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Church Street Station Train Excursion Market Study

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*COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF CENTRAL FLORIDA
ORLANDO, FLORIDA*

*TO FACILITATE THE INDUSTRY AND PUBLIC BY PROVIDING . . .
* RESEARCH * PROMOTION * EDUCATION *
IN THE STATE OF FLORIDA*

**CHURCH STREET STATION TRAIN
EXCURSION MARKET STUDY**

a reserch report submitted to

CHURCH STREET STATION
ORLANDO, FLORIDA

by

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TABLE OF CONTENTS

	<u>Page</u>
EXECUTIVE SUMMARY	1
PART ONE: LOCAL RESIDENTS	2
I. INTRODUCTION	3
II. METHODOLOGY	4
A. Instrument	4
B. Sampling	5
C. Data Analysis	5
D. Limitations	6
III. FINDINGS	7
A. Demographic Profile of the Respondents	7
B. Central Floridians Attraction Visiting Pattern	10
C. Perception of the Train Ride Attraction and its Proposed Features	12
1. Experience with Train Rides	12
2. Familiarity with the Proposed Train Ride	12
3. Market Appeal of the Train Ride Attraction	13
4. Perception of the New Train Ride	17
5. Desired Features on Board	21
6. Perception of Train Fare	23
7. The Mount Dora Destination	25
8. Interest in taking the Train Ride	27
D. Predictors of Likelihood to take the Train Ride	29
E. Perceptual Differences between Groups of Respondents	30
IV. SUMMARY AND CONCLUSIONS	32

	<u>Page</u>
PART TWO: TOURISTS AND CONVENTION DELEGATES	34
I. INTRODUCTION	35
II. METHODOLOGY	36
A. Instrument	36
B. Sampling	36
C. Data Analysis	36
D. Limitations	37
III. FINDINGS	38
A. Demographic Profile of the Respondents	38
B. Respondents' Travel Behavior	41
C. Perception of the Train Ride Attraction and its Proposed Features	45
1. Experience with Train Rides	45
2. Familiarity with the Proposed Train Ride	46
3. Market Appeal of the Train Ride Attraction	46
4. Perception of the New Train Ride	50
5. Desired Features on Board	56
6. Perception of Train Fare	58
7. The Mount Dora Destination	59
8. Interest in taking the Train Ride	63
D. Additional Attractions to be visited by the respondents	66
E. Predictors of Likelihood to take the Train Ride	67
E. Perceptual Differences between Groups of	69
IV. SUMMARY AND CONCLUSIONS	71

EXECUTIVE SUMMARY

The following are the main findings of this study:

1. All respondents expressed a relatively high interest in taking the new train attraction when it opens. Eighty eight percent of the local residents, ninety one percent of convention delegates and ninety five percent of tourists, said that they will **probably or definitely** take the ride.
2. Respondents were willing to pay an admission fee of \$15.00 (local residents) to \$23.00 (tourists) for the round trip.
3. The train ride was perceived to appeal to all market segments: young and old, with or without children, tourists and locals, males and females.
4. The train ride was perceived to be different from other Central Florida attractions, but would be visited by tourists only after have been to other attractions first.
5. All respondents expressed a concern about the availability of parking facilities at the train station in Orlando. Tourists and convention delegates made their train ride contingent upon transportation to and from their hotels.
6. All respondents preferred a variety of entertainment on board, such as: live comedy, mystery, train robbery, Dixieland music, barbershop quartets, sing along, etc.
7. The majority of local residents did not express an interest in the Mt. Dora overnight package. Tourists and convention delegates, however, expressed a relatively high interest in staying in Mt. Dora overnight. Sixty nine percent of tourists and fifty two percent of convention delegates said that they would **probably or definitely** stay in Mt. Dora.
8. Those tourists who expressed an interest in staying in Mt. Dora overnight were willing to pay between \$75.00 (tourists) and \$95.00 (convention delegates), for the complete package.

PART ONE:
LOCAL RESIDENTS

I. INTRODUCTION

The primary goal of this part of the study was to examine the potential market of a new train ride attraction between downtown Orlando and Mount Dora to be operated by Church Street Station.

The study investigated the socio-economic characteristics of Central Florida residents and their perception of the proposed train-ride attraction. In particular, the research objectives included:

- A. Obtain a demographic profile of Central Florida residents and identify specific demographic groups that are more likely to participate in the Church Street Station's train ride attraction.
- B. Assess Central Florida residents' familiarity with Central Florida attractions.
- C. Based on the proposed train-ride's experience and features, assess the new attraction's image and visitor appeal.
- D. Assess the likelihood of local residents to visit the new train-ride attraction.
- E. Based on these findings, develop a prediction model of those local residents who are most likely to visit the new train-ride attraction.

II. METHODOLOGY

Instrument

The initial study was launched on January 12, 1989 where six "focus groups" of Central Florida residents, tourists, and convention delegates discussed their perceptions regarding leisure and touristic activities in Central Florida. They also discussed their experiences with the local theme parks, and the concept of developing a new train ride attraction between Orlando and Mount Dora.

The six "focus groups" enlightened major areas of concerns and helped generate some hypotheses regarding future visitor markets (local and out-of-town) for the proposed train ride attraction.

A questionnaire was drafted based on the Institute's methodology of marketing research, as well as the issues raised in both "focus groups." After a pilot study, interviews of local residents began on Monday, March 6, 1989.

Sampling

A random sample of Central Florida residents was drawn from the local telephone directory. Cluster sampling of residents of Orange, Seminole, and Osceola counties was drawn proportionally to the number of households in each county (60%, 37%, and 3%, respectively).

Interviews were conducted with male or female head of households during a period of one week (March 6 - 13, 1989) between 5:00 P.M. - 9:00 P.M. Calls were made to 258 households, with respondents completing interviews in 100 households for a response rate of 38.75%

Data Analysis

The majority of the items in the questionnaire were structured. Several open-ended items were used to explore additional residents' information like the perceived train ride fare, and "other" categories not included in the structured questions.

The questionnaire was designed to be completed in ten minutes. Actual interviews lasted between 5 and 20 minutes with an average length of 11.3 minutes.

Completed questionnaires were coded and the data analyzed at the University of Central Florida. Frequency distributions were computed for all questions, as well as regression analyses, t-tests, and one-way analyses of variance for various predicting variables of park attendance.

Limitations

Several limitations in the research methodology are noted here. The practice of interviewing only willing respondents may create problems of representation. Since there was no control over who participated in the study the results could have been biased by either favorable or unfavorable participants.

In addition, most questions related to behavior intentions of the respondents rather than actual behavior; that is, those respondents who reported willingness to ride the new train attraction, would not necessarily translate it into actual behavior.

III. FINDINGS

Demographic Profile of the Respondents

The majority of the respondents (about 70%) have lived in Central Florida for over five years, had a high school diploma (about 65%), and their median age was between 40 and 49 years. Most of them were married (70%) and had no children under 18 living in their household (59%). Their median 1988 annual income was \$20,000-30,000 (Tables 1-5). The gender distribution between males and females was 49% and 51%, respectively.

Table 1:

Respondents Residency in Central Florida

Years	%
1. Less than one year	4.0
2. 1-2 years	9.1
3. 3-4 years	16.2
4. 5-9 years	22.2
5. Over 10 years	48.5
Total	100.0

Mean: 4.0
Std Dev: 1.2

Table 2:

Respondents' Highest Level of Education

Level of education	%
1. Grade School	1.0
2. Some high School	1.0
3. High School Diploma	64.6
4. College Degree	25.3
5. Advanced Degree	8.1
Total	100.0

Mean: 3.4
Std Dev: 0.7

Table 3:

Age of the Respondents

Age	%
1. 18-29	19.0
2. 30-39	27.0
3. 40-49	16.0
4. 50-59	12.0
5. 60-69	16.0
6. 70 and over	10.0
Total	100.0

Median: 40-49 years.

Table 4:

Marital Status of the Respondents

Marital Status	%
1. Single	11.0
2. Married	70.0
3. Divorced/Separated	11.0
4. Widowed	8.0
Total	100.0

Table 5:

Respondents' 1988 Household Income

Income	%
1. Under \$10,000	14.3
2. \$10-20,000	16.5
3. \$20-30,000	19.8
4. \$30-40,000	15.4
5. \$40-50,000	16.5
6. \$50-60,000	3.3
7. \$60-70,000	5.5
8. Over \$70,000	8.8
Total	100.0

Mean: 3.8
Std Dev: 2.0
Median: \$20-30,000.

Central Floridians Attraction Visiting Pattern

The majority of the respondents (66%) visited at least one of Central Florida attractions in the past year (Table 6).

Respondents who visited local attractions were asked to recall the number of times they had visited the local attractions in the last year. The study shows that local residents' frequency of attraction visits ranged between 1 and 35 times in the last year, with a median of 2.0 visits per resident (Table 7).

Finally, respondents were asked whether they had season passes to any of the local attractions. About one-fifth (21%) of Central Floridians had season passes (Table 8). Those respondents who held season passes, reported an average of 1.8 passes per person.

Table 6:

Respondents' Visiting Experience with Central Florida Attractions ^a

	----- % -----
1. No	34.0
2. Yes	66.0
Total	----- 100.0 -----

Note: ^a "Did you visit any of the Central Florida attractions in the past year?"

Table 7:
Respondents' Frequency of Attractions Visits^a

visits	%
1	31.3
2	26.9
3	19.4
4 to 35	32.4
Total	100.0

Mean: 3.7
 Std Dev: 5.2
 Median: 2.0

Note:^a "How many times did you visit these attractions in the past year?"

Table 8:
Respondents' Season Pass Ownership

	%
1. No	79.0
2. Yes	21.0
Total	100.0

Perception of the Train Ride Attraction and its Proposed Features

1. Experience with Train Rides:

The majority of Central Florida residents (89%) had traveled by train. About one-third had ridden an old fashion train attraction (Table 9).

Table 9:

Experience with Train Rides

	<u>"Have you ever ridden a train?"</u>	<u>"Have you ever ridden an old fashion train attraction?"</u>
	<u>%</u>	<u>%</u>
1. Yes	89.0	33.3
2. No	11.0	66.7
Total	100.0	100.0

2. Familiarity with the Proposed Train Ride:

The majority of the respondents (about 87%) did not hear about the proposed train ride attraction (Table 10).

Table 10:

Familiarity with the New Train Ride Attraction

	<u>%</u>
1. No	13.1
2. Yes	86.9
Total	100.0

3. Market Appeal of the Train Ride Attraction:

The proposed attraction was described to Central Floridians as follow:

...The proposal calls for a round-trip train ride on an old fashioned steam train between Church Street Station in downtown Orlando and Mount Dora, a small quaint town with distinctive shops and flea markets located about 35 miles northwest of Orlando.

The two-hour train ride in each direction will carry about 200 passengers in about five to seven cars. The trip will include live entertainment, as well as food and beverage service to be purchased by passengers.

Upon arrival in Mount Dora, passengers will have some free time to spend around the town before returning back to Orlando on a later train. Since trains will run several times a day between Orlando and Mount Dora, excursionists could choose the time to return to Orlando...

Respondents were asked to express their opinion regarding the attractiveness of the train ride to Central Florida residents. Respondents used a four-level scale where "1" indicated "definitely will not visit the park" (total disinterest), and "4" "definitely will visit the park" (total interest). Results are summarized in Table 11. It can be concluded that Central Florida residents generally showed an interest in the new attraction. About 21% of the respondents thought that Central Florida residents will definitely take the new train ride, and about 69% said that they probably will take the ride (Table 11).

When asked about specific demographic groups to which the ride will appeal to, the majority of the respondents perceived the proposed train ride attraction to appeal to older and younger people alike (64.9%). Only 6.2% of the respondents perceived the ride to appeal to young people only, while 28.9% perceived the park to appeal to older people only (Table 12).

The train ride was perceived to appeal to the family market. The majority of the respondents perceived the ride to appeal to people with or without children (59%), however 28% of the respondents perceived the ride to appeal exclusively more to people with children, while only 13% of the respondents perceived the ride to appeal to people without children (Table 13).

Central Florida residents also perceived the train ride to appeal to males and females equally (87.8%) (Table 14). Finally, they also perceived the train ride to appeal equally to tourists and local residents alike (62.2%). Twenty five percent of Central Florida residents perceived the park to appeal more to tourists (Table 15).

Table 11:

Attractiveness to Central Florida Residents^a

Level of interest	%
1. Definitely will not	2.1
2. Probably will not	7.4
3. Probably will	69.1
4. Definitely will	21.3
Total	100.0
Mean: 3.1	
Std Dev: 0.6	

Note:^a "Do you think that Central Florida residents will be interested to take such a train ride?"

Table 12:

Attractiveness to Various Age Groups

	%
1. To younger	6.2
2. To senior citizens	28.9
3. Equally to both	64.9
Total	100.0

Table 13:

Attractiveness to Families

	%
1. More to people with children	28.0
2. More to people without children	13.0
3. Equally to both	59.0
Total	100.0

Table 14:

Gender Attractiveness

	%
1. More to males	5.1
2. More to females	7.1
3. Equally to both	87.8
Total	100.0

Table 15:

Attractiveness to Residents versus Tourists

	%
1. More to local residents	12.2
2. More to tourists	25.2
3. Equally to both	62.2
Total	100.0

4. Perception of the New Train Ride

Respondents were asked whether the proposed attraction was different from other Central Florida attractions. The majority of the respondents (about 62%) thought that a train ride attraction would be very different from other Central Florida attractions (Table 16).

Table 16:

Perception of Train Ride Uniqueness^a

	%
1. Not different than others	4.0
2. Somewhat different	34.3
3. Very different	61.6
Total	100.0

Note:^a "How different would you say is this attraction from the other Florida attractions that you are familiar with?"

Respondents were asked to evaluate the attraction and its features by agreement or disagreement with various statements. Respondents used a five-level scale where "1" indicated total disagreement and "5" indicated total agreement. Looking at Table 17, it can be concluded that Central Florida residents were concerned with the **parking situation** in downtown Orlando. They did not perceive train travel to be dangerous, and would take (or recommend) out-of-town visitors to the train ride attraction.

Central Florida residents would like to see a **variety** of entertainment offered on various cars and rides. The variety concept was also reflected in the decoration of the various cars.

The actual train ride was perceived to be romantic and a "get away" from Orlando's "hustle and bustle." The respondents thought that the train ride should be an educational experience and should include assigned seating. The local residents wanted to socialize on board, and did not like to see too many antiques on the train. They also favored the proposed train robbery.

With regard to food services on board, Central Floridians favored the sale of picnic baskets on board to be consumed in Mount Dora. However, no clear consensus was found with regard to preference of full dinner car versus the sale of snacks.

Central Florida residents also agreed that Mount Dora has limited attractions, in particular for children. However, they did not think that children are usually bored on train rides.

Table 17:

**Agreement/Disagreement with Statements
about the New Train Attraction**

Statement	Mean	Standard deviation
1. Parking facilities in downtown Orlando are quite limited.	4.4	0.9
2. Different types of entertainment should be offered on different rides.	4.1	0.9
3. I would take out-of-town visitors on this train attraction.	4.0	0.8
4. Each car of the proposed train ride attraction should be decorated in a different theme.	4.0	0.9
5. Different cars should offer different types of entertainment.	4.0	1.1
6. The proposed train ride will be a change from Orlando's hustle and bustle environment.	3.8	0.8
7. Old fashioned train rides are romantic.	3.8	0.9
8. Each attraction should include some educational aspects.	3.7	1.0
9. Besides a few shops and a week-end flea market there is nothing to do in Mount Dora.	3.5	1.1
10. Picnic baskets should be sold on board to be consumed in Mount Dora.	3.5	1.1
11. I prefer to socialize with others on the train rather than be entertained all the time.	3.5	1.2
12. The proposed train ride should include assigned seating.	3.4	1.3

Table 17: (continued)

Statement	Mean	Standard deviation
13. Mount Dora has nothing to offer for children.	3.2	1.1
14. I would rather have a few snacks on board than a full lunch or dinner.	3.2	1.3
15. I would prefer to take a full service dinner ride than just an excursion during the day.	3.1	1.3
16. Children are usually bored on trains.	2.9	1.3
17. The Train robbery concept as a form of entertainment, is not appealing to me.	2.5	1.4
18. I wouldn't like to see too many antiques on the train.	2.2	1.1
19. Train travel in the U.S. is dangerous.	1.8	0.7

Key:

strongly agree	agree	neither agree nor disagree	disagree	strongly disagree
5-----	4-----	3-----	2-----	1-----

5. Desired Features on Board

Respondents were given a list of optional entertainment activities on board. The list was compiled from suggestions identified through the focus group discussions. It can be seen from Table 18, that Central Florida residents favored Dixieland music, barbershop quartets, mysteries, sing along music, a train "robbery," old time motion pictures, big band music, live comedy, and magicians or clowns. Unfavorable entertainment options included chamber music, cartoonists, bingo, card playing, and a reading library (Table 18).

Table 18:

Desired Features on Board

	%
1. Dixieland music	68.0
2. Barbershop quartet	42.3
3. Mystery to be solved during the ride.	38.1
4. Sing along music	37.1
5. A train robbery by bandits	37.1
6. Old time motion pictures	36.1
7. Big band Music of the 1920s	35.1
8. Live comedy	34.0
9. Magicians/Clowns	34.0
10. Reading library with old fashioned magazines	18.6
11. Card Playing	14.4
12. Bingo	12.4
13. Cartoonists	11.3
14. Chamber music	3.1
15. I prefer to have no entertainment	8.2
16. Other	16.5

Note: Percentages exceed 100% due to multiple responses.

6. Perception of the Train Fare:

Respondents were asked how much they would be willing to pay for an all-inclusive round-trip fare between Orlando and Mount Dora. As can be seen from Table 19, respondents were willing to pay between \$5 and \$75. The average willing-to-pay fare was \$19.37 and a standard deviation of \$12.15. The median was \$15.

Table 19:

Willing to Pay Fare:

Fare (\$)	%
5	1.4
7	1.4
8	1.4
10	23.3
12	5.5
13	1.4
14	1.4
15	19.2
17	1.4
20	20.5
22	1.4
25	5.5
28	1.4
30	4.1
35	1.4
37	1.4
40	1.4
Over 50	5.6
Total	100.0

Mean: \$19.4
Std Dev: \$12.1
Median: \$15.0

7. The Mount Dora Destination:

The Majority of the respondents said that they would spend about 2 hours in Mount Dora (Table 20).

The respondents were also informed about the package overnight option as follows:

In addition to the above excursion, some proposals were made to offer a package tour that will include an overnight stay in a Mount Dora old-fashioned luxury hotel, located on a lake and within walking distance to the town's center

It appears that the majority of Central Florida residents were not in favor of this option. About 58% of the respondents said that they "definitely will not" or "probably will not" be interested in such a package deal (Table 21). Those who were in favor, said that they would be willing to pay approximately \$55 a night (median) per person per night, including the train fare (Table 22).

Table 20:

Expected Length of Stay in Mount Dora

Length of stay (hours)	%
1	20.4
2	52.7
3	21.5
Over 4	5.4
Total	100.0
Mean:	2.4
Std Dev:	2.5
Median:	2.0

Table 21:

Level of Interest in Mount Dora Overnight Package ^a

Level of likelihood	%
1. Definitely will not	27.8
2. Probably will not	30.0
3. Probably will	33.3
4. Definitely will	8.9
Total	100.0

Mean: 2.2
Std Dev: 1.0

^a
Note: "Would you be interested in such a package deal?"

Table 22:

Price Expected to Pay for the Mount Dora Overnight Package

Price (\$)	%
Under \$25	12.2
\$25-49	20.3
\$50-74	44.7
Over \$75	22.4
Total	100.0

Mean: \$63.1
Std Dev: \$32.9
Median: \$55.0

Note: Prices are per person per night, including round-trip train ride.

8. Interest in Taking the Train Ride:

Based on the information presented, respondents were asked how likely is it that they, or members of their families will take the newly proposed train ride. Respondents were given a scale of 1 to 4 where "1" represented low likelihood and "4" high likelihood.

It can be seen from Table 23, that respondents were interested in taking the train ride. Almost 88% of the respondents said that they "definitely" or "probably" would take the ride, while only about 12% said that they "probably" or "definitely" would not take the ride (Table 23). A similar trend was evident with regard to perceptions about family members of the respondents (Table 24).

Table 23:

Level of Interest of the Respondents in the Train Ride^a

Level of interest	%
1. Definitely will not	4.1
2. Probably will not	8.2
3. Probably will	52.0
4. Definitely will	35.7
Total	100.0

Mean: 3.1
Std Dev: 0.7

^a
Note: "Would you be interested in taking a ride on this train?"

Table 24:

Level of Interest of the Respondents' Family Members in the Train Ride ^a

Level of likelihood	%
1. Definitely will not	2.1
2. Probably will not	8.2
3. Probably will	62.9
4. Definitely will	26.8
Total	100.0

Mean: 3.1
Std Dev: 0.6

Note: ^a "Would anyone in your family be interested in visiting this type of attraction?"

Predictors of Likelihood to Take the Train Ride

A statistical technique called multiple regression was conducted to determine what factors affect respondents' overall interest in taking the proposed train ride.

The results indicated that nine variables significantly predicted respondents' level of interest in the newly proposed attraction. More specifically it was found that those respondents who were more interested in taking the ride had the following opinions and personal characteristics:

1. Did not think that children are bored on train rides.
2. Would stay longer (more hours) in Mount Dora.
3. Thought that picnic baskets should be sold on board the train.
4. Believed that each attraction should include some educational aspects.
5. Thought that the train ride should include assigned seatings.
6. Did not think that Mount Dora was boring.
7. Preferred to have a full service dinner ride rather than just a day excursion.
8. Would take out-of-town visitors on this ride.
9. Were in the younger age groups.

Perceptual Differences between Groups of Respondents

A series of statistical techniques called one-way analysis of variance and t-tests were conducted in order to test whether there were any significant differences between respondents' various socio-economic and profile characteristics regarding their level of interest in taking the train ride.

Sub-groups of the respondents were defined by the following profile and socio-demographic variables:

1. Perception of uniqueness of the new attraction.
2. Perception of the attraction's appeal to various demographic groups.
3. Presence of children under 18 in household.
4. Possession of season passes.
5. Previous Experience with train rides.

Only significant findings are reported below. It was found that:

1. Respondents who perceived the train ride to be **very different** from other Central Florida attractions were more interested in taking the train ride (mean=3.7) than those respondents who perceived the new attraction to be **somewhat different** from other Central Florida attractions (mean=3.0).
2. Respondents who **had children** under 18 living with them were more interested in taking the train ride (mean=3.4) than respondents who **did not have children** under 18 living with them (mean=3.1).

3. Respondents who had season passes to Central Florida attractions were more interested in taking the train ride (mean=3.5) than respondents who did not have season passes (mean=3.1).

IV. SUMMARY AND CONCLUSIONS

Perception of the Proposed Train Ride and its Proposed Features

The majority of the respondents did not hear about the new train ride attraction, but the ride was perceived to appeal to most Central Florida residents.

Central Floridians thought that the proposed train ride would appeal to males and females equally, to all age groups, to the family and non-family market, and equally to tourists and local residents.

Local residents were concerned with parking facilities in downtown Orlando, and the variety of entertainment on the train ride.

With regard to the proposed entertainment features, the most appealing features included Dixieland music and barbershop quartets. Chamber music, cartoonists, and bingo were less favorable forms of entertainment.

Central Floridians were willing to pay a round-trip fare of about \$15.00, and would stay in Mount Dora for about two hours. Staying in Mount Dora overnight was not a favorable idea among the majority of Central Florida residents.

Finally, when asked about likelihood to take the ride, the majority of the respondents said that they or members of their families would be interested in such an excursion.

Predictors of the Level of Interest to take the Train Ride

Several factors significantly predicted respondents' level of interest in taking the train ride. Among them were: perception of children interest in train rides, length of stay in Mount Dora, preference of picnic baskets sale on board, the importance of the educational message in each attraction, importance of pre-assigned seating on board, the perception that Mount Dora is not a boring place, preference for full service dinner ride over a day excursion, willingness to take out-of-town guests, and age of the respondents.

Those respondents who perceived the train ride to appeal to younger and older alike, and to both tourists and local residents were more interested in taking the train ride than those who perceived the train ride attraction to have a limited appeal to a particular segment of these groups.

In addition, people who perceived the train ride to be different than other Central Florida attractions also exhibited more interest than those who did not.

Finally, respondents with young children and those who possessed season passes were also interested in taking the ride.

PART TWO:
CENTRAL FLORIDA TOURISTS AND CONVENTION DELEGATES

I. INTRODUCTION

The primary goal of this part of the study was the same as the one described earlier, namely to examine the potential market of a new train-trip attraction between downtown Orlando and Mount Dora to be operated by Church Street Station.

This part of the study investigated the socio-economic characteristics of Central Florida **tourists and convention delegates** and their perception of the proposed train-ride attraction. In particular, the research objectives included:

- A. Obtain a demographic profile of Central Florida tourists and Convention delegates and identify specific demographic groups that are more likely to participate in the Church Street Station's train ride attraction.
- B. Assess Central Florida tourists and convention delegates travel behavior and consumption characteristics.
- C. Based on the proposed train-ride's experience and features, assess the new attraction's image and visitor appeal.
- D. Assess the likelihood of tourists and convention delegates to visit the new train-ride attraction.
- E. Based on these findings, develop a prediction model of those tourists and convention delegates who are most likely to visit the new train-ride attraction.

II. METHODOLOGY

Instrument

Based on the results of the previously described focus-groups analysis, a questionnaire was drafted. After a pilot study, interviews of tourists and convention delegates began on Monday, March 6, 1989.

Sampling

The population sample consisted of adult visitors to Central Florida during the month of March 1989. Prospective tourist respondents were intercepted in local hotels. Convention delegates were intercepted in the Orange County Convention Center. Subjects were briefly rescreened on adult (18 or over) status and were asked by interviewers to participate in the study.

After elimination of disqualified respondents, a usable sample of 100 tourists and 100 convention delegates was obtained. Interviews in local hotels and the convention center were conducted on the week of March 6-13, 1989.

Data Analysis

The majority of the items in the questionnaire were structured. Several open-ended items were used to explore additional residents' information like the perceived train ride fare, and "other" categories not included in the structured questions.

The questionnaire was designed to be completed in ten minutes. Actual interviews lasted between 5 and 35 minutes with an average length of tourist interview of 12.8 minutes and convention delegate interview of 11.4 minutes.

Completed questionnaires were coded and the data analyzed at the University of Central Florida. Frequency distributions were computed for all questions, as well as regression analyses, t-tests, and one-way analyses of variance for various predicting variables of park attendance. The results are shown in the findings section of the report.

Limitations

The limitations described in the Central Florida Residents section apply to this section as well.

In addition to those, the reader is cautioned that the sampling of this survey was limited to a single tourist season (Winter 1989) which does not necessarily represent the tourist or convention delegates population of Central Florida year-round.

III. FINDINGS

Demographic Profile of the Respondents

Tourist respondents had a high school diploma (46.9%) or a college degree (47.9%), and their median age was between 30 and 39 years. Most of them were married (58.6%) and had no children under 18 living in their household (61%). Their median 1988 annual income was \$30,000-40,000 (Tables 1-4).

The majority of convention delegates held an advanced degree (58.2%), and their median age was between 40 and 49 years. Most of them were married (90.8%) and had no children under 18 living in their household (57%). Their median 1988 annual income was \$50,000-60,000 (Tables 1-4). The gender distribution between males and females was equal in both groups.

Tourist respondents were from fourteen states and six foreign countries. Convention delegates came from twenty seven states and Canada.

Table 1:

Respondents' Highest Level of Education

Level of education	tourists	convention delegates
	%	%
1. Grade School	1.0	-
2. Some high School	4.2	1.0
3. High School Diploma	46.9	10.2
4. College Degree	45.8	30.6
5. Advanced Degree	2.1	58.2
Total	100.0	100.0

Table 2:

Age of the Respondents

Age	tourists	convention delegates
	%	%
1. 18-29	26.3	5.1
2. 30-39	27.3	22.4
3. 40-49	25.3	30.6
4. 50-59	8.1	36.7
5. 60-69	12.1	4.1
6. 70 and over	1.0	1.0
Total	100.0	100.0

Tourists:

Delegates:

Median: 30-39 years

Median: 40-49 years

Table 3:

Marital Status of the Respondents

Marital Status	tourists	convention delegates
	%	%
1. Married	58.6	90.8
2. Single	32.3	6.1
3. Divorced/Separated	5.1	2.0
4. Widowed	4.0	1.0
Total	100.0	100.0

Table 4:

Respondents' 1988 Household Income

Income	tourists	convention delegates
	%	%
1. Under \$10,000	2.4	-
2. \$10-20,000	16.9	4.3
3. \$20-30,000	12.0	-
4. \$30-40,000	27.7	6.5
5. \$40-50,000	10.8	16.3
6. \$50-60,000	12.0	26.1
7. \$60-70,000	6.0	18.5
8. Over \$70,000	12.0	28.3
Total	100.0	100.0

Tourists:

Median: \$30-40,000

Delegates:

Median: \$50-60,000

Respondents' Travel Behavior

The majority of the respondents have visited Florida before. However, a large proportion of repeat visitors was recorded among convention delegates (Table 5). Repeat visitors came to Florida within two-to five years (Table 6).

Tourists respondents traveled to Florida as families (46%), couples (21%) or singles (19%). Convention delegates traveled mostly as couples (46.5%) or singles (27.3%).

Tourist party size was in general larger (3) than convention delegates (2). However, both groups of respondents reported a median number of two adults, and those who came with families reported a median of one teen and two children (Table 8).

Tourist respondents mainly came for vacationing purposes (96%), while convention delegate respondents mainly came to Florida to attend a convention (92.9%) (Table 9). The majority of tourists (67%) and convention delegates (65.7%) had a car in their possession whilst in Central Florida (Table 10).

Table 5:

Previous Visits to Florida

Previous visits to Florida	tourists %	convention delegates %
1. Yes	57.0	72.7
2. No	43.0	27.3
Total	100.0	100.0

Table 6:

Length of Time since last Visit

Length of time	tourists	convention delegates
	%	%
1. Less than six months	3.6	11.1
2. Six months	1.8	5.6
3. Six months - one year	25.0	22.2
4. Two - five years	33.9	37.5
5. Over five years	35.7	23.6
Total	100.0	100.0

Table 7:

Respondents' Traveling Party

Traveling party	tourists	convention delegates
	%	%
1. A single person	19.0	27.3
2. A couple	21.0	46.5
3. A family	46.0	17.2
4. Group of couples	13.0	9.1
5. In a tour group	1.0	-
Total	100.0	100.0

Table 8:

Respondents' Party Size

Party size	tourists	convention delegates
	median	median
1. Total	3	2
2. Adults	2	2
3. Teens	1	1
4. Children	2	2
Total	100.0	100.0

Table 9:

Major Purpose of Florida Visit

Major purpose	tourists	convention delegates
	%	%
1. Vacation	96.0	-
2. Visit friends/relatives	3.0	2.0
3. Convention/conference	1.0	92.9
4. Business	-	5.1
Total	100.0	100.0

Table 10:

Possession of a Car whilst in Central Florida

Possession of a car	tourists	convention delegates
	%	%
1. Yes	67.0	65.7
2. No	33.0	34.3
Total	100.0	100.0

Perception of the Train Ride Attraction and its Proposed Features

1. Experience with Train Rides:

Almost all respondents in both categories had traveled by train. One-half of tourists (47.5%) and over one-half of convention delegates (57.1%) had ridden an old-fashioned train attraction (Table 11).

Table 11:

Experience with Train Rides

	"Have you ever ridden a train?"		"Have you ever ridden an old fashioned train attraction?"	
	tourists	convention delegates	tourists	convention delegates
	%	%	%	%
1. Yes	93.0	89.9	47.5	57.1
2. No	7.0	10.1	52.5	42.9
Total	100.0	100.0	100.0	100.0

2. Familiarity with the Proposed Train Ride:

The majority of the respondents (both tourists and convention delegates) did not hear about the proposed train ride attraction (Table 12).

Table 12:

Familiarity with the New Train Ride Attraction

Familiarity	tourists	convention delegates
	%	%
1. Yes	4.0	1.0
2. No	96.0	99.0
Total	100.0	100.0

3. Market Appeal of the Train Ride Attraction:

The proposed attraction was described to the respondents as follows:

...The proposal calls for a round-trip train ride on an old fashioned steam train between Church Street Station in downtown Orlando and Mount Dora, a small quaint town with distinctive shops and flea markets located about 35 miles northwest of Orlando.

The two-hour train ride in each direction will carry about 200 passengers in about five to seven cars. The trip will include live entertainment, as well as food and beverage service to be purchased by passengers.

Upon arrival in Mount Dora, passengers will have some free time to spend around the town before returning back to Orlando on a later train. Since trains will run several times a day between Orlando and Mount Dora, excursionists could choose the time to return to Orlando...

Respondents were asked to express their opinion regarding the attractiveness of the train ride to Central Florida tourists or convention delegates. Respondents used a four-level scale where "1" indicated "definitely will not visit the park" (total disinterest), and "4" "definitely will visit the park" (total interest). Results are summarized in Table 13. It can be concluded that Central Florida tourists and convention delegates generally thought that the new attraction would appeal to other visitors. Almost all tourists (96%) thought that other Central Florida tourists would **definitely** or **probably** take the new train ride. Similar perception was exhibited by convention delegates (86.8%) (Table 13).

When asked about specific demographic groups to which the ride will appeal to, the majority of the respondents perceived the proposed train ride attraction to appeal to older and younger people alike (60.2% tourists and 58.6% convention delegates) (Table 14).

The majority of the tourist respondents perceived the ride to appeal to people with or without children (52.2%), however 36.4% of the tourists perceived the ride to appeal exclusively more to people without children. Convention delegates also perceived the ride to appeal equally to people with or without children (45.5%), however, a large proportion of the respondents (29.3%) thought that the ride would appeal to people without children. About a quarter of convention delegates (25.3%) thought that the ride would appeal more to people with children (Table 15).

Central Florida tourists and convention delegates perceived the train ride to appeal to males and females equally (82.5% and 76.5%, respectively) (Table 16).

Finally, the majority of tourists (66%) and convention delegates (71.7%) perceived the train ride to appeal more to tourists. Almost a third of the tourists (32%) and just over a quarter of convention delegates (26%) thought that the train ride would appeal equally to tourists and local residents (table 17).

Table 13:

Attractiveness to Central Florida Tourists or Convention Delegates ^a

Perceived level of interest to:	tourists	convention delegates
	%	%
1. Definitely will not	-	3.1
2. Probably will not	4.0	10.2
3. Probably will	45.5	54.1
4. Definitely will	50.5	32.7
Total	100.0	100.0

Tourists:

Mean: 3.5
Std Dev: 0.6

Delegates:

Mean: 3.2
Std Dev: 0.7

Note: ^a "Do you think that Central Florida tourists will be interested to take such a train ride?"

Table 14:

Attractiveness to Various Age Groups

	tourists	convention delegates
	%	%
1. To younger	3.1	13.1
2. To senior citizens	36.7	28.3
3. Equally to both	60.2	58.6
Total	100.0	100.0

Table 15:

Attractiveness to Families

	tourists	convention delegates
	%	%
1. More to people with children	11.1	25.3
2. More to people without children	36.4	29.3
3. Equally to both	52.2	45.5
Total	100.0	100.0

Table 16:

Gender Attractiveness

	tourists	convention delegates
	%	%
1. More to males	5.2	5.1
2. More to females	12.4	18.4
3. Equally to both	82.5	76.5
Total	100.0	100.0

Table 17:

Attractiveness to Residents versus Tourists

	tourists	convention delegates
	%	%
1. More to local residents	2.0	2.2
2. More to tourists	66.0	71.7
3. Equally to both	32.0	26.1
Total	100.0	100.0

4. Perception of the New Train Ride

Respondents were asked whether the proposed attraction was different from other Central Florida attractions. The majority of the respondents (about 62%) thought that a train ride attraction would be very different from other Central Florida attractions (Table 18).

Table 18:

a

Perception of Train Ride Uniqueness

	tourists	convention delegates
	%	%
1. Not different than others	6.1	1.0
2. Somewhat different	45.5	34.3
3. Very different	48.5	64.6
Total	100.0	100.0

^a
Note: "How different would you say is this attraction from the other Florida attractions that you are familiar with?"

Respondents were asked to evaluate the attraction and its features by agreement or disagreement with various statements. Respondents used a five-level scale where "1" indicated total disagreement and "5" indicated total agreement. Looking at Table 19, it can be concluded that Central Florida tourists perceived that old fashioned train rides are romantic and a safe way to travel in the U.S.

Central Florida tourists would like to see a variety of entertainment offered on various cars and rides. The variety concept was also reflected in the decoration of the various cars. They also did not mind to see the train decorated with many antiques.

The actual train ride was perceived to be a "get away" from Orlando's "hustle and bustle." The respondents thought that the train ride should be an educational experience and did not recall similar attractions near their home towns. They also found the attraction to be suitable for spouses of convention delegates.

However, Central Florida tourists preferred to see other Central Florida attractions first, and would like to have some transportation services between their hotel and the departure station of the proposed train ride.

As far as food services on board, picnic baskets to be purchased on board and consumed in Mount Dora were a favorable idea. No solid conclusion can be drawn as to the full dinner or snack service since the opinion on this issue were divided. snacks.

Central Florida tourists preferred to socialize on board rather than being entertained all the time, and were also concerned with parking facilities in downtown Orlando.

Central Florida convention delegates perceived the train ride first and foremost to be suitable for their spouses. It was also perceived to be a change from Orlando's "hustle and bustle." Central Florida convention delegates would like to see a variety of entertainment offered on various cars and rides. The variety concept was also reflected in the decoration of the various cars. They also did not object to antiques on the train.

The respondents thought that the train ride should be an educational experience and did not recall similar attractions near their home towns.

However, like Central Florida tourists, convention delegates preferred to see other Central Florida attractions first, and would like to have some transportation service between their hotel and the departure station of the proposed train ride.

As far as food services on board, picnic baskets to be purchased on board and consumed in Mount Dora were a favorable idea. A preference of snacks on board over full dinner service was recorded among convention delegates.

Convention delegates also preferred to socialize on board rather than being entertained all the time, and were also concerned with parking facilities in downtown Orlando.

Table 19:

**Agreement/Disagreement with Statements
about the New Train Attraction**

Statement	tourists			convention delegates		
	Mean	Std Dev	* r1	Mean	Std Dev	** r2
Old fashioned train rides are romantic.	3.9	0.8	1	3.6	0.9	8
Each car of the proposed train ride attraction should be decorated in a different theme.	3.9	0.9	2	3.8	0.9	5
The proposed train ride will be a change from Orlando's hustle and bustle environment.	3.8	0.7	3	4.1	0.7	2
Different cars should offer different types of entertainment.	3.8	0.9	4	3.8	0.9	6
Different types of entertainment should be offered on different rides.	3.7	0.8	5	4.0	0.8	3
Each attraction should include some educational aspects.	3.7	0.9	6	3.9	1.0	4
This train ride attraction will be suitable for spouses of convention delegates.	3.6	0.8	7	4.3	0.7	1
When I am in Central Florida, I prefer to see other attractions first.	3.6	0.9	8	3.6	0.9	9
I will go on this train ride only if transportation from my hotel to downtown Orlando will be provided.	3.4	1.1	9	3.7	1.0	7
Picnic baskets should be sold on board to be consumed in Mount Dora.	3.3	0.9	10	3.2	1.0	13
The proposed train ride should include assigned seating.	3.3	1.3	11	2.7	1.2	17

Table 19 (continued)

Statement	tourists			convention delegates		
	Mean	Std Dev	* r1	Mean	Std Dev	** r2
Parking facilities in downtown Orlando are quite limited.	3.2	0.8	12	3.6	1.0	10
I prefer to socialize with others on the train rather than be entertained all the time.	3.2	1.0	13	3.3	0.9	11
Besides a few shops and a weekend flea market there is nothing to do in Mount Dora.	3.0	0.3	14	3.1	0.5	14
I would prefer to take a full service dinner ride than just an excursion during the day.	3.0	1.0	15	3.0	1.2	16
I would rather have a few snacks on board than a full lunch or dinner.	3.0	1.1	16	3.3	1.1	12
Children are usually bored on trains.	3.0	1.2		2.4	1.0	
Mount Dora has nothing to offer for children.	2.9	0.4		3.0	0.5	
Similar train rides are available near my home town, too.	2.7	1.2		2.7	1.5	
I wouldn't like to see too many antiques on the train.	2.6	1.0		2.3	1.0	
The Train robbery concept as a form of entertainment, is not appealing to me.	2.5	1.1		2.8	1.4	
Train travel in the U.S. is dangerous.	2.0	1.0		1.5	0.6	

Note: * rank (tourists) ** rank (convention delegates)

strongly agree agree neither agree nor disagree disagree strongly disagree

5-----4-----3-----2-----1

5. Desired Features on Board

Respondents were given a list of optional entertainment activities on board. The list was compiled from suggestions identified through the focus group discussions. It can be seen from Table 20, that Central Florida tourists favored live comedy, mystery solving, a "train robbery," and sing along music." Unfavorable entertainment options included bingo, chamber music, a reading library, and card playing (Table 20).

Convention delegates preferred Dixieland music, a "train robbery," barbershop quartet, and mystery solving. Unfavorable entertainment options for convention delegates included cartoonists, card playing, bingo, and chamber music (Table 20).

Table 20:

Desired Features on Board

	tourists		convention delegates	
	%	rank	%	rank
Live comedy	64.0	1	23.2	7
Mystery to be solved during	60.0	2	28.3	4
A train robbery by bandits	57.0	3	37.4	2
Sing along music	56.0	4	24.2	6
Dixieland music	55.0	5	70.7	1
Barbershop quartet	41.0	6	30.3	3
Magicians/Clowns	38.0	7	19.2	9
Old time motion pictures	32.0	8	21.2	8
Big band Music of the 1920s	32.0	9	26.3	5
Cartoonists	29.0	10	1.0	14
Card Playing	27.0	11	5.1	13
Reading library with old fashioned magazines	21.0	12	15.2	10
Chamber music	16.0	13	7.1	11
Bingo	11.0	14	6.1	12
Prefer to have no entertainment	3.0		5.1	
Other	19.0		8.1	

Note: Percentages exceed 100% due to multiple responses.

6. Perception of the Train Fare:

Respondents were asked how much would they be willing to pay for an all-inclusive round-trip fare between Orlando and Mount Dora. As can be seen from Table 21, tourists were willing to pay for the ride (Median=\$23) more than convention delegates did (Median=\$20).

Table 21:
Train Fare

	tourists	convention delegates
Mean:	\$26.00	\$20.95
Std Dev:	\$11.62	\$ 8.72
Median:	\$23.00	\$20.00

7. The Mount Dora Destination:

Tourist respondents said that they would spend about three hours in Mount Dora. Convention delegates said that they would spend just over two hours in Mount Dora (Table 22).

The respondents were also informed about the package overnight option as follows:

In addition to the above excursion, some proposals were made to offer a package tour that will include an overnight stay in a Mount Dora old-fashioned luxury hotel, located on a lake and within walking distance to the town's center

Respondents were asked to evaluate the Mount Dora overnight option by agreement or disagreement with a few statements. They used a five-level scale where "1" indicated total disagreement and "5" indicated total agreement. Looking at Table 23, it can be concluded that Central Florida tourists and convention delegates neither agreed nor disagreed with all three statements relating to the overnight option. We suspect that this is probably due to the fact that the majority of the respondents were not familiar with Mount Dora.

Finally, it appears that more than two-thirds of Central Florida tourists and more than half of the convention delegates were in favor of this option (Table 24). Those who were in favor, said that they would be willing to pay approximately \$75 (tourists) or \$95 (convention delegates) per person per night, including the train fare (Table 25).

Table 22:

Expected Length of Stay in Mount Dora

Length of stay (hours)	tourists	convention delegates
	%	%
1	5.1	20.5
2	44.9	48.2
3	19.2	18.1
Over 4	30.8	13.2
Total	100.0	100.0

Tourists:

Mean: 3.0
Std Dev: 1.3
Median: 2.5

Delegates:

Mean: 2.3
Std Dev: 1.0
Median: 2.0

Table 23: /

Agreement/Disagreement with Statements
about the Mount Dora Overnight Package

Statement	tourists		convention delegates	
	Mean	Std Dev	Mean	Std Dev
	1. Children will not be interested in staying overnight in Mount Dora	3.0	1.0	3.0
2. When I come to Central Florida, I don't have enough time to spend overnight at a different close by destination.	3.0	1.0	3.2	1.0
3. I will go to Mount Dora only if a particular event like a festival or an art show will be offered there	2.6	0.9	2.7	1.0

Key:

strongly agree agree neither agree nor disagree disagree strongly disagree

5-----4-----3-----2-----1

Table 24:

Level of Interest in Mount Dora Overnight Package ^a

Level of likelihood	tourists	convention delegates
	%	%
1. Definitely will not	7.2	17.2
2. Probably will not	23.7	31.2
3. Probably will	41.2	36.6
4. Definitely will	27.8	15.1
Total	100.0	100.0

Tourists:

Mean: 2.9
Std Dev: 0.9

Delegates:

Mean: 2.5
Std Dev: 1.0

Note: ^a "Would you be interested in such a package deal?"

Table 25:

Price Expected to Pay for the Mount Dora Overnight Package

Price	tourists	convention delegates
	%	%
Under \$50	16.5	5.7
\$50-74	30.3	32.0
\$75-100	21.6	43.4
Over \$100	31.6	18.9
Total	100.0	100.0

Tourists:

Mean: \$78.1
Std Dev: \$38.1
Median: \$75.0

Delegates:

Mean: \$88.5
Std Dev: \$26.8
Median: \$95.0

Note: Prices are per person per night, including round-trip train ride.

8. Interest in Taking the Train Ride:

Based on the information presented, respondents were asked how likely is it that they, or members of their families will take the newly proposed train ride. Respondents were given a scale of 1 to 4 where "1" represented low likelihood and "4" high likelihood.

It can be seen from Table 26, that tourist and convention delegate respondents were interested in taking the train ride. Ninety five percent of tourists and 90.7% of convention delegates said that they "definitely" or "probably" would take the ride

A similar trend was evident with regard to perceptions about family members of the respondents (Table 27).

Table 26:

a

Level of Interest of the Respondents in the Train Ride

Level of likelihood	tourists	convention delegates
	%	%
1. Definitely will not	-	2.1
2. Probably will not	5.1	7.2
3. Probably will	55.6	59.8
4. Definitely will	39.4	30.9
Total	100.0	100.0

Tourists:

Mean: 3.3
Std Dev: 0.6

Delegates:

Mean: 3.2
Std Dev: 0.7

a

Note: "Would you be interested in taking a ride on this train?"

Table 27:

Level of Interest of the Respondents' Family Members in the Train Ride ^a

Level of likelihood	tourists	convention delegates
	%	%
1. Definitely will not	-	1.1
2. Probably will not	7.1	2.1
3. Probably will	53.1	62.1
4. Definitely will	39.8	34.7
Total	100.0	100.0

Tourists:

Mean: 3.3
Std Dev: 0.6

Delegates:

Mean: 3.3
Std Dev: 0.6

Note: ^a "Would anyone in your family be interested in visiting this type of attraction?"

Additional Attractions to be visited by the Respondents

Respondents were asked which attraction would they visit, if they had an extra day in Central Florida. Looking at Table 28, both tourists and convention delegates said that they would take the newly proposed train ride. However, tourists also favored attractions like: Universal Studios, EPCOT, Disney's MGM Studio Tour, and Wet N' Wild. Convention delegates favored EPCOT, Sea World, Cypress Gardens, and Disney's Magic Kingdom (Table 28).

Table 28:

Additional Attractions to be Visited

	tourists		convention delegates	
	%	rank	%	rank
New Train ride attraction	59.6	1	56.7	1
Universal Studios	48.5	2	24.7	7
Disney's EPCOT Center	43.4	3	54.6	2
Disney's MGM studios	41.4	4	22.7	8
Wet N' Wild	28.3	5	5.2	10
Disney's Magic Kingdom	25.3	6	27.8	5
Sea World	23.2	7	42.3	3
Cypress Gardens	16.2	8	38.1	4
Baseball & Boardwalk	14.1	9	25.8	6
Silver Springs	12.1	10	8.2	9
None of the above	4.0	11	5.2	11

^a
Note: "If you could spend an additional day in Central Florida, which of the following attractions would you visit?"

Predictors of Likelihood to Take the Train Ride

As in the case of local residents a multiple regression was conducted to determine what factors affect respondents' overall interest in taking the proposed train ride.

As far as tourists are concerned, the results indicated that five variables significantly predicted their level of interest in the newly proposed attraction. More specifically it was found that those tourists who were more interested in taking the ride had the following opinions and personal characteristics:

1. Believed that the new train ride should include assigned seating.
2. Did not think that they had to see other Central Florida attractions before they take the train ride.
3. Would go on the train ride if transportation will be provided to downtown Orlando.
4. Did not believe that each attraction should include some educational aspects.
5. Thought that the train ride would be a change from Orlando's "hustle and bustle."

In the convention delegates sample, six variables significantly predicted their level of interest in the newly proposed attraction. It was found that those convention delegates who were more interested in taking the ride had the following opinions and personal characteristics:

1. Believed that the new train ride would be suitable for spouses of convention delegates.
2. Thought that old fashioned train rides are romantic.
3. Did not think that the new train ride should include assigned seating.
4. Believed that each attraction should include some educational aspects.
5. Thought that parking facilities in downtown Orlando are quite limited.
6. Were less educated.

Perceptual Differences between Groups of Respondents

A series of one-way analysis of variance and t-tests were conducted in order to test whether there were any significant differences between respondents' various socio-economic and profile characteristics regarding their level of interest in taking the train ride.

Sub-groups of the respondents were defined by the following profile and socio-demographic variables:

1. Perception of the attraction's appeal to various demographic groups.
2. Gender of the respondents.
3. Possession of a car whilst in Central Florida.
4. Previous experience with old fashioned train rides.

Only significant findings are reported below. It was found that:

1. **Tourists** who perceived the train ride to appeal equally to people with or without children, were more interested in taking the train ride (mean=3.5) than tourists who perceived the attraction to appeal only to people without children (mean=3.2).
2. **Convention delegates** who perceived the train ride to appeal equally to people with or without children were more interested in taking the train ride (mean=2.6) than convention delegates who perceived the train ride to appeal only to people with children (mean=2.0).

3. Convention delegates who perceived the train ride to appeal to younger and older alike, were more interested in the Mount Dora overnight package (mean=2.7) than convention delegates who perceived the train ride to appeal more to younger people (mean=1.8).

4. Female tourists were more interested in taking the train ride (mean=3.5), and were more interested in the mount Dora package deal (3.0) than male tourists (means: 3.1, and 2.7, respectively).

5. Tourists who had a car while in Central Florida were less interested in the Mount Dora package deal (mean=2.8) than tourists who did not have a car (mean=3.2).

IV. SUMMARY AND CONCLUSIONS

Perception of the Proposed Train Ride and its Proposed Features

Very few of the respondents heard about the new train ride attraction, but an overwhelming proportion of both tourists and convention delegates expressed an interest in taking the train ride and thought that this ride would appeal to other tourists and convention delegates alike.

Both kind of respondents also thought that the proposed train ride would appeal to males and females equally, to all age groups, to the family and non-family market, and more to tourists and convention delegates than to local residents.

Like the local residents, both tourists and convention delegates were concerned with parking facilities in downtown Orlando and expressed willingness to take the train ride only if transportation will be provided from the hotels to the train station. Both categories of respondents expressed an interest in seeing other Central Florida attractions before visiting the train ride.

With regard to the proposed entertainment features, all respondents preferred a variety of entertainment on the train ride. The most appealing entertainment features to tourists were: live comedy, mystery, train robbery and sing along music. Convention delegates on the other hand preferred: Dixieland music, train robbery, barbershop quartets and mystery.

Tourists were willing to pay a round-trip fare of about \$23.00, and would stay in Mount Dora for about 2 and 1/2 hours. Convention delegates were willing to pay only about \$20.00 and were willing to stay two hours.

Unlike the case of the local residents, both tourists and convention delegates expressed a relatively strong interest in staying in Mount Dora overnight. Those tourists who expressed an interest in staying overnight were willing to pay about \$75.00 for the complete package, while convention delegates were willing to pay about \$95.00.

Predictors of the Level of Interest to take the Train Ride

Several factors significantly predicted respondents' level of interest in taking the train ride. Among them were: provision of transportation facilities from hotels to the station, provision of assigned seating for the tourists but not for convention delegates, interest in educational aspects of the attraction for convention delegates but no such interest for tourists. Interested respondents - tourists and convention delegates alike - perceived the train ride to appeal to both people with or without children.

In addition, interested tourists were willing to go on the train ride only after they have seen other Central Florida attractions and perceived the train ride to be a change from Orlando's "hustle and bustle". Generally speaking, the train ride had a larger appeal to female tourists than to male tourists.

Convention delegates who expressed an interest in taking the train ride perceived it as romantic, suitable for spouses and for all age groups and were generally less educated.