



Smithfield/Johnston County Visitor Study Pilot Program

*Cumulative Technical Report
July 2011 to September 2012*

**East Carolina University
Center for Sustainable Tourism**

**Prepared by Leah Joyner
For Smithfield/Johnston County Tourism Authority
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Introduction

The North Carolina Visitor Study Pilot Program is a partnership between the Center for Sustainable Tourism at East Carolina University and Chatham, Chowan, Duplin, Halifax, Johnston and Pender Counties. The goal of the program is twofold:

1. To gather market profile information on the visitors to each county, and
2. In doing so, develop a streamlined process for collecting this data.

It is the hope of all the project partners to create a system where market intelligence can be gathered and analyzed at a very low cost to the destination marketing organization (DMO).

Each county DMO worked with attractions, businesses and other sites within their community to collect email addresses of the visitors so that an online survey might be sent to them. Employees from the various sites collected email addresses, which were then sent to the Center for Sustainable Tourism. Researchers at the Center entered the addresses into a spreadsheet and emailed the survey to the willing participants. One week after initial contact with the visitors a second email was sent out to remind respondents to take the survey. For the purposes of this report, 'n' is the number of visitors that responded to each question. Most respondents for this cumulative report visited the county in between July 1st, 2011 and September 30th 2012. Additional responses for this report (n=42) were collected through an inquiry conversion study, which was conducted between November 12, 2012 and December 18, 2012.

Executive Summary of Results

Purpose and Trip Attributes

(56.2%) of travel parties reported traveling with two adults with 67% traveling without children. Most respondents indicated they chose to visit Smithfield/Johnston County because of convenient travel distance (38%), the history of the area (22%) and affordability (19.3%).

Most respondents were either visiting for a day trip (41.6%), stayed in a hotel/motel (29.9%) or stayed with friends and family (20.1%). Few respondents stayed at a campground (3.9%) and other inns or condos (4.5%)

When asked what planning resources visitors used, the highest response was previous experience at (24.9%) indicating visitors are returning and have knowledge of the destination. Other high responses used were the Johnston County Visitors Bureau website (10.6%) and other websites (16.0%) which supports the bureau's efforts to an increased presence on the web. Traditional methods for information included Word of Mouth, (9.6%), Travel Brochures (5.8%), NC Welcome Center (3.4%) and in tenth place Social Media (2.4%).

Most respondents reported they visited several attractions and they would recommend: Carolina Premium Outlets (60.6%), Hinnants Winery (31.6%) and the Ava Gardner Museum (30.1%). Other places visited and recommended were the American Music Jubilee Theatre (4.9%), Bentonville Battlefield (25.8%), Buffalo Creek Greenway (8.5%), The Clayton Center (13.6%), Clemmons State Forest (10.5%), Howell Woods (10%), Tobacco Farm Life Museum (15.6%).

Next, respondents were asked to rate their experience while visiting the county and the sites that were primarily rated as "outstanding" were overall service while visiting (52.1%), and cell phone reception (44%). Retail shopping was generally rated as "good" at (37.5%), convenience stores/gas stations rated good at (51.1%), as was general ambience of the region (47.3%) and general appearance of the region (54.4%). Overall grade for the visit to Johnston County rated (45%) Outstanding and (50.7%) Good, with only 4.3% rating the experience as unsure or fair.

How can we improve the overall experience and what else would visitors to the area like to see, which reports directly to the future economic development opportunities for the county. Respondents mentioned they would like to see more restaurants, improved lodging, and better signage in the region.

What did visitors generally spend on their visit to the region are important for tracking the economic impact of tourism. Visitors spend on average \$233.77 on

shopping, food (\$138.27), lodging (\$113.43), and transportation (\$89.18) and activities/entertainment (\$84.32).

When asked about sustainable practices while traveling, respondents to the study reported they always make an effort to respect the natural surroundings (91.0%), recycle and dispose of waste properly (81.5%), conserve energy (74.5%), strive for fuel efficiency (72.3%), learn about their destination before traveling (63.4%), support local artisans and businesses (57.8%) and reuse towels/bed linens (60.4%). In the “sometimes” column respondents indicated that they “seek out” local attractions and accommodations that implement sustainable practices (61%) and shopping at local farmers markets (54.2%).

How important sustainability is for visitors when searching for a place to visit offers new insights into visitor’s priorities for destinations.

The four items listed primarily as “extremely important” were that the destination offers a range of local cultural and heritage “things to do” (55.1%), conserves natural and open spaces (49.7%) and that the town/county has local crafts and products available for sale (46.8%).

How important certain services and types of attractions are for improving the region as a visitor destination speaks to the needs for development in the area:

Most responses in the “extremely important” and “important” categories were for better street signs or way finding (76%), and indicated as “important” were better restaurants/more dining variety (40.8%), higher quality hotels (38.3%), family entertainment/kids activities (32.7%), better roads (35.6%), and more information/advertise area more (35.1%). “Not important” for the destination was a need for an amusement park (42.5%).

What images or impressions come to mind from our visitors to the region are:

Safe (79.3%), Historical (55.3%), Convenient with good facilities, easy access from Interstate (53.3%), Countryside/Farms/Rural, (48.7%), Affordable (44.0%) and Friendly people/hospitable (39.3%). The most concerning impression from visitors to the region was they said “nothing distinct” (43.3%), which means the destination has little or nothing that stands out to visitors or makes an impression.

Continuing to ask respondents about our image, they were asked how true several statements were for the destination.

The majority of respondents felt that the statement “Smithfield/Johnston County is easily assessable” very much applies at (87.2%). A significant number of respondents also found that the statements “the overall mood of the area is peaceful and relaxed (79.2%), residents are friendly (79.2%) and Johnston County provides good service quality to its visitors (73.5%).

Asked whether certain attributes were “very” important in whether or not to visit a destination, respondents indicated affordability as the most important factor (68%). Also important were offering personal safety (65.3%), cleanliness (58.3%), excellent service quality (58.4%) and hospitable friendly people (57%).

When asked about activities visitors enjoy while on trips, the “most often” answer given was; experiencing local cafes and restaurants (60%), learning about the local history (59.3%), getting the feel of the local culture (57.7%) taking photographs (59.3%), and trying regional foods (54.7%). And with 65% of respondents being female, 43.8% said they “never enjoy going fishing on trips.”

Asking what outdoor activities do you participate in while traveling, the top responses were: Walking (83.2%), Swimming (45.3%), Hiking (43.3%), Camping (30.7%), Historic Re-enactments (30.7%) and Wildlife Watching (28.0%).

Data Collection and Statistics

1. Zip Code (n=156)

Zip codes were organized by city and state. Of the 156 total respondents, 102 (65.38%) of the respondents were from North Carolina. Less than one percent (1%) of respondents came from the municipalities of Albemarle, Angier, Belmont, Bessemer city, Bladenboro, Carolina Beach, Dobson, Eden, Edenton, Elon, Falcon, Flat Rock, fort Bragg, Grifton, Hendersonville, Landis, Lucama, Morrisville, Mount Olive, Nashville, Newton, Pikeville, Pisgah Forest, Richlands, Roxboro, Selma, Tarboro, Teachey, Washington, Williamston, and Wilmington. Most out of state visitors were from Virginia (6.41%). Less than one percent (1%) of respondents were from California, the District of Columbia, Georgia, Illinois, Maine, Michigan, Mississippi, Oklahoma, and South Dakota.

Table 1: Zip Codes (In State)

City	Percent of Visitors
Raleigh	5.77%
Goldsboro	5.13%
Wilson	4.49%
Greensboro	3.21%
Greenville	1.92%
New Bern	2.56%
Charlotte	1.92%
Clayton	1.92%
Four Oaks	1.92%
Garner	1.92%
Rocky Mount	1.92%
Cary	1.28%
Durham	1.28%
Fayetteville	1.28%
Fuquay Varina	1.28%
Grimesland	1.28%
Kernersville	1.28%
Liberty	1.28%
Lillington	1.28%
Princeton	1.28%
Sanford	1.28%

Table 2: Zip Codes (Out of State)

State	Percent of Visitors
VA	6.41%
MD	3.85%
NY	3.85%
SC	3.21%
CT	2.56%
TX	2.56%
NJ	1.92%
PA	1.92%
AL	1.28%
FL	1.28%

2. Gender (n = 156)

Of the 156 total respondents to this question, 64.7% were female and 35.3% were male.

3. Of what race/ethnicity do you consider yourself? (n = 150)

This question allowed for respondents to write in their race/ethnicity rather than asking them to choose from a number of options. Answers were then grouped into various categories. Of the 150 total respondents 84% were Caucasians, 8% were African American, 3.3% were Hispanic, 1.9% were American, and .7% were Native American.

4. What is your age?

Respondents were asked to report their age from six choices increasing in ten-year increments starting with 18-30 years. Most respondents were between 51-60 years old (30.8%), followed by the 31-40 years old range (19.9%), the 61-70 years old range (18.6%), the 41-50 years old range(17.9%). Few respondents were between 18-30 years old (7.7%), or over 70 years old (5.1%).

Table 3: Age (n = 156)

Age	Percent of Responses
18 - 30 years old	7.7%
31 - 40 years old	19.9%
41 - 50 years old	17.9%
51 - 60 years old	30.8%
61 - 70 years old	18.6%
Over 70 years old	5.1%

5. Please describe your employment status.

This question offered respondents eight choices to describe their employment status. Most respondents were self-employed (35.9%), employed in the private sector (17.9%), or retired (16.7%). Also, 11.5% of respondents were employed in the private sector. Few respondents were employed in the public sector (5.1%), students (5.1%), employed in another sector (4.5%), or unemployed (3.2%).

Table 4: Employment Status (n = 156)

Employment Status	Percent of Responses
Self-employed	35.9%
Employed in the private sector	17.9%
Retired	16.7%
Employed in the non-profit sector	11.5%
Student	5.1%
Employed in the public sector	5.1%
Unemployed	3.2%
Other	4.5%

6. What is your household income range?

Respondents were asked to report their annual household income range and were given options starting from \$1,000-\$49,000 and increasing in increments of \$50,000. Most respondents have a household income of \$50,000 - \$99,000 (46.4%) or \$1,000-\$49,000 (31.8%). Few visitors responded earning an income between \$100,000-\$149,000 (15.2%), 200,000 – \$249,000 (0.7%), or \$150,000-\$199,000 (4.6%). Just over one percent (1.3%) of visitors report an annual income greater than \$250,000.

Table 5: Household Income Range (n = 151)

Income	Percent of Responses
\$1,000 - \$49,000	31.8%
\$50,000 - \$99,000	46.4%
\$100,000- \$149,000	15.2%
\$150,000 - \$199,000	4.6%
\$200,000 - \$249,000	0.7%
Over \$250,000	1.3%

7. What is your highest level of education attained?

Respondents were asked to choose from a list of options ranging from ‘some high school’ to ‘graduate degree.’ Most respondents have a Bachelor’s degree (37.3%), some college or an associate’s degree (28.5%). Nearly one-quarter had a graduate degree (24.1%), and fewer reported some high school/high school (8.2%).

Table 6: Highest Level of Education Attained (n = 158)

Level of Education	Percent of Responses
Some high school/ high school	8.2%
Some college/ Associate’s degree	28.5%
Bachelor’s degree	37.3%
Graduate degree	24.1%
Other	1.9%

8. What were the dates of your visit to Smithfield/Johnston County? Please write your answer with the month name and date, for example "05/23/2011."

Respondents entered in the dates of their visit to Smithfield/Johnston County and the length of the trips was then calculated. The shortest trip was one day and the longest trip was 59 days. The average trip length of the 147 respondents was 3.9 days and the median trip length was two days. Most respondents were in Smithfield/Johnston County for one day.

Table 7: Length of Trip (n = 147)

	Number of Days Visiting
Range	1-59
Mean	3.9
Median	2
Most frequent response	1

9. Including you, please list the number of adults and children (under 18) in your travel party.

Most respondents reported traveling with two adults (56.2%), or a single adult (26.1%). The majority of respondents reported traveling with no children (66.7%) or one child (16.7%). Another 2.1% reported traveling with 5 or more in their party.

Table 8: Adults and Children on the Trip

Adults on Trip	n=153
Number of Adults	Percent of Responses
1	26.1%
2	56.2%
3	9.8%
4	5.9%

Children on Trip	n=78
0	66.7%
1	16.7%
2	14.1%
6	2.6%

10. What was the primary purpose of your trip? Please check only one.

The majority of respondents (34.8%) were in Smithfield/Johnston County for a vacation, getaway, or leisure. Other respondents were visiting friends (14.8%), attending a business trip (14.8%), or attending a festival or special event (11%). Responses from those who answered “other” may be found in Appendix A.

Table 9: Purpose of Trip (n = 155)

Purpose of Trip	Percent of Responses
Vacation/ getaway/ leisure	34.8%
Business trip/ to attend a meeting	14.8%
Visiting friends or family	14.8%
To attend a festival or special event	11.0%
Personal business	5.8%
Other	18.7%

11. Why did you choose to visit Smithfield/ Johnston County over other destinations? Please check all that apply.

Most respondents visited Smithfield/ Johnston County because of the convenient travel distance (38%), the history of the area (22%), and affordability (19.3%). Visitors also attending an event (148.7%), and visiting friends and/or relatives (18%) as reasons for visiting. Responses from those who answered “other” may be found in Appendix B.

Table 10: Reason for Choosing Smithfield/Johnston County (n = 293)

Response Option	Percent of Responses
Convenient travel distance	38.0%
History of area	22.0%
Affordability	19.3%
Attending event in the area	18.7%
Visiting friends and/or relatives	18.0%
Variety of things to do	16.7%
Natural beauty	11.3%
Cultural activities	8.7%
Outdoor recreation activities	8.7%
Business travel	6.7%
Recommended by friend/relative	6.0%
Other	21.3%

12. Where did you stay on your trip? Please check only one.

Most respondents were either visiting for a day trip (41.6%), stayed at a hotel/motel (29.9%), or stayed with friends and family (20.1%). Few respondents stayed at a campground (3.9%), at a vacation home (2.6%), or at an inn (1.9%). Responses from those who stayed at commercial lodging can be found in Appendix C.

Table 11: Lodging for Trip (n = 154)

Lodging	Percent of Responses
This was a day trip	41.6%
At a hotel/motel	29.9%
With friends/family	20.1%
At a campground	3.9%
At a vacation home/ rental/ condo	2.6%
At an inn/bed and breakfast	1.9%
On a Boat	0.0%

13. Which resources did you use to plan your trip to the area? Please check all that apply.

Of the 293 total responses, the most common resource used when planning a trip was previous experience (24.9%). Few respondents used the website of the visitor bureau (10.6%), word of mouth (9.6%), another website (9.2%), travel brochures (5%), or a Map (7.8%). Responses from those who answered “other” may be found in Appendix D.

Table 12: Sources for Planning (n = 293)

Response Options	Percent of Responses
Previous experience	24.9%
Website of visitor bureau (http://www.johnstonco-cvb.org/)	10.6%
Recommendation from family, co-worker or friends (word of mouth)	9.6%
Another website	9.2%
Map	7.8%
The official travel website for North Carolina (http://www.visitnc.com/)	6.8%
Travel brochures	5.8%
Travel books/ travel guidebook	4.4%
NC Welcome Center	3.4%
Social media (Facebook, YouTube, etc.)	2.4%
Magazines	2.0%
Newsletter from outfitters	1.4%
Club newsletter/message board	0.7%
Group leader (religious group, YMCA, scouts, etc.)	0.3%
Travel agent	0.3%
Rental agency/ realtor	0.3%
Tour operator/ tour guide	0.0%
Other	9.9%

14. Please check the places that you visited during your trip and let us know if you would recommend them to others by checking the appropriate box. If you did not visit a place listed below, please check "did not visit."

Most respondents reported that they visited and would recommend the Carolina Premium Outlets (60.6%), the Hinnant Family Vineyards & Winery (31.6%), and the Ava Gardner Museum (30.1%). Many respondents did not visit a majority of attractions. Less than 6% of respondents visited attractions that they would not recommend. Other places that respondents visited may be found in Appendix E.

Table 13: Recommendations of Sites by Respondents

	Visited: Would Recommend	Visited: Would Not Recommend	Did not Visit	n
American Music Jubilee	4.9%	0.0%	95.1%	122
Ava Gardner Museum	30.1%	1.5%	68.4%	133
Bentonville Battlefield State Historic Site	25.8%	0.8%	73.4%	128
Buffalo Creek Greenway	8.5%	0.0%	91.5%	118
Carolina Premium Outlets	60.6%	0.8%	38.6%	132
The Clayton Center	13.6%	0.0%	86.4%	118
Clemmons Educational State Forest	10.5%	1.2%	88.4%	86
Hinnant Family Vineyards & Winery	31.6%	0.0%	68.4%	136
Howell Woods Environmental Learning Center	10.0%	0.0%	90.0%	110
Tobacco Farm Life Museum	15.6%	1.6%	82.8%	128
American Music Jubilee	4.9%	0.0%	95.1%	122

15. Next, please rate your experience with each of the following while in Smithfield/Johnston County.

Most respondents were unsure or were not able to rate their experience with various attributes within Smithfield/Johnston County. Sites that were primarily rated as ‘outstanding’ were overall service while visiting (52.1%) and cell phone reception (44%). Retail shopping was generally rated as ‘good’ (37.5%), as was general ambience of the region (47.3%), and general appearance of the region (54.4%). Comments for this question may be found in Appendix F.

Table 14: Experience Rating

	Unsure or N/A	Outstanding	Good	Fair	Unacceptable	n
Lodging	54.7%	18.7%	22.3%	3.6%	0.7%	139
Full-service restaurants	26.2%	31.5%	37.6%	4.7%	0.0%	149
Coffee shops/delis/bakeries	51.1%	20.7%	25.9%	1.5%	0.7%	135
Convenience stores/gas stations	25.5%	19.1%	51.1%	4.3%	0.0%	141
Retail shopping	22.9%	38.2%	37.5%	1.4%	0.0%	144
Grocery shopping	61.7%	13.5%	22.6%	2.3%	0.0%	133
Performing arts	78.1%	10.9%	7.8%	3.1%	0.0%	128
Visual arts/ handmade craft/ galleries	64.9%	20.6%	12.2%	2.3%	0.0%	131
Historic attractions	51.1%	30.7%	17.5%	0.7%	0.0%	137
Museums	56.7%	29.9%	12.7%	0.7%	0.0%	134
Parks, green spaces and trails	63.2%	22.6%	12.0%	2.3%	0.0%	133
Farms that I visited	77.0%	15.9%	6.3%	0.0%	0.8%	126
Wineries	59.1%	33.3%	6.1%	1.5%	0.0%	132
Festivals or special events	70.3%	21.1%	7.8%	0.0%	0.8%	128
Evening entertainment/ things to do	65.9%	14.7%	13.2%	4.7%	1.6%	129
Cell phone reception	11.3%	44.0%	38.0%	6.0%	0.7%	150
Internet service	41.5%	30.3%	21.8%	5.6%	0.7%	142
Getting information about things to do	29.4%	36.8%	30.9%	2.9%	0.0%	136
General appearance of the region	6.0%	36.9%	54.4%	2.7%	0.0%	149
General ambience or "feel" of the region	6.8%	41.1%	47.3%	4.1%	0.7%	146
Overall service while visiting	4.1%	52.1%	43.2%	0.7%	0.0%	146
Overall grade for Smithfield/ Johnston County	2.9%	45.0%	50.7%	1.4%	0.0%	140

16. What would have improved your overall experience in the area? What else would you like to see available in Smithfield/Johnston County?

Respondents mentioned they would like to see more restaurants (n=6), improved lodging (n=2), and better signage (n=5). Additional responses to this open-ended question can be found in Appendix G.

17. What would inspire you to make a return visit to Smithfield/Johnston County?

Respondents mentioned a variety of reasons for a return visit including special events or festivals (n=4), to visit family (n=3) and experiencing the history of the area (n=4). Additional responses to this open-ended question can be found in Appendix H.

18. Please estimate how much money your party spent on your trip in Smithfield/Johnston County. If an expense category is not applicable to your trip, please type NA in the box.

Money was mainly spent on shopping (average of \$233.77), food (\$138.27), lodging (average \$113.43), and transportation (\$89.18). Respondents also spent money on activities and entertainment (average \$84.32) or airfare (average \$92.77). For details on money spent in the ‘other’ category see Appendix I.

Table 15: Money Spent

	Range	Mean	n
Shopping for you or others	\$0 - \$2800	\$233.77	117
Food/dining	\$0 - \$2000	\$138.27	135
Lodging (cabin/ B&B/ hotel/ camping/ vacation rental)	\$0 - \$1700	\$113.43	107
Airfare	\$0 - \$3000	\$92.77	95
Transportation/gas/rental car	\$0 - \$1000	\$89.18	121
Activities/entertainment	\$0 - \$2000	\$84.32	101
Other (please specify what)	\$0 - \$5500	\$1,628.75	43

19. Which of the following practices do you engage in while traveling?

Many respondents reported that they engage in several sustainable activities while traveling. Most reported always making an effort to respect the natural surroundings (91%), to recycle and dispose of waste properly (81.5%), conserve energy (74.5%), make an effort to be fuel-efficient (72.3%) learn about their destination before traveling (63.9%), support local artisans and businesses (57.8%), and reuse towels and bed linens (60.4%). Respondents that answered to the ‘sometimes’ category most often regarded seeking out attractions and accommodations that implement sustainable practices (61%), and shopping at the local farmers market (54.2%).

Table 16: Sustainability While Traveling

	Always	Sometimes	Never	n
Make an effort to respect natural surroundings	91.0%	8.4%	0.6%	155
Recycle and dispose of waste properly	81.5%	17.8%	0.6%	157
Conserve energy, such as turning off lights and air conditioning when leaving hotel room	74.5%	24.8%	0.7%	153
Make an effort to be fuel-efficient	72.3%	26.5%	1.3%	155
Learn about your destination before traveling	63.9%	35.4%	0.6%	158
Reuse towels and bed linens	60.4%	31.2%	8.4%	154
Support local artisans and businesses	57.8%	40.3%	1.9%	154
Select restaurants/ menu items that offer local food options	40.9%	57.1%	1.9%	154
Shop at the local farmers market	34.2%	54.2%	11.6%	155
Seek out attractions and accommodations that implement sustainable practices	30.5%	61.0%	8.4%	154
Offset your travel carbon emissions	24.8%	47.7%	27.5%	149

20. How important are the following in selecting a place to visit?

The four items listed primarily as ‘extremely important’ were that the destination offers a range of local cultural and heritage things to do (55.1%), conserves natural and open spaces (49.7%), and that the town has local crafts and other products available (46.8%). Items primarily listed as ‘somewhat important’ were that the destination is conscious of the environmental impacts of tourism and takes steps to reduce it (64.5%), offers lodging that employs green practices (61.7%), offers attractions that engage in green practices (61.3%), offers alternative transportation (56.1%), is certified as a sustainable or green destination (59.4%), makes efforts to conserve water (53.9%), and makes efforts to reduce waste and recycle (51.9%).

Table 17: Sustainability When Searching for a Place to Visit

	Extremely important	Somewhat important	Not important	n
Offers a range of local cultural and heritage things to do	55.1%	41.0%	3.8%	156
Conserves natural and open spaces	49.7%	44.5%	5.8%	155
Local crafts and other products are available	46.8%	46.8%	6.5%	154
The town/city makes efforts to reduce waste and recycle	39.0%	51.9%	9.1%	154
The town/city makes efforts to conserve water	33.1%	53.9%	13.0%	154
Locally and sustainably sourced food is available	30.1%	55.8%	14.1%	156
The town/city makes efforts to conserve energy	30.1%	55.1%	14.7%	156
Is conscious of the environmental impacts of tourism and takes steps to reduce it	26.5%	64.5%	9.0%	155
Offers attractions that engage in green practices	20.6%	61.3%	18.1%	155
Offers lodging that employs green practices	18.8%	61.7%	19.5%	154
Is certified as a sustainable or green destination	15.5%	59.4%	25.2%	155
Offers alternative transportation	12.3%	56.1%	31.6%	155

21. What makes Smithfield/Johnston County unique from any other town in the region?

Major themes that emerged from this open ended question were historical importance (n=5), the shopping (n=11), and the small town feel (n=7). Additional responses to this open-ended question can be found in Appendix J.

22. How important are the following types of attractions, facilities, and services in improving Smithfield/ Johnston County as a visitor destination?

Most responses to the extremely important category were for better street signs (38.7%). Many Respondents listed better restaurants/more dining variety (40.8%), higher quality hotels (38.3%), and better street signs (37.3%), in the important category.

Table 18: Attractions, facilities, and services

	Extremely Important	Important	Somewhat Important	Not Important	Not Sure	n
Better street signs/directional signage (to announce attractions/sites well in advance)	38.7%	37.3%	16.7%	0.7%	6.7%	150
Better roads	24.7%	35.6%	25.3%	6.8%	7.5%	146
Better restaurants/more dining variety	24.5%	40.8%	21.8%	3.4%	9.5%	147
Interactive exhibits at museums	22.4%	24.5%	34.0%	7.5%	11.6%	147
Family entertainment/kids activities	21.8%	32.7%	21.1%	12.2%	12.2%	147
Package travel deals/apps	21.8%	29.3%	23.1%	12.9%	12.9%	147
More recreational facilities	21.4%	26.2%	27.6%	10.3%	14.5%	145
Higher quality hotels/full service	19.5%	38.3%	24.8%	4.7%	12.8%	149
More shopping	17.4%	24.3%	30.6%	18.1%	9.7%	144
More information/advertise area more	15.5%	35.1%	31.1%	6.8%	11.5%	148
Amusement park	11.6%	14.4%	20.5%	42.5%	11.0%	146
Conference/meeting space for groups	11.1%	20.8%	22.9%	24.3%	20.8%	144
Sporting events	10.2%	19.7%	27.2%	26.5%	16.3%	147
Farm/agricultural tours	8.3%	28.3%	32.4%	15.9%	15.2%	145
Visitor Centers need longer hours	8.1%	20.3%	31.1%	18.9%	21.6%	148

23. What images or impressions come to your mind when you think of Smithfield/Johnston County as a visitor destination? Please check up to 5.

The top impressions that came to the mind of respondents were safe (79.3%), historical (55.3%), and convenient (53.3%). For responses in the ‘other’ category, see Appendix 11.

Table 19: Images and Impressions (n =142.8)

Images/ Impressions	Percent of Responses
Safe	79.3%
Historical	55.3%
Convenient (good facilities, easy access from Interstate)	53.3%
Countryside/farms/rural	48.7%
Affordable	44.0%
Nothing distinct	43.3%
Friendly people/hospitable	39.3%
Billboard signs	24.0%
Route to somewhere else	22.0%
Good signage/accessible	17.3%
Outdoor activities	17.3%
Abundant Shopping/Outlet Mall	13.3%
Clean roadways	8.7%
Natural Environment (beautiful and well preserved)	6.7%
Other:	3.3%

24. To what extent do you think each of the following statements is true for Smithfield/Johnston County as a travel destination? Please rate each statement as to how much it applies to Smithfield/Johnston County.

The majority of respondents felt that the statement ‘Smithfield/Johnston County is easily accessible’ very applies (87.2%). A significant number of respondents also found that the statements ‘the overall mood of the area is peaceful and relaxed (79.2%), residents are friendly (79.3), and ‘Johnston County provides good service quality to its visitors’ (73.5 %) do apply in each category.

Table 20: Smithfield/Johnston County as a travel destination

	Not sure	Does not apply at all	Somewhat applies	Does apply	Very much applies	n
The area contains beautiful nature and scenery	4.7%	0.7%	18.1%	42.3%	34.2%	149
The area is rich in history and culture	8.7%	0.7%	14.7%	41.3%	34.7%	150
The overall mood of the area is peaceful and relaxed	3.4%	1.3%	16.1%	44.3%	34.9%	149
Residents are warm and friendly	6.7%	0.0%	14.0%	41.3%	38.0%	150
Smithfield/Johnston County is easily accessible	1.4%	0.0%	11.5%	41.2%	45.9%	148
Smithfield/Johnston County is protective of its natural landscape and wildlife	19.2%	2.1%	19.9%	33.6%	25.3%	146
The area offers affordable accommodation choices	22.6%	2.1%	15.8%	39.7%	19.9%	146
The area offers a good variety of accommodation choices	24.3%	2.7%	18.2%	36.5%	18.2%	148
The area offers plenty of opportunities for parks/outdoor recreation	31.3%	4.1%	23.8%	25.2%	15.6%	147
The area offers a variety of dining experiences	12.2%	4.1%	19.7%	44.9%	19.0%	147
Smithfield/Johnston County is clean	6.1%	0.7%	19.6%	45.3%	28.4%	148
Smithfield/Johnston County provides good service quality to its visitors	12.2%	0.7%	13.6%	46.9%	26.5%	147
Smithfield/Johnston County is a unique destination	13.2%	4.9%	33.3%	28.5%	20.1%	144
The area offers a variety of things to do for families	28.1%	4.8%	20.5%	30.8%	15.8%	146
Interesting cultural activities are available in the area	22.1%	2.8%	22.1%	35.9%	17.2%	145

25. How important to you are the following items when you decide whether or not to visit a particular community destination?

In deciding whether or not to visit a destination, affordability was cited by the majority of respondents (68%) as very important. Offering personal safety (65.3%), cleanliness (58.3%), excellent service quality (58.4%), and hospitable friendly people (57%) were deemed as very important as well.

Table 21: Destination attributes importance

	Very Important	Important	Unimportant	Not Sure	n
Offers personal safety	65.3%	30.7%	2.0%	2.0%	150
The destination is clean	58.3%	39.1%	0.7%	2.0%	151
Hospitable, friendly people	57.0%	39.7%	1.3%	2.0%	151
Expanse and beauty of landscape	44.7%	51.3%	1.3%	2.7%	150
Relaxation	56.1%	39.2%	1.4%	3.4%	148
The destination is affordable	68.0%	29.3%	1.3%	1.3%	150
Excellent service quality	58.4%	38.9%	0.7%	2.0%	149
Places of historical or cultural interest	44.7%	48.0%	4.0%	3.3%	150
Easily accessible	44.6%	46.6%	6.1%	2.7%	148
Excellent reputation	38.9%	52.3%	4.0%	4.7%	149
Varied or unique cuisines/foods	40.3%	53.0%	3.4%	3.4%	149
Well-developed general infrastructure	28.9%	56.4%	7.4%	7.4%	149
Family-oriented setting	34.0%	53.3%	8.7%	4.0%	150
Shopping options	33.8%	50.7%	11.5%	4.1%	148
Opportunities for sports leisure activities	18.9%	53.4%	19.6%	8.1%	148

26. We'd like to know about activities you like to do on your trips. Please check the most appropriate response as you complete the following sentence. "When I take a vacation or weekend getaway, I..."

Activities that respondents enjoy doing on trips the most are experiencing local cafes and restaurants (60%), learning about the local history (60%), getting the feel of the local culture (57.7%), taking photographs (59.3%), and trying regional foods (54.7%). Also, 43.8% of respondents said that they never enjoy going fishing on trips.

Table 22: Activities Enjoyed on Trips

	Often	Sometimes	Never	n
Experience local cafes and restaurants	60.0%	38.7%	1.3%	150
Learn about local history	60.0%	38.7%	1.3%	150
Take photographs	59.3%	33.8%	6.9%	145
Get the feel of local culture	57.7%	40.9%	1.3%	149
Try regional foods	54.7%	43.9%	1.4%	148
Like being away from the city	45.9%	52.7%	1.4%	146
Look for handmade arts and crafts to buy	45.6%	45.6%	8.7%	149
Enjoy meeting and talking to the locals	44.3%	53.0%	2.7%	149
Enjoy hearing local music	39.9%	53.4%	6.8%	148
Want to see wildlife/birds	36.1%	53.7%	10.2%	147
Visit vineyards/wineries	29.5%	47.3%	23.3%	146
Enjoy learning about native plants/flora	28.1%	56.2%	15.8%	146
Visit farmer's markets	25.2%	64.6%	10.2%	147
Other	23.8%	23.8%	52.4%	21
Seek out well-known chain restaurants	21.6%	56.8%	21.6%	148
Attend community events	18.2%	69.6%	12.2%	148
Go fishing	15.8%	40.4%	43.8%	146
Visit farms	14.4%	66.4%	19.2%	146
Typically pack my own food	8.2%	57.8%	34.0%	147

**27. What outdoor recreation activities do you participate in when you are traveling?
(Check all that apply)**

Recreation activities respondents enjoy participating in while traveling are walking (83.3%), relaxing on a beach or near water (76.7%), and swimming (45.3%).

Table 23: Outdoor Recreation Activities While Traveling

Answer Options	Percent of Responses
Walking	83.3%
Relaxing on a beach/near water	76.7%
Swimming	45.3%
Hiking	43.3%
Camping	30.7%
Historic re-enactments	30.7%
Wildlife watching	28.0%
Fishing	25.3%
Farming/Gardening (visiting nurseries, educational workshops)	23.3%
Kayaking or canoeing	21.3%
Volunteering (building houses or boardwalks, habitat restoration, etc.)	16.0%
Water sports (jet-skiing, boogie boarding, parasailing, etc.)	14.7%
Motorized water sports/boating	14.7%
Birding	13.3%
Golf	10.7%
Running	10.0%
Snow sports (skiing, snow-shoeing, snow mobiling, etc.)	10.0%
Scuba-diving/snorkeling	8.7%
Equestrian activities	8.0%
Backpacking	8.0%
Four-wheel driving/off-roading	8.0%
Road biking	6.0%
Geocaching	4.7%
Climbing	4.0%
Hunting	3.3%
Mountain biking	2.0%

Appendix A: Primary Purpose of Trip

Attend Event and visit family
Ava Gardner museum
Ava museum
Conference
Day trip
I have lived in Pine Level and also Goldsboro so frequently visited Smithfield
just a one day get away trip
logging expo
move
My husband was working down there,so my daughter and I went down to be with him and went to the battlefield many many times...
On the way to a wedding in Georgia
One day camp for high schoolers organized by NC State Univ.
Part of a road trip, traveling from Williamsburg, VA to Dillon, SC
passing through on our way to a wedding in Pennsylvania
Shop the Carolina Premium Outlet
Shopping
Shopping at Smithfield Outlets
shopping at the outlet center
Shopping, but I do come sometimes also for leisure...bringing out of towners etc...
Stopped overnight on way home from Florida
Visit a winery
visited winery
Wine tasting at Hinnant Vineyards
winery visits
workkamper at koa

**Appendix B:
Reasons for Choosing Smithfield/Johnston County**

Antique stores
antiques
antiques within walking distance of train station in Selma
ava gardner festival
Ava Gardner museum
Ava Gardner Museum. Over the years of driving 1-95 and seeing signs for it we decided to stay overnight and visit the museum.
Carolina Premium Outlets
closer to home
Didn't have a choice...location 7 hotel was already selected
Drove through area while en route to another destination and made stop to visit while traveling through.
family
Holiday Inn Express
LivingSocial Deal
My husband was wrking in Four Oaks stayed at the Super Eight and Becky's Log cabins in Smithfield
on the way
outlet mall
Outlet offers a variety of merchandise that visitors enjoy
outlet shopping
outlets
outlets and travel to umpire store in Raleigh
Shopping
Shopping at outlets
To visit Ava Gardner Museum.
Usualy stop at the Carolina Pottery to shop on our way home from an annual trip to Myrtle beach. This unexpected stay resulted from a health issue during which we had to call the rescue squad and then spent time in the local ER. Also had car repairs needed so while getting back on my feet the car was repaired at a local GM dealership.
vineyard, outlet mall
Visit Hinnant Winery
wanted to visit Hinnant winery since it isn't too far from home as we only take day trips
Winery, shopping at outlet, antique shops

Appendix C: Commercial Lodging

Best Western
Best Western of Smithfield
choice
Comfort Inn
comfort inn kill devil hills
comfort suites
hampton
Hampton Inn
Hampton Inn, Garber
Hampton Inn, Selma, NC
Holiday Inn
Holiday Inn Express
Holiday Inn Garner
johnstone Inn
KOA KampGround-smithfield
Morning Glory B & B
Night before at South of the Border and th enight after at a B&B in Savannah, GA
P0tahawan resort
Sleep Inn
Sleep Inn & SUites
The Sleep Inn
Village Motor Lodge

Appendix D: Sources For Planning

amtrack
Attended the Main Street Conference
Ava Gardner Museum Invitation
ava gardner museum newsletter via email
BILLBOARD
billboard for Ava Gardner Museum on 1-95
Conference information
Conference material
Conference sent materials
directions from manager to expo
family
I wasn't in charge of planning
Information provided by NC State Univ.
internet
just got up and went.
Just planned a day to spend site seeing.
LivingSocial
Meeting brochure
My wife and I are members of the KOA
NC Forestry Association
nc wine and info from the Festival in Keenesville
premium outlets
Roadside America
Saw Vollis Simpson Whirligig at Tobacco Life Museum and decided to stop.
Someone else was in charge
vineyard participated in Reach for Hope gala in Greenville
work at koa web site

Appendix E: Recommendation of Visitor Sites

air force base
Antique shops in Selma.
bennett place
carolina pottery.
Clayton Downtown and associated businesses
Clayton Law Enforcement Center was where our meeting was held. Beautiful facility and the public art piece their tribute to fallen law enforcement officials is just one of the finest pieces I've ever seen. Also downtown Clayton is a lovely little town and their public outdoor space is lovely. I also enjoyed seeing their community garden located downtown.
Downtown Clayton - would recommend
East Carolina University
Four Oaks Auction and would recommend
Health food shoppe down the street from Ava Gardner Museum.
I visited most of the list on previous occasions
I would have visited other places if I had more time. The people of Clayton were extremely hospitable
It was a park but I can't recall it's name.
Johnso County Hospital took good care of me
JR's
kutztown festival
Local shopping centers and the Chicken Barn. I would recommend
mini golf
Only visited the meeting site and some downtown stores. I don't remember the location of the meeting but it could have been The Clayton Ctr.
river walk i would recommend.
Selma antique shops
The famous Mill that is still going strong.....The Ocean, beaches,.....the many restaurants there.....Smithfield Barbecue etc.etc., thrift store, J&R store, Pottery store outlet,
The new STARS theater in Fuquay Verina
visited the Smithfield ham store
We also visited Adams Vinyard, Gregory Vinyard, and Enoc Vinyard. Our primary purpose of the trip was to attend a Heritage membership function at Duplin winery. We brought another couple with us who also has a Fithwheel Camper and enjoys camplng.
We also visited the snow cone stand shaped like a snow cone, Vollis Simpson's original whirligig farm and Parker's BBQ restaurant. I am not sure if Parker's is in Johnston County. I would highly recommend all three, especially the whirligig farm.

Appendix F: Experience Rating

ava gardner museum is best thing nc could offer!! what a tresure for the state!!!!
Bentonville Battlefield was amazing! Would love to see more attractions and things in the county to visit.
Enjoyed the visit
Every visit I've made to Hinnant has been outstanding!!
Everywhere we went people were so helpful and friendly, wish we could have stayed longer.
I enjoy the area ver much. I mainly go to shop.
I like Smithfield, just wish there was more to do there.
I love the history there. I kept going to the battlefird area to learn more and more Soooo interesting and great!
I think a new welcome should be a priority for Smithfield. They should have a very nice sign welcoming people to Home of Ava Gardner Movie Star of the Golden Era.
i visited my family , i alway s have a great time
I was in town to attend the logging expo, so I did not see much of the county except from the interstate.

<p>It was a lovely trip to a town I had not visited. I had hope to get to Smithfield on my next visit, but that will require renting a car.</p>
<p>It was a very pleasant day trip and we plan to visit again very soon, more than likely in the spring.</p>
<p>More restaurants are needed. Other than Hinnant and the outlet mall, did not see much else attractive.</p>
<p>motel was dirty, unacceptable</p>
<p>need more mini golf</p>
<p>Needs better / more accurate maps with siome type of scale</p>
<p>pavements (sidewalks) are not well maintained. I had a nasty fall which was caused by uneven slabs. i have been left with a nasty scar. In England i could sue the council!! I am very impressed with refuse collection and the other rubbish that can be left outside the house which is picked up, excellent idea.</p>
<p>Recommend getting info. out to popular resteruants about things to do. (Table top sign?) Maybe have a kiosk at Clayton Center for things to do.</p>
<p>Thank you!</p>
<p>The conference brochure was not specific about the location of the hotels/motels when they were originally posted on line. I usually assume that if a hotel/motel is listed as participating (with group rates) in a conference, that they are "close by". I realize that "close by" is relative, but the Holiday Inn Express is not "close by" and having to drive 7 miles each way was a bummer, especially in early morning traffic. A shuttle was provided for morning and evening (which I took), but the morning shuttle's last pick up at the Holiday Inn was 7:45. Trying to be ready for that shuttle put more stress in my life than I wanted, so it was just easier to drive. Several people who stayed in the motels that were some distance away were not happy.</p>
<p>The guide at the Tobacco Life Museum was very friendly and full of information.</p>

The very kind people of Johnson County were there when I needed them and helped me all that they could.

This was the first time that I had visited Johnston County, and I attended UNC-Chapel Hill and lived in the area for 6 years. The purpose of my trip was to attend the Annual NC Main Street Conference as I have done every year. I did not have high expectations because of no past experience visiting Johnston County. However, I was pleasantly surprised with Clayton and its downtown. While I do think the areas outside of downtown need attention, especially on the Hwy 42 Corridor, the downtown offered a nice mix of historical charm and nice dining options. The Peruvian Restaurant, the Lucky Chicken, was very good as many, including myself, ate there on three separate occasions.

We also attended the Ham & Yam Festival and it was wonderful!

We have relatives in the area and have visited some of the attractions in the past. A real annoyance in the Carolina Outlets development was the lack of sidewalks. We tried to walk from our motel and kept running into drainage ditches that prevented us from taking a direct and safe route to restaurants and shops. We'd suggest that sidewalks be required as the development continues and the developer go back and add sidewalks. This would be good for business. We would have shopped more if they had been available. After you've been in the car for hours, walking opportunities are very healthful.

We loved the local Bakery. The ladies there gave us the name of a local BBQ restaurant (Rodgers?) with a buffet, which was amazing! We loved the Tobacco Family Farm museum and stopped because of the whirly-gig in the front lawn, by Volis Simpson. We plan to return to see his new park. We shopped at the outlets and visited the Ava Gardner museum. We also stopped on the way home, at the BBQ buffet on Sunday afternoon. We will most definitely return, on our next trip to Savannah, next summer. Thank you!

We thoroughly enjoyed our visit to the Ava Gardner Museum, had a great lunch at Cracker Barrel and had lots of fun shopping at the outlets.

When traveling for business not much time to get to enjoy the amenities.

Appendix G: Improvements to Overall Experience

A 4 or 5 star hotel/spa. An historic homes tour
A few more restaurant options within the downtown district.
a larger gift shop in the Ava Gardner museum
A nice mall.
B/A
Being healthy, but that was beyond control....I enjoy shopping here.
better restaurants
Better roads (I-95)
better sign directions, we had trouble finding a couple of the places
Better/ More signs coming into the expo. I got lost twice.
Bus service so you are not so reliant on cars. (In England the over 60s get free bus travel)!! When we come over when my son and wife are working, we could get about if there were buses. Properly maintained pavements.
Captain D's,Red Lobster Long John Silver
Due to lack of time , we were not able to see everything we wanted to see so that is why we will return in the spring. We noticed a bed and breakfast place we both liked but I can not recall at this time the name but when we are ready we will look it up again, there were also a few eating places we want to try.
good
I cannot wait to come back when the Vollis Simpson Whirligig Park is completed!
I liked the whole feel, so nothing needs changed.
I only focused on the Carolina Premium Outlet. If I knew of the other places, I maybe would have checked them out also. Having kids, it's always nice to show them new things.
I was hoping to come back to Selma and spend the night and visit the music hall; however, there is no bed and breakfast close in. The motels are at the interstate. I do not enjoy driving when there is a train available; so most of my travel is by rail, local buses, and on foot.
I was only there for a conference and I live nearby so I did it as day trips. Everything was fine. Maybe more public art.
I was very content with all of the contacts, retail options, and sights that were part of our short visit to the area.
I would love to see more Performing Arts , Theatres, Movie Theatres, Perhaps more recreational places, such as Miniature Golf, Bowling,gyms. And More Ground Transportation!!!!
In the past we have gone to the Tobacco Life Museum and enjoyed it. Nearby Selma is a nice tourist attraction and should be made part of your package of tourist attractions. We have bought "antiques" there in the past. If Selma is a different county it shouldn't matter in terms of promoting the greater area. The clutter and unsightliness created by so many billboards in North Carolina is unfortunate. Having fewer signs would be an improvement.
love the area
mini golf

More about the history, The Civil War battle
More activities! More dining.
More cheap stuff to do.
More festivals
More folklife-related programming!
more green spaces,trails, activities
More nightlife entertainment
More restaurants open later and on Sunday.
More restraurants in the outlets
more resturants
n/a
na
No improvement needed. It's a fun place to visit.
Not enough time to see things as we drove through.
Not sure
nothing
nothing everybody very friendly
Nothing, fuond everyone very friendly with all areas I visited. Makes my trip enjoyable enough to have many return visits and also put the good word out to other people that live in the area where I'm from.
nothing.
nothing...we had a great trip!
Our lodging was sub par to the point that a refund of sorts was given. We are members of Diamond International and this resort was about a 2 on a scale of 10
The completion of the road work and I would like to see more places to eat and shop or even an indoor shopping mall
The conference obviously limits free time to go out and explore. I would have liked to venture out and visit the museums and winery and plan to do so in the future. I cannot really comment on improvements, but I personally would have liked more lodging options closer to downtown Clayton without the hustle and bustle around I-40. I think some travelers prefer the convenience of being close to the interstate and travel routes while away, but people also like the experience of being somewhere local and historic. The B&B booked up quickly in Clayton. I am sure that Johnston County as a whole has a variety of lodging options.
The street signs could be marked clearer
The walls were thin and we were able to hear the people in the rooms around us, even if they were causally speaking
There are some areas in which road signs and markers need to be more visible or larger. For someone traveling to an area for the first time, all street signs should be visible and/or enlarged for greater viewing.
Traffic
Was a nice trip
We planned to attend the Bennetville Battlefield.

We were only passing through. It was the sign for the winery as we got off I-95 that directed us to the winery. Highway signs are very helpful in finding fuel, restaurants and attractions. We particularly like mom & pop, local things who usually cannot afford to pay for such signs.

Went to Chamber of Commerce to see what there was to do.

Appendix H: Inspirations for a Return Visit

a Festival would be nice.
already planned
another conference.
Antique & Thrift shops
any vacation
anything
Anything.
beauty
Bentonville
better restaurants
CIVIL WAR HISTORY
Come through the area once a year and always stop.
Expanding shopping and dining. Smithfield is a strategic location between Raleigh and the eastern part of the state, near major highways, and great people. It should be like Garner as far as shopping and attractions are concerned. Needs to grow smartly.
family
Family lives there and the motel and restrauants where great
Family reunion, another long trip along I-95
free stuff maybe?
Great deals!
great sales! we will be back...
having the same accommodations
Hinnant
Hinnant Vineyards for grapees & more wine
Historic attractios and other wineries
I come often. Have family in Johnston county
I enjoy the outlet shopping. Just continuing to add store options to the outlets would be great.
I had a very good time in Smithfield/Johnston County and would love to come back. Just knowing the future events via email newsletter or advertising will be great.
I will attempt to allow more time in order to fully appreciate what Johnston County has to offer
I will come back for the Whirligig Park!
I will return!
If I had the money to travel more from Florida.
If there was an art or music festival
It is conveniently located between where we live....good place to meet in the middle.
It's difficult to make any town or County a destination point without a draw, such as the beach or mountains. However, being in economic development for a town close to Charlotte, we have been trying to build on our natural beauty and ammenties, such as the lake and Catawba River. Greenways and trails are also and important draw. I would definitely visit the area again on business, but at this point, it would be hard to

make a prolonged visit to Johnston County unless I were traveling through the area on my way to the Outer Banks or make a day trip from Raleigh.
Just as I stated above and the overall experience is worth trying again. We had a wonderful time.
maybe a simple coupon book with discount attractions mailed at your request- we didn't see one listed anywhere
Maybe some sort of festival.
mini golf, Im a fanatic
more ava festivals
more diversity
More events at the Ava Gardner Museum.
More folklife-related programming.
More time!
My grandparents were born and raised in Johnston County so I've visited there off and on for years.
na
Not sure
NOTHING
Nothing in particular
Outlets
People were very welcoming and friendly.
People, hotel, shopping
Plan to return to see Ava Gardner Museum and historical attractions.
Probably if I wanted to shop again at the outlets.
Shopping
Shopping at the Outlets
Something to do
special events
Stars Theater was beautiful. I would only go for them.
Take others to the winery
the cemeteries
The Historic Battlefield..... my friend lives near there also, i found out!
The hotels & places to shop
The Wine!! It was very good and the experience was great!
There are alot of things to do, shopping, relaxing, museums and plenty of eating places. Friendly people and easy access to getting places.
to visit diffrent places i did not have a chance to go
We are history buffs and will probvably return to the area
We didn't have time to visit any of the sites and I'd like to return to visit some of your places of interest.
We go there often
We will always come as our family are there. I wish more airlines flew into Raleigh as AA have the monopoly and therefore you pay high prices, i know its probably out of

your control but from what my son says Johnston county is the fastest growing county in n Carolina and there are a lot of brits living in the area who use the airport so perhaps something could be done???
We'll come back next year!
winning a drawing for 1000.00 or more
Yes!

Appendix I: Money Spent

\$135.00 to attend meeting
\$25 (souvenir glsses)
\$500.00 total for the weekend
\$5500+ hospital bill
100.00 purchases at ava museum
1000--visiting Wilmington area
25. I plan to send a donation to the Whirligig Park.
Ava Gardner admission: 30.00
Wine \$200

Appendix J: Distinct Characteristics

Ava Gardener Museum
Ava Gardner
Ava Gardner Museum
ava gardner of course!!!
beauty
Can't honestly comment since I'm too new to this area.
carolina pottery is there
cleaner and friendlier
Close proximity to urban areas, yet beautiful, pastoral setting.
Didn't spend enough time there to say
Didn't spend enough time there to say
Didn't spend enough time to determine that.
don't know since we only visited one place
Everything especially how it perserve its historic area
Family lived in Pine level area for since at least the mid 1800's
family/shopping
friendliness
friendliness
Great mix of country and city. Near Raleigh but far enough out to be out of the hustle and bustle.
Great mix of country and city. Near Raleigh but far enough out to be out of the hustle and bustle.
has a good range of eateries in smithfield main st and the Ava gardner museum
has a good range of eateries in smithfield main st and the Ava gardner museum
has an outlet area
havent been anywhere else
Having the American Music Jubilee. The best hidden theater. Is right up at the top with Branson, and Myrtle Beach.
HISTORY
History, traditions, and natural areas.
I came specifically for the folk art display of Vollis Simpson.
I have no idea, I did not visit other areas.
i just love it
I only know of the Outlet.
I only visited Clayton but know about the Outlet Ctr. on Hwy. 95 although I've only been once. The Ava Gardener Museum and the Bailey Museum are of interest. Have also heard a lot about the antiques in Selma and know about the entertainment venue esp. at Christmas in Selma, I think.
I really don't know. We stop for the shopping and the easy on and off the highway.

I would guess for my short visits there the outlet center
It has a small town feeling to it but has many conveniences such as shopping and dining.
It has a small-town and cozy feel.
It has a very old feel to it!
IT HAS SUCH A WONDERFUL SMALL TOWN FEELING AND THE PEOPLE ARE SO NICE
It has the Ava Gardner Museum
It has the Ava Gardner Museum and her former homes.
It is small and low populated. The artisans are a good source to keep tourism coming.
it's attractions...ava gardner museum, outlets, battlefields etc...
it's attractions...ava gardner museum, outlets, battlefields etc...
its shopping centers
its shopping centers
It's small yet it has a shopping outlet with a wide variety of stores
It's strategic location on I-95
Location , Historical importance to early america and civil war america Age
location and heritage
n/a
na
Natural beauty
NOT MUCH, FAMILY LIVES THERE
Not really more unique than others, we just liked what we saw.
Not Sure
Not Sure
number of locally owned small businesses
Outlets
Outlets and cultural activities
people are very nice
Probably it's outdoor mall
Proximity to I- 95
Size
Sounds trite, but the entire area is quaint. You have nice small towns and lots of open farm land and forests. Years ago I visited Four Oaks, and I have sped through Johnston County several times on the train. I do plan to come back and spend more time.
Still maintains the "Small Town Feel"
The area is growing rapidly, but maintains a small-town feel.
The attractions you offer
The County has small towns and rural character, but is close to a big City and in a region of high growth. It is up-and-coming.
THE CULTURE
THE FAIR
The friendliness of the residents.

The friendliness of the residents.
The friendly nature of the people who work and live there.
The Hinnant Family Vineyard is the main attraction. I know this is not unique, but this is the friendliest vineyard we've found.
The History.....the deep Southern neat accents of the people, seeing how southern people live, the heat was hard though....
The History.....the deep Southern neat accents of the people, seeing how southern people live, the heat was hard though....
The hometown feel.
The outlet mall
The Outlets
THE RECREATIONAL THINGS TO DO, CONVIENCE FOR A DAY TRIP.
THE SHOPPING
The shopping outlets
The small town feeling with friendly population
the things to do
they are seeking input from visitors!
they are seeking input from visitors!
variation of activities
Variety of activities and close proximity to other activities and cultural events
Variety of activities and close proximity to other activities and cultural events
We enjoy the Campground and the folk at Smithfield KOA are SUPERB. Friendly and Helpful!!
working at improving itself and it's people

Appendix K: Images and Impressions

Ava
ava gardner
Clean and inviting campgrounds
Shopping
Smithfield was somewhere I knew I definitely wanted to visit while traveling south on I-95 due to the large number of 'roadside attractions' as found on the travel website www.roadsideamerica.com .
We arrived in the fog and left at dusk. Did see some of your beautiful rolling terrain.

Appendix L: Activities Enjoyed on Trips.

Relax at a Campground
shop and go to concerts
visit friends

Thank you for taking the Smithfield/Johnston County survey! If you have any questions, suggestions, or concerns that were not addressed in this survey, please list them below

The email I received said the survey was to be entered into a contest where you might win an iPad mini. This survey says it's for a gas card - not exactly the same thing. The email sent out should say exactly what you might win - not draw you in with an iPad mini and then you find out it's a gas card - truth in advertising!

The ONLY unpleasantness I've experienced in Johnston County is the posting of "No Handgun" signs at several stores at the Outlet - specifically Carolina Pottery and JR's (and a couple of others). I possess a legal "concealed handgun permit" and in order to obtain one you cannot have a blemish in your past. And folks who carry handguns illegally don't care about the posted signs anyway. I resent having to lock my handgun in my automobile since I'm legally entitled to carry it. I'm totally unclear about the businesses reason(s) for posting the signs.

Survey was excellent, very complete.

I think Johnston County is a gem.

Johnston County is where my family roots are from. I love the place and enjoy taking my kids there to explore the relaxing side of it.

Smithfield/Johnson County is a wonderful place to vivt. I have visited the area since I was a young child (my Grandmother lives there) and over the years I have seen a positive improvement in race relations. It's more diverse now, and that's a great thing!

Thanks!

I sure hope I have the right place in mind! It was a 6 day trip from Washington DC to Jekyll Island, and we stopped a TON of places! Loved the trip down I-95, stopping at lots of attractions along the way!

I think the calendar on your county's tourism website is out of date.

na

nothing

Thank you it was lovely down there.....