

**VisitIndiana.com**

**Website Evaluation**

**December 31, 2008**

## Study Design

Intercept website users when they land on the homepage to participate in an online survey from May—October 2008, N=1,295. In December 2008, re-contacted the same users via email to participate in an online survey regarding their travel behaviour since their first survey, N=170.

# Summary

# Insights to Inform Website Strategies

## VisitIndiana.com reaches nearly \$9 million of tourism revenue/month

- Nearly two thirds of the revenue comes from Indiana residents
- Each website dollar invested reaches over \$1,000 of actual spending—a high return per communication dollar
- The website costs only \$0.41 to reach an actual traveler—less than a postage stamp
- 71% of users are considering or planning travel in Indiana, half will actually go
- There exists an opportunity for the website to drive incremental revenue among travel users by increasing their likelihood of traveling

## Competitive destinations are considered by two-thirds of likely travelers, and currently, the competition is perceived more positively

- Given Indiana's competitive threats and users' likely travel constraints, a strategy that focuses on closing the deal on an Indiana trip, rather than extending a trip, may help convert more users
- Twice as many users say the website influences them to take a trip in Indiana rather than to extend a trip. Outside forces, such as users' ability to take time off or costs, likely narrows the pool of users available for an extended trip
- Closing the deal on any given trip, and winning repeat website usage, may help increase share of travel over time

# Insights to Inform Website Strategies



## Focus website on core audiences to win current trips and increase chances of repeat website usage and travel

- Majority of website users and revenue come from Indiana or regional residents. Nearly all regional resident users have taken leisure travel in Indiana in the past
- Compared to some other sites, VisitIndiana.com has a high proportion of repeat users. Half of the users from Indiana are repeat users, while a quarter of regional users have been to the site before. Website interaction provides a chance to deepen Indiana's relationship with users and to influence travel likelihood
- A plurality of users hear about VisitIndiana.com from search engine results, but a large number of Indiana residents (40%) hear about it from media communications. Building a deeper relationship with Indiana residents may help maintain or increase their share of travel in worsening economic times
- One in five recent travelers found the website to be very important for their recent Indiana trip, but half found it unimportant. Increase the site's importance for each trip to help increase repeat website usage. Indiana residents likely will need more time sensitive information, such as events.
- Approximately 40% want to use printed materials from Indiana in conjunction with the website. Though many want to utilize printed materials, offering printed materials on the website should be secondary to the core function of creating a relevant and satisfying connection with the user. Likewise, ensure roadside bureaus have strong tie-ins with VisitIndiana.com.

# Insights to Inform Website Strategies



## Enable users to easily achieve their primary goals

- Prioritize the site's design & features to emphasize things to do & see, useful maps, and helping users realize value
- Relative to benchmark sites VisitIndiana.com helps users decide whether to visit, however, there exists an opportunity to strengthen other critical perceptions:
- Facilitate an easier and more enjoyable user experience, primarily by helping users to learn and decide what to do. Help them learn by more clearly communicating Indiana's overall positioning & specific attractions. Help them decide what to do by emphasizing suggestions

## Capture imagination, communicate “why this destination”

- Emphasize users' key motivations such as wanting a relaxing vacation with their family in a convenient, scenic, safe environment, that offers a good value

## Focus on satisfying needs of typical trip profiles

- Suggest trips that satisfy typical profiles, such as 2 night stays spending approximately \$400-\$500
- Vast majority will travel using their own automobile; consider how many may own GPS enabled devices and explore potential tie-ins