Beaufort Water Festival 2013

Lowcountry and Resort Islands Tourism
Institute at USC Beaufort
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Beaufort, SC
Demographics
Please indicate your gender below.

67.0% (183) Male
33.0% (90) Female
Please indicate your age below.

- 18-20: 8.0% (27)
- 21-30: 17.3% (58)
- 31-40: 17.9% (60)
- 41-50: 17.9% (60)
- 51-60: 21.1% (71)
- 61-70: 15.5% (52)
- 71 Plus: 1.8% (5)
- Not Applicable: 0.6% (2)
Please indicate your marital status.

- Single: 34.5% (115)
- Married: 62.5% (206)
- Not Applicable: 3.0% (10)
Do you have children under 18 living at home?

- Yes: 64.0% (212)
- No: 30.5% (101)
- Not Applicable: 5.4% (18)
Please indicate your highest level of education.

- Grade School: 0.9% (3)
- High School: 14.8% (49)
- Some college: 21.4% (71)
- Associates Degree (2 years): 14.5% (48)
- Bachelor Degree (4 years): 30.4% (101)
- Graduate Degree (Post degree/Masters): 17.2% (57)
- Not Applicable: 0.9% (3)
Which of the following ranges includes your annual household income?

- Under $25,000: 6.2% (27)
- $25,000-$34,999: 10.0% (42)
- $35,000-$49,999: 12.7% (42)
- $50,000-$74,999: 21.8% (72)
- $75,000-$99,999: 15.7% (52)
- $100,000-$149,999: 14.8% (49)
- $150,000-$199,999: 3.6% (12)
- $200,000 or More: 5.1% (17)
- Not Applicable: 6.2% (27)
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.)

- Resident of the Beaufort Bluffton/Hilton Head Island/Savannah communities: 16.0% (56)
- Resident of South Carolina: 11.5% (49)
- Outside the US: 0.3% (1)
- Other location within the US: 72.2% (252)
Please touch the region in which your primary residence is located.
Counting this trip, HOW MANY trips had you taken to Beaufort, SC?

- One: 20.2% (19)
- Two: 14.9% (14)
- Three: 6.4% (6)
- Four: 5.3% (5)
- Five or More: 53.2% (50)
How many days do you intend to stay in Beaufort, SC?

- 28.1% (27) for 2 days
- 14.6% (14) for 3 days
- 11.5% (11) for 4 days
- 11.5% (11) for 5 days
- 4.2% (4) for 6 days
- 3.1% (3) for 7 days
- 7.3% (7) for 8 days
- 19.8% (19) for 9 days or more
Where are you staying overnight on this trip?

- Other: 53.8% (14)
- Charleston: 23.1% (6)
- Hilton Head Island: 11.5% (3)
- Bluffton: 3.6% (1)
- Savannah: 3.6% (1)
- Off I-95: 3.6% (1)
- Florida: 0% (0)
- North Carolina: 0% (0)
What type of accommodations will you be using while visiting Beaufort, SC?

- Full service hotel: 21.7% (15)
- Home/condo-owned: 13.0% (9)
- Limited service hotel/motel: 11.6% (8)
- RV park: 5.8% (4)
- Villa/condo-timshare: 5.8% (4)
- With friends/relatives: 2.9% (2)
- Other: 0%
How many months in advance did you book this trip?

- Less than 1 month ago: 36.4% (24)
- 1 month ago: 18.1% (24)
- 2 months ago: 10.6% (7)
- 3 months ago: 9.1% (6)
- 4 months ago: 4.5% (3)
- 5 months ago: 6.1% (4)
- 6 months ago: 6.1% (4)
- 7-12 months ago: 6.1% (4)
- More than a year ago: 6.1% (4)
How influential was the 2013 Beaufort Water Festival when initially planning your trip to Beaufort, SC?

- Very influential: 42.2% (27)
- Influential: 23.4% (15)
- Undecided: 9.4% (6)
- Not influential: 15.6% (10)
- Not at all influential: 9.4% (6)
Would you have visited the Beaufort area AT THIS TIME even if this festival had not been held?

- Yes: 70.2% (40)
- No: 29.8% (17)
Did you extend your stay in the Beaufort area because you wanted to attend this festival?

- Yes: 54.5% (38)
- No: 45.5% (30)
How many additional days are you staying because you wanted to attend this festival?

- 22.6% (14) for 1 Day
- 18.1% (10) for 2 Days
- 8.1% (5) for 3 Days
- 6.5% (4) for 4 Days
- 11.3% (7) for 5 Days or more
- 35.5% (22) I am not extending my stay
What was the primary reason for this visit to Beaufort, SC?

- Visited friends or relatives: 42.7% (41)
- Business and Pleasure: 29.2% (28)
- Pleasure vacation: 13.5% (13)
- Activity close to home: 7.3% (7)
- Outdoor recreation: 3.1% (3)
- Convention or Conference: 1.0% (1)

2013 Beaufort Water Festival
How many additional people are you financially responsible for during this trip?

- Just myself: 36.5% (35)
- One additional: 34.4% (33)
- Two additional: 14.6% (14)
- Three additional: 10.4% (10)
- Four additional: 1.0% (1)
- Five or more additional: 3.1% (3)
Approximately, how much will you spend on lodging PER NIGHT?

- Not applicable: 43.5% (41)
- $0.00-$9.99: 16.0% (15)
- $10.00-$19.99: 10.6% (10)
- $20.00-$99.99: 7.4% (7)
- $100.00-$299.99: 4.3% (4)
- $300.00-$499.99: 3.2% (3)
- $500.00-$999.99: 2.1% (2)
- $1000.00-$2999.99: 2.1% (2)
- $3000.00-$4999.99
Approximately, how much do you think you'll spend on restaurant dining PER DAY?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>£0.00-£48.99</td>
<td>22.6%</td>
<td>19</td>
</tr>
<tr>
<td>£49.00-£99.99</td>
<td>17.9%</td>
<td>15</td>
</tr>
<tr>
<td>£100.00-£149.99</td>
<td>15.5%</td>
<td>13</td>
</tr>
<tr>
<td>£150.00-£199.99</td>
<td>14.3%</td>
<td>12</td>
</tr>
<tr>
<td>£200.00-£249.99</td>
<td>12.1%</td>
<td>11</td>
</tr>
<tr>
<td>£250.00-£299.99</td>
<td>8.3%</td>
<td>7</td>
</tr>
<tr>
<td>£300.00-£349.99</td>
<td>2.4%</td>
<td>2</td>
</tr>
<tr>
<td>£350.00-£399.99</td>
<td>2.4%</td>
<td>2</td>
</tr>
<tr>
<td>£400.00-£449.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£450.00-£499.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£500.00-£599.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£600.00-£699.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£700.00-£799.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£800.00-£899.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£900.00-£999.99</td>
<td>1.2%</td>
<td>1</td>
</tr>
<tr>
<td>£1000.00 or more</td>
<td>1.2%</td>
<td>1</td>
</tr>
</tbody>
</table>
Approximately, how much do you think you'll spend on retail purchases PER DAY (i.e. clothes, gifts, souvenirs, etc.)?

- $25.00-49.99: 30.0% (27)
- $50.00-74.99: 15.6% (14)
- $75.00-99.99: 15.6% (14)
- $100.00-149.99: 8.9% (3)
- $150.00-199.99: 12.2% (11)
- $200.00-299.99: 4.4% (4)
- $300.00-399.99: 1.1% (1)
- $500.00-749.99: 1.1% (1)
- $750.00-999.99: 11.1% (10)
- $1000.00 or more: Not applicable
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 the Beaufort Water Festival?

- Word of Mouth: 23.9% (83)
- Facebook: 12.1% (42)
- Other: 8.9% (31)
- Newspaper: 5.5% (19)
- Internet Search: 4.3% (15)
- Radio Commercial: 3.5% (12)
- Beaufort Water Festival Website: 2.9% (10)
- Email: 2.6% (9)
- Twitter: 2.6% (9)
- Other Response: 4.6% (16)
- Beaufort Water Festival Chamber of Commerce: 2.6% (9)
# How would you rate the following festival characteristics?

<table>
<thead>
<tr>
<th></th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don’t Know/Not Applicable</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization of the Event</td>
<td>74.9%</td>
<td>21.5%</td>
<td>2.7%</td>
<td>0.0%</td>
<td>0.3%</td>
<td>0.6%</td>
<td>4.72</td>
<td>339</td>
</tr>
<tr>
<td>Event Staff</td>
<td>78.5%</td>
<td>16.7%</td>
<td>3.3%</td>
<td>0.6%</td>
<td>0.0%</td>
<td>0.9%</td>
<td>4.75</td>
<td>335</td>
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<tr>
<td>Location of the Event</td>
<td>88.6%</td>
<td>9.6%</td>
<td>1.2%</td>
<td>0.0%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>4.87</td>
<td>332</td>
</tr>
<tr>
<td>Festival Programming</td>
<td>69.5%</td>
<td>25.3%</td>
<td>4.0%</td>
<td>0.6%</td>
<td>0.0%</td>
<td>0.6%</td>
<td>4.65</td>
<td>328</td>
</tr>
<tr>
<td>Duration of the Event</td>
<td>73.9%</td>
<td>19.9%</td>
<td>4.9%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>1.2%</td>
<td>4.70</td>
<td>326</td>
</tr>
<tr>
<td>Overall Value of the Event</td>
<td>77.2%</td>
<td>18.5%</td>
<td>2.4%</td>
<td>0.9%</td>
<td>0.0%</td>
<td>0.9%</td>
<td>4.74</td>
<td>329</td>
</tr>
</tbody>
</table>
Including this festival, how many times have you attended the Beaufort Water Festival?

- 30.9% (103) - This is my 1st festival
- 10.2% (34) - 2 times
- 8.7% (29) - 3 times
- 4.2% (14) - 4 times
- 4.5% (15) - 5 times
- 2.4% (8) - 6 times
- 1.5% (5) - 7 times
- 9.9% (33) - 8 or more times
- 27.6% (92) - I attend every year
When traveling on vacation, what form of mobile technology do you mostly use when gathering information about the destination you’re visiting?

- IPhone or Smart Phone: 56.0% (190)
- iPad or Tablet: 15.3% (52)
- GPS Device: 10.6% (36)
- Other: 2.7% (9)
- Non Smart Phone/Mobile Phone: 2.7% (9)
- I don’t use mobile technology when I travel: 3.5% (12)
The following items are related to your use of internet travel review sites when making travel plans. Please indicate your level of agreement for each statement.

<table>
<thead>
<tr>
<th>I often read other tourists' online travel reviews to know what destinations make good impressions on others.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Agree</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.2%</td>
<td>32.5%</td>
<td>21.6%</td>
<td>5.8%</td>
<td>5.8%</td>
<td>3.91</td>
<td>329</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>To make sure I choose the right destination, I often read other tourists' online travel reviews.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Agree</th>
<th>Rating Average</th>
<th>Rating Count</th>
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</thead>
<tbody>
<tr>
<td>34.9%</td>
<td>34.6%</td>
<td>20.8%</td>
<td>20.8%</td>
<td>6.1%</td>
<td>3.91</td>
<td>327</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>I often consult other tourists' online travel reviews to help choose an attractive destination.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Agree</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>29.5%</td>
<td>32.0%</td>
<td>25.2%</td>
<td>25.2%</td>
<td>7.8%</td>
<td>3.72</td>
<td>322</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>I frequently gather information from tourists' online travel reviews before I travel to a certain destination.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Agree</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.4%</td>
<td>35.7%</td>
<td>23.0%</td>
<td>23.0%</td>
<td>6.2%</td>
<td>3.81</td>
<td>322</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>If I don’t read tourists’ online travel reviews when I travel to a destination, I worry about my decision.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Agree</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.9%</td>
<td>21.1%</td>
<td>27.0%</td>
<td>27.0%</td>
<td>19.8%</td>
<td>3.09</td>
<td>318</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>When I travel to a destination, tourists’ online travel reviews make me confident in traveling to the destination.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Agree</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>28.2%</td>
<td>38.9%</td>
<td>23.4%</td>
<td>23.4%</td>
<td>5.4%</td>
<td>3.82</td>
<td>316</td>
<td></td>
</tr>
</tbody>
</table>
How likely are you to return to next year’s festival and recommend the festival to friends?

<table>
<thead>
<tr>
<th></th>
<th>Extremely Likely</th>
<th>Very Likely</th>
<th>Not Sure</th>
<th>Very Unlikely</th>
<th>Extremely Unlikely</th>
<th>Rating Average</th>
<th>Rating Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return to Next Year’s Festival</td>
<td>75.8%</td>
<td>18.7%</td>
<td>3.9%</td>
<td>0.6%</td>
<td>0.9%</td>
<td>4.68</td>
<td>331</td>
</tr>
<tr>
<td>Recommend the Festival to Friends</td>
<td>78.5%</td>
<td>18.7%</td>
<td>1.9%</td>
<td>0.3%</td>
<td>0.6%</td>
<td>4.74</td>
<td>316</td>
</tr>
</tbody>
</table>
For More Information Contact
Dr. John Salazar
843-208-8217