

# 2016 Beaufort International Film Festival

## Saturday, February 13, 2016

Lowcountry and Resort Islands Tourism  
Institute at USCB



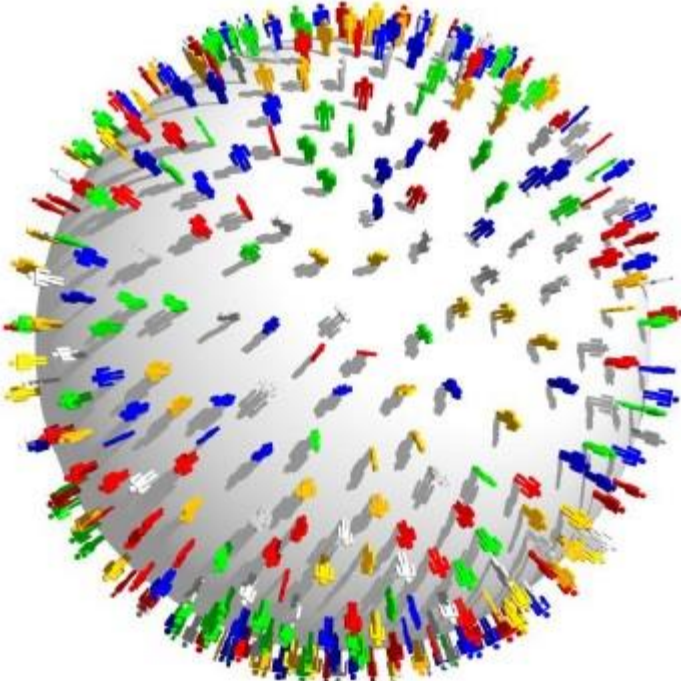
Dr. John Salazar, Director  
Dr. Nancy Hritz, Assistant Director  
Anton Abraham, Research Associate  
Kelli Brunson, Lead Research Assistant  
Catherine Moorman, Lead Research Assistant  
Jasmine Perez, Research Assistant

**42**

Total Responses

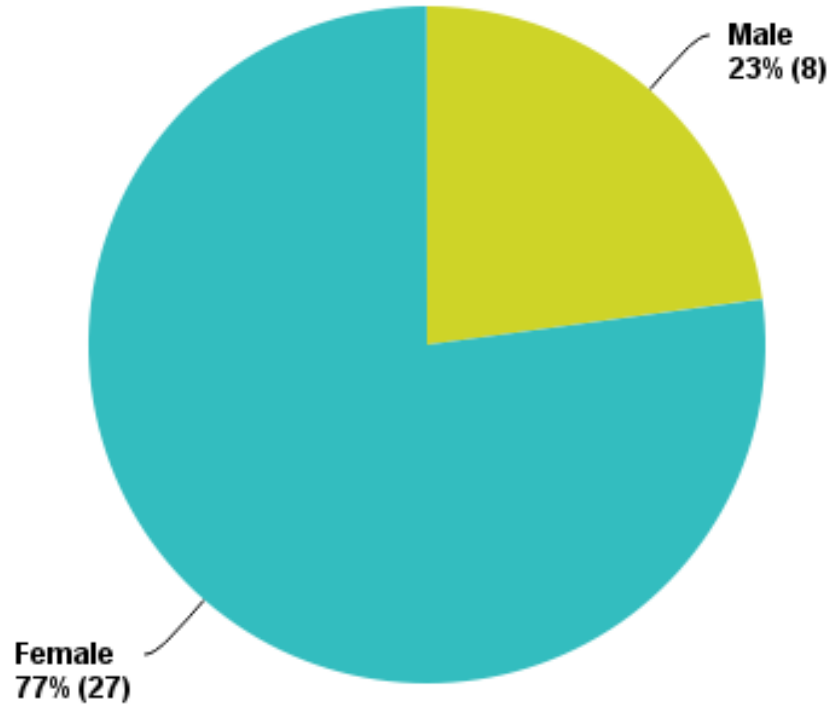
# Demographics

---



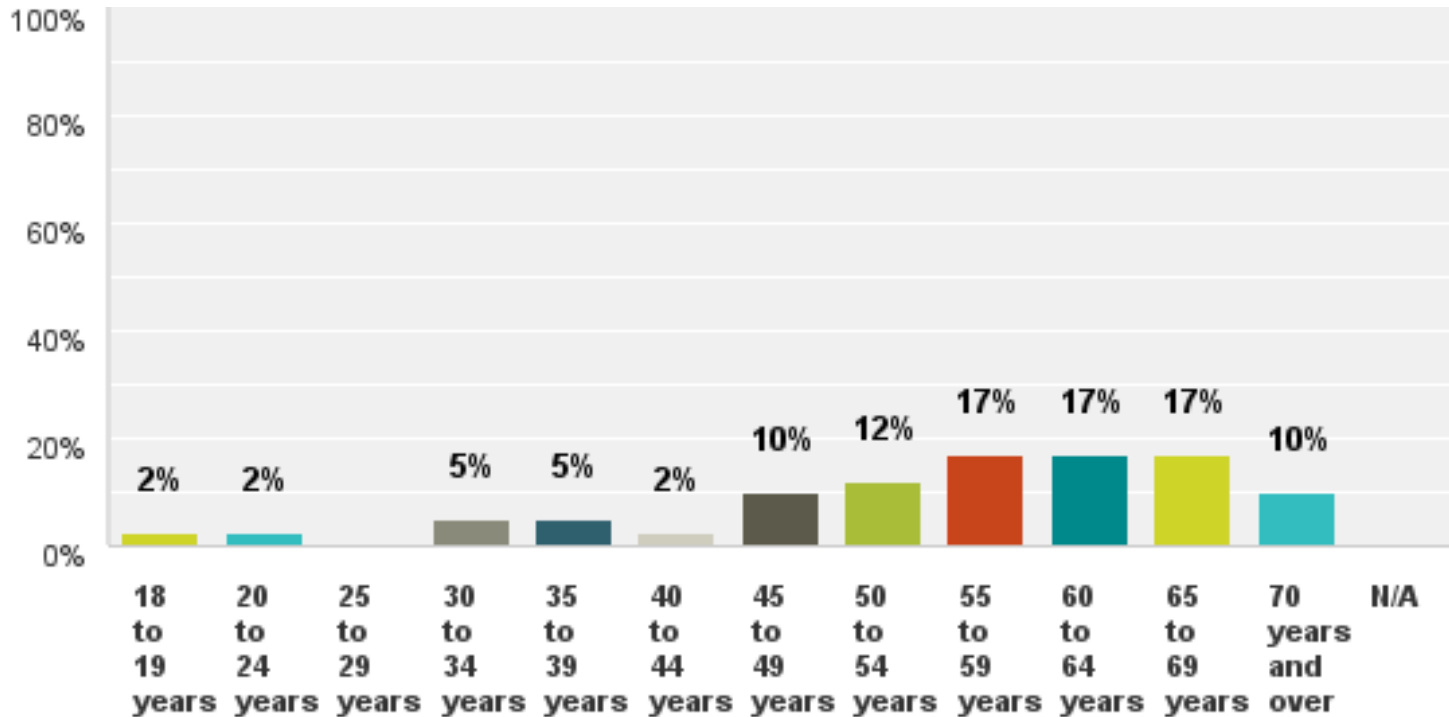
# Please indicate your gender below.

Answered: 35 Skipped: 7



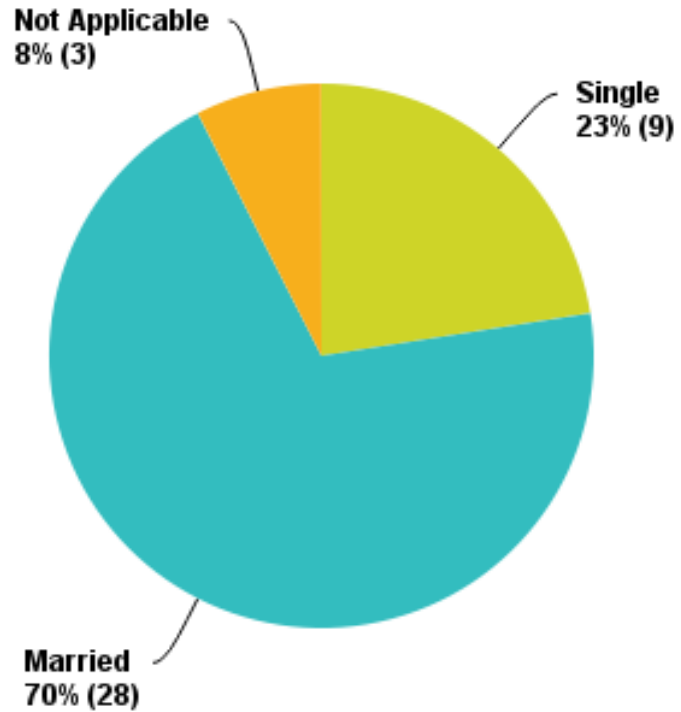
# Please indicate your age below.

Answered: 41 Skipped: 1



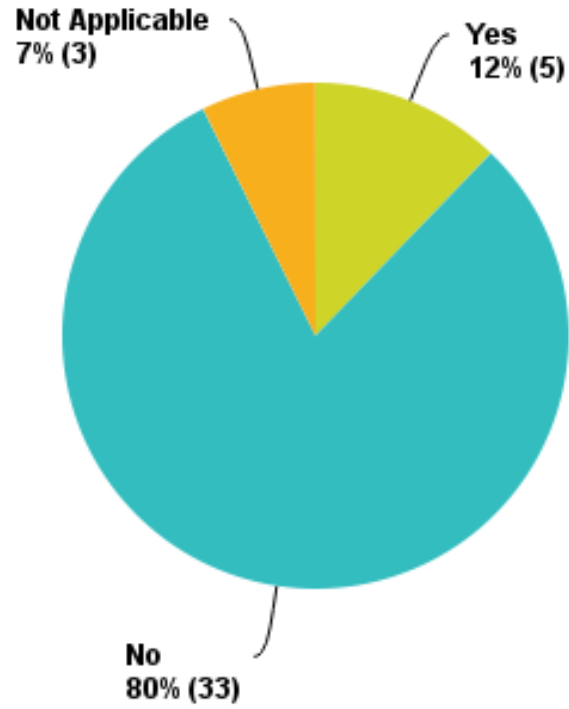
# Please indicate your marital status.

Answered: 40 Skipped: 2



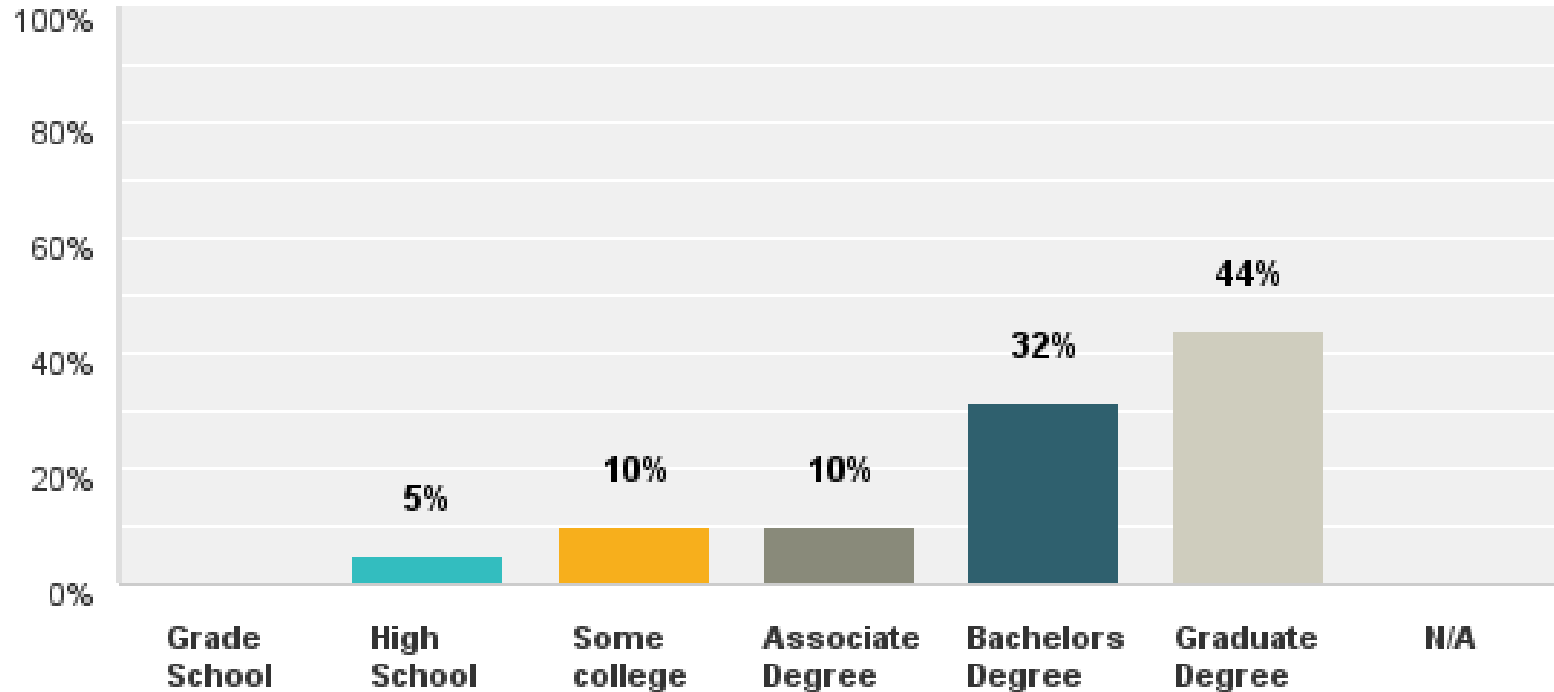
# Do you have children under 18 living at home?

Answered: 41 Skipped: 1



## Please indicate your highest level of education.

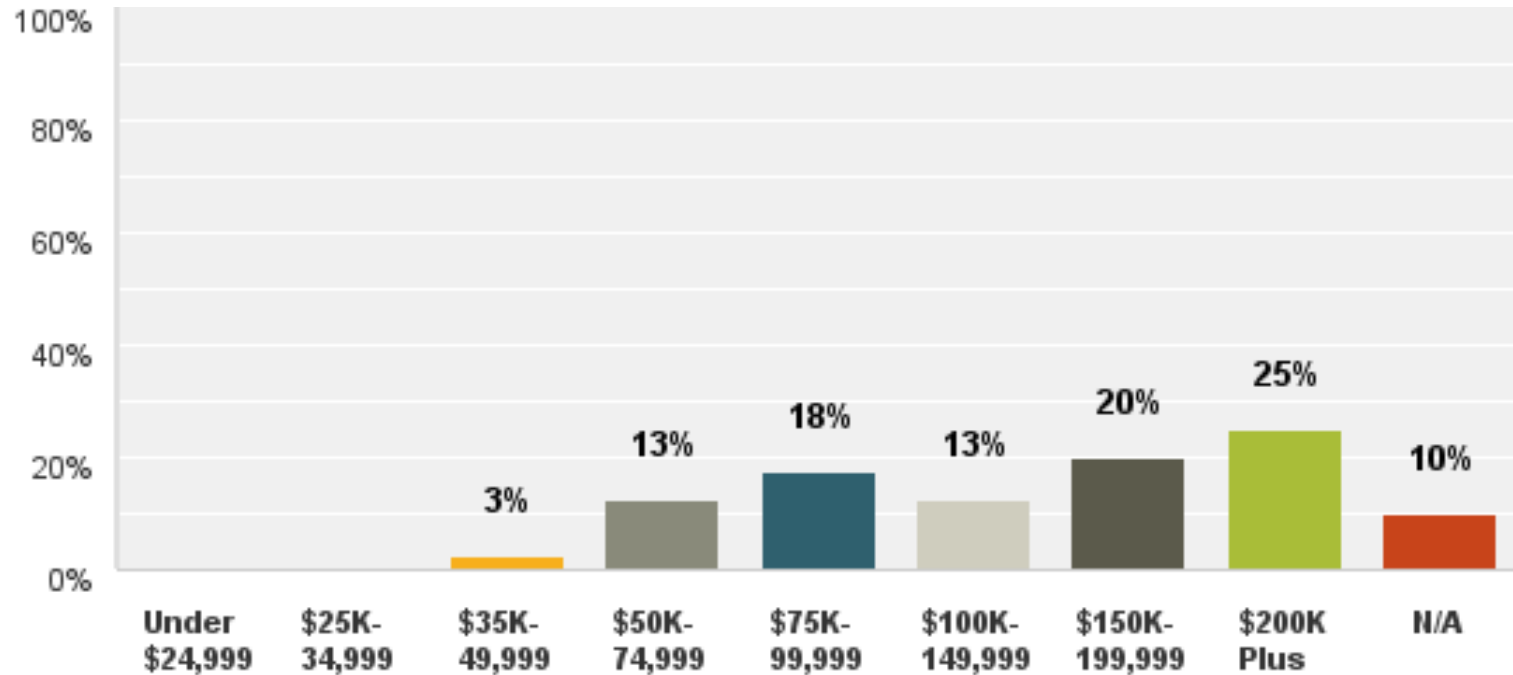
Answered: 41 Skipped: 1





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

Answered: 40 Skipped: 2



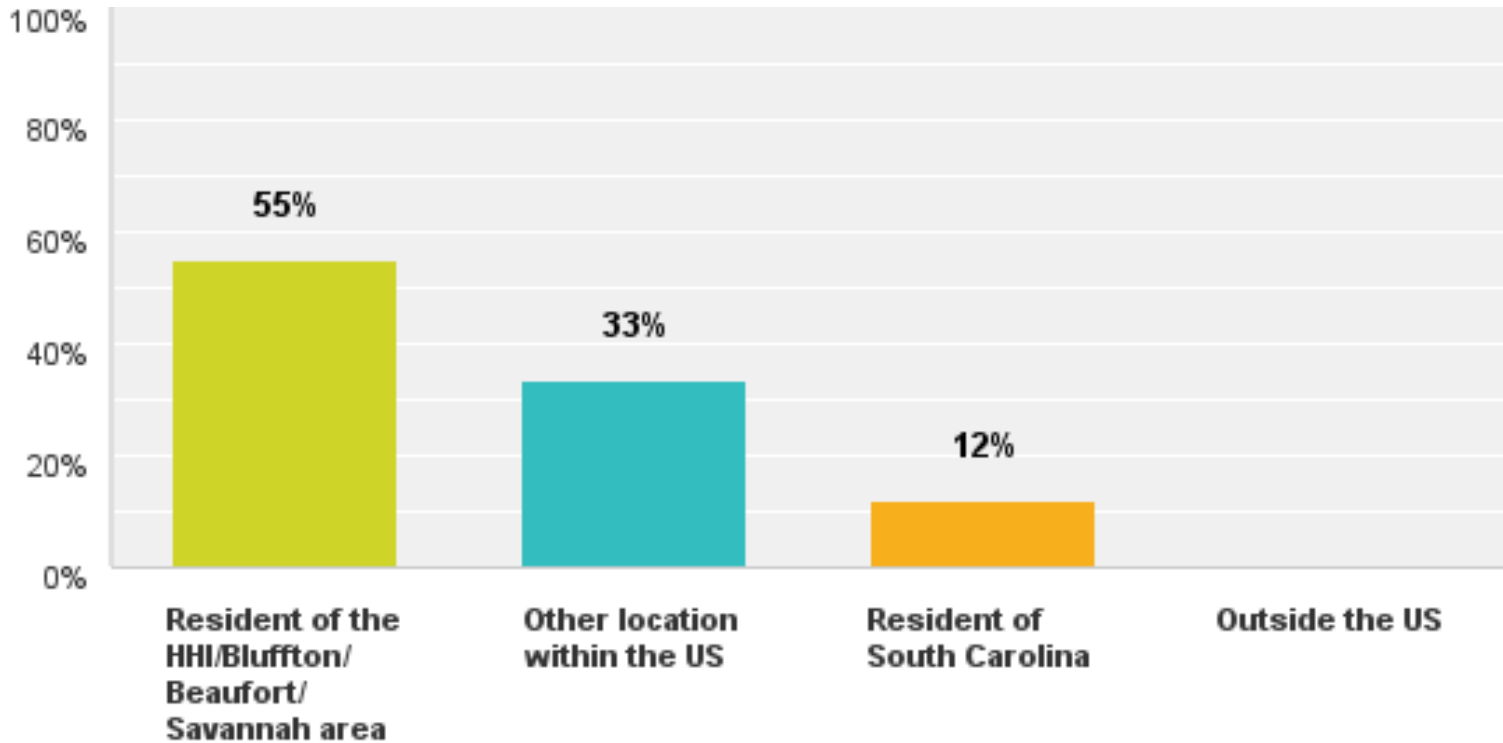
# Visitor Characteristics

---



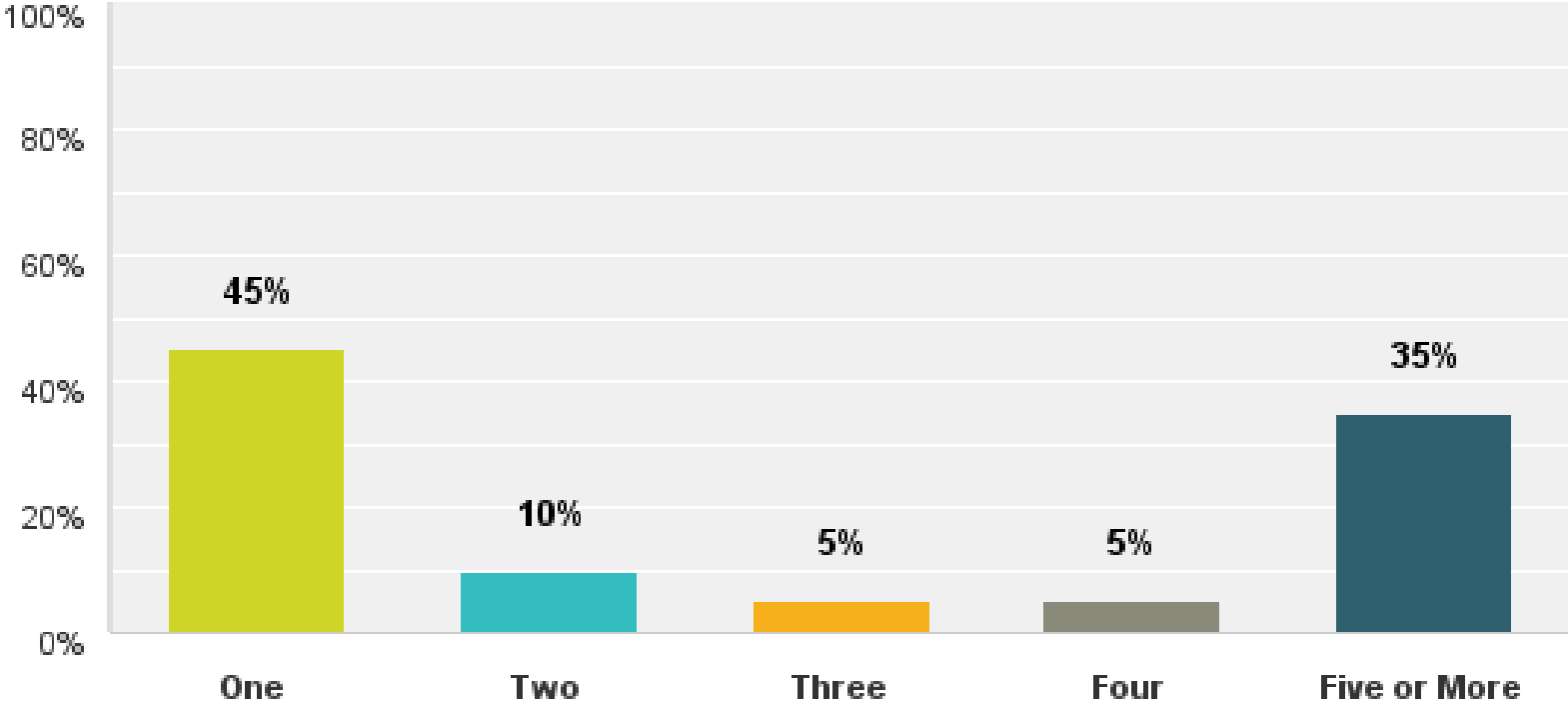
# Where is your primary residence?

Answered: 42 Skipped: 0



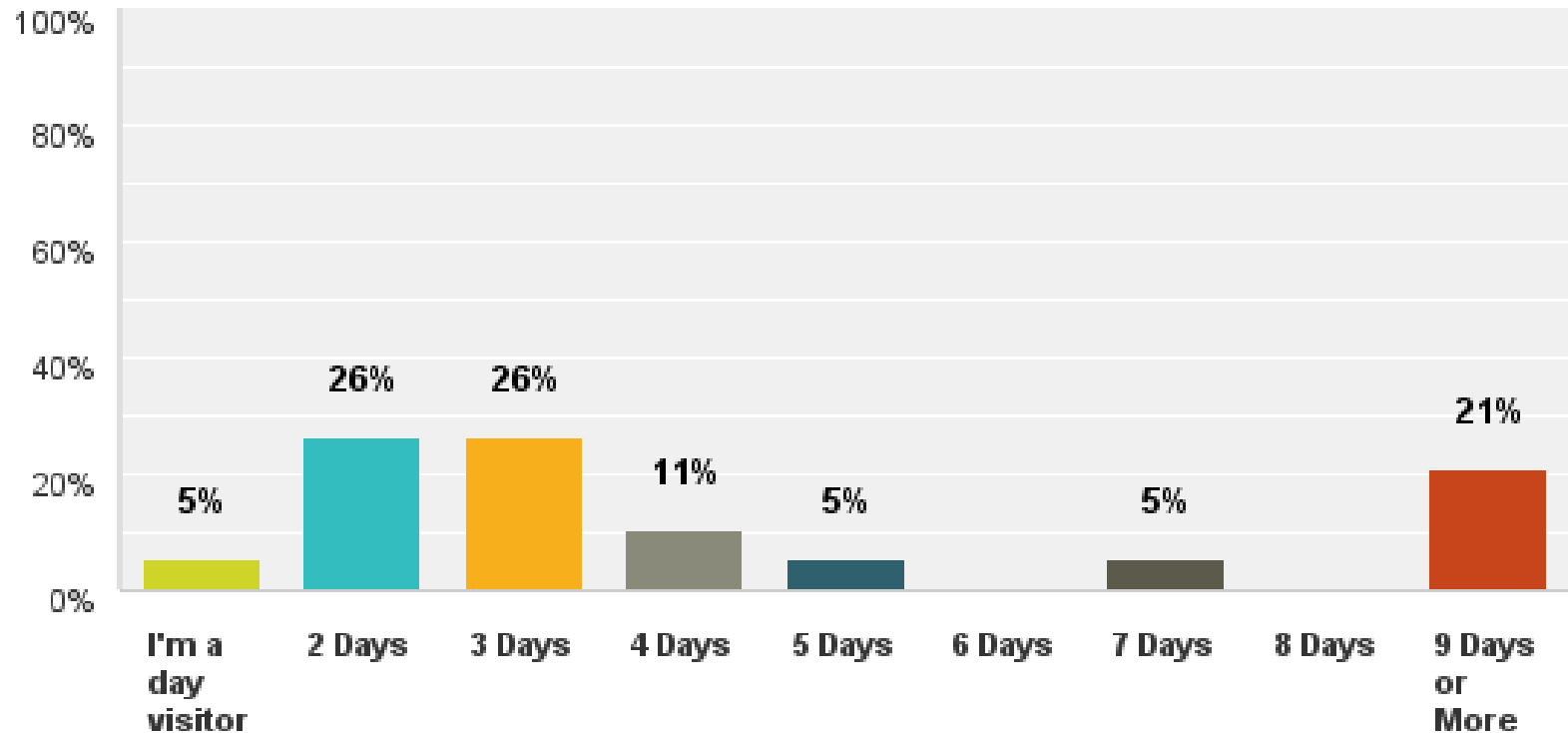
# Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 20 Skipped: 22



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

Answered: 19 Skipped: 23



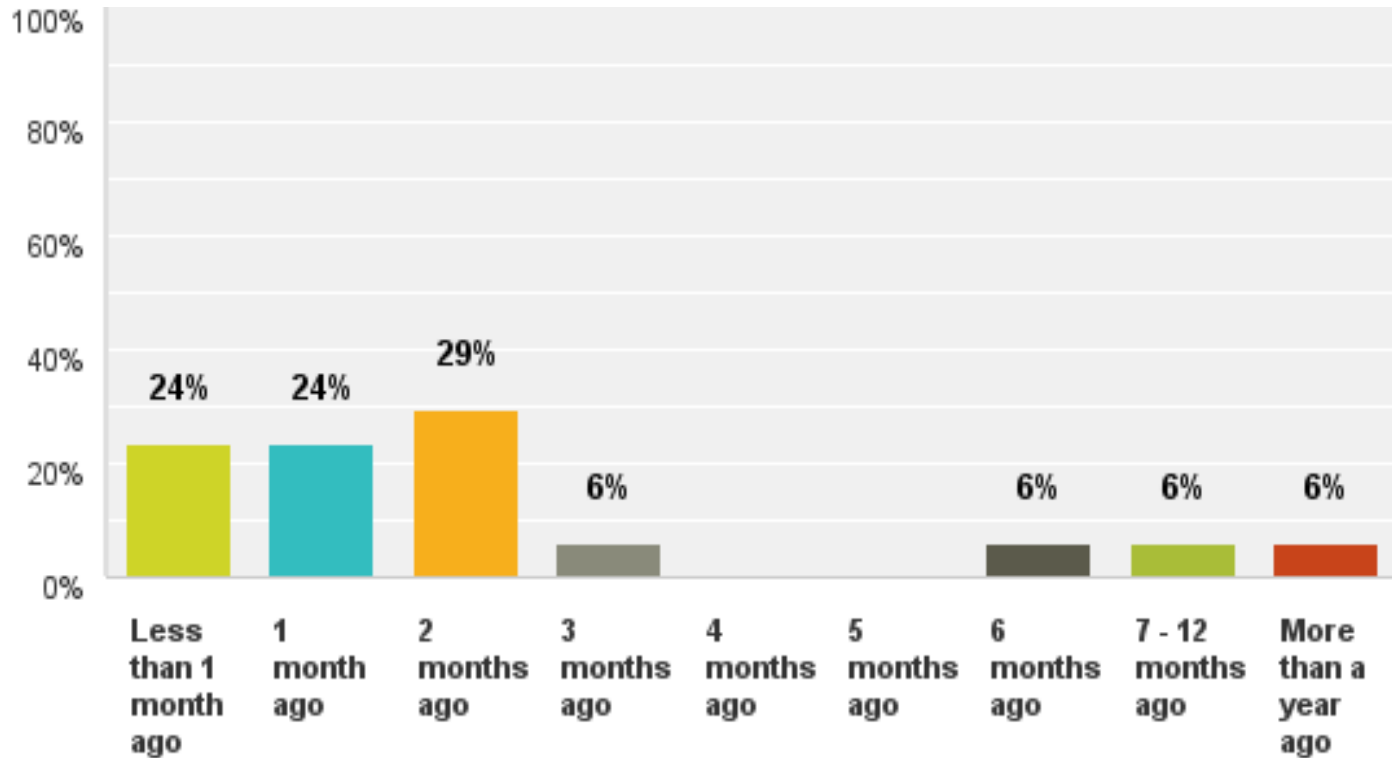
## What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 18 Skipped: 24

Answer Choice	Response Percent	Response Count
Full service hotel/resort	39%	7
Home/villa/condo-owned	17%	3
With friends/relatives	17%	3
Other	11%	2
Villa/condo-rental	6%	1
Home-rental	6%	1
Select service hotel/motel	6%	1

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

Answered: 17 Skipped: 25



# How influential was the 2016 Beaufort International Film Festival when initially planning your trip to Beaufort, SC?

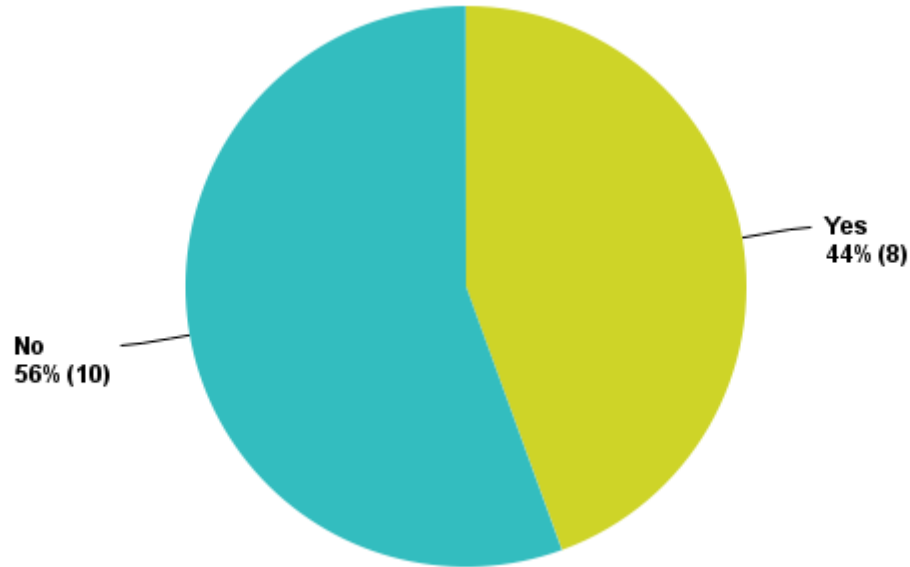
Answered: 19 Skipped: 23

Not at all influential	Not Influential	Neutral	Influential	Very Influential	Total	Weighted Average
5%	0%	11%	37%	47%	19	4.21



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

Answered: 18 Skipped: 24



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

Answered: 18 Skipped: 24

Extremely unlikely	Very unlikely	Not sure	Very likely	Extremely likely	Total	Weighted average
6%	6%	11%	39%	39%	18	4.00

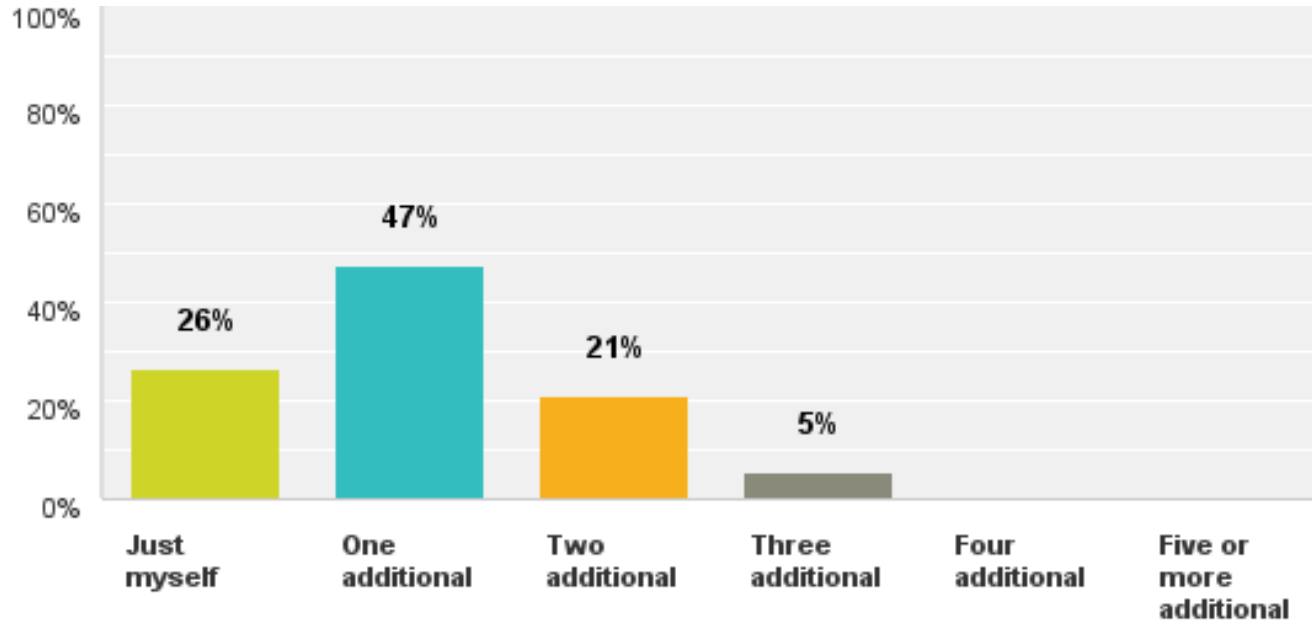
## What was the primary reason for this visit to Beaufort, SC?

Answered: 17 Skipped: 25

Answer Choices	Responses	Response Count
2016 Beaufort International Film Festival	82%	14
Visit friends or relatives	12%	2
Business and pleasure	6%	1

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

Answered: 19 Skipped: 23



# How much will you spend on lodging PER NIGHT?

Answered: 19 Skipped: 23

Answer Choice	Response Percent	Response Count
\$1.00-49.99	5%	1
\$50.00-99.99	5%	1
\$100.00-199.99	26%	5
\$200.00-299.99	11%	2
\$300.00-399.99	5%	1
\$400.00-499.99	0%	0
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00-1999.99	0%	0
\$2000.00-2999.99	0%	0
\$3000.00 or more	0%	0
Not applicable	47%	9

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

Answered: 18 Skipped: 24

Answer Choice	Response Percent	Response Count
\$1.00-49.99	28%	5
\$50.00-99.99	33%	6
\$100.00-199.99	17%	3
\$200.00-299.99	11%	2
\$300.00-399.99	6%	1
\$400.00-499.99	0%	0
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00 or more	6%	1
Not applicable	0%	0

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

Answered: 19 Skipped: 23

Answer Choice	Response Percent	Response Count
\$1.00-49.99	26%	5
\$50.00-99.99	42%	8
\$100.00-199.99	11%	2
\$200.00-299.99	0%	0
\$300.00-399.99	5%	1
\$400.00-499.99	0%	0
\$500.00-749.00	0%	0
\$750.00-999.99	0%	0
\$1000.00 or more	0%	0
Not applicable	16%	3

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

Answered: 19 Skipped: 23

Answer Choice	Response Percent	Response Count
\$1.00-49.99	37%	7
\$50.00-99.99	16%	3
\$100.00-199.99	0%	0
\$200.00-299.99	5%	1
\$300.00-399.99	5%	1
\$400.00-499.99	0%	0
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00 or more	0%	0
Not applicable	37%	7



**Please indicate if you intend on visiting (or have visited) any of the following tourists facilities or participating (or participated) in any of the listed activities. Choose all that apply.**

Answered: 19 Skipped: 23

Answer Choice	Response Percent	Response Count
Restaurants	79%	15
Beaches	53%	10
Festivals/Special Events	53%	10
Art Galleries	42%	8
Sightseeing	42%	8
Historical Landmarks	37%	7
South Carolina State Parks/National Forests	26%	5
Shopping Malls/Centers	26%	5
Antique Shops	21%	4
Museums/Performing Arts/Cultural Activities	21%	4
Fishing	11%	2

**Please indicate if you intend on visiting (or have visited) any of the following tourists facilities or participating (or participated) in any of the listed activities. Choose all that apply.**

Answered: 19 Skipped: 23

Answer Choice	Response Percent	Response Count
Sea Kayaking	11%	2
Farms/Barns/Orchards	11%	2
Other	11%	2
Boating/Sailing	5%	1
Golf	5%	1
Hiking	5%	1
Bicycling	5%	1
Convention/Conference Centers	0%	0
Tennis	0%	0
Spectator/Sporting Events	0%	0
Camping	0%	0
Children's Activities	0%	0

## Festival Characteristics

---



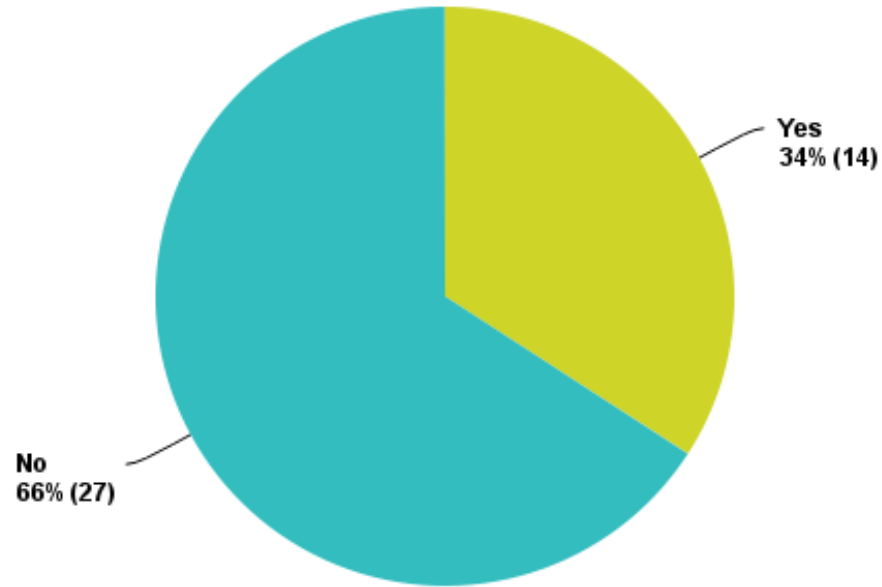
# How did you first learn of the Beaufort International Film Festival?

Answered: 41 Skipped: 1

Answer Choice	Response Percent	Response Count
Word of Mouth	59%	24
Beaufort Film Festival Website	15%	6
Group or Club	7%	3
Newspaper	5%	2
Social Networks (Facebook, Twitter, etc.)	5%	2
Television Commercial or News Coverage	2%	1
Radio Commercial or News Coverage	2%	1
Flyers	2%	1
Beaufort Regional Chamber of Commerce	2%	1

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

Answered: 41 Skipped: 1



# How would you rate the following festival characteristics?

Answered: 41 Skipped: 1

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Organization of the Event	2%	0%	2%	12%	83%	41	4.73
Event Staff	0%	0%	0%	17%	83%	41	4.83
Location of the Event	0%	0%	0%	12%	88%	41	4.88
Exhibition (Audio/Video)	0%	0%	2%	27%	71%	41	4.68
Festival Programming	0%	0%	2%	17%	80%	41	4.78
Duration of the Event	0%	0%	2%	20%	78%	41	4.76
Overall Event	0%	0%	5%	15%	80%	41	4.76

# How important were the following characteristics when deciding to attend the 2016 Beaufort International Film Festival?

Answered: 41 Skipped: 1

	Very Unimportant	Unimportant	Neutral	Important	Very Important	Total	Weighted Average
Involvement with Cinema Activities	0%	8%	33%	13%	48%	40	4.00
Sharing Experiences	0%	3%	20%	25%	53%	40	4.28
Meeting New People	0%	5%	20%	24%	51%	41	4.22
Professional Reasons	13%	10%	28%	13%	38%	40	3.52
Meeting Producers	10%	8%	28%	21%	33%	39	3.59
Enjoying the Film Festival Atmosphere	0%	3%	8%	18%	72%	39	4.59

# How important were the following characteristics when deciding to attend the 2016 Beaufort International Film Festival?

Answered: 41 Skipped: 1

	Very Unimportant	Unimportant	Neutral	Important	Very Important	Total	Weighted Average
Particular Nature of the Film Festival Program	0%	8%	3%	40%	50%	40	4.33
Resting and Relaxing	0%	5%	20%	33%	43%	40	4.13
Complementing the Stay in Beaufort	0%	13%	33%	23%	33%	40	3.75
New Experiences	0%	0%	7%	34%	59%	41	4.51
Seeing Different Films	0%	5%	0%	23%	73%	40	4.63
Enjoyment of the Cinema	0%	3%	3%	25%	70%	40	4.63



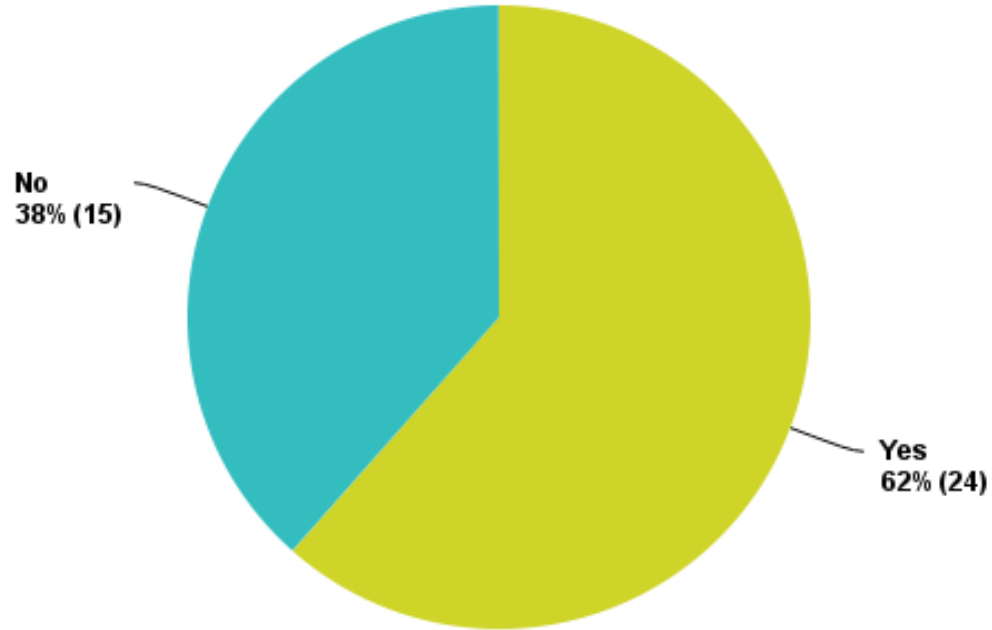
# How much INFLUENCE do you think film/television has on your selection of a PLACE to visit for vacation?

Answered: 41 Skipped: 1

Not at all influential	Not Influential	Neutral	Influential	Very Influential
15%	5%	17%	34%	29%

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

Answered: 39 Skipped: 3



# Travel Characteristics

---



## The next set of questions is related to when you plan for a vacation. Please indicate your level of agreement with each statement.

Answered: 41 Skipped: 1

	Strongly Disagree	Disagree	Neither agree or disagree	Agree	Strongly agree	Total	Weighted Average
I would travel to a vacation destination just because it has status	5%	22%	22%	32%	20%	41	3.39
I am interested in new vacations destinations with status	7%	17%	27%	22%	27%	41	3.44
I would pay more for traveling to a new vacation destination if it had status	10%	20%	32%	12%	27%	41	3.27
The status of a travel destination is irrelevant to me	0%	15%	22%	22%	41%	41	3.90
A vacation destination is more valuable to me if it is highly exclusive	15%	27%	22%	22%	15%	41	2.95

## The next set of questions is related to when you plan for a vacation. How frequently do you utilize the following types of websites when planning a leisure trip?

Answered: 41 Skipped: 1

	Never	Almost never	Occasionally	Almost every time	Every time	Total	Weighted Average
Online travel sites such as Orbitz, Priceline, Travelocity, etc.	2%	15%	27%	29%	27%	41	3.63
Hotel booking services such as Hotels.com, Expedia, Hotwire, Priceline, etc.	5%	17%	37%	29%	12%	41	3.27
Peer-to-peer rental sites such as Airbnb.com, VRBO.com, HomeAway.com, etc.	5%	20%	27%	34%	15%	41	3.34
Travel specific social network sites (Yelp, TripAdvisor, etc.)	10%	5%	29%	37%	20%	41	3.51
General social networking sites (Facebook, YouTube, Twitter, etc.)	12%	20%	17%	32%	20%	41	3.27

# Please continue to rate how frequently do you utilize the following types of websites when planning your trip.

Answered: 39 Skipped: 3

	Never	Almost never	Occasionally or sometimes	Almost every time	Every time	Total	Weighted Average
Online travel reviewers/bloggers	5%	13%	33%	26%	23%	39	3.49
Websites of local businesses at the destination you're planning to visit (hotels, restaurants, etc.)	5%	5%	23%	36%	31%	39	3.82
Website of the Chamber of Commerce and/or the Convention and Visitor Bureau at the destination you're planning to visit	10%	10%	36%	31%	13%	39	3.26
Airline central reservations websites	8%	5%	36%	21%	31%	39	3.62
Hotel/resorts central reservations websites	8%	5%	28%	33%	26%	39	3.64

# When planning or booking travel for leisure vacations, which of the following online travel sites do you use? Choose all that apply.

Answered: 40 Skipped: 2

Answer Choice	Response Percent	Response Count
I book directly through the airline or its reservation office	45%	18
Travelocity	43%	17
Orbitz	35%	14
Expedia	28%	11
Priceline	20%	8
Kayak	20%	8
CheapTickets	18%	7
Hotwire	18%	7
Other	15%	6
CheapOair	5%	2
AirGorilla	3%	1

# When planning or booking lodging for leisure vacations, which of the following online hotel booking sites do you use? Choose all that apply.

Answered: 40 Skipped: 2

Answer Choice	Response Percent	Response Count
I book directly through the hotel property or its reservation office	48%	19
Hotels.com	38%	15
Travelocity.com	33%	13
Expedia	28%	11
Priceline	23%	9
Booking.com	20%	8
Orbitz.com	18%	7
Other	13%	5
Hotwire.com	10%	4
HotelReservations.com	5%	2
MoreHotels4Less.com	3%	1
Agoda.com	3%	1



**When planning or booking lodging for leisure vacations, which of the following online peer-to-peer rental accommodation websites do you use? Choose all that apply.**

Answered: 40 Skipped: 2

Answer Choice	Response Percent	Response Count
VRBO.com	35%	14
Airbnb.com	30%	12
I don't use peer-to-peer rental accommodation websites	30%	12
Other	15%	6
HomeAway.com	10%	4
Flipkey.com	3%	1
Wimdu.com	3%	1
OneFineStay.com	3%	1

# For More Information

---

Contact Dr. John Salazar  
843-208-8217

<https://www.facebook.com/lriti.uscb>

<https://twitter.com/lritiuscb>

LinkedIn: Lowcountry and Resort  
Islands Tourism Institute at USCB