

The Bonn Marketing Research Group, Inc.

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A Proposal to:

Complete 2008 Visitor Research for Q4 (October-December)

Including 2008 Annual Research & Reports

Presented to:

Lee Daniel, Executive Director

Leon County Tourism Development Council

Submitted by:

Mark A. Bonn, Ph.D.

President & C.E.O.

The Bonn Marketing Research Group, Inc.

May 2, 2009

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Introduction

During September, 2008 the Leon County Commissioners suspended the TDC Visitor Research Program established and approved annually by the Leon County Commissioners. Florida State University's Dedman School of Hospitality in the College of Business held the TDC research contract. Professor Mark A. Bonn, Ph.D. served as the Principal Investigator (Lead Researcher) for the contract. During Q4 2008 and continuing to present date, another research project involving social interactive sources used by visitors in the pre-trip planning process was managed by Bonn Marketing, Inc. This project collected Leon County visitor data beginning October 15, 2008 and continuing to this present time period. Bonn Marketing, Inc. supported all costs of this project including training additional surveyors and data collection.

Purpose

The purpose of this proposal is to provide strategic visitor information for Q4, 2008 to the newly appointed Leon County Tourist Development Director. This information includes visitor demographics, behavioral information addressing visitor spending, party size, length of stay, travel mode, primary trip purpose, trip planning sources used (Internet, Word-of-Mouth, etc.) accommodations used, activities pursued and satisfaction with the overall visitor experience.

Information obtained from these visitors can be used to prepare visitor profiles according to trip purpose (Business; Leisure/Pleasure; Visit Friends/Relatives; Attend Meetings & Conferences and "Other" reasons). Additionally, expenditure data combined with selected behavioral information collected can be used to generate visitor estimates and the economic value their spending had upon the Tallahassee/Leon County community.

Research Support

Bonn Marketing, Inc. is prepared to provide the Leon County TDC with research analysis and subsequent reports for Q4, 2008 including a "2008 Annual Visitor Report" so that this information may be used to support strategic planning efforts by the TDC and to close the gap of missing research information during Q4, 2008 due to the postponement of the TDC research program. Therefore, the Q4 2008 Leon County visitor data collected by Bonn Marketing, Inc. is available to be analyzed for the TDC if so desired.

Cost Estimate

<u>Task</u>	<u>Cost</u>
Survey Design	No Charge
Methodology	No Charge
Surveyor Training	No Charge
Data Collection	No Charge
Statistical Programming	No Charge
Data Coding, Editing, Entry	\$1,000.00
Visitor Segmentation Analysis	\$3,000.00
Generation of Visitor Estimates for Q4 and 2008	\$4,000.00
Generation of Visitor Economic Impact for Q4 and 2008	\$4,000.00
Visitor Profile Report Generation: Q4	\$2,000.00
Visitor Profile Report Generation: Annual 2008	\$2,000.00
Presentation of Reports	No Charge
Total	\$16,000.00

Terms

50% due upon acceptance of proposal; Balance due upon presentation of Q4 and Annual Reports.