



2018 Gullah Festival

Gullah Festival
&
Lowcountry and Resort Islands Tourism
Institute (LRITI) at USCB

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Sarah Dawkins, Lead Research Assistant

103

Total Responses

Zip Code Analysis

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

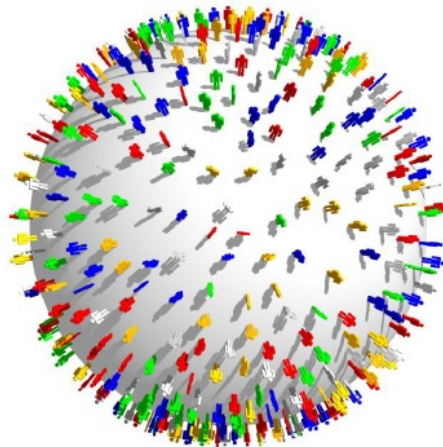
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area	% MSA Share	% MSA Share - % Arbitron	% MSA Share - % Nielsen	% MSA Share - % Scarborough
1	Columbia, SC MSA	22	33%	31%	31%	33%
2	Charleston-North Charleston, SC MSA	7	11%	9%	9%	8%
3	Orangeburg, SC MSA	5	8%	8%	8%	8%
4	Augusta-Richmond County, GA-SC MSA	3	5%	3%	3%	5%
5	Fayetteville, NC MSA	2	3%	3%	3%	3%
6	Greenville, SC MSA	3	5%	1%	-1%	1%
7	Charlotte-Gastonia-Concord, NC-SC MSA	4	6%	-1%	-1%	-2%
8	Atlanta-Sandy Springs-Marietta, GA MSA	6	9%	-6%	-6%	-12%
9	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	3	5%	-10%	-11%	-21%
10	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	11	17%	-38%	-33%	-23%

All Zip Codes Collected

Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
1	Columbia, SC MSA	22
2	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	11
3	Hilton Head Island-Beaufort, SC MSA	7
4	Charleston-North Charleston, SC MSA	7
5	Atlanta-Sandy Springs-Marietta, GA MSA	6
6	Orangeburg, SC MSA	5
7	Charlotte-Gastonia-Concord, NC-SC MSA	4
8	Savannah, GA MSA	4
9	Augusta-Richmond County, GA-SC MSA	3
10	Greenville, SC MSA	3
11	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	3
12	Fayetteville, NC MSA	2
13	Orlando-Kissimmee, FL MSA	2
14	Greensboro-High Point, NC MSA	2
15	Gaffney, SC MSA	1
16	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	1
17	Brunswick, GA MSA	1
18	Gainesville, FL MSA	1
19	Pensacola-Ferry Pass-Brent, FL MSA	1
20	Seattle-Tacoma-Bellevue, WA MSA	1
21	Tallahassee, FL MSA	1

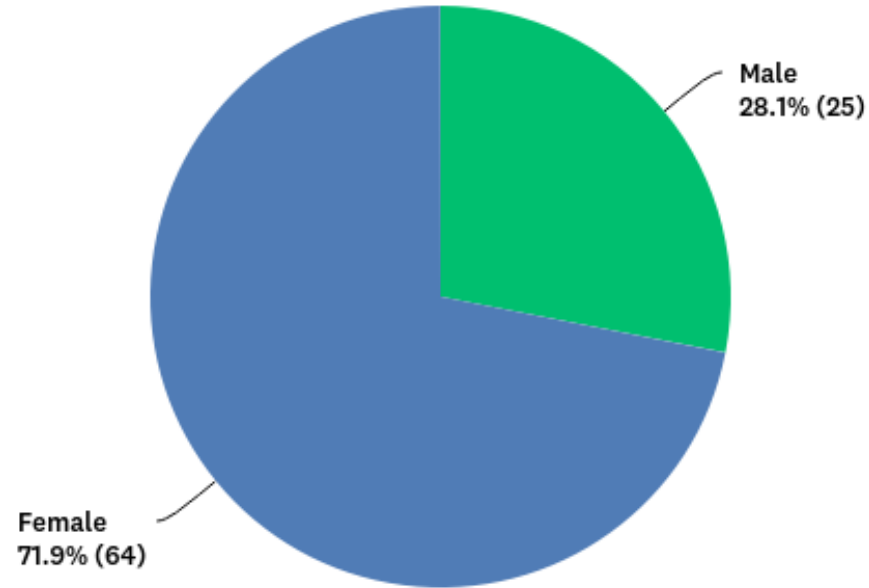
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
22	San Diego-Carlsbad-San Marcos, CA MSA	1
23	Chicago-Naperville-Joliet, IL-IN-WI MSA	1
24	Durham, NC MSA	1
25	Spartanburg, SC MSA	1
26	Virginia Beach-Norfolk-Newport News, VA-NC MSA	1
27	Baltimore-Towson, MD MSA	1
28	East Stroudsburg, PA MSA	1

Demographics



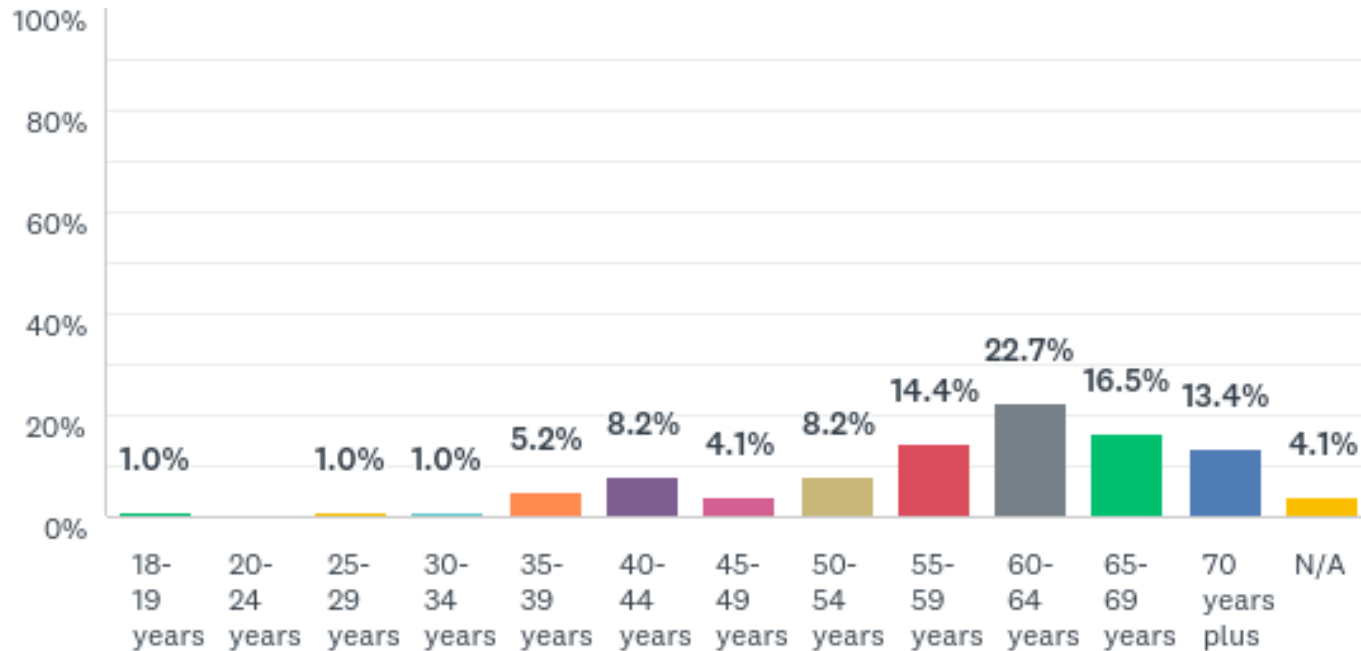
Please indicate your gender below.

Answered: 89 Skipped: 14



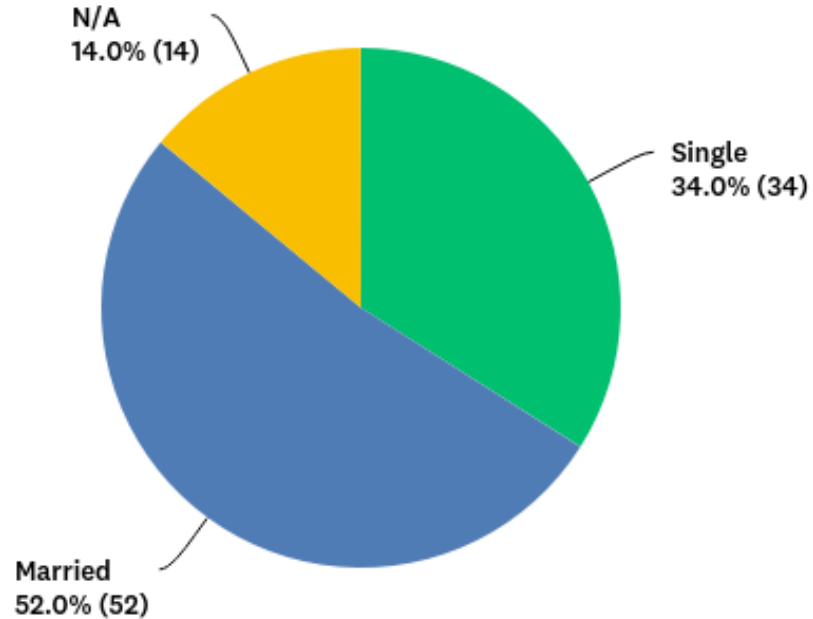
Please indicate your age below.

Answered: 97 Skipped: 6



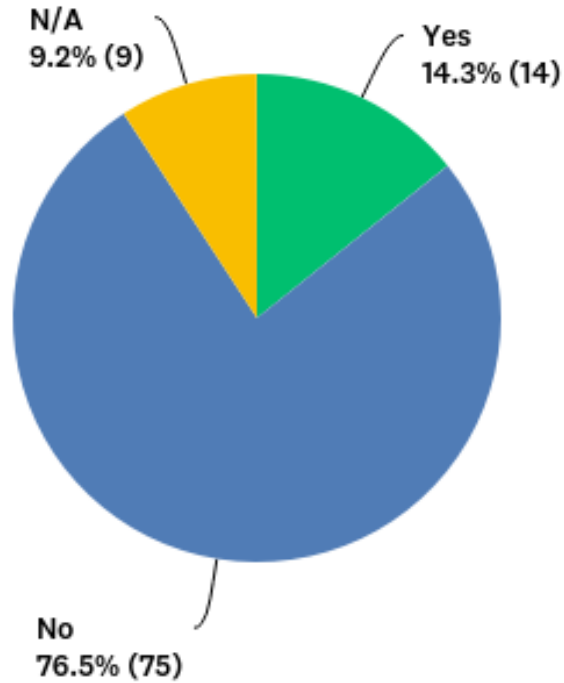
Please indicate your marital status.

Answered: 100 Skipped: 3



Do you have children under 18 living at home?

Answered: 98 Skipped: 5



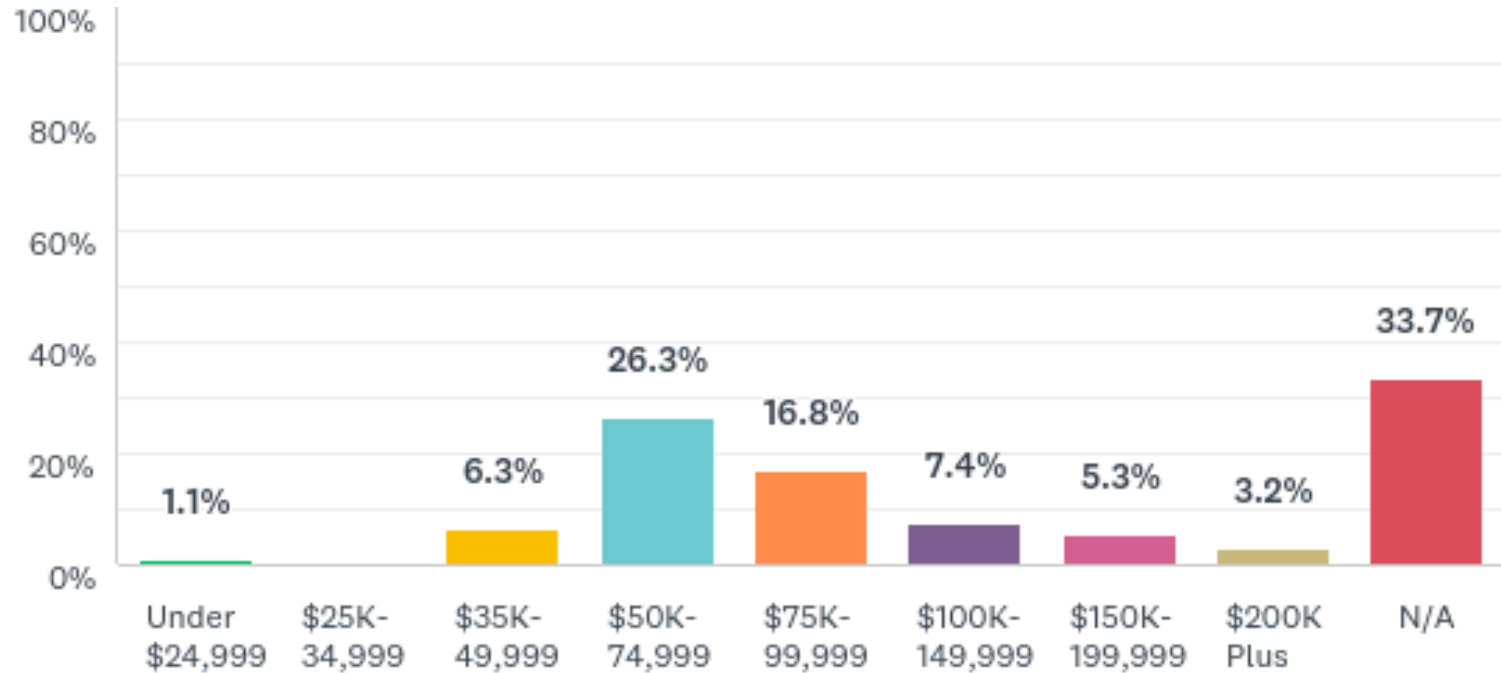
Please indicate your highest level of education.

Answered: 98 Skipped: 5

Answer Choices	Response Percent	Response Count
Grade School	1.0%	1
High School	6.1%	6
Some College	6.1%	6
Associates Degree	9.2%	9
Bachelors Degree	35.7%	35
Graduate Degree	26.5%	26
Doctorate Degree	7.1%	7
N/A	8.2%	8

Which of the following ranges includes your annual household income?

Answered: 95 Skipped: 8

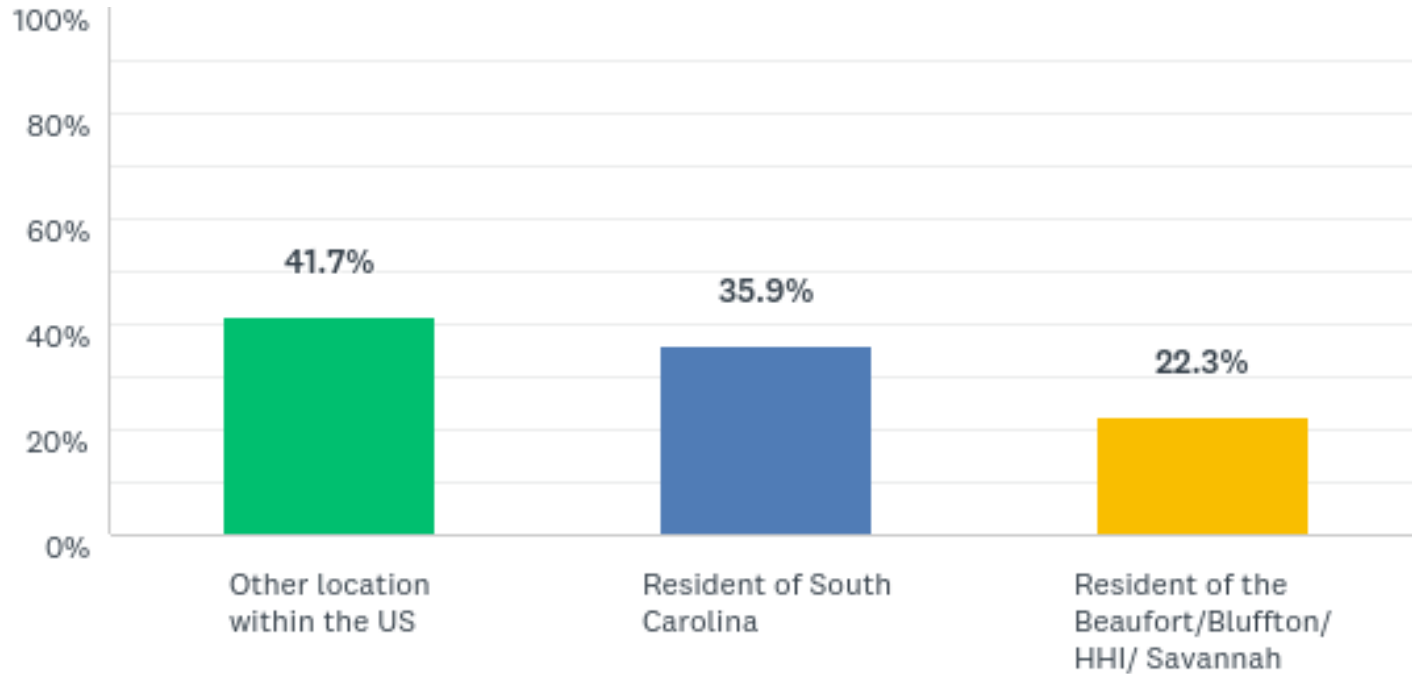


Visitor Characteristics



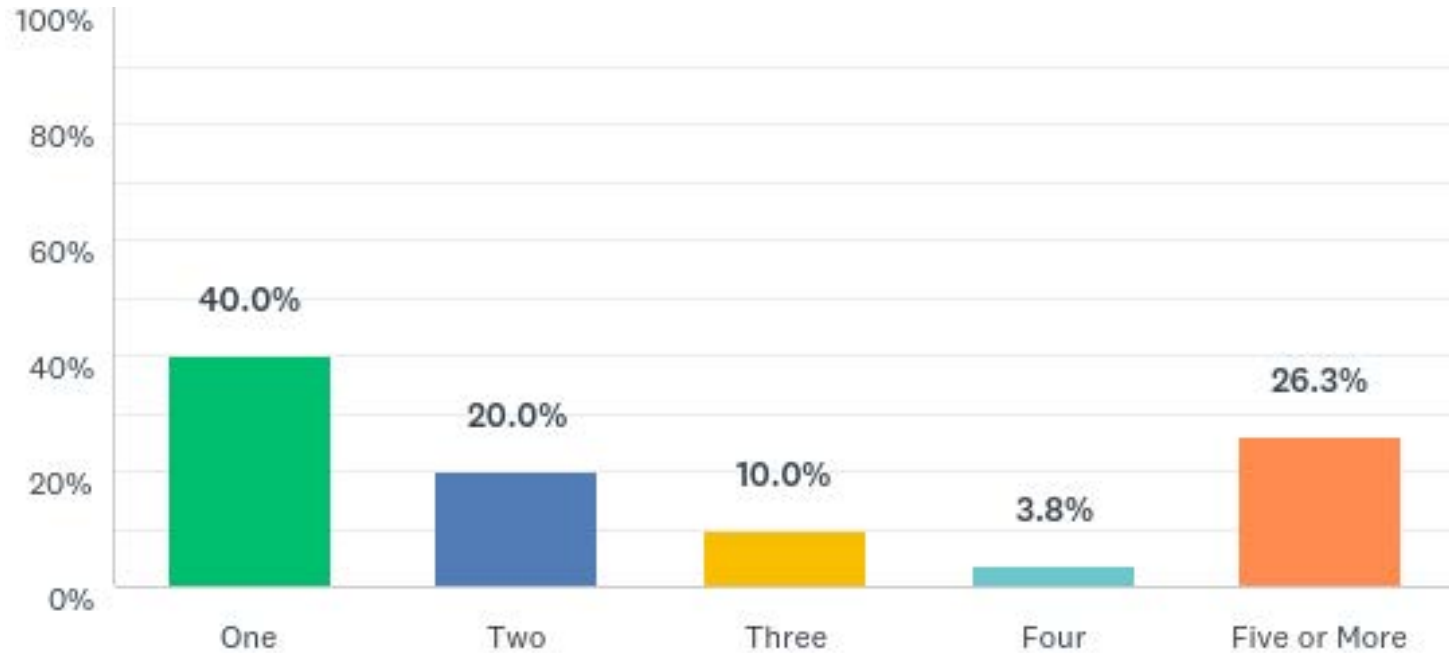
Where is your primary residence?

Answered: 103 Skipped: 0



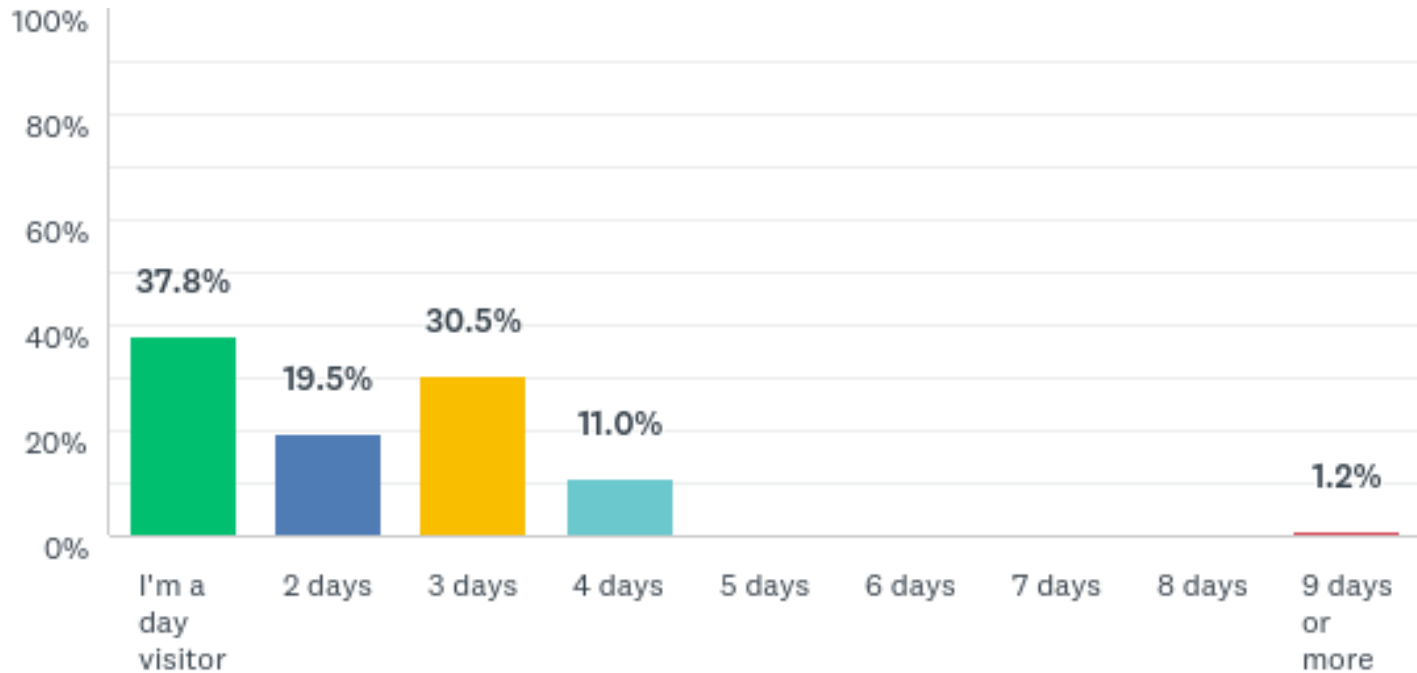
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 80 Skipped: 23



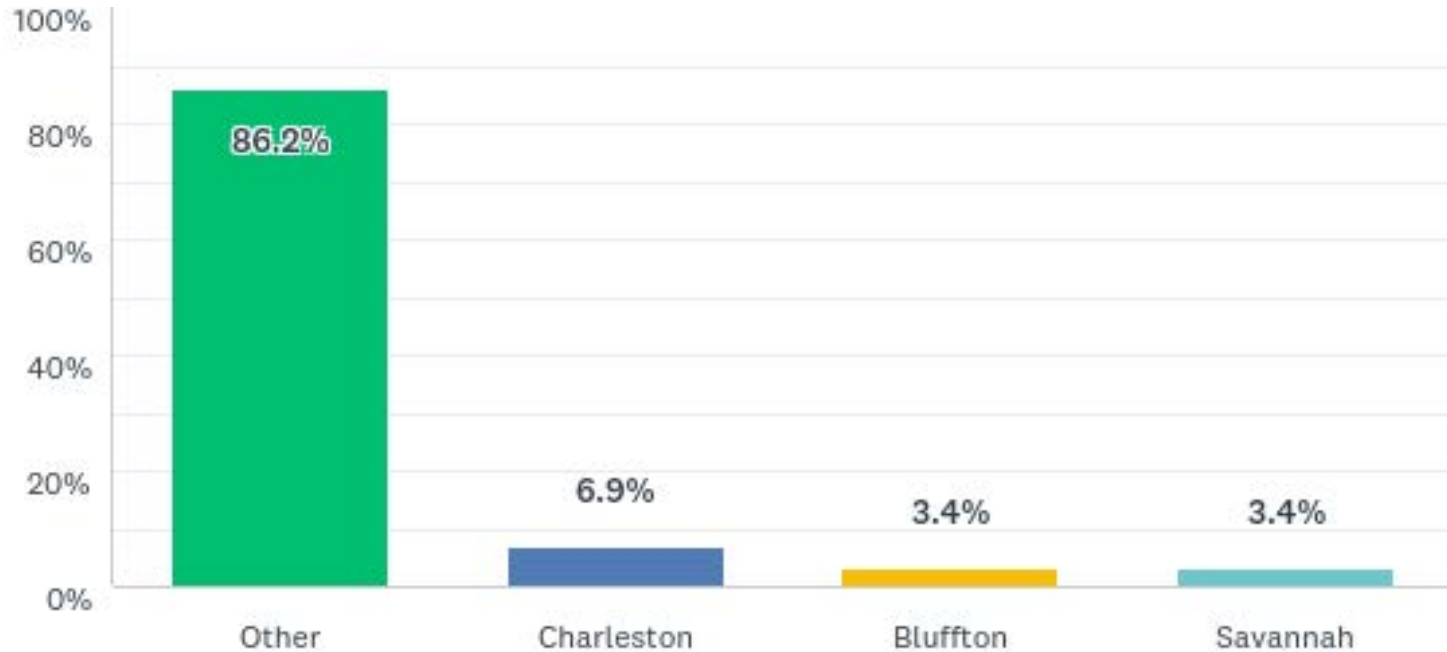
How many days do you intend to stay in Beaufort, SC?

Answered: 82 Skipped: 21



Where are you staying overnight on this trip?

Answered: 29 Skipped: 74



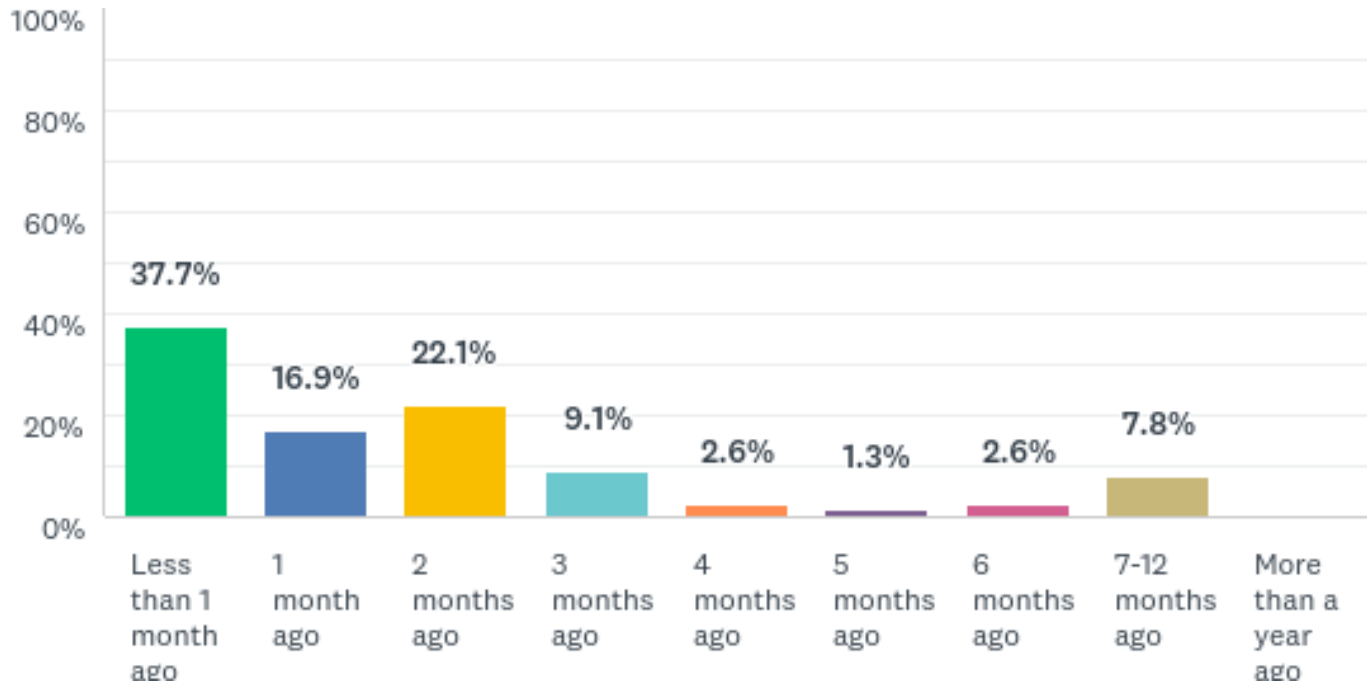
What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 79 Skipped: 24

Answer Choices	Response Percent	Response Choice
Full service hotel	40.5%	32
Other	31.6%	25
Limited service hotel/motel	13.9%	11
With friends/relatives	6.3%	5
Villa/condo-rental	3.8%	3
Home-rental	2.5%	2
Villa/condo-timeshare	1.3%	1

How many months in advance did you book this trip?

Answered: 77 Skipped: 26



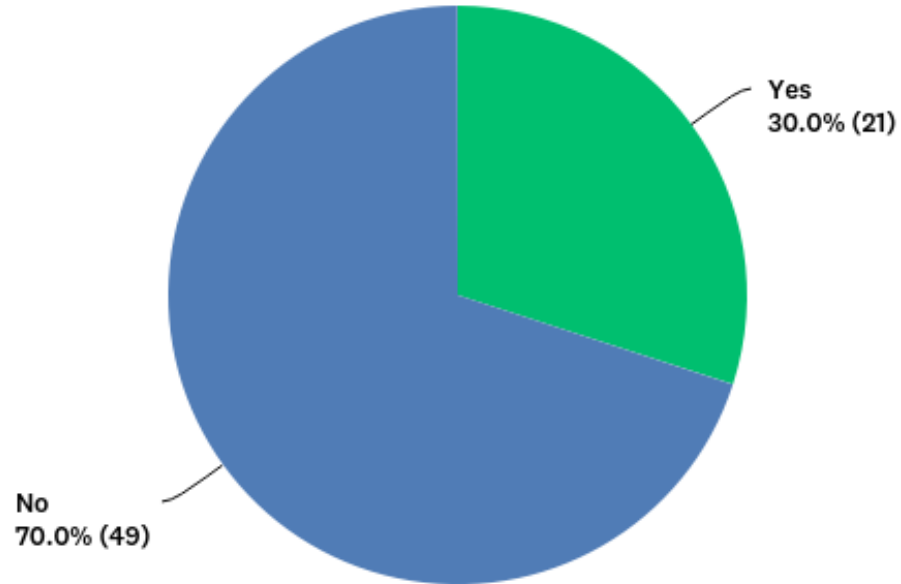
How influential was the 2018 Gullah Festival when initially planning your trip to Beaufort, SC?

Answered: 75 Skipped: 28

Not at all influential	Not influential	Undecided	Influential	Very influential	Total	Weighted Average
0.0%	1.3%	0.0%	21.3%	77.3%	75	4.75

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

Answered: 70 Skipped: 33



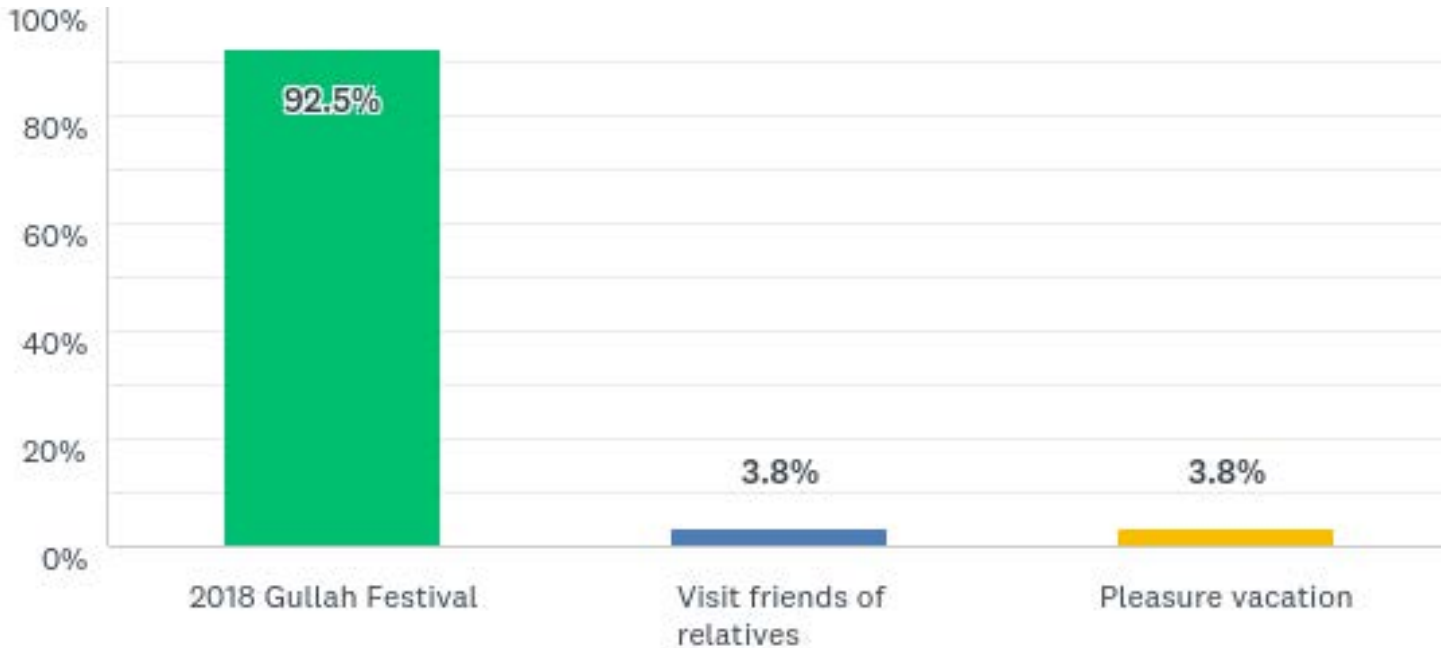
How likely are you to return to the Beaufort area when the Gullah Festival is not occurring?

Answered: 78 Skipped: 25

Extremely unlikely	Very unlikely	Not sure	Very likely	Extremely likely	Total	Weighted Average
3.8%	9.0%	24.4%	26.9%	35.9%	78	3.82

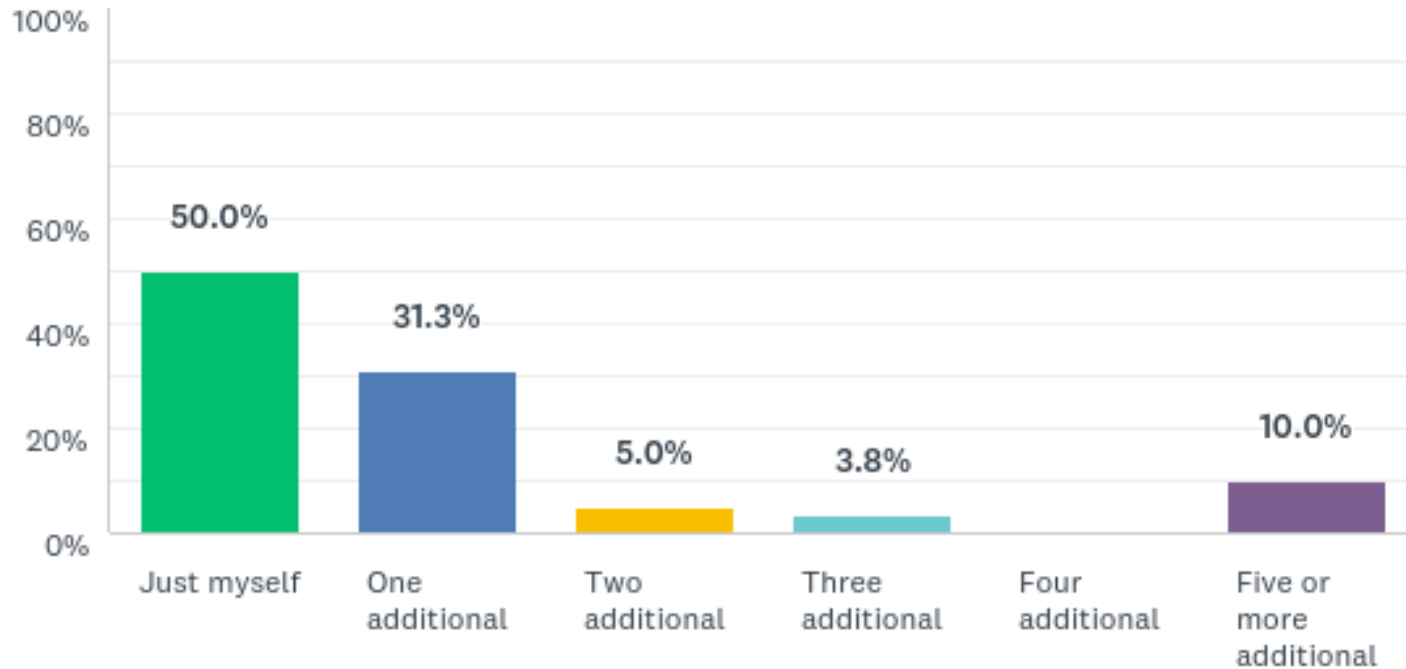
What was the primary reason for this visit to Beaufort, SC?

Answered: 80 Skipped: 23



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

Answered: 80 Skipped: 23



Approximately, how much will you spend on lodging PER NIGHT?

Answered: 78 Skipped: 25

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	0.0%	0
\$50.00-99.99	15.4%	12
\$100.00-199.99	24.4%	19
\$200.00-299.99	11.5%	9
\$300.00-399.99	5.1%	4
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	1.3%	1
\$1000.00-1999.99	0.0%	0
\$2000.00-2999.99	0.0%	0
\$3000.00 Plus	0.0%	0
N/A	42.3%	33

Approximately, how much do you think you'll spend on restaurant dining PER DAY?

Answered: 73 Skipped: 30

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	20.5%	15
\$50.00-99.99	31.5%	23
\$100.00-199.99	13.7%	10
\$200.00-299.99	0.0%	0
\$300.00-399.99	2.7%	2
\$400.00-499.99	1.4%	1
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 Plus	1.4%	1
N/A	28.8%	21

How much do you think you'll spend on retail purchases PER DAY?

Answered: 75 Skipped: 28

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	22.7%	17
\$50.00-99.99	20.0%	15
\$100.00-199.99	20.0%	15
\$200.00-299.99	2.7%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	1.3%	1
\$750.00-999.99	1.3%	1
\$1000.00 Plus	0.0%	0
N/A	32.0%	24

How much do you think you'll spend on recreation expenses PER DAY?

Answered: 75 Skipped: 28

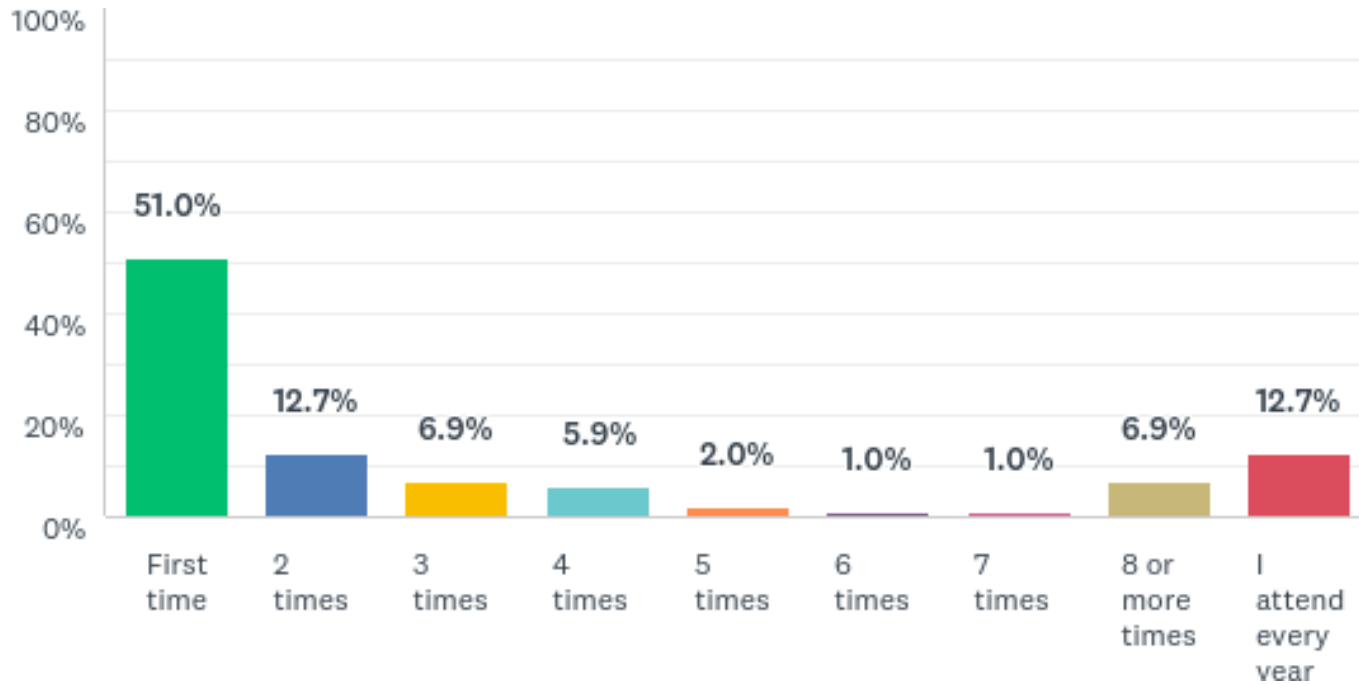
Answer Choices	Response Percent	Response Choice
\$1.00-49.99	24.0%	18
\$50.00-99.99	13.3%	10
\$100.00-199.99	4.0%	3
\$200.00-299.99	2.7%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 Plus	0.0%	0
N/A	56.0%	42

Festival Characteristics



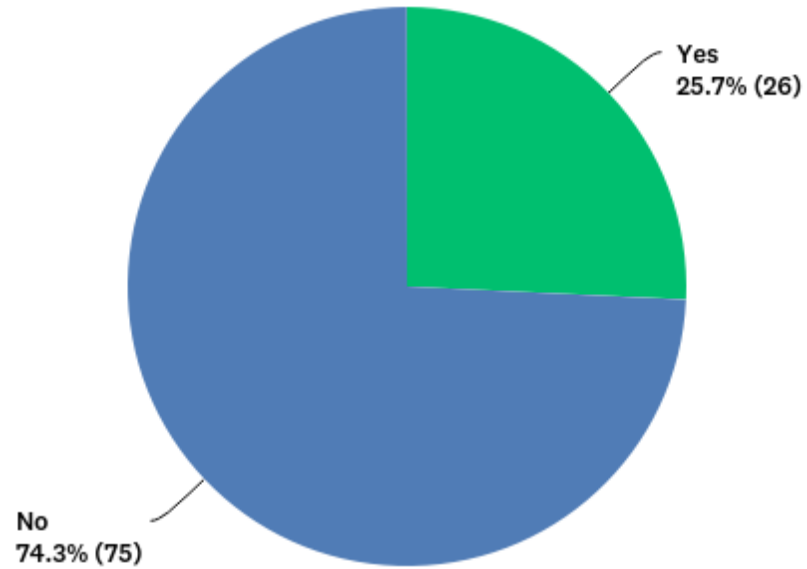
Including this festival, how many times have you attended the Gullah Festival?

Answered: 102 Skipped: 1



Did you attend last year's Gullah Festival?

Answered: 101 Skipped: 2



How did you first learn of the Gullah Festival?

Answered: 103 Skipped: 0

Answer Choices	Response Percent	Response Count
Word of Mouth	56.3%	58
Other	17.5%	18
Internet Search	7.8%	8
Website	6.8%	7
Magazine	2.9%	3
Social Networks	2.9%	3
Beaufort Regional Chamber of Commerce	1.9%	2
Television Commercial or News Coverage	1.0%	1
Radio Commercial or News Coverage	1.0%	1
Newspaper	1.0%	1
Downtown Beaufort Shopping Locations	1.0%	1

How would you rate the following festival characteristics?

Answered: 103 Skipped: 0

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Ambiance	0.0%	0.0%	10.0%	36.0%	54.0%	100	4.44
Music	0.0%	0.0%	5.1%	31.6%	63.3%	98	4.58
Staff Friendliness	1.0%	0.0%	4.0%	33.3%	61.6%	99	4.55
Cost	0.0%	7.1%	17.2%	35.4%	40.4%	99	4.09
Location	0.0%	0.0%	6.1%	23.2%	70.7%	99	4.65
Parking	12.1%	14.1%	29.3%	21.2%	23.2%	9	3.29

How would you rate the following festival characteristics?

Answered: 98 Skipped: 5

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Food Vendor Variety	1.0%	3.1%	19.4%	36.7%	39.8%	98	4.11
Quality of Food You Purchased	0.0%	2.1%	24.0%	37.5%	36.5%	96	4.08
Quality of Beverage You Purchased	0.0%	2.1%	24.0%	39.6%	34.4%	96	4.06
Quantity of Food Items Per Purchase	2.1%	1.0%	21.9%	43.8%	31.3%	96	4.01
Quantity of Beverage Per Purchase	2.1%	0.0%	22.7%	43.3%	32.0%	97	4.03

How would you rate the following festival characteristics?

Answered: 100 Skipped: 3

	Very Poor	Poor	Average	Good	Very Good	Total	Weighted Average
Availability of Public Seating	2.0%	10.0%	23.0%	31.0%	34.0%	100	3.85
Recycling Opportunities	3.1%	16.7%	31.3	25.0%	24.0%	96	3.50
Retail Vendor Variety	0.0%	5.2%	23.7%	38.1%	33.0%	97	3.99
Consistency of Theme	0.0%	1.0%	17.2%	33.3%	48.5%	99	4.29
Event Layout and Design	0.0%	4.0%	19.2%	43.4%	33.3%	99	4.06
Crowd Flow	1.0%	1.0%	18.2%	48.5%	31.3%	99	4.08
Overall Value of the Event	0.0%	3.1%	15.3%	35.7%	45.9%	98	4.24

How likely are you to return to next year's festival and recommend the festival to friends?

Answered: 101 Skipped: 2

	Extremely unlikely	Very unlikely	Not sure	Very likely	Extremely likely	Total	Weighted Average
Recommend the festival to friends	0.0c%	0.0%	6.5%	43.0%	50.5%	93	4.44
Return to next year's festival	1.0%	5.9%	17.8%	34.7%	40.6%	101	4.08



LOWCOUNTRY

& RESORT ISLANDS TOURISM INSTITUTE

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See also: www.lriti.org

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