



**LOWCOUNTRY**  
& RESORT ISLANDS TOURISM INSTITUTE  
UNIVERSITY of SOUTH CAROLINA BEAUFORT

# Beaufort International Film Festival

**Greater Beaufort-Port Royal CVB  
&  
Lowcountry and Resort Islands Tourism  
Institute (LRITI) at USCB**

Dr. Nancy Hritz, Director  
Dipl.-Soz. Anton Abraham, Assistant Director  
Elizabeth Fitzgerald, Research Associate  
Samantha Moore, Lead Research Assistant

# 2019 Beaufort International Film Festival

**296**

Total Responses

# Zip Code Analysis

This analysis does not include the zip codes collected from  
**Hilton Head Island, SC, Beaufort, SC, and Savannah, GA.**

Metropolitan Area	Sum MSA	Percent	Arbitron	Nielson	Scarborough
Charleston-North Charleston, SC MSA	14	20.0%	18.2%	18.2%	18.3%
Greenville, SC MSA	9	12.9%	10.0%	7.8%	10.0%
Columbia, SC MSA	8	11.4%	9.7%	9.1%	11.4%
Oshkosh-Neenah, WI MSA	5	7.1%	7.1%	7.1%	7.1%
Anderson, SC MSA	5	7.1%	7.1%	7.1%	7.1%
Georgetown, SC MSA	2	2.9%	2.9%	2.9%	2.9%
Walterboro, SC MSA	2	2.9%	2.9%	2.9%	2.9%
Florence, SC MSA	2	2.9%	2.9%	2.9%	2.9%
Augusta-Richmond County, GA-SC MSA	2	2.9%	1.5%	1.3%	2.9%
Charlotte-Gastonia-Concord, NC-SC MSA	3	4.3%	-2.1%	-2.3%	-2.1%
Cincinnati-Middletown, OH-KY-IN MSA	2	2.9%	-2.9%	-2.6%	-4.4%
Atlanta-Sandy Springs-Marietta, GA MSA	5	7.1%	-7.1%	-6.9%	-9.2%
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	3	4.3%	-9.5%	-9.7%	-15.8%
Dallas-Fort Worth-Arlington, TX MSA	2	2.9%	-13.8%	-11.9%	-11.4%
Los Angeles-Long Beach-Santa Ana, CA MSA	6	8.6%	-26.9%	-25.7%	-22.5%
<b>Total Count</b>	<b>70</b>	<b>100.0%</b>			

## Breakdown of Markets

Strong markets for the Beaufort International Film Festival are Charleston-North Charleston, SC MSA and Greenville, SC MSA.

Middle markets include Columbia, SC, MSA and Oshkosh-Neenah, WI, MSA.

Weaker markets consist of Anderson, SC, MSA and Georgetown SC, MSA.

# All Zip Codes Collected

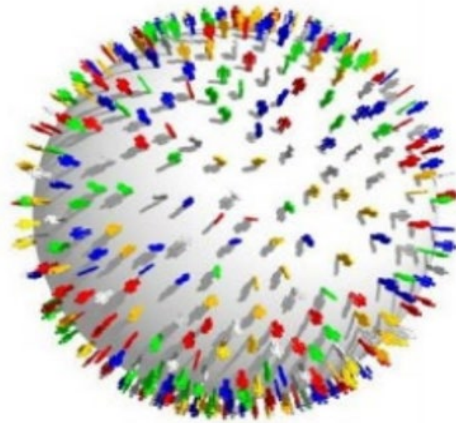


<b>Metropolitan Area</b>	<b>Sum of Frequency</b>
Hilton Head Island-Beaufort, SC MSA	161
Charleston-North Charleston, SC MSA	14
Greenville, SC MSA	9
Columbia, SC MSA	8
Los Angeles-Long Beach-Santa Ana, CA MSA	6
Oshkosh-Neenah, WI MSA	5
Anderson, SC MSA	5
Atlanta-Sandy Springs-Marietta, GA MSA	5
Charlotte-Gastonia-Concord, NC-SC MSA	3
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	3
Dallas-Fort Worth-Arlington, TX MSA	2
Augusta-Richmond County, GA-SC MSA	2
Georgetown, SC MSA	2
Walterboro, SC MSA	2
Florence, SC MSA	2
Cincinnati-Middletown, OH-KY-IN MSA	2
Johnson City, TN MSA	2
Auburn, NY MSA	2
New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	2
Eureka-Arcata-Fortuna, CA MSA	1
Santa Fe, NM MSA	1
Laurel, MS MSA	1
Orangeburg, SC MSA	1
Jacksonville, FL MSA	1



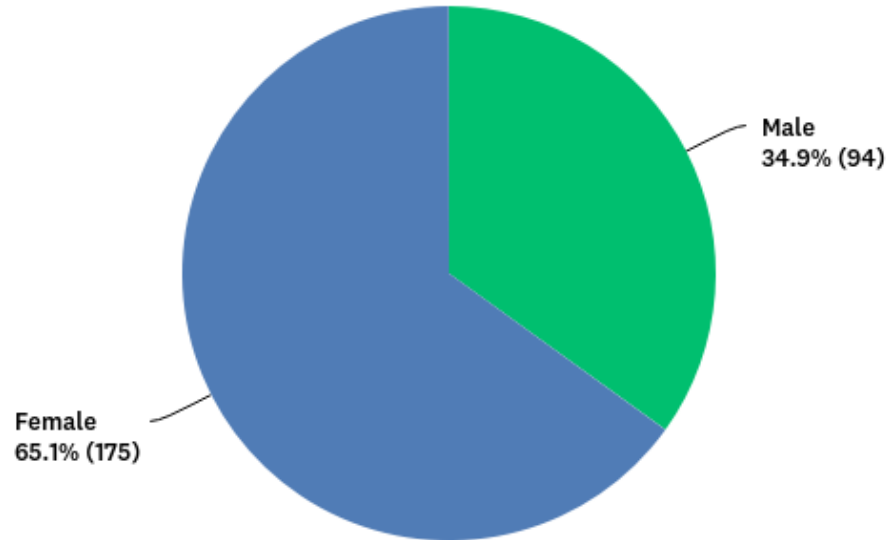
Metropolitan Area	Sum of Frequency
Omaha-Council Bluffs, NE-IA MSA	1
St. Louis, MO-IL MSA	1
Des Moines-West Des Moines, IA MSA	1
Macomb, IL MSA	1
Rochester, MN MSA	1
Columbus, GA-AL MSA	1
Miami-Fort Lauderdale-Miami Beach, FL MSA	1
Lakeland, FL MSA	1
Warner Robins, GA MSA	1
Sanford, NC MSA	1
Bloomington-Normal, IL MSA	1
Chicago-Naperville-Joliet, IL-IN-WI MSA	1
Grand Rapids-Wyoming, MI MSA	1
Asheville, NC MSA	1
Southern Pines-Pinehurst, NC MSA	1
Athens-Clarke County, GA MSA	1
Blacksburg-Christiansburg-Radford, VA MSA	1
Martinsville, VA MSA	1
Canton-Massillon, OH MSA	1
Pittsburgh, PA MSA	1
Spartanburg, SC MSA	1
Little Rock-North Little Rock, AR MSA	1
Richmond, VA MSA	1
Cambridge, MD MSA	1
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA	1

# Demographics



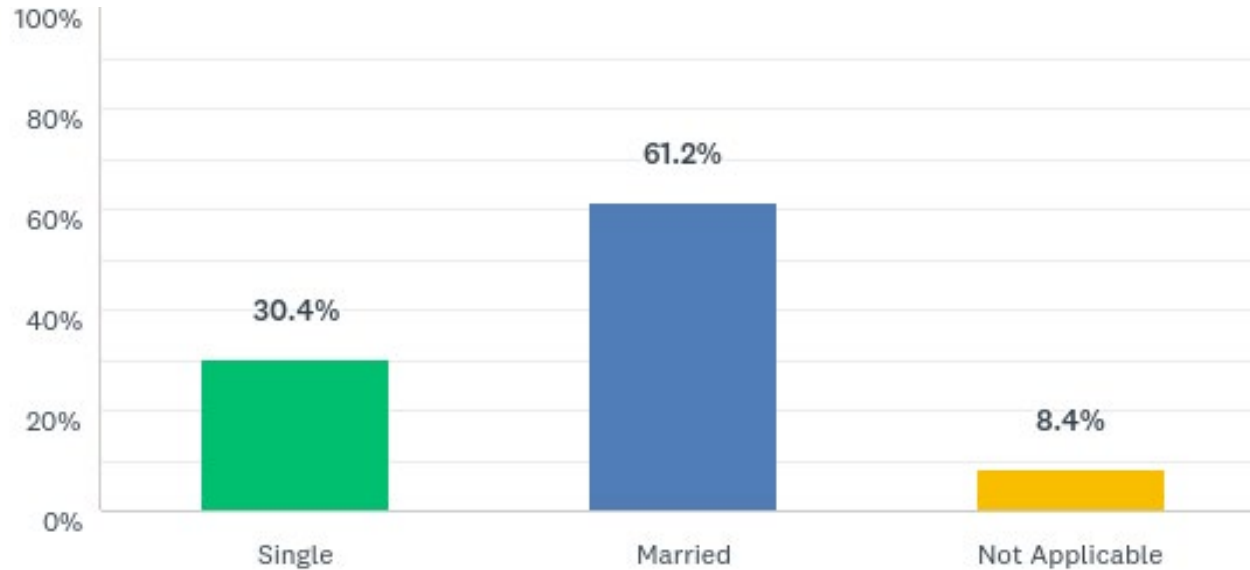
## Please indicate your gender below.

Answered: 269 Skipped: 27



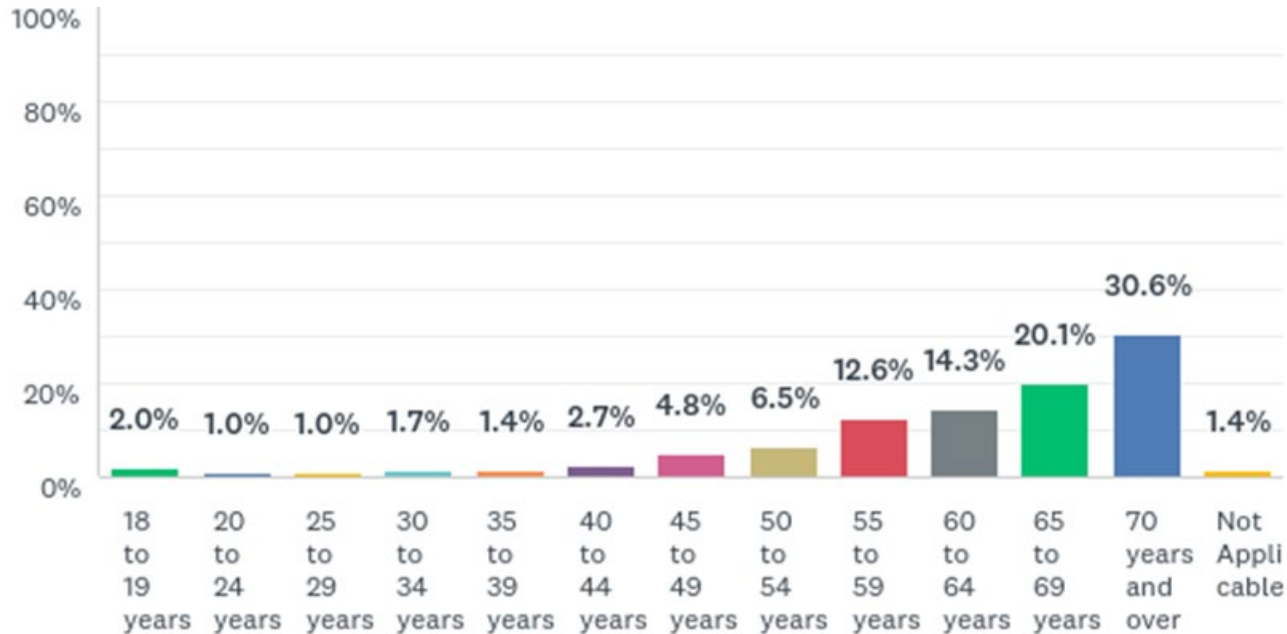
## Please indicate your marital status.

Answered: 286 Skipped: 10



# Please indicate your age below.

Answered: 289 Skipped: 7



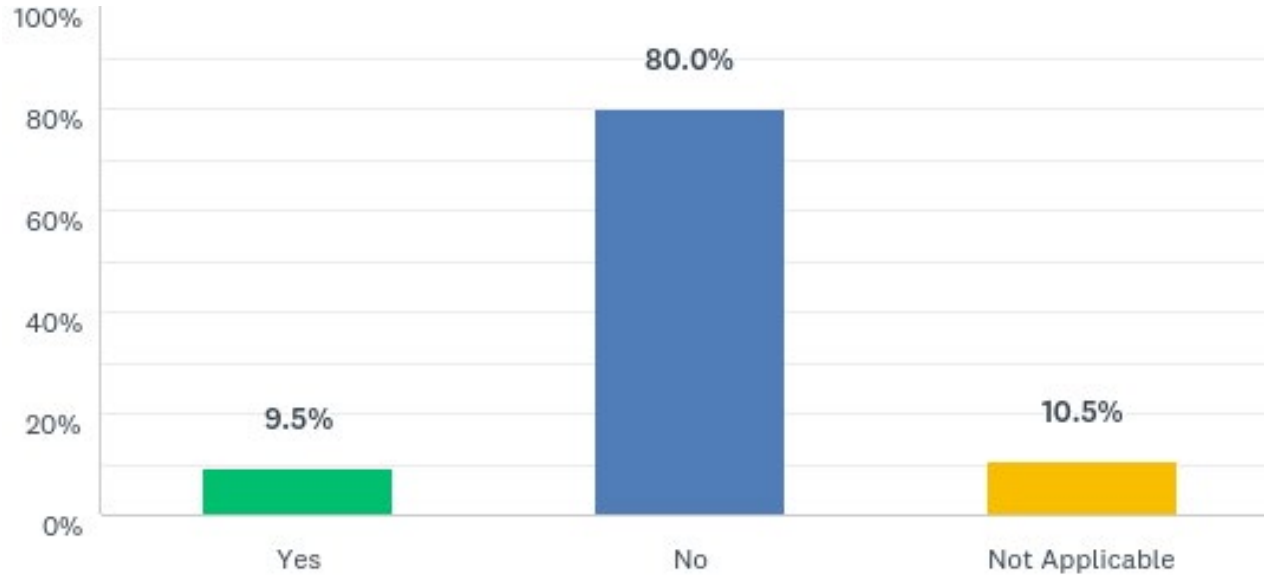
## Please indicate your highest level of education

Answered: 289 Skipped: 7

Answer Choices	Response Percent	Response Count
Grade School	0.3%	1
High School	1.4%	4
Some College	10.9%	32
Associates Degree	6.8%	20
Bachelors Degree	37.8%	111
Graduate Degree/Doctorate Degree	37.8%	111
N/A	5.1%	15
	<b>Answered</b>	<b>294</b>
	<b>Skipped</b>	<b>7</b>

# Do you have children under 18 living at home?

Answered: 285 Skipped: 11



## Which of the following ranges includes your annual household income?

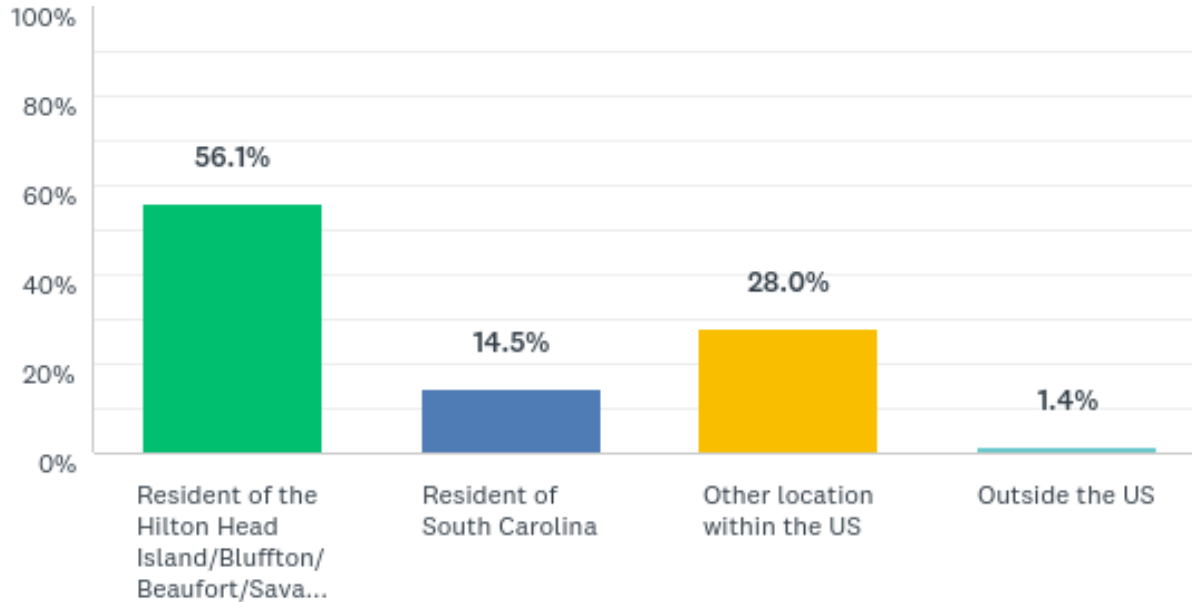
Answered: 286 Skipped: 10

Answer Choices	Response Percent
Under \$24,999	1.7%
\$25,000 - \$34,999	2.1%
\$35,000 - \$49,999	5.2%
\$50,000 - \$74,999	11.9%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	10%
\$200,000 or More	15.7%
Not Applicable	20.6%



# Where is your primary residence?

Answered: 296 Skipped: 0



# Visitor Characteristics

---



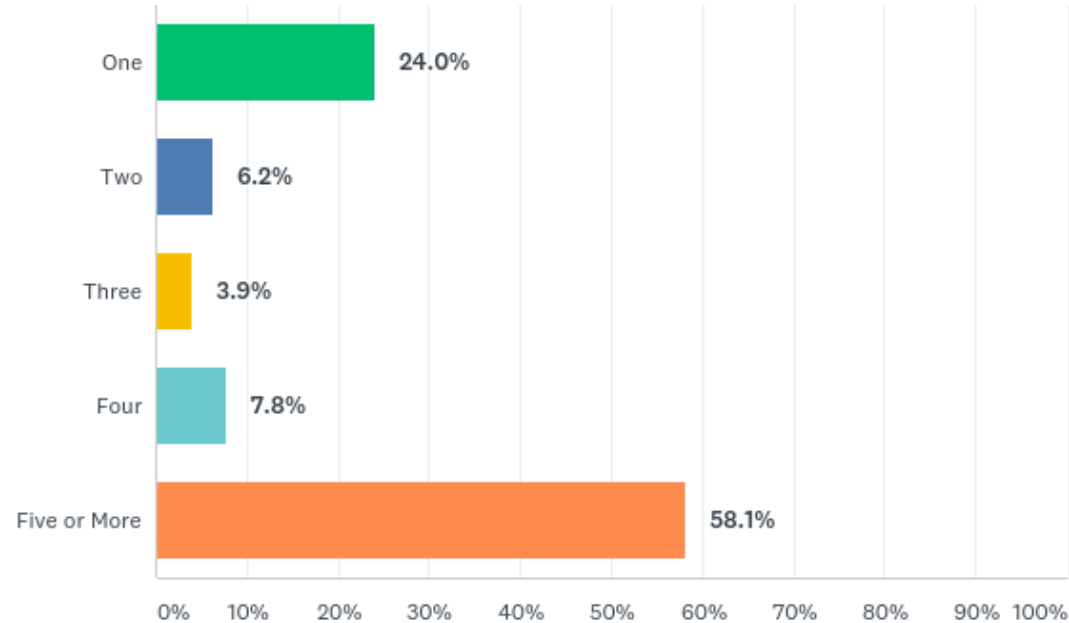
# What was the primary reason for this visit to Beaufort, SC?

Answered: 130 Skipped: 166

Answer Choices	Response Percent	Response Choice
2019 Beaufort International Film Festival	80.2%	105
Pleasure Vacation	10.7%	14
Visit Friends or Relatives	4.6%	6
Activity Close to Home	2.3%	3
Other Business	1.5%	2
Business and Pleasure	0.8%	1

# Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 129 Skipped: 167



# How many months in advance did you book this trip?

Answered: 122 Skipped: 174

Answer Choices	Response Percent	Response Choice
Less than 1 month ago	11.5%	14
1 month ago	10.7%	13
2 months ago	14.8%	18
3 months ago	10.7%	13
4 months ago	6.6%	8
5 months ago	3.3%	4
6 months ago	12.3%	15
7 - 12 months ago	17.2%	21
More than a year ago	13.1%	16

# How many days do you intend to stay in Beaufort, SC?

Answered: 127 Skipped: 169

Answer Choices	Response Percent	Response Choice
I'm a day visitor	5.5%	7
2 days	7.1%	9
3 days	11.8%	15
4 days	13.4%	17
5 days	15.7%	20
6 days	13.4%	17
7 days	9.4%	12
8 days	2.4%	3
9 days or more	21.3%	27

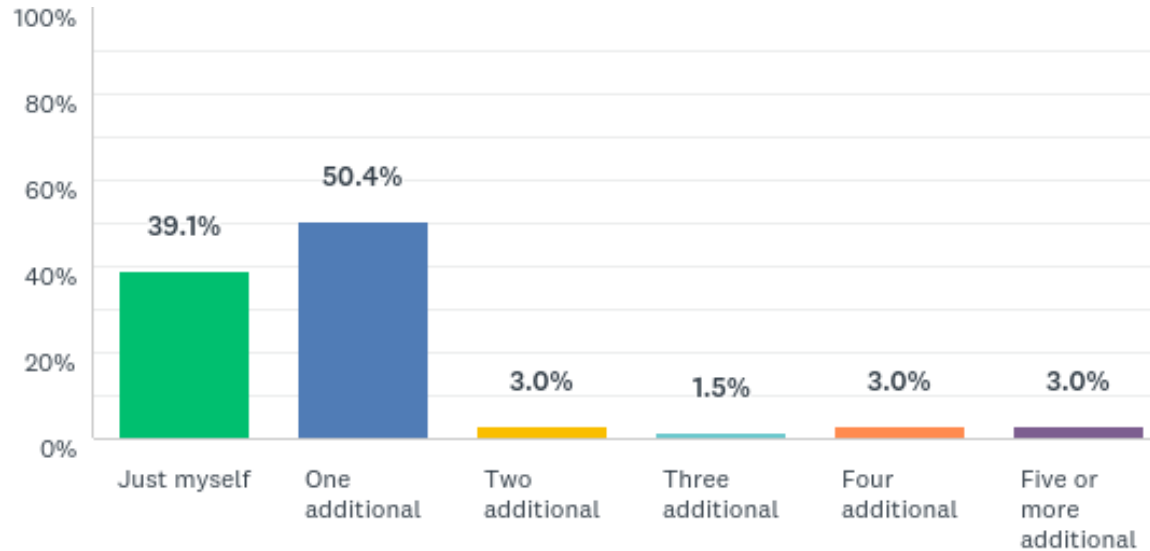
# What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 123 Skipped: 173

Answer Choices	Response Percent	Response Choice
Villa/condo-timeshare	23.6%	30
Villa/condo-rental	21.3%	27
Home-rental	15.0%	19
With friends/relatives	13.4%	17
Limited service hotel/motel	12.6%	16
Full service hotel	3.9%	5
Other	1.6%	2

# How many additional people are you financially responsible for during this trip?

Answered: 129 Skipped: 167





# How much will you spend on lodging PER NIGHT?

Answered: 130 Skipped: 166

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	5.9%	8
\$50.00-99.99	6.7%	9
\$100.00-199.99	25.9%	35
\$200.00-299.99	11.9%	16
\$300.00-399.99	6.7%	9
\$400.00-499.99	0.7%	1
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00-1999.99	0.0%	0
\$2000.00-2999.99	0.0%	0
\$3000.00 Plus	0.7%	1
N/A	41.5%	56

# How much do you think you'll spend on restaurant dining PER DAY?

Answered: 115 Skipped: 181

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	23.3%	28
\$50.00-99.99	35.8%	43
\$100.00-199.99	20.8%	25
\$200.00-299.99	4.2%	5
\$300.00-399.99	5.0%	6
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.8%	1
\$750.00-999.99	0.0%	0
\$1000.00 Plus	0.8%	1
N/A	9.2%	11

## How much do you think you'll spend on recreation (i.e. golf, bicycling, etc.) PER DAY?

Answered: 114 Skipped: 182

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	45.9%	61
\$50.00-99.99	25.6%	34
\$100.00-199.99	6.0%	8
\$200.00-299.99	1.5%	2
\$300.00-399.99	0.8%	1
\$400.00-499.99	1.5%	2
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.8%	1
\$1000.00 Plus	0.0%	0
N/A	18.1%	24

# How much do you think you'll spend on retail PER DAY (i.e. gifts, souvenirs, etc.)?

Answered: 128 Skipped: 168

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	38.5%	45
\$50.00-99.99	16.2%	19
\$100.00-199.99	3.4%	4
\$200.00-299.99	0.9%	1
\$300.00-399.99	0.9%	1
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.9%	1
\$750.00-999.99	0.9%	1
\$1000.00 Plus	0.0%	0
N/A	38.5%	45

# Festival Characteristics

---



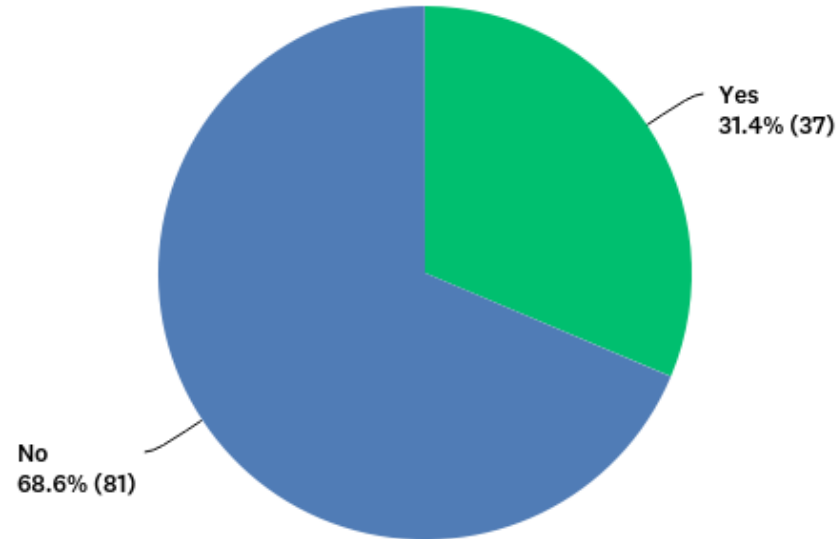
# How influential was the 2019 Beaufort International Film Festival when initially planning your trip to Beaufort, SC?

Answered: 126 Skipped: 170

Not at all influential	Not influential	Undecided	Influential	Very influential	Total	Weighted Average
6.9%	1.5%	3.9%	14.6%	73.1%	130	4.45

## Would you have visited the Beaufort area AT THIS TIME even if this festival had not been held?

Answered: 118 Skipped: 178



## How likely are you to return to the Beaufort area when the Beaufort International Film Festival is NOT OCCURRING?

Answered: 130 Skipped: 166

Extremely unlikely	Very unlikely	Not sure	Very likely	Extremely likely	Total	Weighted Average
1.5%	7.4%	14.8%	33.3%	43.0%	135	4.09



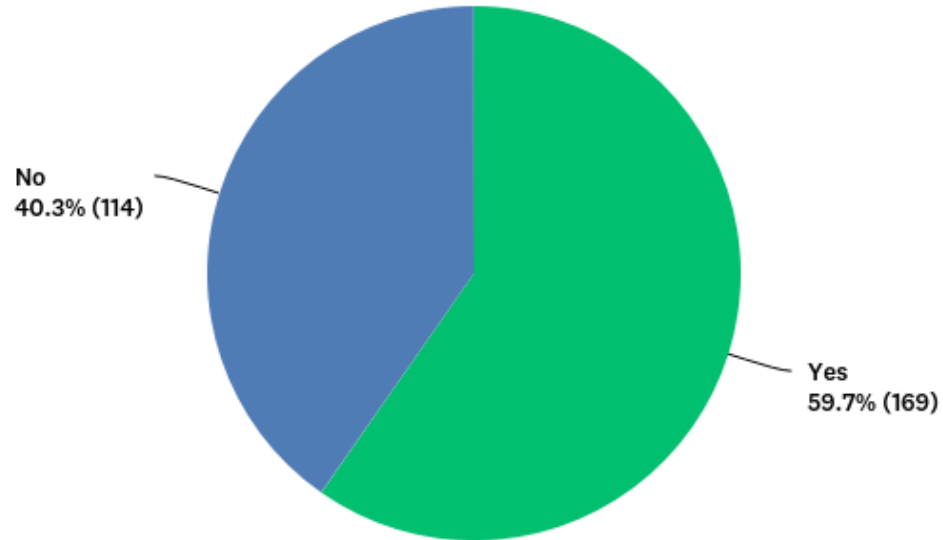
# How did you first learn of the Beaufort International Film Festival?

Answered: 292 Skipped: 4

Answer Choices	Response Percent	Response Choice
Word of Mouth	55.7%	165
Website	11.8%	35
Newspaper	6.1%	18
Social Networks	5.7%	17
Magazine	4.4%	13
Other	3.4%	10
Internet Search	3.0%	9
Television Commercial or News Coverage	2.0%	6
Radio Commercial or News Coverage	1.7%	5
Beaufort Regional Chamber of Commerce	1.0%	3
BeaufortSC.org	0.3%	1

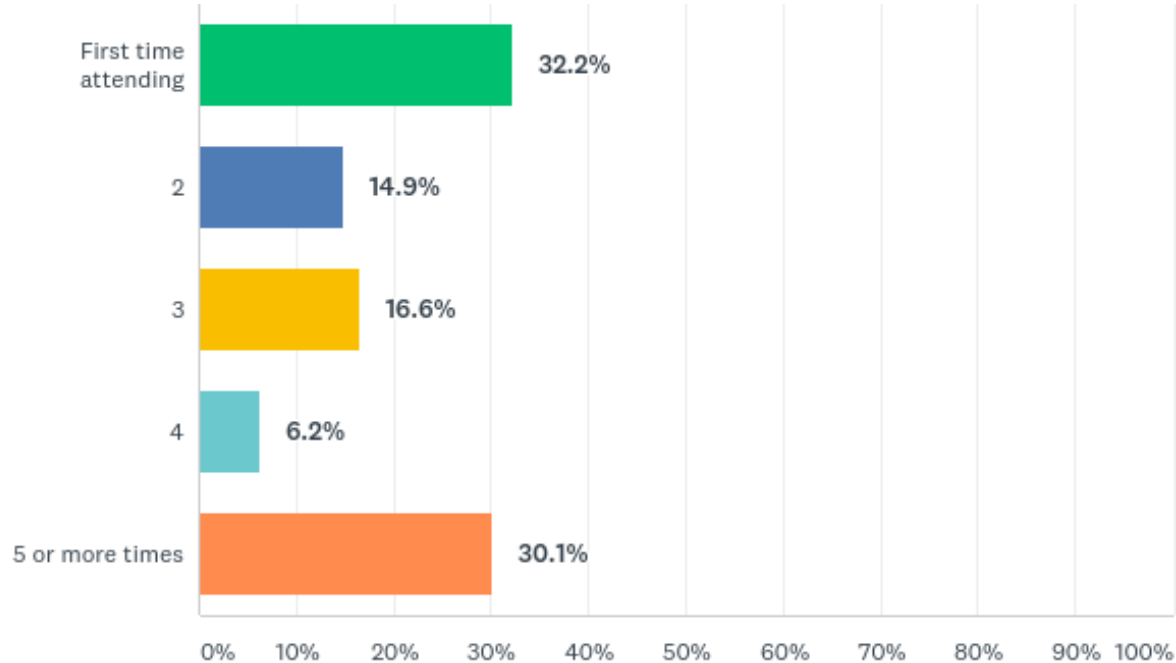
# Did you attend last year's Beaufort International Film Festival?

Answered: 283 Skipped: 13



# How many times have you attended the Beaufort International Film Festival?

Answered: 289 Skipped: 7



# How would you rate the following festival characteristics?

Answered: 294 Skipped: 2

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Organization of the Event	0.0%	0.0%	3.4%	11.9%	84.7%	294	4.81
Event Staff	0.0%	0.3%	3.4%	11.3%	85.0%	293	4.81
Location of the Event	0.0%	0.0%	4.9%	11.5%	83.6%	287	4.79
Exhibition (Audio/Video)	0.0%	0.7%	5.5%	17.2%	76.6%	290	4.70
Festival Programming	0.0%	0.0%	4.5%	17.2%	78.4%	291	4.74
Duration of the Event	0.0%	0.3%	5.5%	18.8%	75.3%	292	4.69
Overall Value of the Event	0.0%	0.0%	3.8%	13.4%	82.8%	291	4.79

# How important were the following characteristics when deciding to attend the 2019 Beaufort International Film Festival?

Answered: 291 Skipped: 5

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Involvement with Cinema Activities	1.0%	3.1%	27.0%	23.9%	44.9%	289	4.09
Sharing Experiences	0.0%	2.4%	16.6%	32.9%	48.1%	289	4.27
Meeting New People	0.4%	4.9%	27.4%	29.9%	37.5%	288	3.99
Professional Reasons	11.7%	19.1%	33.2%	11.7%	24.4%	283	3.18
Meeting Producers	4.9%	16.0%	34.5%	19.9%	24.7%	287	3.44
Enjoying the Film Festival Atmosphere	0.4%	5.9%	5.9%	20.4%	72.7%	289	4.64

## How important were the following characteristics when deciding to attend the 2019 Beaufort International Film Festival?

Answered: 289 Skipped: 7

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Particular Nature of the Film Festival Program	1.8%	2.8%	17.5%	32.9%	45.1%	286	4.17
Resting and Relaxing	1.8%	5.6%	28.5%	32.0%	32.0%	284	3.87
Complementing the Stay in Beaufort	8.9%	12.1%	24.6%	20.3%	34.2%	281	3.59
New Experiences	1.4%	1.4%	15.4%	35.0%	46.9%	286	4.24
Seeing Different Films	0.4%	0.4%	5.0%	18.0%	76.6%	282	4.70
Enjoyment of the Cinema	0.7%	0.0%	4.6%	19.6%	75.2%	286	4.69

# How likely are you to return to next year's festival and recommend the festival to friends?

Answered: 293 Skipped: 3

	Extremely unlikely	Very unlikely	Not sure	Very likely	Extremely likely	Total	Weighted Average
Recommend the festival to friends	0.7%	0.7%	6.1%	14.6%	78.0%	295	4.68
Return to next year's festival	0.0%	0.7%	3.4%	12.6%	83.3%	294	4.79

## How much **INFLUENCE** do you think film/television has on your selection of a **PLACE** to visit for vacation?

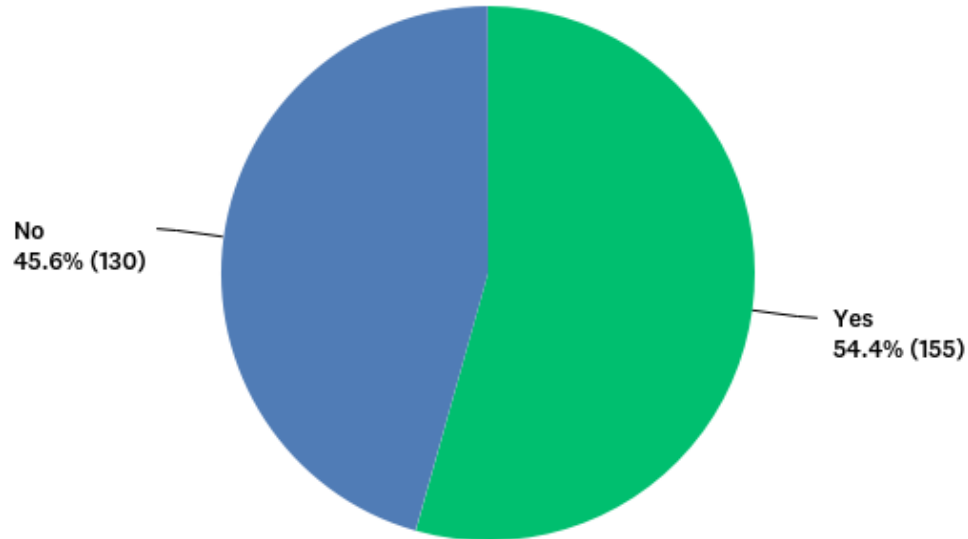
Answered: 283 Skipped: 13

<b>Not at all influential</b>	<b>Not influential</b>	<b>Undecided</b>	<b>Influential</b>	<b>Very influential</b>	<b>Total</b>	<b>Weighted Average</b>
5.3%	11.0%	28.6%	38.2%	17.0%	283	3.51



# Have you SPECIFICALLY VISITED a place because it was featured in a film or television program?

Answered: 285 Skipped: 11





**LOWCOUNTRY**

**& RESORT ISLANDS TOURISM INSTITUTE**

UNIVERSITY of SOUTH CAROLINA BEAUFORT



UNIVERSITY OF  
**SOUTH CAROLINA**  
BEAUFORT

**For More Information:**

**Dr. John Salazar 843 208 8217**

**Dr. Nancy Hritz 843 208 8356**

**or Anton Abraham 843 208 8344**

**See also: [www.lriti.org](http://www.lriti.org)**

**<http://facebook.com/lriti/uscb>**

**LinkedIn: Lowcountry and Resort Islands  
Tourism Institute at USCB**