



# FORT SMITH

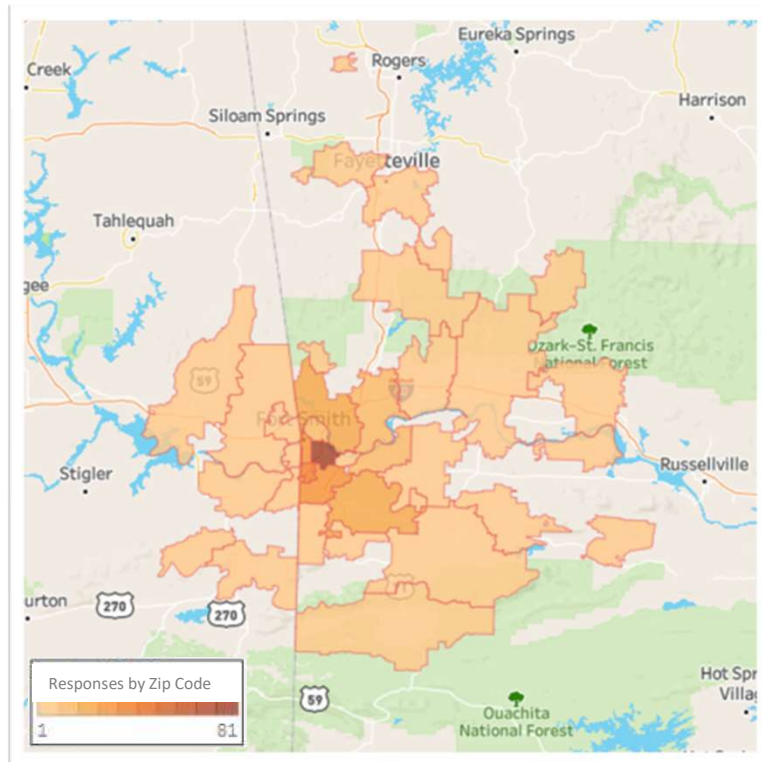
## REGIONAL AIRPORT

Vacation Destination Analysis

# Vacation Destination Analysis: Survey Results

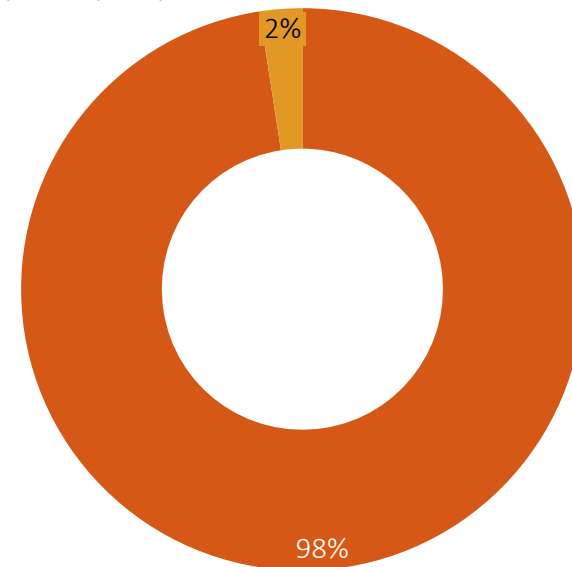
## Q. What is your home Zip Code?

Primary Survey Response Area



## Q. What is your home zip code?

Outside Primary Survey Response Area



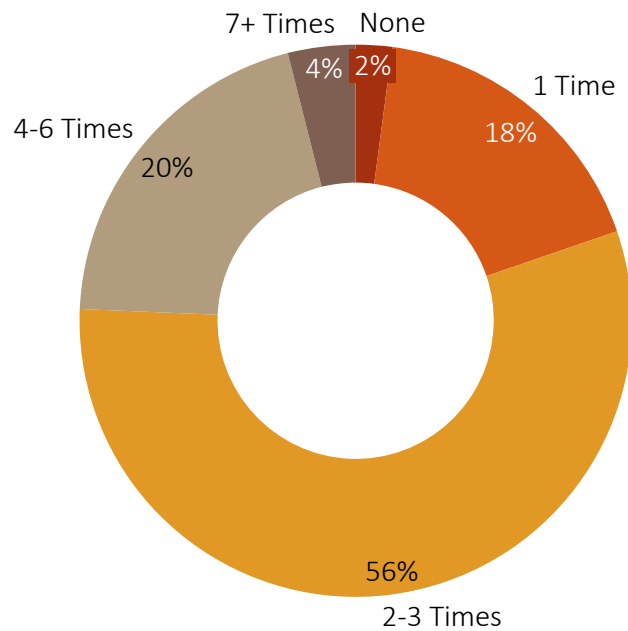
Within Primary Survey Response Area

- Most survey respondents live near the Fort Smith Regional Airport (FSM).



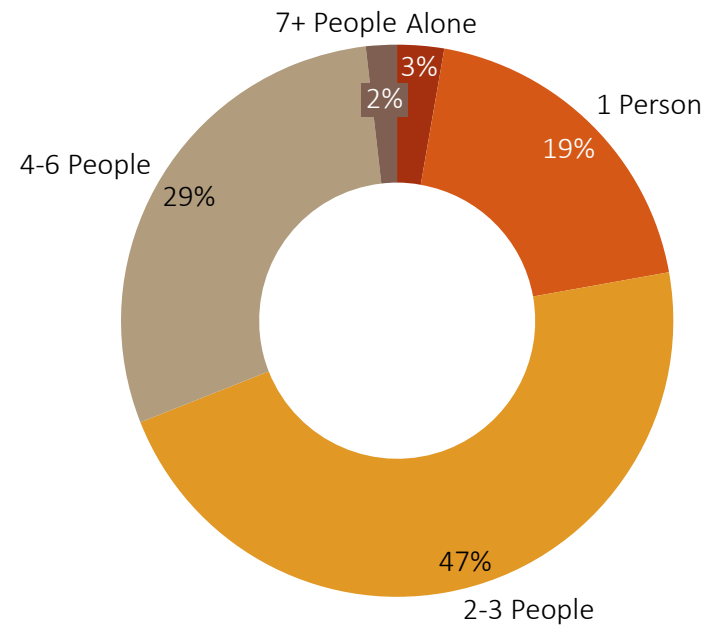
# Vacation Destination Analysis: Survey Results

Q. On average, how many vacations do you take per year that require out-of-state travel?



- Most respondents stated that they vacation 2-3 times each year.

Q. When you vacation, on average how many people from your household travel with you?



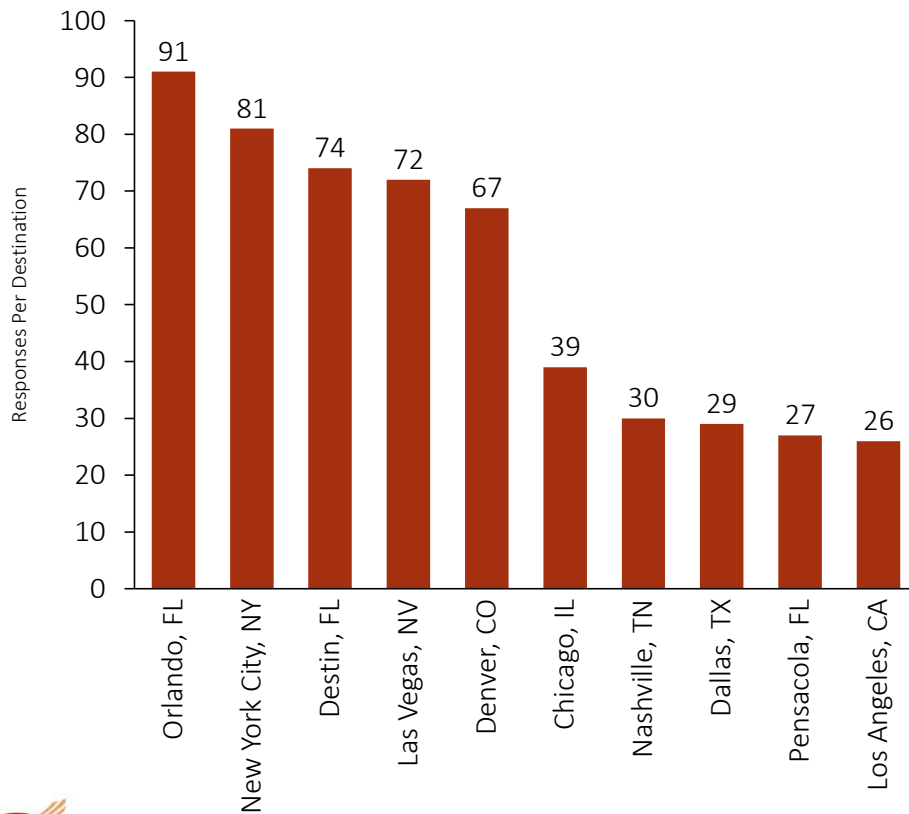
- When vacationing, most respondents stated that they travel with 2-6 people from their household.



# Vacation Destination Analysis: Survey Results

## Q. What are your top five favorite vacation destinations?

Top 10 Favorite Vacation Destinations



- 329 Survey respondents, each selected up to five favorite vacation destinations.
- Respondents mentioned more than 240 unique vacation destinations.
- The top three mentioned vacation destinations mentioned were Orlando, FL followed by New York City, NY and Destin, FL.
- When destinations were grouped into areas, the “panhandle” was the favorite for vacations. Specific destinations mentioned include Destin FL, Pensacola FL, Gulf Shores AL, Panama City Beach FL, Fort Walton Beach FL, Orange Beach AL, Santa Rosa FL, Dauphin Island AL; in total, the area collected 145 responses, 59% more than Orlando, FL.





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