

Visitor Profile Research Comparison

Context:

Comparison of national syndicated and destination-specific visitor profile options for Visit Florida Keys.

Vendor Name	Product Type	National Syndicated	Destination-Specific	Customizable Scope	Estimated Cost	Data Availability	Notes
Longwoods	National Syndicated Visitor Profile	Yes	Modeled (Monroe County)	Limited (Fixed Instrument)	\$59,000 (2 year)	April 2026	The only standardized national syndicated benchmark. Comparable across DMOs.
MMGY	Custom Destination Profile	No (Includes U.S. benchmark)	Yes	Yes	~\$20,000 (starting estimate)	Custom Timeline	Lower cost; similar in nature to Rockport. <b>Not</b> syndicated or
Ipsos	Custom National Research (Affluent Travelers)	Partial (Affluent segment only)	No (Not Monroe County-specific)	Yes (Custom)	Likely > \$59,000 (Estimate)	Custom Timeline	National scope focused on \$150K+ income travelers. Not representative of full U.S. traveling