

2016 Beaufort International Film Festival

Thursday, February 11, 2016

Lowcountry and Resort Islands Tourism
Institute at USCB



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81

Total Responses

Complete Responses: 81

Zip Code Analysis

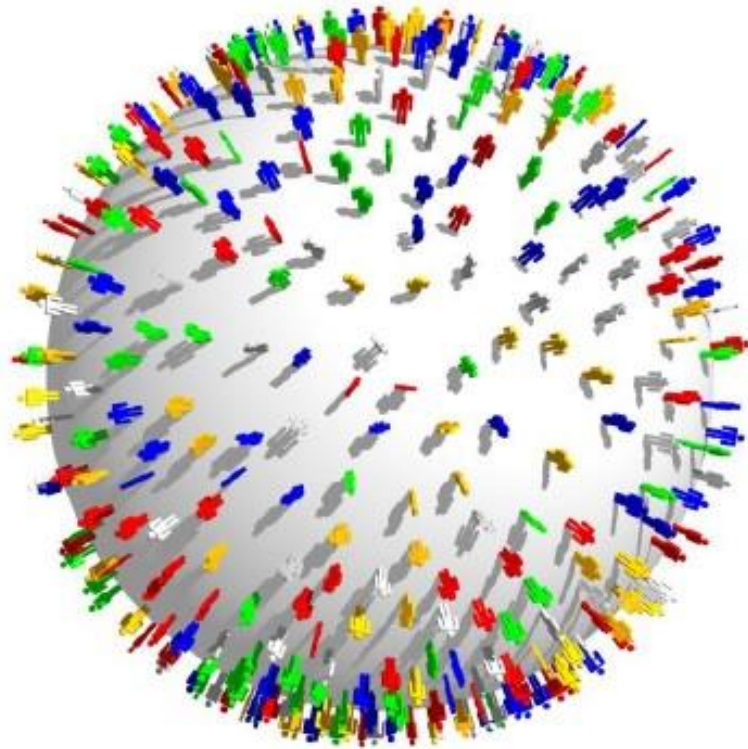
**This analysis does not include the zip codes collected from
Hilton Head Island, SC, Beaufort, SC and Savannah, GA.**

Breakdown of Markets

All Zip Codes Collected

All Zip Codes Collected

Demographics



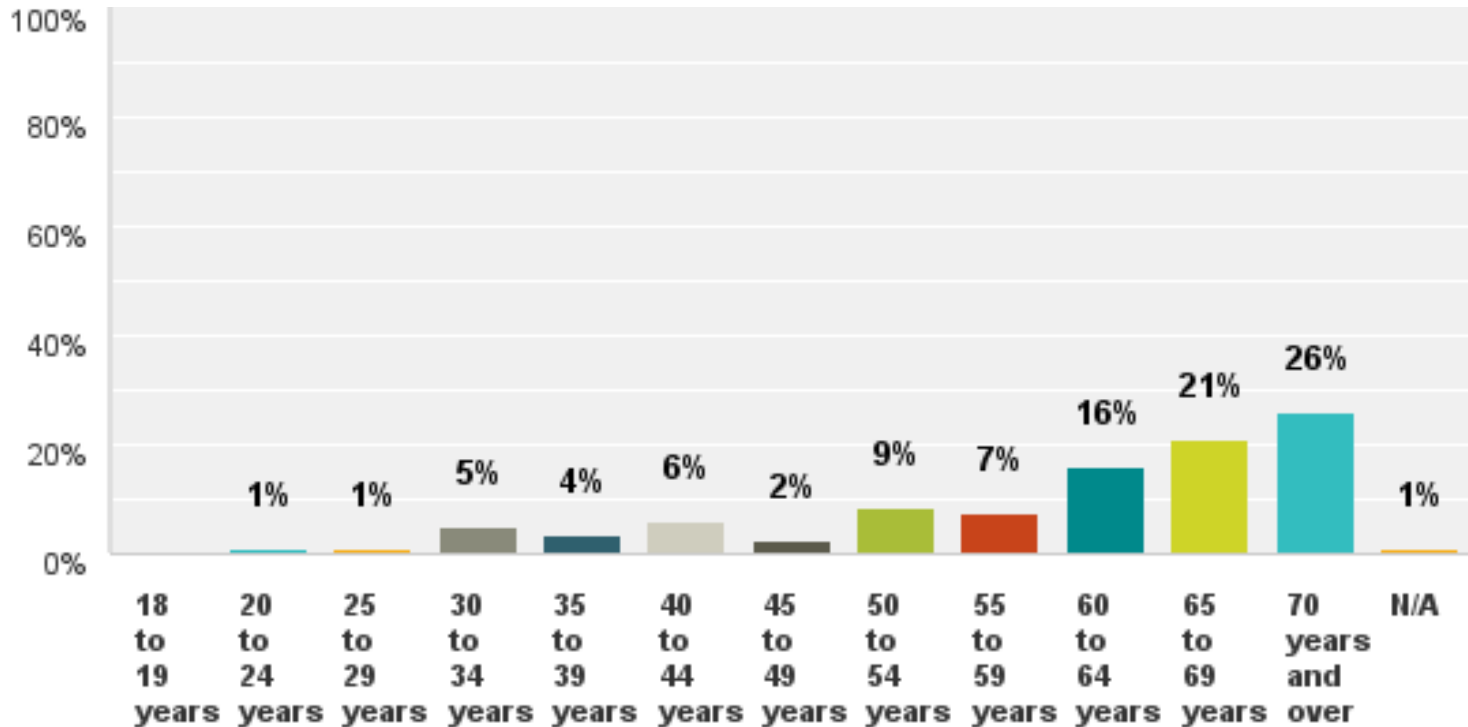
Please indicate your gender below.

Answered: 70 Skipped: 11



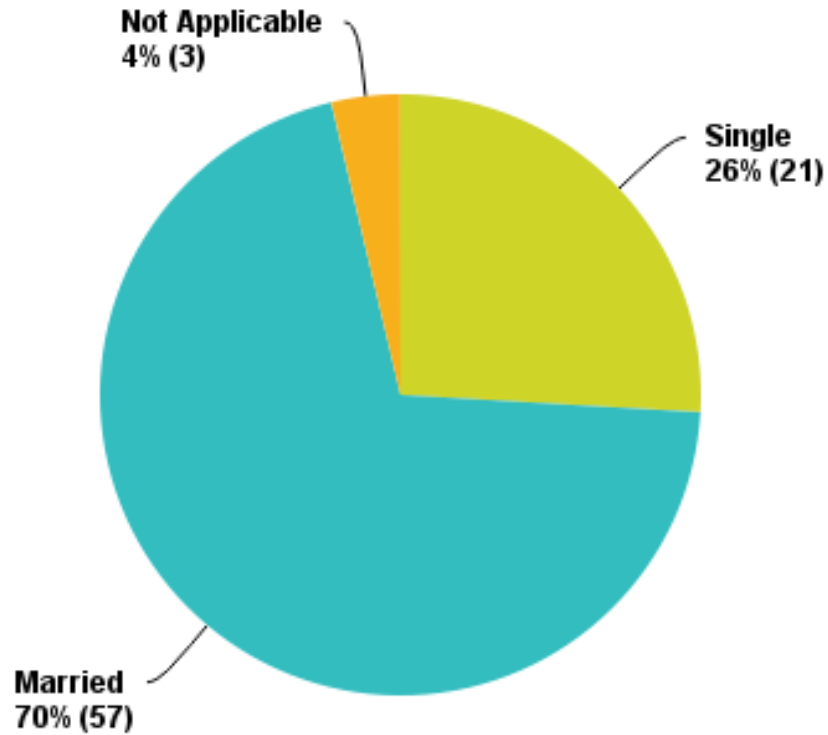
Please indicate your age below.

Answered: 81 Skipped: 0



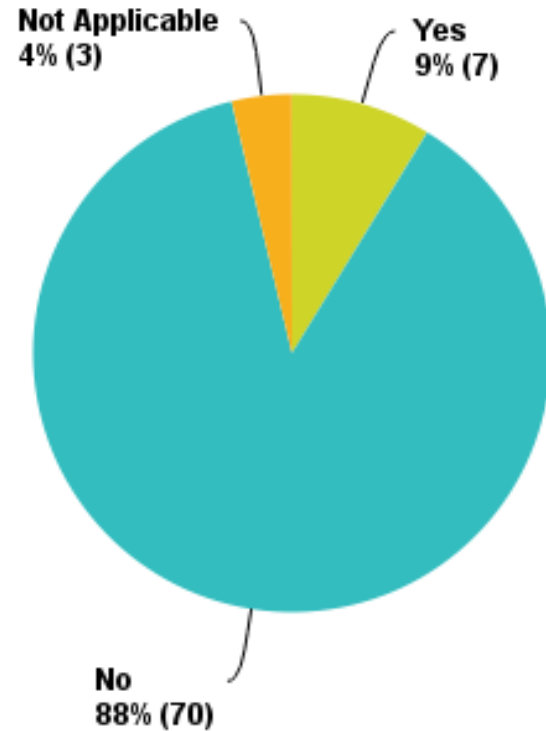
Please indicate your marital status.

Answered: 81 Skipped: 0



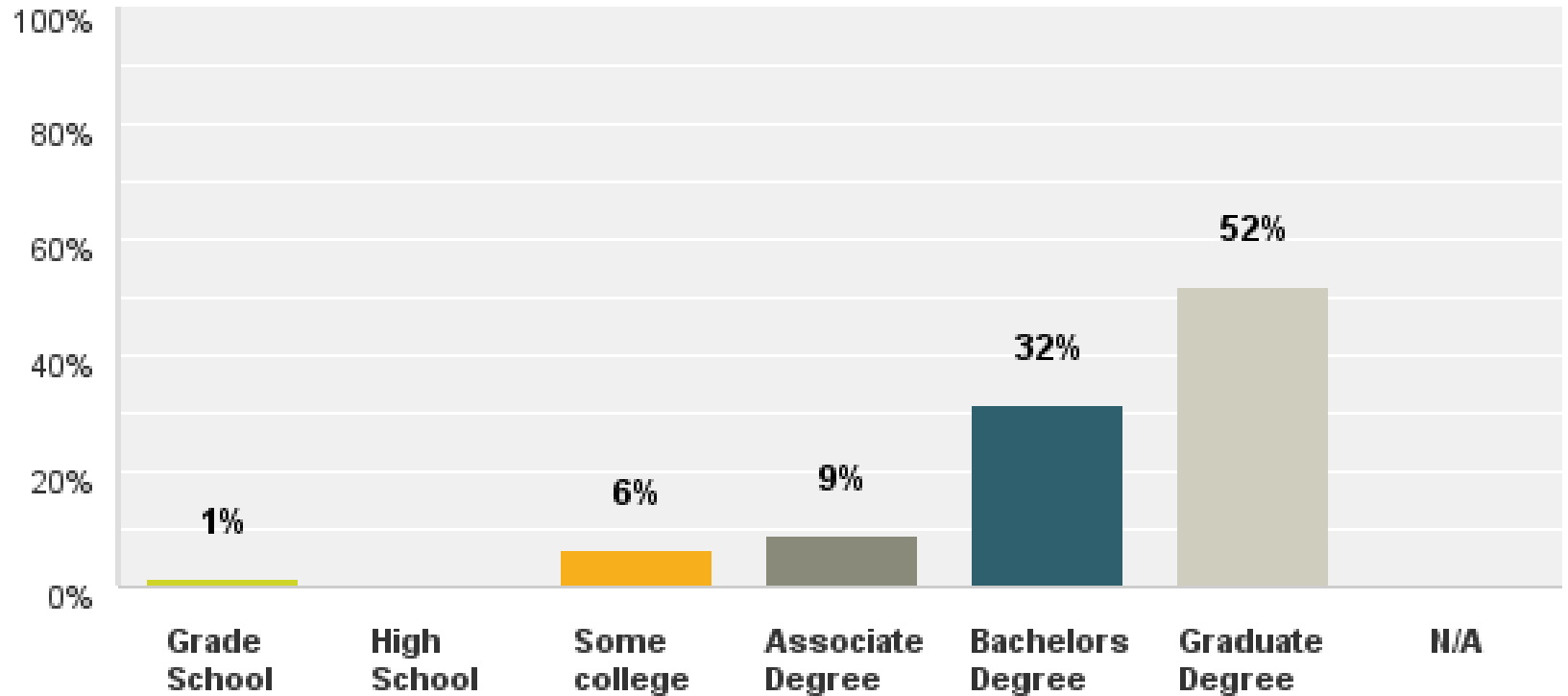
Do you have children under 18 living at home?

Answered: 80 Skipped: 1



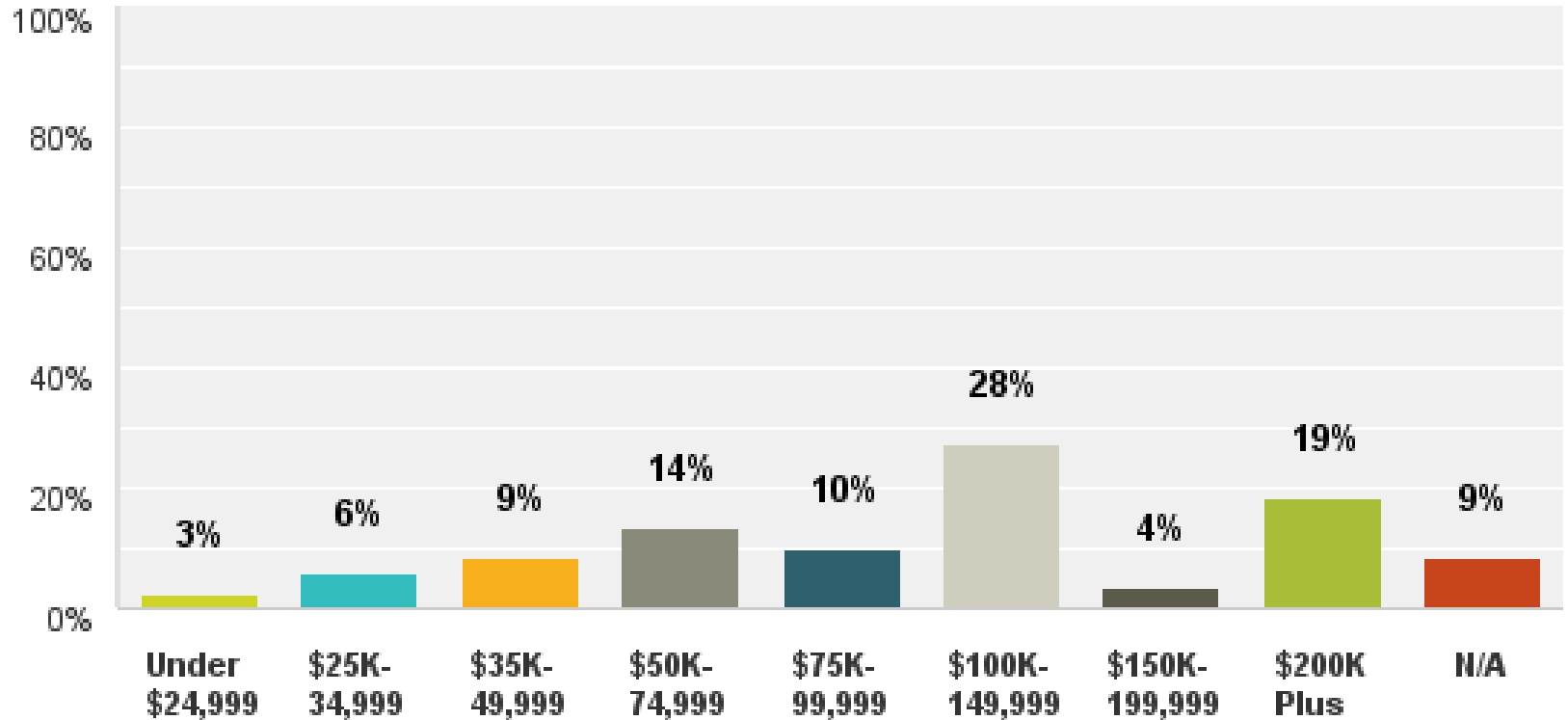
Please indicate your highest level of education.

Answered: 79 Skipped: 2



Which of the following ranges includes your annual household income?

Answered: 80 Skipped: 1

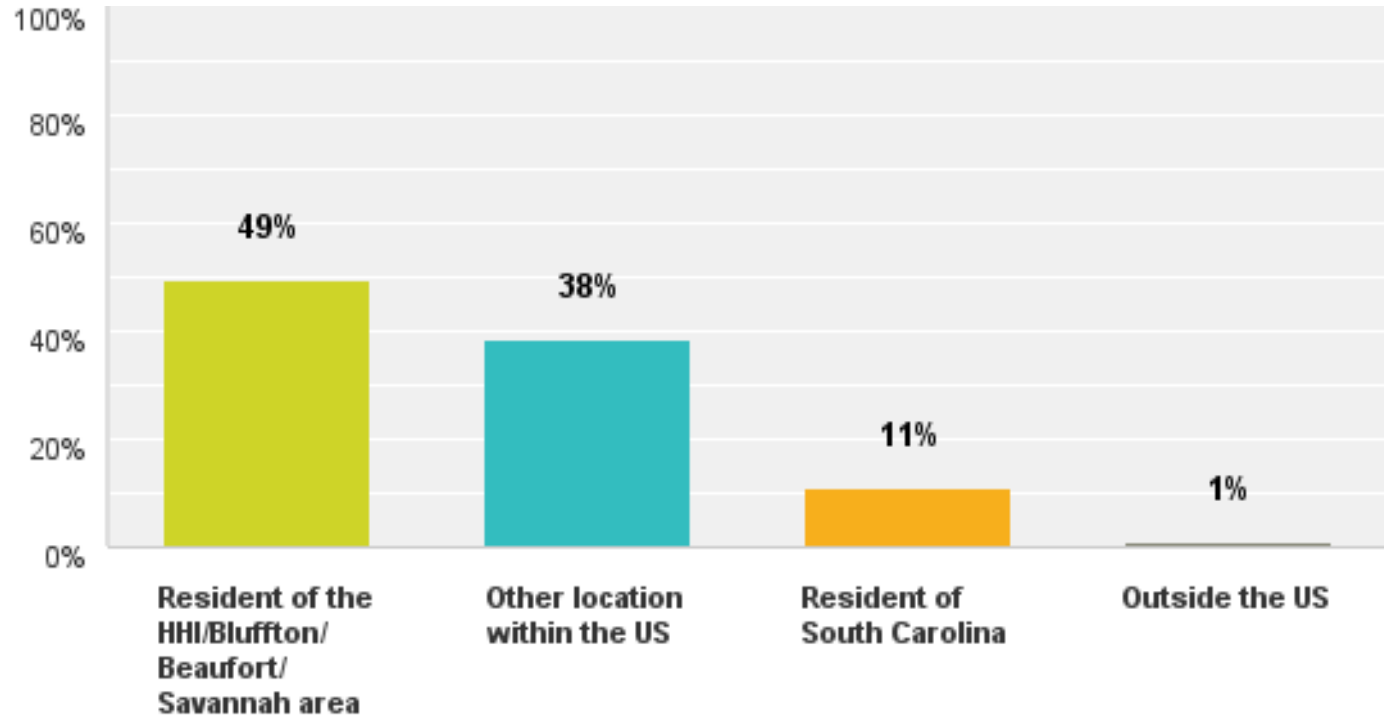


Visitor Characteristics



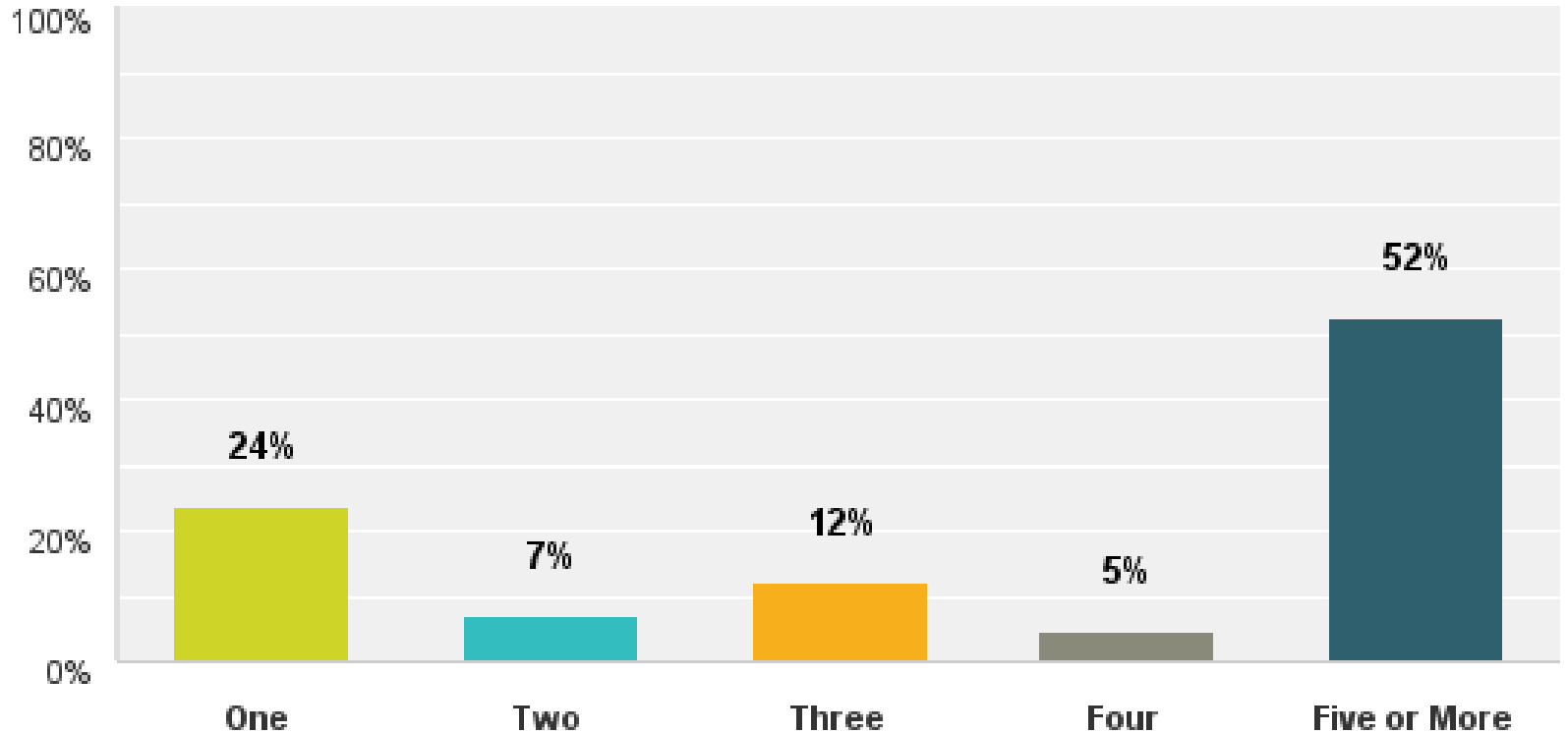
Where is your primary residence?

Answered: 81 Skipped: 0



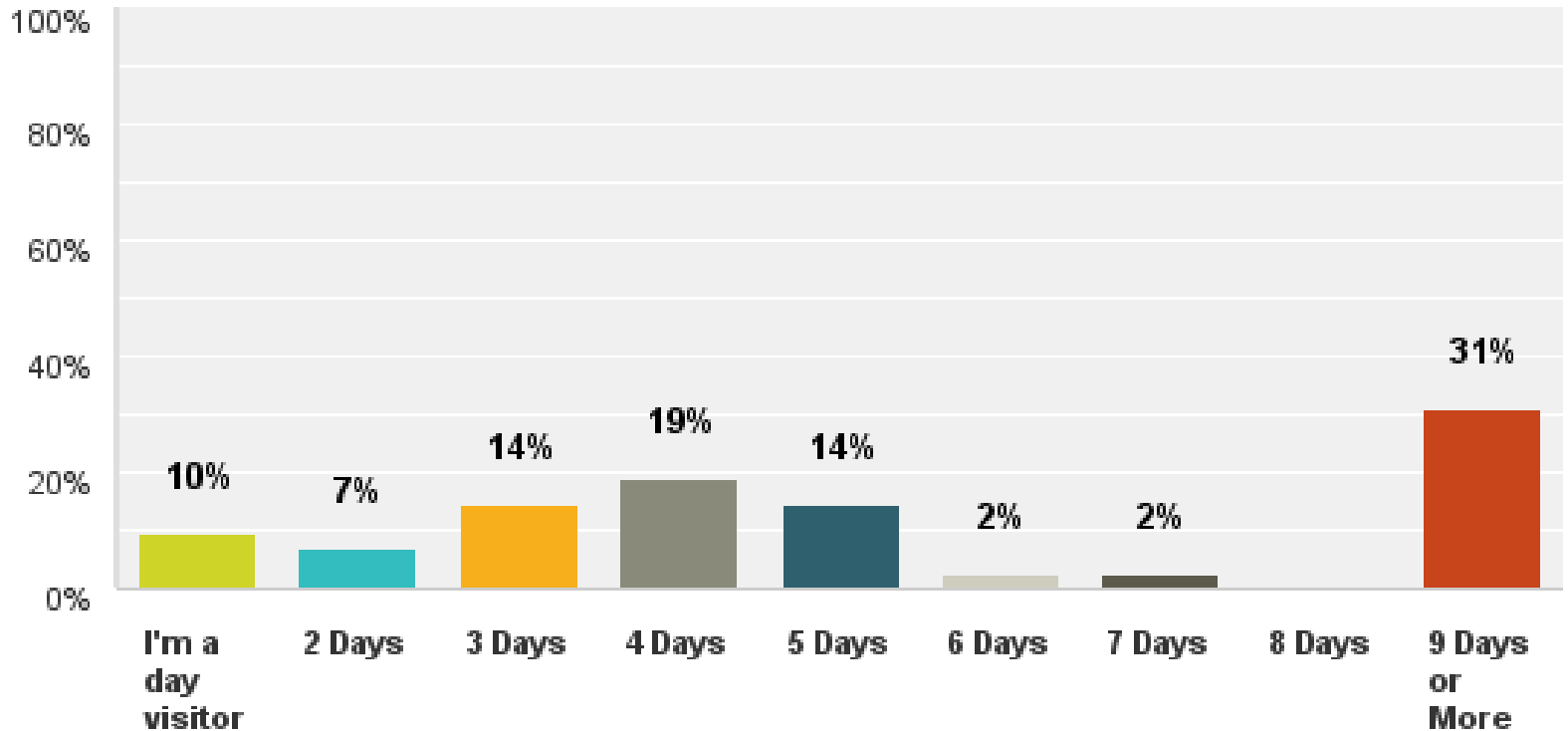
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 42 Skipped: 39



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

Answered: 42 Skipped: 39



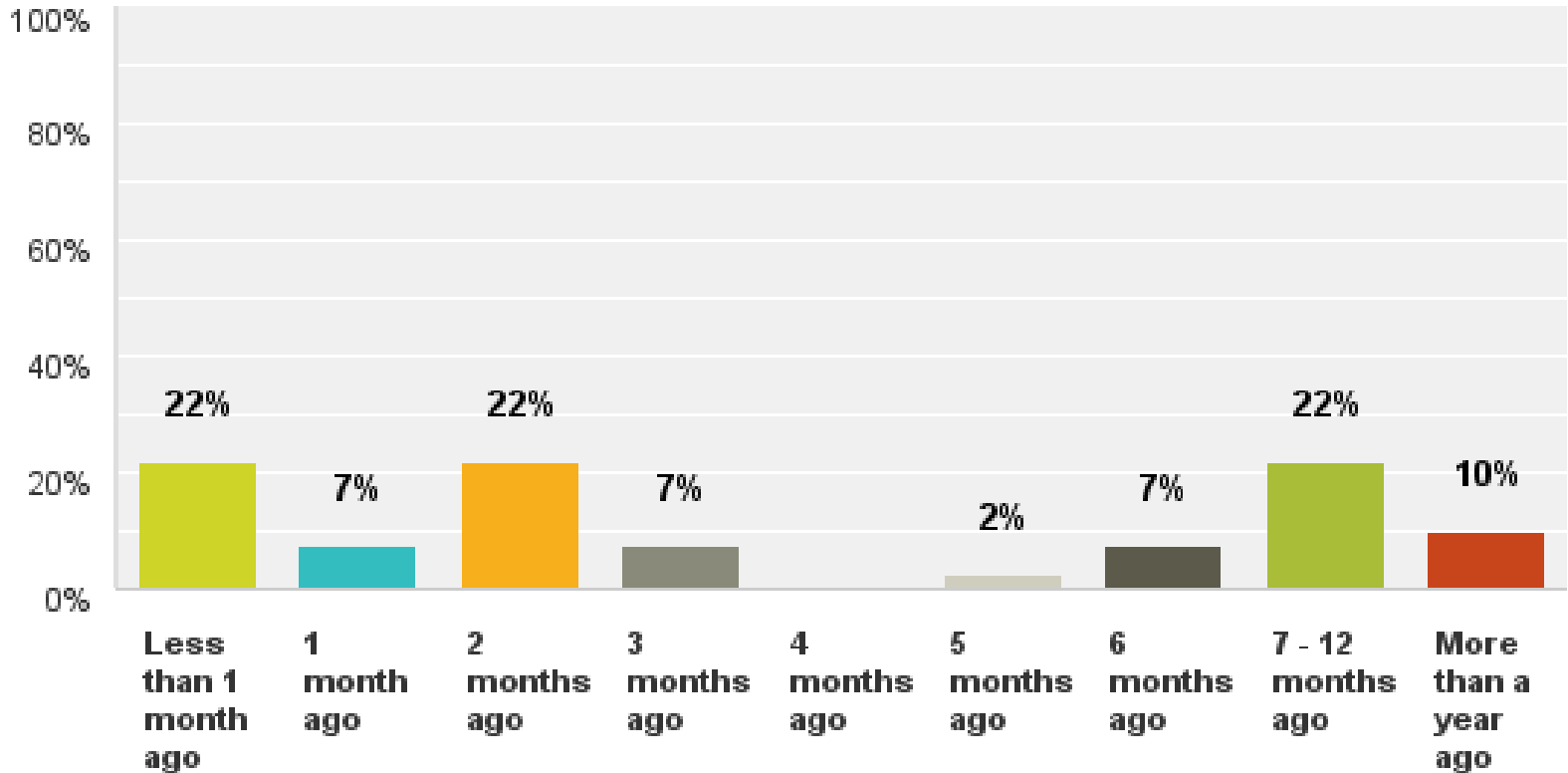
What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 36 Skipped: 45

Answer Choices	Response Percent	Response Count
Home - rental	31%	11
Home/villa/condo – owned	17%	6
With friends/relatives	17%	6
Full service hotel/resort	11%	4
Select service hotel/motel	11%	4
RV park	8%	3
Villa/condo – rental	3%	1
Villa/condo – timeshare	3%	1
Other	0%	0

How many months in advance did you book this trip?

Answered: 41 Skipped: 40



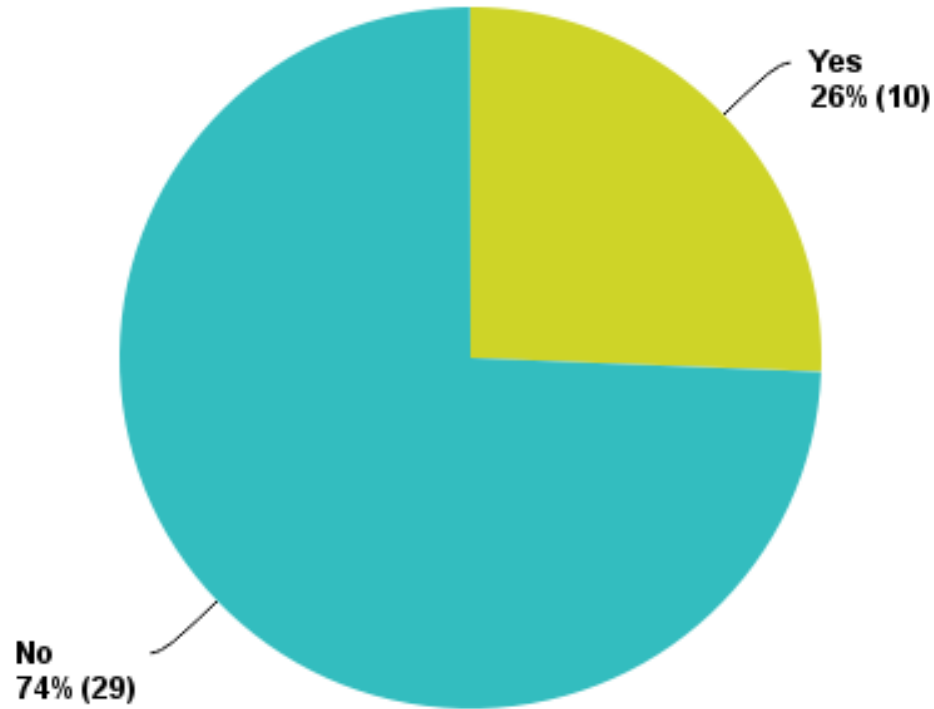
How influential was the 2016 Beaufort International Film Festival when initially planning your trip to Beaufort, SC?

Answered: 40 Skipped: 41

Not at all influential	Not Influential	Neutral	Influential	Very Influential	Total	Weighted Average
3%	3%	13%	10%	73%	40	4.47

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

Answered: 39 Skipped: 42



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

Answered: 41 Skipped: 40

Not at all influential	Not Influential	Neutral	Influential	Very Influential	Total	Weighted Average
7%	15%	22%	24%	32%	41	3.59

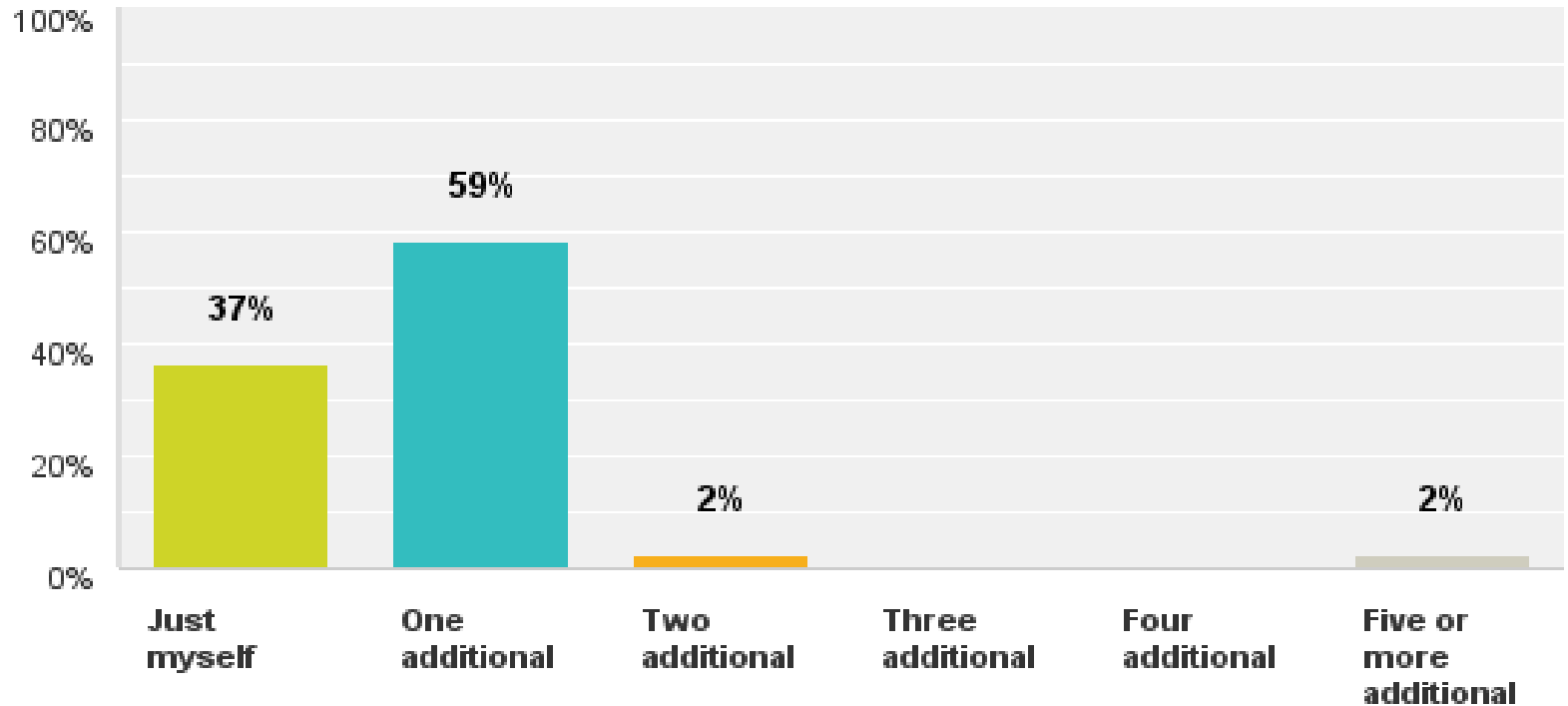
What was the primary reason for this visit to Beaufort, SC?

Answered: 40 Skipped: 41

Answer Choices	Response Percent	Response Count
2016 Beaufort Film Festival	75%	30
Pleasure vacation	10%	4
Visit friends or relatives	8%	3
Business and Pleasure	5%	2
Activity close to home	3%	1

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

Answered: 41 Skipped: 40



How much will you spend on lodging PER NIGHT?

Answered: 41 Skipped: 40

Answer Choices	Response Percent	Response Count
\$1.00-49.99	20%	8
\$50.00-99.99	12%	5
\$100.00-199.99	15%	6
\$200.00-299.99	5%	2
\$300.00-499.99	0%	0
\$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	49%	20

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

Answered: 37 Skipped: 44

Answer Choices	Response Percent	Response Count
\$1.00-49.99	22%	8
\$50.00-99.99	49%	18
\$100.00-199.99	11%	4
\$200.00-299.99	5%	0
\$300.00-499.99	0%	0
\$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	14%	5

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

Answered: 37 Skipped: 44

Answer Choices	Response Percent	Response Count
\$1.00-49.99	54%	20
\$50.00-99.99	19%	7
\$100.00-199.99	3%	1
\$200.00-299.99	3%	1
\$300.00-499.99	0%	0
\$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	22%	8

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

Answered: 36 Skipped: 45

Answer Choices	Response Percent	Response Count
\$1.00-49.99	25%	9
\$50.00-99.99	17%	6
\$100.00-199.99	3%	1
\$200.00-299.99	0%	0
\$300.00-499.99	3%	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	53%	19

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: 38 Skipped: 43

Answer Choices	Response Percent	Response Count
Restaurants	79%	30
Festival/Special Events	53%	20
Beaches	50%	19
Historical Landmarks	50%	19
Antique shops	42%	16
Sightseeing	39%	15
Museums/Performing Arts/ Cultural Activities	37%	14
Art Galleries	37%	14
Shopping Malls/Centers	29%	11
South Carolina State Parks/ National Forests	26%	10
Other	18%	7

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: 38 Skipped: 43

Answer Choices	Response Percent	Response Count
Hiking	16%	6
Camping	13%	5
Boating/Sailing	13%	5
Bicycling	13%	5
Golf	11%	4
Spectator/Sporting Events	8%	3
Sea Kayaking	8%	3
Convention/Conference Centers	3%	1
Children's Activities	3%	1
Fishing	3%	1
Tennis	0%	0
Farms/Barns/Orchards	0%	0

Festival Characteristics



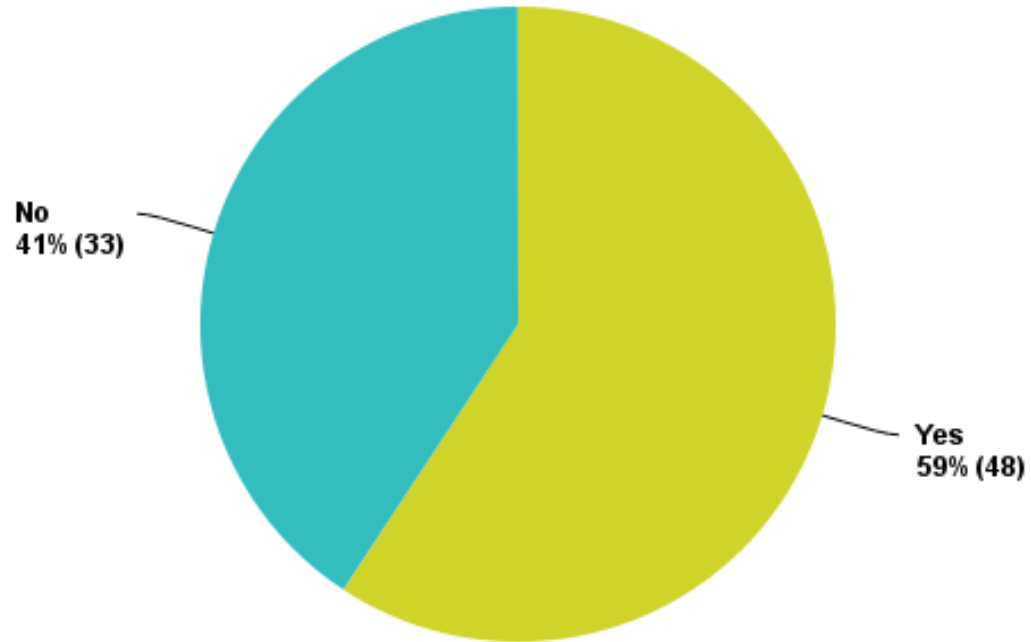
How did you first learn of the Beaufort International Film Festival?

Answered: 80 Skipped: 1

Answer Choices	Response Percent	Response Count
Word of Mouth	53%	42
Newspaper	15%	12
Beaufort Film Festival Website	10%	8
Social Networks (Facebook, Twitter, etc.)	5%	4
Beaufort Regional Chamber of Commerce	5%	4
Magazine Article or Ad	4%	3
Television Commercial or News Coverage	3%	2
Group or Club	3%	2
Radio Commercial or News Coverage	1%	1
Internet Search	1%	1
Posters	1%	1

Did you attend last year's Beaufort International Film Festival?

Answered: 81 Skipped: 0



How would you rate the following festival characteristics?

Answered: 81 Skipped: 0

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Overall Value of the Event	0%	0%	0%	6%	94%	81	4.94
Location of the Event	0%	0%	0%	10%	90%	81	4.90
Event Staff	0%	0%	2%	12%	85%	81	4.83
Festival Programming	0%	0%	3%	14%	84%	80	4.81
Duration of the Event	0%	0%	1%	15%	84%	81	4.83
Organization of the Event	0%	0%	3%	16%	81%	80	4.79
Exhibition (Audio/Video)	0%	1%	5%	19%	75%	80	4.67

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

Answered: 78 Skipped: 3

	Very Unimportant	Unimportant	Neutral	Important	Very Important	Total	Weighted Average
Seeing Different Films	0%	0%	1%	24%	74%	78	4.73
Enjoyment of the Cinema	0%	0%	3%	27%	71%	78	4.68
Enjoying the Film Festival Atmosphere	0%	1%	4%	26%	69%	77	4.62
New Experiences	3%	1%	11%	38%	47%	76	4.26
Particular Nature of the Film Festival Program	1%	1%	14%	37%	46%	78	4.26
Sharing Experiences	0%	3%	11%	48%	39%	75	4.23

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

Answered: 80 Skipped: 1

	Very Unimportant	Unimportant	Neutral	Important	Very Important	Total	Weighted Average
Involvement With Cinema Activities	3%	8%	20%	33%	36%	75	3.92
Meeting New People	1%	4%	17%	44%	33%	75	4.04
Complementing the Stay in Beaufort	8%	12%	24%	24%	32%	75	3.60
Resting and Relaxing	3%	5%	23%	40%	29%	75	3.88
Professional Reasons	15%	18%	28%	16%	23%	74	3.15
Meeting Producers	7%	11%	38%	22%	22%	76	3.43

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

Answered: 80 Skipped: 1

Not at all influential	Not Influential	Neutral	Influential	Very Influential	Total	Weighted Average
13%	10%	33%	30%	15%	80	3.25

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

Answered: 81 Skipped: 0



Travel Characteristics



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

Answered: 81 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.	9%	10%	28%	35%	19%	81	3.44
I am interested in new vacation destinations with status.	9%	15%	33%	29%	15%	80	3.26
I would travel to a vacation destination just because it has status.	10%	15%	40%	24%	11%	80	3.11
I would pay more for traveling to a new vacation destination if it had status.	11%	21%	41%	18%	9%	80	2.91
A vacation destination is more valuable to me if it is highly exclusive.	20%	30%	33%	9%	8%	79	2.53

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: 76 Skipped: 5

	Never	Almost never	Occasionally or Sometimes	Almost every time	Every time	Total	Weighted Average
Online travel sites such as Orbitz, Priceline, Travelocity, etc.	11%	7%	33%	31%	19%	75	3.40
Hotel booking services such as Hotels.com, Expedia, Hotwire, Priceline, etc.	9%	12%	33%	27%	19%	75	3.33
Travel specific social network sites (Yelp, TripAdvisor, etc.)	11%	11%	35%	26%	18%	74	3.28
Peer-to-peer rental sites such as Airbnb.com, VRBO.com, HomeAway.com, etc.	20%	13%	31%	23%	13%	75	2.96
General social networking sites (Facebook, YouTube, Twitter, etc.)	18%	11%	34%	20%	13%	76	2.95

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

Answered: 78 Skipped: 3

	Never	Almost Never	Occasionally or Sometimes	Almost every time	Every time	Total	Weighted Average
Websites of local businesses at the destination you're planning to visit (hotels, restaurants, etc.)	9%	8%	31%	26%	27%	78%	3.54
Airline central reservations websites	18%	13%	35%	15%	19%	78%	3.05
Online travel reviewers/bloggers	12%	13%	38%	21%	17%	77%	3.18
Hotel/resort central reservations websites	12%	13%	36%	28%	12%	76%	3.14
Website of the Chamber of Commerce and/or the Convention and Visitor Bureau at the destination you're planning to visit	17%	17%	44%	10%	12%	77%	2.83

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

Answered: 77 Skipped: 4

Answer Choices	Response Percent	Response Count
Travelocity	42%	32
Expedia	34%	26
Kayak	31%	24
Orbitz	30%	23
I book directly through the airline or its reservation office	30%	23
Priceline	21%	16
Hotwire	17%	13
CheapTickets	12%	9
Other	12%	9
CheapOair	4%	3

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

Answered: 72 Skipped: 9

Answer Choices	Response Percent	Response Count
I book directly through the hotel property or its reservation office	46%	33
Hotels.com	36%	26
Expedia.com	26%	19
Travelocity.com	25%	18
Priceline.com	11%	8
Booking.com	11%	8
Other	11%	8
Orbitz.com	8%	6
Hotewire.com	7%	5
HotelReservations.com	1%	1

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: 77 Skipped: 4

Answer Choices	Response Percent	Response Count
I don't use peer-to-peer rental accommodation websites.	39%	30
VRBO.com	36%	28
Airbnb.com	32%	25
Other	14%	11
HomeAway.com	12%	9
Flipkey.com	4%	3
Travelmob.com	3%	2

For More Information

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