

## **VISITOR PROFILE STUDY**

### **KEY FACTS**

**2000-2001**

**When & What:**

Year Long – October 2000 – July 2001

**How Many:**

884 Interviews – Representing 2778 Visitors/Tourists

#### **A. Who Are Our Visitors/Tourists In Hendricks County?**

- 1. 75.8% Over 35 Years of Old**
  - a. 35-44 – 26.5%**
  - b. 25-34 – 17.2%
  
- 2. 73.6% - Some College Or Higher**
  - a. 57.1% - Degree**
  - b. 31.1% - Bachelor Degree
  - c. 21.3 % - High School Diploma
  
- 3. Largest Occupational Group**
  - a. Professional & Technical – 30.6%**
  - b. Manager & Executive – 15.3%
  - c. Retired – 14.4%
  
- 4. Income Levels – 88.7% At \$40,000 Or More**
  - a. \$50-\$59K – 10.7%**
  - b. \$60-\$69K – 8.9%
  - c. \$100-\$109K – 8.8%
  
- 5. 55.4% Of Respondents Were Male**

#### **B. Where Do Visitors Come From?**

- 1. 40% - Indiana Residents**
2. Remainder From Illinois, Ohio, Missouri, & Michigan
3. 97.7% From United States

#### **C. Characteristics**

- Average Size of Party 3.14
- 87.4% Traveled With Four Or Less
- 62% Had Hendricks County As Final Destination
- 75.1% Has Hendricks County As Final Destination In The Fall
- 38% Final Destination Was Different Than Hendricks County
- Indianapolis Was Place Most Often Visited Before Hendricks County
- 27.5% Noted Hendricks County As A Place To Pass Through

- Moore Tourists Here For Pleasure Than For Personal & Business Reasons
- 66.9% Of The Tourists Were Repeat Travelers
- 77.4% Of Tourists Stayed At Least One Night In Hendricks County & 91.8% Stayed Between One To Four Nights
- 80% Expected To Spend Less Than \$350 For The Trip
- 84% Used Private Vehicles To Travel To Hendricks County
- 46% Used I-70 To Get To Hendricks County

**D. How Do They Get Travel Information?**

- 65.7% Did Not Look Or Receive Information Prior To Visit
- 24% Already Knew About Hendricks County
- 90% Did Not Visit Web Site Prior To Arrival
- Two Web Sites Used (1.7% IRP & 2.1% Enjoy Indiana)

**E. Who Influences Their Travel Decisions?**

1. **30.4% - Themselves**
2. 21.7% - Employers
3. 18.4% - Spouses/Partners/Companions

**F. What Are Their Activities?**

1. **23.0% - Shopping**
2. 11.8% - Antiques
3. 7.2% - Business Meeting
4. Top Six visitations
  - a. IRP
  - b. Chateau Thomas Winery
  - c. Gilley's Antique Mall
  - d. Indianapolis Motor Speedway
  - e. Circle Center Mall
  - f. Children's Museum
5. Study Showed Much Higher Visitation Rates Of Attractions & Events In Fall And Summer Than In Winter & Spring

**G. How Do They Perceive Hendricks County?**

1. **80% Agreed That Hendricks County Was Safe & Affordable**
2. **20% Believe Hendricks County Does Not Have Enough Quality Restaurants**
3. **50% Disagreed That It Was Difficult To Find Their Way Around Hendricks County – Signs Need Improved**
4. **55% Neutral That Hendricks County Did Not Offer Many Activities For Travelers**
5. **100 Plus Suggestions Were Provided With Improvement Ideas**

- Add Amusement Parks
- Theme Parks
- Rides
- Restaurants
- Shopping Malls
- Directional Signs

**6. Many Respondents Described Hendricks County Positively With Words:**

- Good
- Clean
- Pleasant
- Friendly
- Quiet
- Convenient
- Beautiful
- Enjoyable
- Fine
- Growing
- Safe

**7. 90% Of Respondents Stated They Will Return To Hendricks County In The Future.**