



**Big Sur Food & Wine Festival  
Economic Impact & Attendee Survey  
Report of Findings**

January 2015

Research prepared for the Monterey County Convention & Visitors Bureau by  
Destination Analysts, Inc.

# Overview & Methodology

This report presents the findings of a survey of attendees of the Big Sur Food & Wine Festival, conducted by Destination Analysts, Inc. on behalf of the Monterey County Convention & Visitors Bureau for the objective of estimating the economic impact of this event for the County.

The primary tool used to gather this data was an online survey of event attendees. All event ticket purchasers were sent an email inviting them to take the survey. Entry into a sweepstakes to win one of two \$100 Visa gift cards was offered as an incentive to complete the survey. The survey was fielded from December 11<sup>th</sup> through January 12<sup>th</sup>. In total, 131 fully completed surveys of event attendees were gathered. To provide inputs for the economic impact estimates, the survey collected data on attendee place of residence, spending in the Monterey County area, and motivations for attending the Big Sur Food & Wine Festival.

While the primary purpose of the survey was to provide data for the economic impact estimates, a number of additional questions were asked to develop an understanding of attendees. The results of these questions are shown in the Detailed Findings and Demographics sections of this report.

# Overview & Methodology (continued)

IMPORTANT NOTE: Attendee spending is defined as spending in Monterey County by Big Sur Food & Wine related event attendees *who reside outside Monterey County*. Event attendees from outside Monterey County include travelers from outside the Monterey County area visiting specifically to attend a Big Sur Food & Wine related event. Spending by Monterey County residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending in the local economy.

# Economic Impact Estimates

Total unique event attendees -----	1,475
Influenced attendees* -----	571
Influenced visitor days in Monterey County -----	1,540
<b>Total influenced trip spending -----</b>	<b>\$562,826</b>
Influenced visitors in Monterey County hotels -----	383
Influenced room nights sold in Monterey County hotels -----	192
Tax revenues generated by Big Sur Food & Wine Festival ** -----	\$51,559
Transient Occupancy Tax generated by Big Sur Food & Wine Festival - -----	\$19,524
Sales tax revenues generated by Big Sur Food & Wine Festival -----	\$32,035

*\*An influenced attendee is defined as residing outside Monterey County and visiting the County specifically for the festival*

*\*\*Includes transient occupancy and sales taxes generated for governmental entities in the county*

# Economic Impact Estimates—

## Detailed Influenced Trip Spending

Estimated total spending in Monterey County by influenced attendees—those who reside outside of Monterey County and visited specifically for the Big Sur Food & Wine Festival—is detailed by category below.

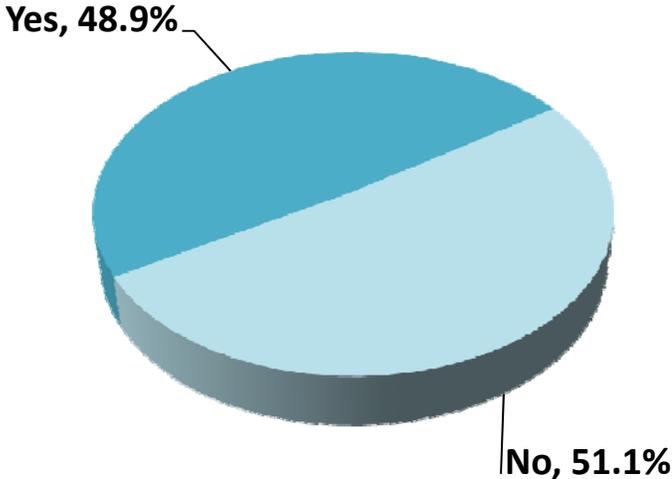
	Visitor Spending	Taxes Generated
Hotel/motel/inn	\$185,942	\$19,523.90
Restaurants	\$181,481	\$15,425.93
Retail purchases	\$60,586	\$5,149.85
Entertainment & sightseeing	\$63,427	\$5,391.30
Car rental fees	\$24,925	\$2,118.59
Gas, parking and local transportation	\$30,236	\$2,570.09
Other	\$16,228	\$,379.36
<b>TOTAL</b>	<b>\$562,826</b>	<b>\$51,559</b>

# Detailed Survey Findings

# Monterey County Resident

Under 50 percent of Big Sur Food & Wine Festival attendees that were surveyed live outside Monterey County (48.9%).

**Chart 1: Monterey County Resident**

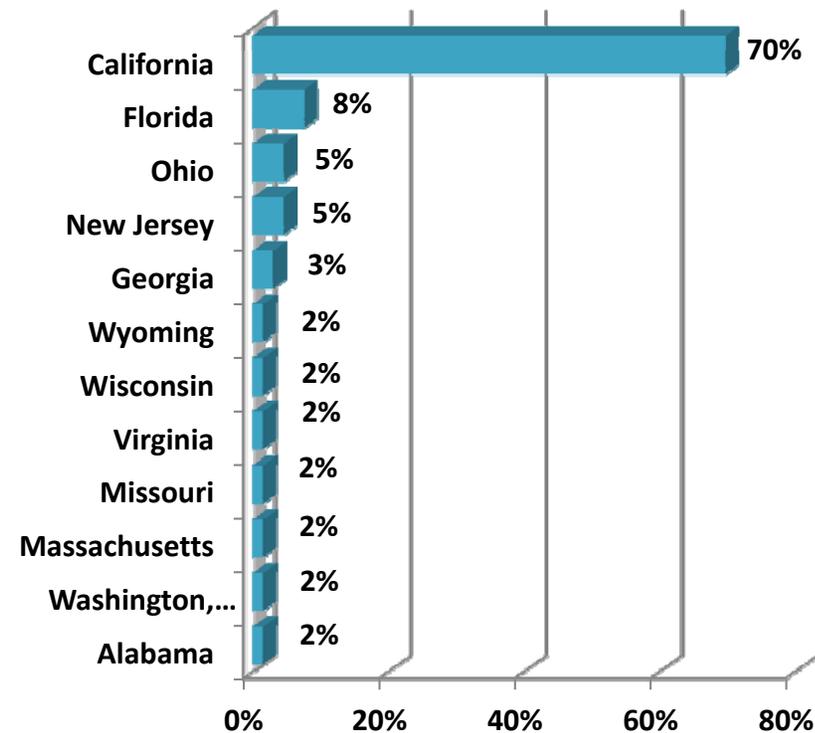


Question: Do you live in Monterey County, California? Base: All Respondents. 131 completed surveys.

# State of Residence

The chart at right shows the top states of origin for Big Sur Food & Wine Festival attendees surveyed who live outside of Monterey County. 70 percent of these attendees traveled from another county within California.

**Chart 2: State of Residence**

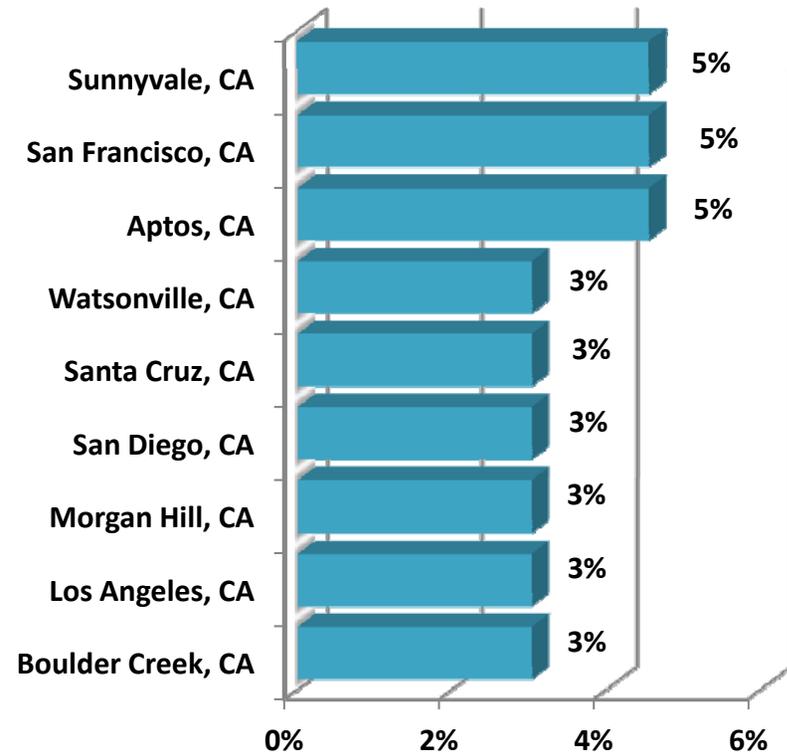


Question: What state do you live in? All respondents. Base: 67 completed surveys.

# City of Residence

The chart at right shows the top cities of origin for Big Sur Food & Wine Festival attendees surveyed who live outside Monterey County.

**Chart 2: City of Residence**

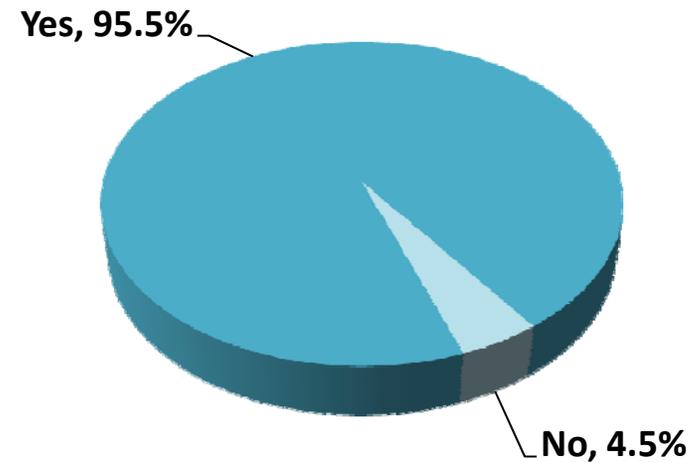


Question: What city do you live in? All respondents. Base: 67 completed surveys.

# Overnight Stay

Nearly all attendees surveyed who live outside Monterey County reported staying overnight in Monterey County during their trip (95.5%). The remaining 4.5 percent did not stay overnight anywhere in Monterey County.

**Chart 3: Overnight Stay**

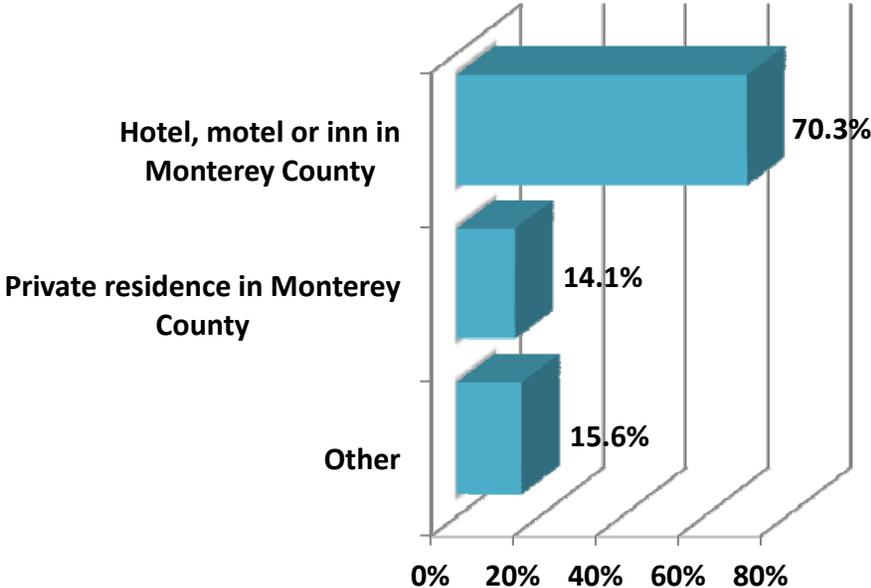


Question: Are you staying overnight (last night or tonight) anywhere in the Monterey County? Respondents who live outside of Monterey County. Base: 67 completed surveys.

# Place of Stay

Nearly three fourths of Big Sur Food & Wine Festival attendees surveyed who stayed overnight in Monterey County stayed in a hotel, motel or inn within Monterey County during their trip (70.3%), while 14.1 percent stayed in a private residence in Monterey County.

**Chart 4a: Place of Stay**

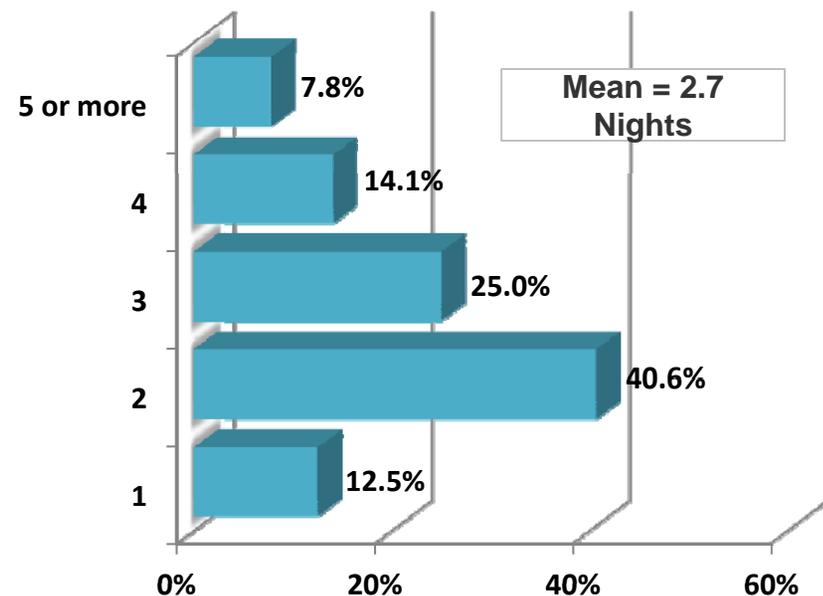


Question: Where did you (or will you) stay overnight? Respondents who live outside of Monterey County. Base: 64 completed surveys.

# Total Nights in Monterey County

87.5 percent of Big Sur Food & Wine Festival attendees surveyed who live outside Monterey County stayed two nights or more in the county. Only 12.5 percent stayed one night. On average, overnight visitors spent approximately 2.7 nights in Monterey County.

**Chart 4b: Total Nights in Monterey County**



Question: How many nights did you, or will you, stay in Monterey County? Respondents who live outside of Monterey County. Base: 64 completed surveys.

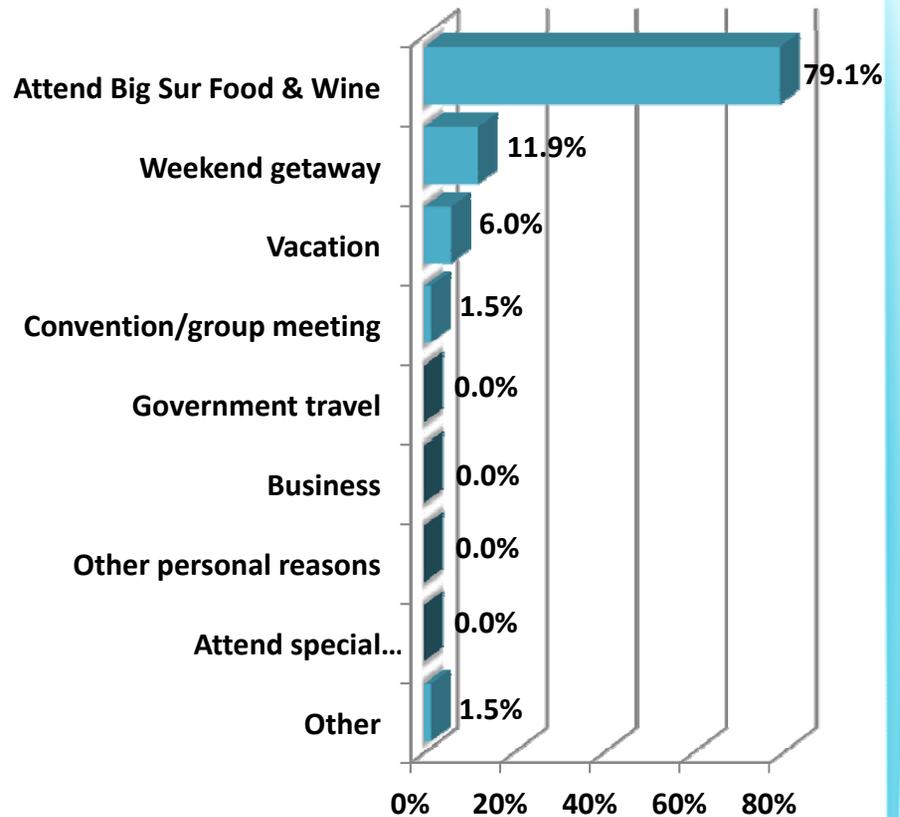
# Reason for Visiting Monterey County

79.1 percent of Big Sur Food & Wine Festival attendees surveyed who live outside Monterey County primarily visited the county to attend the festival. This distinction is important, as spending by this group contributes to the total direct incremental spending used in the economic impact estimates presented earlier.

Smaller proportions of attendees who live outside Monterey County came to the area primarily for a weekend getaway (11.9%) or for a vacation (6.0%).

Question: What is your PRIMARY REASON for this visit Monterey County? Base: 67 completed surveys.

**Chart 5: Reason for Visiting Monterey County**

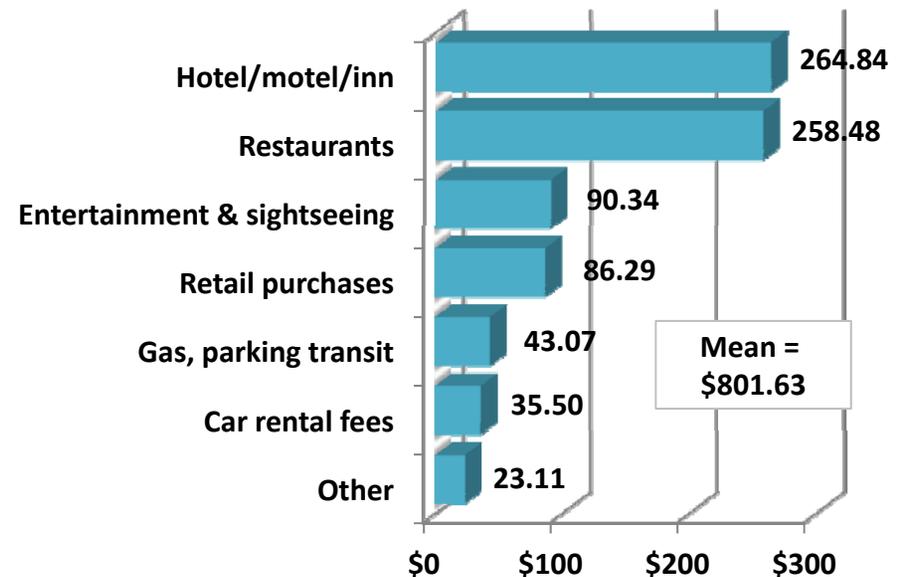


# Spending in Monterey County

Big Sur Food & Wine Festival attendees surveyed who live outside Monterey County spent an average of \$801.63 per day while in Monterey. The largest share of this spending went to overnight accommodations (\$264.84) followed by restaurants and dining (\$258.48).

	All Visitors	Day Trippers	All Over-Night Guests	Hotel Guests
Hotel/motel/inn	\$264.84	\$0.00	\$274.83	\$313.71
Restaurants	\$258.48	\$200.00	\$260.50	\$238.39
Retail purchases	\$86.29	\$50.00	\$87.59	\$95.61
Entertainment & sightseeing	\$90.34	\$0.00	\$91.90	\$72.74
Car rental fees	\$35.50	\$0.00	\$36.72	\$41.79
Gas, parking and local transportation	\$43.07	\$32.50	\$43.42	\$44.47
Other	\$23.11	\$0.00	\$23.56	\$13.33
<b>Total</b>	<b>\$801.63</b>	<b>\$282.50</b>	<b>\$818.52</b>	<b>\$820.03</b>
Base	62	2	60	43

**Chart 6: Spending in Monterey County**

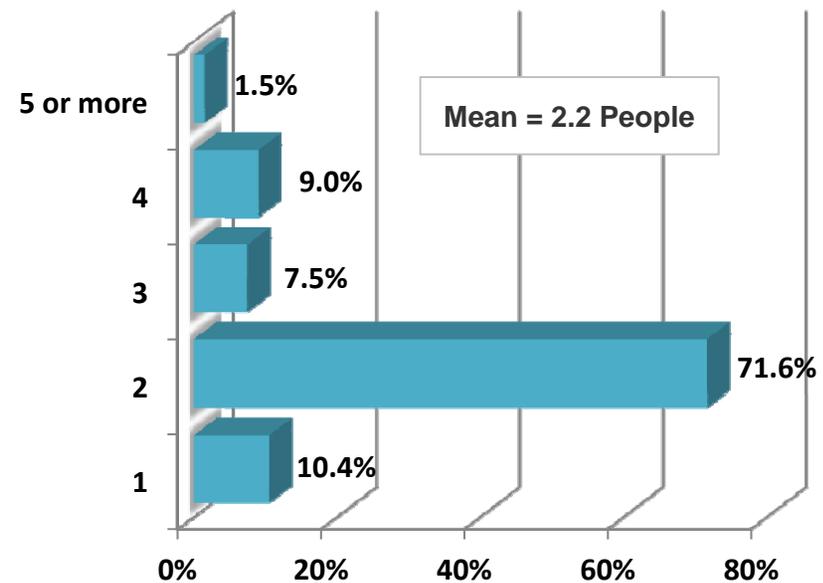


Question: Approximately how much PER DAY will you spend on the following while in Monterey County? Please only include spending inside Monterey County. Base: 62 completed surveys.

# Attendees Covered by Spending

Nearly three fourths of Big Sur Food & Wine Festival attendees surveyed who live outside Monterey County said the spending they reported covered two people (71.6%). With an average of 2.2 people covered by the reported spending, the per person daily spending in Monterey County was approximately \$365.37.

**Chart 7: Attendees Covered by Spending**

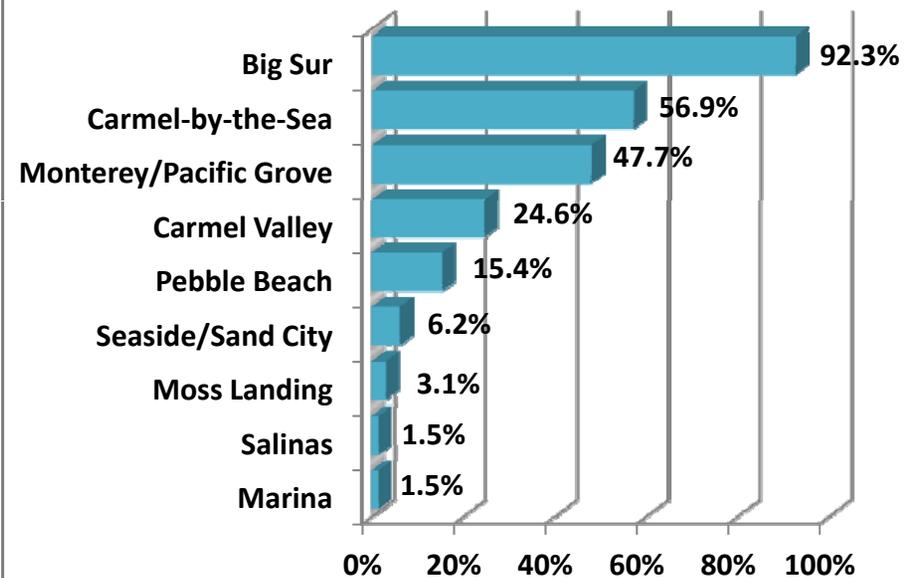


Question: How many attendees did this spending cover? Base: 67 completed surveys.

# Areas Visited During Trip

When asked which areas of the County they visited on their trip to Monterey County for the Big Sur Food & Wine Festival, fully 92.3 percent of attendees surveyed reported visiting Big Sur. Carmel-by-the-Sea and Monterey/Pacific Grove were the next most visited areas reported by respondents, at 56.9 and 47.7 percent respectively.

**Chart 8: Areas Visited During Trip**

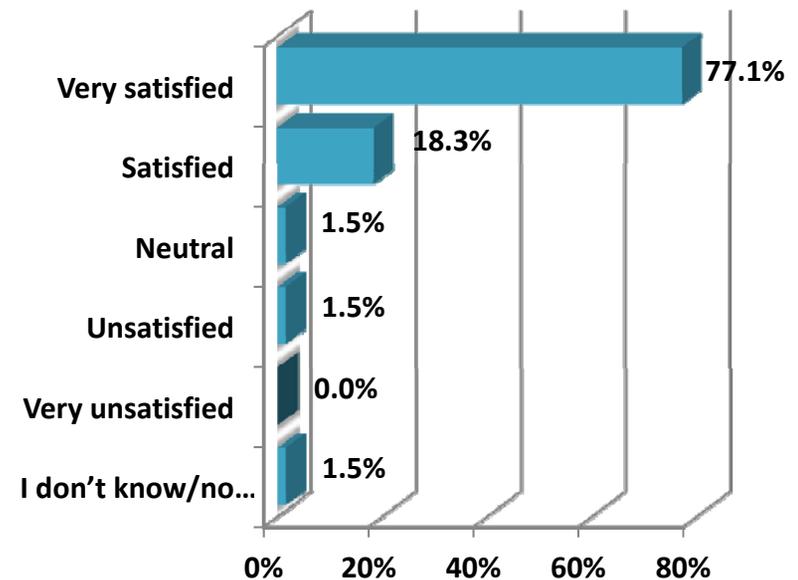


Question: Which of these Monterey County areas did you visit on this trip? (Select all that apply) Base: 65 completed surveys.

# Overall Satisfaction With Monterey County

Monterey County is reported to be highly satisfactory. Using a five-point scale from “Very satisfied” to “Very unsatisfied,” survey respondents were asked to rate their satisfaction with the county overall. Over nine in ten attendees said they were “Satisfied” (18.3%) or “Very satisfied” (77.1%) with their experience.

**Chart 9: Overall Satisfaction With Monterey County**

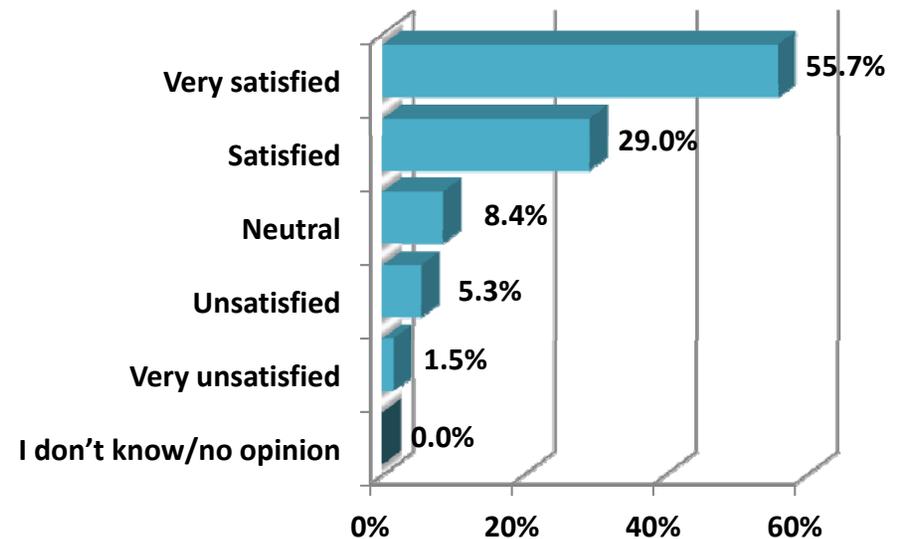


Question: How satisfied are you with your experience in Monterey County overall? Base: All Respondents. 131 completed surveys.

# Satisfaction With Big Sur Food & Wine Festival

The Big Sur Food & Wine Festival provides a highly satisfactory experience. Using a five-point scale from “Very satisfied” to “Very unsatisfied,” survey respondents were asked to rate their satisfaction with the festival. Over eight in ten attendees said they were “Satisfied” (29.0%) or “Very satisfied” (55.7%) with their experience.

**Chart 9: Satisfaction With Big Sur Food & Wine Festival**



Question: How satisfied are you with your experience at the festival?  
Base: All Respondents. 131 completed surveys.

# Festival Events Attended

Big Sur Food & Wine Festival attendees were asked which events they attended or planned on attending. Half said they would attend the Grand Public Tasting (50.4%). This was followed by the Gateway to Big Sur (31.0%) and the Pinot Walk About (26.4%).

Question: Which of the following events did you or will you attend? (Check all that apply) Base: All Respondents. 129 completed surveys.

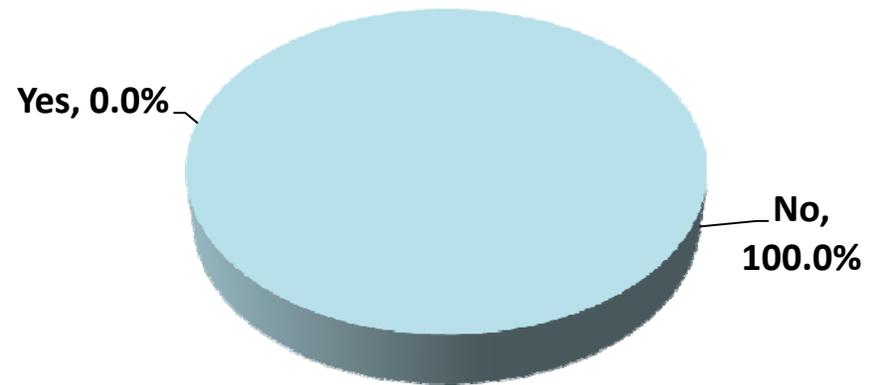
**Chart 10: Festival Events Attended**

	Total
Grand Public Tasting (Pfeiffer State Park)	50.4%
Gateway to Big Sur (Hyatt Carmel Highlands)	31.0%
Pinot Walk About (Secret Location)	26.4%
Wine & Swine / After Party (Henry Miller Library)	24.0%
Dinner With Friends (Henry Miller Library)	20.2%
Magical Mystery Tour (Tour Big Sur Homes)	10.9%
Auction & Luncheon (Pfeiffer State Park)	10.9%
Hiking With Stemware & Dinner (Rancho Rico)	10.1%
Paul Lato Winemaker Dinner (Esalen)	8.5%
Panel Tastings (Pfeiffer State Park)	7.8%
Somm Dinner (Big Sur Roadhouse)	4.7%
Tantara Wine Dinner (Deetjens Big Sur Inn)	4.7%
Paul Lato Winemaker Dinner (Esalen)	4.7%
Magical Mystery Tour (Big Sur Homes)	3.1%
Winemaker Dinner (Treebones)	0.8%
Firestone Brewery Dinner (Big Sur Taphouse)	0.0%

# Children in Party

No attendees surveyed reported bringing children with them to the Big Sur Food & Wine Festival.

**Chart 9: Children in Party**

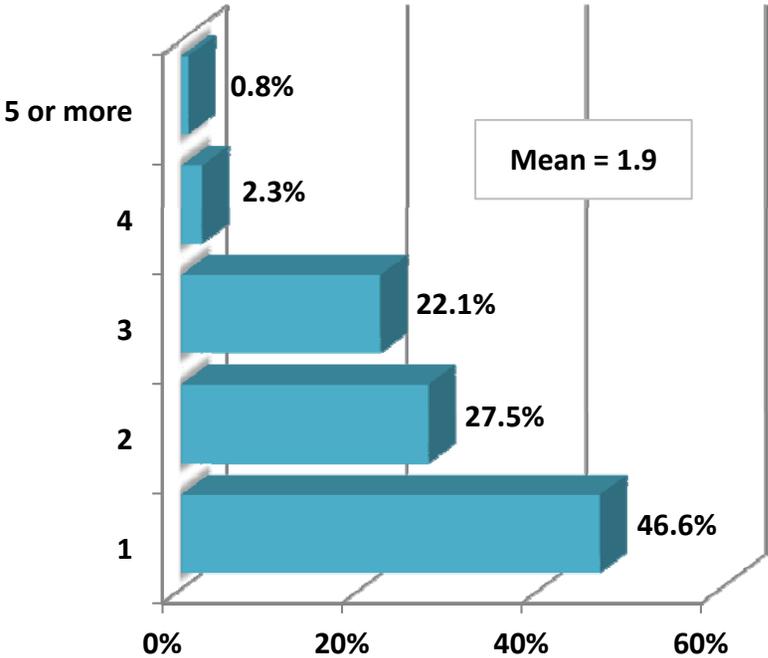


Question: Do you have children under 18 with you at the event today? Base: All Respondents. 131 completed surveys.

# Days Spent at the Festival

46.6 percent of respondents reported spending only one day at the Big Sur Food & Wine Festival. On average, attendees (including Monterey County residents) spent approximately 1.9 days at the festival.

**Chart 10: Days Spent at the Festival**



Question: How many days will you attend the Big Sur Food & Wine Festival? Base: All Respondents. 131 completed surveys.

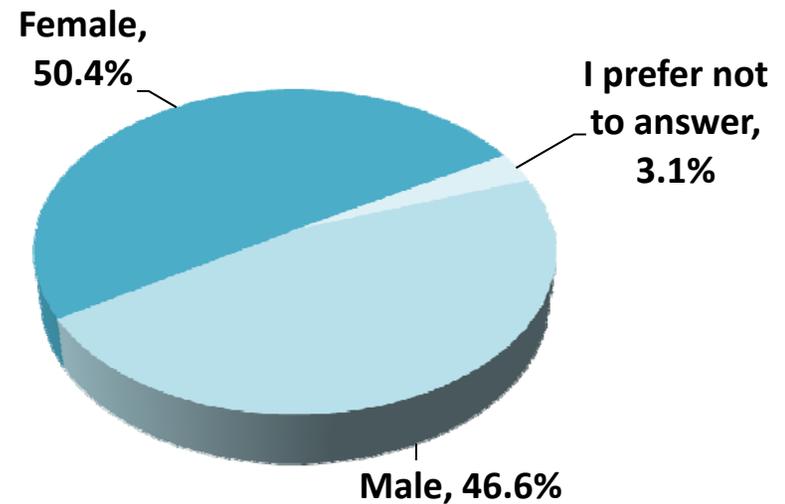
# Sample Demographics

# Gender

Survey respondents skewed female at 50.4 percent.

	All Respondents	Non-Monterey County Residents
Male	46.6%	51.6%
Female	50.4%	46.9%
I prefer not to answer	3.1%	1.6%
Base	131	67

Chart 12: Gender



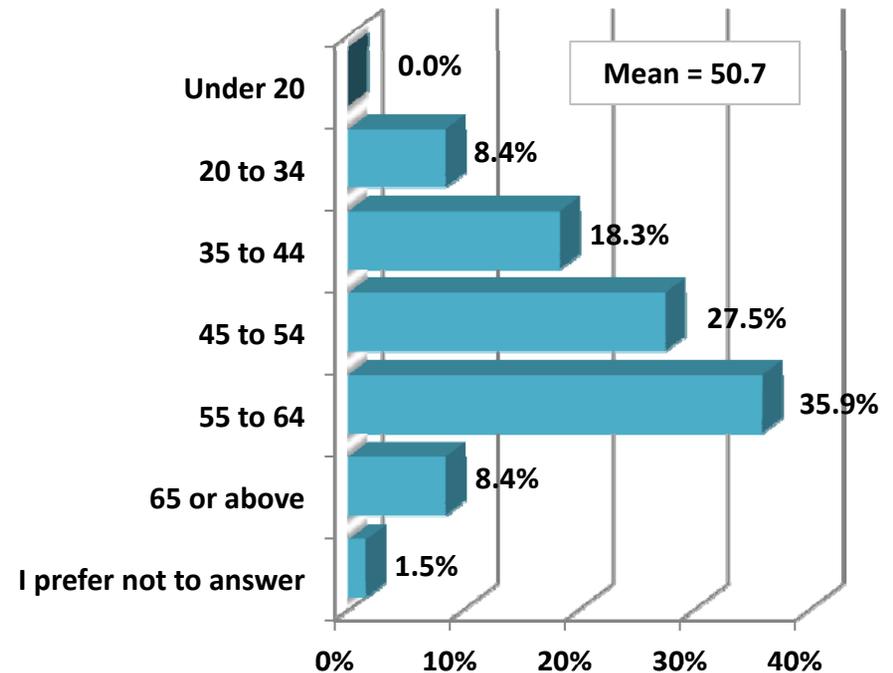
Question: Are you? Base: All Respondents. 131 completed surveys.

# Age

The average age of survey respondents is 50.7 years.

	All Respondents	Non Monterey County Residents
Under 20	0.0%	0.0%
20 to 34	8.4%	6.0%
35 to 44	18.3%	16.4%
45 to 54	27.5%	32.8%
55 to 64	35.9%	37.3%
65 or above	8.4%	6.0%
I prefer not to answer	1.5%	1.5%
<b>Mean</b>	<b>50.7</b>	<b>51.2</b>
<b>Base</b>	<b>131</b>	<b>67</b>

**Chart 13: Age**



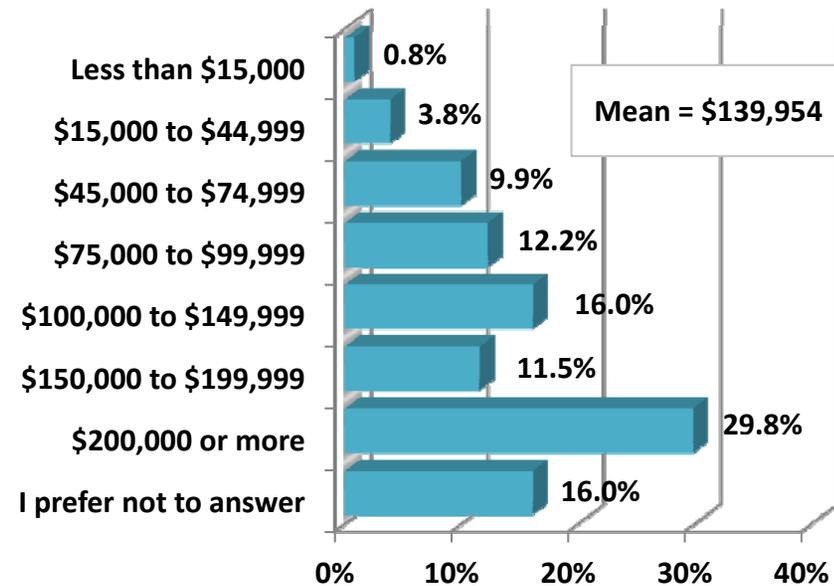
Question: What best describes your age? (Select one) Base: All Respondents. 131 completed surveys.

# Annual Household Income

On average, survey respondents reported an annual household income of \$139,954.

	All Respondents	Non Monterey County Residents
Less than \$15,000	0.8%	0.0%
\$15,000 to \$44,999	3.8%	1.5%
\$45,000 to \$74,999	9.9%	4.5%
\$75,000 to \$99,999	12.2%	6.0%
\$100,000 to \$149,999	16.0%	17.9%
\$150,000 to \$199,999	11.5%	10.4%
\$200,000 or more	29.8%	43.3%
I prefer not to answer	16.0%	16.4%
<b>Mean</b>	<b>\$139,954</b>	<b>\$162,232</b>
<b>Base</b>	<b>131</b>	<b>67</b>

**Chart 14: Annual Household Income**



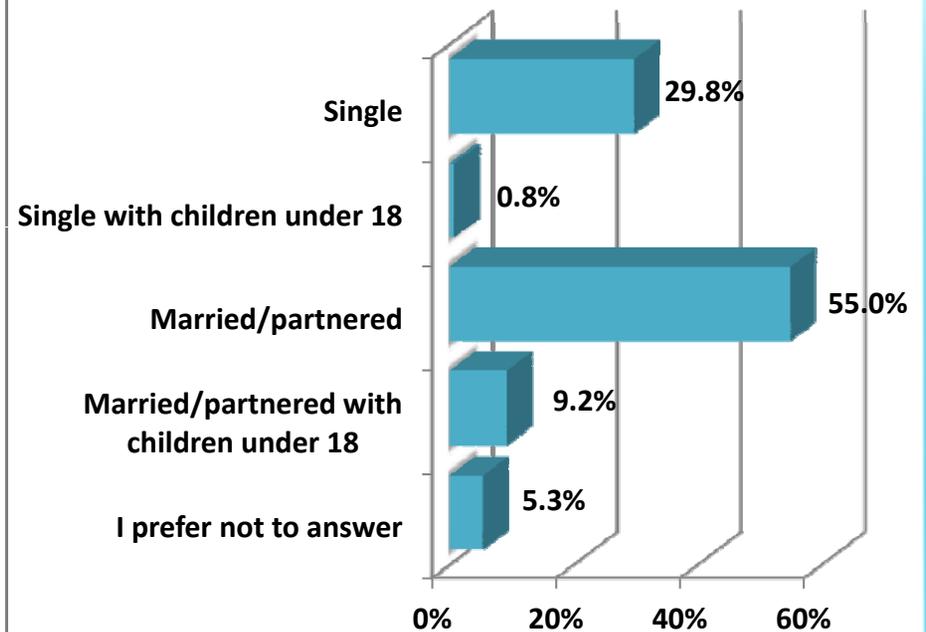
Question: Which best describes the combined annual income of all members of your household? (Select one) Base: All Respondents. 131 completed surveys.

# Marital Status

55.0 percent of respondents are either married or partnered, while 29.8 percent report being single.

	All Respondents	Non Monterey County Residents
Single	29.8%	25.4%
Single with children under 18	0.8%	0.0%
Married/partnered	55.0%	61.2%
Married/partnered with children under 18	9.2%	7.5%
I prefer not to answer	5.3%	6.0%
<b>Base</b>	<b>131</b>	<b>67</b>

**Chart 15: Marital Status**



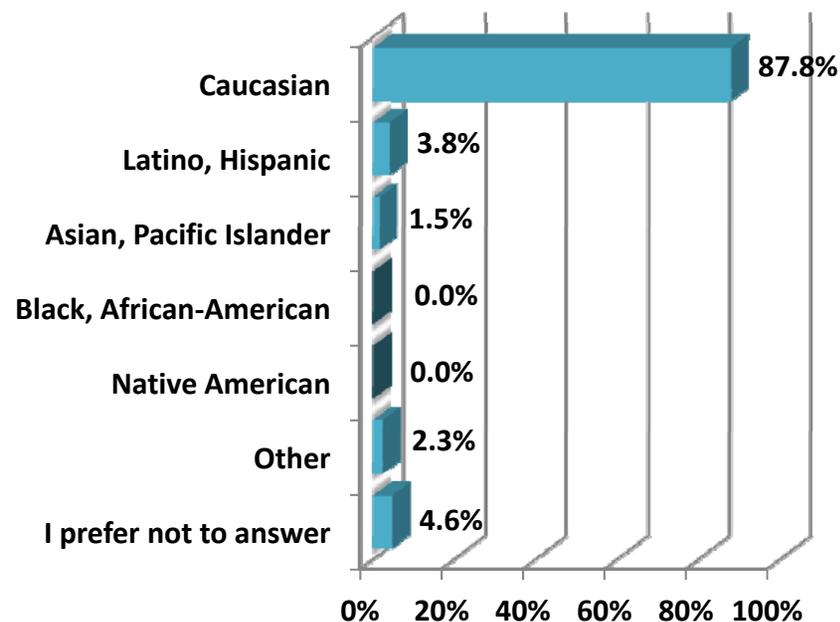
Question: Which best describes your marital status? (Select one) Base: All Respondents. 131 completed surveys.

# Ethnicity

87.8 percent of respondents identify as Caucasian. 3.8 percent are Latino/Hispanic and 1.5 are Asian.

	All Respondents	Non Monterey County Residents
Caucasian	87.8%	85.1%
Latino, Hispanic	3.8%	3.0%
Asian, Pacific Islander	1.5%	1.5%
Black, African-American	0.0%	0.0%
Native American, Aleut, Eskimo	0.0%	0.0%
Other	2.3%	1.5%
I prefer not to answer	4.6%	9.0%
<b>Base</b>	<b>131</b>	<b>67</b>

**Chart 16: Ethnicity**



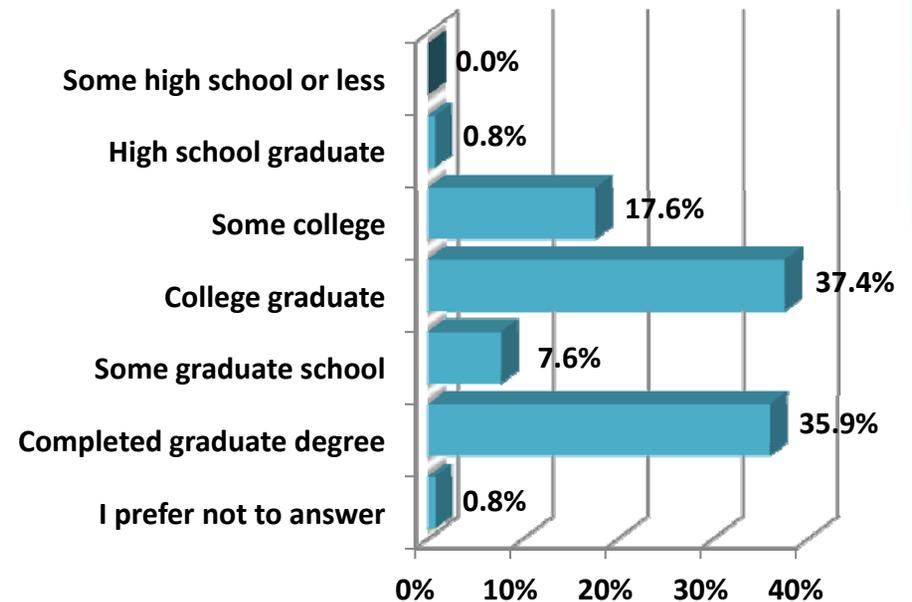
Question: Which best describes your race or ethnic background? (Select one) Base: All Respondents. 131 completed surveys.

# Education

80.9 percent of survey respondents have at least received a college degree, including 35.9 percent who hold a graduate degree.

	All Respondents	Non Monterey County Residents
Some high school or less	0.0%	0.0%
High school graduate	0.8%	0.0%
Some college	17.6%	13.4%
College graduate	37.4%	38.8%
Some graduate school	7.6%	6.0%
Completed graduate degree	35.9%	40.3%
I prefer not to answer	0.8%	1.5%
<b>Base</b>	<b>131</b>	<b>67</b>

**Chart 17: Education**



Question: What is your highest level of formal education? (Select one)  
 Base: All Respondents. 131 completed surveys.