

1. HOW THEY FOUND OUT ABOUT GREATER MIAMI

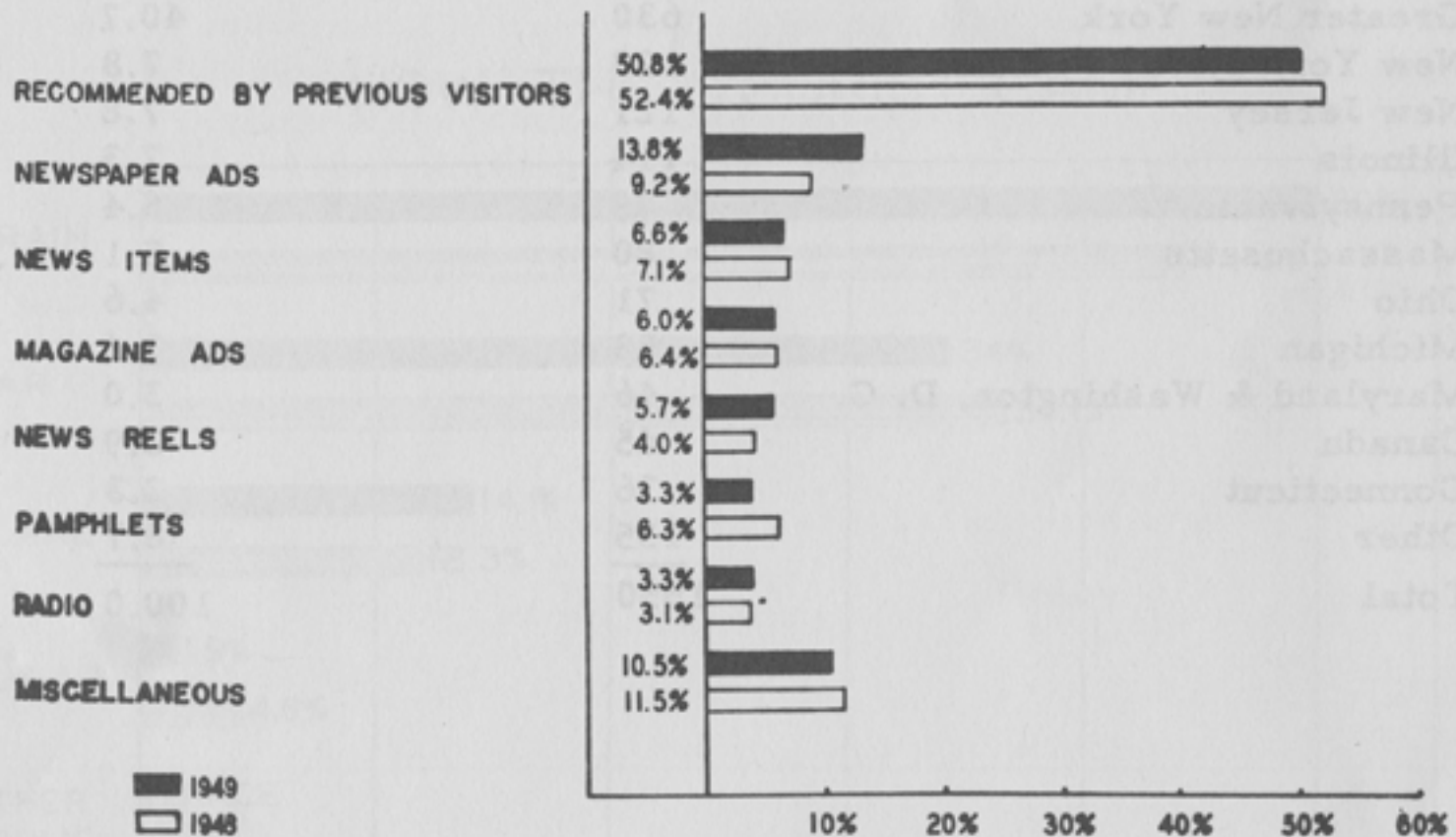
Recommendations by previous visitors accounted for 50.8% of the tourists interviewed. Last year 52.4% were influenced by former visitors - while the state-wide survey made in 1939 indicated that 42.64% were influenced by those who have been here before.

The importance of newspaper advertising increased from 9.2% last year to 13.8% this year. Other media were about the same as last year. Visitors were asked, "Was information about Greater Miami conveyed to you by: (a) news items, (b) newspaper ads, (c) radio, (d) magazine ads, (e) recommendations by previous visitors, (f) news reels, (g) pamphlets, (h) other (specify)?"

The answers are summarized in the chart below and a comparison made with last year's survey.

CHART I

HOW THE TOURIST FOUND OUT ABOUT US



3. HOW THEY CAME

In spite of the fact that cars are more plentiful, visitors still prefer to come by train. Fifty percent came by train this year as compared with 44.4% last year. Thirty-four percent came by car this year as compared with 37.1% last year.

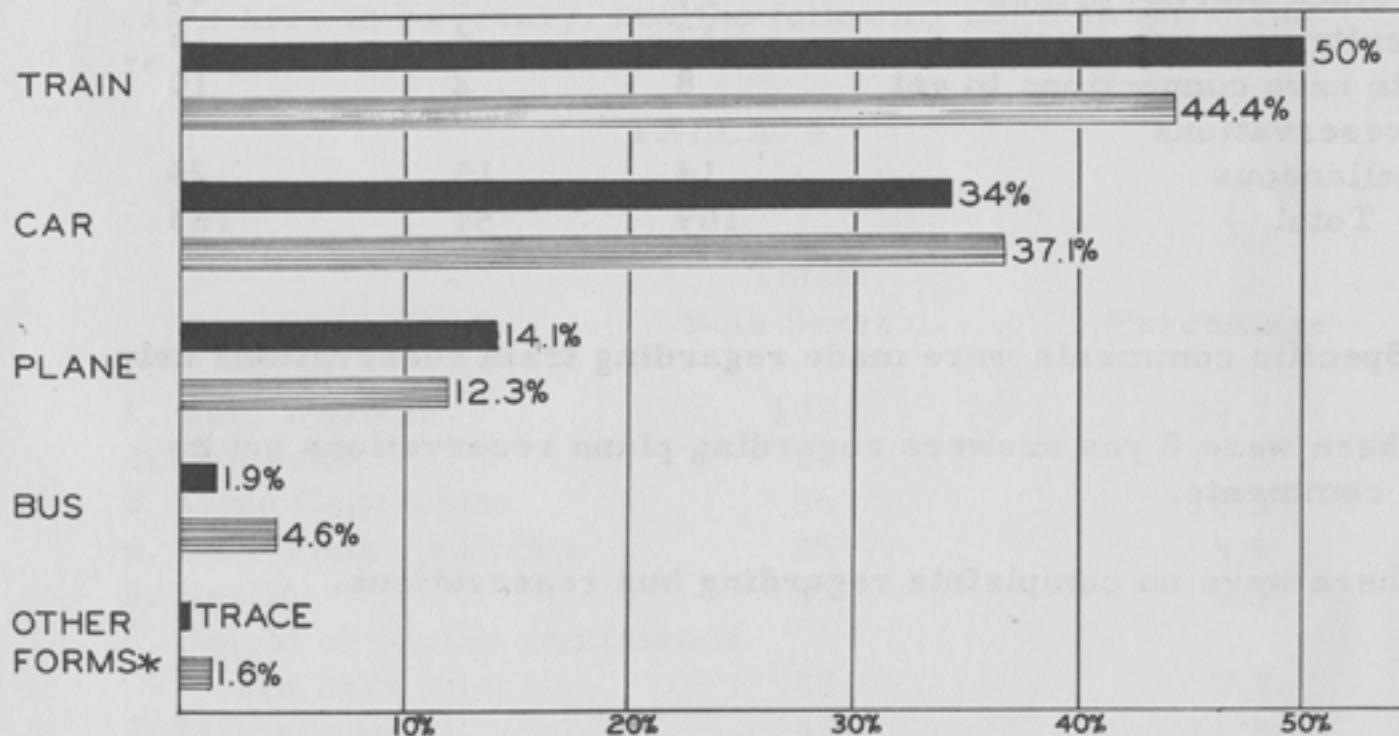
Many visitors complained about the congested traffic conditions in the Greater Miami area during the tourist season. This undoubtedly caused some tourists to leave their cars at home. More people came by plane and less by bus this year than last year.

The following question was asked: "How did you come to Greater Miami? (a) car, (b) train, (c) bus, (d) plane, (e) steamship, (f) own boat, (g) other."

The answers are summarized in the chart below and a comparison made with last year's survey.

CHART II

HOW THE TOURIST CAME



*OTHER FORMS INCLUDE BOAT, COMBINATION OF TYPE, AND UNREPORTED.

1949 1948

2. WHERE THEY CAME FROM

Practically all of the tourists to Greater Miami came from east of the Mississippi.

The Miami area continues to appeal to New Yorkers, 48.5% coming from that state with 40.7% of these coming from New York City. This compares with 46% from New York State and 41.1% from New York City in last year's survey.

Illinois and New Jersey dropped from last year, Illinois from 10% to 7.3% while New Jersey dropped from 9% to 7.8%. Visitors from the states of Pennsylvania, Ohio, Massachusetts, Michigan and Connecticut contributed about the same percentage as last year. Visitors from Canada increased approximately 1%. Based on question: "What is your home city? _____ state? _____;" the following table is presented.

TABLE 1.
Where They Came From

<u>Place of Origin</u>	<u>Total</u>	<u>Percent</u>
Greater New York	630	40.7
New York State	120	7.8
New Jersey	121	7.8
Illinois	114	7.3
Pennsylvania	99	6.4
Massachusetts	80	5.1
Ohio	71	4.6
Michigan	53	3.4
Maryland & Washington, D. C.	46	3.0
Canada	45	2.9
Connecticut	36	2.3
Other	<u>135</u>	<u>8.7</u>
Total	1550	100.0

4. DIFFICULTY WITH TRAIN RESERVATIONS

It was found that out of 1,550 interviewed only 163 had any trouble with train reservations. This indicates that difficulties regarding travel have been over-rated. Most of the complaints came from New York City.

Based on question: "Did you have trouble with reservations (a) train, (b) bus, (c) plane? Yes? No? If so, what kind?"

The following table gives detailed information.

TABLE 2
Difficulty with Train Reservations*

<u>Point of Origin</u>	<u>Yes</u>	<u>No</u>	<u>No Comment</u>	<u>Total</u>	<u>Per Cent</u>
New York City and Environs	109	465	214	788	50.8
Rest of country	54	421	287	762	49.2
Total:	163	886	501	1550	100.0

<u>Specific Comments</u>	<u>N. Y. C.</u>	<u>Other U. S.</u>	<u>Total</u>
Difficult to get reservations when desired	56	28	84
Paid black market prices	19	5	24
Difficulty yet cars empty	12	4	16
Had to have connections to get reservations	8	2	10
Miscellaneous	14	15	29
Total	109	54	163

*Specific comments were made regarding train reservations only.

There were 8 yes answers regarding plane reservations but no comments.

There were no complaints regarding bus reservations.

5. HOTEL RESERVATIONS IN ADVANCE

Only 41.6% arranged for hotel accommodations in advance this year as compared to 49% last year. Tourists were asked: "Did you arrange for these accommodations ahead of time? Yes, No?" The following table shows the results.

TABLE 3
Reservation of Accommodations

	<u>No.</u>	<u>Per Cent</u>
Yes	645	41.6%
No	831	53.6%
No Comment	74	4.8%
Total	1550	100.0%

6. WHY THEY CAME IN FEBRUARY

It was believed important to determine why tourists came to Miami in such large numbers in February, and the following question was asked to obtain reasons for coming at this time: "If your vacation here is during month of February, why do you prefer that month to early January and March when rates are usually lower?" Of most of the tourists interviewed 1,185 gave no reason or were not primarily February visitors. Three hundred and sixty-five tourists gave reasons why they came here in February, and the following table shows these reasons in detail.

TABLE 4
Why They Came in February

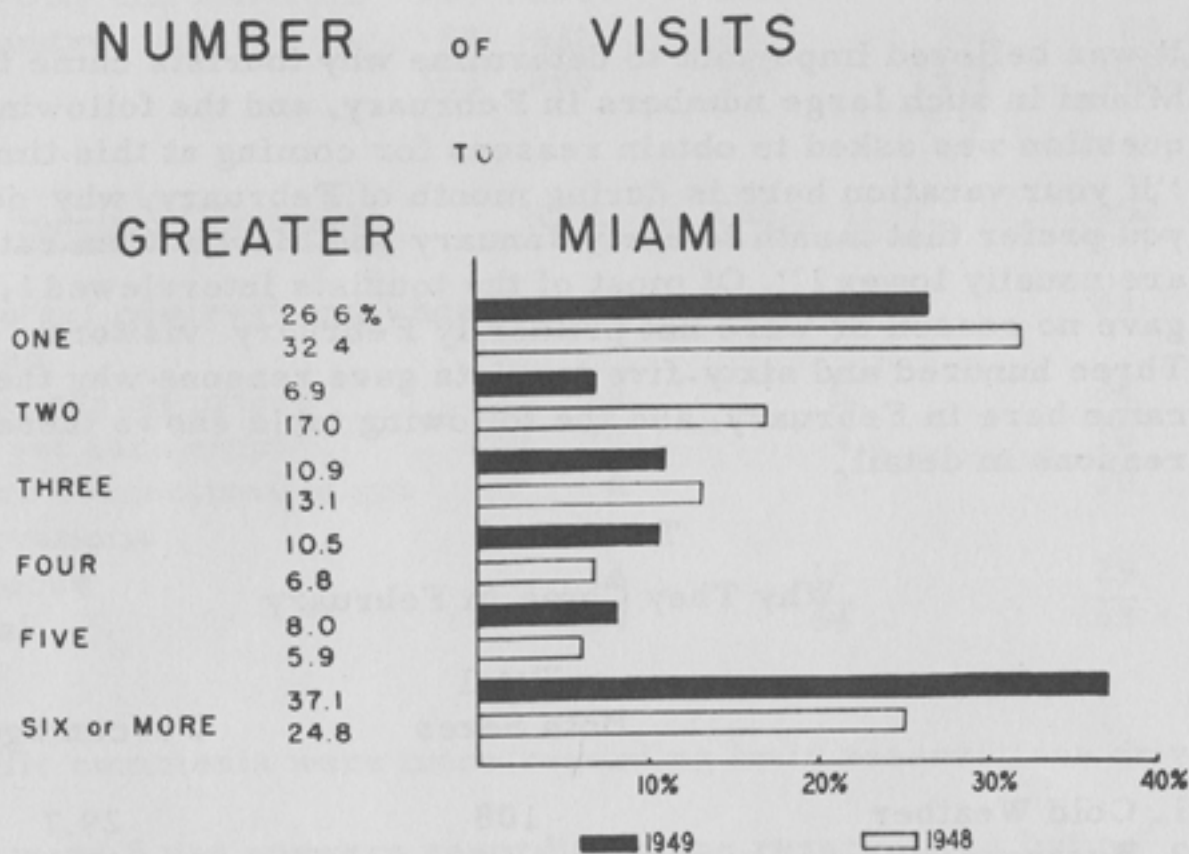
	Total Both Sexes	Percentage
1. Cold Weather	108	29.7
2. Business	64	17.5
3. More Convenient	56	15.3
4. Only Time Available	35	9.5
5. Health	31	8.5
6. Height of Season and friends are here then	28	7.7
7. Miscellaneous	43	11.8
Total	365	100.0

7. NUMBER OF VISITS TO GREATER MIAMI

The number of visitors making their first trip to the Miami area decreased from 32.4% for last year as compared with 26.6% this year. The state-wide survey of 1939 showed 30.1% were here for their first visit. Men showed a greater decrease than women over last year's study. Those making their second visit also decreased as compared with last year. An increasing percentage came to Miami this year for the sixth time and over - 37.1% this year as compared with 24.8% last year and 33 1/3%, in the state-wide survey of 1939.

The chart below completes the picture.

CHART III



8. LENGTH OF VISIT BY DAYS

The average length of stay for both sexes was fifty-seven days with the over-50 age group bringing up the average. The visitors from Greater New York tended to stay for longer periods than visitors from other areas. The length of stay in this area is much longer than in most tourist areas. A recent survey for Southern California shows the average length of stay there to be only seventeen days (taken from "Selling Climate at a Profit, 1949", All Year Round Club of Southern California Ltd., p. 12). Based on question: "On what date did you arrive?" and "On what date do you plan to leave?" The results are summarized in the table below.

TABLE 5.
Length of Stay By Days

Average Number of Days by Age and Sex

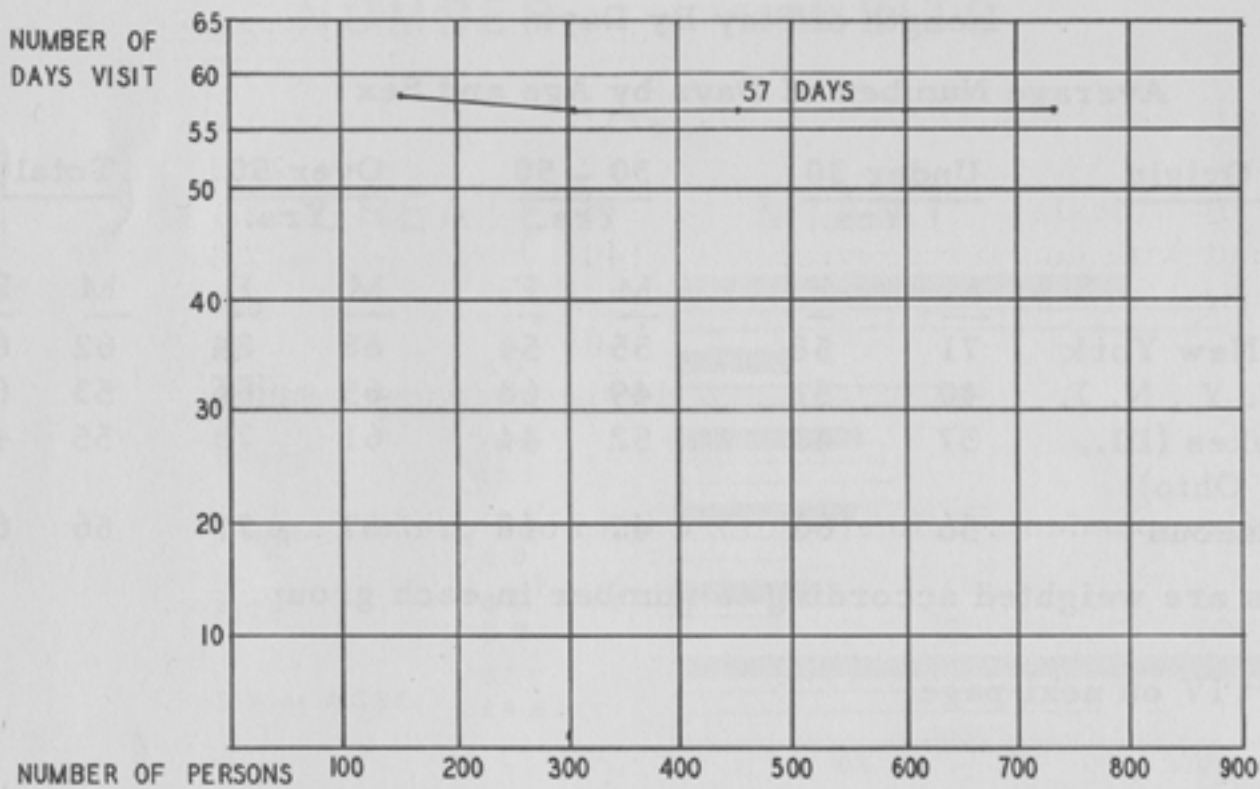
<u>Place of Origin</u>	<u>Under 30</u>		<u>30 - 50</u>		<u>Over 50</u>		<u>Total</u>	
	<u>Yrs.</u>		<u>Yrs.</u>		<u>Yrs.</u>			
	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>	<u>M</u>	<u>F</u>
Greater New York	71	58	55	54	68	84	62	61
Penn., N. Y., N. J.	40	51	49	68	65	64	53	61
Great Lakes (Ill., Mich., Ohio)	37	41	52	44	61	73	55	41
Miscellaneous	56	66	47	48	67	77	56	60

Averages are weighted according to number in each group.

See Chart IV on next page.

CHART IV

AVERAGE NUMBER OF DAYS SPENT IN MIAMI
ALL SEXES AND AGE GROUPS
CUMULATIVE STABILIZATION CHART



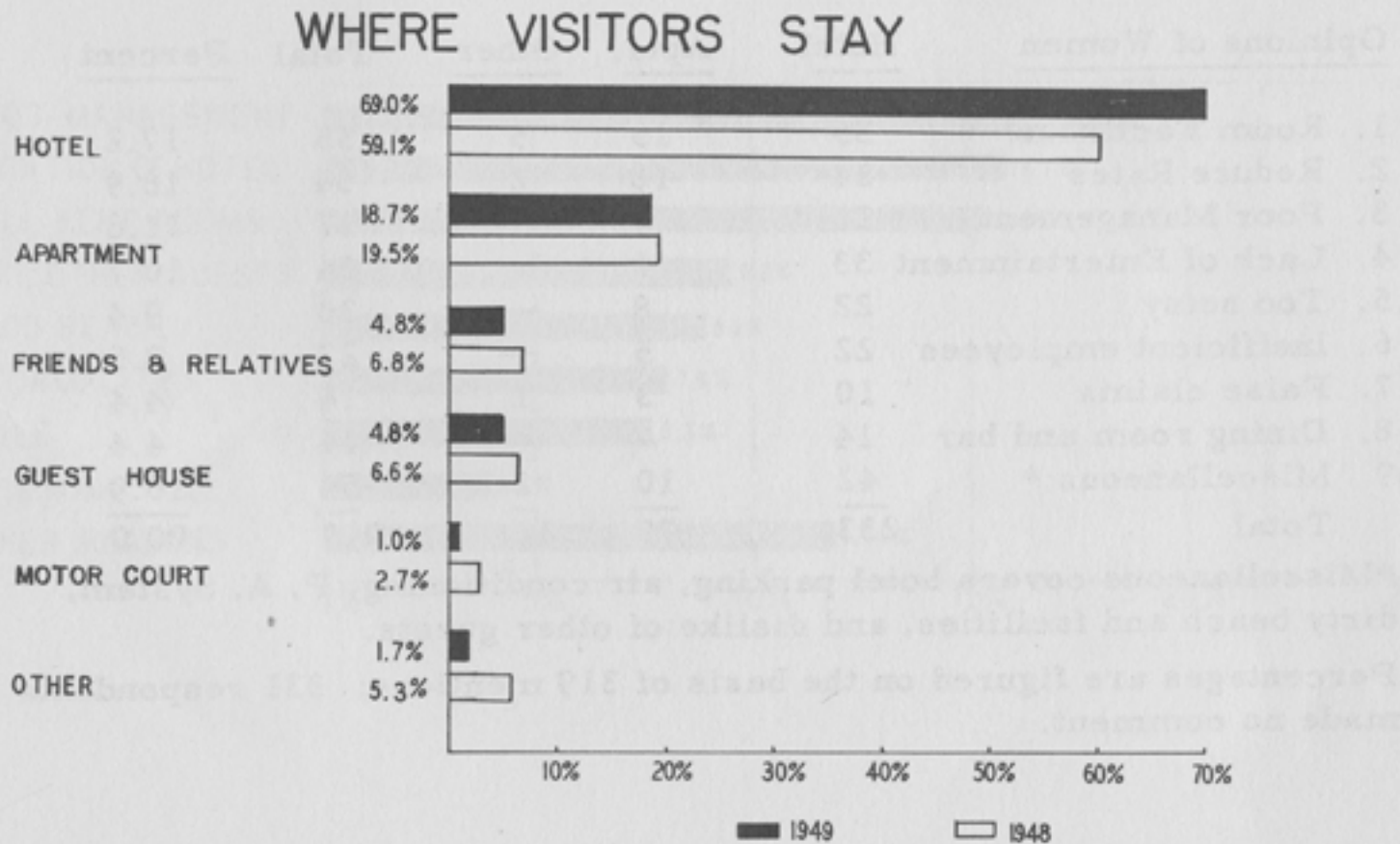
9. WHERE THEY STAY

Hotels accounted for a very large percentage of the places where the visitors to the Greater Miami area stayed. This is due largely to the fact that, as in last year's survey, the majority of the interviews were made in the Miami Beach area. It is also due to the urban character of the Greater Miami area and of the desire to be near the ocean. This year 69% lived in hotels as compared with 59.1% last year. Last year's survey showed 19.5% living in apartments as compared with 18.7% this year.

The following question was asked: "Where are you staying? (a) hotel, (b) apartment, (c) guest house, (d) motor court, (e) own home, (f) rented home, (g) friends or relatives, (h) other?"

The chart below gives complete information and compares it with last year's survey. Under "other" rented homes are included, with 2.5% last year and 1.6% this year.

CHART V



10. SUGGESTED IMPROVEMENTS IN LODGINGS

Tourists were asked, "If there were any features of their lodgings which they believed could be improved."

Room facilities such as poor beds, no radio in room, no running ice water and cleanliness of room ranked first with women and second with men as a basis of complaints. Reduction of rates was first with men and second with women. Last year reduction of rates ranked first with both men and women and room facilities second by both. The table below shows details.

TABLE 6.
Suggested Improvements in Lodgings

<u>Opinions of Men</u>	<u>Hotel</u>	<u>Apts.</u>	<u>Other</u>	<u>Total</u>	<u>Percent</u>
1. Reduce Rates	68	26	2	96	23.0
2. Room Facilities	49	12	1	62	14.8
3. Poor Management	48	9	1	58	13.9
4. Lack of Entertainment	32	3	1	36	8.6
5. Inefficient employees	24	2	0	26	6.2
6. Too noisy	20	3	1	24	5.7
7. Dining room and bar	20	—	1	21	5.0
8. False claims	8	—	1	9	2.2
9. Miscellaneous *	71	15	—	86	20.6
Total	340	70	8	418	100.0

Percentages are figured on the basis of 418 mentions; 463 respondents made no comment.

<u>Opinions of Women</u>	<u>Hotel</u>	<u>Apts.</u>	<u>Other</u>	<u>Total</u>	<u>Percent</u>
1. Room Facilities	35	15	5	55	17.2
2. Reduce Rates	34	18	2	54	16.9
3. Poor Management	21	15	1	37	11.6
4. Lack of Entertainment	33	1	—	34	10.7
5. Too noisy	22	8	—	30	9.4
6. Inefficient employees	22	5	—	27	8.5
7. False claims	10	3	1	14	4.4
8. Dining room and bar	14	—	—	14	4.4
9. Miscellaneous *	42	10	2	54	16.9
Total	233	75	11	319	100.0

*Miscellaneous covers hotel parking, air conditioning, P. A. System, dirty beach and facilities, and dislike of other guests.

Percentages are figured on the basis of 319 mentions; 331 respondents made no comment.

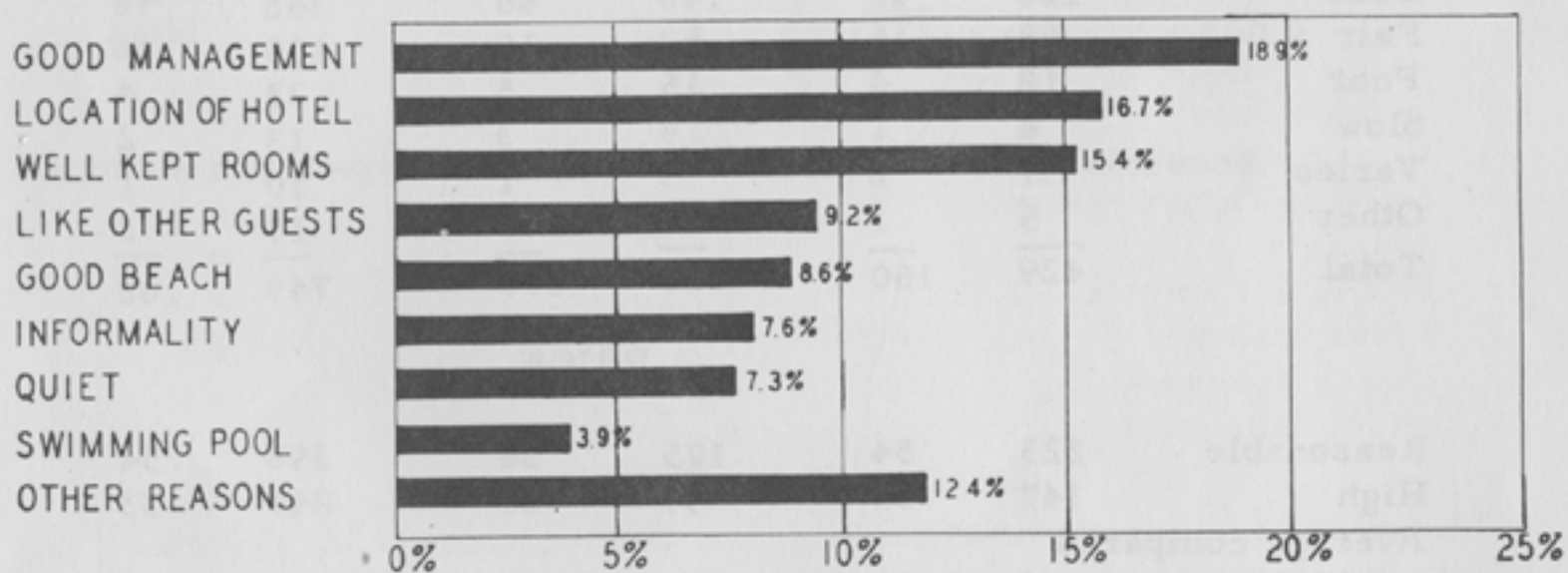
11. WHAT THEY LIKED ABOUT THEIR ACCOMMODATIONS

Tourists were asked: "What do you especially like about your accommodations?" Good management was considered first with location of hotel second followed closely by well-kept rooms. There was little difference between the preferences of men and women. Under other reasons mentioned were good dining rooms, reasonable rates, respect for the guests, friendly employees and entertainment.

The chart below gives a more complete picture.

CHART VI

WHAT VISITORS LIKE ABOUT THEIR ACCOMMODATIONS



12. OPINIONS ON HOTEL DINING ROOMS

Respondents who ate in hotel dining rooms or coffee shops were asked what they thought of the quality of the food, service, price, and other. Almost three-fourths of the visitors (74.2%) regarded the quality of food as either excellent or good, while more than half, (53.8%) believed prices were reasonable. Under "other" there were such comments as - lack of variety, and serves too large portions. The table below shows detailed opinions.

TABLE 7.
Opinions On Hotel Dining Rooms
(By Sex)

<u>Opinion</u>	<u>QUALITY</u>					
	<u>M</u>	<u>Percent</u>	<u>F</u>	<u>Percent</u>	<u>Total</u>	<u>Percent</u>
Excellent	142	33	107	33	249	33
Good	187	43	127	39	314	41
Fair	68	16	54	16	122	16
Poor	18	4	29	9	47	6
Varies	13	3	6	2	19	3
Other	4	1	4	1	8	1
Total	432	100	327	100	759	100

<u>Opinion</u>	<u>SERVICE</u>					
	<u>M</u>	<u>Percent</u>	<u>F</u>	<u>Percent</u>	<u>Total</u>	<u>Percent</u>
Excellent	127	30	75	23	202	27
Good	200	46	148	46	348	46
Fair	68	16	62	19	130	18
Poor	18	4	15	5	33	4
Slow	4	1	9	3	13	2
Varies	7	2	3	1	10	1
Other	5	1	8	3	13	2
Total	429	100	320	100	749	100

<u>Opinion</u>	<u>PRICE</u>					
	<u>M</u>	<u>Percent</u>	<u>F</u>	<u>Percent</u>	<u>Total</u>	<u>Percent</u>
Reasonable	223	54	175	54	398	54
High	147	35	99	31	246	33
Average compared with home city	38	9	45	14	83	11
Varies	8	2	5	1	13	2
Total	416	100	324	100	740	100

13. PREFERRED TYPES OF EATING PLACES

Visitors were asked: "If you do not eat in hotel dining rooms or coffee shops, what other types of places do you prefer? (a) restaurants with table service, (b) restaurants with counter service, (c) cafeteria, (d) night clubs, (e) prepare own meals, (f) other (specify)?"

Tourists showed first preference for restaurants with table service. Cafeterias ranked next in importance with 22.6%. Twelve percent preferred to prepare their own meals. There was little difference between the preference of men and women except a much larger proportion of women preferred to prepare their own meals. The following table shows detailed preferences:

TABLE 8.

Preferred Types of Eating Places

	<u>Total</u>	<u>Percent</u>
1. Restaurant with table service	952	50.9
2. Cafeteria	422	22.5
3. Prepare own meals	226	12.1
4. Restaurant with counter service	140	7.5
5. Night clubs	121	6.5
6. Other	10	.5
Total	<u>1871</u>	<u>100.0</u>

A number of respondents indicated more than one preference.

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Visitors were asked: "If you do not eat in hotel dining rooms or coffee shops, what other types of places do you prefer? (a) restaurants with table service, (b) restaurants with counter service, (c) cafeteria, (d) night clubs, (e) prepare own meals, (f) other (specify)?"

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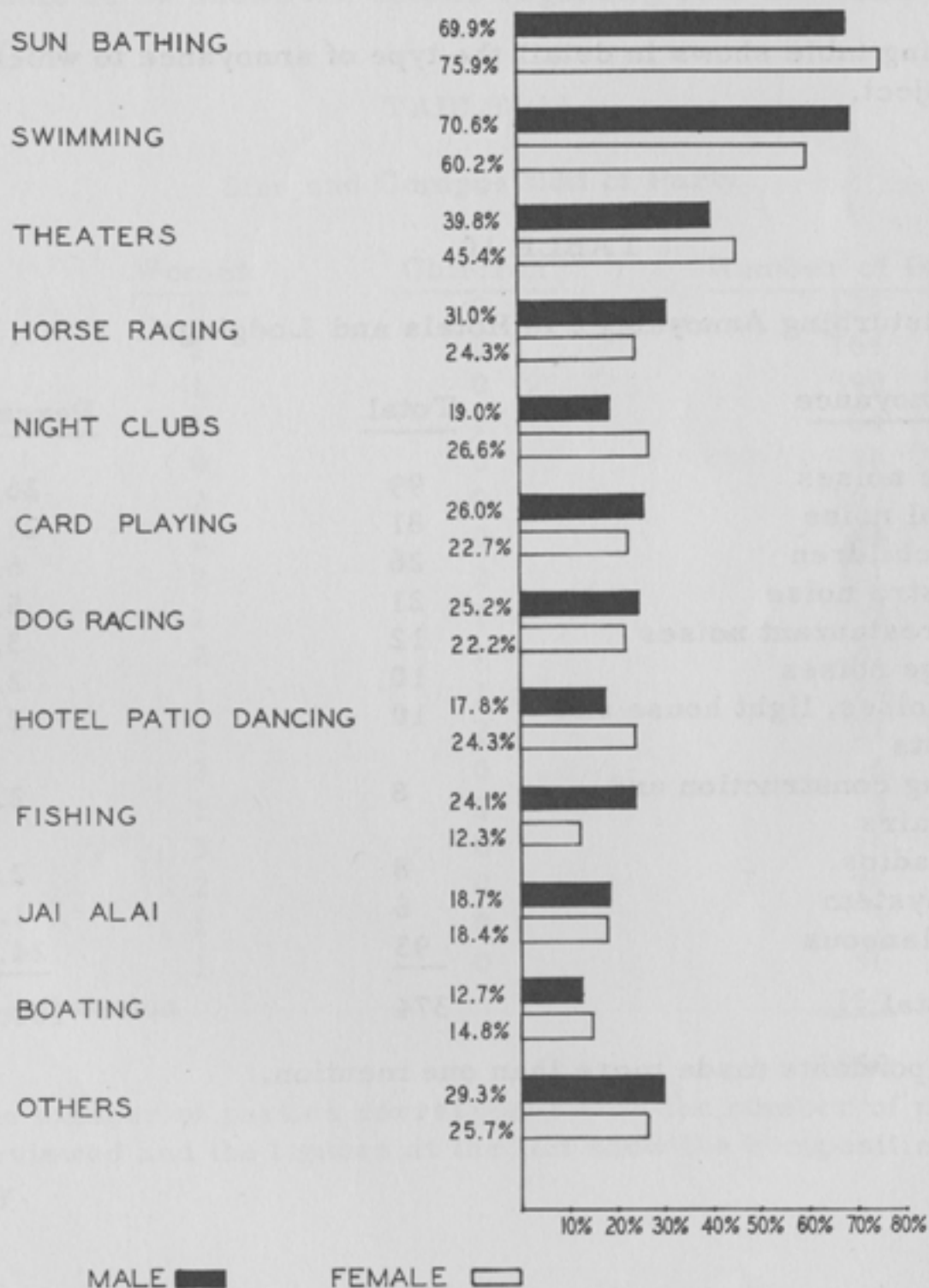
15. PREFERRED FORMS OF RECREATION

Swimming and sun bathing as in last year's survey were high on the list of favorite forms of amusement. Men listed swimming first and sun bathing second, while women indicated sun bathing first and swimming second. Horse racing was fourth for men and sixth for women. The following chart shows the answers to the question concerning the tourists' favorite forms of recreation along with a comparison of the results of last year's survey.

CHART VII

FAVORITE FORMS OF AMUSEMENT

1949



14. REASONS FOR PATRONIZING FAVORITE EATING PLACE

The question "Why do you prefer these eating places?" was asked of those visitors who did not eat in hotel dining rooms or coffee shops as shown in Table 8. Service was found to be the most important requirement by both men and women, with more variety second and convenient location third as shown in the table below.

TABLE 9.

Reasons for Patronizing Favorite Eating Place

	<u>Total</u>	<u>Percent</u>
1. Service	577	28.1
2. Variety	352	17.2
3. Convenient Location	265	12.9
4. Good Food	216	10.5
5. Reasonable Price	157	7.7
6. Atmosphere	151	7.4
7. Entertainment	38	1.9
8. Courteous	23	1.1
9. Clean	11	.5
10. Relaxation and Comfort	9	.4
11. Other	86	4.2
12. No Comment	<u>165</u>	<u>8.1</u>
Total Mentions	2050	100.0

Several respondents made more than one mention.

17. SIZE AND COMPOSITION OF PARTY

In order to determine the size and composition of tourist groups the following question was asked: "How many are in your party, including yourself, adult male, adult female and children under 18?"

The number of persons coming to Florida alone this year was much smaller for men than last year, but approximately the same for women. Last year 42% of the men came alone while there were 19% this year. Last year 28% of the women came alone while this year approximately 26% came alone.

The table below shows the details regarding size and composition of party.

TABLE 11.

Size and Composition of Party

Men	Women	Children	Number of Parties*
1	0	0	173
0	1	0	164
1	1	0	590
1	1	1	64
2	0	0	38
0	2	0	101
2	2	0	44
2	2	2	1
2	1	1	3
1	2	1	21
0	1	1	23
1	1	2	31
2	3	0	5
1	1	3	3
0	3	0	15
1	2	0	76
3	1	0	3
2	1	0	36
Miscellaneous			<u>159</u>
Total			1550

* The number of parties corresponds with the number of persons interviewed and the figures at the left show the composition of each party.

16. DISTURBING ANNOYANCES IN HOTELS AND LODGINGS

It was considered important to determine whether there were any annoyances which disturbed tourists, and a question was asked, "Are there any annoyances in the place you are staying or its immediate neighborhood?" Approximately 90% did not answer this question which indicates a large percentage of tourists in the Greater Miami area have no complaint about annoyances in hotels and apartment houses. Practically all of the complaints had to do with noises of some kind with traffic noises coming first. It is interesting to note that loudly playing radios and the public address system were mentioned only fourteen times.

The following table shows in detail the type of annoyance to which visitors object.

TABLE 10.

Disturbing Annoyances in Hotels and Lodgings

<u>Type of Annoyance</u>	<u>Total</u>	<u>Percent</u>
1. Traffic noises	99	26.4
2. General noise	81	21.6
3. Noisy children	26	6.9
4. Orchestra noise	21	5.8
5. Hotel restaurant noises	12	3.2
6. Garbage noises	10	2.7
7. Navy noises, light house and boats	10	2.7
8. Building construction and repairs	8	2.1
9. Loud radios	8	2.1
10. P. A. system	6	1.6
11. Miscellaneous	93	24.9
Total:	374	100.0

Several respondents made more than one mention.

18. AVERAGE DAILY EXPENDITURE

The study shows that in general men spend more than women although the difference between the expenditure by men and women is not so marked this year as it was last year. As compared with last year men of all age groups spent \$15.60 per day as compared with \$16.70 last year. Women spent this year \$13.30 as compared with \$12.60 last year. Average daily expenditure per person this year, all areas, both sexes, and all ages, is \$13.90. See stabilization chart below. For a complete description of average daily expenditures per person see table on the following page.

CHART VIII

AVERAGE DAILY EXPENDITURES PER PERSON
CUMULATIVE STABILIZATION CHART
1949

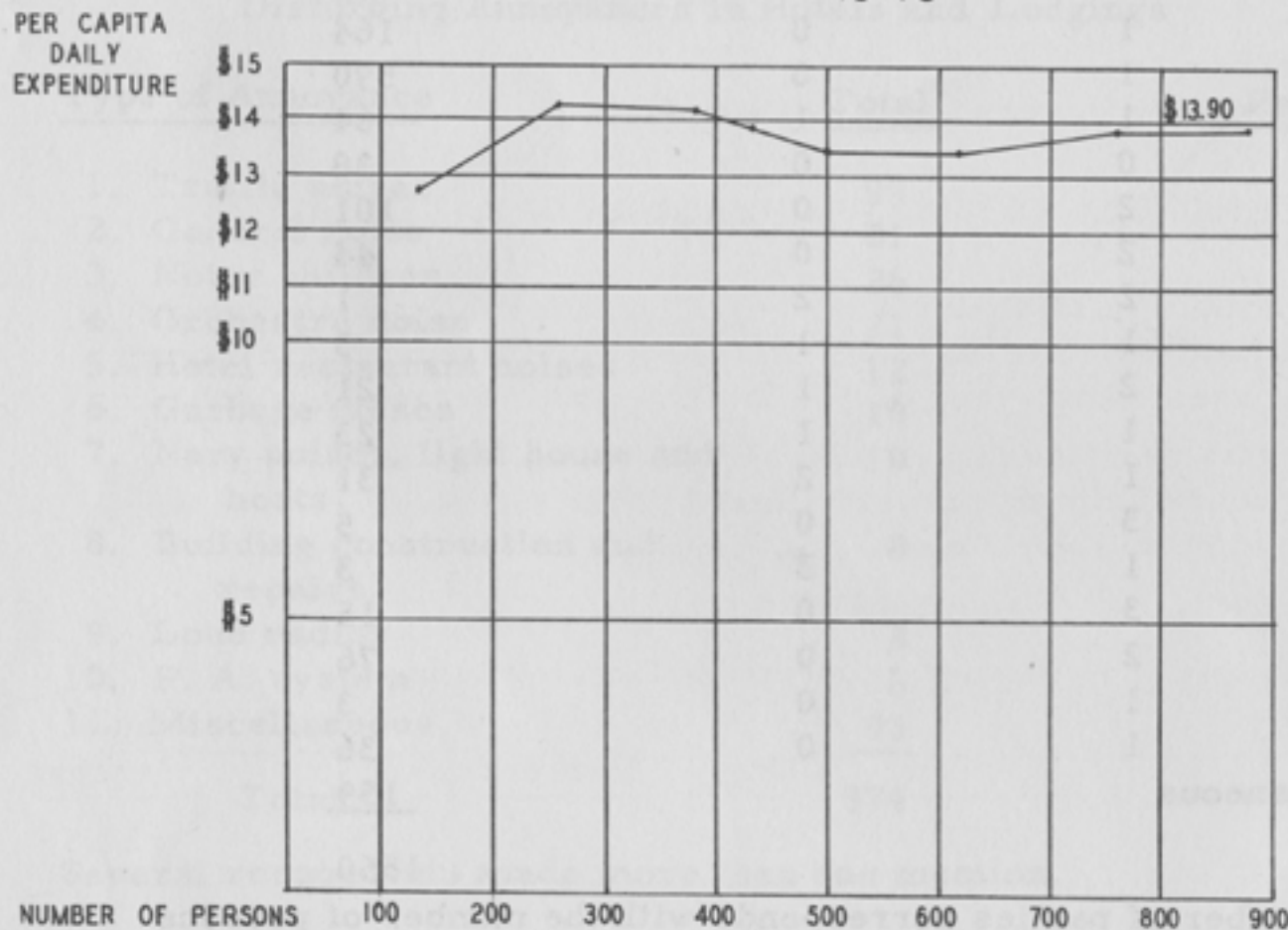


TABLE 12.

Average Daily Expenditure Per Person
By Geographical Areas

Area	Men Age Groups			All Age Groups
	Under 30	30 -50	Over 50	
Greater New York	\$ 13.40	\$ 14.80	\$ 14.50	\$ 14.60
Great Lakes (Ill., Mich., Ohio)	15.50	14.70	15.50	15.20
Penn., N. Y., and N.J.	10.30	15.00	13.70	14.10
Mass. and Conn.	15.70	17.50	13.10	16.00
Miscellaneous	13.00	16.40	14.60	15.60
Total all groups:				\$ 15.60

Area	Women Age Groups			All Age Groups
	Under 30	30 -50	Over 50	
Greater New York	\$ 14.60	\$ 12.30	\$ 11.90	\$ 12.90
Great Lakes (Ill., Mich., Ohio)	12.80	15.10	8.60	11.60
Penn., N. Y., and N.J.	10.80	11.60	15.40	12.10
Mass. and Conn.	13.10	11.80	12.50	15.00
Miscellaneous	13.80	17.10	11.00	15.10
Total all groups:				\$ 13.30

Averages are weighted by number in each group.

19. INTEREST IN BUYING PROPERTY IN GREATER MIAMI

Following the pattern of last year's survey a considerable percentage of visitors liked Greater Miami so much that they were interested in buying property in this area. Last year 38.9% indicated an interest in purchasing property while this year the figure was 34.5%. In answer to the question, "Have you considered buying property here?", the following results were discovered as shown in table below.

TABLE 13.

Interest in Buying Property in Greater Miami

	M	Percent	F	Percent	Both Sexes	
					No.	Percent
Yes	318	36.0	217	32.6	535	34.5
No	534	60.4	415	62.3	949	61.2
No Answer	32	3.6	34	5.1	66	4.3
Total:	884	100.0	666	100.0	1550	100.0

20. OPINIONS ON PROPOSED 5% GUEST TAX ON HOTEL ROOMS

In order to determine what tourists thought about a proposed 5% guest tax on hotel rooms the following question was asked of those who lived in hotels: "Florida proposes a 5% guest tax on hotel rooms. Do any of the following statements conform to your opinion: (a) I would consider another state for my winter vacation, (b) I would come to Miami, but stay a shorter time, (c) It would make no difference in my plans. (If neither of these fit, please give your own statement.)" There were 49.2% of those interviewed who were definitely opposed to such legislation. The following remarks opposed to the tax were made by visitors interviewed: "Last straw," "Outrageous," "Prices are high enough now," "Go to California or Arizona," "Mexico for me," "Consider the Bahamas," "Aren't they getting enough out of the tracks?" "Don't kill the goose which lays the golden egg."

This type of legislation was killed in the last legislature, and the original bill was killed in committee at this session of the legislature. The following table gives details of tourist opinions.

TABLE 14.

Opinions on Proposed 5% Guest Tax on Hotel Rooms

(a) Would go elsewhere for my winter vacation	-	277
(b) Would come to Miami, but stay a shorter time	-	192
Definitely opposed and might not come back	-	59
(c) Would make no difference in my plans	-	507
(d) Other comments (qualified reasons not fitting a, b or c)	-	17
No Comment	-	22

Summary

Definitely opposed to tax (combination of a and b)	-	528	49.2%
Makes no difference	-	507	47.2
Those who would come to Miami compensating for the tax by other means	-	17	1.6
No comment	-	22	2.0
Total		1074	100.0%

21. OCCUPATION AND MARITAL STATUS OF TOURISTS

In order to determine the occupation and marital status of tourists they were asked whether married or single and the occupation of the person interviewed, or if wife, what the husband's occupation was. Table 15. shows occupation. Table 16. shows marital status.

TABLE 15.
Occupation of Tourists

<u>Occupation</u>	<u>Male</u>		<u>Female</u>		<u>Husbands*</u>	
	<u>No.</u>	<u>Percent</u>	<u>No.</u>	<u>Percent</u>	<u>No.</u>	<u>Percent</u>
Business owners & Executives	533	58.8	25	3.9	284	69.4
Skilled workers	85	9.4	94	14.6	31	7.6
Retired	149	16.4	23	3.6	33	8.1
Professions	83	9.2	38	5.9	40	9.8
Unskilled workers	26	2.9	12	1.9	9	2.2
Unemployed	19	2.0	24	3.7	1	.2
Housewife			409	63.6		
No answer	12	1.3	18	2.8	11	2.7
Total	907	100.0	643	100.0	409	100.0

TABLE 16.
Marital Status of Tourists

<u>Age Groups</u>	<u>Male</u>		<u>Married</u>	
	<u>No.</u>	<u>Percent</u>	<u>No.</u>	<u>Percent</u>
Under 30	45	26.6	29	3.9
30 - 50	85	50.3	361	48.9
Over 50	39	23.1	348	47.2
Total	169	100.0	738	100.0

<u>Female</u>		<u>Married</u>		
<u>No.</u>	<u>Percent</u>	<u>No.</u>	<u>Percent</u>	
Under 30	106	52.7	77	17.4
30 - 50	64	31.8	261	59.1
Over 50	31	15.5	104	23.5
Total	201	100.0	442	100.0

Total Male Married - 738	81.6%	Total Female Married - 442	68.7%
Total Male Single - 169	13.4%	Total Female Single - 201	31.3%
Total Males - 907	100.0%	Total Females - 643	100.0%

* This category shows occupations of husbands of housewives.

22. WHY THEY LIKED GREATER MIAMI

It was believed one of the best indications whether tourists liked this area was to find out whether they would recommend it to their friends so visitors were asked, "Considering everything, would you recommend Greater Miami to your friends as a vacation area?" Yes, No, Why? Only six percent (93) of the visitors to Greater Miami said they would not recommend this area to their friends. Most of these gave as the reason "Too expensive." Those who answered "yes" to this question, 92.4% (1,432), gave climate as the outstanding reason. A small percentage, 1.6% (25), made no comment. The following table gives details of both favorable and unfavorable comments.

TABLE 17.

FAVORABLE COMMENTS (Reasons for Recommending)

	<u>Number</u>	<u>Percent</u>
1. Climate	771	48.4
2. Ideal	90	5.6
3. Recreation	83	5.2
4. Nice Here	68	4.3
5. Relaxation	67	4.2
6. Healthful	48	3.0
7. Beautiful	45	2.9
8. Clean Beaches	32	2.0
9. Entertainment	30	1.9
10. Friendly People	24	1.5
11. Miscellaneous	37	2.3
12. No Comment	<u>297</u>	<u>18.7</u>
Total	1592	100.0

UNFAVORABLE COMMENTS (Reasons for not recommending)

1. Too Expensive	57	52.3
2. Don't like the people	11	10.1
3. Crowded	8	7.3
4. Proposed 5% Hotel tax	4	3.7
5. No Comment	15	13.8
6. Miscellaneous	<u>14</u>	<u>12.8</u>
Total	109	100.0

Several respondents gave more than one answer.

SUMMARY

This survey as former surveys in the past have done brings out the importance of climate to the Miami tourist industry, as nearly half the visitors to this area would recommend it to their friends on that basis. The importance of these recommendations by previous visitors is also brought out by the fact that over half of the visitors this year to Greater Miami were influenced by former tourists.

As in previous surveys the majority of visitors came from the New York area. More people came by train and by plane this year as compared with last year, but fewer came by bus and those who brought their cars also decreased. This year few people had difficulty with train reservations with a smaller percentage arranging for hotel accommodations in advance. The chief reason given by tourists for a visit in February was the unpleasant weather conditions in their home states. The average length of stay (57 days) was found to be much longer than in most tourist areas.

Swimming and sun bathing again ranked high in the list of favorite forms of recreation. The average daily expenditure was about the same as last year with men spending a little less this year than last, and women a little more. As in last year's survey, a considerable percentage of the tourists expressed an interest in purchasing property here.

Most of the men were either owners of a business or business executives. A little more than 16% of the men were retired. A majority of the women gave housewife as their occupation with the professions ranking second. A little more than 81% of the male tourists were married, while 68.7% of the women were in this category.

REVISED SUPPLEMENT TO
A SURVEY OF THE TOURIST INDUSTRY OF GREATER MIAMI, 1949

Section 15, PREFERRED FORMS OF RECREATION.

The explanatory material in Section 15 refers to a comparison with the 1948 survey but Chart VII shows recreation preferences by sex for 1949 only. The following information is therefore necessary in order to make a comparison between 1948 and 1949 recreation preferences.

Based on Table IX, page 13 of the 1948 survey (Frey, Harold A. THE SOUTH FLORIDA VISITOR, Box 147, University of Miami, Univ. Br., Miami, Fla.) the following table has been developed with percentages comparable to those shown on Chart VII of the 1949 survey. The base used in figuring these percentages was the number of respondents - male 453 and female 281. On the 1949 chart percentages were figured in the same manner, -the base being male 907, female 643. The number of male mentions in 1948 was 1,543, female 1,014, while the 1949 survey showed male mentions to be 3,484, female 2,396. Most respondents made more than one mention. Rank in order of importance can also be compared.

FAVORITE FORMS OF RECREATION OF 1948 VISITORS

MEN			WOMEN	
<u>Rank</u>	<u>Form of Amusement</u>	<u>Percentage of Men Interviewed</u>	<u>Rank</u>	<u>Percentage of Women Interviewed</u>
1	Swimming	66.2%	2	65.8%
2	Beaches (sun bathing)	45.5	1	67.3
3	Theaters	31.3	3	41.6
3	Horse Races	31.3	4	26.0
6	Dog Races	26.5	4	26.0
5	Fishing	28.9	9	17.1
7	Jai-Alai	19.9	6	22.0
8	Night Clubs	18.1	8	19.6
9	Driving	15.5	7	21.7
10	Cards	15.3	10	14.6
12	Boating	13.2	11	14.2
11	Golf	13.4	12	8.2
	Other	15.5		16.7

Swimming increased in popularity for men but decreased for women. Sun bathing increased for both men and women but showed a very appreciable increase for men. Night clubs showed little change for men, but increased in popularity for women. Card playing increased for both men and women over 1948. Horse racing for men showed a very slight drop with a little larger decrease for women.

Section 20, HOTEL TAX

The legislature adjourned June 5 without passing the hotel tax, in fact no adequate revenue bill was passed. Governor Warren is expected to call a special session in the fall to provide additional taxes. It is quite likely a general sales tax will be passed at that time.

CHARTS - Tables supporting the charts shown in the 1949 survey are available. If interested, contact Victor W. Bennett, University of Miami, Univ. Branch, Miami, Florida.

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3	Theaters	31.3%	3	41.9%
4	Horse Races	31.3%	4	26.2%
5	Day Races	28.2%	5	26.0%
6	Fishing	28.2%	9	17.1%
7	Jai-alai	19.9%	6	22.0%
8	Night Clubs	18.1%	8	19.8%
9	Driving	16.8%	7	21.7%
10	Golf	15.3%	10	14.2%
11	Boating	13.2%	11	14.2%
12	Golf	12.4%	12	8.2%
13	Other	12.2%	13	16.7%

Swimming increased in popularity for men but decreased for women. Sun bathing increased for both men and women but showed a very appreciable increase for men. Night clubs showed little change for men, but increased in popularity for women. Golf playing increased for both men and women over 1948. Horse racing for men showed a very slight drop with a little larger decrease for women.

SECTION 20. HOTEL TAX

The legislature adjourned June 8 without passing the hotel tax, in fact no separate revenue bill was passed. Governor Harney is expected to call a special session in the fall to provide additional taxes. It is quite likely a general sales tax will be passed at that time.

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