

?Harrison County Convention and Visitors Bureau ROI Study Results

Written by Administrator

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?? The Harrison County Convention & Visitors Bureau hired Purdue University's Tourism & Hospitality Research Center in 2006, to conduct a ROI (Return on Investment) Study of the visitor services provided by the HCCVB at the Blaine H. Wiseman Visitor Center and the I-64 Welcome Center, to be concluded in 2008. The purpose for this study is to obtain an accurate understanding of Harrison County visitors' information use pattern at its two centers, assess the viability of the services provided by the two centers and their impact on visitors.

Survey intercepts were done at both locations over a period of one year as a way to get initial contact information from visitors. A follow-up survey was sent to those who agreed to participate in a more in-depth study. The questionnaire developed was based on previous research approaches used in the tourism field. In addition to service and information evaluations, the impact of information on visitor behavior and satisfaction were questioned, including visitor experience in Harrison County, services they would like to see from the two centers, and social demographic factors.

Of the respondents who participated in the surveys, 55.4% were females and 44.6% were males over the age of 50. The study showed that the average respondent stayed 29.6 hours in Harrison County and spent an average of \$190.40 during their visit to Harrison County and were very satisfied with the information quality, encounter with staff and overall experience at the two centers; rating overall experience 4.8 points out of five. The results of the study also showed visitors were more apt to visit or spend an average of an additional \$157.80 more than they had originally planned, due to the information they received at the centers.

"We are very pleased with the results. Our travel counselors got very high marks for the service they provide. The study brought some interesting points to our eyes, as well as confirmed what we already thought to be true" said Jeremy Yackle, HCCVB Assistant Director. For a copy of the report or if you have questions about the ROI Study, contact Jeremy Yackle, HCCVB Assistant Director, at (812) 734-0581.