

Linking the Economy and Environment of Florida Keys/Florida Bay

VISITOR PROFILES: FLORIDA KEYS/KEY WEST

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National Ocean Service
National Oceanic and Atmospheric Administration
U.S. Department of Commerce



THE FLORIDA KEYS & KEY WEST
Come as you are

Monroe County Tourist Development Council

The
Nature
Conservancy
Florida Keys Initiative


The University of Georgia
College of Agricultural and Environmental Sciences
Department of Agricultural and Applied Economics



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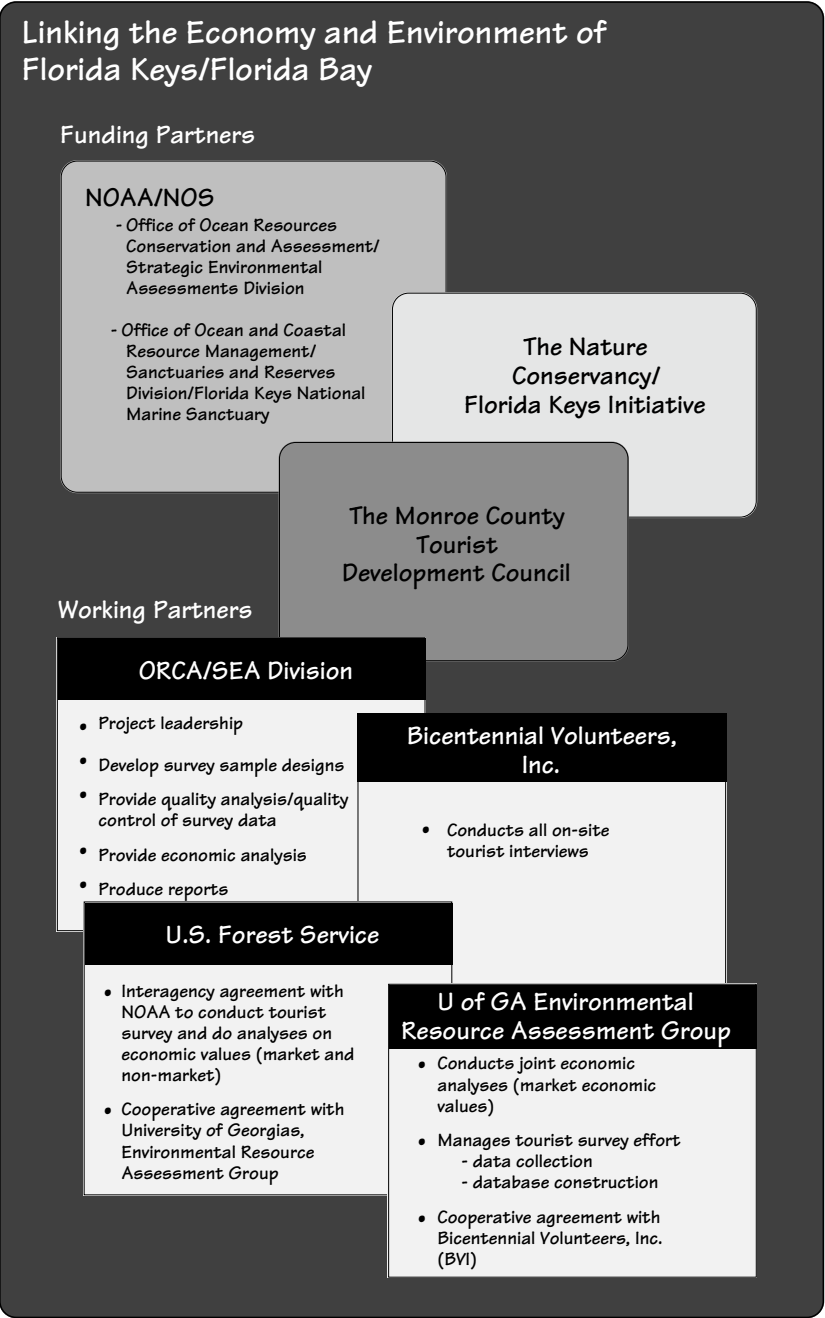


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Southern Forest Research Station, Outdoor Recreation and Wilderness Assessments Group, and I have been working together for about ten years. Ken originally created the Public Area Recreation Visitors Survey (PARVS) which now is known as CUSTOMER. PARVS and CUSTOMER have involved almost every state and federal agency and many local agencies that manage outdoor recreation resources or areas. Ken created the existing institution for data collection and analysis on which this project is based. So a special thanks to Ken and we hope to continue our working relationship which we feel has been a tremendous value to the Nation. We would also like to thank John Bergstrom of the University of Georgia's, Environmental Assessment Group and Department of Applied and Agricultural Economics. John's group was responsible for the visitor survey data collection. A very special thanks goes to Jeff Teasley who served as the projects survey coordinator. Jeff did an outstanding job. This was one of the largest most complicated surveys to ever be conducted and Jeff did an outstanding job from questionnaire development to data base delivery. Every step of the way Jeff was the ultimate professional.

In my mind, the most important contribution to this project was that of the Bicentennial Volunteers, Inc. (BVI). This group is made up primarily of retired workers and spouses from the Tennessee Valley Authority. This group volunteers their time to many public projects. Over twenty volunteers participated in this project. These people are very dear to us and we believe they have changed the perception of survey research. Most people have viewed survey research as a necessary evil of gaining important information. But with the Bicentennial Volunteers survey research becomes a marketing tool. We believe most if not all of the 20 or so thousand visitors that came into contact with the volunteers on their stay in the Florida Keys/Key West came away with a positive attitude about the area. We feel that Bicentennial Volunteers were ambassadors for the Florida Keys/Key West. So we would like to especially acknowledge the contribution of the Bicentennial Volunteers. Volunteers that participated were U.G. and Frances Wilson, Robert and Betty Shirley, Elaine Thomas, Robert and Jean Risner, Glenn and Delores Tankersley, J.W. and Bobbie Thomasson, George and Maxine Haynes, Donald and Peggy Ruchotzke, James and Ruby Snider, Dave and Pat Holton, and Robert and Marjorie Harris. Although each one of these volunteers were special, we want to extend a special thanks to Dave Holton for stepping in during the summer survey to serve as the volunteer coordinator and to U.G. and Frances Wilson for coordinating the winter survey effort. We would also like to thank Helen Gray at BVI headquarters for all her help in recruiting volunteers.

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Other Major Contributors

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As mentioned above, many hotels provided us with free meeting places during project design and provided free rooms to our volunteers both during the summer and winter interviewer training sessions. This was an enormous contribution. Special thanks goes to Marina Del Mar, Banana Bay Resort & Marina, Sombrero Resort & Lighthouse Marina, Hawk's Cay Resort & Marina, Faro Blanco Marine Resort, the Key Largo Sheraton, and the Key West Hilton.

We would like to thank the owners and managers of the over 150 businesses in the Florida Keys/Key West that gave us permission to interview their customers and provided a warm welcome to the Bicentennial Volunteers. Here we would also like to note the special contributions made by various members of the community in helping us design our sample of survey sites and working with us to gain support among the community for the project. We would like to thank Ginna Drake of the Key Largo Chamber of Commerce, Rachel Lockhart of the Islamorada Chamber of Commerce, Ray Kitchener of the Greater Marathon Chamber of Commerce, Carol Fisher of the Lower Keys Chamber of Commerce and Virginia Panico of the Key West Chamber of Commerce. We would also like to thank the several charter boat captains and backcountry and flats fishing guides for help in selecting appropriate survey sites. We would like to thank Captain Bill Wickers, Captain Mike Collins, Captain Tina Brown and Captain Gary Ellis. For dive shops, we would like to extend a very special thanks to Joe Rudzic of Southpoint Divers in Key West and to Captain Spencer Slate of the Atlantis Dive Shop in Key Largo and the Chairman of the Keys Association of Dive Operators (KADO). Spencer Slate's contribution went beyond just helping us choose a sample of dive shops. Spencer was one of the original organizers of an effort to conduct a visitor survey. Early on Spencer struck a bargain with us that he would do anything it took to get the survey going if we could figure out a way to get it done. Spencer being a Conch was naturally a bit skeptical of federal involvement. At each of our meetings Spencer would always say here's Bob he is from the federal government and he is here to help. I hope we earned Spencer's trust and delivered the product he so tirelessly helped us achieve.

I would like to thank Ken Vrana of the Michigan State University's Center for Underwater Resources Management and Ed Mahoney of Michigan State University's Department of Parks and Recreation for their early assistance with project support. Ken and Ed committed a lot of time reviewing and advising us on sample design, survey methodologies, planning for future analyses and for ultimately how the information will be used. Ken and Ed volunteered all their time and effort and it is deeply appreciated.

And finally, I would like to thank Pam Rubin, the Strategic and Environmental Assessments Division editor, for providing many helpful suggestions and making the report more readable. Of course any errors in substance or content of the report are solely the responsibility of the authors.

Foreword

The modern tourism-based economy of the Keys began with studies by the Federal Emergency Relief Administration and a make-over of Key West in the 1930s. The traditional foundations of the Keys' economy had collapsed, and after studying our options we turned to tourism for new opportunities. We owe our success to a combination of the natural assets of the Keys environment, the entrepreneurial energy of our business community, and critical assistance from government. The study before you is the product of a new partnership that mirrors these three contributors: environment, business, and government.

Tourism, like any business, changes over time. To ensure our continued success in today's highly competitive tourism market, above all we need to understand the changing interests and expectations of our customers.

The accompanying report provides information about who our visitors are, why they come here, how they spend their time and money, and how well the Keys meets their expectations. In short, this is the information we need to market the Keys most effectively and keep our customers satisfied.

The report also puts some facts and figures behind an important aspect of Keys tourism -- its dependence on a healthy environment. Everyone who lives here or does business in the Keys understands this relationship in principle. Balancing environmental protection with economic opportunity requires more than principle, however; it requires making difficult decisions. How well we strike this balance will determine the future of the Keys, and we owe it to ourselves to work from the best available information. Among other things, this study shows we have a visitor base that appreciates our unique environment, and we can expect them to appreciate as well our efforts to protect it.

Michael Ingram

Chairman of the Board
Monroe County Tourist Development Council

Preface

This is the first report in a series that is being developed as part of the project entitled "Linking the Economy and Environment of the Florida Keys/Florida Bay." The overall project objectives are to 1) estimate the market and nonmarket economic values of recreation/tourism uses of the marine resources of the Florida Keys/Florida Bay ecosystem; 2) provide a practical demonstration of how market and nonmarket economic values of an ecosystem can be considered an integral component of the economy of a region when formulating sustainable development objectives and policies; and 3) foster cooperative management processes.

To achieve the above objectives it is necessary to develop information about the users of the marine resources, the way users interact with the resources (their recreation activities), the amount and pattern of spending associated with their uses, and users' assessments of natural resources, facilities and services. It is also important to develop the necessary tools to analyze the information in practical applications.

The project provided for the design and implementation of a survey of both residents and nonresidents of Monroe County with respect to their recreational activities in the Florida Keys/Florida Bay Area, and analyses of the data collected to provide the following:

- Estimation of the number of residents and visitors to the Florida Keys and Florida Bay by type of use, along with estimation of the extent of use by geographic areas (Upper Keys, Middle Keys, Lower Keys, Key West, and access to Florida Bay through Everglades National Park).
- Development from survey data of profiles of residents and visitors including age, race/ethnicity, sex, income, education, place of residence, activity participation and spending in the local and regional economy.
- Estimation of the economic contribution (sales, employment, output and income) of both resident and visitor recreational uses of the Florida Keys and Florida Bay to the Monroe County economy and the South Florida regional economy.
- Estimation of the net economic user value of marine resources in the Florida Keys and Florida Bay.
- Importance and satisfaction ratings with respect to natural resources, facilities, and services and an assessment of the importance of water quality and abundance and diversity of sealife as attractions for visitors to the area.

The project is being conducted through a unique partnership between federal and local agencies and a private nonprofit organization. Two offices within the National Oceanic and Atmospheric Administration (NOAA): The Office of Ocean Resources Conservation and Assessment, Strategic Environmental Assessments Division and the Office of Ocean and Coastal Resource Management, Sanctuaries and Reserve Division, Florida Keys National Marine Sanctuary; The Nature Conservancy, Florida Keys Initiative (TNC); and The Monroe County Tourist Development Council (TDC) have entered into a cooperative agreement. These are the "funding partners."

The actual conduct of the project is done by the "working partners." NOAA's Strategic Environmental Assessments Division is the lead working partner and has an interagency agreement with the U.S. Forest Service's Southern Forest Research Station, Outdoor Recreation and Wilderness Assessment Group to conduct the survey of visitors to the Florida Keys and Florida Bay area, and to jointly conduct economic analyses of the data. The U.S. Forest Service has a cooperative agreement with the University of Georgia's Environmental and Resource Assessment Group and the Department of Applied and Agricultural Economics Department to conduct the visitor survey and to provide an economist to assist in estimating the economic contribution of both resident and visitor uses of the Florida Keys and Florida Bay Area. The University of Georgia has a cooperative agreement with Bicentennial Volunteers, Inc. to conduct all on-site interviews in the visitor surveys. Florida State University's Policy Sciences Program, Survey Research Center is conducting the survey of residents of Monroe County.

This report provides the detailed profiles of visitors to the Florida Keys/Key West portion of the Florida Keys and Florida Bay area. Future reports will provide similar information for visitors that accessed Florida Bay through Everglades National Park and for residents of Monroe County, and will address all of the items listed

above.

This report is intended for all people involved in planning, managing or providing natural resources, facilities and services to visitors of the Florida Keys/Key West. A great deal of information is presented. There are 90 appendix tables that include an enormous amount of detail on visitors and their activities. The report should serve as a handy reference and should be considered a statistical abstract of visitors to the Florida Keys/Key West. Even though an enormous amount of information is presented here, the data bases from which this report was generated are much richer in content. We encourage users to explore further this rich source of information by making special requests or obtaining the data bases themselves. The data bases will be available for public distribution in February 1997.

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Chapter 1.

Sampling Methodologies and Estimation Methods

Survey Sampling Methods

The project involved multiple objectives. Project objectives were decided upon by the funding partners and were based largely on a community meeting held in Key Largo in September 1993. This meeting was organized by Duncan Mathewson of the Center for Shipwreck Research, and Ken Vrana and Ed Mahoney from Michigan State University's Center for Maritime and Underwater Resources Management (CMURM), at the request of Spencer Slate, Chairman of the Keys Association of Dive Operators (KADO). Although the original focus of the meeting was a survey of divers, a consensus called for a study covering all recreation activities in the Florida Keys/Key West. Detailed estimates of activity participation in 68 activities are included in this report.

A relatively complicated sample design was required to achieve the project's multiple objectives. No one sample of visitors employing one survey instrument (questionnaire) could achieve all project objectives. Figure 1.1 shows the sample design employed and the objectives achieved with each sample or subsample. Two separate surveys of visitors (non-residents of Monroe County that did at least one recreation activity) were used: the Auto, Air and Cruise Ship Survey and the CUSTOMER Survey.

Auto, Air and Cruise Ship Survey. This survey was a stratified random sample of all recreating visitors to the Florida Keys/Key West. The sample was

stratified by mode of access (e.g., Auto, Air and Cruise Ship). There were three components of this survey: the on-site survey, the expenditure mailback survey, and the satisfaction mailback survey. Figure 1.1 shows the general types of information obtained from each of the three survey components.

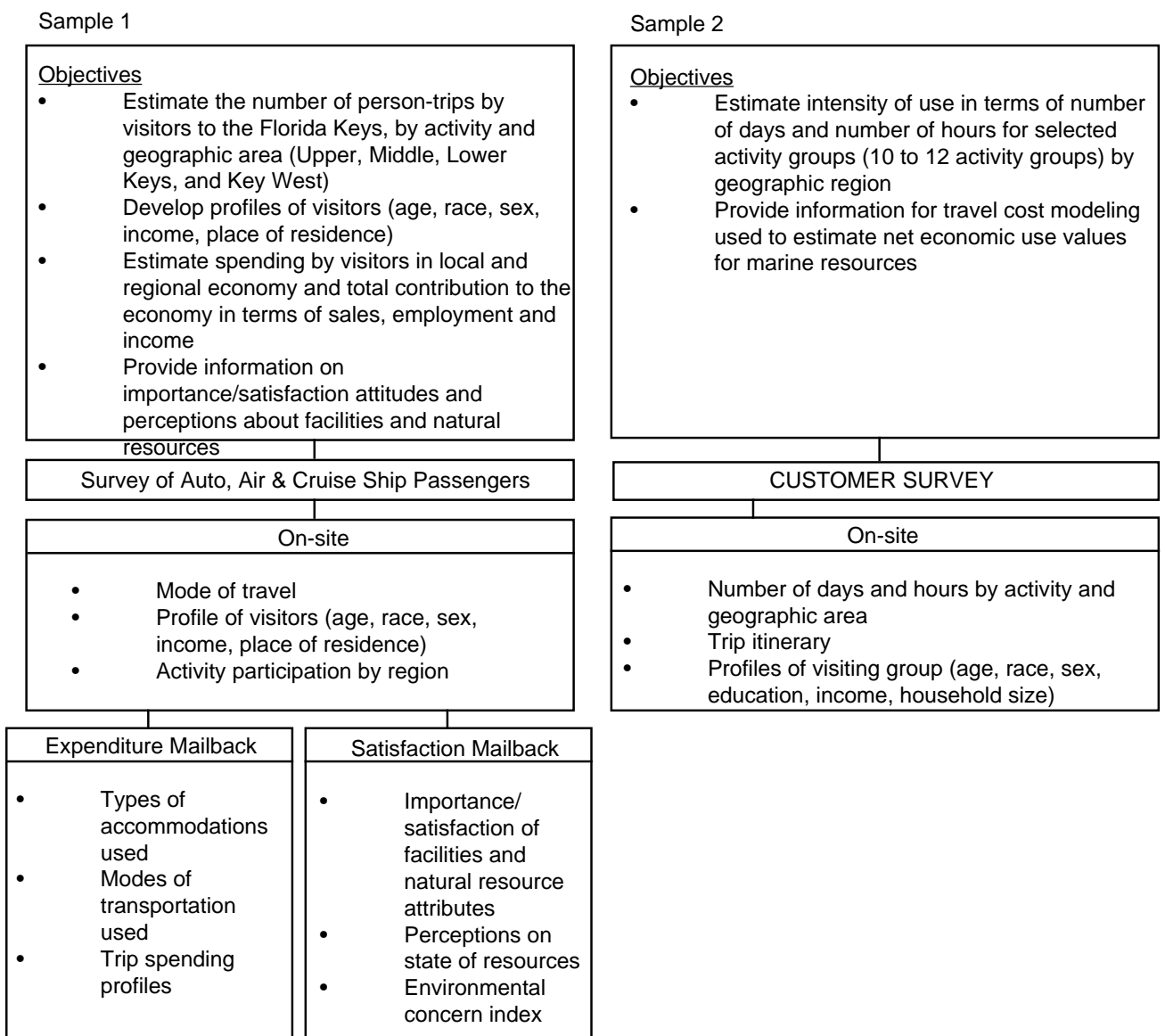
The on-site survey was conducted face-to-face with visitors in parking lots off U.S. 1 (Auto survey), at the terminals in the two commercial airports (Key West and Marathon), and at the cruise ship docks in Key West (Truman Annex and Mallory Square). An important feature of this sample design is that it allowed us to estimate the total number of visitors to the Florida Keys/Key West. The details of this sample design and how total visitation was estimated can be found in Leeworthy, 1996.

Based on past research and several public planning meetings it was determined that samples during two different seasons were required. Visitors during July-August 1995 and during January-April 1996 were surveyed. In this report, the July-August 1995 sample was used to estimate all measurements for the June-November 1995 season, while the January-April 1996 samples were used for the December 1995 - May 1996 season. Estimates from these two six-month periods are combined to provide either annual totals or weighted annual averages. Table 1.1 shows the number of completed interviews for each component of the survey by mode of access and season. The distribution of completed interviews by mode of access are not equal to the distribution of the estimated number of visitors by mode of access and season. This was true for two reasons. First, there was not enough information available to exactly stratify the

samples. No one had ever estimated the total numbers of visitors by mode of access. Second, even if those estimates were available, what was wanted were reliable estimates of most project measurements for visitors by mode of access. Therefore, air and cruise ship passengers were over-sampled. Post-sample weighting has been applied to the data to adjust for over and under-sampling by mode of access. Again, the details of the sample weighting methods are discussed in Leeworthy, 1996.

The expenditure and satisfaction mailback surveys were conducted by asking visitors who participated in the on-site survey if they would agree to participate in a follow-up mailback survey. Visitors were handed a bookmarker brochure which described a sweepstakes/lottery in which they would have a chance to win a vacation to the Florida Keys/Key West, if they returned completed mailback questionnaires. Returning both questionnaires would give them two opportunities to win. For cruise ship passengers, a shorter version of the expenditure questionnaire was designed since cruise ship passengers were on relatively short stays. Mailback response rates were about average when compared with past experience with combination on-site/mailback surveys. Response rates varied from a low on the July-August 1995 expenditure mailback of 38 percent to a high of 53 percent for the January-April 1996 satisfaction mailback. The satisfaction mailback had higher response rates in both seasons. Response rates were higher for both mailbacks during the January-April 1996 season. Part of this is probably attributable to the fact that almost half the visitors during the July-August 1995 season were residents of Florida, while only about 18 percent were from

Figure 1.1 Linking the Economy and Environment of the Florida Keys/Florida Bay



Florida during the January-April 1996 season. The chance to win a vacation to the Florida Keys/Key West may not have been as much of an incentive to Florida residents, especially South Florida residents.

Because not all visitors responded to the mailback surveys, analyses were conducted to determine if samples might result in non-response bias. Low response rates alone are not sufficient to determine the existence of non-response bias. One may not have non-response bias

with samples with very low response rates; however, the probability of non-response bias increases as response rates decline. Significant differences were found in response rates by mode of access, age, race/ethnicity, household income and whether the visitor was from a foreign country. However, there were only a few questions in the satisfaction mailback where there were significantly different answers explained by any of these factors. Household income was important for many expenditure items, as expected. It was con-

cluded that some non-response bias was present, so adjustments were made by weighting the samples to be representative of the on-site samples across all these factors.

CUSTOMER Survey. This survey was primarily designed to provide information for estimating the number of days and hours (intensity) of activity in each of the four regions of the Florida Keys/Key West. The Auto, Air and Cruise Ship Survey was used to estimate the number of visitors that did each of 68 activities in each of the

four regions; this survey added the intensity of a selected set of the 68 activities. CUSTOMER collected days and hours of activity for 39 of the 68 activities which are organized for presentation in 12 major activity/activity groups. The survey also provides detailed demographic profiles on up to eight people in a recreating party. Whereas the demographics for the Auto, Air and Cruise Ship Survey was limited to visitors age 16 and older, the CUSTOMER Survey gathered information on visitors of all ages.

The CUSTOMER Survey is not a true stratified random sample because little information was available on the numbers of different types of visitors by activity or region. In designing this sample, local knowledge was relied upon to get representative samples of visitors for each of the activities in each of the regions. The Chambers of Commerce in the Florida Keys/Key West, The Monroe County Tourist Development Council, the Keys Association of Dive Operators (KADO), several charter boat fishing captains and fishing guides, and local, state and federal park managers helped select over 200

survey sites throughout the Florida Keys/Key West. Sites included resorts, hotels and motels, campgrounds, marinas, parks, wildlife and natural areas, dive shops and snorkeling concessions, bridges (and shorelines adjacent to bridges), beaches, museums, and historic areas. As with the Auto, Air and Cruise Ship Survey the survey was conducted face-to-face; however, the CUSTOMER Survey was considerably longer and took from 5 to 30 minutes to complete. Table 1.2 shows the distribution by region and season for the number of completed interviews. The July-August 1995 sample contained demographic

Table 1.1. Number of Completed Questionnaires By Mode of Access and Season: Auto Air and Cruise Ship Samples

Mode of Access	July - August 1995			January - April 1996		
	On-site	Satisfaction Mailback	Expenditure Mailback	On-site	Satisfaction Mailback	Expenditure Mailback
Auto (U.S. 1)	922	432	332	1,643	861	754
Air	198	92	83	387	219	188
Key West	168	79	54	230	128	106
Marathon	30	13	29	157	91	82
Cruise Ship	214	104	90	220	104	94
Total	1,334	628	505	2,250	1,184	1,036

Table 1.2. Number of Completed Questionnaires By Region and Season: Customer Survey

	July - August 1995		January - April 1996		Total
Upper Keys	363	20.38	681	24.24	1,044
Middle Keys	562	31.56	802	28.55	1,364
Lower Keys	472	26.50	559	19.90	1,031
Key West	384	21.56	767	27.31	1,151
Total	1,781	100.00	2,809	100.00	4,590

information on over 5,900 visitors, while the January-April 1996 survey contained demographic information on over 7,900 visitors.

Because the CUSTOMER Survey was not a true stratified random sample, the sample had to be weighted using the results of the Auto, Air and Cruise Ship Survey. An important difference between the two surveys is that the CUSTOMER Survey did not include many visitors from the cruise ships because of their relatively short stays. Only one cruise ship visitor was included in the July-August 1995 sample and only four in the January-April 1996 sample. Visitors who accessed the Florida Keys/Key West by boat (private boat) were included in the CUSTOMER Survey. About one percent of the July-August 1995 sample came by boat, while less than one-half of one percent came by boat during the January-April 1996 sampling period. The CUSTOMER Survey is, however, primarily restricted to Auto and Air visitors. CUSTOMER samples were weighted to reflect the relative distribution of visitors by the Auto and Air modes of access.

Estimation of the Number of Visitors

As mentioned above, the Auto, Air and Cruise Ship Survey was designed to estimate the total number of visitors to the Florida Keys/Key West. This was done in the auto survey by randomly selecting vehicles heading north on U.S. 1 at about the 105-mile marker. Traffic signs were deployed on both sides of the northbound lanes informing drivers of the traffic survey. Two police units with their emergency lights on were placed on both sides of the northbound lanes in order to slow the traffic. One off-duty police officer pointed at a vehicle (vehicle chosen randomly) and directed it to a parking lot. Traffic

cones were deployed to direct drivers into the parking lot. During the July-August 1995 sampling period, the Key Largo Elementary School parking lot and the Thom Thumb Store at Taylor Drive and U.S. 1 were used, while only the Thom Thumb Store parking lot was used during the January-April 1996 sampling period. Drivers were greeted in the parking lots by a member of the Bicentennial Volunteers (police officers simply controlled traffic and did not make contact with the drivers). The volunteer screened vehicles for nonresidents of Monroe County who did at least one recreation activity in the Florida Keys/Key West and were ending their visit. Non-qualifying persons or persons refusing to participate were quickly guided back onto U.S. 1. The occupants' status (recreating visitors, non-recreating visitors, Monroe County residents) was recorded on a tally sheet; this was used to estimate the proportion of vehicles containing each type. The on-site questionnaire provided the information required to estimate the number of people per vehicle. Other adjustments were necessary to convert the proportion of vehicles containing recreating visitors before it could be applied to the total traffic counts of vehicles heading north on U.S. 1 from the Florida Department of Transportation. The traffic counts had to be adjusted for the proportion of eligible vehicles to be selected by the officers. Commercial vehicles, tractor trailers, school buses, or tour buses were not pulled over. Traffic on U.S. 1 was sampled and the proportion of eligible vehicles that would contain recreating visitors was determined. The method of estimating the number of visitors was to estimate the total number of vehicles that contained recreating visitors and multiply this by the average number of visitors per vehicle.

For the airport surveys, the Bicentennial Volunteers set up at the terminals during selected days and times and screened passengers using a tally sheet similar to the auto survey. Again, passengers were screened for being non-residents of Monroe County who had participated in at least one recreation activity on their current visit. The proportion of visitors identified as recreating visitors was then multiplied by the number of people boarding all airplanes out of each airport (enplanement data from the airport authority).

For the cruise ship survey, the Bicentennial Volunteers set up on the docks at Truman Annex and Mallory Square and used similar screening criteria as in the air and auto surveys, except that all non-residents of Monroe County were assumed to have done some recreation activity. In fact, all of those interviewed did do at least one of the activities on our list. However, not everyone on the ships disembarks in Key West. Ships in both seasons were sampled. Counts were made of the number of people that got off the ships and this was compared with the reported number of passengers. For ships that anchored and ferried their passengers to Truman Annex, less than 100 percent of the passengers got off the ships. A weighted proportion was used in deriving the number of cruise-ship passengers.

Although this project was designed for recreating visitors, the information herein could also be used to estimate the total number of visitors to the Florida Keys/Key West. In Chapter 2, estimates of non-recreating visitors are reported; however, the rest of this report focuses solely on recreating visitors.

How to Use this Report

Chapters 2, 3 and 4 contain summaries of a great body of information. Summaries of key features of the data are presented in each chapter and significant differences are highlighted. By significant differences, it is meant that formal statistical tests have been performed and the differences highlighted are statistically different. The details of these tests are not presented but are available from the authors on request. At the end of each section of each chapter, a list of appendix tables are presented that include full details on the information summarized in the section. Users are guided to these tables for much more detail on the particular topic covered in the section. There are a total of 89 appendix tables in this report. The appendix tables serve as a statistical abstract for visitors to the Florida Keys/Key West and should serve as a handy reference tool.

Chapters 2, 3 and 4 plus the appendix tables report an immense body of information. However, the visitor data base will support further views of this information. Chapters 2, 3, and 4 attempt to communicate the many dimensions of the information available. In Chapter 2, the seasonal dimensions of the information are shown. In Chapter 3, the mode of access and seasonal dimensions of the data are shown. In Chapter 4, the focus is on foreign visitors. Chapter 4 is intended as a model for future requests for special views of the information. For example, a chapter on those that participated in snorkeling or scuba diving could have been developed to provide detailed profiles of these visitors. All the data and documentation are available from the authors on request. Development of special-

ized reports will also be considered.

Double-counting. It is important to note that care must be taken in interpreting many of the estimates provided here with respect to visitation by region and activity participation. For example, it is not appropriate to add the number of visitors to the Upper Keys, Middle Keys, Lower Keys, and Key West to arrive at the total number of visitors to the entire Florida Keys/Key West. The reason is that many visitors visit more than one area of the Florida Keys/Key West. Our definition of visitation requires more than visitor presence; it required that they participated in at least one recreation activity in the region. Estimates for multiple region visitation that eliminate double-counting have been provided. So the estimate of the number of visitors that did recreation activities in the Upper and Middle Keys will be less than simply adding the number of visitors to the Upper Keys and the number of visitors to the Middle Keys. This is also true for the number of participants in each recreation activity. You cannot add the number of participants in two different recreation activities to get the total number of participants that did both of those activities. Again, the reason is that visitors engage in more than one activity. Forty-one (41) aggregated activities were formed from the original list of 68 activities. These 41 activities contain no double-counting. So the estimates of the total number of visitors that participated in **all snorkeling** is less than that obtained by adding the number of participants in **snorkeling from a boat and snorkeling from shore**. This type of double-counting has been eliminated from the reported estimates.

For further details on information presented in this chapter, see Leeworthy, 1996.

Chapter 2.

Profiles of Users by Season

Number of Person-Trips (visits) and Person-days

The sampling design used in the Auto, Air, and Cruise Ship Survey made it possible to estimate the number of person-trips to the Florida Keys made by non-residents of Monroe County by season and mode of travel (access) to the Florida Keys. The measurement "person-trips" must be differentiated from the number of visitors and the number of visitor days or person-days.

Concept of a Person-trip. For any given day, the number of person-trips and the number of visitors is the same. But once the time period for estimation is expanded beyond one day, then the possibility exists that the same person can make more than one trip (visit). Because visitors are interviewed as they are leaving the Florida Keys (ending their visit), a visitor is counted each time they visit the Florida Keys. This is the concept of a person-trip or visit. We can use these two terms interchangeably.

Number of Visitors. The number of person-trips (visits) and the number of visitors are two measurements that have long been a source of confusion. The State of Florida's Division of Tourism has long confused these two measurements. For the two measurements to be equivalent requires that for the given time period of estimation, each person only makes one visit (trip). Although this is true for the vast majority of visitors, it is not true for all visitors. In the Florida Keys/Key West, visitors during the July-August 1995 sampling period made on average 5.12 trips annually, while

visitors during the January-April 1996 sampling period made on average 2.42 trips annually. Dividing the total number of person-trips (visits) by the average number of trips (visits), for any given time period, yields an estimate of the separate number of visitors. That is, the separate number of different people that visited the Florida Keys/Key West during the given time period. The separate number of trips (visits) made by visitors each sampling season was not obtained from the survey, so an estimate of the number of separate visitors by season cannot be estimated. An estimate for the annual time period can be estimated; however, the estimate is not needed for purposes of this study. For purposes of this study, an estimate of the total number of person-trips (visits) during each season is required. This estimate made it possible to extrapolate average trip expenditures per person into total expenditures during the given time period for estimation. Also, when the percent of visitors that engaged in a certain recreation activity was estimated, it then made it possible to extrapolate this into an estimate of the total number of visitors that did the activity during that time period. It is acceptable to refer to the number of person-trips (visits) as the number of visitors as long as one does not make the mistake of then multiplying this number times the average number of visits per visitor. So the terms, "person-trips," "visits" and "number of visitors" will be used interchangeably in this report.

Number of Person-Days. Another useful measurement is the number of person-days. Each visit (trip) may have a different length of stay. For day-trips, the concept of a person-day and a person-trip are thus equivalent. But many trips (visits) are for more than one day. In the Florida Keys/Key

West, the average length of stay was 4.2 days per visit and 6.35 days per visit, for the July-August 1995 and January-April 1996 sampling periods, respectively. Multiplying the average length of stay by the total number of person-trips (visits) yields an estimate of the total number of person-days for any given time period. Dividing the estimate of the total number of person-days by the number of days in the time period yields an estimate of the average number of visitors in the Florida Keys/Key West for the average day during that time period. This latter estimate could be used in assessing the "functional population," i.e., the number of people in the Florida Keys/Key West on a given day. The concept of a functional population is used in planning for facilities and services, and in the Florida Keys/Key West, for hurricane evacuation.

Summary: Person-trips (visits)

Table 2.1 summarizes the estimates of person-trips (visits) by type of visitor (e.g. recreating, non-recreating and all), by season and by mode of access.

June-November 1995. About 1.17 million person-trips (visits) were made by recreating visitors across all three modes of access to the Florida Keys/Key West. About 85.3 percent came by auto, 12.4 percent by air, and 2.2 percent by cruise ship. An additional 219 thousand person-trips (visits) were made by non-recreating visitors for a total of about 1.39 million person-trips (visits) by all visitors.

December '95 - May '96. About 1.37 million person-trips (visits) were made by recreating visitors across all three modes of access to the Florida Keys/Key West. About 74 percent came by auto, 10.4 percent by air, and 15.6

Table 2.1. Number of Person-trips (visits) and Person-days by Mode of Access and Season

Mode of Access	June - November 1995		Dec. 1995 - May 1996		Annual Total	
	Person-trips	Person-days	Person-trips	Person-days	Person-trips	Person-days
Recreating Visitors						
1. Auto	984,046	4,172,355	1,013,656	6,913,134	1,997,702	11,085,489
2. Air	79,524	608,358	141,950	1,283,228	221,474	1,891,586
a) Key West	71,030	543,379	124,246	1,123,184	195,276	1,666,563
b) Marathon	8,494	64,979	17,704	160,004	26,198	225,023
3. Cruise Ship	108,434	108,434	212,878	212,878	321,313	321,312
Total	1,172,004	4,889,417	1,368,484	8,409,240	2,540,488	13,298,387
Non-recreating Visitors						
1. Auto	217,508	922,234	294,162	2,006,185	511,670	2,928,419
2. Air	1,946	14,887	3,477	31,432	5,423	46,319
a) Key West	1,435	10,978	2,976	26,903	4,411	37,881
b) Marathon	511	3,909	501	4,529	1,012	8,438
3. Cruise Ship	0	0	0	0	0	0
Total	219,454	937,121	297,639	2,037,617	517,093	2,974,738
All Visitors						
1. Auto	1,201,554	5,094,589	1,307,818	8,919,319	2,509,372	14,013,908
2. Air	81,470	623,245	145,427	1,314,660	226,897	1,937,905
a) Key West	72,465	554,357	127,222	1,150,087	199,687	1,704,444
b) Marathon	9,005	68,888	18,205	164,573	27,210	233,461
3. Cruise Ship	108,434	108,434	212,878	212,878	321,312	321,312
Total	1,391,458	5,826,268	1,666,123	10,446,857	3,057,581	16,273,125

percent by cruise ship. An additional 297 thousand person-trips (visits) were made by non-recreating visitors for a total of over 1.66 million person-trips (visits) by all visitors.

June '95 - May '96. About 2.54 million person-trips (visits) were made by recreating visitors across all three modes of access to the Florida Keys/Key West. About 78.6 percent came by auto, 8.7 percent by air, and 12.6 percent by cruise ship. An additional 517 thousand person-trips (visits) were made by non-recreating visitors for a total of over 3.05 million person-trips (visits) by all visitors.

Summary: Person-days

As discussed above, the concept of a person-trip (visit) is important for several purposes in the study. However, person-trips (visits) are not of constant length. The person-trip (visit) measurement

doesn't tell us much about the relative congestion in the Florida Keys/Key West during different seasons. As Table 2.1 shows, there is very little difference between the estimated number of person-trips (visits) for the June-November 1995 and December 1995 - May 1996 seasons (1.17 million versus 1.36 million). But anyone familiar with the Florida Keys would readily attest to the fact that, on average, it is much busier during the December 1995 - May 1996 season than the June-November 1995 season.

Person-days is the appropriate measure to reflect the total demand placed on facilities and services by visitors to the Florida Keys/Key West. Person-days can be estimated for each season with measures obtained on the average length of stay for visitors by mode of access and season. Estimates of the average length of stay (measured in number of

days) are summarized in Figure 2.1. These estimates were derived from the Auto, Air and Cruise Ship on-site samples. These estimates are for recreating visitors. Since non-recreating visitors were not interviewed, it was assumed that non-recreating visitors have the same average length of stay as recreating visitors. Since the probability of engaging in a recreation activity is related to the length of stay, the estimates for non-recreating visitors will most likely be overstated or biased upwards. This upward bias can be accounted for by developing a range of estimates based on reducing the average length of stay for non-recreating visitors by 50 percent. The estimate using the assumption that non-recreating visitors, on average, stay about half the number of days of recreating visitors will be called a lower bound estimate.

Air visitors stay longer per visit than auto and cruise ship visitors in all seasons. Length of stay is longer for auto and air visitors during the winter season.

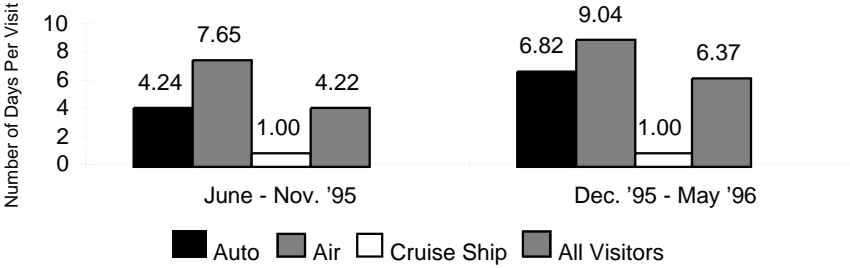


Figure 2.1 Average Length of Stay by Mode of Access and Season

Average number of visitors in the Keys is 55-60 percent higher during the average winter season day. Recreating visitors are 83 percent of all visitors.

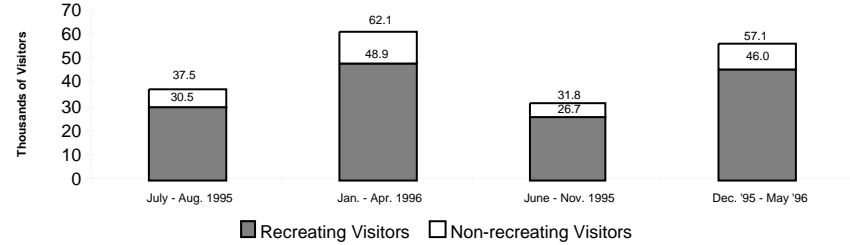


Figure 2.2 Average Number of Visitors in Florida Keys Per Day

Person-days are derived by multiplying the estimates of person-trips (visits) by the average length of stay. During the June-November 1995 season, it was estimated that there were between 4.64 and 5.83 million person-days of visitation in the Florida Keys. This translates into between 25 and 32 thousand visitors in the Keys on an average day (See Figure 2.2). With a resident population of about 80 thousand, an average “functional population” is estimated to be between 105 and 112 thousand people. This is an estimate of the number of people requiring facilities and services in the Florida Keys/Key West on an average (not peak) day during this time period.

For the December 1995 - May 1996 season, between 9.4 and 10.4 million person-days of visitation were estimated. This translates into between 51 and 57

thousand visitors in the Florida Keys/Key West on an average day during this season. Again, with a resident population of about 80 thousand, an average of between 131 and 137 thousand people per day is estimated during this time period.

As a comparison, Price Waterhouse and Wallace Roberts & Todd prepared estimates of the “functional population” for Monroe County for the years 1985 and 1990 and forecasted this to the year 2010. For 1995, they forecasted a “functional population” (residents and visitors on a peak day) of 145,800. This estimate is considerably higher than what has been estimated here for both seasons. The estimates here, however, are for an average, not peak day.

Although estimates have been presented here for recreating and non-recreating visitors, **the remainder of this report is focuses solely on recreating visitors.** Non-recreating visitors were not interviewed.

For further details on information presented in this section see Appendix Tables A.2.1 to A.2.3

Regional Visitation

In Chapter 1, several project measurements were identified for which estimates were planned on a regional basis. They were the number of visitors (person-trips or visits), the number of visitors participating in each of 68 recreation activities, and the number of days and hours for 39 selected activities organized into 12 major activity/activity groups. In addition, estimates are also provided in this chapter on the number of different nights visitors spent in each region during each season.

In the visitor survey, a map was handed to the visitor to aid them in responding as to which region they visited and participated in activities. The map (Figure 2.3) below is a reduced version of the one used in the survey. A key to the map was providing relevant points that visitors would identify with, such as Tavernier, Windley Key, Bahia Honda, etc. It was important to highlight areas where we divided regions. Windley Key was the beginning of the Middle Keys whereas Bahia Honda was the end of the Middle Keys. Stock Island was the beginning of the Key West region, which extended

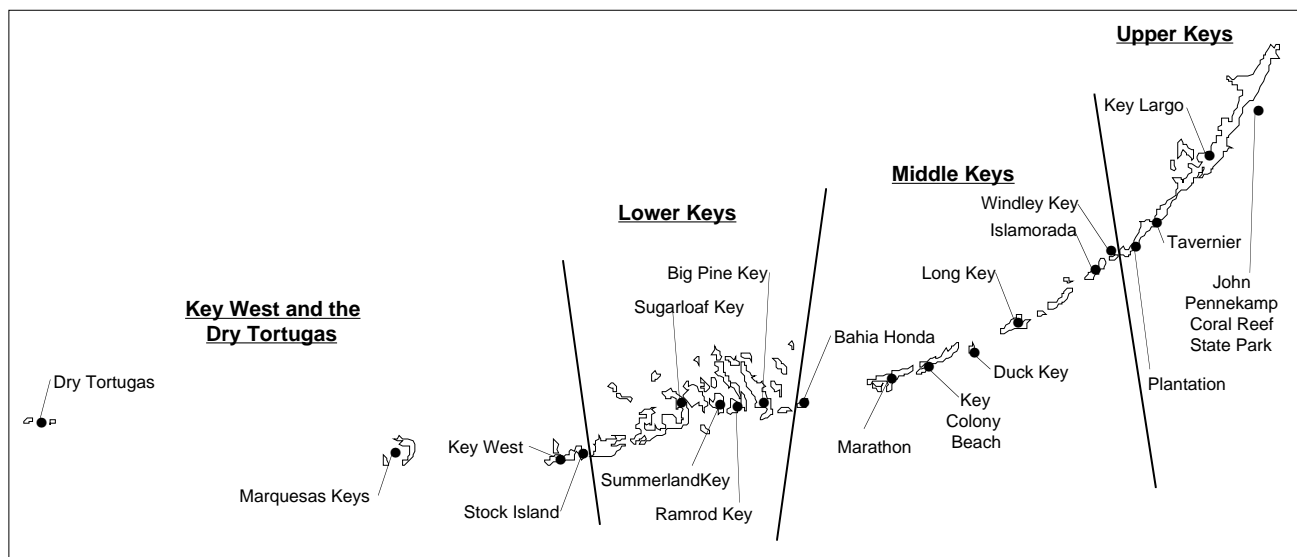
out to the Dry Tortugas. As with any map used especially in this context, there will always be the line-drawing problem when estimating the activity in any region. For example, if you go to the concession in Bahia Honda State Park and take the snorkel boat to Looe Key, you might answer that you snorkeled from a charter/party boat operation in the Middle Keys. But if you were more familiar with the actual location of Looe Key, you might respond that you did the activity in the Lower Keys. The line-drawing problem leads to some error in measurement. It is not known, on balance, if the errors might cancel each other out or if there is a bias.

As Figure 2.3 shows, the Florida Keys/Key West were divided into four regions. The Monroe County Tourist Development Council (TDC) is organized into five districts. The TDC's Districts Three and Four make up our Middle Keys. Key West corresponds to the TDC's District One, the Lower Keys District Two, and the Upper Keys to District Five. The only exception is that Stock Island and Bahia Honda are in District 2. The TDC had re-

project measurements be estimated separately for Districts Three and Four, but our sample sizes were not large enough to support a further breakdown into five regions.

Table 2.2 shows the regional patterns of visitation by season. As discussed in Chapter 1, you cannot add the number of visitors to each region and arrive at the same number of visitors reported earlier in Table 2.1. Again, the reason is that a visitor can visit more than one region. Table 2.1 eliminates this type of double-counting. Also, the percents reported in Table 2.2 are the percents of all recreating visitors to the Florida Keys/Key West. For example, the estimate of 445,137 visitors to the Upper Keys during the June-November 1995 season is 37.98 percent of the 1,172,004 visitors to the entire Florida Keys\Key West.

Figure 2.3 The Florida Keys/Key West



Key Findings:

- Key West is the top choice during both seasons.
- For visitors that do activities in multiple regions, the Upper Keys and Key West combination is the most popular choice in all seasons.
- Multiple region visitation is more prevalent among winter season visitors than summer season visitors.
- On an annual basis, Key West gets the most visitors with over 1.4 million visits (55.82 percent of all visitors) during the June 1995 through May 1996 period.

Table 2.2 Regional Visitation by Season

	June - November 1995		Dec. '95 - May '96		Annual Total	
	Number of Visitors	Participation Rate ¹	Number of Visitors	Participation Rate	Number of Visitors	Participation Rate
Upper Keys	445,137	37.98	466,577	34.09	911,713	35.89
Middle Keys	345,642	29.49	351,351	25.67	696,993	27.44
Lower Keys	125,556	10.71	178,388	13.04	303,944	11.96
Key West	523,639	44.68	894,461	65.36	1,418,100	55.82
Visit One Region Only						
Upper Keys	322,378	27.51	240,078	17.54	562,456	22.14
Middle Keys	233,484	19.92	127,637	9.33	361,121	14.21
Lower Keys	62,869	5.36	46,197	3.38	109,066	4.29
Key West	377,615	32.22	600,817	43.90	978,432	38.51
Visit Two Regions						
Upper and Middle Keys	14,222	1.21	40,416	2.95	54,639	2.15
Lower Keys and Key West	5,424	0.46	34,141	2.49	39,565	1.56
Upper and Lower Keys	5,988	0.51	7,626	0.56	13,614	0.54
Upper Keys and Key West	48,279	4.12	81,412	5.95	129,691	5.10
Middle and Lower Keys	5,988	0.51	4,318	0.32	10,307	0.41
Middle Keys and Key West	34,685	2.96	71,702	5.24	106,387	4.19
Visit Three Regions						
Upper, Middle and Lower Keys	0	0.00	5,719	0.42	5,719	0.23
Upper & Middle Keys and Key West	12,351	1.05	26,001	1.90	38,352	1.51
Middle & Lower Keys and Key West	3,368	0.29	15,064	1.10	18,432	0.73
Upper & Lower Keys and Key West	374	0.03	4,830	0.35	5,204	0.20
All Regions of the Keys	41,544	3.54	60,494	4.42	102,038	4.02

1. Participation rate is the percent of all visitors to the Florida Keys that visited the region or regions

Activity Participation: By Region and Season

The estimates provided in this report on activity participation are the most comprehensive ever compiled for the Florida Keys/Key West. The number of participants in 68 detailed recreation activities in each of the four regions of the Florida Keys/Key West and for two separate seasons have been estimated. One can literally get lost in the numbers. Twenty-two (22) tables detailing these estimates have been compiled in the Appendix to this report. These tables should be viewed like a statistical abstract on visitor activity participation. They serve as a handy reference when a great deal of detail is required. Appendix Tables A.2.4 to A.2.10 report on 41 aggregated activities, which eliminate the problem of double-counting when adding up numbers of participants across activities or across the same activity over several regions. For example, if one wants to know the total number of visitors that did all types of snorkeling or scuba diving in the entire Florida Keys/Key West for the entire year (June 1995- May 1996), Table A.2.4 reports that to be about 794 thousand visitors. This is less than adding up the numbers of visitors reported in Table 2.3 here of snorkelers (720 thousand) and scuba divers (204.6 thousand). The difference is accounted for by those that did both activities. An attempt was made to anticipate the kinds of activities people would want to add together and report them in appendix tables A.2.4 to A.2.10. Appendix Tables A.2.11 to A.2.25 report the detailed 68 activities for each region and season, along with totals for the year and for the entire Florida Keys/Key West.

Participation rates or the percent of visitors are reported in each table. These percents are the

proportion of all visitors to the Florida Keys/Key West that did the activity in the particular region during that season. So in Table 2.3 it is reported that 41.79 percent of the 1,172,004 visitors that came to the Florida Keys/Key West and did some recreation activity during the June-November 1995 season, did snorkeling. Appendix Table A.2.5, reports that 17.22 percent of all visitors to the Florida Keys/Key West participated in snorkeling in the Upper Keys during the June-November 1995 season.

Table 2.4 shows the top-rated activity by region and season based on the number of participants. During the June-November 1995 season, snorkeling was the top rated activity for the entire Keys and for the Upper and Middle Keys regions. Viewing Wildlife/Nature Study was the top activity in the Lower Keys region, while Sightseeing & Attractions were the top activities in the Key West region.

During the December 1995 - May 1996 season, Viewing Wildlife/Nature Study remains the top choice in the Lower Keys region, while Sightseeing & Attractions remain the top choice in the Key West region. For the Upper and Middle Keys, the winter season is much different. For the Upper Keys, Viewing Wildlife/Nature Study becomes the top choice,

while Sightseeing & Attractions becomes the top choice in the Middle Keys. Over 63 percent of all recreating visitors to the Florida Keys/Key West participated in Sightseeing & Attractions during the winter season.

With prime access to both the Atlantic Ocean and the Gulf of Mexico, the tremendous coral reefs, the flats and backcountry environments make the Florida Keys/Key West a mecca for water-based activities. Figure 2.4 shows that water-based activities predominate the summer season, while land based activities dominate the winter season. But what is true in all seasons is that a majority of visitors engage in both water-based and land-based activities. Many land-based and water-based activities complement one another; it may be this diversity that makes the Florida Keys/Key West a top vacation destination. As shown in the previous section, the Upper Keys/Key West combination was a top choice for visitors. Each of these regions offers a unique blend of activities with the Upper Keys' predominantly water-based activities and Key West's predominantly land-based activities.

For further details on information presented in this section see Appendix Tables A.2.4 to A.2.25

Water-based activities predominate during the summer season while land-based activities predominate the winter season.

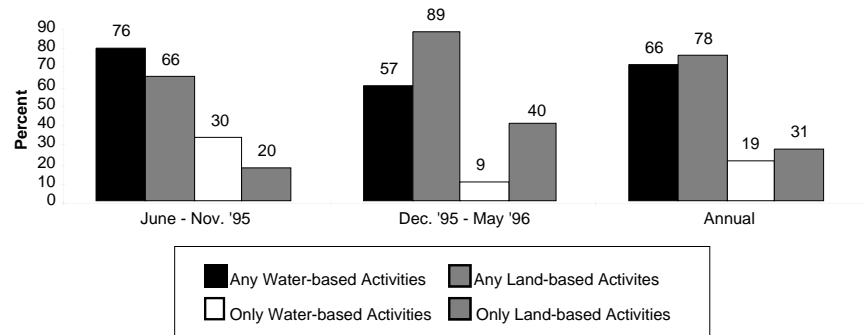


Figure 2.4 Participation in Water-based vs. Land-based Activities by Season

Table 2.3 Activity participation for All Keys by Season

Activity ¹	June - November 1995		Dec. '95 - May '96		Annual Total	
	Number of Visitors	Participation Rate	Number of Visitors	Participation Rate	Number of Visitors	Participation Rate
Snorkeling	489,783	41.79	230,247	16.82	720,030	28.34
Scuba Diving	146,544	12.50	58,101	4.25	204,644	8.06
Fishing	300,584	25.65	233,805	17.08	534,388	21.03
Wildlife Observation/ Nature Study	319,124	27.23	407,643	29.79	726,766	28.61
Beach Activities (including swimming)	377,380	32.20	447,823	32.72	825,203	34.48
Sightseeing & Attractions (paid & unpaid)	506,199	43.19	897,419	65.58	1,403,617	55.25
Visiting Museums & Historic Sites	325,430	27.77	511,751	37.40	837,181	32.95
Cultural Events (Fairs, Concerts, Plays)	70,305	6.00	117,724	8.60	188,029	7.40
All Camping	51,908	4.43	146,937	10.74	198,845	7.83
Personal Watercraft Use	124,070	10.59	69,788	5.10	193,859	7.63

1. For more detailed activity participation, see Tables A.2.4 to A.2.25

Table 2.4 Top Rated Activity by Region and Season - Number of Participants

Season/Region	Activity	Participation Rate ¹	Number of Visitors
June - November 1995			
Upper Keys	Snorkeling	17.22	201,859
Middle Keys	Snorkeling	12.67	148,499
Lower Keys	Viewing Wildlife/Nature Study	5.86	68,726
Key West	Sightseeing & Attractions	32.50	380,929
All Keys	Snorkeling	41.79	489,783
Dec. '95 - May '96			
Upper Keys	Viewing Wildlife/Nature Study	14.47	198,067
Middle Keys	Sightseeing & Attractions	9.43	129,022
Lower Keys	Viewing Wildlife/Nature Study	5.80	79,430
Key West	Sightseeing & Attractions	52.35	716,682
All Keys	Sightseeing & Attractions	65.58	897,419

1. Percent of all visitors to the Florida Keys that did activity in the region

Activity Participation: Within-Region Participation Rates

In the previous section, participation rates were defined as the percent of all visitors to the Florida Keys/Key West that did an activity. However, many users want to know the distribution within a region; that is, they want the answer to the question, *What percent of the visitors to the Upper Keys participate in snorkeling?* Several appendix tables (Tables A.2.26 to A.2.28) have been prepared that present these within region participation rates for each region during each season of the year. Table 2.5 is an example for the Upper Keys for the June-November 1995 season. The column on the left side shows the percent of all visitors to the Florida Keys/Key West that did each activity in the Upper Keys. This is what was presented in the previous section. The column on the right presents the within-region participation rates. So the answer to the question posed above is that 45.35 percent of visitors to the Upper Keys participated in snorkeling during the June-November 1995 season.

Table 2.5 All Visitor Participation Rate Vs. Within-Region Participation Rate: Upper Keys, June - November 1995

Activity ¹	Percent of All Visitors to Keys	Percent of Upper Keys Visitors
Snorkeling	17.22	45.35
Scuba Diving	5.35	14.08
Fishing	8.46	22.28
Wildlife Observation/Nature Study	11.55	30.41
Beach Activities (including swimming)	11.35	29.88
Sightseeing & Attractions (paid & unpaid)	9.68	25.48
Visiting Museums & Historic Areas	3.83	10.09
Cultural Events (Fairs, Concerts & Plays)	0.70	1.85
All Camping	1.56	4.12
Personal Watercraft Use	6.99	18.42

¹ See **Tables A.2.26 to A.2.28** for greater detail for all regions and seasons

A significantly lower proportion of visitors to Key West participate in water-based activities.

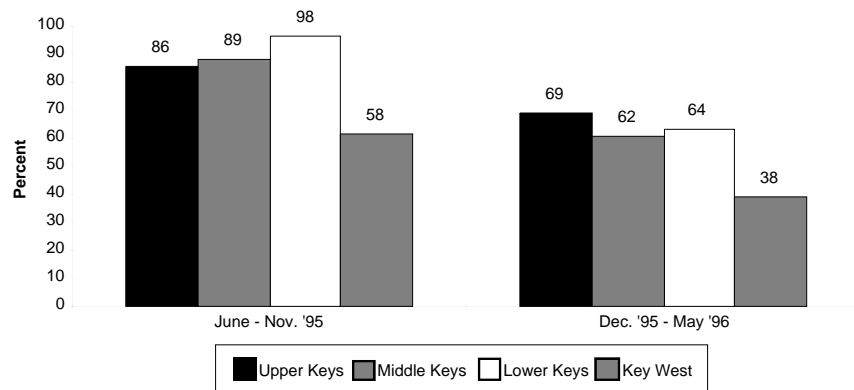


Figure 2.5 Participation in Water-based Activities by Region and Season

In the previous section, water-based activities were shown to dominate the summer season, while land-based activities dominated the winter season. Figure 2.5 shows the within-region participation rates for water-based activities by region and season. A significantly lower proportion of Key West visitors participate in any water-based activities during any season, with a low of only 39 percent during the winter season. Almost all visitors to the Lower Keys (98 percent) participate in at least one water-based activity during the summer season.

See Appendix Tables A.2.26 to A.2.28 for further details on the information presented in this section.

Days and Hours in Selected Activities

The beginning of this chapter discussed the difference between the concept of a person-trip or visit and a person-day. It was demonstrated that while there is not a great difference between the total number of person-trips between the summer and winter seasons, there was a great difference in the number of person-days. Person-days better reflect the intensity of visitation and is a better measure for planning facilities and services. The same is true for activity participation. For purposes of planning facilities and services to support recreation activities, a measure of intensity of use is needed. The survey included questions for two such measures. This was done for 39 detailed activities in the Florida Keys/Key West. However, when the list was constructed, little information was available on participation rates for most activities. Based on past experience, it was decided that at least 25 to 30 observations were needed for each activity in each region during each season. The Bicentennial Volunteers were instructed to target areas that were known access points for certain selected activities. However, despite their best efforts, the targets for many activities were not achieved. After checking the Auto, Air and Cruise Ship sample of all visitors, it was found that in each case for which the target sample size was not achieved, the activity had overall participation rates of less than five percent. This confirms the frustration experienced by the volunteers in achieving their quotas.

Information was collected with respect to days and hours of activity for the following activities, but adequate sample sizes were not available to reliably estimate the average number of days or

hours of activity for these activities during any season or for any region:

Flats/Backcountry Fishing
Sailing & Other Boating Activities (like parasailing, water skiing)
Scuba Diving From Shore
Windsurfing or Sailboarding
Scuba Diving from a Rental Boat
Guided Backcountry Excursions

The information for these activities may be pooled in future efforts to estimate annual totals for the entire Florida Keys/Key West.

Appendix Tables A.2.29 and A.2.30 detail the estimated average number of days and hours of activity per person per trip in each region and season. Multiplying these averages by the number of visitors that did the activity in the region during the season yields estimates of the total intensity of activity during each season in each region. Appendix Table A.2.31 contains the estimates of the total number of days per region per season and Table A.2.32 contains the annual totals for each region. The reader

will notice that for some detailed activities, during specific seasons, in certain regions, there are still some missing estimates for the activities presented. Missing values at the detailed sub-activity level within one of the regions for one of the seasons made it impossible to provide estimates for the entire Keys. For example, it was possible to reliably estimate the average number of days of activity for scuba diving from a private boat in all regions and seasons except in Key West. But it was not possible to do it for Key West in either season. Therefore, an estimate of the total for the entire Keys could not be provided.

Table 2.6 shows the top-rated activity by region and season based on the number of days of activity. This table is not directly comparable to the ratings provided earlier in this report based on the number of visitors that participated in the activity because we currently are unable to estimate the number of days at the same level of aggregation as the number of visitors that participated in the activity.

Table 2.6 Top Rated Activity by Region and Season - Number of Days of Activity

Season/Region	Activity	Number of Days (000's)
June - November 1995		
Upper Keys	Swimming at Beaches	253.4
Middle Keys	Swimming in Outdoor Pools	596.9
Lower Keys	Snorkeling from a Private Boat	88.1
Key West	Swimming in Outdoor Pools	435.8
Dec. '95 - May '96		
Upper Keys	Swimming in Outdoor Pools	537.7
Middle Keys	Swimming at Beaches	188.3
Lower Keys	Swimming in Outdoor Pools	134.3
Key West	Visiting Historic Areas	502.6

See Appendix Table A.2.31 for other activities

For further information on this section see Appendix Tables A.2.29 to A.2.32

Visitation to the Dry Tortugas

Estimating visitation to the Dry Tortugas was not a major objective of this study, but a section was included in the satisfaction mailback portion of the Auto, Air and Cruise Ship Survey asking visitors if they had visited the Dry Tortugas and why they chose this destination relative to other Keys sites. The Dry Tortugas was not specifically defined, nor was a detailed map provided. We believe that people did not limit their responses to visitation to the Dry Tortugas National Park. Many, especially fishermen, most likely responded with respect to the larger area generally referred to as the Dry Tortugas.

Figure 2.6 shows that during the June-November 1995 season a little over 23 thousand visitors went to the Dry Tortugas. About 16.4 thousand went during the December 1995-May 1996 season for a total annual visitation of close to 40 thousand. This represented only between 1.2 and 2.0 percent of all visitors to the Florida Keys/Key West (Figure 2.7). These estimates are significantly higher than those recorded for the Dry Tortugas National Park. Figure 2.8 shows a map of the general area referred to as the Dry Tortugas relative to the National Park boundary. We believe the estimates apply to the larger area referred to as the Dry Tortugas.

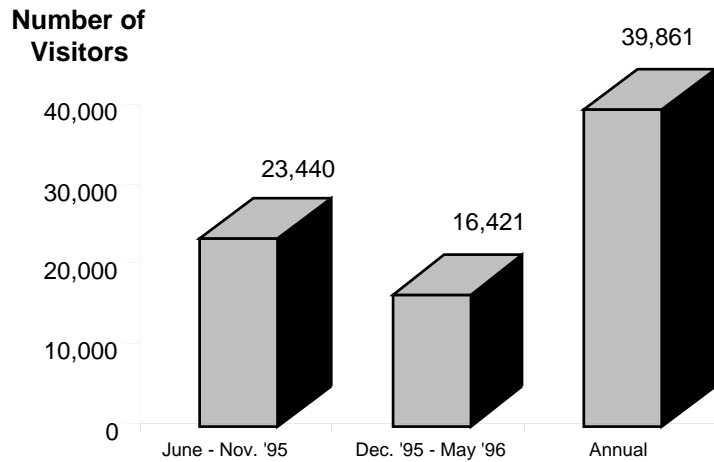


Figure 2.6 Number of Visitors to the Dry Tortugas

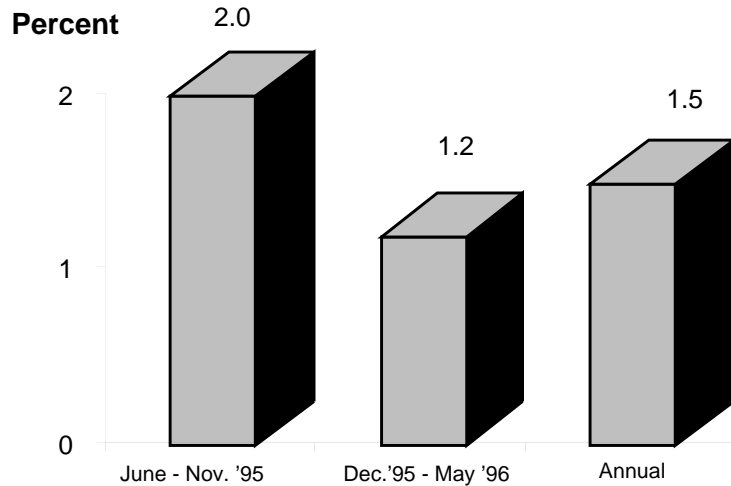


Figure 2.7 Percent of Visitors That Went to the Dry Tortugas

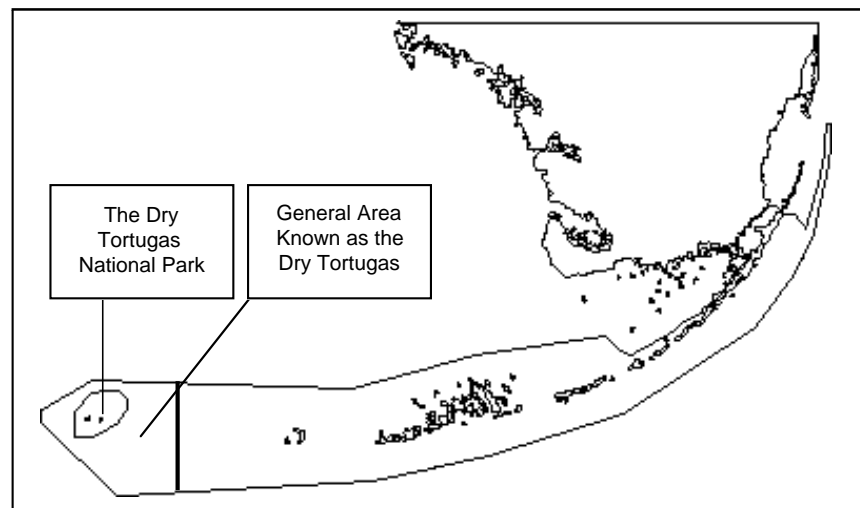


Figure 2.8 Relative Positions of the General Area Known as the Dry Tortugas and The Dry Tortugas National Park

Origin of Visitors

One of the most important pieces of information for assessing market demand is the origin or primary place of residence of visitors. In the survey, very detailed information was gathered on the location of visitors' primary place of residence. For purposes of calculating distance for travel cost demand modeling, we gathered the zip-code, city and county for domestic visitors and city and country for foreign visitors. For summary presentations and comparisons with other data (e.g., U.S. Bureau of Census, Florida Division of Tourism, and the Monroe County Tourist Development Council), this information was organized in several ways. For country, two appendix tables were developed. Table A.2.33 shows country or region at a more aggregated level (e.g. United Kingdom versus England, Scotland, Wales). Table A.2.34 shows the more detailed countries. Two separate percent distributions are reported for each country during each season. The first column reports the percent of all visitors to the Florida Keys/Key West from each country. The second column applies to *foreign visitors only* and reports the percent of all foreign visitors that come from each country.

Foreign visitors are a higher proportion of visitors during the summer season.

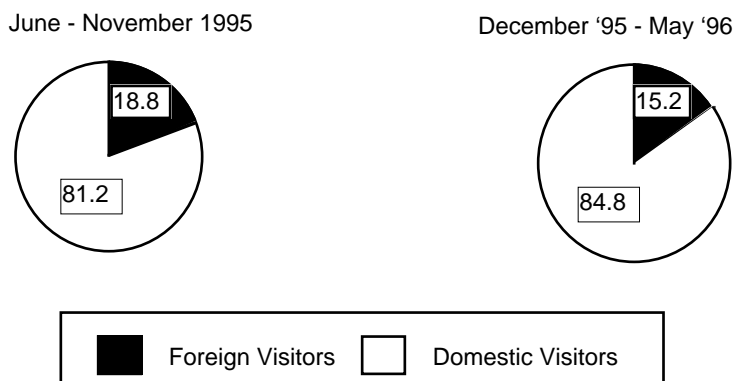


Figure 2.9 Foreign vs. Domestic Visitors by Season

Appendix Tables A.2.35, A.2.36 and A.2.37 show the detailed regions and states of primary residence for domestic visitors. Table A.2.35 organizes states into larger regions as reported by The Monroe County Tourist Development Council (TDC) and are called the TDC Regions. Table A.2.36 organizes the states into U.S. Bureau of the Census regions and divisions. Table A.2.37 reports the distributions for all 50 states plus the District of Columbia. As with the country tables, Tables A.2.35 to A.2.37 report two columns for each season. The first column reports the percent of all visitors to the Florida Keys/Key West from each state. The second column

applies to *domestic visitors only* and reports the percent of all domestic visitors from each state.

Foreign Visitors. Foreign visitors made up about 19 percent of all visitors during the summer season and over 15 percent during the winter season (Figure 2.9). Table 2.7 shows the top six countries rated based on annual visitation. Five of the six countries are among the top six in both seasons. Switzerland was rated number four during the winter season (3.6 percent of all foreign visitors during the winter and 4.8 percent of all foreign visitors during the summer). Germany and England are ranked number

Table 2.7 Top Six Foreign Countries by Season

Country	June - November '95			December '95 - May '96		
	All Visitors		Foreign Visitors Only	All Visitors		Foreign Visitors Only
	Rank	(percent)	(percent)	Rank	(percent)	(percent)
Germany	1	3.8	20.2	2	3.8	24.9
England	2	3.7	19.5	3	2.3	15.4
Holland	3	1.8	9.4	7	0.5	2.1
France	4	1.7	9.0	5	0.4	2.7
Canada	5	1.1	5.9	1	4.8	31.3
Belgium	6	1.1	5.8	6	0.4	2.4

Table 2.8 Top Five States by Season

State	June - November '95			December '95 - May '96		
	All Visitors		Domestic Visitors Only	All Visitors		Domestic Visitors Only
	Rank	(percent)	(percent)	Rank	(percent)	(percent)
Florida	1	45.9	56.6	1	16.4	19.3
New York	2	3.3	4.0	2	6.5	7.7
Virginia	3	2.5	3.0	10	2.6	3.1
Georgia	4	2.4	3.0	18	1.1	1.3
New Jersey	5	2.2	2.7	7	3.6	4.3
Pennsylvania	6	2.1	2.6	3	5.5	6.5
Michigan	20	0.6	0.8	4	5.2	6.1
Ohio	7	2.0	2.4	5	4.3	5.1

Table 2.9 Top Six Counties in Florida by Season 1

County	June - November '95			December '95 - May '96			June '95 - May '96		
	Rank	All Visitors	Florida Visitors Only	Rank	All Visitors	Florida Visitors Only	Rank	All Visitors	Florida Visitors Only
		(percent)	(percent)		(percent)	(percent)		(percent)	(percent)
Dade	1	15.2	33.1	1	4.2	25.6	1	9.3	30.9
Broward	2	7.3	15.9	2	2.9	17.5	2	4.9	16.4
Palm Beach	3	4.5	9.7	3	1.7	10.2	3	3.0	9.8
Pinellas	5	1.8	3.9	4	1.1	6.8	4	1.4	4.7
Hillsborough	4	2.1	4.7	7	0.4	2.7	5	1.2	4.1
Orange	6	1.7	3.7	5	0.8	5.0	6	1.2	4.1

1. Top Six Counties each season. Hillsborough was ranked number 7 during Dec. '95 - May '96.

one and two during the summer season, while Canada moves to number one during the winter season. Germany and England move down to numbers two and three during the winter. Except for Canada, all top six countries are in Western Europe. It is important to note that the countries that make up the United Kingdom are reported separately in Table A.2.34. If the United Kingdom is ranked as a whole against other foreign countries, the United Kingdom is ranked number one during the summer (22.4 percent of all foreign visitors) but still behind Germany during the winter (18.5 percent of all foreign visitors). Chapter 4 of this report is devoted to presenting a full profile of foreign visitors.

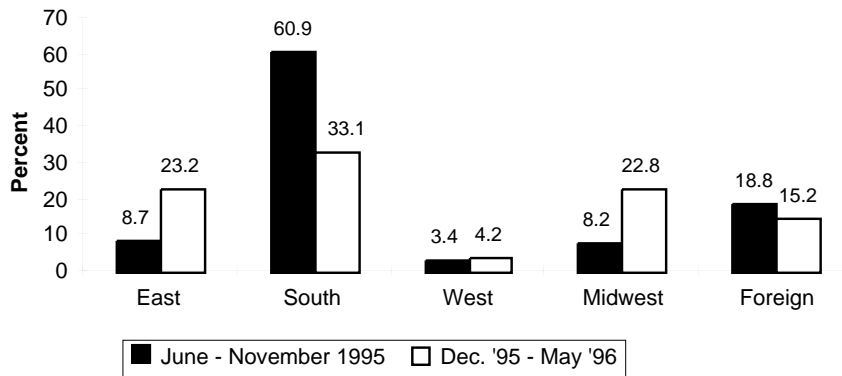
Domestic Visitors. Visitors from the South dominate both seasons, but the East and Midwest become much more important during the winter (Figure 2.10). Figure 2.11 shows a map defining the U.S. Bureau of Census Regions and Divisions. Florida is the number one origin of all visitors during both seasons with 45.9 percent of all visitors during the summer season and 16.4 percent during the winter season (Table 2.8). New York is ranked second in both seasons.

Beyond the top two states, the remaining top five states change significantly across seasons. Virginia and Georgia, which ranked numbers three and four during the summer, drop to 10 and 18 during the winter. Michigan,

which ranked number 20 in the summer, rises to number four during the winter. New Jersey dropped from number five during the summer to seven during the winter, while Pennsylvania and Ohio rose from numbers six and seven during the summer to three and five during the winter.

South Florida is the dominant source of visitors from Florida. Dade, Broward and Palm Beach counties are ranked numbers one, two, and three among all Florida counties during both seasons. Of the remaining top five counties, there is a bit of a change between seasons. Orange County (Orlando is located in Orange County) is ranked number six in the summer but rises to number five during the winter.

Visitors from the South dominate both seasons, but the East and Midwest become much more important in the winter.



Hillsborough County (Tampa is located in Hillsborough County) drops from number four during the summer to number seven during the winter, whereas Pinellas County (St. Petersburg and Clearwater are located in Pinellas County) rises from number five during the summer to number four during the winter. Ranked on an annual basis, the six counties reported in Table 2.9 are among the top six counties in Florida.

Figure 2.10 Census Regions of Primary Residence by Season



Figure 2.11 U.S. Bureau of the Census Regions and Divisions of the United States.

For more details on this section, see Appendix Tables A.2.33 to A.2.37

Number of Annual Visits and Length of Stay

In section one of this chapter, the number of person-trips (visits) and person-days by season and mode of access were reported. It was also shown how length of stay (number of days per visit) was used to derive the number of person-days of visitation. Here, some additional information with respect to repeat visitation is added. Another dimension to the length of stay measurement is also added. For repeat visitation, two measures are provided: the average annual number of visits (trips) and the average annual number of days that visitors spent in the Florida Keys/Key West. For those that make one visit annually, the annual number of days is equal to the length of stay of the interview visit. For length of stay, a separate measure is added—the number of nights.

Annual Visits and Days. Visitors make, on average, 3.4 trips per year to the Florida Keys/Key West during which they engage in at least one recreation activity, and, on average, they spend almost 11 days in the Florida Keys/Key West. Summer season visitors make more trips and spend more days annually in the Florida Keys/Key West than winter season visitors (Figures 2.12 and 2.13). Visitors from South Florida account for the majority of repeat visitation.

Length of Stay (Days) vs Number of Nights. One might normally think of length of stay as expressed as the number of days being a simple and straightforward measurement. It is not. A few examples will help clarify this. Take a person who arrives in Key Largo at 11 pm, checks into a hotel, gets up the next morning to go snorkeling, and leaves the Florida Keys/Key West before noon. The question is, how many

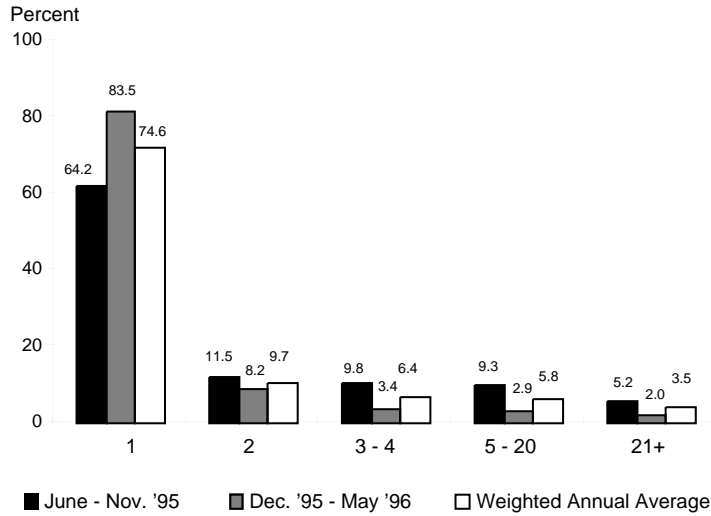
days did that person spend in the Florida Keys/Key West? Some might count this as one day since the visitor did nothing on the night of arrival. This would be recorded as one day and one night in the Florida Keys/Key West. But what if the person decided to go fishing on a bridge all night and left by noon the next day? Would this still be one day and one night?

The number of days were calculated according to a set of rules. Information was obtained on the date and time of arrival, and because exit interviews were conducted, the date and time of departure were recorded (people were only interviewed as they were leaving or ending their visit). The rule for calculating the number of days was that if they arrived after 10 pm that day was not counted. If they departed before noon, that day was not counted. For those that arrived after 10 and left before noon the next day, one day was assigned. Therefore, all visitors spent at least one day in the Florida Keys/Key West. Defining day visitors as those whose length of stay is one day would be misleading if a separate measure for the number of nights was not provided. The number of nights is important in assessing the demand for hotels, motels, campgrounds and vacation rentals. This is why the number of days and number of nights are separately reported. A day visitor is defined as someone who spent zero nights in the Florida Keys/Key West, not a person who spent one day.

Average length of stay (number of days) is much longer in the winter season and is largely accounted for by visitors who stay longer than two weeks or seasonal visitors (Figure 2.14, p. 22). The same is of course true for the number of nights (Figure 2.15, p. 22). Day visitation, as defined by zero number of nights, is significantly

lower proportion of total visitation than that suggested by length of stay equal to one day. The average number of nights is higher during the winter season in all regions of the Florida Keys/Key West; however, these differences are significant only in the Lower Keys and Key West (Figure 2.16, p. 23).

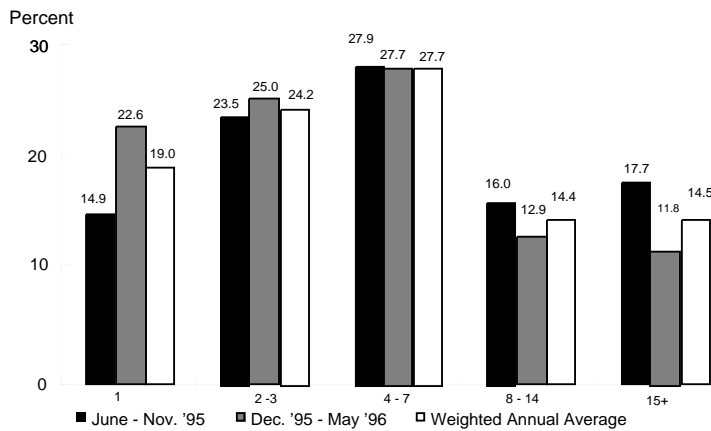
Summer Season visitors make more trips to the Florida Keys per year than winter season visitors.



	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Average
Minimum	1	1	1
Maximum	100	100	100
Mean	4.76	2.25	3.41
Median	1	1	1
Mode	1	1	1

Figure 2.12 Annual Visits (Trips) to the Florida Keys

Summer season visitors spend more days annually in the Florida Keys than winter season visitors.



	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Ave
Minimum	1	1	1
Maximum	300	210	300
Mean	12.84	9.28	10.92
Median	4	4	4
Mode	1	1	1

Figure 2.13 Annual Days in the Florida Keys by Season

Average length of stay is much longer in the winter season and the difference is largely accounted for by visitors that stay longer than two weeks.

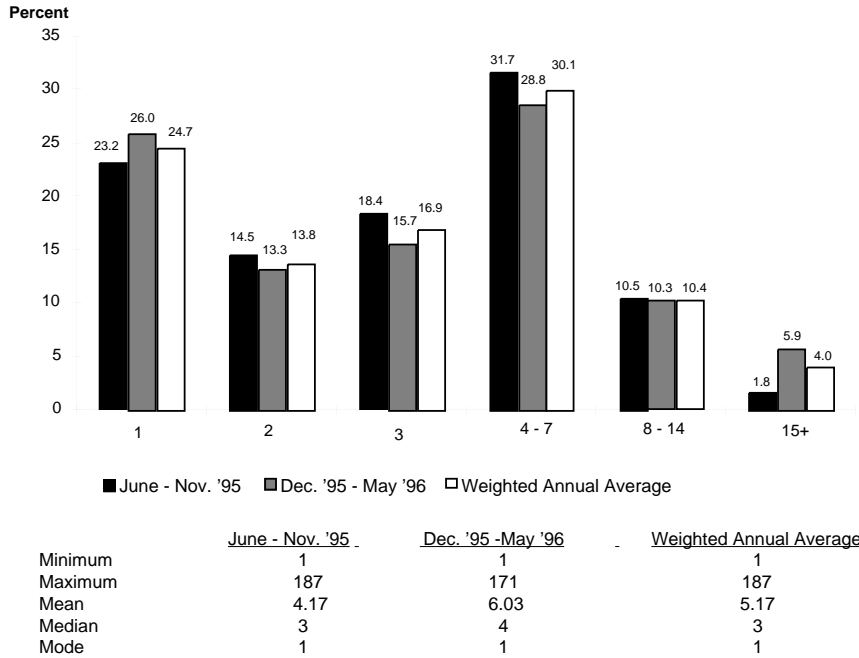


Figure 2.14 Length of Stay (# of Days) by Season

Winter season visitors have significantly higher average number of nights with most of the difference accounted for by visitors staying longer than two weeks.

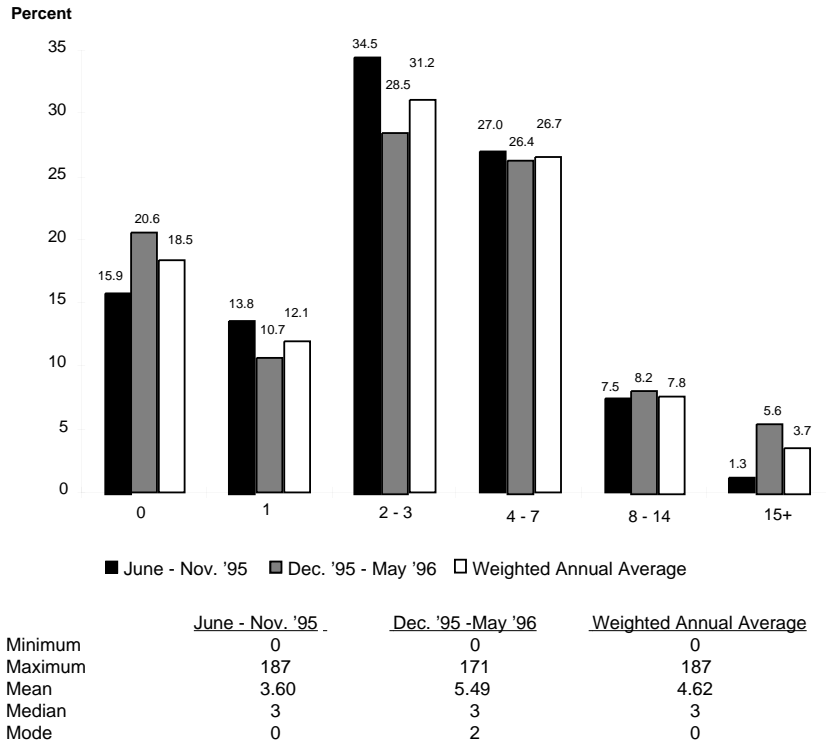


Figure 2.15 Number of Nights in Florida Keys by Season

During the winter season, visitors spend a significantly higher number of nights in the Lower Keys and Key West than during the summer season.

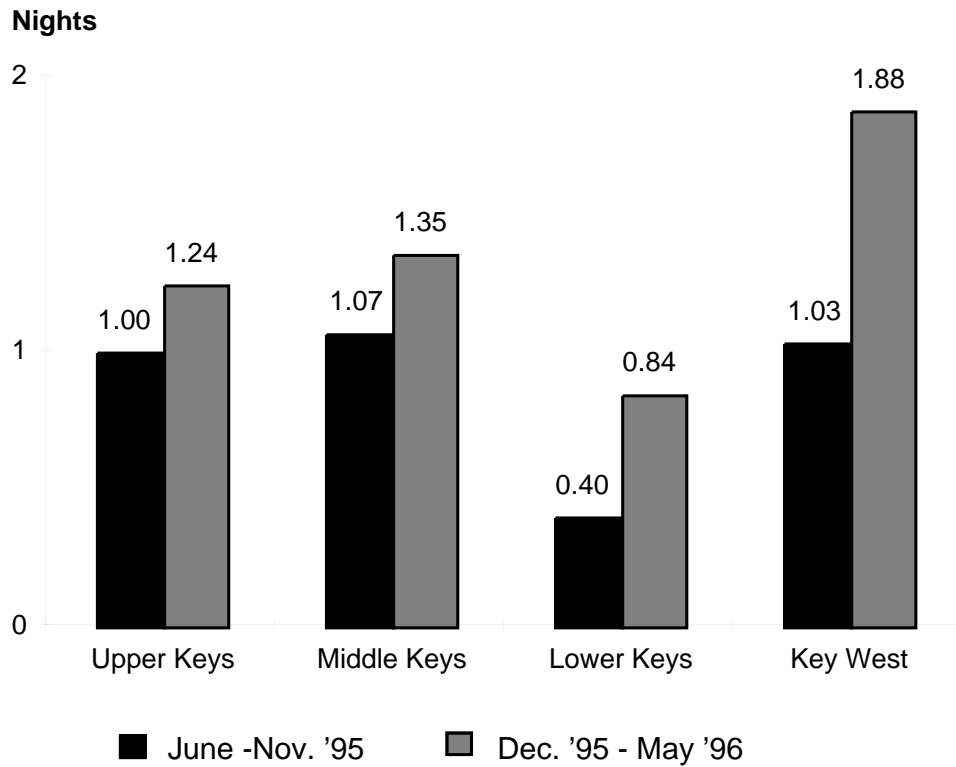


Figure 2.16 Average Number of Nights in Each Region

For more details on the information in this section see Appendix Tables A.2.38 to A.2.39

Demographic Profiles

As discussed in Chapter 1, there were two separate surveys of visitors. The Auto, Air and Cruise Ship Survey was a stratified random sample of all visitors to the Florida Keys/Key West, while the CUSTOMER Survey was a targeted sample of visitors who engaged in one of 39 selected activities. The CUSTOMER Survey did not include many cruise ship passengers, with only five total in both sample seasons. The Air, Auto, and Cruise Ship sample is limited to the demographic profiles of those age 16 and older. The CUSTOMER Survey gathers information on up to eight people in the recreation party and covers visitors of all ages. The Auto, Air and Cruise Ship Survey contained information on 1,334 visitors during the summer season and 2,250 during the winter season, while the CUSTOMER Survey contained information on 5,900 visitors during the summer season and 7,500 during the winter season. The CUSTOMER Survey is primarily limited to auto and air visitors. The CUSTOMER sample has been weighted to reflect the proper mix by auto and air mode of access (see Leeworthy, 1996).

Two Appendix Tables were prepared detailing the distributions for each demographic characteristic. Table A.2.40 summarizes the information for the Auto, Air and Cruise Ship sample by season with a weighted annual average. Table A.2.41 summarizes the information for the CUSTOMER Survey by mode of access and season. The statistically significant differences in these distributions between seasons are highlighted in bullet form in the boxes at right. In Chapter 3, the focus is on these differences by mode of access. One will notice

that for characteristics reported in common for both surveys, the results are the same.

Auto, Air and Cruise Ship Survey

- Race/Ethnicity is significantly different with a significantly higher proportion of Hispanics and Blacks during the summer season.
- Household Income of the winter season visitors is significantly higher than that of summer season visitors.
- Winter season visitors are older than summer season visitors. During the winter 26 percent are over 61, while only 8.5 percent of the summer visitors are over 61 (visitors age 16 and older).
- Party size is significantly smaller during the winter season and is comprised of a significantly higher proportion of adults (people age 16 and older). During the winter season, 92.1 percent had no children versus 71 percent during the summer season.

CUSTOMER Survey

- Race/Ethnicity is significantly different with a significantly higher proportion of Hispanics and Blacks during the summer season.
- Household Income of the winter season visitors is significantly higher than that of summer season visitors.
- Winter season visitors are older than summer season visitors. During the winter 13.2 percent are over 61, while only 4.4 percent of the summer visitors are over 61 (visitors of all ages).
- Average party size is significantly smaller during the winter season with an average of 3.6 visitors per party during the summer and 2.9 during the winter.
- 47.8 percent of the summer season visitors come from households with children, while only 29.5 percent come from households with children in the winter.
- A significantly higher proportion of winter season visitors are retired (16.9 percent) than summer season visitors (4.5 percent).
- Winter season visitors are more highly educated than summer season visitors. This is true even amongst those 16 and over.

For more details on the information in this section see Appendix Tables A.2.40 to A.2.41

Expenditures

Detailed spending information was gathered in the expenditure mailback survey. Our questionnaire was adapted from the standard CUSTOMER expenditure mailback questionnaire that has been used since 1985 by seven Federal agencies and over 30 state agencies to estimate the economic contribution that visitation to parks, forests, beaches and other outdoor recreation areas makes to local and regional economies in terms of local sales, output, income, and jobs.

The general spending categories of the expenditure mailback are designed to link with the U.S. Forest Service's IMPLAN input-output model. An input-output model is an accounting tool showing how different industries/businesses are linked through interindustry relationships and therefore account for the secondary economic impacts (multiplier impacts) of direct spending associated with any activity. IMPLAN is a microcomputer-based model and can be constructed for any county or aggregation of counties in the U.S. Two models were constructed based on two definitions of the study area for impact analysis. One model was built for Monroe County and one for South Florida (Dade, Broward, and Monroe Counties). We were unable to properly calibrate the Monroe County model so an alternative approach was used for Monroe County. These models and results will be presented in English et al. (1996). Here, average expenditures are reported for establishing spending profiles.

Several expenditure categories were modified in the detailed portion of the expenditure list to capture many of the special

features of the Florida Keys/Key West. The details can be found in Appendix Tables A.2.42 to A.2.45.

The on-site survey identified whether a visitor was paying their own expenses, was sharing expenses or if someone else was paying their expenses. If they were paying their own expenses, they were asked how many others they were paying for on this trip, and if they were sharing expenses, with how many others they were sharing expenses. When someone else was paying their expenses, interviewers asked to speak with that person and asked them if they would fill out the expenditure mailback. The questions above were repeated in the mailback questionnaire and it was emphasized that we wanted to know about the expenses for which they actually paid and for how many people they were paying. The objective was to get an estimate of spending per person per trip. This estimate can then be linked to the estimates of person-trips to estimate total expenditures.

Zero expenditures are a legitimate response only if the visitor did not spend anything. If someone else paid their expenses, the visitor was asked to identify the paying person and have them fill out the questionnaire. There were a few legitimate zero-expenditure visitors. Most were from the cruise ships and they noted on the questionnaires that they were only in Key West for a few hours, did no shopping and purchased no food or beverages. There were also a few day-trippers from South Florida who purchased everything near home. These expenditures would show up in the estimates for South Florida.

The questionnaire was designed to get expenditures for each item

for the total trip, the amount spent in South Florida, and the amount spent in the Florida Keys (Monroe County). As noted above, this allowed us to link expenditures directly to the IMPLAN models for these economies. The averages per person per trip and the proportion of total trip spending that takes place in the Florida Keys/Key West (Monroe County) are reported here. Also reported here is the average expenditure per person per day. This spending profile will allow for comparisons with information collected by other destinations to assess the relative affordability of different destinations. The State of Florida's Division of Tourism and The Monroe County Tourist Development Council report visitor expenditures on a per-person per-day basis.

Here, only trip-related expenditures are reported. Additional information was gathered on spending for major equipment items such as scuba-diving equipment, boats, motors, RVs and motor homes, etc. However, not enough information was obtained for most of these items to reliably estimate expenditures. In fact, our experience suggests that visitor survey methods are not practical for estimating these types of expenditures. It would simply require sample sizes that would not be affordable. The best approach for these types of items is to directly survey the business establishments that sell such equipment.

Per Person Per Day. Table 2.10 summarizes the average expenditures per person per day for the summer and winter seasons, along with a weighted annual average. Although the winter season average is higher than the summer season average for total expenditures (\$115.74 versus

\$101.08), *this difference is not statistically significant*. Expenditures for lodging and for activities related to sightseeing are also higher in the winter than in the summer, and these differences are statistically significant. Expenditures related to snorkeling and scuba diving are higher in the summer than in the winter, and this difference is also statistically significant. Differences for all other expenditure categories in Table 2.10 are not statistically significant. As will be shown in Chapter 3, where these averages are reported by mode of access, cruise-ship passengers have significantly lower expenditures and they are a higher proportion of visitation during the winter season, which brings the average for the winter down. Appendix Table A.2.42 provides much greater detail for each expenditure item in Table 2.10.

Per Person Per Trip. Figure 2.17 (next page) summarizes the average total trip expenditures per person per trip for each season. Winter season expenditures on a per-person per-trip basis are higher than summer season expenditures, and these differences are statistically significant. During the winter season about 53 percent of all trip-related expenditures are spent in the Florida Keys/Key West (Monroe County), while in the summer it is about 47 percent. The proportion spent in South Florida is nearly the same in both seasons, with about 72.3 percent during the winter and about 70.6 percent during the summer. Appendix Tables A.2.43, A.2.44, and A.2.45 report the detailed expenditures per person per trip for each season and an annual weighted average.

Total Expenditures. Multiplying the average expenditure per person per trip by the total number of person-trips yields an estimate of the total direct spending by visitors. During the June-November 1995 season, total spending by recreating visitors was estimated to be about \$484 million. During the December 1995-May 1996 season, total spending by recreating visitors was estimated to be over \$670 million. The total annual spending by recreating visitors in the Florida Keys/Key West is about \$1.2 billion. English et al. (1996) reports the total economic contribution this spending makes with respect to output, income, and full-time equivalent jobs in both the Monroe County and South Florida economies.

Table 2.10 Average Expenditures Per Person Per Day in Monroe County by Season

Category	June - November 1995 (\$)	Dec. '95 - May '96 (\$)	Weighted Annual Average (\$)
Lodging	32.86	39.28	36.31
Food & Beverages	28.53	30.82	29.76
Transportation	9.35	11.59	10.56
Boating	5.67	5.71	5.69
Fishing	2.50	3.99	3.30
Diving	5.31	1.88	3.46
Sightseeing	3.25	4.93	4.16
Other Activity	1.06	2.00	1.57
Miscellaneous	11.54	13.37	12.53
Services	1.03	2.16	1.64
Total	101.08	115.74	108.97

See Appendix Table A.2.42 for details in each expenditure category.

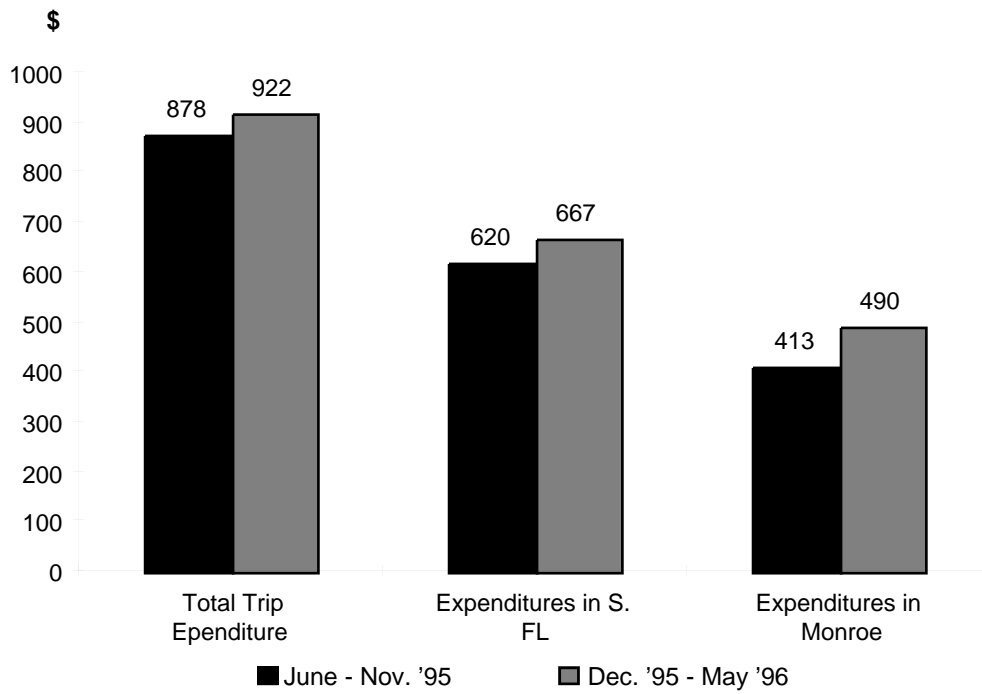


Figure 2.17 Average Total Trip Expenditures Per Person by Season

For more information in this section see Appendix Tables A.2.42 to A.2.45.

Special Issue Questions

This section summarizes the responses to a variety of "special issue" questions. The first four questions inquired as to why people visited the Florida Keys/Key West and offer additional information about repeat visitation. Questions were also asked about second home ownership, visitors' use of their own boats, and use of AM information radio stations in the Florida Keys/Key West. Finally, an Environmental Concern Index (ECI) was constructed from visitors' responses to 16 additional questions. The detailed distributions and summary statistics for these responses are in Appendix Table A.2.46.

Primary Purpose of the Trip.

Visitors were asked to give the reason that best describes the primary purpose of their trip to the Florida Keys. They were handed a card with the following responses:

- A Recreation or vacation
- B Visit family or friends
- C Business trip
- D Business/pleasure
- E Other (specify)

It is important to note that this question was asked of visitors who had been pre-screened and were determined to be recreating visitors (83 percent of all visitors).

Over 90 percent of all recreating visitors in both seasons responded that recreation or vacation was their primary purpose for visiting the Florida Keys. A higher proportion of winter season visitors came to the Florida Keys for the primary purpose of visiting family or friends (5.3 percent in the winter versus 3.3 percent during the summer).

Special Events. The Florida Keys/Key West put on a variety of special events to attract visitors. The Monroe County Tourist Development Council provides support for some of these events. A card was provided to visitors in our survey listing the various events sponsored by the TDC and held during the time period of their visit. First they were asked if they first attended any of these events, and if they did, how important these events were in their trip planning. Overall during the year, 2.9 percent of all recreating visitors attended at least one of these events (2.6 percent during the summer and 3.2 percent during the winter). Of those that attended one of these events, 38 percent said the events were somewhat to extremely important in their trip planning (48.4 percent during the summer and 30.6 percent during the winter). This translates into about 1.1 percent of all recreating visitors saying that the special events were somewhat to extremely important in their trip planning (1.2 percent during the summer and 1.0 percent during the winter). Readers should note that we sampled during five months of the year, and events like Fantasy Fest would not have been covered.

These small percentages mean that the special events are relatively unimportant, but it does not mean they are unimportant. Percentage distributions tell us about *relative importance* but only absolute amounts tell us about *importance*. For the summer season, 1.2 percent of all recreating visitors translates into about 14,000 visitors, while 1 percent of visitors in the winter translates into about 13,700 visitors, for an annual total of about 27,700 visitors attending a special event that they considered somewhat to extremely important. If none of these visitors came to the Florida

Keys/Key West, there would be a loss of about \$13 million in visitor spending. If we restricted this to those that rated the special events from important to extremely important, the potential loss would be about \$8 million.

Return Trips. Two questions pertaining to repeat visitation were asked on the satisfaction mailback questionnaire. These same questions are asked on the TDC's regular visitor survey. Although only the simple univariate statistics on visitors' responses to these questions are reported here, the capability does exist to evaluate how visitor importance and satisfaction ratings for 25 selected natural resource attributes, and facilities and services in the Florida Keys/Key West, are related to repeat visitation.

Figure 2.18 shows that summer season visitors are more likely than winter season visitors to be return visitors. This is consistent with what was presented earlier on the annual number of trips to the Florida Keys/Key West. Figure 2.19 shows how soon they might return. Again, summer season visitors are more likely to return sooner than winter season visitors.

Second Home Ownership.

Ownership of a second home in the Florida Keys/Key West demonstrates a major commitment to the area. The question asked was, "Do you own a second home or time share in the Florida Keys?" Overall, 5.1 percent of visitors responded YES to this question (7.1 percent during the summer and 3.4 percent during the winter).

Use Own Boat in Keys. Two questions were asked on the satisfaction mailback about use of visitors' own boats in the Florida Keys/Key West. Visitors were asked whether they used their own boat in the Florida Keys and if

so, whether they stored it in the Keys or trailered it. Overall, 14.4 percent responded that they used their own boat, with a significantly higher proportion during the summer season (22.5 percent in the summer and 7.6 percent in the

winter). Of those who used their own boats 95.8 percent trailered their boat to the Keys (95.1 percent during the summer and 97.0 percent during the winter), and 3.9 percent stored their boat in the Keys (4.9 percent during the

summer and 3.0 percent during the winter).

Use of AM Information Radio Stations. There are several low-frequency AM radio stations in the Florida Keys/Key West that provide information to visitors. One provides information about the Key Deer and one provides information about John Pennekamp Coral Reef State Park. Visitors were asked in the satisfaction mailback whether they had ever used any of these stations. About 25 percent of all visitors responded that they had used one of these stations (28.8 percent during the summer and 21.4 percent during the winter).

Environmental Concern Index (ECI). The ECI is an index created by the answers to 16 questions asked on the satisfaction mailback questionnaire. The 16 questions were designed by Weigel and Weigel (1978). The index has been tested by past researchers for internal consistency, test re-test reliability and validity. The index has also been used successfully to predict actual behaviors with regard to environmental concerns such as recycling.

In 1992, NOAA, the U.S. Forest Service, the U.S. Environmental Protection Agency, the U.S. Department of the Interior's Bureau of Land Management, the U.S. Army Corps of Engineers, the U.S. Department of Agriculture's Economic Research Service, and the Sporting Goods Manufacturing Association joined in a cooperative effort to conduct the National Survey on Recreation and the Environment (NSRE). The NSRE partners hired Dr. Morgan Miles, Associate Professor of Marketing at Georgia Southern University, to evaluate several competing indexes that might be used for measuring people's environmental concerns. Dr. Miles was asked to

Summer season visitors are more likely to be return visitors than winter season visitors.

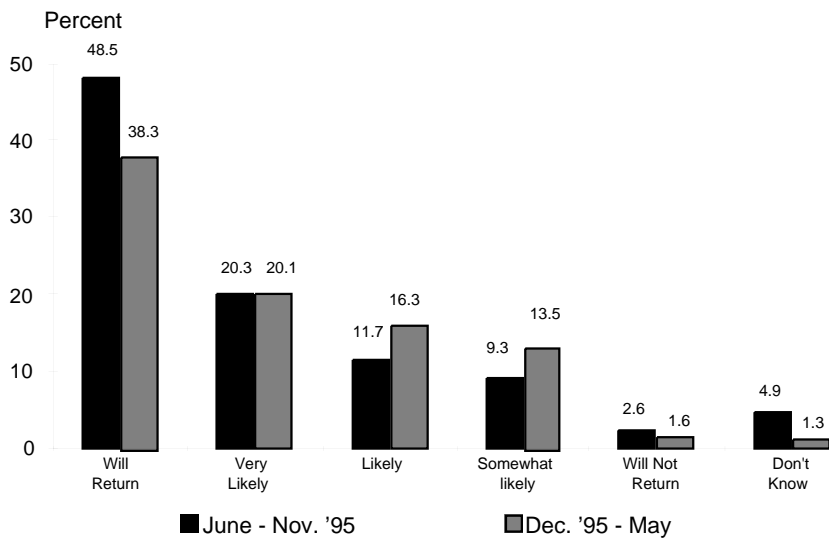


Figure 2.18 Likelihood of Making a Return Trip to the Keys

Summer season visitors that are likely to return are likely to return much sooner than winter season visitors.

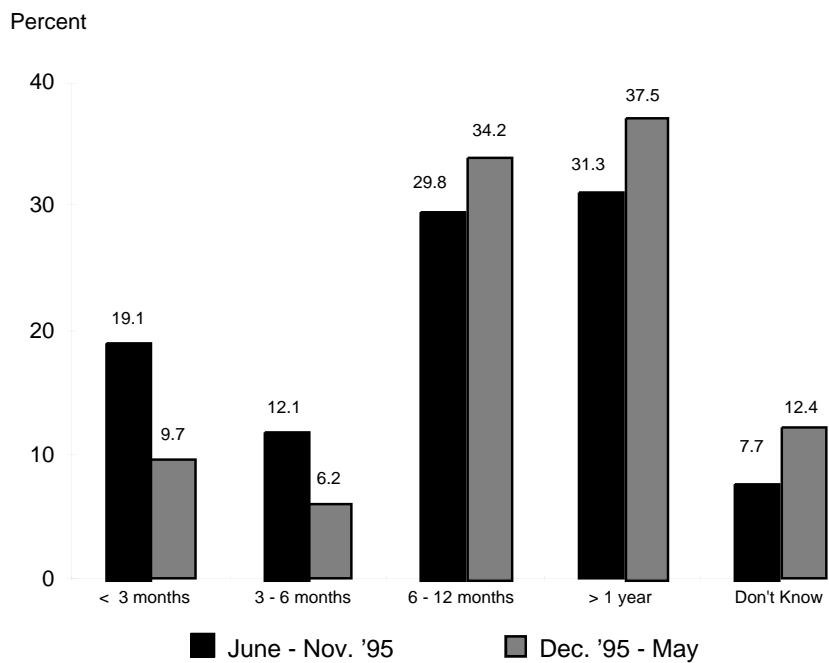


Figure 2.19 How Soon Might They Return

evaluate the New Environmental Paradigm (Dunlap and Van Liere, 1978), the Personal Environmental Behavior Scale (Dunlap and Van Liere, 1978), the Roper Survey (1991), and the ECI.

Dr. Miles concluded that the ECI was the best index because it measured three basic components of attitude: beliefs, evaluations, and intentions. The other scales measure only one or two of these components and thus can be more easily misinterpreted. Based on Dr. Miles's evaluation and the ECI's past record in predicting people's actual behavior, we decided to include it in our visitor survey. The ECI's use in the context of predicting recreation behavior or in segmenting markets has not to our knowledge been tested. Therefore, we consider the ECI as experimental. In future work, we hope to test the usefulness of this index.

There was no statistical difference in the mean scores for the summer and winter seasons (62.0 for the summer and 61.5 for the winter). This was true despite the significant differences cited earlier with respect to the relative demographic profiles of summer and winter season visitors. Of all recreating visitors to the Florida Keys/Key West, 37.3 percent had scores over 65, meaning they placed a very high priority on protection of the environment, and an additional 56.7 percent scored between 49 and 64, meaning they were concerned about protection of the environment. Overall then, 94 percent of all recreating visitors to the Florida Keys/Key West are concerned to very concerned about protecting the environment.

Chapter 3.

Profiles of Users by Mode of Access

This chapter provides detailed profiles of visitors by each mode of access (e.g. Auto, Air and Cruise Ship visitors). For two items presented in Chapter 2, sample sizes would not support separate profiles. These items are Days and Hours in Selected Activities and Visitation to the Dry Tortugas.

Regional Visitation

In Chapter 2, the regional visitation patterns were presented by season. In this chapter, the patterns are presented by season and mode of access. Figure 2.3 (page 10) shows the boundaries of each region. Appendix Tables A.3.1 and A.3.2 present the detailed visitation patterns for auto and air visitors, respectively. *All cruise ship passengers visit Key West only.* Table 3.1 summarizes part of the information found in appendix tables A.3.1 and A.3.2.

Key Findings:

- The Upper Keys are the top choice of auto visitors during the summer season, while Key West is the top choice during the winter season.
- Auto visitors have more complex regional visitation patterns.
- Key West is the top choice for air visitors during both seasons.
- Air visitors seem to stay in the regions in which the airport they used to access the Keys is located.
- Cruise Ship passengers do not get out of Key West.

Table 3.1 Regional Visitation Patterns by Mode of Access and Season¹

Mode of Access / Region	June - Nov. '95 (Percent)	Dec. '95 -May '96 (Percent)	Weighted Annual Avg. (Percent)
Auto			
Upper Keys	45.15	45.59	45.37
Middle Keys	34.23	32.82	33.52
Lower Keys	12.55	16.78	14.70
Key West	35.22	54.34	44.92
Air			
Upper Keys	1.09	3.15	2.41
Middle Keys	10.93	13.15	12.35
Lower Keys	2.57	5.89	4.70
Key West	86.65	92.13	90.16
Cruise Ship²			
Key West	100.00	100.00	100.00

1. For more details see Appendix Tables A.3.1 and A.3.2

2. 100 percent of cruise ship passengers visit Key West; zero percent visit other regions.

For more details on information in this section see Appendix Tables A.3.1 and A.3.2.

Activity Participation: By Region, Season and Mode of Access

In Chapter 2, detailed activity profiles were presented for all visitors by region and season. In this chapter, an additional dimension is added by breaking down estimates by mode of access. Appendix Tables A.3.3 to A.3.12 present the details for 41 aggregated activities for visitors by each mode of access, region and season. Detailed profiles for the full set of 68 activities are not presented. These more detailed profiles can be obtained from the authors on request.

Table 3.2 shows the top-rated activities by mode of access and season. Snorkeling was the top choice for auto visitors during the summer. Visiting Museums and Historic Areas was the top choice for air visitors during the summer, reflecting the fact that most of the air visitors were visitors to Key West. Cruise-ship visitors, who are typically in Key West for only a few hours, primarily participate in Sightseeing and Attractions during the summer. Sightseeing and Attractions becomes the top choice for visitors by all modes of access during the winter season.

Although Visiting Museums or Historic Areas was the top choice for air visitors during the summer and Sightseeing and Attractions during the winter season, a higher proportion of air visitors participated in water-based activities than either auto or cruise ship visitors during both seasons. Only 5-11 percent of cruise ship passengers participate in water-based activities (Figure 3.1).

Table 3.2 Top Rated Activity by Mode and Season—Number of Participants

Season / Mode of Access	Activity	Participation Rate ¹	Number of Participants
June - November 1995			
Auto	Snorkeling	45.15	444,299
Air	Visiting Museums or Historic Areas	67.90	53,993
Cruise Ship	Sightseeing and Attractions	92.36	100,152
December - May 1996			
Auto	Sightseeing & Attractions	60.28	611,040
Air	Sightseeing & Attractions	65.52	93,008
Cruise Ship	Sightseeing & Attractions	90.83	193,351

1. Participant rate is the percent of all visitors by the mode of access that did the activity.

A higher proportion of air visitors engage in water-based activities in both seasons. Very few cruise ship passengers engage in water-based activities.

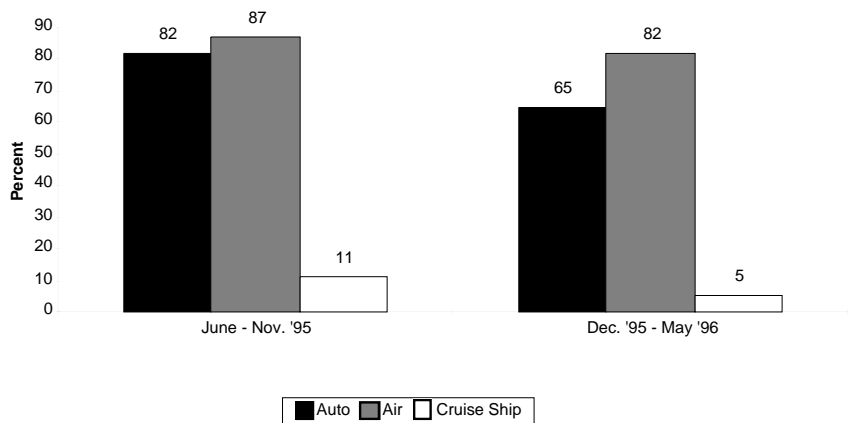


Figure 3.1 Participation in Water-based Activities by Mode of Access and Season

For more detailed information in this section, see Appendix Tables A.3.3 to A.3.12.

Origin of Visitors

Foreign Visitors. In Chapter 2, it was reported that foreign visitors made up 18.8 percent of all visitors during the summer season and over 15.2 percent during the winter season. Figure 3.2 shows that foreign visitors are a significantly higher proportion of auto visitors than visitors that access the Florida Keys/Key West by the air or cruise ship modes. It is important to note the different interpretation of the percent distributions presented in this section versus those presented in Chapter 2. In Chapter 2, it was shown that 18.8 percent of all visitors to the Florida Keys/Key West were foreign visitors during the June-November 1995 season (Figure 2.9). Here one should read Figure 3.2 to say that 21 percent of all *auto visitors* (not all visitors) were foreign visitors during the June-November 1995 season. Four (4) percent of all air visitors and seven (7) percent of all cruise ship visitors were foreign visitors. Therefore, we can conclude that a higher proportion of auto visitors are foreign visitors when compared with visitors that come by the air and cruise ship modes of access.

Table 3.3 shows the top three foreign counties by mode of access and season. The top three were chosen based on the rankings on an annual basis. As in Chapter 2, two separate percent distributions are presented for each country during each season. But here, the additional dimension of mode of access changes the interpretation of the two columns. The "All Visitors" column is the percent of visitors that came by a particular mode of access, from a particular country, during a particular season. For example, Table 3.3 reports that 4.45 percent of *all auto visitors* (not all visitors) were from Germany during the June-

Foreign visitors are a significantly higher proportion of auto visitors than the air or cruise ship visitors.

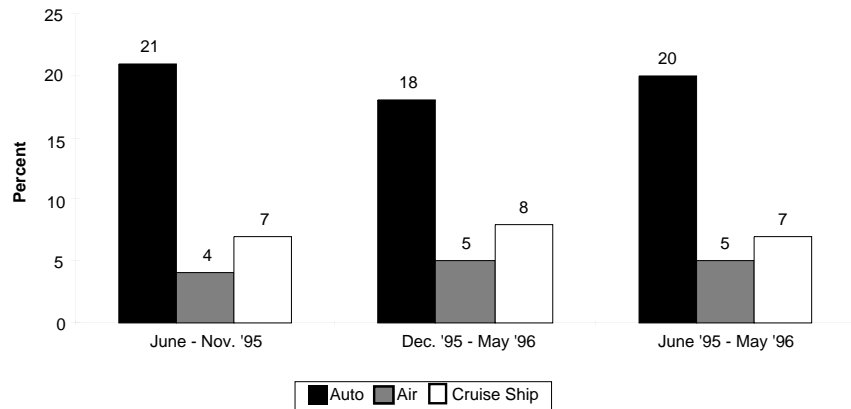


Figure 3.2 Foreign Visitors by Mode of Access and Season (Percent of All Visitors by Mode of Access)

November 1995 season. The column labelled "Foreign Visitors Only" shows that 20.81 percent of *all visitors that were foreign and came by auto* were from Germany.

Canada and England are among the top three countries for all modes of access and seasons, except Canada during the summer season. As was shown in Chapter 2, Canada becomes the number one source of foreign visitation during the winter season. And here it is shown that, during the winter, Canadians are number one across all three modes of access.

Although most foreign visitors, from most countries, seem to prefer accessing the Florida Keys/Key West by auto, the Germans seem almost exclusively to choose the auto mode of access. No Germans were found in the cruise ship surveys, and annually, the Germans made up only about eight (8) percent of all foreign visitors that used the air mode of access. Appendix Tables A.3.13 to A.3.15 show the details for all countries by mode of access and season. Chapter 4 will present more detailed profiles of foreign visitors.

Domestic Visitors. In Chapter 2, it was shown that visitors from the South dominate both seasons but that the East and Midwest regions become much more important during the winter season. Appendix Tables A.3.16 to A.3.18 show the distributions of visitors by the U.S. Bureau of Census Regions and Divisions, by season, and by mode of access. Again, the percent distributions presented in these tables have a different interpretation than those presented in Chapter 2. The column labelled "All Visitors" is the percent of all visitors by that particular mode of access and season. In Table A.3.16, for example, 6.07 percent of *all auto visitors* were from the East during the June-November 1995 season. The second column, labelled "Domestic Visitors Only" shows that 7.73 percent of *all domestic visitors that accessed the Florida Keys/Key West by auto* were from the East during the June-November 1995 season.

Appendix Tables A.3.16 to A.3.18 present a lot of detail and can be difficult to use in screening out significant differences. Figures

Table 3.3 Top Three Foreign Countries by Mode of Access and Season^{1,2}

Mode of Access / State	June - Nov. '95			Dec. '95 - May '96			Weighted Annual Average		
	Rank	All Visitors (Percent)	Foreign Visitors Only (Percent)	Rank	All Visitors (Percent)	Foreign Visitors Only (Percent)	Rank	All Visitors (Percent)	Foreign Visitors Only (Percent)
Auto									
Germany	1	4.45	20.81	2	5.11	28.19	1	4.78	24.25
England	2	4.12	19.29	3	2.80	15.44	2	3.45	17.49
Canada	5	1.19	5.58	1	5.30	29.19	3	3.27	16.60
Air									
Canada	1	1.06	28.57	1	1.22	22.85	1	1.16	24.46
England	3	0.53	14.29	2	1.14	21.38	2	0.92	19.38
Scotland	N/A	0.00	0.00	3	0.76	14.25	3	0.49	10.24
Cruise Ship									
Canada	2	0.47	7.14	1	4.55	58.82	1	3.16	43.20
England	1	1.87	28.57	2	0.91	11.76	2	1.23	16.85
Ireland	3	0.93	14.29	N/A	0.00	0.00	3	0.32	4.32

1. Top three ranked on annual basis. For more details see Appendix Tables A.3.13, A.3.14 and A.3.15
 2. Percents are the percent of visitors by each mode of access (20.92 percent of all foreign visitors by auto are from Germany during June - November '95 season).

3.3 and 3.4 help show some of the significant differences in origins of visitors by mode of access and season.

Key Findings:

- During both seasons, a higher proportion of air visitors came from the South as compared to air and cruise ship visitors.
- During both seasons, a higher proportion of air visitors are from the East as compared to auto and cruise ship visitors.
- A higher proportion of cruise ship visitors are from the West and Midwest regions as compared to auto and air visitors, although the differences are not significant for the Midwest during the winter.

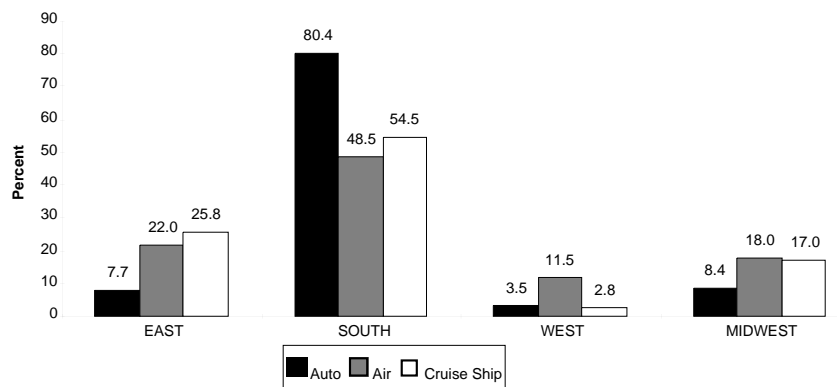


Figure 3.3 Census Regions of Primary Residence by Mode of Access: June - November 1995

Florida is the top origin of visitors for the auto and cruise ship modes of access when ranked on an annual basis (Table 3.4). The two columns in Table 3.4 containing the percent distributions have the same interpretation as those in Table 3.3. Pennsylvania is the number one origin of air visitors, when ranked on an annual basis,

and is ranked number two in both seasons. For air visitors, Florida is ranked number one during the summer season and New York is ranked number one during the winter season. Florida, New York and Pennsylvania are among the top three states for both the auto and air modes of access when ranked on an annual basis.

Cruise ship visitors have quite a different distribution for the origin of visitors. Although Florida is ranked number one in all seasons, Texas and California are numbers one and two when ranked on an annual basis. Appendix Tables A.3.19 to A.3.21 show the detailed distributions for states of primary residence by mode of access and season.

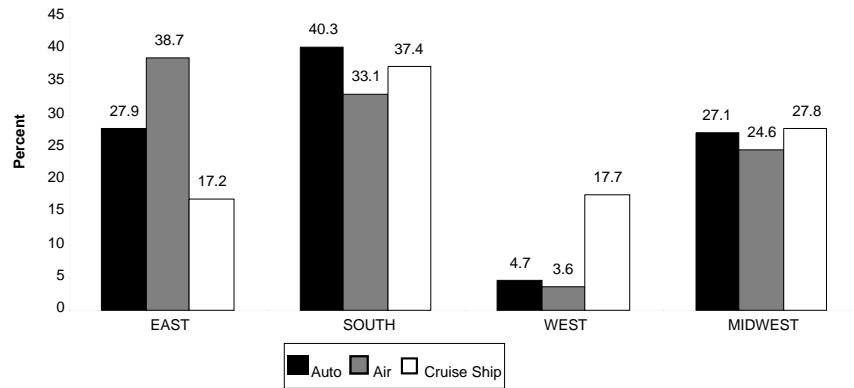


Figure 3.4 Census Regions of Primary Residence by Mode of Access: December 1995 - May 1996

As was shown in Chapter 2, Florida is the leading source of visitors to the Florida Keys/Key West, and South Florida (Dade, Broward and Palm Beach counties) is the dominant source of these visitors. As one would expect because of their proximity to the Keys, South Floridians are the dominant source of auto visitors (Table 3.5). What is somewhat surprising is that Dade County is the number two source of Floridians that come by cruise ship, when ranked on an annual

basis, and is ranked number one during the summer season. Table 3.5 should be read differently than Tables 3.3 and 3.4. The column labelled "All Visitors" should be read as the percent of all visitors by that mode of access that came from the county. The second column, labelled "Floridians Only," should be read as the percent of all Floridians that came by that mode of access from the county.

For example, during the June-November 1995 season, 17.5 percent of all auto visitors to the Florida Keys/Key West came from Dade County, Florida. And, 34 percent of all Floridians that came by auto, during that same season, were from Dade County.

Table 3.4 Top Three States by Mode of Access and Season¹

Mode of Access / State	June - Nov. '95			Dec. '95 -May '96			Weighted Annual Average		
	Rank	All Visitors (Percent)	Domestic Only (Percent)	Rank	All Visitors (Percent)	Domestic Only (Percent)	Rank	All Visitors (Percent)	Domestic Only (Percent)
Auto									
Florida	1	52.06	66.21	1	19.60	23.94	1	35.59	44.33
New York	2	2.28	2.90	2	6.51	7.96	2	4.43	5.51
Pennsylvania	5	1.52	1.93	4	4.99	6.10	3	3.28	4.09
Air									
Pennsylvania	2	8.00	8.31	2	9.80	10.35	1	9.15	9.61
New York	4	7.26	7.54	1	10.09	10.66	2	9.07	9.52
Florida	1	17.90	18.59	11	2.90	3.07	3	8.30	8.72
Cruise Ship									
Florida	1	10.75	11.50	1	10.00	10.84	1	10.25	11.06
Texas	6	4.67	5.00	2	9.55	10.34	2	7.90	8.52
California	3	6.54	7.00	3	7.27	7.88	3	7.03	7.58

1. Top three based on annual ranking.

Table 3.5 Top Three Florida Counties of Residence by Mode of Access and Season ^{1,2}

Mode of Access / County	June - Nov. '95			Dec. '95 -May '96			Weighted Annual Average		
	Rank	All Visitors (Percent)	Floridians Only (Percent)	Rank	All Visitors (Percent)	Floridians Only (Percent)	Rank	All Visitors (Percent)	Floridians Only (Percent)
Auto									
Dade	1	17.7	34.0	1	5.4	27.6	1	11.5	32.2
Broward	2	8.5	16.3	2	3.6	18.3	2	6.0	16.8
Palm Beach	3	5.2	10.0	3	2.0	10.2	3	3.6	10.1
Air									
Hillsborough	2	2.1	11.9	1	0.8	26.2	1	1.3	15.1
Pinellas	3	1.6	8.9	2	0.8	26.2	2	1.1	12.8
Leon	1	2.7	14.8	N/A	0.0	0.0	3	1.0	11.5
Cruise Ship									
Pinellas	2	1.4	13.0	1	3.2	31.8	1	2.6	25.2
Dade	1	2.8	26.1	4	0.9	9.1	2	1.6	15.1
Orange	4	0.9	8.7	2	1.8	18.2	3	1.5	14.8

1. Top three ranked on annual basis.
2. Percent is the percent of visitors by mode of access.

For more details on the information in this section, see Appendix Tables A.3.13 to A.3.21.

Number of Annual Visits and Length of Stay

Annual Visits and Days. Visitors by the auto mode of access make a significantly higher number of trips (visits) to the Florida Keys/Key West each year than visitors from the air and cruise ship modes (Figure 3.5). There was no significant difference between air and cruise ship visitors in terms of the annual number of visits. Auto visitors not only make more visits annually, they also spend a significantly higher number of days annually in the Florida Keys/Key West (Figure 3.6). Although there was not a significant difference in the number of annual visits between air and cruise ship visitors, air visitors spent a significantly higher annual number of days in the Florida Keys/Key West than cruise ship visitors. Appendix Table A.3.22 contains the details on the distributions of annual visits and days.

Length of Stay (Days) and Number of Nights. In Chapter 2, the method of how length of stay (measured in days) was calculated was explained and then was contrasted with the number of nights. Air visitors spent a significantly higher number of days and nights in the Florida Keys/Key West on each visit (Figures 3.7 and 3.8). All cruise ship passengers were day-visitors, i.e., they did not stay overnight. From the City of Key West Transport Authority it was later confirmed that only one ship stayed overnight during fiscal year 1995-1996. Appendix Table A.3.23 contains more detail on the distributions for length of stay in terms of the number of days and nights per visit.

Number of Nights per Region. For auto visitors, in all seasons, there was no difference in the average number of nights spent

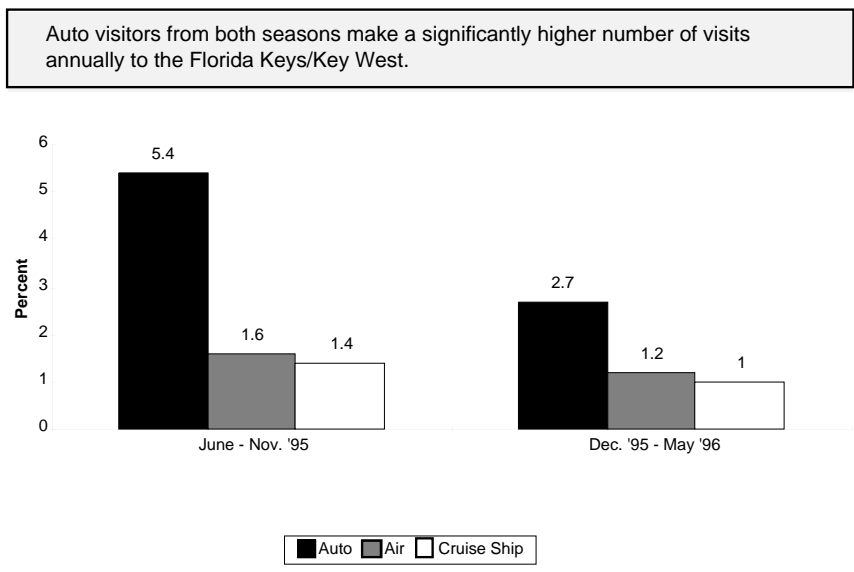


Figure 3.5 Average Annual Visits to the Florida Keys/Key West by Mode of Access and Season

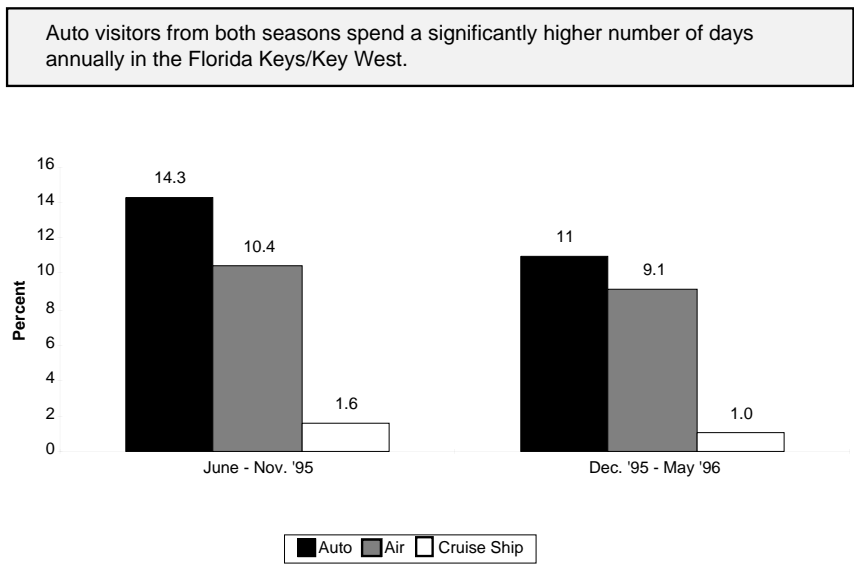


Figure 3.6 Average Annual Number of Days to the Florida Keys/Key West by Mode of Access and Season

between the Upper and Middle Keys and Key West (Appendix Table A.3.24). Auto visitors spent a significantly lower number of nights in the Lower Keys during both seasons. For air visitors, the story is quite different. As was shown in the regional visitation section of this chapter, air visitors do not generally leave the regions where the airport they used is located. This shows up in the average number of nights spent in

each region, as air visitors spent a significantly higher number of nights in Key West in both seasons (5.5 nights per visit during the summer and 5.7 nights per visit during the winter). Air visitors spent a significantly higher number of nights in the Middle Keys relative to the Upper and Lower Keys during the winter (see Appendix Table A.3.24).

Air visitors length of stay each visit is significantly longer during both seasons.

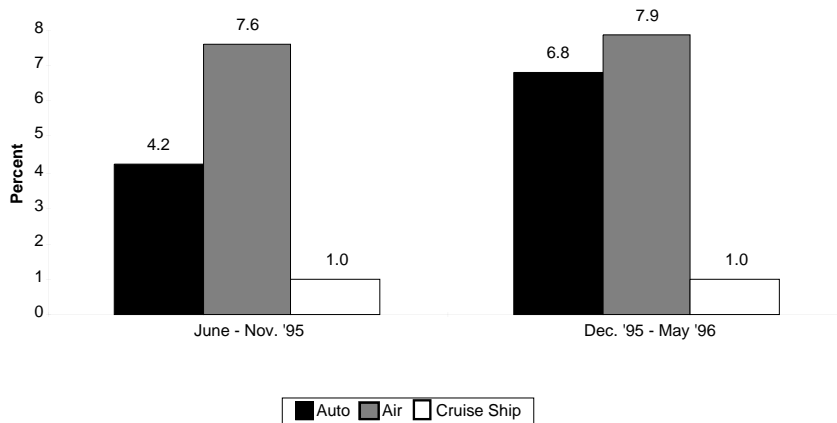


Figure 3.7 Average Length of Stay (# of Days) by Mode of Access and Season

Air visitors spent a significantly higher number of nights in the Florida Keys/Key West each visit in both seasons.

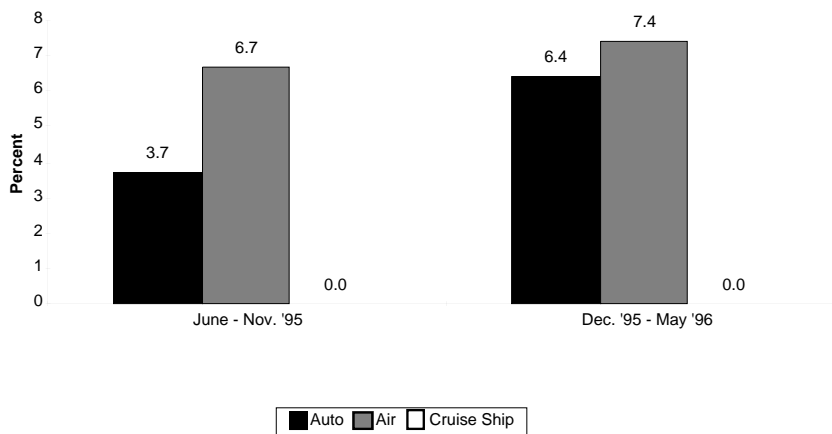


Figure 3.8 Average Number of Nights Spent in the Florida Keys/Key West by Mode of Access and Season

For more details on the information presented in this section, see Appendix Tables A.3.22 to A.3.24

Demographic Profiles

In Chapter 2, the two survey samples (Auto, Air and Cruise Ship and CUSTOMER) were described and the key findings summarized with respect to seasonal differences between all visitors. Here, the focus is on differences between visitors by mode of access. For the CUSTOMER sample, comparisons are restricted to the auto and air modes of access.

Appendix Tables A.3.25 to A.3.27 include summary statistics on the distributions of all demographic characteristics of the Auto, Air and Cruise Ship samples, while Appendix Table A.2.41 reports the same kinds of information for the CUSTOMER samples. For all characteristics, non-parametric statistical tests were performed to test for differences in the entire distributions. These tests were conducted in a series of pair-wise comparisons (e.g., Auto versus Air, Auto versus Cruise Ship, and Air versus Cruise Ship). The reason for the series of pair-wise comparisons is that current statistical procedures cannot calculate statistical significance in cases of more than the two-group comparisons. For age, party size, and number of children in the party, additional tests were run on the differences in both means and medians. Although the results of these tests are summarized here, the detailed statistical test results are not. These results can be obtained from the authors upon request. The results of most of the tests were very different by season, but similar for the two surveys (Auto, Air and Cruise Ship versus CUSTOMER).

Key Findings:

Auto, Air and Cruise Ship Survey

June-November 1995

- No significant difference in Race/Ethnicity between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors. Black and Hispanic visitors made up a significantly higher proportion of cruise ship passengers.
- No significant difference in Household Income between either auto and air visitors or between air and cruise ship visitors, but a significant difference was found between auto and cruise ship visitors. Cruise ship visitors come from higher income households than auto visitors.
- No differences in Age.
- Significant differences in Party Size. Cruise ship visitors had the highest average party size at 3.98, followed by auto visitors with 2.85 and air visitors with 2.27.
- No difference in the Number of Children between air and cruise ship visitors, but significant differences between auto and air visitors and between auto and cruise ship visitors. About 68 percent of auto visitors did not bring children, while 90 percent of air visitors and 85 percent of cruise ship visitors did not bring children.

December 1995 - May 1996

- No significant differences in Race/Ethnicity.
- Significant differences in Household Incomes. Air and cruise ship visitors both come from households with higher incomes than auto visitors, and air visitors come from households with the highest incomes.
- Significant differences in Age. Cruise ship visitors had the highest average age, 54, versus 50 for auto and 42 for air visitors. Also, a significantly higher proportion of cruise ship passengers were 61 or over (almost 39 percent versus 22 percent for auto and 10 percent for air visitors). And, air visitors had a significantly higher proportion of visitors in the 16-25 age category (10.5 percent versus 4.4 percent for auto and 3.2 percent for cruise ship visitors).
- No significant difference in Party Size between auto and cruise ship visitors, but significant differences between auto and air visitors and between air and cruise ship visitors. Average party size was 2.53 for cruise ships, 2.43 for auto, and 2.05 for air visitors.
- No significant differences in the Number of Children based on the comparisons of the entire distributions, but auto visitors had a significantly higher mean number of children with them (0.18 versus 0.03 for both air and cruise ship passengers).

CUSTOMER

June-November 1995

- No differences for Sex.
- Significant difference for Race/Ethnicity. Auto visitors had a significantly higher proportion of Hispanic visitors.
- Significant difference for Age. Air visitors were older with an average age of 36 versus 31 for auto visitors. Air visitors had a significantly lower proportion of children (age 1-15) with them. Only 11.9 percent of air visitors were under age 16 versus 23.2 percent for auto visitors.
- No difference for Household Income.
- Significant difference for Household Type. A higher proportion of air visitors come from households of the type, single adults with no children. A higher proportion of auto visitors come from households of the type, two adults with children.
- Significant difference for Party Size. Auto visitors had an average party size of 3.8 visitors versus 2.8 for air visitors.
- No difference for Type of Party.
- No difference for Employment Status.
- Significant difference in Education Completed. Air visitors were more highly educated. This was true even when the comparisons were restricted to those 16 and older.
- No difference in Disabilities.

December 1995 - May 1996

- No difference for Sex.
- Significant difference for Race/Ethnicity. Auto visitors had a significantly higher proportion of Hispanic visitors.
- Significant difference in Age. Air visitors were older with an average age of 41 versus 38 for auto visitors. Air visitors had a significantly lower proportion of children (age 1-15) with them. Only 7.1 percent of air visitors were under 16 years of age, while 13.7 percent of auto visitors were under 16.
- Significant difference for Household Income. Air visitors had higher incomes.
- No difference in Household Type.
- Significant difference in Employment Status. Air visitors had a significantly higher proportion of visitors employed full-time and a lower proportion of students than auto visitors.
- Significant difference in Education Completed. Air visitors were more highly educated. This was true even when the comparison was restricted to those age 16 and older.
- No difference in Disabilities.

Expenditures

In Chapter 2, expenditures were reported on a per-person per-day and per-person per-trip basis, and comparisons were made for the different seasons. It was found that there were only a few significant seasonal differences in expenditures per person per day, and that total expenditures per person per day, although higher during the winter, were not significantly different. However, it was also shown that total expenditures per person per trip were significantly higher during the winter season. This was true largely because winter season trips are longer in length (i.e., more days and nights in the Keys per trip).

In this chapter, the results of a series of pair-wise comparisons are presented between visitor spending by mode of access. Results are summarized by category of expenditure and season. As in previous sections of this chapter, the pair-wise comparisons were between auto and air visitors, auto and cruise ship visitors, and air and cruise ship visitors. Although the details of the statistical tests are not reported here, they are available from the authors upon request. Table 3.6 shows the average expenditures per person per day for which the tests were conducted. Further detailed breakdowns for each of the spending categories can be found in Appendix Tables A.3.28 to A.3.36. Figures 3.9 and 3.10 summarize the total expenditures per person per trip for both seasons.

Key Findings:

Expenditures Per Person Per Day

June-November 1995

- **Lodging.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Food & Beverages.** Significant differences in all comparisons.
- **Transportation.** Significant differences in all comparisons.
- **Boating.** No significant differences.
- **Fishing.** No significant differences.
- **Diving.** No significant differences.
- **Sightseeing.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Other Activity.** No significant difference between air and cruise ship visitors, but significant differences between auto and air visitors and between auto and cruise ship visitors.
- **Miscellaneous.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Services.** No significant differences.
- **Total.** Significant differences in all comparisons.

December 1995 - May 1996

- **Lodging.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Food & Beverages.** Significant differences in all comparisons.
- **Transportation.** No significant difference between auto and cruise ship visitors, but significant differences between auto and air visitors and between air and cruise ship visitors.
- **Boating.** No significant differences.
- **Fishing.** No significant differences.

(continued on next page)

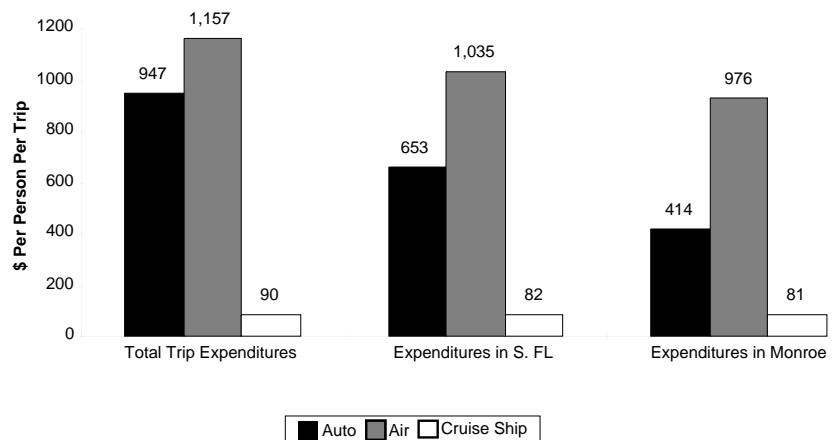


Figure 3.9 Average Total Trip Expenditures Per Person by Mode of Access: June - November 1995

- **Diving.** No significant differences.
- **Sightseeing.** Significant differences in all comparisons.
- **Other Activity.** No significant differences between auto and air visitors and between air and cruise ship visitors, but a significant difference between auto and cruise ship visitors.
- **Miscellaneous.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Services.** No significant difference between air and cruise ship visitors, but significant differences between auto and air visitors and between auto and cruise ship visitors.
- **Total.** Significant difference in all comparisons.

Expenditures Per Person Per Trip

June-November 1995

- **Total Trip.** Significant difference in all comparisons.
- **In South Florida.** Significant differences in all comparisons.
- **In Monroe County.** Significant differences in all comparisons.

December 1995 - May 1996

- **Total Trip.** Significant differences in all comparisons.
- **In South Florida.** Significant differences in all comparisons.
- **In Monroe County.** Significant differences in all comparisons.

Table 3.6 Average Expenditures Per Person Per Day in Monroe County by Mode of Access and Season (\$)

Category ¹	June - Nov. '95			Dec. '95 -May '96		
	Auto	Air	Cruise Ship	Auto	Air	Cruise Ship
Lodging	36.01	40.33	0.00	46.45	48.35	0.00
Food & Beverages	29.58	38.76	13.17	31.56	39.50	21.65
Transportation	7.91	39.47	4.84	9.42	29.32	9.94
Boating	5.88	4.09	4.68	5.96	4.25	5.53
Fishing	2.73	1.05	1.23	3.50	4.94	5.64
Diving	5.72	3.95	2.36	1.88	1.96	1.79
Sightseeing	2.81	2.81	7.49	3.85	1.76	12.06
Other Activity	0.70	5.72	1.61	1.43	2.33	4.46
Miscellaneous	7.93	10.65	44.66	9.24	10.63	34.37
Services	1.06	1.02	0.74	1.22	3.06	5.91
Total	\$100.33	\$147.84	\$80.78	\$114.52	\$145.55	\$104.63

1. For more information see Appendix Tables A.3.28, A.3.29, and A.3.30.

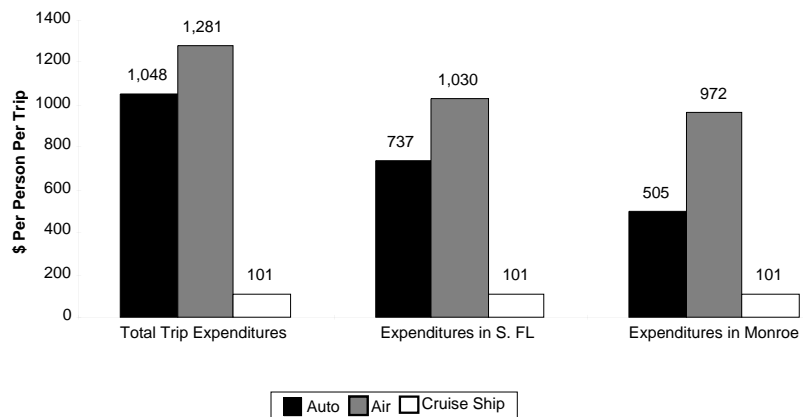


Figure 3.10 Average Total Trip Expenditures Per Person by Mode of Access: December 1995 - May 1996

For further details on the information in this section, see Appendix Tables A.3.28 to A.3.36.

Special Issue Questions

As in other sections of this chapter, the issues addressed in Chapter 2 are further explored by testing for differences in responses by visitors by mode of access. Appendix Table A.3.37 summarizes the responses by mode of access and season. Here the key findings are summarized here.

Key Findings:

June-November 1995

- **Primary Purpose of the Trip.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Special Events.** No significant differences.
- **Likelihood of Return Trips.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **How Soon Will They Return.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Second Home Ownership.** No significant differences.
- **Use of Own Boat in Keys.** No significant difference between air and cruise ship visitors, but significant differences between auto and air visitors and between auto and cruise ship visitors.
- **Store or Trailer Boat.** Significant differences for all comparisons.
- **Use of AM Information Radio Stations.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Environmental Concern Index.** No significant differences.

December 1995 - May 1996

- **Primary Purpose of the Trip.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Special Events.** No significant differences.
- **Likelihood of Return Trips.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **How Soon Will They Return.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Second Home Ownership.** No significant differences.
- **Use of Own Boat in Keys.** No significant difference between auto and air visitors, but significant differences between auto and cruise ship visitors and between air and cruise ship visitors.
- **Store or Trailer Boat.** Significant differences in all comparisons.
- **Use of AM Information Radio Stations.** No significant difference between air and cruise ship visitors, but significant differences between auto and air visitors and between auto and cruise ship visitors.
- **Environmental Concern Index.** No significant differences between auto and air visitors or between air and cruise ship visitors, but a significant difference between auto and cruise ship visitors.

For more details on the information in this section see Appendix Table A.3.37.

Chapter 4.

Profiles of Foreign Visitors

This chapter provides detailed profiles of foreign visitors and serves as a model for how profiles can be developed for other groups of visitors. For example, one might choose to develop profiles by segmenting visitors on an activity basis. One might also choose, as we have here, to profile the origin of visitors, e.g., state or region of residence. The limits to developing a profile are defined by the sample sizes available for any particular group.

Many users will want to know the separate economic contributions made by a certain selected group of visitors. Developing a detailed profile of a group of visitors is an important first step in the process of developing such estimates. One of the first lessons is that the sum of the parts may not equal the whole if one attempts to provide separate estimates of the economic contribution of different groups. This problem would not occur for segmenting visitors by place of origin, but would likely occur when segmenting visitors by recreation activity. As was shown in Chapter 2, visitors engage in multiple activities in multiple regions, so double-counting would be a problem.

Here, a detailed profile of foreign visitors is provided following the set of topics covered for all visitors in Chapter 2. There were certain topics for which sample sizes would not support developing separate estimates, or for which greater detail could be handled in special requests. The items we could not reliably estimate for foreign visitors include Visitation to the Dry Tortugas and Days and Hours in Selected Activities. Origins of foreign visitors were

Table 4.1 Foreign Visitors by Mode of Access and Season

Mode of Access	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Average
	(%)	(%)	(%)
Auto	95.5	88.4	92.1
Air	1.3	3.7	2.4
Key West	1.3	3.4	2.3
Marathon	0.0	0.3	0.1
Cruise Ship	3.2	7.9	5.5
Total	100.0	100.0	100.0

covered in Chapter 2 and are not repeated here. For activity participation, the detailed 68 activity profiles were not produced. Instead, the estimates for the 41 aggregated activities are provided. The details of the 68 activities can be obtained from the authors upon request.

Number of Visitors and Mode of Access

Number of Visitors. In Chapter 2, it was reported that 18.8 percent of summer season (June-November 1995) visitors and 15.2 percent of winter season (December 1995 - May 1996) visitors were foreign visitors. It is estimated then, that there were over 220 thousand foreign visitors during the summer season and over almost 208 thousand foreign visitors during the winter season, for a total annual foreign visitation of over 428 thousand (16.86 percent of all recreating visitors).

Using estimates of the average length of stay by season, it is estimated that foreign visitors spent over 751 thousand person-days in the Florida Keys/Key West during the summer season and over 1.1 million person-days during the winter season, for a

total annual number of person-days of about 1.9 million.

Although foreign visitors made up 18.8 percent of the person-trips (visits) during the summer season, they only accounted for 15.4 percent of the person-days. The reason is that foreign visitors had, on average, shorter lengths of stays than domestic visitors. This was also true for the winter season. Foreign visitors were 15.2 percent of person-trips (visits) during the winter, but only accounted for 13.5 percent of the person-days. Annually, foreign visitors accounted for 16.86 percent of all person-trips (visits) and 14.2 percent of all person-days by recreating visitors.

Mode of Access. Foreign visitors predominantly access the Florida Keys/Key West by the auto mode. Over 95 percent came by auto during the summer season and over 88 percent during the winter season (Table 4.1). Because only a small proportion of foreign visitors access the Florida Keys/Key West by the air and cruise ship modes, it would not be possible to develop further estimates by mode of access for foreign visitors as was done for all visitors in Chapter 3.

Regional Visitation

Table 4.2 shows the regional visitation patterns of foreign visitors by season. As discussed in Chapter 1, you cannot add the number of visitors to each region and arrive at the reported number of foreign visitors found in section one of this chapter. Again, the reason is that a visitor can visit more than one region. Table 4.2 eliminates this kind of double-counting. Also, the percents reported in Table 4.2 are the percents of all recreating foreign visitors to the Florida Keys/Key West. For example, the estimate of 112,420 foreign visitors to the Upper Keys during the June-November 1995 season is 51.02 percent of the 220,337 foreign visitors to the entire Florida Keys/Key West.

Key Findings:

- Key West is the most visited portion of the Florida Keys/Key West by foreign visitors during both seasons.
- As with all visitors, for foreign visitors who visit multiple regions, the Upper Keys and Key West combination is the most popular choice in all seasons.
- Multiple region visitation is more prevalent among winter season foreign visitors than summer season visitors.
- A higher proportion of foreign visitors visit all regions of the Florida Keys/Key West than domestic visitors.
- On an annual basis, Key West gets the most foreign visitors with over 292 thousand visits (68.31 percent of all foreign visitors) during the June 1995 through May 1996 period.

Table 4.2 Regional Visitation by Season: Foreign Visitors

	June - Nov. '95		Dec. '95 - May '96		Annual Total	
	Number of Visitors	Participation Rate ¹	Number of Visitors	Participation Rate	Number of Visitors	Participation Rate
Upper Keys	112,420	51.02	88,840	42.74	201,260	47.00
Middle Keys	60,225	27.33	56,167	27.02	116,392	27.18
Lower Keys	31,451	14.27	31,758	15.28	63,209	14.76
Key West	134,349	60.97	158,150	76.08	292,499	68.31
Visit One Region Only						
Upper Keys	58,552	26.57	30,901	14.87	89,453	20.89
Middle Keys	15,056	6.83	8,215	3.95	23,272	5.43
Lower Keys	2,677	1.21	3,188	1.53	5,865	1.37
Key West	75,127	34.10	88,432	42.54	163,560	38.20
Visit Two Regions						
Upper and Middle Keys	6,023	2.73	5,886	2.83	11,908	2.78
Lower Keys and Key West	1,338	0.61	4,660	2.24	5,998	1.40
Upper and Lower Keys	3,011	1.37	490	0.24	3,502	0.82
Upper Keys and Key West	19,071	8.66	23,544	11.33	42,615	9.95
Middle and Lower Keys	669	0.30	552	0.27	1,221	0.29
Middle Keys and Key West	13,049	5.92	12,025	5.78	25,074	5.86
Visit Three Regions						
Upper, Middle and Lower Keys	0	0.00	490	0.24	490	0.11
Upper & Middle Keys and Key West	2,008	0.91	7,112	3.42	9,120	2.13
Middle & Lower Keys and Key West	0	0.00	1,961	0.94	1,961	0.46
Upper & Lower Keys and Key West	335	0.15	490	0.24	825	0.19
All Regions of Keys	23,421	10.63	19,926	9.59	43,347	10.12

1. Participation rate is the percent of foreign visitors that visited the region or regions.

Activity Participation: By Region and Season

In this section, the detailed activities of foreign visitors are reported. Appendix Tables A.4.1 to A.4.5 report the details for 41 aggregated activities out of the original list of 68 activities. Participation rates reported here are the percents of all foreign visitors who did the activity in a particular region during a particular season. Table 4.3 shows a summary of the more detailed list of activities in

Appendix Table A.4.1. Again, care should be taken in using the estimates presented in Table 4.3. It is reported that 69,713 foreign visitors participated in snorkeling (31.64 percent of all foreign visitors) during the June-November 1995 season and 5,353 foreign visitors participated in scuba diving. It is not correct to add these two numbers to get an estimate of the total number of visitors that did snorkeling and/or scuba diving. Appendix Table A.4.1 reports that the total number

of foreign visitors who participated in snorkeling and/or scuba diving was 72,724. This estimate eliminates double-counting visitors that did both activities.

Table 4.4 shows the top-rated activity by region and season for foreign visitors based on participation rates. During the June-November 1995 season, Sightseeing & Attractions was the top-rated activity for the entire Keys, the Middle Keys, the Lower

Table 4.3 Activity Participation For All Keys by Season: Foreign Visitors

Activity ¹	June - Nov. '95		Dec. '95 - May '96		Annual Total	
	Number of Visitors	Participation Rate	Number of Visitors	Participation Rate	Number of Visitors	Participation Rate
Snorkeling	69,713	31.64	39,923	19.21	109,636	25.60
Scuba Diving	5,353	2.43	8,093	3.89	13,446	3.14
Fishing	11,041	5.01	14,741	7.09	25,782	6.02
Wildlife Observation/Nature Study	87,321	39.63	80,149	38.56	167,470	39.11
Beach Activities (including swimming)	97,521	44.26	83,001	39.93	180,522	42.16
Sightseeing & Attractions (paid & unpaid)	137,248	62.29	149,531	71.93	286,779	66.97
Visiting Museums & Historic Sites	63,324	28.74	80,784	38.86	144,108	33.65
Cultural Events (Fairs, Concerts, Plays)	11,041	5.01	16,692	8.03	27,733	6.48
All Camping	1,673	0.76	24,770	11.92	26,443	6.18
Personal Water Craft Use	25,763	11.69	7,483	3.60	33,246	7.76

1. For more details see Appendix Tables A.4.1 to A.4.5.

Table 4.4 Top Rated Activity by Region Based on Participation Rate: Foreign Visitors

Season/Region	Activity	Participation Rate	Number of Visitors
June - November 1995			
Upper Keys	Viewing Wildlife / Nature Study	23.23	51,191
Middle Keys	Sightseeing & Attractions	14.58	32,120
Lower Keys	Sightseeing & Attractions	9.41	20,744
Key West	Sightseeing & Attractions	44.98	99,105
All Keys	Sightseeing & Attractions	62.29	137,248
Dec. '95 - May '96			
Upper Keys	Viewing Wildlife / Nature Study	20.53	45,240
Middle Keys	Sightseeing & Attractions	11.42	25,158
Lower Keys	Viewing Wildlife / Nature Study	8.32	18,334
Key West	Sightseeing & Attractions	59.72	131,592
All Keys	Sightseeing & Attractions	71.93	149,531

1. Percent of all foreign visitors.

Keys, and Key West. Viewing Wildlife/Nature Study was the top choice in the Upper Keys. During the December 1995 - May 1996 season, the patterns were similar. The only difference was for the Lower Keys, where Viewing Wildlife/Nature Study became the top choice.

Foreign visitors have the highest participation rates in land-based activities (Figure 4.1). However, on an annual basis, almost 69 percent of all foreign visitors participate in water-based activities (76 percent during the summer and 61.2 percent during the winter). This high participation in both land and water-based activities suggests that these activities complement one another; it may be this diversity of available activities that makes the Florida Keys/Key West a top vacation destination for foreign visitors.

Foreign visitors have higher participation rates in land-based activities than water-based activities in all seasons.

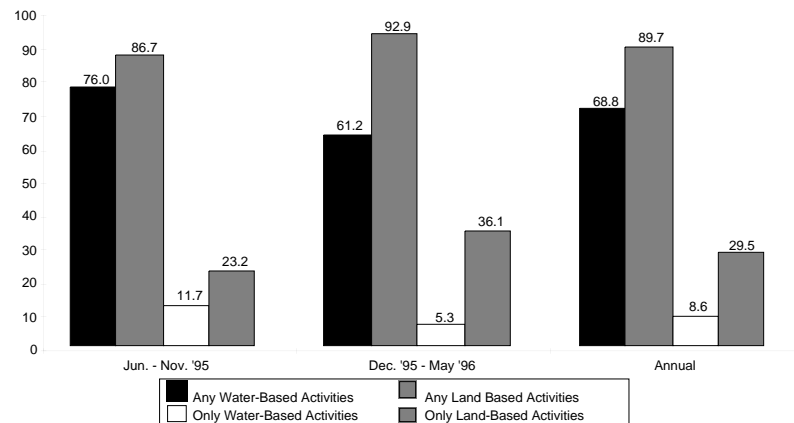


Figure 4.1 Participation in Water-based Activities vs. Land-Based Activities by Season: Foreign Visitors

For more details on the information in this section, see Appendix Tables A.4.1 to A.4.5

Activity Participation: Within Region Participation Rates

In the previous section, participation rates were defined as the percent of all foreign visitors to the Florida Keys/Key West that did a particular activity in a particular region during a particular season. However, many users want to know the distribution within a region; that is, they want the answer to the question, *What percent of foreign visitors to the Upper Keys participate in snorkeling?* Two appendix tables (Tables A.4.6 and Table A.4.7) present these within-region participation rates for each region during each season of the year. In Appendix Table A.4.2 it is reported that 17.46 percent of all foreign visitors participated in snorkeling in the Upper Keys during the June-November 1995 season. In Appendix Table A.4.6, it is reported that 34.23 percent of all foreign visitors that visited the Upper Keys participated in snorkeling in the Upper Keys. So the answer to the above question is that 34.23 percent of all foreign visitors that visited the Upper Keys participated in snorkeling.

In the previous section, it was reported that about 69 percent of all foreign visitors annually participate in water-based activities. Figure 4.2 shows the within-region participation rates for water-based activities by season. A significantly higher proportion of foreign visitors to the Upper Keys participate in water-based activities during both seasons. For water-based activity participation, there are no significant differences between the other regions or between seasons for the other regions.

A Significantly higher proportion of Foreign Visitors to the Upper Keys participate in Water-Based Activities

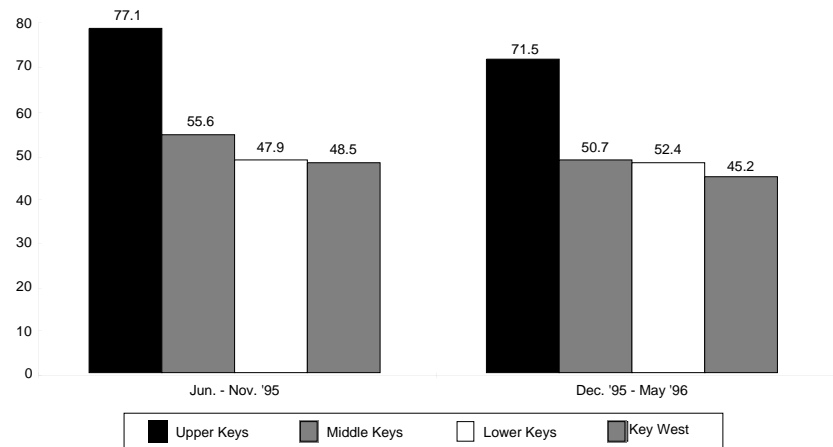


Figure 4.2 Participation in Water-based Activities by Region and Season: Foreign Visitors

For more details on the information in this section, see Appendix Tables A.4.6 and A.4.7.

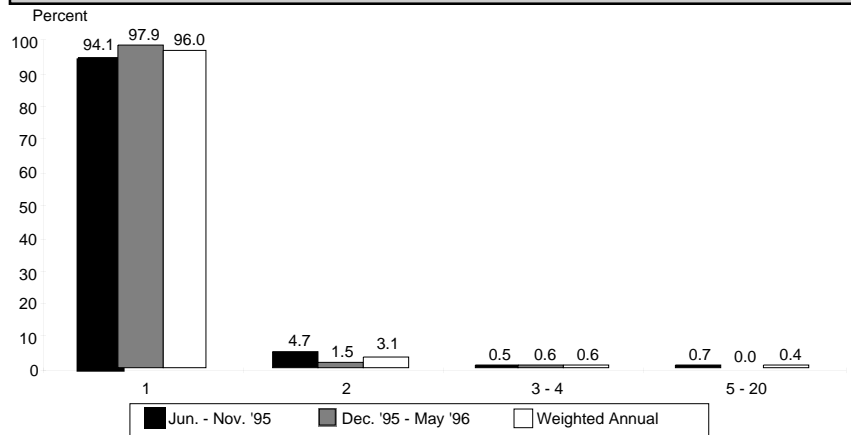
Number of Annual Visits and Length of Stay

Annual Visits and Days. Foreign visitors made, on average, 1.07 trips per year to the Florida Keys/Key West during which they participated in at least one recreation activity and, on average, they spent about 4.6 days annually in the Florida Keys/Key West. There was no difference between summer and winter season foreign visitors with respect to the number of annual visits. There was a significant difference in the annual number of days, since the winter season foreign visitors stay longer per visit.

Length of Stay (Days) and Number of Nights. In Chapter 2, the methods used to calculate the number of days per visit were explained and contrasted with the number of nights spent in the Florida Keys/Key West as a measure of length of stay. Figure 4.5 shows the length of stay measured in the number of days and is presented by season. The average length of stay is significantly higher during the winter season (5.5 days per visit) than during the summer season (3.40 days per visit). Most of the difference is accounted for by the significantly higher proportion of winter season visitors who stay more than one week.

Figure 4.6 shows the number of nights, and although the general story is the same for the number of nights and the number of days, the key difference is in the proportion of what would be defined as day-visitors. Figure 4.5 shows that annually about 19 percent of foreign visitors spend only one day per visit in the Florida Keys/Key West. But as was discussed in Chapter 2, this provides a distorted view of day-visitation, if one is assessing the demand for overnight facilities. Figure 4.6

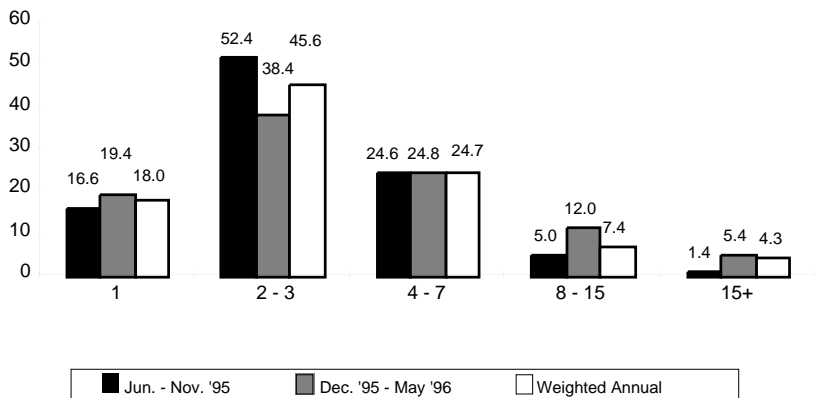
Foreign visitors usually make only one trip per year to the Florida Keys/Key West.



	Jun - Nov '95	Dec '95 - May '96	Weighted Annual Average
Minimum	1	1	1
Maximum	12	3	12
Mean	1.12	1.03	1.07
Median	1	1	1
Mode	1	1	1

Figure 4.3 Annual Visits (Trips) to the Florida Keys: Foreign Visitors

Winter season foreign visitors spend more days annually in the Florida Keys/Key West than summer season foreign visitors.



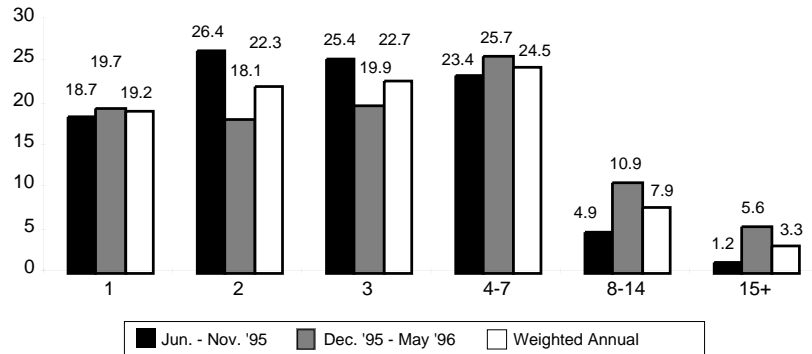
	Jun - Nov '95	Dec '95 - May '96	Weighted Annual Average
Minimum	1	1	1
Maximum	32	93	93
Mean	3.56	5.74	4.62
Median	3	3	3
Mode	2	3	3

Figure 4.4 Annual Days in Keys by Season: Foreign Visitors

shows that annually only 8.5 percent of all foreign visitors are day-visitors, that is, only 8.5 percent stayed zero nights.

Average length of stay for foreign visitors is much longer in the winter season and the difference is largely accounted for by foreign visitors that stay longer than one week.

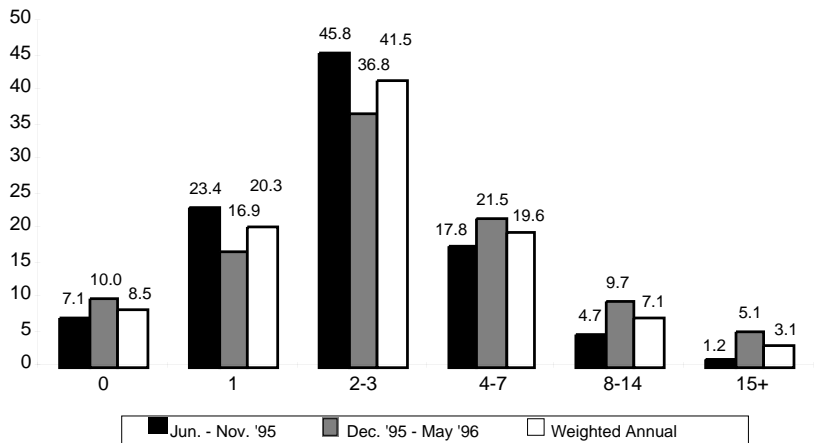
Figure 4.7 (next page) shows the average number of nights foreign visitors spent in each region of the Florida Keys/Key West in each season. During the winter season, foreign visitors spent a significantly higher number of nights in the Middle Keys and Key West than they did during the summer season. There were no significant differences for the average number of nights between seasons in the Upper Keys or in the Lower Keys.



	Jun - Nov '95	Dec '95 - May '96	Weighted Annual Average
Minimum	1	1	1
Maximum	32	93	93
Mean	3.41	5.48	4.41
Median	2	3	3
Mode	2	3	3

Figure 4.5 Length of Stay (# of Days), by Season: Foreign Visitors

Winter season foreign visitors have a significantly higher average number of nights with most of the difference accounted for by visitors staying longer than one week.



	Jun - Nov '95	Dec '95 - May '96	Weighted Annual Average
Minimum	0	0	0
Maximum	31	93	93
Mean	2.94	4.98	3.93
Median	2	3	2
Mode	2	2	2

Figure 4.6 Number of Nights in Florida Keys by Season: Foreign Visitors

During the winter season, foreign visitors spend a significantly higher number of nights in the Middle Keys and Key West than during the summer season.

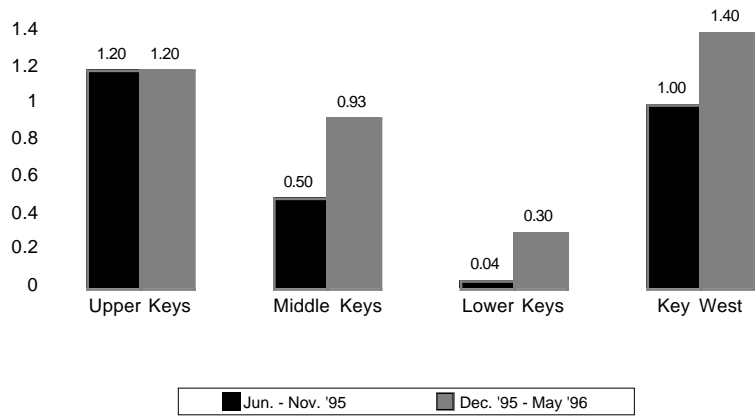


Figure 4.7 Average Number of Nights in each Region by Season:
Foreign Visitors

Demographic Profiles

As discussed in Chapter 1, there were two separate surveys of visitors, The Auto, Air and Cruise Ship Survey and the CUSTOMER Survey. The Auto, Air and Cruise Ship Survey gathered demographic information only from the survey respondent, and that person had to be 16 years of age or older to be interviewed. The CUSTOMER Survey gathered information on up to eight people in the recreation party, and information was obtained on visitors of all ages.

Sample sizes for the CUSTOMER Survey do not support reliable estimates for comparisons between auto and air visitors as presented in Table A.4.9. There were only 35 foreign visitors that came by the air mode of transportation in the summer season CUSTOMER sample and only 12 for the winter season sample. Overall, however, information was gathered on 667 foreign visitors in the summer season sample and on 851 foreign visitors in the winter season sample. For the Auto, Air and Cruise Ship Survey, there were 218 in the summer season sample and 333 in the winter season sample.

Two Appendix Tables were prepared detailing the distributions for each demographic characteristic. Table A.4.8 summarizes the information for the Auto, Air and Cruise Ship Survey for each season with a weighted annual average. Table A.4.9 summarizes the information for the CUSTOMER Survey by mode of access and season, but **the air mode break down is not reliable due to small sample sizes**. In the box at right, the statistically significant differences in the distributions between seasons are highlighted in bullet form for each of the surveys.

Auto, Air and Cruise Ship Survey

- **Race/Ethnicity.** No significant difference. In both seasons about 97 percent are White Not Hispanic.
- **Household Income.** No significant difference, but an extremely high proportion of foreign visitors did not give their incomes.
- **Age.** Winter season foreign visitors are, on average, older than summer season visitors with a significantly higher proportion of winter season visitors age 61 or older (12 percent during the winter and only 0.7 percent during the summer).
- **Party Size.** Party size is significantly different between seasons. Winter season party sizes are, on average, smaller (2.5 in the winter versus 3.2 in the summer). Over 72 percent of the parties are made up of two or fewer visitors during the winter versus a little over 42 percent during the summer.
- **Number of Children.** Winter season visitors brought fewer children with them than summer season visitors. 88 percent of winter season visitors brought no children versus 57.9 of the summer season visitors.

CUSTOMER Survey

- **Race/Ethnicity.** No significant difference.
- **Household Income.** No significant difference. Again an extremely high proportion of foreign visitors did not answer the income question.
- **Age.** Winter season foreign visitors are, on average, older than summer season visitors, with a significantly higher proportion age 61 or older during the winter season. Also, as was found in the number of children in the Auto, Air and Cruise Ship Survey, winter season visitors had a much lower proportion in the under 16 years of age (children) category.
- **Type of Household.** The type of household again confirms that a higher proportion of winter season visitors come from households without children.
- **Party Size.** Summer season foreign visitors have, on average, larger party sizes (3.2 in the summer versus 2.7 in the winter). These estimates are almost identical to those from the Auto, Air and Cruise Ship Survey.
- **Party Type.** No significant difference.

For further details on the information in this section, see Appendix Tables A.4.8 and A.4.9.

Expenditures

In Chapter 2, the expenditure mailback survey was discussed. Here, it is important to note that foreign visitors had lower than average response rates to the mailback survey. During the summer, only 14.68 percent of foreign visitors returned the expenditure mailback for a sample size of only 32. During the winter, 37.54 percent of foreign visitors returned their mailbacks for a sample size of 125. **The sample sizes for the summer season are extremely small and may not yield reliable estimates.** The winter season sample size is very good and passes our threshold of 100 observations which, in our opinion, would yield reliable estimates. Given the small sample size for the summer, it is not surprising that although there is an apparently large difference in the reported average expenditures per person per day between the summer and winter seasons, the difference is not statistically significant. The reason is that with small sample sizes, the confidence intervals are quite large for the summer estimates.

Per Person Per Day. Table 4.5 summarizes the average expenditures per person per day for both seasons. Foreign visitors spent, on average, a total of \$102 during the winter season. This is not significantly different from the average for all visitors (domestic and foreign) during the winter. Foreign visitors do spend a significantly higher amount for food, lodging and transportation than domestic visitors, and spend significantly less on boating and fishing than domestic visitors. Appendix Table A.4.10 provides greater detail on the expenditures of foreign visitors.

Per Person Per Trip. Figure 4.8 summarizes the average total trip expenditures per person per trip

Table 4.5 Average Expenditures Per Person Per Day in Monroe County by Season : Foreign Visitors

Category ¹	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Avg.
Lodging	32.27	46.12	38.89
Food & Beverages	20.59	27.23	23.76
Transportation	4.70	6.86	5.73
Boating	1.95	0.78	1.39
Fishing	0.19	0.75	0.46
Diving	3.47	1.64	2.59
Sightseeing	3.81	4.83	4.30
Other Activity	0.55	1.42	0.97
Miscellaneous	8.58	11.40	9.93
Services	1.14	1.27	1.20
Total	77.25	102.30	89.23

1. For more details see Appendix Table A.4.10

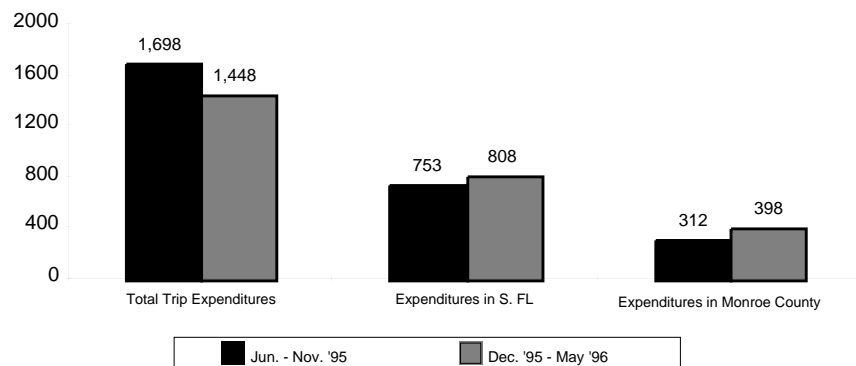


Figure 4.8 Average Total Trip Expenditures by Season: Foreign Visitors

for each season. Again, because of small sample sizes, the summer season estimates may not be reliable. Also, the differences in Figure 4.8 are not significant due to the high variability of the summer season estimates. During the winter, foreign visitors have significantly higher total trip costs than domestic visitors and higher total expenditures in South Florida, but have significantly lower expenditures in Monroe County. The reason for the latter result is that although foreign visitors may spend more per person per day, they don't stay as long per visit as domestic visitors.

Appendix Tables A.4.11 to A.13 provide more detailed spending information.

Total Expenditures. Multiplying the average expenditure per person per trip by the total annual person-trips yields an estimate of the total direct spending by visitors. For foreign visitors, we would estimate a total annual spending of about \$151 million, which is about 15 percent of all visitor spending.

For further details on the information in this section, see Appendix Tables A.4.10 to A.4.13.

Special Issue Questions

As in Chapter 2, included here are the responses to a variety of special issue questions. But because foreign visitors are a subsample, it is important to note the response rates to the satisfaction mailback survey, since several questions reported here are from that portion of the Auto, Air and Cruise Ship Survey. During the summer, foreign visitors had a 30 percent response rate for a total of 80 completed mailbacks, while during the winter, foreign visitors had a response rate of over 41 percent, which netted 137 mailback responses. Both sample sizes for the information presented here are adequate to yield reliable estimates. For background on each of the questions presented here, please refer to Chapter 2. For detailed statistical summaries on each question, see Appendix Table A.4.14.

Primary Purpose of the Trip.

Over 95 percent of all foreign visitors annually responded that recreation/vacation was the primary purpose for their trip to the Florida Keys. Only about 1.5 percent responded that visiting family or friends, and only about 2.6 percent responded that business or business/pleasure was their primary purpose. There was no difference in the responses by season.

Special Events. Only 1.5 percent of all foreign visitors annually responded that they attended a TDC-sponsored event (1.0 percent during the summer and 2.1 percent during the winter). With such low participation, the information on how important the events were in trip planning would not yield reliable results.

Return Trips. Only 5.3 percent of all foreign visitors annually responded that they would not make

a return trip to the Florida Keys (8.5 percent of the summer visitors and 2.0 percent of the winter season visitors). Responses on how soon they might return seem to indicate that the winter season visitors who are likely to return, would return sooner than summer season visitors. About 59 percent of the summer season visitors said that it would be more than one year before they might return, while only 46.6 percent of the winter season visitors gave that response. About 33 percent of respondents did not know when they might return.

Second Home Ownership.

Only one-half of one percent of all foreign visitors responded that they owned a second home or time share in the Florida Keys (0.2 percent during the summer and 0.9 percent during the winter).

Use Own Boat in Keys. Only 2.3 percent of foreign visitors used their own boats in the Florida Keys (2.8 percent during the summer and 1.8 percent during the winter). Given this low participation rate, the breakdown of whether they store or trailer their boats probably is not reliable.

Use of AM Information Radio Stations. About 25 percent of all foreign visitors annually responded that they had used one of the AM information radio stations (31.8 percent during the summer and 17.6 percent during the winter). This was not significantly different from the use by domestic visitors.

Environmental Concern Index.

Over 46 percent of foreign visitors annually responded that they placed very high priority on protection of the environment with scores of 65 or greater on

the ECI index. An additional 50.1 percent scored between 49 and 64, meaning that they were concerned about protection of the environment. Together, then, 97 percent of all foreign visitors were concerned about protecting the environment. Foreign visitors' average scores were not different from domestic visitors during the summer, but were higher than domestic visitors' and statistically significant during the winter.

For further details on the information in this section see, Appendix Table A.4.14.

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Appendix Tables



Table A.2.1 Number of Person-trips (visits) by Mode of Access and Season

Mode of Access	June - November 1995		Dec. 1995 - May 1996		Annual Total	
	Person-trips	Percent	Person-trips	Percent	Person-trips	Percent
Recreating Visitors						
1. Auto	984,046	83.96	1,013,656	74.07	1,997,702	78.6
2. Air	79,524	6.79	141,950	10.37	221,474	8.7
b) Key West	71,030	6.06	124,246	9.08	195,276	7.7
c) Marathon	8,494	0.73	17,704	1.29	26,198	1.0
3. Cruise Ship	<u>108,434</u>	<u>9.25</u>	<u>212,878</u>	<u>15.56</u>	<u>321,312</u>	<u>12.7</u>
Total	1,172,004	100.0	1,368,484	100.0	2,540,488	100.0
Non-recreating Visitors						
1. Auto	217,508	99.11	294,162	98.83	511,670	98.95
2. Air	1,946	0.89	3,477	1.17	5,423	1.05
b) Key West	1,435	0.65	2,976	1.00	4,411	0.85
c) Marathon	511	0.24	501	0.17	1,012	0.20
3. Cruise Ship	<u>0</u>	<u>0.00</u>	<u>0</u>	<u>0.00</u>	<u>0</u>	<u>0.00</u>
Total	219,454	100.0	297,639	100.0	517,093	100.0
All Visitors						
1. Auto	1,201,554	86.35	1,307,818	78.49	2,509,372	82.1
2. Air	81,470	5.86	145,427	8.73	226,897	7.4
b) Key West	72,465	5.21	127,222	7.64	199,687	6.5
c) Marathon	9,005	0.65	18,205	1.09	27,210	0.9
3. Cruise Ship	<u>108,434</u>	<u>7.79</u>	<u>212,878</u>	<u>12.78</u>	<u>321,312</u>	<u>10.5</u>
Total	1,391,458	100.0	1,666,123	100.0	3,057,581	100.0

Table A.2.2 Average Length of Stay by Mode of Access and Season

Mode of Access/Season	Length of Stay (# of Days)		
	Mean	Std. Error	Number
Auto Visitors			
June - November 1995	4.24	0.148	922
December '95 - May '96	6.82	0.343	1,642
June '95 - May '96	5.89	0.227	2,564
Air Visitors			
June - November 1995	7.65	0.955	198
December '95 - May '96	9.04	0.781	387
June '95 - May '96	8.57	0.454	585
Cruise Ship Visitors			
June - November 1995	1.00	0.000	214
December '95 - May '96	1.00	0.000	220
June '95 - May '96	1.00	0.000	434
All Visitors			
June - November 1995	4.17	0.153	1,334
December '95 - May '96	6.03	0.261	2,249
June '95 - May '96	5.17	0.165	3,583

Table A.2.3 Number of Person-days by Mode of Access and Season

Mode of Access	June - November 1995		Dec. 1995 - May 1996		Annual Total	
	Person-days	Percent	Person-days	Percent	Person-days	Percent
Recreating Visitors						
1. Auto	4,172,355	85.34	6,913,134	82.21	11,085,489	83.36
2. Air	608,358	12.44	1,283,228	15.26	1,891,586	14.22
b) Key West	543,379	11.11	1,123,184	13.36	1,666,563	12.53
c) Marathon	64,979	1.33	160,044	1.90	225,312	1.69
3. Cruise Ship	108,434	2.22	212,878	2.53	321,312	2.42
Total	4,889,147	100.0	8,409,240	100.0	13,298,676	100.0
Non-recreating Visitors¹						
1. Auto	922,234	98.41	2,006,185	98.46	2,928,419	98.44
2. Air	14,887	1.59	31,432	1.54	46,319	1.56
b) Key West	10,978	1.17	26,903	1.32	37,881	1.27
c) Marathon	3,909	0.42	4,529	0.22	8,438	0.29
3. Cruise Ship	0	0.00	0	0.00	0	0.00
Total	937,121	100.0	2,037,617	100.0	2,974,738	100.0
All Visitors						
1. Auto	5,094,589	87.44	8,919,319	85.38	14,013,908	86.12
2. Air	623,245	10.70	1,314,660	12.58	1,937,905	11.91
b) Key West	554,357	9.51	1,150,087	11.01	1,704,444	10.47
c) Marathon	68,888	1.19	164,573	1.57	233,461	1.44
3. Cruise Ship	108,434	1.86	212,878	2.04	321,312	1.97
Total	5,826,268	100.0	10,446,857	100.0	16,273,125	100.0

1. Estimates for non-recreating visitors were derived by using the same average length of stay as recreating visitors. This is an upward-bound estimate since non-recreating visitors most likely stay for shorter lengths of time.

Table A.2.4 Activity Participation in 41 Aggregate Activities by Season for All Keys

Activity ¹	June - Nov. '95		Dec. '95 - May '96		Annual Total	
	Number of Participants	Participation Rate ²	Number of Participants	Participation Rate ²	Number of Participants	Participation Rate ²
Diving						
Snorkeling from a Boat	405,604	34.61	170,263	12.44	575,868	22.67
Snorkeling from Shore	152,746	13.03	105,245	7.69	257,991	10.16
All Snorkeling	489,783	41.79	230,247	16.82	720,030	28.34
Scuba Diving from a Boat	137,754	11.75	53,243	3.89	190,996	7.52
Scuba Diving from Shore	17,764	1.52	9,432	0.69	27,196	1.07
All Scuba Diving	146,544	12.50	58,101	4.25	204,644	8.06
All Snorkeling and Scuba Diving	538,418	45.94	255,741	18.69	794,160	31.26
Fishing						
Offshore Fishing	213,085	18.18	143,387	10.48	356,472	14.03
Flats/Backcountry Fishing	67,657	5.77	52,268	3.82	119,925	4.72
Other Fishing from a Boat	54,502	4.65	30,047	2.20	84,549	3.33
All Boat Fishing	251,987	21.50	181,242	13.24	433,230	17.05
Fishing from Shore	83,698	7.14	85,409	6.24	169,107	6.66
All Types of Fishing	300,584	25.65	233,805	17.08	534,388	21.03
Viewing Wildlife - Native Study						
Viewing Wildlife/Nature Study - Boat	208,909	17.82	220,583	16.12	429,492	16.91
Viewing Wildlife/Nature Study - Land	155,544	13.27	251,208	18.36	406,752	16.01
All Viewing Wildlife/Nature Study	319,124	27.23	407,643	29.79	726,766	28.61
Boating						
Personal Watercraft Use	124,070	10.59	69,788	5.10	193,859	7.63
All Sailing	36,223	3.09	67,307	4.92	103,530	4.08
Other Boating Activities	65,780	5.61	52,662	3.85	118,443	4.66
All Beach Activities (including Swimming)	377,380	32.20	447,823	32.72	825,203	32.48
All Camping	51,908	4.43	146,937	10.74	198,845	7.83
Visiting Museums or Historic Areas	325,430	27.77	511,751	37.40	837,181	32.95
Sightseeing & Attractions (Paid & Unpaid)	506,199	43.19	897,419	65.58	1,403,617	55.25
Cultural Events (Fairs, Concerts, Plays)	70,305	6.00	117,724	8.60	188,029	7.40
All Outdoor Sports and Games	34,341	2.93	68,724	5.02	103,065	4.06
Special Aggregates						
Any Activities Involving Boats	677,726	57.83	568,461	41.54	1,246,186	49.05
All Activities Involving Swimming	763,851	65.17	526,166	38.45	1,290,016	50.78
Any Water-based Activities	891,717	76.08	782,109	57.15	1,673,826	65.89
Any Land-based Activities	778,109	66.39	1,216,471	88.89	1,994,580	78.51
Only Water-based Activities	354,923	30.28	125,246	9.15	480,169	18.90
Only Land-based Activities	240,860	20.55	552,622	40.38	793,481	31.23
Type of Fishing Boat						
Any Charter Boat Fishing	50,320	4.29	58,229	4.26	108,549	4.27
Any Party Boat Fishing	20,709	1.77	27,591	2.02	48,300	1.90
Any Private Boat Fishing	178,213	15.21	90,842	6.64	269,055	10.59
Any Rental Boat Fishing	19,145	1.63	23,733	1.73	42,877	1.69
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	217,330	18.54	147,363	10.77	364,693	14.36
Any Private Boat Diving-Snork & Scuba	212,821	18.16	46,953	3.43	259,774	10.23
Any Rental Boat Diving-Snork & Scuba	58,197	4.97	19,511	1.43	77,708	3.06
Type of Boat Use						
Any Use of Charter/Party/Guided Boat	353,862	30.19	373,591	27.30	727,453	28.63
Any Use of Private Boats	314,736	26.85	208,424	15.23	523,160	20.59
Any Use of Rental Boats	153,421	13.09	90,922	6.64	244,343	9.62

1. These activities are summaries from a list of 68 activities used in the survey. See Tables A.2.11, A.2.12 and A.2.13.

2. Percent of visitors of all ages that did activity. Double-counting has been eliminated from aggregated activities. For example, the estimate for All Snorkeling is not equal to the addition of snorkeling from a boat and snorkeling from shore since a visitor may have participated in both activities. The estimate for all snorkeling eliminates this kind of double-counting.

Table A.2.5 Activity Participation in 41 Aggregate Activities Upper and Middle Keys: June - November 1995

Activity	Upper Keys		Middle Keys	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving				
Snorkeling from a Boat	174,538	14.89	116,808	9.97
Snorkeling from Shore	52,527	4.48	51,537	4.40
All Snorkeling	201,859	17.22	148,499	12.67
Scuba Diving from a Boat	59,881	5.11	43,298	3.69
Scuba Diving from Shore	4,303	0.37	8,420	0.72
All Scuba Diving	62,687	5.35	47,601	4.06
All Snorkeling and Scuba Diving	230,116	19.63	159,909	13.64
Fishing				
Offshore Fishing	71,109	6.07	99,082	8.45
Flats/Backcountry Fishing	20,959	1.79	28,945	2.47
Other Fishing from a Boat	20,209	1.72	23,457	2.00
All Boat Fishing	83,086	7.09	115,924	9.89
Fishing from Shore	26,199	2.24	37,682	3.22
All Types of Fishing	99,180	8.46	138,135	11.79
Viewing Wildlife - Nature Study				
Viewing Wildlife/Nature Study-Boat	94,932	8.10	60,262	5.14
Viewing Wildlife/Nature Study-Land	56,141	4.79	56,773	4.84
All Viewing Wildlife/Nature Study	135,353	11.55	108,921	9.29
Boating				
Personal Watercraft Use	81,973	6.99	57,271	4.89
All Sailing	7,737	0.66	8,121	0.69
Other Boating Activities	34,433	2.94	13,480	1.15
All Beach Activities (including Swimming)	132,996	11.35	103,961	8.87
All Camping	18,339	1.56	15,229	1.30
Visiting Museums or Historic Areas	44,916	3.83	40,076	3.42
Sightseeing & Attractions (Paid & Unpaid)	113,404	9.68	85,357	7.28
Cultural Events (Fairs, Concerts, Plays)	8,234	0.70	15,732	1.34
Outdoor Sports and Games	15,719	1.34	7,611	0.65
Special Aggregates				
Any Activities Involving Boats	318,135	27.14	234,825	20.04
All Activities Involving Swimming	304,597	25.99	223,548	19.07
Any Water-based Activities	384,940	32.84	306,510	26.15
Any Land-based Activities	237,417	20.26	185,441	15.82
Only Water-based Activities	187,134	15.97	149,344	12.74
Only Land-based Activities	64,749	5.52	65,878	5.62
Type of Fishing Boat				
Any Charter Boat Fishing	17,216	1.47	16,471	1.41
Any Party Boat Fishing	4,117	0.35	9,234	0.79
Any Private Boat Fishing	62,501	5.33	85,231	7.27
Any Rental Boat Fishing	3,368	0.29	11,480	0.98
Type of Diving Boat				
Any Charter Boat Diving-Snork & Scuba	122,387	10.44	27,585	2.35
Any Private Boat Diving-Snork & Scuba	73,729	6.29	94,588	8.07
Any Rental Boat Diving-Snork & Scuba	19,217	1.64	18,094	1.54
Type of Boat Use				
Any Use of Charter/Party Boats	179,528	15.32	58,534	4.99
Any Use of Private Boats	104,794	8.94	137,393	11.72
Any Use of Rental Boats	63,755	5.44	42,299	3.61

Table A.2.6 Activity Participation in 41 Aggregate Activities Lower Keys and Key West: June - November 1995

Activity	Lower Keys		Key West	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving				
Snorkeling from a Boat	43,779	3.74	85,824	7.32
Snorkeling from Shore	15,153	1.29	38,395	3.28
All Snorkeling	51,264	4.37	111,739	9.53
Scuba Diving from a Boat	23,765	2.03	15,674	1.34
Scuba Diving from Shore	2,243	0.19	3,169	0.27
All Scuba Diving	24,326	2.08	17,727	1.51
All Snorkeling and Scuba Diving	57,625	4.92	119,396	10.19
Fishing				
Offshore Fishing	28,442	2.43	24,182	2.06
Flats/Backcountry Fishing	11,784	1.01	7,840	0.67
Other Fishing from a Boat	7,485	0.64	4,100	0.35
All Boat Fishing	33,492	2.86	30,713	2.62
Fishing from Shore	11,038	0.94	8,779	0.75
All Types of Fishing	40,229	3.43	34,268	2.92
Viewing Wildlife - Nature Study				
Viewing Wildlife/Nature Study-Boat	43,842	3.74	56,385	4.81
Viewing Wildlife/Nature Study-Land	36,112	3.08	54,799	4.68
All Viewing Wildlife-Nature Study	68,726	5.86	97,922	8.36
Boating				
Personal Watercraft Use	41,552	3.55	67,930	5.80
All Sailing	2,994	0.26	18,867	1.61
Other Boating Activities	2,246	0.19	18,616	1.59
All Beach Activities (including Swimming)	19,270	1.64	140,243	11.97
All Camping	16,094	1.37	4,866	0.42
Visiting Museums or Historic Areas	20,209	1.72	257,455	21.97
Sightseeing & Attractions (Paid & Unpaid)	50,520	4.31	380,929	32.50
Cultural Events (Fairs, Concerts, Plays)	5,614	0.48	43,719	3.73
Outdoor Sports and Games	1,497	0.13	10,261	0.88
Special Aggregates				
Any Activities Involving Boats	11,585	9.52	198,946	16.97
All Activities Involving Swimming	68,479	5.84	228,044	19.46
Any Water-based Activities	23,373	10.53	302,141	25.78
Any Land-based Activities	90,749	7.74	464,551	39.64
Only Water-based Activities	32,562	2.78	48,754	4.16
Only Land-based Activities	47,532	4.06	249,650	21.30
Type of Fishing Boat				
Any Charter Boat Fishing	3,366	0.29	17,757	1.52
Any Party Boat Fishing	4,117	0.35	3,240	0.28
Any Private Boat Fishing	27,131	2.31	9,337	0.80
Any Rental Boat Fishing	1,497	0.13	2,800	0.24
Type of Diving Boat				
Any Charter Boat Diving-Snork & Scuba	11,968	1.02	65,495	5.59
Any Private Boat Diving-Snork & Scuba	35,740	3.05	18,121	1.55
Any Rental Boat Diving-Snork & Scuba	9,731	0.83	14,149	1.21
Type of Boat Use				
Any Use of Charter/Party Boats	16,834	1.44	115,810	9.88
Any Use of Private Boats	49,588	4.23	35,312	3.01
Any Use of Rental Boats	9,731	0.83	45,121	3.85

Table A.2.7 Activity Participation in 41 Aggregate Activities Upper and Middle Keys: December 1995 - May 1996

Activity	Upper Keys		Middle Keys	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving				
Snorkeling from a Boat	68,440	5.00	25,540	1.87
Snorkeling from Shore	40,289	2.94	23,707	1.73
All Snorkeling	93,223	6.81	44,102	3.22
Scuba Diving from a Boat	30,693	2.24	9,467	0.69
Scuba Diving from Shore	3,939	0.29	2,414	0.18
All Scuba Diving	33,743	2.47	9,721	0.71
All Snorkeling and Scuba Diving	110,508	8.08	48,423	3.54
Fishing				
Offshore Fishing	42,830	3.13	55,079	4.02
Flats/Backcountry Fishing	16,013	1.17	19,184	1.40
Other Fishing from a Boat	10,930	0.80	11,125	0.81
All Boat Fishing	52,552	3.84	70,144	5.13
Fishing from Shore	24,911	1.82	29,490	2.15
All Types of Fishing	69,583	5.08	92,576	6.76
Viewing Wildlife - Nature Study				
Viewing Wildlife/Nature Study-Boat	125,942	9.20	35,266	2.58
Viewing Wildlife/Nature Study-Land	99,132	7.24	76,981	5.63
All Viewing Wildlife-Nature Study	198,067	14.47	102,711	7.51
Boating				
Personal Watercraft Use	37,890	2.77	39,411	2.88
All Sailing	12,201	0.89	9,974	0.73
Other Boating Activities	19,318	1.41	13,405	0.98
All Beach Activities (including Swimming)	128,872	9.42	127,109	9.29
All Camping	49,630	3.63	40,543	2.96
Visiting Museums or Historic Areas	74,286	5.43	52,555	3.84
Sightseeing & Attractions (Paid & Unpaid)	171,639	12.54	129,022	9.43
Cultural Events (Fairs, Concerts, Plays)	11,438	0.84	28,029	2.05
Outdoor Sports and Games	14,743	1.08	23,062	1.69
Special Aggregates				
Any Activities Involving Boats	255,848	18.70	144,069	10.53
All Activities Involving Swimming	183,903	13.44	130,843	9.56
Any Water-based Activities	323,716	23.66	216,778	15.84
Any Land-based Activities	340,288	24.87	279,551	20.43
Only Water-based Activities	107,983	7.89	57,957	4.24
Only Land-based Activities	150,031	10.96	134,666	9.84
Type of Fishing Boat				
Any Charter Boat Fishing	12,328	0.90	21,789	1.59
Any Party Boat Fishing	7,752	0.57	10,035	0.73
Any Private Boat Fishing	29,548	2.16	36,918	2.70
Any Rental Boat Fishing	6,926	0.51	8,005	0.58
Type of Diving Boat				
Any Charter Boat Diving-Snork & Scuba	65,199	4.76	17,155	1.25
Any Private Boat Diving-Snork & Scuba	17,856	1.30	13,532	0.99
Any Rental Boat Diving-Snork & Scuba	6,355	0.46	4,891	0.36
Type of Boat Use				
Any Use of Charter/Party Boats	158,376	11.57	61,572	4.50
Any Use of Private Boats	77,081	5.63	67,919	4.96
Any Use of Rental Boats	27,262	1.99	27,129	1.98

Table A.2.8 Activity Participation in 41 Aggregate Activities Lower Keys and Key West: December 1995-May 1996

Activity	Lower Keys		Key West	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving				
Snorkeling from a Boat	19,000	1.39	62,367	4.56
Snorkeling from Shore	10,994	0.80	40,678	2.97
All Snorkeling	25,101	1.83	88,411	6.46
Scuba Diving from a Boat	5,147	0.38	8,762	0.64
Scuba Diving from Shore	0	0.00	4,604	0.34
All Scuba Diving	5,147	0.38	12,349	0.90
All Snorkeling and Scuba Diving	28,468	2.08	90,266	6.60
Fishing				
Offshore Fishing	14,487	1.06	34,613	2.53
Flats/Backcountry Fishing	7,879	0.58	11,479	0.84
Other Fishing from a Boat	3,876	0.28	5,641	0.41
All Boat Fishing	21,668	1.58	43,296	3.16
Fishing from Shore	13,853	1.01	21,739	1.59
All Types of Fishing	29,865	2.18	57,103	4.17
Viewing Wildlife/Nature Study-Boat	35,316	2.58	69,448	5.07
Viewing Wildlife/Nature Study-Land	47,608	3.48	98,880	7.23
All Viewing Wildlife-Nature Study	79,430	5.80	150,708	11.01
Boating				
Personal Watercraft Use	26,832	1.96	43,230	3.16
All Sailing	1,779	0.13	45,386	3.32
Other Boating Activities	2,542	0.19	18,159	1.33
All Beach Activities (including Swimming)	52,694	3.85	197,756	14.45
All Camping	41,504	3.03	43,729	3.20
Visiting Museums or Historic Areas	25,990	1.90	424,691	31.03
Sightseeing & Attractions (Paid & Unpaid)	77,082	5.63	716,382	52.35
Cultural Events (Fairs, Concerts, Plays)	7,180	0.52	75,398	5.51
Outdoor Sports and Games	4,956	0.36	29,521	2.16
Special Aggregates				
Any Activities Involving Boats	88,200	6.45	221,615	16.19
All Activities Involving Swimming	55,108	4.03	227,123	16.60
All Water-based Activities	114,198	8.34	336,716	24.61
Any Land-based Activities	153,032	11.18	852,118	62.27
Only Water-based Activities	17,291	1.26	27,516	2.01
Only Land-based Activities	93,801	6.85	563,188	41.15
Type of Fishing Boat				
Any Charter Boat Fishing	6,163	0.45	18,712	1.37
Any Party Boat Fishing	2,097	0.15	7,961	0.58
Any Private Boat Fishing	11,629	0.85	15,861	1.16
Any Rental Boat Fishing	4,194	0.31	5,370	0.39
Type of Diving Boat				
Any Charter Boat Diving-Snork & Scuba	13,472	0.98	56,175	4.10
Any Private Boat Diving-Snork & Scuba	6,862	0.50	9,974	0.73
Any Rental Boat Diving-Snork & Scuba	4,067	0.30	4,960	0.36
Type of Boat Use				
Any Use of Charter/Party Boats	23,511	1.72	147,353	10.77
Any Use of Private Boats	26,505	1.94	49,437	3.61
Any Use of Rental Boats	8,133	0.59	30,941	2.26

Table A.2.9 Activity Participation in 41 Aggregate Activities Upper and Middle Keys: June 1995 - May 1996

Activity	Upper Keys		Middle Keys	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving				
Snorkeling from a Boat	242,977	9.56	142,349	5.60
Snorkeling from Shore	92,816	3.65	75,244	2.96
All Snorkeling	295,082	11.62	192,601	7.58
Scuba Diving from a Boat	90,574	3.57	52,765	2.08
Scuba Diving from Shore	8,243	0.32	10,834	0.43
All Scuba Diving	96,430	3.80	57,322	2.26
All Snorkeling and Scuba Diving	340,624	13.41	208,331	8.20
Fishing				
Offshore Fishing	113,939	4.48	154,161	6.07
Flats/Backcountry Fishing	36,972	1.46	48,129	1.89
Other Fishing from a Boat	31,139	1.23	34,582	1.36
All Boat Fishing	135,638	5.34	186,069	7.32
Fishing from Shore	51,110	2.01	67,172	2.64
All Types of Fishing	168,763	6.64	230,712	9.08
Viewing Wildlife - Nature Study				
Viewing Wildlife/Nature Study-Boat	220,874	8.69	95,528	3.76
Viewing Wildlife/Nature Study-Land	155,273	6.11	133,754	5.26
All Viewing Wildlife-Nature Study	333,420	13.12	211,631	8.33
Boating				
Personal Watercraft Use	119,863	4.72	96,683	3.81
All Sailing	19,938	0.78	18,095	0.71
Other Boating Activities	53,751	2.12	26,885	1.06
All Beach Activities (including Swimming)	261,867	10.31	231,070	9.10
All Camping	67,970	2.68	55,772	2.20
Visiting Museums or Historic Areas	119,202	4.69	92,631	3.65
Sightseeing & Attractions (Paid & Unpaid)	285,043	11.22	214,379	8.44
Cultural Events (Fairs, Concerts, Plays)	19,672	0.77	43,761	1.72
Outdoor Sports and Games	30,462	1.20	30,674	1.21
Special Aggregates				
Any Activities Involving Boats	573,983	22.59	378,894	14.91
All Activities Involving Swimming	488,500	19.23	354,392	13.95
Any Water-based Activities	708,656	27.89	523,288	20.60
Any Land-based Activities	577,706	22.74	464,992	18.30
Only Water-based Activities	295,117	11.62	207,301	8.16
Only Land-based Activities	214,780	8.45	200,544	7.89
Type of Fishing Boat				
Any Charter Boat Fishing	29,544	1.16	38,260	1.51
Any Party Boat Fishing	11,869	0.47	19,270	0.76
Any Private Boat Fishing	92,050	3.62	122,149	4.81
Any Rental Boat Fishing	10,295	0.41	19,485	0.77
Type of Diving Boat				
Any Charter Boat Diving-Snork & Scuba	187,586	7.38	44,740	1.76
Any Private Boat Diving-Snork & Scuba	91,585	3.61	108,119	4.26
Any Rental Boat Diving-Snork & Scuba	25,572	1.01	22,985	0.90
Type of Boat Use				
Any Use of Charter/Party Boats	337,904	13.30	120,106	4.73
Any Use of Private Boats	181,875	7.16	205,312	8.08
Any Use of Rental Boats	91,017	3.58	69,428	2.73

Table A.2.10 Activity Participation in 41 Aggregate Activities Lower Keys and Key West: June 1995 - May 1996

Activity	Lower Keys		Key West	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving				
Snorkeling from a Boat	62,779	2.47	148,191	5.83
Snorkeling from Shore	26,146	1.03	79,072	3.11
All Snorkeling	76,365	3.01	200,150	7.88
Scuba Diving from a Boat	28,912	1.14	24,437	0.96
Scuba Diving from Shore	2,243	0.09	7,773	0.31
All Scuba Diving	29,473	1.16	30,077	1.18
All Snorkeling and Scuba Diving	86,093	3.39	209,661	8.25
Fishing				
Offshore Fishing	42,930	1.69	58,795	2.31
Flats/Backcountry Fishing	19,663	0.77	19,319	0.76
Other Fishing from a Boat	11,362	0.45	9,740	0.38
All Boat Fishing	55,160	2.17	74,009	2.91
Fishing from Shore	24,891	0.98	30,519	1.20
All Types of Fishing	70,094	2.76	91,371	3.60
Viewing Wildlife/Nature Study-Boat	79,158	3.12	125,833	4.95
Viewing Wildlife/Nature Study-Land	83,720	3.30	153,679	6.05
All Viewing Wildlife-Nature Study	148,156	5.83	248,630	9.79
Boating				
Personal Watercraft Use	68,384	2.69	111,159	4.38
All Sailing	4,774	0.19	64,254	2.53
Other Boating Activities	4,788	0.19	36,775	1.45
All Beach Activities (including Swimming)	71,964	2.83	337,999	13.30
All Camping	57,598	2.27	48,594	1.91
Visiting Museums or Historic Areas	46,198	1.82	682,146	26.85
Sightseeing & Attractions (Paid & Unpaid)	127,602	5.02	1,097,312	43.19
Cultural Events (Fairs, Concerts, Plays)	12,794	0.50	119,117	4.69
Outdoor Sports and Games	6,453	0.25	39,783	1.57
Special Aggregates				
Any Activities Involving Boats	199,785	7.86	420,561	16.55
All Activities Involving Swimming	123,587	4.86	455,167	17.92
Any Water-based Activities	237,571	9.35	638,857	25.15
Any Land-based Activities	243,781	9.60	1,316,669	51.83
Only Water-based Activities	49,853	1.96	76,270	3.00
Only Land-based Activities	141,334	5.56	812,838	32.00
Type of Fishing Boat				
Any Charter Boat Fishing	9,529	0.38	36,469	1.44
Any Party Boat Fishing	6,214	0.24	11,201	0.44
Any Private Boat Fishing	38,760	1.53	25,198	0.99
Any Rental Boat Fishing	5,691	0.22	8,170	0.32
Type of Diving Boat				
Any Charter Boat Diving-Snork & Scuba	25,440	1.00	121,671	4.79
Any Private Boat Diving-Snork & Scuba	42,602	1.68	28,095	1.11
Any Rental Boat Diving-Snork & Scuba	13,798	0.54	19,110	0.75
Type of Boat Use				
Any Use of Charter/Party Boats	40,345	1.59	263,164	10.36
Any Use of Private Boats	76,093	3.00	84,749	3.34
Any Use of Rental Boats	17,864	0.70	76,062	2.99

Table A.2.11 Activity Participation in Detailed List of 68 Activities for All Keys: June - November 1995

Activity Number	Activity Description	Number of Participants*	Participation Rate
N100A	Snorkeling Charter/Party Boat	168,635	0.1439
N101A	Snorkeling Rental Boat	54,459	0.0465
N102A	Snorkeling Private Boat	197,290	0.1683
N200A	Scuba Charter/Party Boat	62,911	0.0537
N201A	Scuba Rental Boat	7,105	0.0061
N202A	Scuba Private Boat	90,943	0.0776
N300	Diving Lobsters From Boat	118,555	0.1012
N301	Underwater Photography	60,357	0.0515
N302	Wreck Diving	29,555	0.0252
N303	Spear Fishing From Boat	27,694	0.0236
N400A	Fishing Offshore Charter Boat	39,102	0.0334
N401A	Fishing Offshore Party Boat	19,588	0.0167
N402A	Fishing Offshore Rental Boat	16,906	0.0144
N403A	Fishing Offshore Private Boat	143,725	0.1226
N404A	Fishing Flats/Backcountry Guided	9,100	0.0078
N405A	Fishing Flats/Backcountry Rental Boat	2,239	0.0019
N406A	Fishing Flats/Backcountry Private Boat	57,067	0.0487
N407A	Other Fishing Charter Boat	3,364	0.0029
N408A	Other Fishing Party Boat	2,618	0.0022
N409A	Other Fishing Rental Boat	7,109	0.0061
N410A	Other Fishing Private Boat	41,785	0.0357
N500A	Glass Bottom Boat Rides	96,585	0.0824
N501A	Backcountry Boating Excursions-Not Fish	18,582	0.0159
N502A	View Nature/Wildlife Priv/Rental Boat	110,209	0.0940
N600A	Personal Watercraft Rental	84,016	0.0717
N601A	Personal Watercraft Private Boat	40,055	0.0342
N700A	Sailing Charter/Party Boat	18,629	0.0159
N701A	Sailing Rental Boat	9,169	0.0078
N702A	Sailing Private Boat	8,800	0.0075
N800A	Other Boating Charter/Party	24,189	0.0206
N801A	Other Boating Rental Boat	12,150	0.0104
N802A	Other Boating Private Boat	30,937	0.0264
N10A	Snorkeling From Shore	152,746	0.1303
N11A	Scuba Diving From Shore	17,764	0.0152
N12	Diving For Lobsters From Shore	16,449	0.0140
N13	Underwater Photography From Shore	21,360	0.0182
N14A	Fishing From Shore	83,698	0.0714
N15A	Swimming At Beaches (Not In Pool)	312,208	0.2664
N16A	Swimming In Outdoor Pool	313,670	0.2676
N17	Swimming With Dolphins	17,655	0.0151
N18A	Windsurfing Or Sailboarding	5,229	0.0045
N19A	Wildlife Observ/Photography From Land	89,433	0.0763
N20A	Other Nature Study From Land	90,681	0.0774
N21	Photography From Land (Not Wildlife)	90,190	0.0770
N22	Backpacking	1,871	0.0016
N23	Camping In Developed Campgrounds	47,907	0.0409
N24	Camping In Primitive Campgrounds	5,498	0.0047
N25	Day Hiking	22,811	0.0195
N26	Attending Ranger Guided Walk	5,115	0.0044
N27	Self-Guided Nature Or Historic Trails	37,961	0.0324
N28	Picnicking	39,534	0.0337
N29A	Visiting Historic Areas, Sites, Bldgs	307,851	0.2627
N30	Attending Special Events (Fairs,Etc)	33,832	0.0289
N31	Attending Outdoor Concerts, Plays, Etc	32,281	0.0275
N32	Attending Indoor Concerts, Plays, Etc	16,393	0.0140
N33	Sightseeing Tours, Attractions (Paid)	231,532	0.1976
N34	Sightseeing (Not Paid For Tours)	406,086	0.3465
N35	Reading Roadside Exhibits Or Markers	69,032	0.0589
N36A	Visiting Museum, Educ Fac, Info Center	145,883	0.1245
N37	Attending Outdoor Sporting Events	3,428	0.0029
N38	Golf	5,547	0.0047
N39	Tennis Outdoors	15,153	0.0129
N40	Other Outdoor Sports Or Games	13,827	0.0118
N41	Bicycling	62,131	0.0530
N42	Horseback Riding	2,243	0.0019
N43	Driving For Pleasure (Mopeds, Motorcycle)	32,225	0.0275
N44A	All Beach Activities (Not Swimming)	141,454	0.1207
N45	Sunbathing (Not At Beach)	179,604	0.1532

* Number of participants is equal to the total number of visitors to the Keys (1,172,004) times the percent of visitors that did the activity.

Table A.2.12 Activity Participation in Detailed List of 68 Activities for All Keys: December 1995 - May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
N100A	Snorkeling Charter/Party Boat	121,289	0.0886
N101A	Snorkeling Rental Boat	17,732	0.0130
N102A	Snorkeling Private Boat	39,773	0.0291
N200A	Scuba Charter/Party Boat	39,641	0.0290
N201A	Scuba Rental Boat	2,287	0.0017
N202A	Scuba Private Boat	15,317	0.0112
N300	Diving Lobsters From Boat	9,977	0.0073
N301	Underwater Photography	20,188	0.0148
N302	Wreck Diving	7,061	0.0052
N303	Spear Fishing From Boat	3,050	0.0022
N400A	Fishing Offshore Charter Boat	41,452	0.0303
N401A	Fishing Offshore Party Boat	24,716	0.0181
N402A	Fishing Offshore Rental Boat	18,197	0.0133
N403A	Fishing Offshore Private Boat	69,583	0.0508
N404A	Fishing Flats/Backcountry Guided	18,382	0.0134
N405A	Fishing Flats/Backcountry Rental Boat	8,395	0.0061
N406A	Fishing Flats/Backcountry Private Boat	27,778	0.0203
N407A	Other Fishing Charter Boat	1,905	0.0014
N408A	Other Fishing Party Boat	3,392	0.0025
N409A	Other Fishing Rental Boat	1,906	0.0014
N410A	Other Fishing Private Boat	22,844	0.0167
N500A	Glass Bottom Boat Rides	128,273	0.0937
N501A	Backcountry Boating Excursions-Not Fish	21,074	0.0154
N502A	View Nature/Wildlife Priv/Rental Boat	87,643	0.0640
N600A	Personal Watercraft Rental	45,132	0.0330
N601A	Personal Watercraft Private Boat	25,689	0.0188
N700A	Sailing Charter/Party Boat	40,129	0.0293
N701A	Sailing Rental Boat	5,087	0.0037
N702A	Sailing Private Boat	22,854	0.0167
N800A	Other Boating Charter/Party	29,591	0.0216
N801A	Other Boating Rental Boat	11,449	0.0084
N802A	Other Boating Private Boat	13,918	0.0102
N10A	Snorkeling From Shore	105,245	0.0769
N11A	Scuba Diving From Shore	9,432	0.0069
N12	Diving For Lobsters From Shore	4,893	0.0036
N13	Underwater Photography From Shore	20,672	0.0151
N14A	Fishing From Shore	85,409	0.0624
N15A	Swimming At Beaches (Not In Pool)	290,843	0.2125
N16A	Swimming In Outdoor Pool	270,667	0.1978
N17	Swimming With Dolphins	16,098	0.0118
N18A	Windsurfing Or Sailboarding	7,692	0.0056
N19A	Wildlife Observ/Photography From Land	186,255	0.1361
N20A	Other Nature Study From Land	112,235	0.0820
N21	Photography From Land (Not Wildlife)	161,390	0.1179
N22	Backpacking	7,372	0.0054
N23	Camping In Developed Campgrounds	135,690	0.0992
N24	Camping In Primitive Campgrounds	16,840	0.0123
N25	Day Hiking	64,278	0.0470
N26	Attending Ranger Guided Walk	16,944	0.0124
N27	Self-Guided Nature Or Historic Trails	69,762	0.0510
N28	Picnicking	79,028	0.0577
N29A	Visiting Historic Areas, Sites, Bldgs	452,132	0.3304
N30	Attending Special Events (Fairs,Etc)	77,250	0.0564
N31	Attending Outdoor Concerts, Plays, Etc	36,919	0.0270
N32	Attending Indoor Concerts, Plays, Etc	25,066	0.0183
N33	Sightseeing Tours, Attractions (Paid)	457,971	0.3347
N34	Sightseeing (Not Paid For Tours)	732,229	0.5351
N35	Reading Roadside Exhibits Or Markers	147,372	0.1077
N36A	Visiting Museum, Educ Fac, Info Center	259,529	0.1896
N37	Attending Outdoor Sporting Events	19,876	0.0145
N38	Golf	27,288	0.0199
N39	Tennis Outdoors	19,109	0.0140
N40	Other Outdoor Sports Or Games	27,545	0.0201
N41	Bicycling	103,189	0.0754
N42	Horseback Riding	508	0.0004
N43	Driving For Pleasure (Mopeds, Motorcycle)	51,348	0.0375
N44A	All Beach Activities (Not Swimming)	256,207	0.1872
N45	Sunbathing (Not At Beach)	278,609	0.2036

* Number of participants is equal to the total number of visitors (1,368,484) times the participation rate or percent of visitors that did the activity

Table A.2.13 Activity Participation in Detailed List of 68 Activities for All Keys: June 1995 - May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
N100A	Snorkeling Charter/Party Boat	289,925	0.1141
N101A	Snorkeling Rental Boat	72,191	0.0284
N102A	Snorkeling Private Boat	237,063	0.0933
N200A	Scuba Charter/Party Boat	102,552	0.0404
N201A	Scuba Rental Boat	9,391	0.0037
N202A	Scuba Private Boat	106,260	0.0418
N300	Diving Lobsters From Boat	128,532	0.0506
N301	Underwater Photography	80,545	0.0317
N302	Wreck Diving	36,616	0.0144
N303	Spear Fishing From Boat	30,744	0.0121
N400A	Fishing Offshore Charter Boat	80,554	0.0317
N401A	Fishing Offshore Party Boat	44,303	0.0174
N402A	Fishing Offshore Rental Boat	35,102	0.0138
N403A	Fishing Offshore Private Boat	213,308	0.0840
N404A	Fishing Flats/Backcountry Guided	27,482	0.0108
N405A	Fishing Flats/Backcountry Rental Boat	10,634	0.0042
N406A	Fishing Flats/Backcountry Private Boat	84,844	0.0334
N407A	Other Fishing Charter Boat	5,269	0.0021
N408A	Other Fishing Party Boat	6,010	0.0024
N409A	Other Fishing Rental Boat	9,015	0.0035
N410A	Other Fishing Private Boat	64,629	0.0254
N500A	Glass Bottom Boat Rides	224,858	0.0885
N501A	Backcountry Boating Excursions-Not Fish	39,656	0.0156
N502A	View Nature/Wildlife Priv/Rental Boat	197,852	0.0779
N600A	Personal Watercraft Rental	129,148	0.0508
N601A	Personal Watercraft Private Boat	65,743	0.0259
N700A	Sailing Charter/Party Boat	58,757	0.0231
N701A	Sailing Rental Boat	14,256	0.0056
N702A	Sailing Private Boat	31,654	0.0125
N800A	Other Boating Charter/Party	53,779	0.0212
N801A	Other Boating Rental Boat	23,599	0.0093
N802A	Other Boating Private Boat	44,855	0.0177
N10A	Snorkeling From Shore	257,991	0.1016
N11A	Scuba Diving From Shore	27,196	0.0107
N12	Diving For Lobsters From Shore	21,342	0.0084
N13	Underwater Photography From Shore	42,032	0.0165
N14A	Fishing From Shore	169,107	0.0666
N15A	Swimming At Beaches (Not In Pool)	603,051	0.2374
N16A	Swimming In Outdoor Pool	584,337	0.2300
N17	Swimming With Dolphins	33,753	0.0133
N18A	Windsurfing Or Sailboarding	12,921	0.0051
N19A	Wildlife Observ/Photography From Land	275,688	0.1085
N20A	Other Nature Study From Land	202,916	0.0799
N21	Photography From Land (Not Wildlife)	251,580	0.0990
N22	Backpacking	9,243	0.0036
N23	Camping In Developed Campgrounds	183,596	0.0723
N24	Camping In Primitive Campgrounds	22,338	0.0088
N25	Day Hiking	87,089	0.0343
N26	Attending Ranger Guided Walk	22,059	0.0087
N27	Self-Guided Nature Or Historic Trails	107,723	0.0424
N28	Picnicking	118,562	0.0467
N29A	Visiting Historic Areas, Sites, Bldgs	759,983	0.2991
N30	Attending Special Events (Fairs,Etc)	111,082	0.0437
N31	Attending Outdoor Concerts, Plays, Etc	69,200	0.0272
N32	Attending Indoor Concerts, Plays, Etc	41,459	0.0163
N33	Sightseeing Tours, Attractions (Paid)	689,504	0.2714
N34	Sightseeing (Not Paid For Tours)	1,138,315	0.4481
N35	Reading Roadside Exhibits Or Markers	216,403	0.0852
N36A	Visiting Museum, Educ Fac, Info Center	405,413	0.1596
N37	Attending Outdoor Sporting Events	23,303	0.0092
N38	Golf	32,836	0.0129
N39	Tennis Outdoors	34,262	0.0135
N40	Other Outdoor Sports Or Games	41,371	0.0163
N41	Bicycling	165,320	0.0651
N42	Horseback Riding	2,752	0.0011
N43	Driving For Pleasure (Mopeds,Motorcycle)	83,573	0.0329
N44A	All Beach Activities (Not Swimming)	397,661	0.1565
N45	Sunbathing (Not At Beach)	458,214	0.1804

* Number of Participants is equal to the number of visitors 2,540,488 times the participation rate or percent of visitors that did the activity.

Table A.2.14 Activity Participation in Detailed List of 68 Activities for Upper Keys: June-November 1995

Activity Number	Activity Description	Number of Participants *	Participation Rate
UN100A	Snorkeling Charter/Party Boat	99,931	0.0853
UN101A	Snorkeling Rental Boat	18,094	0.0154
UN102A	Snorkeling Private Boat	62,875	0.0536
UN200A	Scuba Charter/Party Boat	35,182	0.0300
UN201A	Scuba Rental Boat	1,871	0.0016
UN202A	Scuba Private Boat	26,571	0.0227
UN300	Diving Lobsters From Boat	29,565	0.0252
UN301	Underwater Photography	25,825	0.0220
UN302	Wreck Diving	16,468	0.0141
UN303	Spear Fishing From Boat	2,620	0.0022
UN400A	Fishing Offshore Charter Boat	16,094	0.0137
UN401A	Fishing Offshore Party Boat	3,368	0.0029
UN402A	Fishing Offshore Rental Boat	2,246	0.0019
UN403A	Fishing Offshore Private Boat	50,899	0.0434
UN404A	Fishing Flats/Backcountry Guided	749	0.0006
UN405A	Fishing Flats/Backcountry Rental Boat	1,123	0.0010
UN406A	Fishing Flats/Backcountry Private Boat	19,088	0.0163
UN407A	Other Fishing Charter Boat	374	0.0003
UN408A	Other Fishing Party Boat	1,123	0.0010
UN409A	Other Fishing Rental Boat	374	0.0003
UN410A	Other Fishing Private Boat	18,711	0.0160
UN500A	Glass Bottom Boat Rides	51,275	0.0438
UN501A	Backcountry Boating Excursions-Not Fish	10,105	0.0086
UN502A	View Nature/Wildlife Priv/Rental Boat	31,437	0.0268
UN600A	Personal Watercraft Rental	41,918	0.0358
UN601A	Personal Watercraft Private Boat	17,591	0.0150
UN700A	Sailing Charter/Party Boat	3,246	0.0028
UN701A	Sailing Rental Boat	2,994	0.0026
UN702A	Sailing Private Boat	1,871	0.0016
UN800A	Other Boating Charter/Party	10,105	0.0086
UN801A	Other Boating Rental Boat	6,363	0.0054
UN802A	Other Boating Private Boat	19,088	0.0163
UN10A	Snorkeling From Shore	52,527	0.0448
UN11A	Scuba Diving From Shore	4,303	0.0037
UN12	Diving For Lobsters From Shore	3,368	0.0029
UN13	Underwater Photography From Shore	4,866	0.0042
UN14A	Fishing From Shore	26,199	0.0224
UN15A	Swimming At Beaches (Not In Pool)	108,294	0.0924
UN16A	Swimming In Outdoor Pool	97,065	0.0828
UN17	Swimming With Dolphins	8,608	0.0073
UN18A	Windsurfing Or Sailboarding	0	0.0000
UN19A	Wildlife Observ/Photography From Land	25,076	0.0214
UN20A	Other Nature Study From Land	37,801	0.0323
UN21	Photography From Land (Not Wildlife)	26,199	0.0224
UN22	Backpacking	1,871	0.0016
UN23	Camping In Developed Campgrounds	18,339	0.0156
UN24	Camping In Primitive Campgrounds	0	0.0000
UN25	Day Hiking	4,491	0.0038
UN26	Attending Ranger Guided Walk	1,123	0.0010
UN27	Self-Guided Nature Or Historic Trails	5,988	0.0051
UN28	Picnicking	21,463	0.0183
UN29A	Visiting Historic Areas, Sites, Bldgs	29,193	0.0249
UN30	Attending Special Events (Fairs,Etc)	5,614	0.0048
UN31	Attending Outdoor Concerts, Plays, Etc	1,497	0.0013
UN32	Attending Indoor Concerts, Plays, Etc	1,871	0.0016
UN33	Sightseeing Tours, Attractions (Paid)	27,696	0.0236
UN34	Sightseeing (Not Paid For Tours)	95,439	0.0814
UN35	Reading Roadside Exhibits Or Markers	17,216	0.0147
UN36A	Visiting Museum, Educ Fac, Info Center	25,079	0.0214
UN37	Attending Outdoor Sporting Events	749	0.0006
UN38	Golf	1,871	0.0016
UN39	Tennis Outdoors	5,988	0.0051
UN40	Other Outdoor Sports Or Games	7,860	0.0067
UN41	Bicycling	16,094	0.0137
UN42	Horseback Riding	1,871	0.0016
UN43	Driving For Pleasure (Mopeds, Motorcycle)	3,743	0.0032
UN44A	All Beach Activities (Not Swimming)	49,404	0.0422
UN45	Sunbathing (Not At Beach)	64,000	0.0546

* Number of participants is equal to the total number of visitors to the Keys (1,172,004) times the percent of visitors that did the activity in the upper Keys (participation rate).

Table A.2.15 Activity Participation in Detailed List of 68 Activities for Upper Keys: December 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
UN100A	Snorkeling Charter/Party Boat	49,821	0.0364
UN101A	Snorkeling Rental Boat	5,592	0.0041
UN102A	Snorkeling Private Boat	14,043	0.0103
UN200A	Scuba Charter/Party Boat	23,004	0.0168
UN201A	Scuba Rental Boat	763	0.0006
UN202A	Scuba Diving from Private Boat	7,943	0.0058
UN300	Diving Lobsters from Boat	3,304	0.0024
UN301	Underwater Photography	11,502	0.0084
UN302	Wreck Diving	3,304	0.0024
UN303	Spear Fishing from Boat	508	0.0004
UN400A	Fishing Offshore Charter Boat	11,057	0.0081
UN401A	Fishing Offshore Party Boat	7,498	0.0055
UN402A	Fishing Offshore Rental Boat	6,164	0.0045
UN403A	Fishing Offshore Private Boat	20,843	0.0152
UN404A	Fishing Flats/Backcountry Guided	1,779	0.0013
UN405A	Fishing Flats/Backcountry Rental Boat	2,034	0.0015
UN406A	Fishing Flats/Backcountry Private Boat	12,200	0.0089
UN407A	Other Fishing Charter Boat	0	0.0000
UN408A	Other Fishing Party Boat	254	0.0002
UN409A	Other Fishing Rental Boat	1,271	0.0009
UN410A	Other Fishing Private Boat	9,405	0.0069
UN500A	Glass Bottom Boat Rides	71,316	0.0521
UN501A	Backcountry Boating Excursions-Not Fish	9,659	0.0071
UN502A	View Nature/Wildlife Priv/Rental Boat	40,924	0.0299
UN600A	Personal Watercraft Rental	12,201	0.0089
UN601A	Personal Watercraft Private Boat	8,324	0.0061
UN700A	Sailing Charter/Party Boat	8,134	0.0059
UN701A	Sailing Rental Boat	508	0.0004
UN702A	Sailing Private Boat	3,559	0.0026
UN800A	Other Boating Charter/Party	7,880	0.0058
UN801A	Other Boating Rental Boat	4,575	0.0033
UN802A	Other Boating Private Boat	7,372	0.0054
UN10A	Snorkeling from Shore	40,289	0.0294
UN11A	Scuba Diving from Shore	3,939	0.0029
UN12	Diving for Lobsters from Shore	2,796	0.0020
UN13	Underwater Photography from Shore	9,277	0.0068
UN14A	Fishing from Shore	24,911	0.0182
UN15A	Swimming at Beaches (Not in Pool)	83,119	0.0607
UN16A	Swimming in Outdoor Pool	77,145	0.0564
UN17	Swimming with Dolphins	6,355	0.0046
UN18A	Windsurfing or Sailboarding	2,796	0.0020
UN19A	Wildlife Observ/Photography from Land	74,222	0.0542
UN20A	Other Nature Study from Land	46,771	0.0342
UN21	Photography from Land (Not Wildlife)	51,855	0.0379
UN22	Backpacking	2,288	0.0017
UN23	Camping in Developed Campgrounds	46,580	0.0340
UN24	Camping in Primitive Campgrounds	5,084	0.0037
UN25	Day Hiking	19,699	0.0144
UN26	Attending Ranger Guided Walk	3,559	0.0026
UN27	Self-guided Nature or Historic Trails	28,023	0.0205
UN28	Picnicking	29,232	0.0214
UN29A	Visiting Historic Areas, Sites, Bldgs	53,633	0.0392
UN30	Attending Special Events (Fairs,etc)	7,816	0.0057
UN31	Attending Outdoor Concerts, Plays, etc	4,893	0.0036
UN32	Attending Indoor Concerts, Plays, etc	1,779	0.0013
UN33	Sightseeing Tours, Attractions (Paid)	46,707	0.0341
UN34	Sightseeing (Not Paid for Tours)	145,776	0.1065
UN35	Reading Roadside Exhibits or Markers	29,930	0.0219
UN36A	Visiting Museum, Educ Fac, Info Center	36,222	0.0265
UN37	Attending Outdoor Sporting Events	1,271	0.0009
UN38	Golf	3,304	0.0024
UN39	Tennis Outdoors	5,338	0.0039
UN40	Other Outdoor Sports or Games	8,388	0.0061
UN41	Bicycling	22,305	0.0163
UN42	Horseback Riding	0	0.0000
UN43	Driving for Pleasure (Mopeds, Motorcycle)	7,435	0.0054
UN44A	All Beach Activities (Not Swimming)	65,960	0.0482
UN45	Sunbathing (Not at Beach)	65,071	0.0475

* Number of participants is equal to the total number of visitors to the Keys (1,368,484) times the percent of visitors that did the activity in the Upper Keys (participation rate).

Table A.2.16 Activity Participation in Detailed List of 68 Activities for Upper Keys: June 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
UN100A	Snorkeling Charter/Party Boat	149,752	0.0589
UN101A	Snorkeling Rental Boat	23,686	0.0093
UN102A	Snorkeling Private Boat	76,918	0.0303
UN200A	Scuba Charter/Party Boat	58,185	0.0229
UN201A	Scuba Rental Boat	2,634	0.0010
UN202A	Scuba Private Boat	34,514	0.0136
UN300	Diving Lobsters From Boat	32,870	0.0129
UN301	Underwater Photography	37,327	0.0147
UN302	Wreck Diving	19,772	0.0078
UN303	Spear Fishing From Boat	3,128	0.0012
UN400A	Fishing Offshore Charter Boat	27,151	0.0107
UN401A	Fishing Offshore Party Boat	10,867	0.0043
UN402A	Fishing Offshore Rental Boat	8,410	0.0033
UN403A	Fishing Offshore Private Boat	71,741	0.0282
UN404A	Fishing Flats/Backcountry Guided	2,528	0.0010
UN405A	Fishing Flats/Backcountry Rental Boat	3,156	0.0012
UN406A	Fishing Flats/Backcountry Private Boat	31,288	0.0123
UN407A	Other Fishing Charter Boat	374	0.0001
UN408A	Other Fishing Party Boat	1,377	0.0005
UN409A	Other Fishing Rental Boat	1,645	0.0006
UN410A	Other Fishing Private Boat	28,116	0.0111
UN500A	Glass Bottom Boat Rides	122,591	0.0483
UN501A	Backcountry Boating Excursions-Not Fish	19,765	0.0078
UN502A	View Nature/Wildlife Priv/Rental Boat	72,360	0.0285
UN600A	Personal Watercraft Rental	54,120	0.0213
UN601A	Personal Watercraft Private Boat	25,915	0.0102
UN700A	Sailing Charter/Party Boat	11,380	0.0045
UN701A	Sailing Rental Boat	3,503	0.0014
UN702A	Sailing Private Boat	5,430	0.0021
UN800A	Other Boating Charter/Party	17,985	0.0071
UN801A	Other Boating Rental Boat	10,938	0.0043
UN802A	Other Boating Private Boat	26,459	0.0104
UN10A	Snorkeling From Shore	92,816	0.0365
UN11A	Scuba Diving From Shore	8,243	0.0032
UN12	Diving For Lobsters From Shore	6,165	0.0024
UN13	Underwater Photography From Shore	14,143	0.0056
UN14A	Fishing From Shore	51,110	0.0201
UN15A	Swimming At Beaches (Not In Pool)	191,413	0.0753
UN16A	Swimming In Outdoor Pool	174,210	0.0686
UN17	Swimming With Dolphins	14,963	0.0059
UN18A	Windsurfing Or Sailboarding	2,796	0.0011
UN19A	Wildlife Observ/Photography From Land	99,298	0.0391
UN20A	Other Nature Study From Land	84,573	0.0333
UN21	Photography From Land (Not Wildlife)	78,054	0.0307
UN22	Backpacking	4,159	0.0016
UN23	Camping In Developed Campgrounds	64,920	0.0256
UN24	Camping In Primitive Campgrounds	5,084	0.0020
UN25	Day Hiking	24,191	0.0095
UN26	Attending Ranger Guided Walk	4,681	0.0018
UN27	Self-Guided Nature Or Historic Trails	34,012	0.0134
UN28	Picnicking	50,694	0.0200
UN29A	Visiting Historic Areas, Sites, Bldgs	82,826	0.0326
UN30	Attending Special Events (Fairs,Etc)	13,430	0.0053
UN31	Attending Outdoor Concerts, Plays, Etc	6,390	0.0025
UN32	Attending Indoor Concerts, Plays, Etc	3,651	0.0014
UN33	Sightseeing Tours, Attractions (Paid)	74,403	0.0293
UN34	Sightseeing (Not Paid For Tours)	241,215	0.0949
UN35	Reading Roadside Exhibits Or Markers	47,147	0.0186
UN36A	Visiting Museum, Educ Fac, Info Center	61,301	0.0241
UN37	Attending Outdoor Sporting Events	2,019	0.0008
UN38	Golf	5,176	0.0020
UN39	Tennis Outdoors	11,326	0.0045
UN40	Other Outdoor Sports Or Games	16,248	0.0064
UN41	Bicycling	38,398	0.0151
UN42	Horseback Riding	1,871	0.0007
UN43	Driving For Pleasure (Mopeds,Motorcycle)	11,178	0.0044
UN44A	All Beach Activities (Not Swimming)	115,364	0.0454
UN45	Sunbathing (Not At Beach)	129,071	0.0508

* Number of participants is equal to the total number of visitors to the Keys (2,540,488) times the percent of visitors that did the activity in the Upper Keys (participation rate).

Table A.2.17 Activity Participation in Detailed List of 68 Activities for Middle Keys: June - November 1995

Activity Number	Activity Description	Number of Participants*	Participation Rate
MN100A	Snorkeling Charter/Party Boat	13,858	0.0118
MN101A	Snorkeling Rental Boat	16,971	0.0145
MN102A	Snorkeling Private Boat	92,342	0.0788
MN200A	Scuba Charter/Party Boat	13,728	0.0117
MN201A	Scuba Rental Boat	1,871	0.0016
MN202A	Scuba Private Boat	28,448	0.0243
MN300	Diving Lobsters From Boat	57,018	0.0487
MN301	Underwater Photography	15,861	0.0135
MN302	Wreck Diving	7,111	0.0061
MN303	Spear Fishing From Boat	14,971	0.0128
MN400A	Fishing Offshore Charter Boat	9,734	0.0083
MN401A	Fishing Offshore Party Boat	9,234	0.0079
MN402A	Fishing Offshore Rental Boat	11,480	0.0098
MN403A	Fishing Offshore Private Boat	70,757	0.0604
MN404A	Fishing Flats/Backcountry Guided	4,617	0.0039
MN405A	Fishing Flats/Backcountry Rental Boat	0	0.0000
MN406A	Fishing Flats/Backcountry Private Boat	24,328	0.0208
MN407A	Other Fishing Charter Boat	2,246	0.0019
MN408A	Other Fishing Party Boat	1,123	0.0010
MN409A	Other Fishing Rental Boat	4,866	0.0042
MN410A	Other Fishing Private Boat	15,223	0.0130
MN500A	Glass Bottom Boat Rides	6,117	0.0052
MN501A	Backcountry Boating Excursions-Not Fish	3,994	0.0034
MN502A	View Nature/Wildlife Priv/Rental Boat	43,054	0.0367
MN600A	Personal Watercraft Rental	17,216	0.0147
MN601A	Personal Watercraft Private Boat	15,729	0.0134
MN700A	Sailing Charter/Party Boat	2,497	0.0021
MN701A	Sailing Rental Boat	1,497	0.0013
MN702A	Sailing Private Boat	4,127	0.0035
MN800A	Other Boating Charter/Party	3,869	0.0033
MN801A	Other Boating Rental Boat	2,246	0.0019
MN802A	Other Boating Private Boat	7,366	0.0063
MN10A	Snorkeling From Shore	51,537	0.0440
MN11A	Scuba Diving From Shore	8,420	0.0072
MN12	Diving For Lobsters From Shore	7,860	0.0067
MN13	Underwater Photography From Shore	6,240	0.0053
MN14A	Fishing From Shore	37,682	0.0322
MN15A	Swimming At Beaches (Not In Pool)	89,729	0.0766
MN16A	Swimming In Outdoor Pool	80,990	0.0691
MN17	Swimming With Dolphins	8,489	0.0072
MN18A	Windsurfing Or Sailboarding	1,497	0.0013
MN19A	Wildlife Observ/Photography From Land	23,960	0.0204
MN20A	Other Nature Study From Land	39,053	0.0333
MN21	Photography From Land (Not Wildlife)	20,469	0.0175
MN22	Backpacking	749	0.0006
MN23	Camping In Developed Campgrounds	14,222	0.0121
MN24	Camping In Primitive Campgrounds	1,381	0.0012
MN25	Day Hiking	4,866	0.0042
MN26	Attending Ranger Guided Walk	1,374	0.0012
MN27	Self-Guided Nature Or Historic Trails	7,863	0.0067
MN28	Picnicking	7,363	0.0063
MN29A	Visiting Historic Areas, Sites, Bldgs	30,339	0.0259
MN30	Attending Special Events (Fairs,Etc)	4,504	0.0038
MN31	Attending Outdoor Concerts, Plays, Etc	6,114	0.0052
MN32	Attending Indoor Concerts, Plays, Etc	5,366	0.0046
MN33	Sightseeing Tours, Attractions (Paid)	27,464	0.0234
MN34	Sightseeing (Not Paid For Tours)	66,133	0.0564
MN35	Reading Roadside Exhibits Or Markers	9,236	0.0079
MN36A	Visiting Museum, Educ Fac, Info Center	20,863	0.0178
MN37	Attending Outdoor Sporting Events	1,000	0.0009
MN38	Golf	1,249	0.0011
MN39	Tennis Outdoors	5,240	0.0045
MN40	Other Outdoor Sports Or Games	1,123	0.0010
MN41	Bicycling	10,735	0.0092
MN42	Horseback Riding	0	0.0000
MN43	Driving For Pleasure (Mopeds, Motorcycle)	2,246	0.0019
MN44A	All Beach Activities (Not Swimming)	37,443	0.0319
MN45	Sunbathing (Not At Beach)	40,192	0.0343

* Number of participants is equal to the total number of visitors to the Keys (1,172,004) times the percent of visitors that did the activity in the Middle Keys (participation rate).

Table A.2.18 Activity Participation in Detailed List of 68 Activities for Middle Keys: December 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
MN100A	Snorkeling Charter/Party Boat	11,563	0.0084
MN101A	Snorkeling Rental Boat	3,875	0.0028
MN102A	Snorkeling Private Boat	11,499	0.0084
MN200A	Scuba Charter/Party Boat	6,417	0.0047
MN201A	Scuba Rental Boat	1,524	0.0011
MN202A	Scuba Private Boat	3,939	0.0029
MN300	Diving Lobsters From Boat	3,876	0.0028
MN301	Underwater Photography	2,287	0.0017
MN302	Wreck Diving	1,715	0.0013
MN303	Spear Fishing From Boat	1,017	0.0007
MN400A	Fishing Offshore Charter Boat	12,514	0.0091
MN401A	Fishing Offshore Party Boat	8,701	0.0064
MN402A	Fishing Offshore Rental Boat	6,353	0.0046
MN403A	Fishing Offshore Private Boat	31,701	0.0232
MN404A	Fishing Flats/Backcountry Guided	8,576	0.0063
MN405A	Fishing Flats/Backcountry Rental Boat	3,176	0.0023
MN406A	Fishing Flats/Backcountry Private Boat	8,702	0.0064
MN407A	Other Fishing Charter Boat	1,397	0.0010
MN408A	Other Fishing Party Boat	1,334	0.0010
MN409A	Other Fishing Rental Boat	572	0.0004
MN410A	Other Fishing Private Boat	7,823	0.0057
MN500A	Glass Bottom Boat Rides	7,759	0.0057
MN501A	Backcountry Boating Excursions-Not Fish	4,956	0.0036
MN502A	View Nature/Wildlife Priv/Rental Boat	24,140	0.0176
MN600A	Personal Watercraft Rental	13,723	0.0100
MN601A	Personal Watercraft Private Boat	9,973	0.0073
MN700A	Sailing Charter/Party Boat	3,812	0.0028
MN701A	Sailing Rental Boat	2,034	0.0015
MN702A	Sailing Private Boat	4,129	0.0030
MN800A	Other Boating Charter/Party	5,338	0.0039
MN801A	Other Boating Rental Boat	4,320	0.0032
MN802A	Other Boating Private Boat	3,747	0.0027
MN10A	Snorkeling From Shore	23,707	0.0173
MN11A	Scuba Diving From Shore	2,414	0.0018
MN12	Diving For Lobsters From Shore	1,843	0.0013
MN13	Underwater Photography From Shore	2,478	0.0018
MN14A	Fishing From Shore	29,490	0.0215
MN15A	Swimming At Beaches (Not In Pool)	80,144	0.0586
MN16A	Swimming In Outdoor Pool	61,453	0.0449
MN17	Swimming With Dolphins	5,910	0.0043
MN18A	Windsurfing Or Sailboarding	1,588	0.0012
MN19A	Wildlife Observ/Photography From Land	51,745	0.0378
MN20A	Other Nature Study From Land	36,430	0.0266
MN21	Photography From Land (Not Wildlife)	32,107	0.0235
MN22	Backpacking	763	0.0006
MN23	Camping In Developed Campgrounds	38,001	0.0278
MN24	Camping In Primitive Campgrounds	4,575	0.0033
MN25	Day Hiking	17,295	0.0126
MN26	Attending Ranger Guided Walk	6,430	0.0047
MN27	Self-Guided Nature Or Historic Trails	17,367	0.0127
MN28	Picnicking	23,665	0.0173
MN29A	Visiting Historic Areas, Sites, Bldgs	37,180	0.0272
MN30	Attending Special Events (Fairs,Etc)	17,028	0.0124
MN31	Attending Outdoor Concerts, Plays, Etc	8,395	0.0061
MN32	Attending Indoor Concerts, Plays, Etc	6,608	0.0048
MN33	Sightseeing Tours, Attractions (Paid)	30,889	0.0226
MN34	Sightseeing (Not Paid For Tours)	110,579	0.0808
MN35	Reading Roadside Exhibits Or Markers	23,719	0.0173
MN36A	Visiting Museum, Educ Fac, Info Center	29,936	0.0219
MN37	Attending Outdoor Sporting Events	2,867	0.0021
MN38	Golf	10,610	0.0078
MN39	Tennis Outdoors	7,813	0.0057
MN40	Other Outdoor Sports Or Games	7,053	0.0052
MN41	Bicycling	19,823	0.0145
MN42	Horseback Riding	0	0.0000
MN43	Driving For Pleasure (Mopeds, Motorcycle)	9,606	0.0070
MN44A	All Beach Activities (Not Swimming)	66,860	0.0489
MN45	Sunbathing (Not At Beach)	72,005	0.0526

* Number of participants is equal to the total number of visitors to the Keys (1,368,484) times the percent of visitors that did the activity in the Middle Keys (participation rate).

Table A.2.19 Activity Participation in Detailed List of 68 Activities for Middle Keys: June 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
MN100A	Snorkeling Charter/Party Boat	25,421	0.0100
MN101A	Snorkeling Rental Boat	20,847	0.0082
MN102A	Snorkeling Private Boat	103,841	0.0409
MN200A	Scuba Charter/Party Boat	20,145	0.0079
MN201A	Scuba Rental Boat	3,396	0.0013
MN202A	Scuba Private Boat	32,386	0.0127
MN300	Diving Lobsters From Boat	60,895	0.0240
MN301	Underwater Photography	18,148	0.0071
MN302	Wreck Diving	8,826	0.0035
MN303	Spear Fishing From Boat	15,988	0.0063
MN400A	Fishing Offshore Charter Boat	22,248	0.0088
MN401A	Fishing Offshore Party Boat	17,935	0.0071
MN402A	Fishing Offshore Rental Boat	17,833	0.0070
MN403A	Fishing Offshore Private Boat	102,458	0.0403
MN404A	Fishing Flats/Backcountry Guided	13,193	0.0052
MN405A	Fishing Flats/Backcountry Rental Boat	3,176	0.0013
MN406A	Fishing Flats/Backcountry Private Boat	33,030	0.0130
MN407A	Other Fishing Charter Boat	3,642	0.0014
MN408A	Other Fishing Party Boat	2,457	0.0010
MN409A	Other Fishing Rental Boat	5,437	0.0021
MN410A	Other Fishing Private Boat	23,045	0.0091
MN500A	Glass Bottom Boat Rides	13,876	0.0055
MN501A	Backcountry Boating Excursions-Not Fish	8,951	0.0035
MN502A	View Nature/Wildlife Priv/Rental Boat	67,194	0.0264
MN600A	Personal Watercraft Rental	30,939	0.0122
MN601A	Personal Watercraft Private Boat	25,702	0.0101
MN700A	Sailing Charter/Party Boat	6,309	0.0025
MN701A	Sailing Rental Boat	3,531	0.0014
MN702A	Sailing Private Boat	8,255	0.0032
MN800A	Other Boating Charter/Party	9,207	0.0036
MN801A	Other Boating Rental Boat	6,566	0.0026
MN802A	Other Boating Private Boat	11,113	0.0044
MN10A	Snorkeling From Shore	75,244	0.0296
MN11A	Scuba Diving From Shore	10,834	0.0043
MN12	Diving For Lobsters From Shore	9,702	0.0038
MN13	Underwater Photography From Shore	8,718	0.0034
MN14A	Fishing From Shore	67,172	0.0264
MN15A	Swimming At Beaches (Not In Pool)	169,873	0.0669
MN16A	Swimming In Outdoor Pool	142,444	0.0561
MN17	Swimming With Dolphins	14,399	0.0057
MN18A	Windsurfing Or Sailboarding	3,085	0.0012
MN19A	Wildlife Observ/Photography From Land	75,705	0.0298
MN20A	Other Nature Study From Land	75,483	0.0297
MN21	Photography From Land (Not Wildlife)	52,576	0.0207
MN22	Backpacking	1,511	0.0006
MN23	Camping In Developed Campgrounds	52,223	0.0206
MN24	Camping In Primitive Campgrounds	5,956	0.0023
MN25	Day Hiking	22,161	0.0087
MN26	Attending Ranger Guided Walk	7,805	0.0031
MN27	Self-Guided Nature Or Historic Trails	25,230	0.0099
MN28	Picnicking	31,028	0.0122
MN29A	Visiting Historic Areas, Sites, Bldgs	67,519	0.0266
MN30	Attending Special Events (Fairs, Etc)	21,532	0.0085
MN31	Attending Outdoor Concerts, Plays, Etc	14,510	0.0057
MN32	Attending Indoor Concerts, Plays, Etc	11,974	0.0047
MN33	Sightseeing Tours, Attractions (Paid)	58,353	0.0230
MN34	Sightseeing (Not Paid For Tours)	176,712	0.0696
MN35	Reading Roadside Exhibits Or Markers	32,955	0.0130
MN36A	Visiting Museum, Educ Fac, Info Center	50,798	0.0200
MN37	Attending Outdoor Sporting Events	3,868	0.0015
MN38	Golf	11,859	0.0047
MN39	Tennis Outdoors	13,053	0.0051
MN40	Other Outdoor Sports Or Games	8,176	0.0032
MN41	Bicycling	30,558	0.0120
MN42	Horseback Riding	0	0.0000
MN43	Driving For Pleasure (Mopeds, Motorcycle)	11,852	0.0047
MN44A	All Beach Activities (Not Swimming)	104,304	0.0411
MN45	Sunbathing (Not At Beach)	112,197	0.0442

* Number of participants is equal to the total number of visitors to the Keys (2,540,488) times the percent of visitors that did the activity in the Middle Keys (participation rate).

Table A.2.20 Activity Participation in Detailed List of 68 Activities for Lower Keys: June - November 1995

Activity Number	Activity Description	Number of Participants*	Participation Rate
LN100A	Snorkeling Charter/Party Boat	7,291	0.0062
LN101A	Snorkeling Rental Boat	8,983	0.0077
LN102A	Snorkeling Private Boat	31,248	0.0267
LN200A	Scuba Charter/Party Boat	4,677	0.0040
LN201A	Scuba Rental Boat	2,246	0.0019
LN202A	Scuba Private Boat	18,714	0.0160
LN300	Diving Lobsters From Boat	21,517	0.0184
LN301	Underwater Photography	6,358	0.0054
LN302	Wreck Diving	4,491	0.0038
LN303	Spear Fishing From Boat	7,671	0.0065
LN400A	Fishing Offshore Charter Boat	1,497	0.0013
LN401A	Fishing Offshore Party Boat	4,117	0.0035
LN402A	Fishing Offshore Rental Boat	1,497	0.0013
LN403A	Fishing Offshore Private Boat	22,080	0.0188
LN404A	Fishing Flats/Backcountry Guided	2,618	0.0022
LN405A	Fishing Flats/Backcountry Rental Boat	0	0.0000
LN406A	Fishing Flats/Backcountry Private Boat	9,915	0.0085
LN407A	Other Fishing Charter Boat	0	0.0000
LN408A	Other Fishing Party Boat	0	0.0000
LN409A	Other Fishing Rental Boat	1,497	0.0013
LN410A	Other Fishing Private Boat	5,988	0.0051
LN500A	Glass Bottom Boat Rides	2,246	0.0019
LN501A	Backcountry Boating Excursions-Not Fish	0	0.0000
LN502A	View Nature/Wildlife Priv/Rental Boat	23,014	0.0196
LN600A	Personal Watercraft Rental	1,497	0.0013
LN601A	Personal Watercraft Private Boat	6,363	0.0054
LN700A	Sailing Charter/Party Boat	0	0.0000
LN701A	Sailing Rental Boat	2,994	0.0026
LN702A	Sailing Private Boat	0	0.0000
LN800A	Other Boating Charter/Party	0	0.0000
LN801A	Other Boating Rental Boat	0	0.0000
LN802A	Other Boating Private Boat	2,246	0.0019
LN10A	Snorkeling From Shore	15,153	0.0129
LN11A	Scuba Diving From Shore	2,243	0.0019
LN12	Diving For Lobsters From Shore	3,178	0.0027
LN13	Underwater Photography From Shore	2,055	0.0018
LN14A	Fishing From Shore	11,038	0.0094
LN15A	Swimming At Beaches (Not In Pool)	17,400	0.0148
LN16A	Swimming In Outdoor Pool	13,281	0.0113
LN17	Swimming With Dolphins	0	0.0000
LN18A	Windsurfing Or Sailboarding	0	0.0000
LN19A	Wildlife Observ/Photography From Land	19,644	0.0168
LN20A	Other Nature Study From Land	19,462	0.0166
LN21	Photography From Land (Not Wildlife)	5,612	0.0048
LN22	Backpacking	0	0.0000
LN23	Camping In Developed Campgrolnds	13,100	0.0112
LN24	Camping In Primitive Campgrolnds	3,743	0.0032
LN25	Day Hiking	1,871	0.0016
LN26	Attending Ranger Guided Walk	372	0.0003
LN27	Self-Guided Nature Or Historic Trails	5,988	0.0051
LN28	Picnicking	4,491	0.0038
LN29A	Visiting Historic Areas, Sites, Bldgs	17,589	0.0150
LN30	Attending Special Events (Fairs,Etc)	3,743	0.0032
LN31	Attending Outdoor Concerts, Plays, Etc	1,871	0.0016
LN32	Attending Indoor Concerts, Plays, Etc	1,871	0.0016
LN33	Sightseeing Tours, Attractions (Paid)	6,921	0.0059
LN34	Sightseeing (Not Paid For Tours)	43,599	0.0372
LN35	Reading Roadside Exhibits Or Markers	2,246	0.0019
LN36A	Visiting Museum, Educ Fac, Info Center	11,602	0.0099
LN37	Attending Outdoor Sporting Events	0	0.0000
LN38	Golf	0	0.0000
LN39	Tennis Outdoors	1,497	0.0013
LN40	Other Outdoor Sports Or Games	0	0.0000
LN41	Bicycling	8,983	0.0077
LN42	Horseback Riding	0	0.0000
LN43	Driving For Pleasure (Mopeds,Motorcycle)	2,804	0.0024
LN44A	All Beach Activities (Not Swimming)	5,986	0.0051
LN45	Sunbathing (Not At Beach)	7,103	0.0061

* Number of participants is equal to the total number of visitors to the Keys (1,172,004) times the percent of visitors that did the activity in the Lower Keys (participation rate).

Table A.2.21 Activity Participation in Detailed List of 68 Activities for Lower Keys: December 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
LN100A	Snorkeling Charter/Party Boat	11,184	0.0082
LN101A	Snorkeling Rental Boat	4,067	0.0030
LN102A	Snorkeling Private Boat	5,274	0.0039
LN200A	Scuba Charter/Party Boat	2,796	0.0020
LN201A	Scuba Rental Boat	0	0.0000
LN202A	Scuba Private Boat	2,351	0.0017
LN300	Diving Lobsters From Boat	2,288	0.0017
LN301	Underwater Photography	1,525	0.0011
LN302	Wreck Diving	0	0.0000
LN303	Spear Fishing From Boat	1,525	0.0011
LN400A	Fishing Offshore Charter Boat	2,223	0.0016
LN401A	Fishing Offshore Party Boat	2,097	0.0015
LN402A	Fishing Offshore Rental Boat	2,859	0.0021
LN403A	Fishing Offshore Private Boat	8,324	0.0061
LN404A	Fishing Flats/Backcountry Guided	3,939	0.0029
LN405A	Fishing Flats/Backcountry Rental Boat	1,398	0.0010
LN406A	Fishing Flats/Backcountry Private Boat	2,542	0.0019
LN407A	Other Fishing Charter Boat	508	0.0004
LN408A	Other Fishing Party Boat	0	0.0000
LN409A	Other Fishing Rental Boat	63	0.0000
LN410A	Other Fishing Private Boat	3,304	0.0024
LN500A	Glass Bottom Boat Rides	5,846	0.0043
LN501A	Backcountry Boating Excursions-Not Fish	2,351	0.0017
LN502A	View Nature/Wildlife Priv/Rental Boat	12,017	0.0088
LN600A	Personal Watercraft Rental	1,143	0.0008
LN601A	Personal Watercraft Private Boat	4,321	0.0032
LN700A	Sailing Charter/Party Boat	1,271	0.0009
LN701A	Sailing Rental Boat	254	0.0002
LN702A	Sailing Private Boat	508	0.0004
LN800A	Other Boating Charter/Party	1,525	0.0011
LN801A	Other Boating Rental Boat	0	0.0000
LN802A	Other Boating Private Boat	1,525	0.0011
LN10A	Snorkeling From Shore	10,994	0.0080
LN11A	Scuba Diving From Shore	0	0.0000
LN12	Diving For Lobsters From Shore	763	0.0006
LN13	Underwater Photography From Shore	4,321	0.0032
LN14A	Fishing From Shore	13,853	0.0101
LN15A	Swimming At Beaches (Not In Pool)	31,916	0.0233
LN16A	Swimming In Outdoor Pool	25,926	0.0189
LN17	Swimming With Dolphins	508	0.0004
LN18A	Windsurfing Or Sailboarding	763	0.0006
LN19A	Wildlife Observ/Photography From Land	32,865	0.0240
LN20A	Other Nature Study From Land	23,067	0.0169
LN21	Photography From Land (Not Wildlife)	22,175	0.0162
LN22	Backpacking	3,559	0.0026
LN23	Camping In Developed Campgrolnds	41,441	0.0303
LN24	Camping In Primitive Campgrolnds	63	0.0000
LN25	Day Hiking	13,280	0.0097
LN26	Attending Ranger Guided Walk	1,588	0.0012
LN27	Self-Guided Nature Or Historic Trails	9,476	0.0069
LN28	Picnicking	12,653	0.0092
LN29A	Visiting Historic Areas, Sites, Bldgs	24,275	0.0177
LN30	Attending Special Events (Fairs,Etc)	6,608	0.0048
LN31	Attending Outdoor Concerts, Plays, Etc	63	0.0000
LN32	Attending Indoor Concerts, Plays, Etc	572	0.0004
LN33	Sightseeing Tours, Attractions (Paid)	15,314	0.0112
LN34	Sightseeing (Not Paid For Tours)	66,533	0.0486
LN35	Reading Roadside Exhibits Or Markers	12,198	0.0089
LN36A	Visiting Museum, Educ Fac, Info Center	9,213	0.0067
LN37	Attending Outdoor Sporting Events	572	0.0004
LN38	Golf	1,588	0.0012
LN39	Tennis Outdoors	1,017	0.0007
LN40	Other Outdoor Sports Or Games	2,351	0.0017
LN41	Bicycling	14,559	0.0106
LN42	Horseback Riding	508	0.0004
LN43	Driving For Pleasure (Mopeds,Motorcycle)	4,194	0.0031
LN44A	All Beach Activities (Not Swimming)	34,060	0.0249
LN45	Sunbathing (Not At Beach)	32,343	0.0236

* Number of participants is equal to the total number of visitors to the Keys (1,368,484) times the percent of visitors that did the activity in the Lower Keys (participation rate).

Table A.2.22 Activity Participation in Detailed List of 68 Activities for Lower Keys: June 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
LN100A	Snorkeling Charter/Party Boat	18,475	0.0073
LN101A	Snorkeling Rental Boat	13,050	0.0051
LN102A	Snorkeling Private Boat	36,522	0.0144
LN200A	Scuba Charter/Party Boat	7,473	0.0029
LN201A	Scuba Rental Boat	2,246	0.0009
LN202A	Scuba Private Boat	21,065	0.0083
LN300	Diving Lobsters From Boat	23,805	0.0094
LN301	Underwater Photography	7,883	0.0031
LN302	Wreck Diving	4,491	0.0018
LN303	Spear Fishing From Boat	9,197	0.0036
LN400A	Fishing Offshore Charter Boat	3,721	0.0015
LN401A	Fishing Offshore Party Boat	6,214	0.0024
LN402A	Fishing Offshore Rental Boat	4,356	0.0017
LN403A	Fishing Offshore Private Boat	30,404	0.0120
LN404A	Fishing Flats/Backcountry Guided	6,557	0.0026
LN405A	Fishing Flats/Backcountry Rental Boat	1,398	0.0006
LN406A	Fishing Flats/Backcountry Private Boat	12,457	0.0049
LN407A	Other Fishing Charter Boat	508	0.0002
LN408A	Other Fishing Party Boat	0	0.0000
LN409A	Other Fishing Rental Boat	1,560	0.0006
LN410A	Other Fishing Private Boat	9,293	0.0037
LN500A	Glass Bottom Boat Rides	8,092	0.0032
LN501A	Backcountry Boating Excursions-Not Fish	2,351	0.0009
LN502A	View Nature/Wildlife Priv/Rental Boat	35,032	0.0138
LN600A	Personal Watercraft Rental	2,640	0.0010
LN601A	Personal Watercraft Private Boat	10,684	0.0042
LN700A	Sailing Charter/Party Boat	1,271	0.0005
LN701A	Sailing Rental Boat	3,248	0.0013
LN702A	Sailing Private Boat	508	0.0002
LN800A	Other Boating Charter/Party	1,525	0.0006
LN801A	Other Boating Rental Boat	0	0.0000
LN802A	Other Boating Private Boat	3,771	0.0015
LN10A	Snorkeling From Shore	26,146	0.0103
LN11A	Scuba Diving From Shore	2,243	0.0009
LN12	Diving For Lobsters From Shore	3,941	0.0016
LN13	Underwater Photography From Shore	6,377	0.0025
LN14A	Fishing From Shore	24,891	0.0098
LN15A	Swimming At Beaches (Not In Pool)	49,316	0.0194
LN16A	Swimming In Outdoor Pool	39,207	0.0154
LN17	Swimming With Dolphins	508	0.0002
LN18A	Windsurfing Or Sailboarding	763	0.0003
LN19A	Wildlife Observ/Photography From Land	52,509	0.0207
LN20A	Other Nature Study From Land	42,529	0.0167
LN21	Photography From Land (Not Wildlife)	27,787	0.0109
LN22	Backpacking	3,559	0.0014
LN23	Camping In Developed Campgrolds	54,541	0.0215
LN24	Camping In Primitive Campgrolds	3,806	0.0015
LN25	Day Hiking	15,152	0.0060
LN26	Attending Ranger Guided Walk	1,961	0.0008
LN27	Self-Guided Nature Or Historic Trails	15,464	0.0061
LN28	Picnicking	17,145	0.0067
LN29A	Visiting Historic Areas, Sites, Bldgs	41,863	0.0165
LN30	Attending Special Events (Fairs,Etc)	10,351	0.0041
LN31	Attending Outdoor Concerts, Plays, Etc	1,935	0.0008
LN32	Attending Indoor Concerts, Plays, Etc	2,443	0.0010
LN33	Sightseeing Tours, Attractions (Paid)	22,235	0.0088
LN34	Sightseeing (Not Paid For Tours)	110,133	0.0434
LN35	Reading Roadside Exhibits Or Markers	14,444	0.0057
LN36A	Visiting Museum, Educ Fac, Info Center	20,816	0.0082
LN37	Attending Outdoor Sporting Events	572	0.0002
LN38	Golf	1,588	0.0006
LN39	Tennis Outdoors	2,514	0.0010
LN40	Other Outdoor Sports Or Games	2,351	0.0009
LN41	Bicycling	23,542	0.0093
LN42	Horseback Riding	508	0.0002
LN43	Driving For Pleasure (Mopeds,Motorcycle)	6,997	0.0028
LN44A	All Beach Activities (Not Swimming)	40,046	0.0158
LN45	Sunbathing (Not At Beach)	39,445	0.0155

* Number of participants is equal to the total number of visitors to the Keys (2,540,488) times the percent of visitors that did the activity in the Lower Keys (participation rate).

Table A.2.23 Activity Participation in Detailed List of 68 Activities for Key West: June - November 1995

Activity Number	Activity Description	Number of Participants*	Participation Rate
KN100A	Snorkeling Charter/Party Boat	56,164	0.0479
KN101A	Snorkeling Rental Boat	13,405	0.0114
KN102A	Snorkeling Private Boat	17,186	0.0147
KN200A	Scuba Charter/Party Boat	10,822	0.0092
KN201A	Scuba Rental Boat	1,116	0.0010
KN202A	Scuba Private Boat	3,736	0.0032
KN300	Diving Lobsters From Boat	11,577	0.0099
KN301	Underwater Photography	18,675	0.0159
KN302	Wreck Diving	2,981	0.0025
KN303	Spear Fishing From Boat	2,432	0.0021
KN400A	Fishing Offshore Charter Boat	15,145	0.0129
KN401A	Fishing Offshore Party Boat	2,868	0.0024
KN402A	Fishing Offshore Rental Boat	1,683	0.0014
KN403A	Fishing Offshore Private Boat	5,603	0.0048
KN404A	Fishing Flats/Backcountry Guided	2,239	0.0019
KN405A	Fishing Flats/Backcountry Rental Boat	1,116	0.0010
KN406A	Fishing Flats/Backcountry Private Boat	4,485	0.0038
KN407A	Other Fishing Charter Boat	744	0.0006
KN408A	Other Fishing Party Boat	372	0.0003
KN409A	Other Fishing Rental Boat	372	0.0003
KN410A	Other Fishing Private Boat	2,611	0.0022
KN500A	Glass Bottom Boat Rides	39,941	0.0341
KN501A	Backcountry Boating Excursions-Not Fish	4,483	0.0038
KN502A	View Nature/Wildlife Priv/Rental Boat	14,575	0.0124
KN600A	Personal Watercraft Rental	27,875	0.0238
KN601A	Personal Watercraft Private Boat	1,869	0.0016
KN700A	Sailing Charter/Party Boat	14,383	0.0123
KN701A	Sailing Rental Boat	1,683	0.0014
KN702A	Sailing Private Boat	2,802	0.0024
KN800A	Other Boating Charter/Party	13,209	0.0113
KN801A	Other Boating Rental Boat	3,542	0.0030
KN802A	Other Boating Private Boat	2,237	0.0019
KN10A	Snorkeling From Shore	38,395	0.0328
KN11A	Scuba Diving From Shore	3,169	0.0027
KN12	Diving For Lobsters From Shore	4,288	0.0037
KN13	Underwater Photography From Shore	8,948	0.0076
KN14A	Fishing From Shore	8,779	0.0075
KN15A	Swimming At Beaches (Not In Pool)	115,872	0.0989
KN16A	Swimming In Outdoor Pool	144,791	0.1235
KN17	Swimming With Dolphins	558	0.0005
KN18A	Windsurfing Or Sailboarding	3,732	0.0032
KN19A	Wildlife Observ/Photography From Land	28,239	0.0241
KN20A	Other Nature Study From Land	37,406	0.0319
KN21	Photography From Land (Not Wildlife)	46,893	0.0400
KN22	Backpacking	749	0.0006
KN23	Camping In Developed Campgrounds	4,866	0.0042
KN24	Camping In Primitive Campgrounds	374	0.0003
KN25	Day Hiking	12,706	0.0108
KN26	Attending Ranger Guided Walk	2,246	0.0019
KN27	Self-Guided Nature Or Historic Trails	18,495	0.0158
KN28	Picnicking	8,463	0.0072
KN29A	Visiting Historic Areas, Sites, Bldgs	236,847	0.2021
KN30	Attending Special Events (Fairs,Etc)	19,971	0.0170
KN31	Attending Outdoor Concerts, Plays, Etc	23,173	0.0198
KN32	Attending Indoor Concerts, Plays, Etc	9,904	0.0085
KN33	Sightseeing Tours, Attractions (Paid)	183,674	0.1567
KN34	Sightseeing (Not Paid For Tours)	310,328	0.2648
KN35	Reading Roadside Exhibits Or Markers	49,316	0.0421
KN36A	Visiting Museum, Educ Fac, Info Center	95,076	0.0811
KN37	Attending Outdoor Sporting Events	1,679	0.0014
KN38	Golf	2,427	0.0021
KN39	Tennis Outdoors	2,427	0.0021
KN40	Other Outdoor Sports Or Games	5,593	0.0048
KN41	Bicycling	28,940	0.0247
KN42	Horseback Riding	372	0.0003
KN43	Driving For Pleasure (Mopeds,Motorcycle)	24,930	0.0213
KN44A	All Beach Activities (Not Swimming)	51,239	0.0437
KN45	Sunbathing (Not At Beach)	76,044	0.0649

* Number of participants is equal to the total number of visitors to the Keys (1,172,004) times the percent of visitors that did the activity in Key West (participation rate).

Table A.2.24 Activity Participation in Detailed List of 68 Activities for Key West: December 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
KN100A	Snorkeling Charter/Party Boat	52,025	0.0380
KN101A	Snorkeling Rental Boat	4,960	0.0036
KN102A	Snorkeling Private Boat	9,974	0.0073
KN200A	Scuba Charter/Party Boat	8,250	0.0060
KN201A	Scuba Rental Boat	0	0.0000
KN202A	Scuba Private Boat	512	0.0004
KN300	Diving Lobsters From Boat	763	0.0006
KN301	Underwater Photography	5,891	0.0043
KN302	Wreck Diving	2,296	0.0017
KN303	Spear Fishing From Boat	0	0.0000
KN400A	Fishing Offshore Charter Boat	16,166	0.0118
KN401A	Fishing Offshore Party Boat	6,674	0.0049
KN402A	Fishing Offshore Rental Boat	3,329	0.0024
KN403A	Fishing Offshore Private Boat	10,240	0.0075
KN404A	Fishing Flats/Backcountry Guided	4,596	0.0034
KN405A	Fishing Flats/Backcountry Rental Boat	2,042	0.0015
KN406A	Fishing Flats/Backcountry Private Boat	5,350	0.0039
KN407A	Other Fishing Charter Boat	0	0.0000
KN408A	Other Fishing Party Boat	1,804	0.0013
KN409A	Other Fishing Rental Boat	0	0.0000
KN410A	Other Fishing Private Boat	3,837	0.0028
KN500A	Glass Bottom Boat Rides	48,182	0.0352
KN501A	Backcountry Boating Excursions-Not Fish	4,616	0.0034
KN502A	View Nature/Wildlife Priv/Rental Boat	19,459	0.0142
KN600A	Personal Watercraft Rental	18,574	0.0136
KN601A	Personal Watercraft Private Boat	4,850	0.0035
KN700A	Sailing Charter/Party Boat	28,945	0.0212
KN701A	Sailing Rental Boat	2,291	0.0017
KN702A	Sailing Private Boat	14,658	0.0107
KN800A	Other Boating Charter/Party	14,847	0.0108
KN801A	Other Boating Rental Boat	2,553	0.0019
KN802A	Other Boating Private Boat	1,275	0.0009
KN10A	Snorkeling From Shore	40,678	0.0297
KN11A	Scuba Diving From Shore	4,604	0.0034
KN12	Diving For Lobsters From Shore	0	0.0000
KN13	Underwater Photography From Shore	5,167	0.0038
KN14A	Fishing From Shore	21,739	0.0159
KN15A	Swimming At Beaches (Not In Pool)	127,318	0.0930
KN16A	Swimming In Outdoor Pool	133,414	0.0975
KN17	Swimming With Dolphins	3,325	0.0024
KN18A	Windsurfing Or Sailboarding	3,054	0.0022
KN19A	Wildlife Observ/Photography From Land	61,188	0.0447
KN20A	Other Nature Study From Land	50,713	0.0371
KN21	Photography From Land (Not Wildlife)	88,054	0.0643
KN22	Backpacking	1,525	0.0011
KN23	Camping In Developed Campgrounds	37,628	0.0275
KN24	Camping In Primitive Campgrounds	8,134	0.0059
KN25	Day Hiking	24,869	0.0182
KN26	Attending Ranger Guided Walk	6,383	0.0047
KN27	Self-Guided Nature Or Historic Trails	23,047	0.0168
KN28	Picnicking	27,037	0.0198
KN29A	Visiting Historic Areas, Sites, Bldgs	356,436	0.2605
KN30	Attending Special Events (Fairs,Etc)	47,387	0.0346
KN31	Attending Outdoor Concerts, Plays, Etc	23,885	0.0175
KN32	Attending Indoor Concerts, Plays, Etc	16,424	0.0120
KN33	Sightseeing Tours, Attractions (Paid)	396,841	0.2900
KN34	Sightseeing (Not Paid For Tours)	578,389	0.4226
KN35	Reading Roadside Exhibits Or Markers	103,464	0.0756
KN36A	Visiting Museum, Educ Fac, Info Center	198,085	0.1447
KN37	Attending Outdoor Sporting Events	15,928	0.0116
KN38	Golf	12,548	0.0092
KN39	Tennis Outdoors	6,467	0.0047
KN40	Other Outdoor Sports Or Games	11,023	0.0081
KN41	Bicycling	57,305	0.0419
KN42	Horseback Riding	0	0.0000
KN43	Driving For Pleasure (Mopeds, Motorcycle)	38,196	0.0279
KN44A	All Beach Activities (Not Swimming)	116,027	0.0848
KN45	Sunbathing (Not At Beach)	141,611	0.1035

* Number of participants is equal to the total number of visitors to the Keys (1,368,484) times the percent of visitors that did the activity in Key West (participation rate).

Table A.2.25 Activity Participation in Detailed List of 68 Activities for Key West: June 1995-May 1996

Activity Number	Activity Description	Number of Participants*	Participation Rate
KN100A	Snorkeling Charter/Party Boat	108,189	0.0426
KN101A	Snorkeling Rental Boat	18,365	0.0072
KN102A	Snorkeling Private Boat	27,160	0.0107
KN200A	Scuba Charter/Party Boat	19,072	0.0075
KN201A	Scuba Rental Boat	1,116	0.0004
KN202A	Scuba Private Boat	4,249	0.0017
KN300	Diving Lobsters From Boat	12,339	0.0049
KN301	Underwater Photography	24,566	0.0097
KN302	Wreck Diving	5,277	0.0021
KN303	Spear Fishing From Boat	2,432	0.0010
KN400A	Fishing Offshore Charter Boat	31,312	0.0123
KN401A	Fishing Offshore Party Boat	9,542	0.0038
KN402A	Fishing Offshore Rental Boat	5,012	0.0020
KN403A	Fishing Offshore Private Boat	15,844	0.0062
KN404A	Fishing Flats/Backcountry Guided	6,835	0.0027
KN405A	Fishing Flats/Backcountry Rental Boat	3,158	0.0012
KN406A	Fishing Flats/Backcountry Private Boat	9,835	0.0039
KN407A	Other Fishing Charter Boat	744	0.0003
KN408A	Other Fishing Party Boat	2,176	0.0009
KN409A	Other Fishing Rental Boat	372	0.0001
KN410A	Other Fishing Private Boat	6,448	0.0025
KN500A	Glass Bottom Boat Rides	88,123	0.0347
KN501A	Backcountry Boating Excursions-Not Fish	9,098	0.0036
KN502A	View Nature/Wildlife Priv/Rental Boat	34,034	0.0134
KN600A	Personal Watercraft Rental	46,449	0.0183
KN601A	Personal Watercraft Private Boat	6,719	0.0026
KN700A	Sailing Charter/Party Boat	43,328	0.0171
KN701A	Sailing Rental Boat	3,974	0.0016
KN702A	Sailing Private Boat	17,460	0.0069
KN800A	Other Boating Charter/Party	28,056	0.0110
KN801A	Other Boating Rental Boat	6,095	0.0024
KN802A	Other Boating Private Boat	3,512	0.0014
KN10A	Snorkeling From Shore	79,072	0.0311
KN11A	Scuba Diving From Shore	7,773	0.0031
KN12	Diving For Lobsters From Shore	4,288	0.0017
KN13	Underwater Photography From Shore	14,115	0.0056
KN14A	Fishing From Shore	30,519	0.0120
KN15A	Swimming At Beaches (Not In Pool)	243,190	0.0957
KN16A	Swimming In Outdoor Pool	278,204	0.1095
KN17	Swimming With Dolphins	3,883	0.0015
KN18A	Windsurfing Or Sailboarding	6,786	0.0027
KN19A	Wildlife Observ/Photography From Land	89,426	0.0352
KN20A	Other Nature Study From Land	88,118	0.0347
KN21	Photography From Land (Not Wildlife)	134,947	0.0531
KN22	Backpacking	2,274	0.0009
KN23	Camping In Developed Campgrounds	42,494	0.0167
KN24	Camping In Primitive Campgrounds	8,508	0.0033
KN25	Day Hiking	37,575	0.0148
KN26	Attending Ranger Guided Walk	8,629	0.0034
KN27	Self-Guided Nature Or Historic Trails	41,542	0.0164
KN28	Picnicking	35,500	0.0140
KN29A	Visiting Historic Areas, Sites, Bldgs	593,284	0.2335
KN30	Attending Special Events (Fairs,Etc)	67,358	0.0265
KN31	Attending Outdoor Concerts, Plays, Etc	47,057	0.0185
KN32	Attending Indoor Concerts, Plays, Etc	26,329	0.0104
KN33	Sightseeing Tours, Attractions (Paid)	580,515	0.2285
KN34	Sightseeing (Not Paid For Tours)	888,717	0.3498
KN35	Reading Roadside Exhibits Or Markers	152,779	0.0601
KN36A	Visiting Museum, Educ Fac, Info Center	293,161	0.1154
KN37	Attending Outdoor Sporting Events	17,607	0.0069
KN38	Golf	14,976	0.0059
KN39	Tennis Outdoors	8,894	0.0035
KN40	Other Outdoor Sports Or Games	16,616	0.0065
KN41	Bicycling	86,245	0.0339
KN42	Horseback Riding	372	0.0001
KN43	Driving For Pleasure (Mopeds,Motorcycle)	63,125	0.0248
KN44A	All Beach Activities (Not Swimming)	167,266	0.0658
KN45	Sunbathing (Not At Beach)	217,655	0.0857

* Number of participants is equal to the total number of visitors to the Keys (2,540,488) times the percent of visitors that did the activity in Key West (participation rate).

Table A.2.26 Within Region Participation Rates for 41 Aggregate Activities: June - November 1995

Activity Description	Upper Keys (Percent) ¹	Middle Keys (Percent)	Lower Keys (Percent)	Key West (Percent)
<u>Diving</u>				
Snorkeling from a Boat	39.21	33.79	34.87	16.39
Snorkeling from Shore	11.80	14.91	12.07	7.33
All Snorkeling	45.35	42.96	40.83	21.34
Scuba Diving from a Boat	13.45	12.53	18.93	2.99
Scuba Diving from Shore	0.97	2.44	1.79	0.61
All Scuba Diving	14.08	13.77	19.37	3.39
All Snorkeling and Scuba Diving	51.70	46.26	45.90	22.80
<u>Fishing</u>				
Offshore Fishing	15.97	28.67	22.65	4.62
Flats/Backcountry Fishing	4.71	8.37	9.39	1.50
Other Fishing from a Boat	4.54	6.79	5.96	0.78
All Boat Fishing	18.67	33.54	26.67	5.87
Fishing from Shore	5.89	10.90	8.79	1.68
All Types of Fishing	22.28	39.96	32.04	6.54
<u>Viewing Wildlife - Nature Study</u>				
Viewing Wildlife/Nature Study-Boat	21.33	17.43	34.92	10.77
Viewing Wildlife/Nature Study-Land	12.61	16.43	28.76	10.47
All Viewing Wildlife/Nature Study	30.41	31.51	54.74	18.70
<u>Boating</u>				
Personal Watercraft Use	18.42	16.57	33.09	12.97
All Sailing	1.74	2.35	2.38	3.60
Other Boating Activities	7.74	3.90	1.79	3.56
All Beach Activities (including Swimming)	29.88	30.08	15.35	26.78
All Camping	4.12	4.41	12.82	0.93
Visiting Museums or Historic Areas	10.09	11.59	16.10	49.17
Sightseeing & Attractions (Paid & Unpaid)	25.48	24.70	40.24	72.75
Cultural Events (Fairs, Concerts, Plays)	1.85	4.55	4.47	8.35
Outdoor Sports and Games	3.53	2.20	1.19	1.96
<u>Special Aggregates</u>				
Any Activities Involving Boats	71.47	67.94	88.87	37.99
All Activities Involving Swimming	68.43	64.68	54.54	43.55
Any Water-based Activities	86.48	88.68	98.26	57.70
Any Land-based Activities	53.34	53.65	72.28	88.72
Only Water-based Activities	42.04	43.21	25.93	9.31
Only Land-based Activities	14.55	19.06	37.86	47.68
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	3.87	4.77	2.68	3.39
Any Party Boat Fishing	0.92	2.67	3.28	0.62
Any Private Boat Fishing	14.04	24.66	21.61	1.78
Any Rental Boat Fishing	0.76	3.32	1.19	0.53
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	27.49	7.98	9.53	12.51
Any Private Boat Diving-Snork & Scuba	16.56	27.37	28.47	3.46
Any Rental Boat Diving-Snork & Scuba	4.32	5.23	7.75	2.70
<u>Type of Boat Use</u>				
Any Use of Charter/Party Boats	40.33	16.93	13.41	22.12
Any Use of Private Boats	23.54	39.75	39.49	6.74
Any Use of Rental Boats	14.32	12.24	7.75	8.62

¹ Percent is the percent of visitors to the region that participated in the activity. Percents do not add to 100 because a visitor can engage in multiple activities.

Table A.2.27 Within Region Participation Rates for 41 Aggregate Activities: December 1995 - May 1996

Activity Description	Upper Keys (Percent) ¹	Middle Keys (Percent)	Lower Keys (Percent)	Key West (Percent)
<u>Diving</u>				
Snorkeling from a Boat	14.67	7.27	10.65	6.97
Snorkeling from Shore	8.63	6.75	6.16	4.55
All Snorkeling	19.98	12.55	14.07	9.88
Scuba Diving from a Boat	6.58	2.69	2.89	0.98
Scuba Diving from Shore	0.84	0.69	0.00	0.51
All Scuba Diving	7.23	2.77	2.89	1.38
All Snorkeling and Scuba Diving	23.68	13.78	15.96	10.09
<u>Fishing</u>				
Offshore Fishing	9.18	15.68	8.12	3.87
Flats/Backcountry Fishing	3.43	5.46	4.42	1.28
Other Fishing from a Boat	2.34	3.17	2.17	0.63
All Boat Fishing	11.26	19.96	12.15	4.84
Fishing from Shore	5.34	8.39	7.77	2.43
All Types of Fishing	14.91	26.35	16.74	6.38
<u>Viewing Wildlife - Nature Study</u>				
Viewing Wildlife/Nature Study-Boat	26.99	10.04	19.80	7.76
Viewing Wildlife/Nature Study-Land	21.25	21.91	26.69	11.05
All Viewing Wildlife/Nature Study	42.45	29.23	44.53	16.85
<u>Boating</u>				
Personal Watercraft Use	8.12	11.22	15.04	4.83
All Sailing	2.62	2.84	1.00	5.07
Other Boating Activities	4.14	3.82	1.42	2.03
All Beach Activities (including Swimming)	27.62	36.18	29.54	22.11
All Camping	10.64	11.54	23.27	4.89
Visiting Museums or Historic Areas	15.92	14.96	14.57	47.48
Sightseeing & Attractions (Paid & Unpaid)	36.79	36.72	43.21	80.09
Cultural Events (Fairs, Concerts, Plays)	2.45	7.98	4.02	8.43
Outdoor Sports and Games	3.16	6.56	2.78	3.30
<u>Special Aggregates</u>				
Any Activities Involving Boats	54.84	41.00	49.44	24.78
All Activities Involving Swimming	39.42	37.24	30.89	25.39
Any Water-based Activities	69.38	61.70	64.02	37.64
Any Land-based Activities	72.93	79.56	85.79	95.27
Only Water-based Activities	23.14	16.50	9.69	3.08
Only Land-based Activities	32.16	38.33	52.58	62.96
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	2.64	6.20	3.45	2.09
Any Party Boat Fishing	1.66	2.86	1.18	0.89
Any Private Boat Fishing	6.33	10.51	6.52	1.77
Any Rental Boat Fishing	1.48	2.28	2.35	0.60
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	13.97	4.88	7.55	6.28
Any Private Boat Diving-Snork & Scuba	3.83	3.85	3.85	1.12
Any Rental Boat Diving-Snork & Scuba	1.36	1.39	2.28	0.55
<u>Type of Boat Use</u>				
Any Use of Charter/Party Boats	33.94	17.52	13.18	16.47
Any Use of Private Boats	16.52	19.33	14.86	5.53
Any Use of Rental Boats	5.84	7.72	4.56	3.46

¹ Percent is the percent of visitors to the region that participated in the activity. Percents do not add to 100 because a visitor can engage in multiple activities.

Table A.2.28 Within Region Participation Rates for 41 Aggregate Activities: June 1995 - May 1996

Activity Description	Upper Keys (Percent) ¹	Middle Keys Percent	Lower Keys (Percent)	Key West (Percent)
<u>Diving</u>				
Snorkeling from a Boat	26.65	20.42	20.65	10.45
Snorkeling from Shore	10.18	10.80	8.60	5.58
All Snorkeling	32.37	27.63	25.12	14.11
Scuba Diving from a Boat	9.93	7.57	9.51	1.72
Scuba Diving from Shore	0.90	1.55	0.74	0.55
All Scuba Diving	10.58	8.22	9.70	2.12
All Snorkeling and Scuba Diving	37.36	29.89	28.33	14.78
<u>Fishing</u>				
Offshore Fishing	12.50	22.12	14.12	4.15
Flats/Backcountry Fishing	4.06	6.91	6.47	1.36
Other Fishing from a Boat	3.42	4.96	3.74	0.69
All Boat Fishing	14.88	26.70	18.15	5.22
Fishing from Shore	5.61	9.64	8.19	2.15
All Types of Fishing	18.51	33.10	23.06	6.44
<u>Viewing Wildlife - Nature Study</u>				
Viewing Wildlife/Nature Study-Boat	24.23	13.71	26.04	8.87
Viewing Wildlife/Nature Study-Land	17.03	19.19	27.54	10.84
All Viewing Wildlife/Nature Study	36.57	30.36	48.74	17.53
<u>Boating</u>				
Personal Watercraft Use	13.15	13.87	22.50	7.84
All Sailing	2.19	2.60	1.57	4.53
Other Boating Activities	5.90	3.86	1.58	2.59
All Beach Activities (including Swimming)	28.72	33.15	23.68	23.83
All Camping	7.46	8.00	18.95	3.43
Visiting Museums or Historic Areas	13.07	13.29	15.20	48.10
Sightseeing & Attractions (Paid & Unpaid)	31.26	30.76	41.98	77.38
Cultural Events (Fairs, Concerts, Plays)	2.16	6.28	4.21	8.40
Outdoor Sports and Games	3.34	4.40	2.12	2.81
<u>Special Aggregates</u>				
Any Activities Involving Boats	62.96	54.36	65.73	29.66
All Activities Involving Swimming	53.58	50.85	40.66	32.10
Any Water-based Activities	77.73	75.08	78.16	45.05
Any Land-based Activities	63.36	66.71	80.21	92.85
Only Water-based Activities	32.37	29.74	16.40	5.38
Only Land-based Activities	23.56	28.77	46.50	57.32
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	3.24	5.49	3.14	2.57
Any Party Boat Fishing	1.30	2.76	2.04	0.79
Any Private Boat Fishing	10.10	17.53	12.75	1.78
Any Rental Boat Fishing	1.13	2.80	1.87	0.58
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	20.58	6.42	8.37	8.58
Any Private Boat Diving-Snork & Scuba	10.05	15.51	14.02	1.98
Any Rental Boat Diving-Snork & Scuba	2.80	3.30	4.54	1.35
<u>Type of Boat Use</u>				
Any Use of Charter/Party Boats	37.06	17.23	13.27	18.56
Any Use of Private Boats	19.95	29.46	25.04	5.98
Any Use of Rental Boats	9.98	9.96	5.88	5.36

¹ Percent is the percent of visitors to the region that participated in the activity. Percents do not add to 100 because a visitor can engage in multiple activities.

Table A.2.29 Average Number of Days of Activity Per Trip by Region and Season

Activity	Region/Season							
	Upper Keys		Middle Keys		Lower Keys		Key West	
	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96
Boating Activities								
Snorkeling								
Charter/Party	1.27	1.11	1.47	1.07	1.31	1.00	1.08	1.12
Rental Boat	1.43	*	1.92	*	*	*	1.24	*
Private Boat	2.45	2.16	3.80	1.60	2.82	2.72	*	*
Scuba Diving								
Charter/Party	2.03	1.81	2.04	1.96	*	*	2.21	1.52
Rental Boat	*	*	*	*	*	*	*	*
Private	2.95	*	3.35	*	3.03	*	*	*
Offshore Fishing								
Charter Boat	1.29	1.28	1.54	1.13	*	*	*	1.87
Party Boat	*	1.15	*	1.44	*	*	*	1.81
Rental Boat	*	2.82	*	*	*	*	*	*
Private Boat	1.79	9.32	4.90	2.78	1.57	4.83	*	*
Personal Watercraft								
Rental Boat	1.04	1.15	1.13	1.12	*	*	1.17	1.37
Private Boat	3.69	2.93	3.93	*	*	*	*	*
Viewing Nature & Wildlife								
Glass-bottom Boat	1.05	1.01	1.06	1.00	1.00	1.00	1.01	1.00
Guided Backcountry Excursion	*	1.74	*	*	*	*	*	*
Private/Rental Boat	2.60	3.16	4.06	1.87	2.27	2.19	1.28	1.61
Non-Boating Activities								
Snorkeling from Shore								
	2.05	1.77	2.76	1.64	1.77	1.58	2.07	1.58
Fishing from Shore								
	1.38	2.76	2.33	1.75	1.80	1.81	2.00	2.58
All Beach Activities								
Swimming at beaches	2.34	2.78	3.61	2.35	2.04	1.88	2.49	2.08
Other Beach Activities	1.73	2.46	5.09	2.45	2.22	2.16	2.56	1.92
Swimming in Outdoor Pools								
	2.27	6.97	7.37	2.75	2.13	5.18	3.01	2.75
Wildlife & Nature Study								
Wildlife observation/ photography	1.62	5.03	3.22	1.35	2.02	2.13	2.04	1.83
Other Nature Study	2.22	8.70	4.51	1.54	1.96	1.89	1.54	1.72
Museums & Historic Sites								
Museums	1.10	1.22	1.48	1.05	*	1.04	1.27	1.09
Historic Areas	1.35	1.51	1.64	1.10	1.64	1.36	1.77	1.41

Averages are for those that did the activity. Tables A.2.31 and A.2.32 report the total numbers of days of activity in each region for each season.

* Sample size not large enough to reliably estimate.

Table A.2.30 Average Number of Hours of Activity Per Trip by Region and Season

Activity	Region/Season							
	Upper Keys		Middle Keys		Lower Keys		Key West	
	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96
Boating Activities								
Snorkeling								
Charter/Party	4.05	4.54	4.51	3.73	4.85	3.47	4.79	4.04
Rental Boat	6.62	*	5.80	4.10	7.44	*	4.83	*
Private Boat	5.36	4.96	13.20	2.82	17.07	4.72	*	*
Scuba Diving								
Charter/Party	7.43	6.10	7.42	6.23	4.83	*	6.40	4.28
Rental Boat	*	*	*	*	*	*	*	*
Private	6.66	*	7.30	*	12.30	*	*	*
Offshore Fishing								
Charter Boat	*	4.90	9.22	5.96	*	*	6.57	9.60
Party Boat	*	5.73	*	6.02	*	*	7.74	9.72
Rental Boat	*	*	*	*	*	*	*	*
Private Boat	5.78	45.08	26.98	12.31	8.28	16.96	*	*
Personal Watercraft								
Rental Boat	1.84	2.33	2.76	1.91	*	*	2.49	3.17
Private Boat	8.55	8.81	11.46	*	*	*	*	*
Viewing Nature & Wildlife								
Glass-bottom Boat	2.96	2.70	2.26	3.71	3.27	*	2.86	3.20
Guided Backcountry Excursion	*	4.15	*	*	*	*	*	*
Private/Rental Boat	7.06	9.79	10.71	4.46	8.22	4.69	4.63	7.20
Non-Boating Activities								
Snorkeling from Shore								
	3.89	3.30	6.91	2.71	4.34	4.93	4.42	3.02
Fishing from Shore								
	4.51	6.30	7.50	6.41	8.32	6.46	5.85	6.50
All Beach Activities								
Swimming at beaches	5.74	4.94	8.84	5.54	6.55	5.70	6.20	6.65
Other Beach Activities	6.18	5.50	14.77	6.46	9.08	5.74	6.93	6.10
Swimming in Outdoor Pools								
	4.85	10.55	12.16	6.33	6.25	7.65	5.72	5.15
Wildlife & Nature Study								
Wildlife observation/ photography	3.21	6.99	10.72	2.51	5.38	3.97	3.81	3.44
Other Nature Study	3.91	21.57	16.85	3.24	7.12	3.79	3.80	3.53
Museums & Historic Sites								
Museums	1.88	1.78	2.47	2.21	3.05	2.07	2.66	3.14
Historic Areas	3.74	2.60	4.40	2.38	5.72	3.71	5.02	4.58

Averages are for those that did the activity.

* Sample size not large enough to reliably estimate.

Table A.2.31 Total Number of Days of Activity by Region and Season (Thousands of Days)

Activity	Region/Season							
	Upper Keys		Middle Keys		Lower Keys		Key West	
	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96
Boating Activities								
Snorkeling								
Charter/Party	126.9	55.3	20.4	12.4	9.6	11.2	60.7	58.3
Rental Boat	25.9	*	32.6	*	*	*	16.6	*
Private Boat	154.0	30.3	350.9	18.4	88.1	14.3	*	*
Scuba Diving								
Charter/Party	71.4	41.6	28.0	12.6	*	*	23.9	12.5
Rental Boat	*	*	*	*	*	*	*	*
Private	78.4	*	95.3	*	56.7	*	*	*
Offshore Fishing								
Charter Boat	20.8	14.2	15.0	14.1	*	*	*	30.2
Party Boat	*	8.6	*	12.5	*	*	*	12.1
Rental Boat	*	17.4	*	*	*	*	*	*
Private Boat	91.1	194.3	346.7	88.1	34.7	40.2	*	*
Personal Watercraft								
Rental Boat	43.6	14.0	19.5	15.4	*	*	32.6	25.4
Private Boat	64.9	24.4	61.8	*	*	*	*	*
Viewing Nature & Wildlife								
Glass-bottom Boat	53.8	72.0	6.5	7.8	2.2	5.8	40.3	48.2
Guided Backcountry Excursion	*	16.8	*	*	*	*	*	*
Private/Rental Boat	81.7	129.3	174.8	45.1	52.2	26.3	18.7	31.3
Non-Boating Activities								
Snorkeling from Shore								
	107.7	71.3	142.2	38.9	26.8	17.4	79.5	64.3
Fishing from Shore								
	36.2	68.8	87.8	51.6	19.9	21.9	17.6	56.1
All Beach Activities								
Swimming at beaches	253.4	231.1	323.9	188.3	35.5	60.0	288.5	264.8
Other Beach Activities	85.5	162.3	190.6	163.8	13.3	73.6	131.2	222.8
Swimming in Outdoor Pools								
	220.3	537.7	596.9	169.0	28.3	134.3	435.8	366.9
Wildlife & Nature Study								
Wildlife observation/ photography	40.6	373.3	77.2	69.9	39.7	70.0	57.6	112.0
Other Nature Study	83.9	406.9	176.1	56.1	38.1	43.6	57.6	87.2
Museums & Historic Sites								
Museums	28.1	44.2	30.9	31.4	*	9.6	120.7	215.9
Historic Areas	39.4	81.0	49.8	40.9	28.8	33.0	419.2	502.6

* Sample size not large enough to reliably estimate.

Table A.2.32 Total Annual Number of Days of Activity by Region (Thousands of Days)

Activity	Region				
	Upper Keys	Middle Keys	Lower Keys	Key West	All Keys
Boating Activities					
Snorkeling					
Charter/Party	182.2	32.8	20.8	119.0	354.8
Rental Boat	*	*	*	*	*
Private Boat	184.3	369.3	102.4	*	*
Scuba Diving					
Charter/Party	113.0	40.6	*	36.4	*
Rental Boat	*	*	*	*	*
Private	*	*	*	*	*
Offshore Fishing					
Charter Boat	35.0	29.1	*	*	*
Party Boat	*	*	*	*	*
Rental Boat	*	*	*	*	*
Private Boat	285.4	434.8	74.9	*	*
Personal Watercraft					
Rental Boat	57.6	34.9	*	58.0	*
Private Boat	89.3	*	*	*	*
Viewing Nature & Wildlife					
Glass-bottom Boat	125.8	14.3	8.0	88.5	236.6
Guided Backcountry Excursion	*	*	*	*	*
Private/Rental Boat	211.0	219.9	78.5	50.0	559.4
Non-Boating Activities					
Snorkeling from Shore					
	179.0	181.1	44.2	143.8	548.1
Fishing from Shore					
	105.0	139.4	41.8	73.7	359.9
All Beach Activities					
Swimming at beaches	484.5	512.2	95.5	553.3	1,645.5
Other Beach Activities	247.8	354.4	86.9	354.0	1,043.1
Swimming in Outdoor Pools					
	758.0	765.9	162.6	802.7	2,489.2
Wildlife & Nature Study					
Wildlife observation/ photography	413.9	147.1	109.7	169.6	840.3
Other Nature Study	490.8	232.2	81.7	144.8	949.5
Museums & Historic Sites					
Museums	72.3	62.3	*	336.6	*
Historic Areas	120.4	90.7	61.8	921.8	1,194.7

* Sample size not large enough to reliably estimate.

Table A.2.33 Country or Region of Primary Residence by Season

Country or Region	June - Nov. '95		Dec. '95 - May '96		Annual	
	All	Foreign	All	Foreign	All	Foreign
	Visitors %	Visitors only %	Visitors %	Visitors only %	Visitors %	Visitors only %
U.S.A.	81.2	-	84.8	-	83.1	-
Canada	1.1	5.9	4.8	31.3	3.1	18.3
Mexico	0.0	0.0	0.1	0.5	>0.1	0.2
Central/South America	0.4	1.9	0.5	3.1	0.4	2.5
Australia	0.0	0.0	0.2	1.6	0.1	0.8
Japan	0.2	1.0	>0.1	0.3	0.1	0.6
United Kingdom	4.2	22.4	2.8	18.5	3.5	20.5
Other Europe	12.2	65.1	6.5	42.7	9.1	54.2
Mid East	0.1	0.5	0.1	0.4	0.1	0.4
Africa	0.3	1.5	0.1	0.6	0.2	1.1
Other	0.2	1.2	0.1	1.0	0.2	1.2
Unspecified	0.1	0.5	0.0	0.0	>0.1	0.2

Table A.2.34 Country of Primary Residence by Season

Country	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All	Foreign	All	Foreign	All	Foreign
	Visitors (Percent)	Visitors Only (Percent)	Visitors (Percent)	Visitors Only (Percent)	Visitors (Percent)	Visitors Only (Percent)
Argentina	0.18	0.97	0.09	0.59	0.13	0.79
Australia	0.00	0.00	0.16	1.06	0.09	0.51
Austria	0.55	2.91	0.09	0.59	0.30	1.78
Bahamas	0.00	0.00	0.05	0.30	0.02	0.14
Belgium	1.09	5.81	0.36	2.37	0.70	4.14
Brazil	0.09	0.48	0.21	1.35	0.15	0.91
Canada	1.12	5.94	4.76	31.30	3.08	18.26
Channel Islands	0.00	0.00	0.07	0.46	0.04	0.23
Chile	0.00	0.00	0.05	0.30	0.02	0.14
Denmark	0.18	0.97	0.27	1.78	0.23	1.36
Dominican Rep.	0.00	0.00	0.05	0.30	0.02	0.14
England	3.67	19.52	2.33	15.36	2.95	17.50
Finland	0.00	0.00	0.05	0.30	0.02	0.14
France	1.68	8.95	0.42	2.74	1.00	5.94
Germany	3.81	20.25	3.79	24.93	3.80	22.52
Guatemala	0.00	0.00	0.05	0.30	0.02	0.14
Guyana	0.09	0.48	0.00	0.00	0.04	0.25
Holland	1.77	9.43	0.32	2.08	0.99	5.86
Ireland	0.18	0.94	0.05	0.30	0.11	0.63
Israel	0.00	0.00	0.05	0.35	0.03	0.17
Italy	0.73	3.88	0.14	0.89	0.41	2.43
Japan	0.18	0.97	0.04	0.26	0.11	0.62
Luxemburg	0.36	1.94	0.00	0.00	0.17	1.00
Mexico	0.00	0.00	0.07	0.46	0.04	0.23
New Zealand	0.00	0.00	0.08	0.56	0.05	0.27
Norway	0.31	1.65	0.25	1.65	0.28	1.65
Other Europe	0.36	1.94	0.05	0.30	0.19	1.14
Peru	0.00	0.00	0.05	0.30	0.02	0.14
Puerto Rico	0.13	0.71	0.04	0.26	0.08	0.49
Russia	0.04	0.23	0.00	0.00	0.02	0.12
Scotland	0.27	1.45	0.30	2.00	0.29	1.72
South Africa	0.27	1.45	0.09	0.59	0.18	1.04
Spain	0.08	0.42	0.00	0.00	0.04	0.22
Sweden	0.18	0.97	0.27	1.78	0.23	1.36
Switzerland	0.91	4.85	0.54	3.56	0.71	4.22
Trinidad	0.04	0.23	0.00	0.00	0.02	0.12
United Arab Em.	0.09	0.48	0.00	0.00	0.04	0.25
Other UK	0.09	0.48	0.00	0.00	0.04	0.25
USA	81.20	N/A	84.81	N/A	83.14	N/A
Virgin Islands	0.04	0.23	0.00	0.00	0.02	0.12
Wales	0.18	0.97	0.08	0.56	0.13	0.77
Zambia	0.00	0.00	0.01	0.05	0.00	0.03
Unspecified	0.09	0.48	0.00	0.00	0.04	0.25

Table A.2.35 TDC Regions of Primary Residence By Season

TDC Region ¹	June - Nov. '95		Dec. '95 - May '96		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors only %	Visitors %	Visitors only %	Visitors %	Visitors only %
Florida	45.9	56.6	16.4	19.3	30.0	36.1
New England/North Atlantic	9.1	11.2	23.6	27.8	16.9	20.3
Middle and South Atlantic	11.3	13.9	12.1	14.4	11.8	14.2
North Central/Mid West	9.1	11.2	23.7	27.9	16.9	20.4
South West/West/Pacific	5.8	7.1	9.0	10.6	7.5	9.0
Foreign	18.8	-	15.2	-	16.9	-

1. Definitions of Census Divisions:

New England/ North Atlantic	=	ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE
Middle and South Atlantic	=	DC, WV, MD, VA, NC, SC, GA, TN, AL, FL, MS
North Central/Mid West	=	MI, OH, IN, KY, MT, ND, SD, MN, IA, WI, MO, IL, KS, NE
South West/West/Pacific	=	AK, OK, TX, LA, AR, ID, WY, NV, UT, CO, AZ, NM, CA, OR, WA, HI

Table A.2.36 Census Regions and Divisions of Primary Residence by Season

Characteristics	June - Nov. '95		Dec. '95 - May '96		Annual	
	All	Domestic	All	Domestic	All	Domestic
	Visitors %	Visitors only %	Visitors %	Visitors only %	Visitors %	Visitors only %
EAST	8.7	10.7	23.2	27.3	16.5	19.8
New England	1.1	1.3	7.6	8.9	4.6	5.5
Mid-Atlantic	7.6	9.4	15.6	18.4	11.9	14.3
SOUTH	60.9	75.0	33.1	39.0	45.9	55.2
West South Central	2.4	3.0	3.3	3.9	2.9	3.5
East South Central	2.7	3.3	2.7	3.1	2.7	3.2
South Atlantic	55.8	68.7	27.1	32.0	40.3	48.5
WEST	3.4	4.2	5.7	6.8	4.6	5.6
Pacific	2.6	3.2	4.0	4.7	3.3	4.0
Mountain	0.8	1.0	1.7	2.1	1.3	1.6
MIDWEST	8.2	10.1	22.8	26.9	16.1	19.4
East North Central	6.5	8.0	17.6	20.8	12.5	15.1
West North Central	1.7	2.1	5.2	6.1	3.6	4.3
FOREIGN	18.8	-	15.2	-	16.9	-

1. Definitions of Census Divisions:

New England	=	ME, NH, VT, MA, RI, CT
Mid-Atlantic	=	NY, NJ, PA
West South Central	=	AR, LA, OK, TX
East South Central	=	KY, TN, MS, LA
South Atlantic	=	WV, VA, DC, MD, DE, NC, SC, GA, FL
Pacific	=	CA, OR, WA, AK, HI
Mountain	=	ID, MT, WY, UT, CO, NM, AZ, NV
East North Central	=	MI, MN, IL, IN, OH
West North Central	=	WI, IA, MO, ND, SD, KS, NE

Table A.2.37 State of Primary Residence by Season

State	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All Visitors (Percent)	Foreign Visitors Only (Percent)	All Visitors (Percent)	Foreign Visitors Only (Percent)	All Visitors (Percent)	Foreign Visitors Only (Percent)
Alaska	0.00	0.00	0.25	0.30	0.14	0.16
Alabama	0.76	0.93	0.71	0.84	0.73	0.88
Arkansas	0.32	0.39	0.23	0.27	0.27	0.32
Arizona	0.00	0.00	0.37	0.43	0.20	0.24
California	1.93	2.38	2.37	2.79	2.17	2.60
Colorado	0.58	0.71	0.85	1.01	0.73	0.87
Connecticut	0.28	0.34	1.93	2.28	1.17	1.41
District of Columbia	0.12	0.14	0.38	0.45	0.26	0.31
Delaware	0.44	0.54	0.37	0.44	0.40	0.48
Florida	45.93	56.56	16.37	19.31	30.01	36.09
Georgia	2.42	2.98	1.07	1.26	1.69	2.04
Hawaii	0.09	0.11	0.05	0.05	0.06	0.08
Iowa	0.23	0.28	1.01	1.19	0.65	0.78
Idaho	0.04	0.05	0.14	0.16	0.09	0.11
Illinois	1.73	2.13	3.84	4.53	2.87	3.45
Indiana	1.59	1.96	2.40	2.82	2.02	2.43
Kansas	0.13	0.16	0.35	0.41	0.25	0.30
Kentucky	0.81	0.99	0.79	0.93	0.80	0.96
Louisiana	0.35	0.43	0.09	0.11	0.21	0.25
Massachusetts	0.57	0.70	3.39	3.99	2.09	2.51
Maryland	1.36	1.67	2.89	3.40	2.18	2.62
Maine	0.00	0.00	0.69	0.81	0.37	0.45
Michigan	0.64	0.79	5.19	6.12	3.09	3.72
Minnesota	0.13	0.17	2.14	2.53	1.22	1.46
Missouri	1.08	1.33	0.89	1.05	0.98	1.18
Mississippi	0.20	0.24	0.16	0.19	0.18	0.21
Montana	0.09	0.11	0.05	0.05	0.07	0.08
North Carolina	1.95	2.40	2.17	2.55	2.06	2.48
North Dakota	0.00	0.00	0.05	0.06	0.03	0.03
Nebraska	0.09	0.11	0.51	0.60	0.32	0.38
New Hampshire	0.09	0.11	0.56	0.66	0.34	0.41
New Jersey	2.23	2.74	3.61	4.26	2.97	3.58
New Mexico	0.00	0.00	0.07	0.08	0.04	0.05
Nevada	0.04	0.05	0.12	0.14	0.08	0.10
New York	3.27	4.02	6.51	7.67	5.01	6.03
Ohio	1.99	2.45	4.29	5.06	3.23	3.89
Oklahoma	0.20	0.25	0.29	0.34	0.25	0.30
Oregon	0.09	0.11	0.28	0.33	0.19	0.23
Pennsylvania	2.12	2.61	5.49	6.48	3.94	4.74
Rhode Island	0.13	0.16	0.63	0.74	0.40	0.48
South Carolina	0.84	1.04	0.93	1.09	0.89	1.07
South Dakota	0.04	0.04	0.23	0.27	0.14	0.17
Tennessee	0.93	1.14	0.99	1.17	0.96	1.16
Texas	1.53	1.89	2.69	3.17	2.16	2.59
Utah	0.09	0.11	0.16	0.19	0.13	0.15
Virginia	2.45	3.02	2.63	3.10	2.55	3.06
Vermont	0.00	0.00	0.39	0.46	0.21	0.25
Washington	0.50	0.61	1.04	1.23	0.79	0.95
Wisconsin	0.57	0.71	1.92	2.27	1.30	1.56
West Virginia	0.25	0.31	0.30	0.36	0.28	0.34
Foreign	18.80	N/A	15.19	N/A	16.86	N/A

Table A.2.38 Number of Nights in Florida Keys by Region: June - November 1995

	Upper Keys % ¹	Middle Keys % ¹	Lower Keys % ¹	Key West % ¹	All Keys % ¹
Number of Nights					
0	71.2	72.7	92.6	68.3	15.9
1	9.5	5.8	0.8	8.9	13.8
2	7.0	5.4	1.8	8.7	18.8
3	3.4	4.7	1.8	5.7	15.6
4	2.4	3.2	0.3	2.2	8.9
5	1.8	1.4	0.5	1.5	6.0
6	1.5	2.1	0.6	2.1	5.4
7	1.0	1.9	0.9	1.3	6.6
8-14	1.8	2.4	0.6	1.0	7.5
15+	0.4	0.4	0.1	0.3	1.5
Minimum	0.0	0.0	0.0	0.0	0.0
Maximum	67.0	31.0	52.0	187.0	187.0
Mean	1.0	1.1	0.4	1.0	3.6
Median	0.0	0.0	0.0	0.0	3.0
Mode	0.0	0.0	0.0	0.0	0.0

1. Percent of all visitors to the Florida Keys, NOT the percent of visitors to the region only.

Table A.2.39 Number of Nights in Florida Keys by Region: December 1995 - May 1996

	Upper Keys % ¹	Middle Keys % ¹	Lower Keys % ¹	Key West % ¹	All Keys % ¹
Number of Nights					
0	75.5	78.5	90.6	64.5	20.6
1	7.4	4.4	1.5	6.0	10.7
2	6.0	4.4	1.6	8.8	15.7
3	2.9	3.2	1.6	5.6	12.8
4	1.8	2.0	0.6	3.8	8.6
5	1.4	1.6	0.6	2.6	6.8
6	1.4	0.9	0.6	1.7	4.8
7	0.8	1.6	0.8	2.5	6.3
8-14	1.6	1.8	1.2	2.9	8.2
15+	1.2	1.6	0.9	1.6	5.5
Minimum	0.0	0.0	0.0	0.0	0.0
Maximum	170.0	144.0	133.0	116.0	171.0
Mean	1.2	1.4	0.8	1.9	5.5
Median	0.0	0.0	0.0	0.0	3.0
Mode	0.0	0.0	0.0	0.0	2.0

1. Percent of all visitors to the Florida Keys, NOT the percent of visitors to the region only.

Table A.2.40 Demographic Profiles: Auto, Air and Cruise Ship Visitors, by Season

Characteristics	June - Nov. '95 %	Dec. '95 - May '96 %	Annual Weighted Average %
SEX (respondent only)			
Male	74.3	71.6	72.8
Female	25.7	28.4	27.2
RACE/ETHNICITY			
White Not Hispanic	88.3	96.1	92.5
Black Not Hispanic	2.9	0.9	1.8
Hispanic	7.8	2.2	4.8
Asian/Pacific Islander	0.8	0.3	0.5
Other	0.2	0.5	0.4
HOUSEHOLD INCOME			
<20	5.7	4.4	5.0
21-40	19.3	16.3	17.6
41-60	20.1	21.5	20.9
61-100	26.4	23.0	24.6
100+	11.4	14.1	12.8
No Answer	16.9	20.7	19.1
AGE (16 and older)			
16-25	7.5	4.9	6.1
26-35	22.2	14.8	18.2
36-45	32.6	19.8	25.7
46-60	27.6	32.7	30.3
61 +	8.5	26.0	17.9
No Answer	1.6	1.8	1.8
Mean	42.16	49.55	46.13
Median	42.00	49.00	46.00
Mode	44.00	52.00	46.00
Min	16.00	16.00	16.00
Max	83.00	88.00	88.00
PARTY SIZE			
1	9.6	10.5	10.1
2	47.3	65.9	57.3
3	14.1	8.5	11.1
4	17.9	10.5	13.9
5	5.5	2.5	3.9
5+	5.6	2.1	3.7
Mean	2.92	2.40	2.64
Median	2.00	2.00	2.00
Mode	2.00	2.00	2.00
Min	1.00	1.00	1.00
Max	89.00	32.00	89.00
NUMBER OF CHILDREN			
0	71.0	92.1	82.4
1	12.3	3.2	7.4
2	12.1	3.3	7.4
3	3.1	1.1	2.0
4	1.0	0.3	0.6
4+	0.5	0.0	0.2
Mean	0.53	0.14	0.32
Median	0	0	0
Mode	0	0	0
Min	0	0	0
Max	8	4	8

Table A.2.41 Demographic Profiles of CUSTOMER Sample - Visitors of All Ages by Mode of Access and Season

Characteristics	June - November 1995			December 1995 - May 1996		
	Auto %	Air %	All %	Auto %	Air %	All %
SEX						
Male	53.6	47.2	53.5	51.5	51.2	51.8
Female	46.4	52.8	46.5	48.8	48.8	48.2
RACE/ETHNICITY						
White Not Hispanic	77.8	87.4	79.1	89.3	97.6	91.3
Black Not Hispanic	2.0	1.6	2.4	1.4	0.0	1.0
Hispanic	17.6	4.7	15.6	7.7	1.0	6.3
Asian/Pacific Islander	1.6	3.2	1.7	1.1	1.0	0.9
Other	1.0	3.1	1.2	0.5	0.4	0.5
AGE						
1-15	23.2	11.9	21.7	13.7	7.1	11.8
16-25	14.2	15.8	13.6	12.8	6.9	11.4
26-35	18.5	15.0	17.4	17.3	22.1	17.7
36-45	22.1	26.1	23.4	18.3	23.3	20.4
46-60	16.2	24.1	17.7	22.1	26.6	23.6
61 +	4.2	6.7	4.4	13.5	12.6	13.2
No Answer	1.6	0.4	1.8	2.3	1.4	1.9
Mean	31.4	36.5	32.3	38.2	41.4	39.2
Median	32.0	38.0	33.0	38.0	40.0	38.0
Mode	35.0	46.0	40.0	40.0	33.0	40.0
Min	1.0	2.0	1.0	1.0	1.0	1.0
Max	87.0	89.0	89.0	94.0	86.0	94.0
HOUSEHOLD INCOME						
<20	6.3	5.3	5.7	5.7	1.0	4.4
21-40	15.7	16.0	14.3	14.1	8.8	15.3
41-60	23.0	19.1	22.6	20.7	14.2	18.7
61-100	19.6	14.9	19.9	20.1	26.8	19.6
100+	10.0	14.9	10.8	13.3	26.2	18.4
No Answer	25.4	29.8	26.7	26.1	23.0	23.6
TYPE OF HOUSEHOLD						
Single adult with no children	11.8	21.5	11.8	12.6	7.7	11.0
Single adult with children	5.0	6.5	4.6	3.7	0.5	2.8
Two adults with no children	31.5	32.3	34.5	49.1	58.5	46.3
Two adults with children	38.5	25.8	37.0	21.5	18.0	22.7
More than two adults no children	6.1	11.8	5.9	9.4	12.6	13.2
More than two adults with children	7.2	2.2	6.2	3.7	2.7	4.0

Table A.2.41 Demographic Profiles of CUSTOMER Sample - Visitors of All Ages by Mode of Access and Season
(Continued)

	June - November 1995			December 1995 - May 1996		
	Auto %	Air %	All %	Auto %	Air %	All %
PARTY SIZE						
1	4.8	7.4	5.0	7.1	12.0	7.5
2	33.5	55.3	37.3	55.4	63.4	57.3
3	14.1	8.5	13.4	11.8	10.9	10.9
4	22.2	18.1	21.8	13.6	10.4	15.0
5	9.4	7.4	8.9	5.1	1.1	3.9
5+	16.0	3.3	13.6	7.0	2.2	5.4
Mean	3.8	2.8	3.6	3.0	2.3	2.9
Median	3.0	2.0	3.0	2.0	2.0	2.0
Mode	2.0	2.0	2.0	2.0	2.0	2.0
Min	1.0	1.0	1.0	1.0	1.0	1.0
Max	80.0	10.0	80.0	60.0	10.0	60.0
TYPE OF PARTY						
Group of family members	63.8	59.6	64.4	64.6	63.4	65.1
Group of 2 or more families	7.1	4.3	6.7	4.3	2.7	3.4
Group of family and friends	9.7	2.1	9.4	4.3	2.2	3.8
Organized group or club	2.1	1.1	1.2	2.1	1.6	1.4
Tour group	0.1	0.0	0.1	0.1	0.0	0.1
Unrelated friends	12.4	25.5	13.1	17.6	18.0	18.8
One person traveling alone	4.8	7.4	5.1	7.1	12.0	7.4
EMPLOYMENT STATUS						
Unemployed	1.8	1.6	1.7	1.3	1.0	1.1
Employed full-time	55.6	62.2	56.6	50.1	65.6	51.0
Employed part-time	4.9	6.4	5.1	6.3	5.7	7.5
Retired	4.6	5.2	4.5	15.0	11.6	16.9
Student	24.4	19.3	23.5	16.9	8.6	13.6
Homemaker	4.1	4.4	4.6	5.1	4.5	5.0
None of the above	4.6	0.8	4.0	5.3	3.1	4.9
EDUCATION COMPLETED						
8th grade or less	20.3	8.7	18.9	12.9	6.9	11.5
9th-11th grade	8.2	6.7	8.0	4.4	1.7	3.4
12th grade	21.6	15.5	21.6	21.2	14.7	19.2
13-15 years	17.7	21.8	17.7	19.7	15.4	18.2
16 years (college grad)	19.6	29.8	21.1	25.5	43.0	29.9
17 or more years (grad school)	12.5	17.5	12.7	16.3	18.0	17.8
DISABILITY (Percent Yes)						
Hearing impaired	0.3	1.2	0.4	0.3	0.2	0.3
Visually impaired	0.2	0.0	0.2	0.2	0.0	0.5
Mobility impaired	0.7	0.0	0.8	1.1	1.0	0.9
Mentally or learning impaired	0.4	0.4	0.4	0.2	0.0	0.2
None of the above	98.4	98.4	98.2	98.1	98.8	98.1

Table A.2.42 Detailed Average Expenditures for Person Per Day in Monroe County by Season

Category	Jun. - Nov. '95	Dec. '95 May '96	Weighted Annual Average
Lodging	32.86	39.28	36.31
<u>Publicly Owned</u>			
Hotel/motel/bed & breakfast/cabin, etc.	4.15	4.89	4.55
Camping site (RV/tent/camper)	0.77	0.81	0.79
<u>Privately Owned</u>			
Hotel/motel/bed & breakfast/cabin, etc.	23.55	27.19	25.51
Rental home, cottage, cabin, condo	3.18	3.03	3.10
Camping site (RV/tent/camper)	1.21	3.36	2.36
Food and Beverages	28.53	30.82	29.76
Food & drinks consumed at restuarants & bars	22.49	24.91	23.79
Beverages purchased at a store for carry-out	2.41	2.28	2.34
Food purchased at a store for carry-out	3.63	3.63	3.63
Transportation	9.35	11.59	10.56
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	2.15	3.96	3.12
Gas & Oil - auto or RV	3.36	3.06	3.20
Repair & Service - auto or RV	0.15	0.36	0.27
Parking fees & tolls	0.48	0.38	0.42
Taxi fare	0.08	0.32	0.21
<u>Bus Fare</u>			
a) Package tour	0.28	0.16	0.22
b) Any other bus fare	0.08	0.16	0.12
<u>Airline fares</u>			
a) Package tours	1.08	1.18	1.13
b) Any other airline fare	1.69	2.01	1.86
Boating	5.67	5.71	5.69
Boat, jet ski, and wave runner rental	2.44	1.06	1.70
Boat fuel and oil	1.60	0.99	1.27
Boat repairs	0.61	2.36	1.55
Boat launch fees	0.12	0.01	0.06
Boat slip or marina fees (this trip only)	0.07	0.07	0.07
Sailing charters or sunset cruises	0.82	1.23	1.04
Fishing	2.50	3.99	3.30
Cut bait	0.43	0.27	0.34
Live bait	0.14	0.11	0.13
Daily or special fishing permits	0.25	0.09	0.16
Fishing lines, fly lines, fish nets, traps	0.28	0.16	0.22
Charter/party boat/guide service	1.39	3.36	2.45
Scuba Diving/Snorkeling	5.31	1.88	3.46
Rental fee for equipment	1.61	0.47	1.00
Charter/party boat/guide service	3.69	1.41	2.47
Sightseeing	3.25	4.93	4.16
Sightseeing tours	1.22	2.13	1.71
Glass-bottom boat rides	0.68	1.10	0.91
Backcountry excursions, kayak tours	0.07	0.10	0.09
Park entrance fees	0.34	0.46	0.40
Admission to tourist, amusement, festivals and other commercial attractions	0.95	1.14	1.05
Other Activity Expenditures	1.06	2.00	1.57
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.40	0.54	0.48
Guide service, tour, or outfitters (not listed above,like parasailing)	0.30	0.75	0.54
Admission to motion pictures, theaters, museums, etc.	0.36	0.71	0.54
Miscellaneous Expenditures	11.54	13.37	12.53
Film purchases	0.42	0.45	0.43
Film development	0.09	0.13	0.11
Footware	0.52	0.71	0.62
Clothing	5.29	6.75	6.08
Souvenirs and gifts (not clothing)	5.23	5.33	5.28
Services	1.03	2.16	1.64
Barber, laundry, and other personal services	0.16	0.18	0.17
Telephone,fax, and other business services	0.34	0.38	0.36
Physician, dentist, and other medical services	0.39	0.18	0.28
Other Services	0.14	1.41	0.83
Total	101.08	115.74	108.97

Table A.2.43 Detailed Average Trip Expenditures: June - November 1995

Type of Expenditure	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe
Lodging	256.73	195.06	76.0	150.38	58.6
<u>Publicly Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	28.69	24.24	84.5	19.66	84.5
Camping site (RV/tent/camper)	8.05	5.69	70.6	2.10	26.1
<u>Privately Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	168.44	124.44	73.9	91.10	54.1
Rental home, cottage, cabin, condo	42.41	32.89	77.6	30.17	71.2
Camping site (RV/tent/camper)	9.14	7.80	85.3	7.35	80.4
Food and Beverages	166.58	141.99	85.2	112.01	67.2
Food & drinks consumed at restaurants & bars	121.40	103.04	84.9	81.61	67.2
Beverages purchased at a store for carry-out	16.01	13.66	85.3	10.30	64.3
Food purchased at a store for carry-out	20.11	25.29	86.7	20.11	68.9
Transportation	238.66	98.25	41.2	39.53	16.6
Rental automobile, motor home, trailer, motorcycle or other recreation vehicle	48.87	35.21	72.1	8.66	17.7
Gas & Oil - auto or RV	12.64	18.12	59.9	12.64	41.7
Repair & Service - auto or RV	1.45	1.10	75.9	0.91	62.3
Parking fees & tolls	5.20	4.27	82.2	1.82	35.0
Taxi fare	0.63	0.46	73.3	0.39	61.2
<u>Bus Fare</u>					
a) Package tour	0.59	0.59	100.0	0.57	96.1
b) Any other bus fare	0.28	0.28	100.0	0.28	100.0
Airline fares					
a) Package tours	76.90	23.70	30.8	5.18	6.7
b) Any other airline fare	74.46	14.51	19.5	9.09	12.2
Boating	78.38	76.95	98.2	28.32	36.1
Boat, jet ski, and wave runner rental	54.73	54.35	99.3	10.37	19.0
Boat fuel and oil	15.31	14.63	95.6	10.06	65.7
Boat repairs	2.95	2.90	98.2	2.86	97.0
Boat launch fees	0.48	0.48	100.0	0.48	100.0
Boat slip or marina fees (this trip only)	0.33	0.33	100.0	0.33	100.0
Sailing charters or sunset cruises	4.58	4.25	92.8	4.22	92.0
Fishing	11.21	10.75	95.9	10.14	90.5
Cut bait	1.79	1.64	91.8	1.59	88.9
Live bait	0.50	0.50	100.0	0.47	94.4
Daily or special fishing permits	1.20	0.97	80.9	0.71	58.8
Fishing lines, fly lines, fish nets, traps	1.72	1.64	95.2	1.41	81.6
Charter/party boat/guide service	6.00	6.00	100.0	5.97	99.5
Scuba Diving/Snorkeling	19.75	19.08	96.6	18.51	93.7
Charter/party boat/guide service	8.10	7.82	96.5	7.47	92.1
Rental fee for equipment	11.64	11.25	96.6	11.05	94.9
Sightseeing	22.53	14.74	65.4	9.84	43.7
Sightseeing tours	5.53	3.86	69.8	3.36	60.7
Glass-bottom boat rides	1.84	1.71	93.0	1.70	92.7
Backcountry excursions, kayak tours	0.49	0.44	88.2	0.34	68.4
Park entrance fees	3.71	2.47	66.6	1.04	28.0
Admission to tourist, amusement, festivals and other commercial attractions	10.95	6.26	57.2	3.39	31.0
Other Activity Expenditures	9.58	7.47	78.0	5.36	56.0
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	2.91	2.89	99.1	2.66	91.1
Guide service, tour, or outfitters (not listed above, like parasailing)	2.69	1.51	56.2	1.25	46.4
Admission to motion pictures, theaters, museums, etc.	3.97	3.07	77.2	1.46	36.8
Miscellaneous Expenditures	66.58	48.69	73.1	33.62	50.5
Film purchases	2.80	2.42	86.4	1.72	61.5
Film development	1.75	1.02	58.4	0.58	33.2
Footwear	9.79	2.96	30.2	1.94	19.8
Clothing	29.16	23.62	81.0	15.07	51.7
Souvenirs and gifts (not clothing)	23.08	18.68	80.9	14.31	62.0
Services	7.64	6.74	88.3	5.29	69.3
Barber, laundry, and other personal services	0.99	0.82	82.6	0.65	65.8
Telephone, fax, and other business services	2.54	2.01	79.2	1.27	50.0
Physician, dentist, and other medical services	3.48	3.48	100.0	2.96	85.1
Other Services	0.64	0.44	69.5	0.41	65.1
Total	877.63	619.72	70.6	413.02	47.1

Table A.2.44 Detailed Average Trip Expenditures: December '95 - May '96

Type of Expenditure	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe
Lodging	306.98	243.03	79.2	187.38	61.0
<u>Publicly Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	36.23	27.29	75.3	18.71	75.3
Camping site (RV/tent/camper)	7.07	5.42	76.7	3.80	53.7
<u>Privately Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	185.91	145.61	78.3	110.57	59.5
Rental home, cottage, cabin, condo	45.30	38.88	85.8	34.10	75.3
Camping site (RV/tent/camper)	32.47	25.82	79.5	20.20	62.2
Food and Beverages	216.84	174.10	80.3	138.93	64.1
Food & drinks consumed at restaurants & bars	164.30	130.62	79.5	104.09	63.4
Beverages purchased at a store for carry-out	16.04	12.80	79.8	10.01	62.4
Food purchased at a store for carry-out	24.83	30.69	84.1	24.83	68.0
Transportation	224.02	104.13	46.5	52.42	23.4
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	54.00	36.48	67.6	16.09	29.8
Gas & Oil - auto or RV	13.00	22.89	52.2	13.00	29.6
Repair & Service - auto or RV	9.41	7.86	83.6	3.15	33.5
Parking fees & tolls	5.30	3.52	66.4	1.28	24.1
Taxi fare	1.59	1.37	86.4	1.09	68.8
<u>Bus Fare</u>					
a) Package tour	1.63	0.90	55.4	0.57	34.9
b) Any other bus fare	1.00	0.46	45.9	0.41	40.7
<u>Airline fares</u>					
a) Package tours	34.82	10.11	29.0	5.76	16.6
b) Any other airline fare	72.39	20.53	28.4	11.07	15.3
Boating	26.72	24.47	91.6	15.88	59.4
Boat, jet ski, and wave runner rental	3.97	3.92	98.7	3.66	92.1
Boat fuel and oil	5.58	5.50	98.6	2.86	51.3
Boat repairs	11.11	9.08	81.8	4.08	36.7
Boat launch fees	0.09	0.09	100.0	0.09	100.0
Boat slip or marina fees (this trip only)	1.26	1.26	100.0	1.26	100.0
Sailing charters or sunset cruises	4.71	4.62	98.0	3.93	83.4
Fishing	17.51	16.84	96.2	16.36	93.4
Cut bait	1.27	1.22	95.6	1.17	91.6
Live bait	0.95	0.81	85.4	0.78	82.2
Daily or special fishing permits	0.88	0.82	92.9	0.72	82.2
Fishing lines, fly lines, fish nets, traps	0.66	0.65	99.8	0.61	93.3
Charter/party boat/guide service	13.76	13.34	97.0	13.08	95.1
Scuba Diving/Snorkeling	7.18	6.90	96.1	6.72	93.6
Rental fee for equipment	1.69	1.56	92.4	1.47	87.3
Charter/party boat/guide service	5.49	5.34	97.2	5.24	95.5
Sightseeing	26.81	19.22	71.7	13.04	48.6
Sightseeing tours	7.35	5.70	77.7	4.78	65.1
Glass-bottom boat rides	2.64	2.51	94.9	2.39	90.6
Backcountry excursions, kayak tours	0.88	0.87	98.5	0.46	51.7
Park entrance fees	3.12	2.34	74.8	1.38	44.2
Admission to tourist, amusement, festivals and other commercial attractions	12.82	7.80	60.9	4.03	31.4
Other Activity Expenditures	16.73	12.85	76.8	7.34	43.8
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	10.01	7.87	78.6	3.20	32.0
Guide service, tour, or outfitters (not listed above, like parasailing)	3.16	2.50	79.3	2.18	69.1
Admission to motion pictures, theaters, museums, etc.	3.56	2.48	69.5	1.95	54.9
Miscellaneous Expenditures	60.39	48.96	81.1	38.99	64.6
Film purchases	2.59	1.82	70.3	1.34	51.8
Film development	1.64	0.86	52.3	0.60	36.4
Footwear	5.14	3.61	70.3	2.42	47.1
Clothing	28.27	23.50	83.1	18.95	67.0
Souvenirs and gifts (not clothing)	22.75	19.17	84.3	15.69	69.0
Services	19.29	16.67	86.4	12.98	67.3
Barber, laundry, and other personal services	2.93	2.43	82.9	1.83	62.6
Telephone, fax, and other business services	5.78	4.70	81.3	3.63	62.7
Physician, dentist, and other medical services	2.74	2.67	97.3	1.85	67.5
Other Services	7.84	6.88	87.7	5.68	72.4
Total	922.48	667.18	72.3	490.05	53.1

Table A.2.45 Detailed Average Trip Expenditures: June 1995 - May 1996

Type of Expenditure	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe
Lodging	283.76	220.86	77.8	170.28	60.0
<u>Publicly Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	32.75	25.88	79.0	19.15	79.0
Camping site (RV/tent/camper)	7.53	5.55	73.7	3.01	40.0
<u>Privately Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	177.83	135.83	76.4	101.57	57.1
Rental home, cottage, cabin, condo	43.97	36.11	82.1	32.29	73.4
Camping site (RV/tent/camper)	21.69	17.49	80.7	14.26	65.8
Food and Beverages	193.62	159.26	82.3	126.49	65.3
Food & drinks consumed at restaurants & bars	144.48	117.87	81.6	93.70	64.9
Beverages purchased at a store for carry-out	16.03	13.20	82.3	10.14	63.3
Food purchased at a store for carry-out	22.65	28.20	85.2	22.65	68.4
Transportation	230.78	101.41	43.9	46.47	20.1
Rental automobile, motor home, trailer, motorcycle or other recreation vehicle	51.63	35.89	69.5	12.66	24.5
Gas & Oil - auto or RV	12.84	20.69	55.0	12.84	34.1
Repair & Service - auto or RV	5.73	4.74	82.7	2.11	36.9
Parking fees & tolls	5.25	3.87	73.6	1.53	29.1
Taxi fare	1.14	0.95	83.1	0.76	66.8
<u>Bus Fare</u>					
a) Package tour	1.15	0.76	66.0	0.57	49.5
b) Any other bus fare	0.67	0.38	56.5	0.35	52.3
Airline fares					
a) Package tours	54.26	16.39	30.2	5.49	10.1
b) Any other airline fare	73.35	17.75	24.2	10.16	13.8
Boating	50.59	48.72	96.3	21.63	42.8
Boat, jet ski, and wave runner rental	27.43	27.22	99.3	6.76	24.7
Boat fuel and oil	10.07	9.72	96.5	6.19	61.4
Boat repairs	7.34	6.22	84.8	3.52	47.9
Boat launch fees	0.27	0.27	100.0	0.27	100.0
Boat slip or marina fees (this trip only)	0.83	0.83	100.0	0.83	100.0
Sailing charters or sunset cruises	4.65	4.45	95.6	4.06	87.3
Fishing	14.60	14.03	96.1	13.49	92.4
Cut bait	1.51	1.41	93.5	1.36	90.2
Live bait	0.74	0.66	90.0	0.63	86.0
Daily or special fishing permits	1.03	0.89	86.4	0.72	69.5
Fishing lines, fly lines, fish nets, traps	1.15	1.11	96.6	0.98	85.2
Charter/party boat/guide service	10.17	9.95	97.8	9.79	96.3
Scuba Diving/Snorkeling	12.99	12.53	96.4	12.17	93.7
Charter/party boat/guide service	4.65	4.46	95.7	4.24	91.2
Rental fee for equipment	8.33	8.07	96.8	7.93	95.1
Sightseeing	24.83	17.15	69.1	11.56	46.5
Sightseeing tours	6.51	4.85	74.6	4.12	63.4
Glass-bottom boat rides	2.27	2.14	94.2	2.07	91.4
Backcountry excursions, kayak tours	0.70	0.67	95.1	0.40	57.1
Park entrance fees	3.39	2.40	70.7	1.22	36.0
Admission to tourist, amusement, festivals and other commercial attractions	11.96	7.09	59.3	3.74	31.2
Other Activity Expenditures	13.43	10.36	77.2	6.42	47.9
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	6.73	5.57	82.7	2.95	43.8
Guide service, tour, or outfitters (not listed above, like parasailing)	2.94	2.04	69.5	1.75	59.5
Admission to motion pictures, theaters, museums, etc.	3.75	2.75	73.3	1.73	46.0
Miscellaneous Expenditures	63.25	48.84	77.2	36.51	57.7
Film purchases	2.69	2.10	78.1	1.52	56.4
Film development	1.69	0.93	55.2	0.59	34.9
Footwear	7.29	3.31	45.4	2.20	30.1
Clothing	28.68	23.55	82.1	17.15	59.8
Souvenirs and gifts (not clothing)	22.90	18.94	82.7	15.05	65.7
Services	13.91	12.08	86.9	9.43	67.8
Barber, laundry, and other personal services	2.03	1.68	82.8	1.29	63.3
Telephone, fax, and other business services	4.28	3.45	80.7	2.54	59.3
Physician, dentist, and other medical services	3.08	3.04	98.7	2.36	76.7
Other Services	4.51	3.90	86.5	3.24	71.9
Total	901.76	645.25	71.6	454.45	50.4

Table A.2.46 Special Issue Questions by Season

Special Issue	June - Nov. '95 %	Dec. '95 - May '96 %	Annual Weighted Average %
PRIMARY PURPOSE OF TRIP			
Recreation/Vacation	93.6	91.0	92.2
Visit Family or Friends	3.3	5.1	4.3
Business Trip	0.1	0.4	0.3
Business/Pleasure	2.4	3.0	2.7
Other	0.6	0.5	0.5
ATTENDANCE AT SPECIAL EVENTS			
Yes	2.6	3.2	2.9
IMPORTANCE OF SPECIAL EVENTS IN TRIP PLANNING ¹			
Not important	46.7	68.1	59.1
Somewhat important	25.6	5.0	13.6
Important	12.2	14.7	13.7
Very important	10.6	6.2	8.0
Extremely important	0.0	4.7	2.7
Don't know	4.9	1.3	2.8
LIKELIHOOD OF MAKING A RETURN TRIP TO KEYS			
Will return	48.5	38.3	43.1
Very likely	20.3	20.1	20.2
Likely	11.7	16.3	14.1
Somewhat likely	9.3	13.5	11.5
Will not return	2.6	1.6	2.1
Don't know	7.6	10.2	9.0
HOW SOON MIGHT THEY RETURN			
In less than 3 months	19.1	9.7	14.2
3 to 6 months	12.1	6.2	9.0
6 to 12 months	29.8	34.2	32.2
Greater than one year	31.3	37.5	34.4
Don't know	7.7	12.4	10.2
OWN SECOND HOME IN KEYS			
Yes	7.1	3.4	5.1
USE OWN BOAT IN KEYS			
Yes	22.5	7.6	14.4
STORE OR TRAILER BOAT USED			
Store in Keys	4.9	3.0	3.9
Trailer to Keys	95.1	97.0	96.1
USE OF AM INFORMATION RADIO STATIONS IN KEYS			
Yes	28.8	21.4	24.8
ENVIRONMENTAL CONCERN INDEX (SCALE 16-80)			
Places very high priority on protection of the environment (65+)	37.6	37.3	37.3
Concerned about protection of the environment (49-64)	57.5	55.9	56.7
Neutral, or undecided about environmental issues (48)	0.4	1.4	1.0
Little concern about protection of the environment (32- 47)	4.4	5.0	4.7
Places very low priority on the protection of the environment (16-31)	0.1	0.4	0.3
Mean	62.0	61.5	61.7
Median	62.0	61.0	62.0
Mode	62.0	59.0	63.0
Minimum	18.0	28.0	18.0
Maximum	80.0	80.0	80.0

¹ Percent is the proportion of visitors that attended a special event.

Table A.3.1 Regional Visitation Patterns by Auto Visitors by Season

Region	June - November 1995		Dec '95 - May'96		Annual Total	
	Number of Visitors	Participation Rate ¹	Number of Visitors	Participation Rate ¹	Number of Visitors	Participation Rate ¹
Upper Keys	444,299	45.15	462,093	45.59	906,392	45.37
Middle Keys	336,874	34.23	332,717	32.82	669,591	33.52
Lower Keys	123,520	12.55	170,044	16.78	293,565	14.70
Key West	346,606	35.22	550,801	54.34	897,406	44.92
Visit One Region						
Upper Keys	321,902	32.71	238,672	23.55	560,573	28.06
Middle Keys	224,957	22.86	119,463	11.79	344,420	17.24
Lower Keys	61,386	6.24	45,498	4.49	106,884	5.35
Key West	201,750	20.50	268,410	26.48	470,160	23.54
Visit Two Regions						
Upper and Middle Keys	14,224	1.45	40,414	3.99	54,638	2.74
Lower Keys and Key West	4,866	0.49	33,043	3.26	37,909	1.90
Upper and Lower Keys	5,989	0.61	7,625	0.75	13,614	0.68
Upper Keys and Key West	47,911	4.87	80,828	7.97	128,739	6.44
Middle and Lower Keys	5,989	0.61	3,558	0.35	9,547	0.48
Middle Keys and Key West	34,436	3.50	69,136	6.82	103,572	5.18
Visit Three Regions						
Upper, Middle and Lower Keys	0	0.00	5,592	0.55	5,592	0.28
Upper & Middle Keys and Key West	12,352	1.26	24,655	2.43	37,007	1.85
Middle & Lower Keys and Key West	3,369	0.34	10,421	1.03	13,790	0.69
Upper & Lower Keys and Key West	374	0.04	4,829	0.48	5,204	0.26
All Regions of the Keys	41,548	4.22	59,477	5.87	101,025	5.06

¹Participation rate is the percent of all auto visitors that visited the region or regions.

Table A.3.2 Regional Visitation Patterns by Air Visitors by Season

Region	June - November 1995		Dec '95 - May'96		Annual Total	
	Number of Visitors	Participation Rate ¹	Number of Visitors	Participation Rate ¹	Number of Visitors	Participation Rate ¹
Upper Keys	869	1.09	4,467	3.15	5,336	2.41
Middle Keys	8,693	10.93	18,663	13.15	27,356	12.35
Lower Keys	2,047	2.57	8,354	5.89	10,401	4.70
Key West	68,909	86.65	130,775	92.13	199,683	90.16
Visit One Region Only						
Upper Keys	497	0.62	1,397	0.98	1,894	0.86
Middle Keys	8,444	10.62	8,192	5.77	16,636	7.51
Lower Keys	1,489	1.87	699	0.49	2,187	0.99
Key West	67,730	85.17	119,515	84.19	187,245	84.54
Visit Two Regions						
Upper and Middle Keys	0	0.00	0	0.00	0	0.00
Lower Keys and Key West	558	0.70	1,097	0.77	1,655	0.75
Upper and Lower Keys	0	0.00	0	0.00	0	0.00
Upper Keys and Key West	372	0.47	580	0.41	952	0.43
Middle and Lower Keys	0	0.00	762	0.54	762	0.34
Middle Keys and Key West	248	0.31	2,567	1.81	2,815	1.27
Visit Three Regions						
Upper, Middle and Lower Keys	0	0.00	127	0.09	127	0.06
Upper & Middle Keys and Key West	0	0.00	1,347	0.95	1,347	0.61
Middle & Lower Keys and Key West	0	0.00	4,653	3.28	4,653	2.10
Upper & Lower Keys and Key West	0	0.00	0	0.00	0	0.00
All Regions of the Keys	0	0.00	1,016	0.72	1,016	0.46

¹Participation rate is the percent of all air visitors that visited the region or regions.

Table A.3.3 Activity Participation in 41 Aggregate Activities by Mode of Access for All Keys: June - November 1995^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	370,560	37.66	31,592	39.73	3,440	3.17
Snorkeling from Shore	129,509	13.16	19,908	25.03	3,313	3.06
All Snorkeling	444,299	45.15	38,718	48.69	6,753	6.23
Scuba Diving from a Boat	127,263	12.93	10,487	13.19	0	0.00
Scuba Diving from Shore	15,346	1.56	2,416	3.04	0	0.00
All Scuba Diving	135,124	13.73	11,416	14.36	0	0.00
All Snorkeling and Scuba Diving	489,217	49.71	42,434	53.36	6,753	6.23
Fishing						
Offshore Fishing	202,873	20.62	9,579	12.05	637	0.59
Flats/Backcountry Fishing	63,257	6.43	4,399	5.53	0	0.00
Other Fishing from a Boat	50,905	5.17	3,596	4.52	0	0.00
All Boat Fishing	238,058	24.19	13,296	16.72	637	0.59
Fishing from Shore	79,727	8.10	3,973	5.00	0	0.00
All Types of Fishing	285,969	29.06	13,984	17.58	637	0.59
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	189,024	19.21	18,602	23.39	1,274	1.18
Viewing Wildlife/Nature Study-Land	146,353	14.87	8,809	11.08	382	0.35
All Viewing Wildlife-Nature Study	294,952	29.97	22,510	28.31	1,656	1.53
Boating						
Personal Watercraft Use	114,163	11.60	8,378	10.53	1,529	1.41
All Sailing	28,821	2.93	7,394	9.30	0	0.00
Other Boating Activities	56,520	5.74	8,744	11.00	510	0.47
All Beach Activities (including swimming)	332,007	33.74	43,177	54.29	2,166	2.00
All Camping	50,905	5.17	1,005	1.26	0	0.00
Visiting Museums or Historic Areas	216,348	21.99	53,993	67.90	55,045	50.76
Sightseeing & Attractions (Paid & Unpaid)	352,968	35.87	53,058	66.72	100,152	92.36
Cultural Events (Fairs, Concerts, Plays)	56,520	5.74	13,771	17.32	0	0.00
Outdoor Sports and Games	28,821	2.93	5,514	6.93	0	0.00
Special Aggregates						
Any Activities Involving Boats	618,725	62.88	52,358	65.84	6,626	6.11
All Activities Involving Swimming	690,965	70.22	64,195	80.72	8,665	7.99
Any Water-based Activities	810,743	82.39	69,103	86.90	11,850	10.93
Any Land-based Activities	602,630	61.24	72,628	91.33	102,828	94.83
Only Water-based Activities	346,230	35.18	5,530	6.95	3,185	2.94
Only Land-based Activities	138,493	14.07	9,115	11.46	93,271	86.02
Type of Fishing Boat						
Any Charter Boat Fishing	44,168	4.49	5,765	7.25	382	0.35
Any Party Boat Fishing	18,715	1.90	1,738	2.19	255	0.24
Any Private Boat Fishing	171,431	17.42	6,787	8.53	0	0.00
Any Rental Boat Fishing	17,592	1.79	1,552	1.95	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	190,147	19.32	24,619	30.96	2,548	2.35
Any Private Boat Diving-Snork & Scuba	203,996	20.73	8,831	11.10	0	0.00
Any Rental Boat Diving-Snork & Scuba	51,280	5.21	6,022	7.57	892	0.82
Type of Boat Use						
Any Use of Charter/Party Boats	310,672	31.57	38,325	48.19	4,842	4.47
Any Use of Private Boats	299,818	30.47	14,924	18.77	0	0.00
Any Use of Rental Boats	135,124	13.73	16,121	20.27	2,166	2.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.4 due to rounding.²The participation rate for a particular mode of access is equal to the total number of visitors by that mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.4 Activity Participation in 41 Aggregate Activities by Mode of Access for All Keys: December 1995 - May 1996^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	137,764	13.59	32,524	22.91	0	0.00
Snorkeling from Shore	85,657	8.45	18,069	12.73	1,531	0.72
All Snorkeling	188,091	18.56	40,654	28.64	1,531	0.72
Scuba Diving from a Boat	48,802	4.81	4,443	3.13	0	0.00
Scuba Diving from Shore	7,371	0.73	2,063	1.45	0	0.00
All Scuba Diving	51,852	5.12	6,252	4.40	0	0.00
All Snorkeling and Scuba Diving	212,491	20.96	41,746	29.41	1,531	0.72
Fishing						
Offshore Fishing	123,021	12.14	20,379	14.36	0	0.00
Flats/Backcountry Fishing	47,277	4.66	4,993	3.52	0	0.00
Other Fishing from a Boat	25,418	2.51	4,633	3.26	0	0.00
All Boat Fishing	156,573	15.45	24,685	17.39	0	0.00
Fishing from Shore	75,490	7.45	9,924	6.99	0	0.00
All Types of Fishing	204,358	20.16	29,465	20.76	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	197,495	19.48	20,799	14.65	2,297	1.08
Viewing Wildlife/Nature Study-Land	224,438	22.14	26,017	18.33	766	0.36
All Viewing Wildlife-Nature Study	365,504	36.06	39,092	27.54	3,063	1.44
Boating						
Personal Watercraft Use	55,410	5.47	10,938	7.71	3,446	1.62
All Sailing	40,160	3.96	25,638	18.06	1,531	0.72
Other Boating Activities	43,464	4.29	7,671	5.40	1,531	0.72
All Beach Activities (including swimming)	373,639	36.86	74,236	52.30	0	0.00
All Camping	145,643	14.37	1,287	0.91	0	0.00
Visiting Museums or Historic Areas	330,939	32.65	85,122	59.97	95,719	44.96
Sightseeing & Attractions (Paid & Unpaid)	611,040	60.28	93,008	65.52	193,351	90.83
Cultural Events (Fairs, Concerts, Plays)	80,320	7.92	36,670	25.83	766	0.36
Outdoor Sports and Games	52,615	5.19	16,123	11.36	0	0.00
Special Aggregates						
Any Activities Involving Boats	479,375	47.29	80,326	56.59	8,806	4.14
All Activities Involving Swimming	431,845	42.60	91,705	64.60	2,680	1.26
Any Water-based Activities	654,758	64.59	115,938	81.67	11,486	5.40
Any Land-based Activities	874,621	86.28	133,183	93.82	208,666	98.02
Only Water-based Activities	118,446	11.69	5,267	3.71	1,531	0.72
Only Land-based Activities	330,175	32.57	22,892	16.13	199,477	93.71
Type of Fishing Boat						
Any Charter Boat Fishing	49,564	4.89	8,670	6.11	0	0.00
Any Party Boat Fishing	20,842	2.06	6,754	4.76	0	0.00
Any Private Boat Fishing	80,320	7.92	10,528	7.42	0	0.00
Any Rental Boat Fishing	20,842	2.06	2,892	2.04	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	117,938	11.63	29,447	20.74	0	0.00
Any Private Boat Diving-Snork & Scuba	41,431	4.09	5,525	3.89	0	0.00
Any Rental Boat Diving-Snork & Scuba	18,555	1.83	956	0.67	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	312,892	30.87	56,909	40.09	3,829	1.80
Any Use of Private Boats	180,211	17.78	28,231	19.89	0	0.00
Any Use of Rental Boats	73,457	7.25	12,494	8.80	4,977	2.34

¹Number of participants added across modes of access may not equal the totals found in Table A.2.4 due to rounding.

²The participation rate for a particular mode of access is equal to the total number of visitors by the mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.5 Activity Participation in 41 Aggregate Activities by Mode of Access for the Upper Keys: June - November 1995^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	173,677	17.65	874	1.10	0	0.00
Snorkeling from Shore	52,028	5.29	503	0.63	0	0.00
All Snorkeling	201,001	20.43	874	1.10	0	0.00
Scuba Diving from a Boat	59,514	6.05	372	0.47	0	0.00
Scuba Diving from Shore	4,117	0.42	186	0.23	0	0.00
All Scuba Diving	62,135	6.31	557	0.70	0	0.00
All Snorkeling and Scuba Diving	229,074	23.28	1,060	1.33	0	0.00
Fishing						
Offshore Fishing	70,744	7.19	372	0.47	0	0.00
Flats/Backcountry Fishing	20,961	2.13	0	0.00	0	0.00
Other Fishing from a Boat	19,838	2.02	372	0.47	0	0.00
All Boat Fishing	82,721	8.41	372	0.47	0	0.00
Fishing from Shore	26,201	2.66	0	0.00	0	0.00
All Types of Fishing	98,816	10.04	372	0.47	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	92,827	9.43	2,109	2.65	0	0.00
Viewing Wildlife/Nature Study-Land	56,146	5.71	0	0.00	0	0.00
All Viewing Wildlife-Nature Study	133,252	13.54	2,109	2.65	0	0.00
Boating						
Personal Watercraft Use	80,475	8.18	1,503	1.89	0	0.00
All Sailing	7,486	0.76	251	0.32	0	0.00
Other Boating Activities	34,436	3.50	0	0.00	0	0.00
All Beach Activities (including swimming)						
All Camping	18,341	1.86	0	0.00	0	0.00
Visiting Museums or Historic Areas	44,542	4.53	377	0.47	0	0.00
Sightseeing & Attractions (Paid & Unpaid)	113,414	11.53	0	0.00	0	0.00
Cultural Events (Fairs, Concerts, Plays)	8,235	0.84	0	0.00	0	0.00
Outdoor Sports and Games	15,721	1.60	0	0.00	0	0.00
Special Aggregates						
Any Activities Involving Boats	314,041	31.91	4,115	5.17	0	0.00
All Activities Involving Swimming	303,560	30.85	1,060	1.33	0	0.00
Any Water-based Activities	380,667	38.68	4,301	5.41	0	0.00
Any Land-based Activities	236,935	24.08	503	0.63	0	0.00
Only Water-based Activities	186,778	18.98	372	0.47	0	0.00
Only Land-based Activities	64,755	6.58	0	0.00	0	0.00
Type of Fishing Boat						
Any Charter Boat Fishing	17,218	1.75	0	0.00	0	0.00
Any Party Boat Fishing	4,117	0.42	0	0.00	0	0.00
Any Private Boat Fishing	62,135	6.31	372	0.47	0	0.00
Any Rental Boat Fishing	3,369	0.34	0	0.00	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	122,398	12.44	0	0.00	0	0.00
Any Private Boat Diving-Snork & Scuba	73,364	7.46	372	0.47	0	0.00
Any Rental Boat Diving-Snork & Scuba	18,715	1.90	503	0.63	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	179,292	18.22	251	0.32	0	0.00
Any Use of Private Boats	104,431	10.61	372	0.47	0	0.00
Any Use of Rental Boats	63,257	6.43	503	0.63	0	0.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.5 due to rounding.

²The participation rate for a particular mode of access is equal to the total number of visitors by the mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.6 Activity Participation in 41 Aggregate Activities by Mode of Access for the Middle Keys: June - November 1995 ^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	112,666	11.45	4,147	5.21	0	0.00
Snorkeling from Shore	50,157	5.10	1,382	1.74	0	0.00
All Snorkeling	144,107	14.64	4,398	5.53	0	0.00
Scuba Diving from a Boat	41,173	4.18	2,126	2.67	0	0.00
Scuba Diving from Shore	8,235	0.84	186	0.23	0	0.00
All Scuba Diving	45,291	4.60	2,311	2.91	0	0.00
All Snorkeling and Scuba Diving	154,588	15.71	5,327	6.70	0	0.00
Fishing						
Offshore Fishing	96,196	9.78	2,890	3.63	0	0.00
Flats/Backcountry Fishing	28,821	2.93	126	0.16	0	0.00
Other Fishing from a Boat	23,207	2.36	251	0.32	0	0.00
All Boat Fishing	113,040	11.49	2,890	3.63	0	0.00
Fishing from Shore	37,056	3.77	628	0.79	0	0.00
All Types of Fishing	134,750	13.69	3,393	4.27	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	57,269	5.82	2,994	3.77	0	0.00
Viewing Wildlife/Nature Study-Land	55,771	5.67	1,005	1.26	0	0.00
All Viewing Wildlife-Nature Study	105,554	10.73	3,371	4.24	0	0.00
Boating						
Personal Watercraft Use	55,771	5.67	1,503	1.89	0	0.00
All Sailing	6,737	0.68	1,382	1.74	0	0.00
Other Boating Activities	12,726	1.29	754	0.95	0	0.00
All Beach Activities (including swimming)	99,565	10.12	4,398	5.53	0	0.00
All Camping	14,224	1.45	1,005	1.26	0	0.00
Visiting Museums or Historic Areas	36,682	3.73	3,393	4.27	0	0.00
Sightseeing & Attractions (Paid & Unpaid)	82,721	8.41	2,639	3.32	0	0.00
Cultural Events (Fairs, Concerts, Plays)	14,224	1.45	1,508	1.90	0	0.00
Outdoor Sports and Games	7,486	0.76	126	0.16	0	0.00
Special Aggregates						
Any Activities Involving Boats	226,828	23.05	8,005	10.07	0	0.00
All Activities Involving Swimming	216,722	22.02	6,835	8.60	0	0.00
Any Water-based Activities	296,823	30.16	9,699	12.20	0	0.00
Any Land-based Activities	178,169	18.11	7,278	9.15	0	0.00
Only Water-based Activities	148,225	15.06	1,131	1.42	0	0.00
Only Land-based Activities	65,129	6.62	754	0.95	0	0.00
Type of Fishing Boat						
Any Charter Boat Fishing	16,095	1.64	377	0.47	0	0.00
Any Party Boat Fishing	8,983	0.91	251	0.32	0	0.00
Any Private Boat Fishing	82,721	8.41	2,513	3.16	0	0.00
Any Rental Boat Fishing	11,229	1.14	251	0.32	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	24,704	2.51	2,880	3.62	0	0.00
Any Private Boat Diving-Snork & Scuba	92,079	9.36	2,513	3.16	0	0.00
Any Rental Boat Diving-Snork & Scuba	17,592	1.79	503	0.63	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	54,648	5.55	3,885	4.89	0	0.00
Any Use of Private Boats	133,252	13.54	4,147	5.21	0	0.00
Any Use of Rental Boats	41,548	4.22	754	0.95	0	0.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.5 due to rounding.

²The participation rate for a particular mode of access is equal to the total number of visitors by the mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.7 Activity Participation in 41 Aggregate Activities by Mode of Access for the Lower Keys: June - November 1995 ^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	41,922	4.26	1,858	2.34	0	0.00
Snorkeling from Shore	14,224	1.45	929	1.17	0	0.00
All Snorkeling	49,408	5.02	1,858	2.34	0	0.00
Scuba Diving from a Boat	23,581	2.40	186	0.23	0	0.00
Scuba Diving from Shore	1,872	0.19	372	0.47	0	0.00
All Scuba Diving	23,955	2.43	372	0.47	0	0.00
All Snorkeling and Scuba Diving	55,397	5.63	2,230	2.80	0	0.00
Fishing						
Offshore Fishing	28,073	2.85	372	0.47	0	0.00
Flats/Backcountry Fishing	10,855	1.10	929	1.17	0	0.00
Other Fishing from a Boat	7,486	0.76	0	0.00	0	0.00
All Boat Fishing	32,564	3.31	929	1.17	0	0.00
Fishing from Shore	10,481	1.07	557	0.70	0	0.00
All Types of Fishing	39,302	3.99	929	1.17	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	41,548	4.22	2,295	2.89	0	0.00
Viewing Wildlife/Nature Study-Land	35,185	3.58	929	1.17	0	0.00
All Viewing Wildlife-Nature Study	65,503	6.66	3,224	4.05	0	0.00
Boating						
Personal Watercraft Use	40,051	4.07	1,503	1.89	0	0.00
All Sailing	2,994	0.30	0	0.00	0	0.00
Other Boating Activities	2,246	0.23	0	0.00	0	0.00
All Beach Activities (including swimming)	18,341	1.86	929	1.17	0	0.00
All Camping	16,095	1.64	0	0.00	0	0.00
Visiting Museums or Historic Areas	19,838	2.02	372	0.47	0	0.00
Sightseeing & Attractions (Paid & Unpaid)	49,408	5.02	1,115	1.40	0	0.00
Cultural Events (Fairs, Concerts, Plays)	5,615	0.57	0	0.00	0	0.00
Outdoor Sports and Games	1,497	0.15	0	0.00	0	0.00
Special Aggregates						
Any Activities Involving Boats	106,302	10.80	5,284	6.64	0	0.00
All Activities Involving Swimming	66,252	6.73	2,230	2.80	0	0.00
Any Water-based Activities	117,906	11.98	5,470	6.88	0	0.00
Any Land-based Activities	88,710	9.01	2,044	2.57	0	0.00
Only Water-based Activities	32,564	3.31	0	0.00	0	0.00
Only Land-based Activities	47,537	4.83	0	0.00	0	0.00
Type of Fishing Boat						
Any Charter Boat Fishing	2,994	0.30	372	0.47	0	0.00
Any Party Boat Fishing	4,117	0.42	0	0.00	0	0.00
Any Private Boat Fishing	26,576	2.70	557	0.70	0	0.00
Any Rental Boat Fishing	1,497	0.15	0	0.00	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	10,481	1.07	1,486	1.87	0	0.00
Any Private Boat Diving-Snork & Scuba	35,185	3.58	557	0.70	0	0.00
Any Rental Boat Diving-Snork & Scuba	9,732	0.99	0	0.00	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	15,346	1.56	1,486	1.87	0	0.00
Any Use of Private Boats	49,034	4.98	557	0.70	0	0.00
Any Use of Rental Boats	9,732	0.99	0	0.00	0	0.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.6 due to rounding.

²The participation rate for a particular mode of access is equal to the total number of visitors by the mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.8 Activity Participation in 41 Aggregate Activities by Mode of Access for the Key West: June - November 1995 ^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	57,643	5.86	24,712	31.08	3,440	3.17
Snorkeling from Shore	17,967	1.83	17,094	21.50	3,313	3.06
All Snorkeling	73,364	7.46	31,587	39.72	6,753	6.23
Scuba Diving from a Boat	7,860	0.80	7,804	9.81	0	0.00
Scuba Diving from Shore	1,123	0.11	2,044	2.57	0	0.00
All Scuba Diving	8,983	0.91	8,733	10.98	0	0.00
All Snorkeling and Scuba Diving	78,230	7.95	34,374	43.23	6,753	6.23
Fishing						
Offshore Fishing	17,592	1.79	5,946	7.48	637	0.59
Flats/Backcountry Fishing	4,492	0.46	3,345	4.21	0	0.00
Other Fishing from a Boat	1,123	0.11	2,973	3.74	0	0.00
All Boat Fishing	20,961	2.13	9,105	11.45	637	0.59
Fishing from Shore	5,989	0.61	2,787	3.50	0	0.00
All Types of Fishing	24,330	2.47	9,290	11.68	637	0.59
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	38,928	3.96	16,165	20.33	1,274	1.18
Viewing Wildlife/Nature Study-Land	47,537	4.83	6,875	8.65	382	0.35
All Viewing Wildlife-Nature Study	77,481	7.87	18,767	23.60	1,656	1.53
Boating						
Personal Watercraft Use	58,017	5.90	8,378	10.53	1,529	1.41
All Sailing	13,101	1.33	5,760	7.24	0	0.00
Other Boating Activities	10,106	1.03	7,990	10.05	510	0.47
All Beach Activities (including swimming)						
All Camping	4,866	0.49	0	0.00	0	0.00
Visiting Museums or Historic Areas	149,722	15.21	50,605	63.64	57,084	52.64
Sightseeing & Attractions (Paid & Unpaid)	231,320	23.51	49,305	62.00	100,279	92.48
Cultural Events (Fairs, Concerts, Plays)	31,442	3.20	12,263	15.42	0	0.00
Outdoor Sports and Games	4,866	0.49	5,388	6.78	0	0.00
Special Aggregates						
Any Activities Involving Boats	147,850	15.02	44,424	55.86	6,626	6.11
All Activities Involving Swimming	164,694	16.74	54,627	68.69	8,665	7.99
Any Water-based Activities	230,571	23.43	59,660	75.02	11,850	10.93
Any Land-based Activities	297,946	30.28	63,612	79.99	102,955	94.95
Only Water-based Activities	41,548	4.22	4,274	5.37	2,931	2.70
Only Land-based Activities	147,102	14.95	9,170	11.53	93,398	86.13
Type of Fishing Boat						
Any Charter Boat Fishing	12,352	1.26	5,017	6.31	382	0.35
Any Party Boat Fishing	1,497	0.15	1,486	1.87	255	0.24
Any Private Boat Fishing	5,989	0.61	3,345	4.21	0	0.00
Any Rental Boat Fishing	1,497	0.15	1,301	1.64	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	42,671	4.34	20,253	25.47	2,548	2.35
Any Private Boat Diving-Snork & Scuba	12,726	1.29	5,388	6.78	0	0.00
Any Rental Boat Diving-Snork & Scuba	8,235	0.84	5,017	6.31	892	0.82
Type of Boat Use						
Any Use of Charter/Party Boats	78,230	7.95	32,702	41.12	4,842	4.47
Any Use of Private Boats	25,453	2.59	9,848	12.38	0	0.00
Any Use of Rental Boats	28,073	2.85	14,865	18.69	2,166	2.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.6 due to rounding.

²The participation rate for a particular mode of access is equal to the total number of visitors by the mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.9 Activity Participation in 41 Aggregate Activities by Mode of Access for the Upper Keys: December 1995 - May 1996^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	68,119	6.72	317	0.22	0	0.00
Snorkeling from Shore	40,160	3.96	127	0.09	0	0.00
All Snorkeling	92,774	9.15	444	0.31	0	0.00
Scuba Diving from a Boat	30,501	3.01	190	0.13	0	0.00
Scuba Diving from Shore	3,813	0.38	127	0.09	0	0.00
All Scuba Diving	33,551	3.31	190	0.13	0	0.00
All Snorkeling and Scuba Diving	110,058	10.86	444	0.31	0	0.00
Fishing						
Offshore Fishing	42,447	4.19	380	0.27	0	0.00
Flats/Backcountry Fishing	15,759	1.55	254	0.18	0	0.00
Other Fishing from a Boat	10,930	1.08	0	0.00	0	0.00
All Boat Fishing	52,106	5.14	444	0.31	0	0.00
Fishing from Shore	24,909	2.46	0	0.00	0	0.00
All Types of Fishing	69,136	6.82	444	0.31	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	121,750	12.01	4,189	2.95	0	0.00
Viewing Wildlife/Nature Study-Land	98,620	9.73	507	0.36	0	0.00
All Viewing Wildlife-Nature Study	193,428	19.08	4,633	3.26	0	0.00
Boating						
Personal Watercraft Use	35,331	3.49	2,560	1.80	0	0.00
All Sailing	12,200	1.20	0	0.00	0	0.00
Other Boating Activities	19,317	1.91	0	0.00	0	0.00
All Beach Activities (including swimming)	128,105	12.64	761	0.54	0	0.00
All Camping	49,564	4.89	63	0.04	0	0.00
Visiting Museums or Historic Areas	73,965	7.30	317	0.22	0	0.00
Sightseeing & Attractions (Paid & Unpaid)	170,807	16.85	824	0.58	0	0.00
Cultural Events (Fairs, Concerts, Plays)	11,184	1.10	254	0.18	0	0.00
Outdoor Sports and Games	14,742	1.45	0	0.00	0	0.00
Special Aggregates						
Any Activities Involving Boats	248,839	24.55	7,003	4.93	0	0.00
All Activities Involving Swimming	182,753	18.03	1,141	0.80	0	0.00
Any Water-based Activities	316,449	31.22	7,256	5.11	0	0.00
Any Land-based Activities	338,056	33.35	2,218	1.56	0	0.00
Only Water-based Activities	106,754	10.53	1,224	0.86	0	0.00
Only Land-based Activities	148,693	14.67	1,331	0.94	0	0.00
Type of Fishing Boat						
Any Charter Boat Fishing	12,200	1.20	127	0.09	0	0.00
Any Party Boat Fishing	7,625	0.75	127	0.09	0	0.00
Any Private Boat Fishing	29,230	2.88	317	0.22	0	0.00
Any Rental Boat Fishing	6,863	0.68	63	0.04	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	65,069	6.42	127	0.09	0	0.00
Any Private Boat Diving-Snork & Scuba	17,538	1.73	317	0.22	0	0.00
Any Rental Boat Diving-Snork & Scuba	6,354	0.63	0	0.00	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	157,081	15.50	1,287	0.91	0	0.00
Any Use of Private Boats	76,507	7.55	570	0.40	0	0.00
Any Use of Rental Boats	27,197	2.68	63	0.04	0	0.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.7 due to rounding.²The participation rate for a particular mode of access is equal to the total number of visitors by that mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.10 Activity Participation in 41 Aggregate Activities by Mode of Access for the Middle Keys: December 1995 - May 1996^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	23,893	2.36	1,648	1.16	0	0.00
Snorkeling from Shore	22,113	2.18	1,594	1.12	0	0.00
All Snorkeling	41,431	4.09	2,672	1.88	0	0.00
Scuba Diving from a Boat	8,896	0.88	570	0.40	0	0.00
Scuba Diving from Shore	2,288	0.23	127	0.09	0	0.00
All Scuba Diving	9,150	0.90	570	0.40	0	0.00
All Snorkeling and Scuba Diving	45,498	4.49	2,925	2.06	0	0.00
Fishing						
Offshore Fishing	50,581	4.99	4,500	3.17	0	0.00
Flats/Backcountry Fishing	17,284	1.71	1,901	1.34	0	0.00
Other Fishing from a Boat	9,659	0.95	1,468	1.03	0	0.00
All Boat Fishing	64,052	6.32	6,094	4.29	0	0.00
Fishing from Shore	27,705	2.73	1,785	1.26	0	0.00
All Types of Fishing	86,420	8.53	6,158	4.34	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	31,772	3.13	3,496	2.46	0	0.00
Viewing Wildlife/Nature Study-Land	71,424	7.05	5,559	3.92	0	0.00
All Viewing Wildlife-Nature Study	95,316	9.40	7,397	5.21	0	0.00
Boating						
Personal Watercraft Use	35,839	3.54	3,574	2.52	0	0.00
All Sailing	9,150	0.90	824	0.58	0	0.00
Other Boating Activities	12,455	1.23	951	0.67	0	0.00
	118,700	11.71	8,411	5.93	0	0.00
All Beach Activities (including swimming)						
All Camping	40,414	3.99	127	0.09	0	0.00
Visiting Museums or Historic Areas	48,802	4.81	3,754	2.64	0	0.00
Sightseeing & Attractions (Paid & Unpaid)	122,259	12.06	6,763	4.76	0	0.00
Cultural Events (Fairs, Concerts, Plays)	26,434	2.61	1,594	1.12	0	0.00
Outdoor Sports and Games	21,605	2.13	1,458	1.03	0	0.00
Special Aggregates						
Any Activities Involving Boats	133,697	13.19	10,375	7.31	0	0.00
All Activities Involving Swimming	120,988	11.94	9,859	6.95	0	0.00
Any Water-based Activities	202,324	19.96	14,457	10.18	0	0.00
Any Land-based Activities	266,123	26.25	13,428	9.46	0	0.00
Only Water-based Activities	55,665	5.49	2,292	1.61	0	0.00
Only Land-based Activities	131,409	12.96	3,252	2.29	0	0.00
Type of Fishing Boat						
Any Charter Boat Fishing	19,572	1.93	2,218	1.56	0	0.00
Any Party Boat Fishing	8,642	0.85	1,394	0.98	0	0.00
Any Private Boat Fishing	33,297	3.28	3,623	2.55	0	0.00
Any Rental Boat Fishing	7,371	0.73	634	0.45	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	16,267	1.60	887	0.63	0	0.00
Any Private Boat Diving-Snork & Scuba	12,455	1.23	1,077	0.76	0	0.00
Any Rental Boat Diving-Snork & Scuba	4,321	0.43	570	0.40	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	57,190	5.64	4,383	3.09	0	0.00
Any Use of Private Boats	61,511	6.07	6,411	4.52	0	0.00
Any Use of Rental Boats	25,418	2.51	1,711	1.21	0	0.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.7 due to rounding.²The participation rate for a particular mode of access is equal to the total number of visitors by that mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.11 Activity Participation in 41 Aggregate Activities by Mode of Access for the Lower Keys: December 1995 - May 1996 ^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	18,809	1.86	190	0.13	0	0.00
Snorkeling from Shore	10,930	1.08	63	0.04	0	0.00
All Snorkeling	24,909	2.46	190	0.13	0	0.00
Scuba Diving from a Boat	5,084	0.50	63	0.04	0	0.00
Scuba Diving from Shore	0	0.00	0	0.00	0	0.00
All Scuba Diving	5,084	0.50	63	0.04	0	0.00
All Snorkeling and Scuba Diving	28,214	2.78	254	0.18	0	0.00
Fishing						
Offshore Fishing	13,980	1.38	507	0.36	0	0.00
Flats/Backcountry Fishing	7,625	0.75	254	0.18	0	0.00
Other Fishing from a Boat	3,813	0.38	63	0.04	0	0.00
All Boat Fishing	21,097	2.08	570	0.40	0	0.00
Fishing from Shore	13,726	1.35	127	0.09	0	0.00
All Types of Fishing	29,230	2.88	634	0.45	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	31,772	3.13	3,545	2.50	0	0.00
Viewing Wildlife/Nature Study-Land	45,243	4.46	2,365	1.67	0	0.00
All Viewing Wildlife-Nature Study	73,711	7.27	5,720	4.03	0	0.00
Boating						
Personal Watercraft Use	24,147	2.38	2,687	1.89	0	0.00
All Sailing	1,779	0.18	0	0.00	0	0.00
Other Boating Activities	2,542	0.25	0	0.00	0	0.00
All Beach Activities (including swimming)	50,835	5.02	1,858	1.31	0	0.00
All Camping	40,922	4.04	580	0.41	0	0.00
Visiting Museums or Historic Areas	25,672	2.53	317	0.22	0	0.00
Sightseeing & Attractions (Paid & Unpaid)	73,965	7.30	3,116	2.19	0	0.00
Cultural Events (Fairs, Concerts, Plays)	6,863	0.68	317	0.22	0	0.00
Outdoor Sports and Games	4,829	0.48	127	0.09	0	0.00
Special Aggregates						
Any Activities Involving Boats	81,336	8.02	6,866	4.84	0	0.00
All Activities Involving Swimming	53,123	5.24	1,985	1.40	0	0.00
Any Water-based Activities	106,500	10.51	7,700	5.42	0	0.00
Any Land-based Activities	147,422	14.54	5,607	3.95	0	0.00
Only Water-based Activities	16,267	1.60	1,024	0.72	0	0.00
Only Land-based Activities	89,724	8.85	4,076	2.87	0	0.00
Type of Fishing Boat						
Any Charter Boat Fishing	5,846	0.58	317	0.22	0	0.00
Any Party Boat Fishing	2,033	0.20	63	0.04	0	0.00
Any Private Boat Fishing	11,438	1.13	190	0.13	0	0.00
Any Rental Boat Fishing	4,067	0.40	127	0.09	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	13,471	1.33	0	0.00	0	0.00
Any Private Boat Diving-Snork & Scuba	6,609	0.65	254	0.18	0	0.00
Any Rental Boat Diving-Snork & Scuba	4,067	0.40	0	0.00	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	23,130	2.28	380	0.27	0	0.00
Any Use of Private Boats	25,418	2.51	1,087	0.77	0	0.00
Any Use of Rental Boats	7,879	0.78	254	0.18	0	0.00

¹Number of participants added across modes of access may not equal the totals found in Table A.2.8 due to rounding.²The participation rate for a particular mode of access is equal to the total number of visitors by that mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.12 Activity Participation in 41 Aggregate Activities by Mode of Access for Key West: December 1995 - May 1996 ^{1,2}

Activity	Auto		Air		Cruise Ship	
	Number of Participants	Participation Rate	Number of Participants	Participation Rate	Number of Participants	Participation Rate
Diving						
Snorkeling from a Boat	32,026	3.16	30,369	21.39	0	0.00
Snorkeling from Shore	22,876	2.26	16,284	11.47	1,531	0.72
All Snorkeling	49,564	4.89	37,348	26.31	1,531	0.72
Scuba Diving from a Boat	5,084	0.50	3,682	2.59	0	0.00
Scuba Diving from Shore	2,796	0.28	1,809	1.27	0	0.00
All Scuba Diving	6,863	0.68	5,492	3.87	0	0.00
All Snorkeling and Scuba Diving	50,581	4.99	38,187	26.90	1,531	0.72
Fishing						
Offshore Fishing	19,572	1.93	15,055	10.61	0	0.00
Flats/Backcountry Fishing	8,896	0.88	2,585	1.82	0	0.00
Other Fishing from a Boat	2,542	0.25	3,102	2.19	0	0.00
All Boat Fishing	25,672	2.53	17,640	12.43	0	0.00
Fishing from Shore	13,217	1.30	8,530	6.01	0	0.00
All Types of Fishing	34,314	3.39	22,810	16.07	0	0.00
Viewing Wildlife/Nature Study						
Viewing Wildlife/Nature Study-Boat	52,106	5.14	15,055	10.61	2,297	1.08
Viewing Wildlife/Nature Study-Land	77,778	7.67	20,352	14.34	766	0.36
All Viewing Wildlife-Nature Study	117,429	11.58	30,238	21.30	3,063	1.44
Boating						
Personal Watercraft Use	29,993	2.96	9,798	6.90	3,446	1.62
All Sailing	19,063	1.88	24,814	17.48	1,531	0.72
Other Boating Activities	9,913	0.98	6,721	4.73	1,531	0.72
All Beach Activities (including swimming)	132,680	13.09	65,133	45.88	0	0.00
All Camping	43,210	4.26	517	0.36	0	0.00
Visiting Museums or Historic Areas	230,792	22.77	87,108	61.37	106,822	50.18
Sightseeing & Attractions (Paid & Unpaid)	432,863	42.70	90,156	63.51	193,351	90.83
Cultural Events (Fairs, Concerts, Plays)	39,906	3.94	34,759	24.49	766	0.36
Outdoor Sports and Games	14,996	1.48	14,538	10.24	0	0.00
Special Aggregates						
Any Activities Involving Boats	142,847	14.09	70,019	49.33	8,806	4.14
All Activities Involving Swimming	143,355	14.14	81,159	57.17	2,680	1.26
Any Water-based Activities	222,404	21.94	102,910	72.50	11,486	5.40
Any Land-based Activities	518,265	51.13	125,197	88.20	208,666	98.02
Only Water-based Activities	22,368	2.21	3,619	2.55	1,531	0.72
Only Land-based Activities	336,530	33.20	27,110	19.10	199,477	93.71
Type of Fishing Boat						
Any Charter Boat Fishing	12,709	1.25	6,009	4.23	0	0.00
Any Party Boat Fishing	2,796	0.28	5,170	3.64	0	0.00
Any Private Boat Fishing	9,405	0.93	6,462	4.55	0	0.00
Any Rental Boat Fishing	3,304	0.33	2,068	1.46	0	0.00
Type of Diving Boat						
Any Charter Boat Diving-Snork & Scuba	27,705	2.73	28,497	20.08	0	0.00
Any Private Boat Diving-Snork & Scuba	6,100	0.60	3,877	2.73	0	0.00
Any Rental Boat Diving-Snork & Scuba	4,575	0.45	385	0.27	0	0.00
Type of Boat Use						
Any Use of Charter/Party Boats	92,520	9.13	51,048	35.96	3,829	1.80
Any Use of Private Boats	29,230	2.88	20,225	14.25	0	0.00
Any Use of Rental Boats	15,505	1.53	10,466	7.37	4,977	2.34

¹Number of participants added across modes of access may not equal the totals found in Table A.2.8 due to rounding.

²The participation rate for a particular mode of access is equal to the total number of visitors by that mode of access that did the activity, divided by the total number of visitors that came by that mode of access.

Table A.3.13 Country of Primary Residence by Season: Auto Visitors

Country	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All Auto Visitors (Percent)	Auto Foreign Visitors Only (Percent)	All Auto Visitors (Percent)	Auto Foreign Visitors Only (Percent)	All Auto Visitors (Percent)	Auto Foreign Visitors Only (Percent)
Argentina	0.22	1.02	0.12	0.67	0.17	0.85
Australia	0.00	0.00	0.12	0.67	0.06	0.31
Austria	0.65	3.05	0.12	0.67	0.38	1.94
Bahamas	0.00	0.00	0.06	0.34	0.03	0.16
Belgium	1.30	6.09	0.49	2.68	0.89	4.50
Brazil	0.11	0.51	0.18	1.01	0.15	0.74
Canada	1.19	5.58	5.30	29.19	3.27	16.60
Chile	0.00	0.00	0.06	0.34	0.03	0.16
Denmark	0.22	1.02	0.37	2.01	0.29	1.48
Dominican Rep.	0.00	0.00	0.06	0.34	0.03	0.16
England	4.12	19.29	2.80	15.44	3.45	17.49
Finland	0.00	0.00	0.06	0.34	0.03	0.16
France	1.95	9.14	0.49	2.68	1.21	6.13
Germany	4.45	20.81	5.11	28.19	4.78	24.25
Guatemala	0.00	0.00	0.06	0.34	0.03	0.16
Guyana	0.11	0.51	0.00	0.00	0.05	0.27
Holland	2.06	9.64	0.42	2.35	1.23	6.24
Ireland	0.11	0.51	0.06	0.34	0.08	0.43
Israel	0.00	0.00	0.06	0.34	0.03	0.16
Italy	0.87	4.06	0.18	1.01	0.52	2.64
Japan	0.22	1.02	0.00	0.00	0.11	0.54
Luxemburg	0.43	2.03	0.00	0.00	0.21	1.08
New Zealand	0.00	0.00	0.06	0.34	0.03	0.16
Norway	0.33	1.52	0.24	1.34	0.28	1.44
Other Europe	0.43	2.03	0.06	0.34	0.24	1.24
Peru	0.00	0.00	0.06	0.34	0.03	0.16
Puerto Rico	0.11	0.51	0.00	0.00	0.05	0.27
Scotland	0.33	1.52	0.30	1.68	0.31	1.60
South Africa	0.33	1.52	0.12	0.67	0.22	1.21
Sweden	0.22	1.02	0.37	2.01	0.29	1.48
Switzerland	1.08	5.08	0.73	4.03	0.90	4.59
United Arab Em.	0.11	0.51	0.00	0.00	0.05	0.27
Other UK	0.11	0.51	0.00	0.00	0.05	0.27
USA	78.63	N/A	81.86	N/A	80.27	N/A
Wales	0.22	1.02	0.06	0.34	0.14	0.70
Unspecified	0.11	0.51	0.00	0.00	0.05	0.27

Table A.3.14 Country of Primary Residence by Season: Air Visitors

Country	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All	Air	All	Air	All	Air
	Air	Foreign	Air	Foreign	Air	Foreign
	Visitors	Visitors	Visitors	Visitors	Visitors	Visitors
	(Percent)	Only	(Percent)	Only	(Percent)	Only
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
Canada	1.06	28.57	1.22	22.85	1.16	24.46
England	0.53	14.29	1.14	21.38	0.92	19.38
France	0.00	0.00	0.54	10.07	0.34	7.24
Germany	1.06	28.57	0.00	0.00	0.38	8.03
Israel	0.00	0.00	0.08	1.47	0.05	1.06
Japan	0.00	0.00	0.38	7.13	0.24	5.12
New Zealand	0.00	0.00	0.38	7.13	0.24	5.12
Norway	0.53	14.29	0.00	0.00	0.19	4.02
Puerto Rico	0.00	0.00	0.38	7.13	0.24	5.12
Scotland	0.00	0.00	0.76	14.25	0.49	10.24
Spain	0.53	14.29	0.00	0.00	0.19	4.02
USA	96.28	N/A	94.65	N/A	95.24	N/A
Wales	0.00	0.00	0.38	7.13	0.24	5.12
Zambia	0.00	0.00	0.08	1.47	0.05	1.06

Table A.3.15 Country of Primary Residence by Season: Cruise Ship Visitors

Country	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All	Cruise Ship	All	Cruise Ship	All	Cruise Ship
	Cruise	Foreign	Cruise	Foreign	Cruise	Foreign
	Ship	Visitors	Ship	Visitors	Ship	Visitors
	Visitors	Only	Visitors	Only	Visitors	Only
	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)	(Percent)
Australia	0.00	0.00	0.45	5.88	0.30	4.10
Brazil	0.00	0.00	0.45	5.88	0.30	4.10
Canada	0.47	7.14	4.55	58.82	3.16	43.20
Channel Islands	0.00	0.00	0.45	5.88	0.30	4.10
England	1.87	28.57	0.91	11.76	1.23	16.85
France	0.47	7.14	0.00	0.00	0.16	2.16
Holland	0.47	7.14	0.00	0.00	0.16	2.16
Ireland	0.93	14.29	0.00	0.00	0.32	4.32
Mexico	0.00	0.00	0.45	5.88	0.30	4.10
Norway	0.00	0.00	0.45	5.88	0.30	4.10
Puerto Rico	0.47	7.14	0.00	0.00	0.16	2.16
Russia	0.47	7.14	0.00	0.00	0.16	2.16
Spain	0.47	7.14	0.00	0.00	0.16	2.16
Trinidad	0.47	7.14	0.00	0.00	0.16	2.16
USA	93.46	N/A	92.27	N/A	92.67	N/A
Virgin Islands	0.47	7.14	0.00	0.00	0.16	2.16

Table A.3.16 Census Regions and Divisions of Primary Residence by Season: Auto Visitors

Census Region / Division ¹	June - Nov. '95		Dec. '95 -May '96		Weighted Annual Average	
	All Visitors (Percent)	Domestic Visitors Only (Percent)	All Visitors (Percent)	Domestic Visitors Only (Percent)	All Visitors (Percent)	Domestic Visitors Only (Percent)
EAST	6.07	7.73	22.82	27.88	14.57	18.16
New England	0.76	0.97	7.55	9.22	4.20	5.24
Mid-Atlantic	5.31	6.76	15.28	18.66	10.37	12.92
SOUTH	63.23	80.41	32.99	40.30	47.88	59.65
West South Central	1.41	1.79	2.01	2.45	1.71	2.13
East South Central	2.17	2.76	2.07	2.53	2.12	2.64
South Atlantic	59.65	75.86	28.91	35.32	44.05	54.88
WEST	2.71	3.45	3.83	4.68	3.29	4.09
Pacific	1.95	2.48	2.31	2.82	2.14	2.66
Mountain	0.76	0.97	1.52	1.86	1.15	1.43
MIDWEST	6.62	8.41	22.22	27.14	14.53	18.10
East North Central	5.21	6.62	17.47	21.34	11.43	14.24
West North Central	1.41	1.79	4.75	5.80	3.10	3.86
FOREIGN	21.37	N/A	18.14	N/A	19.73	N/A

1. Definitions of Census Divisions:

New England	=	ME, NH, VT, MA, RI, CT
Mid Atlantic	=	NY, NJ, PA
West South Central	=	AR, LA, OK, TX
East South Central	=	KY, TN, MS, AL
South Atlantic	=	WV, VA, DC, MD, DE, NC, SC, GA, FL
Pacific	=	CA, OR, WA, AK, HI
Mountain	=	ID, MT, WY, UT, CO, NM, AZ, NV
East North Central	=	MI, MN, IL, IN, OH
West North Central	=	WI, IA, MO, ND, SD, KS, NE

Table A.3.17 Census Regions and Divisions of Primary Residence by Season: Air Visitors

Census Region / Division ¹	June - Nov. '95		Dec. '95 -May '96		Weighted Annual Average	
	All Visitors (Percent)	Domestic Visitors Only (Percent)	All Visitors (Percent)	Domestic Visitors Only (Percent)	All Visitors (Percent)	Domestic Visitors Only (Percent)
EAST	24.84	25.80	36.65	38.72	32.40	34.02
New England	4.44	4.61	11.63	12.28	9.04	9.49
Mid-Atlantic	20.40	21.19	25.03	26.44	23.36	24.53
SOUTH	52.46	54.48	31.33	33.10	38.94	40.89
West South Central	7.81	8.11	2.44	2.58	4.38	4.60
East South Central	1.95	2.03	2.68	2.83	2.42	2.54
South Atlantic	42.70	44.34	26.21	27.69	32.14	33.75
WEST	2.65	2.76	3.38	3.57	3.12	3.27
Pacific	2.12	2.21	2.84	3.00	2.58	2.71
Mountain	0.53	0.55	0.54	0.57	0.54	0.56
MIDWEST	16.33	16.96	23.29	24.61	20.78	21.82
East North Central	13.31	13.83	20.14	21.28	17.68	18.56
West North Central	3.02	3.13	3.15	3.33	3.10	3.26
FOREIGN	3.72	N/A	5.35	N/A	4.76	N/A

1. Definitions of Census Divisions:

New England	=	ME, NH, VT, MA, RI, CT
Mid Atlantic	=	NY, NJ, PA
West South Central	=	AR, LA, OK, TX
East South Central	=	KY, TN, MS, AL
South Atlantic	=	WV, VA, DC, MD, DE, NC, SC, GA, FL
Pacific	=	CA, OR, WA, AK, HI
Mountain	=	ID, MT, WY, UT, CO, NM, AZ, NV
East North Central	=	MI, MN, IL, IN, OH
West North Central	=	WI, IA, MO, ND, SD, KS, NE

Table A.3.18 Census Regions and Divisions of Primary Residence by Season: Cruise Ship Visitors

Census Region / Division ¹	June - Nov. '95		Dec. '95 -May '96		Weighted Annual Average	
	All Visitors (Percent)	Domestic Visitors Only (Percent)	All Visitors (Percent)	Domestic Visitors Only (Percent)	All Visitors (Percent)	Domestic Visitors Only (Percent)
EAST	20.56	22.00	15.91	17.24	17.48	18.87
New England	1.40	1.50	5.00	5.42	3.78	4.08
Mid-Atlantic	19.16	20.50	10.91	11.82	13.70	14.79
SOUTH	45.33	48.50	34.55	37.44	38.20	41.22
West South Central	7.48	8.00	10.00	10.84	9.15	9.87
East South Central	7.94	8.50	5.45	5.91	6.30	6.80
South Atlantic	29.91	32.00	19.10	20.69	22.75	24.55
WEST	10.75	11.50	16.36	17.73	14.46	15.61
Pacific	8.88	9.50	12.73	13.79	11.42	12.33
Mountain	1.87	2.00	3.63	3.94	3.04	3.28
MIDWEST	16.82	18.00	25.45	27.59	22.53	24.31
East North Central	13.55	14.50	16.82	18.23	15.71	16.95
West North Central	3.27	3.50	8.63	9.36	6.82	7.36
FOREIGN	6.54	N/A	7.73	N/A	7.33	N/A

1. Definitions of Census Divisions:

New England	=	ME, NH, VT, MA, RI, CT
Mid Atlantic	=	NY, NJ, PA
West South Central	=	AR, LA, OK, TX
East South Central	=	KY, TN, MS, AL
South Atlantic	=	WV, VA, DC, MD, DE, NC, SC, GA, FL
Pacific	=	CA, OR, WA, AK, HI
Mountain	=	ID, MT, WY, UT, CO, NM, AZ, NV
East North Central	=	MI, MN, IL, IN, OH
West North Central	=	WI, IA, MO, ND, SD, KS, NE

Table A.3.19 State of Primary Residence by Season: Auto Visitors

State	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All Auto Visitors (Percent)	Auto Domestic Visitors Only (Percent)	All Auto Visitors (Percent)	Auto Domestic Visitors Only (Percent)	All Auto Visitors (Percent)	Auto Domestic Visitors Only (Percent)
Alaska	0.00	0.00	0.24	0.30	0.12	0.15
Alabama	0.54	0.69	0.61	0.74	0.58	0.72
Arkansas	0.11	0.14	0.30	0.37	0.21	0.26
Arizona	0.00	0.00	0.30	0.37	0.15	0.19
California	1.41	1.79	1.40	1.71	1.40	1.75
Colorado	0.54	0.69	0.79	0.97	0.67	0.83
Connecticut	0.11	0.14	1.77	2.16	0.95	1.18
District of Columbia	0.00	0.00	0.18	0.22	0.09	0.12
Delaware	0.33	0.41	0.24	0.30	0.28	0.35
Florida	52.06	66.21	19.60	23.94	35.59	44.33
Georgia	1.95	2.48	0.97	1.19	1.46	1.81
Hawaii	0.00	0.00	0.06	0.07	0.03	0.04
Iowa	0.22	0.28	0.55	0.67	0.38	0.48
Idaho	0.00	0.00	0.18	0.22	0.09	0.12
Illinois	1.08	1.38	3.47	4.24	2.29	2.86
Indiana	1.52	1.93	2.19	2.68	1.86	2.32
Kansas	0.11	0.14	0.12	0.15	0.12	0.14
Kentucky	0.87	1.10	0.55	0.67	0.71	0.88
Louisiana	0.33	0.41	0.12	0.15	0.22	0.28
Massachusetts	0.43	0.55	3.23	3.94	1.85	2.31
Maryland	0.98	1.24	2.43	2.97	1.72	2.14
Maine	0.00	0.00	0.85	1.04	0.43	0.54
Michigan	0.43	0.55	5.36	6.54	2.93	3.65
Minnesota	0.11	0.14	2.37	2.90	1.26	1.57
Missouri	0.87	1.10	1.10	1.34	0.98	1.22
Mississippi	0.11	0.14	0.12	0.15	0.12	0.14
Montana	0.11	0.14	0.06	0.07	0.08	0.11
North Carolina	1.41	1.79	1.83	2.23	1.62	2.02
North Dakota	0.00	0.00	0.06	0.07	0.03	0.04
Nebraska	0.11	0.14	0.24	0.30	0.18	0.22
New Hampshire	0.11	0.14	0.49	0.59	0.30	0.37
New Jersey	1.52	1.93	3.77	4.61	2.66	3.32
Nevada	0.00	0.00	0.06	0.07	0.03	0.04
New York	2.28	2.90	6.51	7.96	4.43	5.51
Ohio	1.74	2.21	4.69	5.72	3.23	4.03
Oklahoma	0.11	0.14	0.24	0.30	0.18	0.22
Oregon	0.00	0.00	0.12	0.15	0.06	0.08
Pennsylvania	1.52	1.93	4.99	6.10	3.28	4.09
Rhode Island	0.11	0.14	0.79	0.97	0.45	0.57
South Carolina	0.65	0.83	0.97	1.19	0.81	1.01
South Dakota	0.00	0.00	0.30	0.37	0.15	0.19
Tennessee	0.65	0.83	0.79	0.97	0.72	0.90
Texas	0.87	1.10	1.34	1.64	1.11	1.38
Utah	0.11	0.14	0.12	0.15	0.12	0.14
Virginia	2.06	2.62	2.37	2.90	2.22	2.77
Vermont	0.00	0.00	0.43	0.52	0.22	0.27
Washington	0.54	0.69	0.49	0.59	0.51	0.64
Wisconsin	0.43	0.55	1.77	2.16	1.11	1.38
West Virginia	0.22	0.28	0.30	0.37	0.26	0.33
Foreign	21.37	N/A	18.14	N/A	19.73	N/A

Table A.3.20 State of Primary Residence by Season: Air Visitors

State	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All Air Visitors (Percent)	Air Domestic Visitors Only (Percent)	All Air Visitors (Percent)	Air Domestic Visitors Only (Percent)	All Air Visitors (Percent)	Air Domestic Visitors Only (Percent)
Alabama	0.00	0.00	1.14	1.21	0.73	0.77
Arkansas	1.42	1.48	0.00	0.00	0.51	0.54
California	2.12	2.20	1.92	2.03	1.99	2.09
Colorado	0.53	0.55	0.54	0.57	0.54	0.56
Connecticut	2.12	2.20	2.60	2.75	2.43	2.55
District of Columbia	1.06	1.10	2.36	2.50	1.90	1.99
Delaware	0.53	0.55	1.14	1.21	0.92	0.97
Florida	17.90	18.59	2.90	3.07	8.30	8.72
Georgia	3.91	4.06	1.98	2.10	2.68	2.81
Iowa	0.00	0.00	0.38	0.40	0.24	0.26
Illinois	6.39	6.64	6.12	6.47	6.22	6.53
Indiana	1.42	1.48	2.68	2.83	2.23	2.34
Kansas	0.53	0.55	0.46	0.49	0.49	0.51
Kentucky	0.53	0.55	1.00	1.05	0.83	0.87
Louisiana	0.53	0.55	0.00	0.00	0.19	0.20
Massachusetts	1.78	1.85	6.88	7.27	5.05	5.30
Maryland	4.08	4.23	6.35	6.70	5.53	5.80
Maine	0.00	0.00	0.54	0.57	0.34	0.36
Michigan	1.59	1.65	4.98	5.26	3.76	3.95
Minnesota	0.00	0.00	1.00	1.05	0.64	0.67
Missouri	1.95	2.03	0.78	0.82	1.20	1.26
Mississippi	0.89	0.93	0.00	0.00	0.32	0.34
North Carolina	7.43	7.72	3.74	3.96	5.07	5.33
North Dakota	0.00	0.00	0.08	0.08	0.05	0.05
Nebraska	0.00	0.00	0.46	0.49	0.29	0.31
New Hampshire	0.00	0.00	1.22	1.29	0.78	0.82
New Jersey	5.14	5.34	5.14	5.43	5.14	5.39
New York	7.26	7.54	10.09	10.66	9.07	9.52
Ohio	3.38	3.51	4.52	4.77	4.11	4.31
Oklahoma	0.36	0.37	0.38	0.40	0.37	0.39
Oregon	0.00	0.00	0.46	0.49	0.29	0.31
Pennsylvania	8.00	8.31	9.80	10.35	9.15	9.61
Rhode Island	0.53	0.55	0.38	0.40	0.43	0.46
South Carolina	0.53	0.55	1.30	1.37	1.02	1.07
South Dakota	0.53	0.55	0.00	0.00	0.19	0.20
Tennessee	0.53	0.55	0.54	0.57	0.54	0.56
Texas	5.50	5.71	2.06	2.18	3.30	3.47
Virginia	6.20	6.44	5.66	5.98	5.86	6.15
Washington	0.00	0.00	0.46	0.49	0.29	0.31
Wisconsin	0.53	0.55	1.84	1.94	1.37	1.44
West Virginia	1.06	1.10	0.76	0.80	0.87	0.91
Foreign	3.72	N/A	5.35	N/A	4.76	N/A

Table A.3.21 State of Primary Residence by Season: Cruise Ship Visitors

State	June - November 1995		Dec. '95 - May '96		Weighted Annual Average	
	All Cruise Ship Visitors (Percent)	Cruise Ship Domestic Visitors Only (Percent)	All Cruise Ship Visitors (Percent)	Cruise Ship Domestic Visitors Only (Percent)	All Cruise Ship Visitors (Percent)	Cruise Ship Domestic Visitors Only (Percent)
Alaska	0.00	0.00	0.45	0.49	0.30	0.32
Alabama	3.27	3.50	0.91	0.99	1.71	1.84
Arkansas	1.40	1.50	0.00	0.00	0.47	0.51
Arizona	0.00	0.00	0.91	0.99	0.60	0.65
California	6.54	7.00	7.27	7.88	7.03	7.58
Colorado	0.93	1.00	1.36	1.48	1.22	1.31
Connecticut	0.47	0.50	2.27	2.46	1.66	1.79
District of Columbia	0.47	0.50	0.00	0.00	0.16	0.17
Delaware	1.40	1.50	0.45	0.49	0.78	0.84
Florida	10.75	11.50	10.00	10.84	10.25	11.06
Georgia	5.61	6.00	0.91	0.99	2.50	2.70
Hawaii	0.93	1.00	0.00	0.00	0.32	0.34
Iowa	0.47	0.50	3.64	3.94	2.56	2.77
Idaho	0.47	0.50	0.00	0.00	0.16	0.17
Illinois	4.21	4.50	4.09	4.43	4.13	4.46
Indiana	2.34	2.50	3.18	3.45	2.90	3.12
Kansas	0.00	0.00	1.36	1.48	0.90	0.97
Kentucky	0.47	0.50	1.82	1.97	1.36	1.47
Louisiana	0.47	0.50	0.00	0.00	0.16	0.17
Massachusetts	0.93	1.00	1.82	1.97	1.52	1.64
Maryland	2.80	3.00	2.73	2.96	2.75	2.97
Michigan	1.87	2.00	4.55	4.93	3.64	3.93
Minnesota	0.47	0.50	1.82	1.97	1.36	1.47
Missouri	2.34	2.50	0.00	0.00	0.79	0.85
Mississippi	0.47	0.50	0.45	0.49	0.46	0.50
North Carolina	2.80	3.00	2.73	2.96	2.75	2.97
Nebraska	0.00	0.00	1.82	1.97	1.20	1.30
New Hampshire	0.00	0.00	0.45	0.49	0.30	0.32
New Jersey	6.54	7.00	1.82	1.97	3.42	3.69
New Mexico	0.00	0.00	0.45	0.49	0.30	0.32
Nevada	0.47	0.50	0.45	0.49	0.46	0.50
New York	9.35	10.00	4.09	4.43	5.87	6.33
Ohio	3.27	3.50	2.27	2.46	2.61	2.82
Oklahoma	0.93	1.00	0.45	0.49	0.62	0.67
Oregon	0.93	1.00	0.91	0.99	0.92	0.99
Pennsylvania	3.27	3.50	5.00	5.42	4.41	4.76
South Carolina	2.80	3.00	0.45	0.49	1.25	1.35
Tennessee	3.74	4.00	2.27	2.46	2.77	2.99
Texas	4.67	5.00	9.55	10.34	7.90	8.52
Utah	0.00	0.00	0.45	0.49	0.30	0.32
Virginia	3.27	3.50	1.82	1.97	2.31	2.49
Vermont	0.00	0.00	0.45	0.49	0.30	0.32
Washington	0.47	0.50	4.09	4.43	2.86	3.09
Wisconsin	1.87	2.00	2.73	2.96	2.44	2.63
Foreign	6.54	N/A	7.73	N/A	7.33	N/A

Table A.3.22 Annual Visits and Days in the Florida Keys by Mode of Access and Season

Variable	Auto		Air		Cruise Ship	
	Jun. '95	Dec. '95	Jun. '95	Dec. '95	Jun. '95	Dec. '95
	Nov. '95	May '96	Nov. '95	May '96	Nov. '95	May '96
Annual Visits (# trips)						
1	60.1	79.3	78.8	89.1	90.6	99.5
2	12.4	9.7	8.5	8.4	5.1	0.5
3 - 4	10.8	4.4	9.1	1.8	1.9	0.0
5 - 20	10.0	3.8	3.6	0.7	1.9	0.0
21+	6.7	2.8	0.0	0.0	0.5	0.0
Mean	5.4	2.7	1.6	1.2	1.4	1.0
Median	1.0	1.0	1.0	1.0	1.0	1.0
Mode	1.0	1.0	1.0	1.0	1.0	1.0
Minimum	1.0	1.0	1.0	1.0	1.0	1.0
Maximum	100.0	100.0	20.0	11.0	30.0	2.0
Annual Days						
1	7.7	9.4	1.6	1.9	89.7	99.0
2 - 3	26.7	32.1	8.8	10.4	4.7	1.0
4 - 7	29.1	30.6	44.3	49.1	4.2	0.0
8 - 14	16.6	13.5	31.0	28.0	0.0	0.0
15+	19.9	14.4	14.3	10.6	1.4	0.0
Mean	14.3	11.0	10.4	9.1	1.6	1.0
Median	5.0	4.0	7.0	7.0	1.0	1.0
Mode	3.0	3.0	8.0	6.0	1.0	1.0
Minimum	1.0	1.0	1.0	1.0	1.0	1.0
Maximum	300.0	200.0	187.0	210.0	30.0	3.0

Table A.3.23 Length of Stay in the Florida Keys by Mode of Access and Season

Variable	Auto		Air		Cruise Ship	
	Jun. '95	Dec. '95	Jun. '95	Dec. '95	Jun. '95	Dec. '95
	Nov. '95	May '96	Nov. '95	May '96	Nov. '95	May '96
Length of Stay (# Days)						
1	16.5	13.8	1.6	2.1	100.0	100.0
2 - 3	38.2	37.6	11.5	10.8	0.0	0.0
4 - 7	33.5	31.7	51.6	51.1	0.0	0.0
8 - 14	10.2	10.1	28.5	27.0	0.0	0.0
15+	1.6	6.8	6.8	9.0	0.0	0.0
Mean	4.2	6.8	7.6	7.9	1.0	1.0
Median	3.0	3.0	6.0	7.0	1.0	1.0
Mode	3.0	3.0	8.0	7.0	1.0	1.0
Minimum	1.0	1.0	1.0	1.0	1.0	1.0
Maximum	77.0	171.0	187.0	88.0	1.0	1.0
Number of Nights						
0	8.0	6.8	1.6	0.8	100.0	100.0
1	16.2	14.1	1.6	2.4	0.0	0.0
2 - 3	38.9	36.6	26.2	13.5	0.0	0.0
4 - 7	27.7	27.8	54.4	56.2	0.0	0.0
8 - 14	7.3	8.3	12.4	19.6	0.0	0.0
15+	1.9	6.4	3.8	7.5	0.0	0.0
Mean	3.7	6.4	6.7	7.4	0.0	0.0
Median	3.0	3.0	5.0	6.0	0.0	0.0
Mode	2.0	2.0	7.0	7.0	0.0	0.0
Minimum	0.0	0.0	0.0	0.0	0.0	0.0
Maximum	77.0	171.0	187.0	88.0	0.0	0.0

Table A.3.24 Number of Nights by Region, Season and Mode of Access

Mode of Access ¹ / Number of Nights	Upper Keys		Middle Keys		Lower Keys		Key West	
	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96	June - Nov. '95	Dec. '95 - May '96
AUTO								
0	65.7	67.1	68.3	72.6	91.3	87.5	69.4	64.2
1	11.3	9.9	6.9	5.9	1.0	2.1	10.2	7.7
2 - 3	12.4	12.0	11.9	10.0	4.2	4.1	15.0	17.5
4 - 7	8.0	7.2	9.8	7.6	2.6	1.4	4.7	7.2
8 - 14	2.2	2.2	2.7	2.1	0.7	1.6	0.6	1.8
15+	0.4	1.6	0.4	1.8	0.2	3.3	0.1	1.6
Mean	1.2	1.7	1.2	1.7	0.4	1.1	0.8	1.7
Median	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mode	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maximum	67.0	170.0	31.0	144.0	52.0	133.0	26.0	116.0
AIR								
0	99.2	99.2	89.9	89.0	97.7	98.8	13.1	13.9
1	0.0	0.1	0.0	0.2	0.0	0.0	3.0	2.5
2 - 3	0.4	0.0	1.1	1.6	1.1	0.3	27.3	13.2
4 - 7	0.4	0.3	6.5	4.7	0.9	0.5	46.5	50.5
8 - 14	0.0	0.2	2.2	2.7	0.3	0.2	7.4	15.3
15+	0.0	0.2	2.3	1.8	0.0	0.2	2.7	4.6
Mean	0.4	0.1	0.7	1.1	0.1	0.1	5.5	5.7
Median	0.0	0.0	0.0	0.0	0.0	0.0	4.0	3.0
Mode	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Minimum	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maximum	7.0	56.0	22.0	88.0	14.0	27.0	187.0	54.0

1. All Cruise Ship Visitors stay zero nights.

Table A.3.25 Demographic Profiles of Auto, Air and Cruise Ship Visitors by Mode of Access: June - November 1995

Characteristics	Auto %	Air %	Cruise Ship %
SEX (respondent only)			
Male	79.35	48.86	46.95
Female	20.65	51.14	53.05
RACE / ETHNICITY			
White Not Hispanic	89.07	94.10	77.46
Black Not Hispanic	1.20	3.22	17.84
Hispanic	8.85	1.61	2.82
Asian / Pacific Islander	0.77	1.07	0.47
Other	0.11	0.00	1.41
HOUSEHOLD INCOME (000's)			
< 20	5.86	5.86	4.21
21 - 40	20.72	14.01	9.81
41 - 60	19.09	24.95	26.17
61 - 100	26.46	23.06	28.50
100+	11.06	14.54	12.15
No Answer	16.81	17.58	19.16
AGE (16 and older)			
16 - 25	7.16	11.17	8.41
26 - 35	22.13	25.33	21.03
36 - 45	32.54	33.31	32.24
46 - 60	27.33	24.50	31.78
61+	9.00	5.69	6.07
No Answer	1.84	0.00	0.47
Mean	42.40	39.94	41.65
Median	42.00	40.00	42.00
Mode	44.00	41.00	39.00
Minimum	16.00	17.00	16.00
Maximum	79.00	83.00	73.00

Table A.3.25 Demographic Profiles of Auto, Air and Cruise Ship Visitors by Mode of Access: June - November '95
(Continued)

Characteristics	Auto	Air	Cruise Ship
	%	%	%
PARTY SIZE			
1	9.11	22.55	4.21
2	46.20	52.97	52.80
3	14.53	10.66	12.15
4	19.31	8.32	12.62
5	6.18	1.95	2.34
6+	4.67	3.55	15.88
Mean	2.85	2.27	3.98
Median	2.00	2.00	2.00
Mode	2.00	2.00	2.00
Minimum	1.00	1.00	1.00
Maximum	12.00	10.00	89.00
NUMBER OF CHILDREN			
0	67.90	90.21	85.51
1	13.23	6.58	7.48
2	13.67	1.42	6.07
3	3.58	1.42	0.00
4	1.08	0.00	0.47
5+	0.54	0.36	0.47
Mean	0.59	0.17	0.24
Median	0.00	0.00	0.00
Mode	0.00	0.00	0.00
Minimum	0.00	0.00	0.00
Maximum	6.00	8.00	5.00

Table A.3.26 Demographic Profiles of Auto, Air and Cruise Ship Visitors by Mode of Access: December 1995 - May 1996

Characteristics	Auto %	Air %	Cruise Ship %
SEX (respondent only)			
Male	77.24	50.18	59.09
Female	22.76	49.82	40.91
RACE / ETHNICITY			
White Not Hispanic	95.86	97.94	95.91
Black Not Hispanic	0.30	0.92	3.64
Hispanic	2.86	0.38	0.45
Asian / Pacific Islander	0.37	0.76	0.00
Other	0.61	0.00	0.00
HOUSEHOLD INCOME (000's)			
< 20	5.54	1.16	1.36
21 - 40	19.72	7.82	5.45
41 - 60	19.60	21.69	30.45
61 - 100	22.22	25.16	25.45
100+	14.85	18.68	7.27
No Answer	18.07	25.50	30.00
AGE (16 and older)			
16 - 25	4.44	10.55	3.18
26 - 35	14.18	24.66	10.91
36 - 45	19.72	25.76	15.91
46 - 60	33.96	27.42	30.00
61+	22.50	10.54	38.64
No Answer	2.19	1.08	1.36
Mean	49.65	42.24	54.01
Median	50.00	43.00	55.00
Mode	49.00	42.00	67.00
Minimum	16.00	16.00	19.00
Maximum	85.00	88.00	84.00

Table A.3.26 Demographic Profiles of Auto, Air and Cruise Ship Visitors by Mode of Access: December 1995 - May 1996
(Continued)

Characteristics	Auto	Air	Cruise Ship
	%	%	%
PARTY SIZE			
1	8.70	29.39	6.36
2	65.06	56.30	76.36
3	9.31	5.20	6.82
4	11.87	6.88	6.36
5	3.04	0.54	0.91
6+	2.02	1.69	3.19
Mean	2.43	2.05	2.53
Median	2.00	2.00	2.00
Mode	2.00	2.00	2.00
Minimum	1.00	1.00	1.00
Maximum	14.00	20.00	32.00
NUMBER OF CHILDREN			
0	90.08	97.69	98.18
1	3.83	1.84	0.91
2	4.26	0.39	0.91
3	1.46	0.00	0.00
4	0.37	0.08	0.00
5+	0.00	0.00	0.00
Mean	0.18	0.03	0.03
Median	0.00	0.00	0.00
Mode	0.00	0.00	0.00
Minimum	0.00	0.00	0.00
Maximum	4.00	4.00	2.00

Table A.3.27 Demographic Profiles of Auto, Air and Cruise Ship Visitors by Mode of Access: June 1995 - May 1996

Characteristics	Auto %	Air %	Cruise Ship %
SEX (respondent only)			
Male	78.28	49.71	54.99
Female	21.72	50.29	45.01
RACE / ETHNICITY			
White Not Hispanic	92.53	96.56	89.68
Black Not Hispanic	0.75	1.74	8.43
Hispanic	5.80	0.82	1.25
Asian / Pacific Islander	0.56	0.87	0.16
Other	0.36	0.01	0.48
HOUSEHOLD INCOME (000's)			
< 20	5.70	2.85	2.33
21 - 40	20.21	10.05	6.93
41 - 60	19.35	22.86	29.00
61 - 100	24.31	24.40	26.49
100+	12.99	17.19	8.92
No Answer	17.44	22.65	26.33
AGE (16 and older)			
16 - 25	5.78	10.77	4.95
26 - 35	18.09	24.90	14.33
36 - 45	26.03	28.48	21.44
46 - 60	30.70	26.37	30.60
61+	17.38	8.79	27.61
No Answer	2.42	0.69	1.06
Mean	46.07	41.40	49.80
Median	46.00	42.00	47.00
Mode	44.00	42.00	52.00
Minimum	16.00	16.00	16.00
Maximum	85.00	88.00	84.00

Table A.3.27 Demographic Profiles of Auto, Air and Cruise Ship Visitors by Mode of Access: June 1995 - May 1996
(Continued)

Characteristics	Auto	Air	Cruise Ship
	%	%	%
PARTY SIZE			
1	8.91	26.90	5.60
2	55.77	55.10	68.40
3	11.88	7.20	8.60
4	15.53	7.40	8.50
5	4.59	1.00	1.40
6+	3.32	2.40	7.50
Mean	2.64	2.13	3.02
Median	2.00	2.00	2.00
Mode	2.00	2.00	2.00
Minimum	1.00	1.00	1.00
Maximum	14.00	20.00	89.00
NUMBER OF CHILDREN			
0	79.16	95.00	93.89
1	8.46	3.55	3.13
2	8.89	0.76	2.66
3	2.50	0.51	0.00
4	0.72	0.05	0.16
5+	0.27	0.13	0.16
Mean	0.38	0.08	0.10
Median	0.00	0.00	0.00
Mode	0.00	0.00	0.00
Minimum	0.00	0.00	0.00
Maximum	6.00	8.00	5.00

Table A.3.28 Detailed Average Expenditures Per Person Per Day in Monroe County by Season: Auto Visitors

Category	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Average
Lodging	36.01	46.45	41.25
<i>Publicly Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	4.70	5.60	5.15
Camping site (RV/tent/camper)	0.90	1.10	1.00
<i>Privately Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	25.79	32.50	29.15
Rental home, cottage, cabin, condo	3.20	2.85	3.02
Camping site (RV/tent/camper)	1.42	4.40	2.92
Food and Beverages	29.58	31.56	30.57
Food & drinks consumed at restaurants & bars	23.19	25.59	24.40
Beverages purchased at a store for carry-out	2.59	2.08	2.33
Food purchased at a store for carry-out	3.80	3.89	3.84
Transportation	7.91	9.42	8.67
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	1.93	3.08	2.51
Gas & Oil - auto or RV	3.86	3.72	3.79
Repair & Service - auto or RV	0.18	0.48	0.33
Parking fees & tolls	0.49	0.40	0.45
Taxi fare	0.04	0.07	0.05
Bus Fare			
a) Package tour	0.08	0.19	0.13
b) Any other bus fare	0.01	0.03	0.02
Airline fares			
a) Package tours	0.49	0.66	0.57
b) Any other airline fare	0.84	0.80	0.82
Boating	5.88	5.96	5.92
Boat, jet ski, and wave runner rental	2.45	0.81	1.63
Boat fuel and oil	1.82	1.21	1.51
Boat repairs	0.71	3.18	1.95
Boat launch fees	0.14	0.01	0.08
Boat slip or marina fees (this trip only)	0.08	0.04	0.06
Sailing charters or sunset cruises	0.68	0.70	0.69
Fishing	2.73	3.50	3.12
Cut bait	0.42	0.32	0.37
Live bait	0.17	0.13	0.15
Daily or special fishing permits	0.29	0.10	0.19
Fishing lines, fly lines, fish nets, traps	0.32	0.15	0.24
Charter/party boat/guide service	1.53	2.81	2.17
Scuba Diving/Snorkeling	5.72	1.88	3.79
Rental fee for equipment	1.76	0.49	1.12
Charter/party boat/guide service	3.96	1.40	2.67
Sightseeing	2.81	3.85	3.33
Sightseeing tours	0.68	1.23	0.95
Glass-bottom boat rides	0.71	0.84	0.78
Backcountry excursions, kayak tours	0.07	0.08	0.08
Park entrance fees	0.38	0.57	0.48
Admission to tourist, amusement, festivals and other commercial attractions	0.97	1.12	1.05
Other Activity Expenditures	0.70	1.43	1.06
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.17	0.61	0.39
Guide service, tour, or outfitters (not listed above, like parasailing)	0.24	0.43	0.34
Admission to motion pictures, theaters, museums, etc.	0.28	0.39	0.34
Miscellaneous Expenditures	7.93	9.24	8.59
Film purchases	0.37	0.35	0.36
Film development	0.09	0.11	0.10
Footwear	0.48	0.47	0.47
Clothing	3.40	4.18	3.79
Souvenirs and gifts (not clothing)	3.59	4.13	3.87
Services	1.06	1.22	1.14
Barber, laundry, and other personal services	0.18	0.21	0.19
Telephone, fax, and other business services	0.38	0.44	0.41
Physician, dentist, and other medical services	0.45	0.21	0.33
Other Services	0.05	0.36	0.21
Total	100.33	114.52	107.45

Table A.3.29 Detailed Average Expenditures Per Person Per Day in Monroe County by Season: Air Visitors

Category	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Average
Lodging	40.33	48.35	45.87
<i>Publicly Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	2.68	7.29	5.87
Camping site (RV/tent/camper)	0.00	0.00	0.00
<i>Privately Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	29.33	31.10	30.56
Rental home, cottage, cabin, condo	8.32	8.87	8.70
Camping site (RV/tent/camper)	0.00	1.07	0.74
Food and Beverages	38.76	39.50	39.27
Food & drinks consumed at restaurants & bars	32.98	33.56	33.38
Beverages purchased at a store for carry-out	1.81	2.31	2.16
Food purchased at a store for carry-out	3.96	3.63	3.73
Transportation	39.47	29.32	32.46
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	7.13	6.37	6.60
Gas & Oil - auto or RV	0.80	1.10	1.00
Repair & Service - auto or RV	0.03	0.09	0.07
Parking fees & tolls	0.46	0.21	0.29
Taxi fare	0.72	1.15	1.02
Bus Fare			
a) Package tour	0.06	0.03	0.04
b) Any other bus fare	0.25	0.19	0.21
Airline fares			
a) Package tours	12.21	6.62	8.35
b) Any other airline fare	17.81	13.57	14.88
Boating	4.09	4.25	4.20
Boat, jet ski, and wave runner rental	1.91	1.31	1.49
Boat fuel and oil	1.01	0.88	0.92
Boat repairs	0.02	0.17	0.12
Boat launch fees	0.00	0.01	0.00
Boat slip or marina fees (this trip only)	0.03	0.35	0.25
Sailing charters or sunset cruises	1.12	1.54	1.41
Fishing	1.05	4.94	3.73
Cut bait	0.04	0.23	0.17
Live bait	0.00	0.20	0.14
Daily or special fishing permits	0.11	0.15	0.14
Fishing lines, fly lines, fish nets, traps	0.06	0.12	0.10
Charter/party boat/guide service	0.84	4.23	3.18
Scuba Diving/Snorkeling	3.95	1.96	2.57
Rental fee for equipment	0.95	0.07	0.34
Charter/party boat/guide service	3.00	1.89	2.23
Sightseeing	2.81	1.76	2.09
Sightseeing tours	1.26	0.72	0.88
Glass-bottom boat rides	0.27	0.10	0.15
Backcountry excursions, kayak tours	0.09	0.27	0.21
Park entrance fees	0.22	0.13	0.16
Admission to tourist, amusement, festivals and other commercial attractions	0.97	0.55	0.68
Other Activity Expenditures	5.72	2.33	3.38
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	4.74	0.84	2.04
Guide service, tour, or outfitters (not listed above, like parasailing)	0.52	1.04	0.88
Admission to motion pictures, theaters, museums, etc.	0.47	0.45	0.45
Miscellaneous Expenditures	10.65	10.63	10.64
Film purchases	0.45	0.29	0.34
Film development	0.11	0.17	0.15
Footwear	0.83	0.80	0.81
Clothing	4.87	5.59	5.37
Souvenirs and gifts (not clothing)	4.39	3.78	3.97
Services	1.02	3.06	2.43
Barber, laundry, and other personal services	0.15	0.14	0.14
Telephone, fax, and other business services	0.20	0.52	0.42
Physician, dentist, and other medical services	0.05	0.25	0.19
Other Services	0.61	2.15	1.67
Total	147.84	146.09	146.63

Table A.3.30 Detailed Average Expenditures Per Person Per Day in Monroe County by Season: Cruise Ship Visitors

Category	June - Nov. '95	Dec. '95 - May '96	Weighted Annual Average
Lodging	0.00	0.00	0.00
<i>Publicly Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	0.00	0.00	0.00
Camping site (RV/tent/camper)	0.00	0.00	0.00
<i>Privately Owned</i>			
Hotel/motel/bed & breakfast/cabin, etc.	0.00	0.00	0.00
Rental home, cottage, cabin, condo	0.00	0.00	0.00
Camping site (RV/tent/camper)	0.00	0.00	0.00
Food and Beverages	13.17	21.65	18.79
Food & drinks consumed at restaurants & bars	10.05	16.05	14.03
Beverages purchased at a store for carry-out	1.20	3.20	2.53
Food purchased at a store for carry-out	1.92	2.39	2.23
Transportation	4.84	9.94	8.22
Rental automobile, motor home, trailer, motorcycle or other recreation vehicle	1.23	6.43	4.67
Gas & Oil - auto or RV	0.27	1.32	0.96
Repair & Service - auto or RV	0.00	0.00	0.00
Parking fees & tolls	0.35	0.39	0.37
Taxi fare	0.08	0.95	0.66
Bus Fare			
a) Package tour	2.30	0.13	0.87
b) Any other bus fare	0.60	0.72	0.68
Airline fares			
a) Package tours	0.00	0.00	0.00
b) Any other airline fare	0.00	0.00	0.00
Boating	4.68	5.53	5.24
Boat, jet ski, and wave runner rental	2.69	2.03	2.25
Boat fuel and oil	0.00	0.00	0.00
Boat repairs	0.00	0.00	0.00
Boat launch fees	0.00	0.00	0.00
Boat slip or marina fees (this trip only)	0.00	0.00	0.00
Sailing charters or sunset cruises	1.99	3.50	2.99
Fishing	1.23	5.64	4.15
Cut bait	0.72	0.08	0.30
Live bait	0.00	0.00	0.00
Daily or special fishing permits	0.00	0.00	0.00
Fishing lines, fly lines, fish nets, traps	0.00	0.23	0.15
Charter/party boat/guide service	0.51	5.33	3.70
Scuba Diving/Snorkeling	2.36	1.79	1.99
Rental fee for equipment	0.67	0.63	0.64
Charter/party boat/guide service	1.69	1.17	1.34
Sightseeing	7.49	12.06	10.52
Sightseeing tours	6.06	7.26	6.85
Glass-bottom boat rides	0.68	2.97	2.20
Backcountry excursions, kayak tours	0.00	0.09	0.06
Park entrance fees	0.03	0.13	0.09
Admission to tourist, amusement, festivals and other commercial attractions	0.73	1.62	1.32
Other Activity Expenditures	1.61	4.46	3.49
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.00	0.04	0.03
Guide service, tour, or outfitters (not listed above, like parasailing)	0.68	2.07	1.60
Admission to motion pictures, theaters, museums, etc.	0.93	2.35	1.87
Miscellaneous Expenditures	44.66	34.37	37.84
Film purchases	0.80	1.01	0.94
Film development	0.05	0.21	0.15
Footwear	0.72	1.78	1.42
Clothing	22.61	19.45	20.52
Souvenirs and gifts (not clothing)	20.48	11.91	14.80
Services	0.74	5.91	4.16
Barber, laundry, and other personal services	0.00	0.09	0.06
Telephone, fax, and other business services	0.08	0.00	0.03
Physician, dentist, and other medical services	0.00	0.00	0.00
Other Services	0.65	5.82	4.08
Total	80.78	101.35	94.40

Table A.3.31 Detailed Average Trip Expenditures June - November 1995: Auto Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	282.67	211.16	74.7	159.55	56.4
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	32.45	27.22	83.9	21.84	83.9
Camping site (RV/tent/camper)	9.46	6.68	70.6	2.47	26.1
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	185.43	134.68	72.6	96.39	52.0
Rental home, cottage, cabin, condo	44.59	33.42	74.9	30.22	67.8
Camping site (RV/tent/camper)	10.74	9.16	85.3	8.63	80.4
Food and Beverages	175.81	148.42	84.4	113.88	64.8
Food & drinks consumed at restaurants & bars	126.79	106.48	84.0	81.74	64.5
Beverages purchased at a store for carry-out	17.70	14.97	84.6	11.12	62.8
Food purchased at a store for carry-out	21.02	26.97	86.1	21.02	67.1
Transportation	256.27	96.57	37.7	29.44	11.5
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	53.50	37.58	70.2	6.70	12.5
Gas & Oil - auto or RV	14.47	20.86	59.5	14.47	41.2
Repair & Service - auto or RV	1.69	1.28	75.7	1.05	62.0
Parking fees & tolls	5.83	4.79	82.2	1.93	33.1
Taxi fare	0.41	0.27	66.3	0.20	49.0
Bus Fare					
a) Package tour	0.43	0.43	100.0	0.40	93.7
b) Any other bus fare	0.03	0.03	100.0	0.03	100.0
Airline fares					
a) Package tours	83.19	22.07	26.5	0.99	1.2
b) Any other airline fare	76.10	9.25	12.2	3.67	4.8
Boating	89.44	87.87	98.2	30.86	34.5
Boat, jet ski, and wave runner rental	63.22	62.79	99.3	11.12	17.6
Boat fuel and oil	17.30	16.57	95.8	11.28	65.2
Boat repairs	3.41	3.35	98.2	3.35	98.2
Boat launch fees	0.56	0.56	100.0	0.56	100.0
Boat slip or marina fees (this trip only)	0.37	0.37	100.0	0.37	100.0
Sailing charters or sunset cruises	4.58	4.22	92.2	4.18	91.3
Fishing	12.29	11.77	95.7	11.15	90.7
Cut bait	1.97	1.80	91.3	1.77	89.7
Live bait	0.57	0.57	100.0	0.55	96.8
Daily or special fishing permits	1.35	1.08	80.0	0.77	57.3
Fishing lines, fly lines, fish nets, traps	1.93	1.85	95.7	1.59	82.3
Charter/party boat/guide service	6.47	6.47	100.0	6.47	100.0
Scuba Diving/Snorkeling	20.93	20.31	97.0	19.64	93.8
Rental fee for equipment	8.92	8.70	97.6	8.28	92.9
Charter/party boat/guide service	12.02	11.60	96.5	11.36	94.5
Sightseeing	24.27	15.22	62.7	9.53	39.3
Sightseeing tours	5.22	3.32	63.6	2.74	52.5
Glass-bottom boat rides	1.96	1.81	92.3	1.81	92.3
Backcountry excursions, kayak tours	0.53	0.46	87.2	0.35	65.6
Park entrance fees	4.24	2.79	65.9	1.11	26.2
Admission to tourist, amusement, festivals and other commercial attractions	12.32	6.84	55.5	3.52	28.6
Other Activity Expenditures	8.30	5.86	70.6	3.40	41.0
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	1.07	1.04	97.2	0.77	71.6
Guide service, tour, or outfitters (not listed above, like parasailing)	2.86	1.49	52.1	1.18	41.4
Admission to motion pictures, theaters, museums, etc.	4.37	3.33	76.2	1.46	33.3
Miscellaneous Expenditures	68.42	47.97	70.1	30.42	44.5
Film purchases	3.00	2.56	85.2	1.75	58.3
Film development	1.95	1.10	56.3	0.61	31.2
Footwear	10.92	3.10	28.4	1.91	17.5
Clothing	29.56	23.16	78.3	13.20	44.6
Souvenirs and gifts (not clothing)	22.99	18.06	78.6	12.95	56.3
Services	8.42	7.43	88.2	5.74	68.1
Barber, laundry, and other personal services	1.12	0.92	81.9	0.72	64.7
Telephone, fax, and other business services	2.83	2.25	79.6	1.40	49.3
Physician, dentist, and other medical services	4.07	4.07	100.0	3.46	85.1
Other Services	0.40	0.19	46.0	0.15	37.8
Total	946.83	652.57	68.9	413.61	43.7

Table A.3.32 Detailed Average Trip Expenditures, December 1995 - May 1996: Auto Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	360.06	281.16	78.1	207.46	57.6
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	40.28	29.60	73.5	18.23	73.5
Camping site (RV/tent/camper)	9.61	7.36	76.7	5.16	53.7
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	220.92	168.81	76.4	122.66	55.5
Rental home, cottage, cabin, condo	47.39	42.53	89.7	36.04	76.0
Camping site (RV/tent/camper)	41.87	32.85	78.5	25.37	60.6
Food and Beverages	250.98	194.44	77.5	148.24	59.1
Food & drinks consumed at restaurants & bars	188.53	144.01	76.4	109.39	58.0
Beverages purchased at a store for carry-out	18.49	14.20	76.8	10.47	56.6
Food purchased at a store for carry-out	28.38	36.23	82.4	28.38	64.6
Transportation	250.95	111.20	44.3	43.15	17.2
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	64.13	41.11	64.1	13.95	21.8
Gas & Oil - auto or RV	16.23	29.43	51.0	16.23	28.1
Repair & Service - auto or RV	12.46	10.36	83.2	3.98	32.0
Parking fees & tolls	6.79	4.52	66.5	1.52	22.3
Taxi fare	0.73	0.56	77.2	0.35	48.6
Bus Fare					
a) Package tour	2.15	1.17	54.2	0.71	33.1
b) Any other bus fare	0.56	0.19	33.1	0.13	23.5
Airline fares					
a) Package tours	37.69	8.83	23.4	2.93	7.8
b) Any other airline fare	68.75	15.05	21.9	3.34	4.9
Boating	30.22	27.17	89.9	16.77	55.5
Boat, jet ski, and wave runner rental	3.96	3.89	98.3	3.53	89.3
Boat fuel and oil	6.36	6.25	98.3	3.07	48.3
Boat repairs	13.85	11.10	80.1	5.17	37.4
Boat launch fees	0.12	0.12	100.0	0.12	100.0
Boat slip or marina fees (this trip only)	1.51	1.51	100.0	1.51	100.0
Sailing charters or sunset cruises	4.42	4.30	97.1	3.36	76.0
Fishing	16.03	15.31	95.5	14.77	92.1
Cut bait	1.50	1.45	96.2	1.38	91.7
Live bait	0.97	0.93	96.1	0.89	91.8
Daily or special fishing permits	1.03	0.96	93.9	0.84	81.5
Fishing lines, fly lines, fish nets, traps	0.69	0.69	99.7	0.63	91.3
Charter/party boat/guide service	11.84	11.28	95.3	11.03	93.2
Scuba Diving/Snorkeling	6.96	6.73	96.7	6.52	93.6
Rental fee for equipment	1.98	1.89	95.6	1.80	91.2
Charter/party boat/guide service	4.98	4.84	97.1	4.72	94.6
Sightseeing	31.71	21.49	67.8	13.38	42.2
Sightseeing tours	7.58	5.42	71.5	4.26	56.2
Glass-bottom boat rides	2.84	2.66	93.6	2.51	88.6
Backcountry excursions, kayak tours	0.94	0.92	98.0	0.36	38.2
Park entrance fees	4.03	2.98	73.9	1.69	41.9
Admission to tourist, amusement, festivals and other commercial attractions	16.32	9.51	58.3	4.56	27.9
Other Activity Expenditures	17.34	14.01	80.8	6.97	40.2
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	11.12	9.57	86.0	3.58	32.2
Guide service, tour, or outfitters (not listed above, like parasailing)	2.93	2.05	70.0	1.64	56.1
Admission to motion pictures, theaters, museums, etc.	3.29	2.39	72.7	1.75	53.2
Miscellaneous Expenditures	63.39	48.68	76.8	35.58	56.1
Film purchases	2.95	2.02	68.4	1.37	46.6
Film development	2.02	1.03	50.8	0.67	33.2
Footwear	6.08	4.02	66.1	2.41	39.6
Clothing	28.40	22.26	78.4	16.32	57.5
Souvenirs and gifts (not clothing)	23.94	19.36	80.9	14.80	61.8
Services	20.70	17.19	83.0	12.27	59.3
Barber, laundry, and other personal services	3.76	3.08	81.9	2.27	60.4
Telephone, fax, and other business services	6.91	5.48	79.4	4.07	59.0
Physician, dentist, and other medical services	3.49	3.39	97.2	2.32	66.4
Other Services	6.54	5.24	80.0	3.60	55.1
Total	1,048.33	737.38	70.3	505.09	48.2

Table A.3.33 Detailed Average Trip Expenditures, June - November 1995: Air Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	282.26	278.36	98.6	266.84	94.5
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	19.66	19.66	100.0	19.66	100.0
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	181.19	177.29	97.8	165.78	91.5
Rental home, cottage, cabin, condo	81.40	81.40	100.0	81.40	100.0
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
Food and Beverages	285.75	263.93	92.4	253.26	88.6
Food & drinks consumed at restaurants & bars	227.89	209.75	92.0	202.85	89.0
Beverages purchased at a store for carry-out	15.31	14.67	95.8	13.19	86.1
Food purchased at a store for carry-out	37.22	39.51	92.9	37.22	87.5
Transportation	367.33	285.36	77.7	256.33	69.8
<i>Rental automobile, motor home, trailer, motorcycle or other recreation vehicle</i>					
Rental automobile, motor home, trailer, motorcycle or other recreation vehicle	58.74	56.84	96.8	51.89	88.3
Gas & Oil - auto or RV	5.49	6.28	86.8	5.49	75.9
Repair & Service - auto or RV	0.24	0.24	100.0	0.24	100.0
Parking fees & tolls	3.66	2.85	77.8	2.62	71.5
Taxi fare	5.07	4.12	81.3	3.82	75.4
<i>Bus Fare</i>					
a) Package tour	0.11	0.11	100.0	0.11	100.0
b) Any other bus fare	3.67	3.67	100.0	3.67	100.0
<i>Airline fares</i>					
a) Package tours	111.39	89.92	80.7	79.29	71.2
b) Any other airline fare	177.22	121.32	68.5	109.20	61.6
Boating	33.30	31.43	94.4	29.59	88.9
Boat, jet ski, and wave runner rental	12.33	11.99	97.2	11.99	97.2
Boat fuel and oil	10.68	9.63	90.2	8.48	79.4
Boat repairs	0.89	0.89	100.0	0.20	22.3
Boat launch fees	0.00	0.00	0.0	0.00	0.0
Boat slip or marina fees (this trip only)	0.23	0.23	100.0	0.23	100.0
Sailing charters or sunset cruises	9.17	8.70	94.8	8.70	94.8
Fishing	11.54	11.31	98.0	9.70	84.1
Cut bait	0.79	0.79	100.0	0.33	41.6
Live bait	0.25	0.25	100.0	0.02	9.4
Daily or special fishing permits	1.02	1.02	100.0	0.90	88.7
Fishing lines, fly lines, fish nets, traps	1.41	1.18	83.7	0.95	67.4
Charter/party boat/guide service	8.07	8.07	100.0	7.49	92.9
Scuba Diving/Snorkeling	31.25	28.76	92.0	28.76	92.0
Rental fee for equipment	8.25	6.47	78.4	6.47	78.4
Charter/party boat/guide service	23.00	22.29	96.9	22.29	96.9
Sightseeing	21.37	19.72	92.3	18.64	87.2
Sightseeing tours	9.48	8.48	89.4	8.36	88.2
Glass-bottom boat rides	2.00	2.00	100.0	1.89	94.3
Backcountry excursions, kayak tours	0.75	0.75	100.0	0.75	100.0
Park entrance fees	1.77	1.67	93.9	1.67	93.9
Admission to tourist, amusement, festivals and other commercial attractions	7.37	6.83	92.7	5.98	81.2
Other Activity Expenditures	43.20	42.59	98.6	42.36	98.0
<i>Rental fee for recreation equipment (bicycles, golf carts or others not listed above)</i>					
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	36.64	36.64	100.0	36.64	100.0
<i>Guide service, tour, or outfitters (not listed above, like parasailing)</i>					
Guide service, tour, or outfitters (not listed above, like parasailing)	3.57	3.27	91.7	3.27	91.7
<i>Admission to motion pictures, theaters, museums, etc.</i>					
Admission to motion pictures, theaters, museums, etc.	3.00	2.68	89.4	2.45	81.7
Miscellaneous Expenditures	74.48	66.94	89.9	64.39	86.4
Film purchases	3.13	3.07	98.3	2.84	90.9
Film development	1.49	1.49	100.0	1.03	69.2
Footwear	7.78	4.59	59.0	4.47	57.5
Clothing	33.77	32.59	96.5	31.13	92.2
Souvenirs and gifts (not clothing)	28.31	25.19	89.0	24.91	88.0
Services	6.75	6.49	96.1	6.28	93.0
Barber, laundry, and other personal services	0.69	0.69	100.0	0.65	95.0
Telephone, fax, and other business services	1.61	1.51	94.0	1.33	82.8
Physician, dentist, and other medical services	0.22	0.22	100.0	0.22	100.0
Other Services	4.24	4.08	96.1	4.08	96.1
Total	1,157.23	1,034.88	89.4	976.15	84.4

Table A.3.34 Detailed Average Trip Expenditures, December 1995 - May 1996: Air Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	398.60	342.93	86.0	329.79	82.7
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	62.59	52.35	83.6	50.37	83.6
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	221.34	203.01	91.7	192.90	87.2
Rental home, cottage, cabin, condo	99.18	72.07	72.7	72.07	72.7
Camping site (RV/tent/camper)	15.50	15.50	100.0	14.44	93.2
Food and Beverages	272.36	261.88	96.1	250.93	92.1
Food & drinks consumed at restaurants & bars	218.37	209.85	96.1	200.03	91.6
Beverages purchased at a store for carry-out	18.29	17.47	95.5	17.07	93.4
Food purchased at a store for carry-out	33.83	34.56	96.8	33.83	94.7
Transportation	358.79	196.96	54.9	181.75	50.7
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	54.87	49.47	90.2	45.72	83.3
Gas & Oil - auto or RV	8.01	9.64	85.1	8.01	70.7
Repair & Service - auto or RV	2.25	2.20	97.9	2.09	93.3
Parking fees & tolls	2.27	1.30	57.3	0.93	41.2
Taxi fare	8.56	7.67	89.6	6.47	75.6
Bus Fare					
a) Package tour	0.22	0.22	100.0	0.22	100.0
b) Any other bus fare	4.52	1.99	43.9	1.87	41.4
Airline fares					
a) Package tours	67.40	34.39	51.0	34.39	51.0
b) Any other airline fare	207.39	90.08	43.4	82.04	39.6
Boating	34.22	34.22	100.0	25.32	74.0
Boat, jet ski, and wave runner rental	7.00	7.00	100.0	7.00	100.0
Boat fuel and oil	8.52	8.52	100.0	5.71	67.0
Boat repairs	8.66	8.66	100.0	2.57	29.7
Boat launch fees	0.04	0.04	100.0	0.04	100.0
Boat slip or marina fees (this trip only)	1.40	1.40	100.0	1.40	100.0
Sailing charters or sunset cruises	8.59	8.59	100.0	8.59	100.0
Fishing	45.88	44.53	97.1	43.77	95.4
Cut bait	1.48	1.34	90.4	1.34	90.4
Live bait	2.19	1.15	52.3	1.15	52.3
Daily or special fishing permits	1.20	1.03	86.3	1.03	86.3
Fishing lines, fly lines, fish nets, traps	1.06	1.06	100.0	1.06	100.0
Charter/party boat/guide service	39.95	39.95	100.0	39.19	98.1
Scuba Diving/Snorkeling	16.87	15.79	93.6	15.58	92.4
Rental fee for equipment	1.28	0.67	52.5	0.46	36.1
Charter/party boat/guide service	15.59	15.12	97.0	15.12	97.0
Sightseeing	14.77	14.11	95.5	12.15	82.2
Sightseeing tours	5.85	5.35	91.5	4.68	80.1
Glass-bottom boat rides	0.76	0.76	100.0	0.67	88.9
Backcountry excursions, kayak tours	1.70	1.70	100.0	1.70	100.0
Park entrance fees	1.29	1.17	91.0	1.11	86.4
Admission to tourist, amusement, festivals and other commercial attractions	5.18	5.14	99.2	3.98	76.8
Other Activity Expenditures	31.05	17.43	56.1	14.25	45.9
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	17.32	7.81	45.1	5.33	30.8
Guide service, tour, or outfitters (not listed above, like parasailing)	6.42	6.35	98.8	6.13	95.5
Admission to motion pictures, theaters, museums, etc.	7.30	3.27	44.8	2.78	38.1
Miscellaneous Expenditures	78.65	72.94	92.7	69.93	88.9
Film purchases	2.52	1.71	68.1	1.64	65.1
Film development	1.19	0.68	57.2	0.68	57.2
Footwear	3.56	3.50	98.4	3.42	96.1
Clothing	40.66	38.31	94.2	36.59	90.0
Souvenirs and gifts (not clothing)	30.73	28.74	93.5	27.60	89.8
Services	29.60	29.28	98.9	28.70	96.9
Barber, laundry, and other personal services	1.41	1.41	100.0	1.41	100.0
Telephone, fax, and other business services	6.59	6.27	95.1	5.95	90.3
Physician, dentist, and other medical services	1.60	1.60	100.0	1.33	83.1
Other Services	20.00	20.00	100.0	20.00	100.0
Total	1,280.80	1,030.07	80.4	972.16	75.9

Table A.3.35 Detailed Average Trip Expenditures, June - November 1995: Cruise Ship Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	7.55	1.26	16.7	0.00	0.0
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	0.00	0.00	0.0	0.00	0.0
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	7.55	1.26	16.7	0.00	0.0
Rental home, cottage, cabin, condo	0.00	0.00	0.0	0.00	0.0
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
Food and Beverages	14.01	13.17	94.0	13.17	94.0
Food & drinks consumed at restaurants & bars	10.89	10.05	92.3	10.05	92.3
Beverages purchased at a store for carry-out	1.20	1.20	100.0	1.20	100.0
Food purchased at a store for carry-out	1.92	1.92	100.0	1.92	100.0
Transportation	4.84	4.84	100.0	4.84	100.0
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	1.23	1.23	100.0	1.23	100.0
Gas & Oil - auto or RV	0.27	0.27	100.0	0.27	100.0
Repair & Service - auto or RV	0.00	0.00	0.0	0.00	0.0
Parking fees & tolls	0.35	0.35	100.0	0.35	100.0
Taxi fare	0.08	0.08	100.0	0.08	100.0
Bus Fare					
a) Package tour	2.30	2.30	100.0	2.30	100.0
b) Any other bus fare	0.60	0.60	100.0	0.60	100.0
Airline fares					
a) Package tours	0.00	0.00	0.0	0.00	0.0
b) Any other airline fare	0.00	0.00	0.0	0.00	0.0
Boating	4.68	4.68	100.0	4.68	100.0
Boat, jet ski, and wave runner rental	2.69	2.69	100.0	2.69	100.0
Boat fuel and oil	0.00	0.00	0.0	0.00	0.0
Boat repairs	0.00	0.00	0.0	0.00	0.0
Boat launch fees	0.00	0.00	0.0	0.00	0.0
Boat slip or marina fees (this trip only)	0.00	0.00	0.0	0.00	0.0
Sailing charters or sunset cruises	1.99	1.99	100.0	1.99	100.0
Fishing	1.23	1.23	100.0	1.23	100.0
Cut bait	0.72	0.72	100.0	0.72	100.0
Live bait	0.00	0.00	0.0	0.00	0.0
Daily or special fishing permits	0.00	0.00	0.0	0.00	0.0
Fishing lines, fly lines, fish nets, traps	0.00	0.00	0.0	0.00	0.0
Charter/party boat/guide service	0.51	0.51	100.0	0.51	100.0
Scuba Diving/Snorkeling	2.36	2.36	100.0	2.36	100.0
Rental fee for equipment	0.67	0.67	100.0	0.67	100.0
Charter/party boat/guide service	1.69	1.69	100.0	1.69	100.0
Sightseeing	7.49	7.49	100.0	7.49	100.0
Sightseeing tours	6.06	6.06	100.0	6.06	100.0
Glass-bottom boat rides	0.68	0.68	100.0	0.68	100.0
Backcountry excursions, kayak tours	0.00	0.00	0.0	0.00	0.0
Park entrance fees	0.03	0.03	100.0	0.03	100.0
Admission to tourist, amusement, festivals and other commercial attractions	0.73	0.73	100.0	0.73	100.0
Other Activity Expenditures	1.61	1.61	100.0	1.61	100.0
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.00	0.00	0.0	0.00	0.0
Guide service, tour, or outfitters (not listed above, like parasailing)	0.68	0.68	100.0	0.68	100.0
Admission to motion pictures, theaters, museums, etc.	0.93	0.93	100.0	0.93	100.0
Miscellaneous Expenditures	45.37	44.66	98.4	44.66	98.4
Film purchases	0.80	0.80	100.0	0.80	100.0
Film development	0.05	0.05	100.0	0.05	100.0
Footwear	0.72	0.72	100.0	0.72	100.0
Clothing	22.91	22.61	98.7	22.61	98.7
Souvenirs and gifts (not clothing)	20.90	20.48	98.0	20.48	98.0
Services	1.07	0.74	68.7	0.74	68.7
Barber, laundry, and other personal services	0.00	0.00	0.0	0.00	0.0
Telephone, fax, and other business services	0.42	0.08	20.0	0.08	20.0
Physician, dentist, and other medical services	0.00	0.00	0.0	0.00	0.0
Other Services	0.65	0.65	100.0	0.65	100.0
Total	90.22	82.04	90.9	80.78	89.5

Table A.3.36 Detailed Average Trip Expenditures, December 1995 - May 1996: Cruise Ship Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	0.00	0.00	0.0	0.00	0.0
<i>Publicly Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	0.00	0.00	0.0	0.00	0.0
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
<i>Privately Owned</i>					
Hotel/motel/bed & breakfast/cabin, etc.	0.00	0.00	0.0	0.00	0.0
Rental home, cottage, cabin, condo	0.00	0.00	0.0	0.00	0.0
Camping site (RV/tent/camper)	0.00	0.00	0.0	0.00	0.0
Food and Beverages	21.67	21.65	99.9	21.65	99.9
Food & drinks consumed at restaurants & bars	16.06	16.05	100.0	16.05	100.0
Beverages purchased at a store for carry-out	3.22	3.20	99.6	3.20	99.6
Food purchased at a store for carry-out	2.39	2.39	100.0	2.39	100.0
Transportation	9.94	9.94	100.0	9.94	100.0
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	6.43	6.43	100.0	6.43	100.0
Gas & Oil - auto or RV	1.32	1.32	100.0	1.32	100.0
Repair & Service - auto or RV	0.00	0.00	0.0	0.00	0.0
Parking fees & tolls	0.39	0.39	100.0	0.39	100.0
Taxi fare	0.95	0.95	100.0	0.95	100.0
Bus Fare					
a) Package tour	0.13	0.13	100.0	0.13	100.0
b) Any other bus fare	0.72	0.72	100.0	0.72	100.0
Airline fares					
a) Package tours	0.00	0.00	0.0	0.00	0.0
b) Any other airline fare	0.00	0.00	0.0	0.00	0.0
Boating	5.53	5.53	100.0	5.53	100.0
Boat, jet ski, and wave runner rental	2.03	2.03	100.0	2.03	100.0
Boat fuel and oil	0.00	0.00	0.0	0.00	0.0
Boat repairs	0.00	0.00	0.0	0.00	0.0
Boat launch fees	0.00	0.00	0.0	0.00	0.0
Boat slip or marina fees (this trip only)	0.00	0.00	0.0	0.00	0.0
Sailing charters or sunset cruises	3.50	3.50	100.0	3.50	100.0
Fishing	5.64	5.64	100.0	5.64	100.0
Cut bait	0.08	0.08	100.0	0.08	100.0
Live bait	0.00	0.00	0.0	0.00	0.0
Daily or special fishing permits	0.00	0.00	0.0	0.00	0.0
Fishing lines, fly lines, fish nets, traps	0.23	0.23	100.0	0.23	100.0
Charter/party boat/guide service	5.33	5.33	100.0	5.33	100.0
Scuba Diving/Snorkeling	1.79	1.79	100.0	1.79	100.0
Rental fee for equipment	0.63	0.63	100.0	0.63	100.0
Charter/party boat/guide service	1.17	1.17	100.0	1.17	100.0
Sightseeing	12.06	12.06	100.0	12.06	100.0
Sightseeing tours	7.26	7.26	100.0	7.26	100.0
Glass-bottom boat rides	2.97	2.97	100.0	2.97	100.0
Backcountry excursions, kayak tours	0.09	0.09	100.0	0.09	100.0
Park entrance fees	0.13	0.13	100.0	0.13	100.0
Admission to tourist, amusement, festivals and other commercial attractions	1.62	1.62	100.0	1.62	100.0
Other Activity Expenditures	4.46	4.46	100.0	4.46	100.0
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.04	0.04	100.0	0.04	100.0
Guide service, tour, or outfitters (not listed above, like parasailing)	2.07	2.07	100.0	2.07	100.0
Admission to motion pictures, theaters, museums, etc.	2.35	2.35	100.0	2.35	100.0
Miscellaneous Expenditures	34.39	34.39	100.0	34.39	100.0
Film purchases	1.01	1.01	100.0	1.01	100.0
Film development	0.21	0.21	100.0	0.21	100.0
Footwear	1.78	1.78	100.0	1.78	100.0
Clothing	19.45	19.45	100.0	19.45	100.0
Souvenirs and gifts (not clothing)	11.93	11.93	100.0	11.93	100.0
Services	5.91	5.91	100.0	5.91	100.0
Barber, laundry, and other personal services	0.09	0.09	100.0	0.09	100.0
Telephone, fax, and other business services	0.00	0.00	0.0	0.00	0.0
Physician, dentist, and other medical services	0.00	0.00	0.0	0.00	0.0
Other Services	5.82	5.82	100.0	5.82	100.0
Total	101.39	101.37	100.0	101.37	100.0

Table A.3.37 Special Issue Questions by Mode of Access and Season

Special Issue	Auto		Air		Cruise Ship	
	Jun. '95	Dec. '95	Jun. '95	Dec. '95	Jun. '95	Dec. '95
	-	-	-	-	-	-
	Nov. '95	May '96	Nov. '95	May '96	Nov. '95	May '96
PRIMARY PURPOSE OF TRIP						
Recreation/Vacation	93.27	89.38	91.66	89.45	98.11	99.54
Visit Family or Friends	3.69	6.35	2.48	4.03	0.00	0.00
Business Trip	0.11	0.31	0.53	1.39	0.47	0.46
Business/Pleasure	2.28	3.42	4.97	4.66	1.42	0.00
Other	0.65	0.55	0.36	0.46	0.00	0.00
ATTENDANCE AT SPECIAL EVENTS						
Yes	2.60	3.72	5.88	3.79	0.47	0.00
IMPORTANCE OF SPECIAL EVENTS IN TRIP PLANNING						
Not important	45.83	66.67	51.63	79.46	0.00	0.00
Somewhat important	29.17	5.00	6.14	4.65	0.00	0.00
Important	8.33	16.67	33.21	0.00	0.00	0.00
Very important	12.50	6.67	0.00	2.33	0.00	0.00
Extremely important	0.00	5.00	0.00	2.32	0.00	0.00
Don't know	4.17	0.00	9.02	11.24	0.00	0.00
LIKELIHOOD OF MAKING A RETURN TRIP TO KEYS						
Will return	51.78	41.67	48.38	49.51	20.38	17.15
Very likely	19.64	19.51	22.50	20.79	24.05	20.71
Likely	10.64	15.90	10.87	14.49	21.23	20.10
Somewhat likely	8.50	13.49	7.55	7.56	18.85	15.24
Will not return	2.76	1.39	2.20	1.86	1.22	2.23
Don't know	6.68	8.04	8.50	5.79	14.27	24.57
HOW SOON MIGHT THEY RETURN						
In less than 3 months	21.81	12.09	16.33	4.39	0.88	0.00
3 to 6 months	12.64	5.56	12.39	10.47	8.10	5.84
6 to 12 months	30.59	35.92	37.93	43.60	16.59	27.00
Greater than one year	28.29	34.88	29.70	33.02	59.60	49.18
Don't know	6.68	11.42	9.65	8.52	14.83	22.41
OWN SECOND HOME IN KEYS						
Yes	7.74	3.96	7.48	4.01	0.53	0.45
USE OWN BOAT IN KEYS						
Yes	25.93	9.37	8.31	9.19	1.65	0.00
STORE OR TRAILER BOAT USED						
Store in Keys	20.85	36.74	69.36	73.90	48.19	0.00
Trailer to Keys	79.15	63.26	30.64	26.10	51.81	0.00
USE OF AM INFORMATION RADIO STATIONS IN KEYS						
Yes	32.23	26.47	25.13	16.19	2.60	1.00

Table A.3.37 Special Issue Questions by Mode of Access and Season (Continued).

Special Issue	Auto		Air		Cruise Ship	
	Jun. '95	Dec. '95	Jun. '95	Dec. '95	Jun. '95	Dec. '95
	Nov. '95	May '96	Nov. '95	May '96	Nov. '95	May '96
ENVIRONMENTAL CONCERN INDEX (SCALE 16 - 80)						
Places very high priority on the protection of the environment (65+)	37.89	39.32	37.84	29.54	32.66	30.16
Concerned about protection of the environment (49 - 64)	57.84	54.59	54.39	61.00	57.79	59.10
Neutral, or undecided about environmental issues (48)	0.42	1.41	0.00	1.76	0.86	0.99
Little concern about protection of the environment (32 - 47)	3.85	4.46	6.71	7.16	7.89	8.55
Places very low priority on the protection of the environment (16 - 31)	0.00	0.22	1.06	0.54	0.80	1.20
Mean						
Median						
Mode	62.18	61.93	61.31	60.87	60.37	59.78
Minimum	63.00	62.00	62.00	61.00	61.00	60.00
Maximum	62.00	59.00	65.00	57.00	67.00	60.00
	33.00	29.00	18.00	28.00	19.00	29.00
	80.00	80.00	80.00	80.00	78.00	76.00

Table A.4.1 Activity Participation in 41 Aggregated Activities by Season for All Keys: Foreign Visitors

Activity	June - Nov. '95		Dec. '95 - May '96		Annual Total	
	Number of Participants	Participation Rate ¹	Number of Participants	Participation Rate	Number of Participants	Participation Rate
<u>Diving</u>						
Snorkeling from a Boat	53,532	24.30	29,675	14.28	83,206	19.43
Snorkeling from Shore	26,385	11.97	17,115	8.23	43,500	10.16
All Snorkeling	69,713	31.64	39,923	19.21	109,636	25.60
Scuba Diving from a Boat	5,353	2.43	7,112	3.42	12,465	2.91
Scuba Diving from Shore	0	0.00	1,471	0.71	1,471	0.34
All Scuba Diving	5,353	2.43	8,093	3.89	13,446	3.14
All Snorkeling and Scuba Diving	72,724	33.01	44,583	21.45	117,306	27.39
<u>Fishing</u>						
Offshore Fishing	6,692	3.04	7,495	3.61	14,187	3.31
Flats/Backcountry Fishing	0	0.00	1,594	0.77	1,594	0.37
Other Fishing from a Boat	0	0.00	989	0.48	989	0.23
All Boat Fishing	6,692	3.04	9,587	4.61	16,279	3.80
Fishing from Shore	5,688	2.58	8,105	3.90	13,793	3.22
All Types of Fishing	11,041	5.01	14,741	7.09	25,782	6.02
<u>Viewing Wildlife - Native Study</u>						
Viewing Wildlife/Nature Study - Boat	51,520	23.38	44,458	21.39	95,979	22.41
Viewing Wildlife/Nature Study - Land	46,507	21.11	49,915	24.01	96,422	22.52
All Viewing Wildlife/Nature Study	87,321	39.63	80,149	38.56	167,470	39.11
<u>Boating</u>						
Personal Watercraft Use	25,763	11.69	7,483	3.60	33,246	7.76
All Sailing	5,520	2.51	4,969	2.39	10,489	2.45
Other Boating Activities	10,537	4.78	3,924	1.89	14,460	3.38
All Beach Activities (including Swimming)	97,521	44.26	83,001	39.93	180,522	42.16
All Camping	1,673	0.76	24,770	11.92	26,443	6.18
Visiting Museums or Historic Areas	63,324	28.74	80,784	38.86	144,108	33.65
Sightseeing & Attractions (Paid & Unpaid)	137,248	62.29	149,531	71.93	286,779	66.97
Cultural Events (Fairs, Concerts, Plays)	11,041	5.01	16,692	8.03	27,733	6.48
All Outdoor Sports and Games	8,030	3.64	8,093	3.89	16,123	3.77
<u>Special Aggregates</u>						
Any Activities Involving Boats	108,566	49.27	83,727	40.28	192,293	44.91
All Activities Involving Swimming	148,160	67.24	100,352	48.28	248,513	58.04
Any Water-based Activities	167,566	76.05	127,164	61.17	294,730	68.83
Any Land-based Activities	191,114	86.74	193,153	92.92	384,267	89.74
Only Water-based Activities	25,763	11.69	11,036	5.31	36,799	8.59
Only Land-based Activities	51,098	23.19	75,003	36.08	126,101	29.45
<u>Type of Fishing Boat</u>						
Any Charter Boat Fishing	2,008	0.91	3,924	1.89	5,931	1.39
Any Party Boat Fishing	2,008	0.91	2,468	1.19	4,476	1.05
Any Private Boat Fishing	2,342	1.06	1,724	0.83	4,066	0.95
Any Rental Boat Fishing	335	0.15	1,471	0.71	1,806	0.42
<u>Type of Diving Boat</u>						
Any Charter Boat Diving-Snork & Scuba	48,178	21.87	30,656	14.75	78,834	18.41
Any Private Boat Diving-Snork & Scuba	3,178	1.44	1,717	0.83	4,894	1.14
Any Rental Boat Diving-Snork & Scuba	8,699	3.95	4,414	2.12	13,114	3.06
<u>Type of Boat Use</u>						
Any Use of Charter/Party/Guided Boat	86,483	39.25	67,711	32.57	154,195	36.01
Any Use of Private Boats	17,230	7.82	15,764	7.58	32,994	7.71
Any Use of Rental Boats	35,296	16.02	10,062	4.84	45,358	10.59

1. Participation rate is the percent of all Foreign visitors that did the activity.

Table A.4.2 Activity Participation in 41 Aggregated Activities, Upper and Middle Keys, June - November 1995: Foreign Visitors

Activity	Upper Keys		Middle Keys	
	Number of Participants	Participation Rate ¹	Number of Participants	Participation Rate
<u>Diving</u>				
Snorkeling from a Boat	31,116	14.12	5,019	2.28
Snorkeling from Shore	17,398	7.90	5,019	2.28
All Snorkeling	38,477	17.46	10,038	4.56
Scuba Diving from a Boat	2,677	1.21	1,338	0.61
Scuba Diving from Shore	0	0.00	0	0.00
All Scuba Diving	2,677	1.21	1,338	0.61
All Snorkeling and Scuba Diving	38,812	17.61	11,376	5.16
<u>Fishing</u>				
Offshore Fishing	4,684	2.13	0	0.00
Flats/Backcountry Fishing	0	0.00	0	0.00
Other Fishing from a Boat	0	0.00	0	0.00
All Boat Fishing	4,684	2.13	0	0.00
Fishing from Shore	2,677	1.21	1,673	0.76
All Types of Fishing	6,023	2.73	1,673	0.76
<u>Viewing Wildlife - Native Study</u>				
Viewing Wildlife/Nature Study - Boat	32,789	14.88	12,380	5.62
Viewing Wildlife/Nature Study - Land	26,098	11.84	15,391	6.99
All Viewing Wildlife/Nature Study	51,191	23.23	27,771	12.60
<u>Boating</u>				
Personal Watercraft Use	16,395	7.44	3,346	1.52
All Sailing	1,338	0.61	2,008	0.91
Other Boating Activities	6,357	2.89	669	0.30
All Beach Activities (including Swimming)	40,819	18.53	19,406	8.81
All Camping	0	0.00	669	0.30
Visiting Museums or Historic Areas	12,714	5.77	7,695	3.49
Sightseeing & Attractions (Paid & Unpaid)	50,188	22.78	32,120	14.58
Cultural Events (Fairs, Concerts, Plays)	1,338	0.61	3,011	1.37
All Outdoor Sports and Games	3,680	1.67	669	0.30
<u>Special Aggregates</u>				
Any Activities Involving Boats	62,233	28.24	20,075	9.11
All Activities Involving Swimming	71,267	32.34	23,756	10.78
Any Water-based Activities	86,657	39.33	33,458	15.19
Any Land-based Activities	80,635	36.60	51,191	23.23
Only Water-based Activities	29,443	13.36	7,026	3.19
Only Land-based Activities	24,759	11.24	32,455	14.73
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	2,008	0.91	0	0.00
Any Party Boat Fishing	1,338	0.61	0	0.00
Any Private Boat Fishing	1,004	0.46	0	0.00
Any Rental Boat Fishing	335	0.15	0	0.00
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	27,101	12.30	3,680	1.67
Any Private Boat Diving-Snork & Scuba	2,008	0.91	1,004	0.46
Any Rental Boat Diving-Snork & Scuba	5,019	2.28	2,342	1.06
<u>Type of Boat Use</u>				
Any Use of Charter/Party/Guided Boat	51,526	23.39	7,695	3.49
Any Use of Private Boats	7,695	3.49	4,684	2.13
Any Use of Rental Boats	19,406	8.81	5,688	2.58

1. Participation rate is the percent of all Foreign visitors that did the activity in the region.

Table A.4.3 Activity Participation in 41 Aggregated Activities, Lower Keys and Key West, June - November 1995: Foreign Visitors

Activity	Lower Keys		Key West	
	Number of Participants	Participation Rate ¹	Number of Participants	Participation Rate
<u>Diving</u>				
Snorkeling from a Boat	1,338	0.61	16,058	7.29
Snorkeling from Shore	1,338	0.61	3,968	1.80
All Snorkeling	2,677	1.21	19,860	9.01
Scuba Diving from a Boat	0	0.00	1,338	0.61
Scuba Diving from Shore	0	0.00	0	0.00
All Scuba Diving	0	0.00	1,338	0.61
All Snorkeling and Scuba Diving	2,677	1.21	21,198	9.62
<u>Fishing</u>				
Offshore Fishing	1,338	0.61	669	0.30
Flats/Backcountry Fishing	0	0.00	0	0.00
Other Fishing from a Boat	0	0.00	0	0.00
All Boat Fishing	1,338	0.61	669	0.30
Fishing from Shore	1,338	0.61	0	0.00
All Types of Fishing	2,677	1.21	669	0.30
<u>Viewing Wildlife - Native Study</u>				
Viewing Wildlife/Nature Study - Boat	8,699	3.95	13,712	6.22
Viewing Wildlife/Nature Study - Land	8,699	3.95	21,413	9.72
All Viewing Wildlife/Nature Study	17,398	7.90	32,114	14.58
<u>Boating</u>				
Personal Watercraft Use	1,338	0.61	8,699	3.95
All Sailing	0	0.00	2,174	0.99
Other Boating Activities	0	0.00	3,510	1.59
All Beach Activities (including Swimming)	3,011	1.37	41,645	18.90
All Camping	0	0.00	1,004	0.46
Visiting Museums or Historic Areas	2,677	1.21	49,606	22.51
Sightseeing & Attractions (Paid & Unpaid)	20,744	9.41	99,105	44.98
Cultural Events (Fairs, Concerts, Plays)	0	0.00	7,361	3.34
All Outdoor Sports and Games	1,338	0.61	2,342	1.06
<u>Special Aggregates</u>				
Any Activities Involving Boats	12,045	5.47	33,619	15.26
All Activities Involving Swimming	7,026	3.19	60,164	27.31
Any Water-based Activities	15,056	6.83	65,183	29.58
Any Land-based Activities	28,105	12.76	125,201	56.82
Only Water-based Activities	3,011	1.37	6,357	2.89
Only Land-based Activities	22,752	10.33	69,500	31.54
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	0	0.00	0	0.00
Any Party Boat Fishing	0	0.00	669	0.30
Any Private Boat Fishing	1,338	0.61	0	0.00
Any Rental Boat Fishing	0	0.00	0	0.00
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	1,338	0.61	16,058	7.29
Any Private Boat Diving-Snork & Scuba	0	0.00	166	0.08
Any Rental Boat Diving-Snork & Scuba	0	0.00	1,338	0.61
<u>Type of Boat Use</u>				
Any Use of Charter/Party/Guided Boat	1,338	0.61	25,924	11.77
Any Use of Private Boats	2,677	1.21	2,174	0.99
Any Use of Rental Boats	0	0.00	10,202	4.63

1. Participation rate is the percent of all Foreign visitors that did the activity in the region.

Table A.4.4 Activity Participation in 41 Aggregate Activities, Upper and Middle Keys, December 1995 - May 1996: Foreign Visitors

Activity	Upper Keys		Middle Keys	
	Number of Participants	Participation Rate ¹	Number of Participants	Participation Rate
<u>Diving</u>				
Snorkeling from a Boat	14,297	6.49	3,119	1.42
Snorkeling from Shore	9,618	4.37	4,224	1.92
All Snorkeling	20,276	9.20	5,784	2.62
Scuba Diving from a Boat	5,459	2.48	520	0.24
Scuba Diving from Shore	1,560	0.71	0	0.00
All Scuba Diving	6,499	2.95	520	0.24
All Snorkeling and Scuba Diving	25,215	11.44	5,784	2.62
<u>Fishing</u>				
Offshore Fishing	3,119	1.42	1,105	0.50
Flats/Backcountry Fishing	0	0.00	649	0.29
Other Fishing from a Boat	0	0.00	528	0.24
All Boat Fishing	3,119	1.42	2,282	1.04
Fishing from Shore	1,560	0.71	2,868	1.30
All Types of Fishing	4,159	1.89	4,622	2.10
<u>Viewing Wildlife - Native Study</u>				
Viewing Wildlife/Nature Study - Boat	28,343	12.86	3,444	1.56
Viewing Wildlife/Nature Study - Land	21,836	9.91	19,764	8.97
All Viewing Wildlife/Nature Study	45,240	20.53	21,129	9.59
<u>Boating</u>				
Personal Watercraft Use	4,809	2.18	4,549	2.06
All Sailing	520	0.24	1,624	0.74
Other Boating Activities	1,300	0.59	0	0.00
All Beach Activities (including Swimming)	30,154	13.69	22,420	10.18
All Camping	8,318	3.78	10,658	4.84
Visiting Museums or Historic Areas	17,937	8.14	7,928	3.60
Sightseeing & Attractions (Paid & Unpaid)	37,173	16.87	25,158	11.42
Cultural Events (Fairs, Concerts, Plays)	3,119	1.42	6,767	3.07
All Outdoor Sports and Games	2,340	1.06	3,639	1.65
<u>Special Aggregates</u>				
Any Activities Involving Boats	45,629	20.71	13,265	6.02
All Activities Involving Swimming	45,751	20.76	21,185	9.61
Any Water-based Activities	63,566	28.85	28,471	12.92
Any Land-based Activities	70,251	31.88	53,687	24.37
Only Water-based Activities	18,456	8.38	4,159	1.89
Only Land-based Activities	29,439	13.36	30,219	13.71
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	1,040	0.47	520	0.24
Any Party Boat Fishing	1,560	0.71	0	0.00
Any Private Boat Fishing	0	0.00	1,242	0.56
Any Rental Boat Fishing	520	0.24	520	0.24
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	16,637	7.55	3,119	1.42
Any Private Boat Diving-Snork & Scuba	1,560	0.71	0	0.00
Any Rental Boat Diving-Snork & Scuba	1,560	0.71	1,040	0.47
<u>Type of Boat Use</u>				
Any Use of Charter/Party/Guided Boat	35,873	16.28	5,979	2.71
Any Use of Private Boats	7,019	3.19	3,907	1.77
Any Use of Rental Boats	3,119	1.42	2,340	1.06

1. Participation rate is the percent of all Foreign visitors that did the activity in the region.

Table A.4.5 Activity Participation in 41 Aggregate Activities, Lower Keys and Key West, December 1995 - May 1996: Foreign Visitors

Activity	Lower Keys		Key West	
	Number of Participants	Participation Rate ¹	Number of Participants	Participation Rate
<u>Diving</u>				
Snorkeling from a Boat	5,199	2.36	10,918	4.96
Snorkeling from Shore	0	0.00	7,939	3.60
All Snorkeling	5,199	2.36	16,257	7.38
Scuba Diving from a Boat	0	0.00	1,560	0.71
Scuba Diving from Shore	0	0.00	1,040	0.47
All Scuba Diving	0	0.00	2,600	1.18
All Snorkeling and Scuba Diving	5,199	2.36	16,257	7.38
<u>Fishing</u>				
Offshore Fishing	1,624	0.74	2,616	1.19
Flats/Backcountry Fishing	520	0.24	520	0.24
Other Fishing from a Boat	520	0.24	0	0.00
All Boat Fishing	2,144	0.97	3,136	1.42
Fishing from Shore	2,080	0.94	3,132	1.42
All Types of Fishing	2,144	0.97	6,268	2.84
<u>Viewing Wildlife - Native Study</u>				
Viewing Wildlife/Nature Study - Boat	6,247	2.84	19,505	8.85
Viewing Wildlife/Nature Study - Land	12,607	5.72	30,942	14.04
All Viewing Wildlife/Nature Study	18,334	8.32	44,208	20.06
<u>Boating</u>				
Personal Watercraft Use	3,249	1.47	5,073	2.30
All Sailing	0	0.00	3,123	1.42
Other Boating Activities	520	0.24	2,340	1.06
All Beach Activities (including Swimming)	8,058	3.66	45,021	20.43
All Camping	5,719	2.60	12,218	5.54
Visiting Museums or Historic Areas	2,080	0.94	78,746	35.74
Sightseeing & Attractions (Paid & Unpaid)	14,882	6.75	131,592	59.72
Cultural Events (Fairs, Concerts, Plays)	0	0.00	9,106	4.13
All Outdoor Sports and Games	520	0.24	2,600	1.18
<u>Special Aggregates</u>				
Any Activities Involving Boats	14,240	6.46	39,934	18.12
All Activities Involving Swimming	8,123	3.69	53,731	24.39
Any Water-based Activities	16,644	7.55	71,557	32.48
Any Land-based Activities	31,713	14.39	159,634	72.45
Only Water-based Activities	585	0.27	3,639	1.65
Only Land-based Activities	23,525	10.68	94,316	42.81
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	1,040	0.47	1,560	0.71
Any Party Boat Fishing	0	0.00	1,056	0.48
Any Private Boat Fishing	585	0.27	0	0.00
Any Rental Boat Fishing	520	0.24	520	0.24
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	5,199	2.36	9,618	4.37
Any Private Boat Diving-Snork & Scuba	0	0.00	260	0.12
Any Rental Boat Diving-Snork & Scuba	1,040	0.47	1,560	0.71
<u>Type of Boat Use</u>				
Any Use of Charter/Party/Guided Boat	5,719	2.60	29,399	13.34
Any Use of Private Boats	1,624	0.74	4,679	2.12
Any Use of Rental Boats	1,560	0.71	4,167	1.89

1. Participation rate is the percent of all Foreign visitors that did the activity in the region.

Table A.4.6 Within Region Participation Rates for 41 Aggregated Activities, June - November 1995: Foreign Visitors

Activity	Upper Keys (%) ¹	Middle Keys (%)	Lower Keys (%)	Key West (%)
<u>Diving</u>				
Snorkeling from a Boat	27.68	8.33	4.26	11.95
Snorkeling from Shore	15.48	8.33	4.26	2.95
All Snorkeling	34.23	16.67	8.51	14.78
Scuba Diving from a Boat	2.38	2.22	0.00	1.00
Scuba Diving from Shore	0.00	0.00	0.00	0.00
All Scuba Diving	2.38	2.22	0.00	1.00
All Snorkeling and Scuba Diving	34.52	18.89	8.51	15.78
<u>Fishing</u>				
Offshore Fishing	4.17	0.00	4.26	0.50
Flats/Backcountry Fishing	0.00	0.00	0.00	0.00
Other Fishing from a Boat	0.00	0.00	0.00	0.00
All Boat Fishing	4.17	0.00	4.26	0.50
Fishing from Shore	2.38	2.78	4.26	0.00
All Types of Fishing	5.36	2.78	8.51	0.50
<u>Viewing Wildlife - Native Study</u>				
Viewing Wildlife/Nature Study - Boat	29.17	20.56	27.66	10.21
Viewing Wildlife/Nature Study - Land	23.21	25.56	27.66	15.94
All Viewing Wildlife/Nature Study	45.54	46.11	55.32	23.90
<u>Boating</u>				
Personal Watercraft Use	14.58	5.56	4.26	6.48
All Sailing	1.19	3.33	0.00	1.62
Other Boating Activities	5.65	1.11	0.00	2.61
All Beach Activities (including Swimming)	36.31	32.22	9.57	31.00
All Camping	0.00	1.11	0.00	0.75
Visiting Museums or Historic Areas	11.31	12.78	8.51	36.92
Sightseeing & Attractions (Paid & Unpaid)	44.64	53.33	65.96	73.77
Cultural Events (Fairs, Concerts, Plays)	1.19	5.00	0.00	5.48
All Outdoor Sports and Games	3.27	1.11	4.26	1.74
<u>Special Aggregates</u>				
Any Activities Involving Boats	55.36	33.33	38.30	25.02
All Activities Involving Swimming	63.39	39.44	22.34	44.78
Any Water-based Activities	77.08	55.56	47.87	48.52
Any Land-based Activities	71.73	85.00	89.36	93.19
Only Water-based Activities	26.19	11.67	9.57	4.73
Only Land-based Activities	22.02	53.89	72.34	51.73
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	1.79	0.00	0.00	0.00
Any Party Boat Fishing	1.19	0.00	0.00	0.50
Any Private Boat Fishing	0.89	0.00	4.26	0.00
Any Rental Boat Fishing	0.30	0.00	0.00	0.00
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	24.11	6.11	4.26	11.95
Any Private Boat Diving-Snork & Scuba	1.79	1.67	0.00	0.12
Any Rental Boat Diving-Snork & Scuba	4.46	3.89	0.00	1.00
<u>Type of Boat Use</u>				
Any Use of Charter/Party/Guided Boat	45.83	12.78	4.26	19.30
Any Use of Private Boats	6.85	7.78	8.51	1.62
Any Use of Rental Boats	17.26	9.44	0.00	7.59

1. Percent is the percent of all foreign visitors to the region that participated in the activity in the region. Percents do not add to 100 because a visitor can engage in multiple activities.

Table A.4.7 Within Region Participation Rates for 41 Aggregated Activities, December 1995 - May 1996: Foreign Visitors

Activity	Upper Keys (%) ¹	Middle Keys (%)	Lower Keys (%)	Key West (%)
<u>Diving</u>				
Snorkeling from a Boat	16.09	5.55	16.37	6.90
Snorkeling from Shore	10.83	7.52	0.00	5.02
All Snorkeling	22.82	10.30	16.37	10.28
Scuba Diving from a Boat	6.14	0.93	0.00	0.99
Scuba Diving from Shore	1.76	0.00	0.00	0.66
All Scuba Diving	7.32	0.93	0.00	1.64
All Snorkeling and Scuba Diving	28.38	10.30	16.37	10.28
<u>Fishing</u>				
Offshore Fishing	3.51	1.97	5.12	1.65
Flats/Backcountry Fishing	0.00	1.16	1.64	0.33
Other Fishing from a Boat	0.00	0.94	1.64	0.00
All Boat Fishing	3.51	4.06	6.75	1.98
Fishing from Shore	1.76	5.11	6.55	1.98
All Types of Fishing	4.68	8.23	6.75	3.96
<u>Viewing Wildlife - Native Study</u>				
Viewing Wildlife/Nature Study - Boat	31.90	6.13	19.67	12.33
Viewing Wildlife/Nature Study - Land	24.58	35.19	39.70	19.57
All Viewing Wildlife/Nature Study	50.92	37.62	57.73	27.95
<u>Boating</u>				
Personal Watercraft Use	5.41	8.10	10.23	3.21
All Sailing	0.59	2.89	0.00	1.97
Other Boating Activities	1.46	0.00	1.64	1.48
All Beach Activities (including Swimming)	33.94	39.92	25.37	28.47
All Camping	9.36	18.98	18.01	7.73
Visiting Museums or Historic Areas	20.19	14.12	6.55	49.79
Sightseeing & Attractions (Paid & Unpaid)	41.84	44.79	46.86	83.21
Cultural Events (Fairs, Concerts, Plays)	3.51	12.05	0.00	5.76
All Outdoor Sports and Games	2.63	6.48	1.64	1.64
<u>Special Aggregates</u>				
Any Activities Involving Boats	51.36	23.62	44.84	25.25
All Activities Involving Swimming	51.50	37.72	25.58	33.97
Any Water-based Activities	71.55	50.69	52.41	45.25
Any Land-based Activities	79.08	95.58	99.86	100.94
Only Water-based Activities	20.77	7.41	1.84	2.30
Only Land-based Activities	33.14	53.80	74.08	59.64
<u>Type of Fishing Boat</u>				
Any Charter Boat Fishing	1.17	0.93	3.27	0.99
Any Party Boat Fishing	1.76	0.00	0.00	0.67
Any Private Boat Fishing	0.00	2.21	1.84	0.00
Any Rental Boat Fishing	0.59	0.93	1.64	0.33
<u>Type of Diving Boat</u>				
Any Charter Boat Diving-Snork & Scuba	18.73	5.55	16.37	6.08
Any Private Boat Diving-Snork & Scuba	1.76	0.00	0.00	0.16
Any Rental Boat Diving-Snork & Scuba	1.76	1.85	3.27	0.99
<u>Type of Boat Use</u>				
Any Use of Charter/Party/Guided Boat	40.38	10.64	18.01	18.59
Any Use of Private Boats	7.90	6.96	5.12	2.96
Any Use of Rental Boats	3.51	4.17	4.91	2.63

1. Percent is the percent of all foreign visitors to the region that participated in the activity in the region.
Percents do not add to 100 because a visitor can engage in multiple activities.

Table A.4.8 Demographic Profiles of Foreign Visitors—Auto, Air and Cruise Ship Survey by Season

Characteristics	Jun - Nov '95	Dec '95 - May '96	Weighted Annual Average
	%	%	%
SEX (respondent only)			
Male	75.8	77.6	76.7
Female	24.2	22.4	23.3
RACE / ETHNICITY			
White Not Hispanic	96.2	97.1	96.6
Black Not Hispanic	0.7	0.0	0.4
Hispanic	1.7	0.9	1.3
Asian / Pacific Islander	0.5	1.2	0.8
Other	0.9	0.8	0.9
HOUSEHOLD INCOME (000's)			
< 20	5.3	3.9	4.6
21 - 40	10.6	11.4	11.0
41 - 60	9.1	16.8	12.9
61 - 100	18.6	15.2	17.0
100+	8.4	13.0	10.7
No Answer	48.0	39.7	43.8
AGE (16 and older)			
16 - 25	13.5	5.9	9.8
26 - 35	28.4	24.4	26.5
36 - 45	32.0	24.1	28.2
46 - 60	23.4	31.1	27.1
61+	0.7	12.1	6.3
No Answer	2.0	2.4	2.1
Mean	37.5	44.2	40.8
Median	38.0	43.0	41.0
Mode	44.0	41.0	44.0
Minimum	18.0	19.0	18.0
Maximum	66.0	82.0	82.0

Table A.4.8 Demographic Profiles of Foreign Visitors—Auto, Air and Cruise Ship Survey by Season (Continued)

Characteristics	Jun - Nov '95	Dec '95 - May '96	Weighted Annual Average
	%	%	%
PARTY SIZE			
1	3.3	6.0	4.6
2	38.7	66.5	52.2
3	15.0	9.4	12.3
4	30.2	12.3	21.5
5	7.0	3.3	5.2
6+	5.7	2.5	4.2
Mean	3.2	2.5	2.9
Median	3.0	2.0	2.0
Mode	2.0	2.0	2.0
Minimum	1.0	1.0	1.0
Maximum	20.0	12.0	20.0
NUMBER OF CHILDREN			
0	57.9	88.0	72.5
1	17.0	5.2	11.3
2	19.1	5.0	12.3
3	5.3	1.5	3.5
4	0.7	0.3	0.4
5+	0.0	0.0	0.0
Mean	0.7	0.2	0.5
Median	0.0	0.0	0.0
Mode	0.0	0.0	0.0
Minimum	0.0	0.0	0.0
Maximum	4.0	4.0	4.0

Table A.4.9 Demographic Profiles of Foreign Visitors—CUSTOMER Survey—Visitors of All Ages by Mode of Access and Season

Characteristics	Jun - Nov. '95			Dec. '95 - May '96		
	Auto (%)	Air (%)	All (%)	Auto (%)	Air (%)	All (%)
SEX (respondent only)						
Male	49.2	47.1	49.1	52.0	50.0	46.8
Female	50.8	52.9	50.9	48.0	50.0	53.2
RACE / ETHNICITY						
White Not Hispanic	92.5	77.1	91.4	94.9	100.0	96.2
Black Not Hispanic	0.2	0.0	0.1	0.6	0.0	0.5
Hispanic	3.6	0.0	3.3	2.3	0.0	1.7
Asian / Pacific Islander	2.3	0.0	2.2	1.3	0.0	1.0
Other	1.4	22.9	3.0	0.9	0.0	0.6
AGE (16 and older)						
1 - 15	21.9	11.5	21.1	11.9	8.3	15.4
16 - 25	13.9	17.1	14.1	13.9	0.0	13.7
26 - 35	20.4	20.0	20.3	22.1	50.0	17.9
36 - 45	23.5	28.6	23.8	15.3	25.0	21.5
46 - 60	15.0	17.1	15.1	26.6	16.7	23.6
61+	2.9	5.7	3.1	9.2	0.0	7.0
No Answer	2.4	0.0	2.5	1.0	0.0	0.9
Mean	30.9	34.2	31.1	37.4	35.4	35.7
Median	31.0	36.0	31.0	36.0	34.0	36.0
Mode	42.0	30.0	42.0	30.0	31.0	30.0
Minimum	1.0	4.0	1.0	1.0	12.0	1.0
Maximum	72.0	71.0	72.0	76.0	50.0	76.0
HOUSEHOLD INCOME (000's)						
< 20	4.6	10.0	4.9	6.5	0.0	5.2
21 - 40	7.8	10.0	8.0	7.8	42.9	16.1
41 - 60	16.1	10.0	15.7	17.4	0.0	22.3
61 - 100	17.6	0.0	16.4	20.5	42.9	17.8
100+	12.0	10.0	11.9	13.7	0.0	10.9
No Answer	41.9	60.0	43.1	34.1	14.2	27.7

Table A.4.9 Demographic Profiles of Foreign Visitors-CUSTOMER Survey-Visitors of All Ages by Mode of Access and Season (Continued)

Characteristics	Jun - Nov. '95			Dec. '95 - May '96		
	Auto (%)	Air (%)	All (%)	Auto (%)	Air (%)	All (%)
TYPE OF HOUSEHOLD						
Single Adult with no Children	11.7	10.0	11.6	11.5	42.9	10.6
Single Adult with Children	1.9	0.0	1.8	3.1	0.0	2.5
Two Adults with no Children	37.4	30.0	36.9	53.4	42.9	44.0
Two Adults with Children	39.2	40.0	39.3	19.2	14.2	32.8
More than Two Adults with no Children	5.6	20.0	6.5	9.3	0.0	7.4
More than Two Adults with Children	4.2	0.0	3.9	3.4	0.0	2.7
PARTY SIZE						
1	5.5	0.0	5.2	6.2	42.9	6.9
2	41.0	40.0	41.0	62.1	42.9	61.4
3	16.6	10.0	16.2	11.2	14.2	11.4
4	24.0	30.0	24.3	11.5	0.0	11.5
5	7.4	10.0	7.5	5.0	0.0	4.8
6+	5.5	10.0	5.8	4.0	0.0	3.9
Mean	3.2	3.6	3.2	2.6	1.7	2.7
Median	3.0	3.5	3.0	2.0	2.0	2.0
Mode	2.0	2.0	2.0	2.0	1.0	2.0
Minimum	1.0	2.0	1.0	1.0	1.0	1.0
Maximum	23.0	8.0	23.0	20.0	10.0	20.0
TYPE OF PARTY						
Group of Family Members	66.1	70.0	66.0	73.0	42.9	72.0
Group of 2 or more Families	3.7	10.0	4.2	3.1	0.0	3.0
Group of Family & Friends	5.1	0.0	4.9	2.5	0.0	2.5
Organized Group or Club	0.5	0.0	0.5	0.6	0.0	0.7
Tour Group	0.5	0.0	0.5	0.0	0.0	0.0
Unrelated Friends	18.6	20.0	18.7	14.6	14.2	14.8
One Person Traveling Alone	5.5	0.0	5.2	6.2	42.9	6.9

Table A.4.9 Demographic Profiles of Foreign Visitors-CUSTOMER Survey-Visitors of All Ages by Mode of Access and Season (Continued).

Characteristics	Jun - Nov. '95			Dec. '95 - May '96		
	Auto (%)	Air (%)	All (%)	Auto (%)	Air (%)	All (%)
EMPLOYMENT STATUS						
Unemployed	1.4	8.6	1.9	1.1	0.0	0.8
Employed Full-Time	54.8	60.0	55.2	54.9	75.1	52.6
Employed Part-Time	5.0	0.0	4.6	5.8	8.3	4.6
Retired	2.3	8.6	2.8	12.0	0.0	12.2
Student	29.4	17.1	28.6	16.5	8.3	12.7
Homemaker	5.3	5.7	5.3	4.7	8.3	6.9
None of the Above	1.8	0.0	1.6	5.0	0.0	10.2
EDUCATION COMPLETED						
8th Grade or less	16.7	8.6	16.1	9.8	0.0	13.8
9th - 11th Grade	8.1	2.8	7.7	5.3	8.3	4.2
12th Grade	12.7	8.6	12.3	17.3	8.3	13.3
13 - 15 years	13.4	20.0	13.9	16.6	41.7	16.6
16 years (College Grad)	24.0	40.0	23.2	30.3	25.0	36.1
17 or more (Grad School)	25.1	20.0	24.8	20.7	16.7	16.0
DISABILITY (Percent Yes)						
Hearing Impaired	0.5	0.0	0.5	0.3	0.0	0.2
Visually Impaired	0.5	0.0	0.5	0.1	0.0	0.2
Mobility Impaired	0.6	0.0	0.5	0.6	0.0	0.6
Mentally or Learning Impaired	0.0	0.0	0.0	0.2	0.0	0.2
None of the above	98.4	100.0	98.5	98.8	100.0	98.8

Table A.4.10 Detailed Average Expenditures Per Person Per Day in Monroe County By Season: Foreign Visitors

Category	Jun. - Nov. '95	Dec. '95 - May '96	Weighted Annual Average
Lodging	32.27	46.12	38.89
<u>Publicly Owned</u>			
Hotel/motel/bed & breakfast/cabin, etc.	4.65	7.01	5.78
Camping site (RV/tent/camper)	0.00	0.48	0.23
<u>Privately Owned</u>			
Hotel/motel/bed & breakfast/cabin, etc.	27.30	35.02	30.99
Rental home, cottage, cabin, condo	0.32	0.78	0.54
Camping site (RV/tent/camper)	0.00	2.83	1.35
Food and Beverages	20.59	27.23	23.76
Food & drinks consumed at restuarants & bars	16.53	21.92	19.11
Beverages purchased at a store for carry-out	1.99	2.54	2.26
Food purchased at a store for carry-out	2.07	2.77	2.40
Transportation	4.70	6.86	5.73
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	2.89	2.54	2.72
Gas & Oil - auto or RV	1.57	2.39	1.96
Repair & Service - auto or RV	0.00	0.16	0.07
Parking fees & tolls	0.19	0.31	0.25
Taxi fare	0.00	0.08	0.04
<u>Bus Fare</u>			
a) Package tour	0.00	0.01	0.00
b) Any other bus fare	0.05	0.17	0.10
<u>Airline fares</u>			
a) Package tours	0.00	0.39	0.18
b) Any other airline fare	0.00	0.82	0.39
Boating	1.95	0.78	1.39
Boat, jet ski, and wave runner rental	1.52	0.38	0.97
Boat fuel and oil	0.10	0.03	0.07
Boat repairs	0.01	0.00	0.01
Boat launch fees	0.00	0.00	0.00
Boat slip or marina fees (this trip only)	0.00	0.00	0.00
Sailing charters or sunset cruises	0.32	0.36	0.34
Fishing	0.19	0.75	0.46
Cut bait	0.00	0.09	0.04
Live bait	0.00	0.00	0.00
Daily or special fishing permits	0.00	0.01	0.00
Fishing lines, fly lines, fish nets, traps	0.00	0.25	0.12
Charter/party boat/guide service	0.19	0.41	0.30
Scuba Diving/Snorkeling	3.47	1.64	2.59
Rental fee for equipment	2.04	0.67	1.39
Charter/party boat/guide service	1.43	0.97	1.21
Sightseeing	3.81	4.83	4.30
Sightseeing tours	1.17	1.70	1.42
Glass-bottom boat rides	1.68	1.12	1.41
Backcountry excursions, kayak tours	0.00	0.15	0.07
Park entrance fees	0.55	0.44	0.50
Admission to tourist, amusement, festivals and other commercial attractions	0.40	1.42	0.89
Other Activity Expenditures	0.55	1.42	0.97
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.02	0.32	0.17
Guide service, tour, or outfitters (not listed above,like parasailing)	0.17	0.39	0.28
Admission to motion pictures, theaters, museums, etc.	0.36	0.70	0.52
Miscellaneous Expenditures	8.58	11.40	9.93
Film purchases	0.42	0.32	0.37
Film development	0.11	0.20	0.15
Footware	1.04	1.31	1.17
Clothing	3.13	6.39	4.69
Souvenirs and gifts (not clothing)	3.87	3.20	3.55
Services	1.14	1.27	1.20
Barber, laundry, and other personal services	0.37	0.08	0.23
Telephone,fax, and other business services	0.77	0.40	0.59
Physician, dentist, and other medical services	0.00	0.00	0.00
Other Services	0.00	0.79	0.38
Total	77.25	102.30	89.23

Table A.4.11 Detailed Average Trip Expenditures, June - November 1995: Foreign Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	493.53	270.27	54.80	146.93	29.80
<u>Publicly Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	35.05	34.08	97.20	22.56	97.20
Camping site (RV/tent/camper)	0.00	0.00	0.00	0.00	0.00
<u>Privately Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	410.81	235.22	57.30	123.40	30.00
Rental home, cottage, cabin, condo	47.67	0.97	2.00	0.97	2.00
Camping site (RV/tent/camper)	0.00	0.00	0.00	0.00	0.00
Food and Beverages	202.26	152.57	75.40	78.44	38.80
Food & drinks consumed at restaurants & bars	155.49	113.74	73.10	59.05	38.00
Beverages purchased at a store for carry-out	20.46	15.96	78.00	8.26	40.40
Food purchased at a store for carry-out	11.13	22.87	86.90	11.13	42.30
Transportation	726.12	168.89	23.30	13.43	1.80
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	138.20	90.62	65.60	7.21	5.20
Gas & Oil - auto or RV	5.56	10.59	38.00	5.56	20.00
Repair & Service - auto or RV	0.00	0.00	0.00	0.00	0.00
Parking fees & tolls	3.20	1.94	60.70	0.51	16.00
Taxi fare	0.90	0.29	32.10	0.00	0.00
<u>Bus Fare</u>					
a) Package tour	0.00	0.00	0.00	0.00	0.00
b) Any other bus fare	0.14	0.14	100.00	0.14	100.00
<u>Airline fares</u>					
a) Package tours	314.96	65.31	20.70	0.00	0.00
b) Any other airline fare	240.84	0.00	0.00	0.00	0.00
Boating	7.75	6.16	79.50	5.79	74.80
Boat, jet ski, and wave runner rental	4.04	4.04	100.00	4.04	100.00
Boat fuel and oil	1.09	1.09	100.00	0.73	66.70
Boat repairs	0.06	0.06	100.00	0.06	100.00
Boat launch fees	0.00	0.00	0.00	0.00	0.00
Boat slip or marina fees (this trip only)	0.00	0.00	0.00	0.00	0.00
Sailing charters or sunset cruises	2.56	0.97	37.80	0.97	37.80
Fishing	0.70	0.70	100.00	0.70	100.00
Cut bait	0.00	0.00	0.00	0.00	0.00
Live bait	0.00	0.00	0.00	0.00	0.00
Daily or special fishing permits	0.00	0.00	0.00	0.00	0.00
Fishing lines, fly lines, fish nets, traps	0.00	0.00	0.00	0.00	0.00
Charter/party boat/guide service	0.70	0.70	100.00	0.70	100.00
Scuba Diving/Snorkeling	24.74	24.74	100.00	23.19	93.70
Rental fee for equipment	18.43	18.43	100.00	16.88	91.60
Charter/party boat/guide service	6.31	6.31	100.00	6.31	100.00
Sightseeing	61.57	30.77	50.00	12.67	20.60
Sightseeing tours	14.61	6.26	42.80	4.75	32.50
Glass-bottom boat rides	4.85	4.19	86.20	4.19	86.20
Backcountry excursions, kayak tours	0.30	0.00	0.00	0.00	0.00
Park entrance fees	14.14	8.11	57.40	1.95	13.80
Admission to tourist, amusement, festivals and other commercial attractions	27.66	12.22	44.20	1.78	6.40
Other Activity Expenditures	14.26	6.92	48.50	2.19	15.40
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	0.10	0.10	100.00	0.10	100.00
Guide service, tour, or outfitters (not listed above,like parasailing)	6.80	0.73	10.70	0.64	9.40
Admission to motion pictures, theaters, museums, etc.	7.36	6.09	82.80	1.46	19.80
Miscellaneous Expenditures	157.76	85.45	54.20	26.22	16.60
Film purchases	4.67	4.24	90.90	2.61	55.90
Film development	3.36	2.92	87.10	1.37	40.80
Footwear	40.34	7.69	19.10	3.38	8.40
Clothing	66.47	44.19	66.50	9.80	14.70
Souvenirs and gifts (not clothing)	42.93	26.40	61.50	9.05	21.10
Services	9.30	6.86	73.70	2.83	30.50
Barber, laundry, and other personal services	1.69	1.18	69.80	0.75	44.50
Telephone,fax, and other business services	5.69	3.76	66.10	2.08	36.60
Physician, dentist, and other medical services	1.92	1.92	100.00	0.00	0.00
Other Services	0.00	0.00	0.00	0.00	0.00
Total	1,697.99	753.33	44.40	312.39	18.40

Table A.4.12 Detailed Average Trip Expenditures, December 1995 - May 1996: Foreign Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	465.65	312.37	67.10	164.51	35.30
<u>Publicly Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	85.34	48.11	56.40	15.80	56.40
Camping site (RV/tent/camper)	6.40	5.27	82.20	1.78	27.80
<u>Privately Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	324.35	223.09	68.80	129.30	39.90
Rental home, cottage, cabin, condo	20.43	20.23	99.10	4.77	23.40
Camping site (RV/tent/camper)	29.14	15.67	53.80	12.86	44.10
Food and Beverages	289.59	199.99	69.10	126.91	43.80
Food & drinks consumed at restaurants & bars	225.51	152.10	67.40	95.25	42.20
Beverages purchased at a store for carry-out	23.38	18.02	77.10	10.93	46.70
Food purchased at a store for carry-out	20.74	29.87	73.40	20.74	50.90
Transportation	452.50	120.80	26.70	30.45	6.70
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	128.23	68.38	53.30	10.51	8.20
Gas & Oil - auto or RV	9.81	20.52	48.00	9.81	23.00
Repair & Service - auto or RV	3.92	3.36	85.70	3.30	84.10
Parking fees & tolls	6.98	3.76	53.80	1.18	16.90
Taxi fare	1.07	0.74	69.80	0.42	39.20
<u>Bus Fare</u>					
a) Package tour	3.31	1.96	59.20	0.07	2.20
b) Any other bus fare	0.59	0.45	76.90	0.42	71.50
<u>Airline fares</u>					
a) Package tours	129.39	13.36	10.30	1.93	1.50
b) Any other airline fare	136.28	8.27	6.10	2.81	2.10
Boating	13.36	13.12	98.20	4.91	36.70
Boat, jet ski, and wave runner rental	3.17	3.17	100.00	2.51	79.10
Boat fuel and oil	7.43	7.43	100.00	0.18	2.50
Boat repairs	0.34	0.34	100.00	0.34	100.00
Boat launch fees	0.00	0.00	0.00	0.00	0.00
Boat slip or marina fees (this trip only)	0.00	0.00	0.00	0.00	0.00
Sailing charters or sunset cruises	2.42	2.18	90.00	1.88	77.50
Fishing	1.93	1.93	100.00	1.93	100.00
Cut bait	0.20	0.20	100.00	0.20	100.00
Live bait	0.00	0.00	0.00	0.00	0.00
Daily or special fishing permits	0.07	0.07	100.00	0.07	100.00
Fishing lines, fly lines, fish nets, traps	0.35	0.35	100.00	0.35	100.00
Charter/party boat/guide service	1.32	1.32	100.00	1.32	100.00
Scuba Diving/Snorkeling	6.06	5.64	93.00	5.64	93.00
Rental fee for equipment	2.78	2.35	84.60	2.35	84.60
Charter/party boat/guide service	3.28	3.28	100.00	3.28	100.00
Sightseeing	57.37	34.36	59.90	14.40	25.10
Sightseeing tours	12.27	7.29	59.40	4.82	39.30
Glass-bottom boat rides	3.33	3.24	97.10	3.12	93.70
Backcountry excursions, kayak tours	1.69	1.60	94.70	0.47	27.80
Park entrance fees	6.60	4.73	71.60	1.44	21.80
Admission to tourist, amusement, festivals and other commercial attractions	33.47	17.52	52.30	4.54	13.60
Other Activity Expenditures	37.38	33.41	89.40	5.92	15.80
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	30.25	29.38	97.10	3.46	11.40
Guide service, tour, or outfitters (not listed above, like parasailing)	3.16	1.74	55.20	0.99	31.40
Admission to motion pictures, theaters, museums, etc.	3.97	2.28	57.60	1.47	37.00
Miscellaneous Expenditures	107.57	73.25	68.10	39.10	36.30
Film purchases	3.06	1.97	64.20	1.31	42.70
Film development	3.03	1.33	43.90	1.05	34.50
Footwear	16.14	10.30	63.80	4.54	28.10
Clothing	55.55	39.19	70.50	23.03	41.50
Souvenirs and gifts (not clothing)	29.79	20.47	68.70	9.18	30.80
Services	16.86	13.23	78.40	3.84	22.80
Barber, laundry, and other personal services	2.51	1.44	57.40	0.53	21.10
Telephone, fax, and other business services	5.42	3.61	66.60	1.97	36.40
Physician, dentist, and other medical services	0.51	0.02	4.80	0.02	4.80
Other Services	8.43	8.16	96.80	1.31	15.60
Total	1,448.28	808.09	55.80	397.61	27.50

Table A.4.13 Detailed Average Trip Expenditures, June 1995 - May 1996: Foreign Visitors

Category	Total Trip	In S. FL	% in S. FL	In Monroe County	% in Monroe County
Lodging	480.20	290.40	60.50	155.34	32.30
<u>Publicly Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	59.10	40.79	69.00	19.33	69.00
Camping site (RV/tent/camper)	3.06	2.52	82.20	0.85	27.80
<u>Privately Owned</u>					
Hotel/motel/bed & breakfast/cabin, etc.	369.47	229.42	62.10	126.22	34.20
Rental home, cottage, cabin, condo	34.64	10.18	29.40	2.79	8.00
Camping site (RV/tent/camper)	13.93	7.49	53.80	6.15	44.10
Food and Beverages	244.02	175.25	71.80	101.62	41.60
Food & drinks consumed at restaurants & bars	188.97	132.08	69.90	76.36	40.40
Beverages purchased at a store for carry-out	21.85	16.95	77.50	9.53	43.60
Food purchased at a store for carry-out	15.72	26.22	79.00	15.72	47.40
Transportation	595.29	145.89	24.50	21.57	3.60
Rental automobile, motor home, trailer, motor-cycle or other recreation vehicle	133.44	79.99	59.90	8.79	6.60
Gas & Oil - auto or RV	7.59	15.34	43.80	7.59	21.70
Repair & Service - auto or RV	1.87	1.61	85.70	1.58	84.10
Parking fees & tolls	5.01	2.81	56.10	0.83	16.60
Taxi fare	0.98	0.51	51.80	0.20	20.50
<u>Bus Fare</u>					
a) Package tour	1.58	0.94	59.20	0.03	2.20
b) Any other bus fare	0.35	0.29	81.70	0.27	77.30
<u>Airline fares</u>					
a) Package tours	226.23	40.47	17.90	0.92	0.40
b) Any other airline fare	190.85	3.95	2.10	1.34	0.70
Boating	10.43	9.49	90.90	5.37	51.50
Boat, jet ski, and wave runner rental	3.62	3.62	100.00	3.31	91.30
Boat fuel and oil	4.12	4.12	100.00	0.47	11.40
Boat repairs	0.19	0.19	100.00	0.19	100.00
Boat launch fees	0.00	0.00	0.00	0.00	0.00
Boat slip or marina fees (this trip only)	0.00	0.00	0.00	0.00	0.00
Sailing charters or sunset cruises	2.49	1.55	62.10	1.40	56.30
Fishing	1.29	1.29	100.00	1.29	100.00
Cut bait	0.10	0.10	100.00	0.10	100.00
Live bait	0.00	0.00	0.00	0.00	0.00
Daily or special fishing permits	0.03	0.03	100.00	0.03	100.00
Fishing lines, fly lines, fish nets, traps	0.17	0.17	100.00	0.17	100.00
Charter/party boat/guide service	1.00	1.00	100.00	1.00	100.00
Scuba Diving/Snorkeling	15.81	15.61	98.70	14.80	93.60
Rental fee for equipment	10.95	10.74	98.10	9.93	90.70
Charter/party boat/guide service	4.86	4.86	100.00	4.86	100.00
Sightseeing	59.56	32.49	54.50	13.49	22.70
Sightseeing tours	13.49	6.75	50.00	4.78	35.50
Glass-bottom boat rides	4.13	3.73	90.40	3.68	89.10
Backcountry excursions, kayak tours	0.97	0.76	79.10	0.22	23.20
Park entrance fees	10.53	6.49	61.60	1.71	16.20
Admission to tourist, amusement, festivals and other commercial attractions	30.44	14.75	48.50	3.10	10.20
Other Activity Expenditures	25.31	19.58	77.40	3.98	15.70
Rental fee for recreation equipment (bicycles, golf carts or others not listed above)	14.52	14.10	97.10	1.70	11.70
Guide service, tour, or outfitters (not listed above, like parasailing)	5.06	1.21	24.00	0.81	16.00
Admission to motion pictures, theaters, museums, etc.	5.74	4.27	74.40	1.46	25.50
Miscellaneous Expenditures	133.77	79.61	59.50	32.38	24.20
Film purchases	3.90	3.15	80.90	1.99	50.90
Film development	3.20	2.16	67.50	1.21	38.00
Footwear	28.77	8.94	31.10	3.94	13.70
Clothing	61.25	41.80	68.20	16.13	26.30
Souvenirs and gifts (not clothing)	36.65	23.56	64.30	9.11	24.90
Services	12.92	9.90	76.70	3.32	25.70
Barber, laundry, and other personal services	2.08	1.30	62.60	0.65	31.00
Telephone, fax, and other business services	5.56	3.69	66.30	2.03	36.50
Physician, dentist, and other medical services	1.24	1.01	81.50	0.01	0.90
Other Services	4.03	3.90	96.80	0.63	15.60
Total	1,578.59	779.52	49.40	353.14	22.40

Table A.4.14 Special Issue Questions by Season: Foreign Visitors

Special Issue	Jun. '95 - Nov. '95 (%)	Dec. '95 - May '96 (%)	Annual Weighted Average (%)
PRIMARY PURPOSE OF TRIP			
Recreation/Vacation	94.2	95.9	95.1
Visit Family or Friends	1.5	1.6	1.5
Business Trip	0.2	0.5	0.3
Business/Pleasure	3.1	1.5	2.3
Other	1.0	0.5	0.8
ATTENDANCE AT SPECIAL EVENTS			
Yes	1.0	2.1	1.5
IMPORTANCE OF SPECIAL EVENTS IN TRIP PLANNING			
Not important	50.0	71.4	64.0
Somewhat important	0.0	0.0	0.0
Important	50.0	28.6	36.0
Very important	0.0	0.0	0.0
Extremely important	0.0	0.0	0.0
Don't know	0.0	0.0	0.0
LIKELIHOOD OF MAKING A RETURN TRIP TO KEYS			
Will return	26.1	19.4	22.8
Very likely	21.9	17.5	19.7
Likely	8.0	21.8	14.9
Somewhat likely	17.9	20.9	19.4
Will not return	8.5	2.0	5.3
Don't know	17.6	18.5	17.9
HOW SOON MIGHT THEY RETURN			
In less than 3 months	0.0	1.5	0.8
3 to 6 months	0.0	2.8	1.4
6 to 12 months	8.1	15.7	11.9
Greater than one year	58.9	46.6	52.8
Don't know	33.0	33.4	33.1
OWN SECOND HOME IN KEYS			
Yes	0.2	0.9	0.5
USE OWN BOAT IN KEYS			
Yes	2.8	1.8	2.3
STORE OR TRAILER BOAT USED			
Store in Keys	0.0	15.0	6.1
Trailer to Keys	100.0	85.0	93.9
USE OF AM INFORMATION RADIO STATIONS IN KEYS			
Yes	31.8	17.6	24.6

Table A.4.14 Special Issue Questions by Season: Foreign Visitors (Continued)

Special Issue	Jun. '95 - Nov. '95	Dec. '95 - May '96	Annual Weighted Average
	(%)	(%)	(%)
ENVIRONMENTAL CONCERN INDEX			
(SCALE 16 - 80)			
Places very high priority on the protection of the environment (65+)	39.4	54.4	46.9
Concerned about protection of the environment (49 - 64)	57.9	42.4	50.1
Neutral, or undecided about environmental issues (48)	0.0	1.0	0.5
Little concern about protection of the environment (32 - 47)	2.7	2.2	2.5
Places very low priority on the protection of the environment (16 - 31)	0.0	0.0	0.0
Mean			
Median			
Mode	62.9	64.3	63.6
Minimum	63.0	65.0	64.0
Maximum	62.0	68.0	62.0
	34.0	42.0	34.0
	80.0	80.0	80.0