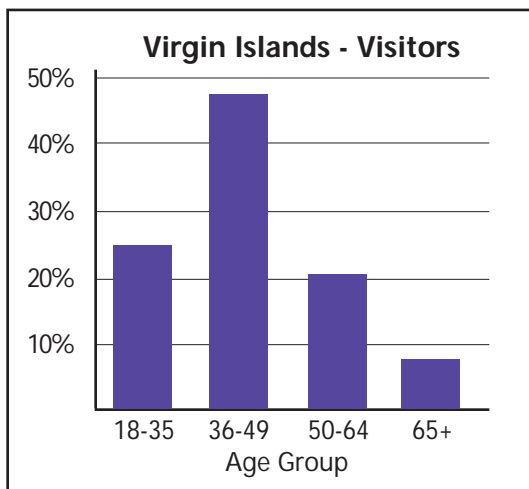


Tourism Study Identifies Opportunities

The United States Virgin Islands contracted Ruf to conduct a tourism study to measure advertising and promotional effectiveness. As part of this study, Ruf conducted an evaluation of the air travelers departing from two of the islands' airports.



The completed report was nearly 200 pages and contained over 60 charts and graphs. The study was comprised of four key components. The first component was a survey at the two airports. Exiting travelers were asked their opinions on hospitality and services at the airports and why they chose to visit these ports. Ruf conducted over 1,100 surveys, which were tabulated by the ETC Institute.



For the second component, Ruf obtained permission from the US Customs department to photocopy and study more than 1,000 Declarations forms. This form included the traveler's name, address, birthdate, whether the trip was business or pleasure, and the amount of goods declared.

The third component was a profile of the Ruf Simmons Lifestyle Targets that have a high propensity to visit the US Virgin Islands.

The fourth component was a profile of almost 10,000 people who have requested information through a 1-800 number or through a reply card.

Included with the study was an extensive executive summary. This summary pointed to several areas of opportunity for improved target marketing. For example, the Customs' information combined with survey data suggests little need for radio advertising and shifts in current TV and magazine advertising. The study also indicates that with some facility improvements and airline pricing adjustments the US V.I. can look forward to quality growth in both pleasure and business travelers.