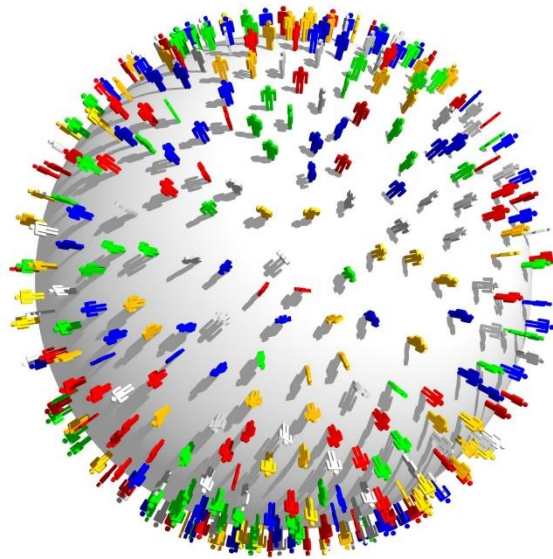


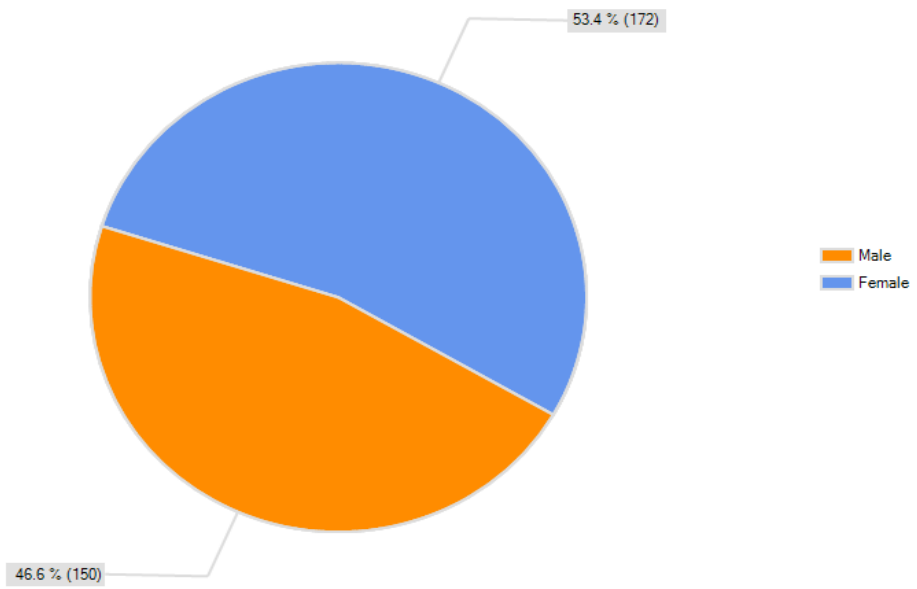
USCB/Beaufort Regional Chamber of Commerce Virtual Guestbook

Lowcountry and Resort Islands
Tourism Institute
at USC Beaufort
Kelli Brunson
Catherine Moorman
Dr. John Salazar

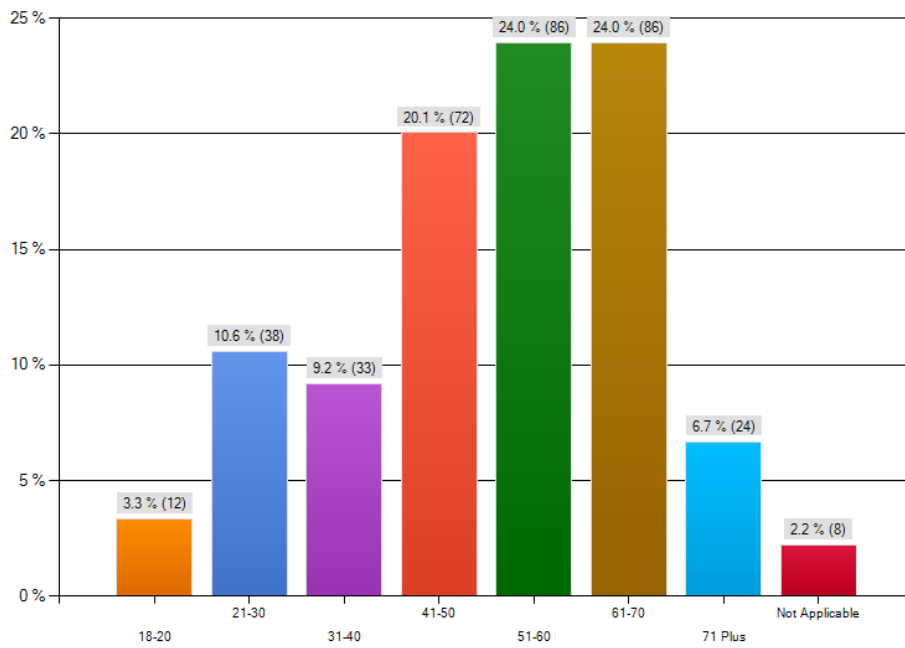
Demographics



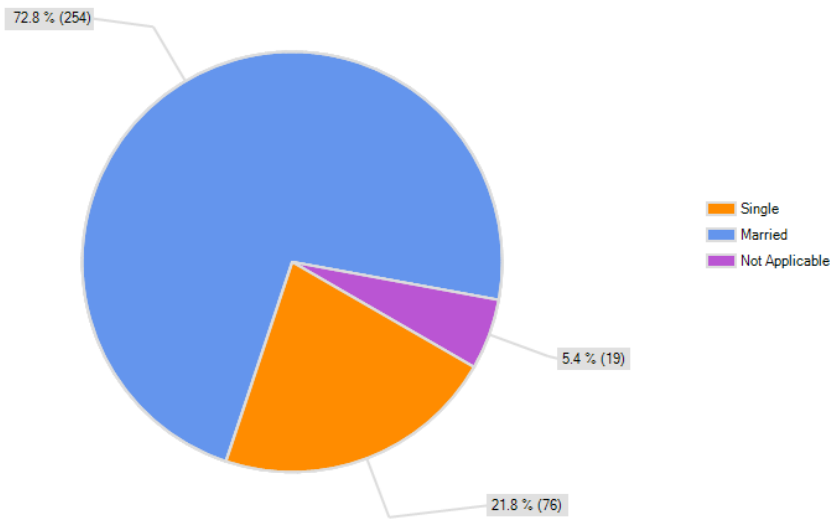
Please indicate your gender below.



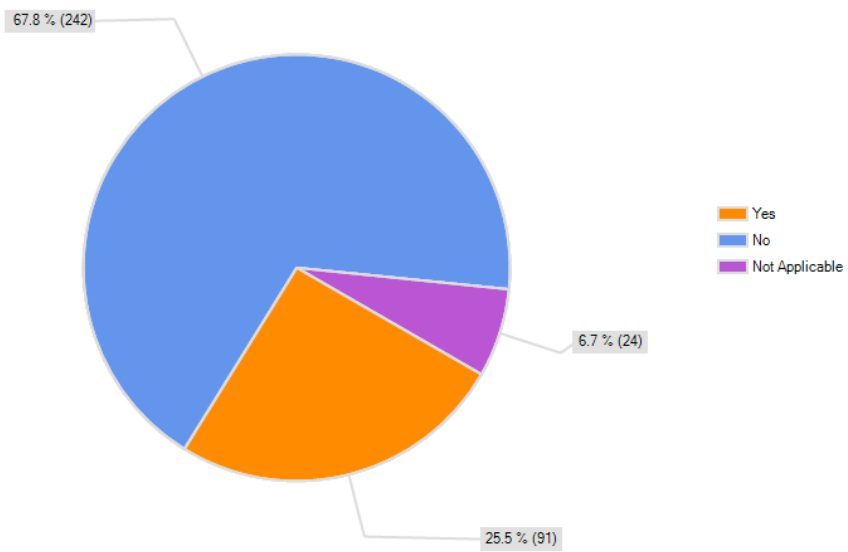
Please indicate your age below.



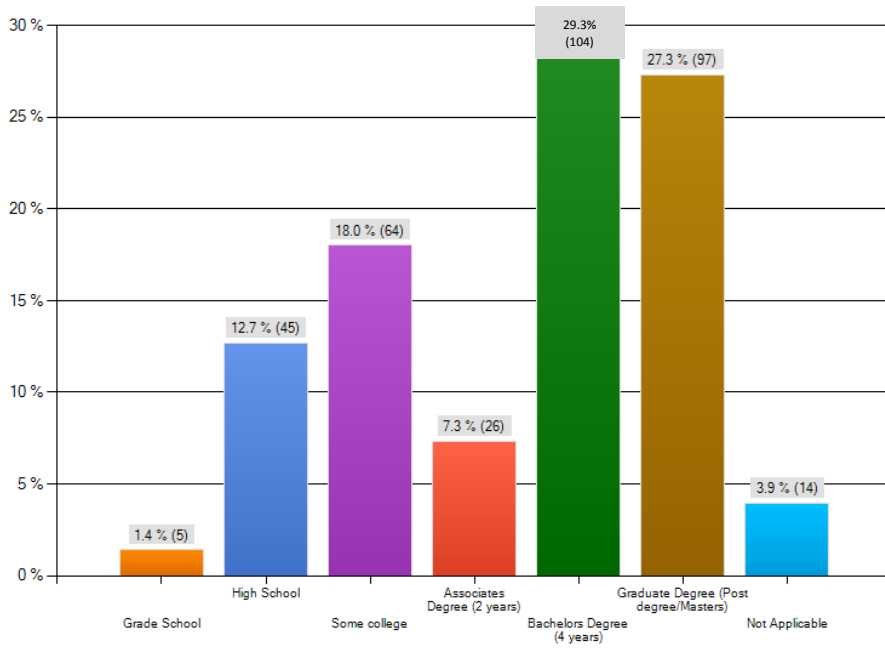
Please indicate your marital status.



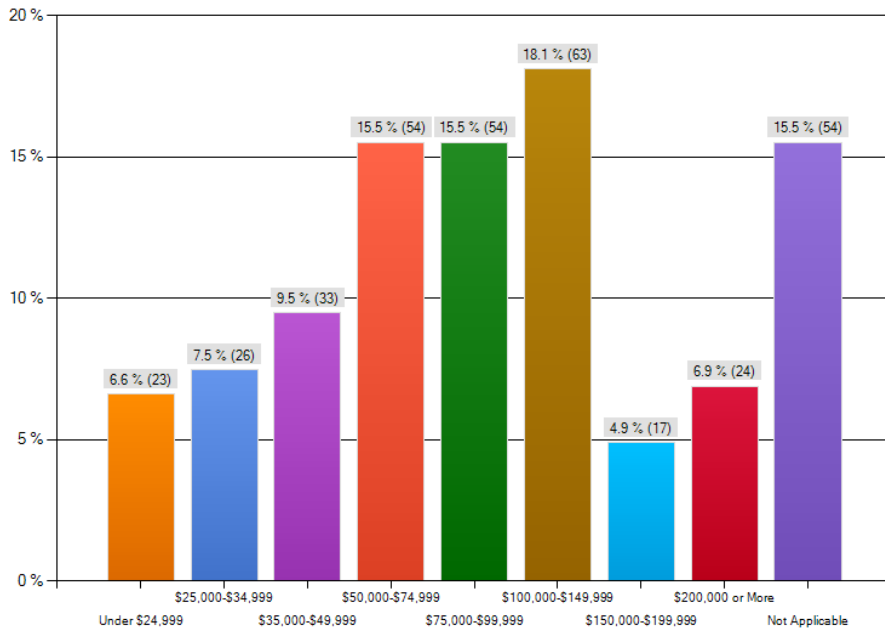
Do you have children under 18 living at home?



Please indicate your highest level of education.



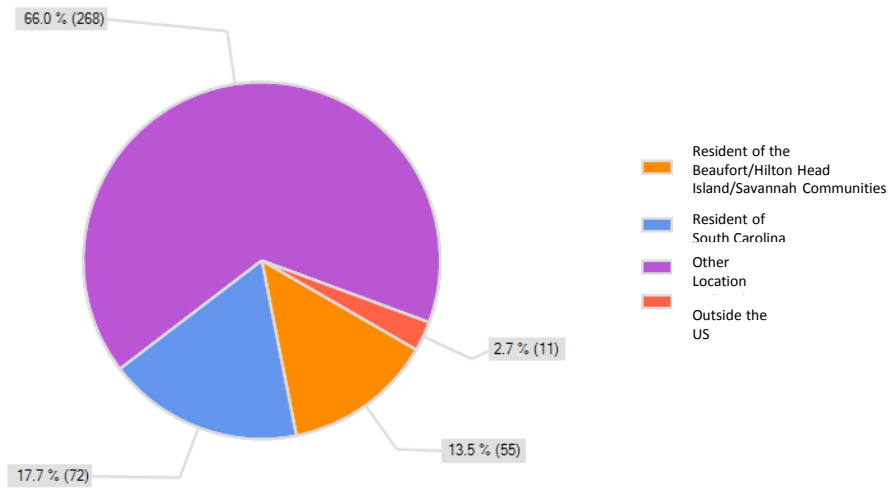
Which of the following ranges includes your annual household income?



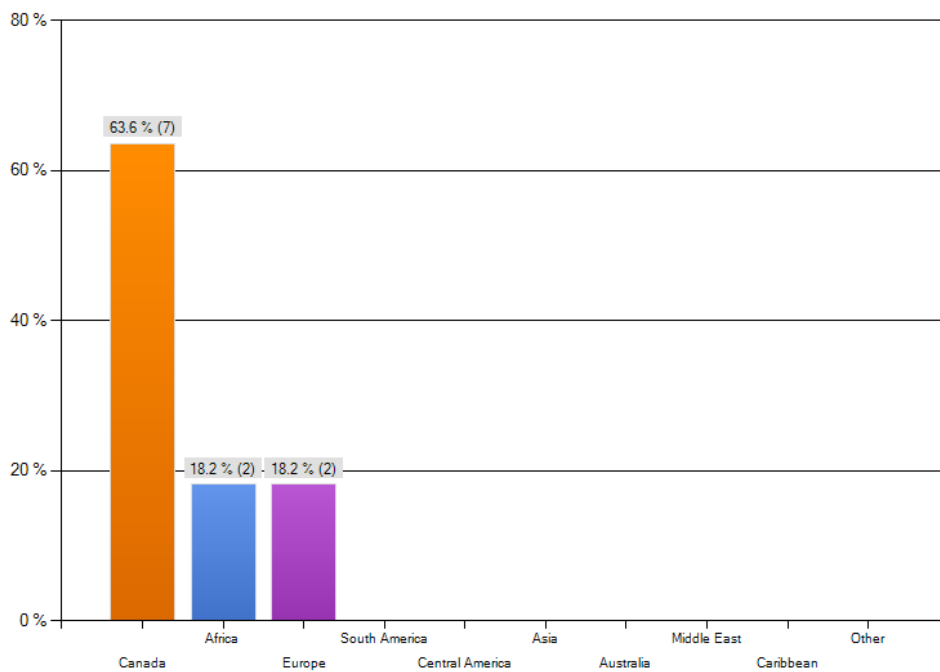
Visitor Characteristics



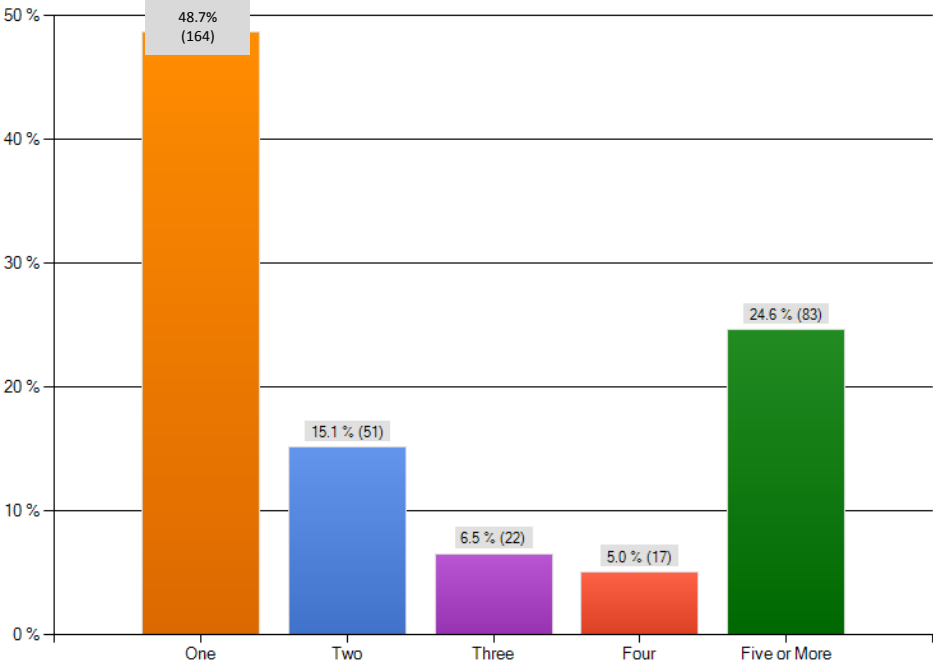
Where is your primary residence? (Tap the button to the left of your answer, then touch the NEXT button below to advance the survey.)



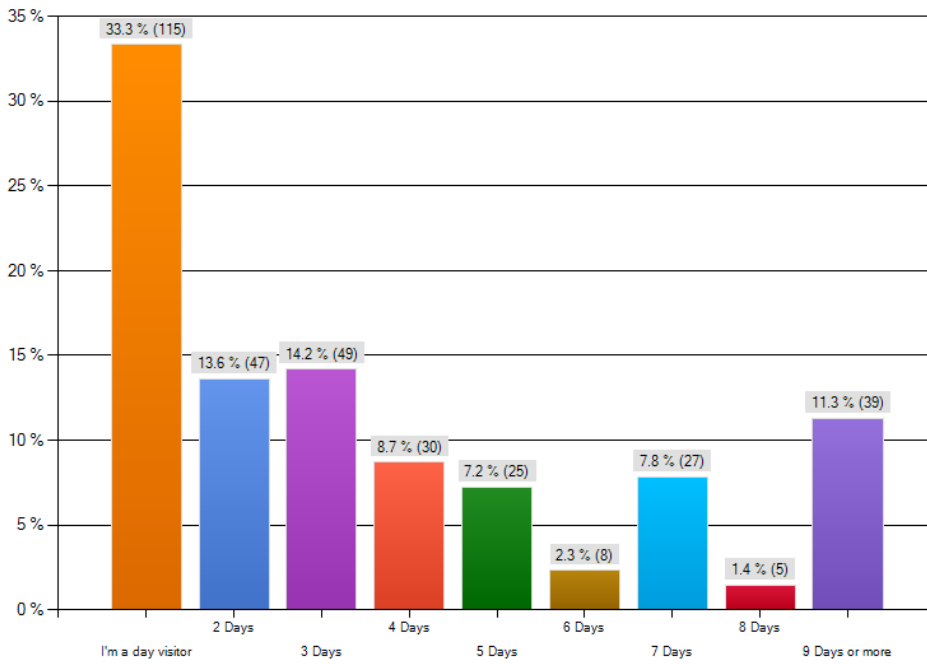
Please click on the button of the region in which your primary residence is located.



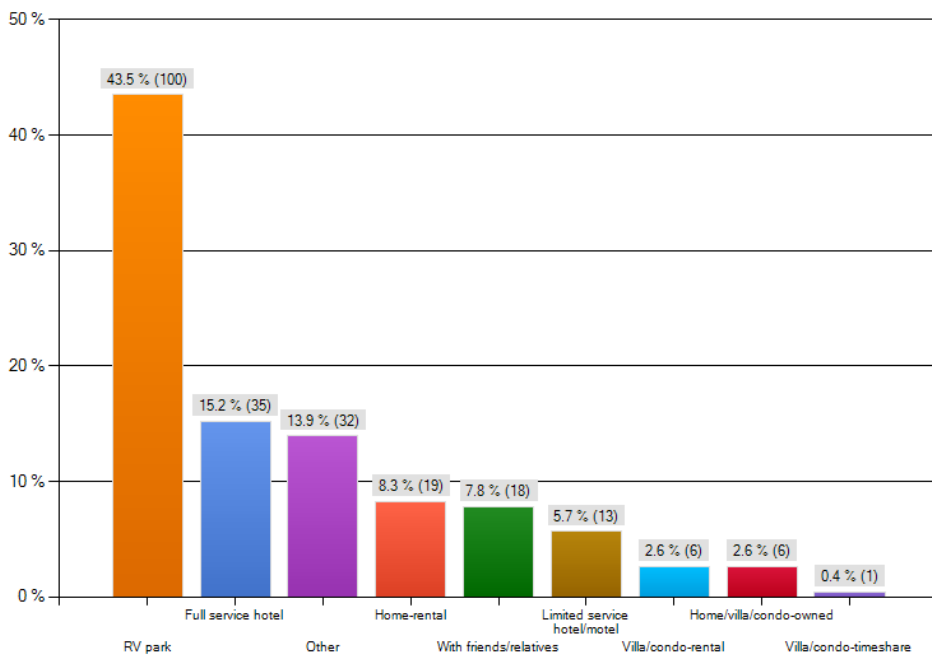
Counting this trip, HOW MANY trips had you taken to Beaufort, SC?



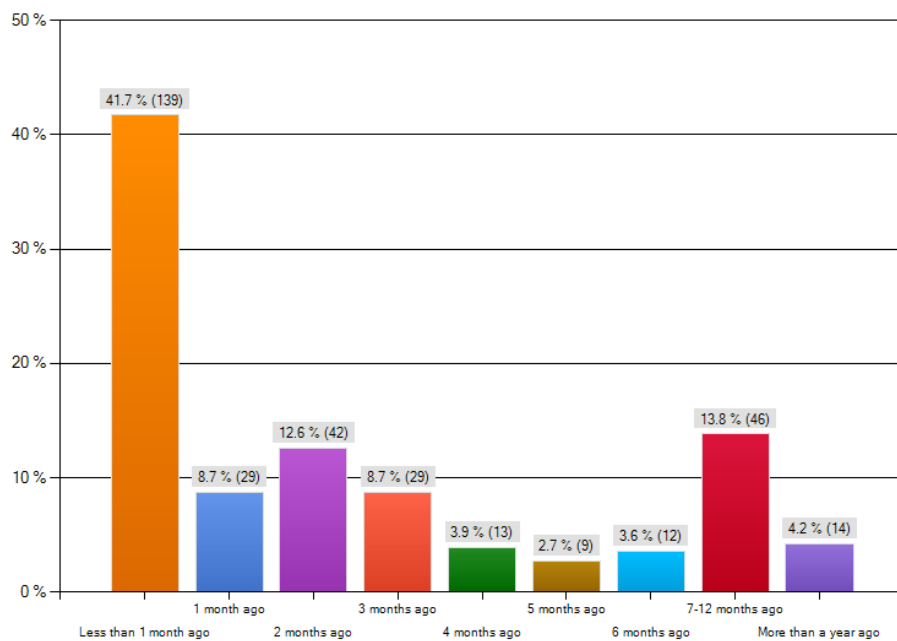
How many days do you intend to stay in Beaufort, SC?



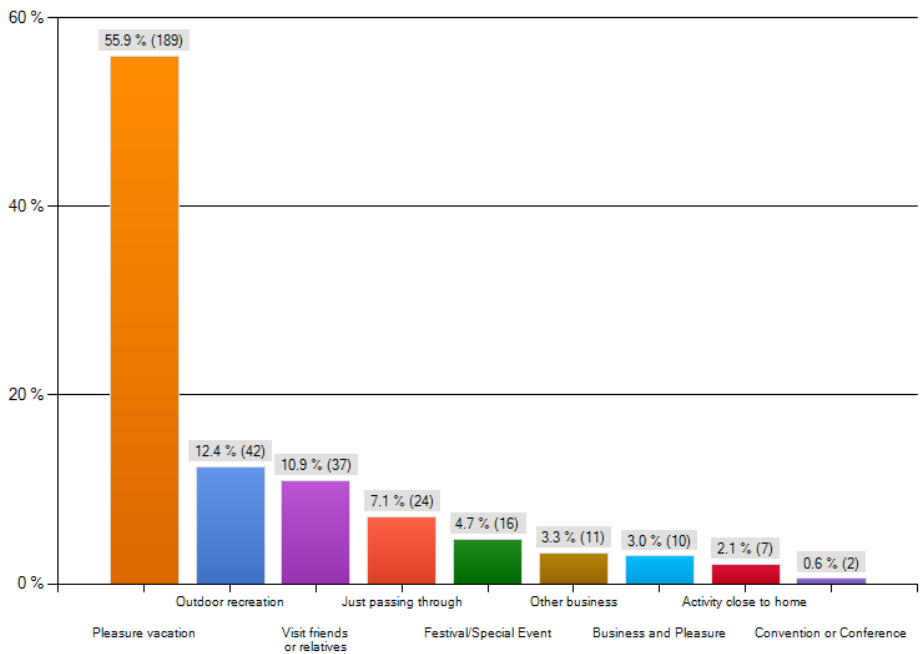
What type of accommodations will you be using while visiting Beaufort, SC?



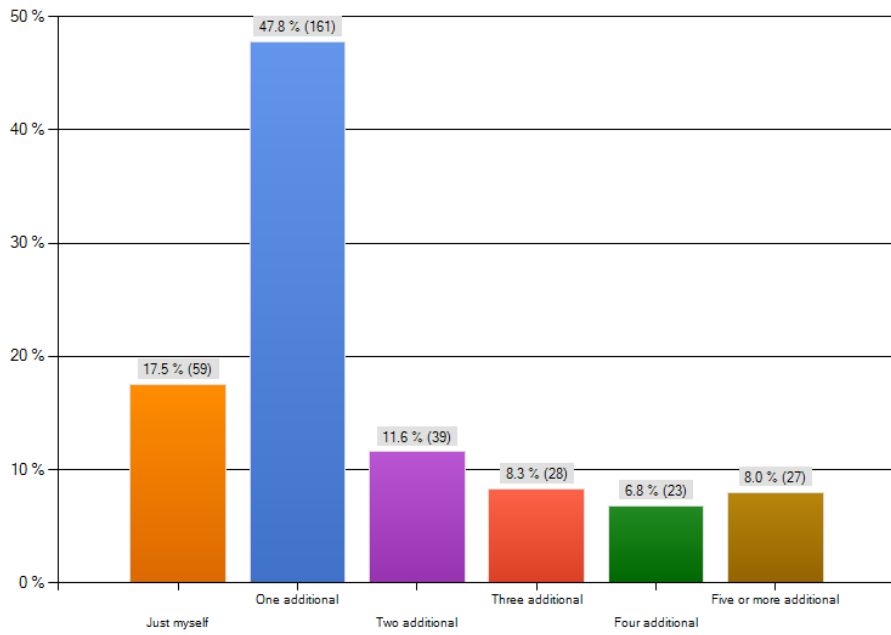
How many months in advance did you book this trip?



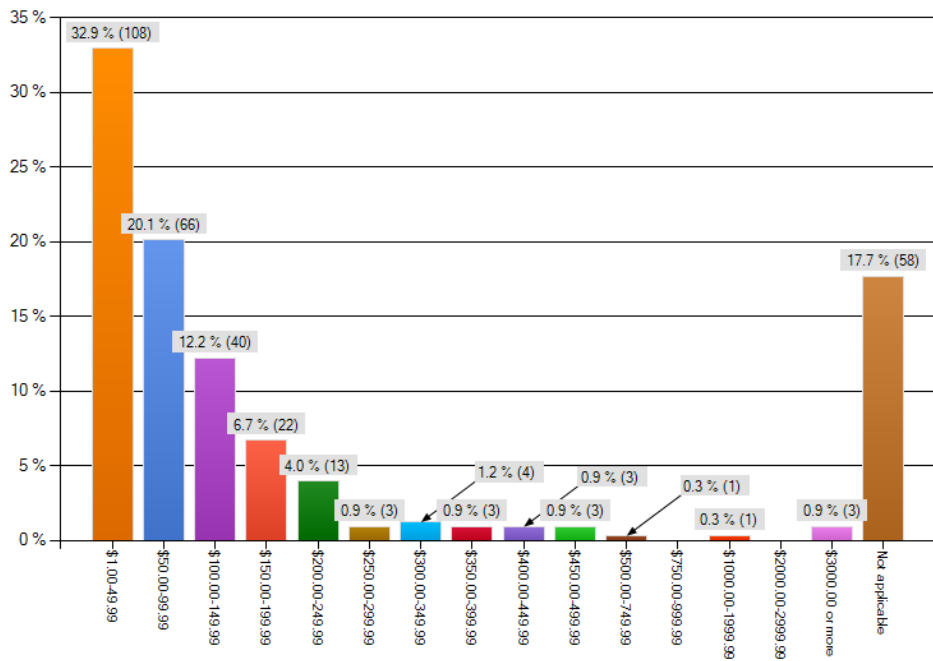
What was the primary reason for this visit to Beaufort, SC?



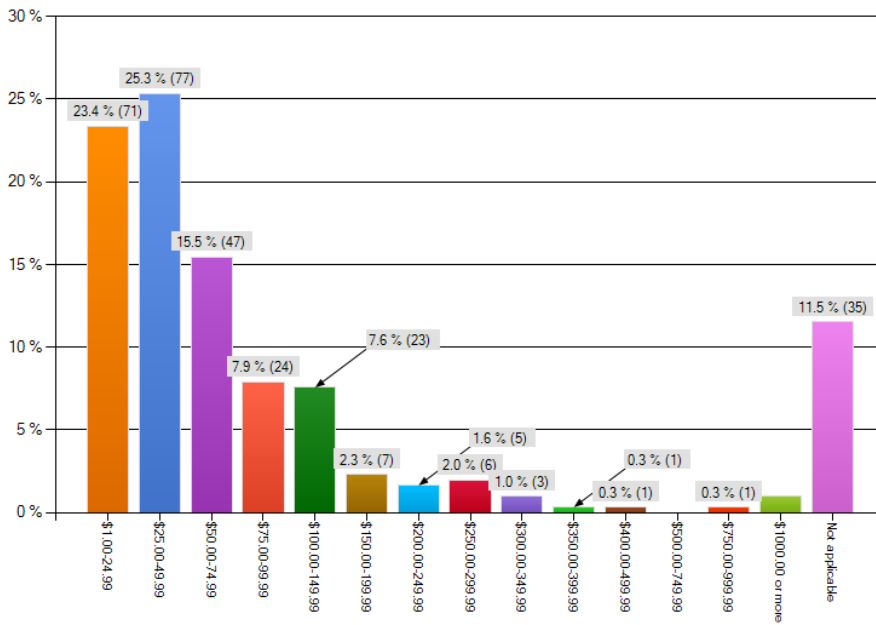
How many additional people are you financially responsible for during this trip?



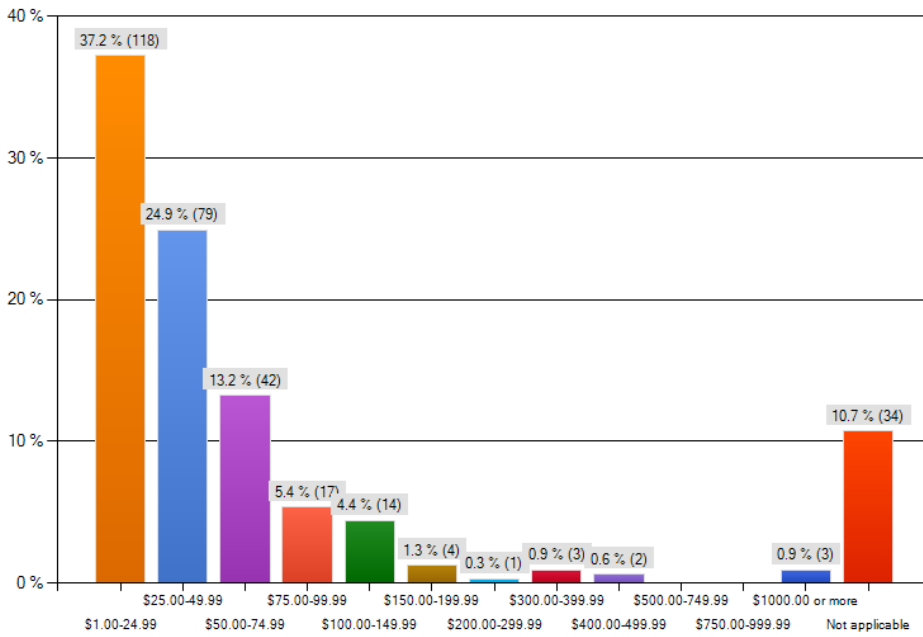
Approximately, how much will you spend on lodging PER NIGHT?



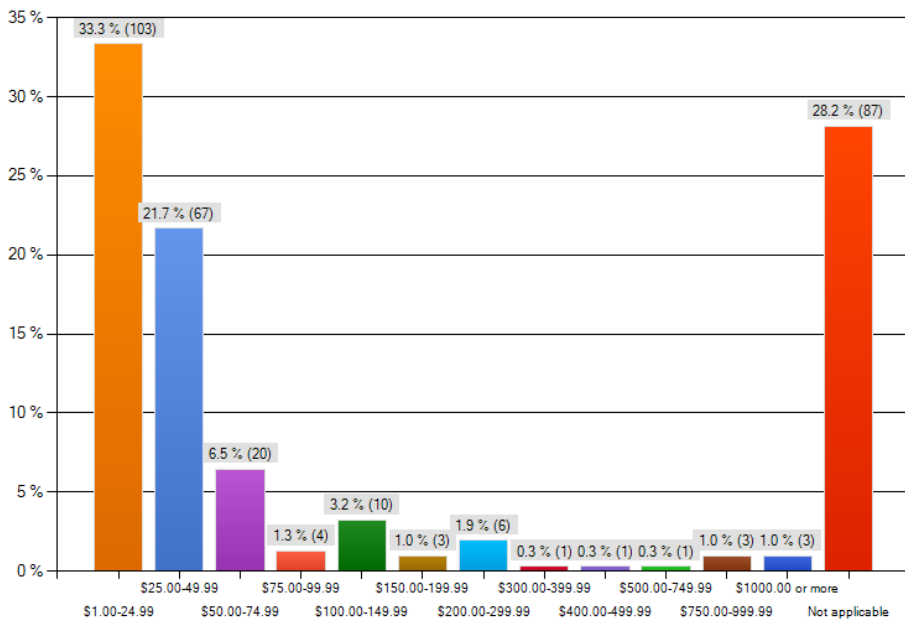
Approximately, how much do you think you'll spend on restaurant dining PER DAY?



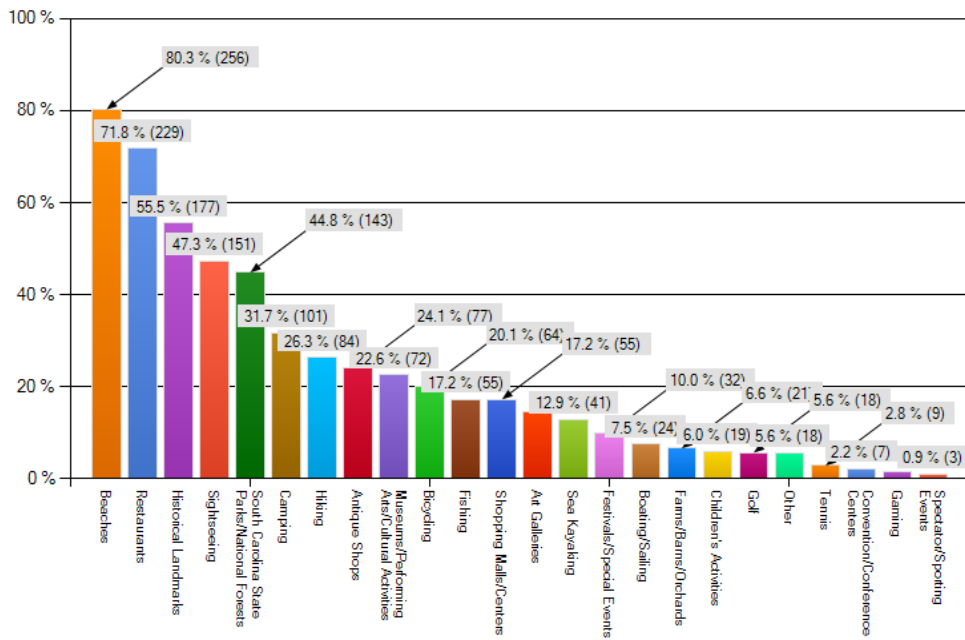
Approximately, how much do you think you'll spend on retail purchases PER DAY (i.e. clothes, gifts, souvenirs, etc.)?



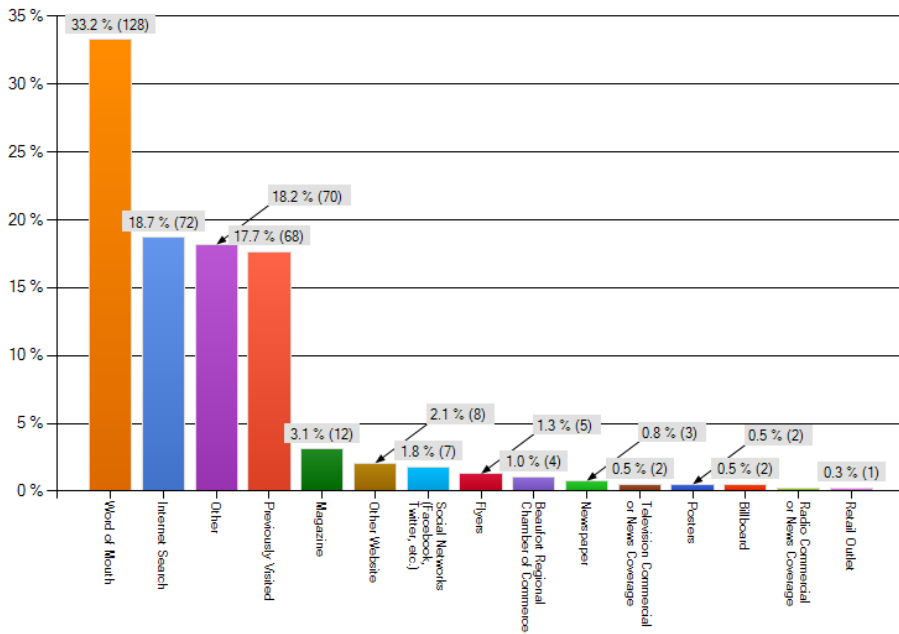
Approximately, how much do you think you'll spend on recreation expenses (i.e. golf, tennis, bicycling, etc.) PER DAY?



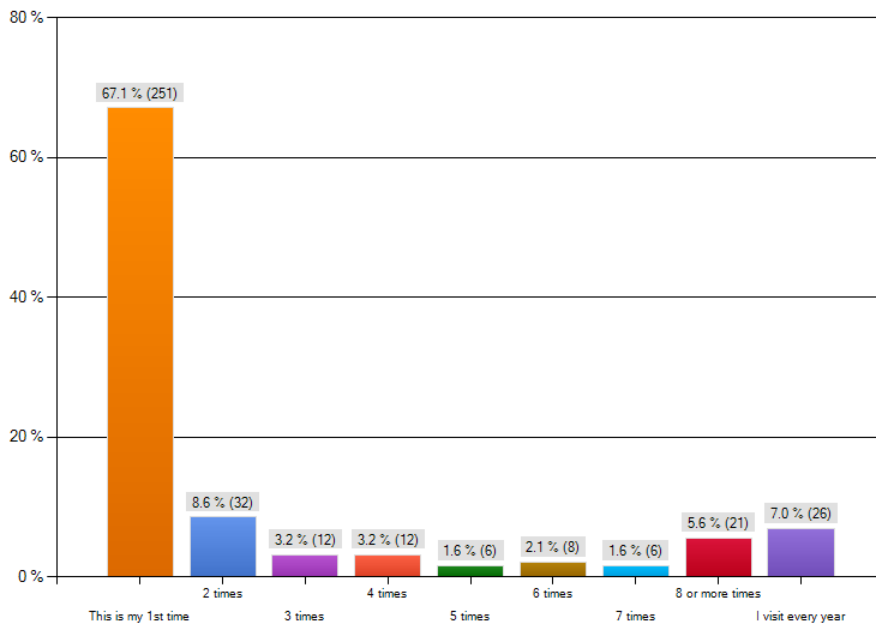
Please indicate if you intend on visiting (or have visited) any of the following tourist facilities or participating (or participated) in any of the listed activities during this trip to Beaufort. Choose all that apply.



How did you first learn of Beaufort, SC?



Including this visit, how many times have you visited the Beaufort Welcome Center?



How important were the following factors in deciding to visit Beaufort?

	Not Important	Not Very Important	Neutral	Somewhat Important	Very Important	Total Importance	Rating Average	Rating Count
Access to Beaches	7.1%	3.7%	8.0%	18.0%	63.2%	81.0%	4.26	323
Historic Interests	3.6%	3.3%	13.3%	29.0%	50.9%	79.9%	4.20	338
Dining Options	7.6%	7.3%	30.6%	32.5%	22.1%	54.6%	3.54	317
Arts/Cultural Activities	11.5%	8.9%	35.5%	28.9%	15.1%	44.0%	3.27	304
Other Festivals/Special Events	22.3%	8.9%	26.0%	22.6%	20.2%	42.8%	3.10	292
Boating and Sailing	33.7%	13.1%	21.0%	17.2%	15.1%	32.3%	2.67	291
Shopping Opportunities	21.0%	16.7%	30.8%	18.0%	13.4%	31.4%	2.86	305
Sporting Events	39.7%	15.2%	29.0%	9.3%	6.9%	16.2%	2.29	290
Military Graduation	50.3%	10.7%	22.8%	5.5%	10.7%	16.0%	2.16	290

How likely are you to return to Beaufort and recommend Beaufort as a vacation destination to friends and relatives?

	Very Unlikely	Extremely Unlikely	Not Sure	Extremely Likely	Very Likely	Total Likelihood	Rating Average	Rating Count
Return to Beaufort, SC	0.9%	0.9%	9.4%	64.0%	24.8%	88.8%	4.50	331
Recommend Beaufort, SC	0.3%	0.9%	7.3%	67.7%	23.8%	91.5%	4.57	328

For More Information
Contact Dr. John Salazar
843-208-8217