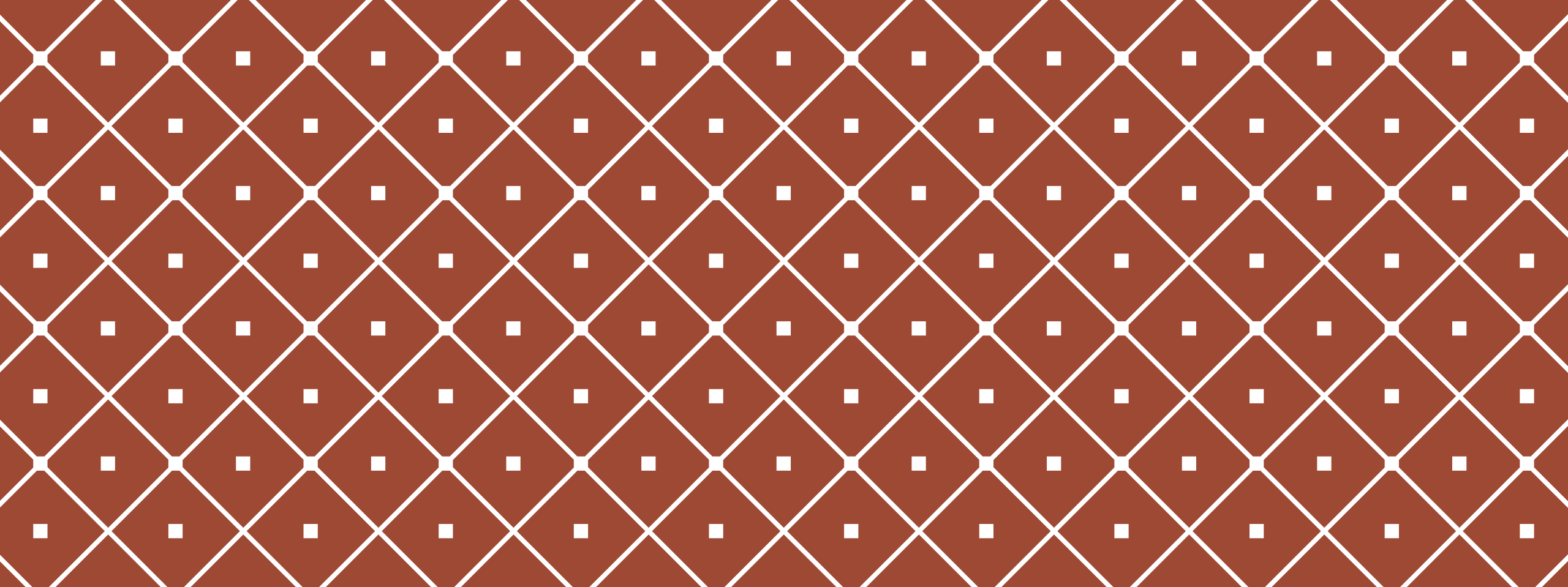




CHARLESTON[®]

WINE + FOOD

2020 ATTENDEE SURVEY REPORT

Prepared By:
Melinda Patience
Daniel Guttentag
Mallory Banks



CONTENTS

Methods & Response Rates

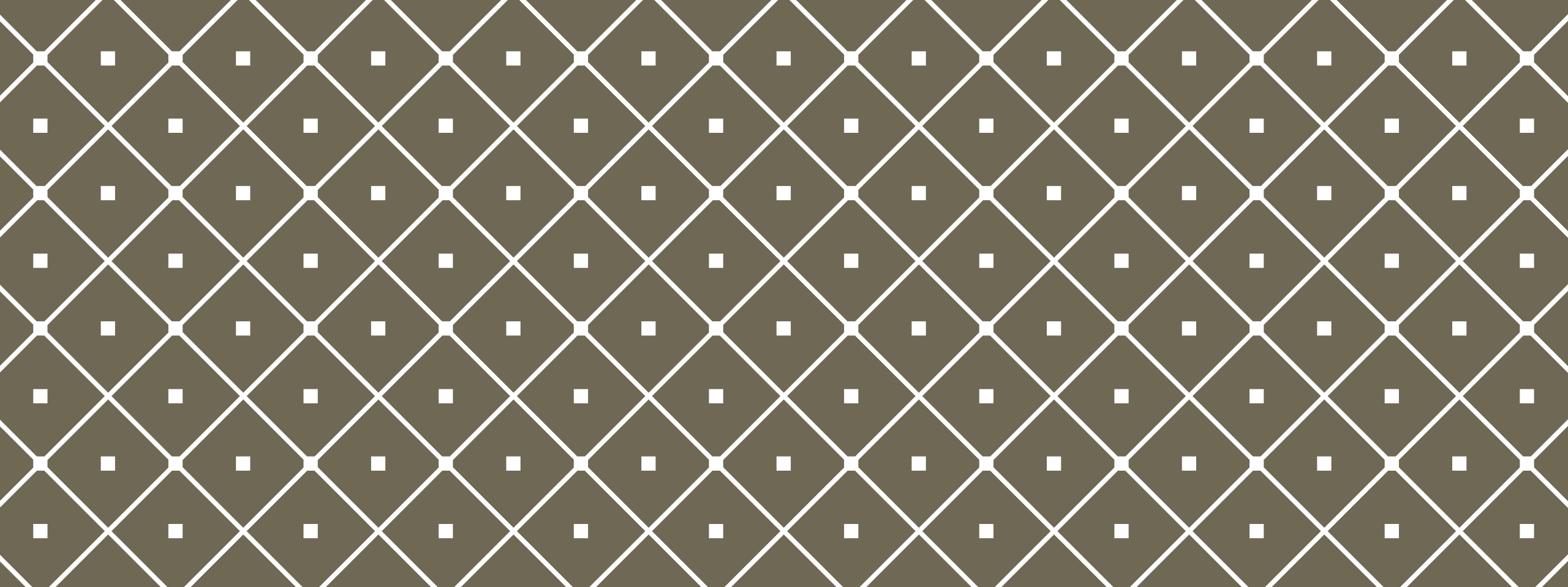
Attendee Profile

Trip Characteristics

METHODS & RESPONSE RATES

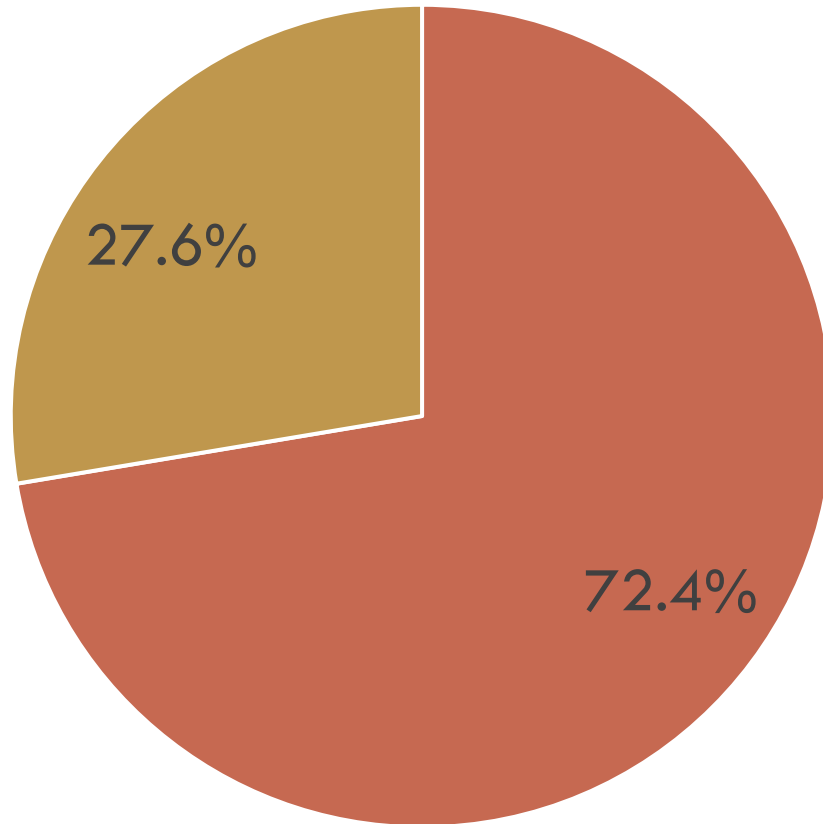
The Charleston Wine + Food Festival Attendee Survey was an online survey conducted using Qualtrics.com. The survey was sent out via email to attendees who purchased their tickets online.

- 6,356 initial messages were sent out on Tuesday, March 10th, 2020, with a follow-up reminder sent on Wednesday, March 18th, 2020
- 1,654 total responses were received; 1,377 responses were usable for analysis
- Therefore, the survey had a 21.7% response rate



ATTENDEE PROFILE

AGE & GENDER



Gender

■ Female

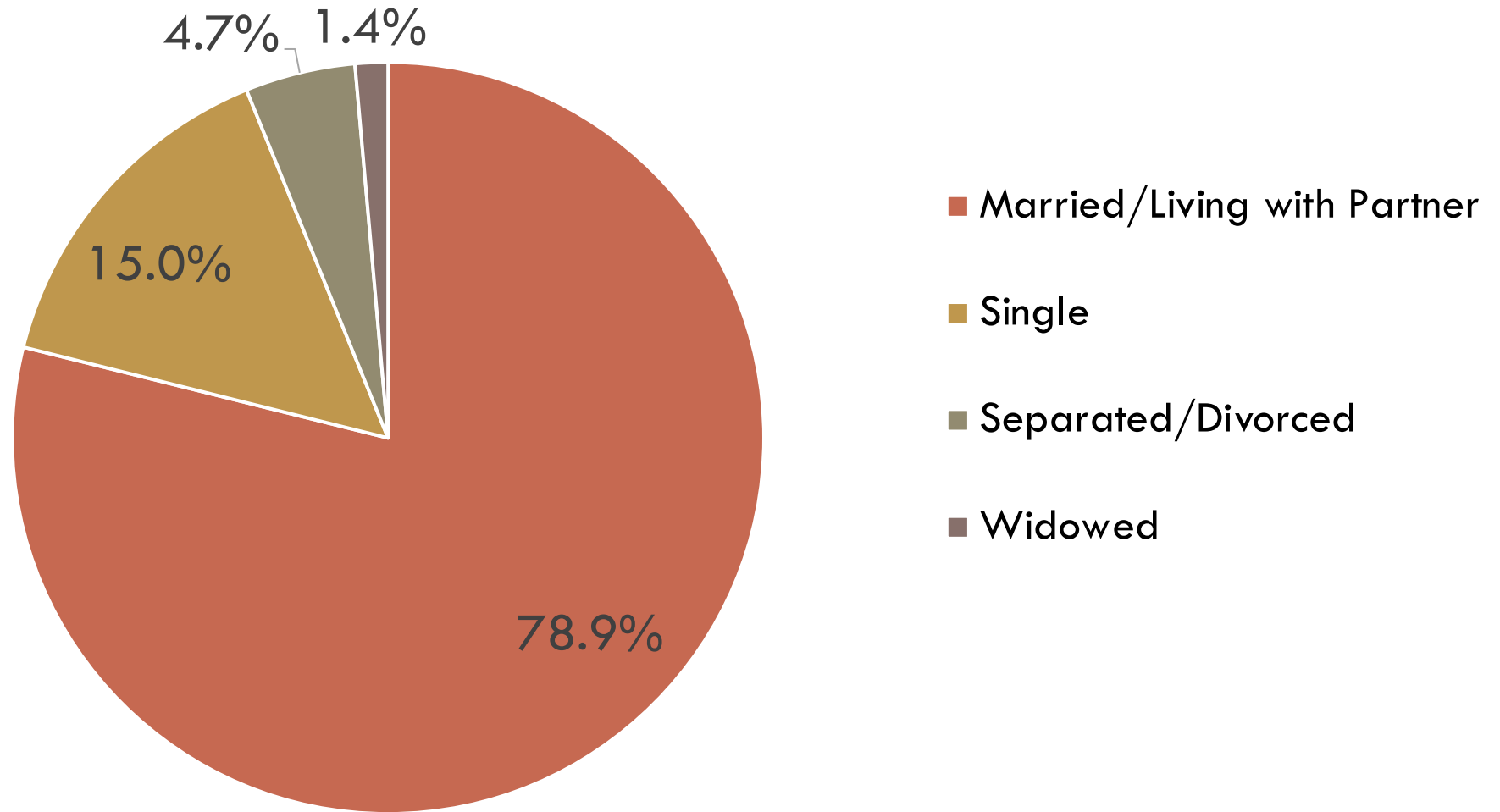
■ Male

Age

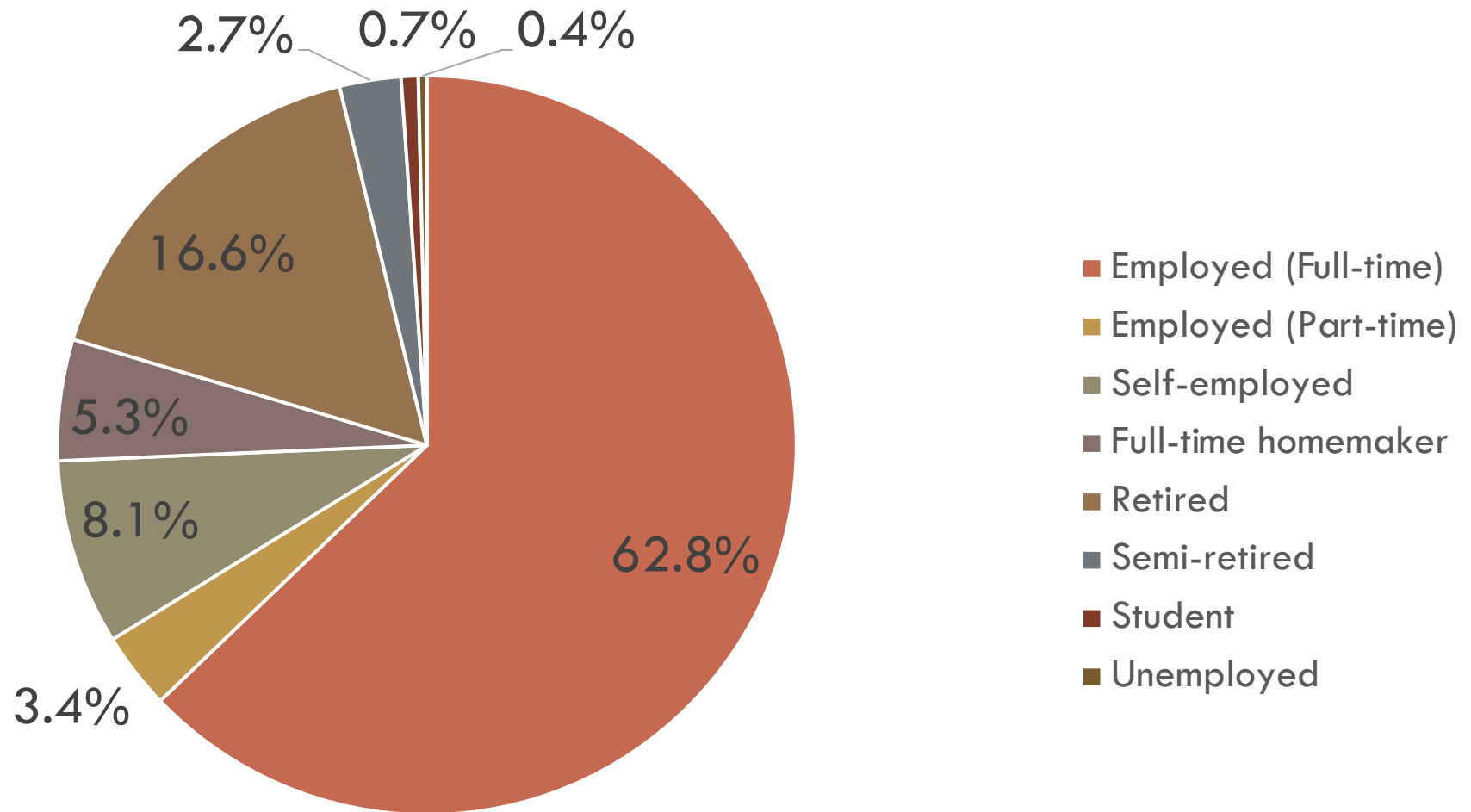
Average: 48.4

Median: 49

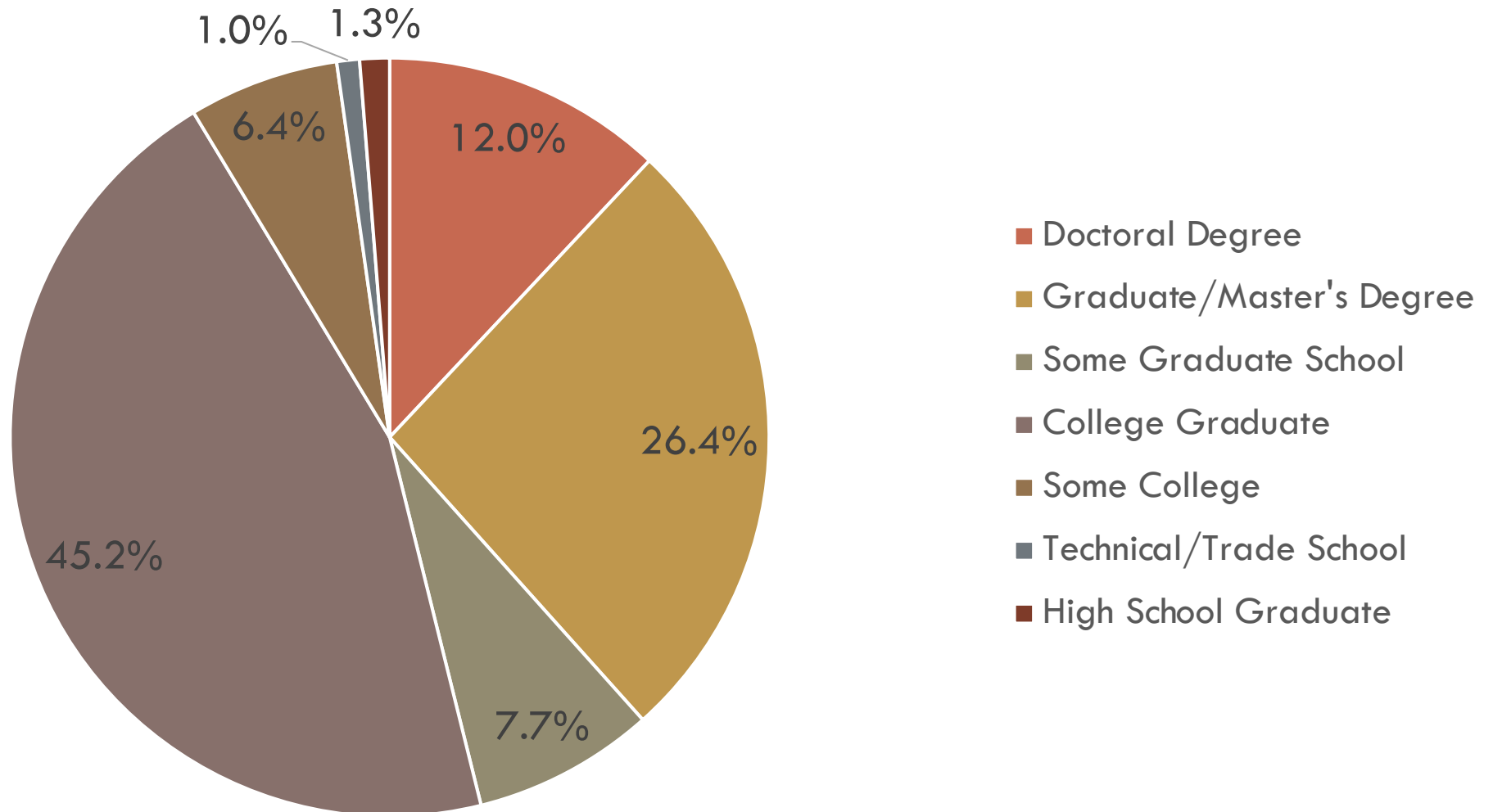
FAMILY STATUS



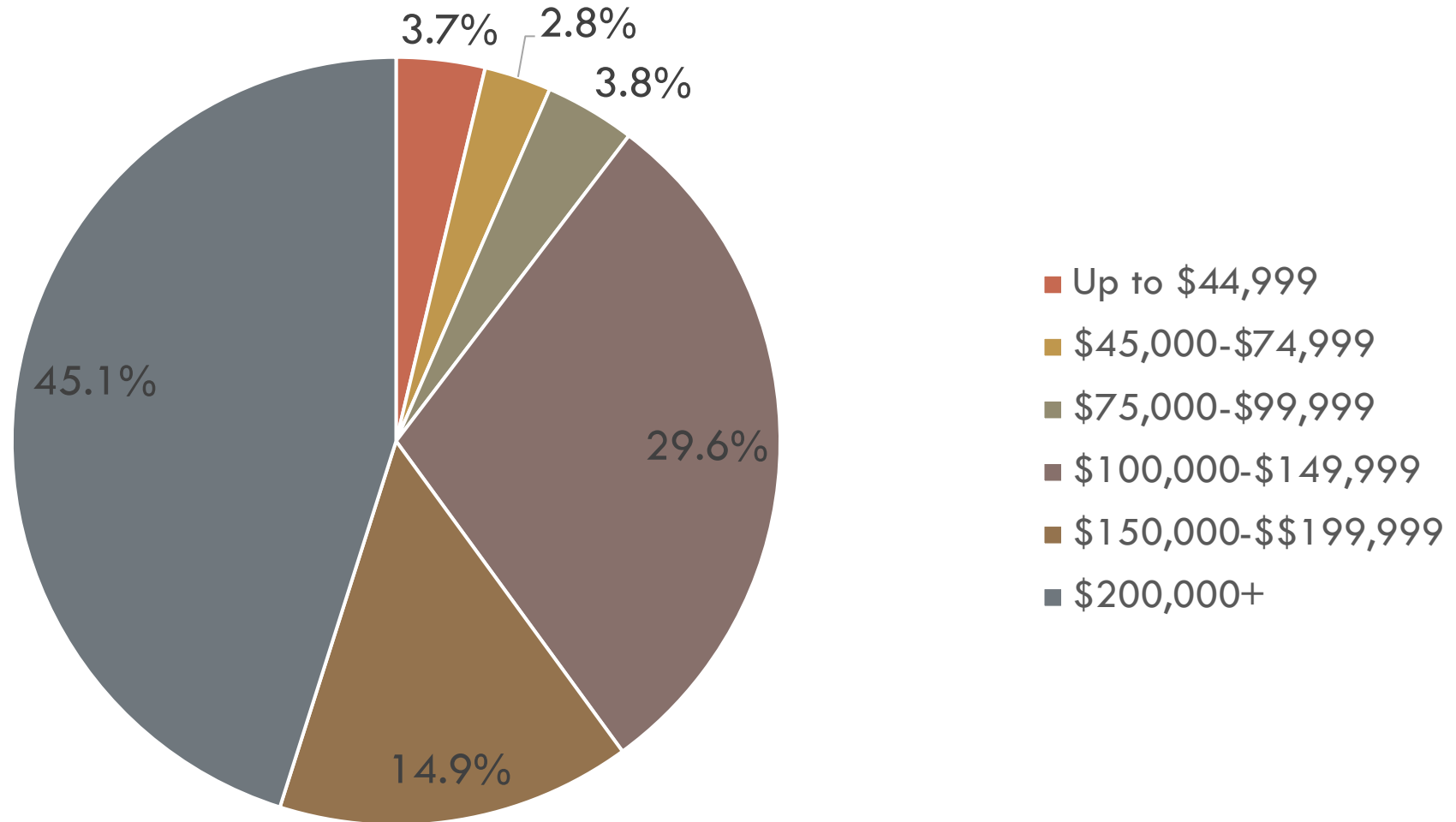
EMPLOYMENT STATUS

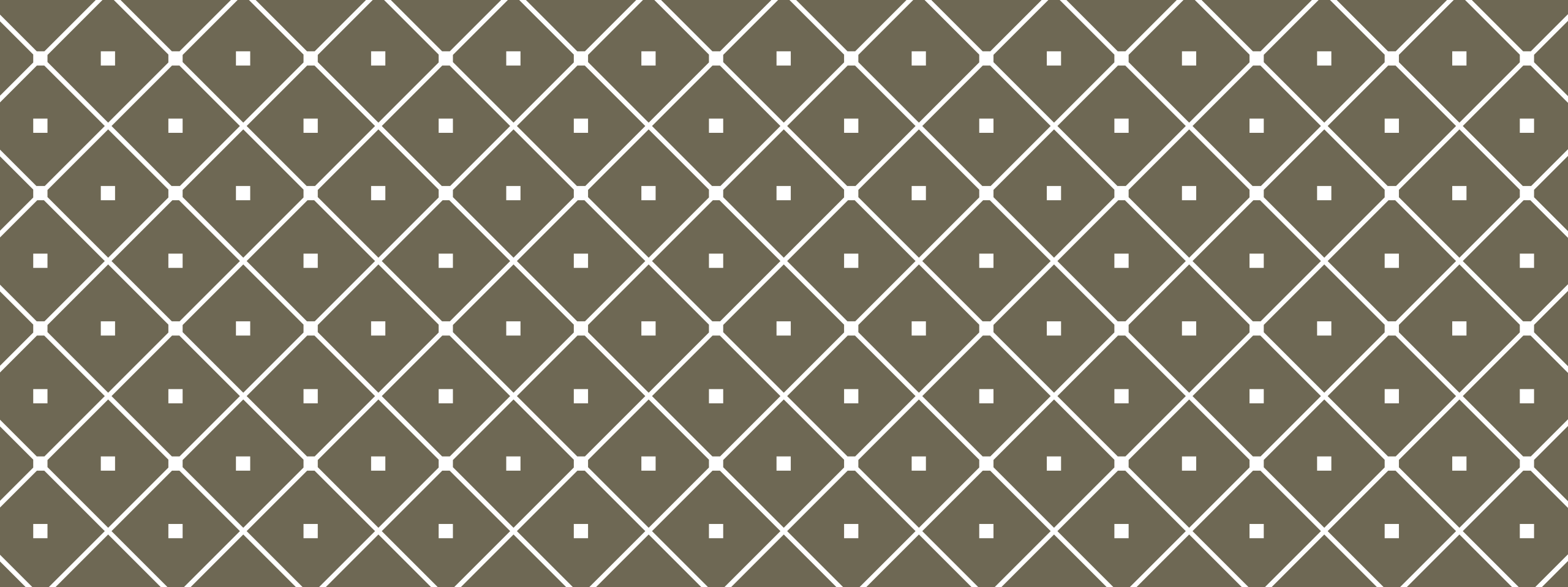


EDUCATION STATUS



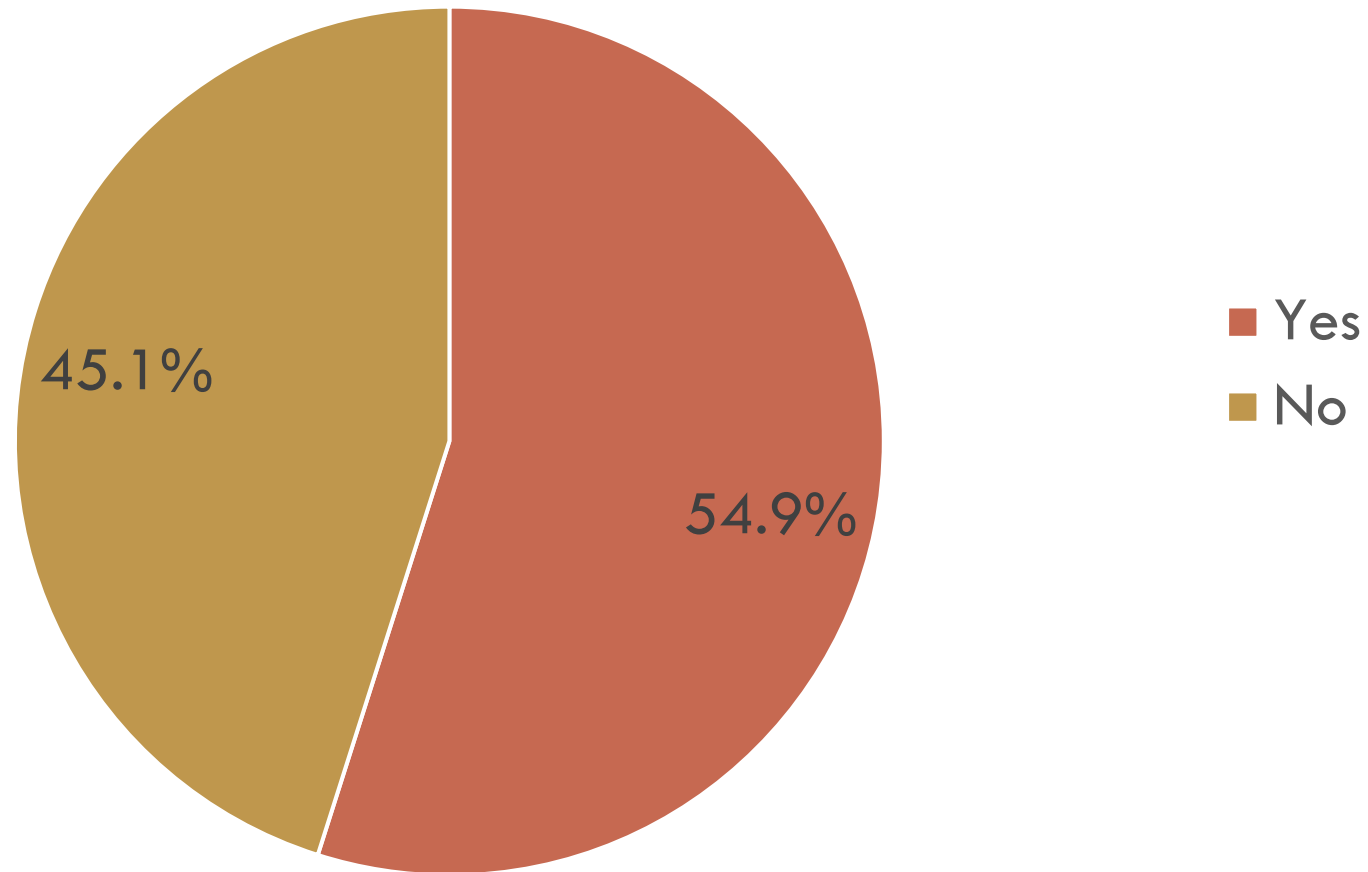
HOUSEHOLD INCOME



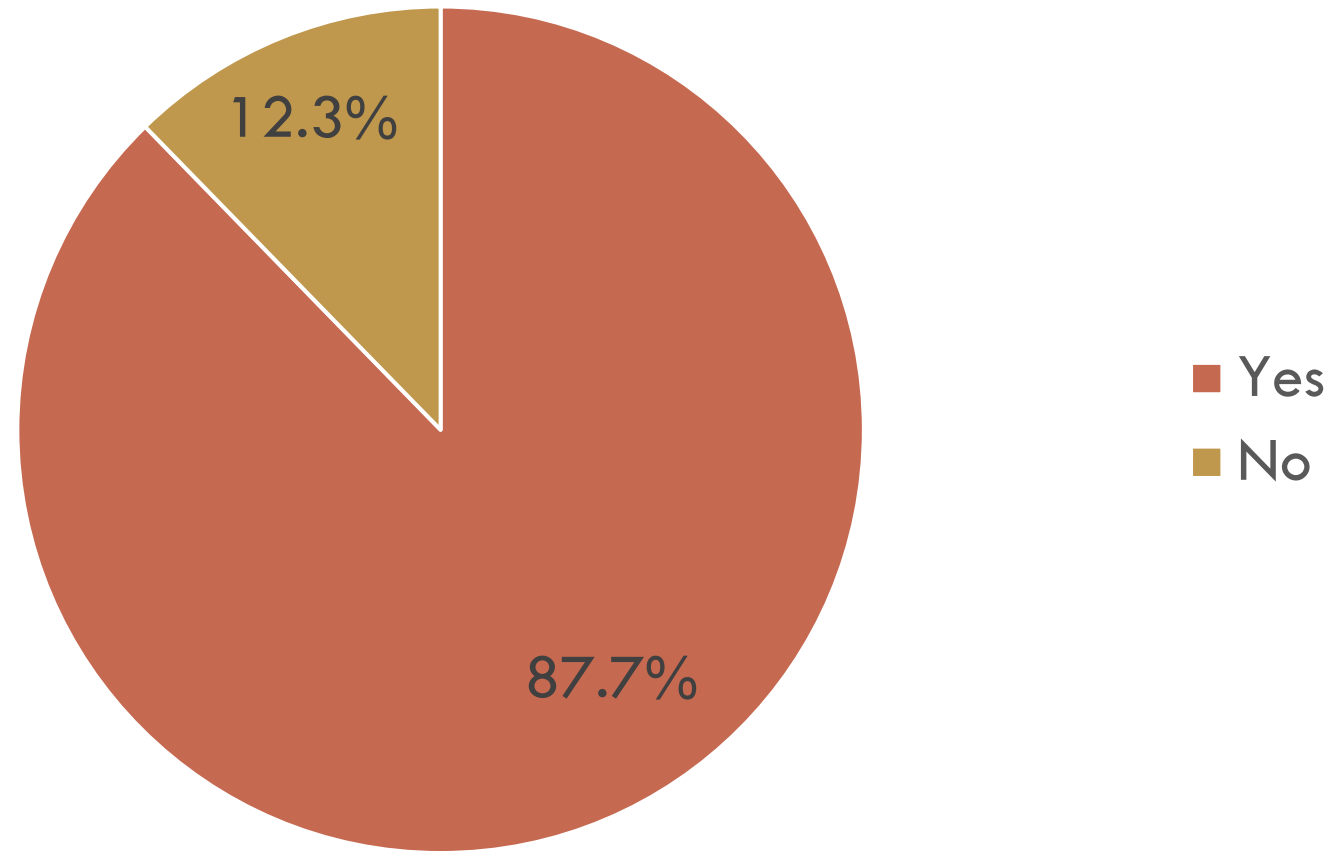


TRIP CHARACTERISTICS

ARE YOU A RESIDENT OF THE GREATER CHARLESTON AREA?



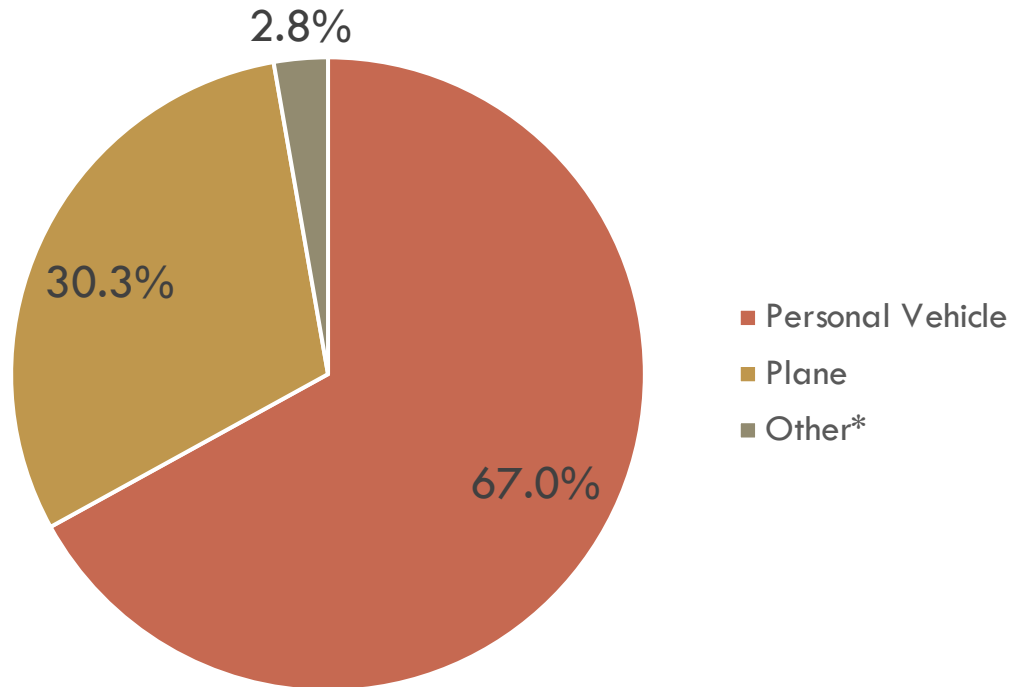
WAS ATTENDING THE CHARLESTON WINE + FOOD FESTIVAL THE PRIMARY REASON FOR YOUR TRIP TO CHARLESTON?



TRAVEL PARTY SIZE & ARRIVAL MODE

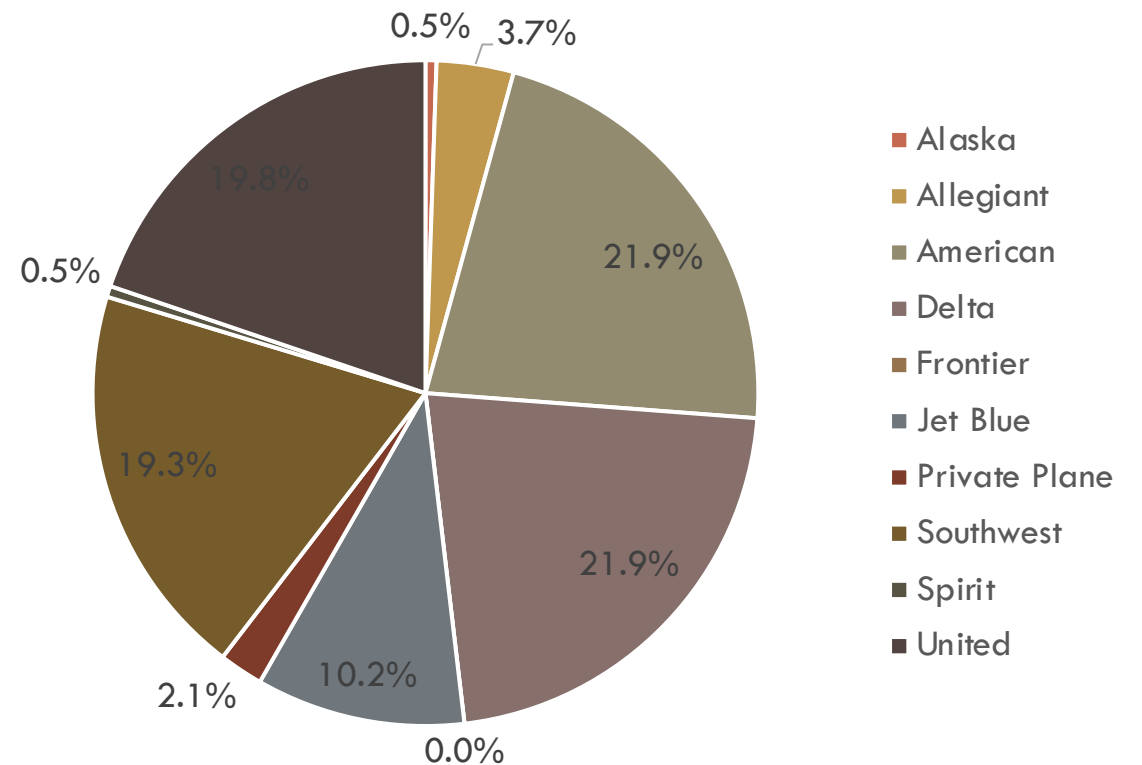
Average Travel Party Size: 4.0 people

Arrival Mode



* Other includes: Party Divided- Car & Plane, Rental Vehicle, Train

Airline

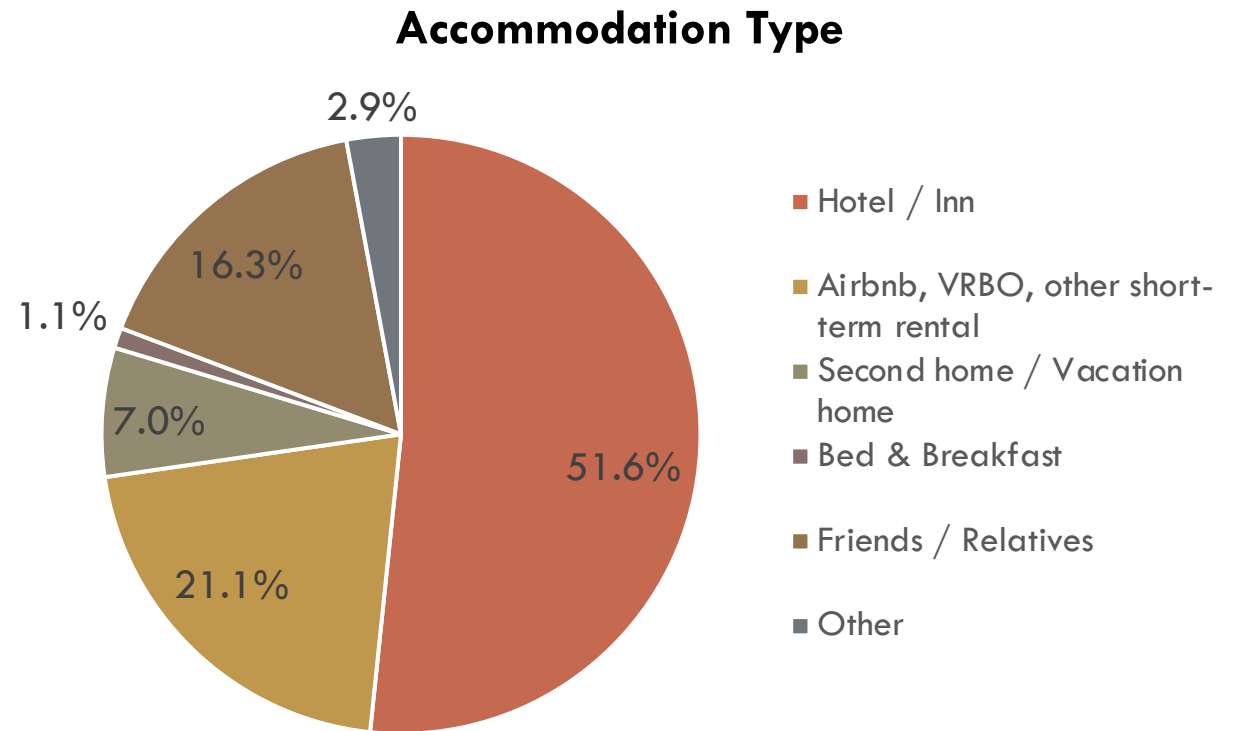


LENGTH OF STAY & ACCOMMODATIONS

Average Length of Stay: 3.24 Nights

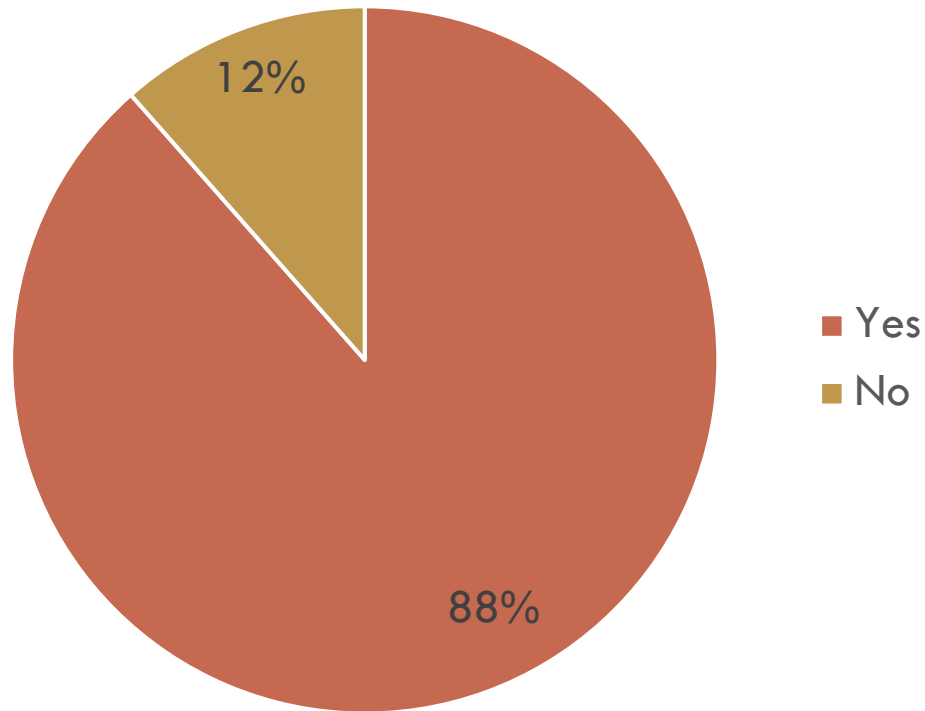
72.6% Stayed in Paid Accommodations

Paid Accommodation Location	Percent
Downtown Charleston	77.4%
Mt. Pleasant	10.7%
West Ashley, James Island, Johns Island	3.4%
Isle of Palms	2.8%
Folly Beach	2.2%
North Charleston	1.4%
Kiawah Island	0.4%
Daniel Island	0.4%
Seabrook Island	0.2%
Other (please specify)	1.2%



CHARLESTON VISIT HISTORY

Have you visited Charleston
before?



**Average Number of Previous Visits
(past 5 years):
13 times**

**Probability of visiting the Charleston
area again within the next 3 years
(on a scale of 0-100):
91.6%**

AVERAGE VISITOR SPENDING — PER PERSON PER TRIP

Average Total Local Expenditure: \$1,063.95

Category	Average Expenditure*
Festival Tickets	\$298.01
Lodging	\$482.20
Other Non-Festival Food & Beverage	\$203.39
Food & Supplies Bought at Non-Festival Stores	\$114.83
Automobile Operation	\$33.12
Airline Tickets	\$299.86
Taxi, Bus, Limousine Fares	\$43.51
Car Rental	\$88.03
Admissions to Non-Festival Attractions & Entertainment	\$55.28
Tours	\$43.70
Retail Shopping	\$180.41
Other Purchases	\$103.69

*Category averages include only those attendees who spent money in that category.

ECONOMIC IMPACT

Estimated number of out-of-town unique attendees: 12,802

Total State and Local Tax: \$1.4M; total federal tax: \$1.6M

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	149	\$4,478,912	\$7,135,136	\$11,709,564
Indirect Effect	26	\$1,240,732	\$2,169,173	\$3,863,574
Induced Effect	33	\$1,381,377	\$2,537,325	\$4,360,426
Total Effect	208	\$7,101,021	\$11,841,634	\$19,933,565

THANK YOU!

Contact Information:

Daniel Guttentag
Director
Office of Tourism Analysis
School of Business, College of Charleston
Email: guttentagda@cofc.edu
Phone: 843.953.2025

Melinda Patience
Research Coordinator
Office of Tourism Analysis
School of Business, College of Charleston
Email: patiencem@cofc.edu
Phone: 843.953.1996

