Cedar Rapids Area Convention and Visitors Bureau
Visitor Study 2003-2004

University of Northern Iowa
Sustainable Tourism & The Environment Program
www.uni.edu/STEP

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November 2004

Cedar Rapids Area Convention & Visitors Bureau Visitor Study 2003-2004

Table of Contents

List of Charts

List of Tables

I. Introduction

A. Study Objectives and Research Questions

The following study is a comprehensive analysis of the travel motivations and patterns of visitors to the Linn County area, which includes Cedar Rapids as the main touristic city. This research is based on primary data analysis, using mail-out surveys. This report includes a detailed visitor profile, travel patterns, spending patterns and the visitors’ evaluation of the area and their experiences during their trip.

This study represents a great source of information specific to the Cedar Rapids area and a useful tool for the Cedar Rapids Area Conventions and Visitors Bureau (CRACVB). The goal of this research is to evaluate the current travel motivations and needs of visitors to the Cedar Rapids area. This study provides the visitor industry with information to help them service the visitor population while addressing resident needs including traveler's preferences.

This study was conducted by the Sustainable Tourism and Environment Program (STEP) of the University of Northern Iowa (UNI). The CRACVB contacted STEP to gather and analyze data from visitors to the Cedar Rapids area.

The objectives of the study are as stated:

- Identify why current visitors are coming to Cedar Rapids.
- Identify traveler preferences and travel motivations, and visitor demographics.
- Recommend promotion priorities.
- Work with Cedar Rapids area in discussing a long-range plan for marketing and promotions to sustain the tourism industry, and maintain the current flow of visitors to the area.

Therefore the benefit of this study for the CRACVB is that according to the results of this study, it will be able to recommend some level of services, some promotions strategies, and develop a marketing segmentation to maintain and increase the tourism and also the spending pattern of the tourists by understanding their needs.

B. Methodology

The methodology for this research utilized a number of techniques. A mail-out survey was sent to randomly selected individuals who had recently stayed in a hotel in Cedar Rapids. Hotels were contacted by the CRACVB and informed about the study and given the choice to participate. Each hotel provided names and addresses of visitors who had recently stayed in their hotel. This list of individuals was then mailed a survey to complete and return in a self-addressed stamped envelope. The mail surveys were numbered solely for the purpose of tracking those who had responded. This allowed researchers to then follow up with non-respondents to ensure a higher response rates for the data analysis.

After the initial mailing and subsequent efforts to insure a response, there was concern regarding the quality of the initial mailing list that was causing lower than expected response rates. For this reason the CRACVB generated an additional list of individuals who had recently requested information. Individuals were also randomly selected from this list to be involved in the study.

In addition, intercept surveys were collected at a variety of locations and events in the Cedar Rapids area. The locations and events included sporting events, theatre, museums, attractions, and cultural and special events. Surveyors went to these locations and asked those in attendance if they were from the Cedar Rapids area. If they were not, they were asked to take a few minutes to fill out a visitor questionnaire regarding their trip.

Each of these data collection methods provided the research team with information specific to the Cedar Rapids area visitors. For this reason the project has been split into two separate, but related, reports. This report will focus on the mail out surveys, its results and implications, while a separate report, which will accompany this report, will focus on the collected intercept surveys.

A total of 213 mail surveys were returned, which produced a 58% response rate. The hotel mailing had a response rate of 38%, while the CVB mailing generated a 40% response rate.

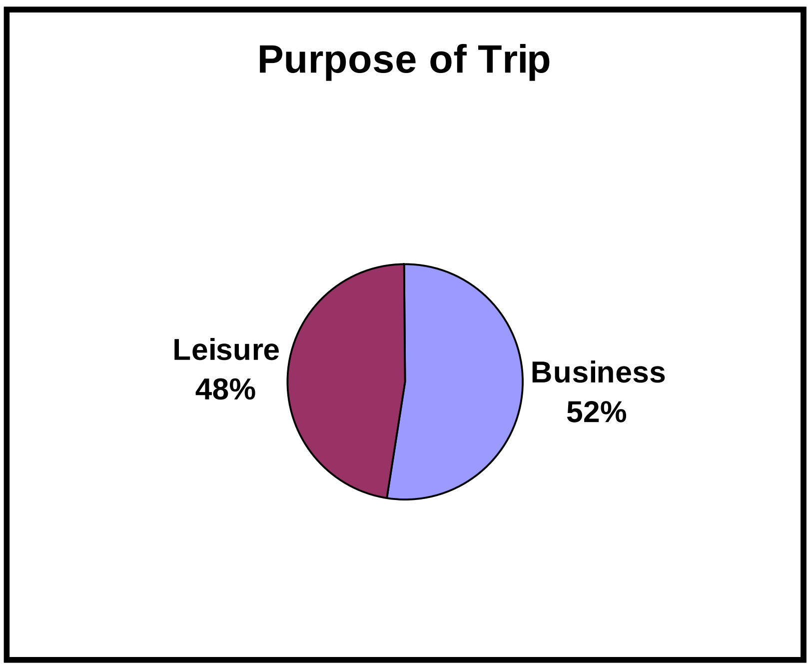
II. Survey Results

A. Visitor Profile

a. Main Purpose of Trip

The result of the survey concerning the main purpose of the visitors' trip to Cedar Rapids was the following: 52% of the visitors were on a business trip and 48% were traveling for leisure purposes. Each of this section will be further divided into more specific trip purposes in the following charts.

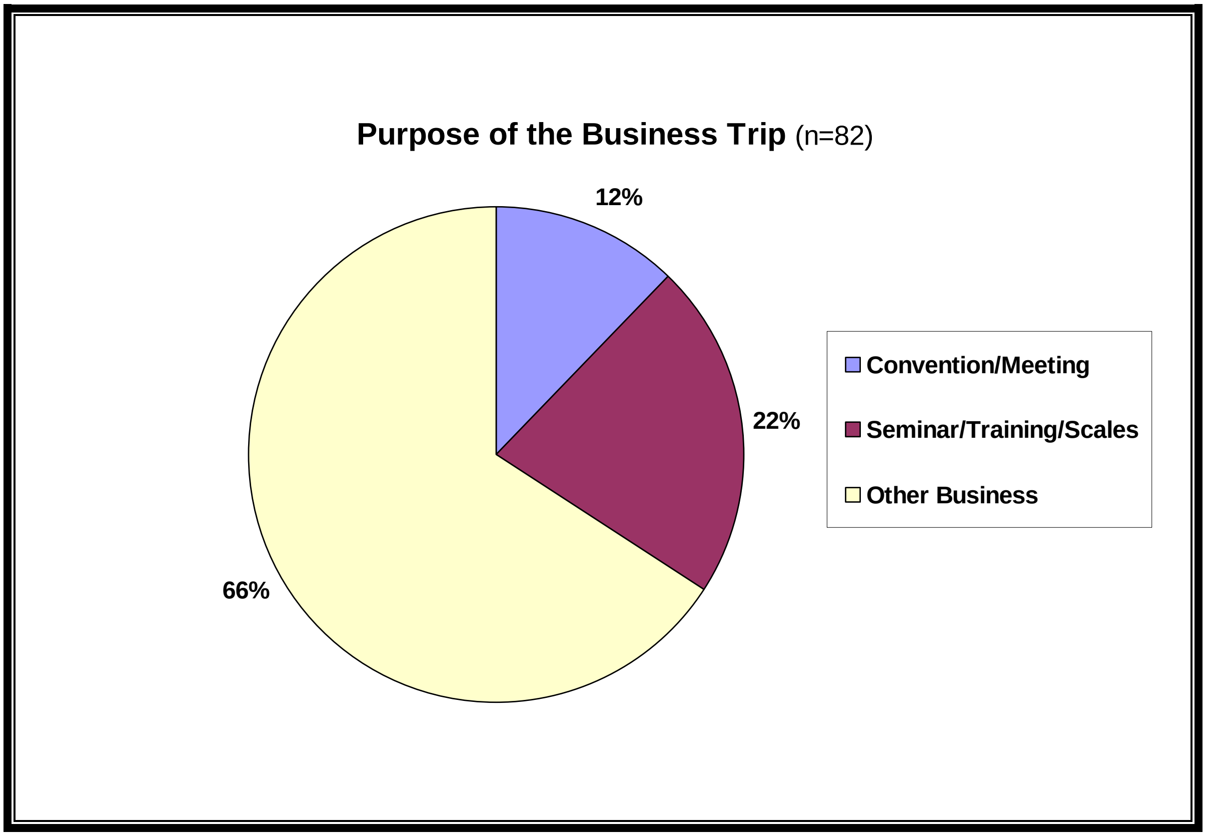
Chart 1: Purpose of Trip



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

The purposes of the business trips were composed of 12% of conventions and meetings, 22% of seminar, training or sales and 66% were other business purposes. As reported by respondents, "other" business included such things as job interviews, sales appointments, and visiting company headquarters.

Chart 2: Purpose of Business Trip



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

When looking at the leisure travelers, three trip purposes were included: amateur sporting event (19%), leisure activity (26%), and visiting friends and relatives (56%).

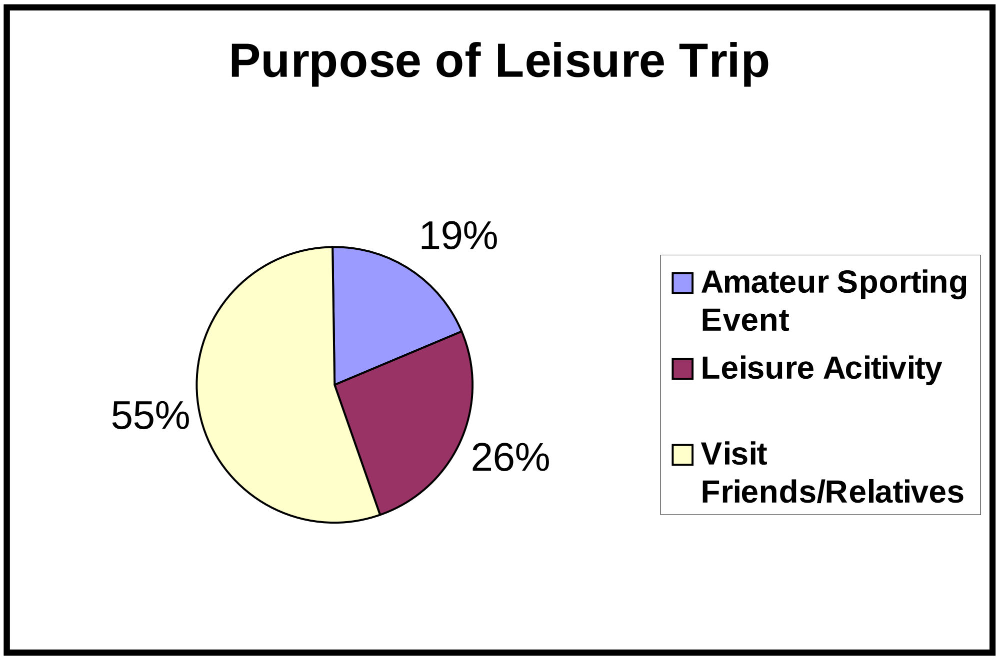


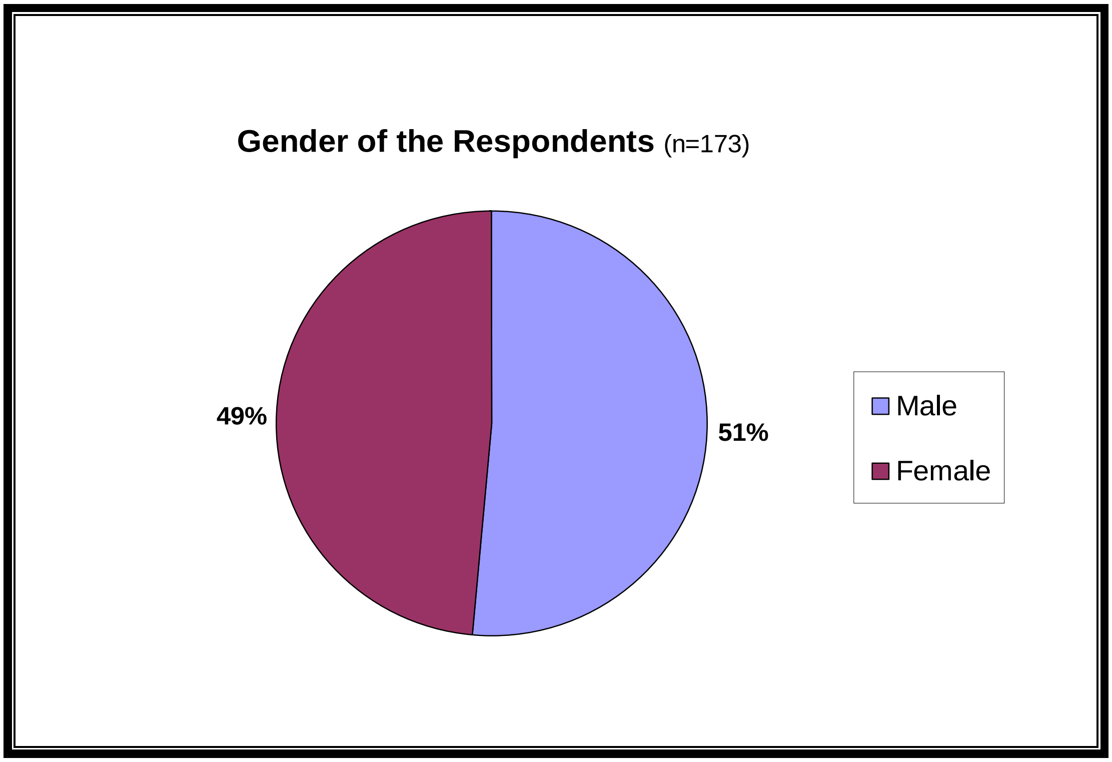
Chart 3: Purpose of Leisure Trip

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

b. Gender

Among the 173 persons that responded this question there was a fairly even distribution between genders, with 49 % being females and 51 % males.

Chart 3: Gender of the Respondents



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table no. 1 represents the gender of the respondents depending on their purpose of trip. Of the respondents traveling for business, 69.6% were male and 30.4% were female. Just over half (53.3%) of the visitors traveling to Cedar Rapids to attend an Amateur Sporting Event were male. However, just over half (52.6%) of the visitors participating in other leisure activities. While a majority (67.5% of respondents visiting friends and family were female.

Table 1: Gender of the Respondents by Purpose of Trip (n=153)

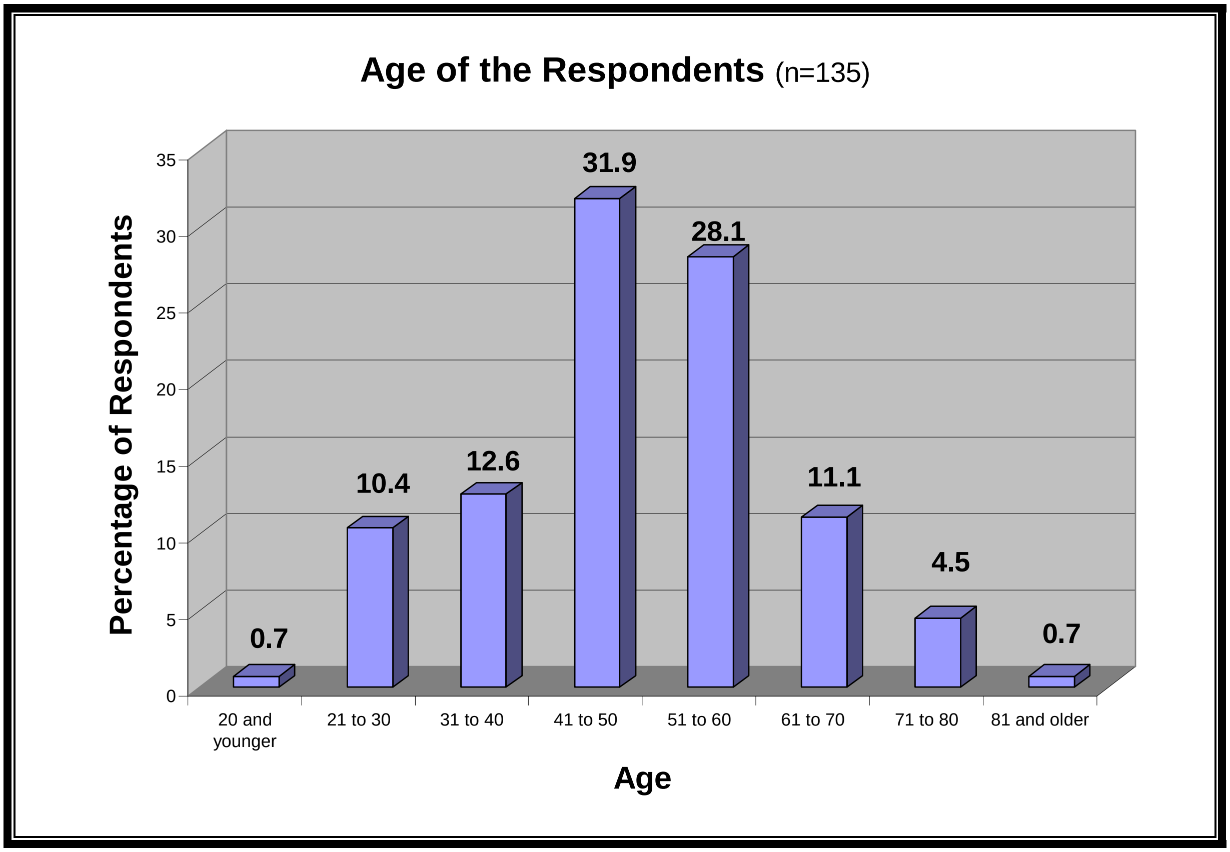
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Male	**69.6%**	45.5%	47.4%	32.5%	**53.3%**
Female	30.4%	**54.5%**	**52.6%**	**67.5%**	46.7%

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

c. Age

Visitors between 41 and 50 years old comprised 31.9 % o the respondents and the persons that are 51 to 60 years old represented 28.1%. Therefore the visitors between 41 and 60 years old represent 60% of the respondents. The respondents' population of 21 to 30 years old and 31 to 40 years old represented about 12% each. Only 0.7 % of respondents were 20 years old or younger.

Chart 5: Age of the Respondents



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

The majority of the visitors who came for business were between 41 and 50 years old (35.5%) as well as visitors that came to see an amateur sporting event (45.5%). Of those respondents visiting for leisure, 26% were between 21 and 30 years old. Of those traveling to see friends and family, 60.6% were between 41 and 60 years old (See Table no.2).

Table 2: Age of the Respondents by Purpose of Trip (n=124)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
21 to 30 years	5.1%		**26.7%**	15.2%	9.1%
31 to 40 years	8.6%	12.5%	13.3%	12.2%	27.3%
41 to 50 years	**38.5%**	12.5%	20%	**30.3%**	**45.5%**
51 to 60 years	30%	25%	20%	**30.3%**	18.1%
61 to 70 years	14.2%	**37.5%**	6.7%	6%	
71 to 80 years	1.8%	12.5%	13.3%	6%	
81 and older	1.8%				

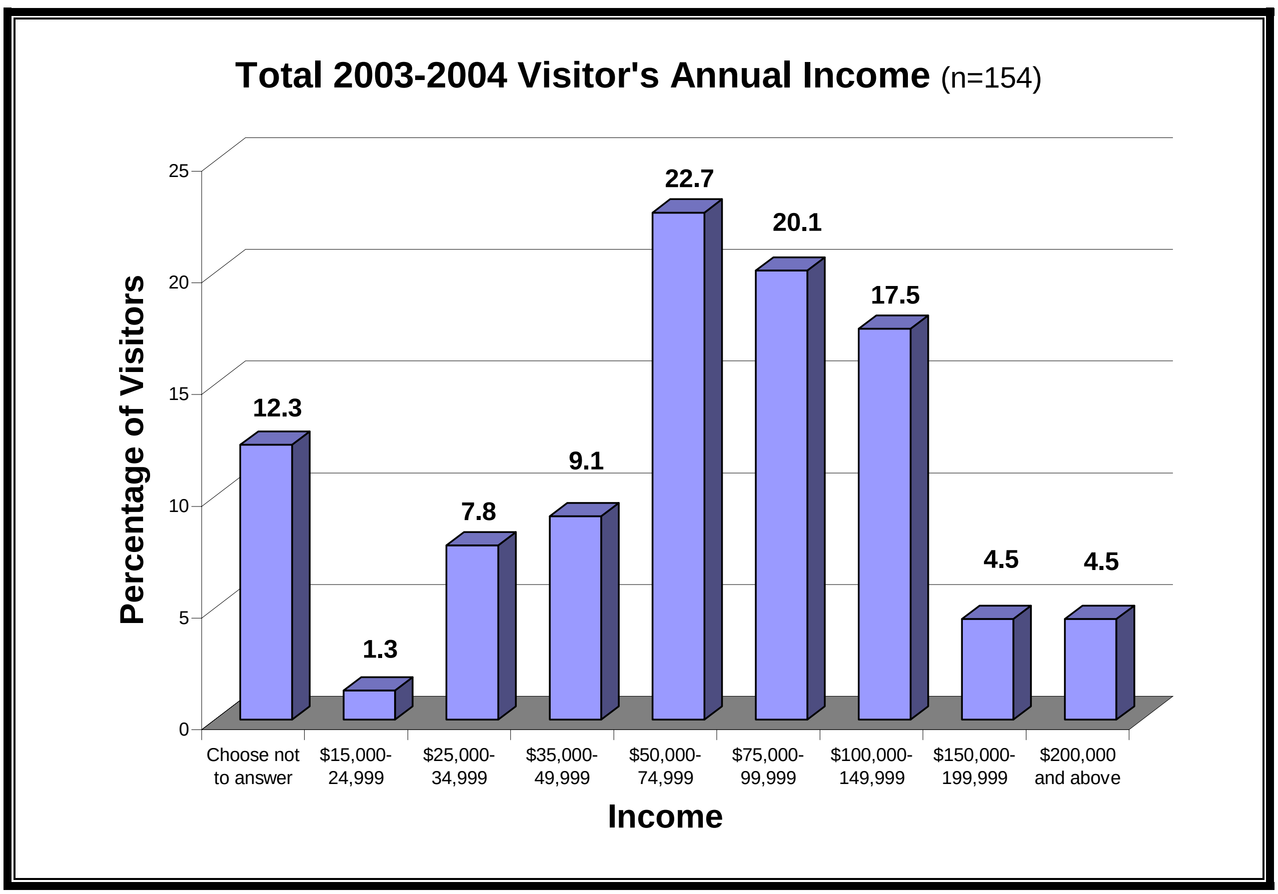
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

According to the intercept survey that was done in the same period of time in Cedar Rapids, the percentage of the population of 20 years old and under is also very low. It will be important to develop a specific strategy for this population such as creating more activities, events, and shopping opportunities that would attract them.

d. Income

The respondents were asked to answer a question about their annual household income in 2003-2004. 12.3% of them choose to not answer. The graph below reports that the majority of the visitors (22.7%) earn between $50,000 and $74,999. The income ranged from $25,000 to $149,999 represented over 60% of the respondents.

Chart 6: Respondents Reported Income



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

A majority (42.8%) of the visitors traveling for business had an annual household income in 2003-2004 of $50,000 to $99,000. Over one fourth of the respondents traveling for leisure purposes chose not to indicate their annual income. However 22.2% of those traveling for leisure purposes had an annual household income of $100,000 - $149,000.

Table 3: Income of the Respondents by Purpose of Trip (n=137)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Choose not to answer	14.3%	11.1%	**27.8%**	**21.9%**	6.7%
Less than $9,999					6.7%
$10,000-14.999	1.6%				
$15,000-24.999			5.6%	3.1%	
$25,000-34,999	9.5%		5.6%	9.4%	
$35,000-49,999	3.2%		11.1%	9.4%	
$50,000-74,999	23.8%	**33.3%**	16.7%	18.8%	**33.3%**
$75,000-99,999	**25.4%**	22.2%	11.1%	15.6%	26.7%
$100,000-149,999	15.9%	22.2%	22.2%	15.6%	26.7%
$150,000-199,999					
$200,000 and above	6.3%	11.1%		6.3%	

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

e. Origin of the Visitors

In order to study the origins of the visitors, two maps were developed, one representing the whole country and a second one focusing on the Midwest region. On the following map (Chart 7), the origins of the respondents are represented by the black dots. As can be observed on the general map of the United States, the concentration of visitors comes from the Midwest and to the east. The majority of visitors, as the enlarged map shows, come from Iowa and the neighboring states of Illinois, Minnesota and Wisconsin. Visitor numbers originating from the Western U.S are very low. Most of the visitors live in a radius of less than 450 miles from Cedar Rapids.

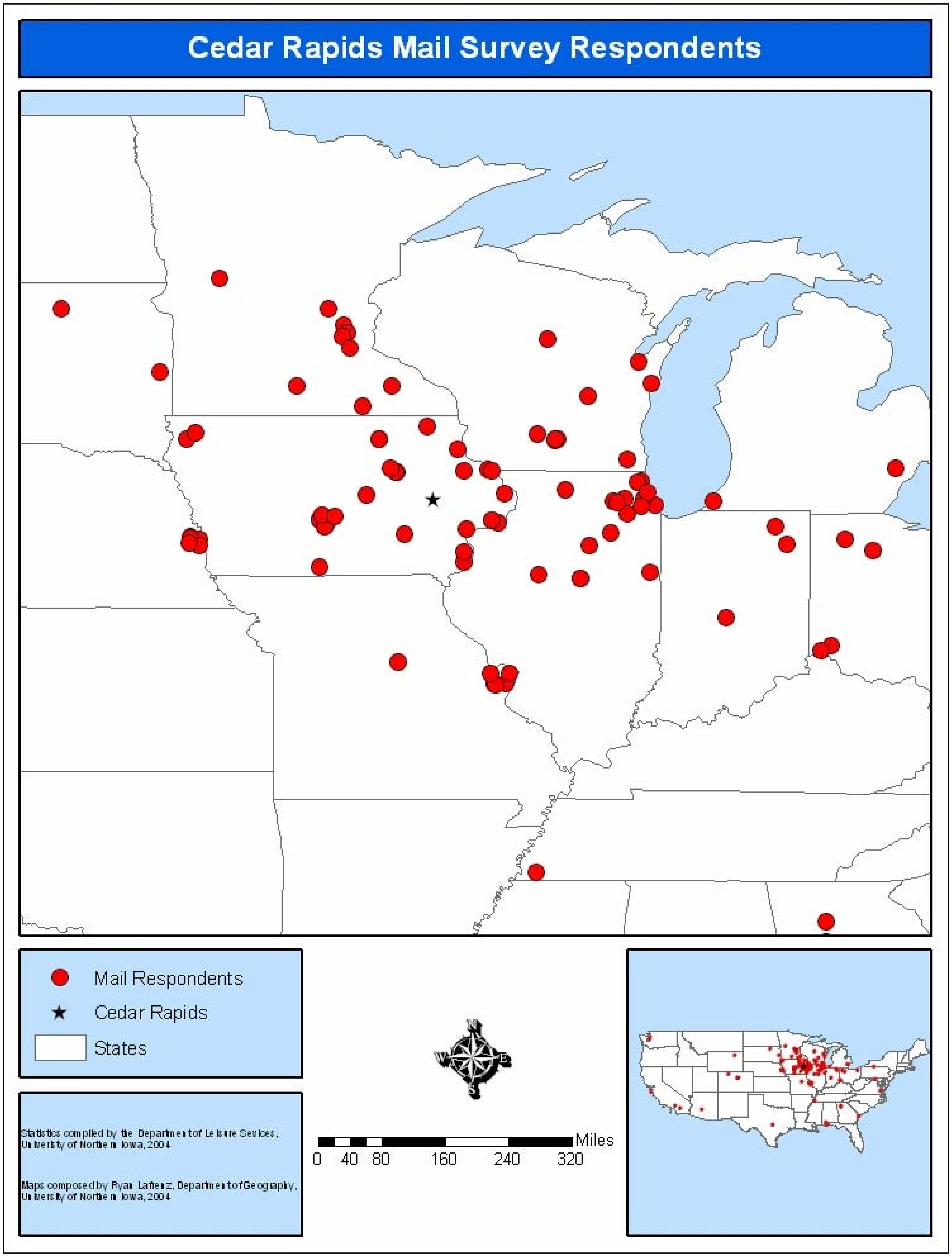


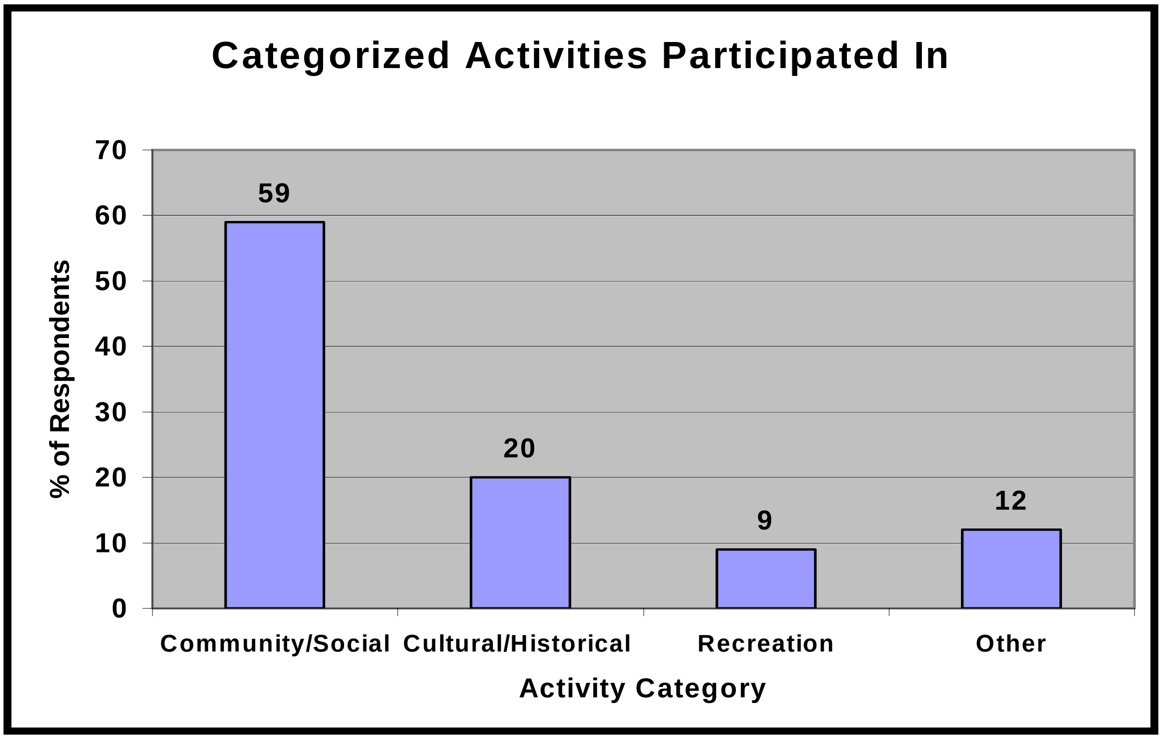
Chart 7: Origins of the Visitors

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

f. Participation in Activities

Visitors were asked to choose from a list of 16 different types of activities that they may have participated in during their trip to Cedar Rapids. Respondents were able to check all the options that applied to them. The 16 different activities were categorized into similar groupings, which are shown in Chart 8.

Chart 8: Activities Participated in By Category



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Next in Table 4, all 16 activities are listed by the categories they were in. This gives a breakdown of the data presented in the previous graph to show each individual activity.

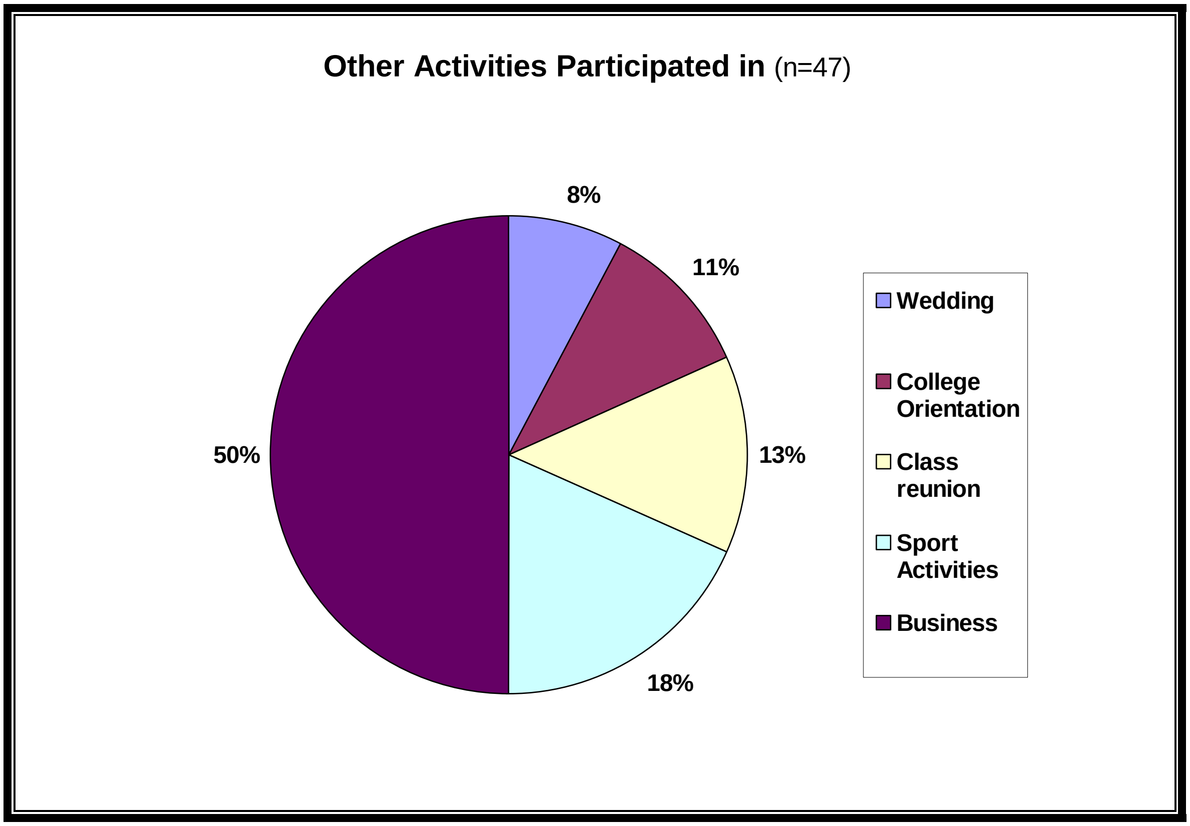
Table 4: Activities Participated In

Activities by Category	Percent of Respondents
Community/Social	
Community Festival	.7%
Dining	25%
Shopping	20%
Visiting Friends/Relatives	13%
Cultural/Historical	
Agricultural Tour	.2%
Amana Colonies	7%
Cultural/Museums	5%
Czech Village	5%
Performing Arts	3%
Recreation	
Recreation Trails	.9%
Hunting/Fishing	.7%
Golf	2.5%
Camping	.2%
Boating	0%
Amateur Sports	7.2%
Other	
Other Activities	12%

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

The activities most often selected included dining (25%), shopping (20%), and visiting friends and relatives (13%). Participation decreased in more specific types of activities. However, 7% visited the Amana Colonies, 5% participated in cultural activities, and the Czech village was attended by 5% of the respondents. Finally, 12% of the respondents chose the option “other” and were asked to list their activities (See Chart 9). Those activities were business, sport activities, class reunion, college orientation and attending weddings.

Chart 9: Other Activities Participated In



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 5 illustrates the level of participation in activities of all the purposes of trip. Visitors on a business trip represented 52.4% of the respondents that participated in dining activities, 70% of the persons that golfed during their trip, and 66.7% of the respondents that went to community festivals. While 66.7% of the visitors that had hunting or fishing activity and 68.1% of the persons that participated in other activities. The visitors that were on leisure trip represented 27.6% of the persons that visited the

Amana Colonies, 33.3% of the visitors that participated in cultural activities, 26.3% of the respondents that went to the Czech Village, and 44.4% of the visitors that went for performing art. All the respondents that participated in agricultural tour were on leisure trip. The respondents that were visiting friends and relatives represented 67.9% of the people that visited friends and relatives, 33.3% of the visitors participating in cultural activities, 42.1% of the respondents that went to the Czech Village, 33.3% of the persons that went to community festivals and 50% of the visitors using the recreational trails. Visitors with a purpose of trip of amateur sporting event did not participate in a lot of activities. They represented 6.1% of the persons that had a dining activity, 3.8% of the respondents that visited friends and relatives, 68.4% that went to amateur sporting event, 25% of the visitors that used recreational trails and 4.3% of the persons that participated in other activities. All visitors that had a camping activity during they trip to Cedar Rapids had a purpose of trip of amateur sporting event.

Table 5: Participation in Activities by Purpose of Trip

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Dining	41.5%	11%	13.4%	28%	6.1%
Shopping	35.4%	9.2%	20%	32.3%	3.1%
Visiting Friends/Relatives	15.1%	7.5%	5.7%	67.9%	3.8%
Amana Colonies	31%	13.8%	27.6%	27.6%	
Culture	13.3%	20%	33.3%	33.3%	
Amateur sporting event	15.8%		15.8%		68.4%
Czech village	21.1%	10.5%	26.3%	42.1%	
Performing Art	11.1%	33.3%	44.4%	11.1%	
Golf	60%	10%		30%	
Community Festivals	33.3%	33.3%		33.3%	
Recreation Trails			25%	50%	25%
Agricultural Tour			100%		
Camping					100%
Hunting/fishing		66.7%		33.3%	
Other	61.7%	6.4%	10.6%	17%	4.3%

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

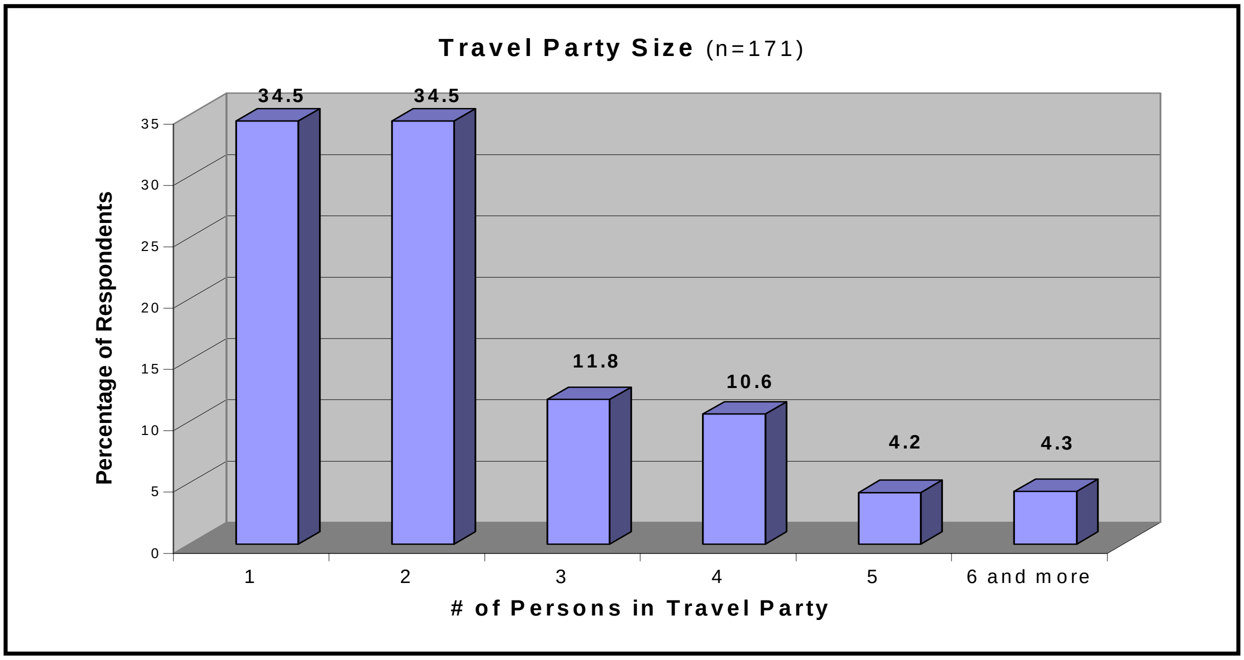
A specific targeted research study should be done for those different activities to have a better understanding of the visitation pattern and the visitors' expectations. Finally the activities with a high percentage of participation should follow the demand in order to keep it high such as dining and shopping.

B. Travel Patterns

a. Travel Party Size

The majority of respondents (69%) either were traveling alone or with one other person. Those traveling alone represented 34.5% of the respondents as did those traveling with one other person. Visitors with a travel party size of 3 and 4 persons represented respectively 11.8% and 10.6% of the respondents. The travel party composed of 5 persons or more represented 8.5% of the respondents.

Chart 10: Travel Party Size



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 6 shows the travel party size of the visitors by purpose of their trip. The majority (60.9%) of respondents traveling for business was traveling alone. Of those attending a conference or convention, 46.2% were traveling in a party of 2 people. 55%

of visitors participating in leisure activities and 50% of those visiting friends and relatives included 2 people. The majority (53.4%) of visitors who traveled to attend an amateur sporting event were traveling with a party of 2-3 people.

Table 6: Travel Party Size by Purpose of Trip (n=159)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
1 person	**60.9%**	38.5%	5.0%	16.7%	13.2%
2 persons	20.3%	**46.2%**	**55%**	**50%**	**26.7%**
3 persons	11.6%	7.7%	15%	4.8%	**26.7%**
4 persons	4.3%	7.7%	20%	19%	20%
5 persons		2.9%		7.1%	6.7%
6 persons and more			5%	2.4%	6.7%

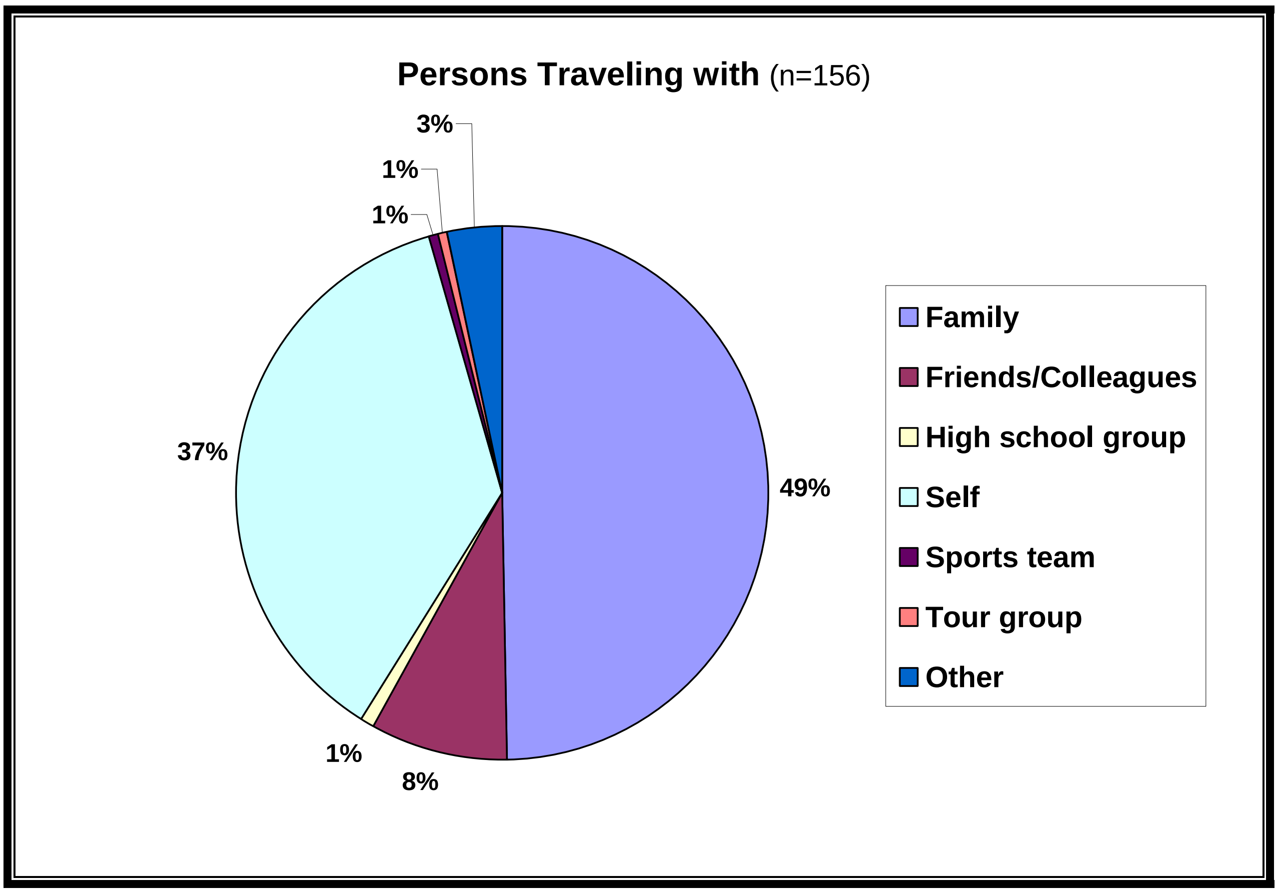
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

b. Composition of the Travel Party

The composition of the travel party represents the relationship between the people traveling together. In the questionnaire, 11 choices were provided: college group, elderhostel group, environmental group, family, friend/colleague, grade school group, high school group, self, sport team, tour group and other.

None of the respondents were traveling with a college group, an elderhostel group, environmental group or grade school group.

Chart 11: Travel Party Composition



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Nearly half (49%) of the visitors of Cedar Rapids were traveling with one or several member of their family, 37% were by themselves, 3% of the respondents answered “other” and 1% selected sport team, tour group as well as high school group.

In this question, 37% were traveling by themselves and in the question concerning the travel party size 34.5% had only one person in their party. The variation of those two values is only due to the difference between the numbers of respondent to those questions.

The majority of respondents who came to Cedar Rapids for a business purpose were traveling alone (60.3%). Visitors that were on leisure trip (80%), visiting friends and relatives (73.3%), and traveling for amateur sporting event (66.6%) were traveling with their family.

Table 7: Composition of the Travel Party by Purpose of Trip (n=165)

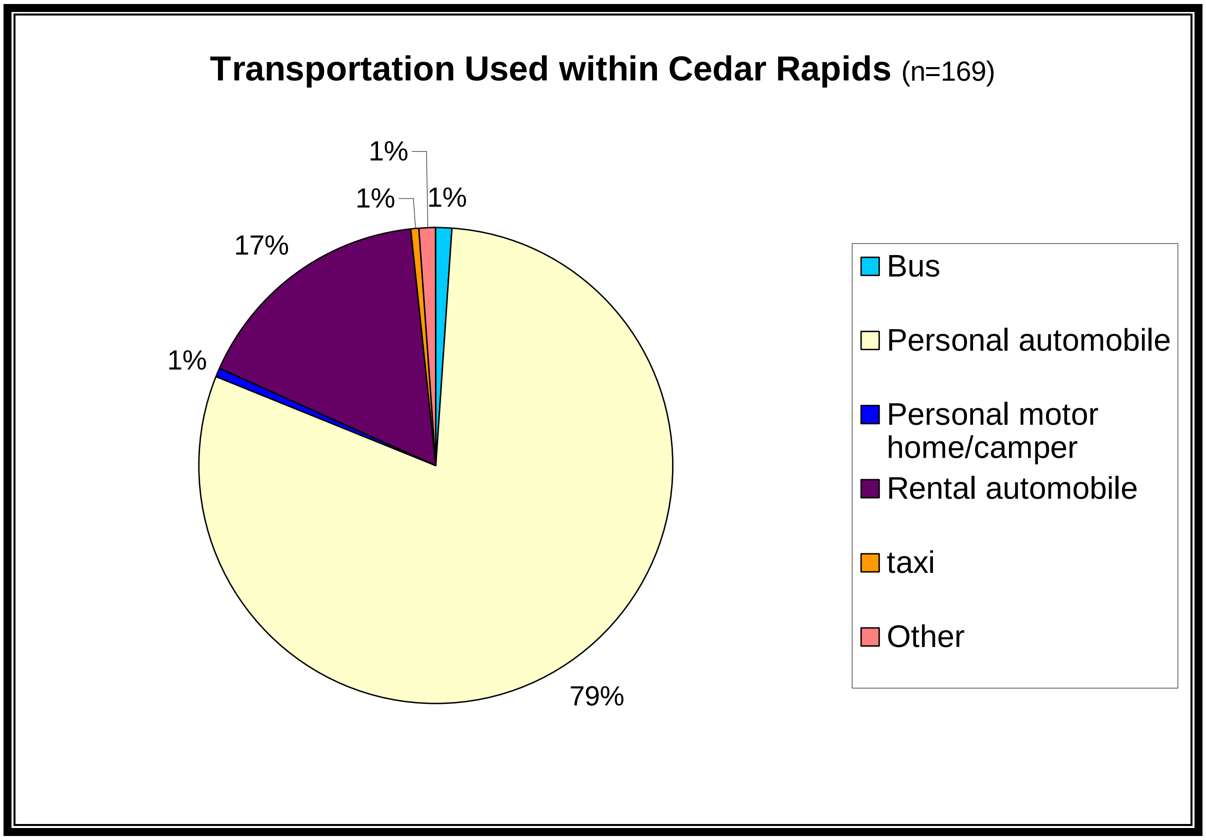
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
School Group			5%	4.4%	6.7%
Family	21.9%	**50%**	**80%**	**73.3%**	**66.6%**
Friends/ colleagues	12.3%	8.3%	10%	2.2%	20%
Self	**60.3%**	33.3%	5%	17.8%	
Sport Team		1.4%			6.7%
Other	8.3%	4.1%		2.2%	

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

c. Transportation used within Cedar Rapids

Visitors were asked about the type of transportation that they used while in Cedar Rapids. Out of the 6 options provided, respondents were asked to select on of the following: bus, personal automobile, personal motor home/camper, rental automobile, taxi and other.

Chart 12: Transportation Within Cedar Rapids



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Almost 4 out of 5 visitors (79%) used their personal automobile to travel in Cedar Rapids. The second most important mode of transportation was the use of a rental car (17%). Bus, personal motor home/camper, taxi and other transportation were seldom used with only 1% of respondents selecting on of these options.

The following table represents the mode of transportation used within Cedar Rapids according to the purpose of trip of the respondents. The majority of the visitors (72.8% business, 94.7% leisure activity, 81.4% visit friends/relatives, and 80% amateur sporting event) used their personal automobile to travel within the city. However, a rental car was use by 20.6% of those traveling for business, 30.8% of those attending a conference or convention, 20% of those attending an amateur sporting event, and 16.3% of those visiting friends and relatives.

Table 8: Transportation Used within Cedar Rapids by Purpose of Trip (n=158)

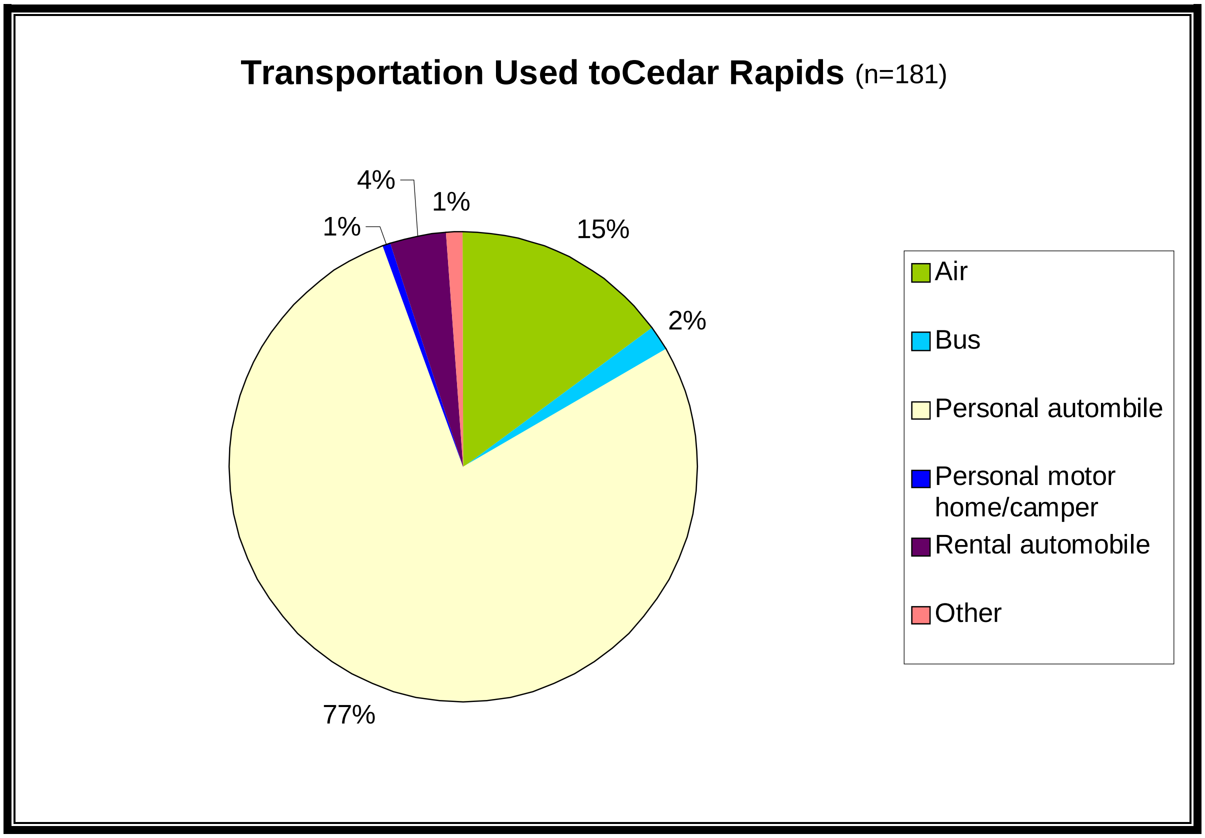
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Bus	1.5%		5.3%		
Personal Automobile	**73.5%**	**69.2%**	**94.7%**	**81.4%**	**80%**
Personal Motor Home/Camper				2.3%	
Rental Automobile	20.6%	30.8%		16.3%	20%
Taxi	1.5%				
Other	2.9%				

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

d. Transportation used to Cedar Rapids

Respondents were also asked about the type of transportation that they used to travel to Cedar Rapids.

Chart 13: Transportation to Get To Cedar Rapids



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

77% of the visitors came to Cedar Rapids by using their personal automobile, 15% by air, 4% used a rental car, 2% by bus and 1% by personal motor home/camper and other. None of the respondent used a taxi as their mean of transportation to Cedar Rapids.

Regardless of the trip purpose, the majority of visitors used their personal automobile to come to Cedar Rapids, 70.9% of visitors on business, 90% of visitors participating in leisure activities, 77.8% of persons visiting their friends and relatives and 80% of the respondents that came for amateur sporting event.

Table 9: Transportation Used to Cedar Rapids by Purpose of Trip (n=166)

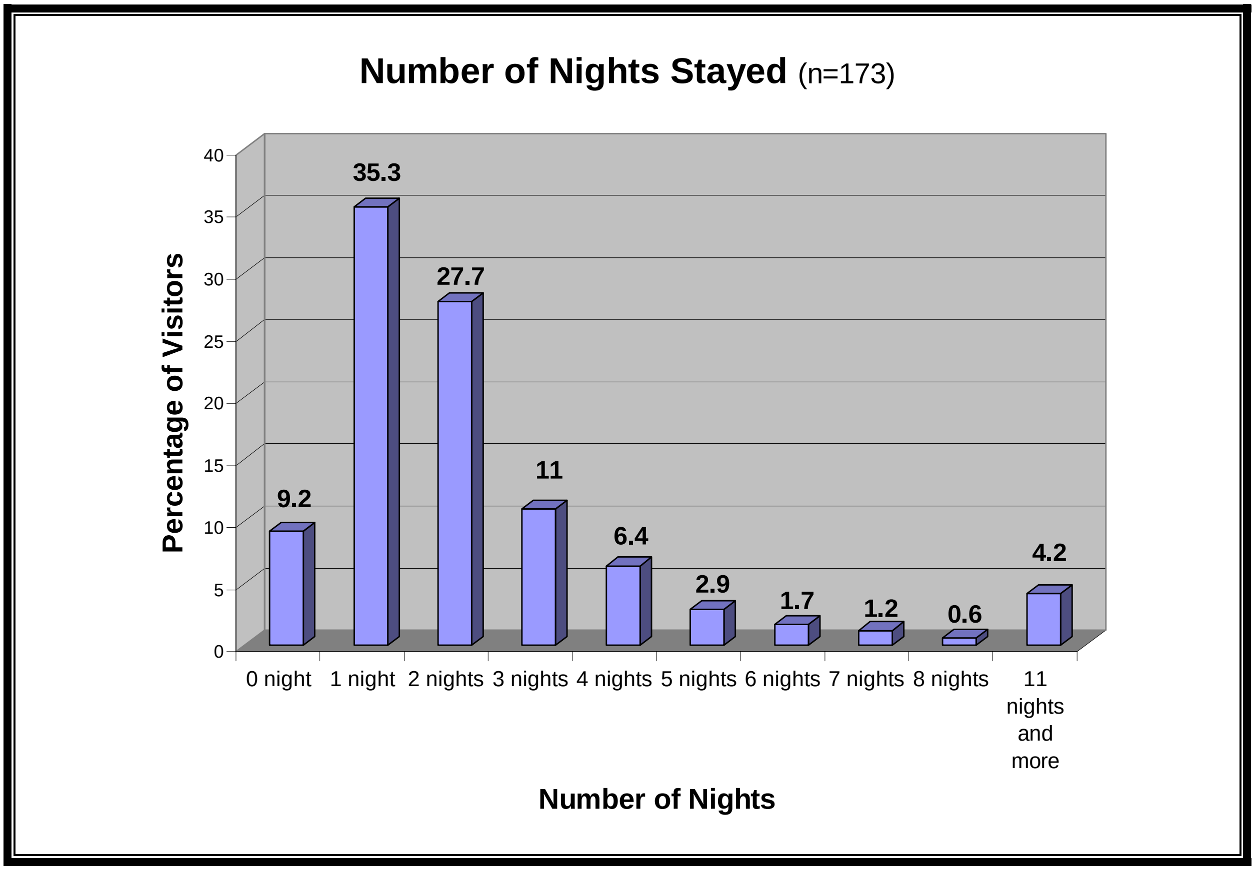
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Air	19.2%	30.8%		15.6%	20%
Bus	1.4%		5.0%	4.4%	
Personal Automobile	**71.2%**	**69.2%**	**90%**	**77.8%**	**80%**
Personal Motor home/Camper			5%		
Rental Automobile	5.5%			2.2%	
Other	2.7%				

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

e. Nights Stayed

The survey included a question concerning the number of nights visitors stayed in Cedar Rapids while on their last trip. The majority of the survey sample was taken from hotel guest lists, which explains the number of overnight stays (90%).

Chart 14: Number of Nights Stayed



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

The majority of overnight visitors (63%) spent one or two nights in Cedar Rapids. Visitors staying 7 or more nights represented 6% of the respondents.

Table 10: Number of Nights Stayed by Purpose of Trip (n=152)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
0 night			6.3%		
1 nights	**37.3%**	**30.8%**	**50%**	28.6%	**71.4%**
2 nights	29.9%	**30.8%**	25%	**35.7%**	28.6%
3 nights	10.4%	23.1%	12.5%	19%	
4 nights	7.5%	7.7%	6.3%	9.5%	
5 nights	4.5%	7.7%		4.8%	
6 nights	4.5%				
7 nights	1.5%				
8 nights				2.4%	
11 nights and more	4.5%				

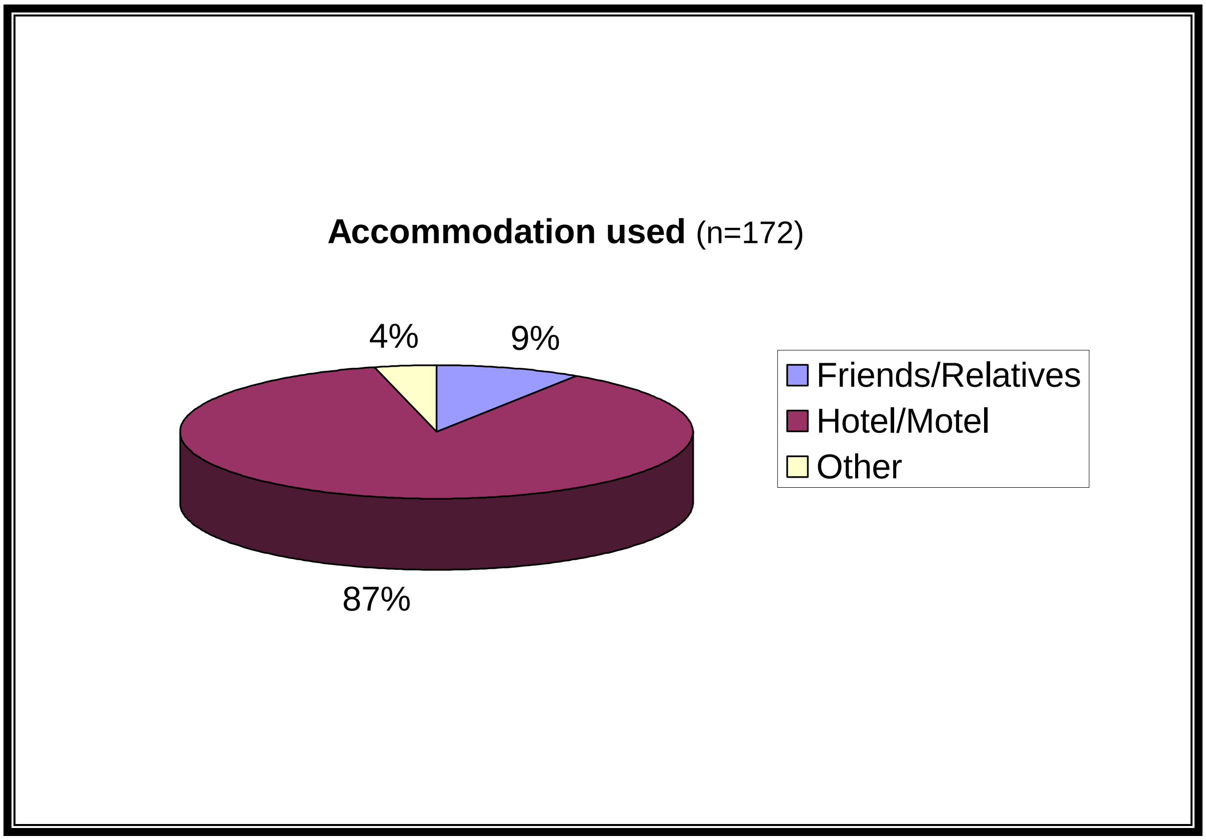
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 10 compares the number of nights that visitors stayed during their last trip to Cedar Rapids by their purpose of trip. People who were attending a conference or convention stayed for 1 night (30.8%) or 2 nights (30.8%). Half of the visitors on a leisure trip stayed 1 night as well as 71.4% of visitors with a purpose of trip of amateur sporting event. The majority of the people visiting friends and relatives (35.7%) stayed 2 nights in Cedar Rapids.

f. Accommodation used

Respondents were asked about their primary type of accommodation used while in Cedar Rapids. The options included bed & breakfast, campground, friends and relatives, hotel/motel, and other.

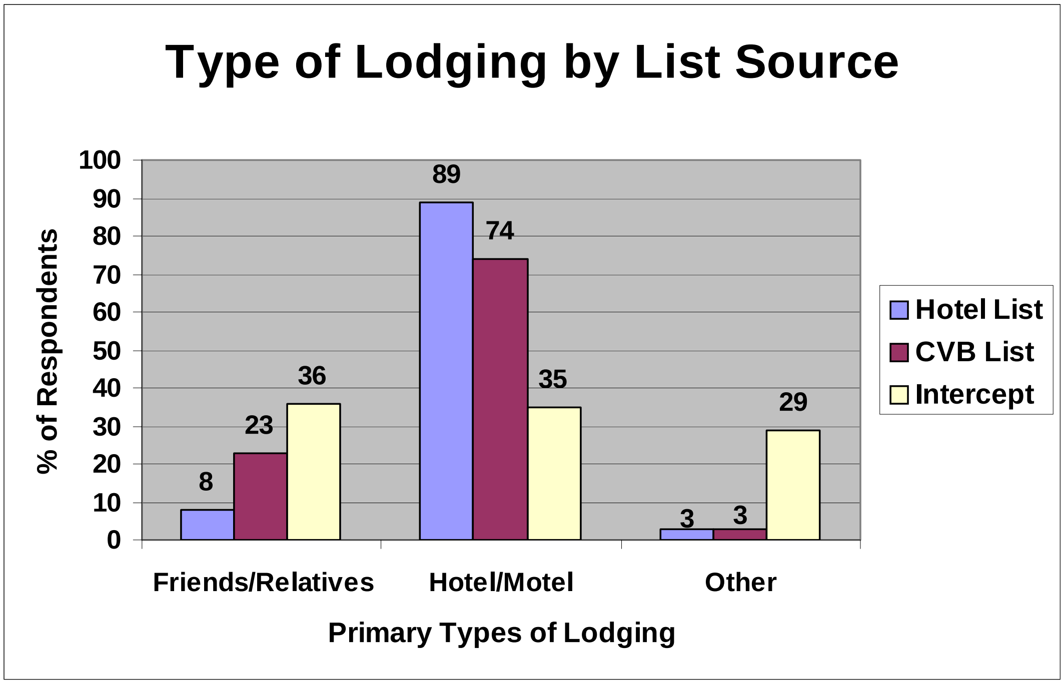
Chart 15: Accommodations



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Due to the survey sample, the number of respondents staying at a hotel or motel is understandably high. None of the respondents selected bed & breakfast or campground. The next graph (Chart 16) will look at the type of accommodations used by which list the respondents came from.

Chart 16: Accommodations by List Source



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Chart 16 shows that the largest percent of hotel nights stayed were generated from the list obtained directly from the hotels. This result was to be expected due to the source of the list of names. Next was the CVB list of names, which 74% of those who responded stayed in a hotel/motel followed by 23% who stayed with friends or relatives. Lastly the intercept respondents were almost evenly divided between the three different types of lodging.

Next, table 11 compares the type of accommodation used by visitors with different trip purposes. It is interesting to note that 72.7% of those visiting their friends and relatives stayed in a hotel/motel compared to those traveling for leisure activity or to attend an amateur sporting event.

Table 11: Accommodation Used by Purpose of Trip (n=160)

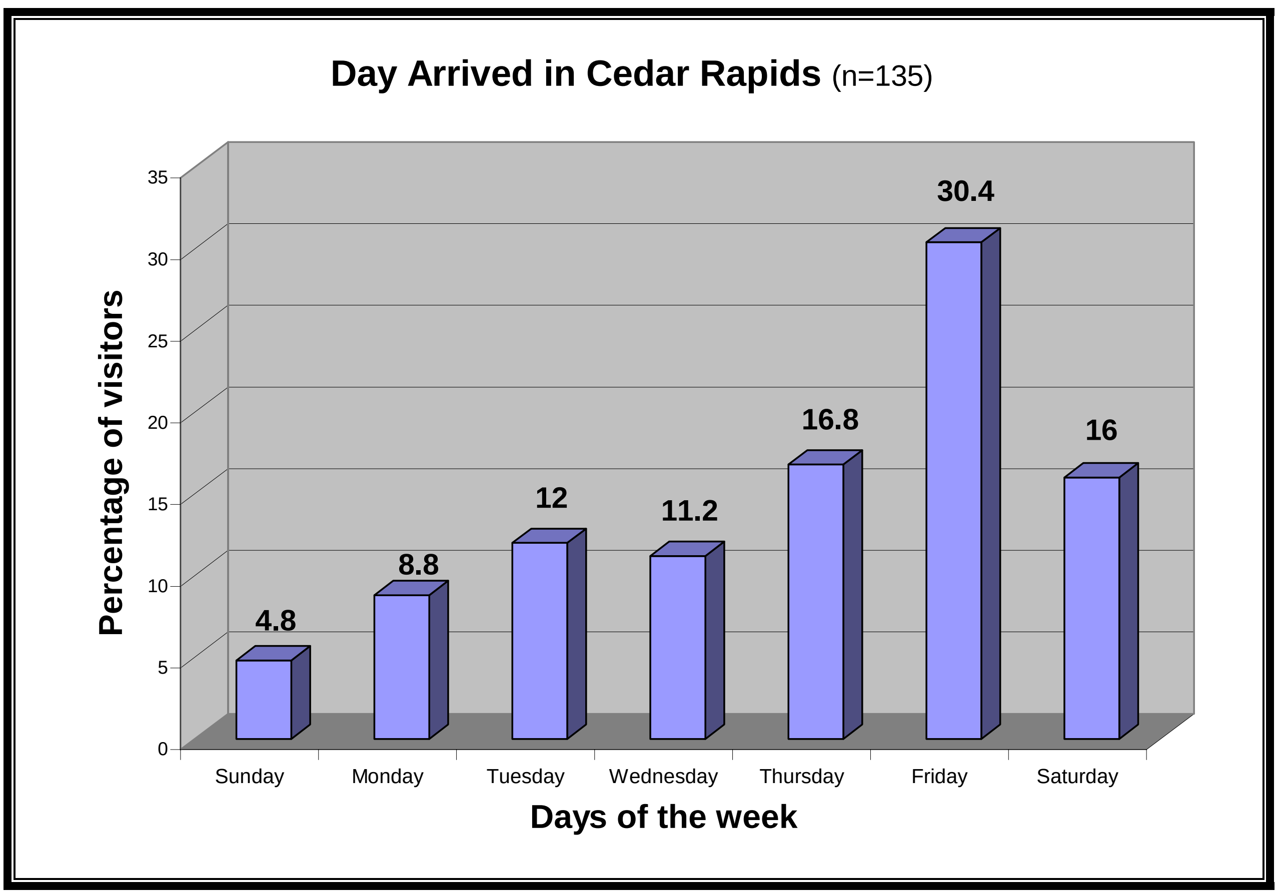
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Friends/Relatives		7.7%	11.1%	25%	20%
Hotel/Motel	**98.6%**	**92.3%**	**72.2%**	**72.7%**	**73.3%**
Other	1.4%	8.1%	16.7%	2.3%	6.7%

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

g. Arrival Patterns

In order to determine when the visitors are most likely to arrive in Cedar Rapids, the survey asked what day of the week and what month that they arrived in the city.

Chart 17: Day of Arrival



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Friday was a common arrival day for visitors (30.4%) and the least likely day of arrival was Sunday (4.8%). Thursday and Saturday are important arrival days with 16 - 17% arriving on each of those days.

Table 12 compares the arrival date with the purpose of the visitor's trip. Nearly one fifth (20%) of business visitors arrive on Thursdays, while 45.4% of the conference and convention attendees arrived on a Thursday. Mondays, Wednesdays, and Fridays are also frequent arrival days for business travelers.

About one-fourth of those visitors traveling for a leisure activity or to visit friends and relatives arrived on Saturday. Friday is a more frequent arrival day for these groups. A majority (76.9%) of those visiting for an amateur sporting event arrived on a Friday.

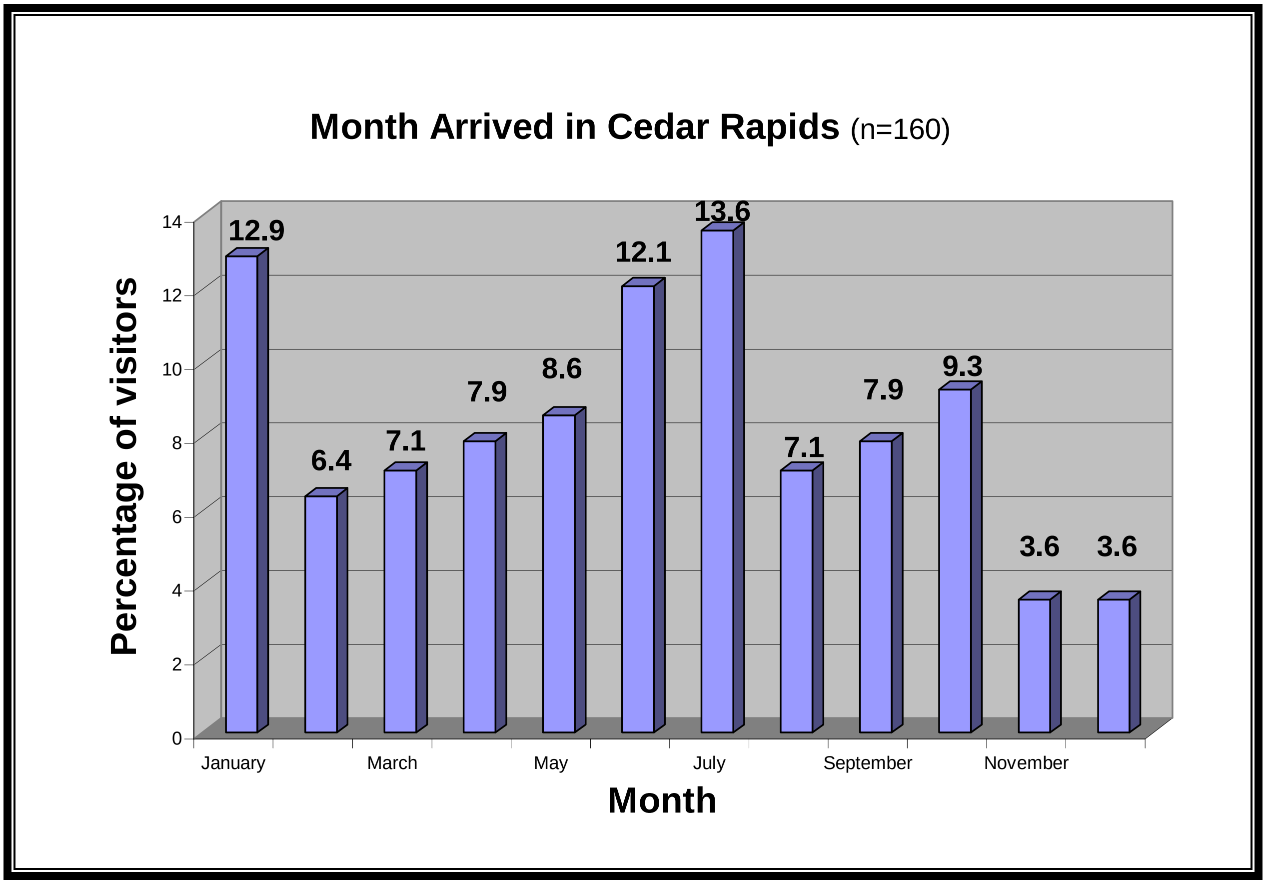
Table 12: Day Arrived in Cedar Rapids by Purpose of Trip (n=132)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Sunday	4%		5.6%	7.5%	
Monday	18%		5.6%	2.5%	
Tuesday	**24%**	18.2%		7.5%	
Wednesday	14%	18.2%	16.7%	5%	
Thursday	20%	**45.4%**		17.5%	
Friday	14%	18.2%	**44.4%**	**35%**	**76.9%**
Saturday	6%		27.8%	25%	23.1%

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Chart 18 shows the arrival months of respondents. Arrivals occurring in July (13.6%), January (12.9%), and June (12.1%) were the most common. November and December saw the fewest arrivals with 3.6% of the visitors each month.

Chart 18: Month of Arrival



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Chart 18 illustrates that the data from this study represents visitors traveling in every season. Table 12 shows the month visitors traveled to Cedar Rapids by the trip purpose. Most of the visitors on a business trips (19.4%) as well as 25% of the leisure activity trips and 42.9% amateur sporting event trips arrived in Cedar Rapids in January.

The majority of the respondents visiting friends and relatives arrived in the city in June (18.6%) and July (18.6%).

Table 13: Month Arrived in Cedar Rapids by Purpose of Trip (n=149)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
January	**20%**	**16.7%**	**25%**	16.3%	**42.9%**
February	8.3%	8.3%	10%		7.1%
March	13.3%	8.3%		2.3%	7.1%
April	10%	8.3%	5%	7%	7.1%
May	6.7%	8.3%	10%	11.6%	7.1%
June	13.3%	8.3%	15%	**18.6%**	
July	13.3%	8.3%	5%	**18.6%**	
August	5%	8.3%		14%	
September	3.3%	**16.7%**	20%	7%	7.1%
October					7.1%
November	3.3%			4.7%	14.3%
December	3.3%	8.3%	10%		

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Our recommendations are that more attractions and events should be plan in November and December to increase the visitation of Cedar Rapids. Both of those months are very important for the Cedar Rapids businesses (Thanksgiving and Christmas Shopping).

h. Trip Destination

The survey included an open ended question concerning the visitor's trip destination of the visitors. We asked them to indicate their major destination during their last trip to Cedar Rapids. Table 14 shows the frequency of responses of particular destinations.

Table 14: The Top 10 Trip Destinations

#	Trip Destination	Frequency
1	Cedar Rapids	90
2	Iowa City	13
3	Business	8
4	Family/Friends	7
5	Amana Colonies	5
6	Des Moines	5
7	Marion, IA	5
8	Cedar Falls/ Waterloo	4
9	Sporting Events	4
10	Class Reunion	3

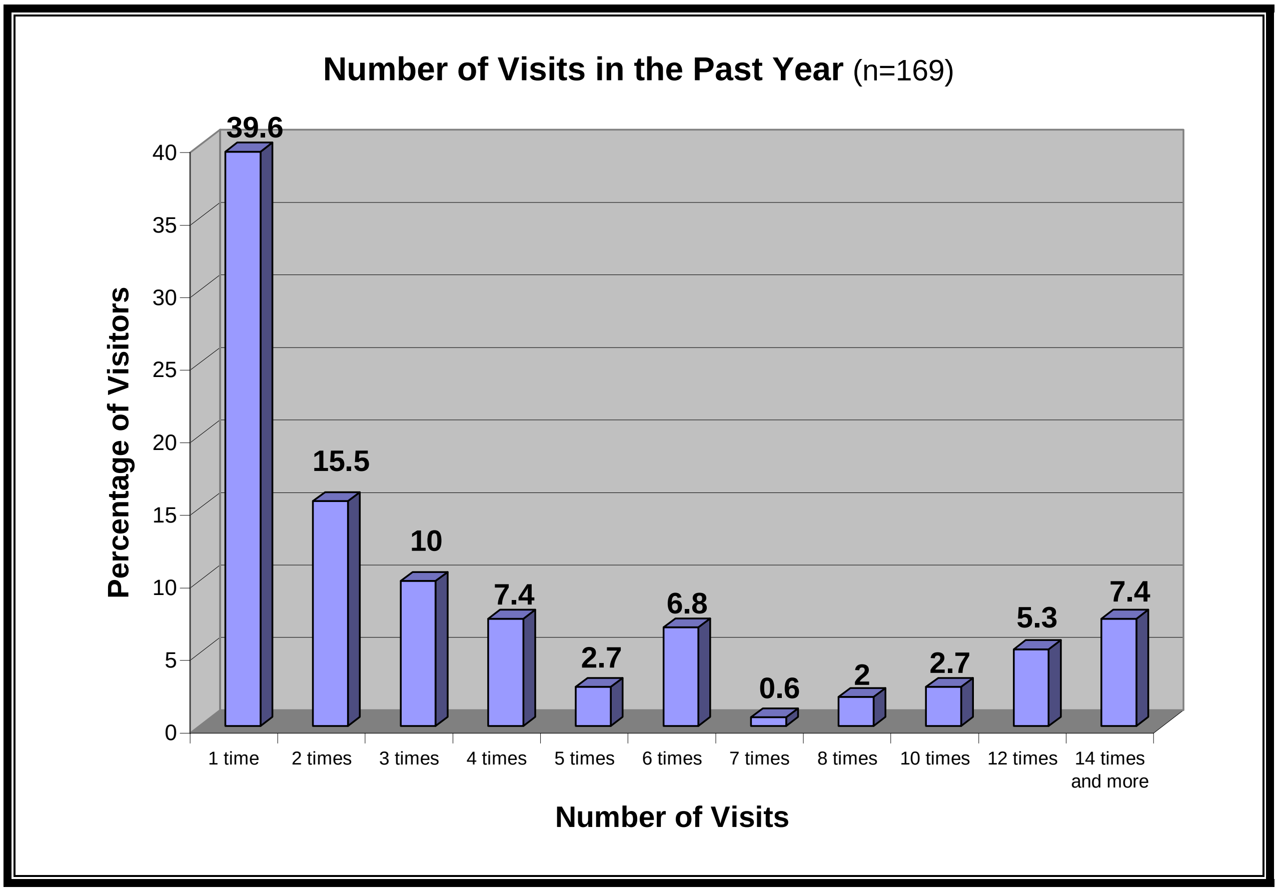
Source: Visitor Study CRACVB 2003-2004 – UNI-STEP

Cedar Rapids was the main destination of 90 respondents. Other destinations included Iowa City, business, and family/friends. Amana Colonies, Des Moines and Marion were the main destinations of 5 respondents for each of them.

i. Repeat Visitation

A large percent (39.6%) of the respondents were visiting Cedar Rapids for their first time. One-fourth of respondents had visited 2 to three times in the past year. Frequent visits (8 or more time in the past year) were made by 17.4% of the visitors.

Chart 19: Number of Visits in the Past Year



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 15 shows the number of visits respondents made in the last year by purpose of trip. Business travel explains much of the repeat visitation however, 30.4% of business travelers were on their first trip to Cedar Rapids. Approximately half of the respondents traveling for a leisure activity or to visit friends and relatives were on their first trip to the area. Most (86.7%) of those visiting to attend an amateur sporting event were taking their first trip to Cedar Rapids.

Table 15: Number of Visits by Purpose of Trip (n=157)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
1 time	**28.8%**	**38.5%**	**50%**	**51.2%**	**86.7%**
2 times	13.6%	30.8%	20%	18.6%	6.7%
3 times	10.6%		10%	14%	
4 times	12.1%	15.4%	10%	2.3%	
5 times	3%			2.3%	6.7%
6 times	10.6%		5%	7%	
7 times	1.5%				
8 times	1.5%	7.7%		2.3%	
10 times		7.7%			
12 times	9.1%			2.3%	
14 times and more	9%		5%		

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

C. Spending Patterns

The spending pattern of visitors is an important part of discovering the economic impact of visitors to a particular area. All spending is reported per travel party for this report. The expenditures were reported by respondents for their entire trip to Cedar Rapids, which is also how all spending is portrayed in this report, total trip spending. Table 16 shows the different spending categories and gives the mean and median amounts spent by the purpose of trip.

Table 16: Mean and Median Spending by Purpose of Trip

	Amateur Sports Event	Business	Leisure	Visiting Friends/Relatives
Lodging				
Mean	$153	$161	$155	$149
Median	$90	$120	$100	**$140**
Restaurant/Bar				
Mean	$74	$83	$92	$90
Median	$45	**$60**	$50	$50
Grocery/Convenience Store				
Mean	$13	$32	$25	$21
Median	$10	**$20**	$10	$10
Recreation & Entertainment				
Mean	$23	$62	$53	$40
Median	$20	**$50**	$45	$20
Motor Vehicle				
Mean	$36	$42	$28	$38
Median	$25	**$30**	$25	$28
Other Expenses				
Mean	$52	$85	$51	$81
Median	$40	**$50**	$20	**$50**
Total Spending				
Mean	$211	$318	$300	$303
Median	$100	$200	**$260**	$200

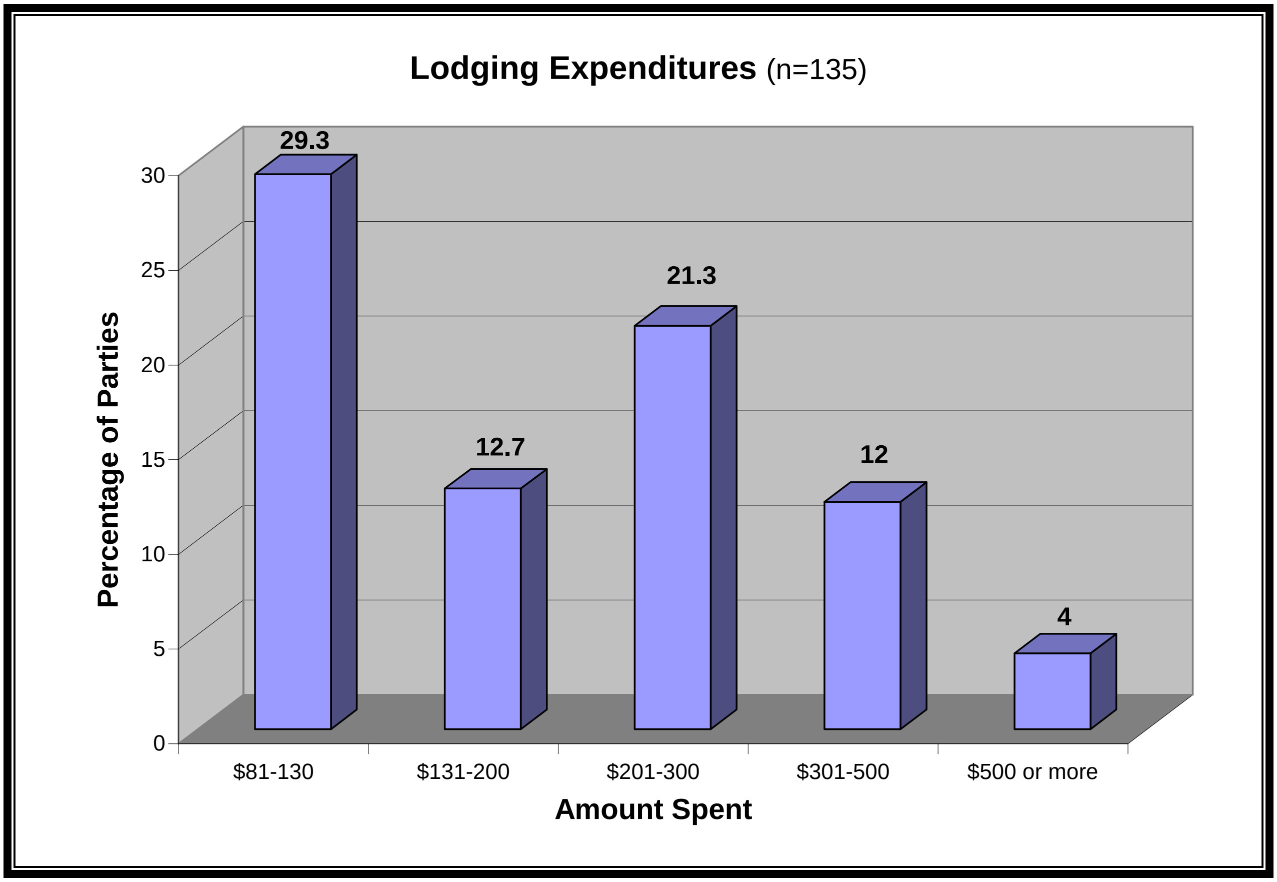
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

From what is shown in Table 16, it can be determined that overall the Leisure traveler reported the highest median expenditure ($260) for their total trip spending, which was followed by those Visiting Friends/Relatives ($200) and those traveling for Business ($200). Business travelers also had the highest median spending in restaurant ($60), Grocery/Convenience ($20), Recreation/Entertainment ($50), Motor Vehicle ($30), and tied in Other spending with $50. Those traveling to Visit Friends/Relatives reported the highest median spending for lodging with $140.

a. Lodging

The lodging is all the overnight accommodations such as hotel, motel, campground, and cabin. The visitors were asked to give us the approximate amount of money they spent for their travel party on the lodging during their last trip to Cedar Rapids.

Chart 20: Lodging Expenditure



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

As shown in Chart 20, a majority of respondents (29.3%) spent between $81 and $130 on their lodging. This amount was followed by respondents who spent between $201 and $300 (21.3%) and those spending between $40 and $80 (20.7%).

Table 17: Amount Spent For Lodging by Purpose of Trip (n=126)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
$40 - 80	**33.9%**	7.1%	17%	17%	**40%**
$81 - 130	25.7%	14.2%	**44%**	28%	20%
$131 - 200	17.7%	28.5%	11%	**31%**	10%
$201 - 300	8%	**35.5%**	6%	14%	30%
$301 - 500	16.7%	7.1%	11%	3%	
$500 or more	4.8%	7.1%	11%	7%	

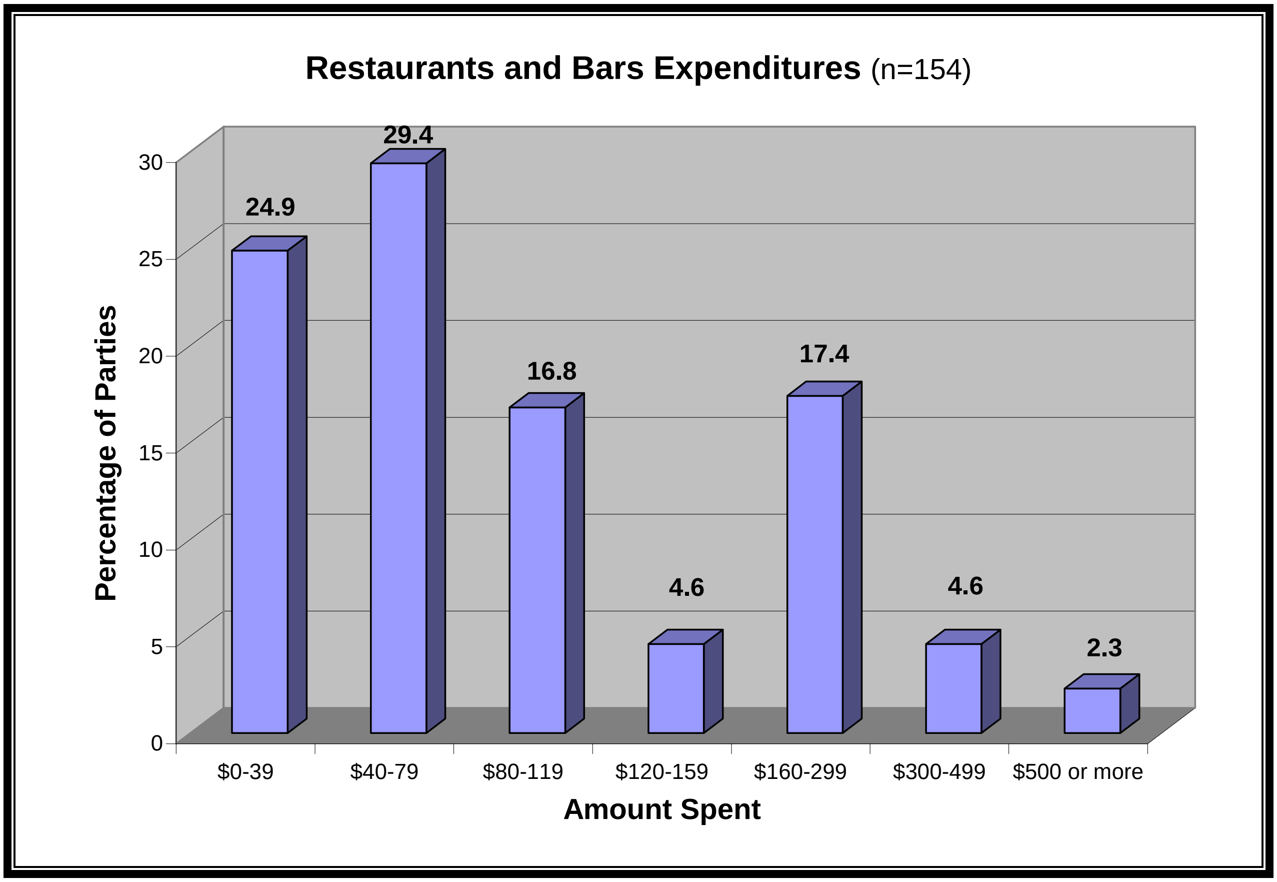
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 17 compares the amount spent on lodging by the trip purposes. Those traveling to attend a conference or meeting spent on average the most on lodging. A total of 35.5% of those respondents spent between $201 and $300 on lodging. The next highest trip purpose was those who were visiting friends and relatives with 31% of those respondents spending between $131 and $200.

b. Restaurants and Bars

The graph below represents the spending patterns of the respondents in restaurants and bars during their last trip to Cedar Rapids.

Chart 21: Restaurant and Bar Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Most of the travel parties (29.4%) spent $40 to $79 in restaurants and bars. Otherwise 24.9% of the parties spent between $0 and $39, 17.4% spent from $160 to $299, 16.8% spent between $80 and $119.

Table18 represents the amount spent in restaurants and bars by purpose of trip during their last trip to Cedar Rapids. The largest group of visitors (32.1%) on business trip spent between $40 and $79 in restaurants and bars and 27.7% of them spent $0 to $39. The largest group of the leisure travelers (25%) spent from $7 to $40 and 25% spent between $40 and $79. The majority respondents (34%) that were visiting friends and relatives spent $0 to $39 in restaurants and bars, 31% spent $40 to $79. Among the persons that came for amateur sporting event, 55% spent $40 to $79.

Table 18: Amount Spent in Restaurants & Bars by Purpose of Trip (n=146)

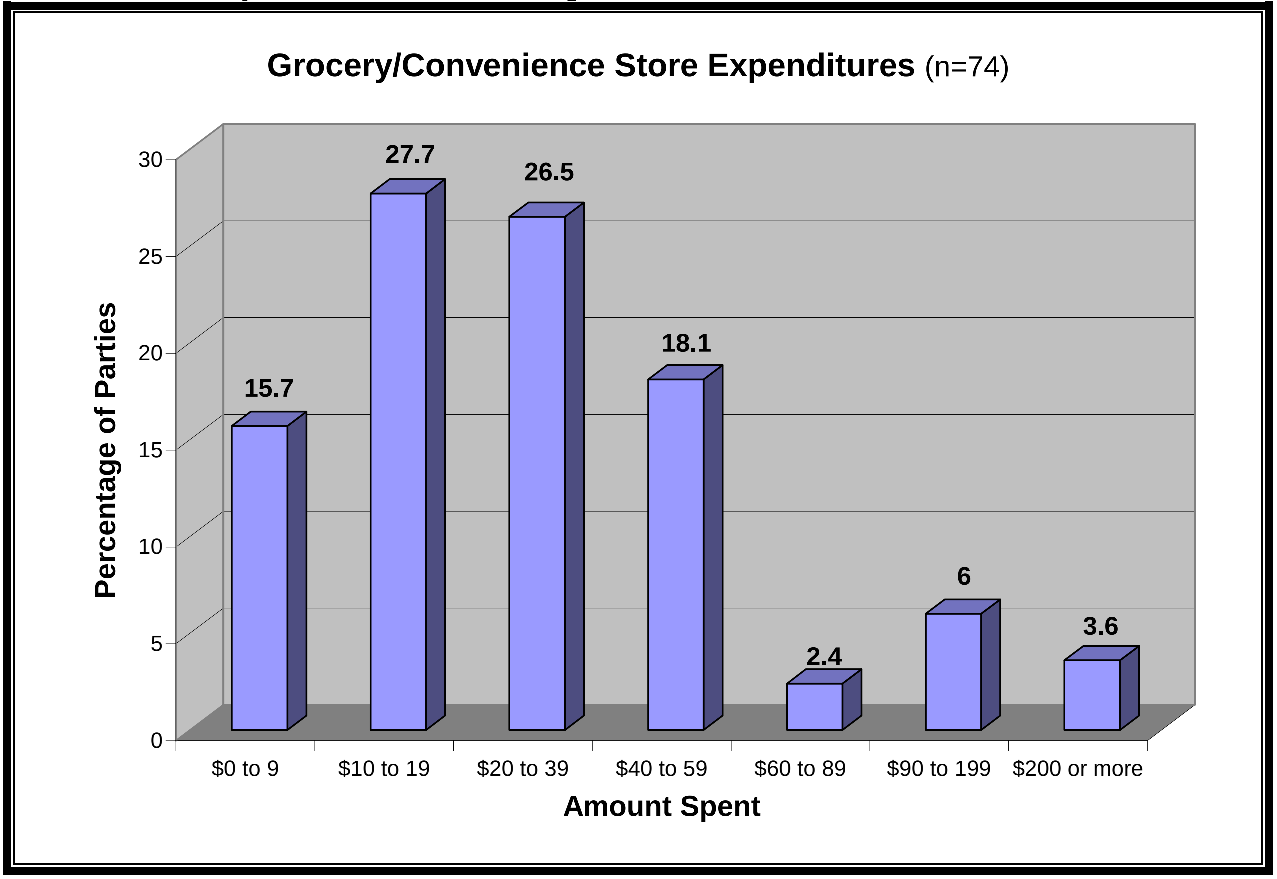
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
$0 - 39	27.7%	7.1%	**25%**	**34%**	18%
$40 - 79	**32.1%**	14.3%	**25%**	31%	**55%**
$80 - 119	18.5%	14.2%	15%	6%	18%
$120 - 159	7.7%	7.1%	5%	14%	
$160 - 299	7.7%	**42.8%**	15%	6%	
$300 - 499	6.1%	7.1%	5%	9%	9%
$500 or more		7.1%	10%		

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

c. Grocery/Convenience Stores

The respondents were also asked to evaluate the amount they spent for food and drink in grocery store or convenience store for their party during their last trip to Cedar Rapids.

Chart 22: Grocery/Convenience Store Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Visitors that spent between $10 and $39 represents 54.2% of the respondents. However, 30.1% of the respondents spent $40 or more on grocery/convenience stores purchases.

Table 19: Amount Spent in Grocery/Convenience Store for Food and Drink by Purpose of Trip (n=64)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event

$0 – 9	19.1%			22%	17%
$10 - 19	**47.5%**	14.3%	**57%**	**54%**	**50%**
$20 - 39	14.2%	**28.6%**		8%	33%
$40 - 59	4.8%	14.3%	29%	8%	
$60 - 89	4.8%	14.3%			
$90 - 199	4.8%	**28.6%**		8%	
$200 or more	4.8%		14%		

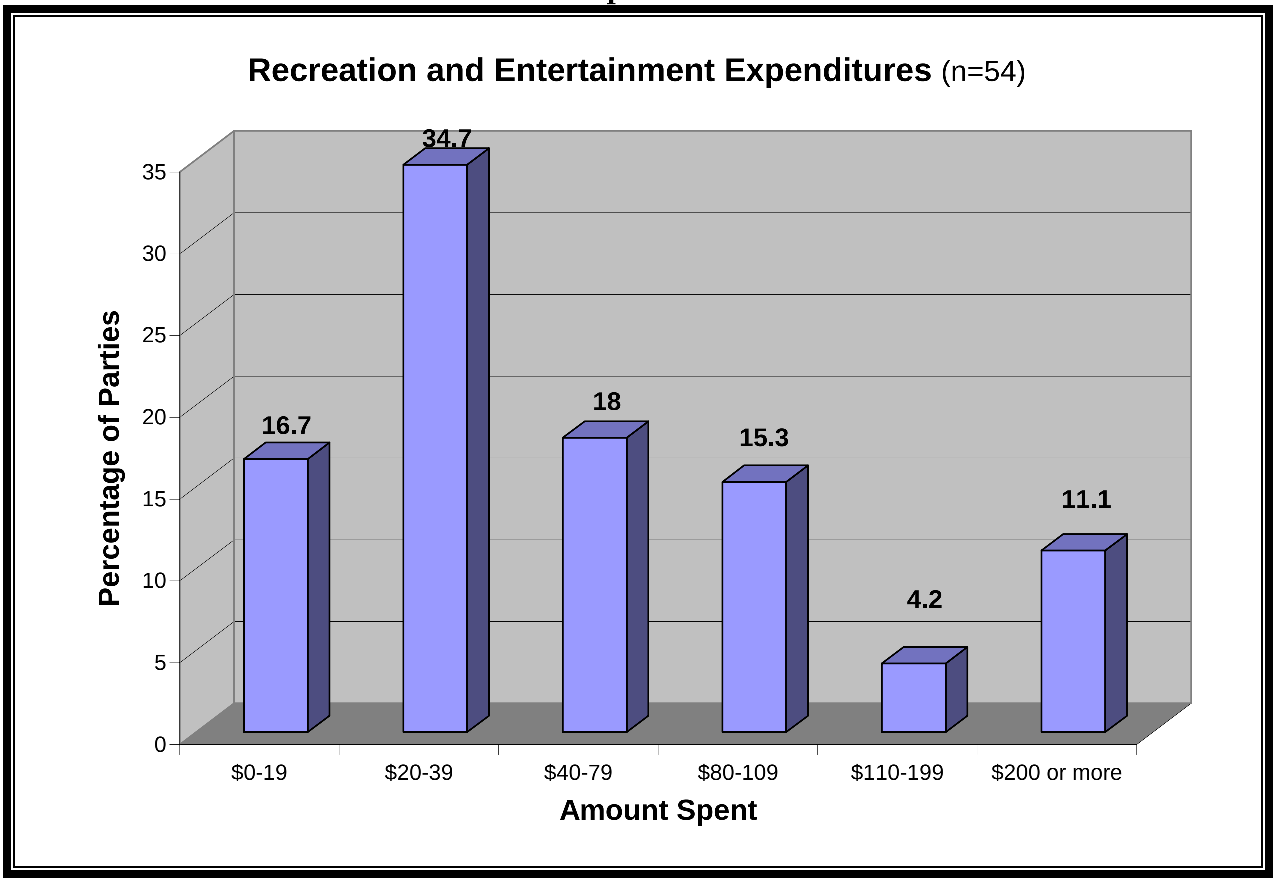
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 19 shows that a majority of the respondents (47.5%) on business trips spent between $10 and $19 and 19.1% spent between $20 and $39 for food and drink in a grocery or convenience store during their last trip to Cedar Rapids. A majority of the respondents (57%) traveling for a leisure purpose spent between $10 and $19. The respondents visiting friends and relatives (54%) spent $10 to $19.

d. Recreation and Entertainment

The visitors were asked to give us the amount they spent for recreation and entertainment for their travel party during their last trip to Cedar Rapids.

Chart 23: Recreation and Entertainment Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

The majority of the respondents (34.7%) spent between $20 and $39 for recreation and entertainment in Cedar Rapids. However, 33.3% of the respondents spent between $40 and $109. Respondents that spent more than $200 on recreation and entertainment represented 11.1% of the total survey respondents.

Table 20 represents the amount spent for recreation and entertainment for the travel parties by purpose of trip. The majority of visitors (31.3%) on business trip spent $0 to $19 and 25.1% spent between $20 and $39. The majority of respondents 42.9% of those traveling for convention or meeting purposes spent $200 or more on recreation and entertainment. An even percent of respondents (33%) visiting friends and relatives spent between $0 and $19 or between $20 and $39.

Table 20: Amount Spent for Recreation & Entertainment by Purpose of Trip (n=53)

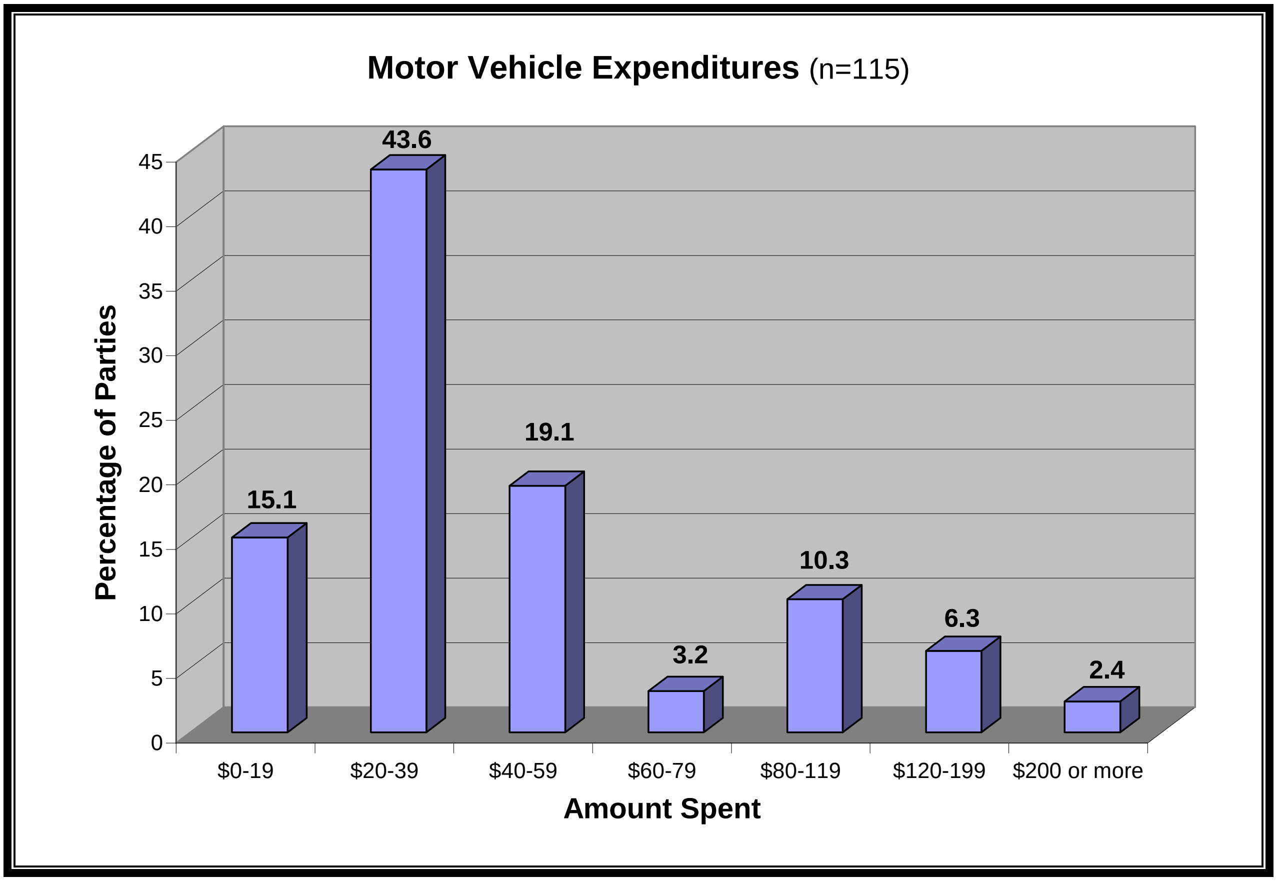
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
$0 – 19	**31.3%**		22%	**33%**	
$20 – 39	25.1%	14.3%	11%	**33%**	**100%**
$40 – 79	14.3%	18.9%	**34%**	9%	
$80 – 109	18.8%	28.6%	11%	25%	
$110 – 199			11%		
$200 or more	6.3%	**42.9%**	11%		

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

e. Motor Vehicle

Most of the respondents (43.6%) spent between $20 and $39 for their motor vehicle expenses such as gas. Otherwise 19% of the respondents spent $80 or more on motor vehicle expenses.

Chart 24: Motor Vehicle Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

A large percent of the respondents on a business trip (50%) spent $20 to $39 and 20.5% spent $0 to $19 for motor vehicle expenses during their last trip to Cedar Rapids.

42% of the respondents on a leisure trip spent between $20 and $39. The respondents visiting friends and relatives spent $20 to $39 for 50% of their respondents and 25% spent $40 to $59.

Table 21: Amount Spent for Motor Vehicle Expenses by Purpose of Trip (n=105)

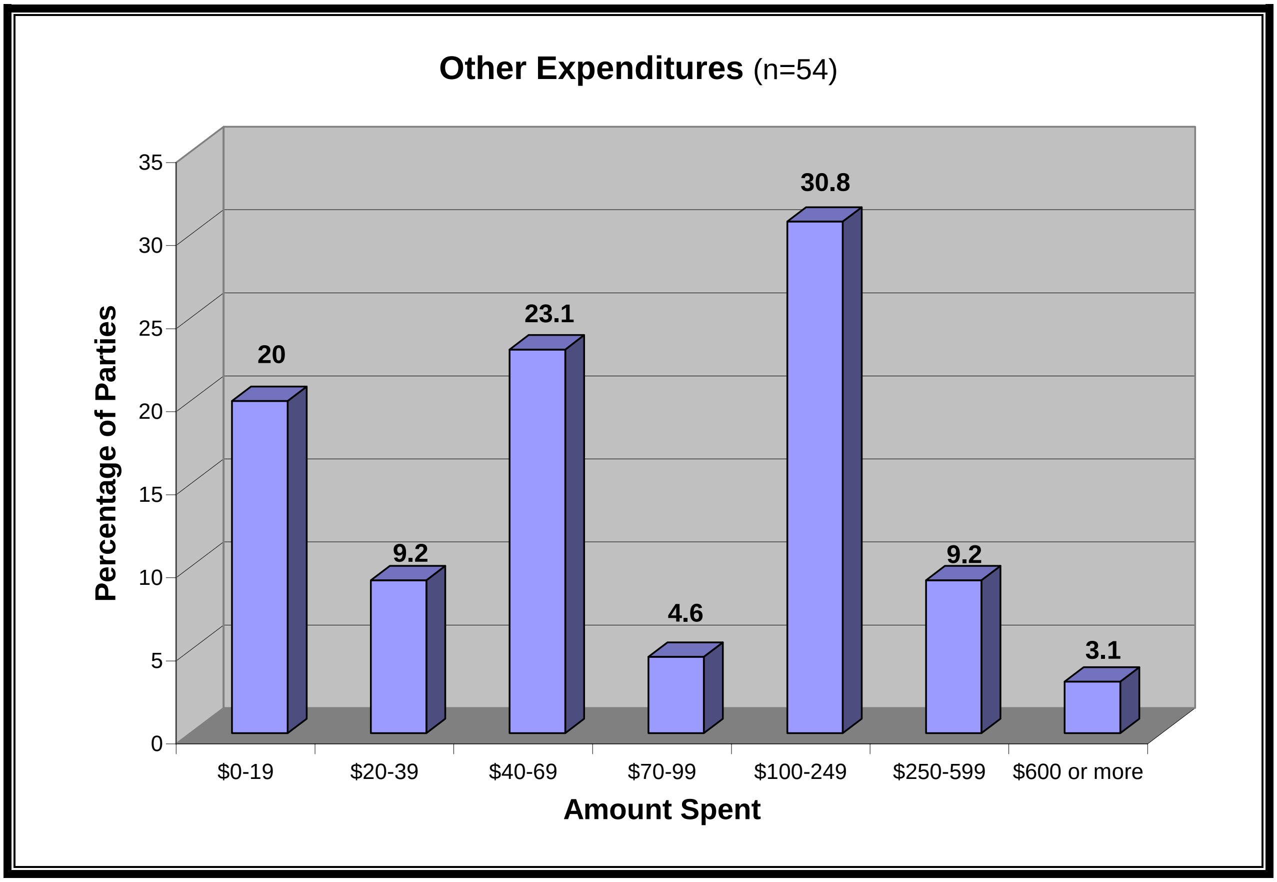
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
$0 - 19	20.5%		25%	13%	25%
$20 - 39	**50%**	**33.3%**	**42%**	**50%**	**38%**
$40 - 59	15.9%	22.2%	25%	25%	25%
$60 - 79	2.3%				
$80 - 119	4.6%	22.2%		4%	13%
$120 - 199	2.3%	22.2%		8%	
$200 or more	2.3%		8%		

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

f. All other Items

Respondents were also asked to evaluate the amount they spent for their party on all the others items that were not already listed in the questionnaire, which were lodging, restaurants and bars, food and drink in grocery and convenience store, recreation and entertainment and motor vehicle expenses. Those others items could be souvenirs, cloths, jewelry, etc.

Chart 25: Other Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 22 represents the amount spent on all other items for the travel party by purpose of trip. 31.3% of the respondents on a business trip spent between $40 and $60 per party, and 18.9% spent $0 to $19. The majority of respondents (71.5%) attending a conference or meeting spent between $100 and $249. The largest two groups of leisure travelers (33%) spent from $0 to $19 and $100 to $249. A majority of those attending an amateur sporting event (50%) spent between $40 and $69.

Table 22: Amount Spent on all Other Items by Purpose of Trip (n=52)

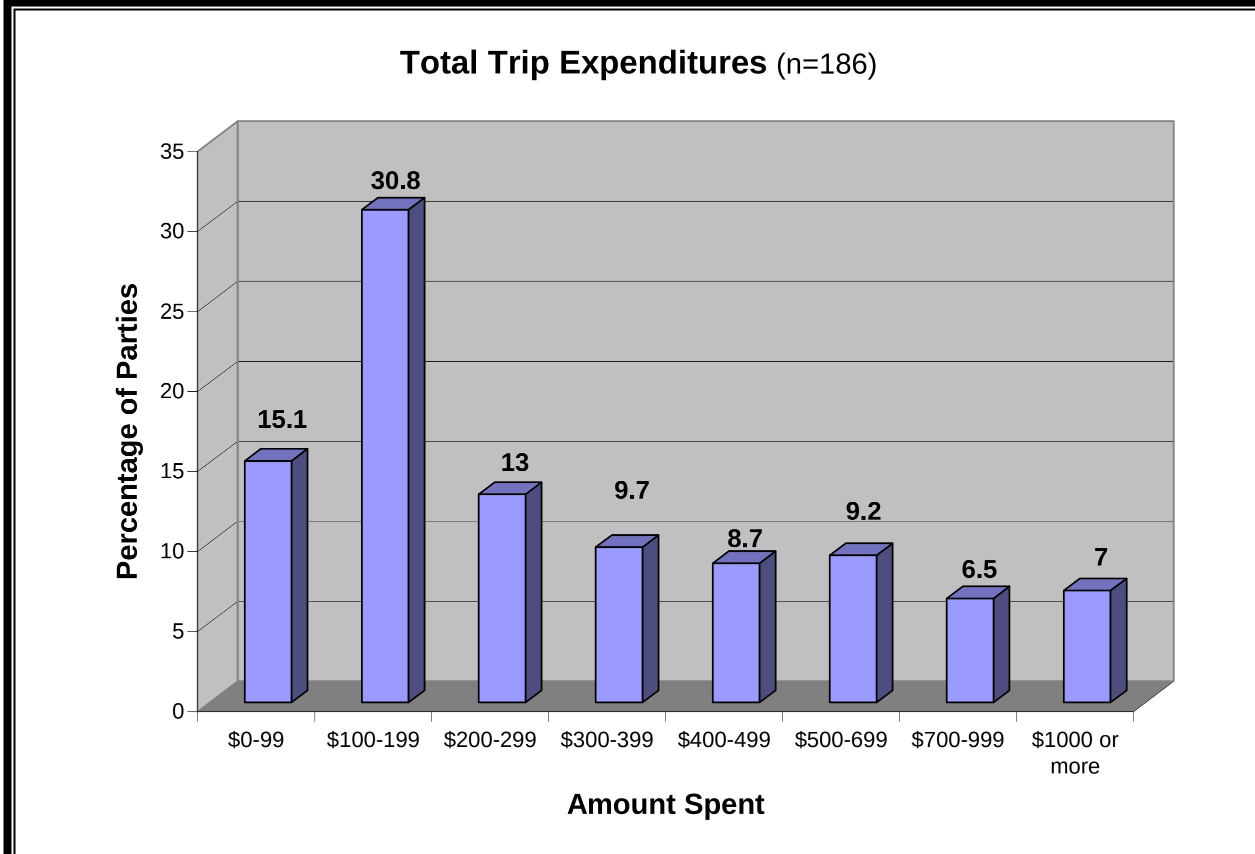
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
$0 – 19	18.9%		**33%**	25%	25%
$20 – 39	6.2%	14.3%	17%	6%	
$40 – 69	**31.3%**		17%	19%	**50%**
$70 – 99	12.4%				
$100 – 249	12.4%	**71.5%**	**33%**	**31%**	25%
$250- 599	18.8%			19%	
$600 or more		14.3%			

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

g. Total Expenditure

Since respondents had reported their spending in each of the above categories, we were able to add those together to report the total trip expenditures per travel party. Chart 26 shows the distribution of expenditure amounts that were reported by the respondents.

Chart 26: Total Trip Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Chart 26 shows that the largest group of respondents (30.8%) spent a total between $100 and $199 on their most recent trip to Cedar Rapids. The respondents who spent between $200 and $299 represented 22.7% of all the respondents. Another interesting note is that 13.5% of the respondents spent $700 or more on their trip.

Table 23: Total Expenditure per Party by Purpose of Trip (n=154)

	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
$0 - 99	23.4%		5%	14%	**36%**
$100 - 199	**29.9%**	21.4%	**35%**	**32%**	29%
$200 - 299	14.2%	7.2%	20%	18%	14%
$300 - 399	13%		10%	3%	
$400 - 499	5.2%	14.3%	5%	14%	7%
$500 - 699	5.2%	21.4%	10%	8%	14%
$700 - 999	5.2%	7.2%	5%	3%	
$1000 or more	3.9%	**28.5%**	10%	8%	

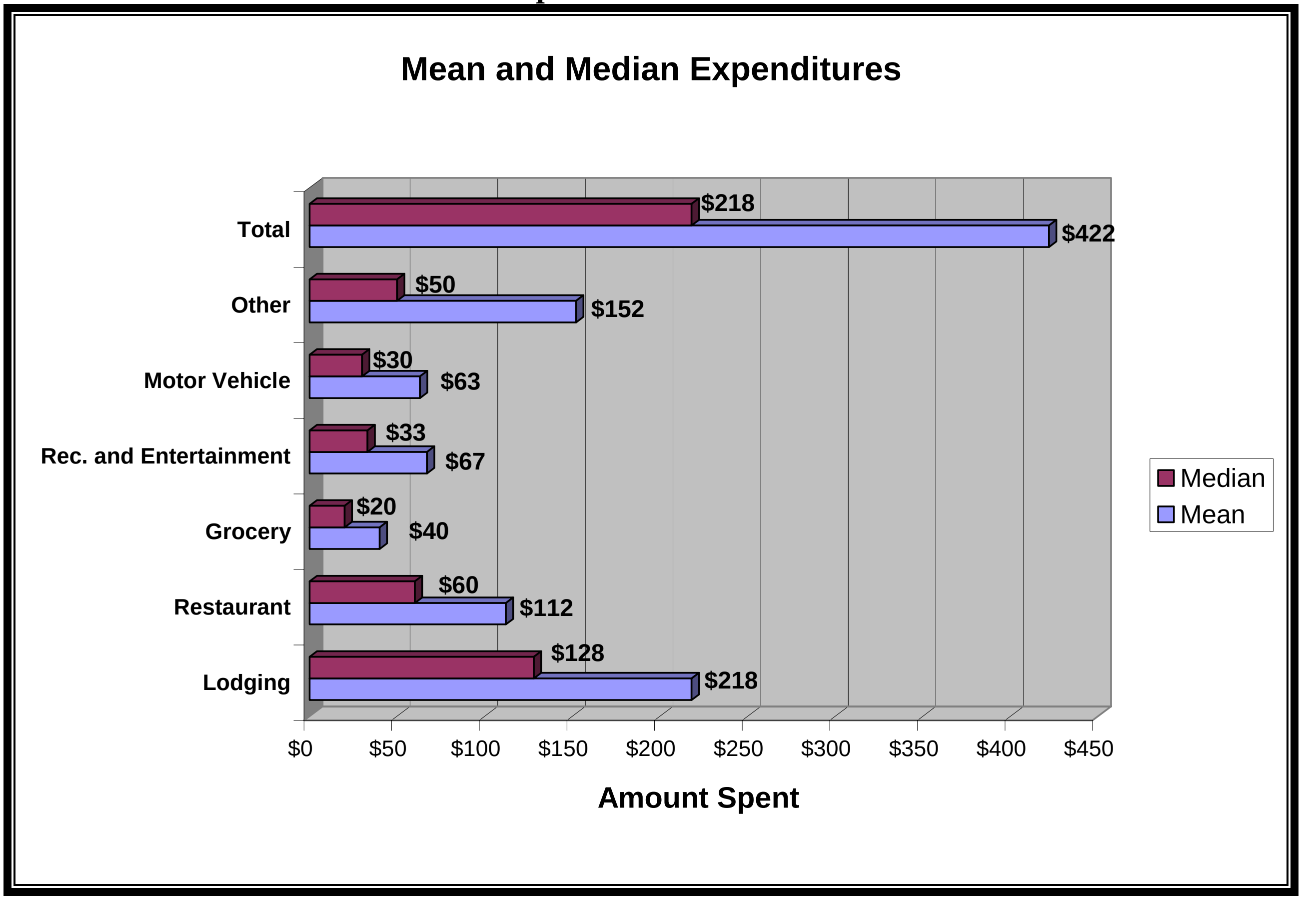
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Table 23 compares the total trip expenditures by the different trip purposes. Of the business travelers, 29.9% spent between $100 and $199 on their trip. The convention/meeting respondents showed some of the highest trip spending with 28.5% of the respondents spending $1000 or more. According to table 21 those attending an amateur sporting event did spend quite as much with 36% of the respondents spending between $0 and $99 on their entire trip.

h. Overall Expenditure

Chart 27 represents the median and the mean of the amount spent per travel party in the different categories as well as the total expenditure. The mean is the average of spending per respondent per category and the median represents the mid-point of the spending. The median has been added to the chart because mean can be easily affected by very high expenditure of few respondents.

Chart 27: Mean and Median Expenditures



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

D. Trip Satisfaction

a. Services and Attractions

Respondents were asked to rank diverse activities that they may have participated in during their last trip to Cedar Rapids (See table 24). Respondents that selected the option “don’t know” most likely did not participate in the activity (See Appendix for more detail).

Table 24: Ranking of the Visitors’ expectations

Items	Expectations Exceeded (%)	Expectations Met (%)	Expectations Not Met (%)	Don’t Know (%)
Amana Colonies	14.1	**31.0**	15.5	39.4
Cultural Activities or Events	19.7	**26.2**	8.2	45.9
Czech Village	16.4	**23.0**	16.4	44.3
Directional signs in Cedar Rapids	6.9	**57.4**	24.8	10.9
Friendly people	22.9	**48.3**	13.6	14.4
Historical Attractions	13.8	**19.0**	15.5	51.7
Lodging and Camping	14.3	**54.1**	16.3	15.3
Public Transportation	**22.8**	14.0	3.5	59.6
Recreation Opportunities	**26.2**	23.1	15.4	35.4
Restaurants (variety in Dining Choices)	9.8	**60.7**	20.5	9.0
Shopping	16.3	**43.9**	17.3	22.4
Things to do in Cedar Rapids	11.4	**34.2**	27.8	26.6
Visitors Information	8.7	23.2	**27.5**	40.6
Other	9.1	9.1	9.1	72.7

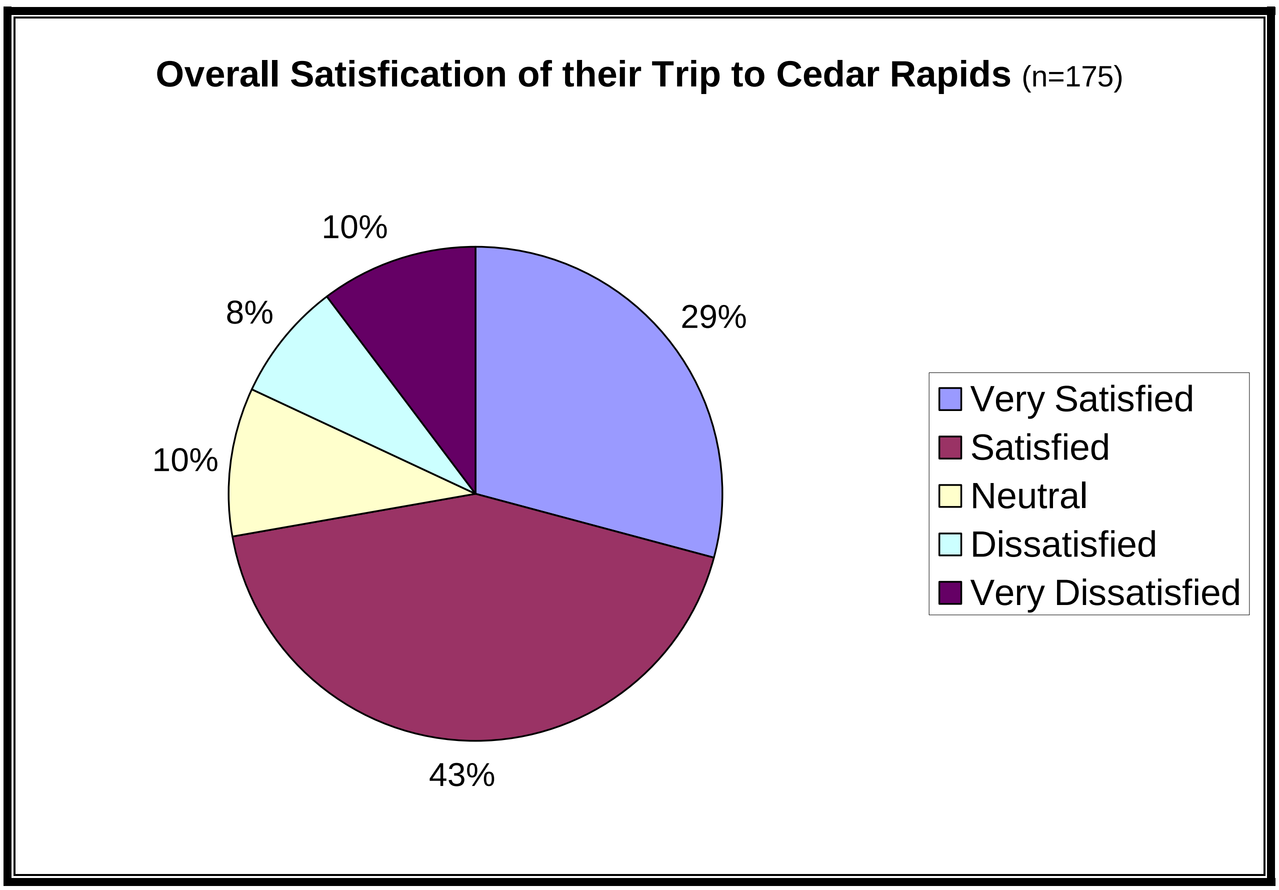
Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

It is interesting to note that 26.2% of the respondents said that the recreation opportunities in Cedar Rapids exceeded their expectations. However, 27.8% of the respondents indicated that the number of things to do in Cedar Rapids did not meet their expectations. Visitors that went to the Czech Village mostly met their expectations, 16.4% exceeded their expectations and didn’t meet their expectations. Visitors’ expectations concerning the directional signs in Cedar Rapids were met for 57.4% of the respondents, were not met for 24.8% and exceeded for only 6.9% of visitors. 48.3% of Visitors met their expectations about the friendliness of the people in Cedar Rapids, 22.9% exceeded their expectations and for 13.6% of the respondents the expectations were not met. Most of the visitors (51.7%) didn’t participated or didn’t have any opinion concerning the historical attractions. Otherwise 19% of the respondents met their expectations about the historical attractions, 13.8% exceeded their expectations and 15.5% didn’t meet their expectations. A majority of visitors (54.1%) ranked that their expectations were met on the lodging and camping, 14.3% exceeded their expectations, and 16.3% didn’t meet them. The majority of respondents (59.6%) didn’t use or didn’t have any opinion on the public transportation in Cedar Rapids. Otherwise 22.8% of visitors exceeded their expectations, 14% met their expectations and only 3.5% didn’t meet their expectations concerning the public transportation. Among the visitors that responded, 26.2% of them exceeded their expectations about the recreational opportunities in the city, 23.1% met their expectations and 15.4% didn’t meet their expectations. 60.7% of visitors reported that their expectations were met concerning the variety in dining choices, but only 9.8% exceeded their expectations and 20.5% didn’t meet their expectations. Visitors met their expectations for 43.9% of them concerning shopping, 16.3% exceeded their expectations and 17.3% didn't meet them. 34.2% met their expectations about things to do in Cedar Rapids, 11.4% exceeded them and 27.8% didn't meet them. A majority of visitors (27.5%) didn't meet their expectations for the visitors' information, 23.2% met their expectations and only 8.7% exceeded them. Finally most of the respondents selected "didn't know" for any other activities.

b. Overall Satisfaction

Respondents had 5 choices in order to evaluate their overall satisfaction of their trip to Cedar Rapids including very satisfied, satisfied, neutral, dissatisfied and very dissatisfied.

Chart 28: Overall Satisfaction on Trip



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Generally respondents were satisfied with their trip to Cedar Rapids and 29% were very satisfied. However, 18% reported that they were not satisfied with their visit to Cedar Rapids.

Table 25 represents the overall satisfaction of the visitors by purpose of trip. The majority of visitors (43.5%) on business trip were satisfied with their last trip to Cedar Rapids, and 30.6% were very satisfied. Nearly two-thirds of visitors on a leisure trip were dissatisified with their trip. A large percent of respondents (33.3%) that were visiting friends and relatives were mainly satisfied and 31.1% were very satisfied with their experience in Cedar Rapids. More than half (53.3%) of the visitors with purpose of amateur sporting were satisfied and 20% were very satisfied.

Table 25: Overall Satisfaction by Purpose of Trip (n=165)

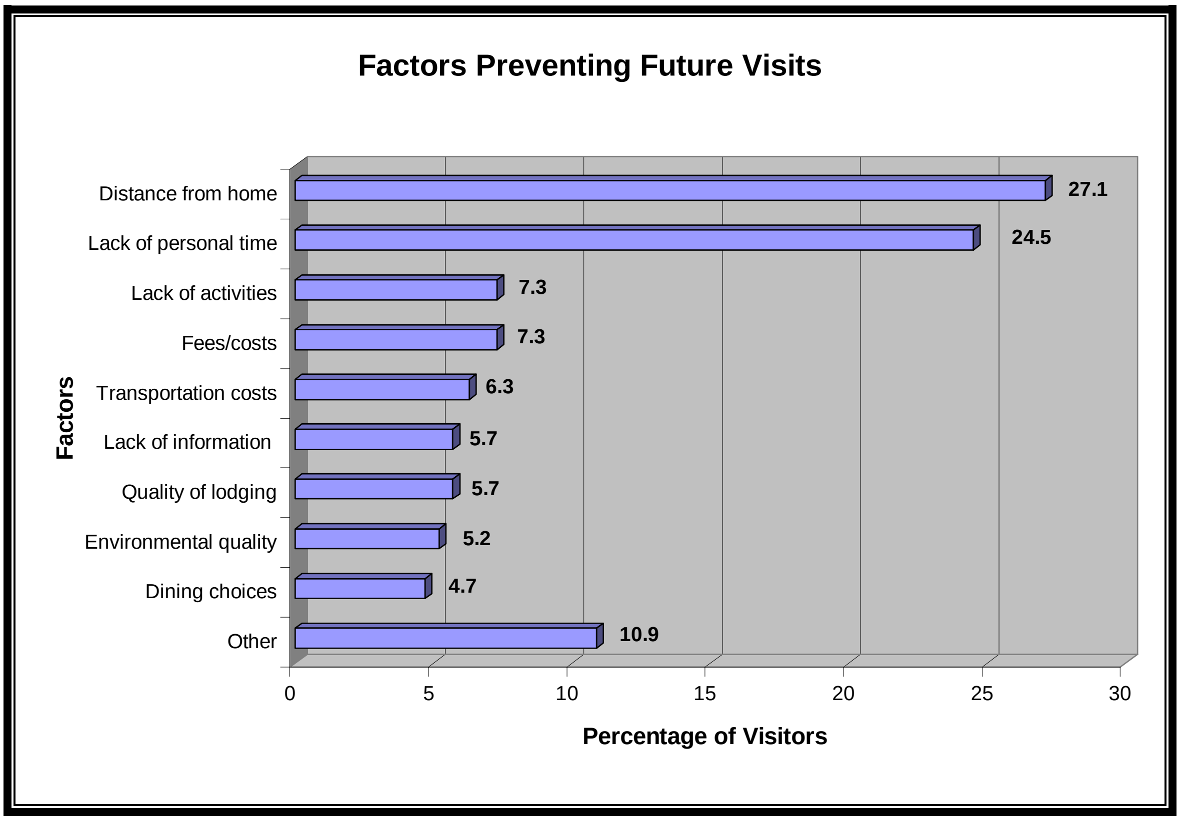
	Business	Convention/ Meeting	Leisure Activity	Visit Friends/ Relatives	Amateur Sporting Event
Very Satisfied	33.3%	15.4%	5%	31.1%	20%
Satisfied	**45.8%**	30.8%	**30%**	**33.3%**	**53.3%**
Neutral	9.7%	15.4%	5%	11.1%	6.7%
Dissatisfied	4.2%		**30%**	13.3%	13.3%
Very Dissatisfied	6.9%	**38.5%**	**30%**	11.1%	6.7%

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

c. Factors Preventing Return Visits

In order to identify barriers to returning to Cedar Rapids, the survey asked respondents to identify the factors that would prevent them from returning. Eleven factors were provided, including: customer service, dining choices, distance from home, environmental quality, fees/costs, lack of information, lack of personal time, quality of lodging, transportation costs, lack of activities, and other.

Chart 29: Factors Preventing Future Visits



Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

Chart 29 shows the primary factors that would prevent future visits to Cedar Rapids. These include the distance from home (27.1%) and the lack of personal time (24.5%), the lack of activities (7.3%), fees/costs (7.3%), and transportation costs (6.3%), lack of information (5.7%), quality of lodging (5.7%), environmental quality (5.2%), and dining choices (4.7%). None of the respondents selected “customer service” as a factor preventing them from returning to Cedar Rapids. Although 10.9% of the respondents chose the category “other” and were asked to list the factor, most of the visitors that responded “other” chose not to provide a reason that would prevent from returning to Cedar Rapids.

d. Strengths and Weaknesses

Visitors were asked to identify two strengths and two weaknesses about their trip to Cedar Rapids. The 10 major strengths and weaknesses that appeared the more often in the visitor's answers are represented in table 26 for the strengths and in table 27 for the weaknesses.

The major strength of Cedar Rapids, according to 39 visitors, is the low traffic as well as the good condition of the roads and good signage. The second major strength for 35 respondents was the friendly people of Cedar Rapids. 19 respondents reported parks and recreation resources as a major strength for the city.

Table 26: The 10 Major Strengths of Cedar Rapids

#	Strengths	Frequency
1	Traffic/Road condition/Signage/Easy to get around	39
2	Nice/ Friendly People	35
3	Parks and Recreation	19
4	Restaurants (variety, price, service)	18
5	Shopping (variety, price, service)	16
6	Hotel/Motel (variety, price, service)	15
7	Nice Town	15
8	Location	13
9	Cleanliness of the town	11
10	Cost	8

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

The rate of response for the weaknesses was lower than the strengths. The major weakness was the lack of activities and attractions, according to 23 visitors. The second most important weakness for 20 respondents is the traffic, road condition, signage and road construction but this weakness was also the number one strength. Also, restaurants were identified as a weakness by 16 respondents.

Table 27: The 10 Major Weaknesses of Cedar Rapids

#	Weaknesses	Frequency
1	Lack of activities/ attractions	23
2	Traffic/Road condition/Direction/Construction	20
3	Restaurant (variety, price, service)	16
4	Smell	11
5	Downtown	7
6	Hotels	6
7	Weather	5
8	Cost	4
9	Airport/ Airfare	4
10	Job/ business	3

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP

III. Conclusion

In this conclusion, recommendations and observations will briefly be discussed and a summary table of the data findings will follow. First, the business travel and convention travel markets appear to be two predominate groups in the Cedar Rapids area, with 35.2% of respondents reporting those areas as their purpose of trip. It should also be noted that a large number of respondents also reported traveling for "other" business, meaning the trip purpose was business related, but did not fit into one of the other categories. Responses given in this section included traveling for a job interview, sales meetings, and visiting company headquarters. To improve services to these markets, Cedar Rapids should expand/enhance the leisure type amenities for the business travelers to make the area a more attractive/satisfying venue.

Next, when we look at the leisure travel market, which really includes the leisure traveler, those visiting friends/relatives, and those traveling for a sporting event, we see that this market is fairly large (64.8% of respondents). This market shows a large amount of potential for future growth and economic impact for the area from a group of this size. The expenditures that are brought in by this leisure market are considerable. To be more specific, one can see that the Amateur sports traveler is spending a lot of money on direct ticket sales to the events. The data that has been collected seems to show that there is a lucrative future for the leisure travel market.

The business travelers have higher spending patterns per travel party, which is a great foundation for the Cedar Rapids travel industry. However, this market seems to be quite stable, where as the leisure market shows room for growth and improvement. The growth of the leisure market will generate more hotel nights stayed in the area, ticket and fee sales, and overall visitor expenditures.

In conclusion, Table 28 gives a detailed summary of the results that have been reported on. The different questioned are again compared by trip purpose and the average response for that business purpose is reported.

Table 28: Summary of findings by purpose of trip

	Business	**Convention/ Meeting**	**Leisure Activity**	**Visit Friends/ Relatives**	**Amateur Sporting Event**
Gender	Male	Female	Female	Female	Male
Age	41 to 50	61 to 70	21 to 30	41 to 60	41 to 50
Income	$75,000-99,999	$50,000-74,999	$100,000-149,999	$50,000-74,999	$50,000-74,999
Activities	Golf	Hunting/ Fishing	Amana Colonies	Visiting Friends/ Relatives	Dining
	Dining	Community Festivals	Culture	Culture	Sporting Events
	Shopping	Performing Art	Czech Village	Czech Village	Recreational Trails
	Community Festivals	Culture	Performing Art	Community Festivals	Camping
	Other	Amana Colonies	Agricultural tour	Recreational Trails	Other
Party Size	1 person	2 persons	2 persons	2 persons	2-3 persons
Composition of the Travel Party	Self	Family	Family	Family	Family
Transportation in Cedar Rapids	Personal Automobile	Personal Automobile	Personal Automobile	Personal Automobile	Personal Automobile
Transportation to Cedar Rapids	Personal Automobile	Personal Automobile	Personal Automobile	Personal Automobile	Personal Automobile
Night Stayed	1 night	1-2 nights	1 night	2 nights	1 night
Accommodation Used*	Hotel/Motel	Hotel/Motel	Hotel/Motel	Hotel/Motel	Hotel/Motel
Day Arrived	Tuesday	Thursday	Friday	Friday	Friday
Months Arrived	January	January-September	January	June-July	January
Number of Visits	1 time	1 time	1 time	1 time	1 time
	Business	**Convention/Meeting**	**Leisure Activity**	**Visit Friends/ Relatives**	**Amateur Sporting Event**
Median Lodging Expenses	$120	*	$100	$140	$90
Median Restaurant/ Bar Expenses	$60	*	$50	$50	$45
Median Grocery/ Convenience Store	$20	*	$10	$10	$10

Expenses					
Median Recreation & Entertainment Expenses	$50	*	$45	$20	$20
Median Motor Vehicle Expenses	$30	*	$25	$28	$25
Median Other Expenses	$50	*	$20	$50	$40
Median Total Expenditure	$200	*	$260	$200	$100
Overall satisfaction	Satisfied	Very Dissatisfied	Satisfied, Dissatisfied, Very Dissatisfied	Satisfied	Satisfied
Factors Preventing Future Visits	Distance from Home	Distance from Home	Lack of Personal Time	Distance from Home	Distance from Home
	Fees/ Costs	Lack of Activities	Lack of Activities	Lack of personal time	Fees/Costs
	Quality of Lodging	Lack of Information	Fees/Costs	Lack of Activities	Transportation Costs
	Environmental Quality	Dining Choices	Lack of Information	Transportation Costs	Quality of Lodging
	Other	Other	Dining Choices	Dining Choices	Environmental Quality

Source: CRACVB Visitor Study 2003-2004 – UNI-STEP
***Convention/Meeting Spending is reported in the Business Spending Column**