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## **Conversion Study Executive Summary**

- The Pioneer Valley has a Gross Conversion Rate of 56% (percent of inquiries that resulted in a subsequent visit) and a Net Conversion Rate of 19% (percent who were undecided until information was received). A further 11% decided to extend their stay after receipt of information, resulting in a total influence factor of 30% for The Pioneer Valley marketing materials.
- valleyvisitor.com is by far the most frequently used inquiry path. Two-thirds of inquiries came through the valleyvisitor.com site.
- The Pioneer Valley Visitor's Guide was requested by more than 80% of inquirers.
- On average, people requested and received 1.9 informational items each. This demonstrates the materials work in tandem to generate visitors.
- 44% inquired but did not visit. Of those, 68% are planning a trip to The Pioneer Valley in either the near or distant future.
- About a quarter of the people who cancelled or postponed their trip did so due to the cost of gas, and a further 15% cited personal financial reasons.
- 29% of all visits to The Pioneer Valley are day visits.
- The overwhelming majority, 71%, are overnight visits.
- 45% of visitors stay between 1-3 nights.
- The average length of stay for all overnight visitors is 4.9 nights.
- The top month for OVERNIGHT visitation to The Pioneer Valley is May, followed closely by June, then August.
- Two-thirds of visitors to The Pioneer Valley are couples and families. They are almost equally represented, with just over 1/3 being couples and 1/3 being families.
- Personal auto is the overwhelming mode of transportation for visiting The Pioneer Valley, with 82% arriving this way.
- Of all visitors to The Pioneer Valley, 49% stay in hotels or motels.
- The total average per-party expenditure for all visitors is \$565.
- As expected, overnight visitors have a much higher average expenditure of \$744, whereas Day Visitors spend an average of only \$121.
- Satisfaction with visits to The Pioneer Valley is extremely high, with a total of 93% being either somewhat or very satisfied.

- The Pioneer Valley is viewed by visitors as very affordable, with 87% characterizing it as very inexpensive, fairly inexpensive or neither expensive nor inexpensive.
- The top 5 origin markets for all visitors to The Pioneer Valley are: Boston/Manchester, Springfield/Holyoke, New York, Hartford/New Haven and Washington DC.
- The top 5 origin markets for overnight guests are: New York, Boston/Manchester, Springfield/Holyoke, Washington DC and Albany/Schenectady /Troy.