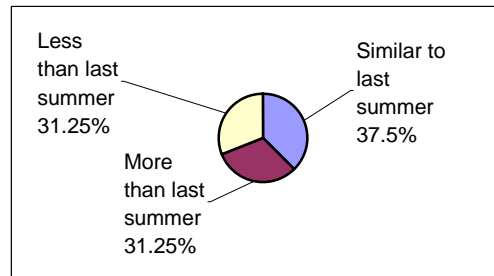


## Florida Destination Visitor Outlook: Summer, 2007

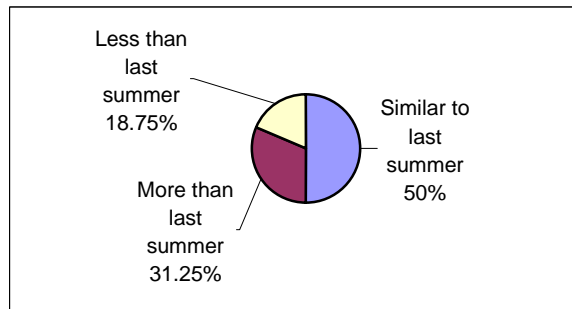
During the week of June 8, 2007, Florida State University's Dedman School of Hospitality conducted a study of all Florida-based destination managers consisting of Tourism Development Councils and Convention/Visitors Bureaus in order to obtain their outlook for summer 2007 visitor numbers and expenditures. Based upon their responses, the following outlook was obtained.

1. In your opinion will visitor numbers for Summer, 2007 be:



- Similar to last summer? (37.5%)
- More than last summer? (31.25%)
- Less than last summer? (31.25%)

2. In your opinion will visitor spending for Summer, 2007 be:



- Similar to last summer? (50%)
- More than last summer? (31.25%)
- Less than last summer? (18.75%)

This study was directed by Dr. Mark A. Bonn, College of Business, Dedman School of Hospitality, Florida State University and supervised by Ms. Sherrel A. Fountain, Research Manager. For questions concerning survey results, feel free to contact Dr. Mark A. Bonn at: [mbonn@cob.fsu.edu](mailto:mbonn@cob.fsu.edu)

Thank You