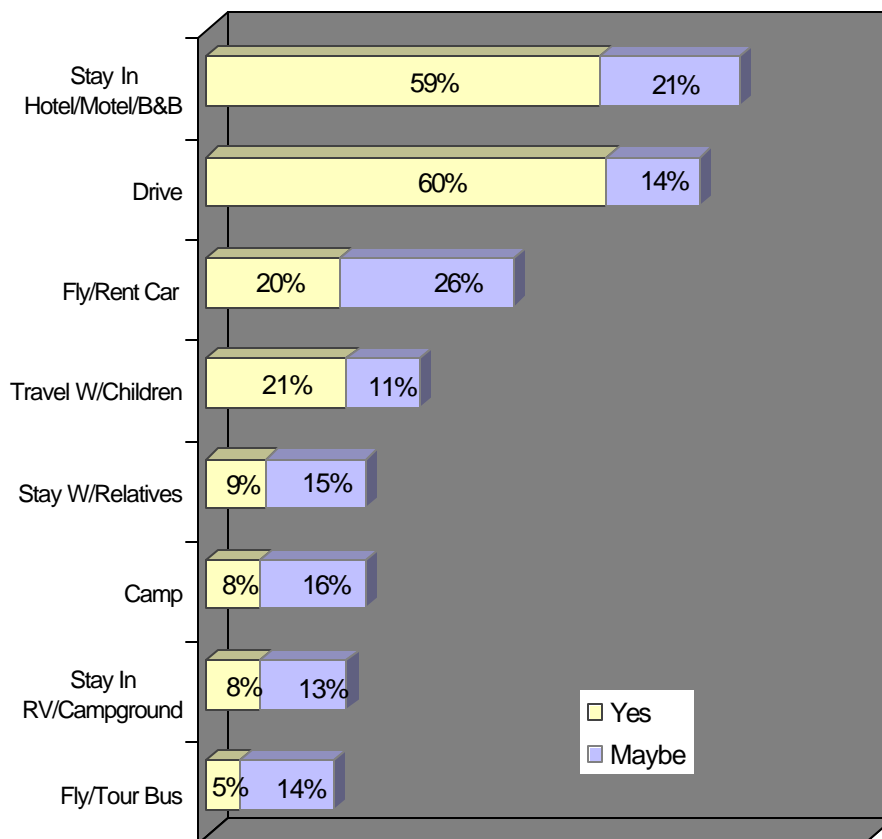
Site/Attraction	All Respondents		Very/Somewhat Familiar With Commemoration			
	Heard Of	Very/Somewhat Likely To Visit	Heard Of	Heard Of Difference	Very/Somewhat Likely To Visit	Likely To Visit Difference
Lemhi Pass – ID	13.3%	9.6%	44.1%	30.8↑	20.6%	11.0↑
Lolo Trail Hwy 12 – ID	12.4%	8.5%	63.3%	50.9↑	20.0%	11.5↑
Sergeant Floyd Monument – IA	11.0%	7.1%	36.1%	25.1↑	11.1%	4.0↑
Western Historic Trails – Council Bluffs, IA	14.4%	7.9%	51.3%	36.9↑	15.4%	7.5↑
Kansas City Area - MO	23.6%	12.7%	54.3%	29.8↑	11.4%	1.3↓
St. Louis & St. Charles Sites – MO	31.5%	14.3%	68.6%	37.1↑	20.0%	5.7↑
Lewis & Clark Center – Great Falls, MT	17.6%	12.7%	62.2%	44.6↑	32.4%	19.7↑
Pompey’s Pillar - MT	17.1%	13.1%	53.7%	36.6↑	39.0%	25.9↑
Fort Atkinson – NE	10.9%	6.3%	21.2%	10.3↑	0.0%	6.3↓
Lewis & Clark Visitor’s Center – NE	12.4%	7.1%	30.6%	18.2↑	8.3%	1.2↑
Knife River Indian Village – ND	9.9%	7.2%	35.3%	25.4↑	8.8%	1.6↑
Fort Mandan – ND	10.8%	7.7%	42.9%	32.1↑	20.0%	12.3↑
Fort Clatsop – OR	24.2%	15.7%	62.9%	38.7↑	48.6%	32.9↑
The Columbia River Gorge – OR	51.5%	21.9%	94.7%	43.2↑	47.4%	25.5↑
Lewis & Clark Area Yankton, SD	13.7%	8.5%	44.1%	30.4↑	8.8%	0.3↑
Spirit Mound – SD	12.0%	8.8%	29.7%	17.7↑	16.2%	7.4↑
Monticello – VA	52.6%	22.3%	65.8%	13.2↑	31.6%	9.3↑
Fort Canby – WA	15.6%	13.4%	55.3%	10.3↑	36.8%	23.4↑
Sacajawea State Park – WA	26.3%	14.1%	81.1%	54.8↑	45.9%	31.8↑
Harper’s Ferry – WV	47.2%	16.5%	82.4%	35.2↑	26.5%	10.0↑
Ohio River Sites	24.9%	14.8%	39.5%	14.6↑	18.4%	3.6↑

Transportation And lodging When Visiting Lewis & Clark Commemorative Sites And Attractions

Given their locations and the American propensity to drive everywhere, it is not surprising that the preferred method of getting to the Lewis & Clark sites and attractions is the automobile. Sixty percent of all respondents would probably drive and an additional 20% would probably fly in and rent a car to drive to a specific site. Most visitors (59%) would probably stay in a hotel, motel or a bed and breakfast and more than three-fourths (80%) of the people who would fly or drive prefer to use that lodging choice. A substantial percentage (40%) of respondents under 40 years of age would probably bring their children. (See Figure 16)

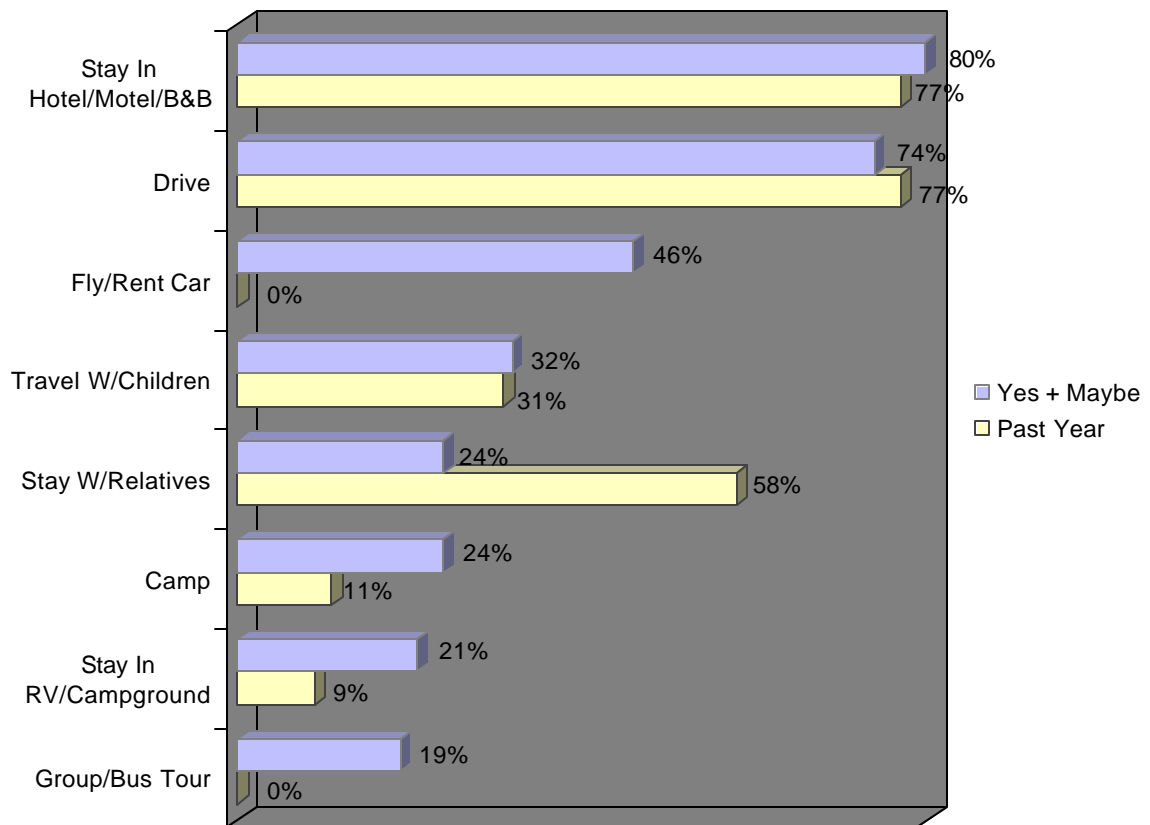
FIGURE 16
 PROBABLE TRANSPORTATION AND LODGING
 VISIT TO A LEWIS & CLARK SITE OR ATTRACTION

(Yes and Maybe Responses)



With the exception of staying with friends and relatives, travel and lodging choices during the past twelve months are similar to what respondents would do if visiting Lewis & Clark sites and attractions (Figure 17.)

FIGURE 17
TRANSPORTATION AND LODGING
PROBABLE VS. PAST TWELVE MONTHS



Why People Take Vacations

It is not surprising that the desire to have fun is the most important reason (89%) for taking a vacation. Aside from having fun:

- Nearly three quarters (71%) of the Lewis & Clark survey respondents feel a vacation is a time to relax
- Two-thirds (66%) see it as a chance to get away from schedules
- Almost two-thirds (62%) of the total respondents and fully 87% of History Buffs like to see and do new things while on vacation (See Figure 18)

Since the Lewis & Clark Commemoration can be historically and culturally enriching as well as a family oriented experience, some of the reasons for taking a vacation may be directly related to potential visits to sites and attractions. (See Figure 18)

- More than one-fourth (27%) of the total respondents and more than one-third (36%) who are interested in the Lewis & Clark story feel vacations are a time to gain knowledge of history and other cultures
- Respondents who are interested in the Lewis & Clark story also feel that vacations are a time to do and see new things
- Venturers are more apt to feel that gaining knowledge of history and other cultures is important (38%)
- History Buffs (75%) and Venturers (70%) are significantly more likely to feel that vacations are a time to enrich their perspective on life

FIGURE 18
WHY PEOPLE TAKE VACATIONS

(8+ On A 10 Point Importance Scale)

Selected Characteristics

	Total	History Buffs	Interested In L&C Story	Not Interested In L&C Story	Venturer	Dependable
Have Fun	89.3%	91.4%	88.8%	89.8%	94.2%	88.4%
Relax/Get Rid Of Stress	71.1%	68.0%	69.5%	73.0%	70.5	72.2%
No Schedules	65.9%	70.0%	64.6%	67.5%	73.4%	58.8%
See/Do New Things	61.7%	86.7%	69.6%	51.1%	76.8%	50.5%
Spend Time With Spouse/Family	57.0%	58.0%	54.8%	59.7%	62.8%	59.1%
Feel Alive/Energetic	53.7%	71.3%	55.7%	50.5%	67.6%	42.2%
Enrich Perspective	50.7%	74.5%	54.6%	45.6%	69.6%	40.5%
Travel Important	33.0%	54.6%	38.3%	25.7%	46.9%	24.8%
Have Others Serve Me	29.9%	36.9%	29.0%	31.1%	34.6%	28.7%
Spend Time W/Friends	29.4%	32.0%	29.7%	28.7%	32.9%	25.0%
Gain Knowledge Of History/Cultures	27.0%		35.5%	16.0%	38.4%	17.2%
A Romantic Time	23.2%	30.7%	24.1%	22.0%	35.9%	18.7%
Outdoor Adventure	17.2%	26.6%	20.3%	13.3%	23.2%	10.9%
Seek Solitude/Isolation	16.0%	22.9%	15.7%	16.5%	21.3%	11.3%
Test Physical Abilities	10.7%	17.6%	13.8%	6.8%	23.5%	4.0%

Where Do Travelers Get Their Information?

The survey respondents tend to use a variety of sources to get travel information. The most popular source is word of mouth. Nearly two-thirds (61%) of all respondents use friends and/or relatives as a source of travel information. (See Figure 19) Some of the other frequently consulted sources include:

- Travel agents (49%), toll-free telephone numbers (43%)

- Fifty percent of the respondents use some form of the Internet/web

Some interesting variations appear among the sub groups examined. History Buffs also rely on word of mouth and other popular information sources such as travel agents and

toll-free numbers. And they are more likely than the total population to use some other sources including: (See Figure 19)

- Auto club brochures (41%)
- State/local tourism bureaus (32%)
- Travel guides (26%) and magazines (23%)

The respondents who are interested in the expedition are generally more likely to use a variety of sources. There are considerable differences between respondents who are interested and those who are not in nearly every category and significant differences in the use of some key sources: (See Figure 19)

- Friends/relatives
- Toll-free numbers
- Internet/web search engines
- State/Local tourism bureaus

Furthermore, the more sophisticated and younger Lewis & Clark respondents are more likely to use the Internet or technology as information sources.

- Fifty nine percent of frequent travelers use technology
- More than two-thirds (69%) of the respondents who fly to their destination and rent a car use technology sources
- A majority of Venturers (62%) and more than two-thirds (69%) of younger respondents rely on it

FIGURE 19
TRAVEL PLANNING INFORMATION SOURCES

Selected Characteristics

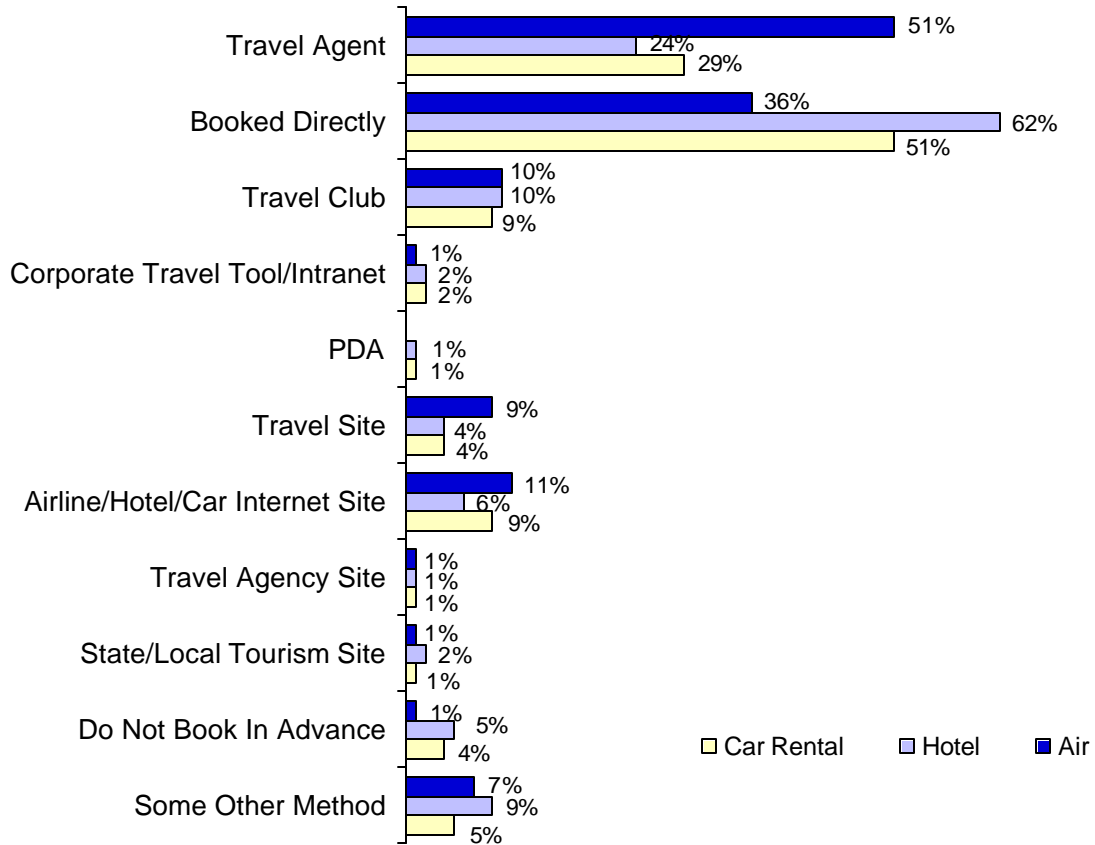
	Total	History Buffs	Interested In L&C Story	Not Interested In L&C Story
Friends/Relatives	61.4%	61.3%	64.2%	57.8%
Travel Agents	49.1%	52.8%	51.1%	46.7%
Toll-free #s	42.9%	43.9%	45.6%	39.0%
Internet/Web	41.1%	40.1%	44.1%	36.9%
Auto Club Brochures	34.4%	41.4%	36.8%	31.6%
Hotel Brochures	23.4%	21.3%	23.6%	↔ 22.9%
Airline Websites	23.4%	24.0%	25.0%	21.4%
State/Local Tourism Bureaus	22.1%	31.5%	26.0%	↔ 16.8%
Internet Travel Sites	17.6%	20.2%	19.1%	15.4%
Travel Guides	16.5%	26.2%	19.5%	12.6%
Travel Magazines	16.1%	22.9%	17.7%	14.1%
State/Local Tourism Bureau Websites	13.1%	16.6%	13.8%	↔ 11.8%
E-mail Notification	12.4%	14.1%	12.6%	12.1%
Book Stores	12.2%	21.0%	15.9%	7.5%
Cruise Line Brochures	9.4%	11.0%	9.4%	↔ 9.5%
Travel Agency Website	3.0%	4.1%	3.9%	1.8%
CD - ROM	1.9%	1.7%	2.7%	1.0%

How Do People Book Their Travel Arrangements?

Travel agents and booking directly are the two primary means of making travel arrangements used by Lewis & Clark survey respondents. Which source is chosen may depend on whether the booking is for an airline, hotel or car rental. For leisure trips taken in the past twelve months, most respondents booked the hotel (62%) and car rental (51%) directly. About half (51%) preferred to use a travel agent to book an airline flight. (See Figure 20)

The Internet/web, which is used frequently as an information source, is not a major means of making travel arrangements. However 21% of the younger respondents (under 40) do use the Internet for booking purposes.

FIGURE 20
 BOOKING OF AIR, HOTEL AND CAR RENTAL
 LEISURE TRIPS TAKEN IN THE PAST TWELVE MONTHS



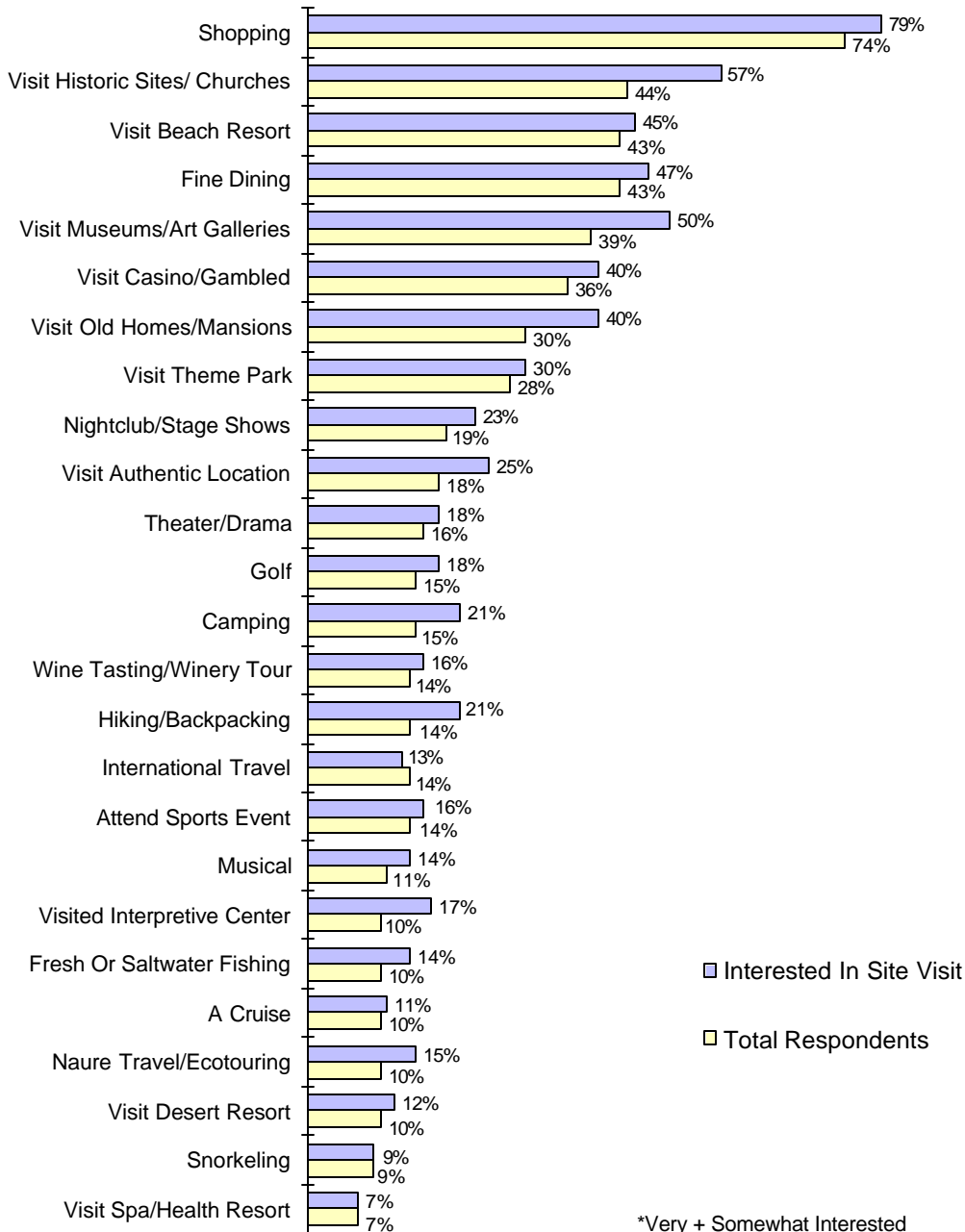
What Do People Like To Do When They Are On Vacation?

As we have seen, having fun, relaxing, avoiding schedules and seeing and doing new things are the prime reasons for taking a vacation. The activities in which vacationers participate can help translate these concepts into concrete terms. As Figure 21 shows, shopping is by far the most common activity for both groups. However, respondents who are interested in experiencing a Lewis & Clark site or attraction are more likely to visit:

- Historic sites/churches
- Museums/art galleries
- Old homes/mansions

FIGURE 21
 TOP 25 ACTIVITIES ON LAST VACATION
 TOTAL RESPONDENTS VS. INTERESTED IN SITE VISIT*

(Percent Rank Ordered by Total Respondents)

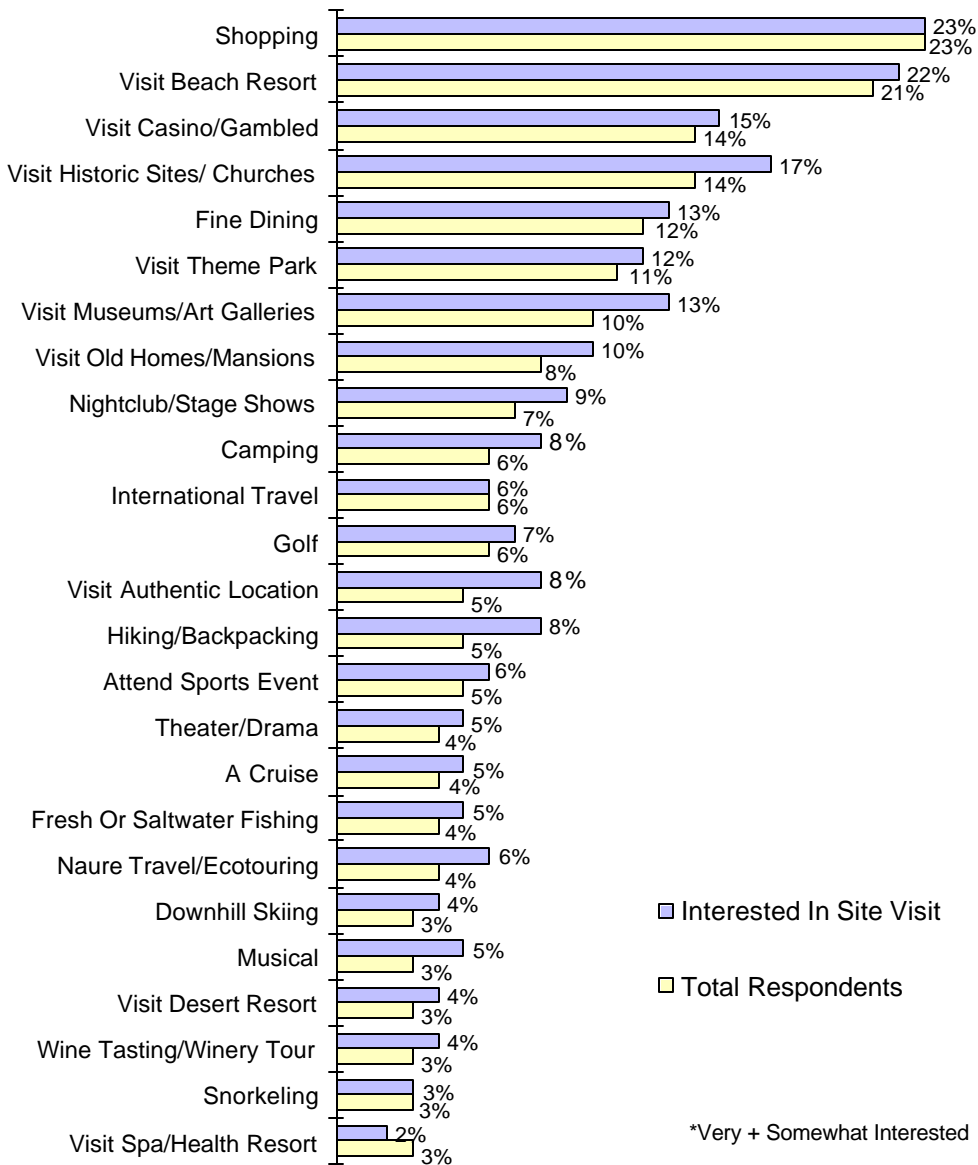


The picture changes very little when only primary activities are considered. (See Figure 22)

- Overall shopping is still the most popular activity for both groups
- Visiting historical sites is the third most popular activity but more so for respondents who express interest in visiting a Lewis & Clark site
- Potential site visitors are also more likely to visit museums and old homes and prefer authentic locations

FIGURE 22
 TOP 25 PRIMARY ACTIVITIES ON LAST VACATION
 TOTAL RESPONDENTS VS. INTERESTED IN SITE VISIT*

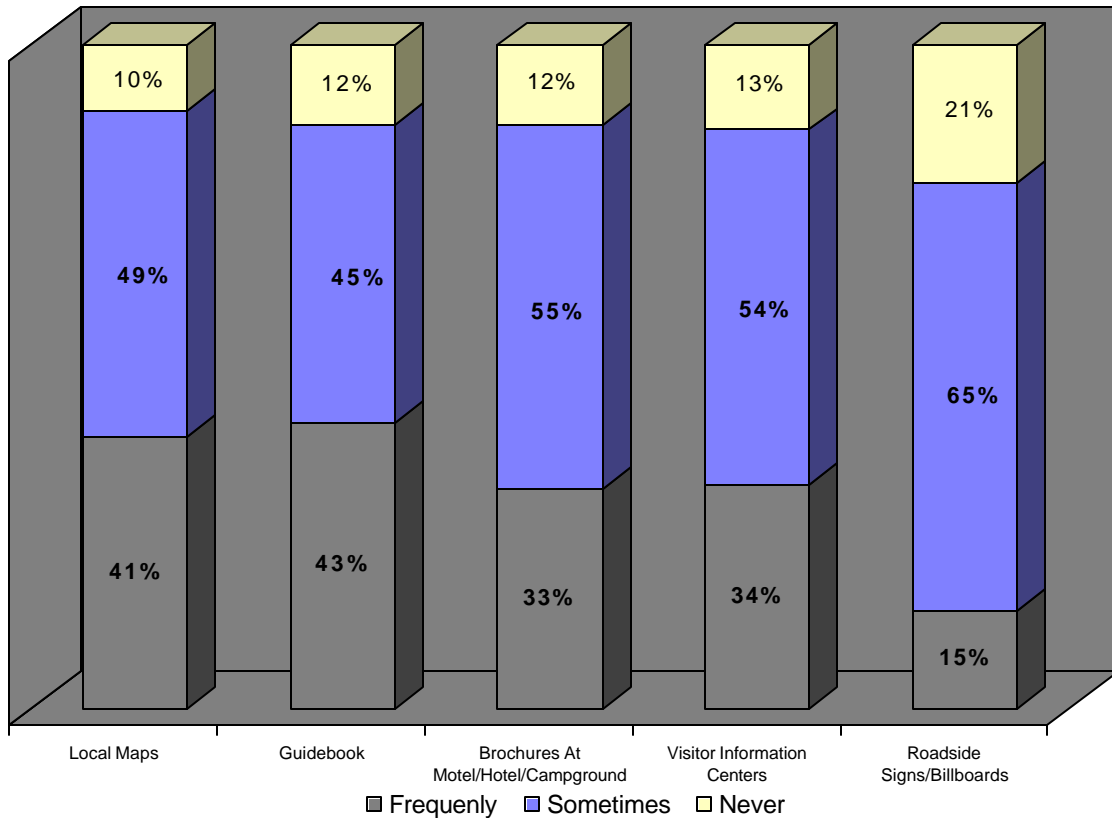
(Percent Rank Ordered by Total Respondents)



Information Sources Used During A Trip

Once they begin their trip, most Lewis & Clark survey respondents tend to rely more on guidebooks and local maps for information. (See Figure 23)

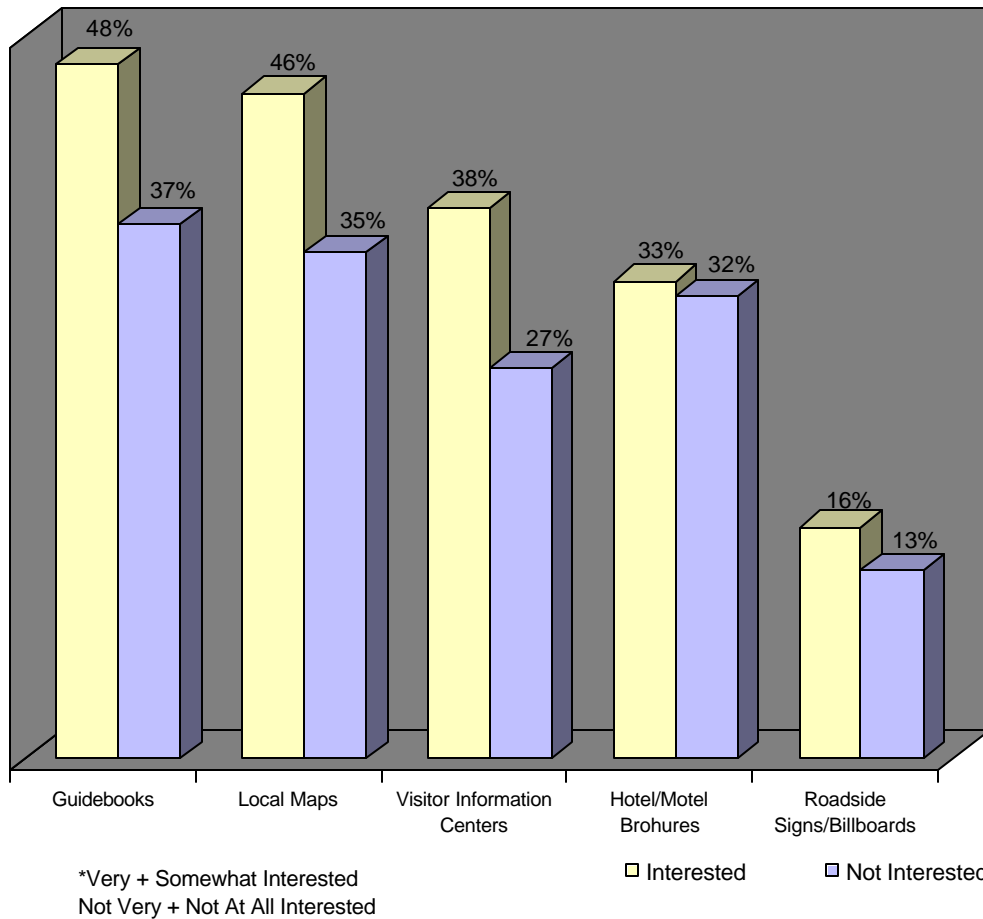
FIGURE 23
INFORMATION SOURCES USED DURING TRAVEL



The respondents who are very and somewhat interested in the expedition are also more likely to use a variety of information sources while traveling than those who are not interested. (See Figure 24) The key sources are:

- Guidebooks (e.g., Fodor's)
- Local maps
- Visitor information centers

FIGURE 24
INFORMATION SOURCES DURING TRAVEL
INTERESTED VS. NOT INTERESTED*



DEMOGRAPHICS/PSYCHOGRAPHICS

There are some key demographic and psychographic differences between the Lewis & Clark respondents and the U.S. adults in the ATS survey. (See Figure 25) Some of the differences are quite pronounced.

- Median household income for Lewis & Clark survey respondents is nearly \$18,000 higher per year than the U.S. adults
- Forty-one percent of Lewis & Clark respondents have a four year college or post graduate degree, compared to 19% of U.S. adults
- The median age is lower for U.S. adults and a larger percentage is under 40 (36% compared to 30%)
- Nearly a quarter (23%) of the Lewis & Clark respondents are Venturers compared to 8% of the U.S. adults

FIGURE 25		
DEMOGRAPHICS/PSYCHOGRAPHICS		
Lewis & Clark Respondents vs. U.S. Adults		
	U.S. Adults	Lewis & Clark Respondents
Age		
Median Age	46	49
Under 40	36%	30%
40-54	28%	33%
55+	35%	37%
Retired	22%	20%
Income		
Median Household Income	\$36,600	\$54,350
Under \$40,000	54%	32%
\$40,000 - \$74,999	30%	36%
\$75,000+	16%	33%
Education		
High School Or Less	32%	21%
Some College	39%	38%
Graduated College (4 year degree)	18%	26%
Post Graduate Degree	11%	15%
Male/Female	50/50	15/85
Married	56%	62%
Lifestage		
Young Singles	4%	4%
Middle Singles	17%	12%
Older Singles	15%	10%
Young Couple	5%	9%
Working Older Couple	8%	17%
Retired Older Couple	6%	13%
Young Parent	22%	10%
Middle Parent	11%	7%
Older Parent	13%	15%
Roommates	1%	4%
Venturer	8%	23%
Centric	62%	51%
Dependable	30%	26%
High Friendship Affiliation	10%	18%
Average Affiliation	62%	67%
Low Friendship Affiliation	28%	15%

FIGURE 26
PERSONAL ATTRIBUTES

Lewis & Clark Survey Respondents Vs U.S. Adults
Number Indicating Statement Applies To Them
(Mean Scores on a 7-Point Scale)

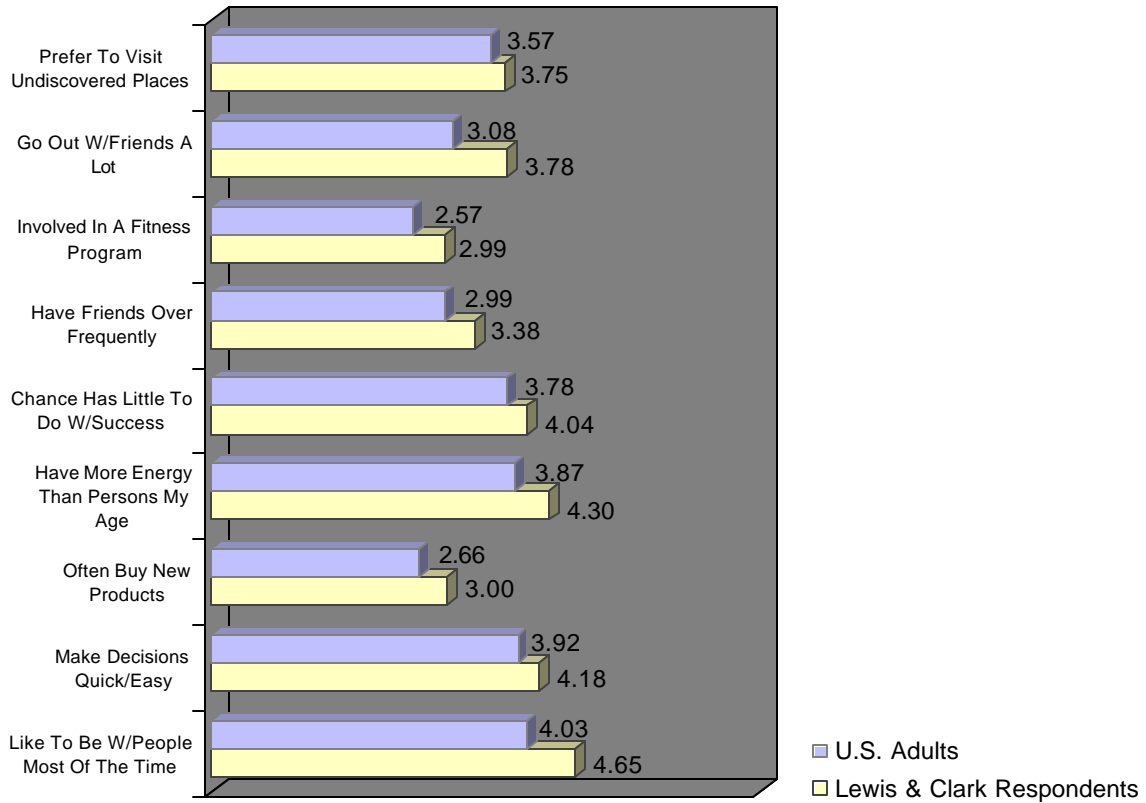
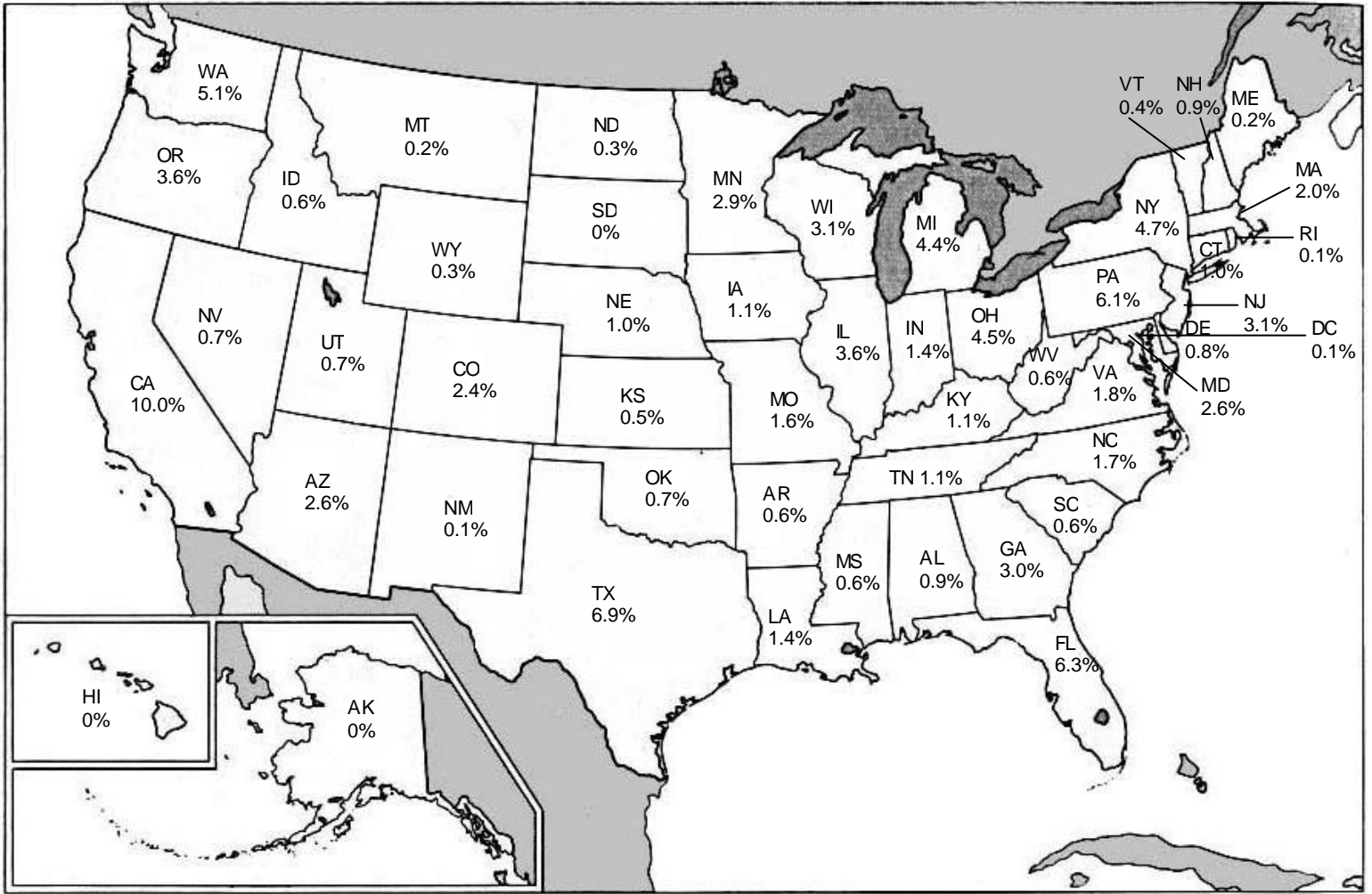


FIGURE 27
RESPONDENT DISTRIBUTION



APPENDIX

PSYCHOGRAPHICS

Because of the importance and frequent use of psychographics in travel research, especially leisure travel, this section provides a more complete description of the terms used in this report. Much of this report of research focuses on leisure travel and addresses the interests and needs of destinations.

The following section first explains the psychographic variables that are so useful in Plog Research's destination research: *Venturers* and *Dependables*

Plog Research is a leader in the development of psychographic scales for use in survey instruments. Two of these were employed in this study. Of these, the dimension of *Venturer/Dependable* (allocentric/psychocentric) is fundamental to travel research and has been used by S. C. Plog for more than 25 years to summarize important characteristics of travel behavior.

Venturer/Dependable: The concept of *Venturer/Dependable* is the most useful for purposes of this research. Persons already familiar with Plog Research's psychographic terms may recognize this concept as allocentricism/ psychocentricism. The names have been changed to terms that are more user-friendly, and have greater relevance to their implications.

The *Venturer/Dependable* concept has been used to position or reposition destinations successfully, introduce new destinations, determine appropriate advertising for various kinds of travelers, serve as the basis for creative development in advertising, focus the marketing programs of travel providers, introduce new products and move these products through the spectrum of the population, and a number of other tasks and situations. It is based on psychologically oriented travel research utilizing a nationwide sample.

This dimension distributes relatively normally across the population, with a small percentage (2 1/2% to 4%) constituting either pure *Venturers* or *Dependables*, a larger number than can be categorized as near *Venturers* or near *Dependables* (about 17% in each case), and the majority of the population in the middle of the curve, with leanings to one direction or the other (about 66% of the total). Knowing where a person fits on this curve tells a lot about their travel behavior, including the types of products they like, the places they will probably select for travel, the kind of travel experiences they would like to have, and the advertising that most appeals to them.

In short, *Venturers* venture. A *Venturer* is an intellectual leader among his/her peers and, in fact, for much of what goes on in society. The most defining characteristic is that these individuals are adventurous and constantly seek new experiences (including travel experiences). They have a high degree of self-confidence that leads to the willingness to be venturesome, tend to be relatively achievement oriented, and have a positive view about life. Venturesomeness tends to correlate only moderately with income because their achievement drive does not necessarily equate with a passion for money or power. Rather, these individuals like to do well at whatever they pursue, which means that they are also excellent teachers, scientists, lawyers, or whatever. Being successful within a field typically means you rise to the head of that field, although pay scales may be quite disparate, such as that between educators and those engaged in financial markets.

Venturers seek out new destinations before they have been discovered by others, are quite willing to get along by eating local food and using local accommodations (not typical hotels or motels), and are quite comfortable in cultures where they may be alone and do not speak the language. *Venturers* are heavy air travel users because of its convenience, but they tend to seek out new destinations on a continuous basis rather than return to familiar places they have visited before. When they return home and speak about their experiences, they tend to influence others around them who now want to visit those

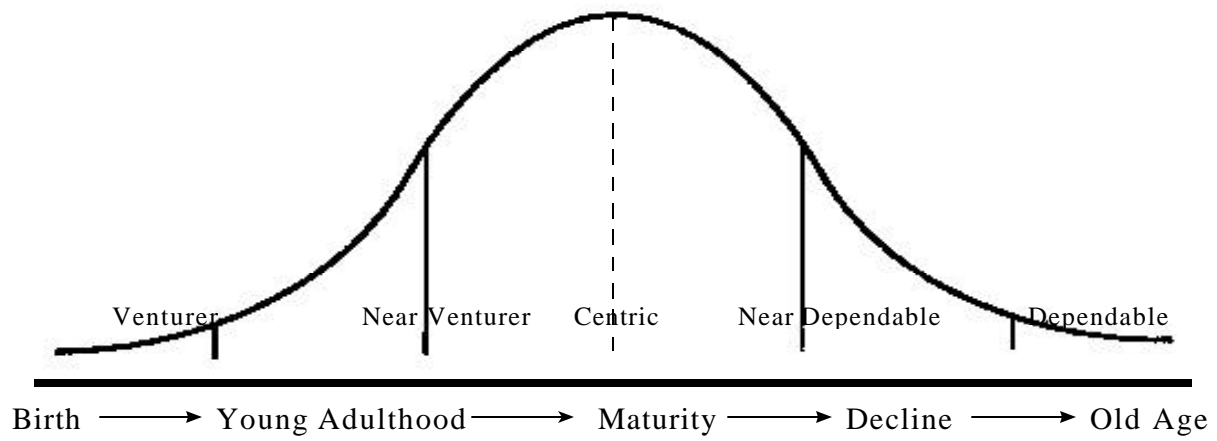
destinations. As a result, a new leisure spot in the world is probably on the way to being discovered and faces all of the ensuing problems of rapid growth.

Dependables, on the other hand, follow. They can be characterized by indecisiveness, a low level feeling of dread or anxiety that tends to pervade their lives, and a desire to make safe and comfortable choices. Thus, they primarily use name-brand products that have high identity in the marketplace because they view these products as “safe” choices. They believe that these must be good products, otherwise so many people would not be using them. They tend to select destinations that are very well known and over-developed. Once having “discovered” a destination that they like, they are likely to return to it year after year. Their favorite areas most often are very warm sun-‘n’-fun spots that also offer an atmosphere similar to what they experience at home, i.e., fast food restaurants, movie theaters, video-game parlors, etc.

Centrics fit between *Venturers* and *Dependables*. They actually constitute the largest group and therefore the most important travel segment. They are easier to motivate through advertising and are willing to visit a variety of destinations.

In general, it is better to position products for the *Venturer* side of the scale, since these persons influence others who are not as venturesome, but the reverse never happens . . . *Dependables* do not influence those in the center or near *Venturers*. This concept is explained in greater detail in the book by S. C. Plog, Leisure Travel: Making It a Growth Market . . . Again! (New York, John Wiley & Sons, currently sold out, as of this writing). It is also employed as a travel personality test in S. C. Plog’s recent consumer book, Vacation Places Rated (Redondo Beach, Fielding Worldwide).

FIGURE 28
THE PSYCHOGRAPHIC CURVE



QUESTIONNAIRE