

Linking the Economy and the Environment of Florida  
Keys/Key West

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VISITOR PROFILES:  
FLORIDA KEYS/KEY WEST 2007-08

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National Ocean Service  
National Oceanic and Atmospheric Administration  
U.S. Department of Commerce



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### Funding Partners:

#### NOAA/NOS

- Office of National Marine Sanctuaries (ONMS) HQ and Florida Keys National Marine Sanctuary
- National Centers of Coastal Ocean Science
- Coral Reef Conservation Program

The Nature Conservancy's Florida Keys Program

### Working Partners:

The Monroe County Tourist Development Council (TDC)

#### ONMS/TSPD

- Project Leadership
- Develop survey sample design/questionnaires
- Provide estimation of visitation
- Provide economic analysis
- Provide Report Content

#### Bicentennial Volunteers, Inc.

- Recruit volunteers for winter tourist interviews

#### Local Chamber of Commerce/TDC

- Provide list of sample sites for customer survey
- Enlist business support to survey at sites

#### University of Massachusetts-Amherst, Human Dimensions of Marine and Coastal Ecosystems Program

- Manage tourist survey efforts
  - o Data collection
  - o Database construction
  - o Quality analysis/quality control of data
  - o Provide data analysis
  - o Produce reports

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**Funding Partners.** A special thank you goes to Gary Matlock who was the Director of NOAA's National Ocean Service National Centers for Coastal Ocean Science. Gary has been a force in NOAA to include Human Dimensions/Socioeconomic work in NOAA's Science. We would also like to thank NOAA's Coral Reef Conservation Program for providing funding support. As in 1995-96, Monroe County through the Tourist Development Council (TDC) provided important leadership in the project. The Director, Harold Wheeler, was a strong supporter and got us through the TDC approval process. Also, as in 1995-96, The Nature Conservancy, Florida Keys Program provided funding and leadership in the community in building support for the project. We would like to thank Joy Thomas for her leadership and support and very special thank you to Chris Bergh for his leadership and support throughout the project.

**Working Partners.** Probably the most important working partner was the Monroe County TDC. Director of Marketing Research, Jessica Bennett, was like a co-project leader. Jessica provided support on almost every aspect of the project. Having that kind of local support was critical to the project's success. In addition, Andy Newman, TDC Public Relations, made important contributions in educating the public on the project and obtaining public support for the effort.

Early in the project Billy Causey, Director of the Southeast Region for the Office of National Marine Sanctuaries, Superintendent of the Florida Keys National Marine Sanctuary (FKNMS), David Score and Key West Office Manager Kent Edwards provided support in developing project objectives, and during project implementation logistical support from their office staffs to our interviewers. Also we would like to thank Craig Wainous, Manager of the Eco Discovery Center for providing meeting places for public meetings in explaining the project objectives and preliminary results. We would also like to thank Lilli Ferguson for coordinating meetings with the Sanctuary Advisory Council to present our plan and provide preliminary results.

The FKNMS Key Largo Office provided important logistical support for our highway survey, which involved many logistical details. First we would like to thank Key Largo Office Manager, John Halas, for providing extensive staff support and use of the office for storage of project materials. A very special thank you to Mary Tagliareni for taking an overall leadership role in overseeing the staff support in putting traffic signs out and counting traffic. Also a very special thank you to David (Hank) Becker for helping arrange for the traffic sign stands and providing a place to park the truck with the signs at his house. Professional staff who pitched in taking time from their regular responsibilities to assist in putting out traffic signs and providing logistical support for our interviewers included: Brenda Altmeier, Bob Snyder, Steve Schalk, Mark Pidbirny, Luis Marquis, Nancy Diersing, Rewa Maldonado, Ivy Kelley, Bill Goodwin, Don Mooney, Susan Dunn, Jeff Anderson, Bill Valley, and Amber Champion.

Joy Tatgenhorst provided logistical support at the FKNMS Marathon Office for our interviewers by providing storage for survey materials and access to copy and fax machines.

Our main working partner for survey implementation was the Human Dimension of Coastal Ecosystems Program at the University of Massachusetts-Amherst. Director David Loomis (co-author of this report) provided overall project leadership and helped train the BVI interviewers. The Project Manager was Chris Hawkins, who is also a co-author. Chris had project responsibility for implementing the survey in the field. Rosemary Loomis did all the data entry of the survey questionnaires. Shona Paterson did all the desktop publishing for this report, as well as being a co-author.

Four of the five Chambers of Commerce provided extensive project support through making contacts with local business to support the effort and providing local knowledge to help us stratify our sample in the CUSTOMER Survey. A special thank you to Jackie Harder, President of the Key Largo Chamber of Commerce, Judy Hull, Executive Director of the Islamorada Chamber of Commerce, Carole Stevens, Executive Director and Joan Harzing of the Lower Keys Chamber of Commerce, and Virginia Panico, Executive Director of the Key West Chamber of Commerce. We would

also like to extend a special thank you to Buzz Wagoner from the Key West Chamber of Commerce for providing local knowledge and helping with reconciliation of our estimates of visitation.

Our sample designs were complicated and required logistical support, data, permissions and permits to conduct the work. We would like to thank Airport Director Peter Horton for his support. Raymond Archer from the Key West Port Authority provided important permissions at the cruise ship and ferry docks, provided necessary data on cruise ship and ferry passengers, and helped our interviewers get through the necessary security clearances. Patricia Ivey and Ernesto Santisteban of the Florida Department of Transportation provided important assistance in helping us get through the permit process to conduct the highway survey. We would also like to thank Dent Pierce of the Monroe County Public Works for providing traffic sign stands for the highway survey and Charles Sykes of the Key Largo Office for providing the sign holders. We would also like to extend a very special thank you to Sgt. David Carey of the Monroe County Sheriffs Department for overseeing and staffing the off-duty officers that manned the highway survey. Sgt. Carey was promoted to Lt. during the project and I know it was deserved. Also, very special thank you to Sandy McCarthy of the Tom Thumb Stores for letting us use the parking lot for the highway survey. This was one of the most important contributions of the project.

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### **Other Major Contributors**

Unlike the 1995-96 study, the Bicentennial Volunteers, Inc. (BVI) no longer enters contracts to provide volunteers for public projects. However, Judy Allen of BVI helped us recruit volunteers by posting the announcement for our project on their web site which led to us recruiting enough volunteers to man the winter survey. In past studies, BVI was an important part of the study because of their rapport with visitors. They make surveys a value-added experience. There were many volunteers that served during the summer, but we would like to especially acknowledge the service of Glenn and Delores Tankersley for their service. Glenn and Delores were involved in both the 1995-96 and 2000-01 studies and brought the institutional memory to the project and helped guide the other volunteers. Glenn also made a special trip back to the Florida Keys to train our summer replacements in Key West. So a very special thanks you to Glenn.

We would like to extend a special thank you to all the BVI volunteers: Don and Betty Douglas, Bill and Nelda Presley, Thomas and Margaret Storey, David and Carolyn Cagle, Gay and Sheila Burgess, Bennie and Sarah Kerley, Tom and Deborah Appleton, John and Jan Comstock, Jerry and Judy Winkle, and Benny and Becky Miller.

During the summer season, the BVI volunteers were not able to return. We had to recruit local people to conduct the interviews with visitors. We would like to extend a special thank you to Carla Fischer of the Florida Keys Community College in helping us recruit interviewers. During the summer season, there were a couple of interviewers that distinguished themselves as very special and did a great job. We would especially like to acknowledge the great work by Team Ocean members Frank and Carolyn Fasano. The Fasanos were the superstars of the summer season interviewers. They not only did an outstanding job in the Lower Keys, but also pitched in to help with CUSTOMER surveys in Key West. In Key West, Maguerite Gardner and Jim Lowery did a fantastic job. They had the most complicated job since they had to do the cruise ships, ferry docks, airport and the CUSTOMER survey at sites throughout Key West.

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Glenn Patton and Marlissa Garrett of Friends for the Florida Keys National Marine Sanctuary helped in providing local knowledge and helping us get permissions at survey sites in the Marathon area.

We also received local support from Bob Holston of the Keys Association of Dive Operators (KADO), George Fernandez, President of the Key West Attractions Association, and Jodi Weinoffer, President of the Lodging

Association of the Florida Keys/Key West. The local knowledge and local business support was an important contribution to our success.

Our direct contractor for the survey was Consolidated Safety Services (CSS). We would like to thank Jane Koska for her contributions in managing the contract at CSS. CSS executed sub-contracts with the University of Massachusetts-Amherst, paid the off-duty officers for the highway survey, arranged reimbursement for the BVI Volunteers, paid for the campsites for the volunteers, and arranged for payment of the summer replacement interviewers.

This project represents the largest replication of a study of its kind anywhere in the world. As one can see it takes the contributions of many people to conduct such a study. All the contributions were critical to our success. Of course any errors in substance or content are solely the responsibility of the authors.

As a final note we want to acknowledge a recently lost colleague who guided science in the FKNMS for many years and before his passing was the Science Coordinator for the Southeast Region of the Office of National Marine Sanctuaries. Brian was a constant force in integrating the human dimensions/socioeconomics into Sanctuary Sciences.

In memoriam to our dear colleague Brian Keller.



## Foreword to NOAA study

Since the Federal Emergency Relief Administration in the 1930's saw the Keys' climate, natural beauty and architecture as assets for a tourist mecca, tourism has been a vibrant, primary economic force in the Florida Keys & Key West. Yet, prior to the landmark 1995-1996 study, *Linking the Economy and Environment of the Florida Keys/Florida Bay*, substantive data did not exist to quantify exactly what tourism meant to the Keys' modern day economy. *Linking the Economy and Environment* provided vital baseline data for examining the role of tourism in the Keys economy and valuation of its unique natural resources.

In the decade since the original study, tourism has continued to prosper as the primary industry in the Keys with a focus on sustainability. Likewise, the Keys valued natural resources have continued to attract visitor and resident alike. The passion for preservation has led to, among other efforts, the creation of a 2,800 square nautical mile National Marine Sanctuary surrounding the entire archipelago of the Florida Keys.

The Florida Keys & Key West (Monroe County) Tourist Development Council (TDC) has utilized the 1995-1996 to further develop an award winning marketing program highlighting the recreation opportunities afforded by the unique natural environment of the Keys. This replication of the 1995-1996 study provides essential data to continually craft and shape the Keys marketing efforts. It provides us with further insight into our visitor demographics and their utilization of our resources. It also quantifies the volume of tourists, their contribution to our economy and the resulting income and job creation for Monroe County.

As we look forward to the next decade of Keys tourism, we will utilize this study to further our efforts to assure long-term sustained growth in tourism revenues while also guaranteeing the sustainability and improvement of our product; including both our man-made and natural resources, and improvements to the quality of life of our residents.

Harold Wheeler  
Director  
Monroe County Tourist Development Council

## Preface

**Background.** This report is the first in a series of reports being developed as part of the 12-year replication of a study on recreation-tourism in the Florida Keys/Key West under the general project title of “Linking the Economy and Environment of the Florida Keys/Key West. Linking the Economy and Environment of the Florida Keys/Key West for recreation-tourism is part of the Socioeconomic Research and Monitoring Program for the Florida Keys National Marine Sanctuary (FKNMS). One can access content for the full program at the following web site: <http://sanctuaries.noaa.gov/science/socioeconomic/floridakeys/welcome.html>.

The baseline study of recreation-tourism for the Florida Keys/Key West was done in 1995-96 and it was the beginning of the project “Linking the Economy and Environment of the Florida Keys/Florida Bay”. In the 1995-96 baseline study, the Florida Bay component represented access to the Florida Keys via Everglades National Park. This did not prove to be a significant component of use and was dropped due to cost considerations in the 12-year replication.

The original objectives of the project “Linking the Economy and Environment of the Florida Keys/Florida Bay were to 1) estimate the market and nonmarket economic values of recreation/tourism uses of the marine resources of the Florida Keys/Florida Bay ecosystem; 2) provide a practical demonstration of how market and nonmarket economic values of an ecosystem can be considered an integral component of the economy of a region when formulating sustainable development objectives and policies; and 3) foster cooperative management processes.

To achieve the above objectives, it was thought that it was necessary to develop information about the users of the marine resources, the way users interact with the resources (their recreation activities), the amount and pattern of spending associated with their uses, and users' assessments of natural resources, facilities and services. In addition, it was also thought that it would be important to develop the necessary tools to analyze the information in practical applications.

The project provided for the design and implementation of a survey of both residents and nonresidents of Monroe County with respect to their recreational activities in the Florida Keys/Florida Bay Area, and analyses of the data collected to provide the following:

- Estimation of the number of residents and visitors to the Florida Keys and Florida Bay by type of use, along with estimation of the extent of use by geographic areas (Upper Keys, Middle Keys, Lower Keys, Key West, and access to Florida Bay through Everglades National Park).
- Development from survey data of profiles of residents and visitors including age, race/ethnicity, sex, income, education, place of residence, activity participation and spending in the local and regional economy.
- Estimation of the economic contribution (sales, employment, output and income) of both resident and visitor recreational uses of the Florida Keys and Florida Bay to the Monroe County economy and the South Florida regional economy.
- Estimation of the net economic user value of marine resources in the Florida Keys and Florida Bay.
- Importance and satisfaction ratings with respect to natural resources, facilities, and services and an assessment of the importance of water quality and abundance and diversity of sea life as attractions for visitors to the area.

The baseline study and project has been an enormous success and all objectives were achieved. The study is now regarded as the “Census of Recreation-Tourism of the Florida Keys/Key West”. In the 1998 workshop held to design the Socioeconomic Research & Monitoring Program for the Florida Keys National Marine Sanctuary a group of 50 social scientists and members of stakeholder user groups recommended the study on recreation-tourism be replicated approximately every ten years like the Census of Population done for the U.S.

Efforts began in 2004 to start planning a ten-year replication to be implemented in 2005-06. Meetings were held throughout the Florida Keys/Key West to discuss what community members wanted from the study. All wanted us to replicate all the elements of the 1995-96 study, except the Florida Bay/Everglades National Park component. However, they also wanted us to try and replicate the 2000-01 Socioeconomic Study of Reefs for Monroe County/Florida Keys.



For the results of this study see Chapter 6 of the report at the following link:  
<http://sanctuaries.noaa.gov/science/socioeconomic/floridakeys/pdfs/sereef2000.pdf>

We attempted to include reef use and reef valuation in the 12-year replication, but were not fully successful since it made the surveys much longer and required additional mail back surveys, which received low response rates. We also attempted to integrate a study funded by NOAA's Coral Reef Conservation Program (CRCP) entitled "Socioeconomic Impacts of Climate Change in the Florida Keys" being conducted by Australian economist Hans Hoegh-Guldberg. We designed a mail back survey to gather additional information to support that effort. But because we had to use a mail back survey, we were not able to get enough completed returns to support detailed analyses. However, we were able to get enough responses to test and assess the methodologies used that will be valuable for designing a future more focused study addressing the economic values associated with Climate Change.

We also were asked to integrate two other efforts focused on the human dimensions of coral reef ecosystems. The first was a project funded by NOAA's National Centers for Coastal Ocean Science (NCCOS) on Societal Preferences and Management of Coral Reef Ecosystems and the human dimensions of coral reef ecosystem reef resiliency funded and led by The Nature Conservancy (TNC) along with the State of Florida and the FKNMS. These research projects were being led by David Loomis, Director of the Human Dimensions of Marine and Coastal Ecosystems Program at the University of Massachusetts-Amherst. We were able to integrate several components to support these projects in our survey. In addition, we were able to incorporate some additional elements of human dimensions research to improve our ability to understand better people's preferences and to predict their behaviors in response to changes in policy/management. David Loomis and his Human Dimensions Program ended up implementing all the visitor and resident surveys for this project and are and will be key collaborators in all the research and reports that will be developed from the 12-year replication of the study on recreation-tourism of the Florida Keys/Key West.

This project with its new objectives was quite ambitious. The institutional and supply conditions (e.g. private full hook-up campsites and ownership of local businesses) have changed significantly since both the 1995-96 and 2000-01 studies. These changes significantly affected the cost of the study and led to some delays in getting enough funds to implement the project. In addition, the U.S. Office of Management and Budget (OMB) must approve all surveys funded or controlled by federal agencies. This is normally an approximately 150 day process, but for this study OMB was over 190 days late in providing approval. These two factors explain why we did a 12-year replication instead of a 10-year replication that was recommended by stakeholder user group. Also because of timing, we switched the order of the two seasons for visitors. In 1995-96, we did the summer season (June – November) first, then the winter season (December – May). In the 2007-08 study presented here, we did the winter season (December 2007 – May 2008) first and the summer season second (June – November 2008). As we show in this report, just as in 1995-96, there are many statistically significant differences between visitors by season.

**Funding Partners.** As in 1995-96, the major funding partners were the Monroe County Tourist Development Council (TDC), the Nature Conservancy, Florida Keys Program (TNC) and the National Oceanic and Atmospheric Administration (NOAA). For NOAA, participation was much broader in the 2007-08 study. NCCOS and CRCP were major funders of this project. CRCP did not exist in 1995-96 and as discussed above, both these programs are significantly involved in the science and management of coral reef ecosystems. Although the FKNMS was designated by the U.S. Congress and signed by the President in 1992 to officially become a National Marine Sanctuary, in 1995-96 the management plan and regulations of the FKNMS were not yet final (Management Plan was finalized and regulations went into effect in July 1997). In the 2007-08 study, the FKNMS management and staff were able to provide significantly more support and had more extensive experience working with the local community, which was extremely important for this project.

**Working Partners.** The overall leader of this project is the same as in 1995-96, Dr. Vernon R. (Bob) Leeworthy, who was Leader of the Coastal and Ocean Economics Program located in the National Ocean Service, Special Projects Office from 1985 – 2007. Bob is now the Chief Economist of the Office of National Marine Sanctuaries and has served as the Leader of the Socioeconomic Research and Monitoring Program for the FKNMS since its inception in 1998. As mentioned above, the visitor and resident surveys of this project were implemented under the direction of Professor David Loomis from the University of Massachusetts-Amherst. University of Massachusetts-Amherst graduate student, Chris Hawkins, was the Project Manager for the visitor surveys. In the winter season visitor survey, the Bicentennial Volunteers, Inc. (BVI) conducted the face-to-face interviews with visitors in the Florida Keys/Key West. BVI also had done the 1995-96 and 2000-01 visitor interviewing. BVI was not able to do the summer season surveys for the 2007-08

study and members of the local community were recruited and trained for the task by the University of Massachusetts-Amherst team. T

The TDC's Director of Market Research, Jessica Bennett, was an important working partner. She served in providing local support to our interviewers, helping organize local businesses and trade group representatives in getting permissions for on-site interviews, and providing key project data used in estimating total visitation. Jessica serves as a co-leader of the project. The Key Largo, Islamorada, Lower Keys, and Key West Chambers of Commerce were also working partners in that they helped us with our CUSTOMER Survey sample designs by providing the local knowledge to stratify our samples across sites throughout the Florida Keys/Key West to achieve a "representative" sample. The State of Florida Parks and Recreation provided campsites for BVI during the winter season.

***This Report.*** This report is intended for all people involved in planning, managing, or providing natural resources, facilities and services to visitors of the Florida Keys/Key West. A great deal of information is presented. There are 90 appendix tables that include an enormous amount of detail on visitors and their activities. The report should serve as a handy reference and should be considered a statistical abstract of visitors to the Florida Keys/Key West in a similar way that the U.S. Census of population is used of the general U.S. population. Even though an enormous amount of information is presented here, the databases from which this report was generated are much richer in content. We encourage users to explore further this rich source of information by making special requests or obtaining the databases themselves. The databases with full documentation will be available for public distribution.

For more information about the project contact:

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Or go to the following link where all project reports will be posted:

<http://sanctuaries.noaa.gov/science/socioeconomic/floridakeys/recreation/linking08.html>

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## Chapter 1.

# Sampling Methodologies and Estimation Methods

## Survey Sampling Methods

As in the baseline study in 1995-96, the project involved multiple objectives. Project objectives generally followed those of the baseline study done in 1995-96. Three of the five funding partners were the same as in 1995-96, but all the funding partners were in agreement that they wanted to replicate most of the elements implemented in 1995-96. Some partners also wanted the project to also try and replicate the 2000-01 study on the socioeconomics of reef use

(<http://sanctuaries.noaa.gov/science/socioeconomic/floridakeys/pdfs/sereef2000.pdf>). Our new partners, NOAA's National Centers for Coastal Ocean Science (NCCOS) and NOAA's Coral Reef Conservation Program (CRCP) wanted us to include some additional Human Dimensions research and attempt to integrate work on the socioeconomics of climate change being conducted by Australian economist, Hans Hoegh-Guldberg, who was contracted by CRCP to do a study on the Socioeconomics of Climate Change in the Florida Keys. See the following for a description of this project:

[http://sanctuaries.noaa.gov/science/socioeconomic/floridakeys/climate\\_change/welcome.html](http://sanctuaries.noaa.gov/science/socioeconomic/floridakeys/climate_change/welcome.html)

A relatively complicated sample design was required to achieve the project's multiple objectives. No one sample of visitors employing one survey instrument (questionnaire) could achieve all project objectives. Figure 1.1 shows the sample design

employed and the objectives achieved with each sample or subsample. Two separate surveys of visitors (non-residents of Monroe County that did at least one recreation activity) were used: the Auto, Air, Cruise Ship, and Ferry Survey and the CUSTOMER Survey.

***Auto, Air, Cruise Ship, and Ferry Survey.*** This survey used the same general design that was used in 1995-96. Two key differences are related to a change in the ways people access the Florida Keys/Key West. For 2007-08, the Marathon Airport did not provide commercial flight service, only the Key West Airport provided commercial flights. Second, the Ferry service to Key West from Miami, Ft. Myers and Marco Island did not exist in 1995-96. The survey was a stratified random sample of all recreating visitors to the Florida Keys. Another key difference between the 1995-96 baseline study and the 2007-08 study was the definition of a recreating visitor. In 2007-08, three activities were added to the original list of 68 activities that can be aggregated into a category called SPA, Health & Wellness. This change in definition changed those who were eligible for the survey and changed the distribution in our estimates of total visitation and the distribution between recreating and non-recreating visitors.

The sample was stratified by mode of access (e.g. Auto, Air, Cruise Ship and Ferry). There were three components of this survey: the on-site survey, the expenditure mail back survey, and the satisfaction mail back survey. Figure 1.1 shows the general types of information obtained from each of the three survey components.

The on-site survey was conducted face-to-face with visitors in the parking lot of the Tom Thumb Store off U.S. 1 located near the Key Largo elementary School (Auto Survey), at the terminal of the Key West Airport, at the cruise ship docks (Mallory Square, Truman Annex and the Navy Mole), and at the Ferry Terminal in Key West. An important feature of this sample design is that it allowed for the estimate of the total number of visitors to the Florida Keys/Key West. The details of this sample design and how visitation was estimated can be found in Leeworthy, 2010 (Technical Appendix).

As in 1995-96, it was determined that visitors were significantly different across two different seasons. Visitors were sampled during the January – April 2008 time period for the winter season of December 2007 – May 2008, and during the June – August time period for the summer season of June – November 2008. Estimates from the two six-month seasons were combined to also produce annual estimates using weighted averages. Table 1.1 shows the number of completed interviews for each component of the survey by mode of access and season. The distribution of completed interviews by mode of access and season is not equal to the distribution of the estimated number of visitors by mode of access and season. This is true for two reasons. First, there was not enough information available to exactly stratify the samples. No one regularly estimates the number of visitors by mode of access. There are cruise ship passenger counts, air enplanement counts, and ferry terminal passenger counts, but only number of vehicles via vehicle counters on U.S. 1.

Figure 1.1 Linking the Economy and Environment of the Florida Keys/Key West

Sample 1: Auto, Air, Cruise Ship Ferry Survey

Objectives

- Estimate the number of person-trips by visitors to the Florida Keys/Key West by season, activity, and geographic area or districts (Key Largo, Islamorada, Marathon, Lower Keys, and Key West)
- Develop profiles of visitors (age, race/ethnicity, gender, income, place of residence)
- Estimate spending by visitors in local and regional economies and total contribution to the economy in terms of sales/output, income and employment.
- Provide information on importance/satisfaction ratings for natural resource attributes, facilities, and services.

On-site Survey

- Modes of travel
- Demographic Profile of visitors (age, race/ethnicity, gender, income, & place of residence)
- Activity participation by district and season
- Party or Group size

Expenditure Mail back

- Modes of travel
- Types of accommodations used
- Trip spending profiles
- Annual expense items

Satisfaction Mail Back

- Importance/satisfaction ratings for 25 natural resource attributes, facilities and services
- Special Issue Questions
- Environmental Concern Index

Sample 2: CUSTOMER Survey

Objectives

- Estimate intensity of use in terms of number of days by activity district and season for 39 activities and aggregated into 12 activity groups.
- Develop detailed profiles for all group/party members for visitors of all ages.
- Provide information on “specialization” to categorize visitors into groups that provide predictive capability for assessing management strategies and regulations.
- Provide information for travel cost modeling used to estimate net economic use values for marine resources.
- Provide information on Knowledge, Attitudes & Perceptions of Management Strategies and Regulations in the Florida Keys National Marine Sanctuary.

On-site Survey

- Number of days of each activity by district and season
- Trip itinerary and modes of travel
- Demographic profiles of total visiting group/party (age, race/ethnicity, gender, household income, household type, household size, education)
- Specialization

Knowledge, Attitudes & Perceptions of Management Strategies and Regulations

Economics of Climate Change/Coral Bleaching

Management Alternatives

- SCUBA divers, snorkelers, & recreational fishermen substitution

Second, even if those estimates were available, what was wanted were reliable estimates of many project measurements for visitors by mode of access and season. Therefore some oversampling is required. Post sample weighting has been applied to the data to adjust for over and under sampling by mode of access and season. Again, the details of the sample weighting methods are discussed in Leeworthy, 2010 (Technical Appendix).

The expenditure and satisfaction mail back surveys were conducted by asking visitors who participated in the on-site survey if they would agree to participate in a follow-up mail back survey. Visitors were handed a bookmarker brochure which described a sweepstakes/lottery in which they would have a chance to win a vacation to the Florida Keys/Key West, if they returned completed mail back questionnaires. Returning both questionnaires would give them

two opportunities to win. For cruise ship passengers and for day-trip visitors, a shorter version of the expenditure questionnaire was designed since cruise ship passengers and other day-trippers wouldn't have lodging and other costs allowing for a shorter list of expenditure items.

Mail back response rates were much lower than what was achieved in the 1995-96 baseline study.



Probably the most important factor was the gifts to be awarded in the sweepstake lottery were not as valuable as those offered in 1995-96. In addition, many visitors who did return their mail backs scratched out their interview database identification numbers and did not provide contact information so we could notify them if they won one of the prizes in the sweepstakes lottery. Many hundreds of people did this and this resulted in us having to drop those responses because we could not link the questionnaires to their on-site surveys. So the number of

completed and returned surveys reported in Table 1.1 and mail back response rates was greater than implied by the number of total returns. But Table 1.1 reports the number of useable returns after we drop the ones where we could not link with their on-site data.

Because not all visitors responded to the mail back surveys, analyses were conducted to determine if samples might result in non-response bias. This again is a reason for eliminating responses that cannot be linked with the on-site data. Low response rates

alone are not sufficient to determine the existence of non-response bias. One may not have non-response bias with samples with very low response rates; however, the probability of non-response bias increases as response rates decline. Significant differences were found in response rates by mode of access only for both mail back questionnaires so appropriate sample weights were constructed to adjust for the sample distributions to the population distributions by mode of access and season.

Table 1.1. Number of Completed Questionnaires by Mode of Access and Season: Auto, Air, Cruise Ship and Ferry Samples

Mode of Access	January - April '08			June - August '08		
	On-site	Satisfaction Mailback	Expenditure Mailback	On-site	Satisfaction Mailback	Expenditure Mailback
Auto (U.S. 1)	1,070	174	172	589	119	100
Air - Key West	277	27	20	188	42	47
Cruise Ship	220	14	16	65	8	9
Ferry	240	34	37	205	35	36
Total	1,807	249	245	1,047	204	192

Table 1.2 Number of Completed Questionnaires by District and Season: CUSTOMER On-site Survey

District	January - April 2008		June - August 2008	
	Number	Percent	Number	Percent
Key Largo	157	19.08	30	2.63
Islamorada	87	10.57	10	0.88
Marathon	181	21.99	22	1.93
Lower Keys	157	19.08	603	52.89
Key West	241	29.28	475	41.67
Total	823	100.00	1,140	100.00

---

**CUSTOMER Survey.** This survey, as in 1995-96, was primarily designed to provide information for estimating the number of days (intensity) of activity by each activity for all five districts in each season. The Auto, Air, Cruise Ship, and Ferry Survey was used to estimate the number of visitors that did each of the 71 activities in each of the five districts for each season. CUSTOMER collected days of activity for 39 of the 71 activities which are also organized into 12 aggregated categories for presentation. The survey also provides detailed demographic profiles for up to eight members of a recreation group/party and includes people of all ages, whereas the demographics for the Auto, Air, Cruise Ship and Ferry survey only included demographics for those interviewed who was age 16 or older.

In the 2007-08 CUSTOMER survey, several new questions were added as well as several mail backs. In the on-site form, questions were added on a Human Dimensions topic called "Specialization". Specialization is a method of categorizing visitors into groups that help in predicting how visitors would respond to different management strategies and regulations. Reef use (artificial and natural) was also added and was done by district. There were three different mail backs added to CUSTOMER: 1) Knowledge, Attitudes & Perceptions of Management Strategies and Regulations of the Florida Keys National Marine Sanctuary (FKNMS) and reef valuation; 2) Economics of Climate Change; and 3) visitors preferences/values for different management strategies for snorkelers, SCUBA divers and recreational fishers. The mail backs were considered experimental and sufficient

sample sizes may not have been achieved to produce reliable estimates, but they do serve as a good pre-test of the methods for future surveys where objectives could be more focused on limited tasks and larger sample sizes.

The CUSTOMER Survey is not a true stratified random sample because there is no information to allow one to pre stratify a sample. As in 1995-96, we had a list of approximately 200 sample sites distributed throughout the Florida Keys/Key West. In the 1995-96 study, local knowledge was used to stratify the samples across sites. This was done with advice from the local Chambers of Commerce, members of the different umbrella groups in the Monroe County Tourist Development Council, real estate agents involved in vacation rentals, Hotel and Motel associations, and managers of local, state and federal parks. In 1995-96, local knowledge was successful it providing a representative sample. When the 1995-96 CUSTOMER sample was weighted using the Auto, Air and Cruise Ship visitation data and tests were made on different project measurements, no statistically significant differences were found using unweighted data. Given the results of 1995-96, we chose the same approach of using local knowledge to stratify our sample across approximately 200 sites throughout the Florida Keys/Key West.

Table 1.2 reports the CUSTOMER on-site sample distributions according to the districts and seasons where they were conducted. But the sample sizes presented in Table 1.2 don't tell the whole story. The reason is that people do activities in multiple districts. Thus, for many interviews conducted in Key West, there may be many that

include the information on the activities they did in all other districts. This is discussed in detail in Leeworthy, 2010 (Technical Appendix).

One will note that in the summer season, very few interviews were conducted in the Key Largo, Islamorada, and Marathon districts. This was an interviewer problem. In the winter season we used members of the Bicentennial Volunteers, Inc. as was done in 1995-96 and the reef use study done in 2000-01. However, none of the volunteers could return for the summer season and we were forced to recruit local people for the summer season. The replacements for Key Largo, Islamorada, and Marathon were not very productive. So there are more limitations on the summer season CUSTOMER survey data for these three districts.

As in 1995-96, the CUSTOMER Survey was primarily limited to those who accessed the Florida Keys/Key West by the auto and air modes of access. There were a few cruise ship and ferry passengers, but not enough to produce results for these two groups. This is mostly related to time of interviews. CUSTOMER takes, on average, 15-20 minutes to complete on-site. This length of survey could not be conducted at the cruise ship docks or the ferry terminal. So the CUSTOMER Survey is applicable to only the Auto and Air visitors.

The mail backs for the CUSTOMER Survey are considered experimental. Future work will determine to what extent the information will support estimation for use. Right now we expect the Knowledge, Attitudes & Perceptions of Management Strategies and regulations of the Florida Keys National Marine Sanctuary may

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have adequate sample sizes when pooled across season (N=83) to yield reliable estimates. We do know from prior experience that the sample sizes obtained from this mail back will not support the estimation of reef use values. For the Economics of Climate Change/Coral Bleaching we have 262 completed questionnaires and for the Management alternatives for snorkelers, SCUBA divers and recreational fishers we received 159 completed questionnaires.

### **Estimation of Number of Visitors**

As mentioned above, the Auto, Air, Cruise Ship, and Ferry Survey was designed to estimate the total number of visitors to the Florida Keys/Key West. This was done in the auto survey by randomly selecting vehicles heading north on U.S. 1 at about the 105-mile marker. Traffic signs were deployed on both sides of the northbound lanes informing drivers of the traffic survey. Two police units with their emergency lights on were placed on both sides of the northbound lanes in order to slow the traffic. One off-duty police officer pointed at a vehicle (vehicle chosen randomly) and directed it to a parking lot. Traffic cones were deployed to direct drivers into the parking lot. The Tom Thumb Store at Taylor Drive and U.S. 1 was used. Drivers were greeted in the parking lots by a member of the Bicentennial Volunteers (police officers simply controlled traffic and did not make contact with the drivers) during the winter season and a paid worker during the summer season. The volunteer/paid worker screened vehicles for nonresidents of Monroe County who did at least one recreation activity in the Florida Keys/Key West and were ending their visit. Non-qualifying

persons or persons refusing to participate were quickly guided back onto U.S. 1. The occupants' status (recreating visitors, non-recreating visitors, Monroe County residents) was recorded on a tally sheet; this was used to estimate the proportion of vehicles containing each type. The on-site questionnaire provided the information required to estimate the number of people per vehicle. Other adjustments were necessary to convert the proportion of vehicles containing recreating visitors before it could be applied to the total traffic counts of vehicles heading north on U.S. 1 from the Florida Department of Transportation. The traffic counts had to be adjusted for the proportion of eligible vehicles to be selected by the officers. Commercial vehicles, tractor trailers, school buses, or tour buses were not pulled over. Traffic on U.S. 1 was sampled and the proportion of eligible vehicles that would contain recreating visitors was determined. The method of estimating the number of visitors was to estimate the total number of vehicles that contained recreating visitors and multiply this by the average number of visitors per vehicle.

For the airport surveys, the Bicentennial Volunteers/paid workers set up at the Key West Airport outside the security screening area during selected days and times and screened passengers using a tally sheet similar to the auto survey. Again, passengers were screened for being nonresidents of Monroe County who had participated in at least one recreation activity on their current visit. The proportion of visitors identified as recreating visitors was then multiplied by the number of people boarding all airplanes out of each airport (enplanement data from the airport authority).

For the cruise ship survey, the Bicentennial Volunteers/paid workers set up on the docks at Truman Annex, the Navy Mole, and Mallory Square and used similar screening criteria as in the air and auto surveys, except that all nonresidents of Monroe County were assumed to have done some recreation activity. In fact, all of those interviewed did do at least one of the activities on our list.

However, not everyone on the ships disembarks in Key West. Ships in both seasons were sampled.

For ferry visitors, the Bicentennial volunteers/paid workers set up in the waiting lounge at the Ferry terminal in Key West. Again, following the same methods used in the auto, air, and cruise ship surveys, people were screened for being a nonresident of Monroe County and participated in at least one of our 71 recreation activities on the visit.

Although this project was designed for recreating visitors, the information herein could also be used to estimate the total number of visitors to the Florida Keys/Key West. In Chapter 2, estimates of non-recreating visitors are reported; however, the rest of this report focuses solely on recreating visitors. Again, details of estimation methods can be found in Leeworthy, 2010 (Technical Appendix).

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## How to Use this Report

Chapters 2, 3 and 4 contain summaries of a great body of information. Summaries of key features of the data are presented in each chapter and significant differences are highlighted. By significant differences, it is meant that formal statistical tests have been performed and the differences highlighted are statistically different. The details of these tests are not presented but are available from the authors on request. At the end of each section of each chapter, a list of appendix tables are presented that include full details on the information summarized in the section. Users are guided to these tables for much more detail on the particular topic covered in the section. There are a total of 105 appendix tables in this report. The appendix tables serve as a statistical abstract for visitors to the Florida Keys/Key West and should serve as a handy reference tool.

Chapters 2, 3 and 4 plus the appendix tables report an immense body of information. However, the visitor data base will support further views of this information. Chapters 2, 3, and 4 attempt to communicate the many dimensions of the information available. In Chapter 2, the seasonal dimensions of the information are shown. In Chapter 3, the mode of access and seasonal dimensions of the data are shown. In Chapter 4, the focus is on overnight visitors. Chapter 4 was done at the request of the Monroe County Tourist Development Council since their regular surveys are limited to overnight visitors and they wanted to be able to make direct comparisons with the data presented here and their surveys. But Chapter 4 also serves a model for other profiles that

could be requested. For example, a chapter on those that participated in snorkeling or SCUBA diving could have been developed to provide detailed profiles of these visitors. All the data and documentation are available from the authors on request. Development of specialized reports will also be considered.

**Double-counting.** It is important to note that care must be taken in interpreting many of the estimates provided here with respect to visitation by region and activity participation. For example, it is not appropriate to add the number of visitors to the Key Largo, Islamorada Marathon, Lower Keys, and Key West districts to arrive at the total number of visitors to the entire Florida Keys/Key West. The reason is that many visitors visit more than one area of the Florida Keys/Key West. Our definition of visitation requires more than visitor presence; it required that they participated in at least one recreation activity in the district. Estimates for multiple district visitations that eliminate double counting have been provided. So the estimate of the number of visitors that did recreation activities in the Key Largo and Islamorada districts will be less than simply adding the number of visitors to the Key Largo District and the number of visitors to the Islamorada District. This is also true for the number of participants in each recreation activity. You cannot add the number of participants in two different recreation activities to get the total number of participants that did both of those activities. Again, the reason is that visitors engage in more than one activity. Forty-two (42) aggregated activities were formed from the original list of 71 activities. These 42 activities

contain no double-counting. So the estimates of the total number of visitors that participated in **all snorkeling** is less than that obtained by adding the number of participants in **snorkeling from a boat and snorkeling from shore**. This type of double-counting has been eliminated from the reported estimates.

For further details on information presented in this chapter, see Leeworthy, 2010 (Technical Appendix).

## Chapter 2.

### Profiles of Users by Season

#### Number of Person-trips (Visits) and Person-days

The sampling design used in the Auto, Air, Cruise Ship, and Ferry Survey made it possible to estimate the number of person-trips to the Florida Keys made by non-residents of Monroe County by season and mode of travel (access) to the Florida Keys. The measurement “person-trips” must be differentiated from the number of visitors and the number of visitor days or person-days.

**Concept of a Person-trip.** For any given day, the number of person-trips and the number of visitors is the same. But once the time period for estimation is expanded beyond one day, then the possibility exists that the same person can make more than one trip (visit). Because visitors are interviewed as they are leaving the Florida Keys (ending their visit), a visitor is counted each time they visit the Florida Keys. This is the concept of a person-trip or visit. We can use these two terms interchangeably.

**Number of Visitors.** The number of person-trips (visits) and the number of visitors are two measurements that have long been a source of confusion. The State of Florida’s former Division of Tourism and now a quasi-public agency “Visit Florida” have long confused these two measurements. For the two measurements to be equivalent requires that for a given time period of estimation, each person only makes one visit (trip). Although this is true for the vast majority of visitors, it is not true for all visitors. In the Florida

Keys/Key West, visitors during the January – May 2008 sampling period made on average 1.98 trips annually, while visitors during the June – November 2008 sampling period made on average 2.58 trips annually. Dividing the total number of person-trips (visits) by the average number of trips (visits), for any given period of time, yields an estimate of the separate number of visitors. That is, the separate number of different people that visited the Florida Keys/Key West during the given period of time. The separate number of trips (visits) made by visitors each sampling season was not obtained from the survey, so an estimate of the number of separate visitors by season cannot be estimated. An estimate for the annual period can be estimated; however, the estimate is not needed for the purposes of this study. For the purposes of this study, an estimate of the total number of person-trips (visits) during each season is required. This estimate made it possible to extrapolate average trip expenditures per person per trip into total expenditures during the time period for estimation. Also, when the percent of visitors that engaged in a certain activity was estimated, it then made it possible to extrapolate this into an estimate of the total number of visitors that did the activity during that period of time. It is acceptable to refer to the number of person-trips (visits) as the number of visitors as long as one does not make the mistake of then multiplying this number by the average number of visits per visitor. So the terms, “person-trips”, “visits” and “the number of visitors” will be used interchangeably in this report.

#### **Number of Person-days.**

Another useful measurement is the number of person-days. Each visit (trip) may have a different

length of stay. For day-trips, the concept of a person-day and a person-trip are thus equivalent. But many trips (visits) are for more than one day. In the Florida Keys/Key West, the average length of stay was 4.94 days per visit and 3.51 days per visit, for the January – May 2008 and June – August 2008 sampling periods, respectively. For any given period of time, multiplying the average length of stay by the total number of person-trips (visits) yields an estimate of the total number of person-days. Dividing the estimate of the total number of person-days by the number of days in the time period yields an estimate of the average number of visitors in the Florida Keys/Key West for the average day during the time period. This latter estimate could be used in assessing the “functional population”, i.e., the number of people in the Florida Keys/Key West on a given day. The concept of a functional population is used in planning for facilities and services, and in the Florida Keys/Key West, for hurricane evacuation.

#### **Summary: Person-trip (visits)**

Table 2.1 summarizes the estimates of person-trips (visits) by type of visitor (e.g. recreating, non-recreating and all), by season and mode of access

#### **December 2007 – May 2008**

**(Winter Season).** About 1.58 million person-trips (visits) were made by recreating visitors across all four modes of access to the Florida Keys/Key West. About 62.4 percent came by auto, 5.9 percent by air, 28.3 percent by cruise ship, and 3.4 percent by ferry. An additional 56.8 thousand person-trips (visits) were made by non-recreating visitors for a total of about 1.64 million person-trips (visits) by all visitors.

Table 2.1 Number of Person-trips and Person-days by Mode of Access and Season

Mode of Access/ Type of Visitor	December 2007 - May 2008		June - November 2008		Annual Total	
	Person-trips	Person-days	Person-trips	Person-days	Person-trips	Person-days
<b>Recreating</b>						
1. Auto	987,445	6,428,267	1,079,148	4,266,951	2,066,593	10,695,218
2. Air - Key West	93,128	804,160	63,719	408,056	156,847	1,212,216
3. Cruise Ship	448,456	448,456	258,532	258,532	706,988	706,988
4. Ferry	53,624	134,274	23,430	69,493	77,054	203,767
<b>Total</b>	<b>1,582,653</b>	<b>7,815,157</b>	<b>1,424,829</b>	<b>5,003,032</b>	<b>3,007,482</b>	<b>12,818,189</b>
<b>Non Recreating</b>						
1. Auto	38,027	247,556	199,075	787,143	237,102	1,034,699
2. Air - Key West	11,012	71,688	1,136	7,275	12,148	78,963
3. Cruise Ship	6,879	6,879	1,564	1,564	8,443	8,443
4. Ferry	885	2,217	188	558	1,073	2,775
<b>Total</b>	<b>56,803</b>	<b>328,340</b>	<b>201,963</b>	<b>796,540</b>	<b>258,766</b>	<b>1,124,880</b>
<b>All Visitors</b>						
1. Auto	1,025,472	6,675,823	1,278,223	5,054,094	2,303,695	11,729,917
2. Air - Key West	104,140	875,848	64,855	415,331	168,995	1,291,179
3. Cruise Ship	455,335	455,335	260,096	260,096	715,431	715,431
4. Ferry	54,509	136,491	23,618	70,051	78,127	206,542
<b>Total</b>	<b>1,639,456</b>	<b>8,143,497</b>	<b>1,626,792</b>	<b>5,799,572</b>	<b>3,266,248</b>	<b>13,943,069</b>

**June – November 2008 (Summer Season).** About 1.42 million person-trips (visits) were made by recreating visitors across all four modes of access to the Florida Keys/Key West. About 75.7 percent came by auto, 4.5 percent by air, 18.1 percent by cruise ship, and 1.6 percent by ferry. An additional 202 thousand person-trips (visits) were made by non-recreating visitors for a total of almost 1.63 million person-trips (visits) by all visitors.

**December 2007 – November 2008 (Annual total).** A little over 3 million person-trips (visits) were made by recreating visitors across all four modes of access to the Florida Keys/Key

West. About 68.7 percent came by auto, 5.2 percent by air, 23.5 percent by cruise ship, and 2.6 percent by ferry. An additional 258.8 thousand person-trips (visits) were made by non-recreating visitors for a total of about 3.27 million person-trips (visits) for all visitors.

**Summary: Person-days**

As discussed above, the concept of a person-trip (visit) is important for several purposes in the study. However, person-trips (visits) are not of constant length. The person-trip (visit) measurement doesn't tell us much about the relative congestion or intensity of visitation in the

Florida Keys/Key West during the different seasons. As Table 2.1 shows, there is very little difference between the estimated number of person-trips (visits) for the winter and summer seasons (1.64 versus 1.63 million). But anyone familiar with the Florida Keys/Key West would readily attest to the fact that, on average, it is much busier during the winter than the summer season.

Person-days is the appropriate measure to reflect the total demand placed on facilities and services by visitors to the Florida Keys/Key West. Person-days can be estimated for each season with measures obtained on the average length of stay for visitors by

mode of access and season. Estimates of the average length of stay (measured in number of days) are summarized in Figure 2.1. These estimates were derived from the Auto, Air, Cruise Ship, and Ferry Survey on-site samples. These estimates are for recreating visitors. Since non-recreating visitors were not

interviewed, it was assumed that non-recreating visitors have the same average length of stay as recreating visitors. Since the probability of engaging in a recreation activity is related to the length of stay, the estimates for non-recreating visitors will most likely be overstated or biased upwards. This upward bias can

be adjusted for by developing a range of estimates based on reducing the average length of stay for non-recreating visitors by 50 percent. The estimate using the assumption that non-recreating visitors, on average, stay about half the number of days of recreating visitors will be called a lower bound estimate.

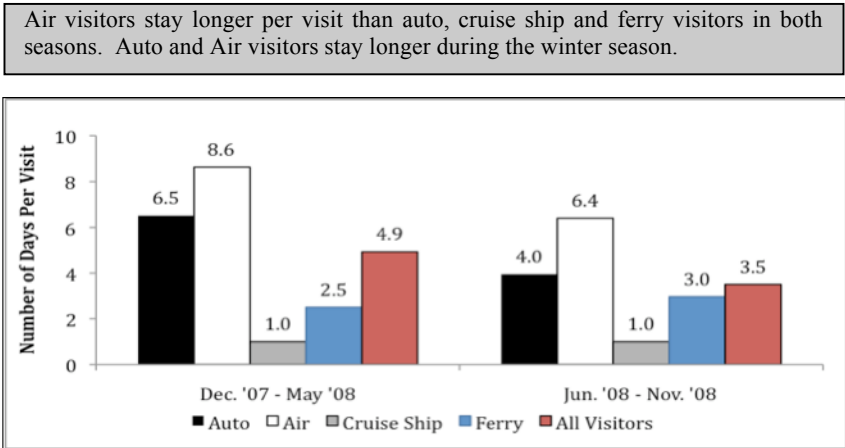


Figure 2.1 Average Length of Stay by Mode of Access and Season

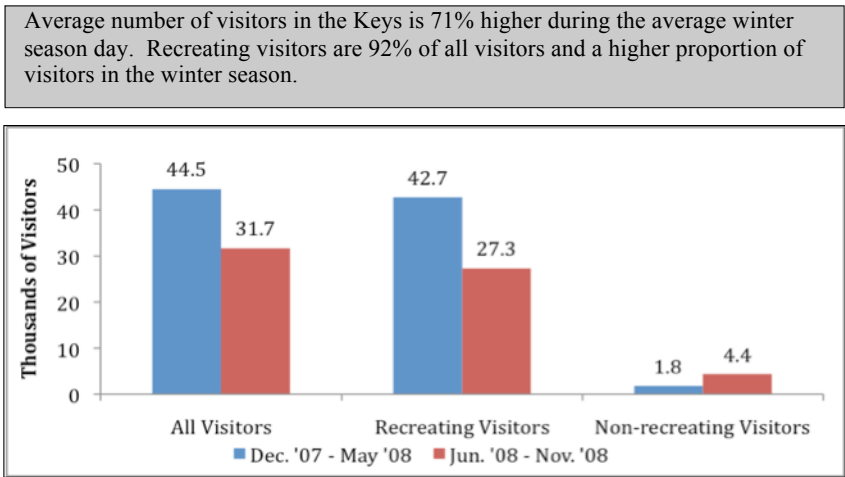


Figure 2.2 Average Number of Visitors in the Florida Keys Per Day by Season

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**December 2007 – May 2008 (Winter Season).** Person-days are derived by multiplying the estimates of person-trips (visits) by the average length of stay. During the Winter Season, it was estimated that there were between 7.97 and 8.14 million person-days of visitation. This translates into between 43.6 and 44.5 thousand visitors in the Florida Keys/Key West on an average day (See Figure 2.2). With a resident population of about 72.25 thousand, an average “functional population” is estimated to be between 115.85 and 116.75 thousand people. This is an estimate of the number of people requiring facilities and services in the Florida Keys/Key West on an average (not peak) day during the winter season.

**June – November 2008 (Summer Season).** For the summer season, between 5.4 and 5.8 million person-days of visitation were estimated. This translates into between 29.5 and 31.7 thousand visitors in the Florida Keys/Key West on an average day during this season. Again, with a resident population of about 72.25 thousand, an average of between 101.75 and 103.95 thousand people per day is estimated for the summer season. As a comparison, the Price Waterhouse and Wallace Roberts & Todd prepared estimates of the “functional population” for Monroe County for the years 1985 and 1990 and forecasted this to the year 2010. If we use their 1995 estimate of a peak day compared with our 1995-96 estimate of the functional population and hold the ratio of functional population to peak day constant at 1.3, we estimate the peak day functional population of between 150.6 and 151.8 thousand during the winter season and between 132.28 and 135.14 thousand during the summer season.

Although estimates have been presented here for recreating and non-recreating visitors, ***the remainder of this report focuses solely on recreating visitors.*** Non-recreating visitors were not interviewed.

For further details on information in this section see Appendix Tables A.2.1 to A.2.



## District Visitation

In Chapter 1, several project measurements were identified for which estimates were planned on a district basis. They were the number of visitors (person-trips or visits), the number of visitors participating in each of 71 recreation activities, and the number of days for 39 selected activities organized into 12 major activity groups. In addition, estimates are also provided in this chapter on the number of different nights visitors spent in each district during each season.

In the visitor survey, a map was handed to the visitor to aid them in responding as to which district they visited and participated in recreation activities. The map (Figure 2.3) below is a reduced version of the one used in the survey. A key to the map was providing relevant points that visitors would identify key locations that are the dividing

lines between districts. As with any map used especially in this context, there will always be line-drawing problems when estimating the activity in any district. For example, if you go to the concession in Bahia Honda State Park and take the snorkel boat to Looe Key, you might answer that you snorkeled from a charter/party boat in the Marathon District. But if you were more familiar with the actual location of Looe Key, you might respond that you did the activity in the Lower Keys District. The line-drawing problem leads to some error in measurement. It is not known, on balance, if the errors might cancel each other out or if there is a bias.

As Figure 2.3 shows, the Florida Keys/Key West was divided into five districts. The districts correspond to both the five Chamber of Commerce Districts and the Tourist Development Council Districts. Those familiar

with the 1995-96 study will note that in 1995-96 the Islamorada and Marathon Districts were aggregated into the Middle Keys Region and we reported activity in only four regions.

Table 2.2 shows the regional patterns of visitation by season. As discussed in Chapter 1, you cannot add the number of visitors to each district and arrive at the same number of visitors reported earlier in Table 2.1. Again, the reason is that a visitor can visit multiple districts. Table 2.1 eliminates this type of double-counting. Also, the percents reported in Table 2.2 are the percents of all recreating visitors to the Florida Keys/Key West. For example, the estimate of 328,570 visitors to the Key Largo District in the winter season (Dec. '07 – May '08) is 20.76 percent of the 1,582,653 recreating visitors to the entire Florida Keys/Key West.

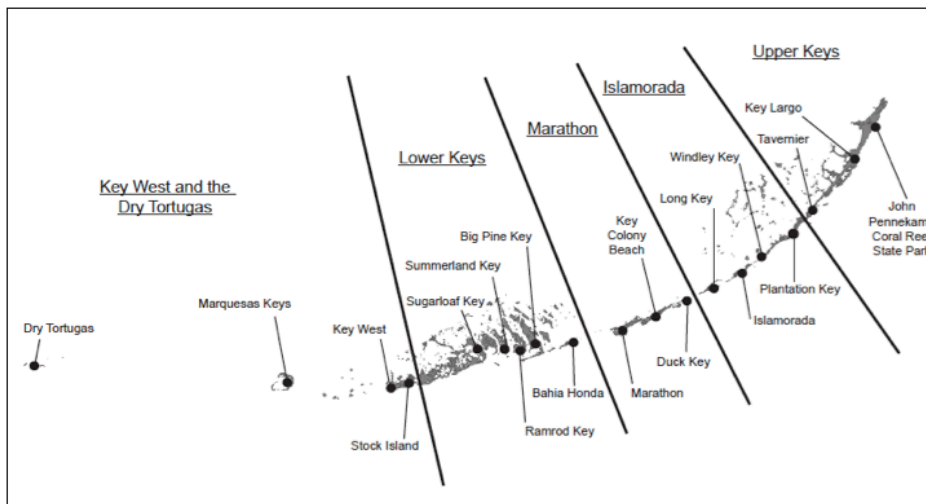


Figure 2.3 The Florida Keys/Key West

### Key Findings:

- Key West is the top choice during both seasons
- For visitors that do activities in multiple districts, the Key Largo and Key West combination is the most popular choice in both seasons.
- On an annual basis, Key West gets the most visitors with over 2 million visits (66.79 percent of all visitors).
- Less than one percent of all visitors visited all five districts in both seasons.

Table 2.2 District Visitation by Season

District/District Combinations	Dec. 07 - May '08		Jun. - Nov. '08		Annual Total	
	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors
Key Largo	328,570	20.76	481,489	33.79	810,059	26.93
Islamorada	192,223	12.15	182,911	12.84	375,134	12.47
Marathon	156,131	9.87	98,454	6.91	254,585	8.47
Lower Keys	87,870	5.55	108,582	7.62	196,452	6.53
Key West	1,135,141	71.72	873,454	61.30	2,008,595	66.79
<b>Visit One District Only</b>						
Key Largo Only	178,182	11.26	330,788	23.22	508,970	16.92
Islamorada Only	80,864	5.11	81,827	5.74	162,691	5.41
Marathon Only	64,482	4.07	47,500	3.33	111,982	3.72
Lower Keys Only	23,665	1.50	24,931	1.75	48,596	1.62
Key West Only	916,309	57.90	676,892	47.51	1,593,201	52.97
<b>Visit Two Districts</b>						
Key Largo & Islamorada	23,874	1.51	25,535	1.79	49,409	1.64
Key Largo & Marathon	8,086	0.51	0	0.00	8,086	0.27
Key Largo & Lower Keys	1,540	0.10	1,161	0.08	2,701	0.09
Key Largo & Key West	62,766	3.97	54,838	3.85	117,604	3.91
Islamorada & Marathon	6,931	0.44	2,321	0.16	9,252	0.31
Islamorada & Lower Keys	0	0.00	0	0.00	0	0.00
Islamorada & Key West	0	0.00	0	0.00	0	0.00
Marathon & Lower Keys	770	0.05	4,062	0.29	4,832	0.16
Marathon & Key West	37,038	2.34	12,223	0.86	49,261	1.64
Lower Keys & Key West	27,692	1.75	40,858	2.87	68,550	2.28
<b>Visit Three Districts</b>						
Key Largo, Islamorada, and Marathon	1,540	0.10	6,964	0.49	8,504	0.28
Key Largo, Islamorada, and Lower Keys	770	0.05	1,161	0.08	1,931	0.06
Key Largo, Islamorada, and Key West	17,224	1.09	19,731	1.38	36,955	1.23
Islamorada, Marathon, and Lower Keys	2,695	0.17	0	0.00	2,695	0.09
Islamorada, Marathon, and Key West	0	0.00	0	0.00	0	0.00
Marathon, Lower Keys, and Key West	3,081	0.19	2,643	0.19	5,724	0.19
Marathon, Key Largo, and Key West	8,471	0.54	6,964	0.49	15,435	0.51
Lower Keys, Key Largo, and Key West	2,695	0.17	12,767	0.90	15,462	0.51
Lower Keys, Marathon, and Key West	3,081	0.19	2,643	0.19	5,724	0.19
Lower Keys, Islamorada, and Key West	4,621	0.29	3,482	0.24	8,103	0.27
<b>Visit Four Districts</b>						
Key Largo, Islamorada, Marathon, and Lower Keys	0	0.00	0	0.00	0	0.00
Key Largo, Islamorada, Marathon, and Key West	3,081	0.19	4,062	0.29	7,143	0.24
Islamorada, Marathon, Lower Keys, Key West	0	0.00	0	0.00	0	0.00
Lower Keys, Key Largo, Marathon, and Key West	770	0.05	0	0.00	770	0.03
All Districts of Florida Keys/Key West	13,898	0.88	9,393	0.66	23,291	0.77

1. Percent of visitors is the percent of all visitors to the Florida Keys/Key West that visited a district or combination of districts.

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## Activity Participation: By District and Season

The estimates provided in this report on activity participation follow that used in the 1995-96 baseline study, which were the most comprehensive ever compiled for the Florida Keys\Key West. There was an important expansion of the activity list that changed the definition of a recreating visitor (See Discussion in Chapter 1). The number of participants in 71 (68 in 1995-96) detailed recreation activities in each of the five districts (four regions in 1995-96) of the Florida Keys\Key West and for two separate seasons have been estimated. One can literally get lost in the numbers. Twenty-two (22) tables detailing these estimates have been compiled in the Appendix to this report. These tables should be viewed like a statistical abstract on visitor activity participation. They serve as a handy reference when a great deal of detail is required. Appendix Tables A.2.4 to A.2.9 report on 42 aggregated activities, which eliminate the problem of double-counting when adding up numbers of participants across activities or across the same activity over several districts. For example, if one wants to know the total number of visitors that did all types of snorkeling or SCUBA diving in the entire Florida Keys/Key West for the entire year (December 2007 - November 2008), Table A.2.4 reports that to be about 713.45 thousand visitors. This is less than adding up the numbers of visitors reported in Table 2.3 here of snorkelers (636.55 thousand) and SCUBA divers (146.96 thousand). The difference is accounted for by those that did both activities. An attempt was made to anticipate the kinds of activities people would want to

add together and report them in appendix tables A.2.4 to A.2.9. Appendix Tables A.2.10 to A.2.15 report the detailed 71 activities for each district and season, along with totals for the year and for the entire Florida Keys/Key West.

Participation rates or the percent of visitors are reported in each table. These percents are the proportion of all visitors to the Florida Keys/Key West that did the activity in the particular district during that season. So in Table 2.3 it is reported that 35 percent of the 1,424,829 visitors that came to the Florida Keys/Key West and did some recreation activity during the June-November 2008 season, did snorkeling. Appendix Table A.2.5, reports that 16.26 percent of all visitors to the Florida Keys/Key West participated in snorkeling in the Key Largo District during the June-November 2008 season. Table 2.4 shows the top-rated activity by district and season based on the number of participants. During the June-November 2008 season, "Visiting Museums and Historic Areas" was the top rated activity for the entire Florida Keys/Key West; however this was not true for any of the five districts. SPA, Health & Wellness (the new activities added in 2007-2008) was the top activity in the Key West District in both seasons and for the entire Florida Keys/Key West during the winter season. Snorkeling was the top rated activity in three districts during the summer season (Key Largo, Marathon and Lower Keys).

With prime access to both the Atlantic Ocean and the Gulf of Mexico, the tremendous coral reefs, the flats and backcountry environments make the Florida Keys/Key West a mecca for water-based activities. Figure 2.4 shows that water-based activities

are chosen by over two-thirds of visitors during the summer season; however land based activities dominate both seasons. But what is true in all seasons is that a majority of visitors engage in both water-based and land-based activities, except visitors to Key West during the winter season. Many land-based and water-based activities complement one another; it may be this diversity that makes the Florida Keys/ Key West a top vacation destination. As shown in the previous section, the Key Largo/Key West combination was a top choice for visitors. Each of these districts offers a unique blend of activities with the Key Largo's predominantly water-based activities and Key West's predominantly land-based activities.

For further details on information in this section see Appendix Tables A.2.4 to A.2.15

Table 2.3 Activity Participation for All Keys by Season

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Visitors	Participation Rate (%)	Number of Visitors	Participation Rate (%)	Number of Visitors	Participation Rate (%)
Snorkeling	498,645	35.00	157,908	9.98	656,553	21.83
SCUBA Diving	109,422	7.68	37,539	2.37	146,961	4.89
Fishing	217,606	15.27	170,800	10.79	388,406	12.91
Wildlife Observation/ Nature Study	285,381	20.03	312,840	19.77	598,221	19.89
Beach Activities (including swimming)	489,429	34.35	341,305	21.57	830,734	27.62
Sightseeing & Attractions (paid & unpaid)	566,720	39.77	787,807	49.78	1,354,527	45.04
Visiting Museums & Historic Sites	576,121	40.43	666,596	42.12	1,242,717	41.32
Cultural Events (Fairs, Concerts, Plays)	159,805	11.22	110,210	6.96	270,015	8.98
All Camping	34,928	2.45	36,210	2.29	71,138	2.37
Personal Watercraft Use	125,834	8.83	46,802	2.96	172,636	5.74

1. For more detailed activity participation see Tables A.24 to A.25

Land-based activities have higher participation rates than water-based activities in both seasons. Land-based activity participation declines in the summer season, while water-based activity participation significantly increases.

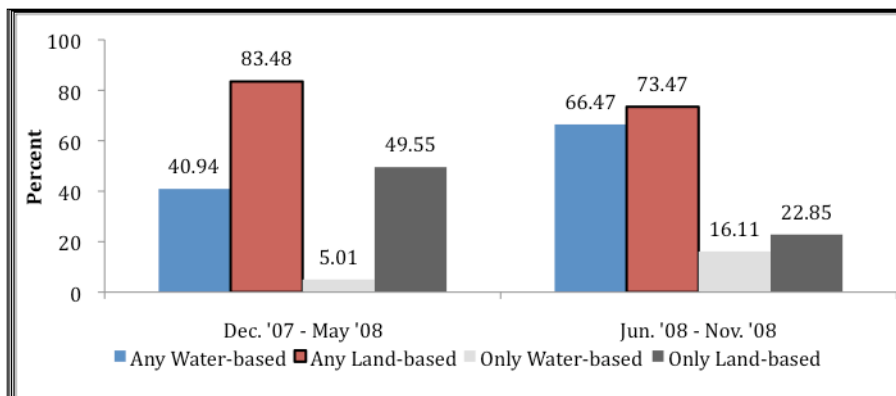


Figure 2.4. Participation in water-based versus Land-based Activities by Season

Table 2.4 Top Rated Activity by District and Season

Season/District	Activity	Participation Rate <sup>1</sup>	Number of Visitors
Dec. 07 - May 08			
Key Largo	SPA, Health & Wellness	9.57	151,403
Islamorada	Visiting Museums & Historic Areas	4.21	66,584
Marathon	SPA, Health & Wellness	5.03	79,536
Lower Keys	Sightseeing & Attractions (paid & unpaid)	3.49	55,208
Key West	SPA, Health & Wellness	52.33	828,238
All Keys	SPA, Health & Wellness	61.53	973,781
June - November 2008			
Key Largo	Snorkeling	16.26	231,695
Islamorada	All Beach Activities	6.39	91,112
Marathon	Snorkeling	4.10	58,462
Lower Keys	Snorkeling	4.91	69,982
Key West	SPA, Health & Wellness	40.42	575,880
All Keys	Visiting Museums & Historic Areas	40.43	576,121

1. Participation Rate is the percent of all visitors to the Florida Keys that did the activity in a District.

### Activity Participation: Within Region Participation Rates

In the previous section, participation rates were defined as the percent of all visitors to the Florida Keys/Key West that did an activity. However, many users want to know the distribution within a district; that is, they want the answer to the question, What percent of the visitors to the Key Largo District participate in snorkeling?

Several appendix tables (Tables A.2.16 to A.2.20) have been prepared that present these within district participation rates for each district during each season of the year. Table 2.5 is an example for the Key Largo District for the June- November

2008 season. The column on the left side shows the percent of all visitors to the Florida Keys/Key West that did each activity in the Key Largo District. This is what was presented in the previous section. The column on the right presents the within-district participation rates. So the answer to the question posed above is that 48.12 percent of visitors to the Key Largo District participated in snorkeling during the June-November 2008 season.

In the previous section, water-based activities were shown to be more important in the summer versus the winter season, even though land-based activities dominated both seasons. Figure 2.5 shows the within-district participation rates for water-based activities by district and season. A significantly lower proportion of Key West visitors

participate in any water-based activities during any season, with a low of only 33 percent during the winter season. An overwhelming majority of visitors do at least one water-based activity during the summer season in all districts, except Key West. For Key West, a simple majority (52.85%) participate in water-based activities during the summer season.

For further details on information in this section see Appendix Tables A.2.16 to A.2.20

Table 2.5 All Visitor Participation Rates vs. Within-District Participation Rates:  
Key Largo, June – November 2008

Activity <sup>1</sup>	Percent of All Visitors to Keys	Percent of Key Largo Visitors
Snorkeling	16.26	48.12
SCUBA Diving	4.05	11.98
Fishing	4.93	14.60
Wildlife Observation/Nature Study	10.40	30.77
Beach Activities (including swimming)	13.95	41.28
Sightseeing & Attractions (paid & unpaid)	8.58	25.39
Visiting Museums & Historic Areas	8.70	25.75
Cultural Events (Fairs, Concerts, & Plays)	2.26	6.69
All Camping	0.77	2.29
Personal Watercraft Use	3.46	10.24
SPA, Health & Wellness	14.42	42.68

1. See Tables A.2.16 to A.2.20 for greater detail for all districts and seasons.

Key West has significantly lower participation rates in water-based activities than all other districts in both seasons.

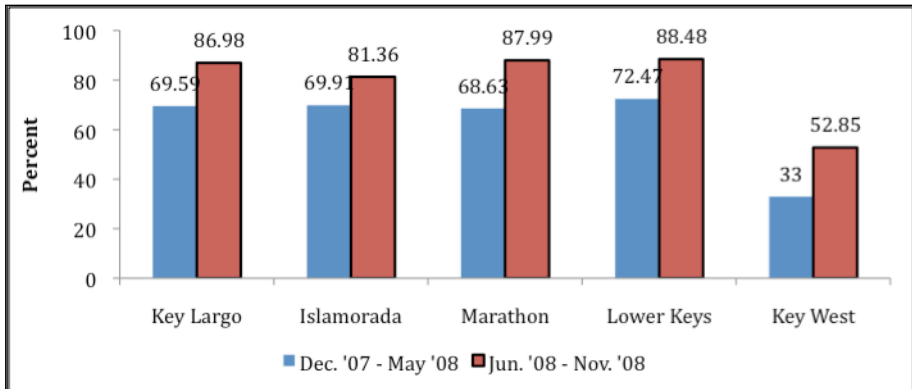


Figure 2.5. Participation in Water-based Activities by District and Season

## Days in Selected Activities

The beginning of this chapter discussed the difference between the concept of a person-trip or visit and a person-day. It was demonstrated that while there is not a great difference between the total number of person-trips between the summer and winter seasons, there was a great difference in the number of person-days. Person-days better reflect the intensity of visitation and is a better measure for planning facilities and services. The same is true for activity participation. For purposes of planning facilities and services to support recreation activities, a measure of intensity of use is needed. The survey included questions for person-days of

activity (the 1995-96 study also included hours, but this was dropped from the 2007-08 survey). This was done for 39 detailed activities in the Florida Keys/Key West. Based on the 1995-96 results, we planned for enough CUSTOMER Surveys in each district for each season to allow us to make estimates of person-days of activity by season and district for all 39 activities. However, sample sizes achieved were less than 1995-96, especially during the summer season for Key Largo, Islamorada and the Marathon districts. But we were able to make estimates for all districts for both seasons even with small sample sizes by imposing estimates of at least one day per person-trip for people participating in the activity. This provides a lower bound estimate.

Appendix Table A.2.21 details the estimated average number of days of activity per person per trip in each district and season. Multiplying these averages by the number of visitors that did the activity in the district during the season yields estimates of the total intensity of activity during each season in each district. Appendix Table A.2.22 contains the estimates of the total number of days per district per season and Table A.2.23 contains the annual totals for each district. Table 2.6 shows the top-rated activity by district and season based on the number of days of activity.

Table 2.6 Top Rated Activity by District and Season – Number of Days of Activity

Season/District	Activity	Number of Days (000's)
Dec. '07 - May '08		
Key Largo	Swimming in an Outdoor Pool	232.5
Islamorada	Wildlife Observation/Photography from Land	191.1
Marathon	Wildlife Observation/Photography from Land	206.1
Lower Keys	Swimming at Beaches	152.9
Key West	Visiting Historic Areas	741.8
Jun. '08 - Nov. '08		
Key Largo	Swimming in an Outdoor Pool	449.6
Islamorada	Swimming at Beaches	173.8
Marathon	Swimming in an Outdoor Pool	190.3
Lower Keys	Swimming at Beaches	94.4
Key West	Visiting Historic Areas	418

See Appendix Table A.2.22 for other activities.

For further details on information in this section see Appendix Tables A.2.21 to A.2.23

## Origin of Visitors

One of the most important pieces of information for assessing market demand is the origin or primary place of residence of visitors. In the survey, very detailed information was gathered on the location of visitors' primary place of residence. For purposes of calculating distance for travel cost demand modeling, we gathered the zip-code, city and county for domestic visitors and city and country for foreign visitors.

For summary presentations and comparisons with other data (e.g., U.S. Bureau of Census and the Monroe County Tourist Development Council), this information was organized in several ways. For country, two appendix tables were developed. Table A.2.24 shows country or region at a more aggregated level (e.g. United Kingdom versus England, Scotland, Wales). Table A.2.25 shows the more detailed countries. Two separate percent distributions are reported for each country during each season. The first column reports the percent of

all visitors to the Florida Keys/Key West from each country. The second column applies to foreign visitors only and reports the percent of all foreign visitors that come from each country.

Appendix Tables A.2.26, A.2.27 and A.2.28 show the detailed regions and states of primary residence for domestic visitors. Table A.2.26 organizes states into larger regions as reported by The Monroe County Tourist Development Council (TDC) and are called the TDC Regions. Table A.2.27 organizes the states into U.S. Bureau of the Census regions and divisions. Table A.2.28 reports the distributions for all 50 states plus the District of Columbia. As with the country tables, Tables A.2.26 to A.2.28 report two columns for each season. The first column reports the percent of all visitors to the Florida Keys/Key West from each state. The second column applies to domestic visitors only and reports the percent of all domestic visitors from each state.

**Foreign Visitors.** Foreign visitors made up about 15.5

percent of all visitors during the winter season and about 19.6 percent during the summer season (Figure 2.6). Table 2.7 shows the top six countries rated based on annual visitation. Five of the six countries are among the top six in both seasons. Australia was rated number four during the winter season (2.3 percent of all foreign visitors during the winter and 1.47 percent of all foreign visitors during the summer). Canada and Germany are ranked number one and two during the winter season, while Germany moves to number one during the summer season. England is ranked number three in both seasons. Except for Canada and Australia, all top six countries are in Western Europe. It is important to note that the countries that make up the United Kingdom are reported separately in Table A.2.25. If the United Kingdom is ranked as a whole against other foreign countries, the United Kingdom is ranked number two during both seasons with 23.28 percent of all foreign visitors during the winter season and 15.4 percent of all foreign visitors in the summer season.

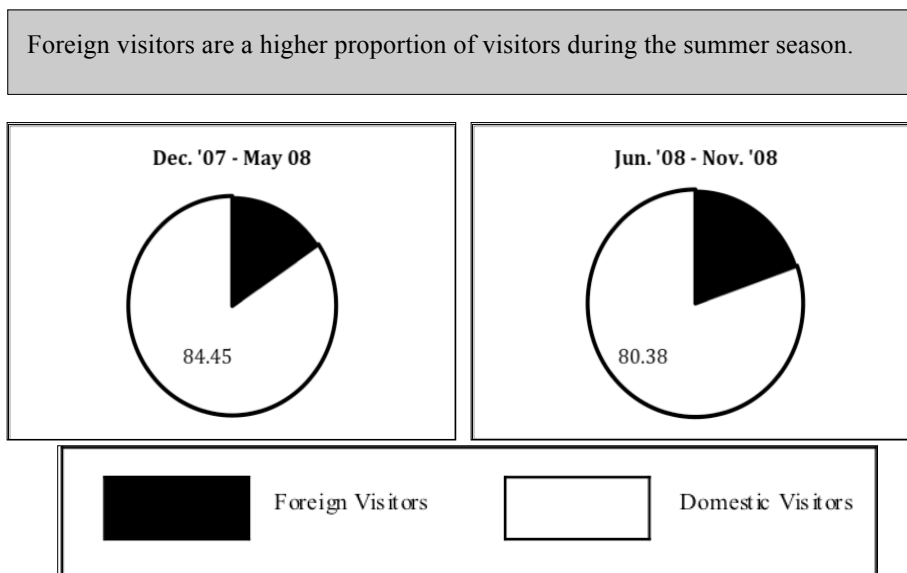


Figure 2.6 Foreign vs. Domestic Visitors by Season



Table 2.7 Top Six Foreign Countries by Season<sup>1</sup>

Country	December 2007 - May 2008			June 2008 - November 2008		
	All Visitors		Foreign Visitors Only	All Visitors		Foreign Visitors Only
	Rank	%	%	Rank	%	%
Canada	1	6.15	39.58	2	2.83	14.44
Germany	2	1.78	11.46	1	2.97	15.16
England	3	1.27	8.19	3	1.71	8.71
Denmark	6	0.25	1.59	4	1.68	8.55
Holland	5	0.35	2.25	5	1.55	7.89
France	7	0.25	1.58	6	1.42	7.23

1. Top six chosen based on weighted annual average. Australia ranked fourth in the winter season.

**Domestic Visitors.** Visitors from the South dominate both seasons, but the East and Midwest become much more important during the winter (Figure 2.7). Figure 2.8 shows a map defining the U.S. Bureau of Census Regions and Divisions. Florida is the number one origin of all visitors during both seasons with 18.71 percent of all visitors during the winter season and 35.46 percent during the summer season (Table 2.8). New York is ranked second in both seasons. Beyond the top two

states, and New Jersey, which ranked fourth in the winter and fifth during the summer, the remaining top five states change significantly across seasons. Ohio, which was ranked number three in the winter drops to number 10 in the summer, while Illinois, which was ranked fifth in the winter drops to eighth in the summer. Pennsylvania, which was ranked number seven in the winter rose to number four in the summer.

South Florida is the dominant source of visitors from Florida. Miami-Dade, Broward and Palm Beach counties are ranked numbers one, two, and three among all Florida counties during both seasons. Of the remaining top five counties, there is a bit of a change between seasons. Orange County (Orlando is located in Orange County) is ranked number four in the summer falls to number sixteen during the winter. Hillsborough County (Tampa is located in Hillsborough County) drops from number five during the summer to number eight during the winter, whereas Polk County (Lakeland and Lake Wales are located in Polk County) rises from number six during the summer to number four during the winter. Ranked on an annual basis, the six counties reported in Table 2.9 are among the top six counties in Florida.

Visitors from the South dominate both seasons, but the EAST and Midwest become much more important in the winter.

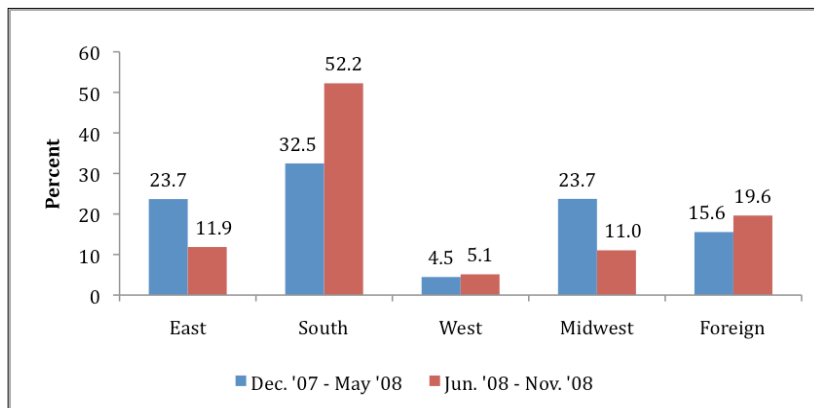


Figure 2.7 Census Regions of Primary Residence by Season

Table 2.8 Top Five States by Season<sup>1</sup>

State	December 2007 - May 2008			June 2008 - November 2008		
	All Visitors		Domestic Visitors Only	All Visitors		Domestic Visitors Only
	Rank	%	%	Rank	%	%
Florida	1	18.71	22.15	1	35.46	44.11
New York	2	7.57	8.96	2	3.83	5.44
New Jersey	4	5.05	5.98	5	2.96	3.68
Ohio	3	5.74	6.8	10	2.19	2.72
Illinois	5	4.58	5.43	8	2.70	3.36
Pennsylvania	7	3.68	4.35	4	3.00	3.74

1. Top five chosen based on weighted annual average. Virginia ranked third in the summer season

Table 2.9 Top Six Counties in Florida by Season<sup>1</sup>

County	Dec. '07 - May '08			Jun. '08 - Nov. '08			Annual Average		
	Rank	All Visitors	Florida Visitors Only	Rank	All Visitors	Florida Visitors Only	Rank	All Visitors	Florida Visitors Only
		%	%		%	%		%	
Miami-Dade	1	4.71	25.25	1	10.83	30.64	1	7.61	28.64
Broward	2	3.09	16.54	2	5.90	16.69	2	4.42	16.63
Palm Beach	3	1.81	9.69	3	3.96	11.20	3	2.83	10.64
Orange	16	0.29	1.56	4	2.00	5.67	4	1.10	4.15
Hillsborough	8	0.52	2.77	5	1.17	3.32	5	0.83	3.12
Polk	4	0.67	3.61	6	0.87	2.45	6	0.76	2.88

1. Top six counties ranked on an annual basis. St. Lucie County was ranked number five in the winter season and number ten during the summer season. Lee County was ranked number six during the winter season, but only 24th in the summer season.

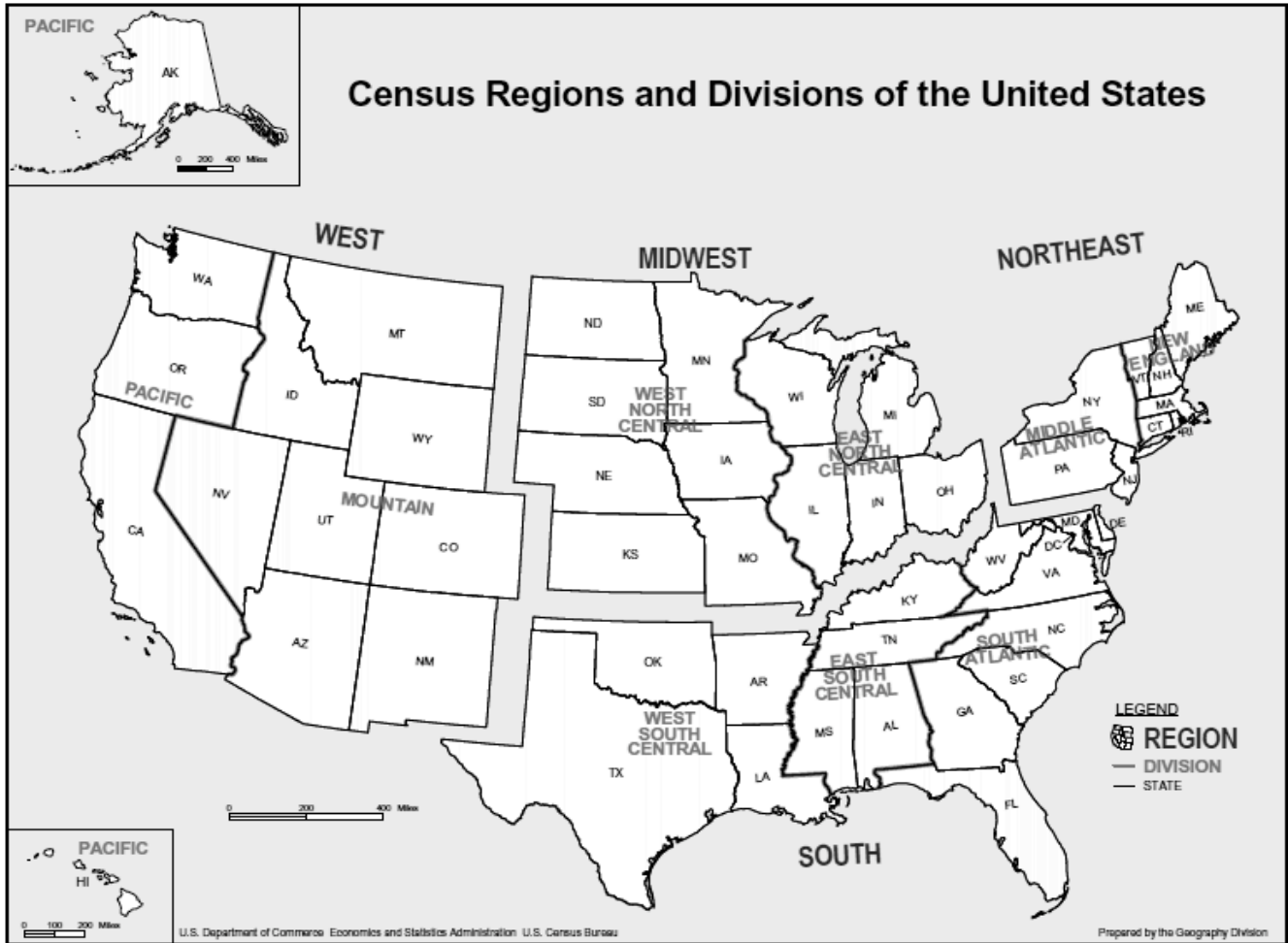


Figure 2.8 U.S. Bureau of the Census Regions and Divisions of the United States

For further details on information in this section see Appendix Tables A.2.24 to A.2.28.

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## Number of Annual Visits and Length of Stay

In section one of this chapter, the number of person-trips (visits) and person-days by season and mode of access were reported. It was also shown how length of stay (number of days per visit) was used to derive the number of person-days of visitation. Here, some additional information with respect to repeat visitation is added. Another dimension to the length of stay measurement is also added. For repeat visitation, two measures are provided: the average annual number of visits (trips) and the average annual number of days that visitors spent in the Florida Keys/Key West. For those that make one visit annually, the annual number of days is equal to the length of stay of the interview visit. For length of stay, a separate measure is added—the number of nights.

### Annual Visits and Days.

Visitors make, on average, 2.26 trips per year to the Florida Keys/Key West during which they engage in at least one recreation activity, and, on average, they spend about 7 days in the Florida Keys/Key West. Summer season visitors make more trips, but spend fewer days annually in the Florida Keys/Key West than winter season visitors (Figures 2.9 and 2.10). Visitors from South Florida account for the majority of repeat visitation.

### Length of Stay (Days) vs

**Number of Nights.** One might normally think of length of stay as expressed as the number of days being a simple and straightforward measurement. It is not. A few examples will help clarify this. Take a person who arrives in Key Largo at 11 pm, checks into a hotel, gets up the next morning to go snorkeling,

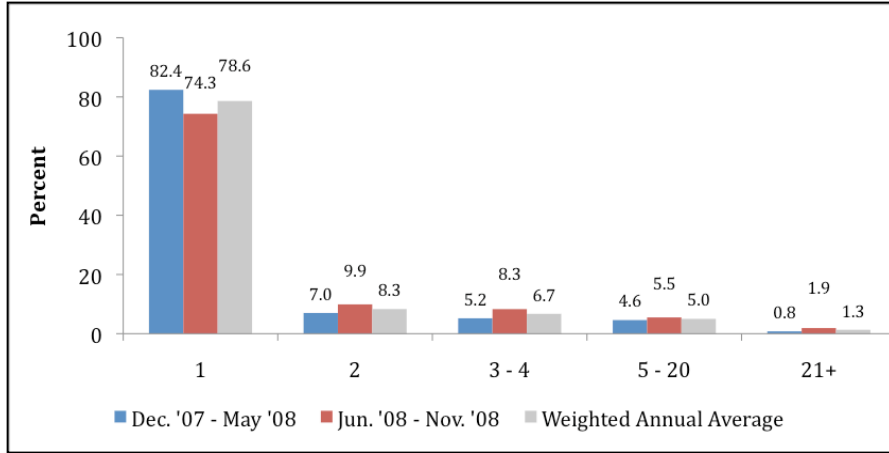
and leaves the Florida Keys/Key West before noon. The question is, how many days did that person spend in the Florida Keys/Key West? Some might count this as one day since the visitor did nothing on the night of arrival. This would be recorded as one day and one night in the Florida Keys/Key West. But what if the person decided to go fishing on a bridge all night and left by noon the next day? Would this still be one day and one night?

The number of days was calculated according to a set of rules. Information was obtained on the date and time of arrival, and because exit interviews were conducted, the date and time of departure were recorded (people were only interviewed as they were leaving or ending their visit). The rule for calculating the number of days was that if they arrived after 10 pm that day was not counted. If they departed before noon, that day was not counted. For those that arrived after 10 and left before noon the next day, one day was assigned. Therefore, all visitors spent at least one day in the Florida Keys/Key West. Defining day visitors as those whose length of stay is one day would be misleading if a separate measure for the number of nights was not provided. The number of nights is important in assessing the demand for hotels, motels, campgrounds and vacation rentals. This is why the number of days and number of nights are separately reported. A day visitor is defined as someone who spent zero nights in the Florida Keys/Key West, not a person who spent one day.

Average length of stay (number of days) is much longer in the winter season and is largely accounted for by visitors who stay longer than two weeks or seasonal visitors (Figure 2.11).

The same is of course true for the number of nights (Figure 2.12). Day visitation, as defined by zero number of nights, is significantly lower proportion of total visitation than that suggested by length of stay equal to one day. The average number of nights is higher during the winter season in all districts of the Florida Keys/Key West; and, these differences are significant in every district except Key Largo (Figure 2.13).

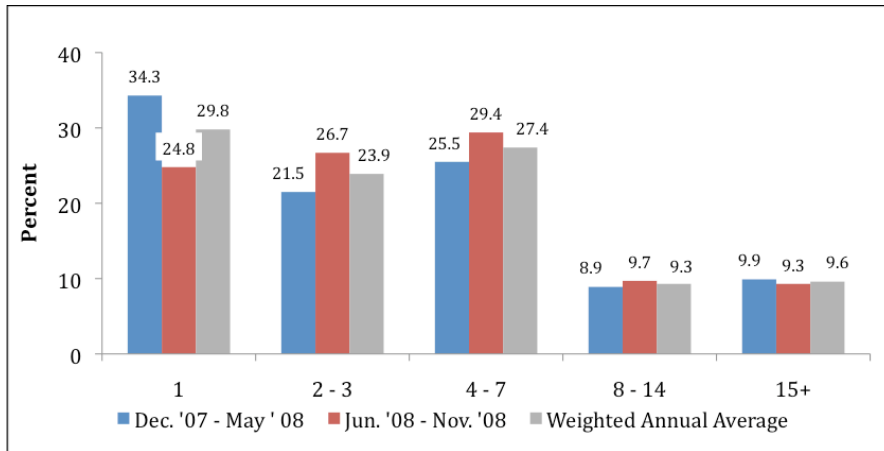
Summer season visitors make more trips to the Florida Keys per year than winter season visitors.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	1	1	1
Maximum	150	150	150
Mean	1.98	2.58	2.26
Median	1	1	1
Mode	1	1	1

Figure 2.9 Annual Visits (Trips) to the Florida Keys

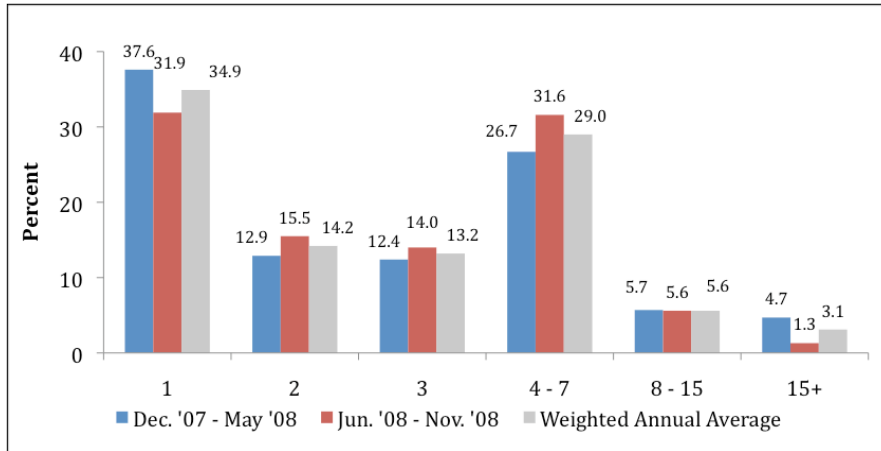
Winter season visitors spend more days annually in the Florida Keys than summer season visitors.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	1	1	1
Maximum	200	150	200
Mean	7.44	6.71	7.10
Median	3	3	3
Mode	1	3	1

Figure 2.10 Annual Days in the Florida Keys by Season

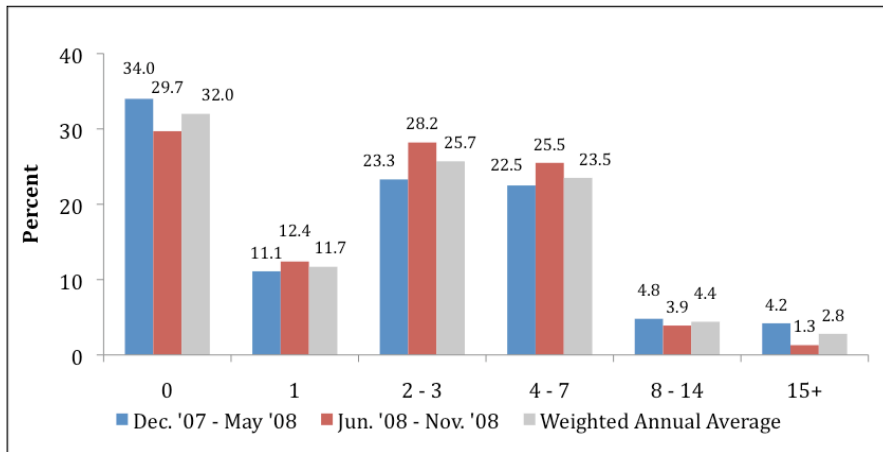
Average length of stay is much longer in the winter season. A much higher proportion of winter season visitors stay more than two weeks.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	1	1	1
Maximum	197	46	197
Mean	7.44	3.51	4.26
Median	2	3	3
Mode	1	1	1

Figure 2.11 Length of Stay (# of Days) by Season

Winter season visitors have significantly higher average number of nights with most of the difference accounted for by visitors staying longer than two weeks.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	0	0	0
Maximum	196	46	196
Mean	4.19	2.81	3.53
Median	2	2	2
Mode	0	0	0

Figure 2.12 Number of Nights in Florida Keys by Season

Key West has the highest average number of overnight stays in both seasons. The average number of nights is significantly higher in the winter for every region except Key Largo.

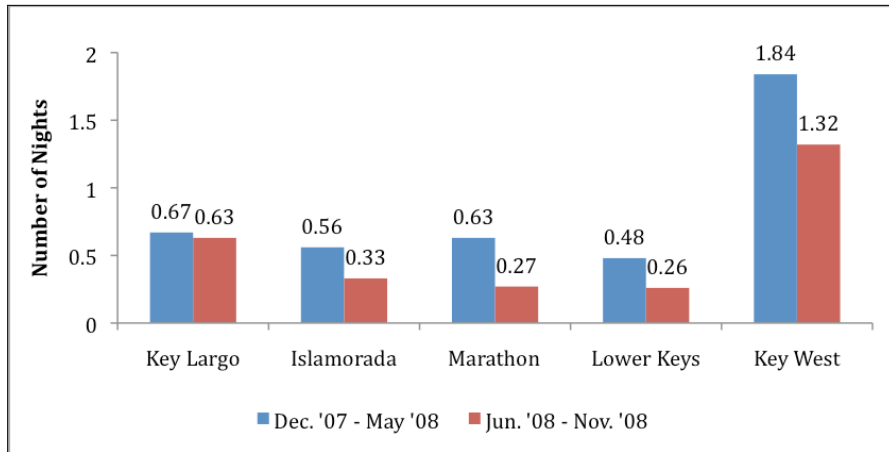


Figure 2.13 Average Number of Nights in Each Region (District) by Season

## Demographic Profiles

As discussed in Chapter 1, there were two separate surveys of visitors. The Auto, Air, Cruise Ship, and Ferry Survey was a stratified random sample of all visitors to the Florida Keys/Key West, while the CUSTOMER Survey was a stratified random sample of visitors, but local knowledge was used to stratify the samples across 200 sites throughout the Florida Keys/Key West. The CUSTOMER Survey did not include many cruise ship passengers, with zero during the winter season and only eight in the summer season. Cruise ship passengers are on extremely short stays and would not participate in a long survey as CUSTOMER.

The Air, Auto, Cruise Ship, and Ferry Survey sample is limited to the demographic profiles of those aged 16 and older. The CUSTOMER Survey gathers information on up to eight people in the recreation party and covers visitors of all ages. The Auto, Air, Cruise Ship and Ferry Survey contained information on 1,807 visitors during the winter season and 1,047 during the summer season, while the CUSTOMER Survey contained information on 823 visitors during the winter season and 1,140 during the summer season. The CUSTOMER Survey is primarily limited to auto and air visitors. The CUSTOMER sample has been weighted to reflect the proper mix by auto and air mode of access (see Leeworthy, 2010).

Two Appendix Tables were prepared detailing the distributions for each demographic characteristic. Table A.2.31 summarizes the information for the Auto, Air, Cruise Ship and Ferry sample by season with a weighted annual

average. Table A.2.32 summarizes the information for the CUSTOMER Survey by mode of access and season. The statistically significant differences in these distributions between seasons are highlighted in bullet form in the boxes at right. In Chapter 3, the focus is on these differences by mode of access. One will notice that for characteristics reported in common for both surveys, the results are very similar.

### Auto, Air, Cruise Ship, and Ferry Survey

- Race/Ethnicity is significantly different with a significantly higher proportion of Hispanics and Blacks during the summer season.
- Gender and Household Income were not significantly different by season.
- Winter season visitors were significantly older than summer season visitors with an average age of 54 in the winter and 44 during the summer. About 36 percent of winter season visitors were 61 or over, while only about 9.4 percent of summer season visitors were 61 or over.
- Party size was significantly larger in the summer versus the winter season with a mean party size of 3.17 in the summer and 2.4 in the winter. During the winter season, 92.77 percent had no children versus 71.89 percent in the summer.

### CUSTOMER Survey

- Race/Ethnicity is significantly different with a significantly higher proportion of Hispanics and Blacks during the summer season.
- Gender and Household Income were not significantly different by season.
- Winter season visitors were significantly older than summer season visitors with an average age of 49 for the winter versus 33 for the summer. About 32 percent of winter season visitors were 61 or over versus only 6.5 percent for summer season visitors.
- Party size was significantly larger in the summer season versus the winter season with a mean party size of 3.99 in the summer versus 2.67 in the winter.
- 44.06 percent of summer season visitors come from households with children, while only 20.82 percent come from households with children in the winter.
- A significantly higher proportion of winter season visitors are retired (28.77 percent) than summer season visitors (5.68 percent).
- There were no significant differences in level of education between summer and winter season visitors.
- There were significant differences in the amount of those with hearing or mobility disabilities for winter season visitors versus summer season visitors.

For further details on information in this section see Appendix Tables A.2.31 to A.2.32.



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## Expenditures

Detailed spending information was gathered in the expenditure mail back survey of the Auto, Air, Cruise Ship and Ferry Survey. The questionnaire was the same one used in the 1995-96 study with one change in providing a shorter version for those on day-trips similar to what was used in 1995-96 for cruise ship visitors who are all on day trips (no overnight stays). The questionnaire was adapted from the standard CUSTOMER expenditure mail back questionnaire that has been used since 1985 by seven Federal agencies and over 30 state agencies to estimate the economic contribution that visitation to parks, forests, beaches and other outdoor recreation areas makes to local and regional economies in terms of local sales, output, income, and jobs.

The general spending categories of the expenditure mail back are designed to link with the U.S. Forest Service's IMPLAN input-output model. An input-output model is an accounting tool showing how different industries/businesses are linked through inter-industry relationships and therefore account for the secondary economic impacts (multiplier impacts) of direct spending associated with any activity. IMPLAN is a micro computer-based model and can be constructed for any county or aggregation of counties in the U.S. Two models were constructed based on two definitions of the study area for impact analysis. One model was built for Monroe County and one for South Florida (Miami-Dade, Broward, and Monroe Counties). We were unable to properly calibrate the Monroe County model so an alternative approach was used for Monroe County.

These models and results will be presented in Leeworthy and Ehler (2010). Here, average expenditures are reported for establishing spending profiles.

Several expenditure categories were modified in the detailed portion of the expenditure list to capture many of the special features of the Florida Keys/Key West. The details can be found in Appendix Tables A.2.33 to A.2.36.

The on-site survey identified whether a visitor was paying their own expenses, was sharing expenses or if someone else was paying their expenses. If they were paying their own expenses, they were asked how many others they were paying for on this trip, and if they were sharing expenses, with how many others they were sharing expenses. When someone else was paying their expenses, interviewers asked to speak with that person and asked them if they would fill out the expenditure mail back. The questions above were repeated in the mail back questionnaire and it was emphasized that we wanted to know about the expenses for which they actually paid and for how many people they were paying. The objective was to get an estimate of spending per person per trip. This estimate can then be linked to the estimates of person-trips to estimate total expenditures.

Zero expenditure is a legitimate response only if the visitor did not spend anything. If someone else paid their expenses, the visitor was asked to identify the paying person and have them fill out the questionnaire. There were a few legitimate zero-expenditure visitors. Most were from the cruise ships and they noted on the questionnaires that they were only in Key West for a few hours, did no shopping and purchased

no food or beverages. There were also a few day-trippers from South Florida who purchased everything near home. These expenditures would show up in the estimates for South Florida.

The questionnaire was designed to get expenditure for each item for the total trip, the amount spent in South Florida, and the amount spent in the Florida Keys (Monroe County). As noted above, this allowed us to link expenditures directly to the IMPLAN models for these economies. The averages per person per trip and the proportion of total trip spending that takes place in the Florida Keys/ Key West (Monroe County) are reported here. Also reported here is the average expenditure per person per day. This spending profile will allow for comparisons with information collected by other destinations to assess the relative affordability of different destinations. The Monroe County Tourist Development Council reports visitor expenditures on a per-person per-day basis.

Here, only trip-related expenditures or annual expense items that can be normalized to per person per trip amounts are reported. Additional information was gathered on spending for major equipment items such as scuba-diving equipment, boats, motors, RVs and motor homes, etc. However, not enough information was obtained for most of these items to reliably estimate expenditures. In fact, our experience suggests that visitor survey methods are not practical for estimating these types of expenditures. It would simply require sample sizes that would not be affordable. The best approach for these types of items is to directly survey the business establishments that sell such equipment.

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**Per Person Per Day.** Table 2.10 summarizes the average expenditures per person per day for the summer and winter seasons, along with a weighted annual average. Although the summer season average is higher than the winter season average for total expenditures (\$155.12 versus \$138.82), this difference is not statistically significant. Expenditures for lodging and for activities related to boating, fishing and diving are also higher in the summer than in the winter, and these differences are statistically significant. Expenditures related to snorkeling and SCUBA diving are higher in the summer than in the winter, and this difference is also statistically significant. Differences for all other expenditure categories in Table 2.10 are not statistically significant. As will be shown in Chapter 3, where these averages are reported by mode of access, cruise-ship passengers have significantly lower expenditures and they are a higher proportion of visitation during the winter season, which brings the average for the winter down. This also explains the lower average lodging expenditure in the summer versus the winter season. These are average expenditures, not prices, since those with zero spending for lodging are averaged in with those with positive lodging expenditures. Appendix Table A.2.33 provides much greater detail for each expenditure item in Table 2.10.

**Per Person Per Trip.** Figure 2.14 (next page) summarizes the average total trip expenditures per person per trip for each season. Winter season expenditures on a per-person per-trip basis are higher than summer season expenditures, and these differences are statistically significant. During the winter season about 69 percent of all

trip-related expenditures are spent in the Florida Keys/Key West (Monroe County), while in the summer it is about 72 percent. The proportion spent in South Florida is lower in the winter than the summer (81 percent versus 90 percent). Appendix Tables A.2.34, A.2.35, and A.2.36 report the detailed expenditures per person per trip for each season and an annual weighted average.

**Total Expenditures.** Multiplying the average expenditure per person per trip by the total number of person-trips yields an estimate of the total direct spending by visitors. During the December '07 – May '08 (winter) season, total trip-related spending by recreating visitors was estimated to be about \$1.058 billion. During the June – November 2008 (summer), total trip-related spending by recreating visitors was estimated to be over \$763 million. In addition to trip-related expenditures, visitors also incurred annual expenses related to their visits. We normalized these expenditures by dividing the annual total by the number of trips they made to the Florida Keys/Key West over the entire year. Expenditures were for boat storage/marina fees (\$1.50 per person-trip), condo/time shares (\$55.80 per person-trip), and RV/Trailer Park fees (\$0.28 per person-trip). Again, these are not prices, but average expenditures with most visitors having zero expenditure for these items. The total spending for these annual expenditure items was a little over \$173 million. Counting both trip-related and annual expense items, the total annual spending by recreating visitors in the Florida Keys/Key West was a little over \$1.994 billion. Leeworthy and Ehler (2010) reports the total economic contribution this spending makes with respect to output, income,

and full-time equivalent jobs in both the Monroe County and South Florida economies.

Table 2.10 Average Expenditures Per Person Per Day in Monroe County by Season

Category	Dec. '07 - May '08 \$	Jun. '08 - Nov. '08 \$	Weighted Annual Average \$
Lodging	37.96	42.88	40.29
Food & Beverage	50.26	42.67	46.67
Transportation	11.21	11.53	11.36
Boating	3.05	9.43	6.07
Fishing	2.10	14.89	8.16
Diving	2.71	8.17	5.30
Sightseeing	7.28	6.96	7.12
Other Activity	3.61	4.39	3.97
Miscellaneous	17.28	13.94	15.70
Services	0.36	0.26	0.31
<b>Total</b>	<b>135.82</b>	<b>155.12</b>	<b>144.96</b>

See Appendix Table A.2.33 for details in each expenditure category.

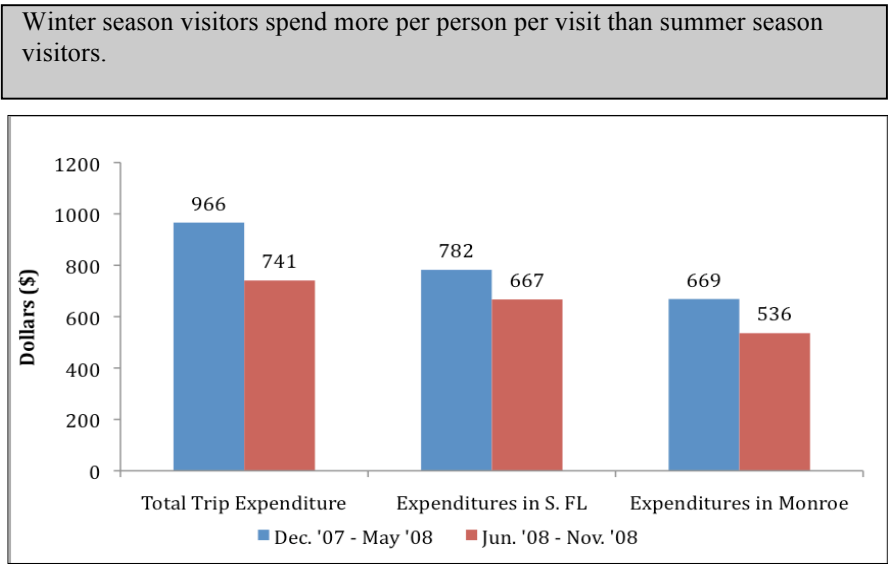


Figure 2.14 Average Total Trip Expenditures Per Person by Season

For further details on information in this section see Appendix Tables A.2.33 to A.2.36.

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## Special Issue Questions

This section summarizes the responses to a variety of "special issue" questions. The first seven questions inquired as to why people visited the Florida Keys/Key West and offer additional information about repeat visitation. Questions were also asked about second home ownership, visitors' use of their own boats, and the role that cruise ship visitation plays in planning for future non-cruise ship visits. In addition, use of the chamber of commerce visitor centers was pursued and how the information they provided visitors got them to extend their stays. Finally, an Environmental Concern Index (ECI) was constructed from visitors' responses to 16 additional questions. The detailed distributions and summary statistics for these responses are in Appendix Table A.2.37.

### Primary Purpose of the Trip.

Visitors were asked to give the reason that best describes the primary purpose of their trip to the Florida Keys/Key West. They were handed a card with the following responses:

- A Recreation or vacation
- B Visit family or friends
- C Business trip
- D Business/pleasure
- E Other (specify)

*It is important to note that this question was asked of visitors who had been pre-screened and were determined to be recreating visitors (92 percent of all visitors).*

About 90 percent of all recreating visitors in both seasons responded that recreation or vacation was their primary purpose for visiting the Florida Keys/Key West. A

higher proportion of summer season visitors came to the Florida Keys/Key West for the primary purpose of visiting family or friends (6.14 percent in the summer versus 4.65 percent during the winter).

**Special Events.** The Florida Keys/Key West puts on a variety of special events to attract visitors. The Monroe County Tourist Development Council provides support for some of these events. A card was provided to visitors in our survey listing the various events sponsored by the TDC and held during the time period of their visit. First they were asked if they first attended any of these events, and if they did how important these events were in their trip planning and if it changed the length of their trip and if so, by how much. Overall during the year, 2.84 percent of all recreating visitors attended at least one of these events (4.83 percent during the winter and 0.62 percent during the summer). Of those that attended one of these events, 40.48 percent said the events were somewhat to extremely important in their trip planning (47.57 percent during the winter and 76.46 percent during the summer). This translates into about 1.1 percent of all recreating visitors saying that the special events were somewhat to extremely important in their trip planning (2.3 percent during the winter and 0.47 percent during the summer). Readers should note that we sampled during seven months of the year, and events like Fantasy Fest would not have been covered.

*These small percentages mean that the special events are relatively unimportant, but it does not mean they are unimportant. Percentage distributions tell us about relative importance but only absolute amounts tell us*

about importance. For the winter season, 2.3 percent of all recreating visitors translate into about 36,400 visitors, while 0.47 percent of visitors in the summer translate into about 6,700 visitors, for an annual total of about 43,100 visitors attending a special event that they considered somewhat to extremely important. If none of these visitors came to the Florida Keys/Key West, there would be a loss of about \$28 million in visitor spending. If we restricted this to those that rated the special events from important to extremely important, the potential loss would be about \$18.4 million.

The estimates of potential losses assume that without the special events a small percent would not visit the Florida Keys/Key West. An alternative would be to consider a change in the length of stay associated with attending the events. Overall 8.61 percent of visitors that attended special events during the year responded that the special events did lengthen their stay (6.92 percent during the winter and 22.88 percent during the summer). Winter season visitors would extend their stay on average 4.13 days, while summer season visitors would extend their stays 7 days. This translates into over 21,500 days for the winter season and about 14,000 days for the summer season. Using the average per person per day expenditures for each season this translates into a potential gain in spending of about \$2.9 million during the winter season and \$2.2 million for the summer season or over \$5 million for the entire year. This is a more conservative estimate since it assumes that everyone would still visit without the special events and that the only effect would be to change the length of stay. The real impact would probably be

somewhere in the middle of the two scenarios (between \$5 and \$18 million).

**Return Trips.** Three general questions pertaining to repeat visitation were asked on the satisfaction mail back questionnaire. These same questions are asked on the TDC's regular survey of overnight visitors. Although only the simple univariate statistics on visitors' responses to these questions are reported here, the capability does exist to evaluate how visitor importance and satisfaction ratings for 25 selected natural resource attributes, and facilities and services in the Florida Keys/Key West, are related to repeat visitation.

The first question asked was "***How likely is it you will recommend the Florida Keys/Key West to a friend or family member for their next vacation?***" Overall, only 1.37 percent of all visitors to the Florida Keys/Key West during the December 2007 – November 2008 period would not recommend the Florida Keys/Key West to someone for their next vacation (see appendix table A.2.37).

The next question asked "***How likely is it that you will return to the Florida Keys/Key West for a visit?***" Again, for the entire year only 1.8% said they would not return. See appendix table A.2.37 for detailed results.

The third question about return trips asked "***How soon you might return to the Florida Keys?***" This question was only asked of those who were likely to make a return visit. For those who were likely to make a return visit, the highest proportion responded "Greater than one year" (37.66%), followed by "6 to 12 months" (24.96%). However, for

this question, a relatively higher proportion gave "don't know" responses (17.68% in the winter and 21.25% during the summer).

**Use Your Own Boat in the Keys.** Over the December 2007 – November 2008 period, 7.45% of all visitors to the Florida Keys/Key West used their own boat while recreating in the Florida Keys/Key West. It was significantly higher in the summer season with 9.78% in the summer versus 5.24% during the winter season.

A follow-up question asked if they stored their boat in the Keys or did they trailer it to the Keys. Overall for the year, 64.11% trailered their boats, while 35.89% stored their boat in the Keys. Again, this varied significantly by season; with 71% trailering their boat in the summer season and 52.94% trailering their boat in the winter season.

**Experience with Cruise Ship Visitation and the Choice of a Non Cruise Ship Visit.** Many have wanted to know if prior experience with a cruise ship visit to Key West has had any effect on people's decision to make a future non cruise ship visit to the Florida Keys/Key West. We asked two questions to address this issue. First, we asked "***On your first ever visit to the Florida Keys/Key West, was your visit on a cruise ship stopover in Key West?***" For the entire year, 18.95% of all visitors responded "yes" to this question. This varied by season with 22.93% of the winter season visitors responding "yes", while 14.61% of the summer season visitors responding "yes".

The second question asked was contingent on saying yes to the first question. So those who answered yes to the first question

were asked "***Did your experience in Key West result in you choosing the Florida Keys/Key West as a destination for a non-cruise ship visits?***" For annual time period, 43.48% of those who said yes to the first question said yes to the second question or 8.24% of all visitors (18.95% \* 43.48%). Again, this varied significantly by season with 49.46% of winter season visitors that said yes to the first question saying yes (11.34% of all winter visitors) and 36.63% of summer season visitors that said yes to the first question saying yes (5.35% of all winter season visitors).

The third question was also contingent on a yes response to the first question. This question was softer in that it asked not whether your first visit via cruise ship resulted in a non-cruise ship visit, but simply whether it played a role in the planning of a future non-cruise ship visit. The specific wording was "***If this cruise ship visit was your first visit, did your experience lead you to think about planning a future non-cruise ship visit to the Florida Keys/Key West?***" This question was designed to capture those who may have been on their first visit to the Florida Keys/Key West via the cruise ship during our survey period. Almost all who responded yes to the first question responded yes to this question (see appendix table A.2.37).

#### **Visitation to Chamber of Commerce Visitor Centers.**

Four questions were designed to address the use of the Chamber of Commerce Visitor Centers located in each of the five districts of the Florida Keys/Key West and the role of the visitor centers in influencing visitor's decisions on lengthening their stay. The first question asked "***Did you go into any of the Chamber of Commerce Visitor***

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**Centers on your most recent visit (the one we interviewed you on) to the Florida Keys?** For the December 2007 – November 2008 period, 15.87% of all visitors responded that they did go inside at least one of the Visitor Centers. This did not vary greatly by season (16.29% during the winter and 15.42% during the summer).

The second question was contingent on the first and identified all the visitor centers visitors used. Of the 15.87% of visitors that used at least one of the visitor centers; 46.86% used the Key Largo Visitor Center, 18.92% used the Islamorada Visitor Center, 16.91% used the Marathon Visitor Center, 14.54% used the Lower Keys Visitor Center and 45.87% used the Key West Visitor Center. If we multiply these estimates by the 15.87% of all visitors that used at least one visitor center over the entire year, we would estimate the percent of all visitors that visited each visitor center (7.4% Key Largo, 3.0% Islamorada, 2.7% Marathon, 2.3% Lower Keys and 7.3% Key West). Again, this didn't vary much by season, except for Key Largo with a lower proportion visiting the center during the summer season.

The third question was contingent on the answer to the first question. For those who went inside a visitor center, we asked ***“Did going into any of the Visitor Centers result in you obtaining information that extended your length of stay in the Florida Keys? (Please answer this for the most recent trip—the one we interviewed you on).”*** Overall 14.35% responded “yes”. This did not vary significantly by season. Again translating this into the percent of all visitors, we would estimate that 2.8% (15.87% times 14.35%)

of all visitors did obtain information that led to them extending their length of stay.

The fourth question pursued this issue a step further as we did with the “Attendance at Special Events”. We asked for how long this information extended their length of stay in terms of number of days. The specific wording was ***“How many days longer did you extend your stay?”*** The overall annual average was 2.96 days with a median value of 2 days. Both the mean and median were higher for summer visitors than winter season visitors (means of 3.33 days for the summer and 2.67 days for the winter). If we translated this into total person-days of additional visitation as a result of visitation to a visitor center, we estimate 249 thousand person-days ( $0.028 * 3,007,483 * 2.96$ ). If we use are weighted annual average spending per person per day of \$144.96, we estimate that the visitor centers increased spending by visitors by around \$36 million. It is probably higher than this because the estimate of average expenditures includes cruise ship visitors. In chapter 4, we address only overnight visitors which don't include cruise ship visitors and very few ferry visitors, which both spend less per person per day than those who come by auto and air.

**Environmental Concern Index (ECI).** The ECI is an index created by answers to 16 questions asked on the satisfaction mail back questionnaire. The 16 questions were designed by Weigel and Weigel (1978) and were asked in the 1995-96 baseline study of the Florida Keys/Key West. The index has been tested by past researchers for internal consistency, test re-test reliability and validity. The index has also been used successfully to predict

actual behaviors with regard to environmental concerns such as recycling. Those who say they will recycle versus those who actually do recycling.

In 1992, NOAA, the U.S. Forest Service, the U.S. Environmental Protection Agency, the U.S. Department of Interior's Bureau of Land Management, the U.S. Army Corps of Engineers, the U.S. Department of Agriculture's Economic Research Service, and the Sporting Goods Manufacturing Association joined in a cooperative effort to conduct a National Survey on Recreation and the Environment (NSRE). The NSRE was also conducted in 1999-2000 with NOAA and the U.S. Forest Service serving again as co-leaders. The NSRE partners hired Dr. Morgan Miles, Associate Professor of Marketing at Georgia Southern University to evaluate several competing indices that might be used for measuring people's environmental concerns. Dr. Miles was asked to evaluate the New Environmental Paradigm (Dunlap and Van Liere, 1978), the Personal Environmental Behavior Scale (Dunlap and Van Liere, 1978), the Roper Survey (1991), and the ECI.

Dr. Miles concluded that the ECI was the best index because it measured three basic components of attitude: beliefs, evaluations and intentions. The other scales measure only one or two of these components and thus can be more easily misinterpreted. Based on Dr. Miles's evaluation and the ECI's past record in predicting people's behavior, we decided to include it in our visitor survey in 1995-96. We decided to replicate it in the 2007-08 study to test if could be used in predicting any changes in visitor behaviors over the past 12 years.

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As in 1995-96, we found no statistical differences between the mean scores of summer versus winter season visitors. The ECI ranges from a score of 16 meaning low environmental concern to 80 meaning an extremely high environmental concern. The overall weighted annual average was 60.22 (60.47 in the winter and 59.97 during the summer). Overall, 28.08% placed a very high priority on protection of the environment (scores 65 or above) and an additional 68.53% were concerned about the protection of the environment (a score of 49 – 64). Thus over 96 percent of all visitors to the Florida Keys/Key West are concerned about the protection of the environment of the Florida Keys/Key West.

For further details on information in this section see Appendix Table A.2.37

## Chapter 3.

### Profiles of Users by Mode of Access

This chapter provides detailed profiles of visitors by each mode of access (e.g. Auto, Air, Cruise Ship and Ferry). For one item presented in Chapter 2 (days by type of activity and district), sample sizes would not support separate profiles.

### District Visitation

In Chapter 2, the district visitation patterns were presented by season. In this chapter, the patterns are presented by season and mode of access. Figure 2.3 shows the boundaries of each district. Appendix Tables A.3.1 to A.3.3 present detailed visitation patterns for auto, air and ferry visitors, respectively. *All cruise ship passengers visit Key West only.* Table 3.1 summarizes part of the information found in appendix tables A.3.1 to A.3.3.

Table 3.1 District Visitation Patterns by Mode of Access and Season<sup>1</sup>

Mode of Access/ District	Dec. 07 - May 08 (Percent)	Jun. - Nov. 08 (Percent)	Weighted Annual Avg. (Percent)
<b>Auto</b>			
Key Largo	33.41	47.1	40.56
Islamorada	19.38	17.9	18.61
Marathon	15.72	9.49	12.47
Lower Keys	8.73	10.28	9.54
Key West	54.76	46.82	50.61
<b>Air-Key West</b>			
Key Largo	1.53	0.69	1.19
Islamorada	2.89	0.23	1.81
Marathon	2.55	3.23	2.83
Lower Keys	2.89	7.62	4.81
Key West	95.59	93.3	94.66
<b>Ferry</b>			
Key Largo	0	0.37	0.11
Islamorada	0	0	0.00
Marathon	0	0.19	0.06
Lower Keys	0	0	0.00
Key West	100	99.81	99.94
<b>Cruise Ship</b>			
Key West	100	100	100

1. For more details see Appendix Tables A.3.1, A.3.2 and A.3.3.

#### Key Findings:

- Key West is the top choice for auto visitors during the winter season, while Key West is the top choice during the summer season.
- None of the cruise ship passengers do activities outside the Key West District.
- Less than one percent of visitors arriving at the Ferry terminal in Key West venture outside Key West for activities.
- Key Largo – Key West is the top multiple-district choice of auto visitors in both seasons.
- Only a little over one percent of auto visitors visit all five districts to do activities.
- About 90 percent of Air visitors visit Key West only.
- Key West – Lower Keys is the top multiple-district choice for air visitors in both seasons.

For further details on information in this section see Appendix Table A.3.1 to A3.3



## Activity Participation: By Season and Mode of Access

In Chapter 2, detailed activity profiles were presented for all visitors by district and season. In this chapter, profiles detail activity participation by mode of access and season. Appendix Tables A.3.4 to A.3.7 present the details for 42 aggregated activities for visitors by each mode of access and season. Detailed profiles for the full set of 71 activities are not presented. These more detailed profiles can be obtained from the authors on request.

Table 3.2 shows the top-rated activities by mode of access and season. SPA, Health & Wellness was the top rated activity in the winter season for visitors from all modes of access, and for all modes of access, except Air-Key West, during the summer season. Visiting Museums and Historic Areas was the top choice for air visitors during the summer.

A high proportion of auto and air visitors participated in water-based activities in both seasons, while very few cruise ship visitors engaged in water-based activities (see Figure 3.1). Those who accessed the Florida Keys/Key West via the ferry at Key West engaged in a moderate amount of water-based activity and their rate of participation was more than twice as high during the summer season versus the winter season.

Table 3.2 Top Rated Mode of Access and Season

Season/Mode of Access	Activity	Participation Rate <sup>1</sup>	Number of Visitors
<b>Dec. 07 - May 08</b>			
Auto	SPA, Health & Wellness	48.98	483,629
Air-Key West	SPA, Health & Wellness	76.06	70,835
Cruise Ship	SPA, Health & Wellness	82.72	370,967
Ferry	SPA, Health & Wellness	83.85	44,961
<b>June - November 2008</b>			
Auto	SPA, Health & Wellness	47.73	515,047
Air-Key West	Visiting Museums & Historic Areas	70.90	45,178
Cruise Ship	SPA, Health & Wellness	66.05	170,748
Ferry	SPA, Health & Wellness	89.13	20,884

1. Participation Rate is the percent of all visitors by mode of access that did the activity.

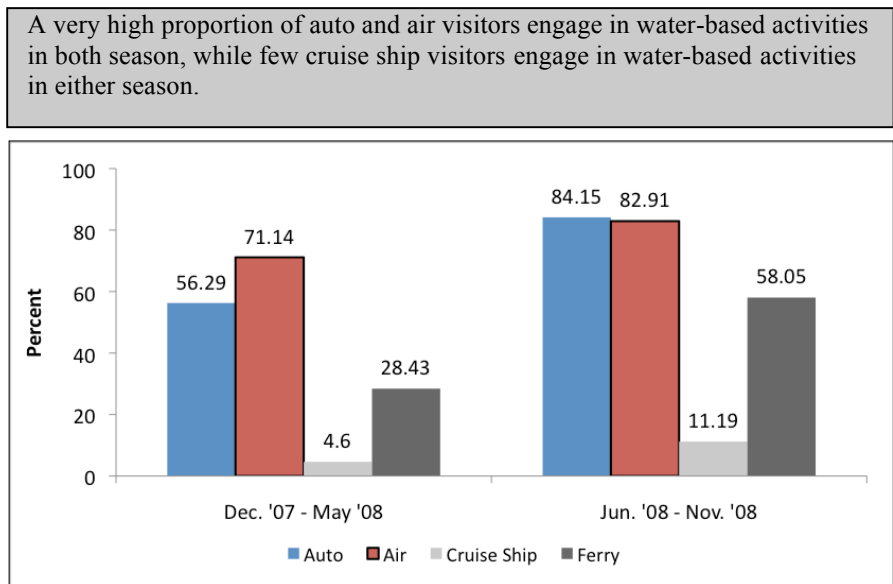


Figure 3.1 Participation in Water-based Activities by Mode of Access and Season

For further details on information in this section see Appendix Table A.3.4 to A3.7

## Origin of Visitors

**Foreign Visitors.** In Chapter 2, it was reported that foreign visitors made up 15.5 percent of all visitors during the winter season and 19.6 percent during the summer season. It is important to note the different interpretation of the percent distributions presented in this section versus those presented in Chapter 2. In Chapter 2, it was shown that 19.6 percent of all visitors to the Florida Keys/Key West were foreign visitors during the June-November 2008 season or summer season (Figure 2.9). Here one should read Figure 3.2 to say that 24.5 percent of all auto visitors (not all visitors) were foreign visitors during the June-November 1995 season. For the entire year (Dec. '07 – Nov. '08), 21.6 percent of all auto visitors, 4.5 percent of all air visitors, 9.6 percent of all cruise ship visitors, and 6.0 percent of all ferry visitors were foreign visitors. Therefore, we can conclude that a higher proportion of auto visitors are foreign visitors when compared with visitors that come by the air, cruise ship, or ferry modes of access.

Table 3.3 shows the top three foreign countries by mode of access and season. The top three were chosen based on the rankings on an annual basis. As in Chapter 2, two separate percent distributions are presented for each country during each season. But here, the additional dimension of mode of access changes the interpretation of the two columns. The “All Visitors” column is the percent of visitors that came by a particular mode of access, from a particular country, during a particular season. For example, Table 3.3 reports that 5.04 percent of all auto visitors (not all visitors) were from Canada during the entire year

Foreign visitors are a significantly higher proportion of auto visitors than visitors from other modes of access.

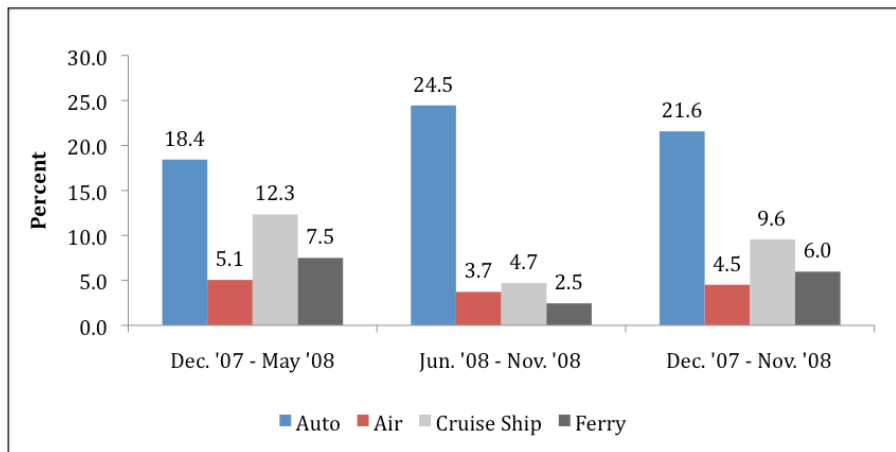


Figure 3.2 Foreign Visitors by Mode of Access and Season (Percent of All Visitors by Mode of Access)

(Dec. '07 – Nov. '08). The column labeled “Foreign Visitors Only” shows that 23.35 percent of all visitors that were foreign and came by auto were from Canada.

Canada and the United Kingdom are among the top three countries for all modes of access and seasons.

As was shown in Chapter 2, Canada was number 1 during the winter and number 2 in the summer across all modes of access. Germany was number 1 during the summer season. And here it is shown that, during the winter, Canadians are number one across three of the four modes of access (auto, cruise ship and ferry). The United Kingdom was number 1 for Air visitors.

Although most foreign visitors, from most countries, seem to prefer accessing the Florida Keys/Key West by auto, the Germans seem almost exclusively to choose the auto mode of access (a small number of Germans come via the Ferries at Key West). Appendix Tables A.3.8 to A.3.11

show the details for all countries by mode of access and season.

**Domestic Visitors.** In Chapter 2, it was shown that visitors from the South dominate both seasons but that the East and Midwest regions become much more important during the winter season. Appendix Tables A.3.12 to A.3.15 show the distributions of visitors by the U.S. Bureau of Census Regions and Divisions, by season, and by mode of access. Again, the percent distributions presented in these tables have a different interpretation than those presented in Chapter 2. The column labeled “All Visitors” is the percent of all visitors by that particular mode of access and season. In Table A.3.12, for example, 22.36 percent of all auto visitors were from the East during the Dec. '07 – May '08 (winter) season. The second column, labeled “Domestic Visitors Only”, shows that 27.41 percent of all domestic visitors that accessed the Florida Keys/Key West by auto were from the East during the winter season.

Table 3.3 Top Three Foreign Counties by Mode of Access and Season<sup>1,2</sup>

Mode of Access/ Country	Dec. '07 - May -08			Jun. '08 - Nov. '08			Annual Average		
	Rank	All Visitors %	Foreign Visitors Only %	Rank	All Visitors %	Foreign Visitors Only %	Rank	All Visitors %	Foreign Visitors Only %
<b>Auto</b>									
Canada	1	7.39	40.10	3	2.89	11.81	1	5.04	23.35
United Kingdom	2	3.74	20.31	1	3.91	15.97	2	3.82	17.74
Germany	3	2.81	15.23	2	3.90	15.97	3	3.38	15.67
<b>Air</b>									
United Kingdom	1	1.80	35.72	2	1.06	28.58	1	1.50	33.32
Canada	2	1.08	21.43	1	1.60	42.86	2	1.29	28.61
Ireland	3	0.72	14.29	3	1.06	28.57	3	0.86	19.07
<b>Cruise Ship</b>									
Canada	1	4.57	37.04	1	3.12	66.67	1	4.04	37.04
United Kingdom	2	4.11	33.33	*	0.00	0.00	2	2.61	33.33
Australia	3	0.91	7.41	2	1.56	33.33	3	1.15	7.41
<b>Ferry</b>									
Canada	1	5.42	72.22	*	0.49	20.00	1	3.92	65.73
Germany	2	0.83	11.11	*	0.49	20.00	2	0.73	12.22
United Kingdom	3	0.42	5.56	*	0.49	20.00	3	0.44	7.35

1. Top three ranked on an annual basis.

2. Foreign visitors were small proportion of Air, Cruise Ship, and Ferry visitors so "foreign only" visitor distributions are based on relatively small sample sizes.

Appendix Tables A.3.12 to A.3.15 present a lot of detail and can be difficult to use in screening out significant differences. Figures 3.3 and 3.4 help show some of the significant differences in origins of visitors by mode of access and season.

Florida is the top origin of visitors for the auto, cruise ship, and ferry modes of access when ranked on an annual basis (Table 3.4). About 6.8 percent of all

visitors by air reside in Florida (4.58% in the winter and 10.5 % during the summer—see Appendix table A.3.17). The two columns in Table 3.4 containing the percent distributions have the same interpretation as those in Table 3.3. New Jersey is the number one origin of air visitors, when ranked on an annual basis, and is ranked number one in the summer and number two in the winter. For air visitors, New York is ranked number one during the

winter season and number four during the summer season. Ranking vary considerably across both modes of access and season. Appendix Tables A.3.16 to A.3.19 show the detailed distributions for states of primary residence by mode of access and season.

As was shown in Chapter 2, Florida is the leading source of visitors to the Florida Keys/Key West, and South Florida (Miami-

During the winter season, the highest proportion of domestic visitors was from the South for all modes of access, except air, for which the highest proportion, were from the East.

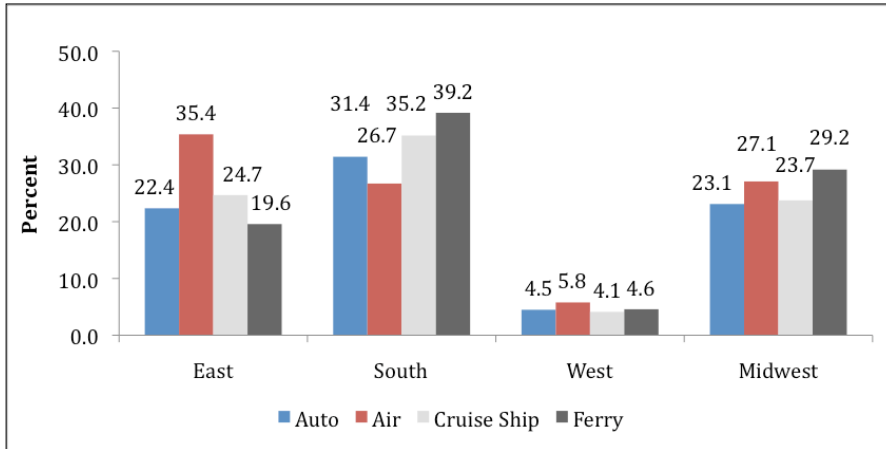


Figure 3.3. Census Regions of Primary Residence by Mode of Access: Dec. '07 - May '08

Dade, Broward and Palm Beach counties) is the dominant source of these visitors. As one would expect because of their proximity to the Keys, South Floridians are the dominant source of auto visitors (Table 3.5). What is somewhat surprising is that Miami-Dade County is the number three source of Floridians that come by cruise ship, when

ranked on an annual basis, as well as by season. Table 3.5 should be read differently than Tables 3.3 and 3.4. The column labeled "All Visitors" should be read as the percent of all visitors by that mode of access that came from the county. The second column, labeled "Floridians Only," should be read as the percent of all Floridians that came by that mode

During the summer season, the highest proportion of domestic visitors was from the South for all modes of access.

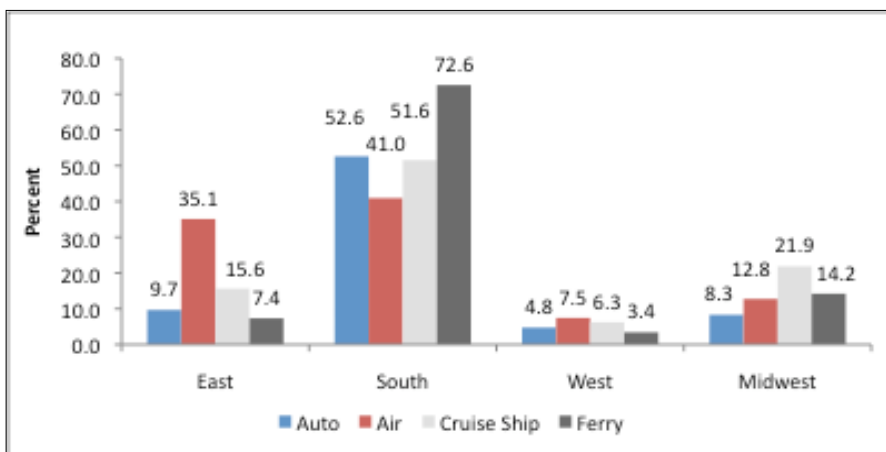


Figure 3.4. Census Regions of Primary Residence by Mode of Access: June - November 2008

### Key Findings:

- Foreign visitors primarily access the Florida Keys/Key West via the auto mode.
- For Domestic Visitors (from U.S.), most come from the South for all modes of access, except air visitors during the winter season.
- Florida residents are the number one source of domestic visitors in both seasons for the auto, cruise ship and ferry modes of access.
- The South Florida counties of Miami-Dade, Broward and Palm Beach are the top three counties for the auto and cruise ship visitors.

of access from the county. For example, during the June-

November 2008 season, 13.92 percent of all auto visitors to the Florida Keys/Key West came from Miami-Dade County, Florida. And, 36.12 percent of all Floridians that came by auto, during that same season, were from Miami-Dade County.

Table 3.4 Top Three States by Mode of Access and Season<sup>1</sup>

Mode of Access/ State	Dec. '07 - May '08			Jun. '08 - Nov. '08			Annual Average		
	Rank	All	Domestic	Rank	All	Domestic	Rank	All	Domestic
		Visitors %	Only %		Visitors %	Only %		Visitors %	Only %
<b>Auto</b>									
Florida	1	17.87	21.9	1	39.22	51.91	1	29.02	37.01
New York	2	6.83	8.37	2	3.23	4.27	2	4.95	6.31
New Jersey	4	5.24	6.42	5	2.38	3.15	3	3.74	4.77
<b>Air</b>									
New Jersey	2	6.86	7.22	1	12.77	13.26	1	9.26	9.70
New York	1	8.66	9.13	4	6.91	7.18	2	7.95	8.33
Pennsylvania	4	7.58	7.98	3	7.45	7.73	3	7.53	7.88
<b>Cruise Ship</b>									
Florida	1	22.37	25.52	1	23.44	24.59	1	22.76	25.16
New York	2	9.13	10.42	16	1.56	1.64	2	6.38	7.06
Michigan	3	6.39	7.29	10	3.12	3.28	3	5.21	5.76
<b>Ferry</b>									
Florida	1	29.17	31.53	1	61.76	63.32	1	39.05	41.52
Ohio	2	7.08	7.66	5	2.45	2.51	2	5.68	6.04
Illinois	4	5.83	6.31	2	3.92	4.02	3	5.25	5.59

1. Top three based on annual ranking.

Table 3.5 Top Three Florida Counties of Residence by Mode of Access and Season

Mode of Access/ County	Dec. '07 - May '08			Jun. '08 - Nov. '08			Annual Average		
	Rank	All Visitors %	Florida Only %	Rank	All Visitors %	Florida Only %	Rank	All Visitors %	Florida Only %
<b>Auto</b>									
Miami-Dade	1	6.74	38.3	1	13.92	36.12	1	10.49	36.76
Broward	2	3.46	19.68	2	6.62	17.18	2	5.11	17.92
Palm Beach	3	1.22	6.91	3	4.75	12.33	3	3.06	10.74
<b>Air</b>									
Brevard		0.00	0.00	1	1.6	15.79	1	0.65	10.03
Palm Beach	2	0.36	9.09	2	1.06	10.53	2	0.65	10.00
Escambia	1	0.72	18.18	4	0.53	5.26	3	0.64	9.98
<b>Cruise Ship</b>									
Broward	2	3.65	14.89	1	4.69	20.00	1	3.74	16.85
Palm Beach	1	3.20	17.02	4	1.56	6.67	2	2.89	13.05
Miami-Dade	3	1.83	8.51	3	1.56	6.67	3	1.73	7.80
<b>Ferry</b>									
Lee	1	7.5	26.87	1	11.76	19.51	1	8.79	23.30
Hillsborough	2	4.58	16.42	2	7.35	12.20	2	5.42	14.37
Collier	3	4.58	16.42	5	3.92	6.50	3	4.38	11.62

1. Top three based on annual ranking.

For further details on information  
in this section see Appendix  
Table A.3.8 to A3.19

**Annual Visits and Days.**

Visitors by the auto mode of access make a significantly higher number of trips (visits) to the Florida Keys/ Key West each year than visitors from the air and cruise ship modes (Figure 3.5). There was no significant difference between air and cruise ship visitors in terms of the annual number of visits. The same is true for comparisons between air and ferry visitors and between cruise ship and ferry visitors. Auto visitors not only make more visits annually, they also spend a significantly higher number of days annually in the Florida Keys/Key West (Figure 3.6). Although there was not a significant difference in the number of annual visits between visitors from the other modes of access, the differences shown in Figure 3.6 are significant differences for all modes of access within each season. Appendix Table A.3.20 contains the details on the distributions of annual visits and days.

**Length of Stay (Days) and Number of Nights.** In Chapter 2, the method of how length of stay (measured in days) was calculated was explained and then was contrasted with the number of nights. Air visitors spent a significantly higher number of days and nights in the Florida Keys/Key West on each visit (Figures 3.7 and 3.8). All cruise ship passengers were day-visitors, i.e., they did not stay overnight. All the differences shown in both Figures 3.7 and 3.8 across modes of access within season are significant differences. Appendix Table A.3.21 contains more detail on the distributions for length of stay in terms of the number of days and nights per visit.

**Number of Nights per Region.**

For auto visitors, in all seasons, the average number of nights spent

Auto visitors from both seasons make a significantly higher number of visits to the Florida Keys/Key West.

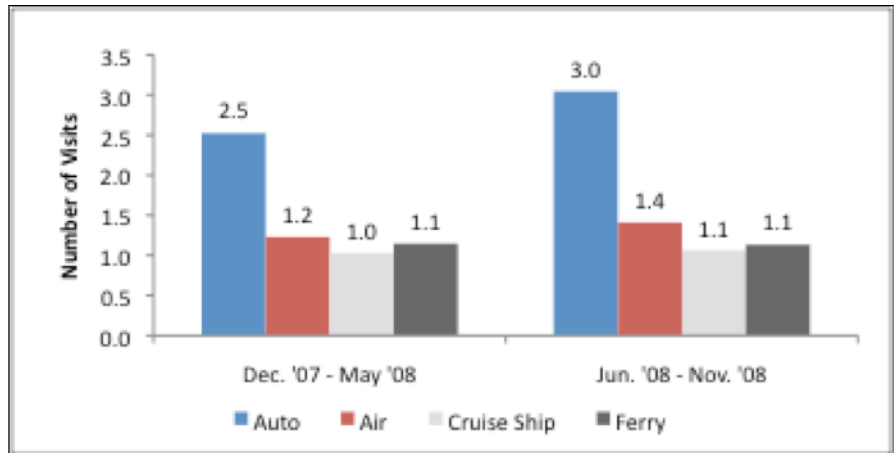


Figure 3.5. Average Annual visits to the Florida Keys/Key West by Mode of Access and Season

Auto visitors from both seasons spend a significantly higher number of days annually in the Florida Keys/Key West.

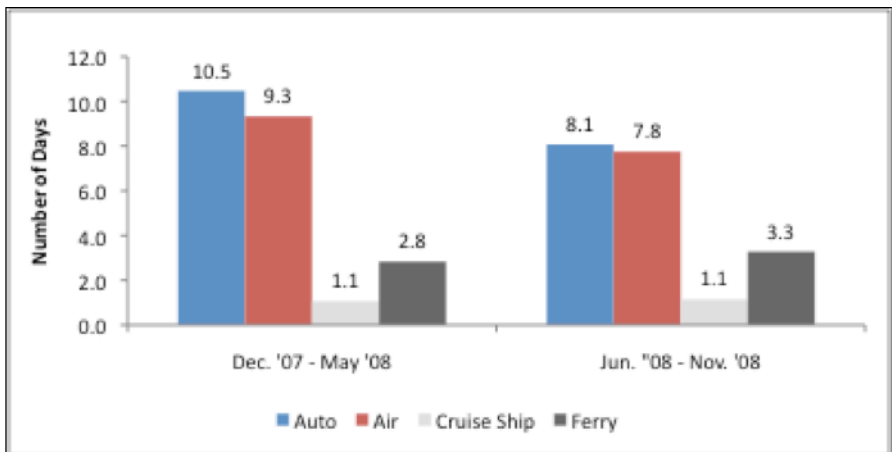


Figure 3.6. Average Annual Number of Days Spent in the Florida Keys/Key West by Mode of Access and Season

In the Key West District was significantly higher than that of all other districts (Appendix Table A.3.22). Auto visitors spent a significantly lower number of nights in the Lower Keys during both seasons. For air and ferry visitors, the story is quite different. As was shown in the district visitation section of this chapter, very few air and ferry visitors do activities in the other districts outside Key West. This shows up more dramatically in

the average number of nights spent in each district. None of the visitors that accessed the Florida Keys/Key West via the ferries to Key West did an overnight in any other district. For visitors that accessed the Florida Keys/Key West via Key West airport, very few nights were spent in other districts outside the Key West District. The most nights outside the Key West District for these visitors were spent in the Lower Keys during the summer season.

Air visitor's length of stay is significantly longer during both seasons.

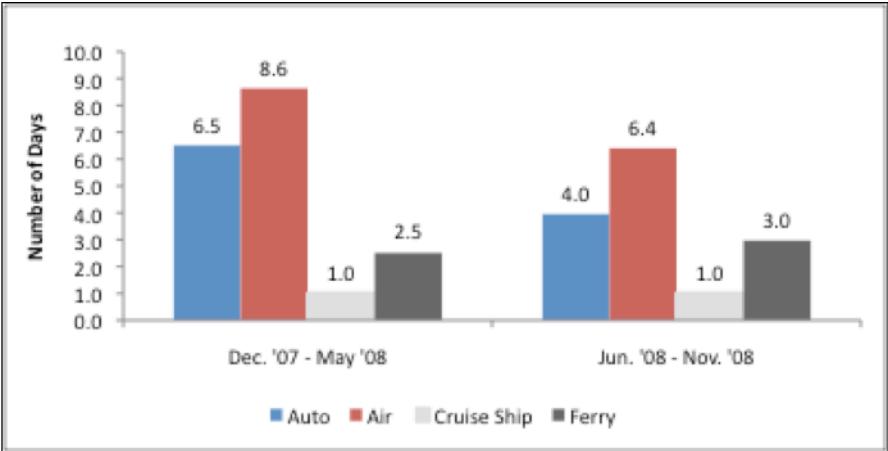


Figure 3.7. Average Length of Stay (# of Days) by Mode of Access and Season

Air visitors spent a significantly higher number of nights in the Florida Keys/Key West for each visit in both seasons.

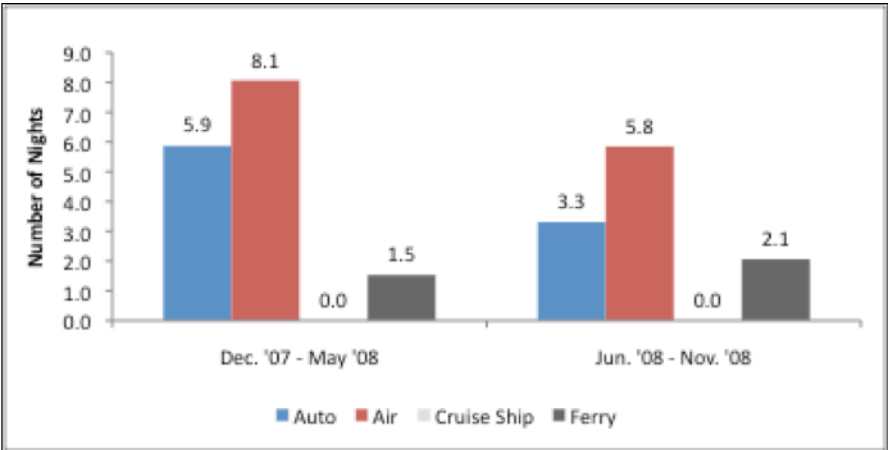


Figure 3.8. Average Number of Nights Per Visit Spent in the Florida Keys/Key West by Mode of Access and Season

For further details on information in this section see Appendix Table A.3.20 to A3.22



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## Demographic Profiles

In Chapter 2, the two survey samples (Auto- Air-Cruise Ship-Ferry and CUSTOMER) were described and the key findings summarized with respect to seasonal differences between all visitors. Here, the focus is on differences between visitors by mode of access. For the CUSTOMER sample, comparisons are restricted to the auto and air modes of access.

Appendix Tables A.3.23 to A.3.25 include summary statistics on the distributions of all demographic characteristics of the Auto, Air, Cruise Ship and Ferry Survey samples, while Appendix Table A.2.32 reports the same kinds of information for the CUSTOMER samples. For all characteristics, non-parametric statistical tests were performed to test for differences in the entire distributions. These tests were conducted in a series of pair-wise comparisons (e.g., Auto versus Air, Auto versus Cruise Ship, Auto versus Ferry, Air versus Cruise Ship, Air versus Ferry and Cruise Ship versus Ferry for each season. The reason for the series of pair-wise comparisons is that current statistical procedures cannot calculate statistical significance in cases of more than the two-group comparisons. For age, party size, and number of children in the party, additional tests were run on the differences in both means and medians. Although the results of these tests are summarized here, the detailed statistical test results are not. These results can be obtained from the authors upon request. The results of most of the tests were very different by season, but similar for the two surveys (Auto-Air-Cruise Ship-Ferry versus CUSTOMER).

### Key Findings:

#### Auto, Air, Cruise Ship, and Ferry Survey

##### December 2007 – May 2008 (Winter)

- No significant differences in Race/Ethnicity between all modes of access.
- For gender, only difference was between auto and air visitors. There was a significantly higher proportion of males in the auto sample.
- For age there were significant differences between auto and air (auto older); air and cruise ship (cruise ship older); and between air and ferry (ferry older).
- For household income, there were significant differences between auto and cruise ship (auto higher); auto and ferry (auto higher); and between air and ferry (air higher).
- For party size there were significant differences between auto and air (auto higher); auto and cruise ship (cruise ship higher); air and cruise ship (cruise ship higher); and between air and ferry (ferry higher).
- For number of children in the party, there were no significant differences.

##### June – November 2008 (Summer)

- No significant differences in Race/Ethnicity between all modes of access.
- For gender, the only difference was between auto and ferry. There was a significantly higher proportion of males in the auto sample.
- For age there were significant differences between auto and ferry (ferry were older) and between air and cruise ship (cruise ship older).
- For household income, there were significant differences between auto and cruise ship (auto higher); air and cruise ship (air higher); and between cruise ship and ferry (ferry higher). The only caveat to these comparisons is that the cruise ship summer sample had a extremely high refusal rate for answering the household income question. This refusal rate was not characteristic of the rest of the survey.
- For party size, there were significant differences between auto and air (auto higher); auto and ferry (auto higher); air and cruise ship (cruise ship higher); and between air and ferry (ferry higher).
- For number of children in the party, there were significant differences between auto and air (auto higher); auto and cruise ship (auto higher); and between auto and ferry (auto higher).

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## **CUSTOMER Survey:**

### **December 2007 – May 2008 (Winter)**

- For Race/Ethnicity, auto visitors had significantly higher proportion of Blacks and Hispanics, but a significantly lower proportion of Asians than the air visitors.
- For gender, there was a significantly higher proportion of males for auto visitors versus air visitors.
- For age, air visitors were significantly older than auto visitors.
- For household income, air visitors had significantly higher household incomes than auto visitors.
- For party size, there was no significant difference between auto and air visitors.
- For type of party, there were some significant differences between auto and air visitors. Auto visitors had a significantly higher proportion of parties with individuals traveling alone; groups of two or more families; and groups of families and friends. Air visitors had significantly higher proportions of groups of family members and groups of unrelated friends.
- For household type, there were some significant differences between auto and air visitors. Auto visitors had a significantly higher proportion of singles (with and without children) and households with two adults with children. Air visitors had a significantly higher proportion of households with two adults with no children and more than two adults with no children.
- For employment status, there were significant differences between auto and air visitors. Auto visitors had a significantly higher proportion of unemployed, retired and student, while air visitors had a significantly higher proportion of those employed full and part-time and homemakers.
- For education level completed, there were significant differences between auto and air visitors. Air visitors were generally clustered in the higher levels of education completed.
- For disabilities, there were significant differences between auto and air visitors. There were no air visitors sampled that listed anyone in their party as having any disabilities where there were some reporting disabilities among auto visitors in each category of disability even though the proportions were small.

### **June – November 2008 (Summer)**

- For Race/Ethnicity, auto visitors had significantly higher proportion of White-Not Hispanics and Hispanics, but a significantly lower proportion of Blacks and Asians than the air visitors.
- For gender, there was a significantly higher proportion of males for auto visitors versus air visitors.
- For age, air visitors were significantly older than auto visitors.
- For household income, air visitors had significantly higher household incomes than auto visitors.
- For party size, auto visitors had significantly higher party sizes than air visitors.
- For type of party, there were some significant differences between auto and air visitors. Air visitors had a significantly higher proportion of parties with individuals traveling alone. Auto visitors had significantly higher proportions of groups of family members and groups of two or more families, and organized groups or clubs.
- For household type, there were some significant differences between auto and air visitors. Air visitors had a significantly higher proportion of singles without children and households with two adults with no children. Auto visitors had a significantly higher proportion of households with two adults with children and more than two adults with and without children.
- For employment status, there were significant differences between auto and air visitors. Auto visitors had a significantly higher proportion of unemployed, retired, student, and homemakers while air visitors had a significantly higher proportion of those employed full and part-time.
- For education level completed, there were significant differences between auto and air visitors. Air visitors were generally clustered in the higher levels of education completed, except at the very highest level.
- For disabilities, there were significant differences between auto and air visitors. There were no air visitors sampled that listed anyone in their party as having any disabilities where there were some reporting disabilities among auto visitors for three of the four categories of disability even though the proportions were extremely small.

For more details in this section of the report see Appendix Tables A.3.23, A.3.24, A.3.25 and A.2.32.

## Expenditures

In Chapter 2, expenditures were reported on a per person per day and per person per trip basis, and comparisons were made for different seasons (winter versus summer). It was shown that, on a per person per day basis, summer season expenditures were on average higher than winter season expenditures, but the difference wasn't statistically significant. However, when expenditures are evaluated on a per person per trip basis, the conclusion is reversed with winter season visitor expenditures significantly higher than summer season expenditures. There were several major explanatory factors, but the most important is the longer lengths of stays during the winter season. This also explains the anomaly that on a per person per day basis, summer season expenditures are on average lower than winter season expenditures. There is some economies in spreading out some costs over multiple days.

Unlike the 1995-96 baseline study, we were not able to achieve the robust sample sizes per mode of access for the expenditure mail back questionnaires (see Chapter 1) to enable us to estimate reliably complete expenditure profiles at the level of detail by expenditure category by mode of access. Instead, we pooled the data across modes of access and weighted the data by mode of access to estimate expenditures by detailed category and season (see Chapter 2). However, for total expenditures across categories and seasons, we can estimate fairly reliably expenditures per person per day and per person per trip by mode of access. As noted in Chapter 2, the expenditures per person per trip are used to estimate the economic

contribution to the Monroe County and South Florida economies.

### Key Findings:

- The ranking of expenditures per person per day and per person per trip are the same across modes of access with Air visitors with the highest average expenditures followed by auto visitors, ferry visitors, and cruise ship visitors with the lowest expenditures.
- The differences between cruise ship visitor's expenditures and visitors from other modes of access is greater for expenditures on a per person per trip basis because all cruise ship visitors are on single day trips.

Air visitors have the highest average expenditures per person per day, while cruise ship passengers have the lowest expenditures.

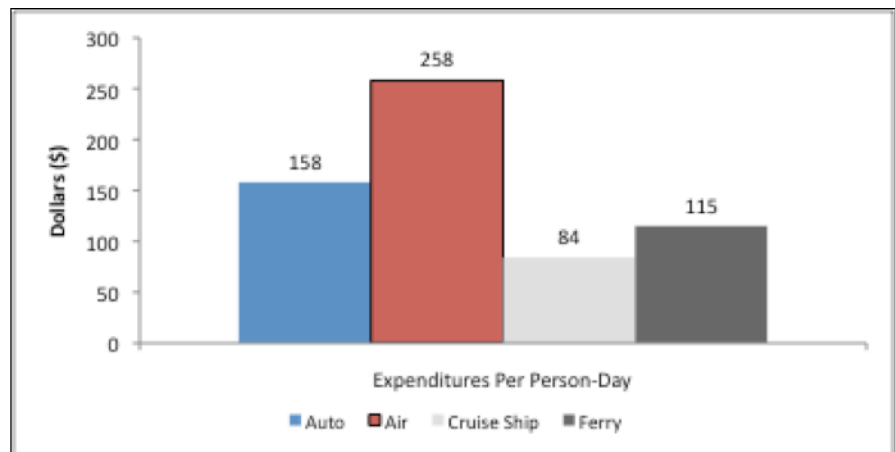


Figure 3.9. Expenditures Per Person Per Day by Mode of Access

Air visitors have the highest average expenditures per person per trip, while cruise ship passengers have the lowest expenditures.

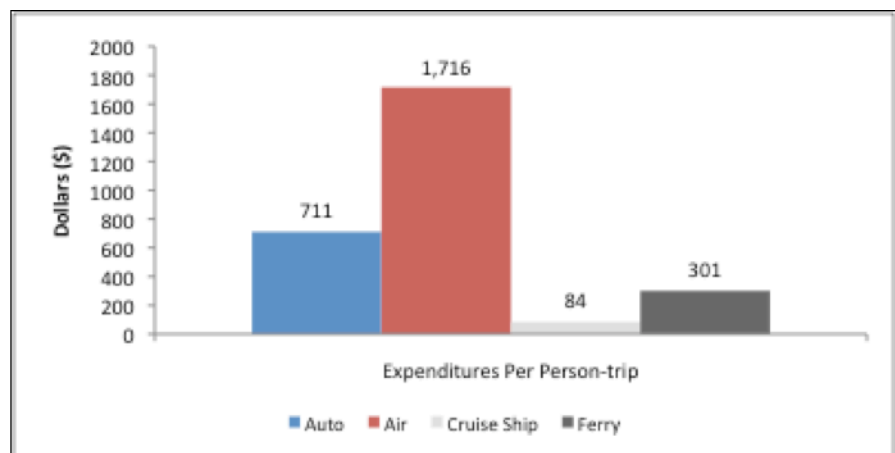


Figure 3.10. Expenditures Per Person Per Trip by Mode of Access

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## Special Issue Questions

As in other sections of this chapter, the issues addressed in chapter 2 are further explored by testing for differences in responses by visitors by mode of access. The problem here is that much of the information comes from the satisfaction mail back survey, which had limited sample sizes by mode of access, especially the cruise ship and ferry passengers. The detailed summary statistics for the responses to each question are included in appendix table A.3.20. We have placed an asterisk (\*) in places where there was not enough responses to make meaningful estimates.

We performed statistical tests for differences in the responses to each question by mode of access for the annual weighted averages (December 2007 – November 2008). Again, the reason was the limited sample sizes by mode of access and season. As in all statistical tests performed, we use the 0.05 level of significance or the 95 percent confidence level.

For more details in this section, see appendix table A.3.20.

### Key Findings:

#### December 2007 – November 2008

- **Primary Purpose of the Trip.** The only significant differences were between cruise ship passengers and auto and air visitors. Almost all cruise ship passengers (99.42%) responded that “Recreation/Vacation” was the primary purpose of their trip. Ferry passengers were not far behind at 95.13%.
- **Special Events.** This information came from the satisfaction mail back and did not have sufficient sample sizes for visitors who accessed the Florida Keys/Key West via cruise ship and ferry. Although air visitors had a higher attendance rate than auto visitors, the difference was not statically significant. Neither was the distribution of responses to the importance of the events in trip planning. Air visitors did have a significantly higher proportion of those who responded that the events did lengthen their stay (22.71% versus 7.03%), but the sample sizes were too small to make meaningful estimates of how long trips were lengthened.
- **Likelihood of Making Recommendation to Family/Friends to choose Florida Keys/Key West for next vacation.** No significant differences.
- **Likelihood of Making a Return Trip to the Florida Keys/Key West.** No significant differences.
- **How Soon Will They Return.** No significant differences.
- **Use of Own Boat in the Keys.** Significant difference between auto and all other modes of access with a higher proportion of auto visitors using their own boats in the Florida Keys/key West.
- **Store or Trailer boat Used.** The sample sizes for air and ferry visitors were too small to make meaningful comparisons since such small percents used their own boats.
- **Was First Visit to the Florida Keys/Key West via Cruise Ship.** Even though air visitors and ferry visitors had higher proportions than auto visitors responding yes to this question, the sample sizes were too small to make meaningful statistical comparisons.
- **Did Experience in Key West lead to Non-Cruise Ship Visit.** Sample sizes were too small to make meaningful statistical comparisons.
- **Did You go into any of the Chamber of Commerce Visitor Centers on your most recent visit.** Auto visitors had higher visitation rates than air or ferry visitors, but there was not a statistically significant difference between air and ferry visitors.
- **Which Visitor Centers did you go into.** Auto visitors had significantly higher visitation rates to the Key Largo, Islamorada and Marathon Centers than air and ferry visitors. Ferry visitors only visited the center in Key West. A small proportion of air visitors did visit the Key largo, Marathon and Lower Keys centers. Air and ferry visitors had higher rates of visitation to the Key West Visitor Center than auto visitors.
- **Did going into the Visitor Centers result in you obtaining information that extended your length of stay in the Florida Keys/Key West.** This was only true for the auto visitors with 15.56% of those that said they visited a center.
- **How many days longer did you extend your stay.** Again, only auto visitors extended their stay and they extended their stay on average 2.96 days.
- **Environmental Concern Index.** No significant differences.

## Chapter 4

### Overnight Visitors

This chapter provides detailed profiles of overnight visitors and serves as a model for how profiles can be developed for other groups of visitors. For example, one might choose to develop profiles by segmenting visitors on an activity basis. One might also choose to profile the origin of visitors, e.g., state or region of residence, or foreign visitors as in the 1995-96 study. The limits to developing a profile are defined by the sample sizes available for any particular group.

Many users will want to know the separate economic contributions made by a certain selected group of visitors. Developing a detailed profile of a group of visitors is an important first step in the process of developing such estimates. One of the first lessons is that the sum of the parts may not equal the whole if one attempts to provide separate estimates of the economic contribution of different groups. This problem would not occur for segmenting visitors by place of origin, but would likely occur when segmenting visitors by recreation activity. As was shown in Chapter 2, visitors engage in multiple activities in multiple

districts, so double-counting would be a problem.

Here a detailed profile of overnight visitors is provided following most of the topics covered in Chapter 2. Some of the appendix tables are not as detailed. For activity participation and use, we limited the profiles to the 42 aggregated activities even though we could have done it for all 71 activities. We also did not do separate estimates of the number of days of each of the 39 activities we provided in Chapter 2 for all visitors. Sample sizes limited some of the estimates for special issue questions, especially by mode of access and season. We limited our comparisons for questions in the satisfaction mail back survey to seasonal comparisons across all modes of access. The details of the 71 activities of participation can be obtained from the authors on request.

#### Number of Visitors and Mode of Access

**Number of Visitors.** We estimate that there were close to two million overnight visitors for the December 2007 to November 2008 annual tourist season. A little over one million during the winter season (Dec. '07 – May '08) and 921 thousand during the

summer season (June – November 2008). During the winter season, 87.56% accessed the Florida Keys/Key West via the auto mode (U.S. 1), while 8.88% accessed the area via Key West Airport and 3.55% by Ferry in Key West. During the summer season, 91.82% accessed the Florida Keys/Key West by auto, 6.33% by Key West Airport and 1.85% by Ferry in Key West. Overall for the year, 68.72% came via auto, 5.22% by air, and 2.56% by ferry (Table 4.1 and Table A.4.1). As shown in Chapter 2, all cruise ship visitors to Key West are day-trip visitors.

**Person-days.** As explained in Chapter 1, person-days measure the intensity of visitation. Person-days are derived by multiplying the average length of trip by the number of person-trips (visits or visitors) by mode of access and season (Table A.4.2). This yielded an estimate of over 11.4 million person-days for the December 2007 – November 2008 period with about 7.2 million person-days in the winter season and 4.2 million person-days in the summer season (Table 4.1 and Table A.4.3).

The auto and air modes of access accounted for a higher proportion of person-days than person-trips (visits) relative to the ferry visitors due to the longer average

Table 4.1 Number of Person-trips and Person-days by Mode of Access and Season: Overnight Visitors

Mode of Access/ Type of Visitor	December 2007 - May 2008		June - November 2008		Annual Total	
	Person-trips	Person-days	Person-trips	Person-days	Person-trips	Person-days
<b>Recreating</b>						
1. Auto	904,534	6,286,514	845,661	3,780,106	1,750,196	10,066,620
2. Air - Key West	91,757	794,615	58,313	374,955	150,070	1,169,570
3. Ferry	36,709	116,367	17,025	59,417	53,734	175,784
<b>Total</b>	<b>1,033,000</b>	<b>7,197,495</b>	<b>921,000</b>	<b>4,214,478</b>	<b>1,954,000</b>	<b>11,411,974</b>

lengths of stay. Air visitors had a significantly longer length of stay than either auto or ferry visitors in both seasons, thus while air visitors accounted for a little over five percent of person-trips (visits), they accounted for over

10% of person-days of overnight visitor visitation over the December 2007 – November 2008 period.

Overall for the December 2007 – November 2008 period, overnight

visitors accounted for 64.97% of all person-trips by all visitors (including day-trip visitors) and 89.03% of all person-days by all visitors.

Among overnight visitors, Air visitors stay longer per visit than auto and ferry visitors in both seasons. Ferry visitors have the shortest stays in both seasons.

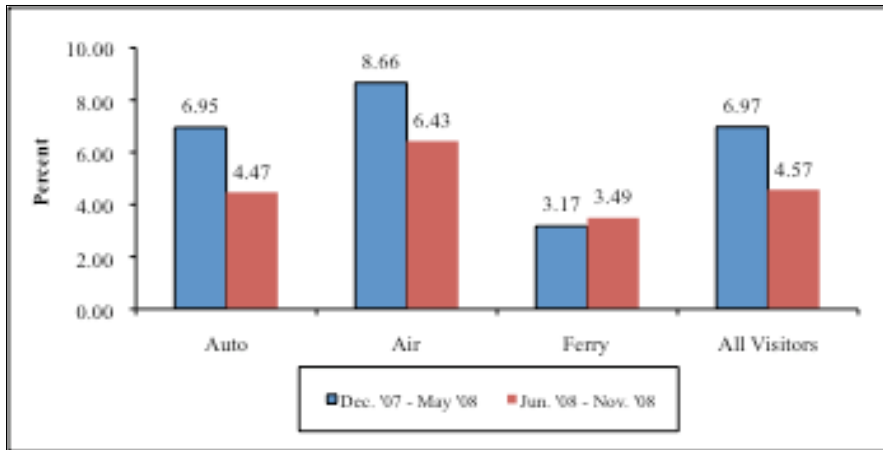


Figure 4.1 Average Length of Stay by Mode of Access and Season: Overnight Visitors

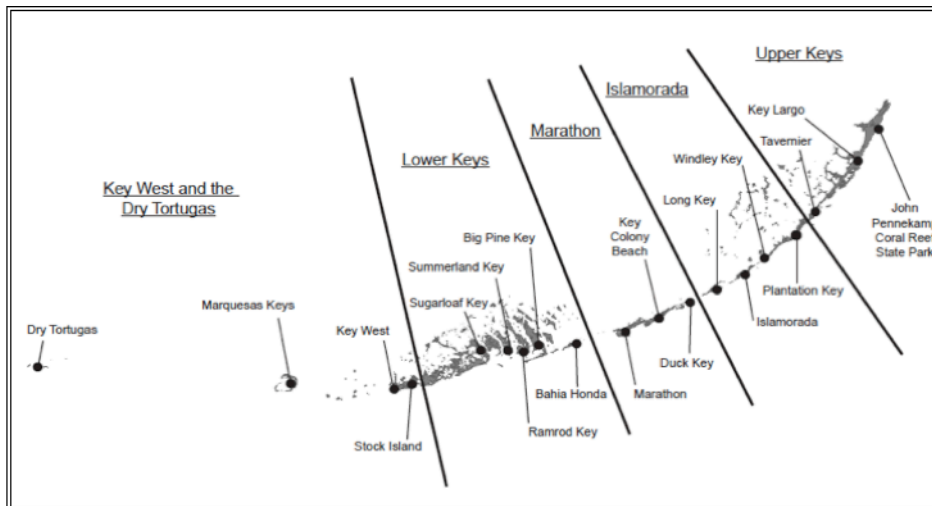


Figure 4.2 The Florida Keys/Key West

## District Visitation

Table 4.2 shows the regional patterns of visitation by season. As discussed in Chapter 1, you cannot add the number of overnight visitors to each district and arrive at the same number of overnight visitors reported earlier in Table 4.1. Again, the reason is that a visitor can visit multiple districts. Table 4.1 eliminates this type of double-counting. The percents reported in Table 4.2 are

the percents of all recreating overnight visitors to the Florida Keys/Key West. For example, the estimate of 294,825 overnight visitors to the Key Largo District

in the winter season (Dec. '07 – May '08) is 28.54 percent of the 1,033,000 recreating overnight visitors to the entire Florida Keys/Key West.

### Key Findings:

- Key West is the top choice of overnight visitors during both seasons
- For overnight visitors that do activities in multiple districts, the Key Largo and Key West combination is the most popular choice in both seasons.
- On an annual basis, Key West gets the most overnight visitors with over 1.18 million visits (60.42 percent of all overnight visitors).
- A little over one percent of all overnight visitors visited all five districts in both seasons.

Table 4.2 District Visitation by Season: Overnight Visitors

District/District Combinations	Dec. 07 - May '08		Jun. - Nov. '08		Annual Total	
	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors
Key Largo	294,825	28.54	365,666	39.70	660,491	33.80
Islamorada	180,522	17.48	148,535	16.13	329,057	16.84
Marathon	150,231	14.54	91,406	9.92	241,637	12.37
Lower Keys	86,643	8.39	108,483	11.78	195,126	9.99
Key West	651,823	63.10	528,844	57.42	1,180,667	60.42
<b>Visit One District Only</b>						
Key Largo Only	148,409	14.37	222,062	24.11	370,471	18.96
Islamorada Only	73,102	7.08	54,501	5.92	127,603	6.53
Marathon Only	60,966	5.90	43,398	4.71	104,364	5.34
Lower Keys Only	23,646	2.29	24,908	2.70	48,554	2.48
Key West Only	434,326	42.05	332,468	36.10	766,794	39.24
<b>Visit Two Districts</b>						
Key Largo & Islamorada	22,315	2.16	21,452	2.33	43,767	2.24
Key Largo & Marathon	8,080	0.78	0	0.00	8,080	0.41
Key Largo & Lower Keys	1,539	0.15	1,160	0.13	2,699	0.14
Key Largo & Key West	62,714	6.07	54,788	5.95	117,502	6.01
Islamorada & Marathon	6,925	0.67	2,319	0.25	9,244	0.47
Islamorada & Lower Keys	0	0.00	0	0.00	0	0.00
Islamorada & Key West	0	0.00	0	0.00	0	0.00
Marathon & Lower Keys	769	0.07	4,059	0.44	4,828	0.25
Marathon & Key West	37,007	3.58	12,212	1.33	49,219	2.52
Lower Keys & Key West	27,669	2.68	40,820	4.43	68,489	3.51
<b>Visit Three Districts</b>						
Key Largo, Islamorada, and Marathon	385	0.04	4,059	0.44	4,444	0.23
Key Largo, Islamorada, and Lower Keys	769	0.07	1,160	0.13	1,929	0.10
Key Largo, Islamorada, and Key West	17,209	1.67	19,713	2.14	36,922	1.89
Islamorada, Marathon, and Lower Keys	2,693	0.26	0	0.00	2,693	0.14
Islamorada, Marathon, and Key West	0	0.00	0	0.00	0	0.00
Marathon, Lower Keys, and Key West	3,078	0.30	2,641	0.29	5,719	0.29
Marathon, Key Largo, and Key West	8,464	0.82	6,958	0.76	15,422	0.79
Lower Keys, Key Largo, and Key West	2,693	0.26	12,756	1.38	15,449	0.79
Lower Keys, Marathon, and Key West	3,078	0.30	2,641	0.29	5,719	0.29
Lower Keys, Islamorada, and Key West	4,617	0.45	3,479	0.38	8,096	0.41
<b>Visit Four Districts</b>						
Key Largo, Islamorada, Marathon, and Lower Keys	0	0.00	0	0.00	0	0.00
Key Largo, Islamorada, Marathon, and Key West	3,078	0.30	4,059	0.44	7,137	0.37
Islamorada, Marathon, Lower Keys, Key West	0	0.00	0	0.00	0	0.00
Lower Keys, Key Largo, Marathon, and Key West	769	0.07	0	0.00	769	0.04
All Districts of Florida Keys/Key West	12,732	1.23	9,384	1.02	22,116	1.13

1. Percent of visitors is the percent of all overnight visitors to the Florida Keys/Key West that visited a district or combination of districts

## Activity Participation: By District and Season

In this section, the activity participation of overnight visitors is reported. Appendix tables A.4.4 to A.4.9 report the details for 42 aggregated activities out of the full list of 71 activities. Participation rates reported here are the percents of all overnight visitors that did an activity in a particular district in a particular season.

Table 4.3 shows the top-rated activity by district and season based on the number of participants. During both seasons, “SPA, Health and Wellness” activities were the top rated activity for the entire Florida Keys/Key West; however this was not true for all five districts each season. SPA, Health & Wellness (the new activities added in 2007-2008) was the top

activity in the Key Largo, Islamorada, and Marathon districts in the winter season, while “Sightseeing & Attractions” was the top activity in the Lower Keys District “Visiting Museums & Historic Areas” was the top activity in the Key West District. For the summer, water-based activities topped all activities in all districts, except Key West. Snorkeling was the top activity in Key Largo, Marathon, and the Lower Keys districts, while “All Beach Activities” was the top activity in the Islamorada District.

With prime access to both the Atlantic Ocean and the Gulf of Mexico, the tremendous coral reefs, the flats and backcountry environments make the Florida Keys/Key West a mecca for water-based activities. Figure 4.3 shows that water-based activities are chosen by over 86% of

visitors during the summer season; however land-based activities dominate the winter season. But what is true in all seasons is that a majority of visitors engage in both water-based and land-based activities. Many land-based and water-based activities complement one another; it may be this diversity that makes the Florida Keys/ Key West a top vacation destination. As shown in the previous section, the Key Largo/Key West combination was a top choice for visitors. Each of these districts offers a unique blend of activities with the Key Largo’s predominantly water-based activities and Key West’s predominantly land-based activities.

For further details on information presented in this section see Appendix Tables A.4.4 to A.4.9.

Table 4.3 Top Rated Activity by District and Season: Overnight Visitors

Season/District	Activity	Participation Rate <sup>1</sup>	Number of Visitors
<b>Dec. 07 - May 08</b>			
Key Largo	SPA, Health & Wellness	13.79	142,429
Islamorada	SPA, Health & Wellness	9.36	156,434
Marathon	SPA, Health & Wellness	7.62	78,701
Lower Keys	Sightseeing & Attractions (paid & unpaid)	5.27	54,393
Key West	Visiting Museums & Historic Areas	43.98	454,347
All Keys	SPA, Health & Wellness	54.32	561,082
<b>June - November 2008</b>			
Key Largo	Snorkeling	20.35	187,418
Islamorada	All Beach Activities	8.75	80,592
Marathon	Snorkeling	6.22	57,249
Lower Keys	Snorkeling	7.59	69,918
Key West	SPA, Health & Wellness	37.47	345,071
All Keys	SPA, Health & Wellness	52.94	487,571

1. Participation Rate is the percent of all overnight visitors to the Florida Keys that did the activity in a District.



## Activity Participation: Within Region Participation Rates

In the previous section, participation rates were defined as the percent of all overnight visitors to the Florida Keys/Key West that did an activity. However, many users want to know the distribution within a district; that is, they want the answer to the question, What percent of the overnight visitors to the Key Largo District participate in snorkeling?

Several appendix tables (Tables A.4.10 to A.4.14) have been prepared that present these within district participation rates for each district during each season

of the year. Table 4.4 is an example for the Key Largo District for the June- November 2008 season. The column on the left side shows the percent of all overnight visitors to the Florida Keys/Key West that did each activity in the Key Largo District. This is what was presented in the previous section. The column on the right presents the within-district participation rates. So the answer to the question posed above is that 62.88 percent of all overnight visitors to the Key Largo District participated in snorkeling during the June-November 2008 season.

In the previous section, water-based activities were shown to be more important in the summer versus the winter season, while land-based activities dominated

the winter season. Figure 4.4 shows the within-district participation rates for water-based activities by district and season. A significantly lower proportion of Key West overnight visitors participate in any water-based activities during the winter season, with a low of only 53 percent. Key West was only slightly above the Islamorada District during the summer season, but both of these districts had significantly less participation rates in water-based activities than the other three districts. During the summer season, 98 percent of all overnight visitors to the Key Largo District do at least one water-based activity in the district.

Table 4.4 All Overnight Visitor Participation Rates vs. Within-District Participation Rates: Key Largo, June – November 2008

Activity <sup>1</sup>	Percent of All Visitors to Keys	Percent of Key Largo Visitors
Snorkeling	20.35	62.88
SCUBA Diving	5.25	16.22
Fishing	6.87	21.23
Wildlife Observation/Nature Study	14.00	43.25
Beach Activities (including swimming)	18.41	56.90
Sightseeing & Attractions (paid & unpaid)	11.31	34.96
Visiting Museums & Historic Areas	12.82	39.62
Cultural Events (Fairs, Concerts, & Plays)	3.37	10.41
All Camping	1.20	3.70
Personal Watercraft Use	4.97	15.37
SPA, Health & Wellness	18.58	57.41

1. See Tables A.4.10 to A.4.14 for greater detail for all districts and seasons.

Among overnight visitors, land-based activities are relatively more important in the winter season, while water-based activities are relatively more important in the summer season.

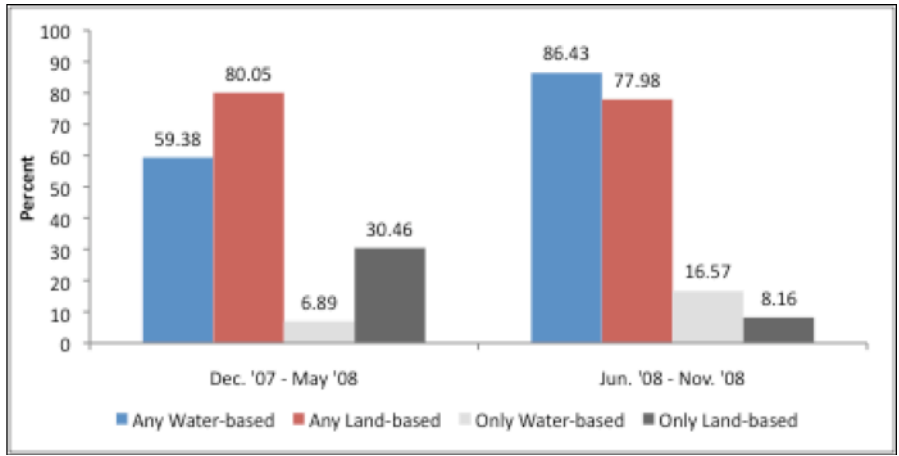


Figure 4.3 Participation in water-based vs. Land-based Activities by Season: Overnight Visitors

Among overnight visitors, water-based activities are relatively more important during the summer season for all districts, except Islamorada.

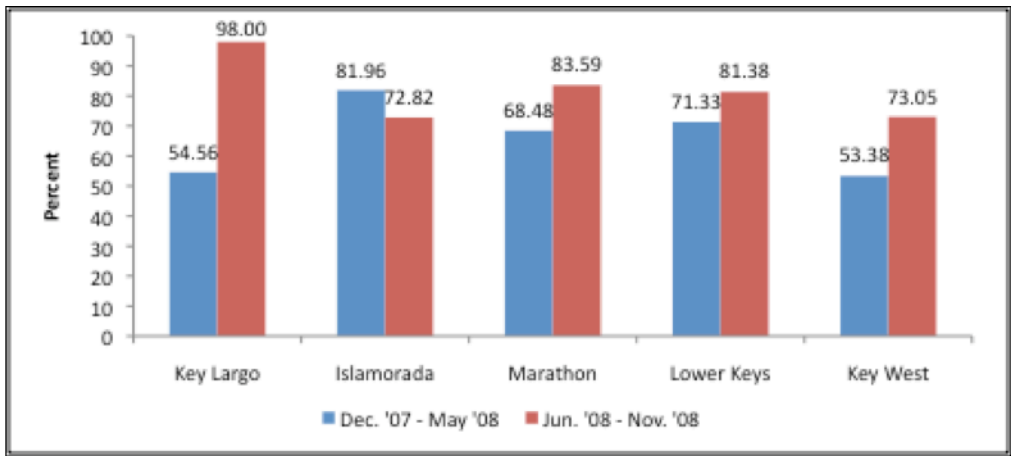


Figure 4.4 Participation in Water-based Activities by District and Season: Overnight Visitors

See Appendix Tables A.4.10 to A.4.14 for further details on the information in this section.

## Origin of Visitors

One of the most important pieces of information for assessing market demand is the origin or primary place of residence of visitors. In the survey, very detailed information was gathered on the location of visitors' primary place of residence. For purposes of calculating distance for travel cost demand modeling, we gathered the zip-code, city and county for domestic visitors and city and country for foreign visitors.

As in Chapter 2 for all visitors, here for overnight visitors we present summaries and comparisons with other data (e.g., U.S. Bureau of Census and the Monroe County Tourist Development Council), this information was organized in several ways. For country, two appendix tables were developed. Table A.4.15 shows country or region at a more aggregated level (e.g. United Kingdom versus England, Scotland, and Wales). Table A.A.4.16 shows the more detailed countries. Two separate percent distributions are reported for each country during each season. The first column reports the percent of all overnight visitors to the Florida Keys/Key West from each country. The second column applies to foreign overnight visitors only and reports the percent of all foreign overnight visitors that come from each country.

Appendix Tables A.4.17, A.4.18 and A.4.19 show the detailed regions and states of primary residence for domestic overnight visitors. Table A.4.17 organizes states into larger regions as reported by The Monroe County Tourist Development Council (TDC) and are called the TDC Regions. Table A.2.27 organizes the states into U.S. Bureau of the

Census regions and divisions. Table A.4.18 reports the distributions for all 50 states plus the District of Columbia. As with the country tables, Tables A.4.17 to A.4.19 report two columns for each season. The first column reports the percent of all overnight visitors to the Florida Keys/Key West from each state. The second column applies to domestic overnight visitors only and reports the percent of all domestic overnight visitors from each state.

**Foreign Visitors.** Foreign visitors made up about 17 percent of all overnight visitors during the winter season and about 24.95 percent during the summer season (Figure 4.5). Table 4.5 shows the top six countries rated based on annual visitation. Five of the six countries are among the top six in both seasons. Austria was rated number six during the winter season (1.56 percent of all foreign overnight visitors during the winter and 1.47 percent of all foreign overnight visitors during the summer). Canada and Germany are ranked number one and two during the winter season, while Germany moves to number one during the summer season.

England is ranked number three in both seasons. Except for Canada, all top six countries are in Western Europe. It is important to note that the countries that make up the United Kingdom are reported separately in Table A.4.16. If the United Kingdom is ranked as a whole against other foreign countries, the United Kingdom is ranked number two during the winter season with 21.23 percent of all foreign overnight visitors, and number one in the summer season with 17.13 percent of all foreign overnight visitors.

**Domestic Visitors.** Visitors from the South dominate both seasons, but the East and Midwest become much more important during the winter (Figure 4.6). Figure 4.7 shows a map defining the U.S. Bureau of Census Regions and Divisions. Florida is the number one origin of all overnight visitors during both seasons with 15.35 percent of all overnight visitors during the winter season and 34.96 percent during the summer season (Table 4.6). New York is ranked second in both seasons. Beyond the top two states, New Jersey, which ranked fourth in the winter and third

Among overnight visitors, foreign visitors are a higher proportion of visitors during the summer season.

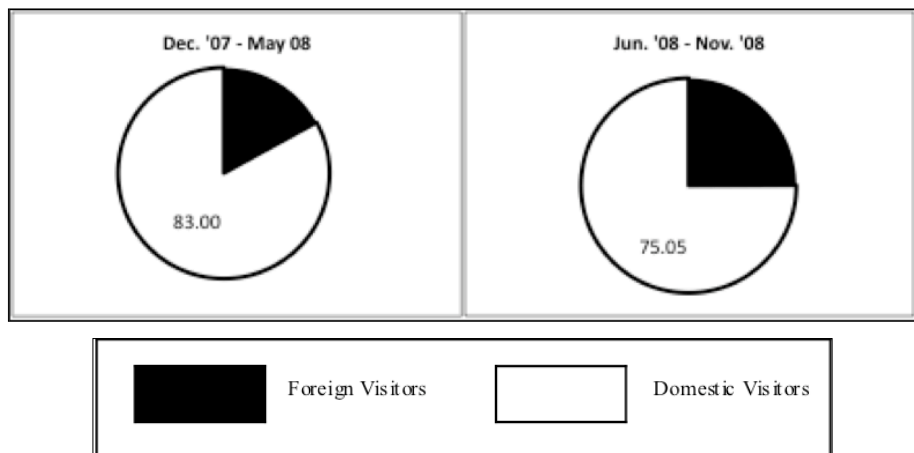


Figure 4.5 Foreign vs. Domestic Visitors by Season: Overnight Visitors

Table 4.5 Top Six Foreign Countries by Season<sup>1</sup>: Overnight Visitors

Country	December 2007 - May 2008			June 2008 - November 2008		
	All Visitors		Foreign Visitors Only	All Visitors		Foreign Visitors Only
	Rank	%	%	Rank	%	%
Canada	1	6.70	39.42	2	2.86	11.45
Germany	2	2.67	15.73	1	4.21	16.86
England	3	1.04	6.10	3	2.41	9.67
Holland	4	0.53	3.12	4	2.01	8.06
Denmark	5	0.29	1.69	5	2.01	8.06
France	8	0.18	1.04	6	2.01	8.06

1. Top six chosen based on weighted annual average. Austria ranked sixth in the winter season.

during the summer, the remaining top five states change significantly across seasons. Ohio, which was ranked number three in the winter drops to number nine in the summer, while Illinois, which was ranked fifth in the winter drops to eighth in the summer. Virginia, which was ranked number six in the winter rose to number four in the summer.

South Florida is the dominant source of visitors from Florida. Miami-Dade, Broward and Palm Beach counties are ranked numbers one, two, and three among all Florida counties during both seasons. Of the remaining top five counties, there is a bit of a change between seasons. Orange County (Orlando is located in Orange County) is ranked number four in the

summer falls to number eight during the winter. Hillsborough County (Tampa is located in Hillsborough County) is ranked fifth during both seasons. Polk County (Lakeland and Lake Wales are located in Polk County) rises from number 13th during the winter to number six during the summer. Ranked on an annual basis, the six counties reported in Table 4.7 are among the top six counties in Florida.

Among overnight visitors, visitors from the South dominate both seasons, but the East and Midwest become much more important in the winter.

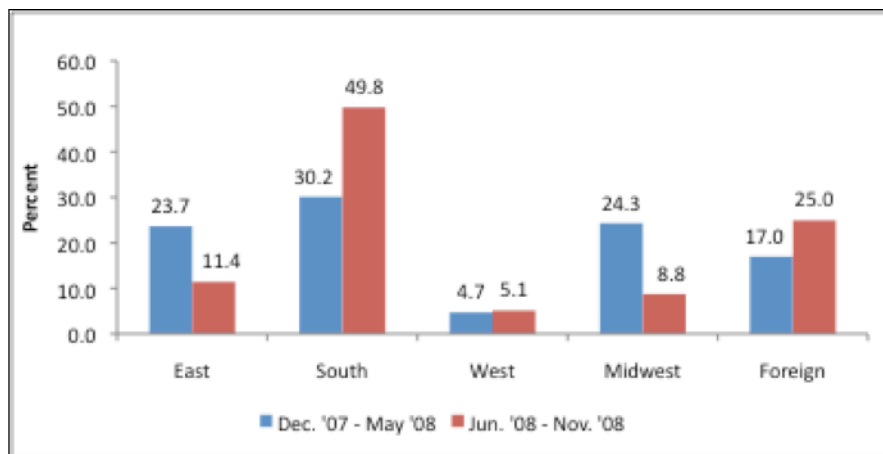


Figure 4.6 Census Regions of Primary Residence by Season: Overnight Visitors

Table 4.6 Top Five States by Season<sup>1</sup>: Overnight Visitors

State	December 2007 - May 2008			June 2008 - November 2008		
	All Visitors		Domestic Visitors Only	All Visitors		Domestic Visitors Only
	Rank	%	%	Rank	%	%
Florida	1	15.35	18.50	1	34.96	46.58
New York	2	7.02	8.46	2	3.96	5.28
New Jersey	4	5.56	6.70	3	3.20	4.27
Ohio	3	5.80	6.99	9	2.10	2.80
Illinois	5	5.02	6.05	8	2.26	3.01
Virginia	6	4.10	4.94	4	2.95	3.93

1. Top five chosen based on weighted annual average. Texas ranked fifth in the summer season

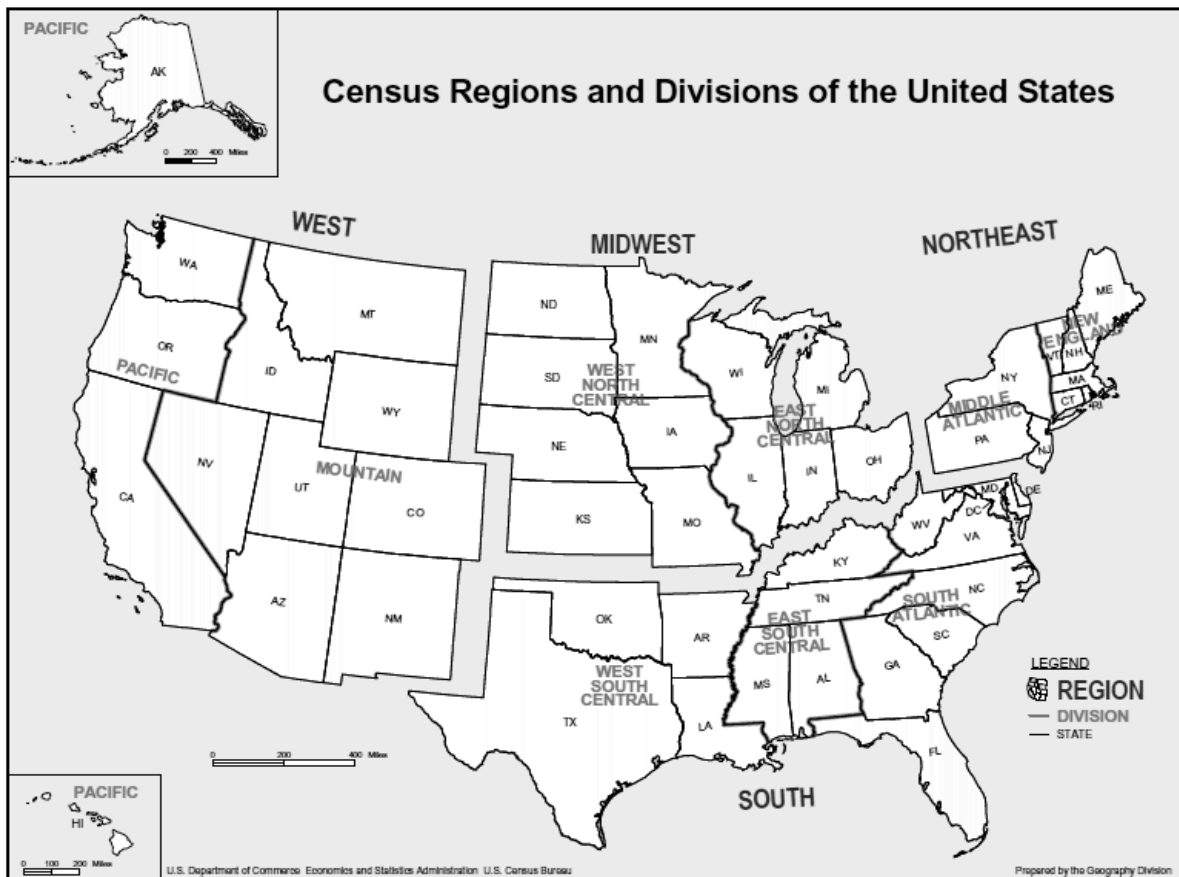


Figure 4.7 U.S. Bureau of the Census Regions and Divisions of the United States

Table 4.7 Top Six Counties in Florida by Season<sup>1</sup>: Overnight Visitors

County	Dec. '07 - May '08			Jun. '08 - Nov. '08			Annual Average		
	Rank	All Visitors %	Florida Visitors Only %	Rank	All Visitors %	Florida Visitors Only %	Rank	All Visitors %	Florida Visitors Only %
Miami-Dade	1	4.42	28.80	1	9.52	27.24	1	7.61	27.73
Broward	2	2.47	16.13	2	5.01	14.32	2	4.42	14.89
Palm Beach	3	1.18	7.70	3	4.69	13.40	3	2.83	11.61
Orange	8	0.44	2.88	4	2.06	5.88	4	1.10	4.94
Hillsborough	5	0.59	3.84	5	1.47	4.22	5	0.83	4.10
Polk	13	0.24	1.57	7	0.82	2.35	6	0.76	2.11

1. Top six counties ranked on an annual basis. Sarasota County was ranked number six in the winter season and number nineteen during the summer season. Lee County was ranked number four during the winter season, but only 20th in the summer season.

For more details on this section, see Appendix Tables A.4.15 to A.4.19

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## Number of Annual Visits and Length of Stay

In section one of this chapter, the number of person-trips (visits) and person-days by season and mode of access were reported for all overnight visitors. It was also shown how length of stay (number of days per visit) was used to derive the number of person-days of visitation. Here, some additional information with respect to repeat visitation is added. Another dimension to the length of stay measurement is also added. For repeat visitation, two measures are provided: the average annual number of visits (trips) and the average annual number of days that visitors spent in the Florida Keys/Key West. For those that make one visit annually, the annual number of days is equal to the length of stay of the interview visit. For length of stay, a separate measure is added—the number of nights. Unlike Chapter 2, this addressed all visitors, this chapter's focus on overnight visitors' means that the minimum number of nights is equal to one for all visits.

### Annual Visits and Days.

Overnight visitors make, on average, 2.19 trips per year to the Florida Keys/Key West during which they engage in at least one recreation activity, and, on average, they spend about 9 days in the Florida Keys/Key West. There is no significant difference in the number of annual trips made to the Florida Keys/Key West by overnight visitors by season, but summer season visitors spend fewer days annually in the Florida Keys/ Key West than winter season visitors (Figures 4.8 and 4.9). Visitors from South Florida account for the majority of repeat visitation.

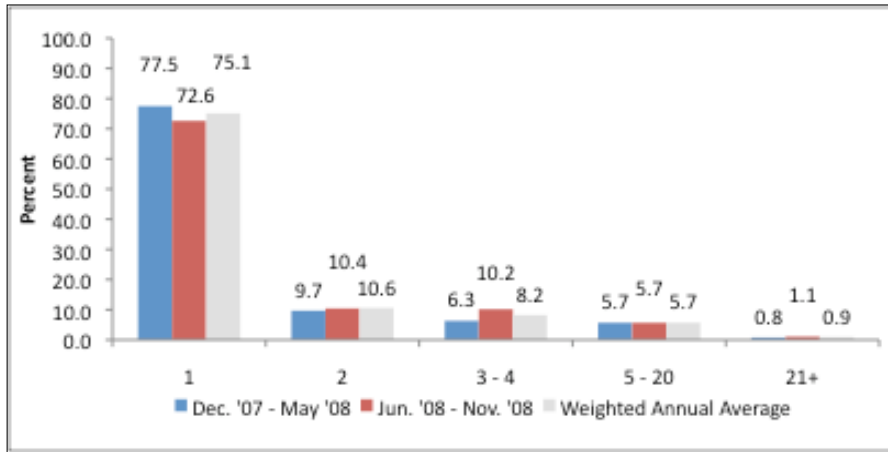
**Length of Stay (Days) vs Number of Nights.** One might normally think of length of stay as expressed as the number of days being a simple and straightforward measurement. It is not. A few examples will help clarify this. Take a person who arrives in Key Largo at 11 pm, checks into a hotel, gets up the next morning to go snorkeling, and leaves the Florida Keys/Key West before noon. The question is, how many days did that person spend in the Florida Keys/Key West? Some might count this as one day since the visitor did nothing on the night of arrival. This would be recorded as one day and one night in the Florida Keys/Key West. But what if the person decided to go fishing on a bridge all night and left by noon the next day? Would this still be one day and one night?

The number of days was calculated according to a set of rules. Information was obtained on the date and time of arrival, and because exit interviews were conducted, the date and time of departure were recorded (people were only interviewed as they were leaving or ending their visit). The rule for calculating the number of days was that if they arrived after 10 pm that day was not counted. If they departed before noon, that day was not counted. For those that arrived after 10 and left before noon the next day, one day was assigned. Therefore, all visitors spent at least one day in the Florida Keys/Key West. Defining day visitors as those whose length of stay is one day would be misleading if a separate measure for the number of nights was not provided. The number of nights is important in assessing the demand for hotels, motels, campgrounds and vacation rentals. This is why the number of days and number of nights are separately reported. A day visitor

is defined as someone who spent zero nights in the Florida Keys/Key West, not a person who spent one day.

Average length of stay (number of days) is much longer in the winter season and is largely accounted for by visitors who stay longer than two weeks or seasonal visitors (Figure 4.10). The same is of course true for the number of nights (Figure 4.11). Day visitation, as defined by zero number of nights, is of course zero by definition of overnight visitors. However, due to our definition of day visitors, still 5.4% of winter overnight visitors and 3.2% of summer season overnight visitors have length of stay equal to one day (they arrived after 10 PM on the day of arrival and left before noon the next day). The average number of nights is higher during the winter season in all districts of the Florida Keys/ Key West; and, these differences are significant in every district except Key Largo (Figure 4.12).

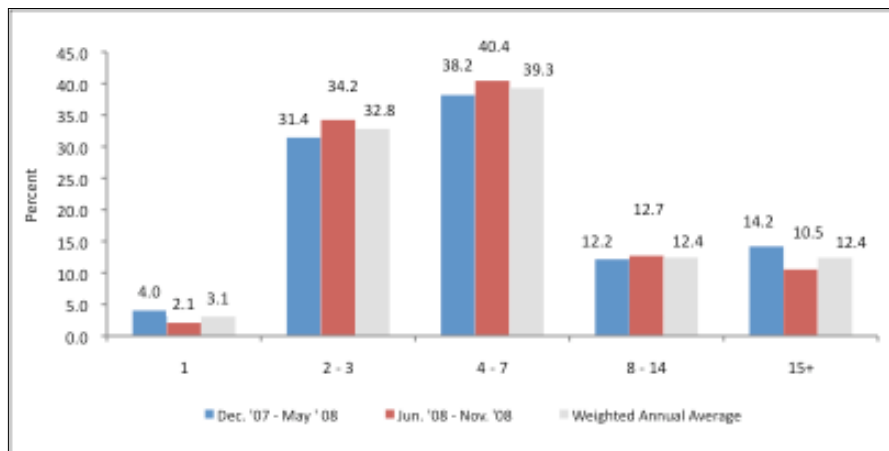
Among overnight visitors, there is no significant difference in the number of annual trips to the Florida Keys/Key West made by winter vs. summer season visitors.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	<u>1</u>	<u>1</u>	<u>1</u>
Maximum	<u>150</u>	<u>100</u>	<u>150</u>
Mean	<u>2.15</u>	<u>2.22</u>	<u>2.19</u>
Median	<u>1</u>	<u>1</u>	<u>1</u>
Mode	<u>1</u>	<u>1</u>	<u>1</u>

Figure 4.8 Annual Visits (Trips) to the Florida Keys: Overnight Visitors

Among overnight visitors, winter season visitors spend more days annually in the Florida Keys than summer season visitors.

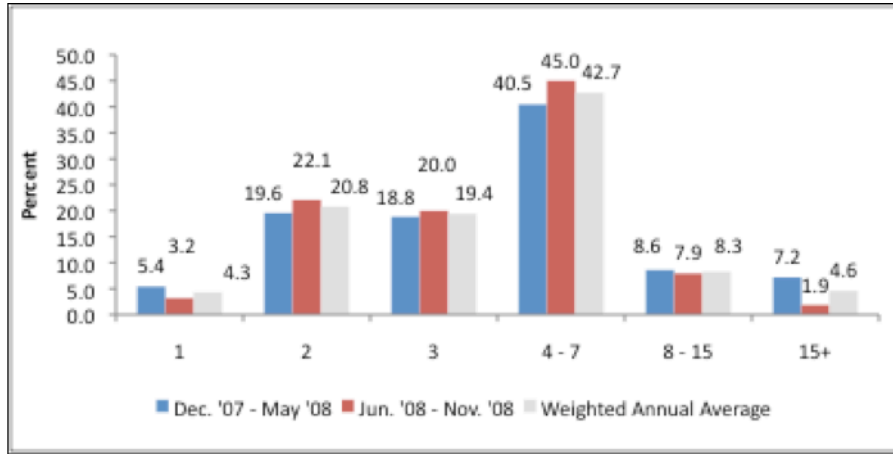


	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	1	1	1
Maximum	200	100	200
Mean	10.30	7.76	9.05
Median	4	4	4
Mode	2	3	3

Figure 4.9 Annual Days in the Florida Keys by Season: Overnight Visitors



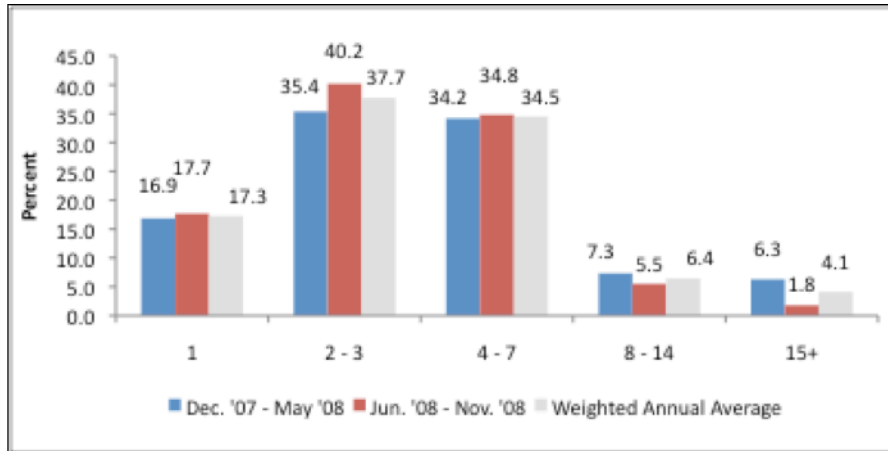
Among overnight visitors, average length of stay is much longer in the winter season. A much higher proportion of winter season visitors stay more than two weeks.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	1	1	1
Maximum	197	46	197
Mean	6.97	4.57	5.80
Median	4	4	4
Mode	2	3	3

Figure 4.10 Length of Stay (# of Days) by Season: Overnight Visitors

Among overnight visitors, winter season visitors have significantly higher average number of nights with most of the difference accounted for by visitors staying longer than two weeks.



	<u>Dec. '07 - May '08</u>	<u>Jun. '08 - Nov. '08</u>	<u>Weighted Annual Average</u>
Minimum	1	1	1
Maximum	196	46	196
Mean	6.34	3.99	5.19
Median	3	3	3
Mode	2	3	2

Figure 4.11 Number of Nights in Florida Keys by Season: Overnight Visitors

Among overnight visitors, Key West has the highest average number of overnight stays in both seasons. The average number of nights is significantly higher in the winter for every region except Key Largo

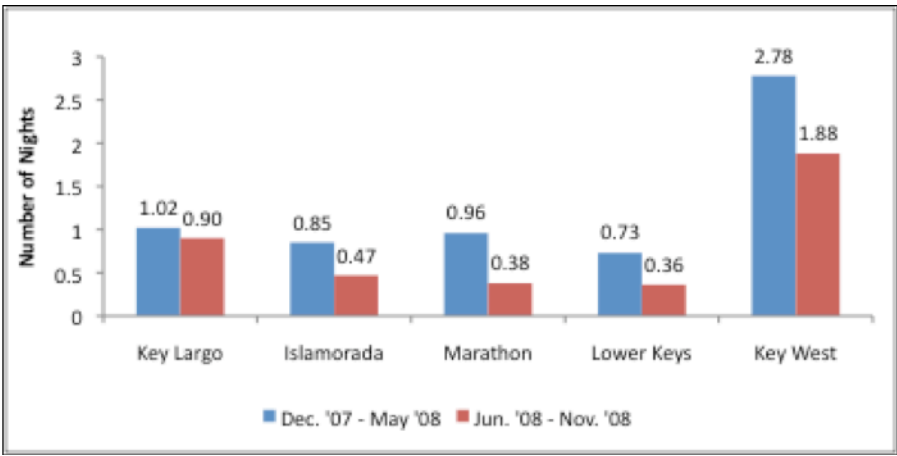


Figure 4.12 Average Number of Nights in each Region (District) by Season: Overnight Visitors

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## Demographic Profiles

As discussed in Chapter 1, there were two separate surveys of visitors. The Auto, Air, Cruise Ship, and Ferry Survey was a stratified random sample of all visitors to the Florida Keys/Key West, while the CUSTOMER Survey was a stratified random sample of visitors, but local knowledge was used to stratify the samples across 200 sites throughout the Florida Keys/Key West. The CUSTOMER Survey did not include many cruise ship passengers, with zero during the winter season and only eight in the summer season. But as also already discussed, Cruise ship passengers are all day-trip visitors and thus not included here in the profiles of overnight visitors. In addition, we also showed in the first section of this chapter that ferry visitors make up relatively small proportion of all overnight visitors, so the CUSTOMER surveys had very few ferry visitors (not enough in the samples to provide profiles).

The Auto, Air and Ferry Survey sample is limited to the demographic profiles of those ages 16 and older. The CUSTOMER Survey gathers information on up to eight people in the recreation party and covers visitors of all ages. The Auto, Air, and Ferry Survey contained information on 2,284 overnight visitors, with 1,433 during the winter season and 851 during the summer season. The CUSTOMER Survey contained completed interviews with 1,784 overnight visitors with 725 during the winter season and 1,059 during the summer season. However, the CUSTOMER Survey gathers information on up to eight people in each recreation party so for overnight visitors we have information on 5,451 visitors with 1,821 during the

### Auto, Air, and Ferry Survey

- Race/Ethnicity is significantly different with a significantly higher proportion of Hispanics and Blacks during the summer season.
- Gender and Household Income were not significantly different by season.
- Winter season overnight visitors were significantly older than summer season visitors with an average age of 54 in the winter and 44 during the summer. A little over 35 percent of winter season visitors were 61 or over, while only about 7.5 percent of summer season visitors were 61 or over.
- Party size was significantly larger in the summer versus the winter season with a mean party size of 2.92 in the summer and 2.37 in the winter. During the winter season, 91.36 percent had no children versus 68.92 percent in the summer.

### CUSTOMER Survey

- Race/Ethnicity is significantly different with a significantly higher proportion of Hispanics and Blacks during the summer season.
- Gender was not significantly different by season.
- Although household income was not significantly different in the Auto, Air and Ferry survey between winter and summer season visitors, there was a significant difference between the summer and winter season samples in the CUSTOMER Survey. Summer season overnight visitors had higher incomes than winter season overnight visitors in the CUSTOMER Survey.
- Winter season visitors were significantly older than summer season visitors with an average age of 49 for the winter versus 38 for the summer. About 33 percent of winter season overnight visitors were 61 or over versus only 6.0 percent for summer season overnight visitors.
- Party size was significantly larger in the summer season versus the winter season with a mean party size of 4.11 in the summer versus 2.65 in the winter.
- 49.81 percent of summer season overnight visitors come from households with children, while only 19.55 percent come from households with children in the winter.
- A significantly higher proportion of winter season overnight visitors are retired (29.27 percent) than summer season visitors (6.43 percent). And, a significantly higher percent of overnight visitors during the summer than the winter (33 percent versus 11.32 percent).
- There were several significant differences in level of education between summer and winter season visitors. There was a significantly higher proportion of winter season overnight visitors with more than 17 years of education, but lower proportions in the 13 to 16 years.
- There were significant differences in the amount of those with hearing or mobility disabilities for winter season visitors versus summer season visitors.

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winter season and 3,630 visitors during the summer season. The CUSTOMER Survey is primarily limited to auto and air visitors. The CUSTOMER sample has been weighted to reflect the proper mix by auto and air mode of access (see Leeworthy, 2010).

Two Appendix Tables were prepared detailing the distributions for each demographic characteristic. Table A.4.22 summarizes the information for the Auto, Air, and Ferry sample by season with a weighted annual average. Table A.4.23 summarizes the information for the CUSTOMER Survey by mode of access and season. The statistically significant differences in these distributions between seasons are highlighted in bullet form in the toned box on pg 61. One will notice that for characteristics reported in common for both surveys, the results are very similar.

For more details on the information in this section see Appendix Tables A.4.22 and A.4.23

## Expenditures

In Chapter 2, we discussed how the expenditure information was gathered and estimated on a per person per trip basis and a per person per day basis. Here spending profiles are presented for overnight visitors. But even some overnight visitors can have zero lodging expenditure because many visitors stay with family and friends. Again, amounts of spending by lodging category are not “prices” they are average expenditures for all overnight visitors.

**Per Person Per Day.** Table 4.8 summarizes the average expenditures per person per day for the summer and winter seasons, along with a weighted annual average. Although the summer season average is higher than the winter season average for total expenditures (\$190.86 versus \$153.38), this difference is not statistically significant. Expenditures for lodging and for activities related to boating, fishing and diving are also higher in the summer than in the winter, and these differences are statistically significant. Expenditures related to

snorkeling and SCUBA diving is higher in the summer than in the winter, and this difference is also statistically significant.

Differences for all other expenditure categories in Table 4.08 are not statistically significant.

**Per Person Per Trip.** Figure 4.13 summarizes the average total trip expenditures per person per trip for each season. Winter season expenditures on a per-person per-trip basis are higher than summer season expenditures, and these differences are statistically significant. During the winter season about 70 percent of all trip-related expenditures are spent in the Florida Keys/Key West (Monroe County), while in the summer it is about 72 percent. The proportion spent in South Florida is lower in the winter than the summer (83 percent versus 90 percent). Appendix Tables A.4.25, A.4.26, and A.4.27 report the detailed expenditures per person per trip for each season and an annual weighted average.

**Total Expenditures.** Multiplying the average expenditure per person per trip by the total

number of person-trips yields an estimate of the total direct spending by overnight visitors. During the December '07 – May '08 (winter) season, total trip-related spending by recreating overnight visitors was estimated to be about \$961 million. During the June – November 2008 (summer), total trip-related spending by recreating visitors was estimated to be about \$699 million. In addition to trip-related expenditures, visitors also incurred annual expenses related to their visits. We normalized these expenditures by dividing the annual total by the number of trips they made to the Florida Keys/Key West over the entire year. Expenditures were for boat storage/marina fees (\$2.21 per person-trip), condo/time shares (\$81.41 per person-trip), and RV/Trailer Park fees (\$0.42 per person-trip). Again, these are not prices, but average expenditures with most overnight visitors having zero expenditure for these items. The total spending for these annual expenditure items was a little over \$164 million. Counting both trip-related and annual expense items, the total annual spending by recreating visitors in the Florida Keys/Key

Table 4.8 Average Expenditures Per Person Per Day in Monroe County by Season: Overnight Visitors

Category	Dec. '07 - May '08 \$	Jun. '08 - Nov. '08 \$	Weighted Annual Average \$
Lodging	55.35	63.99	59.40
Food & Beverage	55.37	54.48	54.95
Transportation	14.44	13.04	13.79
Boating	1.87	13.79	7.45
Fishing	3.07	11.65	7.08
Diving	3.43	12.08	7.48
Sightseeing	4.93	5.01	4.97
Other Activity	3.65	3.93	3.78
Miscellaneous	10.73	12.51	11.56
Services	0.53	0.38	0.46
<b>Total</b>	<b>153.38</b>	<b>190.86</b>	<b>170.92</b>

West was a little over \$1.824 billion. Overnight visitors accounted for 91.6% of all visitors spending for the period December 2007 – November 2008. Leeworthy and Ehler (2010) reports the total economic contribution this spending makes with respect to output, income, and full-time equivalent jobs in both the Monroe County and South Florida economies

Among overnight visitors, winter season visitors spend more days annually in the Florida Keys than summer season visitors.

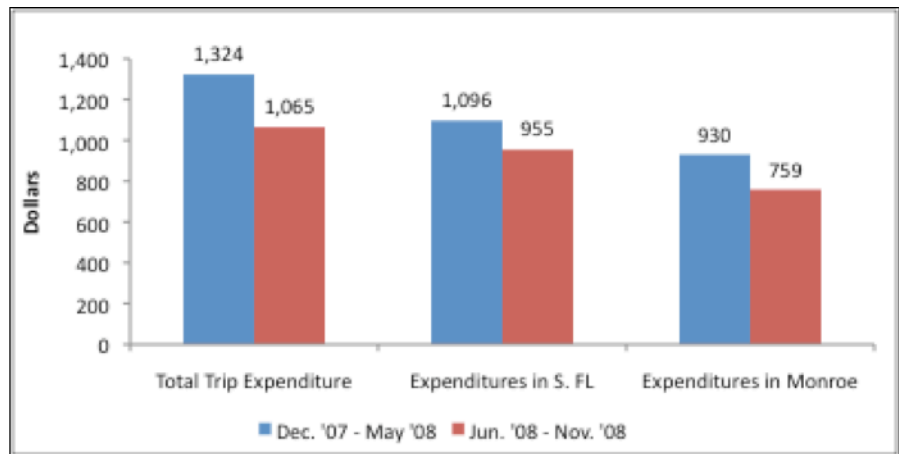


Figure 4.13 Average Total Trip Expenditures Per Person by Season: Overnight Visitors

For more information in this section see Appendix Tables A.4.24 to A.4.27.

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## Special Issue Questions

This section summarizes the responses to a variety of "special issue" questions by overnight visitors. The results are not significantly different than what was found in Chapter 2 for all visitors. The first seven questions inquired as to why people visited the Florida Keys/Key West and offer additional information about repeat visitation. Questions were also asked about second home ownership, visitors' use of their own boats, and the role that cruise ship visitation plays in planning for future non-cruise ship visits. In addition, use of the chamber of commerce visitor centers was pursued and how the information they provided visitors got them to extend their stays. Finally, an Environmental Concern Index (ECI) was constructed from visitors' responses to 16 additional questions. The detailed distributions and summary statistics for these responses are in Appendix Table A.4.28.

### Primary Purpose of the Trip.

Visitors were asked to give the reason that best describes the primary purpose of their trip to the Florida Keys/Key West. They were handed a card with the following responses:

- A Recreation or vacation
- B Visit family or friends
- C Business trip
- D Business/pleasure
- E Other (specify)

*It is important to note that this question was asked of visitors who had been pre-screened and were determined to be recreating visitors (92 percent of all visitors). Reported in this section are the results for overnight visitors.*

About 87 percent of all recreating overnight visitors in both seasons responded that recreation or vacation was their primary purpose for visiting the Florida Keys/Key West. A higher proportion of summer season overnight visitors came to the Florida Keys/Key West for the primary purpose of visiting family or friends (8.05 percent in the summer versus 6.69 percent during the winter).

**Special Events.** The Florida Keys/Key West puts on a variety of special events to attract visitors.

The Monroe County Tourist Development Council provides support for some of these events. A card was provided to visitors in our survey listing the various events sponsored by the TDC and held during the time period of their visit. First they were asked if they first attended any of these events, and if they did how important these events were in their trip planning and if it changed the length of their trip and if so, by how much. Overall during the year, 3.99 percent of all recreating overnight visitors attended at least one of these events (6.97 percent during the winter and 0.88 percent during the summer). Of those that attended one of these events, 47.86 percent said the events were somewhat to extremely important in their trip planning (44.44 percent during the winter and 76.46 percent during the summer). This translates into about 1.91 percent of all recreating overnight visitors saying that the special events were somewhat to extremely important in their trip planning. Readers should note that we sampled during seven months of the year, and events like Fantasy Fest would not have been covered.

*These small percentages mean that the special events are relatively unimportant, but it does not mean they are unimportant.* Percentage distributions tell us about relative importance but only absolute amounts tell us about importance. For the entire year, 1.91 percent of all recreating overnight visitors translate into about 37,321 visitors attending a special event that they considered somewhat to extremely important. If none of these visitors came to the Florida Keys/Key West, there would be a loss of about \$31.7 million in visitor spending. If we restricted this to those that rated the special events from important to extremely important, the potential loss would be about \$21.0 million.

The estimates potential losses assume that without the special events a small percent would not visit the Florida Keys/Key West. An alternative would be to consider a change in the length of stay associated with attending the events. Overall 9.07 percent of overnight visitors that attended special events during the year responded that the special events did lengthen their stay (7.34 percent during the winter and 22.88 percent during the summer). Winter season visitors would extend their stay on average 4.13 days, while summer season visitors would extend their stays 7 days. This translates into over 5,256 days for the winter season and about 12,980 days for the summer season. Using the average per person per day expenditures for each season this translates into a potential gain in spending of about \$806 thousand during the winter season and \$2.48 million for the summer season or over \$3.2 million for the entire year. This is a more conservative estimate since it

assumes that everyone would still visit without the special events and that the only effect would be to change the length of stay. The real impact would probably be somewhere in the middle of the two scenarios (between \$3.2 and \$21 million).

**Return Trips.** Three general questions pertaining to repeat visitation were asked on the satisfaction mail back questionnaire. These same questions are asked on the TDC's regular survey of overnight visitors. Although only the simple univariate statistics on visitors' responses to these questions are reported here, the capability does exist to evaluate how visitor importance and satisfaction ratings for 25 selected natural resource attributes, and facilities and services in the Florida Keys/Key West, are related to repeat visitation.

The first question asked was "***How likely is it you will recommend the Florida Keys/Key West to a friend or family member for their next vacation?***" Overall, only 0.68 percent of all overnight visitors to the Florida Keys/Key West during the December 2007 – November 2008 period would not recommend the Florida Keys/Key West to someone for their next vacation (see appendix table A.4.28).

The next question asked "***How likely is it that you will return to the Florida Keys/Key West for a visit?***" Again, for the entire year only 2.5% said they would not return. See appendix table A.4.28 for detailed results.

The third question about return trips asked "***How soon you might return to the Florida Keys?***" This question was only asked of those who were likely to make a return visit. For those who were

likely to make a return visit, the highest proportion responded "Greater than one year" (34.88%), followed by "6 to 12 months" (31.15%). However, for this question, a relatively higher proportion gave "don't know" responses (14.47% in the winter and 16.78% during the summer).

**Use Your Own Boat in the Keys.** Over the December 2007 – November 2008 period, 8.6% of all overnight visitors to the Florida Keys/Key West used their own boat while recreating in the Florida Keys/Key West. It was significantly higher in the summer season with 9.78% in the summer versus 7.55% during the winter season.

A follow-up question asked if they stored their boat in the Keys or did they trailer it to the Keys. Overall for the year, 57.85% trailed their boats, while 42.15% stored their boat in the Keys. For overnight visitors, this did not vary significantly across seasons.

**Experience with Cruise Ship Visitation and the Choice of a Non Cruise Ship Visit.** Many have wanted to know if prior experience with a cruise ship visit to Key West has had any effect on people's decision to make a future non cruise ship visit to the Florida Keys/Key West. We asked two questions to address this issue. First, we asked "***On your first ever visit to the Florida Keys/Key West, was your visit on a cruise ship stopover in Key West?***" For the entire year, 3.21% of all overnight visitors responded "yes" to this question. This varied by season with 3.59% of the winter season visitors responding "yes", while 2.81% of the summer season visitors responding "yes". These percentages are much lower than what we saw for all visitors in Chapter 2.

The second question asked was contingent on saying yes to the first question. So those who answered yes to the first question were asked "***Did your experience in Key West result in you choosing the Florida Keys/Key West as a destination for a non-cruise ship visit?***" For annual time period, 85.88% of those who said yes to the first question said yes to the second question or 2.75% of all overnight visitors (3.21% \* 85.88%). Again, this varied significantly by season with 100% of winter season visitors that said yes to the first question saying yes (3.59% of all winter overnight visitors) and 77.68% of summer season visitors that said yes to the first question saying yes (2.18% of all summer season overnight visitors).

The third question was also contingent on a yes response to the first question. This question was softer in that it asked not whether your first visit via cruise ship resulted in a non-cruise ship visit, but simply whether it played a role in the planning of a future non-cruise ship visit. The specific wording was "***If this cruise ship visit was your first visit, did your experience lead you to think about planning a future non-cruise ship visit to the Florida Keys/Key West?***" This question was designed to capture those who may have been on their first visit to the Florida Keys/Key West via the cruise ship during our survey period. All who responded yes to the first question responded yes to this question (see appendix table A.4.28).

**Visitation to Chamber of Commerce Visitor Centers.** Four questions were designed to address the use of the Chamber of Commerce Visitor Centers located in each of the five



districts of the Florida Keys/Key West and the role of the visitor centers in influencing visitor's decisions on lengthening their stay. The first question asked "*Did you go into any of the Chamber of Commerce Visitor Centers on your most recent visit (the one we interviewed you on) to the Florida Keys?*" For the December 2007 – November 2008 period, 22.87% of all overnight visitors responded that they did go inside at least one of the Visitor Centers. This did vary somewhat by season (25.01% during the winter and 20.58% during the summer).

The second question was contingent on the first and identified all the visitor centers visitors used. Of the 22.87% of overnight visitors that used at least one of the visitor centers; 49% used the Key Largo Visitor Center, 17.58% used the Islamorada Visitor Center, 17.68% used the Marathon Visitor Center, 13.01% used the Lower Keys Visitor Center and 47.80% used the Key West Visitor Center. If we multiply these estimates by the 22.87% of all overnight visitors that used at least one visitor center over the entire year, we would estimate the percent of all overnight visitors that visited each visitor center (7.78% Key Largo, 2.79% Islamorada, 2.7% Marathon, 2.06% Lower Keys and 7.58% Key West). Again, this varied somewhat by season and district. The biggest difference was for the Marathon District with 26.34% of all overnight visitors in the winter and 6.02% in the summer.

The third question was contingent on the answer to the first question. For those who went inside a visitor center, we asked "*Did going into any of the Visitor Centers result in you obtaining information that*

*extended your length of stay in the Florida Keys? (Please answer this for the most recent trip—the one we interviewed you on).*" Overall 15.02% responded "yes". This did not vary significantly by season. Again translating this into the percent of all visitors, we would estimate that 3.43% (22.87% times 15.02%) of all overnight visitors did obtain information that led to them extending their length of stay.

The fourth question pursued this issue a step further as we did with the "Attendance at Special Events". We asked for how long this information extended their length of stay in terms of number of days. The specific wording was "*How many days longer did you extend your stay?*" The overall annual average was 2.96 days with a median value of 2 days. Both the mean and median were higher for summer visitors than winter season visitors (means of 3.33 days for the summer and 2.67 days for the winter). If we translated this into total person-days of additional visitation as a result of visitation to a visitor center, we estimate 198 thousand person-days ( $0.0343 * 1,954,000 * 2.96$ ). If we use are weighted annual average spending per person per day of \$170.92, we estimate that the visitor centers increased spending by visitors by around \$33.9 million. In Chapter 2, we estimated this at \$36 million for all visitors.

**Environmental Concern Index (ECI).** The ECI is an index created by answers to 16 questions asked on the satisfaction mail back questionnaire. The 16 questions were designed by Weigel and Weigel (1978) and were asked in the 1995-96 baseline study of the Florida Keys/Key West. The index has been tested by past

researchers for internal consistency, test re-test reliability and validity. The index has also been used successfully to predict actual behaviors with regard to environmental concerns such as recycling. Those who say they will recycle versus those who actually do recycling.

In 1992, NOAA, the U.S. Forest Service, the U.S. Environmental Protection Agency, the U.S. Department of Interior's Bureau of Land Management, the U.S. Army Corps of Engineers, the U.S. Department of Agriculture's Economic Research Service, and the Sporting Goods Manufacturing Association joined in a cooperative effort to conduct a National Survey on Recreation and the Environment (NSRE). The NSRE was also conducted in 1999-2000 with NOAA and the U.S. Forest Service serving again as co-leaders. The NSRE partners hired Dr. Morgan Miles, Associate Professor of Marketing at Georgia Southern University to evaluate several competing indices that might be used for measuring people's environmental concerns. Dr. Miles was asked to evaluate the New Environmental Paradigm (Dunlap and Van Liere, 1978), the Personal Environmental Behavior Scale (Dunlap and Van Liere, 1978), the Roper Survey (1991), and the ECI.

Dr. Miles concluded that the ECI was the best index because it measured three basic components of attitude: beliefs, evaluations and intentions. The other scales measure only one or two of these components and thus can be more easily misinterpreted. Based on Dr. Miles's evaluation and the ECI's past record in predicting people's behavior, we decided to include it in our visitor survey in 1995-96. We decided to replicate it in the 2007-08 study to test if could be used in predicting any

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changes in visitor behaviors over the past 12 years.

As in 1995-96, we found no statistical differences between the mean scores of summer versus winter season visitors. The ECI ranges from a score of 16 meaning low environmental concern to 80 meaning an extremely high environmental concern. The overall weighted annual average was 61.05 and was the same for both seasons. Overall, 32.5% placed a very high priority on protection of the environment (scores 65 or above) and an additional 63.51% were concerned about the protection of the environment (a score of 49 – 64). Thus over 96 percent of all overnight visitors to the Florida Keys/Key West are concerned about the protection of the environment of the Florida Keys/Key West. This is the same as for all visitors presented in Chapter 2.

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## Appendix Tables



Table A.2.1 Number of Person-trips by Mode of Access and Season

	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Total	
	Person-trips	Percent	Person-trips	Percent	Person-trips	Percent
<b>Recreating</b>						
1. Auto	987,445	62.39	1,079,148	75.74	2,066,593	68.72
2. Air - Key West	93,128	5.88	63,719	4.47	156,847	5.22
3. Cruise Ship	448,456	28.34	258,532	18.14	706,989	23.51
4. Ferry	53,624	3.39	23,430	1.64	77,054	2.56
<b>Total</b>	<b>1,582,653</b>	<b>100.00</b>	<b>1,424,829</b>	<b>100.00</b>	<b>3,007,483</b>	<b>100.00</b>
<b>Non-Recreating</b>						
1. Auto	38,027	66.95	199,075	98.57	237,102	91.63
2. Air - Key West	11,012	19.39	1,136	0.56	12,149	4.69
3. Cruise Ship	6,879	12.11	1,564	0.77	8,443	3.26
4. Ferry	885	1.56	188	0.09	1,073	0.41
<b>Total</b>	<b>56,803</b>	<b>100.00</b>	<b>201,963</b>	<b>100.00</b>	<b>258,767</b>	<b>100.00</b>
<b>All Visitors</b>						
1. Auto	1,025,472	62.55	1,278,223	78.57	2,303,695	70.53
2. Air - Key West	104,140	6.35	64,855	3.99	168,996	5.17
3. Cruise Ship	455,335	27.77	260,096	15.99	715,432	21.90
4. Ferry	54,509	3.32	23,618	1.45	78,127	2.39
<b>Total</b>	<b>1,639,456</b>	<b>100.00</b>	<b>1,626,792</b>	<b>100.00</b>	<b>3,266,250</b>	<b>100.00</b>

Table A.2.2 Average Length of Stay by Mode of Access and Season

Mode of Access/Season	Length of Stay (# of Days)		Number
	Mean	Std. Error	
<b>Auto Visitors</b>			
December '07 - May '08	6.51	0.410	1,070
June '08 - November '08	3.95	0.147	589
December '07 - November '08	5.18	0.238	1,659
<b>Air Visitors</b>			
December '07 - May '08	8.63	0.660	277
June '08 - November '08	6.40	0.344	188
December '07 - November '08	7.73	0.419	465
<b>Cruise Ship Visitors</b>			
December '07 - May '08	1.00	0.000	220
June '08 - November '08	1.00	0.000	65
December '07 - November '08	1.00	0.000	285
<b>Ferry Visitors</b>			
December '07 - May '08	2.50	0.154	240
June '08 - November '08	2.97	0.128	205
December '07 - November '08	2.64	0.106	445
<b>All Visitors</b>			
December '07 - May '08	4.94	0.264	1,807
June '08 - November '08	3.51	0.109	1,047
December '07 - November '08	4.26	0.159	2,854

Table A.2.3 Number of Person-days by Mode of Access and Season

	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Total	
	Person-days	Percent	Person-days	Percent	Person-days	Percent
<b>Recreating</b>						
1. Auto	6,428,267	82.25	4,266,951	85.29	10,695,218	83.44
2. Air - Key West	804,160	10.29	408,056	8.16	1,212,217	9.46
3. Cruise Ship	448,456	5.74	258,532	5.17	706,989	5.52
4. Ferry	134,274	1.72	69,493	1.39	203,768	1.59
<b>Total</b>	<b>7,815,158</b>	<b>100.00</b>	<b>5,003,033</b>	<b>100.00</b>	<b>12,818,192</b>	<b>100.00</b>
<b>Non-Recreating</b>						
1. Auto	247,556	75.40	787,143	98.82	1,034,698	91.98
2. Air - Key West	71,688	21.83	7,275	0.91	78,963	7.02
3. Cruise Ship	6,879	2.10	1,564	0.20	8,443	0.75
4. Ferry	2,217	0.68	558	0.07	2,775	0.25
<b>Total</b>	<b>328,340</b>	<b>100.00</b>	<b>796,539</b>	<b>100.00</b>	<b>1,124,879</b>	<b>100.00</b>
<b>All Visitors</b>						
1. Auto	6,675,823	81.98	5,054,094	87.15	11,729,916	84.13
2. Air - Key West	875,848	10.76	415,331	7.16	1,291,180	9.26
3. Cruise Ship	455,335	5.59	260,096	4.48	715,432	5.13
4. Ferry	136,491	1.68	70,051	1.21	206,542	1.48
<b>Total</b>	<b>8,143,498</b>	<b>100.00</b>	<b>5,799,572</b>	<b>100.00</b>	<b>13,943,071</b>	<b>100.00</b>

Table A.2.4 Activity Participation in 42 Aggregate Activities by Season for All Keys

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>
<b>Diving</b>						
Snorkeling from Boat	346,543	24.32	106,400	6.72	452,943	15.06
Snorkeling from Shore	252,629	17.73	77,533	4.90	330,162	10.98
All Snorkeling	498,645	35.00	157,908	9.98	656,553	21.83
SCUBA Diving from Boat	99,556	6.99	31,342	1.98	130,898	4.35
SCUBA Diving from Shore	16,249	1.14	8,122	0.51	24,371	0.81
All SCUBA Diving	109,422	7.68	37,539	2.37	146,961	4.89
All Diving	532,417	37.37	181,036	11.44	713,453	23.72
<b>Fishing</b>						
Offshore Fishing	145,406	10.21	104,800	6.62	250,206	8.32
Flats/Backcountry Fishing	40,608	2.85	36,267	2.29	76,875	2.56
Other Fishing from Boat	32,205	2.26	16,794	1.06	48,999	1.63
All Boat Fishing	176,587	12.39	130,788	8.26	307,375	10.22
Fishing from Shore	65,393	4.59	52,916	3.34	118,309	3.93
All Types of Fishing	217,606	15.27	170,800	10.79	388,406	12.91
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	146,982	10.32	154,681	9.77	301,663	10.03
Viewing Wildlife/Nature-Land	173,976	12.21	207,334	13.10	381,310	12.68
All Viewing Wildlife/Nature Study	285,381	20.03	312,840	19.77	598,221	19.89
<b>Boating</b>						
Personal Watercraft Use	125,834	8.83	46,802	2.96	172,636	5.74
All Sailing	50,860	3.57	45,933	2.90	96,793	3.22
Other Boating Activities	105,680	7.42	49,466	3.13	155,146	5.16
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	489,429	34.35	341,305	21.57	830,734	27.62
All Camping	34,928	2.45	36,210	2.29	71,138	2.37
Visiting Museums or Historic Areas	576,121	40.43	666,596	42.12	1,242,717	41.32
Sightseeing & Attractions (Paid & Unpaid)	566,720	39.77	787,807	49.78	1,354,527	45.04
Cultural Events (Fairs, Concerts, Plays)	159,805	11.22	110,210	6.96	270,015	8.98
Outdoor Sports and Games	31,840	2.23	36,905	2.33	68,745	2.29
SPA, Health & Wellness	757,972	53.20	973,781	61.53	1,731,753	57.58
<b>Special Aggregations</b>						
Any Activities Involving Boats	658,542	46.22	393,878	24.89	1,052,420	34.99
All Activities Involving Swimming	814,405	57.16	459,847	29.06	1,274,252	42.37
Any Water-Related Activities	947,025	66.47	647,870	40.94	1,594,895	53.03
Any Land-Based Activities	1,046,886	73.47	1,321,176	83.48	2,368,062	78.74
Only Water-Based Activities	229,514	16.11	79,365	5.01	308,879	10.27
Only Land-Based Activities	325,514	22.85	784,226	49.55	1,109,740	36.90
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	66,543	4.67	69,198	4.37	135,741	4.51
Any Party Boat Fishing	27,566	1.93	19,908	1.26	47,474	1.58
Any Private Boat Fishing	95,753	6.72	48,124	3.04	143,877	4.78
Any Rental Boat Fishing	5,876	0.41	10,478	0.66	16,354	0.54



Table A.2.4 (Continued). Activity Participation in 42 Aggregate Activities by Season for All Keys

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number	Participation	Number	Participation	Number	Participation
	of Participants	Rate <sup>2</sup>	of Participants	Rate <sup>2</sup>	of Participants	Rate <sup>2</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	278,483	19.54	94,673	5.98	373,156	12.41
Any Private Boat Diving-Snork & SCUBA	102,927	7.22	23,420	1.48	126,347	4.20
Any Rental Boat Diving-Snork & SCUBA	27,876	1.96	17,116	1.08	44,992	1.50
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	441,022	30.95	286,769	18.12	727,791	24.20
Any Use of Private Boats	206,250	14.48	112,930	7.14	319,180	10.61
Any Use of Rental Boats	136,863	9.61	69,154	4.37	206,017	6.85

1. These activities are summaries from a list of 71 activities used in the survey. See Tables A.2.11, A.2.12 and A.2.13.

2. Percent of visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for ALL snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.2.5 Activity Participation in 42 Aggregate Activities by Season for Key Largo

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number	Participation	Number	Participation	Number	Participation
	of Participants	Rate <sup>2</sup>	of Participants	Rate <sup>2</sup>	of Participants	Rate <sup>2</sup>
<b>Diving</b>						
Snorkeling from Boat	159,154	11.17	58,915	3.72	218,069	7.25
Snorkeling from Shore	112,584	7.90	28,495	1.80	141,079	4.69
All Snorkeling	231,695	16.26	74,703	4.72	306,398	10.19
SCUBA Diving from Boat	51,864	3.64	20,024	1.27	71,888	2.39
SCUBA Diving from Shore	6,964	0.49	6,161	0.39	13,125	0.44
All SCUBA Diving	57,667	4.05	24,259	1.53	81,926	2.72
All Diving	251,060	17.62	89,720	5.67	340,780	11.33
<b>Fishing</b>						
Offshore Fishing	42,944	3.01	31,190	1.97	74,134	2.46
Flats/Backcountry Fishing	11,607	0.81	5,391	0.34	16,998	0.57
Other Fishing from Boat	7,544	0.53	3,466	0.22	11,010	0.37
All Boat Fishing	47,007	3.30	35,041	2.21	82,048	2.73
Fishing from Shore	32,571	2.29	14,248	0.90	46,819	1.56
All Types of Fishing	70,292	4.93	43,898	2.77	114,190	3.80
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	88,898	6.24	94,342	5.96	183,240	6.09
Viewing Wildlife/Nature-Land	78,997	5.54	67,282	4.25	146,279	4.86
All Viewing Wildlife/Nature Study	148,164	10.40	129,278	8.17	277,442	9.23
<b>Boating</b>						
Personal Watercraft Use	49,328	3.46	10,782	0.68	60,110	2.00
All Sailing	9,285	0.65	8,612	0.54	17,897	0.60
Other Boating Activities	30,758	2.16	13,477	0.85	44,235	1.47

Table A.2.5 (Continued). Activity Participation in 42 Aggregate Activities by Season for Key Largo

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	198,760	13.95	90,491	5.72	289,251	9.62
All Camping	11,026	0.77	13,477	0.85	24,503	0.81
Visiting Museums or Historic Areas	124,005	8.70	102,115	6.45	226,120	7.52
Sightseeing & Attractions (Paid & Unpaid)	122,264	8.58	97,494	6.16	219,758	7.31
Cultural Events (Fairs, Concerts, Plays)	32,205	2.26	19,534	1.23	51,739	1.72
Outdoor Sports and Games	17,410	1.22	11,552	0.73	28,962	0.96
SPA, Health & Wellness	205,509	14.42	151,403	9.57	356,912	11.87
<b>Special Aggregations</b>						
Any Activities Involving Boats	294,586	20.68	174,191	11.01	468,777	15.59
All Activities Involving Swimming	367,163	25.77	154,203	9.74	521,366	17.34
Any Water-Related Activities	418,813	29.39	228,662	14.45	647,475	21.53
Any Land-Based Activities	321,897	22.59	237,694	15.02	559,591	18.61
Only Water-Based Activities	155,816	10.94	67,387	4.26	223,203	7.42
Only Land-Based Activities	48,167	3.38	79,500	5.02	127,667	4.24
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	13,348	0.94	18,868	1.19	32,216	1.07
Any Party Boat Fishing	11,026	0.77	5,006	0.32	16,032	0.53
Any Private Boat Fishing	31,918	2.24	14,248	0.90	46,166	1.54
Any Rental Boat Fishing	0	0.00	1,540	0.10	1,540	0.05
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	143,700	10.09	59,686	3.77	203,386	6.76
Any Private Boat Diving-Snork & SCUBA	37,141	2.61	9,242	0.58	46,383	1.54
Any Rental Boat Diving-Snork & SCUBA	7,544	0.53	9,627	0.61	17,171	0.57
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	214,500	15.05	137,084	8.66	351,584	11.69
Any Use of Private Boats	92,853	6.52	45,193	2.86	138,046	4.59
Any Use of Rental Boats	42,944	3.01	24,259	1.53	67,203	2.23

Table A.2.6 Activity Participation in 42 Aggregate Activities by Season for Islamorada

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>
<b>Diving</b>						
Snorkeling from Boat	52,337	3.67	15,018	0.95	67,355	2.24
Snorkeling from Shore	53,971	3.79	14,913	0.94	68,884	2.29
All Snorkeling	88,318	6.20	23,000	1.45	111,318	3.70
SCUBA Diving from Boat	26,695	1.87	6,546	0.41	33,241	1.11
SCUBA Diving from Shore	9,285	0.65	770	0.05	10,055	0.33
All SCUBA Diving	31,338	2.20	6,546	0.41	37,884	1.26
All Diving	92,960	6.52	26,850	1.70	119,810	3.98
<b>Fishing</b>						
Offshore Fishing	31,918	2.24	31,576	2.00	63,494	2.11
Flats/Backcountry Fishing	12,767	0.90	15,403	0.97	28,170	0.94
Other Fishing from Boat	6,384	0.45	5,391	0.34	11,775	0.39
All Boat Fishing	40,043	2.81	41,972	2.65	82,015	2.73
Fishing from Shore	22,633	1.59	16,943	1.07	39,576	1.32
All Types of Fishing	57,453	4.03	54,680	3.45	112,133	3.73
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	22,160	1.56	29,161	1.84	51,321	1.71
Viewing Wildlife/Nature-Land	27,856	1.96	55,662	3.52	83,518	2.78
All Viewing Wildlife/Nature Study	43,632	3.06	71,345	4.51	114,977	3.82
<b>Boating</b>						
Personal Watercraft Use	13,348	0.94	10,012	0.63	23,360	0.78
All Sailing	3,482	0.24	3,886	0.25	7,368	0.24
Other Boating Activities	9,285	0.65	3,466	0.22	12,751	0.42
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	91,112	6.39	65,253	4.12	156,365	5.20
All Camping	4,643	0.33	10,012	0.63	14,655	0.49
Visiting Museums or Historic Areas	40,730	2.86	66,584	4.21	107,314	3.57
Sightseeing & Attractions (Paid & Unpaid)	30,865	2.17	59,548	3.76	90,413	3.01
Cultural Events (Fairs, Concerts, Plays)	20,312	1.43	15,474	0.98	35,786	1.19
Outdoor Sports and Games	2,321	0.16	8,262	0.52	10,583	0.35
SPA, Health & Wellness	68,479	4.81	101,416	6.41	169,895	5.65
<b>Special Aggregations</b>						
Any Activities Involving Boats	98,764	6.93	79,745	5.04	178,509	5.94
All Activities Involving Swimming	135,905	9.54	93,434	5.90	229,339	7.63
Any Water-Related Activities	157,957	11.09	134,392	8.49	292,349	9.72
Any Land-Based Activities	108,629	7.62	159,878	10.10	268,507	8.93
Only Water-Based Activities	79,505	5.58	27,796	1.76	107,301	3.57
Only Land-Based Activities	23,321	1.64	67,563	4.27	90,884	3.02
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	13,348	0.94	22,719	1.44	36,067	1.20
Any Party Boat Fishing	4,062	0.29	5,776	0.36	9,838	0.33
Any Private Boat Fishing	23,794	1.67	10,782	0.68	34,576	1.15
Any Rental Boat Fishing	3,482	0.24	4,236	0.27	7,718	0.26

Table A.2.6 (Continued) Activity Participation in 42 Aggregate Activities by Season for Islamorada

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	36,668	2.57	14,633	0.92	51,301	1.71
Any Private Boat Diving-Snork & SCUBA	22,633	1.59	3,851	0.24	26,484	0.88
Any Rental Boat Diving-Snork & SCUBA	8,125	0.57	3,081	0.19	11,206	0.37
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	57,560	4.04	56,886	3.59	114,446	3.81
Any Use of Private Boats	44,685	3.14	24,295	1.54	68,980	2.29
Any Use of Rental Boats	16,249	1.14	15,788	1.00	32,037	1.07

Table A.2.7 Activity Participation in 42 Aggregate Activities by Season for Marathon

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>
<b>Diving</b>						
Snorkeling from Boat	41,053	2.88	17,328	1.09	58,381	1.94
Snorkeling from Shore	30,177	2.12	15,683	0.99	45,860	1.52
All Snorkeling	58,462	4.10	25,310	1.60	83,772	2.79
SCUBA Diving from Boat	19,731	1.38	3,746	0.24	23,477	0.78
SCUBA Diving from Shore	1,161	0.08	770	0.05	1,931	0.06
All SCUBA Diving	19,731	1.38	4,516	0.29	24,247	0.81
All Diving	61,364	4.31	28,005	1.77	89,369	2.97
<b>Fishing</b>						
Offshore Fishing	27,419	1.92	28,495	1.80	55,914	1.86
Flats/Backcountry Fishing	6,384	0.45	6,546	0.41	12,930	0.43
Other Fishing from Boat	10,446	0.73	7,701	0.49	18,147	0.60
All Boat Fishing	35,544	2.49	35,811	2.26	71,355	2.37
Fishing from Shore	7,544	0.53	15,788	1.00	23,332	0.78
All Types of Fishing	39,026	2.74	46,593	2.94	85,619	2.85
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	17,839	1.25	19,149	1.21	36,988	1.23
Viewing Wildlife/Nature-Land	10,983	0.77	52,545	3.32	63,528	2.11
All Viewing Wildlife/Nature Study	23,965	1.68	60,142	3.80	84,107	2.80
<b>Boating</b>						
Personal Watercraft Use	15,303	1.07	11,937	0.75	27,240	0.91
All Sailing	1,956	0.14	5,042	0.32	6,998	0.23
Other Boating Activities	5,179	0.36	6,057	0.38	11,236	0.37

Table A.2.7 (Continued). Activity Participation in 42 Aggregate Activities by Season for Marathon

Activity <sup>1</sup>	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>	Number of Participants	Participation Rate <sup>2</sup>
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	46,383	3.26	62,733	3.96	109,116	3.63
All Camping	5,803	0.41	6,931	0.44	12,734	0.42
Visiting Museums or Historic Areas	35,608	2.50	68,124	4.30	103,732	3.45
Sightseeing & Attractions (Paid & Unpaid)	29,768	2.09	60,002	3.79	89,770	2.98
Cultural Events (Fairs, Concerts, Plays)	6,018	0.42	10,958	0.69	16,976	0.56
Outdoor Sports and Games	1,161	0.08	9,698	0.61	10,859	0.36
SPA, Health & Wellness	49,285	3.46	79,536	5.03	128,821	4.28
<b>Special Aggregations</b>						
Any Activities Involving Boats	62,410	4.38	67,214	4.25	129,624	4.31
All Activities Involving Swimming	79,418	5.57	75,440	4.77	154,858	5.15
Any Water-Related Activities	86,633	6.08	107,156	6.77	193,789	6.44
Any Land-Based Activities	74,812	5.25	134,672	8.51	209,484	6.97
Only Water-Based Activities	1,161	0.08	5,391	0.34	6,552	0.22
Only Land-Based Activities	3,009	0.21	15,788	1.00	18,797	0.63
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	9,973	0.70	16,943	1.07	26,916	0.89
Any Party Boat Fishing	5,223	0.37	6,931	0.44	12,154	0.40
Any Private Boat Fishing	22,669	1.59	18,483	1.17	41,152	1.37
Any Rental Boat Fishing	1,741	0.12	2,310	0.15	4,051	0.13
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	21,321	1.50	12,988	0.82	34,309	1.14
Any Private Boat Diving-Snork & SCUBA	22,633	1.59	7,316	0.46	29,949	1.00
Any Rental Boat Diving-Snork & SCUBA	2,321	0.16	770	0.05	3,091	0.10
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	30,348	2.13	44,074	2.78	74,422	2.47
Any Use of Private Boats	32,018	2.25	32,662	2.06	64,680	2.15
Any Use of Rental Boats	12,402	0.87	9,627	0.61	22,029	0.73

Table A.2.8 Activity Participation in 42 Aggregate Activities by Season for Lower Keys

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	49,670	3.49	13,653	0.86	63,323	2.11
Snorkeling from Shore	41,633	2.92	19,044	1.20	60,677	2.02
All Snorkeling	69,982	4.91	28,567	1.80	98,549	3.28
SCUBA Diving from Boat	18,678	1.31	3,466	0.22	22,144	0.74
SCUBA Diving from Shore	1,161	0.08	0	0.00	1,161	0.04
All SCUBA Diving	19,839	1.39	3,466	0.22	23,305	0.77
All Diving	74,625	5.24	28,952	1.83	103,577	3.44
<b>Fishing</b>						
Offshore Fishing	26,823	1.88	15,298	0.97	42,121	1.40
Flats/Backcountry Fishing	6,491	0.46	7,982	0.50	14,473	0.48
Other Fishing from Boat	4,062	0.29	2,695	0.17	6,757	0.22
All Boat Fishing	29,832	2.09	19,919	1.26	49,751	1.65
Fishing from Shore	9,285	0.65	10,012	0.63	19,297	0.64
All Types of Fishing	30,992	2.18	25,310	1.60	56,302	1.87
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	17,001	1.19	19,429	1.23	36,430	1.21
Viewing Wildlife/Nature-Land	30,929	2.17	28,462	1.80	59,391	1.97
All Viewing Wildlife/Nature Study	40,536	2.84	38,754	2.45	79,290	2.64
<b>Boating</b>						
Personal Watercraft Use	5,867	0.41	7,072	0.45	12,939	0.43
All Sailing	6,447	0.45	5,707	0.36	12,154	0.40
Other Boating Activities	7,135	0.50	3,851	0.24	10,986	0.37
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	51,110	3.59	45,930	2.90	97,040	3.23
All Camping	14,508	1.02	13,758	0.87	28,266	0.94
Visiting Museums or Historic Areas	34,625	2.43	47,190	2.98	81,815	2.72
Sightseeing & Attractions (Paid & Unpaid)	44,447	3.12	55,208	3.49	99,655	3.31
Cultural Events (Fairs, Concerts, Plays)	7,930	0.56	9,943	0.63	17,873	0.59
Outdoor Sports and Games	2,536	0.18	4,131	0.26	6,667	0.22
SPA, Health & Wellness	43,458	3.05	48,172	3.04	91,630	3.05
<b>Special Aggregations</b>						
Any Activities Involving Boats	69,529	4.88	38,474	2.43	108,003	3.59
All Activities Involving Swimming	91,001	6.39	50,306	3.18	141,307	4.70
Any Water-Related Activities	96,073	6.74	63,679	4.02	159,752	5.31
Any Land-Based Activities	90,163	6.33	77,858	4.92	168,021	5.59
Only Water-Based Activities	1,161	0.08	3,466	0.22	4,627	0.15
Only Land-Based Activities	4,643	0.33	8,857	0.56	13,500	0.45
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	6,555	0.46	10,012	0.63	16,567	0.55
Any Party Boat Fishing	3,482	0.24	2,310	0.15	5,792	0.19
Any Private Boat Fishing	21,536	1.51	10,292	0.65	31,828	1.06
Any Rental Boat Fishing	580	0.04	1,540	0.10	2,120	0.07

Table A.2.8 (Continued). Activity Participation in 42 Aggregate Activities by Season for Lower Keys

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	21,707	1.52	6,546	0.41	28,253	0.94
Any Private Boat Diving-Snork & SCUBA	25,062	1.76	6,161	0.39	31,223	1.04
Any Rental Boat Diving-Snork & SCUBA	12,187	0.86	2,101	0.13	14,288	0.48
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	31,529	2.21	22,719	1.44	54,248	1.80
Any Use of Private Boats	36,903	2.59	18,170	1.15	55,073	1.83
Any Use of Rental Boats	13,562	0.95	6,722	0.42	20,284	0.67

Table A.2.9 Activity Participation in 42 Aggregate Activities by Season for Key West

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	151,273	10.62	58,676	3.71	209,949	6.98
Snorkeling from Shore	109,218	7.67	49,459	3.13	158,677	5.28
All Snorkeling	212,630	14.92	92,612	5.85	305,242	10.15
SCUBA Diving from Boat	36,881	2.59	11,459	0.72	48,340	1.61
SCUBA Diving from Shore	4,643	0.33	4,272	0.27	8,915	0.30
All SCUBA Diving	39,202	2.75	14,960	0.95	54,162	1.80
All Diving	225,036	15.79	99,707	6.30	324,743	10.80
<b>Fishing</b>						
Offshore Fishing	56,015	3.93	46,575	2.94	102,590	3.41
Flats/Backcountry Fishing	9,163	0.64	14,120	0.89	23,283	0.77
Other Fishing from Boat	6,671	0.47	8,358	0.53	15,029	0.50
All Boat Fishing	63,875	4.48	55,036	3.48	118,911	3.95
Fishing from Shore	13,597	0.95	26,731	1.69	40,328	1.34
All Types of Fishing	72,830	5.11	72,959	4.61	145,789	4.85
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	59,610	4.18	86,989	5.50	146,599	4.87
Viewing Wildlife/Nature-Land	98,461	6.91	124,123	7.84	222,584	7.40
All Viewing Wildlife/Nature Study	137,798	9.67	181,961	11.50	319,759	10.63
<b>Boating</b>						
Personal Watercraft Use	57,176	4.01	30,046	1.90	87,222	2.90
All Sailing	43,353	3.04	38,045	2.40	81,398	2.71
Other Boating Activities	79,263	5.56	35,872	2.27	115,135	3.83

Table A.2.9 (Continued). Activity Participation in 42 Aggregate Activities by Season for Key West

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	266,307	18.69	228,958	14.47	495,265	16.47
All Camping	8,631	0.61	22,347	1.41	30,978	1.03
Visiting Museums or Historic Areas	481,825	33.82	622,149	39.31	1,103,974	36.71
Sightseeing & Attractions (Paid & Unpaid)	472,967	33.19	732,324	46.27	1,205,291	40.08
Cultural Events (Fairs, Concerts, Plays)	131,821	9.25	95,332	6.02	227,153	7.55
Outdoor Sports and Games	10,733	0.75	23,848	1.51	34,581	1.15
SPA, Health & Wellness	575,880	40.42	828,238	52.33	1,404,118	46.69
<b>Special Aggregations</b>						
Any Activities Involving Boats	304,388	21.36	220,144	13.91	524,532	17.44
All Activities Involving Swimming	398,517	27.97	273,475	17.28	671,992	22.34
Any Water-Related Activities	461,583	32.40	374,644	23.67	836,227	27.80
Any Land-Based Activities	742,859	52.14	1,052,142	66.48	1,795,001	59.68
Only Water-Based Activities	42,326	2.97	21,220	1.34	63,546	2.11
Only Land-Based Activities	364,496	25.58	799,195	50.50	1,163,691	38.69
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	35,722	2.51	30,704	1.94	66,426	2.21
Any Party Boat Fishing	12,478	0.88	9,219	0.58	21,697	0.72
Any Private Boat Fishing	18,505	1.30	19,244	1.22	37,749	1.26
Any Rental Boat Fishing	1,813	0.13	3,162	0.20	4,975	0.17
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	142,622	10.01	51,991	3.29	194,613	6.47
Any Private Boat Diving-Snork & SCUBA	22,734	1.60	8,788	0.56	31,522	1.05
Any Rental Boat Diving-Snork & SCUBA	17,430	1.22	9,904	0.63	27,334	0.91
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	233,279	16.37	170,341	10.76	403,620	13.42
Any Use of Private Boats	63,254	4.44	52,158	3.30	115,412	3.84
Any Use of Rental Boats	87,062	6.11	39,433	2.49	126,495	4.21



Table A.2.10 Activity Participation in Detailed List of 71 Activities by Season: All Keys

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Snorkeling Charter/Party Boat	240,650	16.89	73,986	4.67	314,636	10.46
Snorkeling Rental Boat	25,233	1.77	16,730	1.06	41,963	1.40
Snorkeling Private Boat	88,784	6.23	21,844	1.38	110,628	3.68
SCUBA Charter/Party Boat	59,958	4.21	26,685	1.69	86,643	2.88
SCUBA Rental Boat	3,804	0.27	2,310	0.15	6,114	0.20
SCUBA Private Boat	36,375	2.55	5,812	0.37	42,187	1.40
Diving for Lobsters from Boat	37,634	2.64	770	0.05	38,404	1.28
Underwater Photography from Boat	46,705	3.28	8,298	0.52	55,003	1.83
Wreck Diving	11,607	0.81	4,177	0.26	15,784	0.52
Spear Fishing from Boat	19,000	1.33	0	0.00	19,000	0.63
Fishing Offshore Charter Boat	50,845	3.57	57,924	3.66	108,769	3.62
Fishing Offshore Party Boat	24,085	1.69	17,212	1.09	41,297	1.37
Fishing Offshore Rental Boat	4,715	0.33	7,397	0.47	12,112	0.40
Fishing Offshore Private Boat	77,948	5.47	36,735	2.32	114,683	3.81
Fishing Flats/Backcountry Guided	13,304	0.93	16,710	1.06	30,014	1.00
Fishing Flats/Backcountry Rental Boat	1,161	0.08	4,236	0.27	5,397	0.18
Fishing Flats/Backcountry Private Boat	26,144	1.83	15,322	0.97	41,466	1.38
Other Fishing Charter Boat	7,036	0.49	2,101	0.13	9,137	0.30
Other Fishing Party Boat	4,062	0.29	3,466	0.22	7,528	0.25
Other Fishing Rental Boat	3,482	0.24	2,019	0.13	5,501	0.18
Other Fishing Private Boat	21,687	1.52	9,979	0.63	31,666	1.05
Glass Bottom Boat Rides	68,237	4.79	98,462	6.22	166,699	5.54
Backcountry Boating Excursions-Not Fish	4,341	0.30	16,089	1.02	20,430	0.68
View Nature/Wildlife Priv/Rental Boat	79,905	5.61	54,763	3.46	134,668	4.48
Personal Watercraft Rental	91,165	6.40	33,149	2.09	124,314	4.13
Personal Watercraft Private Boat	39,312	2.76	13,653	0.86	52,965	1.76
Sailing Charter/Party Boat	41,439	2.91	32,109	2.03	73,548	2.45
Sailing Rental Boat	5,876	0.41	5,556	0.35	11,432	0.38
Sailing Private Boat	4,706	0.33	8,268	0.52	12,974	0.43
Other Boating Charter/Party	66,445	4.66	23,363	1.48	89,808	2.99
Other Boating Rental Boat	15,206	1.07	10,827	0.68	26,033	0.87
Other Boating Private Boat	25,769	1.81	15,416	0.97	41,185	1.37
Snorkeling from Shore	252,629	17.73	77,533	4.90	330,162	10.98
SCUBA Diving from Shore	16,249	1.14	8,122	0.51	24,371	0.81
Diving for Lobsters from Shore	33,366	2.34	2,298	0.15	35,664	1.19
Underwater Photography from Shore	36,776	2.58	8,707	0.55	45,483	1.51
Fishing from Shore	65,393	4.59	52,916	3.34	118,309	3.93
Swimming at Beaches (not in pool)	415,971	29.19	208,636	13.18	624,607	20.77
Swimming in Outdoor Pool	385,355	27.05	273,118	17.26	658,473	21.89

Table A.2.10 (Continued). Activity Participation in Detailed List of 71 Activities by Season: All Keys

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Swimming with Dolphins	64,417	4.52	15,474	0.98	79,891	2.66
Windsurfing or Sailboarding	8,252	0.58	5,850	0.37	14,102	0.47
Wildlife Observ/Photography from Land	152,476	10.70	186,163	11.76	338,639	11.26
Other Nature Study from Land	37,849	2.66	49,426	3.12	87,275	2.90
Photography from Land (Not Wildlife)	171,781	12.06	229,680	14.51	401,461	13.35
Backpacking	1,741	0.12	1,914	0.12	3,655	0.12
Camping in Developed Campgrounds	29,705	2.08	34,284	2.17	63,989	2.13
Camping in Primitive Campgrounds	5,803	0.41	2,591	0.16	8,394	0.28
Day Hiking	22,705	1.59	42,896	2.71	65,601	2.18
Attending Ranger Guided Walk	11,041	0.77	8,076	0.51	19,117	0.64
Self-guided Nature or Historic Trails	43,374	3.04	40,338	2.55	83,712	2.78
Picnicking	74,604	5.24	27,016	1.71	101,620	3.38
Visiting Historic Areas, Sites, Bldgs	427,731	30.02	563,899	35.63	991,630	32.97
Attending Special Events (Fairs,etc)	78,953	5.54	57,381	3.63	136,334	4.53
Attending Outdoor Concerts, Plays, etc	88,378	6.20	43,620	2.76	131,998	4.39
Attending Indoor Concerts Plays, etc	20,274	1.42	36,458	2.30	56,732	1.89
Sightseeing Tours, Attractions (paid)	237,773	16.69	355,404	22.46	593,177	19.72
Sightseeing (not paid for tours)	441,928	31.02	619,781	39.16	1,061,709	35.30
Reading Roadside Exhibits or Markers	181,400	12.73	120,788	7.63	302,188	10.05
Visiting Museum, Educ Fac, Info Center	230,147	16.15	226,922	14.34	457,069	15.20
Attending O outdoor Spotting Events	3,663	0.26	15,354	0.97	19,017	0.63
Golf	5,510	0.39	16,291	1.03	21,801	0.72
Tennis Outdoors	6,598	0.46	9,992	0.63	16,590	0.55
Other Outdoor Sports or Games	20,312	1.43	13,259	0.84	33,571	1.12
Bicycling	53,290	3.74	75,843	4.79	129,133	4.29
Horseback Riding	580	0.04	186	0.01	766	0.03
Driving for Pleasure (mopeds,motorcycles)	48,636	3.41	48,630	3.07	97,266	3.23
All Beach Activities (not swimming)	168,806	11.85	187,243	11.83	356,049	11.84
Sunbathing (not at beach)	183,564	12.88	151,935	9.60	335,499	11.16
SPA Treatments	11,099	0.78	15,149	0.96	26,248	0.87
Fitness Activities	740,933	52.00	953,487	60.25	1,694,420	56.34
Healthy Cuisine (Specialty Dining)	109,145	7.66	129,479	8.18	238,624	7.93

1. Participation rate is the percent of all visitors to the Florida Keys that did the activity.

Table A.2.11 Activity Participation in Detailed List of 71 Activities by Season: Key Largo

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Snorkeling Charter/Party Boat	120,272	8.44	46,208	2.92	166,480	5.54
Snorkeling Rental Boat	7,544	0.53	9,627	0.61	17,171	0.57
Snorkeling Private Boat	32,498	2.28	8,086	0.51	40,584	1.35
SCUBA Charter/Party Boat	37,936	2.66	18,098	1.14	56,034	1.86
SCUBA Rental Boat	0	0.00	770	0.05	770	0.03
SCUBA Private Boat	13,928	0.98	2,310	0.15	16,238	0.54
Diving for Lobsters from Boat	8,705	0.61	0	0.00	8,705	0.29
Underwater Photography from Boat	26,115	1.83	6,161	0.39	32,276	1.07
Wreck Diving	8,125	0.57	3,081	0.19	11,206	0.37
Spear Fishing from Boat	4,062	0.29	0	0.00	4,062	0.14
Fishing Offshore Charter Boat	8,125	0.57	17,328	1.09	25,453	0.85
Fishing Offshore Party Boat	11,026	0.77	4,621	0.29	15,647	0.52
Fishing Offshore Rental Boat	0	0.00	1,540	0.10	1,540	0.05
Fishing Offshore Private Boat	31,918	2.24	12,322	0.78	44,240	1.47
Fishing Flats/Backcountry Guided	2,902	0.20	770	0.05	3,672	0.12
Fishing Flats/Backcountry Rental Boat	0	0.00	0	0.00	0	0.00
Fishing Flats/Backcountry Private Boat	8,705	0.61	4,621	0.29	13,326	0.44
Other Fishing Charter Boat	4,643	0.33	770	0.05	5,413	0.18
Other Fishing Party Boat	580	0.04	385	0.02	965	0.03
Other Fishing Rental Boat	0	0.00	0	0.00	0	0.00
Other Fishing Private Boat	2,902	0.20	2,310	0.15	5,212	0.17
Glass Bottom Boat Rides	51,176	3.59	68,927	4.36	120,103	3.99
Backcountry Boating Excursions-Not Fish	4,643	0.33	10,397	0.66	15,040	0.50
View Nature/Wildlife Priv/Rental Boat	36,561	2.57	25,800	1.63	62,361	2.07
Personal Watercraft Rental	35,400	2.48	8,857	0.56	44,257	1.47
Personal Watercraft Private Boat	16,249	1.14	3,466	0.22	19,715	0.66
Sailing Charter/Party Boat	6,384	0.45	5,006	0.32	11,390	0.38
Sailing Rental Boat	1,161	0.08	1,540	0.10	2,701	0.09
Sailing Private Boat	2,902	0.20	2,066	0.13	4,968	0.17
Other Boating Charter/Party	15,669	1.10	1,925	0.12	17,594	0.59
Other Boating Rental Boat	0	0.00	3,466	0.22	3,466	0.12
Other Boating Private Boat	16,830	1.18	8,086	0.51	24,916	0.83
Snorkeling from Shore	112,584	7.90	28,495	1.80	141,079	4.69
SCUBA Diving from Shore	6,964	0.49	6,161	0.39	13,125	0.44
Diving for Lobsters from Shore	9,285	0.65	385	0.02	9,670	0.32
Underwater Photography from Shore	24,374	1.71	3,081	0.19	27,455	0.91
Fishing from Shore	32,571	2.29	14,248	0.90	46,819	1.56
Swimming at Beaches (not in pool)	184,037	12.92	56,990	3.60	241,027	8.01
Swimming in Outdoor Pool	156,109	10.96	73,339	4.63	229,448	7.63
Swimming with Dolphins	41,784	2.93	6,546	0.41	48,330	1.61

Table A.2.11 (Continued). Activity Participation in Detailed List of 71 Activities by Season: Key Largo

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Windsurfing or Sailboarding	1,161	0.08	1,540	0.10	2,701	0.09
Wildlife Observ/Photography from Land	72,614	5.10	63,047	3.98	135,661	4.51
Other Nature Study from Land	16,902	1.19	13,092	0.83	29,994	1.00
Photography from Land (Not Wildlife)	88,283	6.20	65,987	4.17	154,270	5.13
Backpacking	580	0.04	0	0.00	580	0.02
Camping in Developed Campgrounds	9,866	0.69	13,477	0.85	23,343	0.78
Camping in Primitive Campgrounds	1,161	0.08	0	0.00	1,161	0.04
Day Hiking	13,348	0.94	13,477	0.85	26,825	0.89
Attending Ranger Guided Walk	1,161	0.08	1,925	0.12	3,086	0.10
Self-guided Nature or Historic Trails	19,151	1.34	14,143	0.89	33,294	1.11
Picnicking	42,364	2.97	11,937	0.75	54,301	1.81
Visiting Historic Areas, Sites, Bldgs	105,327	7.39	84,506	5.34	189,833	6.31
Attending Special Events (Fairs,etc)	18,785	1.32	11,937	0.75	30,722	1.02
Attending Outdoor Concerts, Plays, etc	13,635	0.96	7,597	0.48	21,232	0.71
Attending Indoor Concerts Plays, etc	4,062	0.29	4,131	0.26	8,193	0.27
Sightseeing Tours, Attractions (paid)	49,035	3.44	30,701	1.94	79,736	2.65
Sightseeing (not paid for tours)	94,121	6.61	77,330	4.89	171,451	5.70
Reading Roadside Exhibits or Markers	17,517	1.23	22,719	1.44	40,236	1.34
Visiting Museum, Educ Fac, Info Center	44,500	3.12	32,907	2.08	77,407	2.57
Attending Outdoor Spotting Events	1,161	0.08	1,540	0.10	2,701	0.09
Golf	4,062	0.29	4,621	0.29	8,683	0.29
Tennis Outdoors	7,544	0.53	1,540	0.10	9,084	0.30
Other Outdoor Sports or Games	8,705	0.61	5,776	0.36	14,481	0.48
Bicycling	8,812	0.62	14,248	0.90	23,060	0.77
Horseback Riding	0	0.00	0	0.00	0	0.00
Driving for Pleasure (mopeds,motorcycles)	6,384	0.45	8,857	0.56	15,241	0.51
All Beach Activities (not swimming)	55,418	3.89	50,444	3.19	105,862	3.52
Sunbathing (not at beach)	94,594	6.64	40,223	2.54	134,817	4.48
SPA Treatments	1,161	0.08	1,925	0.12	3,086	0.10
Fitness Activities	204,349	14.34	148,182	9.36	352,531	11.72
Healthy Cuisine (Specialty Dining)	21,545	1.51	12,988	0.82	34,533	1.15

1. Participation rate is the percent of all visitors to the Florida Keys that did the activity in Key Largo.

Table A.2.12 Activity Participation in Detailed List of 71 Activities by Season: Islamorada

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Snorkeling Charter/Party Boat	26,803	1.88	10,397	0.66	37,200	1.24
Snorkeling Rental Boat	6,964	0.49	3,081	0.19	10,045	0.33
Snorkeling Private Boat	20,892	1.47	3,851	0.24	24,743	0.82
SCUBA Charter/Party Boat	17,990	1.26	5,391	0.34	23,381	0.78
SCUBA Rental Boat	2,321	0.16	770	0.05	3,091	0.10
SCUBA Private Boat	6,384	0.45	1,155	0.07	7,539	0.25
Diving for Lobsters from Boat	11,607	0.81	0	0.00	11,607	0.39
Underwater Photography from Boat	13,928	0.98	1,540	0.10	15,468	0.51
Wreck Diving	4,643	0.33	1,540	0.10	6,183	0.21
Spear Fishing from Boat	3,482	0.24	0	0.00	3,482	0.12
Fishing Offshore Charter Boat	12,767	0.90	20,024	1.27	32,791	1.09
Fishing Offshore Party Boat	4,062	0.29	5,006	0.32	9,068	0.30
Fishing Offshore Rental Boat	2,321	0.16	1,540	0.10	3,861	0.13
Fishing Offshore Private Boat	16,249	1.14	6,546	0.41	22,795	0.76
Fishing Flats/Backcountry Guided	2,902	0.20	6,931	0.44	9,833	0.33
Fishing Flats/Backcountry Rental Boat	1,161	0.08	3,466	0.22	4,627	0.15
Fishing Flats/Backcountry Private Boat	8,705	0.61	5,006	0.32	13,711	0.46
Other Fishing Charter Boat	0	0.00	770	0.05	770	0.03
Other Fishing Party Boat	580	0.04	770	0.05	1,350	0.04
Other Fishing Rental Boat	0	0.00	770	0.05	770	0.03
Other Fishing Private Boat	6,384	0.45	3,081	0.19	9,465	0.31
Glass Bottom Boat Rides	9,973	0.70	19,253	1.22	29,226	0.97
Backcountry Boating Excursions-Not Fish	0	0.00	6,931	0.44	6,931	0.23
View Nature/Wildlife Priv/Rental Boat	13,348	0.94	11,062	0.70	24,410	0.81
Personal Watercraft Rental	8,125	0.57	6,546	0.41	14,671	0.49
Personal Watercraft Private Boat	5,223	0.37	3,466	0.22	8,689	0.29
Sailing Charter/Party Boat	2,902	0.20	1,051	0.07	3,953	0.13
Sailing Rental Boat	0	0.00	1,925	0.12	1,925	0.06
Sailing Private Boat	580	0.04	910	0.06	1,490	0.05
Other Boating Charter/Party	5,223	0.37	0	0.00	5,223	0.17
Other Boating Rental Boat	0	0.00	1,540	0.10	1,540	0.05
Other Boating Private Boat	4,062	0.29	1,925	0.12	5,987	0.20
Snorkeling from Shore	53,971	3.79	14,913	0.94	68,884	2.29
SCUBA Diving from Shore	9,285	0.65	770	0.05	10,055	0.33
Diving for Lobsters from Shore	11,026	0.77	1,155	0.07	12,181	0.41
Underwater Photography from Shore	11,026	0.77	1,051	0.07	12,077	0.40
Fishing from Shore	22,633	1.59	16,943	1.07	39,576	1.32
Swimming at Beaches (not in pool)	80,086	5.62	40,993	2.59	121,079	4.03
Swimming in Outdoor Pool	45,846	3.22	63,118	3.99	108,964	3.62
Swimming with Dolphins	20,312	1.43	5,952	0.38	26,264	0.87

Table A.2.12 (Continued). Activity Participation in Detailed List of 71 Activities by Season: Islamorada

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Windsurfing or Sailboarding	1,161	0.08	0	0.00	1,161	0.04
Wildlife Observ/Photography from Land	25,535	1.79	49,886	3.15	75,421	2.51
Other Nature Study from Land	4,643	0.33	13,092	0.83	17,735	0.59
Photography from Land (Not Wildlife)	27,276	1.91	50,515	3.19	77,791	2.59
Backpacking	1,161	0.08	770	0.05	1,931	0.06
Camping in Developed Campgrounds	2,321	0.16	10,012	0.63	12,333	0.41
Camping in Primitive Campgrounds	3,482	0.24	0	0.00	3,482	0.12
Day Hiking	5,803	0.41	8,648	0.55	14,451	0.48
Attending Ranger Guided Walk	0	0.00	2,206	0.14	2,206	0.07
Self-guided Nature or Historic Trails	6,384	0.45	9,418	0.60	15,802	0.53
Picknicking	17,990	1.26	6,161	0.39	24,151	0.80
Visiting Historic Areas, Sites, Bldgs	33,659	2.36	51,495	3.25	85,154	2.83
Attending Special Events (Fairs,etc)	11,026	0.77	9,803	0.62	20,829	0.69
Attending Outdoor Concerts, Plays, etc	9,285	0.65	4,901	0.31	14,186	0.47
Attending Indoor Concerts Plays, etc	2,321	0.16	2,101	0.13	4,422	0.15
Sightseeing Tours, Attractions (paid)	12,767	0.90	18,170	1.15	30,937	1.03
Sightseeing (not paid for tours)	22,740	1.60	51,041	3.23	73,781	2.45
Reading Roadside Exhibits or Markers	6,491	0.46	12,988	0.82	19,479	0.65
Visiting Museum, Educ Fac, Info Center	19,258	1.35	29,617	1.87	48,875	1.63
Attending O outdoor Spotting Events	0	0.00	1,155	0.07	1,155	0.04
Golf	0	0.00	2,695	0.17	2,695	0.09
Tennis Outdoors	0	0.00	4,412	0.28	4,412	0.15
Other Outdoor Sports or Games	2,321	0.16	2,591	0.16	4,912	0.16
Bicycling	6,491	0.46	16,068	1.02	22,559	0.75
Horseback Riding	580	0.04	0	0.00	580	0.02
Driving for Pleasure (mopeds,motorcycles)	3,482	0.24	8,367	0.53	11,849	0.39
All Beach Activities (not swimming)	27,276	1.91	34,832	2.20	62,108	2.07
Sunbathing (not at beach)	29,597	2.08	28,952	1.83	58,549	1.95
SPA Treatments	2,321	0.16	2,695	0.17	5,016	0.17
Fitness Activities	67,318	4.72	97,810	6.18	165,128	5.49
Healthy Cuisine (Specialty Dining)	13,928	0.98	14,528	0.92	28,456	0.95

1. Participation rate is the percent of all visitors to the Florida Keys that did the activity in Islamorada.

Table A.2.13 Activity Participation in Detailed List of 71 Activities by Season: Marathon

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Snorkeling Charter/Party Boat	17,259	1.21	10,782	0.68	28,041	0.93
Snorkeling Rental Boat	2,321	0.16	770	0.05	3,091	0.10
Snorkeling Private Boat	22,633	1.59	7,316	0.46	29,949	1.00
SCUBA Charter/Party Boat	7,544	0.53	2,976	0.19	10,520	0.35
SCUBA Rental Boat	0	0.00	0	0.00	0	0.00
SCUBA Private Boat	12,187	0.86	770	0.05	12,957	0.43
Diving for Lobsters from Boat	16,249	1.14	0	0.00	16,249	0.54
Underwater Photography from Boat	9,866	0.69	1,540	0.10	11,406	0.38
Wreck Diving	4,062	0.29	0	0.00	4,062	0.14
Spear Fishing from Boat	8,705	0.61	0	0.00	8,705	0.29
Fishing Offshore Charter Boat	8,812	0.62	15,018	0.95	23,830	0.79
Fishing Offshore Party Boat	5,223	0.37	5,776	0.36	10,999	0.37
Fishing Offshore Rental Boat	1,741	0.12	2,310	0.15	4,051	0.13
Fishing Offshore Private Boat	14,544	1.02	14,633	0.92	29,177	0.97
Fishing Flats/Backcountry Guided	1,161	0.08	2,695	0.17	3,856	0.13
Fishing Flats/Backcountry Rental Boat	0	0.00	770	0.05	770	0.03
Fishing Flats/Backcountry Private Boat	5,223	0.37	3,081	0.19	8,304	0.28
Other Fishing Charter Boat	0	0.00	1,925	0.12	1,925	0.06
Other Fishing Party Boat	0	0.00	1,155	0.07	1,155	0.04
Other Fishing Rental Boat	2,321	0.16	770	0.05	3,091	0.10
Other Fishing Private Boat	8,125	0.57	3,851	0.24	11,976	0.40
Glass Bottom Boat Rides	1,268	0.09	6,161	0.39	7,429	0.25
Backcountry Boating Excursions-Not Fish	1,161	0.08	3,466	0.22	4,627	0.15
View Nature/Wildlife Priv/Rental Boat	16,571	1.16	12,988	0.82	29,559	0.98
Personal Watercraft Rental	8,339	0.59	6,546	0.41	14,885	0.49
Personal Watercraft Private Boat	9,285	0.65	5,391	0.34	14,676	0.49
Sailing Charter/Party Boat	1,956	0.14	2,206	0.14	4,162	0.14
Sailing Rental Boat	0	0.00	0	0.00	0	0.00
Sailing Private Boat	0	0.00	2,836	0.18	2,836	0.09
Other Boating Charter/Party	1,375	0.10	770	0.05	2,145	0.07
Other Boating Rental Boat	0	0.00	3,081	0.19	3,081	0.10
Other Boating Private Boat	3,804	0.27	2,206	0.14	6,010	0.20
Snorkeling from Shore	30,177	2.12	15,683	0.99	45,860	1.52
SCUBA Diving from Shore	1,161	0.08	770	0.05	1,931	0.06
Diving for Lobsters from Shore	8,705	0.61	770	0.05	9,475	0.32
Underwater Photography from Shore	4,062	0.29	2,695	0.17	6,757	0.22
Fishing from Shore	7,544	0.53	15,788	1.00	23,332	0.78
Swimming at Beaches (not in pool)	34,196	2.40	39,348	2.49	73,544	2.45
Swimming in Outdoor Pool	38,366	2.69	44,250	2.80	82,616	2.75
Swimming with Dolphins	11,026	0.77	5,006	0.32	16,032	0.53

Table A.2.13 (Continued). Activity Participation in Detailed List of 71 Activities by Season: Marathon

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Windsurfing or Sailboarding	0	0.00	770	0.05	770	0.03
Wildlife Observ/Photography from Land	7,501	0.53	49,080	3.10	56,581	1.88
Other Nature Study from Land	6,018	0.42	14,424	0.91	20,442	0.68
Photography from Land (Not Wildlife)	19,151	1.34	37,002	2.34	56,153	1.87
Backpacking	0	0.00	0	0.00	0	0.00
Camping in Developed Campgrounds	4,643	0.33	5,776	0.36	10,419	0.35
Camping in Primitive Campgrounds	1,161	0.08	1,155	0.07	2,316	0.08
Day Hiking	0	0.00	9,137	0.58	9,137	0.30
Attending Ranger Guided Walk	0	0.00	2,695	0.17	2,695	0.09
Self-guided Nature or Historic Trails	2,321	0.16	7,982	0.50	10,303	0.34
Picnicking	12,767	0.90	6,931	0.44	19,698	0.65
Visiting Historic Areas, Sites, Bldgs	25,749	1.81	56,011	3.54	81,760	2.72
Attending Special Events (Fairs,etc)	2,321	0.16	8,648	0.55	10,969	0.36
Attending Outdoor Concerts, Plays, etc	1,375	0.10	3,081	0.19	4,456	0.15
Attending Indoor Concerts Plays, etc	2,321	0.16	1,821	0.12	4,142	0.14
Sightseeing Tours, Attractions (paid)	15,884	1.11	21,215	1.34	37,099	1.23
Sightseeing (not paid for tours)	15,260	1.07	47,399	2.99	62,659	2.08
Reading Roadside Exhibits or Markers	5,179	0.36	20,024	1.27	25,203	0.84
Visiting Museum, Educ Fac, Info Center	14,071	0.99	27,796	1.76	41,867	1.39
Attending O outdoor Spotting Events	0	0.00	666	0.04	666	0.02
Golf	1,161	0.08	5,672	0.36	6,833	0.23
Tennis Outdoors	0	0.00	2,591	0.16	2,591	0.09
Other Outdoor Sports or Games	0	0.00	2,101	0.13	2,101	0.07
Bicycling	2,063	0.14	12,322	0.78	14,385	0.48
Horseback Riding	0	0.00	0	0.00	0	0.00
Driving for Pleasure (mopeds,motorcycles)	0	0.00	6,931	0.44	6,931	0.23
All Beach Activities (not swimming)	19,731	1.38	34,447	2.18	54,178	1.80
Sunbathing (not at beach)	15,669	1.10	23,035	1.46	38,704	1.29
SPA Treatments	0	0.00	770	0.05	770	0.03
Fitness Activities	49,285	3.46	79,151	5.00	128,436	4.27
Healthy Cuisine (Specialty Dining)	2,536	0.18	12,707	0.80	15,243	0.51

1. Participation rate is the percent of all visitors to the Florida Keys that did the activity in Marathon.



Table A.2.14 Activity Participation in Detailed List of 71 Activities by Season: Lower Keys

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Snorkeling Charter/Party Boat	15,904	1.12	5,391	0.34	21,295	0.71
Snorkeling Rental Boat	11,026	0.77	2,101	0.13	13,127	0.44
Snorkeling Private Boat	23,901	1.68	6,161	0.39	30,062	1.00
SCUBA Charter/Party Boat	10,446	0.73	1,925	0.12	12,371	0.41
SCUBA Rental Boat	1,161	0.08	1,540	0.10	2,701	0.09
SCUBA Private Boat	7,071	0.50	0	0.00	7,071	0.24
Diving for Lobsters from Boat	9,973	0.70	0	0.00	9,973	0.33
Underwater Photography from Boat	8,705	0.61	770	0.05	9,475	0.32
Wreck Diving	2,902	0.20	0	0.00	2,902	0.10
Spear Fishing from Boat	7,652	0.54	0	0.00	7,652	0.25
Fishing Offshore Charter Boat	5,394	0.38	5,006	0.32	10,400	0.35
Fishing Offshore Party Boat	2,321	0.16	1,540	0.10	3,861	0.13
Fishing Offshore Rental Boat	580	0.04	1,540	0.10	2,120	0.07
Fishing Offshore Private Boat	19,688	1.38	8,752	0.55	28,440	0.95
Fishing Flats/Backcountry Guided	1,161	0.08	5,006	0.32	6,167	0.21
Fishing Flats/Backcountry Rental Boat	0	0.00	0	0.00	0	0.00
Fishing Flats/Backcountry Private Boat	5,330	0.37	2,976	0.19	8,306	0.28
Other Fishing Charter Boat	0	0.00	0	0.00	0	0.00
Other Fishing Party Boat	1,161	0.08	770	0.05	1,931	0.06
Other Fishing Rental Boat	1,161	0.08	0	0.00	1,161	0.04
Other Fishing Private Boat	2,902	0.20	1,925	0.12	4,827	0.16
Glass Bottom Boat Rides	3,589	0.25	6,546	0.41	10,135	0.34
Backcountry Boating Excursions-Not Fish	1,161	0.08	4,236	0.27	5,397	0.18
View Nature/Wildlife Priv/Rental Boat	13,411	0.94	10,958	0.69	24,369	0.81
Personal Watercraft Rental	215	0.02	6,161	0.39	6,376	0.21
Personal Watercraft Private Boat	5,652	0.40	910	0.06	6,562	0.22
Sailing Charter/Party Boat	4,857	0.34	4,236	0.27	9,093	0.30
Sailing Rental Boat	1,161	0.08	561	0.04	1,722	0.06
Sailing Private Boat	1,590	0.11	910	0.06	2,500	0.08
Other Boating Charter/Party	1,805	0.13	770	0.05	2,575	0.09
Other Boating Rental Boat	0	0.00	770	0.05	770	0.03
Other Boating Private Boat	5,330	0.37	2,310	0.15	7,640	0.25
Snorkeling from Shore	41,633	2.92	19,044	1.20	60,677	2.02
SCUBA Diving from Shore	1,161	0.08	0	0.00	1,161	0.04
Diving for Lobsters from Shore	6,384	0.45	385	0.02	6,769	0.23
Underwater Photography from Shore	8,705	0.61	0	0.00	8,705	0.29
Fishing from Shore	9,285	0.65	10,012	0.63	19,297	0.64
Swimming at Beaches (not in pool)	44,296	3.11	32,522	2.05	76,818	2.55
Swimming in Outdoor Pool	23,428	1.64	24,331	1.54	47,759	1.59
Swimming with Dolphins	3,482	0.24	1,821	0.12	5,303	0.18

Table A.2.14 (Continued). Activity Participation in Detailed List of 71 Activities by Season: Lower Keys

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Windsurfing or Sailboarding	1,161	0.08	0	0.00	1,161	0.04
Wildlife Observ/Photography from Land	28,393	1.99	23,946	1.51	52,339	1.74
Other Nature Study from Land	4,019	0.28	8,648	0.55	12,667	0.42
Photography from Land (Not Wildlife)	18,571	1.30	23,946	1.51	42,517	1.41
Backpacking	0	0.00	770	0.05	770	0.03
Camping in Developed Campgrounds	14,508	1.02	11,833	0.75	26,341	0.88
Camping in Primitive Campgrounds	0	0.00	2,695	0.17	2,695	0.09
Day Hiking	2,902	0.20	5,286	0.33	8,188	0.27
Attending Ranger Guided Walk	0	0.00	1,925	0.12	1,925	0.06
Self-guided Nature or Historic Trails	4,643	0.33	8,648	0.55	13,291	0.44
Picnicking	15,669	1.10	6,827	0.43	22,496	0.75
Visiting Historic Areas, Sites, Bldgs	29,875	2.10	40,223	2.54	70,098	2.33
Attending Special Events (Fairs,etc)	2,751	0.19	6,582	0.42	9,333	0.31
Attending Outdoor Concerts, Plays, etc	6,555	0.46	4,516	0.29	11,071	0.37
Attending Indoor Concerts Plays, etc	2,321	0.16	1,051	0.07	3,372	0.11
Sightseeing Tours, Attractions (paid)	7,393	0.52	14,809	0.94	22,202	0.74
Sightseeing (not paid for tours)	8,252	0.58	24,996	1.58	33,248	1.11
Reading Roadside Exhibits or Markers	5,179	0.36	10,397	0.66	15,576	0.52
Visiting Museum, Educ Fac, Info Center	10,983	0.77	19,465	1.23	30,448	1.01
Attending Outdoor Spotting Events	1,161	0.08	770	0.05	1,931	0.06
Golf	215	0.02	1,925	0.12	2,140	0.07
Tennis Outdoors	1,161	0.08	1,051	0.07	2,212	0.07
Other Outdoor Sports or Games	1,161	0.08	1,155	0.07	2,316	0.08
Bicycling	10,188	0.72	14,528	0.92	24,716	0.82
Horseback Riding	0	0.00	0	0.00	0	0.00
Driving for Pleasure (mopeds,motorcycles)	2,321	0.16	2,695	0.17	5,016	0.17
All Beach Activities (not swimming)	15,367	1.08	22,056	1.39	37,423	1.24
Sunbathing (not at beach)	16,249	1.14	14,668	0.93	30,917	1.03
SPA Treatments	0	0.00	770	0.05	770	0.03
Fitness Activities	43,458	3.05	47,402	3.00	90,860	3.02
Healthy Cuisine (Specialty Dining)	7,393	0.52	10,224	0.65	17,617	0.59

1. Participation rate is the percent of all visitors to the Florida Keys that did the activity in the Lower Keys.

Table A.2.15 Activity Participation in Detailed List of 71 Activities by Season: Key West

Activity Description	Jun. - Nov. 08		Dec. 07 - May 08		Dec. 07 - Nov. 08	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Snorkeling Charter/Party Boat	123,252	8.65	45,796	2.89	169,048	5.62
Snorkeling Rental Boat	15,947	1.12	9,519	0.60	25,466	0.85
Snorkeling Private Boat	20,198	1.42	8,367	0.53	28,565	0.95
SCUBA Charter/Party Boat	27,566	1.93	9,883	0.62	37,449	1.25
SCUBA Rental Boat	1,483	0.10	1,925	0.12	3,408	0.11
SCUBA Private Boat	7,831	0.55	421	0.03	8,252	0.27
Diving for Lobsters from Boat	10,466	0.73	770	0.05	11,236	0.37
Underwater Photography from Boat	21,751	1.53	5,358	0.34	27,109	0.90
Wreck Diving	5,803	0.41	1,482	0.09	7,285	0.24
Spear Fishing from Boat	6,706	0.47	0	0.00	6,706	0.22
Fishing Offshore Charter Boat	28,148	1.98	25,545	1.61	53,693	1.79
Fishing Offshore Party Boat	10,157	0.71	8,834	0.56	18,991	0.63
Fishing Offshore Rental Boat	1,813	0.13	3,162	0.20	4,975	0.17
Fishing Offshore Private Boat	18,218	1.28	14,401	0.91	32,619	1.08
Fishing Flats/Backcountry Guided	5,179	0.36	6,114	0.39	11,293	0.38
Fishing Flats/Backcountry Rental Boat	0	0.00	0	0.00	0	0.00
Fishing Flats/Backcountry Private Boat	3,984	0.28	8,006	0.51	11,990	0.40
Other Fishing Charter Boat	2,394	0.17	561	0.04	2,955	0.10
Other Fishing Party Boat	2,321	0.16	1,155	0.07	3,476	0.12
Other Fishing Rental Boat	0	0.00	1,528	0.10	1,528	0.05
Other Fishing Private Boat	4,277	0.30	5,883	0.37	10,160	0.34
Glass Bottom Boat Rides	28,775	2.02	55,089	3.48	83,864	2.79
Backcountry Boating Excursions-Not Fish	859	0.06	12,459	0.79	13,318	0.44
View Nature/Wildlife Priv/Rental Boat	35,478	2.49	29,068	1.84	64,546	2.15
Personal Watercraft Rental	54,060	3.79	23,323	1.47	77,383	2.57
Personal Watercraft Private Boat	6,598	0.46	6,722	0.42	13,320	0.44
Sailing Charter/Party Boat	37,263	2.62	30,395	1.92	67,658	2.25
Sailing Rental Boat	4,715	0.33	2,462	0.16	7,177	0.24
Sailing Private Boat	1,375	0.10	5,188	0.33	6,563	0.22
Other Boating Charter/Party	55,332	3.88	22,629	1.43	77,961	2.59
Other Boating Rental Boat	15,314	1.07	6,719	0.42	22,033	0.73
Other Boating Private Boat	8,618	0.60	6,804	0.43	15,422	0.51
Snorkeling from Shore	109,218	7.67	49,459	3.13	158,677	5.28
SCUBA Diving from Shore	4,643	0.33	4,272	0.27	8,915	0.30
Diving for Lobsters from Shore	8,412	0.59	1,143	0.07	9,555	0.32
Underwater Photography from Shore	17,044	1.20	6,782	0.43	23,826	0.79
Fishing from Shore	13,597	0.95	26,731	1.69	40,328	1.34
Swimming at Beaches (not in pool)	217,477	15.26	132,637	8.38	350,114	11.64
Swimming in Outdoor Pool	226,926	15.93	175,416	11.08	402,342	13.38
Swimming with Dolphins	17,410	1.22	6,337	0.40	23,747	0.79

Table A.2.15 (Continued). Activity Participation in Detailed List of 71 Activities by Season: Key West

Activity Description	<u>Jun. - Nov. 08</u>		<u>Dec. 07 - May 08</u>		<u>Dec. 07 - Nov. 08</u>	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
Windsurfing or Sailboarding	5,931	0.42	6,131	0.39	12,062	0.40
Wildlife Observ/Photography from Land	82,620	5.80	107,189	6.77	189,809	6.31
Other Nature Study from Land	24,065	1.69	37,313	2.36	61,378	2.04
Photography from Land (Not Wildlife)	103,081	7.23	174,006	10.99	277,087	9.21
Backpacking	2,321	0.16	2,007	0.13	4,328	0.14
Camping in Developed Campgrounds	7,471	0.52	21,192	1.34	28,663	0.95
Camping in Primitive Campgrounds	2,321	0.16	2,206	0.14	4,527	0.15
Day Hiking	11,099	0.78	31,869	2.01	42,968	1.43
Attending Ranger Guided Walk	11,041	0.77	6,921	0.44	17,962	0.60
Self-guided Nature or Historic Trails	28,866	2.03	37,081	2.34	65,947	2.19
Picknicking	36,410	2.56	22,920	1.45	59,330	1.97
Visiting Historic Areas, Sites, Bldgs	354,196	24.86	541,424	34.21	895,620	29.78
Attending Special Events (Fairs,etc)	61,794	4.34	43,274	2.73	105,068	3.49
Attending Outdoor Concerts, Plays, etc	78,714	5.52	42,208	2.67	120,922	4.02
Attending Indoor Concerts Plays, etc	16,792	1.18	35,058	2.22	51,850	1.72
Sightseeing Tours, Attractions (paid)	208,343	14.62	349,548	22.09	557,891	18.55
Sightseeing (not paid for tours)	375,624	26.36	576,475	36.42	952,099	31.66
Reading Roadside Exhibits or Markers	170,739	11.98	108,943	6.88	279,682	9.30
Visiting Museum, Educ Fac, Info Center	211,055	14.81	202,279	12.78	413,334	13.74
Attending Outdoor Spotting Events	2,502	0.18	14,094	0.89	16,596	0.55
Golf	1,233	0.09	9,359	0.59	10,592	0.35
Tennis Outdoors	215	0.02	7,822	0.49	8,037	0.27
Other Outdoor Sports or Games	9,285	0.65	9,059	0.57	18,344	0.61
Bicycling	37,141	2.61	60,591	3.83	97,732	3.25
Horseback Riding	0	0.00	186	0.01	186	0.01
Driving for Pleasure (mopeds,motorcycles)	45,469	3.19	46,240	2.92	91,709	3.05
All Beach Activities (not swimming)	104,420	7.33	134,803	8.52	239,223	7.95
Sunbathing (not at beach)	103,479	7.26	124,122	7.84	227,601	7.57
SPA Treatments	8,958	0.63	11,683	0.74	20,641	0.69
Fitness Activities	567,574	39.83	813,977	51.43	1,381,551	45.94
Healthy Cuisine (Specialty Dining)	93,962	6.59	125,920	7.96	219,882	7.31

1. Participation rate is the percent of all visitors to the Florida Keys that did the activity in Key West.

Table A.2.16 Within District Activity Participation Rates in 42 Aggregate Activities by Season for Key Largo

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	159,154	33.05	58,915	17.93	218,069	26.92
Snorkeling from Shore	112,584	23.38	28,495	8.67	141,079	17.42
All Snorkeling	231,695	48.12	74,703	22.74	306,398	37.82
SCUBA Diving from Boat	51,864	10.77	20,024	6.09	71,888	8.87
SCUBA Diving from Shore	6,964	1.45	6,161	1.88	13,125	1.62
All SCUBA Diving	57,667	11.98	24,259	7.38	81,926	10.11
All Diving	251,060	52.14	89,720	27.31	340,780	42.07
<b>Fishing</b>						
Offshore Fishing	42,944	8.92	31,190	9.49	74,134	9.15
Flats/Backcountry Fishing	11,607	2.41	5,391	1.64	16,998	2.10
Other Fishing from Boat	7,544	1.57	3,466	1.05	11,010	1.36
All Boat Fishing	47,007	9.76	35,041	10.66	82,048	10.13
Fishing from Shore	32,571	6.76	14,248	4.34	46,819	5.78
All Types of Fishing	70,292	14.60	43,898	13.36	114,190	14.10
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	88,898	18.46	94,342	28.71	183,240	22.62
Viewing Wildlife/Nature-Land	78,997	16.41	67,282	20.48	146,279	18.06
All Viewing Wildlife/Nature Study	148,164	30.77	129,278	39.35	277,442	34.25
<b>Boating</b>						
Personal Watercraft Use	49,328	10.24	10,782	3.28	60,110	7.42
All Sailing	9,285	1.93	8,612	2.62	17,897	2.21
Other Boating Activities	30,758	6.39	13,477	4.10	44,235	5.46
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	198,760	41.28	90,491	27.54	289,251	35.71
All Camping	11,026	2.29	13,477	4.10	24,503	3.02
Visiting Museums or Historic Areas Sightseeing & Attractions (Paid & Unpaid)	124,005	25.75	102,115	31.08	226,120	27.91
Cultural Events (Fairs, Concerts, Plays)	32,205	6.69	19,534	5.95	51,739	6.39
Outdoor Sports and Games	17,410	3.62	11,552	3.52	28,962	3.58
SPA, Health & Wellness	205,509	42.68	151,403	46.08	356,912	44.06
<b>Special Aggregations</b>						
Any Activities Involving Boats	294,586	61.18	174,191	53.01	468,777	57.87
All Activities Involving Swimming	367,163	76.26	154,203	46.93	521,366	64.36
Any Water-Related Activities	418,813	86.98	228,662	69.59	647,475	79.93
Any Land-Based Activities	321,897	66.85	237,694	72.34	559,591	69.08
Only Water-Based Activities	155,816	32.36	67,387	20.51	223,203	27.55
Only Land-Based Activities	48,167	10.00	79,500	24.20	127,667	15.76
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	13,348	2.77	18,868	5.74	32,216	3.98
Any Party Boat Fishing	11,026	2.29	5,006	1.52	16,032	1.98
Any Private Boat Fishing	31,918	6.63	14,248	4.34	46,166	5.70
Any Rental Boat Fishing	0	0.00	1,540	0.47	1,540	0.19

Table A.2.16 (Continued). Within District Activity Participation Rates in 42 Aggregate Activities by Season for Key Largo

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	143,700	29.84	59,686	18.17	203,386	25.11
Any Private Boat Diving-Snork & SCUBA	37,141	7.71	9,242	2.81	46,383	5.73
Any Rental Boat Diving-Snork & SCUBA	7,544	1.57	9,627	2.93	17,171	2.12
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	214,500	44.55	137,084	41.72	351,584	43.40
Any Use of Private Boats	92,853	19.28	45,193	13.75	138,046	17.04
Any Use of Rental Boats	42,944	8.92	24,259	7.38	67,203	8.30

1. Participation Rate is the percent of all visitors to Key Largo that did the activity in Key Largo.

Table A.2.17 Within District Activity Participation Rates in 42 Aggregate Activities by Season for Islamorada

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	52,337	28.61	15,018	7.81	67,355	17.95
Snorkeling from Shore	53,971	29.51	14,913	7.76	68,884	18.36
All Snorkeling	88,318	48.28	23,000	11.97	111,318	29.67
SCUBA Diving from Boat	26,695	14.59	6,546	3.41	33,241	8.86
SCUBA Diving from Shore	9,285	5.08	770	0.40	10,055	2.68
All SCUBA Diving	31,338	17.13	6,546	3.41	37,884	10.10
All Diving	92,960	50.82	26,850	13.97	119,810	31.94
<b>Fishing</b>						
Offshore Fishing	31,918	17.45	31,576	16.43	63,494	16.93
Flats/Backcountry Fishing	12,767	6.98	15,403	8.01	28,170	7.51
Other Fishing from Boat	6,384	3.49	5,391	2.80	11,775	3.14
All Boat Fishing	40,043	21.89	41,972	21.84	82,015	21.86
Fishing from Shore	22,633	12.37	16,943	8.81	39,576	10.55
All Types of Fishing	57,453	31.41	54,680	28.45	112,133	29.89
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	22,160	12.12	29,161	15.17	51,321	13.68
Viewing Wildlife/Nature-Land	27,856	15.23	55,662	28.96	83,518	22.26
All Viewing Wildlife/Nature Study	43,632	23.85	71,345	37.12	114,977	30.65
<b>Boating</b>						
Personal Watercraft Use	13,348	7.30	10,012	5.21	23,360	6.23
All Sailing	3,482	1.90	3,886	2.02	7,368	1.96
Other Boating Activities	9,285	5.08	3,466	1.80	12,751	3.40

Table A.2.17 (Continued). Within District Activity Participation Rates in 42 Aggregate Activities by Season for Islamorada

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	91,112	49.81	65,253	33.95	156,365	41.68
All Camping	4,643	2.54	10,012	5.21	14,655	3.91
Visiting Museums or Historic Areas	40,730	22.27	66,584	34.64	107,314	28.61
Sightseeing & Attractions (Paid & Unpaid)	30,865	16.87	59,548	30.98	90,413	24.10
Cultural Events (Fairs, Concerts, Plays)	20,312	11.10	15,474	8.05	35,786	9.54
Outdoor Sports and Games	2,321	1.27	8,262	4.30	10,583	2.82
SPA, Health & Wellness	68,479	37.44	101,416	52.76	169,895	45.29
<b>Special Aggregations</b>						
Any Activities Involving Boats	98,764	54.00	79,745	41.49	178,509	47.59
All Activities Involving Swimming	135,905	74.30	93,434	48.61	229,339	61.14
Any Water-Related Activities	157,957	86.36	134,392	69.91	292,349	77.93
Any Land-Based Activities	108,629	59.39	159,878	83.17	268,507	71.58
Only Water-Based Activities	79,505	43.47	27,796	14.46	107,301	28.60
Only Land-Based Activities	23,321	12.75	67,563	35.15	90,884	24.23
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	13,348	7.30	22,719	11.82	36,067	9.61
Any Party Boat Fishing	4,062	2.22	5,776	3.00	9,838	2.62
Any Private Boat Fishing	23,794	13.01	10,782	5.61	34,576	9.22
Any Rental Boat Fishing	3,482	1.90	4,236	2.20	7,718	2.06
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	36,668	20.05	14,633	7.61	51,301	13.68
Any Private Boat Diving-Snork & SCUBA	22,633	12.37	3,851	2.00	26,484	7.06
Any Rental Boat Diving-Snork & SCUBA	8,125	4.44	3,081	1.60	11,206	2.99
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	57,560	31.47	56,886	29.59	114,446	30.51
Any Use of Private Boats	44,685	24.43	24,295	12.64	68,980	18.39
Any Use of Rental Boats	16,249	8.88	15,788	8.21	32,037	8.54

1. Participation Rate is the percent of all visitors to Islamorada that did the activity in Islamorada.

Table A.2.18 Within District Activity Participation Rates in 42 Aggregate Activities by Season for Marathon

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	41,053	41.70	17,328	11.10	58,381	22.93
Snorkeling from Shore	30,177	30.65	15,683	10.04	45,860	18.01
All Snorkeling	58,462	59.38	25,310	16.21	83,772	32.91
SCUBA Diving from Boat	19,731	20.04	3,746	2.40	23,477	9.22
SCUBA Diving from Shore	1,161	1.18	770	0.49	1,931	0.76
All SCUBA Diving	19,731	20.04	4,516	2.89	24,247	9.52
All Diving	61,364	62.33	28,005	17.94	89,369	35.10
<b>Fishing</b>						
Offshore Fishing	27,419	27.85	28,495	18.25	55,914	21.96
Flats/Backcountry Fishing	6,384	6.48	6,546	4.19	12,930	5.08
Other Fishing from Boat	10,446	10.61	7,701	4.93	18,147	7.13
All Boat Fishing	35,544	36.10	35,811	22.94	71,355	28.03
Fishing from Shore	7,544	7.66	15,788	10.11	23,332	9.16
All Types of Fishing	39,026	39.64	46,593	29.84	85,619	33.63
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	17,839	18.12	19,149	12.26	36,988	14.53
Viewing Wildlife/Nature-Land	10,983	11.16	52,545	33.65	63,528	24.95
All Viewing Wildlife/Nature Study	23,965	24.34	60,142	38.52	84,107	33.04
<b>Boating</b>						
Personal Watercraft Use	15,303	15.54	11,937	7.65	27,240	10.70
All Sailing	1,956	1.99	5,042	3.23	6,998	2.75
Other Boating Activities	5,179	5.26	6,057	3.88	11,236	4.41
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	46,383	47.11	62,733	40.18	109,116	42.86
All Camping	5,803	5.89	6,931	4.44	12,734	5.00
Visiting Museums or Historic Areas	35,608	36.17	68,124	43.63	103,732	40.75
Sightseeing & Attractions (Paid & Unpaid)	29,768	30.24	60,002	38.43	89,770	35.26
Cultural Events (Fairs, Concerts, Plays)	6,018	6.11	10,958	7.02	16,976	6.67
Outdoor Sports and Games	1,161	1.18	9,698	6.21	10,859	4.27
SPA, Health & Wellness	49,285	50.06	79,536	50.94	128,821	50.60
<b>Special Aggregations</b>						
Any Activities Involving Boats	62,410	63.39	67,214	43.05	129,624	50.92
All Activities Involving Swimming	79,418	80.67	75,440	48.32	154,858	60.83
Any Water-Related Activities	86,633	87.99	107,156	68.63	193,789	76.12
Any Land-Based Activities	74,812	75.99	134,672	86.26	209,484	82.28
Only Water-Based Activities	1,161	1.18	5,391	3.45	6,552	2.57
Only Land-Based Activities	3,009	3.06	15,788	10.11	18,797	7.38
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	9,973	10.13	16,943	10.85	26,916	10.57
Any Party Boat Fishing	5,223	5.31	6,931	4.44	12,154	4.77
Any Private Boat Fishing	22,669	23.02	18,483	11.84	41,152	16.16
Any Rental Boat Fishing	1,741	1.77	2,310	1.48	4,051	1.59



Table A.2.18 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for Marathon

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	21,321	21.66	12,988	8.32	34,309	13.48
Any Private Boat Diving-Snork & SCUBA	22,633	22.99	7,316	4.69	29,949	11.76
Any Rental Boat Diving-Snork & SCUBA	2,321	2.36	770	0.49	3,091	1.21
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	30,348	30.82	44,074	28.23	74,422	29.23
Any Use of Private Boats	32,018	32.52	32,662	20.92	64,680	25.41
Any Use of Rental Boats	12,402	12.60	9,627	6.17	22,029	8.65

1. Participation Rate is the percent of all visitors to Marathon that did the activity in Marathon.

Table A.2.19 Within District Activity Participation Rates in 42 Aggregate Activities by Season for Lower Keys

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	49,670	45.74	13,653	15.54	63,323	32.23
Snorkeling from Shore	41,633	38.34	19,044	21.67	60,677	30.89
All Snorkeling	69,982	64.45	28,567	32.51	98,549	50.16
SCUBA Diving from Boat	18,678	17.20	3,466	3.94	22,144	11.27
SCUBA Diving from Shore	1,161	1.07	0	0.00	1,161	0.59
All SCUBA Diving	19,839	18.27	3,466	3.94	23,305	11.86
All Diving	74,625	68.73	28,952	32.95	103,577	52.72
<b>Fishing</b>						
Offshore Fishing	26,823	24.70	15,298	17.41	42,121	21.44
Flats/Backcountry Fishing	6,491	5.98	7,982	9.08	14,473	7.37
Other Fishing from Boat	4,062	3.74	2,695	3.07	6,757	3.44
All Boat Fishing	29,832	27.47	19,919	22.67	49,751	25.32
Fishing from Shore	9,285	8.55	10,012	11.39	19,297	9.82
All Types of Fishing	30,992	28.54	25,310	28.80	56,302	28.66
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	17,001	15.66	19,429	22.11	36,430	18.54
Viewing Wildlife/Nature-Land	30,929	28.48	28,462	32.39	59,391	30.23
All Viewing Wildlife/Nature Study	40,536	37.33	38,754	44.10	79,290	40.36
<b>Boating</b>						
Personal Watercraft Use	5,867	5.40	7,072	8.05	12,939	6.59
All Sailing	6,447	5.94	5,707	6.49	12,154	6.19
Other Boating Activities	7,135	6.57	3,851	4.38	10,986	5.59

Table A.2.19 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for Lower Keys

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	51,110	47.07	45,930	52.27	97,040	49.40
All Camping	14,508	13.36	13,758	15.66	28,266	14.39
Visiting Museums or Historic Areas	34,625	31.89	47,190	53.70	81,815	41.65
Sightseeing & Attractions (Paid & Unpaid)	44,447	40.93	55,208	62.83	99,655	50.73
Cultural Events (Fairs, Concerts, Plays)	7,930	7.30	9,943	11.32	17,873	9.10
Outdoor Sports and Games	2,536	2.34	4,131	4.70	6,667	3.39
SPA, Health & Wellness	43,458	40.02	48,172	54.82	91,630	46.64
<b>Special Aggregations</b>						
Any Activities Involving Boats	69,529	64.03	38,474	43.79	108,003	54.98
All Activities Involving Swimming	91,001	83.81	50,306	57.25	141,307	71.93
Any Water-Related Activities	96,073	88.48	63,679	72.47	159,752	81.32
Any Land-Based Activities	90,163	83.04	77,858	88.61	168,021	85.53
Only Water-Based Activities	1,161	1.07	3,466	3.94	4,627	2.36
Only Land-Based Activities	4,643	4.28	8,857	10.08	13,500	6.87
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	6,555	6.04	10,012	11.39	16,567	8.43
Any Party Boat Fishing	3,482	3.21	2,310	2.63	5,792	2.95
Any Private Boat Fishing	21,536	19.83	10,292	11.71	31,828	16.20
Any Rental Boat Fishing	580	0.53	1,540	1.75	2,120	1.08
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	21,707	19.99	6,546	7.45	28,253	14.38
Any Private Boat Diving-Snork & SCUBA	25,062	23.08	6,161	7.01	31,223	15.89
Any Rental Boat Diving-Snork & SCUBA	12,187	11.22	2,101	2.39	14,288	7.27
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	31,529	29.04	22,719	25.86	54,248	27.61
Any Use of Private Boats	36,903	33.99	18,170	20.68	55,073	28.03
Any Use of Rental Boats	13,562	12.49	6,722	7.65	20,284	10.33

1. Participation Rate is the percent of all visitors to the Lower Keys that did the activity in the Lower Keys.

Table A.2.20 Within District Activity Participation Rates in 42 Aggregate Activities by Season for Key West

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	151,273	17.32	58,676	5.17	209,949	10.45
Snorkeling from Shore	109,218	12.50	49,459	4.36	158,677	7.90
All Snorkeling	212,630	24.34	92,612	8.16	305,242	15.20
SCUBA Diving from Boat	36,881	4.22	11,459	1.01	48,340	2.41
SCUBA Diving from Shore	4,643	0.53	4,272	0.38	8,915	0.44
All SCUBA Diving	39,202	4.49	14,960	1.32	54,162	2.70
All Diving	225,036	25.76	99,707	8.78	324,743	16.17
<b>Fishing</b>						
Offshore Fishing	56,015	6.41	46,575	4.10	102,590	5.11
Flats/Backcountry Fishing	9,163	1.05	14,120	1.24	23,283	1.16
Other Fishing from Boat	6,671	0.76	8,358	0.74	15,029	0.75
All Boat Fishing	63,875	7.31	55,036	4.85	118,911	5.92
Fishing from Shore	13,597	1.56	26,731	2.35	40,328	2.01
All Types of Fishing	72,830	8.34	72,959	6.43	145,789	7.26
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	59,610	6.82	86,989	7.66	146,599	7.30
Viewing Wildlife/Nature-Land	98,461	11.27	124,123	10.93	222,584	11.08
All Viewing Wildlife/Nature Study	137,798	15.78	181,961	16.03	319,759	15.92
<b>Boating</b>						
Personal Watercraft Use	57,176	6.55	30,046	2.65	87,222	4.34
All Sailing	43,353	4.96	38,045	3.35	81,398	4.05
Other Boating Activities	79,263	9.07	35,872	3.16	115,135	5.73
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	266,307	30.49	228,958	20.17	495,265	24.66
All Camping	8,631	0.99	22,347	1.97	30,978	1.54
Visiting Museums or Historic Areas	481,825	55.16	622,149	54.81	1,103,974	54.96
Sightseeing & Attractions (Paid & Unpaid)	472,967	54.15	732,324	64.51	1,205,291	60.01
Cultural Events (Fairs, Concerts, Plays)	131,821	15.09	95,332	8.40	227,153	11.31
Outdoor Sports and Games	10,733	1.23	23,848	2.10	34,581	1.72
SPA, Health & Wellness	575,880	65.93	828,238	72.96	1,404,118	69.91
<b>Special Aggregations</b>						
Any Activities Involving Boats	304,388	34.85	220,144	19.39	524,532	26.11
All Activities Involving Swimming	398,517	45.63	273,475	24.09	671,992	33.46
Any Water-Related Activities	461,583	52.85	374,644	33.00	836,227	41.63
Any Land-Based Activities	742,859	85.05	1,052,142	92.69	1,795,001	89.37
Only Water-Based Activities	42,326	4.85	21,220	1.87	63,546	3.16
Only Land-Based Activities	364,496	41.73	799,195	70.40	1,163,691	57.94
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	35,722	4.09	30,704	2.70	66,426	3.31
Any Party Boat Fishing	12,478	1.43	9,219	0.81	21,697	1.08
Any Private Boat Fishing	18,505	2.12	19,244	1.70	37,749	1.88
Any Rental Boat Fishing	1,813	0.21	3,162	0.28	4,975	0.25

Table A.2.20 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for Key West

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	142,622	16.33	51,991	4.58	194,613	9.69
Any Private Boat Diving-Snork & SCUBA	22,734	2.60	8,788	0.77	31,522	1.57
Any Rental Boat Diving-Snork & SCUBA	17,430	2.00	9,904	0.87	27,334	1.36
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	233,279	26.71	170,341	15.01	403,620	20.09
Any Use of Private Boats	63,254	7.24	52,158	4.59	115,412	5.75
Any Use of Rental Boats	87,062	9.97	39,433	3.47	126,495	6.30

1. Participation Rate is the percent of all visitors to Key West that did the activity in Key West.

Table A.2.21 Average Number of Days of Activity Per Trip by District and Season

Activity	Key Largo		Islamorada		Marathon	
	Dec. '07 - May '08	Jun. '08 - Nov. '08	Dec. '07 - May '08	Jun. '08 - Nov. '08	Dec. '07 - May '08	Jun. '08 - Nov. '08
<b>Snorkeling</b>						
Charter/Party	1.07	1.35	1.07	2.08	1.00	1.43
Rental Boat	1.14	1.00	1.00	2.12	0.00	1.17
Private boat	1.75	3.30	1.70	1.67	2.00	2.25
Shore	1.54	1.77	2.12	2.03	1.78	2.20
<b>SCUBA Diving</b>						
Charter/Party	1.53	3.89	2.20	2.33	2.00	2.00
Rental Boat	0.00	2.00	0.00	1.00	0.00	0.00
Private boat	4.00	4.50	1.00	1.15	0.00	2.33
Shore	2.00	1.25	2.00	2.00	1.00	1.00
<b>Offshore Fishing</b>						
Charter Boat	1.00	1.00	1.08	1.82	1.00	1.33
Party Boat	1.00	1.00	1.62	1.80	1.20	1.33
Rental Boat	1.50	0.00	1.00	2.00	2.00	2.37
Private boat	2.33	2.67	4.00	3.58	2.29	2.50
<b>Flats/Backcountry Fishing</b>						
Guided	0.00	0.00	1.00	1.00	1.00	1.00
Rental Boat	1.00	0.00	1.00	1.00	0.00	1.00
Private Boat	2.50	0.00	1.67	3.00	1.50	0.00
<b>Other Boat Fishing</b>						
Charter Boat	0.00	0.00	2.00	1.00	1.00	1.00
Party Boat	0.00	0.00	0.00	1.00	1.00	1.00
Rental Boat	0.00	0.00	0.00	1.00	0.00	0.00
Private Boat	2.50	0.00	1.00	1.50	1.00	1.00
<b>Fishing from Shore</b>	1.67	1.50	2.11	4.44	2.17	2.75
<b>Personal Watercraft</b>						
Rental boat	1.00	1.00	1.00	1.50	1.00	1.00
Private boat	2.83	1.00	2.60	0.00	1.50	1.00
<b>Sailing</b>						
Charter/Party	0.00	1.00	0.00	1.80	0.00	2.28
Rental boat	1.00	0.00	1.00	1.67	0.00	2.00
Private boat	2.00	0.00	1.06	1.00	1.00	1.00

Table A.2.21 (Continued) Average Number of Days of Activity Per Trip by District and Season

Activity	Lower Keys		Key West	
	Dec. '07 - May '08	Jun. '08 - Nov. '08	Dec. '07 - May '08	Jun. '08 - Nov. '08
<b>Snorkeling</b>				
Charter/Party	1.25	1.53	1.24	1.14
Rental Boat	1.00	2.00	0.00	1.09
Private boat	2.61	2.95	1.50	1.79
Shore	2.95	2.23	1.73	1.26
<b>SCUBA Diving</b>				
Charter/Party	1.00	1.95	1.15	1.28
Rental Boat	0.00	1.00	1.00	1.00
Private boat	1.00	2.36	1.00	2.29
Shore	2.33	2.44	1.00	1.00
<b>Offshore Fishing</b>				
Charter Boat	1.00	2.00	1.00	1.21
Party Boat	1.00	1.00	1.20	1.12
Rental Boat	2.00	2.00	1.00	1.50
Private boat	3.17	3.09	1.75	1.67
<b>Flats/Backcountry Fishing</b>				
Guided	1.50	1.00	1.00	1.00
Rental Boat	0.00	1.67	0.00	1.00
Private Boat	2.80	2.50	0.00	2.50
<b>Other Boat Fishing</b>				
Charter Boat	0.00	1.75	1.00	1.00
Party Boat	0.00	1.00	1.00	1.00
Rental Boat	0.00	1.00	0.00	0.00
Private Boat	1.00	2.33	1.00	0.00
<b>Fishing from Shore</b>				
	5.03	3.00	1.43	1.62
<b>Personal Watercraft</b>				
Rental Boat	1.00	1.12	1.18	1.15
Private Boat	2.92	3.00	1.00	1.00
<b>Sailing</b>				
Charter/Party Boat	1.00	2.54	1.15	1.19
Rental Boat	0.00	2.33	1.00	1.37
Private Boat	1.00	1.00	2.00	1.00

Table A.2.21 (Continued) Average Number of Days of Activity Per Trip by District and Season

Activity	Key Largo		Islamorada		Marathon	
	Dec. '07 -	Jun. '08 -	Dec. '07 -	Jun. '08 -	Dec. '07 -	Jun. '08 -
	May '08	Nov. '08	May '08	Nov. '08	May '08	Nov. '08
<b>Other Boating</b>						
Charter/Party Boat	1.50	1.00	1.25	2.00	0.00	1.00
Rental Boat	1.00	1.00	1.00	0.00	1.00	1.00
Private Boat	2.50	2.00	1.00	2.50	1.00	1.25
<b>Viewing Nature &amp; Wildlife - Boats</b>						
Glass-bottom Boat	1.00	1.17	1.00	1.00	1.00	1.00
Guided Backcountry Excursions	1.60	1.00	1.00	0.00	0.00	0.00
Private/Rental Boat	2.05	1.29	1.68	3.00	2.12	1.25
<b>Wildlife &amp; Nature Study - Land</b>						
Wildlife Observation/Photography	1.96	1.59	3.83	2.00	4.20	2.12
Other Nature Study	1.50	1.57	2.81	1.00	1.12	1.00
<b>Beach Activities</b>						
Swimming at Beaches	2.48	2.03	4.25	2.17	2.70	2.26
Other Beach Activities	3.59	2.00	4.66	2.80	3.15	2.40
<b>Windsurfing or Sailboarding</b>						
	1.00	1.00	1.25	1.00	1.00	0.00
<b>Swimming in Outdoor Pools</b>						
	3.17	2.88	3.00	2.93	2.82	4.96
<b>Museums &amp; Historic Areas</b>						
Museums	1.81	1.00	1.09	1.25	1.38	1.14
Historic Areas	1.22	1.17	1.35	1.20	1.39	2.00

Table A.2.21 (Continued) Average Number of Days of Activity Per Trip by District and Season

Activity	Lower Keys		Key West	
	Dec. '07 - May '08	Jun. '08 - Nov. '08	Dec. '07 - May '08	Jun. '08 - Nov. '08
<b>Other Boating</b>				
Charter/Party Boat	0.00	1.50	1.00	1.06
Rental Boat	1.00	1.00	1.00	1.12
Private Boat	3.67	2.20	0.00	2.86
<b>Viewing Nature &amp; Wildlife - Boats</b>				
Glass-bottom Boat	1.00	1.00	1.00	1.00
Guided Backcountry Excursions	3.00	1.67	1.00	1.20
Private/Rental Boat	4.32	1.31	1.50	1.37
<b>Wildlife &amp; Nature Study - Land</b>				
Wildlife Observation/Photography	5.64	2.16	2.08	1.38
Other Nature Study	6.74	2.03	1.95	1.62
<b>Beach Activities</b>				
Swimming at Beaches	4.70	2.13	1.92	1.25
Other Beach Activities	5.34	2.29	2.65	1.38
<b>Windsurfing or Sailboarding</b>				
	0.00	0.00	1.00	1.00
<b>Swimming in Outdoor Pools</b>				
	2.65	3.63	2.84	1.81
<b>Museums &amp; Historic Areas</b>				
Museums	2.70	1.45	1.29	1.28
Historic Areas	2.54	1.70	1.37	1.18



Table A.2.22 Total Number of Days of Activity by District and Season (Thousands of Days)

Activity	District/Season					
	Key Largo		Islamorada		Marathon	
	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08
<b>All Snorkeling</b>	<b>118.5</b>	<b>482.9</b>	<b>52.4</b>	<b>215.0</b>	<b>54.1</b>	<b>144.7</b>
Charter/Party Boat	49.4	162.4	11.1	55.8	10.8	24.7
Rental Boat	11.0	7.5	3.1	14.8	0.8	2.7
Private Boat	14.2	113.7	6.5	34.9	14.6	50.9
Snorkeling from boats	74.6	283.7	20.8	105.4	26.2	78.3
Shore	43.9	199.3	31.6	109.6	27.9	66.4
<b>All SCUBA Diving</b>	<b>50.0</b>	<b>142.3</b>	<b>15.3</b>	<b>70.1</b>	<b>7.5</b>	<b>44.6</b>
Charter/Party Boat	27.7	70.9	11.9	41.9	6.0	15.1
Rental Boat	0.8	0.0	0.8	2.3	0.0	0.0
Private Boat	9.2	62.7	1.2	7.3	0.8	28.4
SCUBA Diving from boats	37.7	133.6	13.8	51.6	6.7	43.5
Shore	12.3	8.7	1.5	18.6	0.8	1.2
<b>Offshore Fishing</b>	<b>53.0</b>	<b>104.4</b>	<b>57.5</b>	<b>93.4</b>	<b>60.1</b>	<b>59.2</b>
Charter Boat	17.3	8.1	21.6	23.2	15.0	11.7
Party Boat	4.6	11.0	8.1	7.3	6.9	6.9
Rental Boat	2.3	0.0	1.5	4.6	4.6	4.1
Private Boat	28.7	85.2	26.2	58.2	33.5	36.4
<b>Flats/Backcountry Fishing</b>	<b>12.3</b>	<b>11.6</b>	<b>18.8</b>	<b>30.2</b>	<b>8.1</b>	<b>6.4</b>
Guided	0.8	2.9	6.9	2.9	2.7	1.2
Rental Boat	0.0	0.0	3.5	1.2	0.8	0.0
Private Boat	11.6	8.7	8.4	26.1	4.6	5.2
<b>Other Boat Fishing</b>	<b>6.9</b>	<b>8.1</b>	<b>6.2</b>	<b>10.2</b>	<b>7.7</b>	<b>10.4</b>
Charter Boat	0.8	4.6	1.5	0.0	1.9	0.0
Party Boat	0.4	0.6	0.8	0.6	1.2	0.0
Rental Boat	0.0	0.0	0.8	0.0	0.8	2.3
Private Boat	5.8	2.9	3.1	9.6	3.9	8.1
<b>Fishing from Shore</b>	<b>23.8</b>	<b>48.9</b>	<b>35.7</b>	<b>100.5</b>	<b>34.3</b>	<b>20.7</b>
<b>All Fishing</b>	<b>96.0</b>	<b>173.0</b>	<b>118.1</b>	<b>234.2</b>	<b>110.1</b>	<b>96.7</b>

Table A.2.22 (Continued) Total Number of Days of Activity by District and Season (Thousands of Days)

Activity	District/Season					
	Key Largo		Islamorada		Marathon	
	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08
<b>Personal Watercraft</b>	<b>18.7</b>	<b>51.6</b>	<b>15.6</b>	<b>17.4</b>	<b>14.6</b>	<b>17.6</b>
Rental Boat	8.9	35.4	6.5	12.2	6.5	8.3
Private Boat	9.8	16.2	9.0	5.2	8.1	9.3
<b>Sailing</b>	<b>10.7</b>	<b>10.4</b>	<b>3.9</b>	<b>5.8</b>	<b>5.0</b>	<b>4.5</b>
Charter/Party Boat	5.0	6.4	1.1	5.2	2.2	4.5
Rental Boat	1.5	1.2	1.9	0.0	0.0	0.0
Private Boat	4.1	2.9	0.9	0.6	2.8	0.0
<b>Other Boating</b>	<b>26.6</b>	<b>49.3</b>	<b>3.5</b>	<b>20.6</b>	<b>6.1</b>	<b>6.1</b>
Charter/Party Boat	2.9	15.7	0.0	10.4	0.8	1.4
Rental Boat	3.5	0.0	1.5	0.0	3.1	0.0
Private Boat	20.2	33.7	1.9	10.2	2.2	4.8
<b>Viewing Nature &amp; Wildlife - Boat</b>	<b>138.5</b>	<b>88.3</b>	<b>44.8</b>	<b>50.0</b>	<b>37.2</b>	<b>23.1</b>
Glass-bottom Boat	68.9	36.5	19.3	10.0	6.2	1.3
Guided Backcountry Excursions	16.6	4.6	6.9	0.0	3.5	1.2
Private/Rental Boat	52.9	47.2	18.6	40.0	27.5	20.7
<b>Wildlife &amp; Nature Study - Land</b>	<b>143.2</b>	<b>142.0</b>	<b>227.9</b>	<b>55.7</b>	<b>222.3</b>	<b>21.9</b>
Wildlife Observation/Photography	123.6	115.5	191.1	51.1	206.1	15.9
Other Nature Study	19.6	26.5	36.8	4.6	16.2	6.0
<b>All Viewing Wildlife &amp; Nature</b>	<b>281.7</b>	<b>230.3</b>	<b>272.6</b>	<b>105.7</b>	<b>259.5</b>	<b>45.1</b>
<b>All Beach Activities</b>	<b>322.4</b>	<b>484.4</b>	<b>336.5</b>	<b>250.2</b>	<b>214.7</b>	<b>126.7</b>
Swimming at beaches	141.3	373.6	174.2	173.8	106.2	82.1
Other Beach Activities - not swimming	181.1	110.8	162.3	76.4	108.5	44.6
<b>Windsurfing or Sailboarding</b>	<b>1.5</b>	<b>1.2</b>	<b>0.0</b>	<b>1.2</b>	<b>0.8</b>	<b>0.0</b>
<b>Swimming in Outdoor Pool</b>	<b>232.5</b>	<b>449.6</b>	<b>189.4</b>	<b>134.3</b>	<b>124.8</b>	<b>190.3</b>
<b>Museums &amp; Historic Sites</b>	<b>162.7</b>	<b>167.7</b>	<b>101.8</b>	<b>64.5</b>	<b>116.2</b>	<b>67.5</b>
Museums	59.6	44.5	32.3	24.1	38.4	16.0
Historic Areas	103.1	123.2	69.5	40.4	77.9	51.5

Table A.2.22 (Continued) Total Number of Days of Activity by District and Season (Thousands of Days)

Activity	District/Season					
	Lower Keys		Key West		All Keys	
	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08
<b>All Snorkeling</b>	<b>72.3</b>	<b>163.3</b>	<b>98.1</b>	<b>173.8</b>	<b>395.3</b>	<b>1,179.7</b>
Charter/Party Boat	6.7	24.3	56.8	140.5	134.9	407.6
Rental Boat	2.1	22.1	9.5	17.4	26.4	64.5
Private Boat	16.1	70.5	12.6	36.2	64.0	306.2
Snorkeling from boats	24.9	116.9	78.9	194.0	225.3	778.3
Shore	56.2	92.8	85.6	137.6	245.2	605.7
<b>All SCUBA Diving</b>	<b>3.5</b>	<b>41.1</b>	<b>18.0</b>	<b>59.3</b>	<b>94.3</b>	<b>357.5</b>
Charter/Party Boat	1.9	20.4	11.4	35.3	58.8	183.6
Rental Boat	1.5	1.2	1.9	1.5	5.0	5.0
Private Boat	0.0	16.7	0.4	17.9	11.6	133.0
SCUBA Diving from boats	3.5	38.2	13.7	54.7	75.4	321.6
Shore	0.0	2.8	4.3	4.6	18.9	35.9
<b>Offshore Fishing</b>	<b>37.4</b>	<b>75.1</b>	<b>64.5</b>	<b>78.6</b>	<b>272.4</b>	<b>410.6</b>
Charter Boat	5.0	10.8	25.5	34.1	84.5	87.9
Party Boat	1.5	2.3	10.6	11.4	31.8	39.0
Rental Boat	3.1	1.2	3.2	2.7	14.7	12.6
Private Boat	27.7	60.8	25.2	30.4	141.3	271.0
<b>Flats/Backcountry Fishing</b>	<b>15.8</b>	<b>14.5</b>	<b>14.1</b>	<b>15.1</b>	<b>69.1</b>	<b>77.8</b>
Guided	7.5	1.2	6.1	5.2	24.0	13.3
Rental Boat	0.0	0.0	0.0	0.0	4.2	1.2
Private Boat	8.3	13.3	8.0	10.0	40.9	63.3
<b>Other Boat Fishing</b>	<b>2.7</b>	<b>9.1</b>	<b>9.1</b>	<b>9.5</b>	<b>32.6</b>	<b>47.3</b>
Charter Boat	0.0	0.0	0.6	2.9	4.8	7.5
Party Boat	0.8	1.2	1.2	2.3	4.2	4.6
Rental Boat	0.0	1.2	1.5	0.0	3.1	3.5
Private Boat	1.9	6.8	5.9	4.3	20.5	31.6
<b>Fishing from Shore</b>	<b>50.4</b>	<b>27.9</b>	<b>38.2</b>	<b>22.0</b>	<b>182.4</b>	<b>220.0</b>
<b>All Fishing</b>	<b>106.3</b>	<b>126.5</b>	<b>126.0</b>	<b>125.2</b>	<b>556.5</b>	<b>755.6</b>

Table A.2.22 (Continued) Total Number of Days of Activity by District and Season (Thousands of Days)

Activity	District/Season					
	Lower Keys		Key West		All Keys	
	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08	Dec. 07 - May 08	Jun. 08 - Nov. 08
<b>Personal Watercraft</b>	<b>8.8</b>	<b>17.3</b>	<b>34.2</b>	<b>68.8</b>	<b>91.9</b>	<b>172.7</b>
Rental Boat	6.2	0.3	27.5	62.2	55.6	118.4
Private Boat	2.7	17.0	6.7	6.6	36.3	54.3
<b>Sailing</b>	<b>5.7</b>	<b>16.6</b>	<b>47.8</b>	<b>52.2</b>	<b>73.1</b>	<b>89.5</b>
Charter/Party Boat	4.2	12.3	35.0	44.3	47.5	72.7
Rental Boat	0.6	2.7	2.5	6.5	6.5	10.3
Private Boat	0.9	1.6	10.4	1.4	19.2	6.4
<b>Other Boating</b>	<b>10.0</b>	<b>14.4</b>	<b>36.2</b>	<b>100.5</b>	<b>82.3</b>	<b>190.9</b>
Charter/Party Boat	0.8	2.7	22.6	58.7	27.1	88.8
Rental Boat	0.8	0.0	6.7	17.2	15.6	17.2
Private Boat	8.5	11.7	6.8	24.6	39.6	84.9
<b>Viewing Nature &amp; Wildlife - Boat</b>	<b>66.6</b>	<b>23.1</b>	<b>111.2</b>	<b>78.4</b>	<b>398.1</b>	<b>262.9</b>
Glass-bottom Boat	6.5	3.6	55.1	28.8	156.0	80.1
Guided Backcountry Excursions	12.7	1.9	12.5	1.0	52.2	8.8
Private/Rental Boat	47.3	17.6	43.6	48.6	189.9	174.1
<b>Wildlife &amp; Nature Study - Land</b>	<b>193.3</b>	<b>69.5</b>	<b>295.7</b>	<b>153.0</b>	<b>1,082.4</b>	<b>442.1</b>
Wildlife Observation/Photography	135.1	61.3	223.0	114.0	878.8	357.8
Other Nature Study	58.3	8.2	72.8	39.0	203.6	84.3
<b>All Viewing Wildlife &amp; Nature</b>	<b>259.9</b>	<b>92.6</b>	<b>406.9</b>	<b>231.4</b>	<b>1,480.5</b>	<b>705.1</b>
<b>All Beach Activities</b>	<b>270.6</b>	<b>129.5</b>	<b>611.9</b>	<b>415.9</b>	<b>1,756.2</b>	<b>1,406.7</b>
Swimming at beaches	152.9	94.4	254.7	271.8	829.3	995.6
Other Beach Activities - not swimming	117.8	35.2	357.2	144.1	926.9	411.1
<b>Windsurfing or Sailboarding</b>	<b>0.0</b>	<b>1.2</b>	<b>6.1</b>	<b>5.9</b>	<b>8.4</b>	<b>9.4</b>
<b>Swimming in Outdoor Pool</b>	<b>64.5</b>	<b>85.0</b>	<b>498.2</b>	<b>410.7</b>	<b>1,109.3</b>	<b>1,270.0</b>
<b>Museums &amp; Historic Sites</b>	<b>154.7</b>	<b>66.7</b>	<b>1,002.7</b>	<b>688.1</b>	<b>1,538.1</b>	<b>1,054.5</b>
Museums	52.6	15.9	260.9	270.2	443.7	370.7
Historic Areas	102.2	50.8	741.8	418.0	1,094.4	683.9

Table A.2.23 Total Annual Number of Days of Activity by District (Thousands of Days)

Activity	District					
	Key Largo	Islamorada	Marathon	Lower Keys	Key West	All Keys
<b>All Snorkeling</b>	<b>601.4</b>	<b>267.4</b>	<b>198.8</b>	<b>290.8</b>	<b>496.1</b>	<b>1,854.4</b>
Charter/Party Boat	211.8	66.9	35.5	31.0	197.3	542.5
Rental Boat	18.5	17.9	3.5	24.2	26.9	90.9
Private Boat	127.9	41.4	65.5	86.6	48.8	370.2
Snorkeling from boats	358.3	126.2	104.5	141.8	272.9	1,003.6
Shore	243.2	141.2	94.3	149.0	223.2	850.9
<b>All SCUBA Diving</b>	<b>192.3</b>	<b>85.4</b>	<b>52.1</b>	<b>44.6</b>	<b>77.3</b>	<b>451.8</b>
Charter/Party Boat	98.6	53.8	21.1	22.3	46.7	242.4
Rental Boat	0.8	3.1	0.0	2.7	3.4	10.0
Private Boat	71.9	8.5	29.2	16.7	18.3	144.6
SCUBA Diving from boats	171.3	65.4	50.2	41.7	68.4	397.0
Shore	21.0	20.1	2.0	2.8	8.9	54.8
<b>Offshore Fishing</b>	<b>157.4</b>	<b>150.9</b>	<b>119.3</b>	<b>112.5</b>	<b>143.1</b>	<b>683.0</b>
Charter Boat	25.4	44.8	26.7	15.8	59.6	172.4
Party Boat	15.6	15.4	13.8	3.8	22.0	70.8
Rental Boat	2.3	6.1	8.7	4.3	5.9	27.3
Private Boat	113.9	84.4	69.9	88.5	55.6	412.3
<b>Flats/Backcountry Fishing</b>	<b>23.9</b>	<b>49.0</b>	<b>14.5</b>	<b>30.3</b>	<b>29.2</b>	<b>146.9</b>
Guided	3.7	9.8	3.9	8.7	11.3	37.3
Rental Boat	0.0	4.7	0.8	0.0	0.0	5.4
Private Boat	20.3	34.5	9.8	21.6	18.0	104.2
<b>Other Boat Fishing</b>	<b>15.0</b>	<b>16.4</b>	<b>18.1</b>	<b>11.8</b>	<b>18.6</b>	<b>79.9</b>
Charter Boat	5.4	1.5	1.9	0.0	3.5	12.3
Party Boat	1.0	1.4	1.2	2.0	3.5	8.8
Rental Boat	0.0	0.8	3.1	1.2	1.5	6.6
Private Boat	8.7	12.7	12.0	8.7	10.2	52.1
<b>Fishing from Shore</b>	<b>72.7</b>	<b>136.2</b>	<b>55.0</b>	<b>78.3</b>	<b>60.2</b>	<b>402.4</b>
<b>All Fishing</b>	<b>269.0</b>	<b>352.3</b>	<b>206.8</b>	<b>232.8</b>	<b>251.2</b>	<b>1,312.1</b>

Table A.2.23 (Continued) Total Annual Number of Days of Activity by District (Thousands of Days)

Activity	District					All Keys
	Key Largo	Islamorada	Marathon	Lower Keys	Key West	
<b>Personal Watercraft</b>	<b>70.3</b>	<b>33.0</b>	<b>32.2</b>	<b>26.1</b>	<b>103.0</b>	<b>264.6</b>
Rental Boat	44.3	18.7	14.8	6.5	89.7	174.0
Private Boat	26.0	14.2	17.4	19.7	13.3	90.6
<b>Sailing</b>	<b>21.1</b>	<b>9.7</b>	<b>9.5</b>	<b>22.3</b>	<b>100.0</b>	<b>162.6</b>
Charter/Party Boat	11.4	6.3	6.7	16.5	79.3	120.2
Rental Boat	2.7	1.9	0.0	3.3	9.0	16.8
Private Boat	7.0	1.5	2.8	2.5	11.8	25.6
<b>Other Boating</b>	<b>75.9</b>	<b>24.1</b>	<b>12.2</b>	<b>24.4</b>	<b>136.7</b>	<b>273.2</b>
Charter/Party Boat	18.6	10.4	2.2	3.5	81.3	115.9
Rental Boat	3.5	1.5	3.1	0.8	23.9	32.8
Private Boat	53.9	12.1	7.0	20.2	31.4	124.5
<b>Viewing Nature &amp; Wildlife - Boat</b>	<b>226.8</b>	<b>94.8</b>	<b>60.3</b>	<b>89.7</b>	<b>189.6</b>	<b>661.0</b>
Glass-bottom Boat	105.4	29.3	7.5	10.1	83.9	236.1
Guided Backcountry Excursions	21.2	6.9	4.7	14.6	13.5	61.0
Private/Rental Boat	100.1	58.6	48.2	64.9	92.2	364.0
<b>Wildlife &amp; Nature Study - Land</b>	<b>285.2</b>	<b>283.6</b>	<b>244.2</b>	<b>262.8</b>	<b>448.7</b>	<b>1,524.5</b>
Wildlife Observation/Photography	239.1	242.2	222.0	196.4	337.0	1,236.6
Other Nature Study	46.1	41.4	22.8	66.5	111.8	287.9
<b>All Viewing Wildlife &amp; Nature</b>	<b>512.0</b>	<b>378.3</b>	<b>304.6</b>	<b>352.5</b>	<b>638.3</b>	<b>2,185.6</b>
<b>All Beach Activities</b>	<b>806.8</b>	<b>586.7</b>	<b>341.4</b>	<b>400.1</b>	<b>1,027.8</b>	<b>3,162.9</b>
Swimming at beaches	514.9	348.0	188.3	247.3	526.5	1,824.9
Other Beach Activities - not swimming	291.9	238.7	153.1	153.0	501.3	1,338.0
<b>Windsurfing or Sailboarding</b>	<b>2.7</b>	<b>1.2</b>	<b>0.8</b>	<b>1.2</b>	<b>12.0</b>	<b>17.8</b>
<b>Swimming in Outdoor Pool</b>	<b>682.1</b>	<b>323.7</b>	<b>315.1</b>	<b>149.5</b>	<b>908.9</b>	<b>2,379.3</b>
<b>Museums &amp; Historic Sites</b>	<b>330.4</b>	<b>166.3</b>	<b>183.7</b>	<b>221.4</b>	<b>1,690.8</b>	<b>2,592.6</b>
Museums	104.1	56.4	54.4	68.5	531.1	814.4
Historic Areas	226.3	109.9	129.4	153.0	1,159.8	1,778.3

Table A.2.24 Country or Region of Primary Residence by Season

Country or Region	Dec. 07 - May 08		Jun. 08 - Nov. 08		Annual	
	All	Foreign	All	Foreign	All	Foreign
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
U.S.A.	84.45	N/A	80.38	N/A	82.53	N/A
Canada	6.15	39.58	2.83	14.44	4.58	26.21
Mexico	0.00	0.00	0.00	0.00	0.00	0.00
Central/South America	0.14	0.89	0.26	1.31	0.19	1.12
Australia	0.36	2.31	0.29	1.47	0.33	1.86
Japan	0.00	0.00	0.13	0.66	0.06	0.35
Other Far East	0.01	0.09	0.00	0.00	0.01	0.04
United Kingdom	3.62	23.28	3.02	15.40	3.34	19.09
Other Europe	5.05	32.51	12.95	66.02	8.79	50.32
Middle East	0.08	0.51	0.00	0.00	0.04	0.24
Africa	0.00	0.00	0.14	0.70	0.06	0.37
Other	0.13	0.83	0.00	0.00	0.07	0.39

Table A.2.25 Country of Primary Residence by Season

Country	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Foreign	All	Foreign	All	Foreign
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Argentina	0.02	0.14	0.00	0.00	0.01	0.06
Australia	0.36	2.31	0.29	1.47	0.33	1.86
Austria	0.18	1.13	0.26	1.31	0.21	1.23
Belgium	0.19	1.21	0.13	0.66	0.16	0.91
Belize	0.06	0.38	0.00	0.00	0.03	0.18
Bolivia	0.00	0.00	0.13	0.66	0.06	0.35
Brazil	0.00	0.00	0.13	0.66	0.06	0.35
Canada	6.15	39.58	2.83	14.44	4.58	26.21
China	0.01	0.09	0.00	0.00	0.01	0.04
Czech Republic	0.06	0.38	0.00	0.00	0.03	0.18
Denmark	0.25	1.59	1.68	8.55	0.92	5.29
England	1.27	8.19	1.71	8.71	1.48	8.47
Egypt	0.00	0.00	0.13	0.66	0.06	0.35
Finland	0.18	1.13	0.13	0.66	0.15	0.88
France	0.25	1.58	1.42	7.23	0.80	4.58
Germany	1.78	11.46	2.97	15.16	2.35	13.43
Holland/Netherlands	0.35	2.25	1.55	7.89	0.92	5.25
Ireland	0.16	1.03	0.56	2.87	0.35	2.01
Israel	0.06	0.38	0.00	0.00	0.03	0.18
Italy	0.00	0.00	1.29	6.57	0.61	3.49
Japan	0.00	0.00	0.13	0.66	0.06	0.35
Kenya	0.00	0.00	0.01	0.04	0.00	0.02
Kuwait	0.02	0.14	0.00	0.00	0.01	0.06
Norway	0.12	0.75	0.90	4.60	0.49	2.80
Other Europe	0.88	5.64	0.00	0.00	0.46	2.64
Other UK	2.29	14.71	1.31	6.70	1.83	10.45
Other	0.13	0.83	0.00	0.00	0.07	0.39
Poland	0.00	0.00	0.26	1.31	0.12	0.70
Portugal	0.06	0.38	0.00	0.00	0.03	0.18
Slovenia	0.00	0.00	0.13	0.66	0.06	0.35
Spain	0.19	1.21	0.26	1.31	0.22	1.26
Sweden	0.06	0.38	0.64	3.29	0.34	1.92
Switzerland	0.25	1.58	0.77	3.94	0.50	2.84
Ukraine	0.13	0.83	0.00	0.00	0.07	0.39
USA	84.45	N/A	80.38	N/A	82.53	N/A
Venezuela	0.06	0.38	0.00	0.00	0.03	0.18
Wales	0.06	0.38	0.00	0.00	0.03	0.18



Table A.2.26 TDC Regions of Primary Residence by Season

TDC Region <sup>1</sup>	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Florida	18.71	22.15	35.46	44.11	26.64	32.28
New England/North Atlantic	23.95	28.35	11.90	14.81	18.24	22.11
Middle and South Atlantic	11.27	13.34	11.01	13.70	11.15	13.51
North Central and Midwest	23.78	28.16	11.04	13.74	17.75	21.51
South West/West/Pacific	6.63	7.85	10.84	13.49	8.63	10.45
U.S. Territories/Puerto Rico	0.12	0.14	0.13	0.16	0.12	0.15
Foreign	15.55	N/A	19.62	N/A	17.47	N/A

1. Definitions of TDC regions:

New England/North Atlantic = ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE

Middle and South Atlantic = DC, WV, MD, VA, NC, SC, GA, TN, AL, FL, MS

North Central and Midwest = MI, OH, IN, KY, MT, ND, SD, MN, IA, WI, MO, IL, KS, NE

South West/West/Pacific = AK, OK, TX, LA, AR, ID, WY, NV, UT, CO, AZ, NM, CA, OR, WA, HI

U.S. Territories/Puerto Rico = Only observed people from Puerto Rico in 2007-2008

Table A.2.27 Census Regions and Divisions of Primary Residence

Region/Division	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %
<b>EAST</b>	<b>23.68</b>	<b>28.04</b>	<b>11.85</b>	<b>14.74</b>	<b>18.08</b>	<b>21.90</b>
New England	7.39	8.75	2.80	3.48	5.21	6.32
Mid-Atlantic	16.30	19.29	9.05	11.25	12.86	15.59
<b>SOUTH</b>	<b>32.47</b>	<b>38.45</b>	<b>52.24</b>	<b>64.99</b>	<b>41.83</b>	<b>50.69</b>
West South Central	1.87	2.21	4.75	5.91	3.23	3.92
East South Central	0.88	1.05	2.20	2.73	1.50	1.82
South Atlantic	29.72	35.19	45.30	56.35	37.10	44.95
<b>MIDWEST</b>	<b>23.73</b>	<b>28.09</b>	<b>11.04</b>	<b>13.74</b>	<b>17.72</b>	<b>21.47</b>
East North Central	17.52	20.74	7.33	9.11	12.69	15.38
West North Central	6.21	7.35	3.72	4.63	5.03	6.09
<b>WEST</b>	<b>4.46</b>	<b>5.28</b>	<b>5.12</b>	<b>6.37</b>	<b>4.77</b>	<b>5.78</b>
Pacific	3.05	3.61	3.52	4.38	3.27	3.97
Mountain	1.41	1.67	1.60	1.99	1.50	1.82
<b>U.S. Territories/Puerto Rico</b>	<b>0.12</b>	<b>0.14</b>	<b>0.13</b>	<b>0.16</b>	<b>0.12</b>	<b>0.15</b>
<b>Foreign</b>	<b>15.55</b>	<b>N/A</b>	<b>19.62</b>	<b>N/A</b>	<b>17.47</b>	<b>N/A</b>

## 1. Definitions of Census Divisions:

New England	= ME, NH, VT, MA, RI, CT
Mid-Atlantic	= NY, NJ, PA
West South Central	= AR, LA, OK, TX
East South Central	= KY, TN, MS, LA
South Atlantic	= WV, VA, DC, MD, DE, NC, SC, GA, FL
Pacific	= CA, OR, WA, AK, HI
Mountain	= ID, MT, WY, UT, CO, NM, AZ, NV
East North Central	= MI, MN, IL, IN, OH
West North Central	= WI, IA, MO, ND, SD, KS, NE
U.S. Territories/Puerto Rico	= Only observed Puerto Rico in 2007-08

Table A.2.28 State or Territory of Primary Residence by Season

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Alabama	0.36	0.43	0.97	1.21	0.65	0.79
Alaska	0.14	0.16	0.02	0.03	0.08	0.10
Arkansas	0.26	0.31	0.48	0.60	0.36	0.44
Arizona	0.25	0.29	0.61	0.76	0.42	0.51
California	1.87	2.21	2.94	3.66	2.38	2.88
Colorado	0.54	0.64	0.47	0.59	0.51	0.62
Connecticut	1.54	1.82	0.68	0.84	1.13	1.37
District of Columbia	0.65	0.77	0.28	0.35	0.47	0.57
Delaware	0.27	0.31	0.06	0.07	0.17	0.20
Florida	18.71	22.15	35.46	44.11	26.64	32.28
Georgia	1.29	1.53	1.69	2.10	1.48	1.79
Hawaii	0.13	0.15	0.00	0.00	0.07	0.08
Idaho	0.19	0.22	0.00	0.00	0.10	0.12
Illinois	4.58	5.43	2.70	3.36	3.69	4.47
Indiana	1.59	1.89	1.03	1.28	1.32	1.61
Iowa	1.04	1.23	0.55	0.69	0.81	0.98
Kansas	0.31	0.37	0.03	0.04	0.18	0.22
Kentucky	0.72	0.85	0.35	0.43	0.54	0.66
Louisiana	0.15	0.18	0.88	1.10	0.50	0.60
Maine	1.00	1.18	0.00	0.00	0.52	0.64
Maryland	2.40	2.84	1.21	1.51	1.84	2.23
Massachusetts	3.59	4.26	1.64	2.04	2.67	3.23
Michigan	3.85	4.56	1.13	1.41	2.57	3.11
Minnesota	2.44	2.89	0.69	0.86	1.61	1.95
Mississippi	0.08	0.09	0.00	0.00	0.04	0.05
Missouri	1.22	1.44	1.81	2.26	1.50	1.82
Montana	0.06	0.07	0.00	0.00	0.03	0.04
Nebraska	0.16	0.19	0.28	0.35	0.22	0.26
Nevada	0.25	0.29	0.13	0.16	0.19	0.23
New Hampshire	0.72	0.85	0.18	0.23	0.47	0.57
New Jersey	5.05	5.98	2.96	3.68	4.06	4.92
New Mexico	0.00	0.00	0.26	0.32	0.12	
New York	7.57	8.96	3.08	3.83	5.44	6.60
North Carolina	2.41	2.85	2.58	3.22	2.49	3.02
Ohio	5.74	6.80	2.19	2.72	4.06	4.92
Oklahoma	0.22	0.26	0.48	0.60	0.34	0.42
Oregon	0.36	0.42	0.00	0.00	0.19	0.23
Pennsylvania	3.68	4.35	3.00	3.74	3.36	4.07

Table A.2.28 (Continued) State or Territory of Primary Residence by Season

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Puerto Rico	0.12	0.14	0.13	0.16	0.12	0.15
Rhode Island	0.10	0.12	0.30	0.38	0.20	0.24
South Carolina	0.56	0.67	0.39	0.98	0.67	0.81
South Dakota	0.32	0.38	0.00	0.00	0.17	0.20
Tennessee	0.44	0.52	1.23	1.52	0.81	0.98
Texas	1.24	1.47	2.90	3.61	2.03	2.46
Utah	0.07	0.09	0.13	0.16	0.10	0.12
Vermont	0.44	0.52	0.00	0.00	0.23	0.28
Virginia	3.28	3.89	3.05	3.80	3.17	3.85
Washington	0.56	0.66	0.56	0.69	0.56	0.68
West Virginia	0.15	0.18	0.18	0.22	0.16	0.20
Wisconsin	1.75	2.07	0.28	0.35	1.05	1.28
Wyoming	0.06	0.07	0.00	0.00	0.03	0.04
Foreign	15.55	N/A	19.62	N/A	17.47	N/A

Table A.2.29 Number of Nights in Florida Keys by Region (District): Dec. '07 - May '08

Number of Nights	Key Largo %	Islamorada %	Marathon %	Lower		All Keys %
				Keys %	Key West %	
0	83.0	90.0	90.5	95.6	65.7	34.0
1	5.1	2.6	2.4	1.0	6.5	11.1
2	4.3	1.6	1.5	0.6	8.5	12.9
3	2.4	1.4	1.0	0.3	6.4	10.4
4	1.4	1.0	0.9	0.2	3.8	8.0
5	0.9	0.8	0.9	0.3	2.2	5.6
6	0.9	0.6	0.4	0.2	1.4	4.1
7	1.0	0.6	0.8	0.7	2.0	4.8
8-14	0.5	0.9	0.6	0.2	1.7	4.8
15+	0.5	0.5	0.9	0.8	1.3	4.2
Minimum	0	0	0	0	0	0
Maximum	98	103	74	101	196	196
Mean	0.671	0.565	0.632	0.482	1.837	4.19
Median	0	0	0	0	0	2
Mode	0	0	0	0	0	0

Table A.2.30 Number of Nights in Florida Keys by Region (District): Jun. '08 - Nov. '08

Number of Nights	Key Largo %	Islamorada %	Marathon %	Lower Keys %	Key West %	All Keys %
0	78.3	90.4	92.6	94.8	61.4	29.7
1	8.3	3	1.7	0.6	9.0	12.4
2	3.9	2.5	1.5	1.0	9.4	13
3	3.5	1	1.4	1.1	7.9	15.3
4	2.1	0.8	0.9	0.4	4.9	8.9
5	1.4	0.3	0.3	0.4	2.0	5.5
6	1.2	0.8	0.9	0.5	1.9	6
7	0.8	0.8	0.1	0.1	1.8	4
8-14	0.5	0.4	0.6	0.8	1.0	3.8
15+	0.1	0.1	0.0	0.1	0.7	1.3
Minimum	0	0	0	0	0	0
Maximum	27	30	14	18	46	46
Mean	0.634	0.328	0.268	0.256	1.319	2.81
Median	0	0	0	0	0	2
Mode	0	0	0	0	0	0

Table A.2.31. Demographic Profiles: Auto, Air, Cruise Ship and Ferry Visitors, by Season

Characteristic	Dec. 07 - May 08	Jun. - Nov. 08	Annual
	%	%	Weighted Average %
<b>SEX (respondent only)</b>			
Male	63.31	65.58	64.38
Female	36.69	34.42	35.62
<b>RACE/ETHNICITY</b>			
White, Not Hispanic	94.38	84.1	89.68
Black, Not Hispanic	2.19	5.06	3.5
Hispanic	2.7	9.43	5.77
Asian/Pacific Islander	0.65	1.25	0.92
Other	0.07	0.16	0.08
<b>HOUSEHOLD INCOME</b>			
< \$20,000	3.72	4.66	3.54
\$20,000 - \$39,999	6.05	4.49	5.61
\$40,000 - \$59,999	16.3	12.95	13.98
\$60,000 - \$100,000	22.41	20.49	22.42
> than \$100,000	47.13	43.76	47.34
No Answer	4.41	13.66	7.11
<b>AGE (16 and older)</b>			
16 - 25	2.85	7.72	4.59
26 - 35	9.12	18.44	12.23
36 - 45	13.62	25.5	17.24
46 - 60	36.52	36.09	37.14
61 and over	36.03	9.37	26.42
No Answer	1.86	2.88	2.38
Mean	54.26	44.23	49.53
Median	56	45	50
Mode	61	51	53
Min	18	17	17
Max	91	87	91
<b>PARTY SIZE</b>			
1	8.79	6.78	7.84
2	70.8	46.7	59.41
3	5.57	15.24	10.14
4	9.53	17.15	13.13
5	2.61	6.36	4.38
6 and over	2.71	7.78	5.1
Mean	2.4	3.17	2.76
Median	2	2	2
Mode	2	2	2
Min	1	1	1
Max	19	37	37

Table A.2.31 (Continued) Demographic Profiles: Auto, Air, Cruise Ship and Ferry Visitors, by Season

Characteristic	Dec. 07 - May 08	Jun. - Nov. 08	Annual
	%	%	Weighted Average %
NUMBER OF CHILDREN			
0	92.77	71.89	82.75
1	2.7	13.66	7.96
2	2.41	9.25	5.69
3	1.73	3.27	2.47
4	0.33	1.36	0.82
5 and over	0.06	0.57	0.31
Mean	0.12	0.51	0.31
Median	0	0	0
Mode	0	0	0
Min	0	0	0
Max	5	8	8

Table A.2.32 Demographic Profiles of CUSTOMER Sample - Visitors of All Ages by Mode of Access and Season<sup>1</sup>

Characteristics	December '07 - May '08			June - November '08		
	Auto %	Air %	All %	Auto %	Air %	All %
<b>SEX</b>						
Male	50.57	48.91	50.10	53.42	44.60	55.00
Female	49.43	51.09	49.90	46.58	55.40	45.00
<b>RACE/ETHNICITY</b>						
White Not Hispanic	94.99	93.48	95.17	81.05	77.69	79.41
Black Not Hispanic	1.48	0.00	1.26	2.28	3.31	6.90
Hispanic	3.16	1.09	2.80	13.11	11.57	10.64
Asian/Pacific Islander Not Hispanic	0.37	5.43	0.32	3.42	7.44	2.94
Other Not Hispanic	0.00	0.00	0.46	0.15	0.00	0.11
<b>AGE</b>						
1 - 15	11.95	3.30	10.52	23.34	16.87	23.99
16- 25	4.12	2.20	3.92	16.15	12.05	16.17
26 - 35	7.31	8.79	6.99	12.33	9.64	11.37
36 - 45	14.93	16.48	15.29	18.27	22.89	19.10
46 - 60	30.85	43.96	31.21	23.41	30.12	22.87
61 +	30.85	25.27	32.07	6.50	8.43	6.50
Mean	48.21	51.37	49.00	33.21	37.42	33.17
Median	52	54	53	34	40	34
Mode	65	60	65	16	40	16
Min	1	12	1	1	5	1
Max	99	80	99	85	73	85
<b>HOUSEHOLD INCOME</b>						
Less than \$20,000	1.55	0.00	1.33	1.71	1.75	1.36
\$20,000 - \$39,999	4.90	0.00	4.21	5.22	5.26	4.15
\$40,000 - \$59,999	10.97	8.33	10.27	8.07	1.75	6.22
\$60,000 - \$99,999	25.16	19.44	24.52	16.05	8.77	13.04
\$100,000 or more	31.74	50.00	33.15	39.70	59.65	46.97
No Answer	25.68	22.22	26.52	29.25	22.81	28.26
<b>TYPE OF HOUSEHOLD</b>						
Single adult with no children	7.45	0.00	6.39	5.18	11.11	7.32
Single adult with children	2.26	0.00	2.11	3.81	1.85	5.23
Two adults with no children	62.23	82.86	64.69	33.59	48.15	37.44
Two adults with children	18.62	5.71	16.43	31.54	22.22	27.09
More than two adults no children	7.05	8.57	8.10	11.23	7.41	11.17
More than two adults with children	2.39	2.86	2.28	14.65	9.26	11.74

1. CUSTOMER Sample mostly auto and air visitors. Winter sample is representative across all five districts, while the summer sample is restricted to the Lower Keys and Key West districts.



Table A.2.32 (Continued) Demographic Profiles of CUSTOMER Sample - Visitors of All Ages by Mode of Access and Season<sup>1</sup>

Characteristics	December '07 - May '08			June - November '08		
	Auto %	Air %	All %	Auto %	Air %	All %
<b>PARTY SIZE</b>						
1	4.21	0.00	3.62	1.55	14.29	2.66
2	63.29	80.00	65.17	36.15	48.21	41.27
3	10.39	2.86	10.34	12.63	7.14	10.37
4	14.34	11.43	13.24	19.92	17.86	16.56
5	3.29	0.00	2.83	10.5	3.57	8.53
6 or more	4.47	5.71	4.81	19.24	8.93	20.61
Mean	2.67	2.66	2.67	4.13	2.95	3.99
Median	2	2	2	3	2	3
Mode	2	2	2	2	2	2
Min	1	2	1	1	1	1
Max	12	12	12	23	14	23
<b>TYPE OF PARTY</b>						
Group of family members	75.46	83.33	74.73	72.59	69.64	69.77
Group of two or more families	6.73	2.78	7.17	5.46	1.79	6.46
Group of family and friends	7.26	5.56	8.20	8.49	7.14	6.95
Organized group or club	0.66	0.00	0.56	3.51	0.00	5.10
Tour group	0.13	0.00	0.11	0.20	0.00	2.62
Unrelated friends	5.54	8.33	5.61	8.00	7.14	6.59
One person traveling alone	4.09	0.00	3.50	1.56	14.29	2.37
Coworkers	0.00	0.00	0.00	0.20	0.00	0.15
Business partners	0.13	0.00	0.11	0.00	0.00	0.00
<b>EMPLOYMENT STATUS</b>						
Unemployed	1.51	0.00	1.29	0.88	0.00	0.74
Employed full-time	43.70	60.44	44.82	53.29	65.94	57.66
Employed part-time	7.75	10.99	8.02	3.15	4.35	2.73
Retired	28.30	18.68	28.77	6.93	5.07	5.68
Student	13.53	2.20	11.92	31.15	21.01	29.45
Homemaker	2.76	5.49	2.89	3.53	2.90	2.87
None of the above	2.45	2.20	2.28	1.07	0.72	0.86
<b>EDUCATION COMPLETED</b>						
8th grade or less	11.89	4.35	10.55	14.73	7.87	11.81
9th - 12th grade	11.84	13.04	12.39	11.69	11.02	10.36
13 - 15 years	24.21	11.96	22.96	23.81	25.20	23.77
16 years (college grad)	3.11	40.22	32.59	36.69	44.09	43.37
17 or more years (grad school)	20.95	30.43	21.52	13.08	11.81	10.69
<b>DISABILITY (Percent Yes)</b>						
Hearing impaired	1.22	0.00	1.05	0.19	0.00	0.15
Visually impaired	0.51	0.00	0.44	0.00	0.00	0.00
Mobility impaired	1.94	0.00	1.73	0.19	0.00	0.15
Mentally or learning impaired	0.25	0.00	0.22	0.13	0.00	0.11
None of the above	96.08	100.00	96.56	99.49	100.00	99.60

Table A.2.33 Detailed Average Expenditures Per Person Per Day in Monroe County, Dec. 07 - Nov. 08

Category	Dec. 07 - May 08	Jun. - Nov. 08	Weighted Annual Average
<b>Lodging</b>	<b>\$37.96</b>	<b>\$42.88</b>	<b>\$40.29</b>
<i>Publicly Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	\$1.97	\$2.49	\$2.21
Camping site (RV/tent/camper)	\$0.06	\$0.05	\$0.06
<i>Privately Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	\$28.71	\$37.71	\$32.98
Rental home, cottage, cabin, condo	\$6.47	\$2.57	\$4.62
Camping site (RV/tent/camper)	\$0.75	\$0.06	\$0.42
<b>Food and Beverages</b>	<b>\$50.26</b>	<b>\$42.67</b>	<b>\$46.67</b>
Food & Drinks consumed at restaurants & bars	\$38.11	\$34.74	\$36.52
Beverages purchased at a store for carry-out	\$2.27	\$2.87	\$2.56
Food purchased at a store for carry-out	\$9.88	\$5.06	\$7.59
<b>Transportation</b>	<b>\$11.21</b>	<b>\$11.53</b>	<b>\$11.36</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$2.95	\$2.24	\$2.61
Gas & Oil - auto or RV	\$4.03	\$5.70	\$4.82
Repair & Services - auto or RV	\$0.97	\$0.06	\$0.54
Parking fees & tolls	\$0.94	\$1.01	\$0.97
Taxi fare	\$0.41	\$0.40	\$0.40
Bus Fare			
a) Package tour	\$0.08	\$0.002	\$0.04
b) Any other bus fare	\$0.30	\$0.002	\$0.16
Airline Fares			
a) Package tours	\$1.11	\$1.02	\$1.07
b) Any other airline fares	\$0.33	\$0.83	\$0.57
Ferry Fare	\$0.08	\$0.27	\$0.17
<b>Boating</b>	<b>\$3.05</b>	<b>\$9.43</b>	<b>\$6.07</b>
Boat, jet ski, and wave runner rental	\$2.25	\$0.74	\$1.53
Boat fuel and oil	\$0.53	\$0.78	\$0.65
Boat repairs	\$0.03	\$6.67	\$3.18
Boat launch fees	\$0.06	\$0.00	\$0.03
Boat slip or marina fees (this trip only)	\$0.01	\$0.08	\$0.04
Sailing charters or sunset cruises	\$0.17	\$1.16	\$0.64
<b>Fishing</b>	<b>\$2.10</b>	<b>\$14.89</b>	<b>\$8.16</b>
Cut bait	\$0.11	\$1.20	\$0.63
Live bait	\$0.16	\$0.40	\$0.27
Daily or special fishing permits/licenses	\$0.11	\$0.28	\$0.19
Fishing lines, fly lines, fish nets, traps	\$0.25	\$4.58	\$2.30
Charter/party boat/guide fees	\$1.47	\$8.43	\$4.77
<b>Scuba Diving/Snorkeling</b>	<b>\$2.71</b>	<b>\$8.17</b>	<b>\$5.30</b>
Rental fee for equipment	\$0.67	\$2.63	\$1.60
Charter/party boat/guide service	\$2.04	\$5.54	\$3.70

Table A.2.33 (Continued) Detailed Average Expenditures Per Person Per Day in Monroe County, Dec. 07 - Nov. 08

Category	Dec. 07 - May 08	Jun. - Nov. 08	Weighted Annual Average
<b>Sightseeing</b>	<b>\$7.28</b>	<b>\$6.96</b>	<b>\$7.12</b>
Sightseeing tours	\$4.74	\$3.79	\$4.29
Glass-bottom boat rides	\$0.53	\$0.43	\$0.48
Backcountry excursions, kayak tours	\$0.16	\$0.28	\$0.22
Park entrance fees	\$0.29	\$0.69	\$0.48
Admission to tourist, amusement, festivals and other tourist attractions	\$1.56	\$1.77	\$1.65
<b>Other Activity Expenditures</b>	<b>\$3.61</b>	<b>\$4.39</b>	<b>\$3.97</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$2.00	\$0.43	\$1.26
Guides service, tour, or outfitters (not listed above like parasailing)	\$1.09	\$2.17	\$1.60
Admission to motion pictures, museums, etc.	\$0.33	\$1.04	\$0.66
Admission to concerts or other musical	\$0.01	\$0.01	\$0.01
Spa treatments	\$0.17	\$0.59	\$0.37
Fitness activity fees	\$0.01	\$0.15	\$0.07
<b>Miscellaneous Expenditures</b>	<b>\$17.28</b>	<b>\$13.94</b>	<b>\$15.70</b>
Film purchases	\$0.37	\$0.17	\$0.28
Film development	\$0.01	\$0.01	\$0.01
Footware	\$0.65	\$0.87	\$0.75
Clothing	\$8.12	\$7.86	\$8.00
Souvenirs and gifts (not including clothing)	\$6.27	\$5.00	\$5.67
Other general merchandise	\$1.86	\$0.03	\$0.99
<b>Services</b>	<b>\$0.36</b>	<b>\$0.26</b>	<b>\$0.31</b>
Barber, laundry, and other personal services	\$0.08	\$0.05	\$0.07
Telephone, fax, other other business services	\$0.02	\$0.01	\$0.01
Physician, dentist and other medical services	\$0.26	\$0.20	\$0.23
<b>Total Trip</b>	<b>\$135.82</b>	<b>\$155.12</b>	<b>\$144.96</b>

Table A.2.34 Detailed Average Trip Expenditures, Dec. 07 - May 08

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Lodging</b>	<b>\$347.21</b>	<b>\$292.48</b>	<b>84.24</b>	<b>\$259.50</b>	<b>74.74</b>
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$23.61	\$22.60	95.72	\$21.94	92.93
Camping site (RV/tent/camper)	\$0.54	\$0.32	59.26	\$0.32	59.26
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$230.40	\$180.10	78.17	\$154.23	66.94
Rental home, cottage, cabin, condo	\$82.40	\$80.42	97.60	\$76.15	92.42
Camping site (RV/tent/camper)	\$10.26	\$9.04	88.11	\$6.86	66.86
<b>Food and Beverages</b>	<b>\$291.69</b>	<b>\$253.14</b>	<b>86.78</b>	<b>\$221.99</b>	<b>76.10</b>
Food & Drinks consumed at restaurants & bars	\$230.91	\$198.60	86.01	\$171.52	74.28
Beverages purchased at a store for carry-out	\$19.90	\$16.51	82.96	\$15.17	76.23
Food purchased at a store for carry-out	\$40.88	\$38.03	93.03	\$35.30	86.35
<b>Transportation</b>	<b>\$167.17</b>	<b>\$90.08</b>	<b>53.89</b>	<b>\$59.40</b>	<b>35.53</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$47.20	\$32.33	68.50	\$17.77	37.65
Gas & Oil - auto or RV	\$39.83	\$24.70	62.01	\$19.45	48.83
Repair & Services - auto or RV	\$3.92	\$3.81	97.19	\$3.64	92.86
Parking fees & tolls	\$6.48	\$4.66	71.91	\$3.34	51.54
Taxi fare	\$1.59	\$1.19	74.84	\$1.12	70.44
Train fare	\$0.02	\$0.02	100.00	\$0.00	0.00
Bus Fare					
a) Package tour	\$0.37	\$0.37	100.00	\$0.27	72.97
b) Any other bus fare	\$2.12	\$2.12	100.00	\$1.13	53.30
Airline Fares					
a) Package tours	\$62.64	\$18.06	28.83	\$10.26	16.38
b) Any other airline fares	\$2.76	\$2.58	93.48	\$2.18	78.99
Ferry Fare	\$0.24	\$0.24	100.00	\$0.24	100.00
<b>Boating</b>	<b>\$28.99</b>	<b>\$25.91</b>	<b>89.38</b>	<b>\$15.07</b>	<b>51.98</b>
Boat, jet ski, and wave runner rental	\$5.57	\$5.37	96.41	\$5.37	96.41
Boat fuel and oil	\$6.13	\$5.75	93.80	\$5.76	93.96
Boat repairs	\$14.09	\$11.61	82.40	\$0.76	5.39
Boat launch fees	\$0.53	\$0.53	100.00	\$0.53	100.00
Boat slip or marina fees (this trip only)	\$0.01	\$0.01	100.00	\$0.01	100.00
Sailing charters or sunset cruises	\$2.66	\$2.64	99.25	\$2.64	99.25
<b>Fishing</b>	<b>\$16.60</b>	<b>\$16.25</b>	<b>97.89</b>	<b>\$14.25</b>	<b>85.84</b>
Cut bait	\$1.16	\$1.13	97.41	\$1.12	96.55
Live bait	\$2.20	\$2.15	97.73	\$2.15	97.73
Daily or special fishing permits/licenses	\$1.14	\$1.08	94.74	\$1.08	94.74
Fishing lines, fly lines, fish nets, traps	\$2.25	\$2.22	98.67	\$2.22	98.67
Charter/party boat/guide fees	\$9.85	\$9.67	98.17	\$7.68	77.97

Table A.2.34 (Continued) Detailed Average Trip Expenditures, Dec. 07 - May 08

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Scuba Diving/Snorkeling</b>	<b>\$14.14</b>	<b>\$13.70</b>	<b>96.89</b>	<b>\$13.70</b>	<b>96.89</b>
Rental fee for equipment	\$2.88	\$2.88	100.00	\$2.88	100.00
Charter/party boat/guide service	\$11.26	\$10.82	96.09	\$10.82	96.09
<b>Sightseeing</b>	<b>\$21.66</b>	<b>\$18.64</b>	<b>86.06</b>	<b>\$17.95</b>	<b>82.87</b>
Sightseeing tours	\$9.01	\$8.46	<b>93.90</b>	\$8.22	91.23
Glass-bottom boat rides	\$2.00	\$2.00	100.00	\$2.00	100.00
Backcountry excursions, kayak tours	\$1.68	\$1.65	98.21	\$1.65	98.21
Park entrance fees	\$3.98	\$1.86	46.73	\$1.61	40.45
Admission to tourist, amusement, festivals and other tourist attractions	\$4.99	\$4.67	93.59	\$4.47	89.58
<b>Other Activity Expenditures</b>	<b>\$12.51</b>	<b>\$12.27</b>	<b>98.08</b>	<b>\$11.68</b>	<b>93.37</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$4.18	\$4.08	97.61	\$3.90	93.30
Guides service, tour, or outfitters (not listed above like parasailing)	\$4.70	\$4.70	100.00	\$4.70	100.00
Admission to motion pictures, museums, etc.	\$1.99	\$1.88	94.47	\$1.83	91.96
Admission to concerts or other musical	\$0.23	\$0.20	86.96	\$0.02	8.70
Spa treatments	\$1.27	\$1.27	100.00	\$1.09	85.83
Fitness activity fees	\$0.14	\$0.14	100.00	\$0.14	100.00
<b>Miscellaneous Expenditures</b>	<b>\$62.35</b>	<b>\$55.96</b>	<b>89.75</b>	<b>\$51.57</b>	<b>82.71</b>
Film purchases	\$0.69	\$0.60	86.96	\$0.58	84.06
Film development	\$0.17	\$0.06	35.29	\$0.06	35.29
Footware	\$4.19	\$3.73	89.02	\$3.54	84.49
Clothing	\$35.01	\$31.19	89.09	\$27.35	78.12
Souvenirs and gifts (not including clothing)	\$20.12	\$18.20	90.46	\$17.88	88.87
Other general merchandise	\$2.17	\$2.17	100.00	\$2.16	99.54
<b>Services</b>	<b>\$3.85</b>	<b>\$3.78</b>	<b>98.18</b>	<b>\$3.60</b>	<b>93.51</b>
Barber, laundry, and other personal services	\$1.43	\$1.36	95.10	\$1.35	94.41
Telephone, fax, other other business services	\$0.14	\$0.14	100.00	\$0.14	100.00
Physician, dentist and other medical services	\$2.28	\$2.28	100.00	\$2.11	92.54
<b>Total Trip</b>	<b>\$966.17</b>	<b>\$782.21</b>	<b>80.96</b>	<b>\$668.71</b>	<b>69.21</b>

Table A.2.35 Detailed Average Trip Expenditures, June - Nov. 08

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Lodging</b>	<b>\$200.00</b>	<b>\$182.22</b>	<b>91.11</b>	<b>\$160.10</b>	<b>80.05</b>
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$11.23	\$11.23	100.00	\$10.25	91.27
Camping site (RV/tent/camper)	\$0.23	\$0.23	100.00	\$0.23	100.00
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$168.80	\$152.86	90.56	\$131.73	78.04
Rental home, cottage, cabin, condo	\$19.45	\$17.61	90.54	\$17.60	90.49
Camping site (RV/tent/camper)	\$0.29	\$0.29	100.00	\$0.29	100.00
<b>Food and Beverages</b>	<b>\$198.33</b>	<b>\$180.64</b>	<b>91.08</b>	<b>\$155.79</b>	<b>78.55</b>
Food & Drinks consumed at restaurants & bars	\$168.59	\$153.87	91.27	\$133.00	78.89
Beverages purchased at a store for carry-out	\$11.11	\$10.39	93.52	\$9.09	81.82
Food purchased at a store for carry-out	\$18.63	\$16.38	87.92	\$13.70	73.54
<b>Transportation</b>	<b>\$121.48</b>	<b>\$95.51</b>	<b>78.62</b>	<b>\$40.09</b>	<b>33.00</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$42.16	\$35.61	84.46	\$8.88	21.06
Gas & Oil - auto or RV	\$26.77	\$20.88	78.00	\$14.57	54.43
Repair & Services - auto or RV	\$0.52	\$0.23	44.23	\$0.23	44.23
Parking fees & tolls	\$6.66	\$5.90	88.59	\$3.43	51.50
Taxi fare	\$1.65	\$1.63	98.79	\$1.63	98.79
Train fare	\$0.00	\$0.00	0.00	\$0.00	0.00
Bus Fare					
a) Package tour	\$0.01	\$0.01	100.00	\$0.01	100.00
b) Any other bus fare	\$0.96	\$0.01	1.04	\$0.01	1.04
Airline Fares					
a) Package tours	\$28.80	\$19.57	67.95	\$5.56	19.31
b) Any other airline fares	\$12.76	\$10.48	82.13	\$4.61	36.13
Ferry Fare	\$1.19	\$1.19	100.00	\$1.16	97.48
<b>Boating</b>	<b>\$60.92</b>	<b>\$59.42</b>	<b>97.54</b>	<b>\$40.01</b>	<b>65.68</b>
Boat, jet ski, and wave runner rental	\$3.79	\$3.06	80.74	\$3.06	80.74
Boat fuel and oil	\$17.21	\$16.70	97.04	\$5.02	29.17
Boat repairs	\$35.33	\$35.12	99.41	\$27.39	77.53
Boat launch fees	\$0.01	\$0.01	100.00	\$0.01	100.00
Boat slip or marina fees (this trip only)	\$0.71	\$0.71	100.00	\$0.71	100.00
Sailing charters or sunset cruises	\$3.87	\$3.82	98.71	\$3.82	98.71
<b>Fishing</b>	<b>\$35.99</b>	<b>\$35.77</b>	<b>99.39</b>	<b>\$34.86</b>	<b>96.86</b>
Cut bait	\$2.36	\$2.35	99.58	\$2.35	99.58
Live bait	\$0.76	\$0.74	97.37	\$0.68	89.47
Daily or special fishing permits/licenses	\$0.75	\$0.75	100.00	\$0.75	100.00
Fishing lines, fly lines, fish nets, traps	\$5.91	\$5.72	96.79	\$5.72	96.79
Charter/party boat/guide fees	\$26.21	\$26.21	100.00	\$25.36	96.76

Table A.2.35 (Continued) Detailed Average Trip Expenditures, June - Nov. 08

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Scuba Diving/Snorkeling</b>	<b>\$34.23</b>	<b>\$34.13</b>	<b>99.71</b>	<b>\$34.13</b>	<b>99.71</b>
Rental fee for equipment	\$8.87	\$8.87	100.00	\$8.87	100.00
Charter/party boat/guide service	\$25.36	\$25.26	99.61	\$25.26	99.61
<b>Sightseeing</b>	<b>\$23.93</b>	<b>\$18.74</b>	<b>78.31</b>	<b>\$17.02</b>	<b>71.12</b>
Sightseeing tours	\$7.67	\$7.48	97.52	\$7.46	97.26
Glass-bottom boat rides	\$1.48	\$1.39	93.92	\$1.39	93.92
Backcountry excursions, kayak tours	\$0.47	\$0.47	100.00	\$0.47	100.00
Park entrance fees	\$6.60	\$3.03	45.91	\$2.52	38.18
Admission to tourist, amusement, festivals and other tourist attractions	\$7.71	\$6.37	82.62	\$5.18	67.19
<b>Other Activity Expenditures</b>	<b>\$12.88</b>	<b>\$12.51</b>	<b>97.13</b>	<b>\$12.42</b>	<b>96.43</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$1.63	\$1.53	93.87	\$1.53	93.87
Guides service, tour, or outfitters (not listed above like parasailing)	\$4.94	\$4.94	100.00	\$4.90	99.19
Admission to motion pictures, museums, etc.	\$2.73	\$2.69	98.53	\$2.64	96.70
Admission to concerts or other musical	\$0.01	\$0.01	100.00	\$0.01	100.00
Spa treatments	\$2.81	\$2.58	91.81	\$2.58	91.81
Fitness activity fees	\$0.76	\$0.76	100.00	\$0.76	100.00
<b>Miscellaneous Expenditures</b>	<b>\$51.24</b>	<b>\$46.55</b>	<b>90.85</b>	<b>\$39.81</b>	<b>77.69</b>
Film purchases	\$1.14	\$1.05	92.11	\$0.71	62.28
Film development	\$0.53	\$0.07	13.21	\$0.07	13.21
Footware	\$4.17	\$3.61	86.57	\$2.32	55.64
Clothing	\$28.09	\$25.26	89.93	\$20.78	73.98
Souvenirs and gifts (not including clothing)	\$17.17	\$16.42	95.63	\$15.79	91.96
Other general merchandise	\$0.14	\$0.14	100.00	\$0.14	100.00
<b>Services</b>	<b>\$1.77</b>	<b>\$1.51</b>	<b>85.31</b>	<b>\$1.51</b>	<b>85.31</b>
Barber, laundry, and other personal services	\$0.55	\$0.29	52.73	\$0.29	52.73
Telephone, fax, other other business services	\$0.01	\$0.01	100.00	\$0.01	100.00
Physician, dentist and other medical services	\$1.21	\$1.21	100.00	\$1.21	100.00
<b>Total Trip</b>	<b>\$740.77</b>	<b>\$667.00</b>	<b>90.04</b>	<b>\$535.74</b>	<b>72.32</b>

Table A.2.36 Detailed Average Trip Expenditures, Dec. 07 - Nov. 08

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Lodging</b>	<b>\$277.47</b>	<b>\$240.24</b>	<b>86.58</b>	<b>\$212.41</b>	<b>76.55</b>
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$17.75	\$17.22	97.01	\$16.40	92.39
Camping site (RV/tent/camper)	\$0.39	\$0.28	71.79	\$0.27	69.23
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$201.22	\$167.19	83.09	\$143.57	71.35
Rental home, cottage, cabin, condo	\$52.58	\$50.66	96.35	\$48.42	92.09
Camping site (RV/tent/camper)	\$5.53	\$4.89	88.43	\$3.75	67.81
<b>Food and Beverages</b>	<b>\$247.46</b>	<b>\$218.79</b>	<b>88.41</b>	<b>\$190.63</b>	<b>77.03</b>
Food & Drinks consumed at restaurants & bars	\$201.38	\$177.41	88.10	\$153.28	76.11
Beverages purchased at a store for carry-out	\$15.73	\$13.61	86.52	\$12.28	78.07
Food purchased at a store for carry-out	\$30.34	\$27.77	91.53	\$25.07	82.63
<b>Transportation</b>	<b>\$145.52</b>	<b>\$92.65</b>	<b>63.67</b>	<b>\$50.25</b>	<b>34.53</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$44.81	\$33.88	75.61	\$13.56	30.26
Gas & Oil - auto or RV	\$33.64	\$22.89	68.04	\$17.14	50.95
Repair & Services - auto or RV	\$2.30	\$2.11	91.74	\$2.02	87.83
Parking fees & tolls	\$6.57	\$5.25	79.91	\$3.38	51.45
Taxi fare	\$1.62	\$1.40	86.42	\$1.36	83.95
Train fare	\$0.01	\$0.01	100.00	\$0.00	0.00
Bus Fare					
a) Package tour	\$0.20	\$0.20	100.00	\$0.15	75.00
b) Any other bus fare	\$1.57	\$1.12	71.34	\$0.60	38.22
Airline Fares					
a) Package tours	\$46.61	\$18.77	40.27	\$8.03	17.23
b) Any other airline fares	\$7.49	\$6.32	84.38	\$3.33	44.46
Ferry Fare	\$0.70	\$0.70	100.00	\$0.68	97.14
<b>Boating</b>	<b>\$44.12</b>	<b>\$41.79</b>	<b>94.72</b>	<b>\$26.89</b>	<b>60.95</b>
Boat, jet ski, and wave runner rental	\$4.72	\$4.28	90.68	\$4.28	90.68
Boat fuel and oil	\$11.38	\$10.94	96.13	\$5.41	47.54
Boat repairs	\$24.16	\$22.75	94.16	\$13.38	55.38
Boat launch fees	\$0.28	\$0.28	100.00	\$0.28	100.00
Boat slip or marina fees (this trip only)	\$0.34	\$0.34	100.00	\$0.34	100.00
Sailing charters or sunset cruises	\$3.23	\$3.20	99.07	\$3.20	99.07
<b>Fishing</b>	<b>\$25.79</b>	<b>\$25.50</b>	<b>98.88</b>	<b>\$24.02</b>	<b>93.14</b>
Cut bait	\$1.73	\$1.70	98.27	\$1.70	98.27
Live bait	\$1.52	\$1.48	97.37	\$1.46	96.05
Daily or special fishing permits/licenses	\$0.95	\$0.92	96.84	\$0.92	96.84
Fishing lines, fly lines, fish nets, traps	\$3.98	\$3.88	97.49	\$3.88	97.49
Charter/party boat/guide fees	\$17.61	\$17.51	99.43	\$16.06	91.20
<b>Scuba Diving/Snorkeling</b>	<b>\$23.66</b>	<b>\$23.38</b>	<b>98.82</b>	<b>\$23.38</b>	<b>98.82</b>
Rental fee for equipment	\$5.72	\$5.72	100.00	\$5.72	100.00
Charter/party boat/guide service	\$17.94	\$17.66	98.44	\$17.66	98.44



Table A.2.36 (Continued) Detailed Average Trip Expenditures, Dec. 07 - Nov. 08

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Sightseeing</b>	<b>\$22.74</b>	<b>\$18.69</b>	82.19	<b>\$17.51</b>	77.00
Sightseeing tours	\$8.37	\$8.00	95.58	\$7.86	93.91
Glass-bottom boat rides	\$1.76	\$1.71	97.16	\$1.71	97.16
Backcountry excursions, kayak tours	\$1.11	\$1.09	98.20	\$1.09	98.20
Park entrance fees	\$5.22	\$2.41	46.17	\$2.04	39.08
Admission to tourist, amusement, festivals and other tourist attractions	\$6.28	\$5.48	87.26	\$4.81	76.59
<b>Other Activity Expenditures</b>	<b>\$12.69</b>	<b>\$12.38</b>	<b>97.56</b>	<b>\$12.03</b>	<b>94.80</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$2.97	\$2.87	96.63	\$2.78	93.60
Guides service, tour, or outfitters (not listed above like parasailing)	\$4.81	\$4.81	100.00	\$4.79	99.58
Admission to motion pictures, museums, etc.	\$2.34	\$2.26	96.58	\$2.21	94.44
Admission to concerts or other musical	\$0.13	\$0.11	84.62	\$0.02	15.38
Spa treatments	\$2.00	\$1.89	94.50	\$1.80	90.00
Fitness activity fees	\$0.43	\$0.43	100.00	\$0.43	100.00
<b>Miscellaneous Expenditures</b>	<b>\$57.09</b>	<b>\$51.50</b>	<b>90.21</b>	<b>\$45.99</b>	<b>80.56</b>
Film purchases	\$0.91	\$0.81	89.01	\$0.64	70.33
Film development	\$0.34	\$0.07	20.59	\$0.07	20.59
Footware	\$4.18	\$3.67	87.80	\$2.96	70.81
Clothing	\$31.73	\$28.38	89.44	\$24.23	76.36
Souvenirs and gifts (not including clothing)	\$18.72	\$17.36	92.74	\$16.89	90.22
Other general merchandise	\$1.21	\$1.21	100.00	\$1.20	99.17
<b>Services</b>	<b>\$2.86</b>	<b>\$2.71</b>	<b>94.76</b>	<b>\$2.62</b>	<b>91.61</b>
Barber, laundry, and other personal services	\$1.01	\$0.86	85.15	\$0.85	84.16
Telephone, fax, other other business services	\$0.08	\$0.08	100.00	\$0.08	100.00
Physician, dentist and other medical services	\$1.77	\$1.77	100.00	\$1.69	95.48
<b>Total Trip</b>	<b>\$859.39</b>	<b>\$727.64</b>	<b>84.67</b>	<b>\$605.73</b>	<b>70.48</b>

Table A.2.37 Special Issue Questions by Season

Special Issue	Dec. 07 - May '08	Jun. 08 - Nov. 08	Annual Weighted Average
<b>PRIMARY PURPOSE OF TRIP (%)</b>			
Recreation\Vacation	89.70	90.18	89.93
Visit Family or Friends	4.65	6.14	5.35
Business Trip	2.34	0.69	1.57
Business/Pleasure	2.15	2.24	2.19
Other	1.16	0.75	0.96
<b>ATTENDANCE AT SPECIAL EVENTS (%)</b>			
Yes	4.83	0.62	2.84
<b>IMPORTANCE OF SPECIAL EVENTS IN TRIP PLANNING (%) <sup>1</sup></b>			
Not important	43.92	0.00	39.46
Somewhat important	18.33	0.00	16.47
Important	13.78	47.09	17.16
Very important	9.98	1.47	9.12
Extremely important	5.48	27.90	7.75
Don't Know	8.52	23.54	10.04
<b>DID ATTENDING SPECIAL EVENTS LENGTHEN STAY (%) <sup>1</sup></b>			
Yes	6.92	22.88	8.61
<b>NUMBER OF DAYS TRIP LENGTH DUE TO SPECIAL EVENTS <sup>2</sup></b>			
MEAN	4.13	7.00	5.07
MEDIAN	3.00	7.00	7.00
<b>HOW LIKELY IS IT YOU WILL RECOMMEND THE FLORIDA KEYS/KEY WEST TO A FRIEND OR FAMILY MEMBER FOR THEIR NEXT VACATION</b>			
Will recommend	36.25	40.64	38.40
Very likely	29.72	33.69	31.67
Likely	20.30	18.66	19.50
Somewhat likely	12.08	4.25	8.24
Will not recommend	1.27	1.48	1.37
Don't know	0.39	1.28	0.83
<b>LIKLIHOOD OF MAKING A RETURN TRIP TO THE FLORIDA KEYS (%)</b>			
Will return	33.53	43.78	38.49
Very likely	25.55	35.79	30.51
Likely	22.63	10.70	16.85
Somewhat likely	10.12	6.34	8.29
Will not return	2.20	1.38	1.80
Don't Know	5.97	2.02	4.06

Table A.2.37 Special Issue Questions by Season

Special Issue	Dec. 07 - May '08	Jun. 08 - Nov. 08	Annual Weighted Average
<b>HOW SOON MIGHT THEY RETURN (%)</b>			
In less than 3 months	6.85	14.46	10.61
3 to 6 months	4.73	10.02	7.33
6 to 12 months	26.03	23.85	24.96
Greater than one year	44.71	30.39	37.66
Don't know	17.68	21.25	19.44
<b>USE OWN BOAT IN THE KEYS (%)</b>			
Yes	5.24	9.78	7.45
<b>STORE OR TRAILER BOAT USED (%)</b>			
Store in Keys	47.06	29.00	35.89
Trailer to Keys	52.94	71.00	64.11
<b>WAS FIRST VISIT TO KEYS VIA CRUISE SHIP (%)</b>			
Yes	22.93	14.61	18.95
<b>DID EXPERIENCE IN KEY WEST LEAD TO NON-CRUISE SHIP VISIT (%)</b>			
Yes	49.46	36.63	43.48
<b>IF CRUISE SHIP VISIT WAS FIRST VISIT, DID YOUR EXPERIENCE LEAD YOU TO THINK ABOUT PLANNING A FUTURE NON-CRUISE VISIT TO THE FLORIDA KEYS (%)</b>			
Yes	100.00	99.64	99.87
<b>DID YOU GO INTO ANY OF THE CHAMBER OF COMMERCE VISITOR CENTERS ON YOUR MOST RECENT VISIT TO THE FLORIDA KEYS (%)</b>			
Yes	16.29	15.42	15.87
<b>WHICH VISITOR CENTERS DID YOU GO INTO (%)</b>			
Key Largo	50.28	42.71	46.86
Islamorada	19.15	18.63	18.92
Marathon	26.34	5.44	16.91
Lower Keys	14.36	14.76	14.54
Key West	47.33	44.10	45.87
<b>DID GOING INTO ANY OF THE VISITOR CENTERS RESULT IN YOU OBTAINING INFORMATION THAT EXTENDED YOUR LENGTH OF STAY IN THE FLORIDA KEYS (%)</b>			
Yes	14.12	14.66	14.35
<b>HOW MANY DAYS LONGER DID YOU EXTEND YOUR STAY (Number of Days)</b>			
Mean	2.67	3.33	2.96
Median	1.50	3.00	2.00

Table A.2.37 Special Issue Questions by Season

Special Issue	Dec. 07 - May '08	Jun. 08 - Nov. 08	Annual Weighted Average
<b>ENVIRONMENTAL CONCERN INDEX</b>			
<b>(SCALE 16 - 80)</b>			
Places very high priority on protection of the environment (65+)	31.92	24.08	28.08
Concerned about protection of the environment (49 - 64)	64.49	72.74	68.53
Neutral, or undecided about environmental issues (48)	0.00	1.45	0.71
Little concern about protection of the environment (32-47)	3.16	1.69	2.44
Place very low priority on the protection of the environment (16-31)	0.43	0.05	0.25
Mean	60.47	59.97	60.22
Median	61.00	60.00	60.00
Mode	57.00	64.00	58.00
Minimum	26.00	28.00	26.00
Maximum	77.00	76.00	77.00

1. Percent is the proportion of visitors that attended a special event.
2. Based on extremely small sample sizes since only a very small percent of visitors extended their stays

Table A.3.1 District Visitation Patterns by Auto Visitors by Season

District/District Combinations	<u>Dec. 07 - May '08</u>		<u>Jun. - Nov. '08</u>		<u>Annual Total</u>	
	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors
Key Largo	329,924	33.41	508,302	47.1	838,226	40.56
Islamorada	191,356	19.38	193,143	17.9	384,499	18.61
Marathon	155,259	15.72	102,396	9.49	257,655	12.47
Lower Keys	86,168	8.73	110,981	10.28	197,149	9.54
Key West	540,687	54.76	505,237	46.82	1,045,924	50.61
<b>Visit One District Only</b>						
Key Largo Only	179,324	18.16	349,497	32.39	528,821	25.59
Islamorada Only	81,511	8.25	86,454	8.01	167,965	8.13
Marathon Only	64,432	6.53	49,052	4.55	113,484	5.49
Lower Keys Only	23,289	2.36	24,526	2.27	47,815	2.31
Key West Only	324,490	32.86	299,832	27.78	624,322	30.21
<b>Visit Two Districts</b>						
Key Largo & Islamorada	24,065	2.44	26,979	2.5	51,044	2.47
Key Largo & Marathon	8,151	0.83	0	0	8,151	0.39
Key Largo & Lower Keys	1,553	0.16	1,226	0.11	2,779	0.13
Key Largo & Key West	63,268	6.41	57,636	5.34	120,904	5.85
Islamorada & Marathon	6,987	0.71	2,453	0.23	9,440	0.46
Islamorada & Lower Keys	0	0	0	0	0	0
Islamorada & Key West	0	0	0	0	0	0
Marathon & Lower Keys	776	0.08	4,292	0.4	5,068	0.25
Marathon & Key West	36,486	3.69	12,876	1.19	49,362	2.39
Lower Keys & Key West	26,782	2.71	41,694	3.86	68,476	3.31
<b>Visit Three Districts</b>						
Key Largo, Islamorada, and Marathon	1,553	0.16	7,358	0.68	8,911	0.43
Key Largo, Islamorada, and Lower Keys	776	0.08	1,226	0.11	2,002	0.10
Key Largo, Islamorada, and Key West	17,078	1.73	20,847	1.93	37,925	1.84
Islamorada, Marathon, and Lower Keys	2,717	0.28	0	0	2,717	0.13
Islamorada, Marathon, and Key West	0	0	0	0	0	0
Marathon, Lower Keys, and Key West	3,105	0.31	2,453	0.23	5,558	0.27
Marathon, Key Largo, and Key West	8,539	0.86	7,358	0.68	15,897	0.77
Lower Keys, Key Largo, and Key West	2,717	0.28	13,489	1.25	16,206	0.78
Lower Keys, Marathon, and Key West	3,105	0.31	2,453	0.23	5,558	0.27
Lower Keys, Islamorada, and Key West	4,658	0.47	3,679	0.34	8,337	0.40
<b>Visit Four Districts</b>						
Key Largo, Islamorada, Marathon, and Lower Keys	0	0	0	0	0	0
Key Largo, Islamorada, Marathon, and Key West	3,105	0.31	4,292	0.4	7,397	0.36
Islamorada, Marathon, Lower Keys, Key West	0	0	0	0	0	0
Lower Keys, Key Largo, Marathon, and Key West	776	0.08	0	0	776	0.04
<b>All Districts of Florida Keys/Key West</b>	<b>13,585</b>	<b>1.38</b>	<b>9,810</b>	<b>0.91</b>	<b>23,395</b>	<b>1.13</b>

1. Percent of visitors is the percent of all auto visitors to the Florida Keys/Key West that visited a district or combination of districts.

Table A.3.2 District Visitation Patterns by Air Visitors by Season

District/District Combinations	<u>Dec. 07 - May '08</u>		<u>Jun. - Nov. '08</u>		<u>Annual Total</u>	
	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors
Key Largo	1,423	1.53	441	0.69	1,864	1.19
Islamorada	2,688	2.89	147	0.23	2,835	1.81
Marathon	2,372	2.55	2,060	3.23	4,432	2.83
Lower Keys	2,688	2.89	4,856	7.62	7,544	4.81
Key West	89,018	95.59	59,452	93.3	148,470	94.66
<b>Visit One District Only</b>						
Key Largo Only	316	0.34	0	0	316	0.20
Islamorada Only	0	0	0	0	0	0
Marathon Only	632	0.68	1,472	2.31	2,104	1.34
Lower Keys Only	632	0.68	2,355	3.7	2,987	1.90
Key West Only	84,117	90.32	56,656	88.92	140,773	89.75
<b>Visit Two Districts</b>						
Key Largo & Islamorada	0	0	0	0	0	0
Key Largo & Marathon	0	0	0	0	0	0
Key Largo & Lower Keys	0	0	0	0	0	0
Key Largo & Key West	0	0	294	0.46	294	0.19
Islamorada & Marathon	0	0	0	0	0	0
Islamorada & Lower Keys	0	0	0	0	0	0
Islamorada & Key West	0	0	0	0	0	0
Marathon & Lower Keys	0	0	0	0	0	0
Marathon & Key West	949	1.02	0	0	949	0.61
Lower Keys & Key West	1,265	1.36	1,913	3	3,178	2.03
<b>Visit Three Districts</b>						
Key Largo, Islamorada, and Marathon	0	0	0	0	0	0
Key Largo, Islamorada, and Lower Keys	0	0	0	0	0	0
Key Largo, Islamorada, and Key West	316	0.34	0	0	316	0.20
Islamorada, Marathon, and Lower Keys	0	0	0	0	0	0
Islamorada, Marathon, and Key West	0	0	0	0	0	0
Marathon, Lower Keys, and Key West	0	0	441	0.69	441	0.28
Marathon, Key Largo, and Key West	0	0	0	0	0	0
Lower Keys, Key Largo, and Key West	0	0	0	0	0	0
Lower Keys, Marathon, and Key West	0	0	441	0.69	441	0.28
Lower Keys, Islamorada, and Key West	0	0	0	0	0	0
<b>Visit Four Districts</b>						
Key Largo, Islamorada, Marathon, and Lower Keys	0	0	0	0	0	0
Key Largo, Islamorada, Marathon, and Key West	0	0	0	0	0	0
Islamorada, Marathon, Lower Keys, Key West	0	0	0	0	0	0
Lower Keys, Key Largo, Marathon, and Key West	0	0	0	0	0	0
<b>All Districts of Florida Keys/Key West</b>	<b>474</b>	<b>0.51</b>	<b>147</b>	<b>0.23</b>	<b>621</b>	<b>0.40</b>

1. Percent of visitors is the percent of all air visitors to the Florida Keys/Key West that visited a district or combination of districts.

Table A.3.3 District Visitation Patterns by Ferry Visitors by Season

District/District Combinations	<u>Dec. 07 - May '08</u>		<u>Jun. - Nov. '08</u>		<u>Annual Total</u>	
	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors	Number of Visitors	Percent <sup>1</sup> of Visitors
Key Largo	0	0	88	0.37	88	0.11
Islamorada	0	0	0	0	0	0
Marathon	0	0	44	0.19	44	0.06
Lower Keys	0	0	0	0	0	0
Key West	53,624	100	23,385	99.81	77,009	99.94
<b>Visit One District Only</b>						
Key Largo Only	0	0	0	0	0	0
Islamorada Only	0	0	0	0	0	0
Marathon Only	0	0	0	0	0	0
Lower Keys Only	0	0	0	0	0	0
Key West Only	53,624	100	23,253	99.25	76,877	99.77
<b>Visit Two Districts</b>						
Key Largo & Islamorada	0	0	0	0	0	0
Key Largo & Marathon	0	0	0	0	0	0
Key Largo & Lower Keys	0	0	0	0	0	0
Key Largo & Key West	0	0	88	0.37	88	0.11
Islamorada & Marathon	0	0	0	0	0	0
Islamorada & Lower Keys	0	0	0	0	0	0
Islamorada & Key West	0	0	0	0	0	0
Marathon & Lower Keys	0	0	0	0	0	0
Marathon & Key West	0	0	44	0.19	44	0.06
Lower Keys & Key West	0	0	0	0	0	0
<b>Visit Three Districts</b>						
Key Largo, Islamorada, and Marathon	0	0	0	0	0	0
Key Largo, Islamorada, and Lower Keys	0	0	0	0	0	0
Key Largo, Islamorada, and Key West	0	0	0	0	0	0
Islamorada, Marathon, and Lower Keys	0	0	0	0	0	0
Islamorada, Marathon, and Key West	0	0	0	0	0	0
Marathon, Lower Keys, and Key West	0	0	0	0	0	0
Marathon, Key Largo, and Key West	0	0	0	0	0	0
Lower Keys, Key Largo, and Key West	0	0	0	0	0	0
Lower Keys, Marathon, and Key West	0	0	0	0	0	0
Lower Keys, Islamorada, and Key West	0	0	0	0	0	0
<b>Visit Four Districts</b>						
Key Largo, Islamorada, Marathon, and Lower Keys	0	0	0	0	0	0
Key Largo, Islamorada, Marathon, and Key West	0	0	0	0	0	0
Islamorada, Marathon, Lower Keys, Key West	0	0	0	0	0	0
Lower Keys, Key Largo, Marathon, and Key West	0	0	0	0	0	0
<b>All Districts of Florida Keys/Key West</b>	0	0	0	0	0	0

1. Percent of visitors is the percent of all ferry visitors to the Florida Keys/Key West that visited a district or combination of districts.

Table A.3.4 Activity Participation in 42 Aggregate Activities by Season for Auto Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number		Number		Number	
	of Participants	Participation Rate <sup>1</sup>	of Participants	Participation Rate <sup>1</sup>	of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	347,044	32.16	97,425	9.87	444,469	21.51
Snorkeling from Shore	263,042	24.38	65,985	6.68	329,027	15.92
All Snorkeling	505,237	46.82	139,345	14.11	644,582	31.19
SCUBA Diving from Boat	100,557	9.32	27,947	2.83	128,504	6.22
SCUBA Diving from Shore	17,168	1.59	7,763	0.79	24,931	1.21
All SCUBA Diving	110,981	10.28	33,769	3.42	144,750	7.00
All Diving	537,122	49.77	159,528	16.16	696,650	33.71
<b>Fishing</b>						
Offshore Fishing	143,478	13.30	98,977	10.02	242,455	11.73
Flats/Backcountry Fishing	41,694	3.86	34,157	3.46	75,851	3.67
Other Fishing from Boat	33,723	3.13	15,138	1.53	48,861	2.36
All Boat Fishing	175,362	16.25	123,431	12.50	298,793	14.46
Fishing from Shore	68,673	6.36	47,742	4.83	116,415	5.63
All Types of Fishing	218,282	20.23	160,304	16.23	378,586	18.32
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	150,222	13.92	145,943	14.78	296,165	14.33
Viewing Wildlife/Nature-Land	161,872	15.00	183,981	18.63	345,853	16.74
All Viewing Wildlife/Nature Study	277,758	25.74	282,571	28.62	560,329	27.11
<b>Boating</b>						
Personal Watercraft Use	117,112	10.85	39,979	4.05	157,091	7.60
All Sailing	44,147	4.09	35,321	3.58	79,468	3.85
Other Boating Activities	82,162	7.61	36,098	3.66	118,260	5.72
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	454,959	42.16	282,182	28.58	737,141	35.67
All Camping	36,789	3.41	35,321	3.58	72,110	3.49
Visiting Museums or Historic Areas	383,220	35.51	431,618	43.71	814,838	39.43
Sightseeing & Attractions (Paid & Unpaid)	314,547	29.15	333,806	33.81	648,353	31.37
Cultural Events (Fairs, Concerts, Plays)	133,054	12.33	71,031	7.19	204,085	9.88
Outdoor Sports and Games	33,110	3.07	31,828	3.22	64,938	3.14
SPA, Health & Wellness	515,047	47.73	483,629	48.98	998,676	48.32
<b>Special Aggregations</b>						
Any Activities Involving Boats	626,030	58.01	346,615	35.10	972,645	47.07
All Activities Involving Swimming	798,323	73.98	388,923	39.39	1,187,246	57.45
Any Water-Related Activities	908,081	84.15	555,824	56.29	1,463,905	70.84
Any Land-Based Activities	771,958	71.53	746,017	75.55	1,517,975	73.45
Only Water-Based Activities	237,903	22.05	76,465	7.74	314,368	15.21
Only Land-Based Activities	100,557	9.32	297,320	30.11	397,877	19.25
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	66,220	6.14	63,656	6.45	129,876	6.28
Any Party Boat Fishing	25,139	2.33	19,407	1.97	44,546	2.16
Any Private Boat Fishing	98,104	9.09	46,578	4.72	144,682	7.00
Any Rental Boat Fishing	6,132	0.57	10,092	1.02	16,224	0.79



Table A.3.4 (Continued) Activity Participation in 42 Aggregate Activities by Season for Auto Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number		Number		Number	
	of Participants	Participation Rate <sup>1</sup>	of Participants	Participation Rate <sup>1</sup>	of Participants	Participation Rate <sup>1</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	272,853	25.28	86,557	8.77	359,410	17.39
Any Private Boat Diving-Snork & SCUBA	107,915	10.00	22,901	2.32	130,816	6.33
Any Rental Boat Diving-Snork & SCUBA	28,205	2.61	13,973	1.42	42,178	2.04
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	423,075	39.20	255,788	25.90	678,863	32.85
Any Use of Private Boats	210,311	19.49	104,411	10.57	314,722	15.23
Any Use of Rental Boats	114,660	10.63	56,669	5.74	171,329	8.29

1. Participation Rate is the percent of all auto visitors that did the activity.

Table A.3.5 Activity Participation in 42 Aggregate Activities by Season for Air Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number		Number		Number	
	of Participants	Participati on Rate <sup>1</sup>	of Participants	Participatio n Rate <sup>1</sup>	of Participan ts	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	20,013	31.41	6,325	6.79	26,338	16.79
Snorkeling from Shore	2,943	4.62	7,906	8.49	10,849	6.92
All Snorkeling	21,338	33.49	12,017	12.90	33,355	21.27
SCUBA Diving from Boat	2,355	3.70	1,739	1.87	4,094	2.61
SCUBA Diving from Shore	0	0.00	474	0.51	474	0.30
All SCUBA Diving	2,355	3.70	2,214	2.38	4,569	2.91
All Diving	22,810	35.80	13,598	14.60	36,408	23.21
<b>Fishing</b>						
Offshore Fishing	9,271	14.55	4,269	4.58	13,540	8.63
Flats/Backcountry Fishing	1,472	2.31	1,423	1.53	2,895	1.85
Other Fishing from Boat	294	0.46	1,897	2.04	2,191	1.40
All Boat Fishing	10,448	16.40	5,692	6.11	16,140	10.29
Fishing from Shore	294	0.46	2,214	2.38	2,508	1.60
All Types of Fishing	10,743	16.86	7,431	7.98	18,174	11.59
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	5,886	9.24	4,902	5.26	10,788	6.88
Viewing Wildlife/Nature-Land	16,629	26.10	17,393	18.68	34,022	21.69
All Viewing Wildlife/Nature Study	18,395	28.87	20,239	21.73	38,634	24.63
<b>Boating</b>						
Personal Watercraft Use	5,592	8.78	3,162	3.40	8,754	5.58
All Sailing	9,712	15.24	10,910	11.71	20,622	13.15
Other Boating Activities	13,980	21.94	7,431	7.98	21,411	13.65

Table A.3.5 (Continued) Activity Participation in 42 Aggregate Activities by Season for Air Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	35,318	55.43	36,366	39.05	71,684	45.70
All Camping	0	0.00	1,107	1.19	1,107	0.71
Visiting Museums or Historic Areas	45,178	70.90	53,601	57.56	98,779	62.98
Sightseeing & Attractions (Paid & Unpaid)	43,117	67.67	57,079	61.29	100,196	63.88
Cultural Events (Fairs, Concerts, Plays)	29,432	46.19	26,721	28.69	56,153	35.80
Outdoor Sports and Games	589	0.92	5,376	5.77	5,965	3.80
SPA, Health & Wellness	41,499	65.13	70,835	76.06	112,334	71.62
<b>Special Aggregations</b>						
Any Activities Involving Boats	38,997	61.20	28,777	30.90	67,774	43.21
All Activities Involving Swimming	47,679	74.83	58,186	62.48	105,865	67.50
Any Water-Related Activities	52,830	82.91	66,250	71.14	119,080	75.92
Any Land-Based Activities	57,980	90.99	84,433	90.66	142,413	90.80
Only Water-Based Activities	2,355	3.70	3,953	4.24	6,308	4.02
Only Land-Based Activities	7,505	11.78	22,452	24.11	29,957	19.10
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	5,003	7.85	3,637	3.90	8,640	5.51
Any Party Boat Fishing	1,619	2.54	632	0.68	2,251	1.44
Any Private Boat Fishing	3,826	6.00	1,739	1.87	5,565	3.55
Any Rental Boat Fishing	0	0.00	0	0.00	0	0.00
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	19,719	30.95	6,008	6.45	25,727	16.40
Any Private Boat Diving-Snork & SCUBA	883	1.39	791	0.85	1,674	1.07
Any Rental Boat Diving-Snork & SCUBA	1,619	2.54	791	0.85	2,410	1.54
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	34,582	54.27	19,606	21.05	54,188	34.55
Any Use of Private Boats	9,418	14.78	8,538	9.17	17,956	11.45
Any Use of Rental Boats	7,358	11.55	4,269	4.58	11,627	7.41

1. Participation Rate is the percent of all air visitors that did the activity.

Table A.3.6 Activity Participation in 42 Aggregate Activities by Season for Cruise Ship Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	0	0.00	2,473	0.55	2,473	0.35
Snorkeling from Shore	0	0.00	1,649	0.37	1,649	0.23
All Snorkeling	0	0.00	4,122	0.92	4,122	0.58
SCUBA Diving from Boat	1,929	0.75	1,649	0.37	3,578	0.51
SCUBA Diving from Shore	0	0.00	0	0.00	0	0.00
All SCUBA Diving	1,929	0.75	1,649	0.37	3,578	0.51
All Diving	1,929	0.75	5,771	1.29	7,700	1.09
<b>Fishing</b>						
Offshore Fishing	1,929	0.75	1,649	0.37	3,578	0.51
Flats/Backcountry Fishing	0	0.00	0	0.00	0	0.00
Other Fishing from Boat	0	0.00	0	0.00	0	0.00
All Boat Fishing	1,929	0.75	1,649	0.37	3,578	0.51
Fishing from Shore	0	0.00	3,297	0.74	3,297	0.47
All Types of Fishing	1,929	0.75	3,297	0.74	5,226	0.74
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	0	0.00	3,297	0.74	3,297	0.47
Viewing Wildlife/Nature-Land	1,929	0.75	4,122	0.92	6,051	0.86
All Viewing Wildlife/Nature Study	1,929	0.75	7,419	1.65	9,348	1.32
<b>Boating</b>						
Personal Watercraft Use	7,717	2.99	3,297	0.74	11,014	1.56
All Sailing	0	0.00	0	0.00	0	0.00
Other Boating Activities	12,541	4.85	4,946	1.10	17,487	2.47
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	18,329	7.09	20,609	4.60	38,938	5.51
All Camping	0	0.00	0	0.00	0	0.00
Visiting Museums or Historic Areas	126,373	48.88	154,157	34.38	280,530	39.68
Sightseeing & Attractions (Paid & Unpaid)	168,819	65.30	347,059	77.39	515,878	72.97
Cultural Events (Fairs, Concerts, Plays)	1,929	0.75	6,595	1.47	8,524	1.21
Outdoor Sports and Games	0	0.00	0	0.00	0	0.00
SPA, Health & Wellness	170,748	66.05	370,967	82.72	541,715	76.62
<b>Special Aggregations</b>						
Any Activities Involving Boats	24,117	9.33	17,312	3.86	41,429	5.86
All Activities Involving Swimming	10,611	4.10	7,419	1.65	18,030	2.55
Any Water-Related Activities	28,940	11.19	20,609	4.60	49,549	7.01
Any Land-Based Activities	195,830	75.75	436,091	97.24	631,921	89.38
Only Water-Based Activities	1,929	0.75	0	0.00	1,929	0.27
Only Land-Based Activities	166,889	64.55	416,305	92.83	583,194	82.49
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	0	0.00	1,649	0.37	1,649	0.23
Any Party Boat Fishing	1,929	0.75	0	0.00	1,929	0.27
Any Private Boat Fishing	0	0.00	0	0.00	0	0.00
Any Rental Boat Fishing	0	0.00	0	0.00	0	0.00

Table A.3.6 (Continued) Activity Participation in 42 Aggregate Activities by Season for Cruise Ship Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	1,929	0.75	1,649	0.37	3,578	0.51
Any Private Boat Diving-Snork & SCUBA	0	0.00	0	0.00	0	0.00
Any Rental Boat Diving-Snork & SCUBA	0	0.00	2,473	0.55	2,473	0.35
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	7,717	2.99	9,892	2.21	17,609	2.49
Any Use of Private Boats	0	0.00	0	0.00	0	0.00
Any Use of Rental Boats	16,400	6.34	7,419	1.65	23,819	3.37

1. Participation Rate is the percent of all cruise ship visitors that did the activity.

Table A.3.7 Activity Participation in 42 Aggregate Activities by Season for Ferry Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Diving</b>						
Snorkeling from Boat	4,212	17.98	1,473	2.75	5,685	7.38
Snorkeling from Shore	1,843	7.86	3,119	5.82	4,962	6.44
All Snorkeling	5,923	25.28	4,418	8.24	10,341	13.42
SCUBA Diving from Boat	175	0.75	347	0.65	522	0.68
SCUBA Diving from Shore	0	0.00	0	0.00	0	0.00
All SCUBA Diving	175	0.75	347	0.65	522	0.68
All Diving	5,923	25.28	4,418	8.24	10,341	13.42
<b>Fishing</b>						
Offshore Fishing	395	1.69	1,040	1.94	1,435	1.86
Flats/Backcountry Fishing	88	0.37	1,040	1.94	1,128	1.46
Other Fishing from Boat	88	0.37	87	0.16	175	0.23
All Boat Fishing	570	2.43	1,473	2.75	2,043	2.65
Fishing from Shore	219	0.94	173	0.32	392	0.51
All Types of Fishing	790	3.37	1,646	3.07	2,436	3.16
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	614	2.62	1,992	3.72	2,606	3.38
Viewing Wildlife/Nature-Land	7,415	31.65	4,765	8.89	12,180	15.81
All Viewing Wildlife/Nature Study	7,941	33.89	6,411	11.95	14,352	18.63
<b>Boating</b>						
Personal Watercraft Use	1,009	4.31	866	1.62	1,875	2.43
All Sailing	2,413	10.30	1,126	2.10	3,539	4.59
Other Boating Activities	1,623	6.93	1,819	3.39	3,442	4.47

Table A.3.7 (Continued) Activity Participation in 42 Aggregate Activities by Season for Ferry Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>	Number of Participants	Participation Rate <sup>1</sup>
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	11,056	47.19	7,277	13.57	18,333	23.79
All Camping	132	0.56	173	0.32	305	0.40
Visiting Museums or Historic Areas	18,691	79.77	29,541	55.09	48,232	62.60
Sightseeing & Attractions (Paid & Unpaid)	20,709	88.39	44,528	83.04	65,237	84.66
Cultural Events (Fairs, Concerts, Plays)	11,978	51.12	8,576	15.99	20,554	26.67
Outdoor Sports and Games	88	0.37	520	0.97	608	0.79
SPA, Health & Wellness	20,884	89.13	44,961	83.85	65,845	85.45
<b>Special Aggregations</b>						
Any Activities Involving Boats	7,371	31.46	6,151	11.47	13,522	17.55
All Activities Involving Swimming	12,329	52.62	13,688	25.53	26,017	33.76
Any Water-Related Activities	13,601	58.05	15,247	28.43	28,848	37.44
Any Land-Based Activities	22,069	94.19	52,238	97.42	74,307	96.43
Only Water-Based Activities	132	0.56	0	0.00	132	0.17
Only Land-Based Activities	8,380	35.77	36,991	68.98	45,371	58.88
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	263	1.12	1,040	1.94	1,303	1.69
Any Party Boat Fishing	88	0.37	87	0.16	175	0.23
Any Private Boat Fishing	132	0.56	347	0.65	479	0.62
Any Rental Boat Fishing	88	0.37	433	0.81	521	0.68
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	4,036	17.23	1,646	3.07	5,682	7.37
Any Private Boat Diving-Snork & SCUBA	175	0.75	0	0.00	175	0.23
Any Rental Boat Diving-Snork & SCUBA	0	0.00	0	0.00	0	0.00
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	6,406	27.34	5,025	9.37	11,431	14.84
Any Use of Private Boats	395	1.69	1,646	3.07	2,041	2.65
Any Use of Rental Boats	1,887	8.05	1,386	2.58	3,273	4.25

1. Participation Rate is the percent of all ferry visitors that did the activity.

Table A.3.8 Country of Primary Residence by Season: Auto Visitors

Country	Dec. '07 -May '08		Jun. '08 - Nov. '08		Annual Average	
	All	Auto	All	Auto	All	Auto
	Auto Visitors %	Foreign Visitors Only %	Auto Visitors %	Foreign Visitors Only %	Auto Visitors %	Foreign Visitors Only %
Australia	0.09	0.51	0.00	0.00	0.04	0.41
Austria	0.28	1.52	0.34	1.39	0.31	1.44
Belgium	0.09	0.51	0.17	0.69	0.13	0.62
Belize	0.09	0.51	0.00	0.00	0.04	0.21
Bolivia	0.00	0.00	0.17	0.69	0.09	0.41
Brazil	0.00	0.00	0.17	0.69	0.09	0.41
Canada	7.39	40.10	2.89	11.81	5.04	23.35
Czech Republic	0.09	0.51	0.00	0.00	0.04	0.21
Denmark	0.37	2.03	2.21	9.03	1.33	6.17
Egypt	0.00	0.00	0.17	0.69	0.09	0.41
England	1.12	6.09	2.21	9.03	1.69	7.83
Finland	0.28	1.52	0.17	0.69	0.22	1.03
France	0.19	1.02	1.87	7.64	1.07	4.94
Germany	2.81	15.23	3.90	15.97	3.38	15.67
Holland/Netherlands	0.56	3.05	2.04	8.33	1.33	6.18
Italy	0.00	0.00	1.70	6.94	0.89	4.11
Ireland	0.19	1.02	0.68	2.78	0.44	2.06
Israel	0.09	0.51	0.00	0.00	0.04	0.21
Japan	0.00	0.00	0.17	0.69	0.09	0.41
Norway	0.19	1.02	1.19	4.86	0.71	3.29
Other Europe	1.40	7.61	0.00	0.00	0.67	3.11
Other UK	2.53	13.71	1.70	6.94	2.09	9.70
Poland	0.00	0.00	0.34	1.39	0.18	0.82
Portugal	0.09	0.51	0.00	0.00	0.04	0.21
Slovenia	0.00	0.00	0.00	0.00	0.09	0.41
Spain	0.09	0.51	0.34	1.39	0.22	1.03
Sweden	0.09	0.51	0.00	0.00	0.49	2.26
Switzerland	0.19	1.02	1.02	4.17	0.62	2.88
USA	81.57	N/A	75.55	N/A	78.43	N/A
Venezuela	0.09	0.51	0.00	0.00	0.04	0.21
Wales	0.09	0.51	0.00	0.00	0.04	0.21

Table A.3.9 Country of Primary Residence by Season: Air Visitors

Country	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All	Air	All	Air	All	Air
	Air Visitors %	Foreign Visitors Only %	All Air Visitors %	Foreign Visitors Only %	All Air Visitors %	Foreign Visitors Only %
Argentina	0.36	7.14	0.00	0.00	0.21	4.75
Australia	0.72	14.29	0.00	0.00	0.43	9.50
Canada	1.08	21.43	1.60	42.86	1.29	28.61
England	0.72	14.29	0.53	14.29	0.64	14.29
Kuwait	0.36	7.14	0.00	0.00	0.21	4.75
Ireland	0.72	14.29	1.06	28.57	0.86	19.07
USA	94.95	N/A	96.28	N/A	95.49	N/A

Table A.3.10 Country of Primary Residence by Season: Cruise Ship Visitors

Country	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All	Cruise Ship	All	Cruise Ship	All	Cruise Ship
	Cruise Ship Visitors %	Foreign Visitors Only %	All Cruise Ship Visitors %	Foreign Visitors Only %	All Cruise Ship Visitors %	Foreign Visitors Only %
Australia	0.91	7.41	1.56	33.33	1.15	12.03
Belgium	0.46	3.70	0.00	0.00	0.29	3.04
Canada	4.57	37.04	3.12	66.67	4.04	42.32
England	1.83	14.81	0.00	0.00	1.16	12.18
France	0.46	3.70	0.00	0.00	0.29	3.04
Other UK	2.28	18.52	0.00	0.00	1.45	15.22
Spain	0.46	3.70	0.00	0.00	0.29	3.04
Switzerland	0.46	3.70	0.00	0.00	0.29	3.04
Ukraine	0.46	3.70	0.00	0.00	0.29	3.04
USA	87.67	N/A	95.31	N/A	90.45	N/A
Unspecified	0.46	3.70	0.00	0.00	0.29	3.04

Table A.3.11 Country of Primary Residence by Season: Ferry Visitors

Country	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All	Ferry	All	Ferry	All	Ferry
	Ferry Visitors %	Foreign Visitors Only %	Ferry Visitors %	Foreign Visitors Only %	Ferry Visitors %	Foreign Visitors Only %
Australia	0.00	0.00	0.49	20.00	0.15	2.49
Canada	5.42	72.22	0.49	20.00	3.92	65.73
China	0.42	5.56	0.00	0.00	0.29	4.86
Denmark	0.42	5.56	0.00	0.00	0.29	4.86
England	0.42	5.56	0.49	20.00	0.44	7.35
Germany	0.83	11.11	0.49	20.00	0.73	12.22
Kenya	0.00	0.00	0.49	20.00	0.15	2.49
USA	92.50	N/A	97.55	N/A	94.03	N/A



Table A.3.12 Census Regions and Divisions of Primary Residence by Season: Auto Visitors

Census Region/ Division <sup>1</sup>	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All Visitors %	Domestic	All Visitors %	Domestic	All Visitors %	Domestic
		Only %		Only %		Only %
<b>EAST</b>	<b>22.36</b>	<b>27.41</b>	<b>9.68</b>	<b>12.81</b>	<b>15.73</b>	<b>20.06</b>
New England	7.39	9.06	1.70	2.25	4.42	5.63
Mid-Atlantic	14.97	18.35	7.98	10.56	11.31	14.43
<b>SOUTH</b>	<b>31.43</b>	<b>38.53</b>	<b>52.63</b>	<b>69.66</b>	<b>42.51</b>	<b>54.20</b>
West South Central	1.96	2.41	4.41	5.84	3.24	4.14
East South Central	0.84	1.03	0.85	1.12	0.85	1.08
South Atlantic	28.62	35.09	47.37	62.70	38.42	48.98
<b>WEST</b>	<b>4.49</b>	<b>5.50</b>	<b>4.75</b>	<b>6.29</b>	<b>4.63</b>	<b>5.90</b>
Pacific	2.81	3.44	3.23	4.27	3.03	3.86
Mountain	1.68	2.06	1.53	2.02	1.60	2.04
<b>MIDWEST</b>	<b>23.11</b>	<b>28.33</b>	<b>8.32</b>	<b>11.01</b>	<b>15.38</b>	<b>19.61</b>
East North Central	15.62	19.15	5.60	7.42	10.39	13.25
West North Central	7.48	9.17	2.72	3.60	4.99	6.37
<b>PUERTO RICO</b>	<b>0.19</b>	<b>0.23</b>	<b>0.17</b>	<b>0.22</b>	<b>0.18</b>	<b>0.23</b>
<b>FOREIGN</b>	<b>18.43</b>	<b>N/A</b>	<b>24.45</b>	<b>N/A</b>	<b>21.57</b>	<b>N/A</b>

1. Definitions of Census Divisions:

- New England = ME, NH, VT, MA, RI, CT
- Mid-Atlantic = NY, NJ, PA
- West South Central = AR, LA, OK, TX
- East South Central = KY, TN, MS, AL
- South Atlantic = WV, VA, DC, MD, DE, NC, SC, GA, FL
- Pacific = CA, OR, WA, AK, HI
- Mountain = ID, MT, WY, UT, CO, NM, AZ, NV
- East North Central = MI, MN, IL, IN, OH
- West North Central = WI, IA, MO, ND, SD, KS, NE

Table A.3.13 Census Regions and Divisions of Primary Residence by Season: Air Visitors

Census Region/ Division <sup>1</sup>	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %
<b>EAST</b>	<b>35.38</b>	<b>37.26</b>	<b>35.11</b>	<b>36.46</b>	<b>35.27</b>	<b>36.94</b>
New England	12.28	12.93	7.98	8.29	10.53	11.03
Mid-Atlantic	23.10	24.33	27.13	28.18	24.74	25.91
<b>SOUTH</b>	<b>26.71</b>	<b>28.14</b>	<b>40.96</b>	<b>42.54</b>	<b>32.50</b>	<b>34.04</b>
West South Central	5.05	5.32	10.64	11.05	7.32	7.67
East South Central	0.72	0.76	3.19	3.31	1.73	1.81
South Atlantic	20.94	22.05	27.13	28.18	23.45	24.56
<b>WEST</b>	<b>5.78</b>	<b>6.08</b>	<b>7.45</b>	<b>7.73</b>	<b>6.45</b>	<b>6.76</b>
Pacific	5.06	5.32	4.26	4.42	4.73	4.95
Mountain	0.72	0.76	3.19	3.31	1.73	1.81
<b>MIDWEST</b>	<b>27.08</b>	<b>28.52</b>	<b>12.77</b>	<b>13.26</b>	<b>21.26</b>	<b>22.27</b>
East North Central	18.77	19.77	8.51	8.84	14.60	15.30
West North Central	8.31	8.75	4.26	4.42	6.66	6.97
<b>FOREIGN</b>	<b>5.05</b>	<b>N/A</b>	<b>3.72</b>	<b>N/A</b>	<b>4.51</b>	<b>N/A</b>

1. Definitions of Census Divisions:

- New England = ME, NH, VT, MA, RI, CT
- Mid-Atlantic = NY, NJ, PA
- West South Central = AR, LA, OK, TX
- East South Central = KY, TN, MS, AL
- South Atlantic = WV, VA, DC, MD, DE, NC, SC, GA, FL
- Pacific = CA, OR, WA, AK, HI
- Mountain = ID, MT, WY, UT, CO, NM, AZ, NV
- East North Central = MI, MN, IL, IN, OH
- West North Central = WI, IA, MO, ND, SD, KS, NE

Table A.3.14 Census Regions and Divisions of Primary Residence by Season: Cruise Ship Visitors

Census Region/ Division <sup>1</sup>	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
<b>EAST</b>	<b>24.66</b>	<b>28.12</b>	<b>15.63</b>	<b>16.39</b>	<b>21.38</b>	<b>23.64</b>
New England	6.39	7.29	6.25	6.55	6.34	7.02
Mid-Atlantic	18.27	20.83	9.38	9.84	15.04	16.62
<b>SOUTH</b>	<b>35.16</b>	<b>40.10</b>	<b>51.56</b>	<b>54.10</b>	<b>41.11</b>	<b>45.46</b>
West South Central	0.91	1.04	4.69	4.92	2.28	2.53
East South Central	0.91	1.04	7.81	8.20	3.42	3.78
South Atlantic	33.34	38.02	39.06	40.98	35.41	39.15
<b>WEST</b>	<b>4.11</b>	<b>4.69</b>	<b>6.25</b>	<b>6.56</b>	<b>4.89</b>	<b>5.40</b>
Pacific	3.20	3.65	4.69	4.92	3.74	4.13
Mountain	0.91	1.04	1.56	1.64	1.15	1.27
<b>MIDWEST</b>	<b>23.74</b>	<b>27.09</b>	<b>21.87</b>	<b>22.95</b>	<b>23.07</b>	<b>25.50</b>
East North Central	20.54	23.44	14.06	14.75	18.19	20.11
West North Central	3.20	3.65	7.81	8.20	4.88	5.39
<b>FOREIGN</b>	<b>12.33</b>	<b>N/A</b>	<b>4.69</b>	<b>N/A</b>	<b>9.55</b>	<b>N/A</b>

1. Definitions of Census Divisions:

- New England = ME, NH, VT, MA, RI, CT
- Mid-Atlantic = NY, NJ, PA
- West South Central = AR, LA, OK, TX
- East South Central = KY, TN, MS, AL
- South Atlantic = WV, VA, DC, MD, DE, NC, SC, GA, FL
- Pacific = CA, OR, WA, AK, HI
- Mountain = ID, MT, WY, UT, CO, NM, AZ, NV
- East North Central = MI, MN, IL, IN, OH
- West North Central = WI, IA, MO, ND, SD, KS, NE

Table A.3.15 Census Regions and Divisions of Primary Residence by Season: Ferry Visitors

Census Region/ Division <sup>1</sup>	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Average	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
<b>EAST</b>	<b>19.58</b>	<b>21.18</b>	<b>7.35</b>	<b>7.54</b>	<b>15.88</b>	<b>16.89</b>
New England	7.08	7.67	1.96	2.01	5.53	5.89
Mid-Atlantic	12.50	13.51	5.39	5.53	10.35	11.00
<b>SOUTH</b>	<b>39.17</b>	<b>42.34</b>	<b>72.55</b>	<b>74.37</b>	<b>49.28</b>	<b>52.41</b>
West South Central	2.50	2.70	4.90	5.03	3.23	3.43
East South Central	1.67	1.80	0.49	0.50	1.31	1.39
South Atlantic	35.00	37.84	67.16	68.84	44.74	47.59
<b>WEST</b>	<b>4.58</b>	<b>4.95</b>	<b>3.43</b>	<b>3.52</b>	<b>4.23</b>	<b>4.50</b>
Pacific	2.92	3.15	2.45	2.51	2.78	2.95
Mountain	1.66	1.80	0.98	1.01	1.45	1.55
<b>MIDWEST</b>	<b>29.17</b>	<b>31.53</b>	<b>14.22</b>	<b>14.57</b>	<b>24.64</b>	<b>26.20</b>
East North Central	25.00	27.03	10.30	10.55	20.55	21.85
West North Central	4.17	4.50	3.92	4.02	4.09	4.35
<b>FOREIGN</b>	<b>7.50</b>	<b>N/A</b>	<b>2.45</b>	<b>N/A</b>	<b>5.97</b>	<b>N/A</b>

1. Definitions of Census Divisions:

- New England = ME, NH, VT, MA, RI, CT
- Mid-Atlantic = NY, NJ, PA
- West South Central = AR, LA, OK, TX
- East South Central = KY, TN, MS, AL
- South Atlantic = WV, VA, DC, MD, DE, NC, SC, GA, FL
- Pacific = CA, OR, WA, AK, HI
- Mountain = ID, MT, WY, UT, CO, NM, AZ, NV
- East North Central = MI, MN, IL, IN, OH
- West North Central = WI, IA, MO, ND, SD, KS, NE

Table A.3.16 State or Territory of Primary Residence by Season: Auto Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Alabama	0.37	0.46	0.51	0.67	0.44	0.57
Alaska	0.19	0.23	0.00	0.00	0.09	0.11
Arkansas	0.09	0.11	0.51	0.67	0.31	0.40
Arizona	0.37	0.46	0.34	0.45	0.36	0.45
California	1.96	2.41	2.55	3.37	2.27	2.89
Colorado	0.75	0.92	0.51	0.67	0.62	0.79
Connecticut	1.78	2.18	0.68	0.90	1.20	1.53
District of Columbia	0.28	0.34	0.34	0.45	0.31	0.40
Delaware	0.09	0.11	0.00	0.00	0.04	0.06
Florida	17.87	21.90	39.22	51.91	29.02	37.01
Georgia	1.12	1.38	1.53	2.02	1.33	1.70
Hawaii	0.00	0.00	0.00	0.00	0.00	0.00
Idaho	0.09	0.11	0.00	0.00	0.04	0.06
Illinois	4.96	6.08	2.21	2.92	3.52	4.49
Indiana	1.03	1.26	0.51	0.67	0.76	0.97
Iowa	1.12	1.38	0.34	0.45	0.71	0.91
Kansas	0.47	0.57	0.00	0.00	0.22	0.28
Kentucky	0.37	0.46	0.34	0.45	0.36	0.45
Louisiana	0.19	0.23	0.68	0.90	0.44	0.57
Maine	1.31	1.61	0.00	0.00	0.63	0.80
Maryland	2.62	3.21	1.19	1.57	1.87	2.39
Massachusetts	3.37	4.13	0.85	1.12	2.05	2.62
Michigan	2.71	3.33	0.68	0.90	1.65	2.10
Minnesota	3.65	4.47	0.85	1.12	2.19	2.79
Mississippi	0.09	0.11	0.00	0.00	0.04	0.06
Missouri	1.40	1.72	1.19	1.57	1.29	1.65
Montana	0.09	0.11	0.00	0.00	0.04	0.06
Nebraska	0.19	0.23	0.00	0.00	0.09	0.11
Nevada	0.19	0.23	0.17	0.22	0.18	0.23
New Hampshire	0.37	0.46	0.17	0.22	0.27	0.34
New Jersey	5.24	6.42	2.38	3.15	3.74	4.77
New Mexico	0.00	0.00	0.34	0.45	0.18	0.23
New York	6.83	8.37	3.23	4.27	4.95	6.31
North Carolina	2.06	2.52	1.70	2.25	1.87	2.38
Ohio	5.61	6.88	1.87	2.47	3.66	4.66
Oklahoma	0.28	0.34	0.51	0.67	0.40	0.51
Oregon	0.47	0.57	0.00	0.00	0.22	0.28
Pennsylvania	2.90	3.56	2.38	3.15	2.63	3.35

Table A.3.16 (Continued) State or Territory of Primary Residence by Season: Auto Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Puerto Rico	0.19	0.23	0.17	0.22	0.18	0.23
Rhode Island	0.09	0.11	0.00	0.00	0.04	0.06
South Carolina	0.47	0.57	0.51	0.67	0.49	0.62
South Dakota	0.28	0.34	0.00	0.00	0.13	0.17
Tennessee	0.37	0.46	0.34	0.45	0.36	0.45
Texas	1.40	1.72	2.72	3.60	2.09	2.66
Utah	0.09	0.11	0.17	0.22	0.13	0.17
Vermont	0.47	0.57	0.00	0.00	0.22	0.28
Virginia	3.93	4.82	2.72	3.60	3.30	4.20
Washington	0.19	0.23	0.68	0.90	0.44	0.57
West Virginia	0.19	0.23	0.17	0.22	0.18	0.23
Wisconsin	1.31	1.61	0.34	0.45	0.80	1.02
Wyoming	0.09	0.11	0.00	0.00	0.04	0.06
Foreign	18.43	N/A	24.45	N/A	21.57	N/A

Table A.3.17 State or Territory of Primary Residence by Season: Air Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Alabama	0.00	0.00	0.53	0.55	0.22	0.23
Alaska	0.36	0.38	0.53	0.55	0.43	0.45
Arkansas	0.72	0.76	2.13	2.21	1.29	1.35
Arizona	0.00	0.00	1.60	1.66	0.65	0.68
California	3.61	3.80	3.19	3.31	3.44	3.60
Colorado	0.72	0.76	1.60	1.66	1.08	1.13
Connecticut	2.17	2.28	3.19	3.31	2.58	2.70
District of Columbia	1.44	1.52	0.53	0.55	1.07	1.12
Delaware	1.08	1.14	1.06	1.10	1.08	1.13
Florida	3.97	4.18	10.11	10.50	6.46	6.77
Georgia	2.53	2.66	5.32	5.52	3.66	3.83
Illinois	4.33	4.56	2.66	2.76	3.65	3.83
Indiana	1.81	1.90	0.53	0.55	1.29	1.35
Iowa	1.08	1.14	0.00	0.00	0.64	0.67
Kansas	0.36	0.38	0.53	0.55	0.43	0.45
Kentucky	3.61	3.80	1.60	1.66	2.79	2.92
Louisiana	0.36	0.38	1.60	1.66	0.86	0.90
Maine	0.36	0.38	0.00	0.00	0.21	0.22
Maryland	1.08	1.14	0.53	0.55	0.86	0.90
Massachusetts	7.58	7.98	3.19	3.31	5.80	6.07
Michigan	3.61	3.80	1.06	1.10	2.58	2.70
Minnesota	1.08	1.14	1.06	1.10	1.08	1.13
Mississippi	0.36	0.38	0.00	0.00	0.21	0.22
Missouri	1.44	1.52	1.06	1.10	1.29	1.35
Nebraska	0.72	0.76	0.00	0.00	0.43	0.45
New Hampshire	1.44	1.52	1.06	1.10	1.29	1.35
New Jersey	6.86	7.22	12.77	13.26	9.26	9.70
New York	8.66	9.13	6.91	7.18	7.95	8.33
North Carolina	5.42	5.70	3.19	3.31	4.51	4.73
Ohio	5.42	5.70	3.72	3.87	4.73	4.95
Oklahoma	0.72	0.76	2.13	2.21	1.29	1.35
Oregon	0.36	0.38	0.00	0.00	0.21	0.22
Pennsylvania	7.58	7.98	7.45	7.73	7.53	7.88
Rhode Island	0.72	0.76	0.53	0.55	0.64	0.68
South Carolina	0.00	0.00	2.13	2.21	0.86	0.91

Table A.3.17 (Continued) State or Territory of Primary Residence by Season: Air Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Tennessee	0.36	0.38	2.66	2.76	1.29	1.36
Texas	3.25	3.42	4.79	4.97	3.87	4.06
Virginia	5.05	5.32	3.19	3.31	4.30	4.50
Washington	0.72	0.76	0.53	0.55	0.64	0.68
West Virginia	0.36	0.38	1.06	1.10	0.65	0.68
Wisconsin	3.61	3.80	0.53	0.55	2.36	2.47
Foreign	5.05	N/A	3.72	N/A	4.51	N/A



Table A.3.18 State or Territory of Primary Residence by Season: Cruise Ship Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Alabama	0.46	0.52	3.12	3.28	1.43	1.58
Arkansas	0.46	0.52	0.00	0.00	0.29	0.32
Arizona	0.00	0.00	1.56	1.64	0.57	0.63
California	1.37	1.56	4.69	4.92	2.57	2.85
Connecticut	0.91	1.04	0.00	0.00	0.58	0.64
District of Columbia	1.37	1.56	0.00	0.00	0.87	0.96
Delaware	0.46	0.52	0.00	0.00	0.29	0.32
Florida	22.37	25.52	23.44	24.59	22.76	25.16
Georgia	1.37	1.56	1.56	1.64	1.44	1.59
Hawaii	0.46	0.52	0.00	0.00	0.29	0.32
Idaho	0.46	0.52	0.00	0.00	0.29	0.32
Illinois	3.65	4.17	4.69	4.92	4.03	4.45
Indiana	2.28	2.60	3.12	3.28	2.59	2.86
Iowa	0.91	1.04	1.56	1.64	1.15	1.27
Kentucky	0.91	1.04	0.00	0.00	0.58	0.64
Louisiana	0.00	0.00	1.56	1.64	0.57	0.63
Maine	0.46	0.52	0.00	0.00	0.29	0.32
Maryland	2.28	2.60	1.56	1.64	2.02	2.23
Massachusetts	3.20	3.65	4.69	4.92	3.74	4.13
Michigan	6.39	7.29	3.12	3.28	5.21	5.76
Missouri	0.91	1.04	4.69	4.92	2.28	2.53
Nebraska	0.00	0.00	1.56	1.64	0.57	0.63
Nevada	0.46	0.52	0.00	0.00	0.29	0.32
New Hampshire	1.37	1.56	0.00	0.00	0.87	0.96
New Jersey	4.57	5.21	3.12	3.28	4.04	4.47
New York	9.13	10.42	1.56	1.64	6.38	7.06
North Carolina	2.74	3.13	6.25	6.56	4.01	4.44
Ohio	5.94	6.77	3.12	3.28	4.92	5.43
Pennsylvania	4.57	5.21	4.69	4.92	4.61	5.10
Rhode Island	0.00	0.00	1.56	1.64	0.57	0.63
South Carolina	0.91	1.04	1.56	1.64	1.15	1.27
South Dakota	0.46	0.52	0.00	0.00	0.29	0.32
Tennessee	0.46	0.52	4.69	4.92	1.99	2.20
Texas	0.46	0.52	3.12	3.28	1.43	1.58
Vermont	0.46	0.52	0.00	0.00	0.29	0.32
Virginia	1.83	2.08	4.69	4.92	2.87	3.17
Washington	1.37	1.56	0.00	0.00	0.87	0.96
Wisconsin	2.28	2.60	0.00	0.00	1.45	1.61
Foreign	12.33	N/A	4.69	N/A	9.55	N/A

Table A.3.19 State or Territory of Primary Residence by Season: Ferry Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Arkansas	0.83	0.90	0.00	0.00	0.58	0.62
Arizona	0.42	0.45	0.00	0.00	0.29	0.31
California	1.25	1.35	1.47	1.51	1.32	1.40
Colorado	0.83	0.90	0.98	1.01	0.88	0.93
Connecticut	1.25	1.35	0.98	1.01	1.17	1.24
Delaware	0.42	0.45	0.49	0.50	0.44	0.47
Florida	29.17	31.53	61.76	63.32	39.05	41.52
Georgia	1.67	1.80	0.49	0.50	1.31	1.39
Illinois	5.83	6.31	3.92	4.02	5.25	5.59
Indiana	5.83	6.31	3.43	3.52	5.11	5.43
Iowa	0.42	0.45	0.98	1.01	0.59	0.62
Kansas	0.00	0.00	0.49	0.50	0.15	0.16
Kentucky	0.42	0.45	0.98	1.01	0.59	0.62
Louisiana	0.42	0.45	0.98	1.01	0.59	0.62
Maine	0.83	0.90	0.00	0.00	0.58	0.62
Maryland	1.67	1.80	0.49	0.50	1.31	1.39
Massachusetts	4.17	4.50	0.49	0.50	3.05	3.25
Michigan	4.17	4.50	0.49	0.50	3.05	3.25
Minnesota	2.92	3.15	0.00	0.00	2.03	2.16
Missouri	0.00	0.00	1.47	1.51	0.45	0.47
New Hampshire	0.42	0.45	0.49	0.50	0.44	0.47
New Jersey	2.50	2.70	1.47	1.51	2.19	2.33
New York	6.25	6.76	2.45	2.51	5.10	5.42
North Carolina	0.83	0.90	1.96	2.01	1.17	1.25
Ohio	7.08	7.66	2.45	2.51	5.68	6.04
Oregon	1.25	1.35	0.00	0.00	0.87	0.93
Pennsylvania	3.75	4.05	1.47	1.51	3.06	3.25
South Carolina	0.42	0.45	1.47	1.51	0.74	0.78
South Dakota	0.42	0.45	0.00	0.00	0.29	0.31
Tennessee	1.67	1.80	0.49	0.50	1.31	1.39
Texas	1.25	1.35	3.92	4.02	2.06	2.19
Utah	0.42	0.45	0.00	0.00	0.29	0.31
Vermont	0.42	0.45	0.00	0.00	0.29	0.31
Virginia	0.42	0.45	0.49	0.50	0.44	0.47
Washington	0.42	0.45	0.98	1.01	0.59	0.96
West Virginia	0.42	0.45	0.00	0.00	0.29	0.31
Wisconsin	2.08	2.25	0.00	0.00	1.45	1.54
Foreign	7.50	N/A	2.45	N/A	5.97	N/A

Table A.3.20 Special Issue Questions by Mode of Access: December 2007 - November 2008

Special Issue	Auto	Air	Cruise Ship	Ferry
<b>PRIMARY PURPOSE OF TRIP (%)</b>				
Recreation\Vacation	86.57	87.97	99.42	95.13
Visit Family or Friends	7.51	3.01	0.00	1.98
Business Trip	1.79	3.23	0.58	1.51
Business/Pleasure	2.89	3.93	0.00	0.76
Other	1.24	1.86	0.00	0.00
<b>ATTENDANCE AT SPECIAL EVENTS (%)</b>				
Yes	3.58	5.43	0.29	1.48
<b>IMPORTANCE OF SPECIAL EVENTS IN TRIP PLANNING (%) <sup>1</sup></b>				
Not important	42.50	23.80	*	*
Somewhat important	16.45	19.04	*	*
Important	15.04	14.28	*	*
Very important	8.23	19.04	*	*
Extremely important	6.83	19.08	*	*
Don't Know	10.95	4.76	*	*
<b>DID ATTENDING SPECIAL EVENTS LENGTHEN STAY (%) <sup>1</sup></b>				
Yes	7.03	22.71	0.00	33.33
<b>NUMBER OF DAYS TRIP LENGTH DUE TO SPECIAL EVENTS <sup>2</sup></b>				
MEAN	*	*	N/A	*
MEDIAN	*	*	N/A	*
<b>HOW LIKELY IS IT YOU WILL RECOMMEND THE FLORIDA KEYS/KEY WEST TO A FRIEND OR FAMILY MEMBER FOR THEIR NEXT VACATION</b>				
Will recommend	42.50	41.16	*	37.40
Very likely	27.62	29.90	*	29.44
Likely	17.76	19.44	*	19.07
Somewhat likely	9.19	8.53	*	10.12
Will not recommend	1.75	0.97	*	3.98
Don't know	1.18	0.00	*	0.00

Table A.3.20 (Continued) Special Issue Questions by Mode of Access: December 2007 - November 2008

Special Issue	Auto	Air	Cruise Ship	Ferry
<b>LIKLIHOOD OF MAKING A RETURN</b>				
<b>TRIP TO THE FLORIDA KEYS (%)</b>				
Will return	47.50	47.67	*	37.64
Very likely	25.46	27.53	*	17.37
Likely	13.16	14.34	*	16.17
Somewhat likely	9.11	10.47	*	13.94
Will not return	2.31	0.00	*	8.55
Don't Know	2.47	0.00	*	6.33
<b>HOW SOON MIGHT THEY RETURN (%)</b>				
In less than 3 months	15.05	2.18	*	7.37
3 to 6 months	8.26	5.46	*	5.58
6 to 12 months	28.25	43.99	*	30.06
Greater than one year	33.12	32.97	*	30.72
Don't know	15.31	15.39	*	26.28
<b>USE OWN BOAT IN THE KEYS (%)</b>				
Yes	10.63	2.04	*	1.02
<b>STORE OR TRAILER BOAT USED (%)</b>				
Store in Keys	36.20	0.00	*	0.00
Trailer to Keys	63.80	100.00	*	100.00
<b>WAS FIRST VISIT TO KEYS VIA CRUISE SHIP (%)</b>				
Yes	2.26	9.68	*	6.92
<b>DID EXPEREINCE IN KEY WEST LEAD TO NON-CRUISE SHIP VISIT (%)</b>				
Yes	86.67	90.27	*	88.54
<b>IF CRUISE SHIP VISIT WAS FIRST VISIT, DID YOUR EXPERIENCE LEAD YOU TO THINK ABOUT PLANNING A FUTURE NON-CRUISE VISIT TO THE FLORIDA KEYS (%)</b>				
Yes	100.00	100.00	*	77.08
<b>DID YOU GO INTO ANY OF THE CHAMBER OF COMMERCE VISITOR CENTERS ON YOUR MOST RECENT VISIT TO THE FLORIDA KEYS (%0</b>				
Yes	21.80	16.45	*	15.96

Table A.3.20 (Continued) Special Issue Questions by Mode of Access: December 2007 - November 2008

Special Issue	Auto	Air	Cruise Ship	Ferry
<b>WHICH VISITOR CENTERS DID YOU GO INTO (%)</b>				
Key Largo	50.57	7.24	*	0.00
Islamorada	20.57	0.00	*	0.00
Marathon	18.01	7.24	*	0.00
Lower Keys	15.43	7.24	*	0.00
Key West	41.14	100.00	*	100.00
<b>DID GOING INTO ANY OF THE VISITOR CENTERS RESULT IN YOU OBTAINING INFORMATION THAT EXTENDED YOUR LENGTH OF STAY IN THE FLORIDA KEYS (%)</b>				
Yes	15.56	0.00	*	0.00
<b>HOW MANY DAYS LONGER DID YOU EXTEND YOUR STAY (Number of Days)</b>				
Mean	2.96	*	*	*
Median	0.00	*	*	*
<b>ENVIRONMENTAL CONCERN INDEX (SCALE 16 - 80)</b>				
Places very high priority on protection of the environment (65+)	32.00	37.57	*	35.01
Concerned about protection of the environment (49 - 64)	63.28	60.06	*	61.34
Neutral, or undecided about environmental issues (48)	1.05	0.00	*	0.00
Little concern about protection of the environment (32-47)	3.35	2.37	*	2.56
Place very low priority on the protection of the environment (16-31)	33.00	0.00	*	1.08
Mean	60.89	62.51	*	60.09
Median	61.00	62.00	*	59.00
Mode	59.00	57.00	*	65.00
Minimum	26.00	46.00	*	28.00
Maximum	77.00	76.00	*	75.00

1. Percent is the proportion of visitors that attended a special event.

2. Based on extremely small sample sizes since only a very small percent of visitors extended their stays

\* insufficient sample size for meaningful results.

Table A.4.1 Number of Person-trips by Mode of Access and Season: Overnight Visitors

	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Total	
	Person-trips	Percent	Person-trips	Percent	Person-trips	Percent
<b>Recreating</b>						
1. Auto	904,534	87.56	845,661	91.82	1,750,195	68.72
2. Air - Key West	91,757	8.88	58,314	6.33	150,071	5.22
3. Ferry	36,709	3.55	17,025	1.85	53,734	2.56
<b>Total</b>	<b>1,033,000</b>	<b>100.00</b>	<b>921,000</b>	<b>100.00</b>	<b>1,954,000</b>	<b>100.00</b>

Table A.4.2 Average Length of Stay by Mode of Access and Season: Overnight Visitors

Mode of Access/Season	Length of Stay (# of Days)		
	Mean	Std. Error	Number
<b>Auto Visitors</b>			
December '07 - May '08	6.95	0.440	991
June '08 - November '08	4.47	0.162	502
<b>Air Visitors</b>			
December '07 - May '08	8.66	0.662	276
June '08 - November '08	6.43	0.344	187
<b>Ferry Visitors</b>			
December '07 - May '08	3.17	0.202	166
June '08 - November '08	3.49	0.136	162
<b>All Overnight Visitors</b>			
December '07 - May '08	6.97	0.354	1,433
June '08 - November '08	4.57	0.128	851

Table A.4.3 Number of Person-days by Mode of Access and Season: Overnight Visitors

	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual Total	
	Person-days	Percent	Person-days	Percent	Person-days	Percent
<b>Recreating</b>						
1. Auto	6,286,514	87.34	3,780,106	89.69	10,066,620	88.21
2. Air - Key West	794,615	11.04	374,955	8.90	1,169,570	10.25
3. Ferry	116,367	1.62	59,417	1.41	175,784	1.54
<b>Total</b>	<b>7,197,496</b>	<b>100.00</b>	<b>4,214,478</b>	<b>100.00</b>	<b>11,411,974</b>	<b>100.00</b>

Table A.4.4 Activity Participation in 42 Aggregate Activities by Season for All Keys: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	314,228	34.12	99,915	9.67	414,143	21.19
Snorkeling from Shore	230,365	25.01	74,230	7.19	304,595	15.59
All Snorkeling	447,059	48.54	148,912	14.42	595,971	30.50
SCUBA Diving from Boat	87,091	9.46	27,693	2.68	114,784	5.87
SCUBA Diving from Shore	16,234	1.76	8,115	0.79	24,349	1.25
All SCUBA Diving	96,947	10.53	33,884	3.28	130,831	6.70
All Diving	470,741	51.11	169,166	16.38	639,907	32.75
<b>Fishing</b>						
Offshore Fishing	132,898	14.43	100,705	9.75	233,603	11.96
Flats/Backcountry Fishing	37,672	4.09	35,468	3.43	73,140	3.74
Other Fishing from Boat	30,436	3.30	15,241	1.48	45,677	2.34
All Boat Fishing	161,731	17.56	125,517	12.15	287,248	14.70
Fishing from Shore	60,694	6.59	48,703	4.71	109,397	5.60
All Types of Fishing	198,074	21.51	163,027	15.78	361,101	18.48
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	134,091	14.56	147,306	14.26	281,397	14.40
Viewing Wildlife/Nature-Land	160,609	17.44	195,137	18.89	355,746	18.21
All Viewing Wildlife/Nature Study	261,475	28.39	295,233	28.58	556,708	28.49
<b>Boating</b>						
Personal Watercraft Use	108,691	11.80	43,364	4.20	152,055	7.78
All Sailing	50,596	5.49	45,895	4.44	96,491	4.94
Other Boating Activities	81,103	8.81	43,941	4.25	125,044	6.40
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	426,619	46.32	313,819	30.38	740,438	37.89
All Camping	34,928	3.79	36,210	3.51	71,138	3.64
Visiting Museums or Historic Areas	396,291	43.03	495,938	48.01	892,229	45.66
Sightseeing & Attractions (Paid & Unpaid)	321,299	34.89	409,225	39.62	730,524	37.39
Cultural Events (Fairs, Concerts, Plays)	153,012	16.61	102,562	9.93	255,574	13.08
Outdoor Sports and Games	31,810	3.45	36,688	3.55	68,498	3.51
SPA, Health & Wellness	487,571	52.94	561,082	54.32	1,048,653	53.67

Table A.4.4 (Continued) Activity Participation in 42 Aggregate Activities by Season for All Keys: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Special Aggregations</b>						
Any Activities Involving Boats	561,789	61.00	364,548	35.29	926,337	47.41
All Activities Involving Swimming	707,948	76.87	445,277	43.11	1,153,225	59.02
Any Water-Related Activities	796,025	86.43	613,390	59.38	1,409,415	72.13
Any Land-Based Activities	718,167	77.98	826,867	80.05	1,545,034	79.07
Only Water-Based Activities	152,572	16.57	71,220	6.89	223,792	11.45
Only Land-Based Activities	75,110	8.16	314,602	30.46	389,712	19.94
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	65,322	7.09	66,671	6.45	131,993	6.76
Any Party Boat Fishing	25,024	2.72	18,737	1.81	43,761	2.24
Any Private Boat Fishing	85,228	9.25	46,545	4.51	131,773	6.74
Any Rental Boat Fishing	4,711	0.51	10,469	1.01	15,180	0.78
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	251,251	27.28	87,894	8.51	339,145	17.36
Any Private Boat Diving-Snork & SCUBA	88,917	9.65	22,632	2.19	111,549	5.71
Any Rental Boat Diving-Snork & SCUBA	25,531	2.77	14,552	1.41	40,083	2.05
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	389,635	42.31	266,330	25.78	655,965	33.57
Any Use of Private Boats	183,448	19.92	111,298	10.77	294,746	15.08
Any Use of Rental Boats	107,223	11.64	61,064	5.91	168,287	8.61

1. Percent of overnight visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.



Table A.4.5 Activity Participation in 42 Aggregate Activities by Season for the Key Largo District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	130,018	14.12	55,019	5.33	185,037	9.47
Snorkeling from Shore	94,507	10.26	26,932	2.61	121,439	6.21
All Snorkeling	187,418	20.35	70,024	6.78	257,442	13.18
SCUBA Diving from Boat	42,540	4.62	18,083	1.75	60,623	3.10
SCUBA Diving from Shore	6,958	0.76	6,156	0.60	13,114	0.67
All SCUBA Diving	48,338	5.25	22,315	2.16	70,653	3.62
All Diving	199,228	21.63	83,875	8.12	283,103	14.49
<b>Fishing</b>						
Offshore Fishing	37,687	4.09	28,856	2.79	66,543	3.41
Flats/Backcountry Fishing	10,436	1.13	4,617	0.45	15,053	0.77
Other Fishing from Boat	7,537	0.82	2,693	0.26	10,230	0.52
All Boat Fishing	41,745	4.53	32,704	3.17	74,449	3.81
Fishing from Shore	30,802	3.34	13,466	1.30	44,268	2.27
All Types of Fishing	63,270	6.87	40,783	3.95	104,053	5.33
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	77,800	8.45	90,416	8.75	168,216	8.61
Viewing Wildlife/Nature-Land	68,488	7.44	62,225	6.02	130,713	6.69
All Viewing Wildlife/Nature Study	128,894	14.00	122,246	11.83	251,140	12.85
<b>Boating</b>						
Personal Watercraft Use	45,804	4.97	10,773	1.04	56,577	2.90
All Sailing	9,277	1.01	8,605	0.83	17,882	0.92
Other Boating Activities	24,351	2.64	13,081	1.27	37,432	1.92
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	169,587	18.41	85,030	8.23	254,617	13.03
All Camping	11,026	1.20	13,477	1.30	24,503	1.25
Visiting Museums or Historic Areas	118,093	12.82	98,183	9.50	216,276	11.07
Sightseeing & Attractions (Paid & Unpaid)	104,178	11.31	94,720	9.17	198,898	10.18
Cultural Events (Fairs, Concerts, Plays)	31,016	3.37	19,133	1.85	50,149	2.57
Outdoor Sports and Games	17,394	1.89	11,542	1.12	28,936	1.48
SPA, Health & Wellness	171,112	18.58	142,429	13.79	313,541	16.05
<b>Special Aggregations</b>						
Any Activities Involving Boats	240,974	26.16	164,043	15.88	405,017	20.73
All Activities Involving Swimming	289,133	31.39	147,535	14.28	436,668	22.35
Any Water-Related Activities	292,072	31.71	216,930	21.00	509,002	26.05
Any Land-Based Activities	267,101	29.00	219,030	21.20	486,131	24.88
Only Water-Based Activities	99,432	10.80	60,406	5.85	159,838	8.18
Only Land-Based Activities	28,410	3.08	64,814	6.27	93,224	4.77
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	12,756	1.38	18,083	1.75	30,839	1.58
Any Party Boat Fishing	11,016	1.20	5,002	0.48	16,018	0.82
Any Private Boat Fishing	26,671	2.90	12,697	1.23	39,368	2.01
Any Rental Boat Fishing	0	0.00	1,539	0.15	1,539	0.08

Table A.4.5 (Continued) Activity Participation in 42 Aggregate Activities by Season for the Key Largo District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	119,216	12.94	54,634	5.29	173,850	8.90
Any Private Boat Diving-Snork & SCUBA	24,931	2.71	8,464	0.82	33,395	1.71
Any Rental Boat Diving-Snork & SCUBA	6,378	0.69	9,619	0.93	15,997	0.82
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	175,457	19.05	128,122	12.40	303,579	15.54
Any Use of Private Boats	76,533	8.31	43,617	4.22	120,150	6.15
Any Use of Rental Boats	39,426	4.28	23,854	2.31	63,280	3.24

1. Percent of overnight visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.4.6 Activity Participation in 42 Aggregate Activities by Season for the Islamorada District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	49,390	5.36	14,236	1.38	63,626	3.26
Snorkeling from Shore	49,863	5.41	14,901	1.44	64,764	3.31
All Snorkeling	81,279	8.83	22,211	2.15	103,490	5.30
SCUBA Diving from Boat	25,511	2.77	5,771	0.56	31,282	1.60
SCUBA Diving from Shore	9,277	1.01	769	0.07	10,046	0.51
All SCUBA Diving	30,149	3.27	5,771	0.56	35,920	1.84
All Diving	85,917	9.33	26,059	2.52	111,976	5.73
<b>Fishing</b>						
Offshore Fishing	30,149	3.27	30,780	2.98	60,929	3.12
Flats/Backcountry Fishing	10,436	1.13	14,620	1.42	25,056	1.28
Other Fishing from Boat	5,218	0.57	4,617	0.45	9,835	0.50
All Boat Fishing	35,947	3.90	41,168	3.99	77,115	3.95
Fishing from Shore	19,713	2.14	16,929	1.64	36,642	1.88
All Types of Fishing	50,442	5.48	53,865	5.21	104,307	5.34
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	22,140	2.40	27,213	2.63	49,353	2.53
Viewing Wildlife/Nature-Land	27,830	3.02	52,538	5.09	80,368	4.11
All Viewing Wildlife/Nature Study	43,592	4.73	67,054	6.49	110,646	5.66
<b>Boating</b>						
Personal Watercraft Use	9,857	1.07	10,003	0.97	19,860	1.02
All Sailing	3,479	0.38	3,883	0.38	7,362	0.38
Other Boating Activities	7,537	0.82	3,463	0.34	11,000	0.56

Table A.4.6 (Continued) Activity Participation in 42 Aggregate Activities by Season for the Islamorada District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	80,592	8.75	65,199	6.31	145,791	7.46
All Camping	4,643	0.50	10,012	0.97	14,655	0.75
Visiting Museums or Historic Areas	38,374	4.17	64,220	6.22	102,594	5.25
Sightseeing & Attractions (Paid & Unpaid)	30,836	3.35	58,729	5.69	89,565	4.58
Cultural Events (Fairs, Concerts, Plays)	17,974	1.95	15,077	1.46	33,051	1.69
Outdoor Sports and Games	2,319	0.25	8,256	0.80	10,575	0.54
SPA, Health & Wellness	59,719	6.48	96,715	9.36	156,434	8.01
<b>Special Aggregations</b>						
Any Activities Involving Boats	88,236	9.58	77,755	7.53	165,991	8.49
All Activities Involving Swimming	120,025	13.04	92,587	8.96	212,612	10.88
Any Water-Related Activities	132,881	14.43	132,357	12.81	265,238	13.57
Any Land-Based Activities	98,093	10.65	152,820	14.79	250,913	12.84
Only Water-Based Activities	57,980	6.30	27,773	2.69	85,753	4.39
Only Land-Based Activities	16,921	1.84	60,582	5.86	77,503	3.97
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	12,756	1.38	22,700	2.20	35,456	1.81
Any Party Boat Fishing	4,059	0.44	5,771	0.56	9,830	0.50
Any Private Boat Fishing	20,293	2.20	10,003	0.97	30,296	1.55
Any Rental Boat Fishing	3,479	0.38	4,232	0.41	7,711	0.39
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	34,895	3.79	13,851	1.34	48,746	2.49
Any Private Boat Diving-Snork & SCUBA	21,452	2.33	3,078	0.30	24,530	1.26
Any Rental Boat Diving-Snork & SCUBA	6,958	0.76	3,078	0.30	10,036	0.51
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	53,449	5.80	55,300	5.35	108,749	5.57
Any Use of Private Boats	38,846	4.22	23,505	2.28	62,351	3.19
Any Use of Rental Boats	12,756	1.38	15,775	1.53	28,531	1.46

1. Percent of overnight visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.4.7 Activity Participation in 42 Aggregate Activities by Season for the Marathon District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	39,855	4.33	16,544	1.60	56,399	2.89
Snorkeling from Shore	30,149	3.27	15,670	1.52	45,819	2.34
All Snorkeling	57,249	6.22	24,520	2.37	81,769	4.18
SCUBA Diving from Boat	18,553	2.01	2,974	0.29	21,527	1.10
SCUBA Diving from Shore	1,160	0.13	769	0.07	1,929	0.10
All SCUBA Diving	18,553	2.01	3,743	0.36	22,296	1.14
All Diving	60,148	6.53	27,213	2.63	87,361	4.47
<b>Fishing</b>						
Offshore Fishing	26,234	2.85	27,702	2.68	53,936	2.76
Flats/Backcountry Fishing	6,378	0.69	5,771	0.56	12,149	0.62
Other Fishing from Boat	10,436	1.13	5,771	0.56	16,207	0.83
All Boat Fishing	34,351	3.73	33,858	3.28	68,209	3.49
Fishing from Shore	7,537	0.82	15,775	1.53	23,312	1.19
All Types of Fishing	37,830	4.11	44,631	4.32	82,461	4.22
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	17,823	1.94	17,209	1.67	35,032	1.79
Viewing Wildlife/Nature-Land	10,973	1.19	51,732	5.01	62,705	3.21
All Viewing Wildlife/Nature Study	23,943	2.60	58,169	5.63	82,112	4.20
<b>Boating</b>						
Personal Watercraft Use	15,289	1.66	11,927	1.15	27,216	1.39
All Sailing	1,954	0.21	5,037	0.49	6,991	0.36
Other Boating Activities	5,175	0.56	6,052	0.59	11,227	0.57
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	45,181	4.91	62,681	6.07	107,862	5.52
All Camping	5,803	0.63	6,931	0.67	12,734	0.65
Visiting Museums or Historic Areas	32,676	3.55	67,298	6.51	99,974	5.12
Sightseeing & Attractions (Paid & Unpaid)	29,741	3.23	58,029	5.62	87,770	4.49
Cultural Events (Fairs, Concerts, Plays)	4,853	0.53	10,564	1.02	15,417	0.79
Outdoor Sports and Games	1,160	0.13	9,690	0.94	10,850	0.56
SPA, Health & Wellness	47,500	5.16	78,701	7.62	126,201	6.46
<b>Special Aggregations</b>						
Any Activities Involving Boats	60,033	6.52	64,080	6.20	124,113	6.35
All Activities Involving Swimming	77,026	8.36	74,609	7.22	151,635	7.76
Any Water-Related Activities	83,075	9.02	103,990	10.07	187,065	9.57
Any Land-Based Activities	71,264	7.74	130,713	12.65	201,977	10.34
Only Water-Based Activities	0	0.00	5,386	0.52	5,386	0.28
Only Land-Based Activities	3,006	0.33	14,236	1.38	17,242	0.88
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	9,964	1.08	16,929	1.64	26,893	1.38
Any Party Boat Fishing	5,218	0.57	5,771	0.56	10,989	0.56
Any Private Boat Fishing	22,648	2.46	17,698	1.71	40,346	2.06
Any Rental Boat Fishing	580	0.06	2,308	0.22	2,888	0.15

Table A.4.7 (Continued) Activity Participation in 42 Aggregate Activities by Season for the Marathon District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	20,142	2.19	12,208	1.18	32,350	1.66
Any Private Boat Diving-Snork & SCUBA	21,452	2.33	6,541	0.63	27,993	1.43
Any Rental Boat Diving-Snork & SCUBA	2,319	0.25	769	0.07	3,088	0.16
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	29,161	3.17	40,959	3.97	70,120	3.59
Any Use of Private Boats	30,829	3.35	31,866	3.08	62,695	3.21
Any Use of Rental Boats	11,231	1.22	9,619	0.93	20,850	1.07

1. Percent of overnight visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.4.8 Activity Participation in 42 Aggregate Activities by Season for the Lower Keys District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	49,625	5.39	13,642	1.32	63,267	3.24
Snorkeling from Shore	41,595	4.52	19,029	1.84	60,624	3.10
All Snorkeling	69,918	7.59	28,543	2.76	98,461	5.04
SCUBA Diving from Boat	18,661	2.03	3,463	0.34	22,124	1.13
SCUBA Diving from Shore	1,160	0.13	0	0.00	1,160	0.06
All SCUBA Diving	19,820	2.15	3,463	0.34	23,283	1.19
All Diving	74,556	8.10	28,928	2.80	103,484	5.30
<b>Fishing</b>						
Offshore Fishing	26,798	2.91	15,286	1.48	42,084	2.15
Flats/Backcountry Fishing	6,485	0.70	7,975	0.77	14,460	0.74
Other Fishing from Boat	4,059	0.44	2,693	0.26	6,752	0.35
All Boat Fishing	29,804	3.24	19,903	1.93	49,707	2.54
Fishing from Shore	9,277	1.01	10,003	0.97	19,280	0.99
All Types of Fishing	30,964	3.36	25,289	2.45	56,253	2.88
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	16,985	1.84	18,259	1.77	35,244	1.80
Viewing Wildlife/Nature-Land	30,900	3.36	27,669	2.68	58,569	3.00
All Viewing Wildlife/Nature Study	40,499	4.40	37,568	3.64	78,067	4.00
<b>Boating</b>						
Personal Watercraft Use	5,862	0.64	7,066	0.68	12,928	0.66
All Sailing	6,442	0.70	5,703	0.55	12,145	0.62
Other Boating Activities	7,129	0.77	3,847	0.37	10,976	0.56

Table A.4.8 (Continued) Activity Participation in 42 Aggregate Activities by Season for the Lower Keys District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	51,063	5.54	45,892	4.44	96,955	4.96
All Camping	14,508	1.58	13,758	1.33	28,266	1.45
Visiting Museums or Historic Areas	34,594	3.76	46,382	4.49	80,976	4.14
Sightseeing & Attractions (Paid & Unpaid)	44,407	4.82	54,393	5.27	98,800	5.06
Cultural Events (Fairs, Concerts, Plays)	7,923	0.86	9,935	0.96	17,858	0.91
Outdoor Sports and Games	2,534	0.28	4,128	0.40	6,662	0.34
SPA, Health & Wellness	43,418	4.71	48,132	4.66	91,550	4.69
<b>Special Aggregations</b>						
Any Activities Involving Boats	69,465	7.54	37,288	3.61	106,753	5.46
All Activities Involving Swimming	90,918	9.87	50,265	4.87	141,183	7.23
Any Water-Related Activities	95,985	10.42	62,472	6.05	158,457	8.11
Any Land-Based Activities	90,080	9.78	77,024	7.46	167,104	8.55
Only Water-Based Activities	1,160	0.13	3,463	0.34	4,623	0.24
Only Land-Based Activities	4,638	0.50	8,849	0.86	13,487	0.69
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	6,549	0.71	10,003	0.97	16,552	0.85
Any Party Boat Fishing	3,479	0.38	2,308	0.22	5,787	0.30
Any Private Boat Fishing	21,516	2.34	10,284	1.00	31,800	1.63
Any Rental Boat Fishing	580	0.06	1,539	0.15	2,119	0.11
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	21,687	2.35	6,541	0.63	28,228	1.44
Any Private Boat Diving-Snork & SCUBA	25,039	2.72	6,156	0.60	31,195	1.60
Any Rental Boat Diving-Snork & SCUBA	12,176	1.32	2,100	0.20	14,276	0.73
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	31,500	3.42	21,546	2.09	53,046	2.71
Any Use of Private Boats	36,869	4.00	18,155	1.76	55,024	2.82
Any Use of Rental Boats	13,550	1.47	6,717	0.65	20,267	1.04

1. Percent of overnight visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.4.9 Activity Participation in 42 Aggregate Activities by Season for the Key West District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	149,287	16.21	56,078	5.43	205,365	10.51
Snorkeling from Shore	109,117	11.85	47,718	4.62	156,835	8.03
All Snorkeling	210,588	22.87	88,286	8.55	298,874	15.30
SCUBA Diving from Boat	33,750	3.66	9,750	0.94	43,500	2.23
SCUBA Diving from Shore	4,638	0.50	4,268	0.41	8,906	0.46
All SCUBA Diving	36,069	3.92	13,248	1.28	49,317	2.52
All Diving	220,465	23.94	93,675	9.07	314,140	16.08
<b>Fishing</b>						
Offshore Fishing	51,707	5.61	44,836	4.34	96,543	4.94
Flats/Backcountry Fishing	9,155	0.99	14,108	1.37	23,263	1.19
Other Fishing from Boat	6,085	0.66	8,351	0.81	14,436	0.74
All Boat Fishing	59,560	6.47	53,291	5.16	112,851	5.78
Fishing from Shore	13,585	1.48	23,310	2.26	36,895	1.89
All Types of Fishing	68,506	7.44	69,499	6.73	138,005	7.06
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	57,816	6.28	81,514	7.89	139,330	7.13
Viewing Wildlife/Nature-Land	95,600	10.38	118,536	11.47	214,136	10.96
All Viewing Wildlife/Nature Study	133,161	14.46	171,692	16.62	304,853	15.60
<b>Boating</b>						
Personal Watercraft Use	47,054	5.11	26,621	2.58	73,675	3.77
All Sailing	43,097	4.68	38,014	3.68	81,111	4.15
Other Boating Activities	62,248	6.76	30,743	2.98	92,991	4.76
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	240,808	26.15	206,952	20.03	447,760	22.92
All Camping	8,631	0.94	22,347	2.16	30,978	1.59
Visiting Museums or Historic Areas	308,456	33.49	454,347	43.98	762,803	39.04
Sightseeing & Attractions (Paid & Unpaid)	245,604	26.67	357,459	34.60	603,063	30.86
Cultural Events (Fairs, Concerts, Plays)	127,337	13.83	88,082	8.53	215,419	11.02
Outdoor Sports and Games	10,723	1.16	23,642	2.29	34,365	1.76
SPA, Health & Wellness	345,071	37.47	429,509	41.58	774,580	39.64
<b>Special Aggregations</b>						
Any Activities Involving Boats	270,578	29.38	200,111	19.37	470,689	24.09
All Activities Involving Swimming	381,155	41.38	265,600	25.71	646,755	33.10
Any Water-Related Activities	420,029	45.61	351,084	33.99	771,113	39.46
Any Land-Based Activities	475,879	51.67	582,677	56.41	1,058,556	54.17
Only Water-Based Activities	39,190	4.26	20,048	1.94	59,238	3.03
Only Land-Based Activities	138,408	15.03	351,106	33.99	489,514	25.05
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	35,689	3.88	28,979	2.81	64,668	3.31
Any Party Boat Fishing	9,949	1.08	9,211	0.89	19,160	0.98
Any Private Boat Fishing	16,749	1.82	19,228	1.86	35,977	1.84
Any Rental Boat Fishing	1,812	0.20	3,159	0.31	4,971	0.25

Table A.4.9 (Continued) Activity Participation in 42 Aggregate Activities by Season for the Key West District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	139,866	15.19	50,249	4.86	190,115	9.73
Any Private Boat Diving-Snork & SCUBA	20,974	2.28	8,781	0.85	29,755	1.52
Any Rental Boat Diving-Snork & SCUBA	17,414	1.89	7,346	0.71	24,760	1.27
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	222,671	24.18	157,997	15.30	380,668	19.48
Any Use of Private Boats	61,456	6.67	52,115	5.05	113,571	5.81
Any Use of Rental Boats	65,585	7.12	31,751	3.07	97,336	4.98

1. Percent of overnight visitors of all ages that did the activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.4.10 Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Key Largo District: Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	130,018	43.63	55,019	13.84	185,037	26.60
Snorkeling from Shore	94,507	31.71	26,932	6.77	121,439	17.46
All Snorkeling	187,418	62.88	70,024	17.61	257,442	37.01
SCUBA Diving from Boat	42,540	14.27	18,083	4.55	60,623	8.72
SCUBA Diving from Shore	6,958	2.33	6,156	1.55	13,114	1.89
All SCUBA Diving	48,338	16.22	22,315	5.61	70,653	10.16
All Diving	199,228	66.85	83,875	21.10	283,103	40.70
<b>Fishing</b>						
Offshore Fishing	37,687	12.65	28,856	7.26	66,543	9.57
Flats/Backcountry Fishing	10,436	3.50	4,617	1.16	15,053	2.16
Other Fishing from Boat	7,537	2.53	2,693	0.68	10,230	1.47
All Boat Fishing	41,745	14.01	32,704	8.23	74,449	10.70
Fishing from Shore	30,802	10.34	13,466	3.39	44,268	6.36
All Types of Fishing	63,270	21.23	40,783	10.26	104,053	14.96
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	77,800	26.10	90,416	22.74	168,216	24.18
Viewing Wildlife/Nature-Land	68,488	22.98	62,225	15.65	130,713	18.79
All Viewing Wildlife/Nature Study	128,894	43.25	122,246	30.75	251,140	36.10
<b>Boating</b>						
Personal Watercraft Use	45,804	15.37	10,773	2.71	56,577	8.13
All Sailing	9,277	3.11	8,605	2.16	17,882	2.57
Other Boating Activities	24,351	8.17	13,081	3.29	37,432	5.38



Table A.4.10 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Key Largo District Overnight Visitors

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	169,587	56.90	85,030	21.39	254,617	36.60
All Camping	11,026	3.70	13,477	3.39	24,503	3.52
Visiting Museums or Historic Areas Sightseeing & Attractions (Paid & Unpaid)	118,093	39.62	98,183	24.70	216,276	31.09
Cultural Events (Fairs, Concerts, Plays)	104,178	34.96	94,720	23.83	198,898	28.59
Outdoor Sports and Games	31,016	10.41	19,133	4.81	50,149	7.21
SPA, Health & Wellness	17,394	5.84	11,542	2.90	28,936	4.16
	171,112	57.41	142,429	35.83	313,541	45.08
<b>Special Aggregations</b>						
Any Activities Involving Boats	240,974	80.85	164,043	41.26	405,017	58.23
All Activities Involving Swimming	289,133	97.01	147,535	37.11	436,668	62.78
Any Water-Related Activities	292,072	98.00	216,930	54.56	509,002	73.17
Any Land-Based Activities	267,101	89.62	219,030	55.09	486,131	69.89
Only Water-Based Activities	99,432	33.36	60,406	15.19	159,838	22.98
Only Land-Based Activities	28,410	9.53	64,814	16.30	93,224	13.40
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	12,756	4.28	18,083	4.55	30,839	4.43
Any Party Boat Fishing	11,016	3.70	5,002	1.26	16,018	2.30
Any Private Boat Fishing	26,671	8.95	12,697	3.19	39,368	5.66
Any Rental Boat Fishing	0	0.00	1,539	0.39	1,539	0.22
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	119,216	40.00	54,634	13.74	173,850	24.99
Any Private Boat Diving-Snork & SCUBA	24,931	8.37	8,464	2.13	33,395	4.80
Any Rental Boat Diving-Snork & SCUBA	6,378	2.14	9,619	2.42	15,997	2.30
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	175,457	58.87	128,122	32.23	303,579	43.64
Any Use of Private Boats	76,533	25.68	43,617	10.97	120,150	17.27
Any Use of Rental Boats	39,426	13.23	23,854	6.00	63,280	9.10

1. Participation rate is the percent of all overnight visitors that visited Key Largo and did activity in Key Largo.

Table A.4.11 Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Islamorada District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	49,390	27.07	14,236	8.82	63,626	18.50
Snorkeling from Shore	49,863	27.32	14,901	9.23	64,764	18.83
All Snorkeling	81,279	44.54	22,211	13.75	103,490	30.09
SCUBA Diving from Boat	25,511	13.98	5,771	3.57	31,282	9.09
SCUBA Diving from Shore	9,277	5.08	769	0.48	10,046	2.92
All SCUBA Diving	30,149	16.52	5,771	3.57	35,920	10.44
All Diving	85,917	47.08	26,059	16.14	111,976	32.55
<b>Fishing</b>						
Offshore Fishing	30,149	16.52	30,780	19.06	60,929	17.71
Flats/Backcountry Fishing	10,436	5.72	14,620	9.05	25,056	7.28
Other Fishing from Boat	5,218	2.86	4,617	2.86	9,835	2.86
All Boat Fishing	35,947	19.70	41,168	25.49	77,115	22.42
Fishing from Shore	19,713	10.80	16,929	10.48	36,642	10.65
All Types of Fishing	50,442	27.64	53,865	33.35	104,307	30.32
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	22,140	12.13	27,213	16.85	49,353	14.35
Viewing Wildlife/Nature-Land	27,830	15.25	52,538	32.53	80,368	23.36
All Viewing Wildlife/Nature Study	43,592	23.89	67,054	41.52	110,646	32.17
<b>Boating</b>						
Personal Watercraft Use	9,857	5.40	10,003	6.19	19,860	5.77
All Sailing	3,479	1.91	3,883	2.40	7,362	2.14
Other Boating Activities	7,537	4.13	3,463	2.14	11,000	3.20
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	80,592	44.16	65,199	40.37	145,791	42.38
All Camping	4,643	2.54	10,012	6.20	14,655	4.26
Visiting Museums or Historic Areas	38,374	21.03	64,220	39.77	102,594	29.83
Sightseeing & Attractions (Paid & Unpaid)	30,836	16.90	58,729	36.37	89,565	26.04
Cultural Events (Fairs, Concerts, Plays)	17,974	9.85	15,077	9.34	33,051	9.61
Outdoor Sports and Games	2,319	1.27	8,256	5.11	10,575	3.07
SPA, Health & Wellness	59,719	32.73	96,715	59.89	156,434	45.48
<b>Special Aggregations</b>						
Any Activities Involving Boats	88,236	48.35	77,755	48.15	165,991	48.26
All Activities Involving Swimming	120,125	65.83	92,587	57.33	212,712	61.84
Any Water-Related Activities	132,881	72.82	132,357	81.96	265,238	77.11
Any Land-Based Activities	98,093	53.75	152,820	94.63	250,913	72.94
Only Water-Based Activities	57,980	31.77	27,773	17.20	85,753	24.93
Only Land-Based Activities	16,921	9.27	60,582	37.51	77,503	22.53
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	12,756	6.99	22,700	14.06	35,456	10.31
Any Party Boat Fishing	4,059	2.22	5,771	3.57	9,830	2.86
Any Private Boat Fishing	20,293	11.12	10,003	6.19	30,296	8.81
Any Rental Boat Fishing	3,479	1.91	4,232	2.62	7,711	2.24

Table A.4.11 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Islamorada District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	34,895	19.12	13,851	8.58	48,746	14.17
Any Private Boat Diving-Snork & SCUBA	21,452	11.76	3,078	1.91	24,530	7.13
Any Rental Boat Diving-Snork & SCUBA	6,958	3.81	3,078	1.91	10,036	2.92
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	53,449	29.29	55,300	34.24	108,749	31.62
Any Use of Private Boats	38,846	21.29	23,505	14.55	62,351	18.13
Any Use of Rental Boats	12,756	6.99	15,775	9.77	28,531	8.29

1. Participation rate is the percent of all overnight visitors that visited Islamorada and did activity in Islamorada.

Table A.4.12 Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Marathon District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	39,855	40.10	16,544	10.89	56,399	22.45
Snorkeling from Shore	30,149	30.34	15,670	10.32	45,819	18.24
All Snorkeling	57,249	57.61	24,520	16.15	81,769	32.55
SCUBA Diving from Boat	18,553	18.67	2,974	1.96	21,527	8.57
SCUBA Diving from Shore	1,160	1.17	769	0.51	1,929	0.77
All SCUBA Diving	18,553	18.67	3,743	2.46	22,296	8.87
All Diving	60,148	60.52	27,213	17.92	87,361	34.77
<b>Fishing</b>						
Offshore Fishing	26,234	26.40	27,702	18.24	53,936	21.47
Flats/Backcountry Fishing	6,378	6.42	5,771	3.80	12,149	4.84
Other Fishing from Boat	10,436	10.50	5,771	3.80	16,207	6.45
All Boat Fishing	34,351	34.57	33,858	22.29	68,209	27.15
Fishing from Shore	7,537	7.58	15,775	10.39	23,312	9.28
All Types of Fishing	37,830	38.07	44,631	29.39	82,461	32.82
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	17,823	17.93	17,209	11.33	35,032	13.94
Viewing Wildlife/Nature-Land	10,973	11.04	51,732	34.06	62,705	24.96
All Viewing Wildlife/Nature Study	23,943	24.09	58,169	38.30	82,112	32.68
<b>Boating</b>						
Personal Watercraft Use	15,289	15.38	11,927	7.85	27,216	10.83
All Sailing	1,954	1.97	5,037	3.32	6,991	2.78
Other Boating Activities	5,175	5.21	6,052	3.99	11,227	4.47

Table A.4.12 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Marathon District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	45,181	45.46	62,681	41.27	107,862	42.93
All Camping	5,803	5.84	6,931	4.56	12,734	5.07
Visiting Museums or Historic Areas	32,676	32.88	67,298	44.31	99,974	39.79
Sightseeing & Attractions (Paid & Unpaid)	29,741	29.93	58,029	38.21	87,770	34.93
Cultural Events (Fairs, Concerts, Plays)	4,853	4.88	10,564	6.96	15,417	6.14
Outdoor Sports and Games	1,160	1.17	9,690	6.38	10,850	4.32
SPA, Health & Wellness	47,500	47.80	78,701	51.82	126,201	50.23
<b>Special Aggregations</b>						
Any Activities Involving Boats	60,033	60.41	64,080	42.20	124,113	49.40
All Activities Involving Swimming	77,026	77.51	74,609	49.13	151,635	60.35
Any Water-Related Activities	83,075	83.59	103,990	68.48	187,065	74.46
Any Land-Based Activities	71,264	71.71	130,713	86.07	201,977	80.39
Only Water-Based Activities	0	0.00	5,386	3.55	5,386	2.14
Only Land-Based Activities	3,006	3.02	14,236	9.37	17,242	6.86
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	9,964	10.03	16,929	11.15	26,893	10.70
Any Party Boat Fishing	5,218	5.25	5,771	3.80	10,989	4.37
Any Private Boat Fishing	22,648	22.79	17,698	11.65	40,346	16.06
Any Rental Boat Fishing	580	0.58	2,308	1.52	2,888	1.15
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	20,142	20.27	12,208	8.04	32,350	12.88
Any Private Boat Diving-Snork & SCUBA	21,452	21.59	6,541	4.31	27,993	11.14
Any Rental Boat Diving-Snork & SCUBA	2,319	2.33	769	0.51	3,088	1.23
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	29,161	29.34	40,959	26.97	70,120	27.91
Any Use of Private Boats	30,829	31.02	31,866	20.98	62,695	24.95
Any Use of Rental Boats	11,231	11.30	9,619	6.33	20,850	8.30

1. Participation rate is the percent of all overnight visitors that visited Marathon and did activity in Marathon.

Table A.4.13 Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Lower Keys District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	49,625	42.07	13,642	15.58	63,267	30.78
Snorkeling from Shore	41,595	35.27	19,029	21.73	60,624	29.50
All Snorkeling	69,918	59.28	28,543	32.59	98,461	47.91
SCUBA Diving from Boat	18,661	15.82	3,463	3.95	22,124	10.76
SCUBA Diving from Shore	1,160	0.98	0	0.00	1,160	0.56
All SCUBA Diving	19,820	16.80	3,463	3.95	23,283	11.33
All Diving	74,556	63.21	28,928	33.03	103,484	50.35
<b>Fishing</b>						
Offshore Fishing	26,798	22.72	15,286	17.45	42,084	20.48
Flats/Backcountry Fishing	6,485	5.50	7,975	9.11	14,460	7.04
Other Fishing from Boat	4,059	3.44	2,693	3.07	6,752	3.29
All Boat Fishing	29,804	25.27	19,903	22.72	49,707	24.18
Fishing from Shore	9,277	7.87	10,003	11.42	19,280	9.38
All Types of Fishing	30,964	26.25	25,289	28.87	56,253	27.37
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	16,985	14.40	18,259	20.85	35,244	17.15
Viewing Wildlife/Nature-Land	30,900	26.20	27,669	31.59	58,569	28.50
All Viewing Wildlife/Nature Study	40,499	34.34	37,568	42.89	78,067	37.98
<b>Boating</b>						
Personal Watercraft Use		0.00				
Personal Watercraft Use	5,862	4.97	7,066	8.07	12,928	6.29
All Sailing	6,442	5.46	5,703	6.51	12,145	5.91
Other Boating Activities	7,129	6.04	3,847	4.39	10,976	5.34
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	51,063	43.29	45,892	52.40	96,955	47.17
All Camping	14,508	12.30	13,758	15.71	28,266	13.75
Visiting Museums or Historic Areas	34,594	29.33	46,382	52.96	80,976	39.40
Sightseeing & Attractions (Paid & Unpaid)	44,407	37.65	54,393	62.10	98,800	48.07
Cultural Events (Fairs, Concerts, Plays)	7,923	6.72	9,935	11.34	17,858	8.69
Outdoor Sports and Games	2,534	2.15	4,128	4.71	6,662	3.24
SPA, Health & Wellness	43,418	36.81	48,132	54.95	91,550	44.54
<b>Special Aggregations</b>						
Any Activities Involving Boats	69,465	58.90	37,288	42.57	106,753	51.94
All Activities Involving Swimming	90,918	77.08	50,265	57.39	141,183	68.69
Any Water-Related Activities	95,985	81.38	62,472	71.33	158,457	77.10
Any Land-Based Activities	90,080	76.37	77,024	87.94	167,104	81.30
Only Water-Based Activities	1,160	0.98	3,463	3.95	4,623	2.25
Only Land-Based Activities	4,638	3.93	8,849	10.10	13,487	6.56
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	6,549	5.55	10,003	11.42	16,552	8.05
Any Party Boat Fishing	3,479	2.95	2,308	2.64	5,787	2.82
Any Private Boat Fishing	21,516	18.24	10,284	11.74	31,800	15.47
Any Rental Boat Fishing	580	0.49	1,539	1.76	2,119	1.03

Table A.4.13 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Lower Keys District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Type of Diving Boat</b>						
Any Charter Boat Diving-Snork & SCUBA	21,687	18.39	6,541	7.47	28,228	13.73
Any Private Boat Diving-Snork & SCUBA	25,039	21.23	6,156	7.03	31,195	15.18
Any Rental Boat Diving-Snork & SCUBA	12,176	10.32	2,100	2.40	14,276	6.95
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	31,500	26.71	21,546	24.60	53,046	25.81
Any Use of Private Boats	36,869	31.26	18,155	20.73	55,024	26.77
Any Use of Rental Boats	13,550	11.49	6,717	7.67	20,267	9.86

1. Participation rate is the percent of all overnight visitors that visited the Lower Keys and did activity in the Lower Keys.

Table A.4.14 Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Key West District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Diving</b>						
Snorkeling from Boat	149,287	25.96	56,078	8.51	205,365	16.64
Snorkeling from Shore	109,117	18.98	47,718	7.24	156,835	12.71
All Snorkeling	210,588	36.63	88,286	13.40	298,874	24.22
SCUBA Diving from Boat	33,750	5.87	9,750	1.48	43,500	3.53
SCUBA Diving from Shore	4,638	0.81	4,268	0.65	8,906	0.72
All SCUBA Diving	36,069	6.27	13,248	2.01	49,317	4.00
All Diving	220,465	38.34	93,675	14.22	314,140	25.46
<b>Fishing</b>						
Offshore Fishing	51,707	8.99	44,836	6.80	96,543	7.82
Flats/Backcountry Fishing	9,155	1.59	14,108	2.14	23,263	1.89
Other Fishing from Boat	6,085	1.06	8,351	1.27	14,436	1.17
All Boat Fishing	59,560	10.36	53,291	8.09	112,851	9.15
Fishing from Shore	13,585	2.36	23,310	3.54	36,895	2.99
All Types of Fishing	68,506	11.91	69,499	10.55	138,005	11.18
<b>Viewing Wildlife - Nature Study</b>						
Viewing Wildlife/Nature-Boat	57,816	10.06	81,514	12.37	139,330	11.29
Viewing Wildlife/Nature-Land	95,600	16.63	118,536	17.99	214,136	17.35
All Viewing Wildlife/Nature Study	133,161	23.16	171,692	26.06	304,853	24.71
<b>Boating</b>						
Personal Watercraft Use	47,054	8.18	26,621	4.04	73,675	5.97
All Sailing	43,097	7.50	38,014	5.77	81,111	6.57
Other Boating Activities	62,248	10.83	30,743	4.67	92,991	7.54

Table A.4.14 (Continued) Within District Activity Participation Rates in 42 Aggregate Activities by Season for the Key West District: Overnight Visitors<sup>1</sup>

Activity	Jun. - Nov. '08		Dec. '07 - May '08		Annual Total	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<b>Other Land-based Activities</b>						
All Beach Activities (Inc Swimming)	240,808	41.88	206,952	31.41	447,760	36.29
All Camping	8,631	1.50	22,347	3.39	30,978	2.51
Visiting Museums or Historic Areas	308,456	53.65	454,347	68.95	762,803	61.82
Sightseeing & Attractions (Paid & Unpaid)	245,604	42.72	357,459	54.25	603,063	48.87
Cultural Events (Fairs, Concerts, Plays)	127,337	22.15	88,082	13.37	215,419	17.46
Outdoor Sports and Games	10,723	1.86	23,642	3.59	34,365	2.79
SPA, Health & Wellness	345,071	60.01	429,509	65.18	774,580	62.78
<b>Special Aggregations</b>						
Any Activities Involving Boats	270,578	47.06	200,111	30.37	470,689	38.15
All Activities Involving Swimming	381,155	66.29	265,600	40.31	646,755	52.42
Any Water-Related Activities	420,029	73.05	351,084	53.28	771,113	62.49
Any Land-Based Activities	475,879	82.76	582,677	88.43	1,058,556	85.79
Only Water-Based Activities	39,190	6.82	20,048	3.04	59,238	4.80
Only Land-Based Activities	138,408	24.07	351,106	53.29	489,514	39.67
<b>Type of Fishing Boat</b>						
Any Charter Boat Fishing	35,689	6.21	28,979	4.40	64,668	5.24
Any Party Boat Fishing	9,949	1.73	9,211	1.40	19,160	1.55
Any Private Boat Fishing	16,749	2.91	19,228	2.92	35,977	2.92
Any Rental Boat Fishing	1,812	0.32	3,159	0.48	4,971	0.40
<b>Type of Diving Boat</b>						
				0.00		
Any Charter Boat Diving-Snork & SCUBA	139,866	24.33	50,249	7.63	190,115	15.41
Any Private Boat Diving-Snork & SCUBA	20,974	3.65	8,781	1.33	29,755	2.41
Any Rental Boat Diving-Snork & SCUBA	17,414	3.03	7,346	1.11	24,760	2.01
<b>Type of Boat Use</b>						
Any Use of Charter/Party Boats	222,671	38.73	157,997	23.98	380,668	30.85
Any Use of Private Boats	61,456	10.69	52,115	7.91	113,571	9.20
Any Use of Rental Boats	65,585	11.41	31,751	4.82	97,336	7.89

1. Participation rate is the percent of all overnight visitors that visited Key West and did activity in Key West.

Table A.4.15 Country or Region of Primary Residence by Season: Overnight Visitors

Country or Region	Dec. 07 - May 08		Jun. 08 - Nov. 08		Annual	
	All Visitors %	Foreign Visitors Only %	All Visitors %	Foreign Visitors Only %	All Visitors %	Foreign Visitors Only %
U.S.A.	83.00	N/A	75.05	N/A	79.10	N/A
Canada	6.70	39.42	2.86	11.45	4.82	23.06
Mexico	0.00	0.00	0.00	0.00	0.00	0.00
Central/South America	0.21	1.23	0.18	0.79	0.20	0.94
Australia	0.15	0.90	0.00	0.00	0.08	0.37
Japan	0.00	0.00	0.00	0.00	0.00	0.00
Other Far East	0.00	0.00	0.00	0.00	0.00	0.00
United Kingdom	3.61	21.23	4.27	17.13	3.94	18.83
Other Europe	6.21	36.52	17.44	69.91	11.71	56.04
Middle East	0.12	0.71	0.00	0.00	0.06	0.29
Africa	0.00	0.00	0.19	0.78	0.10	0.46
Other	0.00	0.00	0.00	0.00	0.00	0.00



Table A.4.16 Country of Primary Residence by Season: Overnight Visitors

Country	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Foreign	All	Foreign	All	Foreign
	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors
	%	Only	%	Only	%	Only
	%	%	%	%	%	%
Argentina	0.03	0.19	0.00	0.00	0.02	0.08
Australia	0.15	0.90	0.00	0.00	0.08	0.37
Austria	0.27	1.56	0.37	1.47	0.31	1.51
Belgium	0.09	0.52	0.18	0.73	0.13	0.64
Belize	0.09	0.52	0.00	0.00	0.05	0.22
Bolivia	0.00	0.00	0.00	0.00	0.00	0.00
Brazil	0.00	0.00	0.18	0.73	0.09	0.43
Canada	6.70	39.42	2.86	11.45	4.82	23.06
China	0.00	0.00	0.00	0.00	0.00	0.00
Czech Republic	0.09	0.52	0.00	0.00	0.05	0.22
Denmark	0.29	1.69	2.01	8.06	1.19	5.42
England	1.04	6.10	2.41	9.67	1.71	8.18
Egypt	0.00	0.00	0.18	0.73	0.09	0.43
Finland	0.18	1.04	0.18	0.73	0.18	0.86
France	0.18	1.04	2.01	8.06	1.08	5.15
Germany	2.67	15.73	4.21	16.86	3.43	16.39
Holland/Netherlands	0.53	3.12	2.01	8.06	1.26	6.01
Ireland	0.24	1.42	0.80	3.20	0.51	2.46
Israel	0.09	0.52	0.00	0.00	0.05	0.22
Italy	0.00	0.00	1.65	6.60	0.81	3.86
Japan	0.00	0.00	0.00	0.00	0.00	0.00
Kenya	0.00	0.00	0.01	0.05	0.01	0.03
Kuwait	0.03	0.19	0.00	0.00	0.02	0.08
Norway	0.18	1.04	1.28	5.13	0.72	3.43
Other Europe	1.24	7.28	0.00	0.00	0.63	3.02
Other UK	2.48	14.61	1.86	7.47	2.18	10.43
Other	0.00	0.00	0.00	0.00	0.00	0.00
Poland	0.00	0.00	0.37	1.47	0.18	0.86
Portugal	0.00	0.00	0.00	0.00	0.00	0.00
Slovenia	0.00	0.00	0.18	0.73	0.09	0.43
Spain	0.00	0.00	0.18	0.73	0.09	0.43
Sweden	0.09	0.52	0.91	3.67	0.49	2.36
Switzerland	0.18	1.04	1.10	4.40	0.63	3.00
Ukraine	0.00	0.00	0.00	0.00	0.00	0.00
USA	83.00	N/A	75.05	N/A	79.10	N/A
Venezuela	0.09	0.38	0.00	0.00	0.05	0.22
Wales	0.09	0.38	0.00	0.00	0.05	0.22

Table A.4.17 TDC Regions of Primary Residence by Season: Overnight Visitors

TDC Region <sup>1</sup>	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %
Florida	15.35	18.50	34.96	46.58	24.96	31.55
New England/North Atlantic	23.92	28.82	11.50	15.33	17.84	22.55
Middle and South Atlantic	11.91	14.35	10.07	13.41	11.01	13.91
North Central and Midwest	24.40	29.40	8.75	11.65	16.73	21.16
South West/West/Pacific	7.33	8.83	9.77	13.02	8.52	10.77
U.S. Territories/Puerto Rico	0.09	0.11	0.00	0.00	0.05	0.06
Foreign	17.00	N/A	24.95	N/A	20.90	N/A

## 1. Definitions of TDC regions:

New England/North Atlantic = ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE

Middle and South Atlantic = DC, WV, MD, VA, NC, SC, GA, TN, AL, FL, MS

North Central and Midwest = MI, OH, IN, KY, MT, ND, SD, MN, IA, WI, MO, IL, KS, NE

South West/West/Pacific = AK, OK, TX, LA, AR, ID, WY, NV, UT, CO, AZ, NM, CA, OR, WA, HI

U.S. Territories/Puerto Rico = Only observed people from Puerto Rico in 2007-2008

Table A.4.18 Census Regions and Divisions of Primary Residence: Overnight Visitors

Region/Division	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %
<b>EAST</b>	<b>23.71</b>	<b>28.57</b>	<b>11.44</b>	<b>15.24</b>	<b>17.70</b>	<b>22.37</b>
New England	7.95	9.58	1.96	2.61	5.02	6.34
Mid-Atlantic	15.76	18.99	9.48	12.63	12.68	16.03
<b>SOUTH</b>	<b>30.15</b>	<b>36.33</b>	<b>49.75</b>	<b>66.29</b>	<b>39.75</b>	<b>50.25</b>
West South Central	2.33	2.80	4.25	5.67	3.27	4.14
East South Central	0.92	1.11	0.95	1.26	0.94	1.18
South Atlantic	26.90	32.42	44.55	59.36	35.54	44.93
<b>MIDWEST</b>	<b>24.32</b>	<b>29.30</b>	<b>8.75</b>	<b>11.65</b>	<b>16.69</b>	<b>21.10</b>
East North Central	16.69	20.10	6.19	8.24	11.54	14.59
West North Central	7.63	9.20	2.56	3.41	5.15	6.51
<b>WEST</b>	<b>4.73</b>	<b>5.70</b>	<b>5.12</b>	<b>6.82</b>	<b>4.92</b>	<b>6.22</b>
Pacific	2.99	3.60	3.25	4.34	3.12	3.94
Mountain	1.74	2.10	1.87	2.48	1.80	2.28
<b>U.S. Territories/Puerto Rico</b>	<b>0.09</b>	<b>0.11</b>	<b>0.00</b>	<b>0.00</b>	<b>0.05</b>	<b>0.06</b>
<b>Foreign</b>	<b>17.00</b>	<b>N/A</b>	<b>24.95</b>	<b>N/A</b>	<b>20.90</b>	<b>N/A</b>

## 1. Definitions of Census Divisions:

New England = ME, NH, VT, MA, RI, CT

Table A.4.19 State or Territory of Primary Residence by Season: Overnight Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %	All Visitors %	Domestic Visitors Only %
Alabama	0.35	0.43	0.40	0.53	0.38	0.48
Alaska	0.21	0.25	0.03	0.05	0.12	0.16
Arkansas	0.17	0.21	0.50	0.67	0.33	0.42
Arizona	0.38	0.45	0.47	0.62	0.42	0.53
California	2.05	2.46	2.62	3.48	2.32	2.94
Colorado	0.81	0.98	0.66	0.88	0.74	0.94
Connecticut	1.74	2.10	0.76	1.02	1.26	1.59
District of Columbia	0.39	0.47	0.40	0.53	0.40	0.50
Delaware	0.21	0.25	0.07	0.09	0.14	0.18
Florida	15.35	18.50	34.96	46.58	24.96	31.55
Georgia	1.35	1.63	2.00	2.66	1.67	2.11
Hawaii	0.00	0.00	0.00	0.00	0.00	0.00
Idaho	0.09	0.11	0.00	0.00	0.05	0.06
Illinois	5.02	6.05	2.26	3.01	3.67	4.64
Indiana	1.31	1.57	0.62	0.82	0.97	1.22
Iowa	1.00	1.21	0.39	0.52	0.70	0.89
Kansas	0.39	0.47	0.05	0.06	0.22	0.28
Kentucky	0.61	0.73	0.49	0.65	0.55	0.70
Louisiana	0.23	0.28	0.86	1.14	0.54	0.68
Maine	1.20	1.45	0.00	0.00	0.61	0.78
Maryland	2.53	3.05	1.33	1.77	1.94	2.45
Massachusetts	4.01	4.83	1.10	1.46	2.58	3.26
Michigan	2.93	3.53	0.81	1.08	1.89	2.39
Minnesota	3.65	4.40	0.43	0.58	2.08	2.62
Mississippi	0.12	0.15	0.00	0.00	0.06	0.08
Missouri	1.46	1.75	1.20	1.60	1.33	1.68
Montana	0.09	0.11	0.00	0.00	0.05	0.06
Nebraska	0.24	0.29	0.00	0.00	0.12	0.16
Nevada	0.18	0.21	0.18	0.24	0.18	0.23
New Hampshire	0.38	0.46	0.07	0.09	0.23	0.29
New Jersey	5.56	6.70	3.20	4.27	4.41	5.57
New Mexico	0.00	0.00	0.37	0.49	0.18	0.23
New York	7.02	8.46	3.96	5.28	5.52	6.98
North Carolina	2.29	2.77	1.88	2.51	2.09	2.65
Ohio	5.80	6.99	2.10	2.80	3.99	5.04
Oklahoma	0.33	0.40	0.32	0.42	0.32	0.41
Oregon	0.50	0.60	0.00	0.00	0.25	0.32
Pennsylvania	3.17	3.82	2.31	3.08	2.75	3.48
Puerto Rico	0.09	0.11	0.00	0.00	0.05	0.06
Rhode Island	0.15	0.18	0.03	0.05	0.09	0.12
South Carolina	0.44	0.53	0.72	0.96	0.58	0.73
South Dakota	0.29	0.35	0.00	0.00	0.15	0.18

Table A.4.19 (Continued) State or Territory of Primary Residence by Season: Overnight Visitors

State or Territory	Dec. '07 - May '08		Jun. '08 - Nov. '08		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors Only %	Visitors %	Visitors Only %	Visitors %	Visitors Only %
Tennessee	0.45	0.54	0.55	0.73	0.50	0.63
Texas	1.59	1.92	2.58	3.44	2.08	2.62
Utah	0.11	0.13	0.18	0.24	0.15	0.18
Vermont	0.46	0.56	0.00	0.00	0.24	0.30
Virginia	4.10	4.94	2.95	3.93	3.53	4.47
Washington	0.24	0.29	0.61	0.81	0.42	0.53
West Virginia	0.23	0.28	0.25	0.33	0.24	0.30
Wisconsin	1.62	1.96	0.40	0.53	1.02	1.30
Wyoming	0.09	0.11	0.00	0.00	0.05	0.06
Foreign	17.00	N/A	24.95	N/A	20.90	N/A

Table A.4.20 Number of Nights in Florida Keys by Region (District): Dec. '07 - May '08, Overnight Visitors

Number of Nights	Key Largo %	Islamorada %	Marathon %	Lower Keys %	Key West %	All Keys %
0	74.2	84.8	85.7	93.3	48.1	0.0
1	7.7	3.9	3.7	1.5	9.9	16.9
2	6.5	2.4	2.2	0.9	12.8	19.6
3	3.6	2.1	1.6	0.4	9.7	15.8
4	2.1	1.5	1.3	0.3	5.8	12.1
5	1.3	1.1	1.4	0.5	3.4	8.4
6	1.4	1.0	0.7	0.4	2.1	6.3
7	1.6	1.0	1.1	1.1	3.0	7.3
8-14	0.9	1.5	1.1	0.4	3.2	7.3
15+	0.7	0.7	1.2	1.2	2.0	6.3
Minimum	0	0	0	0	0	1
Maximum	98	103	74	101	196	196
Mean	1.0175	0.8558	0.9576	0.7303	2.7833	6.34
Median	0	0	0	0	1	3
Mode	0	0	0	0	0	2

Table A.4.21 Number of Nights in Florida Keys by Region (District): Jun. '08 - Nov. '08, Overnight Visitors

Number of Nights	Key Largo %	Islamorada %	Marathon %	Lower Keys %	Key West %	All Keys %
0	69.1	86.4	89.5	92.6	45.0	0.0
1	11.8	4.2	2.4	0.9	12.8	17.7
2	5.5	3.5	2.2	1.5	13.4	18.4
3	5.0	1.5	2.0	1.5	11.2	21.8
4	2.9	1.1	1.3	0.6	7.0	12.7
5	2.0	0.4	0.4	0.6	2.9	7.9
6	1.7	1.1	1.3	0.8	2.7	8.5
7	1.1	1.1	0.1	0.2	2.6	5.7
8-14	0.8	0.6	0.8	1.1	1.4	5.5
15+	0.1	0.1	0.0	0.2	1.0	1.8
Minimum	0	0	0	0	0	1
Maximum	27	30	14	18	46	46
Mean	0.9037	0.4673	0.3814	0.365	1.8799	3.99
Median	0	0	0	0	0	3
Mode	0	0	0	0	0	3

Table A.4.22. Demographic Profiles: Overnight Auto, Air, and Ferry Visitors, by Season

Characteristic	Dec. 07 - May 08 %	Jun. - Nov. 08 %	Annual Weighted Average %
<b>SEX (respondent only)</b>			
Male	65.06	65.06	65.06
Female	34.94	34.94	34.94
<b>RACE/ETHNICITY</b>			
White, Not Hispanic	95.28	87.38	91.53
Black, Not Hispanic	0.96	2.27	1.59
Hispanic	3.07	8.74	5.76
Asian/Pacific Islander	0.58	1.37	0.95
Other	0.11	0.23	0.17
<b>HOUSEHOLD INCOME</b>			
< \$20,000	2.70	4.73	3.70
\$20,000 - \$39,999	6.97	5.05	6.03
\$40,000 - \$59,999	12.08	12.16	12.12
\$60,000 - \$100,000	23.35	21.22	22.31
> than \$100,000	49.14	51.98	50.53
No Answer	5.75	4.85	5.31
<b>AGE (16 and older)</b>			
16 - 25	2.92	7.35	5.09
26 - 35	8.96	18.91	13.83
36 - 45	13.94	28.79	21.21
46 - 60	36.32	36.17	36.25
61 and over	35.36	7.47	21.71
No Answer	2.50	1.30	1.91
Mean	54.02	43.53	48.85
Median	56	44	49
Mode	53	46	53
Min	18	17	17
Max	91	87	91
<b>PARTY SIZE</b>			
1	10.05	8.41	9.25
2	66.87	46.56	56.94
3	6.63	14.67	10.56
4	11.80	17.97	14.82
5	2.94	6.61	4.73
6 and over	1.71	5.78	3.7
Mean	2.37	2.92	2.64
Median	2	2	2
Mode	2	2	2
Min	1	1	1
Max	16	18	18
<b>NUMBER OF CHILDREN</b>			
0	91.36	68.92	80.26
1	3.32	15.72	9.46
2	3.13	11.07	7.06
3	2.01	3.52	2.76
4	0.09	0.75	0.42
5 and over	0.09	0.01	0.05
Mean	0.15	0.51	0.33
Median	0	0	0
Mode	0	0	0
Min	0	0	0
Max	5	6	6

Table A.4.23 Demographic Profiles of CUSTOMER Sample - Overnight Visitors of All Ages by Mode of Access and Season<sup>1</sup>

Characteristics	December '07 - May '08			June - November '08		
	Auto	Air	All	Auto	Air	All
	%	%	%	%	%	%
<b>SEX</b>						
Male	50.62	48.89	50.09	53.24	43.80	56.03
Female	49.38	51.11	49.91	46.76	56.20	43.97
<b>RACE/ETHNICITY</b>						
White Not Hispanic	95.57	93.33	95.64	82.21	78.33	83.54
Black Not Hispanic	1.40	0.00	1.18	2.40	3.33	2.24
Hispanic	2.61	1.11	2.30	12.45	10.83	11.36
Asian/Pacific Islander Not Hispanic	0.43	0.00	0.36	2.78	7.50	2.72
Other Not Hispanic	0.00	5.56	0.52	0.16	0.00	0.14
<b>AGE</b>						
1 - 15	11.42	3.37	9.95	22.63	17.28	25.66
16- 25	4.27	2.25	4.04	16.63	11.11	15.03
26 - 35	7.09	8.99	6.81	12.15	8.64	11.15
36 - 45	14.12	16.85	14.76	18.52	23.46	18.14
46 - 60	30.89	43.82	31.40	23.51	30.86	23.96
61 +	32.21	24.72	33.03	6.55	8.64	6.07
Mean	48.79	51.16	49.46	33.35	37.72	33.06
Median	53	54	53	35	40	34
Mode	65	58	65	16	40	16
Min	1	12	1	1	5	1
Max	99	80	99	85	73	85
<b>HOUSEHOLD INCOME</b>						
Less than \$20,000	1.62	0.00	1.37	1.72	1.82	1.63
\$20,000 - \$39,999	4.55	0.00	3.87	5.07	5.45	4.81
\$40,000 - \$59,999	10.43	8.57	9.62	7.91	1.82	7.14
\$60,000 - \$99,999	24.96	20.00	24.48	15.52	9.09	15.09
\$100,000 or more	32.60	51.43	34.13	41.18	61.82	44.2
No Answer	25.84	20.00	26.53	28.60	20.00	27.14
<b>TYPE OF HOUSEHOLD</b>						
Single adult with no children	7.41	0.00	6.29	5.09	11.11	5.85
Single adult with children	2.27	0.00	2.12	3.84	1.85	3.51
Two adults with no children	63.69	82.35	65.92	33.64	48.15	33.59
Two adults with children	17.40	5.88	15.28	31.26	22.22	32.20
More than two adults no children	7.11	8.82	8.35	11.42	7.41	10.74
More than two adults with children	2.12	2.94	2.06	14.75	9.26	14.10

1. CUSTOMER Sample mostly auto and air visitors. Winter sample is representative across all five districts, while the summer sample is restricted to the Lower Keys and Key West districts.

Table A.4.24 Detailed Average Expenditures Per Person Per Day in Monroe County, Dec. 07 - Nov. 08:  
Overnight Visitors

Category	Dec. 07 - May 08	Jun. - Nov. 08	Weighted Annual Average
<b>Lodging</b>	<b>\$55.35</b>	<b>\$63.99</b>	<b>\$59.40</b>
<i>Publicly Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	\$2.87	\$3.71	\$3.26
Camping site (RV/tent/camper)	\$0.09	\$0.07	\$0.08
<i>Privately Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	\$41.87	\$56.28	\$48.62
Rental home, cottage, cabin, condo	\$9.43	\$3.84	\$6.81
Camping site (RV/tent/camper)	\$1.09	\$0.09	\$0.62
<b>Food and Beverages</b>	<b>\$55.37</b>	<b>\$54.48</b>	<b>\$54.95</b>
Food & Drinks consumed at restaurants & bars	\$46.73	\$46.79	\$46.75
Beverages purchased at a store for carry-out	\$2.88	\$3.05	\$2.96
Food purchased at a store for carry-out	\$5.76	\$4.64	\$5.23
<b>Transportation</b>	<b>\$14.44</b>	<b>\$13.04</b>	<b>\$13.79</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$4.30	\$3.34	\$3.85
Gas & Oil - auto or RV	\$5.72	\$4.83	\$5.30
Repair & Services - auto or RV	\$0.46	\$0.08	\$0.28
Parking fees & tolls	\$0.85	\$1.13	\$0.98
Taxi fare	\$0.34	\$0.47	\$0.40
Bus Fare			
a) Package tour	\$0.11	\$0.003	\$0.06
b) Any other bus fare	\$0.44	\$0.003	\$0.24
Airline Fares			
a) Package tours	\$1.62	\$1.52	\$1.57
b) Any other airline fares	\$0.48	\$1.24	\$0.84
Ferry Fare	\$0.11	\$0.41	\$0.25
<b>Boating</b>	<b>\$1.87</b>	<b>\$13.79</b>	<b>\$7.45</b>
Boat, jet ski, and wave runner rental	\$0.70	\$0.82	\$0.75
Boat fuel and oil	\$0.77	\$1.16	\$0.95
Boat repairs	\$0.05	\$9.97	\$4.70
Boat launch fees	\$0.09	\$0.00	\$0.05
Boat slip or marina fees (this trip only)	\$0.01	\$0.12	\$0.06
Sailing charters or sunset cruises	\$0.25	\$1.72	\$0.94
<b>Fishing</b>	<b>\$3.07</b>	<b>\$11.65</b>	<b>\$7.08</b>
Cut bait	\$0.16	\$0.62	\$0.38
Live bait	\$0.24	\$0.50	\$0.36
Daily or special fishing permits/licenses	\$0.16	\$0.19	\$0.17
Fishing lines, fly lines, fish nets, traps	\$0.36	\$1.15	\$0.73
Charter/party boat/guide fees	\$2.15	\$9.18	\$5.44



Table A.4.24 (Continued) Detailed Average Expenditures Per Person Per Day in Monroe County, Dec. 07 - Nov. 08: Overnight Visitors

Category	Dec. 07 - May 08	Jun. - Nov. 08	Weighted Annual Average
<b>Scuba Diving/Snorkeling</b>	<b>\$3.43</b>	<b>\$12.08</b>	<b>\$7.48</b>
Rental fee for equipment	\$0.98	\$3.81	\$2.30
Charter/party boat/guide service	\$2.45	\$8.27	\$5.18
<b>Sightseeing</b>	<b>\$4.93</b>	<b>\$5.01</b>	<b>\$4.97</b>
Sightseeing tours	\$2.19	\$1.89	\$2.05
Glass-bottom boat rides	\$0.77	\$0.40	\$0.60
Backcountry excursions, kayak tours	\$0.24	\$0.16	\$0.20
Park entrance fees	\$0.40	\$0.89	\$0.63
Admission to tourist, amusement, festivals and other tourist attractions	\$1.33	\$1.67	\$1.49
<b>Other Activity Expenditures</b>	<b>\$3.65</b>	<b>\$3.93</b>	<b>\$3.78</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$1.34	\$0.64	\$1.01
Guides service, tour, or outfitters (not listed above like parasailing)	\$1.57	\$1.39	\$1.49
Admission to motion pictures, museums, etc.	\$0.48	\$0.78	\$0.62
Admission to concerts or other musical	\$0.01	\$0.003	\$0.006
Spa treatments	\$0.24	\$0.89	\$0.54
Fitness activity fees	\$0.01	\$0.23	\$0.11
<b>Miscellaneous Expenditures</b>	<b>\$10.73</b>	<b>\$12.51</b>	<b>\$11.56</b>
Film purchases	\$0.07	\$0.26	\$0.16
Film development	\$0.02	\$0.01	\$0.01
Footware	\$0.81	\$0.64	\$0.73
Clothing	\$5.81	\$6.83	\$6.29
Souvenirs and gifts (not including clothing)	\$3.76	\$4.72	\$4.21
Other general merchandise	\$0.26	\$0.04	\$0.16
<b>Services</b>	<b>\$0.53</b>	<b>\$0.38</b>	<b>\$0.46</b>
Barber, laundry, and other personal services	\$0.12	\$0.07	\$0.10
Telephone, fax, other other business services	\$0.03	\$0.005	\$0.02
Physician, dentist and other medical services	\$0.38	\$0.30	\$0.34
<b>Total Trip</b>	<b>\$153.38</b>	<b>\$190.86</b>	<b>\$170.92</b>

Table A.4.25 Detailed Average Trip Expenditures, Dec. 07 - May 08: Overnight Visitors

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Lodging</b>	<b>\$489.10</b>	<b>\$426.51</b>	<b>87.20</b>	<b>\$378.42</b>	<b>77.37</b>
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$34.43	\$32.96	95.73	\$31.99	92.91
Camping site (RV/tent/camper)	\$0.79	\$0.47	59.49	\$0.47	59.49
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$318.76	\$262.62	82.39	\$224.90	70.55
Rental home, cottage, cabin, condo	\$120.16	\$117.28	97.60	\$111.06	92.43
Camping site (RV/tent/camper)	\$14.96	\$13.18	88.10	\$10.00	66.84
<b>Food and Beverages</b>	<b>\$405.34</b>	<b>\$351.19</b>	<b>86.64</b>	<b>\$305.79</b>	<b>75.44</b>
Food & Drinks consumed at restaurants & bars	\$325.79	\$280.74	86.17	\$241.27	74.06
Beverages purchased at a store for carry-out	\$28.58	\$23.64	82.72	\$21.69	75.89
Food purchased at a store for carry-out	\$50.97	\$46.81	91.84	\$42.83	84.03
<b>Transportation</b>	<b>\$221.15</b>	<b>\$129.40</b>	<b>58.51</b>	<b>\$84.74</b>	<b>38.32</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$68.82	\$47.14	68.50	\$25.91	37.65
Gas & Oil - auto or RV	\$57.88	\$35.82	61.89	\$28.20	48.72
Repair & Services - auto or RV	\$4.76	\$4.60	96.64	\$4.36	91.60
Parking fees & tolls	\$8.91	\$6.25	70.15	\$4.36	48.93
Taxi fare	\$2.06	\$1.48	71.84	\$1.38	66.99
Train fare	\$0.03	\$0.03	100.00	\$0.00	0.00
Bus Fare					
a) Package tour	\$0.55	\$0.55	100.00	\$0.39	70.91
b) Any other bus fare	\$3.10	\$3.10	100.00	\$1.65	53.23
Airline Fares					
a) Package tours	\$70.69	\$26.33	37.25	\$14.96	21.16
b) Any other airline fares	\$4.02	\$3.76	93.53	\$3.17	78.86
Ferry Fare	\$0.35	\$0.35	100.00	\$0.35	100.00
<b>Boating</b>	<b>\$39.69</b>	<b>\$35.21</b>	<b>88.71</b>	<b>\$19.39</b>	<b>48.85</b>
Boat, jet ski, and wave runner rental	\$5.53	\$5.25	94.94	\$5.25	94.94
Boat fuel and oil	\$8.94	\$8.40	93.96	\$8.40	93.96
Boat repairs	\$20.55	\$16.93	82.38	\$1.11	5.40
Boat launch fees	\$0.77	\$0.77	100.00	\$0.77	100.00
Boat slip or marina fees (this trip only)	\$0.01	\$0.01	100.00	\$0.01	100.00
Sailing charters or sunset cruises	\$3.88	\$3.85	99.23	\$3.85	99.23
<b>Fishing</b>	<b>\$24.21</b>	<b>\$23.70</b>	<b>97.89</b>	<b>\$20.79</b>	<b>85.87</b>
Cut bait	\$1.69	\$1.64	97.04	\$1.64	97.04
Live bait	\$3.21	\$3.14	97.82	\$3.14	97.82
Daily or special fishing permits/licenses	\$1.66	\$1.58	95.18	\$1.58	95.18
Fishing lines, fly lines, fish nets, traps	\$3.28	\$3.23	98.48	\$3.23	98.48
Charter/party boat/guide fees	\$14.37	\$14.11	98.19	\$11.20	77.94
<b>Scuba Diving/Snorkeling</b>	<b>\$20.10</b>	<b>\$19.45</b>	<b>96.77</b>	<b>\$19.45</b>	<b>96.77</b>
Rental fee for equipment	\$4.20	\$4.20	100.00	\$4.20	100.00
Charter/party boat/guide service	\$15.90	\$15.25	95.91	\$15.25	95.91

Table A.4.25 (Continued) Detailed Average Trip Expenditures, Dec. 07 - May 08: Overnight Visitors

Category	Total Trip	in \$ FL	% in SFL	In Monroe County	% in Monroe
<b>Sightseeing</b>	<b>\$25.90</b>	<b>\$21.50</b>	<b>83.01</b>	<b>\$20.50</b>	<b>79.15</b>
Sightseeing tours	\$8.41	\$7.60	90.37	\$7.26	86.33
Glass-bottom boat rides	\$2.92	\$2.92	100.00	\$2.92	100.00
Backcountry excursions, kayak tours	\$2.45	\$2.41	98.37	\$2.41	98.37
Park entrance fees	\$5.79	\$2.69	46.46	\$2.33	40.24
Admission to tourist, amusement, festivals and other tourist attractions	\$6.33	\$5.88	92.89	\$5.58	88.15
<b>Other Activity Expenditures</b>	<b>\$16.64</b>	<b>\$16.29</b>	<b>97.90</b>	<b>\$15.42</b>	<b>92.67</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$4.52	\$4.37	96.68	\$4.11	90.93
Guides service, tour, or outfitters (not listed above like parasailing)	\$6.83	\$6.83	100.00	\$6.83	100.00
Admission to motion pictures, museums, etc.	\$2.90	\$2.75	94.83	\$2.66	91.72
Admission to concerts or other musical	\$0.34	\$0.30	88.24	\$0.03	8.82
Spa treatments	\$1.85	\$1.85	100.00	\$1.59	85.95
Fitness activity fees	\$0.20	\$0.20	100.00	\$0.20	100.00
<b>Miscellaneous Expenditures</b>	<b>\$76.46</b>	<b>\$67.14</b>	<b>87.81</b>	<b>\$60.73</b>	<b>79.43</b>
Film purchases	\$0.55	\$0.41	74.55	\$0.38	69.09
Film development	\$0.25	\$0.09	36.00	\$0.09	36.00
Footware	\$5.98	\$5.31	88.80	\$5.03	84.11
Clothing	\$45.01	\$39.44	87.62	\$33.84	75.18
Souvenirs and gifts (not including clothing)	\$23.95	\$21.16	88.35	\$20.70	86.43
Other general merchandise	\$0.72	\$0.72	100.00	\$0.69	95.83
<b>Services</b>	<b>\$5.62</b>	<b>\$5.52</b>	<b>98.22</b>	<b>\$5.25</b>	<b>93.42</b>
Barber, laundry, and other personal services	\$2.09	\$1.99	95.22	\$1.97	94.26
Telephone, fax, other other business services	\$0.20	\$0.20	100.00	\$0.20	100.00
Physician, dentist and other medical services	\$3.33	\$3.33	100.00	\$3.09	92.79
<b>Total Trip</b>	<b>\$1,324.21</b>	<b>\$1,095.90</b>	<b>82.76</b>	<b>\$930.49</b>	<b>70.27</b>

Table A.4.26 Detailed Average Trip Expenditures, June - November '08: Overnight Visitors

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Lodging</b>	<b>\$298.48</b>	<b>\$271.95</b>	<b>91.11</b>	<b>\$238.95</b>	<b>80.06</b>
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$16.77	\$16.77	100.00	\$15.30	91.23
Camping site (RV/tent/camper)	\$0.34	\$0.34	100.00	\$0.34	100.00
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$251.92	\$228.13	90.56	\$196.60	78.04
Rental home, cottage, cabin, condo	\$29.02	\$26.28	90.56	\$26.28	90.56
Camping site (RV/tent/camper)	\$0.43	\$0.43	100.00	\$0.43	100.00
<b>Food and Beverages</b>	<b>\$286.79</b>	<b>\$260.39</b>	<b>90.79</b>	<b>\$223.30</b>	<b>77.86</b>
Food & Drinks consumed at restaurants & bars	\$246.54	\$224.58	91.09	\$193.46	78.47
Beverages purchased at a store for carry-out	\$15.35	\$14.27	92.96	\$12.31	80.20
Food purchased at a store for carry-out	\$24.90	\$21.53	86.47	\$17.53	70.40
<b>Transportation</b>	<b>\$177.14</b>	<b>\$138.37</b>	<b>78.11</b>	<b>\$55.66</b>	<b>31.42</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$62.93	\$53.14	84.44	\$13.25	21.06
Gas & Oil - auto or RV	\$36.27	\$27.49	75.79	\$18.08	49.85
Repair & Services - auto or RV	\$0.77	\$0.34	44.16	\$0.34	44.16
Parking fees & tolls	\$9.56	\$8.42	88.08	\$4.74	49.58
Taxi fare	\$2.35	\$2.31	98.30	\$2.31	98.30
Train fare	\$0.00	\$0.00	0.00	\$0.00	0.00
Bus Fare					
a) Package tour	\$0.02	\$0.02	100.00	\$0.02	100.00
b) Any other bus fare	\$1.43	\$0.01	0.70	\$0.01	0.70
Airline Fares					
a) Package tours	\$42.99	\$29.21	67.95	\$8.29	19.28
b) Any other airline fares	\$19.04	\$15.65	82.20	\$6.89	36.19
Ferry Fare	\$1.78	\$1.78	100.00	\$1.73	97.19
<b>Boating</b>	<b>\$90.64</b>	<b>\$88.40</b>	<b>97.53</b>	<b>\$59.43</b>	<b>65.57</b>
Boat, jet ski, and wave runner rental	\$5.38	\$4.29	79.74	\$4.29	79.74
Boat fuel and oil	\$25.69	\$24.93	97.04	\$7.50	29.19
Boat repairs	\$52.73	\$52.42	99.41	\$40.88	77.53
Boat launch fees	\$0.00	\$0.00	0.00	\$0.00	0.00
Boat slip or marina fees (this trip only)	\$1.06	\$1.06	100.00	\$1.06	100.00
Sailing charters or sunset cruises	\$5.77	\$5.70	98.79	\$5.70	98.79
<b>Fishing</b>	<b>\$43.13</b>	<b>\$42.80</b>	<b>99.23</b>	<b>\$41.46</b>	<b>96.13</b>
Cut bait	\$2.35	\$2.33	99.15	\$2.33	99.15
Live bait	\$1.03	\$1.00	97.09	\$0.93	90.29
Daily or special fishing permits/licenses	\$0.89	\$0.89	100.00	\$0.89	100.00
Fishing lines, fly lines, fish nets, traps	\$3.13	\$2.85	91.05	\$2.85	91.05
Charter/party boat/guide fees	\$35.73	\$35.73	100.00	\$34.46	96.45
<b>Scuba Diving/Snorkeling</b>	<b>\$50.96</b>	<b>\$50.82</b>	<b>99.73</b>	<b>\$50.82</b>	<b>99.73</b>
Rental fee for equipment	\$13.11	\$13.11	100.00	\$13.11	100.00
Charter/party boat/guide service	\$37.85	\$37.71	99.63	\$37.71	99.63

Table A.4.26 (Continued) Detailed Average Trip Expenditures, June - November '08: Overnight Visitors

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Sightseeing</b>	<b>\$30.35</b>	<b>\$22.60</b>	<b>74.46</b>	<b>\$20.03</b>	<b>66.00</b>
Sightseeing tours	\$7.68	\$7.40	96.35	\$7.36	95.83
Glass-bottom boat rides	\$1.97	\$1.83	92.89	\$1.83	92.89
Backcountry excursions, kayak tours	\$0.45	\$0.45	100.00	\$0.45	100.00
Park entrance fees	\$9.71	\$4.38	45.11	\$3.62	37.28
Admission to tourist, amusement, festivals and other tourist attractions	\$10.54	\$8.54	81.02	\$6.77	64.23
<b>Other Activity Expenditures</b>	<b>\$16.60</b>	<b>\$16.05</b>	<b>96.69</b>	<b>\$15.92</b>	<b>95.90</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$2.44	\$2.29	93.85	\$2.29	93.85
Guides serice, tour, or outfitters (not listed above like parasailing)	\$5.53	\$5.53	100.00	\$5.46	98.73
Admission to motion pictures, museums, etc.	\$3.30	\$3.24	98.18	\$3.17	96.06
Admission to concerts or other musical	\$0.01	\$0.01	100.00	\$0.01	100.00
Spa treatments	\$4.19	\$3.85	91.89	\$3.85	91.89
Fitness activity fees	\$1.13	\$1.13	100.00	\$1.13	100.00
<b>Miscellaneous Expenditures</b>	<b>\$68.17</b>	<b>\$61.17</b>	<b>89.73</b>	<b>\$51.11</b>	<b>74.97</b>
Film purchases	\$1.70	\$1.56	91.76	\$1.06	62.35
Film development	\$0.79	\$0.11	13.92	\$0.11	13.92
Footware	\$5.57	\$4.72	84.74	\$2.80	50.27
Clothing	\$37.02	\$32.81	88.63	\$26.11	70.53
Souvenirs and gifts (not including clothing)	\$22.88	\$21.77	95.15	\$20.82	91.00
Other general merchandise	\$0.21	\$0.21	100.00	\$0.21	100.00
<b>Services</b>	<b>\$2.64</b>	<b>\$2.26</b>	<b>85.61</b>	<b>\$2.26</b>	<b>85.61</b>
Barber, laundry, and other personal services	\$0.81	\$0.44	54.32	\$0.44	54.32
Telephone, fax, other other business services	\$0.02	\$0.02	100.00	\$0.02	100.00
Physician, dentist and other medical services	\$1.81	\$1.81	100.00	\$1.81	100.00
<b>Total Trip</b>	<b>\$1,064.91</b>	<b>\$954.83</b>	<b>89.66</b>	<b>\$758.94</b>	<b>71.27</b>

Table A.4.27 Detailed Average Trip Expenditures, December '07 - November '08: Overnight Visitors

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Lodging</b>	<b>\$399.89</b>	<b>\$354.18</b>	<b>88.57</b>	<b>\$313.15</b>	<b>78.31</b>
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$26.16	\$25.38	97.02	\$24.18	92.43
Camping site (RV/tent/camper)	\$0.58	\$0.41	70.69	\$0.41	70.69
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	\$287.48	\$246.48	85.74	\$211.66	73.63
Rental home, cottage, cabin, condo	\$77.51	\$74.69	96.36	\$71.38	92.09
Camping site (RV/tent/camper)	\$8.16	\$7.22	88.48	\$5.52	67.65
<b>Food and Beverages</b>	<b>\$349.86</b>	<b>\$308.70</b>	<b>88.24</b>	<b>\$267.18</b>	<b>76.37</b>
Food & Drinks consumed at restaurants & bars	\$288.70	\$254.46	88.14	\$218.89	75.82
Beverages purchased at a store for carry-out	\$22.39	\$19.26	86.02	\$17.30	77.27
Food purchased at a store for carry-out	\$38.77	\$34.98	90.22	\$30.99	79.93
<b>Transportation</b>	<b>\$200.55</b>	<b>\$133.60</b>	<b>66.62</b>	<b>\$71.13</b>	<b>35.47</b>
Rental automobile, motor home, trailer, motorcycle, or other recreation vehicle	\$66.06	\$49.95	75.61	\$19.99	30.26
Gas & Oil - auto or RV	\$47.77	\$31.92	66.82	\$23.46	49.11
Repair & Services - auto or RV	\$2.89	\$2.61	90.31	\$2.48	85.81
Parking fees & tolls	\$9.21	\$7.27	78.94	\$4.54	49.29
Taxi fare	\$2.19	\$1.87	85.39	\$1.82	83.11
Train fare	\$0.01	\$0.01	100.00	\$0.00	0.00
Bus Fare					
a) Package tour	\$0.30	\$0.30	100.00	\$0.22	73.33
b) Any other bus fare	\$2.32	\$1.65	71.12	\$0.88	37.93
Airline Fares					
a) Package tours	\$57.72	\$27.68	47.96	\$11.84	20.51
b) Any other airline fares	\$11.05	\$9.32	84.34	\$4.91	44.43
Ferry Fare	\$1.02	\$1.02	100.00	\$0.99	97.06
<b>Boating</b>	<b>\$63.53</b>	<b>\$60.10</b>	<b>94.60</b>	<b>\$38.13</b>	<b>60.02</b>
Boat, jet ski, and wave runner rental	\$5.46	\$4.80	87.91	\$4.80	87.91
Boat fuel and oil	\$16.78	\$16.13	96.13	\$7.98	47.56
Boat repairs	\$35.61	\$33.54	94.19	\$19.72	55.38
Boat launch fees	\$0.41	\$0.41	100.00	\$0.41	100.00
Boat slip or marina fees (this trip only)	\$0.50	\$0.50	100.00	\$0.50	100.00
Sailing charters or sunset cruises	\$4.77	\$4.72	98.95	\$4.72	98.95
<b>Fishing</b>	<b>\$33.07</b>	<b>\$32.64</b>	<b>98.70</b>	<b>\$30.46</b>	<b>92.11</b>
Cut bait	\$2.00	\$1.96	98.00	\$1.96	98.00
Live bait	\$2.19	\$2.14	97.72	\$2.11	96.35
Daily or special fishing permits/licenses	\$1.30	\$1.26	96.92	\$1.26	96.92
Fishing lines, fly lines, fish nets, traps	\$3.21	\$3.05	95.02	\$3.05	95.02
Charter/party boat/guide fees	\$24.37	\$24.23	99.43	\$22.08	90.60
<b>Scuba Diving/Snorkeling</b>	<b>\$34.54</b>	<b>\$34.13</b>	<b>98.81</b>	<b>\$34.13</b>	<b>98.81</b>
Rental fee for equipment	\$8.37	\$8.37	100.00	\$8.37	100.00
Charter/party boat/guide service	\$26.17	\$25.76	98.43	\$25.76	98.43

Table A.4.27 (Continued) Detailed Average Trip Expenditures, December '07 - November '08: Overnight Visitors

Category	Total Trip	in S FL	% in SFL	In Monroe County	% in Monroe
<b>Sightseeing</b>	<b>\$27.98</b>	<b>\$22.01</b>	<b>78.66</b>	<b>\$20.29</b>	<b>72.52</b>
Sightseeing tours	\$8.07	\$7.51	93.06	\$7.31	90.58
Glass-bottom boat rides	\$2.47	\$2.41	97.57	\$2.41	97.57
Backcountry excursions, kayak tours	\$1.51	\$1.49	98.68	\$1.49	98.68
Park entrance fees	\$7.63	\$3.48	45.61	\$2.94	38.53
Admission to tourist, amusement, festivals and other tourist attractions	\$8.30	\$7.12	85.78	\$6.14	73.98
<b>Other Activity Expenditures</b>	<b>\$16.62</b>	<b>\$16.18</b>	<b>97.35</b>	<b>\$15.65</b>	<b>94.16</b>
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	\$3.54	\$3.39	95.76	\$3.26	92.09
Guides service, tour, or outfitters (not listed above like parasailing)	\$6.22	\$6.22	100.00	\$6.19	99.52
Admission to motion pictures, museums, etc.	\$3.09	\$2.97	96.12	\$2.90	93.85
Admission to concerts or other musical	\$0.19	\$0.17	89.47	\$0.02	10.53
Spa treatments	\$2.94	\$2.79	94.90	\$2.65	90.14
Fitness activity fees	\$0.64	\$0.64	100.00	\$0.64	100.00
<b>Miscellaneous Expenditures</b>	<b>\$72.58</b>	<b>\$64.35</b>	<b>88.66</b>	<b>\$56.23</b>	<b>77.47</b>
Film purchases	\$1.09	\$0.95	87.16	\$0.70	64.22
Film development	\$0.50	\$0.10	20.00	\$0.10	20.00
Footware	\$5.79	\$5.03	86.87	\$3.99	68.91
Clothing	\$41.27	\$36.34	88.05	\$30.22	73.23
Souvenirs and gifts (not including clothing)	\$23.45	\$21.45	91.47	\$20.75	88.49
Other general merchandise	\$0.48	\$0.48	100.00	\$0.47	97.92
<b>Services</b>	<b>\$4.22</b>	<b>\$4.00</b>	<b>94.79</b>	<b>\$3.85</b>	<b>91.23</b>
Barber, laundry, and other personal services	\$1.49	\$1.27	85.23	\$1.25	83.89
Telephone, fax, other other business services	\$0.11	\$0.11	100.00	\$0.11	100.00
Physician, dentist and other medical services	\$2.62	\$2.62	100.00	\$2.49	95.04
<b>Total Trip</b>	<b>\$1,202.86</b>	<b>\$1,029.88</b>	<b>85.62</b>	<b>\$850.20</b>	<b>70.68</b>

Table A.4.28 Special Issue Questions by Season - Overnight Visitors

Special Issue	Dec. 07 - May '08	Jun. 08 - Nov. 08	Annual Weighted Average
<b>PRIMARY PURPOSE OF TRIP (%)</b>			
Recreation\Vacation	86.72	87.65	87.17
Visit Family or Friends	6.69	8.05	7.35
Business Trip	2.19	0.61	1.43
Business/Pleasure	2.91	2.64	2.78
Other	1.49	1.05	1.27
<b>ATTENDANCE AT SPECIAL EVENTS (%)</b>			
Yes	6.97	0.88	3.99
<b>IMPORTANCE OF SPECIAL EVENTS IN TRIP PLANNING (%) <sup>1</sup></b>			
Not important	46.54	0.00	41.57
Somewhat important	18.01	0.00	16.08
Important	11.47	47.09	15.28
Very important	10.57	1.47	9.60
Extremely important	4.39	27.90	6.90
Don't Know	9.02	23.54	10.57
<b>DID ATTENDING SPECIAL EVENTS LENGTHEN STAY (%) <sup>1</sup></b>			
Yes	7.34	22.88	9.07
<b>NUMBER OF DAYS TRIP LENGTH DUE TO SPECIAL EVENTS <sup>2</sup></b>			
MEAN	4.13	7.00	5.07
MEDIAN	3.00	7.00	7.00
<b>HOW LIKELY IS IT YOU WILL RECOMMEND THE FLORIDA KEYS/KEY WEST TO A FRIEND OR FAMILY MEMBER FOR THEIR NEXT VACATION</b>			
Will recommend	40.98	44.03	42.44
Very likely	24.71	33.43	28.88
Likely	19.34	16.05	17.77
Somewhat likely	13.33	5.30	9.49
Will not recommend	1.09	0.23	0.68
Don't know	0.55	0.95	0.74



Table A.4.28 (Continued) Special Issue Questions by Season - Overnight Visitors

Special Issue	Dec. 07 - May '08	Jun. 08 - Nov. 08	Annual Weighted Average
<b>LIKLIHOOD OF MAKING A RETURN</b>			
<b>TRIP TO THE FLORIDA KEYS (%)</b>			
Will return	43.21	49.80	46.37
Very likely	20.31	30.78	25.33
Likely	20.11	9.04	14.81
Somewhat likely	11.01	6.45	8.82
Will not return	3.03	1.96	2.52
Don't Know	2.33	1.96	2.15
<b>HOW SOON MIGHT THEY RETURN (%)</b>			
In less than 3 months	9.30	12.89	11.07
3 to 6 months	2.09	12.60	7.28
6 to 12 months	34.19	28.04	31.15
Greater than one year	39.95	29.70	34.88
Don't know	14.47	16.78	15.61
<b>USE OWN BOAT IN THE KEYS (%)</b>			
Yes	7.55	9.78	8.60
<b>STORE OR TRAILER BOAT USED (%)</b>			
Store in Keys	43.75	40.85	42.15
Trailer to Keys	56.25	59.15	57.85
<b>WAS FIRST VISIT TO KEYS VIA CRUISE SHIP (%)</b>			
Yes	3.59	2.81	3.21
<b>DID EXPERIENCE IN KEY WEST LEAD TO NON-CRUISE SHIP VISIT (%)</b>			
Yes	100.00	77.68	85.88
<b>IF CRUISE SHIP VISIT WAS FIRST VISIT, DID YOUR EXPERIENCE LEAD YOU TO THINK ABOUT PLANNING A FUTURE NON-CRUISE VISIT TO THE FLORIDA KEYS (%)</b>			
Yes	100.00	100.00	100.00
<b>DID YOU GO INTO ANY OF THE CHAMBER OF COMMERCE VISITOR CENTERS ON YOUR MOST RECENT VISIT TO THE FLORIDA KEYS (%0</b>			
Yes	25.01	20.58	22.87

Table A.4.28 (Continued) Special Issue Questions by Season - Overnight Visitors

Special Issue	Dec. 07 - May '08	Jun. 08 - Nov. 08	Annual Weighted Average
<b>WHICH VISITOR CENTERS DID YOU GO INTO (%)</b>			
Key Largo	50.28	47.27	49.00
Islamorada	19.15	15.47	17.58
Marathon	26.34	6.02	17.68
Lower Keys	14.36	11.18	13.01
Key West	47.33	48.43	47.80
<b>DID GOING INTO ANY OF THE VISITOR CENTERS RESULT IN YOU OBTAINING INFORMATION THAT EXTENDED YOUR LENGTH OF STAY IN THE FLORIDA KEYS (%)</b>			
Yes	14.12	16.31	15.02
<b>HOW MANY DAYS LONGER DID YOU EXTEND YOUR STAY (Number of Days)</b>			
Mean	2.67	3.33	2.96
Median	1.50	3.00	2.00
<b>ENVIRONMENTAL CONCERN INDEX (SCALE 16 - 80)</b>			
Places very high priority on protection of the environment (65+)	35.39	29.65	32.50
Concerned about protection of the environment (49 - 64)	59.09	67.89	63.51
Neutral, or undecided about environmental issues (48)	0.00	1.06	0.53
Little concern about protection of the environment (32-47)	4.86	1.41	3.12
Place very low priority on the protection of the environment (16-31)	0.67	0.00	0.33
Mean	61.05	61.04	61.05
Median	61.00	61.00	61.00
Mode	60.00	59.00	60.00
Minimum	26.00	46.00	26.00
Maximum	77.00	76.00	77.00

1. Percent is the proportion of visitors that attended a special event.  
 2. Based on extremely small sample sizes since only a very small percent of visitors extended their stays