## ACKNOWLEDGMENTS

The authors wish to thank the Statistical Exchange of South Florida for its sustained interest in this study. Dr. Reinhold P. Wolff at the University of Miami, has been most helpful in showing interest in such a study and giving advice from the beginning of the survey.

We are indebted to Samuel A. Rivkind, President, Dr. David S. Andron, Vice President, Ben Turchin, Director and Samuel Kaplan, Executive Secretary of the Miami Beach Hotel Owners Association for suggestions in developing the questionnaire so that the information obtained would be helpful to the hotel industry.

Maurice Lanes, Arthur Miller, Joseph Salamon and Dale Wilson, marketing majors, were most helpful in tabulating. Particular credit should be given to D. E. S. Barger, Jerry Blank, Robert Bronner, H. T. Kay, Albert J. Robertson, D. E. Shedd, Steve Tatar, Paul Tennenbaum, David Varner and R. L. Varner, students in the marketing seminar, who spent many hours in tabulating and preparing tables.

The following on the staff of the University were most helpful: H. O. Boord in reading the manuscript, R. B. Downes in interviewing, Miss Mary Hayes in typing the rough draft, Richard D. Kreske in the preparation of charts, Duncan Scott in arranging for the typing and Joseph Young in having tables typed.

Victor W. Bennett Harold A. Frey