

This summary provides highlights of a Web-based survey conducted on visitors to the [experiencewa.com](http://experiencewa.com) Web site between July 1, 2004 and June 30, 2005. Subjects were contacted six months after visiting the [experiencewa.com](http://experiencewa.com) Web site, and include: Visitors (n = 769) and Non-visitors (n = 442) to the State of Washington (during the six month span between visiting the Web site, and contact. Results have an error rate of +/- 3.5%.

### Experiencewa.com Web site Conversion

- Of all visitors to the [experiencewa.com](http://experiencewa.com) Web site who participated in the study, approximately two-thirds (63.5%) visited the State of Washington after visiting the Web site.
- When asked how the Web site affected their decision to travel to Washington, more than one-half (51.7%) of visitors to the Web site felt it was either somewhat persuading (37.1%) or extremely persuading (23.5%).
- Almost one-third (32.8%) of visitors to the [experiencewa.com](http://experiencewa.com) Web site can be claimed as visitors (conversion) of the State of Washington (51.7% persuaded x 63.5% visited).

### Profile of Visitors to the State of Washington

- Nearly one-half (44.5%) of Visitors, stated that the [experiencewa.com](http://experiencewa.com) Web site either influenced them to take additional trips while in Washington (23.1%) or gave them useful information about a trip already planned (21.4%).
- Of the information on the Web site, Visitors felt information related to attractions (31.3%) and maps/local transportation (29.0%) was the most valuable.
- Almost one-fourth (23.5%) of Visitors stated that the Web site encouraged them to stay longer in the State of Washington, with 55.5 percent (of the 23.5%) staying one to two days longer, and 9.7 percent staying seven days or more longer.
- The vast majority (93.9%) felt the [experiencewa.com](http://experiencewa.com) Web site was either somewhat useful (57.6%) or very useful (36.3%).
- The three types of additional information Visitors would most like to see on the Web site include: attractions (38.5%), transportation (37.6%) and local events (37.6%).
- Each Visitor spent an average of \$455.90 during their most recent trip to Washington, and traveled with an average of 3.5 people in their travel party (1.36 children & 2.14 adults).
- The activities visitors are most interested in participating in include: general sightseeing (75.7%), visiting attractions (72.8%), and visiting National/State Parks (72.2%).

- Visitors were most likely to either fly (50.3%) or drive (47.6%) to Washington, and were most likely to stay in a hotel/motel (56.0%), private home (19.9%) or campground (10.4%).
- Climate (45.9%), cost (31.3%), friends and family (21.6%) and television (20.0%) were most likely to influence their decision to visit Washington.
- For almost one-third (31.9%) of Visitors, this was their first trip, while 11.3 percent visit five times or more per year.
- More than one-half (58.5%) feel the probability that they will visit Washington in the next two years is high (15.5%), very high (11.1%), or 100 percent sure (31.9%).
- The majority of Visitors were somewhat or very satisfied with Washington's: attractions (65.8%), transportation (56.5%), accommodations (70.2%), restaurants (71.1%), and overall experience (88.7%), while 93.2 percent will talk either mostly (43.5%) or extremely positively (49.7%) to others about their experience in Washington.
- Visitors were most likely to be: female (56.6%), a college graduate (65.2%), aged 35-54 (54.4%) and have an annual household income of \$75,000 or more (51.3%).

#### **Profile of Non-Visitors to the State of Washington**

- More than one-half (61.5%) of those who did not visit Washington, visited another state in the previous six months.
- Of those who did not visit, the majority (67.6%) plan on visiting Washington in the future, while 18.3 percent feel they do not have enough time to go.
- The majority of Non-visitors (59.4%) felt the *experiencewa.com* Web site was either somewhat persuading (33.5%) or extremely persuading (25.9%) and the vast majority (90.6%) feel that Washington is either a somewhat or extremely desirable destination.
- Almost three-fourths (74.5%) feel the probability that they will visit Washington in the next two years is high (23.5%), extremely high (16.4%) or 100 percent sure (34.6%).
- Non-visitors would most like to see more information about transportation (43.4%), attractions (41.2%), or historical attractions (39.4%) on the *experiencewa.com* Web site.
- Non-visitors are most likely to participate in the following activities: National/State Parks (79.0%), general sightseeing (77.4%), visiting attractions (70.6%) or historic sites (69.9%).
- Non-visitors were most likely to be: female (58.2%), a college graduate (64.5%), aged 45-64 (57.5%) and have an annual household income of \$75,000 or more (44.5%).