

Bloomington

Visitor Profile Study Report

April 2018

Background & Objectives

- Bloomington and Monroe County constitute a unique Midwest cosmopolitan city and area in Southern Indiana. For travelers, the destination offers an affordable, clean, safe, and healthy lifestyle centered on a lively downtown, fun entertainment and cultural districts, and friendly, diverse neighborhoods. In recent branding research, the area's personality was defined as progressive, hip, academic, accepting, and elevated.
- To support its mission to enhance community well-being and resident quality of life by promoting visitor spending, Visit Bloomington partnered with Strategic Marketing & Research Insights (SMARInsights) to develop a comprehensive visitor profile.
- Goals of the research are to:
 - Better understand the source markets from which leisure, sports, and convention visitors come
 - Determine how long people stay in the destination
 - Develop a per-person/per-day visitor expenditure figure to be used as a planning tool
 - Explore elements of the visitor experience
 - Evaluate existing image of the area
 - Gauge awareness of and attitudes toward the major attractions and events that comprise the existing brand
 - Gather supplemental information from potential visitors from key markets to provide a baseline against which to compare and better understand the motivators of those who do visit, and
 - Provide insights and recommendations for future marketing strategy decisions

Methodology

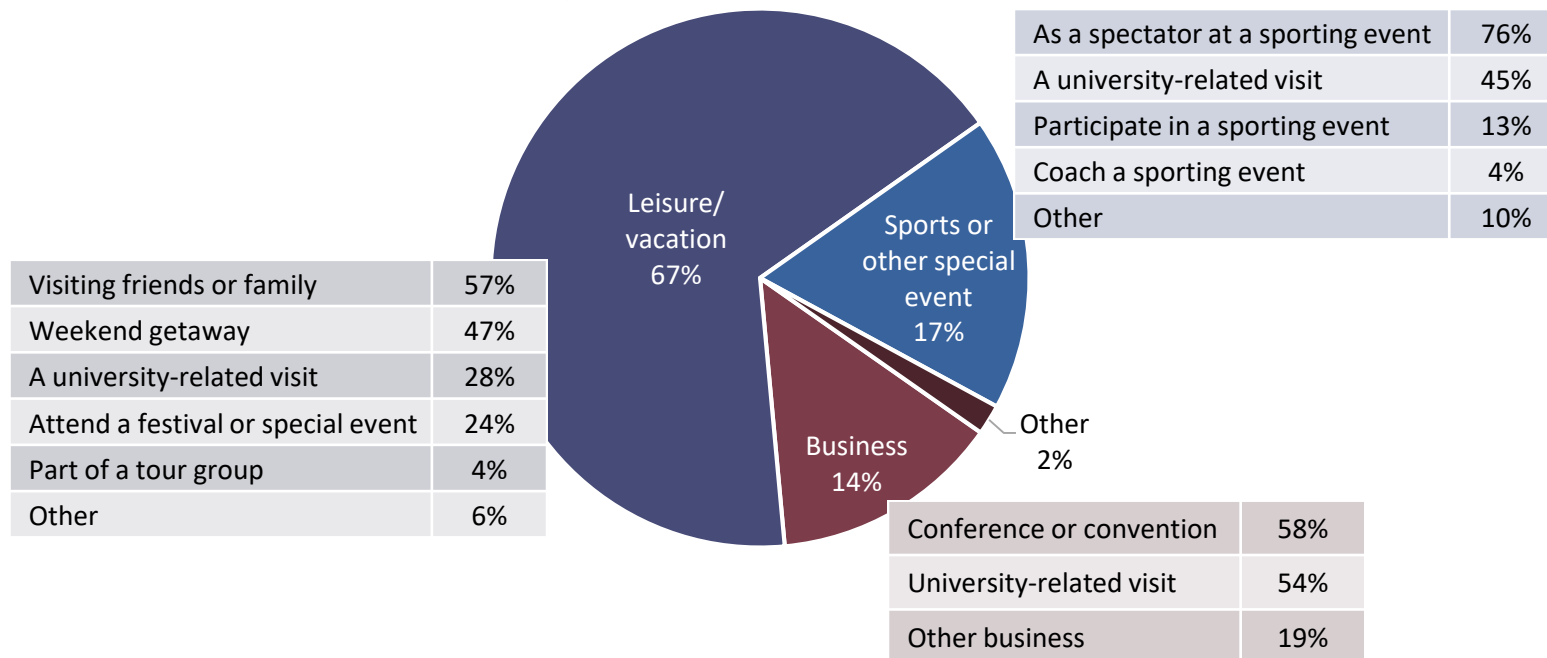
- SMARInsights conducted 812 online surveys with consumers over the age of 18 in two groups:
 - **Visitors** have been to Bloomington/Monroe County within the past 5 years
 - **Potential visitors** have never visited or have visited more than 5 years ago, and have some degree of likelihood to visit in the future
- The data include 508 visitors and 304 potential visitors.
- The table shows the sources of these surveys. We reached general population respondents via a sample vendor which maintains a demographically representative panel of respondents.
- Data were cleaned and coded prior to analysis. Paid sample was weighted to be representative of the geographic population.

	General population travelers	Visit Bloomington consumer e-news database
Recent visitor	352	156
Potential visitor	297	7
Total	649	163

Comparison of Visit Types

- Visitors were asked to choose the primary purpose of their trip to Bloomington – leisure, sports, business, or other. Two-thirds of Bloomington visits are for leisure. Sports and business trips make up the remainder, with very few not falling into any of these categories.
- A secondary question asked for additional information about trip purpose, and within their category, visitors were able to choose more than one answer.

What was the primary purpose of your trip to Bloomington?



Perceptions of Bloomington

- Respondents were asked to rate Bloomington on 25 image attributes. *Academic* leads across all trip types, followed by *natural* and *culinary assets*. And all trip types have low association of Bloomington with being *hectic*, *expensive*, or *cosmopolitan*.
- The indexed ratings highlight differences among each trip type's image:
 - Sports visitors have the highest agreement with *academic* and see the destination as *progressive*, which could be related to the university's array of athletic resources. They have a lower association with *upscale* and *unique shopping*, which could be a comparison to other sports destinations.
 - Business visitors are more likely to view Bloomington as *upscale* and *expensive*, and less likely to view it as *hip* or *artsy*.
- Leisure visitors who come to Bloomington to visit friends/family (just over half of leisure visits) associate the destination less with *natural beauty*, *affordability*, or being *artsy* and *hip*.

Agreement that the following describes Bloomington <i>Mean scores on scale where 1=disagree strongly and 5=agree strongly</i>	Overall	Index		
		Leisure	Sports	Business
Academic	4.3	99	105	102
Has great restaurants and food options	4.1	100	102	100
Has natural beauty/scenic landscape	4.1	101	99	101
Friendly	4.1	101	100	99
Accepting	4.1	101	100	97
Family friendly	4.0	101	100	97
Is a great place for outdoor recreation	4.0	102	98	98
Diverse	3.9	100	102	97
Easy to get to	3.9	101	98	97
Progressive	3.9	100	103	97
Charming/quaint	3.9	101	101	96
Is easy to get around once I am there	3.9	101	99	99
Lots to see and do	3.9	102	98	97
Artsy	3.8	101	102	93
Relaxing	3.8	101	99	101
Affordable	3.7	101	97	102
Hip	3.7	101	103	94
Is a unique destination	3.7	100	104	98
Has unique shopping	3.6	103	94	98
International	3.5	100	101	103
Upscale	3.4	101	94	106
Elevated	3.3	101	100	101
Cosmopolitan	3.2	101	98	99
Expensive	3.0	99	101	105
Hectic	2.8	99	99	109

Visitor Profile Study Report – April 2018

PROFILE OF VISITORS BY VISIT TYPE

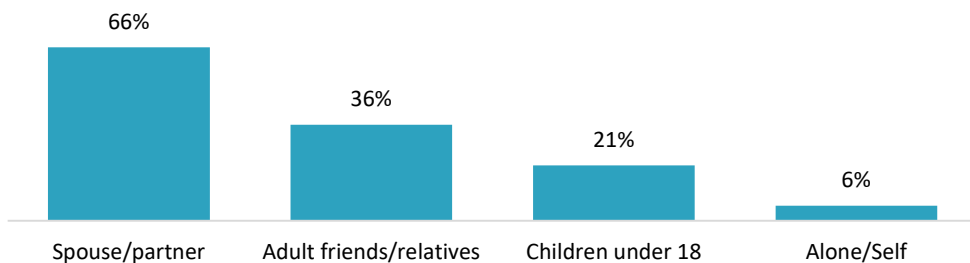
Profile Overview

- The following slides provide data on each of the three visitor types. Similarities across types are that:
 - Most Bloomington visitors drive to the destination
 - Of those who stay overnight, most use chain hotel/motel accommodations
 - Demographically, most visitors are college educated, married, Caucasian
- Leisure visitors come to Bloomington an average of twice a year, whereas sports and business visitors average three times a year.
- As shown, leisure visitors make up the largest share of visitors to Bloomington/Monroe County. Just over half of these visitors' main purpose is to visit friends and family (VFR), but many VFR characteristics are similar to those who come for other reasons. Spending between these two types of leisure visitors is similar, demographics are similar, and visit characteristics are similar. Leisure visitors are the most likely to stay overnight but have the shortest overnight stays.
- Sports visitors are driven largely by IU football and basketball, which is reflected in the seasons they visit most (fall and winter) and the sports venues they frequent. Sports visitors have the highest share of day trips, and spend less than leisure visitors in all categories other than sports fees.
- Business visitors spend the most overall and have the highest per person, per night spending. This is driven by higher lodging spending and conference fees. While most drive, this group is more likely than others to fly.

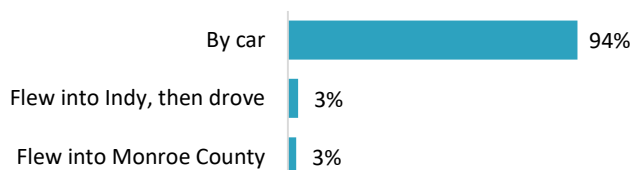
Profile of Leisure Visitors

Travel Party Composition

Average: 2.2 people



How did you travel to Bloomington?

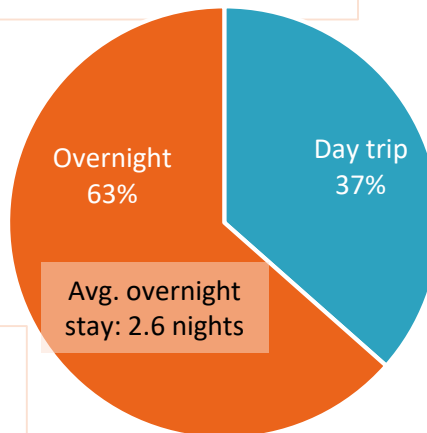


Most recent visit



Avg.: 2 visits/year

Avg.: 1 visit/2 years



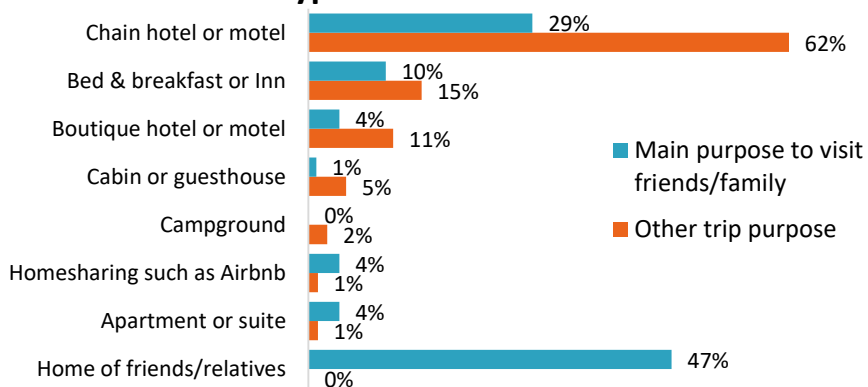
Visitor demographics

Age	18-34	37%
	35-54	32%
	55+	31%
HH	Married	61%
	Single/Never married	22%
	Kids in HH	47%
Education	High school or less	17%
	Some college/technical school	24%
	College graduate	39%
	Post-graduate degree	19%
Income	< \$50K	33%
	\$50-\$99K	37%
	\$100-\$199K	19%
	\$200K+	2%
Identity	Male	30%
	Female	70%
	LGBTQ	12%
Ethnicity	African American	6%
	Asian	7%
	Caucasian	85%
	Hispanic/Latin American	2%
	Native American	2%

Profile of Leisure Visitors

- For some destinations, those who come to visit friends and relatives are very different from leisure visitors who come for other purposes. In this case, however, other than differences in lodging and some image differences (page 5), the two groups of leisure visitors look very similar.

Type of Accommodations

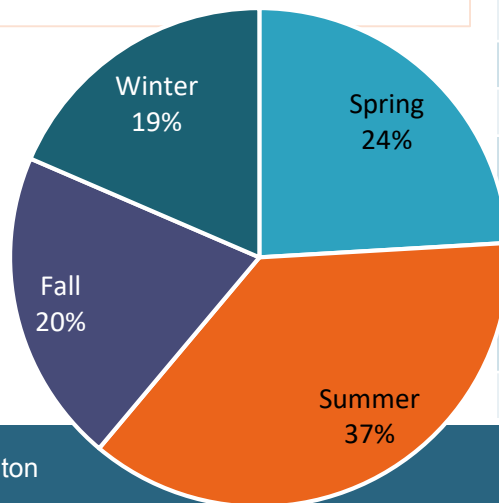


Share of leisure visitors who participated in activities/attractions

Average # of activities per trip: 4.3

Dining at a locally owned restaurant	49%	Museums	10%
Shopping	49%	Performing arts	8%
Scenic drives	30%	Attending a concert	8%
Sightseeing	29%	Swimming	7%
Dining at a chain restaurant	23%	Art gallery	7%
Visiting a park	23%	Camping	6%
Outdoor activities	20%	Visited a sports venue	6%
Nightlife and entertainment	18%	Boating and watersports	5%
Activities on IU campus	18%	Fishing	4%
Wineries/breweries	17%	Comedy	4%
Arts and cultural activities	14%	Bird watching	4%
Festivals/events	14%	Running	4%
Historical sites	13%	Golf	3%
Farmers' market	13%	Cycling/mountain biking	2%
Cinema	12%	Snowmobiling	1%
Hiking	12%		

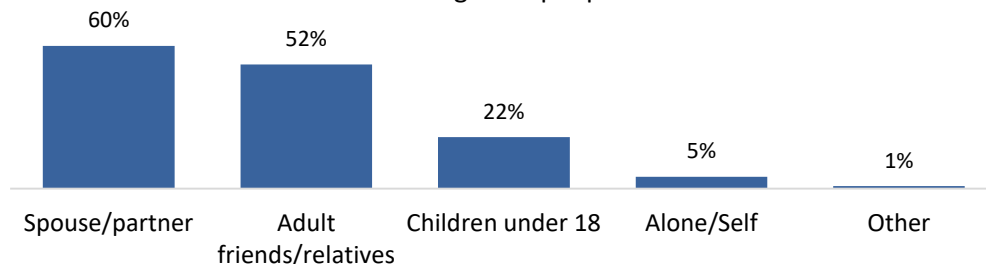
Visit Season



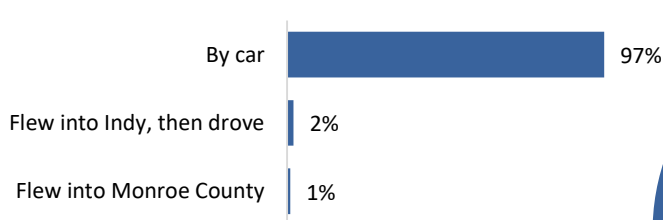
Profile of Sports Visitors

Travel Party Composition

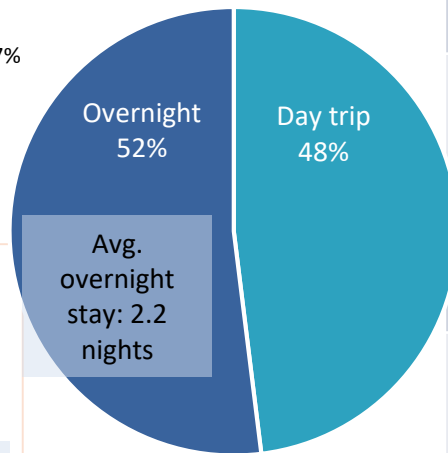
Average: 2.3 people



How did you travel to Bloomington?



Most recent visit

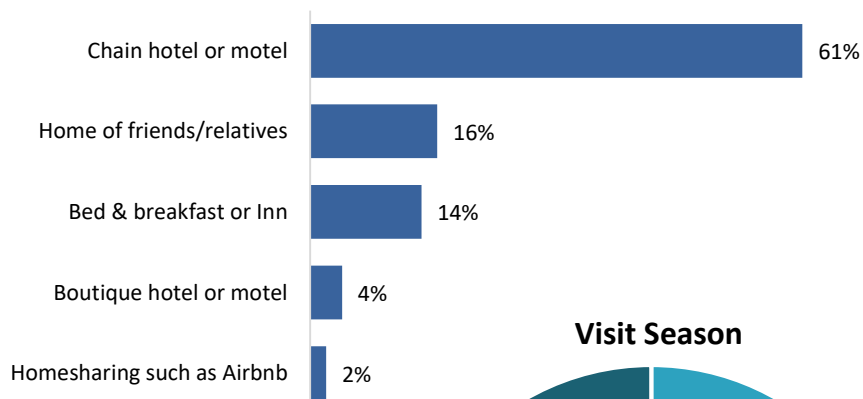


Visitor demographics

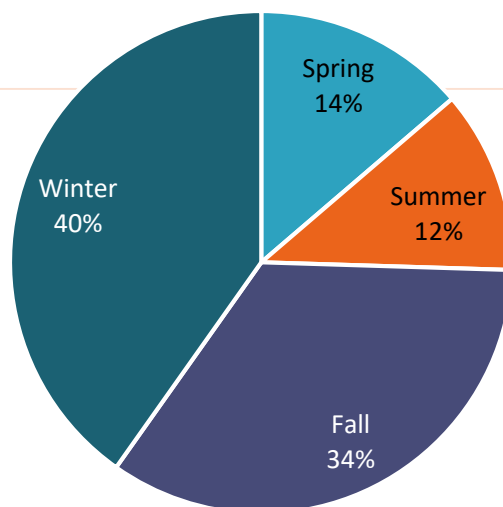
Age	18-34	30%
	35-54	37%
	55+	32%
HH	Married	74%
	Single/Never married	20%
	Kids in HH	40%
Education	High school or less	2%
	Some college/technical school	26%
	College graduate	49%
	Post-graduate degree	24%
Income	< \$50K	21%
	\$50-\$99K	30%
	\$100-\$199K	27%
	\$200K+	6%
Identity	Male	45%
	Female	55%
	LGBTQ	4%
Ethnicity	African American	6%
	Asian	1%
	Caucasian	90%
	Hispanic/Latin American	3%
	Native American	2%

Profile of Sports Visitors

Type of Accommodations



Visit Season



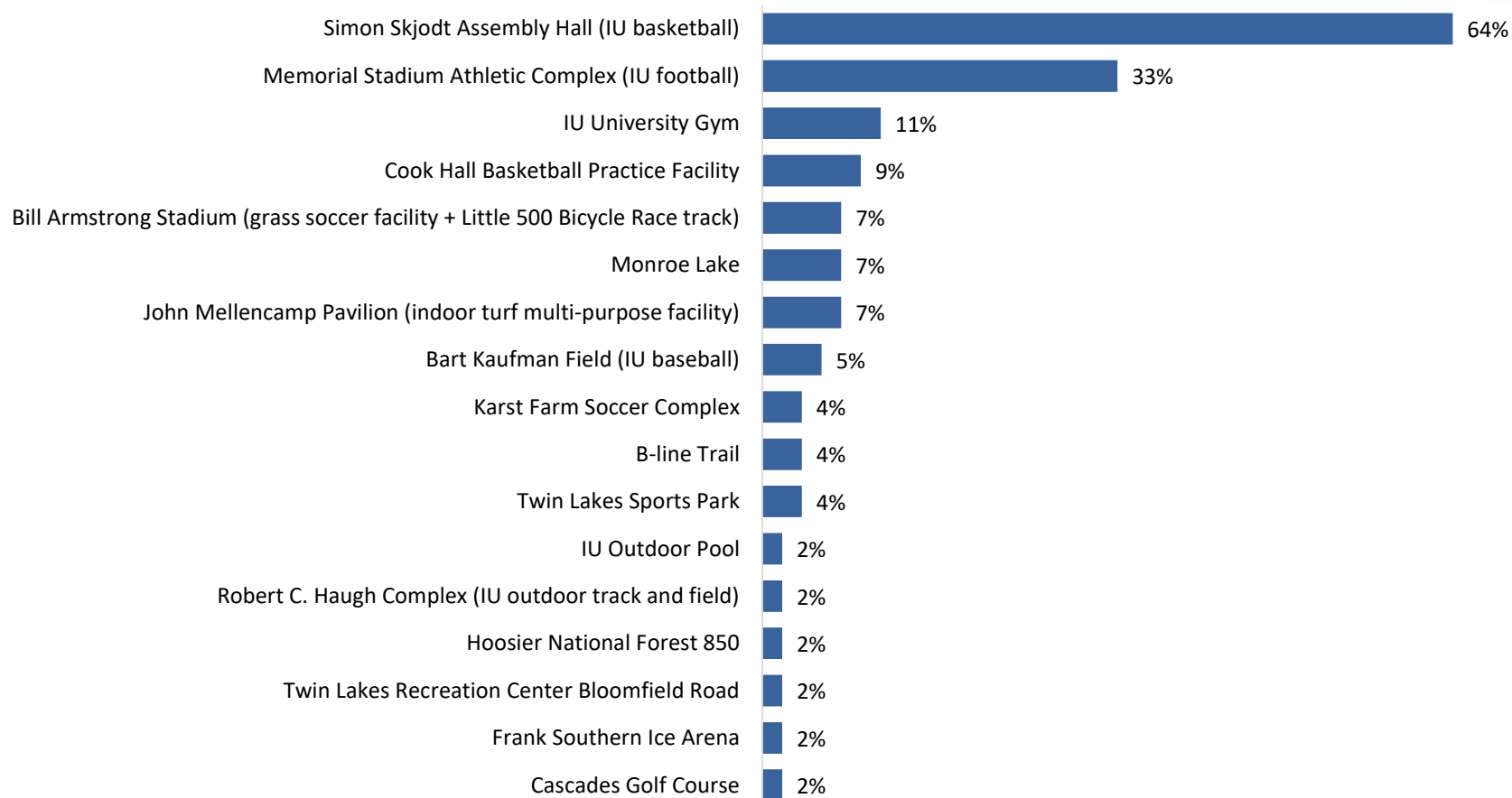
Share of visitors who participated in activities/went to attractions

Average # of activities per trip: 3.9

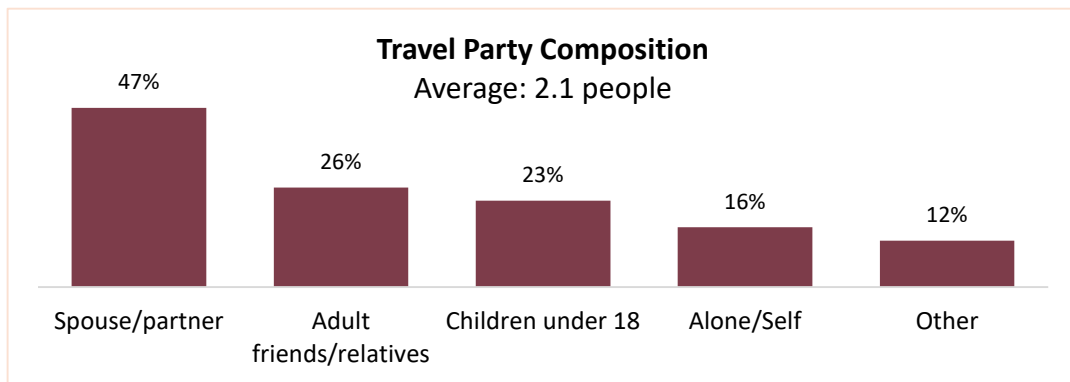
Visited a sports venue	54%	Swimming	7%
Dining at a locally owned restaurant	51%	Hiking	6%
Activities on IU campus	50%	Golf	6%
Shopping	42%	Attending a concert	6%
Dining at a chain restaurant	23%	Museums	5%
Nightlife and entertainment	20%	Performing arts	5%
Wineries/breweries	16%	Art gallery	5%
Outdoor activities	15%	Cinema	5%
Scenic drives	14%	Historical sites	4%
Sightseeing	14%	Running	3%
Arts and cultural activities	12%	Cycling/mountain biking	2%
Visiting a park	10%	Camping	1%
Farmers' market	9%	Bird watching	1%
Festivals/events	9%	Comedy	1%

Only those in which 1% or more of visitors participated are shown

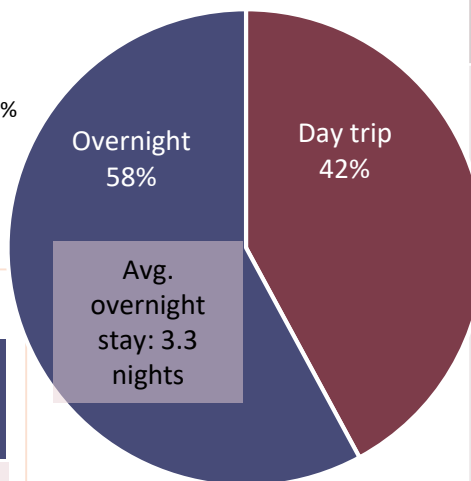
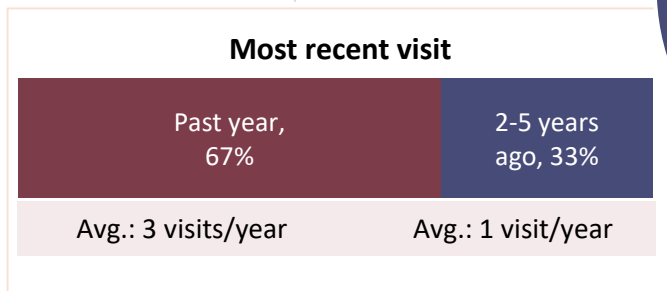
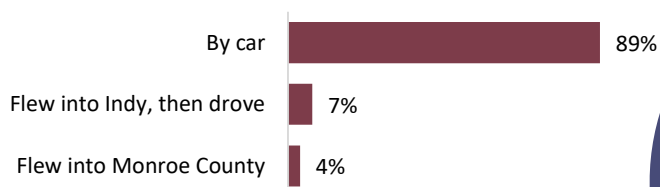
Sports Venues Visited



Profile of Business Visitors



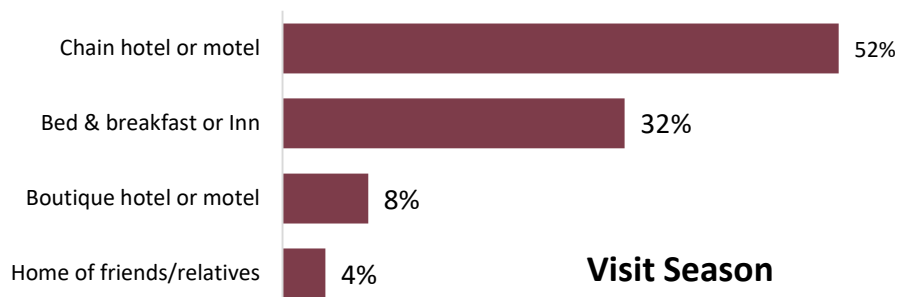
How did you travel to Bloomington?



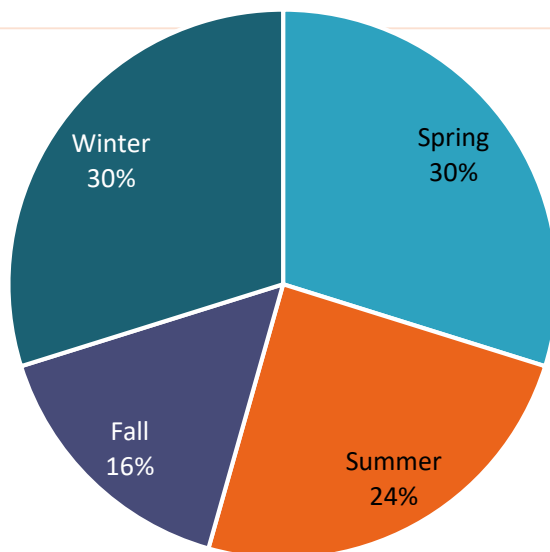
Visitor demographics		
Age	18-34	40%
	35-54	30%
	55+	30%
HH	Married	72%
	Single/Never married	18%
	Kids in HH	61%
Education	High school or less	11%
	Some college/technical school	18%
	College graduate	41%
	Post-graduate degree	30%
Income	< \$50K	16%
	\$50-\$99K	45%
	\$100-\$199K	22%
	\$200K+	9%
Identity	Male	59%
	Female	41%
	LGBTQ	16%
Ethnicity	African American	7%
	Asian	2%
	Caucasian	86%
	Hispanic/Latin American	2%
	Native American	0%

Profile of Business Visitors

Type of Accommodations



Visit Season



Share of visitors who participated in activities/went to attractions

Average # of activities per trip: 3.3

Dining at a locally owned restaurant	37%	Running	9%
Activities on IU campus	33%	Comedy	9%
Shopping	25%	Cinema	9%
Sightseeing	23%	Museums	9%
Dining at a chain restaurant	19%	Farmers' market	5%
Nightlife and entertainment	16%	Fishing	5%
Visited a sports venue	16%	Swimming	5%
Scenic drives	14%	Historical sites	4%
Festivals/events	12%	Performing arts	4%
Arts and cultural activities	12%	Outdoor activities	4%
Attending a concert	11%	Bird watching	2%
Art gallery	11%	Golf	2%
Wineries/breweries	11%	Boating and watersports	2%
Visiting a park	9%	Hiking	2%
Cycling/mountain biking	9%		

Only those in which 1% or more of visitors participated are shown

Average Visitor Spending

- Business visitors spend the most overall and per person, per night. This is driven by higher lodging spending and conference fees.
- Leisure visitors whose main purpose is to visit friends and family spend less on lodging, but more in other categories, such that the overall visit spending between VFR and non-VFR is very similar.
- Sports visitors have the highest share of day trips, and spend less than leisure visitors in all categories.
- However, the per person, per night spending for leisure and sports visitors is similar.

Visit spending	Leisure	Sports	Business
Lodging	\$135	\$100	\$152
Meals/food/groceries	\$129	\$105	\$107
Arts & culture such as museums, historic sites, performing arts, etc.	\$33	\$6	\$20
Entertainment such as comedy, concerts, theater, etc.	\$39	\$25	\$26
Recreational expenses such as ice skating, biking, etc.	\$13	\$4	\$13
Shopping	\$139	\$70	\$118
Transportation within Bloomington (taxi, Uber, gasoline, etc.)	\$ 35	\$27	\$32
Sports registration fees		\$44	
Conference fees			\$151
Other	\$15	\$10	\$29
Total	\$538	\$391	\$648
Travel party size	2.2	2.3	2.1
Length of stay (incorporates day and overnight trips)	1.5	1.1	1.4
Per person, per night visit spending	\$161	\$ 158	\$214

Potential Visitors

- Potential visitors are those who have not visited (ever or within the past 5 years) and who have some level of likelihood to visit Bloomington in the future. Comparing potential visitors to recent visitors illuminates opportunities for Visit Bloomington to target future marketing messaging to travelers likely to respond positively.
- Potential and recent visitors have similar household makeups in terms of marital status, and about half of each group has children at home. However, potential visitors are older, are less likely to be college educated, and have lower household incomes.
- While the majority of both groups are Caucasian, potential visitors are more likely to be black or Hispanic than current visitors.

Visitor demographics		Recent Visitors	Potential Visitors
Age	18-34	36%	30%
	35-54	33%	32%
	55+	31%	38%
HH	Married	65%	52%
	Single/Never married	21%	29%
	Kids in HH	49%	48%
Education	High school or less	13%	20%
	Some college/technical school	24%	34%
	College graduate	42%	35%
	Post-graduate degree	21%	11%
Income	< \$50K	29%	45%
	\$50-\$99K	36%	36%
	\$100-\$199K	21%	14%
	\$200K+	4%	2%
Identity	Male	37%	32%
	Female	63%	68%
	LGBTQ	11%	9%
Ethnicity	African American	5%	10%
	Asian	5%	1%
	Caucasian	87%	85%
	Hispanic/Latin American	2%	4%
	Native American	2%	1%

Potential Visitors

- Family trips are the most common car trip motivator among both groups. Potential visitors are more interested in health-wellness and rejuvenation, and being pampered.
- There are few differences between recent and potential visitors as far as where and how they research destinations, except that potential visitors are less likely to use social media for that purpose. This could be related to age, as younger travelers are more likely to use social media in general.
- Recent visitors generally travel more than potential visitors, for leisure, sports, and business.

How many nights a year do you typically travel for...?		
	Recent Visitors	Potential Visitors
Leisure	12	9
Sports	2	1
Business	4	2

Typically when you take a leisure trip by car, what is the main focus of your trip?



Potential Visitors

- Both groups are most likely to stay in a modern hotel or motel when traveling. Potential visitors are less likely than recent visitors to use homesharing and more likely to camp or use a cabin/guesthouse.
- General exploratory activities like sightseeing and shopping top the list of what potential visitors say they would do if they were to visit Bloomington. Historical sites, festivals, and outdoor activities and venues are also high on the list. Activities on IU’s campus appeal to fewer than 2 in 10 potential visitors.

Lodging preferences	Recent visitors	Potential visitors
Modern hotel or motel	77%	83%
Home of friends/relatives	31%	39%
Historic hotel, inn, or bed & breakfast	28%	24%
Cabin or guesthouse	16%	23%
Campground	14%	21%
Homesharing such as Airbnb	12%	8%
Apartment or suite	9%	8%

What potential visitors would do in Bloomington	
Dining at a locally owned restaurant	63%
Sightseeing	62%
Shopping	61%
Historical sites	50%
Visiting a park	48%
Festivals/events	48%
Scenic drives	46%
Outdoor activities	46%
Museums	42%
Farmers’ market	39%
Dining at a chain restaurant	33%
Arts and cultural activities	31%
Wineries/breweries	29%
Nightlife and entertainment	24%
Hiking	23%
Attending a concert	22%
Art gallery	21%
Swimming	19%
Activity/ies on Indiana University campus	18%
Performing arts	17%
Camping	17%
Cinema	16%
Visit a sports venue	16%
Comedy	16%
Fishing	15%
Bird watching	12%
Boating and watersports	11%

Potential Visitors

- Predictably, potential visitors rate Bloomington lower than recent visitors on all image attributes. This is a function of lower familiarity rather than a less positive perception.
- Directionally, potential visitors’ ratings are similar to recent visitors, with academic the highest rated attribute and hectic the lowest. But other attributes are mainly in the neutral range, again indicating lack of information.
- However, the attributes that are the most strongly associated with likelihood to visit are highlighted in orange. Reaching potential travelers with messaging along these lines is likely to spur visit interest.

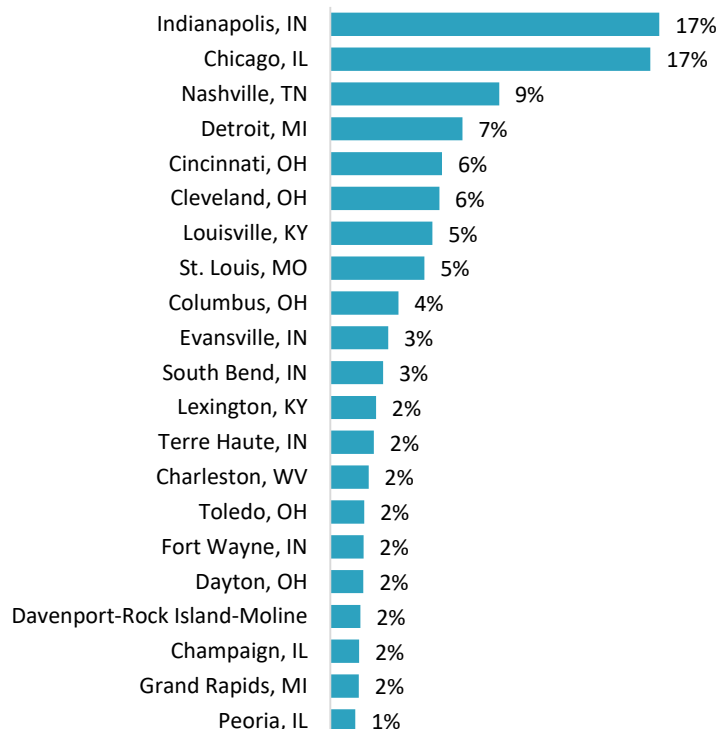
Highest correlated attributes with potential visitors’ likelihood to visit Bloomington

Agreement that these describe Bloomington (mean scores)	Recent visitors	Potential visitors
Academic	4.3	3.9
Friendly	4.1	3.8
Easy to get to	4.0	3.8
Family friendly	4.0	3.8
Has great restaurants and food options	4.1	3.7
Has natural beauty/scenic landscape	4.1	3.7
Accepting	4.1	3.7
Charming/quaint	4.0	3.6
Is a great place for outdoor recreation	4.0	3.6
Is easy to get around once I am there	3.9	3.6
Affordable	3.8	3.6
Relaxing	3.9	3.6
Lots to see and do	3.9	3.5
Artsy	3.9	3.5
Progressive	4.0	3.5
Diverse	4.0	3.4
Has unique shopping	3.7	3.4
Is a unique destination	3.7	3.4
Hip	3.7	3.2
Upscale	3.4	3.2
Elevated	3.4	3.1
Cosmopolitan	3.2	3.0
Expensive	3.0	2.7
International	3.5	2.7
Hectic	2.8	2.5

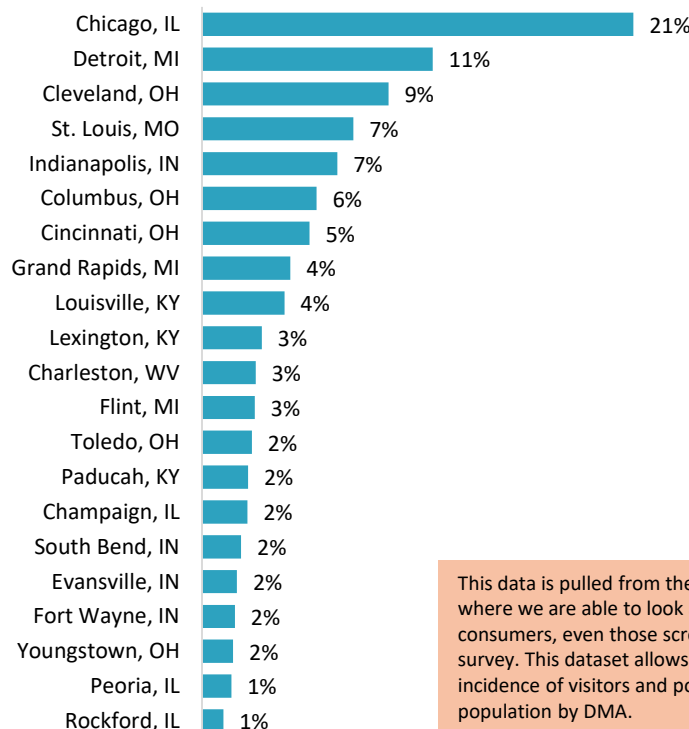
Source markets

- We applied the percent of travelers surveyed from DMAs in the surrounding region who visited Bloomington to the household populations of those DMAs to arrive at the shares of visits shown below. The same methodology was used for potential visits as well to highlight opportunity markets.

Shares of Visits



Shares of Potential visits



This data is pulled from the working file (n=1,493), where we are able to look at responses from all consumers, even those screened out of the larger survey. This dataset allows us to determine incidence of visitors and potential visitors in the population by DMA.

Evansville

- Evansville is a market of particular interest to Visit Bloomington. Of consumers in this market, 46% have visited within the past 5 years; 15% are potential visitors (data from the working file, n=1,493).
- Compared to travelers from other markets, Evansville travelers rate Bloomington lower as a destination.
- Shown at right are the image attributes on which Evansville travelers rate Bloomington lower than other travelers do. The highlighted attributes are those that correlate most strongly with destination rating.
- This suggests that within this market increasing perceptions of Bloomington as charming, relaxing, having lots to see and do, being unique and being a great place for outdoor recreation would improve its image among Evansville travelers.

High correlation with Evansville traveler rating of Bloomington as leisure destination

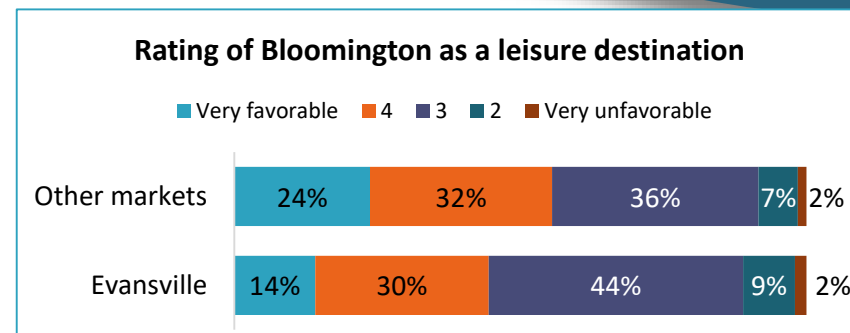


Image differences (mean ratings)	Evansville	Other markets
Relaxing	3.6	3.8
Artsy	3.5	3.7
Is a unique destination	3.4	3.6
Elevated	3.1	3.3
Lots to see and do	3.6	3.8
Is easy to get around once I am there	3.6	3.8
Has natural beauty/scenic landscape	3.8	4.0
Accepting	3.7	3.9
Charming/quaint	3.6	3.8
International	3.0	3.2
Has great restaurants and food options	3.7	4.0
Is a great place for outdoor recreation	3.6	3.9
Family friendly	3.6	4.0
Friendly	3.7	4.0
Affordable	3.4	3.7

Insights & Recommendations

- More than half of potential visitors are found in five markets: Chicago, Detroit, Cleveland, St. Louis, and Indianapolis. Compared to recent visitors, potential visitors are more interested in health/wellness and being pampered. IU's campus is not particularly high on the list of activities that potential visitors say they would do if they were to visit Bloomington, but general exploratory activities like sightseeing and shopping are – along with historical sites, festivals, outdoor activities and venues.
- Potential and recent visitors have similar household makeups in terms of marital status, and about half of each group has children at home. However, compared to recent visitors, potential visitors are older, less likely to be college educated, and have lower household incomes. While the majority of both groups are Caucasian, potential visitors are more likely to be black or Hispanic than current visitors.
- Image attributes to emphasize in marketing messaging to potential travelers are that Bloomington offers lots to see and do, is a great place for outdoor recreation, has great restaurants and food options, is a progressive, elevated, and unique destination with unique shopping. Other assets to feature are Bloomington's natural beauty, opportunities for relaxation, and hip vibe.
- In Evansville specifically, increasing perceptions of Bloomington as charming, relaxing, having lots to see and do, being unique and being a great place for outdoor recreation would improve its image among travelers. Improving Bloomington's image among consumers in Evansville could increase engagement with the destination, as well as satisfaction with visits.

Appendix

Visit Bloomington Visitor Profile Study – March 2018

Job #		Quotas	TT	Vendor	Team Members	Program Checklist
BTON101	Due to Launch	Total: 750 • Paid sample • TT recontact • Client list	Yes	?	AH SG DM	<input type="checkbox"/> Job # <input type="checkbox"/> TT <input type="checkbox"/> CQ <input type="checkbox"/> Aware Var <input type="checkbox"/> Quotas <input type="checkbox"/> Quota stops <input type="checkbox"/> Quota emails
Previous Job #			CQs	Demos	Client Review	
NEW	asap	Goal: 300-500 recent visitors, with balance potential visitors Evansville – 100	Yes	Standard	Yes	

S1. What is your ZIP code? _____

Age. What is your age? [TERMINATE AT END OF SCREENERS IF UNDER 18]

S2. Have you visited Bloomington, Indiana (including Monroe County and the Indiana University campus) ...?

In the past year	Within the past 5 years	More than 5 years ago	Have never visited
1	2	3	4

[IF S2<3 = VISITOR]

S3. How familiar are you with Bloomington, Indiana (including Monroe County and the Indiana University campus)?

Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
1	2	3	4

S4a. [SHOW S4a wording/description IF S2=4 & S3<3] Below is a description of Bloomington, Indiana. Please read the description and answer the question that follows.

"Bloomington, Indiana is a growing Midwest university town offering visitors world-class experiences unique to this area. Culinary, outdoor adventure, arts, sports, lodging, and other cultural offerings built around the influence of Indiana University provide affordable and safe enjoyment for everyone."

S4. [ASK ALL] How likely are you to visit Bloomington in the future?

Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
1	2	3	4	5

[IF S2=2 AND S4>2, = POTENTIAL VISITOR]

[IF S2=4 AND S4<3, TERMINATE]

1

A. Overall, how would you rate Bloomington as a leisure destination?

Very unfavorable				Very favorable
1	2	3	4	5

1. [ASK ALL] Please indicate how much you agree that each of the following describes Bloomington?

[ROTATE]	1	2	3	4	5
	Disagree strongly				Agree strongly
Relaxing					
Affordable					
Lots to see and do					
Friendly					
Charming/quaint					
Hectic					
Expensive					
Upscale					
Has unique shopping					
Is a unique destination					
Cosmopolitan					
Family friendly					
Easy to get to					
Has great restaurants and food options					
Diverse					
International					
Is a great place for outdoor recreation					
Is easy to get around once I am there					
Has natural beauty/scenic landscape					
Progressive					
Academic					
Accepting					
Elevated					
Hip					
Artsy					

[POTENTIAL VISITORS, SKIP TO Q14]

2. How many times have you visited Bloomington, Indiana, in the last 5 years? _____

For the next series of questions, please think about your most recent visit to Bloomington.

3. What was the primary purpose of your trip to Bloomington?

- Business
- Leisure/vacation
- Sports or other special event
- Other, specify _____

2

Appendix

3A. [ASK IF Q3=BUSINESS] Was that for...? *Select all that apply.*

- Conference or convention
- A university-related visit
- Other business, specify _____

3B. [ASK IF Q3=LEISURE/VACATION] Were you in the area for...? *Select all that apply.*

- A university-related visit
- Visiting friends or family
- Part of a tour group
- Attend a festival or special event
- Weekend getaway
- Other, specify _____

3C. [ASK IF Q3=SPORTS] Were you in the area to...? *Select all that apply.*

- Participate in a sporting event
- Coach a sporting event
- As a spectator at a sporting event
- A university-related visit
- Other, specify _____

4. Which of the following resources did you use to plan your trip to Bloomington? [ROTATE]

- Visit Bloomington tourism website, www.visitbloomington.com
- Family or friends
- Online travel advice websites (TripAdvisor.com, AAA.com, etc.)
- Guide books like Frommer's or Lonely Planet
- Magazine and newspaper articles
- Advertisements (television, online, magazine, outdoor billboard)
- Social media (Facebook, Instagram)
- Online traveler reviews (Yelp, etc.)
- Travel guide, visitor planning guide
- Other, specify _____
- None of these

5. During what month did you visit?

- | | | |
|----------|--------|-----------|
| January | May | September |
| February | June | October |
| March | July | November |
| April | August | December |

5A. How did you travel to Bloomington?

- By car
- Flew into Monroe County Airport
- Flew into Indianapolis International Airport and then drove to Bloomington
- Flew into another airport, specify _____

5B. [ASK IF 5A=BY CAR] When you traveled to Bloomington by car, did you drive straight from home?

- Yes
- No

3

5C. [ASK IF 5B=NO] From what city and state did you drive to Bloomington? _____

6. How many nights did you stay in Bloomington on your most recent visit? If you did not stay overnight, please enter "0." _____

7. [ASK IF Q6>0] Which describes the type of accommodations you stayed in? *Select all that apply.*

- Bed & breakfast or Inn
- Boutique hotel or motel
- Chain hotel or motel
- Apartment or suite
- Cabin or guesthouse
- Campground
- Home of friends/relatives
- Homesharing such as Airbnb
- Other, specify _____

9. Who traveled with you on your most recent trip to Bloomington? *Select all that apply.*

- Spouse/Partner
- Adult friends/relatives
- Children under 18
- Other, specify _____

10. What attractions and activities did you visit or participate in while in Bloomington? *Select all that apply.* [ROTATE]

- Visited a sports venue [ASK Q11]
- Dining at a locally owned restaurant
- Dining at a chain restaurant
- Activity/ies on Indiana University campus
- Sightseeing
- Shopping
- Fishing
- Boating and watersports
- Historical sites
- Museums
- Golf
- Visiting a park
- Camping
- Bird watching
- Scenic drives
- Performing arts
- Arts and cultural activities
- Nightlife and entertainment
- Attending a concert
- Outdoor activities
- Hiking
- Snowmobiling
- Wineries/breweries

4

Appendix

- Cycling/mountain biking _____
- Running _____
- Festivals/events _____
- Farmers' market _____
- Art gallery _____
- Comedy _____
- Swimming _____
- Cinema _____
- Other, specify _____

11. [ASK IF Q10=SPORTS VENUE] Which of the following sports venues did you visit?

- B-line Trail _____
- Bart Kaufman Field (IU baseball) _____
- Bill Armstrong Stadium (grass soccer facility + Little 500 Bicycle Race track) _____
- Bryan Park Pool _____
- Cascades Golf Course _____
- Cook Hall Basketball Practice Facility _____
- Frank Southern Ice Arena _____
- Harry Gladstein Fieldhouse (IU indoor track and field) _____
- Hoosier National Forest 850 _____
- IU Andy Mohr Field (IU softball) _____
- IU Outdoor Pool _____
- IU Tennis Center _____
- IU University Gym _____
- John Mellencamp Pavilion (indoor turf multi-purpose facility) _____
- Karst Farm Soccer Complex _____
- Lake Lemon (IU rowing) _____
- Memorial Stadium Athletic Complex (IU football) _____
- Monroe Lake _____
- Robert C. Haugh Complex (IU outdoor track and field) _____
- Simon Skjoldt Assembly Hall (IU basketball) _____
- Twin Lakes Recreation Center Bloomfield Road _____
- Twin Lakes Sports Park _____
- Upper Cascades Skate Park _____
- Wildermuth Intramural Center _____
- Winslow Sports Park _____
- Other, specify _____

12. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent. What was the approximate amount of money your travel party spent on your trip while in Bloomington? Please complete all fields. If there were no expenditures in a category, enter "0".

- Lodging _____
- Meals/food/groceries _____
- Arts & culture such as museums, historic sites, performing arts, etc. _____
- Entertainment such as comedy, concerts, theater, etc. _____
- Recreational expenses such as ice skating, biking, etc. _____
- Shopping _____

- Transportation within Bloomington (taxi, Uber, gasoline, etc.) _____
- [IF Q3=SPORTS] Sports registration fees _____
- [IF Q3=BUSINESS] Conference fees _____
- Other _____

13. Overall, how satisfied are you with your visit to Bloomington?

Extremely dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
_____	_____	_____	_____	_____

13A. Please explain why you are [ANSWER FROM Q13] with your trip. _____

[VISITORS INTRO] Now, thinking more generally about your travel habits...

14. About how many nights a year do you typically travel for ...?

Business	_____
Leisure/vacation	_____
Sports	_____

15. [IF Q14>0 FOR LEISURE/VACATION] People look for different experiences when they travel. Typically when you take a leisure trip by car, what is the main focus of your trip? Select up to three.

[ROTATE]	_____
Health/wellness and rejuvenation	_____
Arts/cultural experiences	_____
Outdoor activities	_____
Connecting with spouse/partner	_____
Enjoying a trip as a family	_____
Getaway with friend(s)	_____
A place to be pampered	_____
Entertainment and nightlife	_____
Culinary experiences	_____
Other, specify	_____

16. Which of the following resources do you typically use to plan your travel? [ROTATE]

- Tourism websites for destinations you are visiting _____
- Family or friends _____
- Online travel advice websites (TripAdvisor.com, AAA.com, etc.) _____
- Guide books like Frommer's or Lonely Planet _____
- Magazine and newspaper articles _____
- Advertisements (television, online, magazine, etc.) _____
- Social media (Facebook, Instagram) _____
- Online traveler reviews (Yelp, etc.) _____
- Travel guide, visitor planning guide _____
- Other, specify _____

Appendix

17. What type of accommodations do you typically use when traveling? *Select all that apply.*

- Historic hotel, inn, or bed & breakfast
- Modern hotel or motel
- Apartment or suite
- Cabin or guesthouse
- Campground
- Home of friends/relatives
- Homesharing such as Airbnb
- Other, specify _____

[VISITORS SKIP TO DEMOS]

18. If you were to visit Bloomington, Indiana, what activities would you participate in while there? *Select all that apply.* [ROTATE]

- Dining at a locally owned restaurant
- Dining at a chain restaurant
- Activity/ies on Indiana University campus
- Sightseeing
- Shopping
- Fishing
- Boating and watersports
- Historical sites
- Museums
- Golf
- Visiting a park
- Camping
- Bird watching
- Scenic drives
- Performing arts
- Arts and cultural activities
- Nightlife and entertainment
- Attending a concert
- Outdoor activities
- Hiking
- Snowmobiling
- Wineries/breweries
- Cycling/mountain biking
- Running
- Festivals/events
- Farmers' market
- Art gallery
- Comedy
- Swimming
- Cinema
- Other, specify _____

DEMOS

The following questions are for classification purposes only, and will help us understand different groups of people. [DO NOT FORCE DEMOS]

Marital. Are you currently ...?

- Married
- Divorced/Separated
- Widowed
- Single/Never married
- Prefer not to answer

PPinHH. Including you, how many people are currently living in your household?

Kids: [ASK IF PPinHH>1] How many living in your household are children under the age of 18?

Edu. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree
- Prefer not to answer

GENDER. Are you...?

- Male
- Female

IDENTITY. With which of the following communities do you identify? *Select all that apply.*

- Lesbian or Gay woman
- Gay man
- Bisexual woman
- Bisexual man
- Transgender
- Queer
- Questioning
- Intersex
- Heterosexual / straight man
- Heterosexual / straight woman
- Other
- Prefer not to answer

Income. Which of the following categories best represents your total household income before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 but less than \$200,000
- \$200,000 or more
- Prefer not to answer

Appendix

Ethnicity. Which of the following best describes your racial or ethnic heritage? *Select all that apply.*

- African American
- Asian
- Caucasian
- Hispanic/Latin American
- Native American
- Other, specify _____
- Prefer not to answer