EFTI has launched the new interdisciplinary project to investigate the St. Augustine visitor experience experimentally. This exciting new project partners with the Colonial Quarter to investigate the essence of the tourist experience; specifically the psycho-physiological effect of the Colonial Quarter visit on the tourist. Using cutting edge technology such as mobile eye-tracker, bio-physiological sensor, and GPS tracker, EFTI will show what tourists see and how they feel when they are traveling through St. Augustine.

The massive amount of quantitative data such as eye-movement, emotion, and location generated will be integrated with qualitative questionnaires, enabling us to understand the interaction of place, story, and people. Also, this interdisciplinary project will create an “iMotion map” that visualize tourist emotional reaction toward the Colonial Quarter/St. Augustine.

EFTI will also collect and analyze massive amounts of tourist data from social media sources such as Twitter and Flickr in order to understand visitors’ interpretations of the Colonial Quarter attraction and the overall St. Augustine leisure experience.

When combined with traditional research techniques such as visitor surveys, the Big Data analysis from this project will result in more detailed visitor profiles and suggest effective avenues for attraction design/development and marketing that can lead to increased visitor satisfaction and greater economic returns.