



Condé Nast  
**Traveler**  
RESEARCH CENTER

# SPECIAL REPORT

OIL SPILL IN THE GULF OF MEXICO

OCTOBER 2010



# SPECIAL REPORT: OIL SPILL IN THE GULF OF MEXICO

## WAVE 2 KEY FINDINGS

*Condé Nast Traveler* readers are resilient, knowledgeable travelers.

Among respondents:

- 80% (up from 60% in July) would **consider travel** to the coastal areas of Florida, Alabama, Mississippi, or Louisiana in the next 6 months.
- There is a continued desire to visit these areas to assist in **clean-up**.
- Keeping up with the developing story, CNT readers are aware that, for the most part, there isn't oil on shore **currently**, however they are also aware that oil was **previously** on the shores of the Florida Panhandle.

## METHODOLOGY

The *Condé Nast Traveler* Research Center conducted a research study in order to gauge how the oil spill in the Gulf of Mexico has affected the travel plans of readers. The study was conducted in two waves via email. The first wave was fielded July 13<sup>th</sup> – July 21<sup>st</sup> 2010, the second was fielded October 8<sup>th</sup> – October 19<sup>th</sup> 2010. The surveys were emailed to members of the *Condé Nast Traveler* Navigator Panel, an online panel of opt-in subscribers who have expressed interest in participating in research studies. Mediamark Research Inc. (MRI) administered the surveys and tabulated the results of 1,250 respondents for Wave 1, and 500 respondents for Wave 2. The results were then analyzed by the *Condé Nast Traveler* Research Center.

# SPECIAL REPORT: OIL SPILL IN THE GULF OF MEXICO

## TRAVEL PLANS

Only 15% of respondents polled said that the oil spill affected their travel plans.

- 40% of those who said that their travel plans had been affected by the spill were planning to travel to the destinations listed below this summer, 35% were planning to travel this fall.
- Travel plans to Destin, The Keys/Key West, and New Orleans were affected the most.

***Has the oil spill in the Gulf of Mexico affected your travel plans to any of the following destinations?***

### FLORIDA WAVE 1

#### Panhandle

<b>Destin</b>	<b>27%</b>
Panama City	17%
Pensacola	17%

#### West Coast

Tampa/St. Pete	16%
Naples/Marco Island	13%
Sanibel/Captiva	15%
Sarasota/Bradenton	8%

#### South Florida

Palm Beach	9%
Miami/Miami Beach	14%
Fort Lauderdale	8%

#### **The Keys/Key West 23%**

#### East Coast

Daytona	2%
St. Augustine	3%
Jacksonville	3%
Amelia Island	5%

#### Central Florida

Orlando	4%
Kissimmee	4%
Ocala	0%

### ALABAMA WAVE 1

#### Coastal

Gulf Shores	16%
Orange Beach	12%
Mobile	12%

#### Inland

Birmingham	2%
Montgomery	0%

### MISSISSIPPI WAVE 1

#### Coastal

Biloxi/Gulfport	12%
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#### Inland

Jackson	2%
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### LOUISIANA WAVE 1

#### Coastal

<b>New Orleans</b>	<b>23%</b>
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#### Inland

Baton Rouge	2%
Shreveport	2%

Base: Respondents with travel plans affected by the spill

Note: Respondent level unstable in Wave 2.

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## TRAVEL PLANS

80% of respondents polled in October, up from 60% in July, said that they would consider traveling to the following destinations in the next 6 months. South Florida is the most popular destination for future travel plans considered.

### Would you consider travel to the following destinations?

FLORIDA	WAVE 1	ALABAMA	WAVE 1
<u>Panhandle</u>		<u>Coastal</u>	
Destin	22%	Gulf Shores	19%
Panama City	14%	Orange Beach	11%
Pensacola	19%	Mobile	12%
<u>West Coast</u>		<u>Inland</u>	
Tampa/St. Pete	26%	Birmingham	12%
Naples/Marco Island	23%	Montgomery	10%
Sanibel/Captiva	26%		
Sarasota/Bradenton	20%		
<u>South Florida</u>		<b>MISSISSIPPI</b>	<b>WAVE 1</b>
Palm Beach	24%	<u>Coastal</u>	
<b>Miami/Miami Beach</b>	<b>37%</b>	Biloxi/Gulfport	12%
<b>Fort Lauderdale</b>	<b>38%</b>	<u>Inland</u>	
<b>The Keys/Key West</b>	<b>38%</b>	Jackson	8%
<u>East Coast</u>		<b>LOUISIANA</b>	<b>WAVE 1</b>
Daytona	18%	<u>Coastal</u>	
St. Augustine	20%	New Orleans	26%
Jacksonville	17%	<u>Inland</u>	
Amelia Island	22%	Baton Rouge	9%
<u>Central Florida</u>		Shreveport	9%
Orlando	27%		
Kissimmee	16%		
Ocala	13%		

Base: Respondents considering travel to in the noted areas

Note: Respondent level unstable in Wave 2.

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## CONTINUED CONCERN FOR THE ENVIRONMENT AND DESTINATIONS IN NEED

Many respondents who were affected by the oil spill in the Gulf of Mexico expressed a desire to visit these areas to be part of the clean-up:

*"I'm planning to go to areas affected by the spill to **volunteer.**"*

-Anastasia A., Washington

*"I was **concerned about the conditions, and the controversy.** I wanted to go somewhere to relax and I would have been too upset to go near any place that was contaminated by this terrible event. "*

-Catherine B., Minnesota

*"I will be traveling to New Orleans in December and will do what I can to **help with the situation.**"*

-Denise D., California

*"I'm worried about **longer-term effects** of the oil on the Gulf ecosystem."*

-Daniel M., Maryland

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## OIL ON SHORE IN FLORIDA

Now six months after the devastating oil spill in the Gulf of Mexico, the federal government maintains that much of the oil is now gone. *Condé Nast Traveler* readers have been following the story on the disaster and are aware that, for the most part, oil is not present on the Panhandle or anywhere else on the coast of Florida.

*The crude has stopped gushing and coastlines are largely clear of the thick goo that washed ashore for months, but the impact of the worst offshore oil spill in U.S. history will no doubt linger for years. [...] Independent researchers say they are discovering significant amounts of crude below the sea's surface, including on the ocean floor [...] Oil is still buried in the sand on beaches across the coast.*

-The Miami Herald, 10/20/2010

### **Knowledge that oil is not currently present on the shores of:**

<b>FLORIDA</b>	<b>WAVE 1</b>	<b>WAVE 2</b>
<u>Panhandle</u>		
Destin	42%	68%
Panama City	37%	65%
Pensacola	27%	64%
<u>West Coast</u>		
Tampa/St. Pete	82%	86%
Naples/Marco Island	84%	88%
Sanibel/Captiva	84%	88%
Sarasota/Bradenton	84%	87%
<u>South Florida</u>		
Palm Beach	92%	94%
Miami/Miami Beach	92%	94%
Fort Lauderdale	92%	94%
The Keys/Key West	84%	90%
<u>East Coast</u>		
Daytona	95%	95%
St. Augustine	95%	95%
Jacksonville	94%	95%
Amelia Island	94%	95%

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## OIL ON SHORE IN FLORIDA

*Condé Nast Traveler* readers are aware that oil was present at one point on the Panhandle and not anywhere else on the coast of Florida.

### ***Knowledge that oil was ever present on the shores of:***

#### **FLORIDA** **WAVE 2**

##### Panhandle

<b>Destin</b>	<b>51%</b>
<b>Panama City</b>	<b>54%</b>
<b>Pensacola</b>	<b>57%</b>

##### West Coast

Tampa/St. Pete	15%
Naples/Marco Island	14%
Sanibel/Captiva	14%
Sarasota/Bradenton	16%

##### South Florida

Palm Beach	7%
Miami/Miami Beach	8%
Fort Lauderdale	8%
The Keys/Key West	12%

##### East Coast

Daytona	7%
St. Augustine	7%
Jacksonville	6%
Amelia Island	7%

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## VACATION HOMES

Florida is the more popular destination for vacation homes, specifically The Keys/Key West, Sanibel/Captiva, Naples/Marco Island, and Sarasota/Bradenton..

35% of respondents polled would consider purchasing a vacation home in the following destinations:

*Would you consider purchasing a vacation home in any of the following areas?*

FLORIDA	WAVE 1	WAVE 2
<u>Panhandle</u>		
Destin	17%	16%
Panama City	11%	12%
Pensacola	12%	11%
<u>West Coast</u>		
Tampa/St. Pete	19%	23%
<b>Naples/Marco Island</b>	<b>31%</b>	<b>28%</b>
<b>Sanibel/Captiva</b>	<b>27%</b>	<b>30%</b>
<b>Sarasota/Bradenton</b>	<b>21%</b>	<b>28%</b>
<u>South Florida</u>		
Palm Beach	18%	18%
Miami/Miami Beach	19%	13%
Fort Lauderdale	17%	17%
<b>The Keys/Key West</b>	<b>40%</b>	<b>35%</b>
<u>East Coast</u>		
Daytona	5%	3%
St. Augustine	14%	8%
Jacksonville	8%	2%
Amelia Island	21%	15%
<u>Central Florida</u>		
Orlando	12%	10%
Kissimmee	7%	3%
Ocala	6%	4%

ALABAMA	WAVE 1	WAVE 2
<u>Coastal</u>		
Gulf Shores	12%	13%
Orange Beach	8%	8%
Mobile	5%	2%
<u>Inland</u>		
Birmingham	2%	2%
Montgomery	2%	1%

MISSISSIPPI	WAVE 1	WAVE 2
<u>Coastal</u>		
Biloxi/Gulfport	6%	6%
<u>Inland</u>		
Jackson	2%	0%

LOUISIANA	WAVE 1	WAVE 2
<u>Coastal</u>		
New Orleans	15%	16%
<u>Inland</u>		
Baton Rouge	3%	1%
Shreveport	2%	0%

Base: Respondents who would consider purchasing a vacation home in the noted areas