



Condé Nast
Traveler
RESEARCH CENTER

SPECIAL REPORT

OIL SPILL IN THE GULF OF MEXICO

JULY 2010



SPECIAL REPORT: OIL SPILL IN THE GULF OF MEXICO

KEY FINDINGS

Condé Nast Traveler readers are resilient, knowledgeable travelers.

Among respondents:

- Only 15% said that their **travel plans were affected** by the oil spill in the Gulf of Mexico
- The majority (60%) would **consider travel** to the coastal areas of Florida, Alabama, Mississippi, or Louisiana in the next 6 months
- Many expressed a desire to visit these areas to assist in **clean-up** and to **support the local economies**
- They are aware that just the Florida Panhandle has experienced **oil on shore** (versus other coastal regions of Florida)
- 1 in 3 would consider **purchasing a vacation home** on the coastal areas of Florida, Alabama, Mississippi, or Louisiana

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 via email and was fielded July 13th – July 21st 2010. The survey was 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. The results were then analyzed by the *Condé Nast Traveler* Research Center.

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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

Panhandle

Destin	27%
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

Coastal

Gulf Shores	16%
Orange Beach	12%
Mobile	12%

Inland

Birmingham	2%
Montgomery	0%

MISSISSIPPI

Coastal

Biloxi/Gulfport	12%
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Inland

Jackson	2%
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LOUISIANA

Coastal

New Orleans **23%**

Inland

Baton Rouge	2%
Shreveport	2%

Base: Respondents with travel plans affected by the spill

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TRAVEL PLANS

60% of respondents 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

Panhandle

Destin	22%
Panama City	14%
Pensacola	19%

West Coast

Tampa/St. Pete	26%
Naples/Marco Island	23%
Sanibel/Captiva	26%
Sarasota/Bradenton	20%

South Florida

Palm Beach	24%
Miami/Miami Beach	37%
Fort Lauderdale	38%
The Keys/Key West	38%

East Coast

Daytona	18%
St. Augustine	20%
Jacksonville	17%
Amelia Island	22%

Central Florida

Orlando	27%
Kissimmee	16%
Ocala	13%

ALABAMA

Coastal

Gulf Shores	19%
Orange Beach	11%
Mobile	12%

Inland

Birmingham	12%
Montgomery	10%

MISSISSIPPI

Coastal

Biloxi/Gulfport	12%
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Inland

Jackson	8%
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LOUISIANA

Coastal

New Orleans	26%
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Inland

Baton Rouge	9%
Shreveport	9%

Base: Respondents considering travel to in the noted areas

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SUPPORT AND CONCERN FOR 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 and to support the local economies:

*“The oil spill in the Gulf **has made me plan a trip to Florida** in the fall because I want to support the economy there and I am hopeful that, even by October, the spill will not affect the Atlantic coast.”*

-Eileen G., New York

*“We have a vacation home in Florida which we will be traveling to this fall . . . we feel we should **support** everyone as much as possible.”*

-Marlene S., Pennsylvania

*“I would much rather go down to the Gulf to **help clean up the spill** and help animals and people affected by the oil rather than travel down there on vacation right now.”*

-Meaghan P., Las Vegas

*“It **did not affect my travel plans** on a trip taken shortly after the oil well explosion/spill in May. The long term impact on the economy and the environment caused by the spill greatly concern me.”*

-Larry R., Tennessee

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OIL ON SHORE IN FLORIDA

As of July 21st, oil is present only on the shores of the Florida Panhandle. *Condé Nast Traveler* readers have been following the developing story on the Gulf oil disaster and are aware that oil is present on the Panhandle and not anywhere else on the coast of Florida.

Knowledge that oil is currently present on the shores of:

FLORIDA

Panhandle

Destin	58%
Panama City	63%
Pensacola	73%

West Coast

Tampa/St. Pete	18%
Naples/Marco Island	16%
Sanibel/Captiva	16%
Sarasota/Bradenton	16%

South Florida

Palm Beach	8%
Miami/Miami Beach	8%
Fort Lauderdale	8%
The Keys/Key West	16%

East Coast

Daytona	5%
St. Augustine	5%
Jacksonville	6%
Amelia Island	6%

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VACATION HOMES

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

32% 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

Panhandle

Destin	17%
Panama City	11%
Pensacola	12%

West Coast

Tampa/St. Pete	19%
Naples/Marco Island	31%
Sanibel/Captiva	27%
Sarasota/Bradenton	21%

South Florida

Palm Beach	18%
Miami/Miami Beach	19%
Fort Lauderdale	17%

The Keys/Key West **40%**

East Coast

Daytona	5%
St. Augustine	14%
Jacksonville	8%
Amelia Island	21%

Central Florida

Orlando	12%
Kissimmee	7%
Ocala	6%

ALABAMA

Coastal

Gulf Shores	12%
Orange Beach	8%
Mobile	5%

Inland

Birmingham	2%
Montgomery	2%

MISSISSIPPI

Coastal

Biloxi/Gulfport	6%
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Inland

Jackson	2%
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LOUISIANA

Coastal

New Orleans	15%
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Inland

Baton Rouge	3%
Shreveport	2%

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