2014 Beaufort’s High on the Hog Festival Survey Results

Prepared by: Tiana Vinciguerra
Executive Summary

• 109 respondents completed the survey.
• 32% were tourists from outside the Beaufort/ Bluffton/ Hilton Head region.
• 29% of the tourists visiting Beaufort stayed with family or friends.
• Almost 32% of attendees first learned of High on the Hog through word of mouth.
• 50% of attendees booked their travel within that month.
• About 50% of the tourists indicated that the High on the Hog Festival was influential toward planning their trip.
• Over 68% of tourists indicated that they were going to dine in a Beaufort restaurant.
• 96% of all attendees considered the event a Good or Very Good value.
• Non-local attendees are concentrated in Charleston, SC and Columbia, SC.
Demographics
Please indicate your gender below.

- Male: 34%
- Female: 66%
Please indicate your age below.
Please indicate your marital status.
Do you have children under 18 living at home?
Please indicate your highest level of education.

- Grade School: 0.0%
- High School: 7.1%
- Some college: 14.1%
- Associates Degree (2 years): 14.1%
- Bachelors Degree (4 years): 29.3%
- Graduate Degree (Post degree/Masters): 30.3%
- Not Applicable: 5.1%
Which of the following ranges includes your annual household income?

- Under $24,999: 8.2%
- $25,000-$49,999: 8.2%
- $50,000-$74,999: 7.1%
- $75,000-$99,999: 12.2%
- $100,000-$149,999: 17.3%
- $150,000-$199,999: 15.3%
- $200,000 or More: 10.2%
- Not Applicable: 16.3%
Survey Responses
Where is your primary residence?

- Resident of the Beaufort/Bluffton/Hilton Head Island/Savannah community (within 50 miles of Beaufort) - 68%
- Resident of South Carolina - 15%
- Other location within the US - 16%
- Outside the US - 1%
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

- One: 16.7%
- Two: 20.0%
- Three: 3.3%
- Four: 6.7%
- Five or More: 53.3%
How many days do you plan to spend in Beaufort, SC?

<table>
<thead>
<tr>
<th>Event</th>
<th>1 Day Visitor</th>
<th>2 Days</th>
<th>3 Days</th>
<th>4 Days</th>
<th>5 Days</th>
<th>6 Days</th>
<th>7 Days</th>
<th>8 Days</th>
<th>9 Days or More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shrimp Festival</td>
<td>37.6%</td>
<td>20.5%</td>
<td>19.7%</td>
<td>2.6%</td>
<td>0.0%</td>
<td>1.7%</td>
<td>3.4%</td>
<td>0.0%</td>
<td>14.5%</td>
</tr>
<tr>
<td>Water Festival</td>
<td>28.1%</td>
<td>14.6%</td>
<td>11.5%</td>
<td>11.5%</td>
<td>4.2%</td>
<td>3.1%</td>
<td>7.3%</td>
<td>0.0%</td>
<td>19.8%</td>
</tr>
<tr>
<td>High on the Hog</td>
<td>25.0%</td>
<td>18.8%</td>
<td>12.5%</td>
<td>6.3%</td>
<td>3.1%</td>
<td>0.0%</td>
<td>3.1%</td>
<td>3.1%</td>
<td>28.1%</td>
</tr>
</tbody>
</table>
Where are you staying overnight on this trip?

<table>
<thead>
<tr>
<th></th>
<th>Bluffton</th>
<th>Hilton Head Island</th>
<th>Charleston</th>
<th>Savannah</th>
<th>Off I-95</th>
<th>Florida</th>
<th>North Carolina</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High on the Hog</strong></td>
<td>0.0%</td>
<td>0.0%</td>
<td>20.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>80.0%</td>
</tr>
<tr>
<td><strong>Water Festival</strong></td>
<td>3.8%</td>
<td>11.5%</td>
<td>23.1%</td>
<td>3.8%</td>
<td>3.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>53.8%</td>
</tr>
<tr>
<td><strong>Shrimp Festival</strong></td>
<td>14.3%</td>
<td>23.8%</td>
<td>16.7%</td>
<td>4.8%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>40.5%</td>
</tr>
</tbody>
</table>

Item was only answered by day visitors
Item was only answered by day visitors that stayed in Beaufort
How many months in advance did you book this trip?

- High on the Hog
- Water Festival
- Shrimp Festival

Less than 1 month ago, 1 month ago, 2 months ago, 3 months ago, 4 months ago, 5 months ago, 6 months ago, 7-12 months ago, More than a year ago.
How influential was this festival when initially planning your trip to Beaufort, SC?

- Very influential:
  - High on the Hog: 18.2%
  - Water Festival: 42.2%
  - Shrimp Festival: 50.0%

- Influential:
  - High on the Hog: 40.9%
  - Water Festival: 4.5%
  - Shrimp Festival: 23.4%

- Undecided:
  - High on the Hog: 13.6%
  - Water Festival: 9.4%
  - Shrimp Festival: 2.9%

- Not influential:
  - High on the Hog: 22.7%
  - Water Festival: 15.6%
  - Shrimp Festival: 11.4%

- Not at all influential:
  - High on the Hog: 4.5%
  - Water Festival: 9.4%
  - Shrimp Festival: 12.9%
What was the primary reason for this visit to Beaufort, SC?

<table>
<thead>
<tr>
<th>Reason</th>
<th>High on the Hog</th>
<th>Water Festival</th>
<th>Shrimp Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit friends or relatives</td>
<td>31.3%</td>
<td>29.2%</td>
<td>19.0%</td>
</tr>
<tr>
<td>Attend festival</td>
<td>25.0%</td>
<td>42.7%</td>
<td>40.5%</td>
</tr>
<tr>
<td>Pleasure vacation</td>
<td>25.0%</td>
<td>13.5%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Convention or Conference</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Business and Pleasure</td>
<td>3.1%</td>
<td>7.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Other business</td>
<td>0.0%</td>
<td>3.1%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Activity close to home</td>
<td>6.3%</td>
<td>3.1%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Outdoor recreation</td>
<td>0.0%</td>
<td>1.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Just passing through</td>
<td>9.4%</td>
<td>0.0%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>
How many additional people are you financially responsible for during this trip?

- Just myself: 43.8%
- One additional: 37.5%
- Two additional: 12.5%
- Three additional: 3.1%
- Four additional: 3.1%
- Five or more additional: 0.0%
Approximately how much will you spend on lodging per night?

- **High on the Hog**
- **Water Festival**
- **Shrimp Festival**

- $1.00-49.99
- $50.00-99.99
- $100.00-149.99
- $150.00-199.99
- $200.00-249.99
- $250.00-299.99
- $300.00-349.99
- $350.00-399.99
- $400.00-449.99
- $450.00-499.99
- $500.00-599.99
- $600.00-699.99
- $700.00-749.99
- $800.00-849.99
- $900.00-999.99
- $1000.00-1999.99
- $2000.00-2999.99
- $3000.00 or more
- Not applicable
Approximately, how much do you think you'll spend on restaurant dining PER DAY?

- **High on the Hog**
- **Water Festival**
- **Shrimp Festival**

Breakdown by price range:

- $1.00-24.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $25.00-49.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $50.00-74.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $75.00-99.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $100.00-149.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $150.00-199.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $200.00-249.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $250.00-299.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $300.00-349.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $350.00-399.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $400.00-499.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $500.00-749.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $750.00-999.99: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- $1000.00 or more: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
- Not applicable: X% (High on the Hog), X% (Water Festival), X% (Shrimp Festival)
Approximately, how much do you think you'll spend on retail purchases PER DAY (i.e. clothes, gifts, souvenirs, etc.)?

![Bar chart showing spending on retail purchases per day by event.](chart.png)
Approximately how much do you think you'll spend on recreation expenses (i.e. golf, tennis, bicycling, etc.) per day?

- High on the Hog
- Water Festival
- Shrimp Festival

$1.00-24.99
$25.00-49.99
$50.00-74.99
$75.00-99.99
$100.00-149.99
$150.00-199.99
$200.00-299.99
$300.00-399.99
$400.00-499.99
$500.00-749.99
$750.00-999.99
$1000.00 or more
Not applicable
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.
Would you have visited the Beaufort area AT THIS TIME even if High on the Hog had not been held?

<table>
<thead>
<tr>
<th>Festival</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>High on the Hog</td>
<td>83.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Water Festival</td>
<td>70.2%</td>
<td>29.8%</td>
</tr>
<tr>
<td>Shrimp Festival</td>
<td>70.5%</td>
<td>29.5%</td>
</tr>
</tbody>
</table>
Including this festival, how many times have you attended the High on the Hog Festival?

- This is my 1st festival: 82%
- 2 times: 13%
- I attend every year: 5%
How did you first learn of the High on the Hog BBQ Festival?

- 31.4% Word of Mouth
- 10.8% Previously Attended
- 11.8% Posters
- 13.7% Newspaper
- 6.9% Group or Club
- 5.9% Flyers
- 3.9% Internet Search
- 2.0% Beaufort Regional Chamber of Commerce
- 2.0% Social Networks
- 2.0% Festival Website
- 2.0% High on the Hog BBQ
- 1.0% Other Website
- 1.0% Magazine
- 1.0% Radio Commercial or News Coverage
- 1.0% Television Commercial or News Coverage
- 0.0% Retail Outlet
How would you rate the following festival characteristics?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
<th>Don't Know-N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of Public Seating</td>
<td>31.3%</td>
<td>34.4%</td>
<td>21.9%</td>
<td>8.3%</td>
<td>1.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Consistency of the &quot;BBQ&quot; theme throughout the festival</td>
<td>69.4%</td>
<td>26.5%</td>
<td>3.1%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Event Layout and Design</td>
<td>46.9%</td>
<td>42.9%</td>
<td>8.2%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Crowd Flow</td>
<td>55.6%</td>
<td>38.4%</td>
<td>6.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Overall Value of the Event</td>
<td>62.6%</td>
<td>33.3%</td>
<td>4.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Parking</td>
<td>55.4%</td>
<td>33.7%</td>
<td>5.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Food Vendor Variety</td>
<td>48.5%</td>
<td>36.6%</td>
<td>9.9%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Quality of Food You Purchased</td>
<td>56.9%</td>
<td>28.4%</td>
<td>6.9%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Quality of Beverage You Purchased</td>
<td>42.4%</td>
<td>35.4%</td>
<td>10.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Quantity of Food Items per Purchase</td>
<td>46.5%</td>
<td>26.7%</td>
<td>12.9%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Quantity of Beverage Per Purchase</td>
<td>36.7%</td>
<td>35.7%</td>
<td>16.3%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Music</td>
<td>51.5%</td>
<td>34.7%</td>
<td>12.9%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Ambiance</td>
<td>50.5%</td>
<td>40.6%</td>
<td>7.9%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Cost</td>
<td>41.6%</td>
<td>32.7%</td>
<td>23.8%</td>
<td>2.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Staff Friendliness</td>
<td>76.8%</td>
<td>20.2%</td>
<td>2.0%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Kid’s Area</td>
<td>29.3%</td>
<td>24.2%</td>
<td>9.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>37.4%</td>
</tr>
<tr>
<td>Location</td>
<td>74.5%</td>
<td>20.4%</td>
<td>5.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>
When traveling on vacation, what form of mobile technology do you primarily use when gathering information about the destination you're visiting?

- IPhone or Smart Phone: 60%
- IPad or Tablet: 9%
- Laptop Computer: 15%
- GPS Device: 3%
- Non Smart Phone/Mobile Phone: 2%
- Other: 2%
- I don't use mobile technology when I travel: 2%
Recommendations

• Work with hotels to provide discounts during weekend of the festival.
• Add a Beaufort Travel Information tent to the front of the festival.
• Advertise in Charleston, SC and Columbia, SC newspapers.
• Provide small incentives if guests come back with a friend to the following High on the Hog Festival.
• Improve social media advertisements.
For more information, please contact:

Tiana Vinciguerra

or

John Salazar, Ph.D., CHE
University of South Carolina-Beaufort
and
The Lowcountry & Resort Islands Tourism Institute