

# 2016 Beaufort International Film Festival

## Friday, February 12, 2016

Lowcountry and Resort Islands Tourism  
Institute at USCB

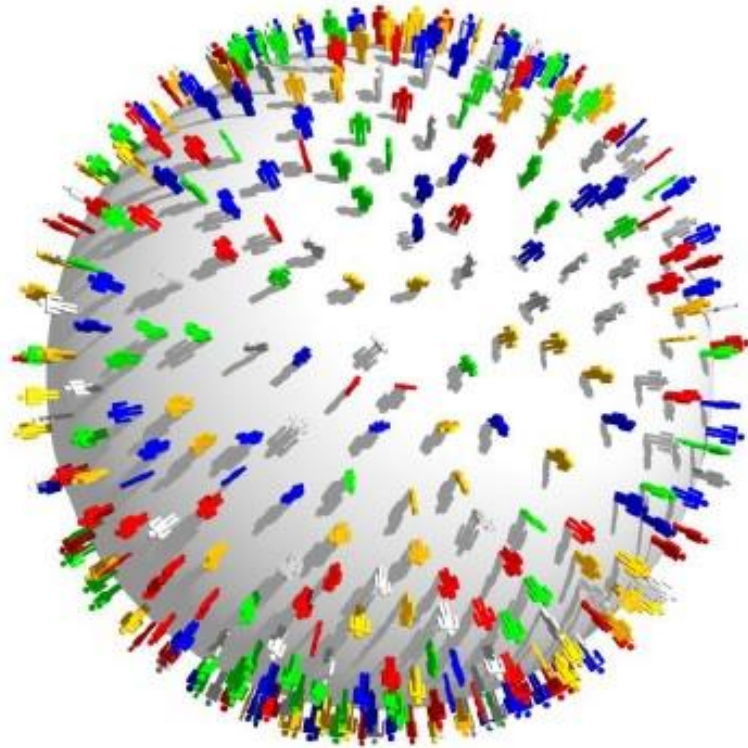


Dr. John Salazar, Director  
Dr. Nancy Hritz, Assistant Director  
Anton Abraham, Research Associate  
Kelli Brunson, Lead Research Assistant  
Catherine Moorman, Lead Research Assistant  
Ariel Knight, Research Assistant

**59**

**Total Responses**

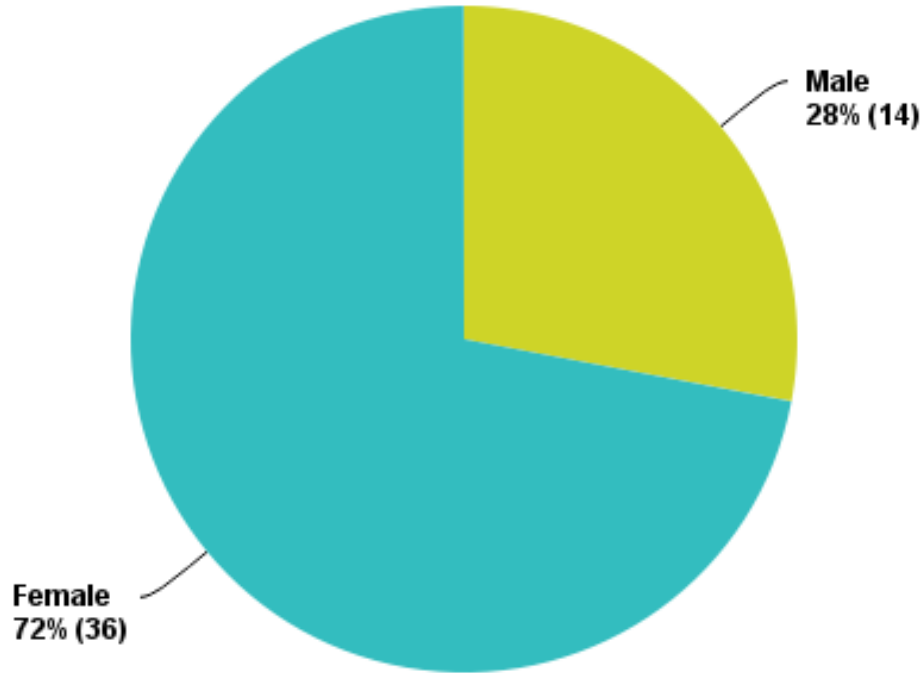
# Demographics



# Please indicate your gender below.

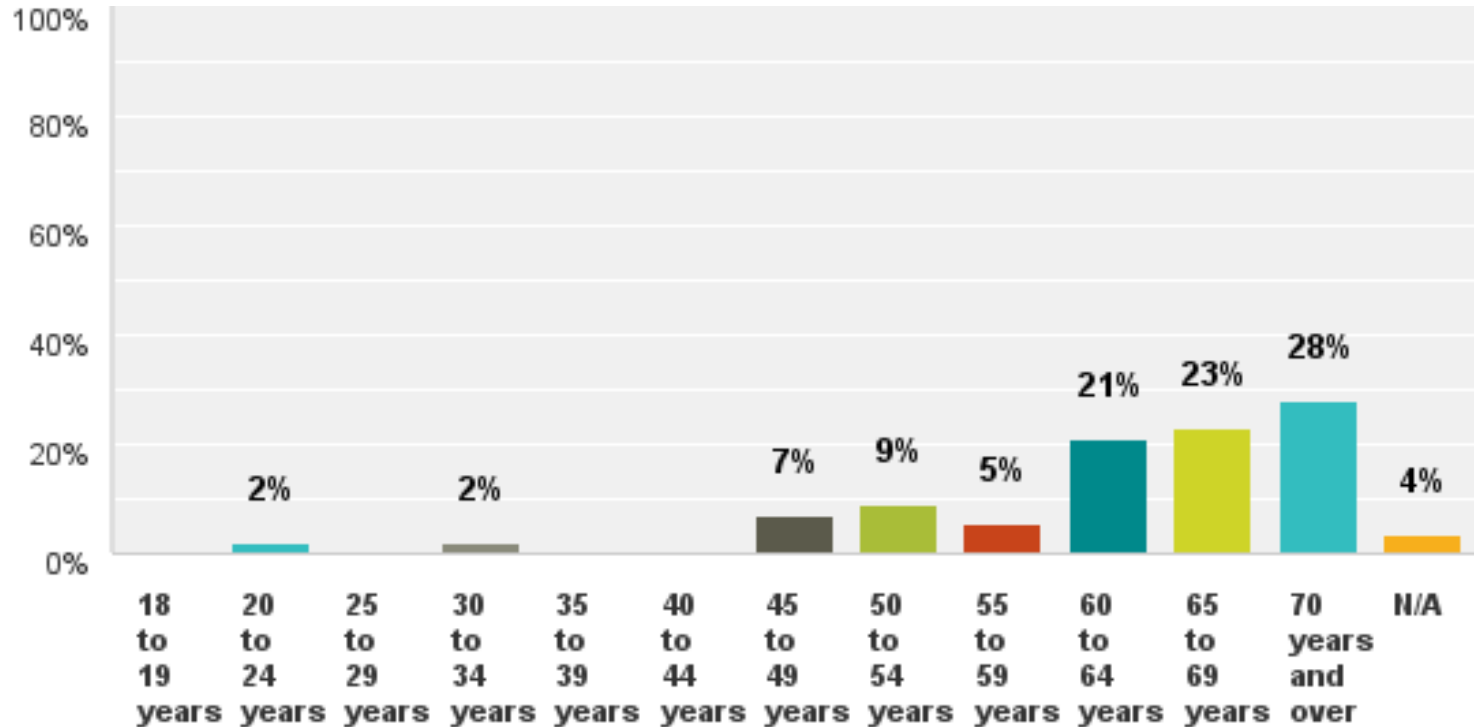
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Answered: 50 Skipped: 9



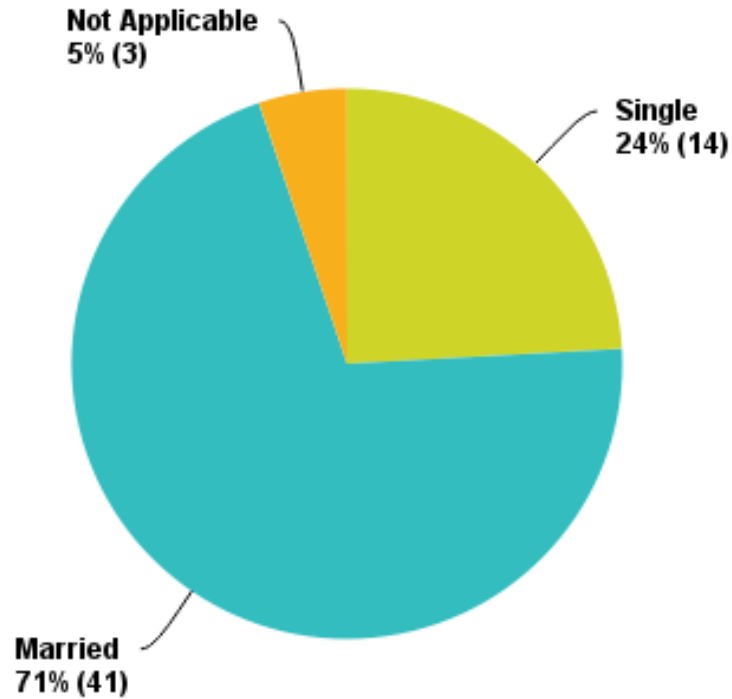
# Please indicate your age below.

Answered: 57 Skipped: 2



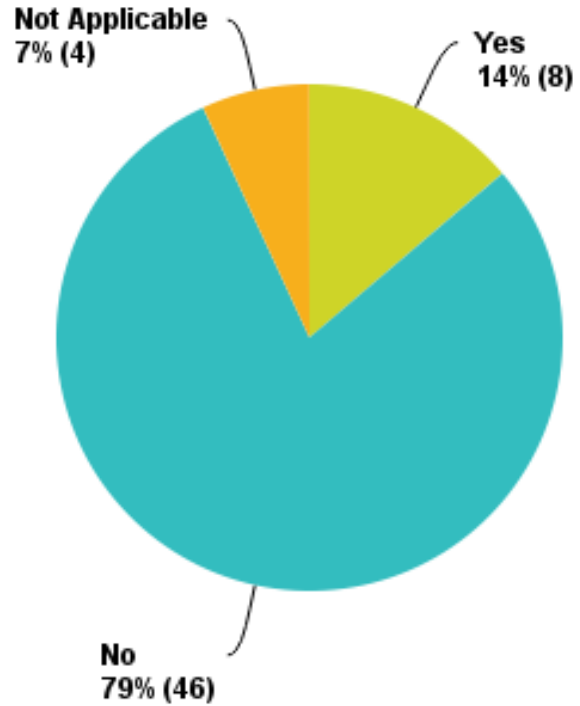
# Please indicate your marital status.

Answered: 58 Skipped: 1



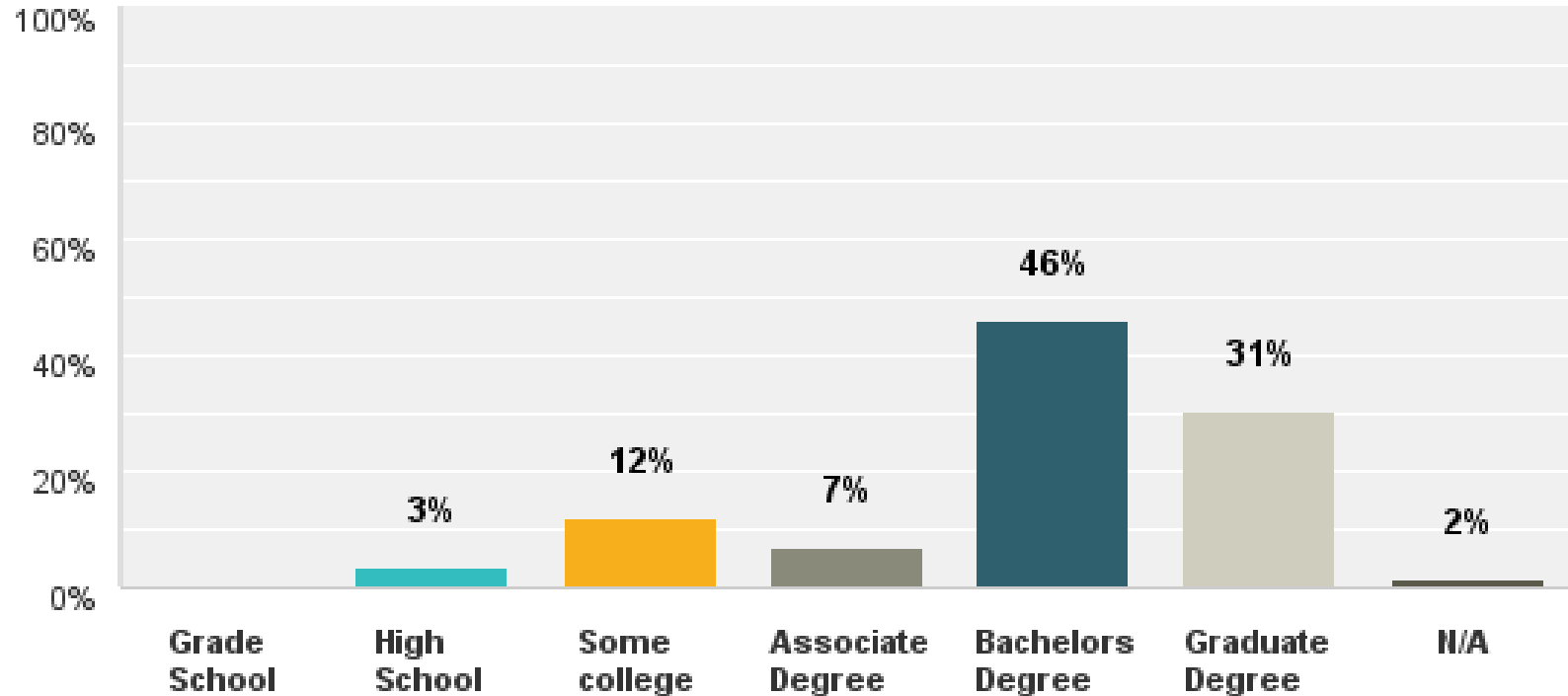
# Do you have children under 18 living at home?

Answered: 58 Skipped: 1



# Please indicate your highest level of education.

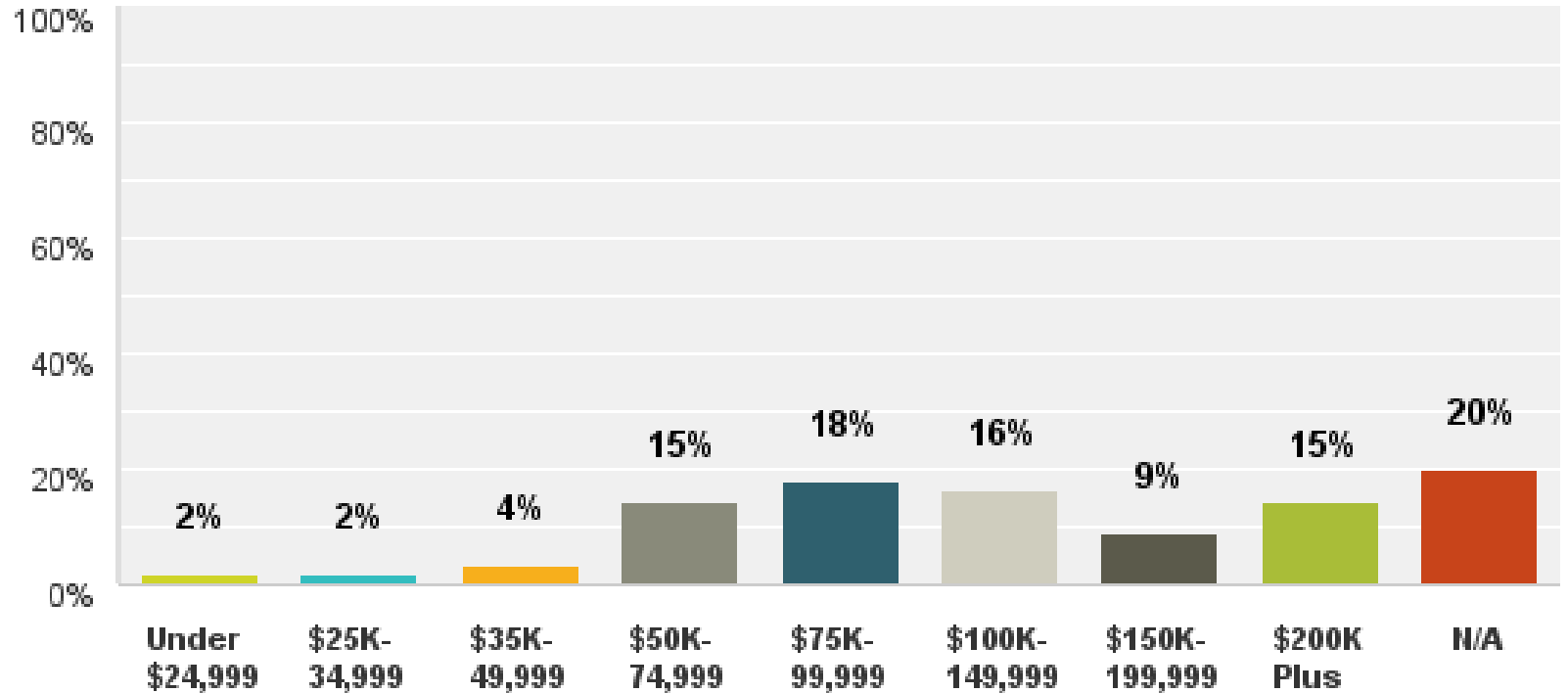
Answered: 59 Skipped: 0





# Which of the following ranges includes your annual household income?

Answered: 55 Skipped: 4



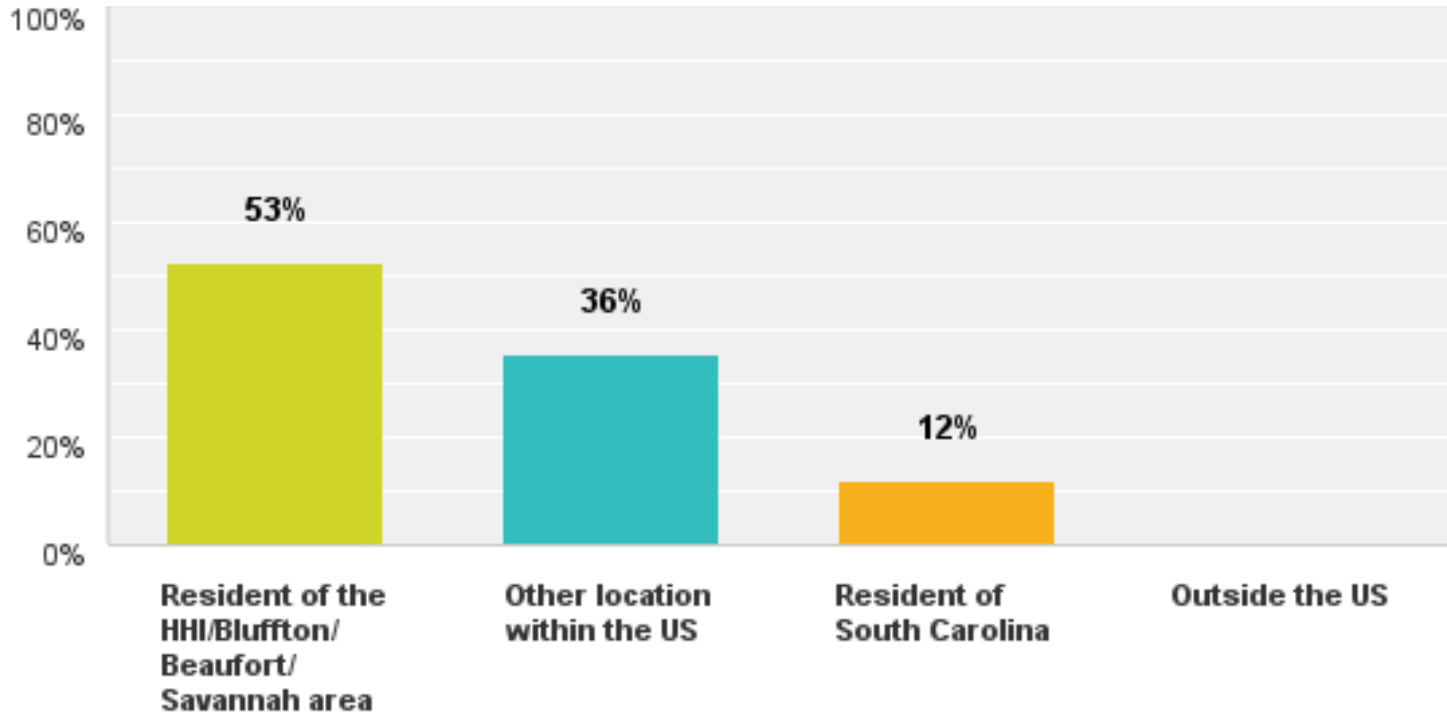
# Visitor Characteristics

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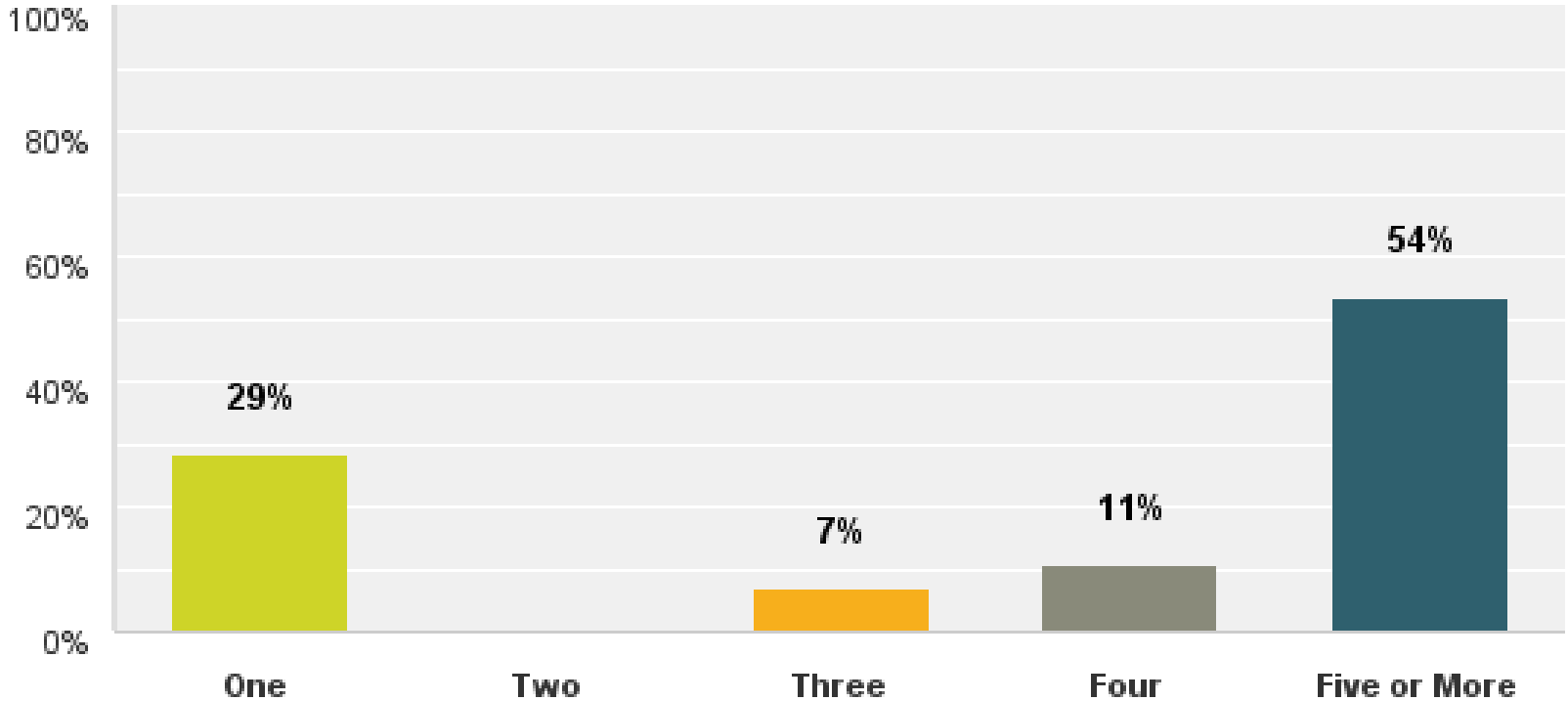
# Where is your primary residence?

Answered: 59 Skipped: 0



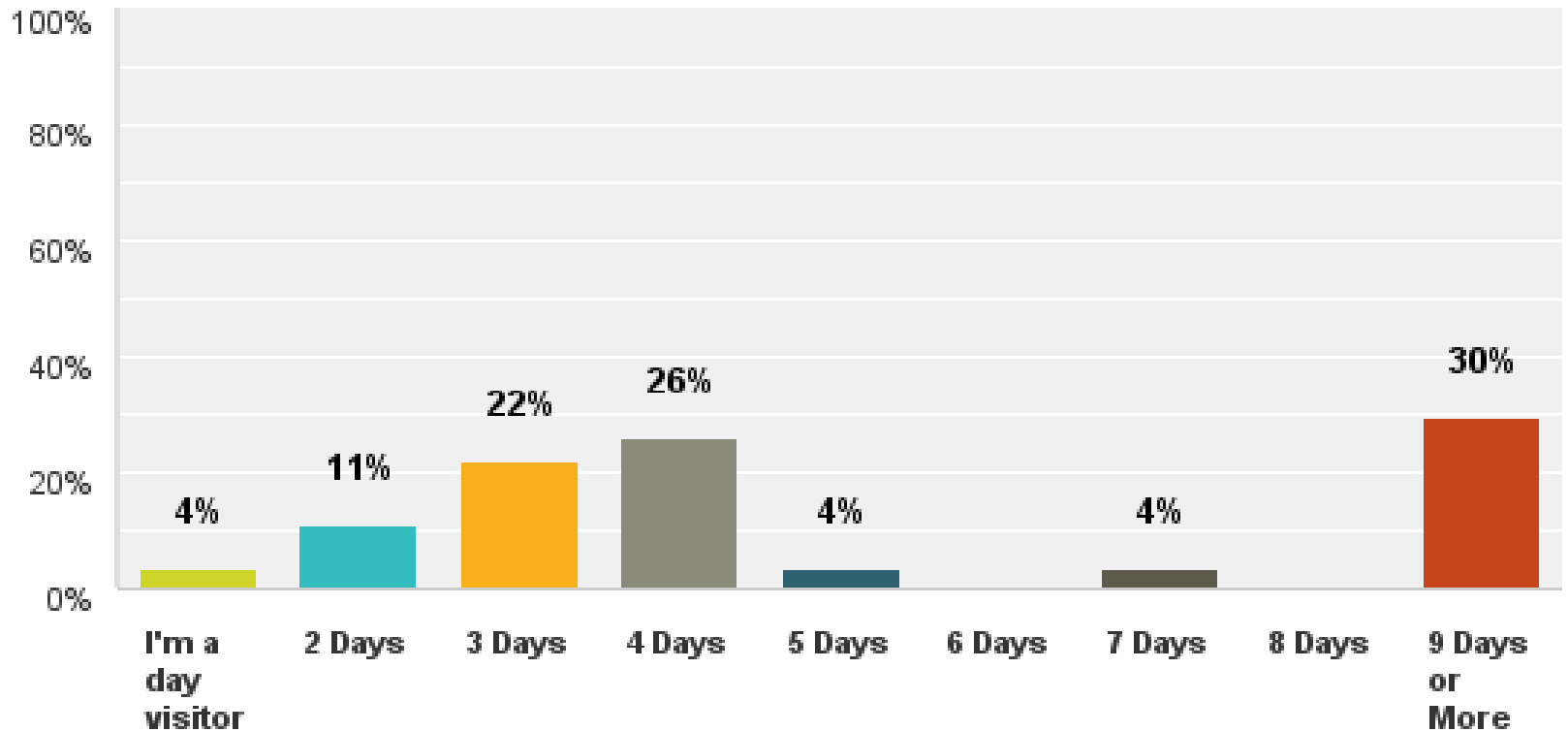
# Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 28 Skipped: 31



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

Answered: 27 Skipped: 32



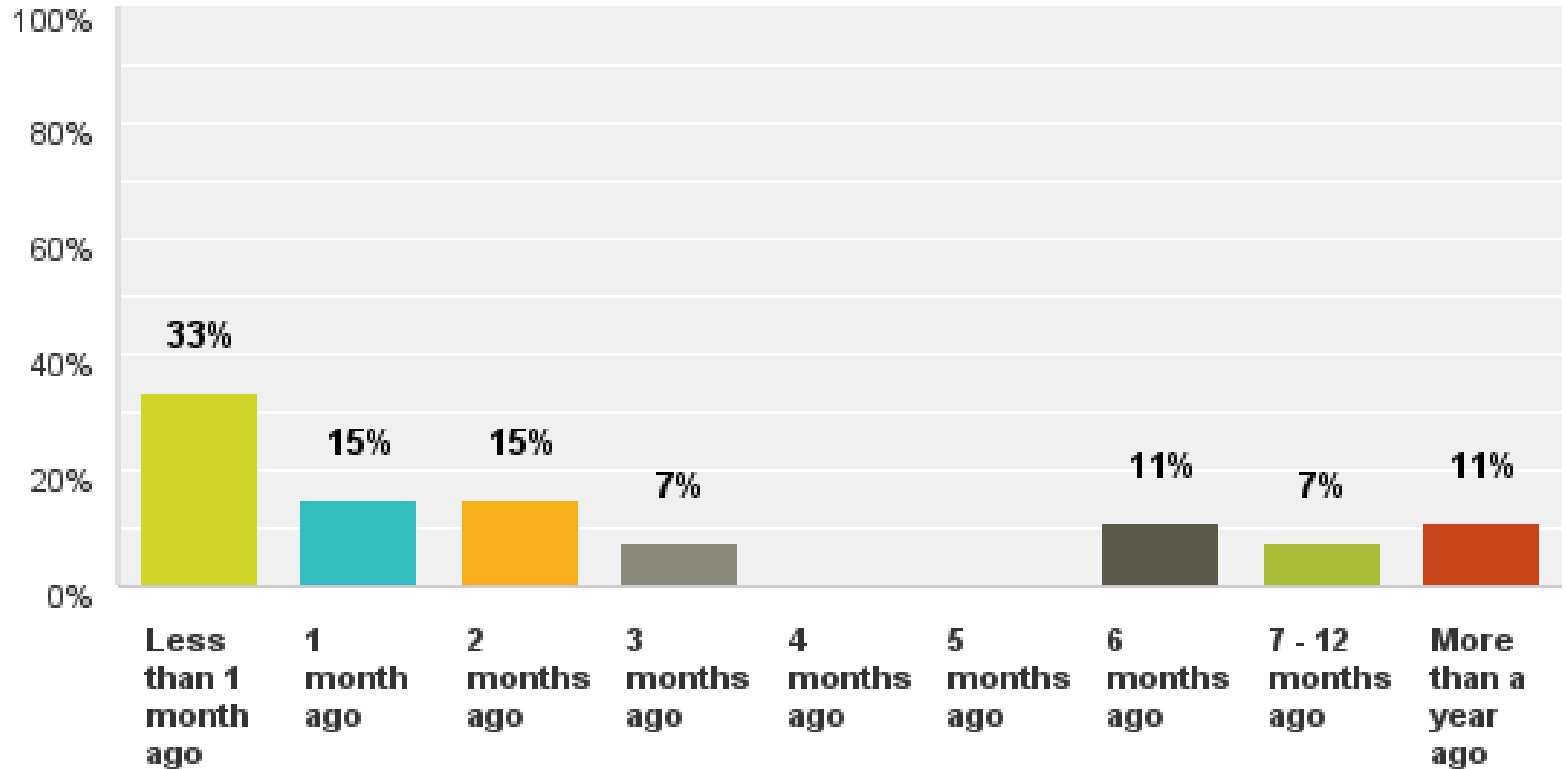
# What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 27 Skipped: 32

Answer Choice	Response Percent	Response Count
Select service hotel/motel	26%	7
Home/villa/condo-owned	19%	5
Home-rental	15%	4
Full service hotel/resort	15%	4
With friends/relatives	15%	4
Other	7%	2
Villa/condo-rental	4%	1

# How many months in advance did you book this trip?

Answered: 27 Skipped: 32



# How influential was the 2016 Beaufort International Film Festival when initially planning your trip to Beaufort, SC?

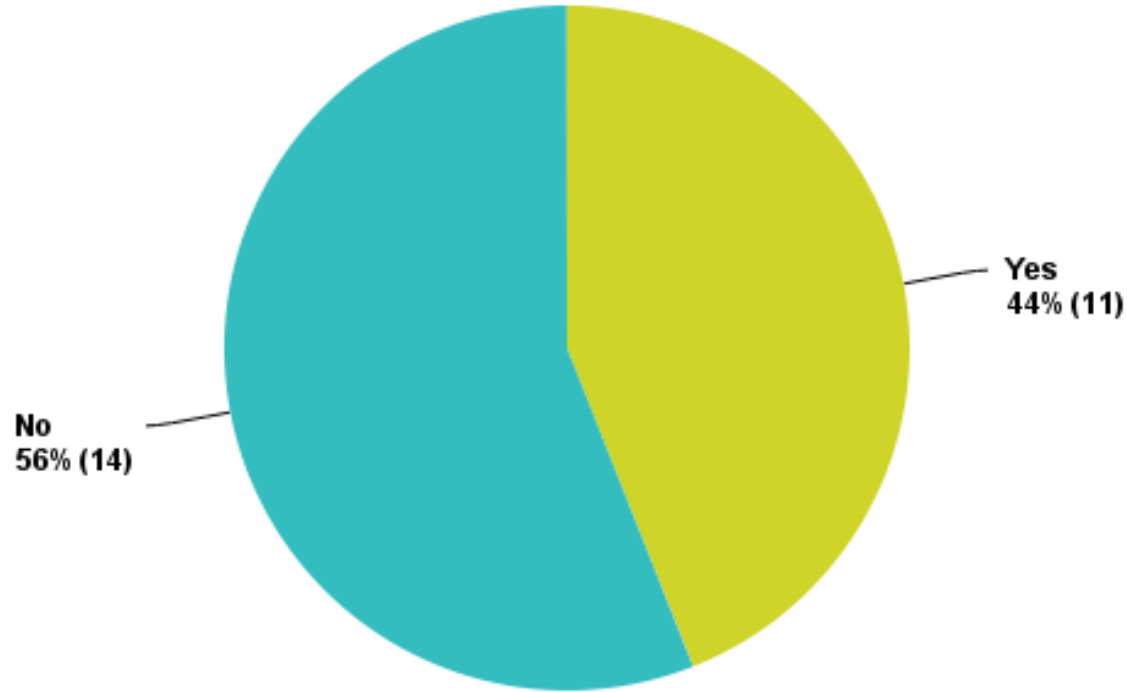
Answered: 28 Skipped: 31

Not at all Influential	Not Influential	Neutral	Influential	Very Influential	Total	Weighted Average
4%	7%	14%	7%	68%	28	4.29



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

Answered: 25 Skipped: 34



# How likely are you to return to the Beaufort area when the Beaufort International Film Festival is NOT OCCURRING?

Answered: 28 Skipped: 31

Extremely Unlikely	Very Unlikely	Not Sure	Very Likely	Extremely Likely	Total	Weighted Average
4%	4%	11%	39%	43%	28	4.14

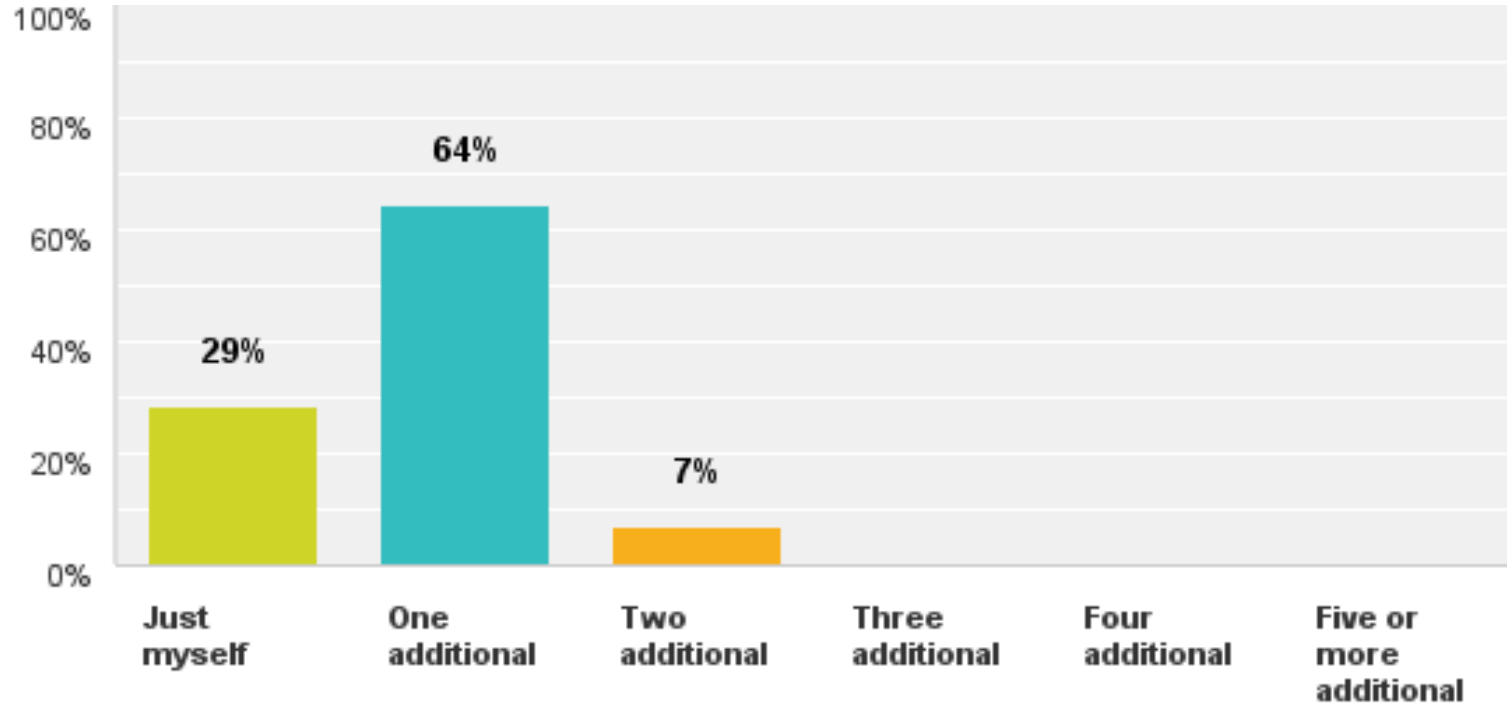
## What was the primary reason for this visit to Beaufort, SC?

Answered: 28 Skipped: 31

Answer Choice	Response Percent	Response Count
2016 Beaufort International Film Festival	68%	19
Pleasure Vacation	21%	6
Activity close to home	11%	3

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

Answered: 28 Skipped: 31



# How much will you spend on lodging PER NIGHT?

Answered: 28 Skipped: 31

Answer Choice	Response Percent	Response Count
\$1.00-49.99	0%	0
\$50.00-99.99	7%	2
\$100.00-199.99	25%	7
\$200.00-299.99	7%	2
\$300.00-399.99	0%	0
\$400.00-499.99	4%	1
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00-1999.99	0%	0
\$2000.00-2999.99	0%	0
\$3000 or more	0%	0
N/A	57%	16

# How much do you think you'll spend on restaurant dining PER DAY?

Answered: 27 Skipped: 32

Answer Choice	Response Percent	Response Count
\$1.00-49.99	26%	7
\$50.00-99.99	26%	7
\$100.00-199.99	30%	8
\$200.00-299.99	0%	0
\$300.00-399.99	4%	1
\$400.00-499.99	0%	0
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00 or more	0%	0
N/A	15%	4

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

Answered: 28 Skipped: 31

Answer Choice	Response Percent	Response Count
\$1.00-49.99	36%	10
\$50.00-99.99	14%	4
\$100.00-199.99	7%	2
\$200.00-299.99	7%	2
\$300.00-399.99	0%	0
\$400.00-499.99	0%	0
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00 or more	0%	0
N/A	36%	10

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

Answered: 27 Skipped: 32

Answer Choice	Response Percent	Response Count
\$1.00-49.99	22%	6
\$50.00-99.99	19%	5
\$100.00-199.99	0%	0
\$200.00-299.99	0%	0
\$300.00-399.99	0%	0
\$400.00-499.99	0%	0
\$500.00-749.99	0%	0
\$750.00-999.99	0%	0
\$1000.00 or more	0%	0
N/A	59%	16



**Please indicate if you intend on visiting (or have visited) any of the following tourists facilities or participating (or participated) in any of the listed activities. Choose all that apply.**

Answered: 28 Skipped: 31

Answer Choice	Response Percent	Response Count
Restaurants	86%	24
Antique Shops	57%	16
Historical Landmarks	57%	16
Beaches	50%	14
Museums/Performing Arts/Cultural Activities	46%	13
Shopping Malls/Centers	46%	13
Sightseeing	43%	12
Festivals/Special Events	43%	12
Art Galleries	32%	9
South Carolina State Parks/National Forests	25%	7
Boating/Sailing	14%	4
Children's Activities	11%	3

**Please indicate if you intend on visiting (or have visited) any of the following tourists facilities or participating (or participated) in any of the listed activities. Choose all that apply.**

Answered: 28 Skipped: 31

Answer Choice	Response Percent	Response Count
Sea Kayaking	11%	3
Golf	11%	3
Hiking	11%	3
Bicycling	11%	3
Other	11%	3
Convention/Conference Centers	4%	1
Tennis	4%	1
Spectator/Sporting Events	4%	1
Camping	4%	1
Fishing	4%	1
Farms/Barns/Orchards	0%	0

# Festival Characteristics

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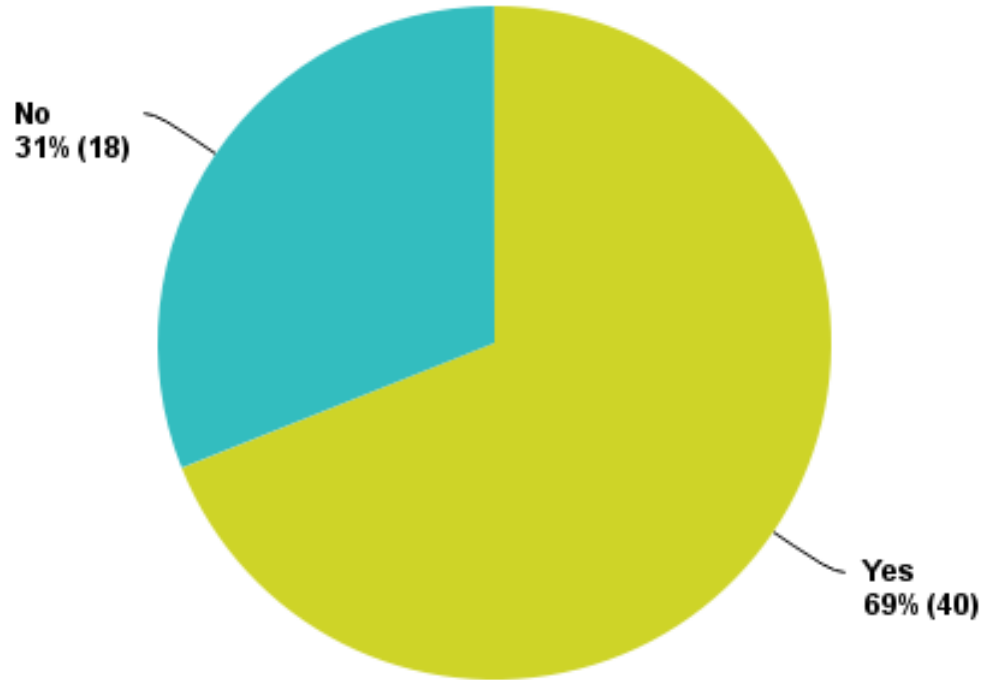
# How did you first learn of the Beaufort International Film Festival?

Answered: 58 Skipped: 1

Answer Choice	Response Percent	Response Count
Word of Mouth	48%	28
Magazine Article or Ad	12%	7
Newspaper	12%	7
Beaufort Film Festival Website	12%	7
Other Website	7%	4
Beaufort Regional Chamber of Commerce	3%	2
Internet Search	2%	1
Group or Club	2%	1
Posters	2%	1

# Do you attend last year's Beaufort International Film Festival?

Answered: 58 Skipped: 1



# How would you rate the following festival characteristics?

Answered: 59 Skipped: 0

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Event Staff	0%	0%	0%	8%	92%	59	4.92
Location of the Event	0%	0%	2%	12%	86%	59	4.85
Overall Value of the Event	0%	0%	2%	14%	85%	59	4.83
Organization of the Event	0%	0%	0%	16%	84%	57	4.84
Festival Programming	0%	0%	4%	15%	82%	55	4.78
Duration of the Event	0%	0%	3%	17%	79%	58	4.76
Exhibition (Audio/Video)	0%	3%	7%	24%	66%	58	4.52

# How important were the following characteristics when deciding to attend the 2016 Beaufort International Film Festival?

Answered: 56 Skipped: 3

	Very unimportant	Unimportant	Neutral	Important	Very Important	Total	Weighted Average
Seeing Different Films	0%	0%	2%	25%	73%	56	4.71
Enjoyment of the Cinema	0%	0%	2%	29%	70%	56	4.68
Enjoying Film Festival Atmosphere	0%	2%	7%	25%	65%	55	4.55
Particular Nature of the Film Festival Program	0%	5%	20%	23%	52%	56	4.21
Involvement with Cinema Activities	0%	9%	22%	20%	48%	54	4.07
New Experiences	0%	0%	13%	43%	45%	56	4.32

# How important were the following characteristics when deciding to attend the 2016 Beaufort International Film Festival?

Answered: 57 Skipped: 2

	Very Unimportant	Unimportant	Neutral	Important	Very Important	Total	Weighted Average
Sharing Experiences	0%	5%	16%	35%	44%	55	4.16
Meeting New People	0%	7%	19%	30%	44%	54	4.11
Resting and Relaxing	0%	4%	33%	35%	29%	55	3.89
Complementing the Stay in Beaufort	9%	7%	38%	20%	27%	56	3.48
Meeting Producers	4%	7%	40%	27%	22%	55	3.56
Professional Reasons	4%	15%	37%	26%	19%	54	3.41



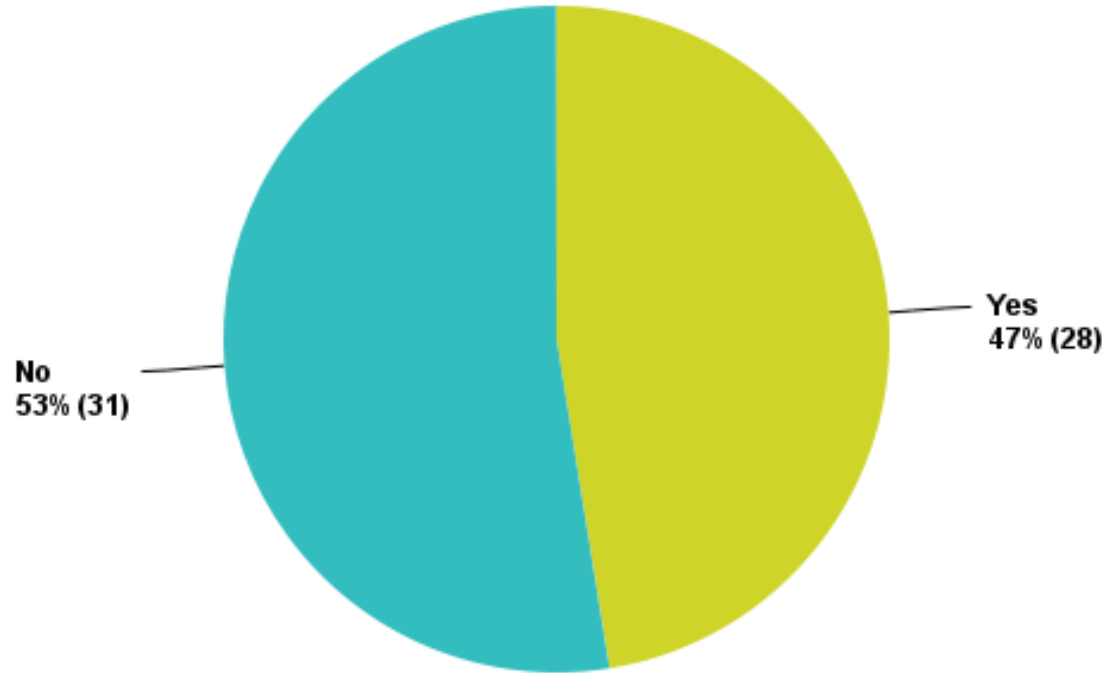
# How much INFLUENCE do you think film/television has on your selection of a PLACE to visit for vacation?

Answered: 57 Skipped: 2

Not at all influential	Not Influential	Neutral	Influential	Very Influential	Total	Weighted Average
5%	16%	30%	21%	28%	57	3.51

# Have you SPECIFICALLY VISITED a place because it was featured in a film or television program?

Answered: 59 Skipped: 0



# Travel Characteristics

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## The next set of questions is related to when you plan for a vacation. Please indicate your level of agreement with each statement.

Answered: 59 Skipped: 0

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Total	Weighted Average
The status of a travel destination is irrelevant to me.	2%	12%	32%	27%	27%	59	3.66
I am interested in new vacation destinations with status.	5%	17%	39%	25%	14%	59	3.25
I would travel to a vacation destination just because it had status.	8%	15%	34%	31%	12%	59	3.22
I would pay more for traveling to a new vacation destination if it had status.	8%	19%	41%	20%	12%	59	3.08
A vacation destination is more valuable to me if it is highly exclusive.	20%	27%	36%	10%	7%	59	2.56

## The next set of questions is related to when you plan for a vacation. How frequently do you utilize the following types of websites when planning a leisure trip?

Answered: 57 Skipped: 2

	Never	Almost never	Occasionally or Sometimes	Almost every time	Every time	Total	Weighted Average
Online travel sites such as Orbitz, Priceline, Travelocity, etc.	4%	7%	28%	44%	18%	57	3.65
Travel specific social network sites (Yelp, TripAdvisor, etc.)	19%	14%	21%	30%	16%	57	3.09
Hotel booking services such as Hotels.com, Expedia, Hotwire, Priceline, etc.	9%	16%	23%	39%	14%	57	3.33
Peer-to-peer rental sites such as Airbnb.com, VRBO.com, HomeAway.com, etc.	21%	19%	30%	16%	14%	57	2.82
General social networking sites (Facebook, YouTube, Twitter, etc.)	21%	28%	23%	23%	5%	57	2.63

# Please continue to rate how frequently do you utilize the following types of websites when planning your trip.

Answered: 56 Skipped: 3

	Every time	Almost every time	Occasionally or Sometimes	Almost never	Never	Total	Weighted Average
Online travel reviewers/bloggers	9%	20%	43%	20%	9%	56	3.00
Website of the Chamber of Commerce and/or the Convention and Visitor Bureau at the destination you're planning to visit	7%	21%	50%	14%	7%	56	3.07
Airline central reservations websites	13%	27%	45%	7%	7%	56	3.31
Websites of local businesses at the destination you're planning to visit (hotels, restaurants, etc.)	7%	36%	41%	13%	4%	56	3.30
Hotel/resort central reservations websites	13%	43%	34%	7%	4%	56	3.54

# When planning or booking travel for leisure vacations, which of the following online travel sites do you use? Choose all that apply.

Answered: 59 Skipped: 0

Answer Choice	Response Percent	Response Count
Travelocity	44%	26
Expedia	42%	25
Kayak	36%	21
I book directly through the airline or its reservation office	36%	21
Orbitz	24%	14
Priceline	22%	13
Other	19%	11
Hotwire	17%	10
CheapTickets	12%	7
CheapOair	8%	5

# When planning or booking lodging for leisure vacations, which of the following online hotel booking sites do you use? Choose all that apply.

Answered: 57 Skipped: 2

Answer Choice	Response Percent	Response Count
I book directly through the hotel property or its reservation office	53%	30
Expedia.com	42%	24
Travelocity.com	37%	21
Hotels.com	35%	20
Priceline.com	23%	13
Booking.com	12%	7
Other	12%	7
Hotwire.com	11%	6
HotelReservations.com	11%	6
Orbitz.com	9%	5



## When planning or booking lodging for leisure vacations, which of the following online peer-to-peer rental accommodation websites do you use? Choose all that apply.

Answered: 56 Skipped: 3

Answer Choice	Response Percent	Response Count
I don't use peer-to-peer rental accommodation websites	50%	28
VRBO.com	38%	21
Airbnb.com	18%	10
HomeAway.com	9%	5
Other	9%	5
Flipkey.com	2%	1
Wimdu.com	2%	1
Travelmob.com	2%	1

## For More Information

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