

2017 Taste of Beaufort

Lowcountry and Resort Islands Tourism
Institute (LRITI) at USCB

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211

Total Responses

Zip Code Analysis

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

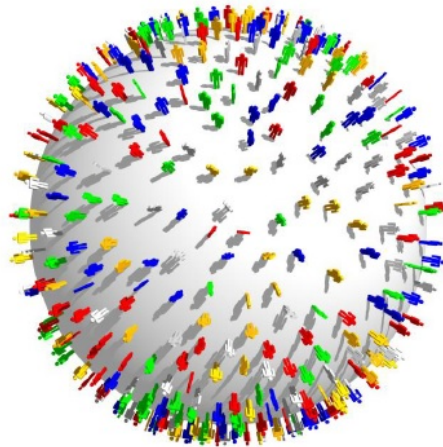
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area	% MSA Share	% MSA Share – % Arbitron	% MSA Share – % Nielsen	% MSA Share – % Scarborough
1	Charleston-North Charleston, SC MSA	9	18.4%	13.3%	14.0%	14.0%
2	Seneca, SC MSA	8	16.3%	16.3%	16.3%	16.3%
3	Greenville, SC MSA	6	12.2%	4.1%	-0.2%	5.0%
4	Columbia, SC MSA	5	10.2%	5.3%	4.5%	10.2%
5	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	5	10.2%	-29.7%	-24.2%	-40.1%
6	Charlotte-Gastonia-Concord, NC-SC MSA	4	8.2%	-10.3%	-8.0%	-7.8%
7	Walterboro, SC MSA	3	6.1%	6.1%	6.1%	6.1%
8	Dayton, OH MSA	3	6.1%	-1.6%	-1.5%	-3.1%
9	Lansing-East Lansing, MI MSA	3	6.1%	2.5%	2.3%	6.1%
10	Raleigh-Cary, NC MSA	3	6.1%	-6.0%	-9.4%	-6.8%
	Totals	49	100.0%			

All Zip Codes Collected

Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
1	Hilton Head Island-Beaufort, SC MSA	117
2	Charleston-North Charleston, SC MSA	9
3	Seneca, SC MSA	8
4	Greenville, SC MSA	6
5	Columbia, SC MSA	5
6	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	5
7	Charlotte-Gastonia-Concord, NC-SC MSA	4
8	Walterboro, SC MSA	3
9	Dayton, OH MSA	3
10	Lansing-East Lansing, MI MSA	3
11	Raleigh-Cary, NC MSA	3
12	Port St. Lucie-Fort Pierce, FL MSA	2
13	Orangeburg, SC MSA	2
14	Talladega-Sylacauga, AL MSA	2
15	Asheville, NC MSA	2
16	Winston-Salem, NC MSA	2
17	Sacramento--Arden-Arcade--Roseville, CA MSA	1
18	Phoenix-Mesa-Scottsdale, AZ MSA	1
19	Colorado Springs, CO MSA	1
20	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	1
21	Sebastian-Vero Beach, FL MSA	1

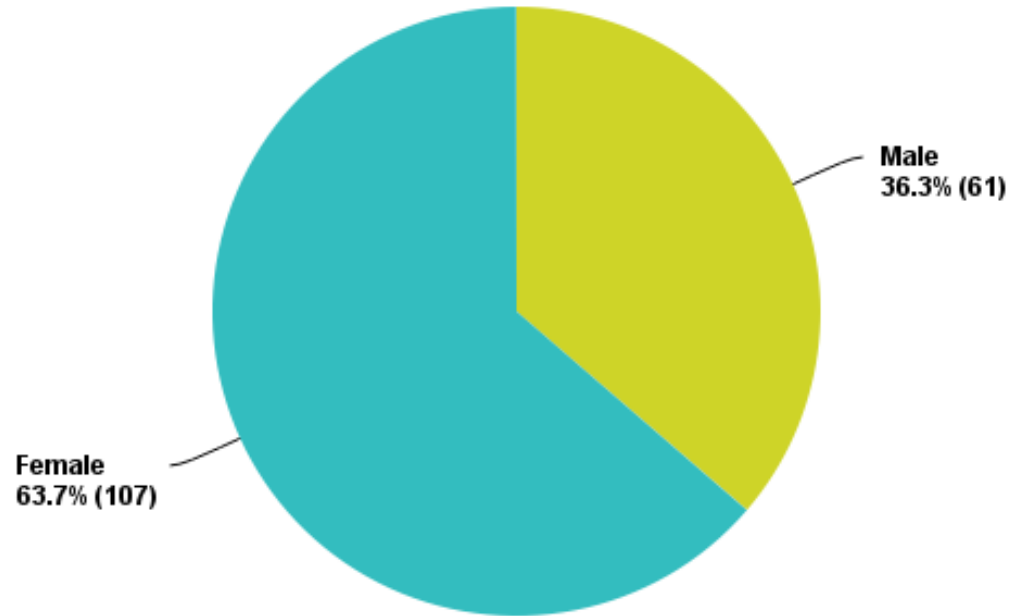
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
22	Tampa-St. Petersburg-Clearwater, FL MSA	1
23	Jacksonville, FL MSA	1
24	Augusta-Richmond County, GA-SC MSA	1
25	Cleveland, TN MSA	1
26	Savannah, GA MSA	1
27	Miami-Fort Lauderdale-Miami Beach, FL MSA	1
28	Sebring, FL MSA	1
29	Warner Robins, GA MSA	1
30	Florence, SC MSA	1
31	Lexington-Fayette, KY MSA	1
32	Cincinnati-Middletown, OH-KY-IN MSA	1
33	Manitowoc, WI MSA	1
34	Knoxville, TN MSA	1
35	New Bern, NC MSA	1
36	Atlanta-Sandy Springs-Marietta, GA MSA	1
37	Cleveland-Elyria-Mentor, OH MSA	1
38	Detroit-Warren-Livonia, MI MSA	1
39	Spartanburg, SC MSA	1
40	Virginia Beach-Norfolk-Newport News, VA-NC MSA	1
41	Providence-New Bedford-Fall River, RI-MA MSA	1
42	Boston-Cambridge-Quincy, MA-NH MSA	1

Demographics



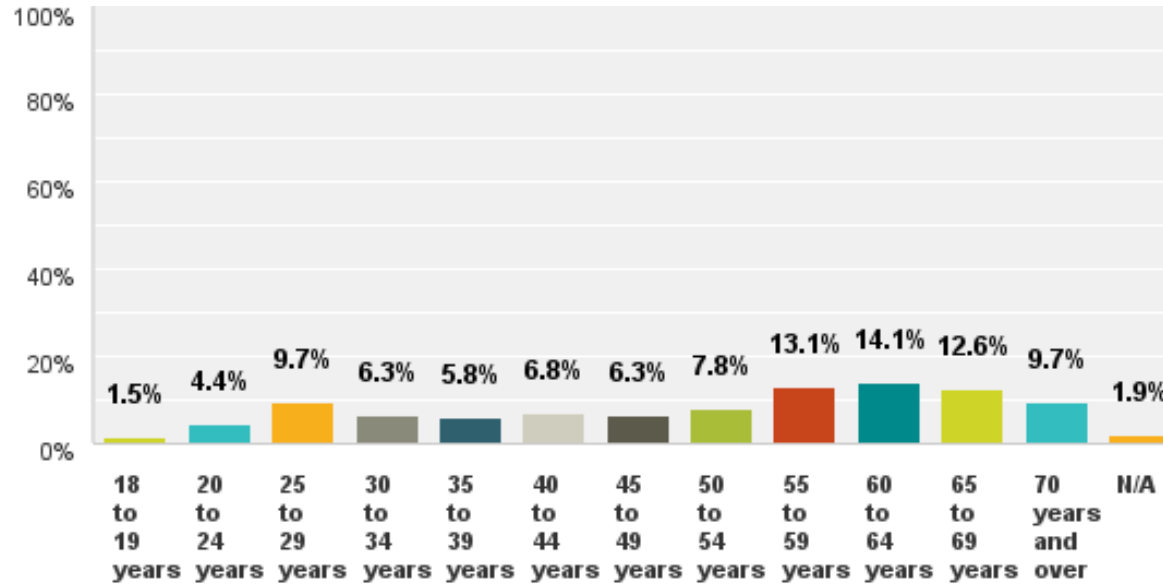
Please indicate your gender below.

Answered: 168 Skipped: 43



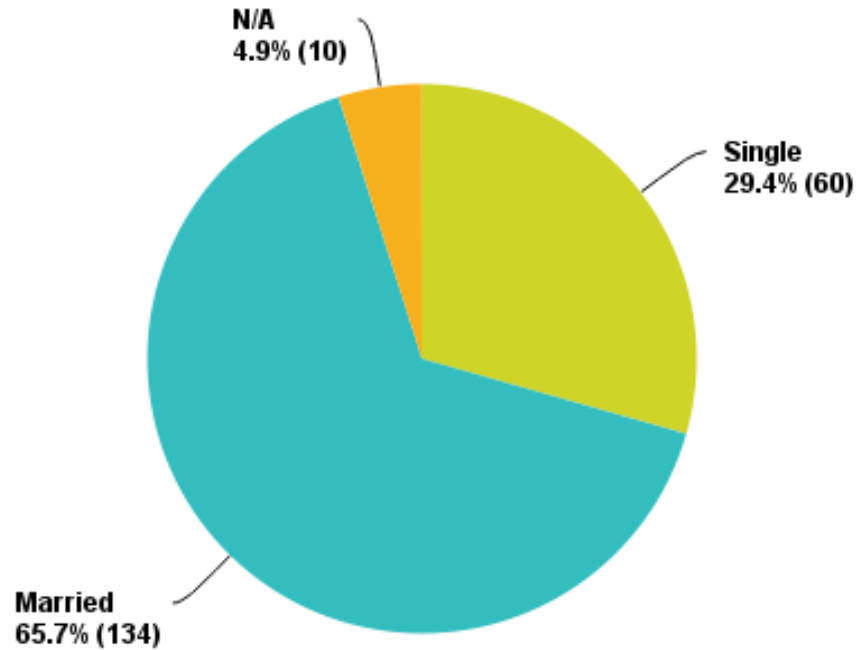
Please indicate your age below.

Answered: 206 Skipped: 5



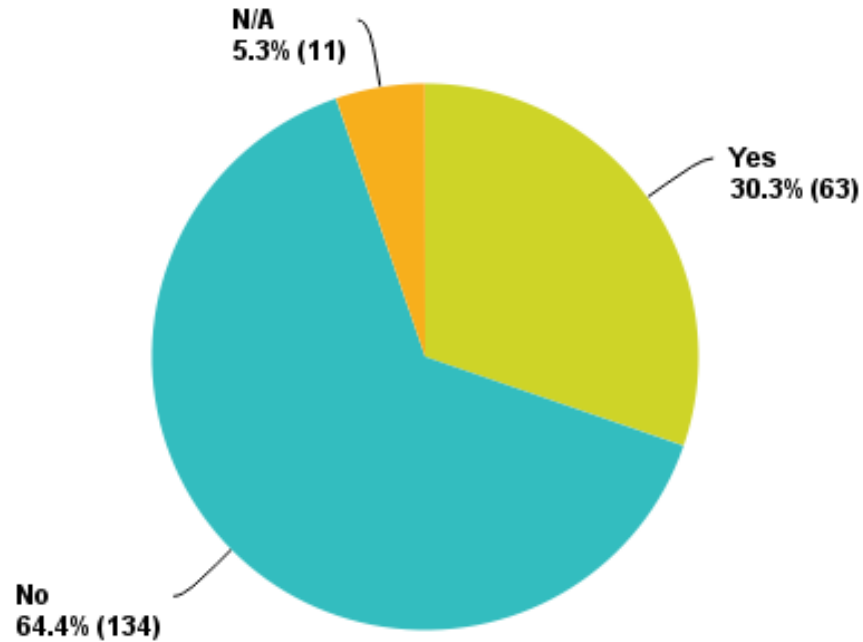
Please indicate your marital status.

Answered: 204 Skipped: 7



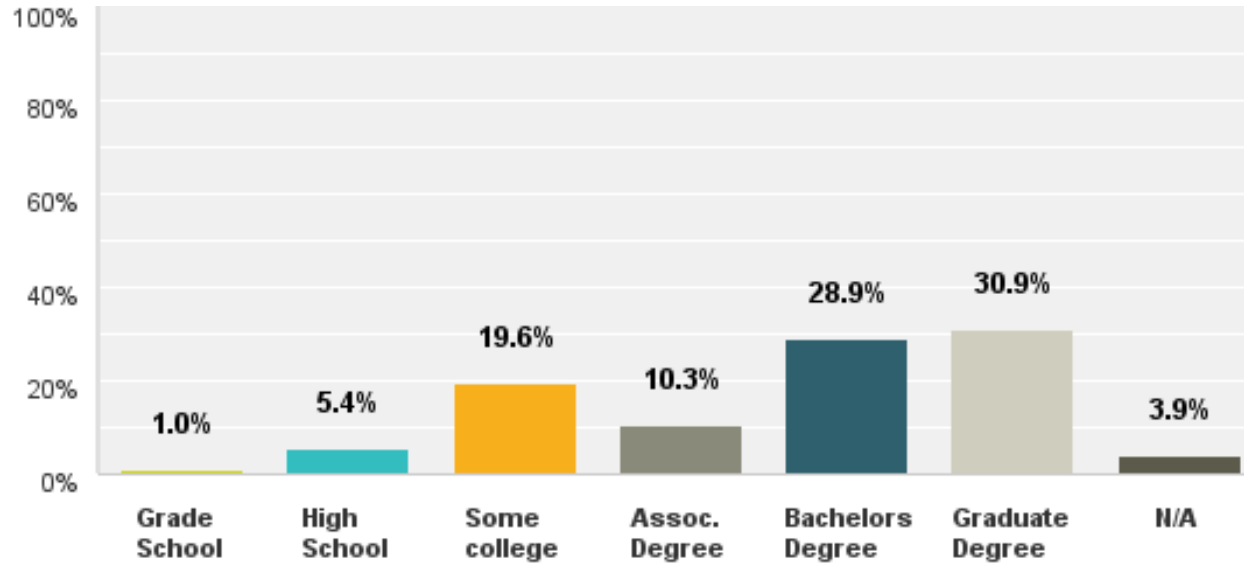
Do you have children under 18 living at home?

Answered: 208 Skipped: 3



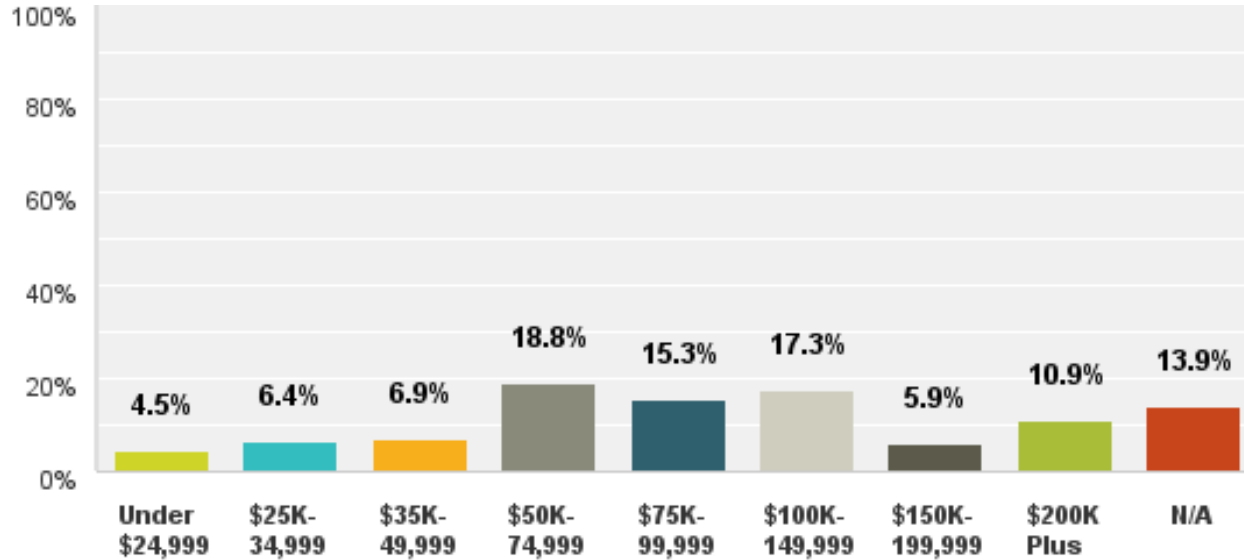
Please indicate your highest level of education.

Answered: 204 Skipped: 7



Which of the following ranges includes your annual household income?

Answered: 202 Skipped: 9

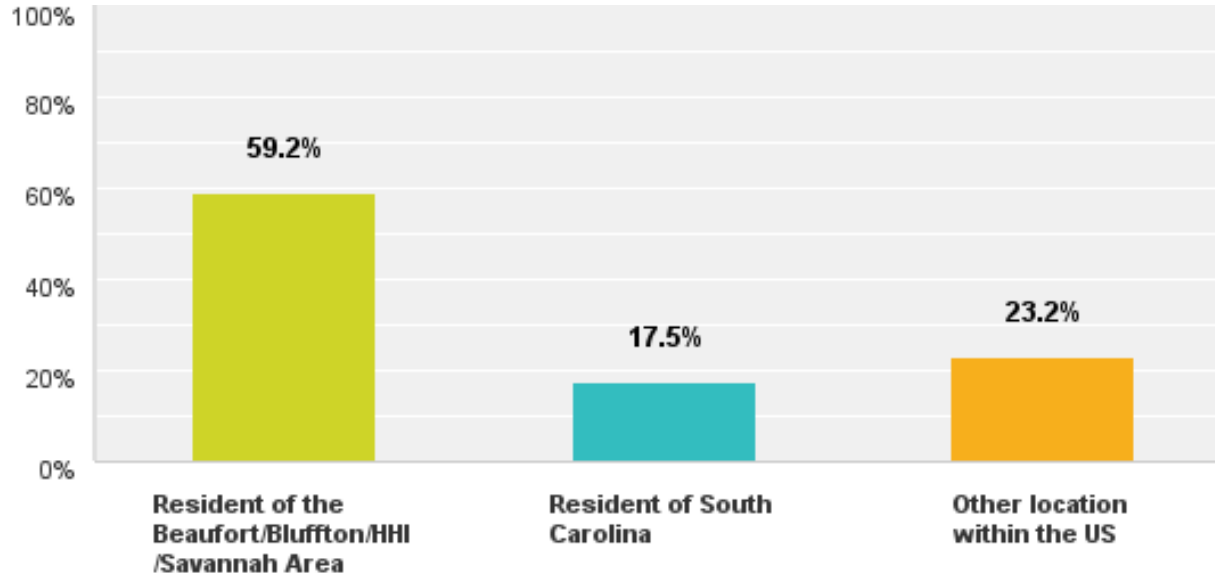


Visitor Characteristics



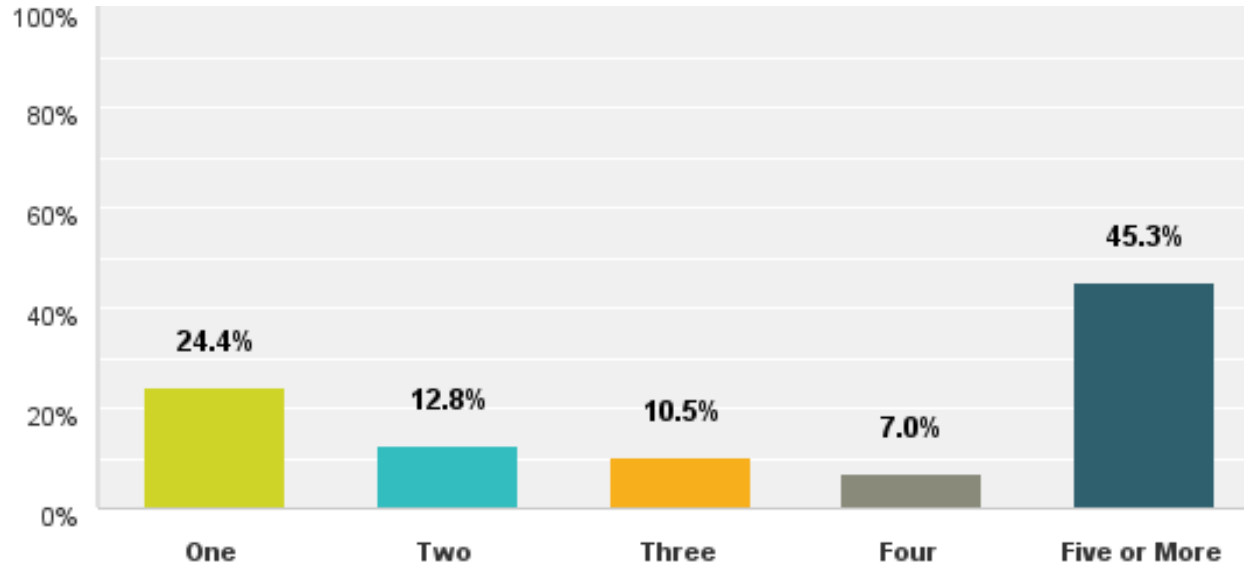
Where is your primary residence?

Answered: 211 Skipped: 0



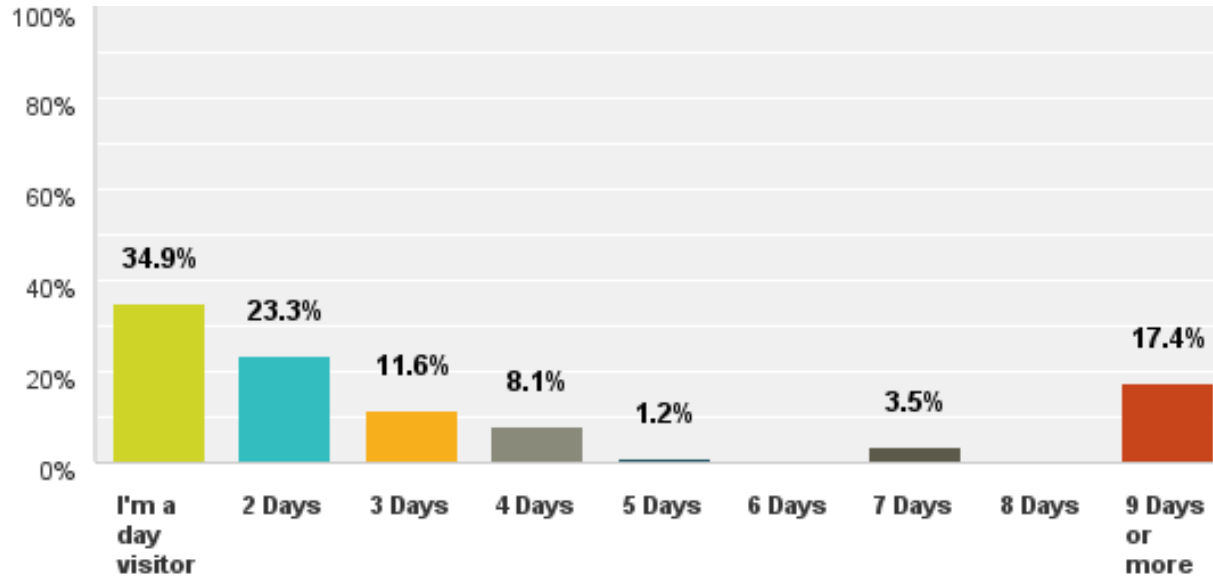
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 86 Skipped: 125



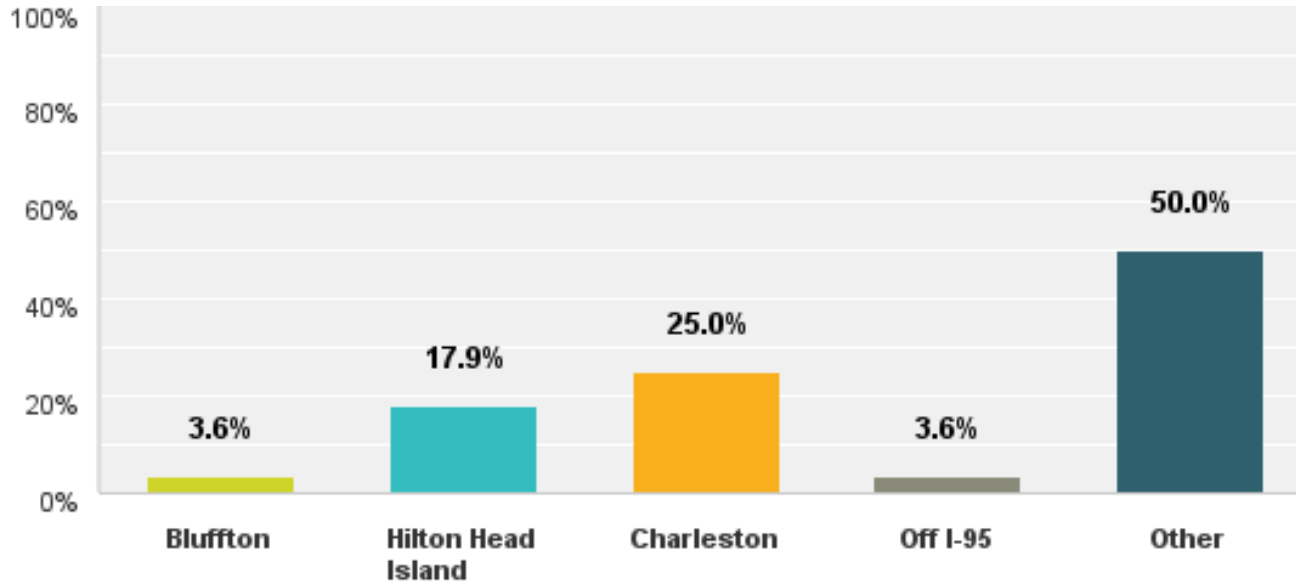
How many days do you intend to stay in Beaufort, SC?

Answered: 86 Skipped: 125



Where are you staying overnight on this trip?

Answered: 28 Skipped: 183



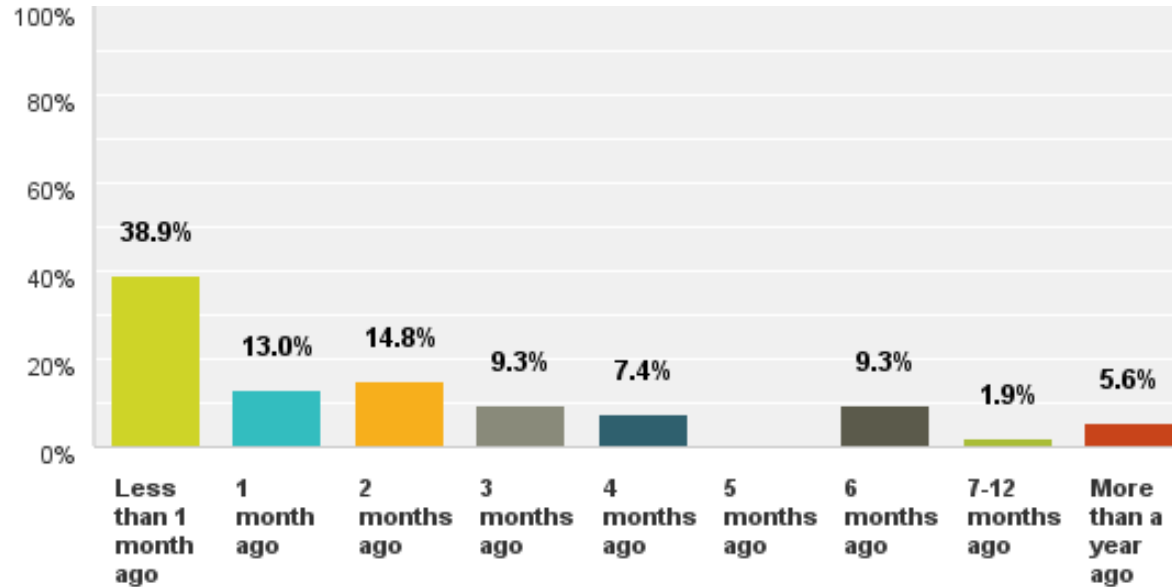
What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 56 Skipped: 155

Answer Choices	Response Percent	Response Choice
With friends/relatives	32.1%	18
Full service hotel	16.1%	9
Limited service hotel/motel	14.3%	8
Home/villa/condo-owned	12.5%	7
Home-rental	8.9%	5
Other	7.1%	4
RV park	5.4%	3
Villa/condo-rental	1.8%	1
Villa/condo-timeshare	1.8%	1

How many months in advance did you book this trip?

Answered: 54 Skipped: 157



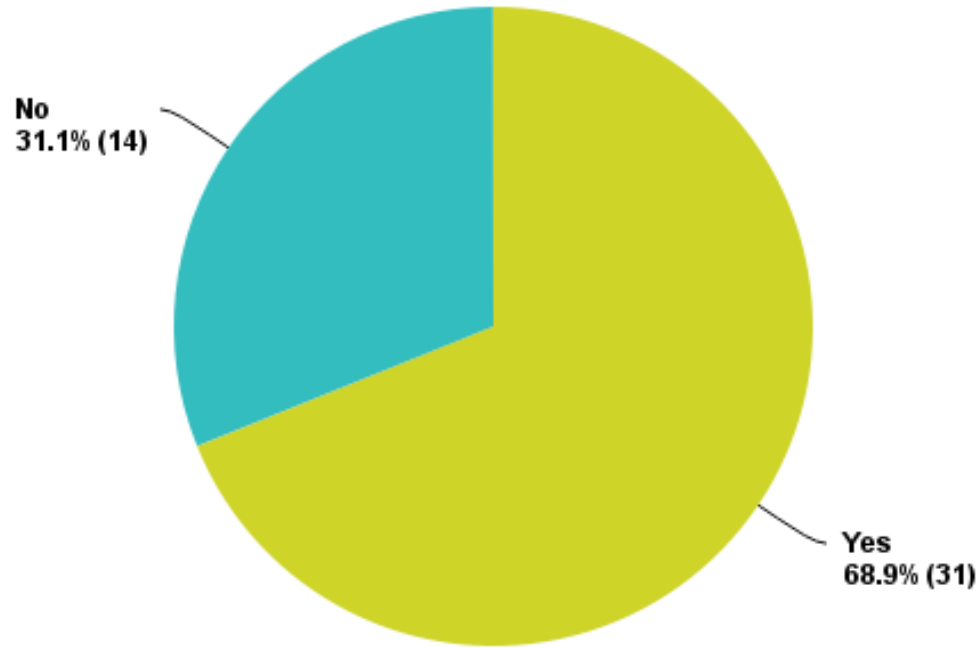
How influential was the 2017 Taste of Beaufort Festival when initially planning your trip to Beaufort, SC?

Answered: 55 Skipped: 156

Very Influential	Influential	Undecided	Not Influential	Not at all influential	Total	Weighted Average
32.7%	16.4%	5.5%	14.5%	30.9%	55	3.05

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

Answered: 45 Skipped: 166



How likely are you to return to the Beaufort area when the Taste of Beaufort Festival is NOT OCCURRING?

Answered: 55 Skipped: 156

Extremely Likely	Very Likely	Not Sure	Very Unlikely	Extremely Unlikely	Total	Weighted Average
56.4%	27.3%	14.5%	1.8%	0.0%	55	4.38

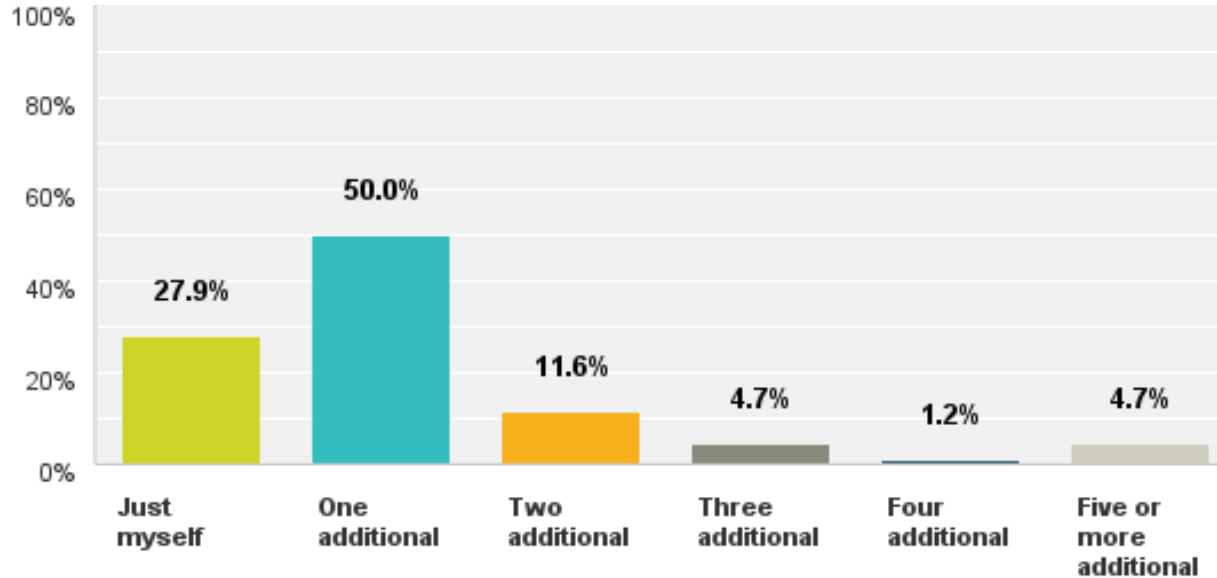
What was the primary reason for this visit to Beaufort, SC?

Answered: 86 Skipped: 125

Answer Choices	Response Percent	Response Choice
2017 Taste of Beaufort Festival	38.4%	33
Visit friends of relatives	19.8%	17
Pleasure vacation	15.1%	13
Outdoor recreation	8.1%	7
Business and Pleasure	7.0%	6
Just passing through	4.7%	4
Convention or Conference	3.5%	3
Other business	2.3%	2
Activity close to home	1.2%	1

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

Answered: 86 Skipped: 125



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

Answered: 84 Skipped: 127

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	15.5%	13
\$50.00-99.99	15.5%	13
\$100.00-199.99	17.9%	15
\$200.00-299.99	4.8%	4
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	2.4%	2
\$750.00-999.99	1.2%	1
\$1000.00-1999.99	1.2%	1
\$2000.00-2999.99	0.0%	0
\$3000.00 or more	0.0%	0
N/A	41.7%	35

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

Answered: 77 Skipped: 134

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	29.9%	23
\$50.00-99.99	37.7%	29
\$100.00-199.99	15.6%	12
\$200.00-299.99	2.6%	2
\$300.00-399.99	3.9%	3
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 or more	0.0%	0
N/A	10.4%	8

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

Answered: 78 Skipped: 133

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	32.1%	25
\$50.00-99.99	28.2%	22
\$100.00-199.99	15.4%	12
\$200.00-299.99	2.6%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	1.3%	1
\$500.00-749.99	1.3%	1
\$750.00-999.99	1.3%	1
\$1000.00 or more	0.0%	0
N/A	17.9%	14

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

Answered: 76 Skipped: 135

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	28.9%	22
\$50.00-99.99	15.8%	12
\$100.00-199.99	6.6%	5
\$200.00-299.99	2.6%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 or more	1.3%	1
N/A	44.7%	34

Festival Characteristics



How did you first learn of the Taste of Beaufort Festival?

Answered: 211 Skipped: 0

Answer Choices	Response Percent	Response Count
Word of Mouth	27.5%	58
Other	18.0%	38
Newspaper	11.4%	24
Social Networks (Facebook, Twitter, etc.)	10.9%	23
Internet Search	7.1%	15
Downtown Beaufort Shopping Locations	6.2%	13
Website	5.7%	12
Main Street Beaufort, USA	5.2%	11

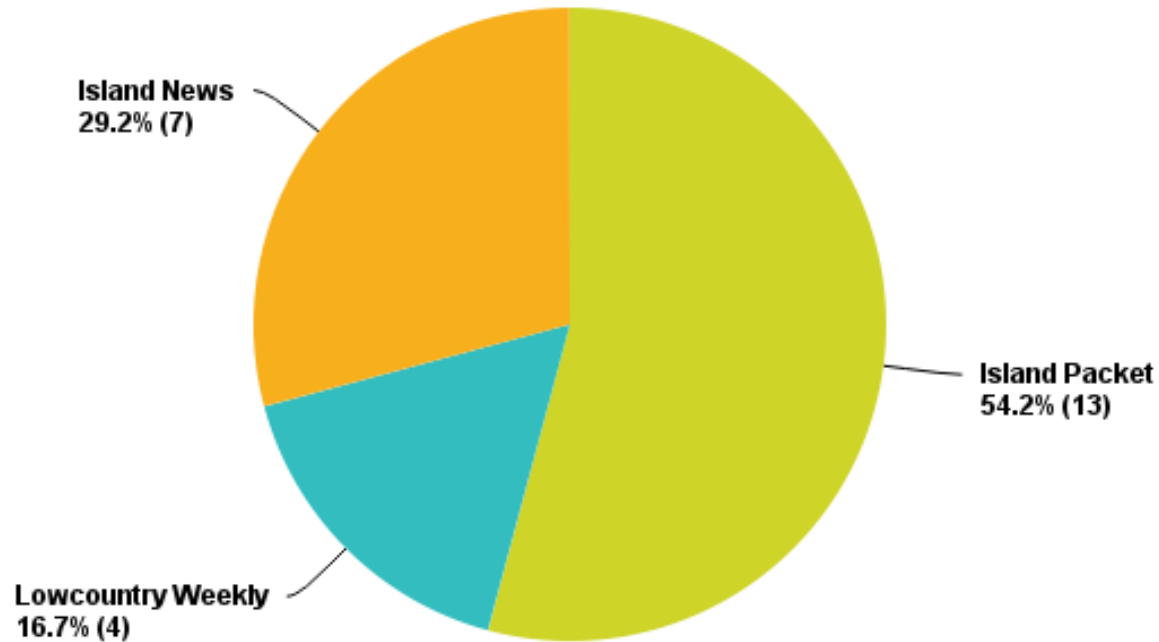
How did you first learn of the Taste of Beaufort Festival?

Answered: 211 Skipped: 0

Answer Choices	Response Percent	Response Count
Beaufort Regional Chamber of Commerce	3.3%	7
www.downtownbeaufort.com	1.4%	3
www.beaufortsc.org	1.4%	3
Magazine	0.9%	2
Television Commercial or News Coverage	0.5%	1
Radio Commercial or News Coverage	0.5%	1

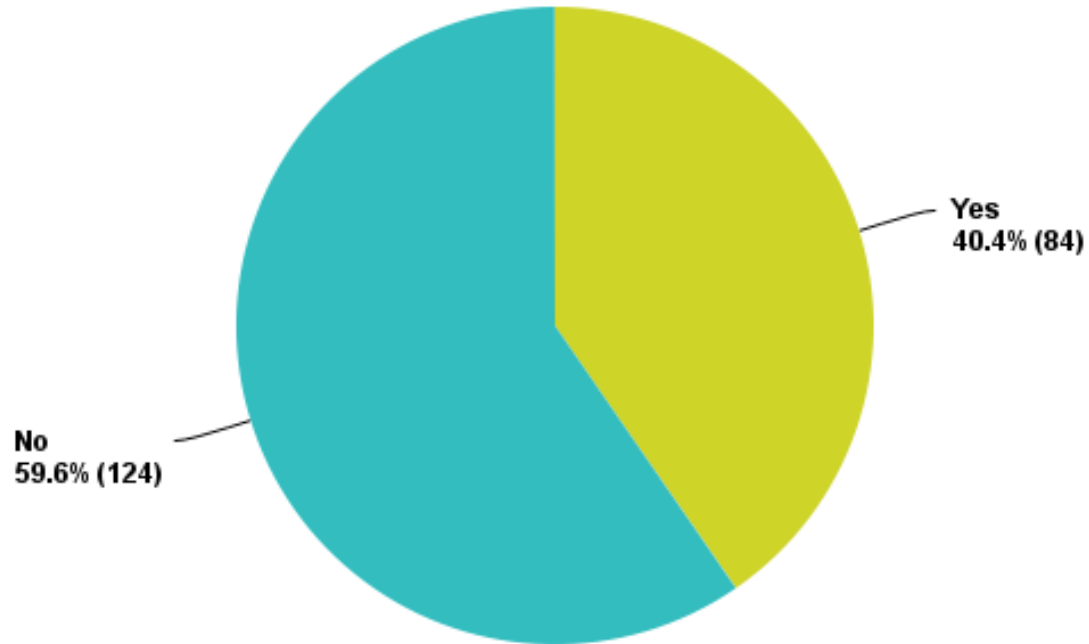
From which newspaper did you learn of the 2017 Taste of Beaufort?

Answered: 24 Skipped: 187



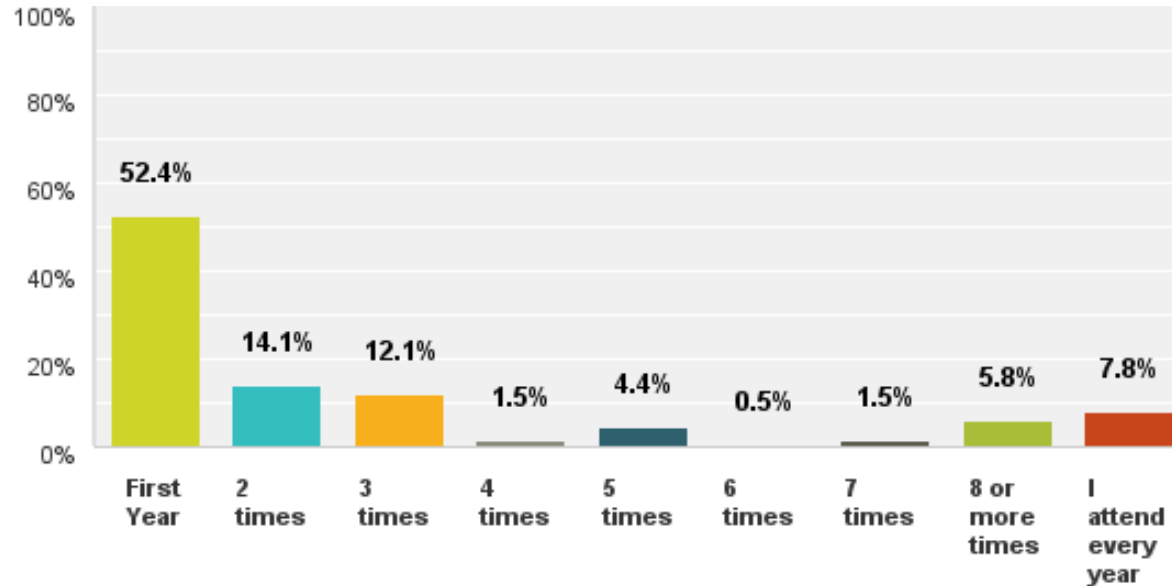
Did you attend last year's Taste of Beaufort Festival?

Answered: 208 Skipped: 3



Including this festival, how many times have you attended the Taste of Beaufort Festival?

Answered: 206 Skipped: 5



How would you rate the following festival characteristics?

Answered: 209 Skipped: 2

	Very Good	Good	Average	Poor	Very Poor	N/A	Total	Weighted Average
Ambiance	50.7%	39.5%	7.8%	0.0%	0.0%	2.0%	205	4.44
Music	46.6%	38.8%	10.7%	1.9%	0.0%	1.9%	206	4.33
Staff Friendliness	61.7%	29.6%	6.3%	0.5%	0.0%	1.9%	206	4.55
Cost	36.6%	39.0%	20.0%	0.5%	1.0%	2.9%	205	4.13
Location	66.0%	27.2%	4.9%	0.0%	0.0%	1.9%	206	4.62
Parking	24.9%	28.3%	24.4%	13.2%	6.3%	2.9%	205	3.54

How would you rate the following festival characteristics?

Answered: 208 Skipped: 3

	Very Good	Good	Average	Poor	Very Poor	N/A	Total	Weighted Average
Food Vendor Variety	32.7%	40.4%	13.9%	5.8%	0.5%	6.7%	208	4.06
Quality of Food You Purchased	39.9%	36.5%	10.1%	0.5%	0.0%	13.0%	208	4.33
Quality of Beverage You Purchased	30.9%	35.3%	15.2%	0.0%	0.0%	18.6%	204	4.19
Quantity of Food Items per Purchase	29.8%	32.2%	18.8%	4.3%	0.0%	14.9%	208	4.03
Quantity of Beverage per Purchase	28.4%	33.8%	16.7%	2.5%	0.0%	18.6%	204	4.08

How would you rate the following festival characteristics?

Answered: 208 Skipped: 3

	Very Good	Good	Average	Poor	Very Poor	N/A	Total	Weighted Average
Availability of Public Seating	21.6%	40.9%	23.6%	5.8%	1.4%	6.7%	208	3.81
Recycling Opportunities	19.4%	35.9%	24.3%	5.3%	6.3%	8.7%	206	3.62
Retail Vendor Variety	22.7%	37.2%	27.1%	7.2%	1.0%	4.8%	207	3.77
Consistency of Theme	29.6%	48.1%	12.1%	3.9%	0.5%	5.8%	206	4.09
Event Layout and Design	35.4%	45.1%	12.1%	2.4%	0.5%	4.4%	206	4.18
Crowd Flow	32.9%	46.4%	14.5%	1.4%	1.0%	3.9%	207	4.13
Overall Value of the Event	43.8%	40.4%	11.5%	1.0%	0.0%	3.4%	208	4.31

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

Answered: 209 Skipped: 2

	Extremely likely	Very likely	Not sure	Very unlikely	Extremely unlikely	Total	Weighted Average
Recommend the festival to friends	50.5%	39.8%	8.7%	0.5%	0.5%	206	4.39
Return to next year's festival	50.5%	33.7%	14.4%	1.0%	0.5%	208	4.33



For More Information:

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See also: www.lriti.org

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

LinkedIn: Lowcountry and Resort Islands

Tourism Institute at USCB