

### PURPOSE OF SURVEY

The purpose of this survey is to get basic data regarding tourists to the Greater Miami area. It is an enlargement on the information made in a pilot study last year by Dr. Harold A. Frey, co-author of this survey. Another survey was made in 1939 when one thousand two hundred and forty-three persons were interviewed by the Work Projects Administration for the State of Florida. This survey is ten years old and was for the whole state. Comparisons of both studies have been made where it was deemed pertinent. The objective of this study is to concentrate on the Greater Miami area and bring out additional information helpful to those interested in the tourist industry. It was believed a survey should be made nearer the height of the season and this one was therefore made March 11 while the study made last year was made on April 6 and 7.

One hundred and twenty marketing students conducted the interviews which were made on Miami Beach, in Miami, Coral Gables and at Crandon Park with the majority of the interviews being made in the Miami Beach area. Information was obtained regarding how tourists learned about Greater Miami, points of origin, methods of travel, why they came in February, length of stay, preferences regarding hotels and restaurants, favorite amusements, spending habits and attitude towards hotel taxation, etc. This year 907 men were interviewed compared with 453 in last year's survey, while 643 women were interviewed as compared with 281 in last year's study. The size of the sample is sufficiently large as shown in the stabilization charts offered in evidence later in the report.