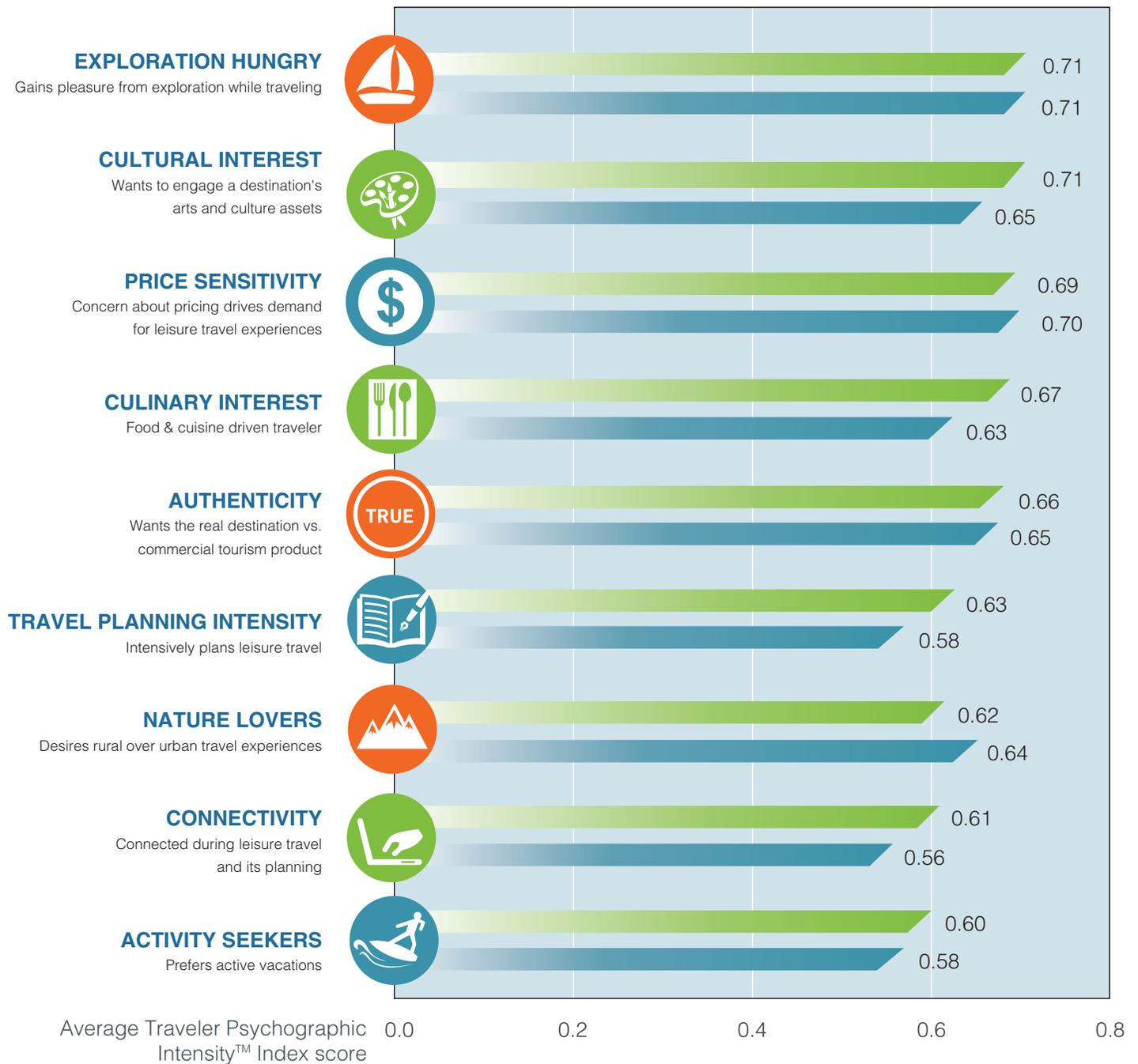


# Psychographic Profile: Florida Leisure Travelers vs Other US Travelers

When it comes to their psychographic profile, Florida travelers show a stronger attraction to cultural and culinary travel experiences, and are more connected and plan their trip more intensively (using more sources of information) than other travelers.



Destination Analysts' proprietary Traveler Psychographic Intensity Indices™ uses a series of related seven-point scale questions to measure the strength intensity in a traveler's feelings about aspects of leisure travel. For each psychographic category, every survey respondent is given a score of 1-100—with high scores indicating high levels of intensity or importance. "Florida Travelers" are travelers who have visited Florida for leisure in the last three years and/or are likely to visit Florida for leisure in the next three years. "Other Travelers" are travelers who have not visited in Florida in the last two years or are unlikely to visit the state in the next three years.