

Florida Attraction Industry Status Survey

Survey conducted August 24 – August 31, 2020

What county is your attraction located in?

Palm Beach Hillsborough Palm Beach County Sarasota
Broward Lee St Johns Orange Miami-Dade Monroe
Miami Dade



What month did you reopen?

ANSWER CHOICES	RESPONSES
▼ May	38.57% 27
▼ June	34.29% 24
▼ July	10.00% 7
▼ August	1.43% 1
▼ We haven't yet reopened due to government-issued Executive Orders	5.71% 4
▼ We had to close a second time due to government-issued Executive Orders	4.29% 3
▼ We haven't reopened because we have chosen to remain closed	4.29% 3
▼ We never closed	1.43% 1
TOTAL	70

Compared to last year, your July/August ATTENDANCE (headcount) is:

ANSWER CHOICES	RESPONSES
▼ Down 0-25%	12.86% 9
▼ Down 25-50%	31.43% 22
▼ Down 50-75%	28.57% 20
▼ Down over 75%	14.29% 10
▼ The same or better than last year	4.29% 3
▼ I don't know/Does not apply	8.57% 6
TOTAL	70

Compared to your budget, your July/August IN PARK PERCAPS (F&B, retail, photos, tours, add-ons) are:

ANSWER CHOICES	RESPONSES
▼ Down 0-15%	7.14% 5
▼ Down over 15%	54.29% 38
▼ Close to budget	2.86% 2
▼ Up 0-15%	11.43% 8
▼ Up over 15%	2.86% 2
▼ I don't know/Does not apply	21.43% 15
TOTAL	70

Taking into account seasonal variances in attendance and current pandemic trends, how do you project your ATTENDANCE (headcount) will trend over the NEXT THREE MONTHS compared to a typical year?

ANSWER CHOICES	RESPONSES
▼ Down 0-25%	17.14% 12
▼ Down 25-50%	38.57% 27
▼ Down 50-75%	24.29% 17
▼ Down over 75%	7.14% 5
▼ The same or better than last year.	7.14% 5
▼ I don't know/Does not apply	5.71% 4
TOTAL	70

Do you anticipate any changes to your operations as we enter the slower shoulder season in September?

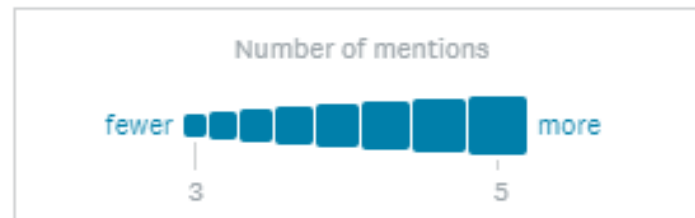
ANSWER CHOICES	RESPONSES
▼ “By reservation only” program	2.86% 2
▼ Deep discounts for local/Florida residents	7.14% 5
▼ Reduced operating hours	8.57% 6
▼ Reduction in days open	15.71% 11
▼ No changes anticipated right now.	42.86% 30
▼ Other (please specify)	Responses 22.86% 16
TOTAL	70

How would you grade your county TDC/CVBs (your county DMO) performance throughout the pandemic AND their plans to market your county when the pandemic subsides?

ANSWER CHOICES	RESPONSES	RESPONSES	
A	36.84%	29.58%	21
B	38.60%	30.99%	22
C	12.28%	9.86%	7
D	12.28%	9.86%	7
F		0.00%	0
I don't know/no opinion		19.72%	14
TOTAL			71

Is there a service the Florida Attractions Association has provided to its members during the pandemic that you found particularly valuable?

Sharing attraction open state best practices Information
updates time Yes Communication Webinars Bill FAA



What can the Florida Attractions Association do to better serve you during the pandemic?

help industry provide continue communicate attractions market
Keep employees us state Continue lobbying

