

FINAL SURVEY REPORT

**CITY OF COLUMBIA
ART IN THE PARKFESTIVAL
VISITOR SURVEY REPORT**

**XIII
2014**

SUBMITTED TO

COLUMBIA CONVENTION AND VISITORS BUREAU

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EXECUTIVE SUMMARY

- The purpose of the series of surveys was to obtain profiles of out-of-market visitors to Columbia’s festivals, and to estimate the impact of these visitors’ expenditures while attending a festival.
- The surveys reported here were conducted from June 2014 to November 2014. The festivals studied included:
 1. Art in the Park Festival (June 2014)
 2. Heritage Festival (September 2014)
 3. Citizen Jane Film Festival (November 2014)
- Visitors or out-of-market visitors were defined as festival participants who did not reside in Boone County.
- True out-of-market visitors were defined as those whose primary reason of the trip was to attend the festival or those who had extended their stay in Columbia as a result of the festival and did not reside in Boone County.
- The report for the festivals includes two sections: 1) The Festival – this section displays a breakdown of the number of people intercepted at the festival; and 2) Profile of Out-of-Market Respondents – this section describes the characteristics of all respondents to the survey.
- The expenditures for lodging, food & beverage, and total budget on retail were only calculated for those who were not from Boone County – namely, visitors.
- The following table lists the confidence interval with a 95% confidence level for each survey, based on the estimated total number of festival participants provided by the organizer of the festival.

Table 1

Significant Estimate of Attendees at the Festivals

Festivals	Estimated Attendance (N)	# of People Intercepted*	Confidence Interval**
Art in the Park	10,361	359 X 2.65 = 951.4	± 3.03
Heritage	22,000	315 X 3.93 =1,238.0	± 2.71
Citizen Jane Film	6,491	315 X 3.04 = 957.6	± 2.92

*The number of groups intercepted is multiplied by the average group size to obtain the number of people intercepted

** Confidence level: 95%

SURVEY METHODS

- Attendees to the festival were randomly intercepted at each festival. The survey interviewers asked intercepted attendees whether or not they reside in Boone County. The number of Boone County residents intercepted and the number of out-of-market visitors intercepted were recorded separately. The interviewers also recorded the number of visitors who refused to participate in the surveys.
- Survey interviewers asked each attendee intercepted, regardless of residence, whether they had participated in the same festival before. The number of first-time festival attendees was recorded for all festivals.
- Boone County residents were thanked for their time and told by interviewers that the purpose of this survey is to capture information from visitors to the festival.

At each festival, only out-of-market visitors were invited to complete the visitor survey for Columbia's Convention and Visitor's Bureau. Once they agreed to participate, out-of-market visitors were given the questionnaire to fill out on site. If they did not want to fill out the survey on site, they were given a pre-paid, self-addressed survey so they could fill out the survey at a later time and mail it back to the researcher.

1. ART IN THE PARK FESTIVAL

- Survey collection occurred during two days of the Art in the Park Festival (from June 7 to 8, 2014). Surveyors were able to intercept attendees near the vendor booths (Stephens Lake Park in Columbia) as they walked through the festival areas. The survey points are where attendees could purchase event products and see art performances.
- The event coordinator reported approximately 10,361 attendees/purchased tickets. The event coordinator used software to track tickets, along with information from other venue sites.
- A total of 406 people were intercepted at Art in the Park festival, but 47 of them were not interested in completing the survey. This resulted in a valid total of 359 festival attendees intercepted (see Table 1a).
- As Table 1a shows, of the 359 intercepted, 37.6% (135) were out-of-market visitors.
- 81.3% (91) of the out-of-market visitors were true out-of-market visitors, namely visitors whose primary reason for this trip to Columbia was to attend Art in the Park festival or those who extended their stay by at least one night due to the event. Thus, it was estimated that out of the 135 visitors intercepted, 110 (81.3% of 135) were true out-of-market visitors. These 110 visitors constituted 30.6% of the total festival attendees intercepted. Approximately 30.6% of the festival visitors intercepted were true out-of-market visitors.
- Of the 359 visitors intercepted, 47.6% (171) were first time attendees. Among these, 36.5% (131) were Boone County residents and 11.1% (40) were from outside Boone County.

Table 1a

Art in the Park Festival Attendees Intercepted

	N	% of Total Intercepted	% of Total Survey Completed
Attendees Intercepted	406		
Not interested in the study	47		
Valid total number of attendees intercepted^A	359	100	
Visitors who completed surveys	112		
Visitors who refused surveys	23		
Total number of visitors intercepted^B	135	37.6	
Visitors primary reason – festival	87		77.7
Visitors stay extended by festival	4		3.6
Total number of true out-of-market^C	91		81.3
Est. number of true out-of-market visitors among all visitors intercepted^D	110*	30.6	
First time Boone County residents	131	36.5	
First time visitors	40	11.1	
Total number of first time attendees^E	171	47.6	

Note: (1) % of **B**=total number of visitors intercepted(n=135)/A(valid total # of attendees intercepted, n=359); (2)% of **C**=total # of true out-of-market (n=91)/Visitors who completed surveys(n=112); (3) % of **D**=B(total #of visitors intercepted, n=135) X % of C(total # of true out-of-market); and (4) % of **E**=total # of first time attendees/A(valid total # of attendees intercepted, n=359)

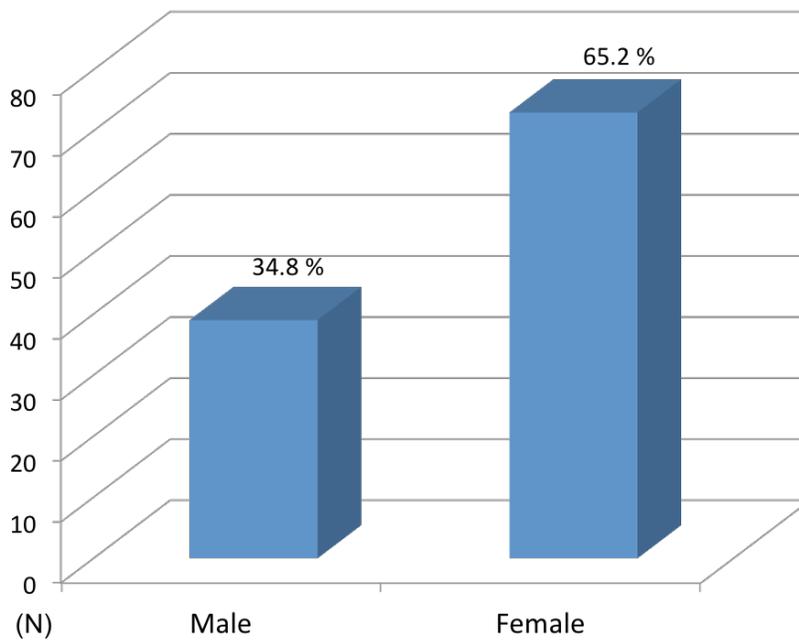
*Since there were visitors intercepted who did not complete the surveys, the number of true out-of-market visitors among all visitors intercepted was estimated based on the percentage of true out-of-market visitors who completed the surveys.

■ PROFILES OF OUT-OF-MARKET RESPONDENTS

- This section describes the profiles of visitors who lived outside of Boone County and completed the survey as follows:
- Of the visitors (see Figure 1a), about 35% (39) of the respondents were male, while about 65% (73) were female.

Figure 1a

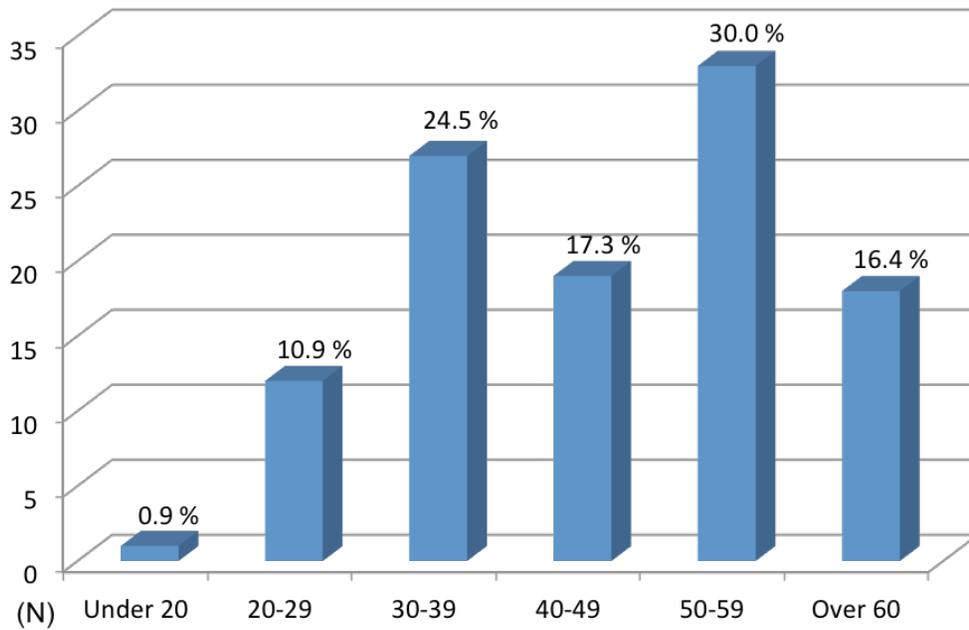
Gender



- The result of visitor's age was shown in the ratio of under 20 (0.9%), 20-29 (10.9%), 30-39 (24.5%), 40-49 (17.3%), 50-59 (30.0%), and over 60 (16.4%).

Figure 1b

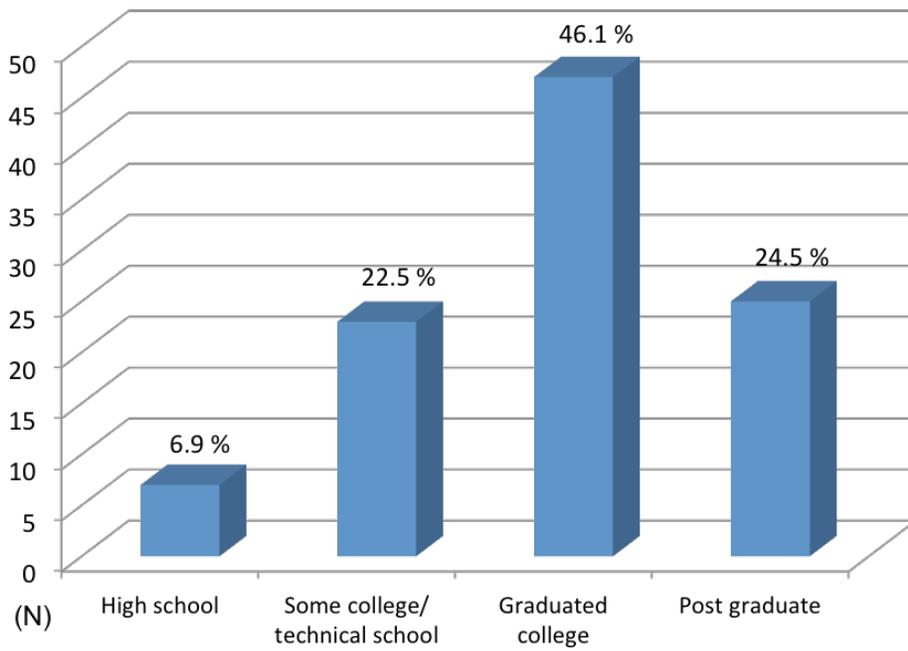
Age



- In terms of education, a majority of respondents encompassed the categories of High school (6.9%), Some college/technical school (22.5%), Graduated college (46.1%), and Post graduate (24.5%).

Figure 1c

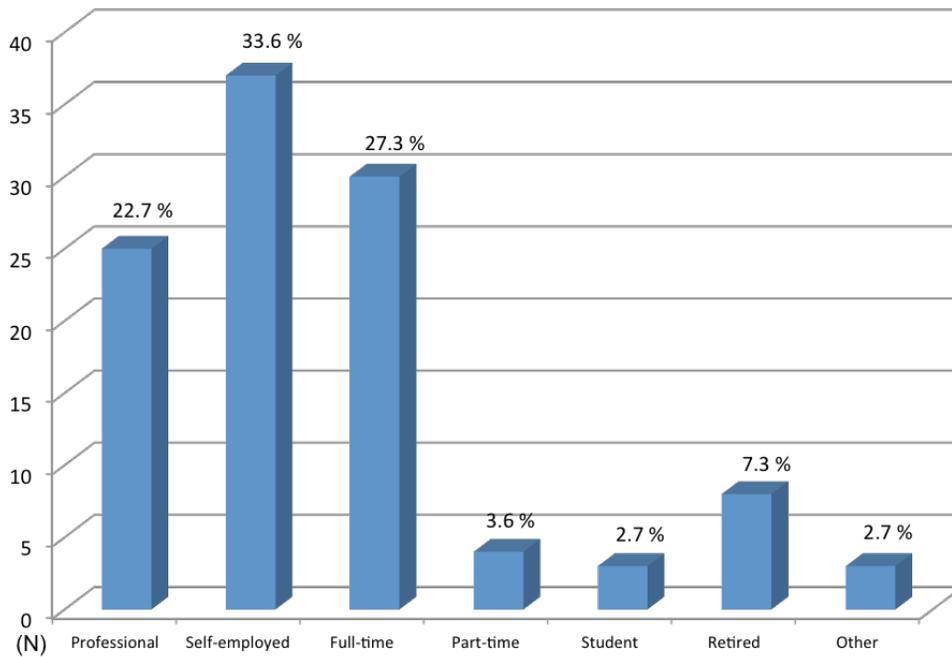
What is the Highest Level of Education You Have Completed?



- It was observed that the primary employment statuses for the respondents were Professional (22.7%), Self-employed (33.6%), Full-time (27.3%), Part-time (3.6%), Student (2.7%), and Retired (7.3%).

Figure 1d

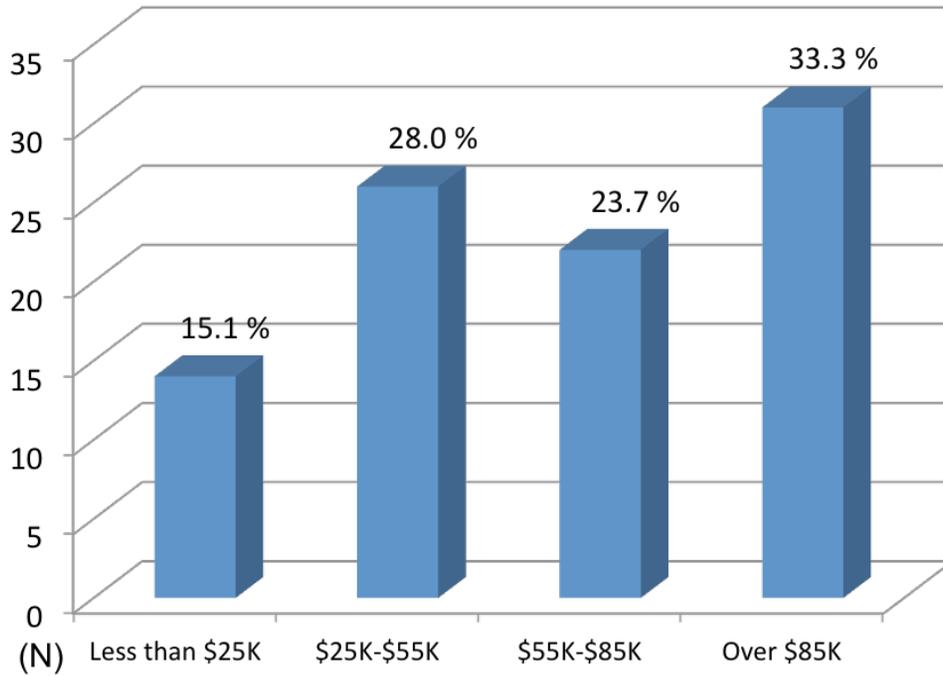
Which of the Following Best Describes Your Employment Status?



- The result of visitor's household income was shown in the ratio of less than \$25K (15.1%), \$25-\$55K (28.0%), \$55-\$85K (23.7%), and over \$85K (33.3%).

Figure 1e

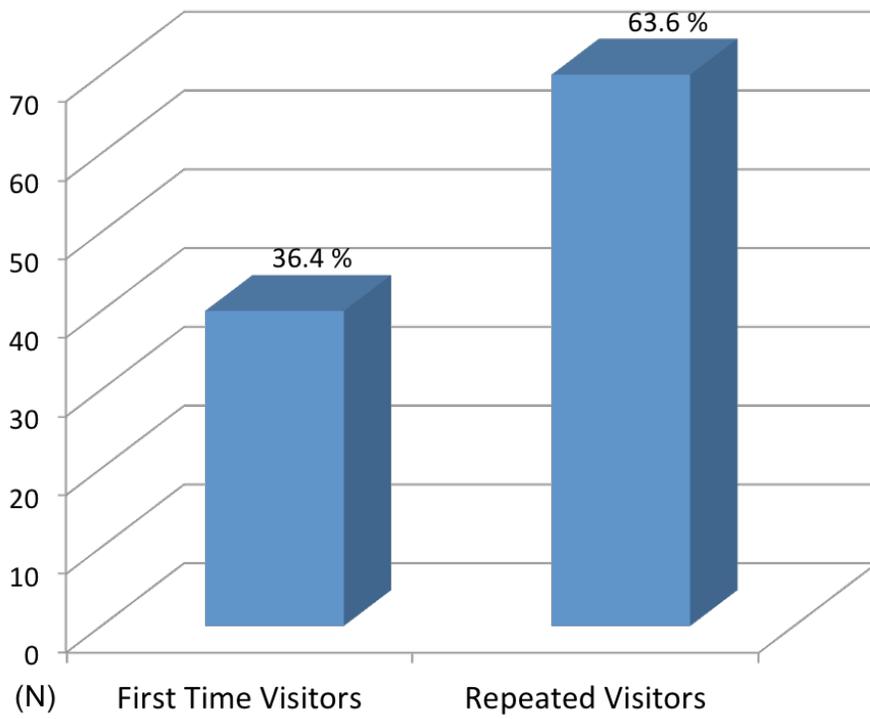
What Range Best Describes Your Household Income?



- Figure 1f displays that about 36% (40) of the respondents reported that this was their first time to this festival and about 64% (70) of visitors reported that they had been to this festival previously.

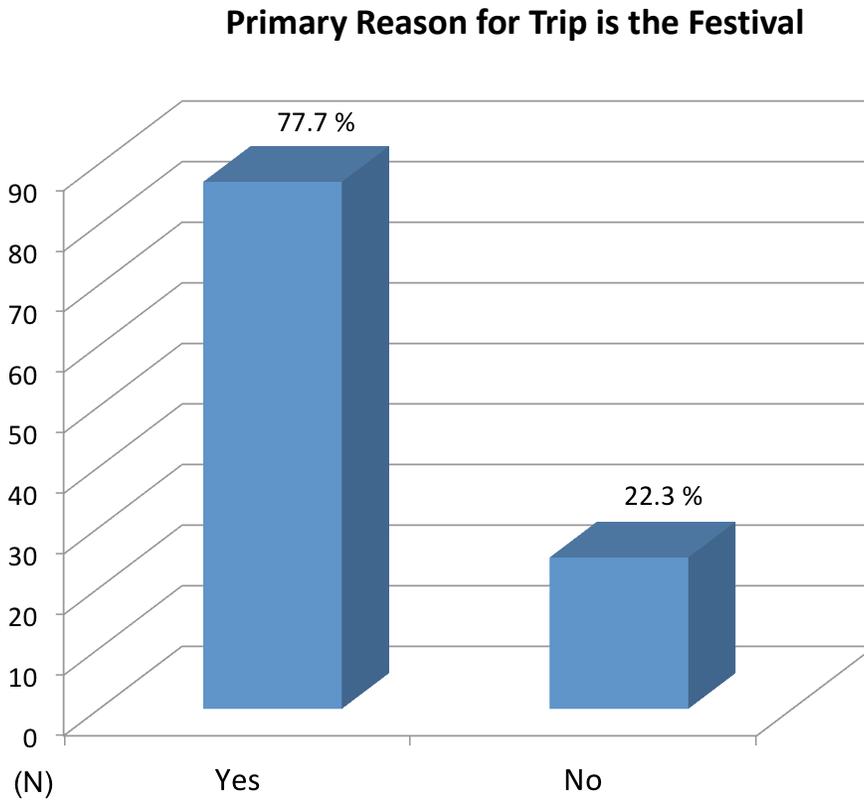
Figure 1f

Percentage of First Time and Repeated Visitors



- Of the 112 respondents, about 78% (87) reported that they came to Art in the Park Festival as their primary reason for their trip to Columbia (see Figure 1g), while about 22% (25) indicated that they did not come to the Festival as their primary reason for their trip to Columbia.

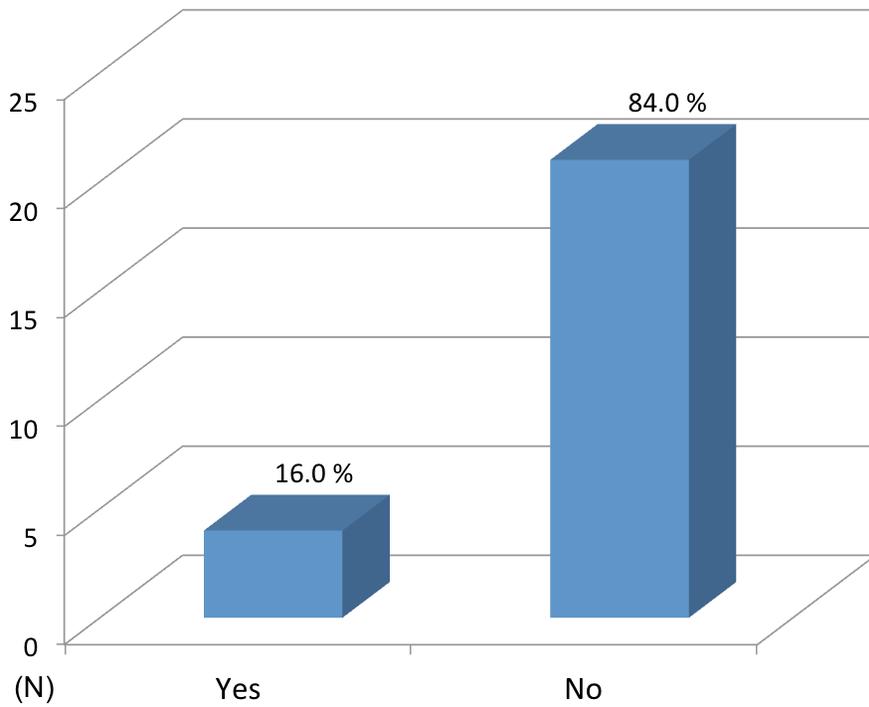
Figure 1g



- Figure 1h indicates that about 16% (4) of respondents' stay were extended by the festival.

Figure 1h

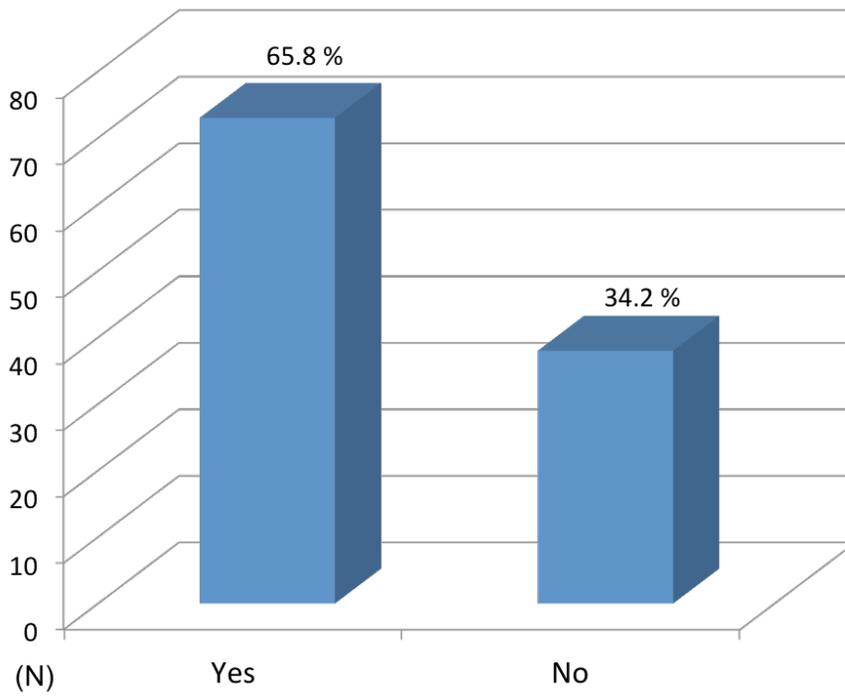
Stay Extended by the Festival



- As Figure 1i shows, about 66% (73) of the respondents stayed overnight, while about 34% (38) of the respondents did not stay overnight during this trip to Columbia. The average length of stay was about 3.66 days (see Table 1i).

Figure 1i

Overnight Stay



- Figure 1j reveals that the primary information sources for the festival were: “TV” (0.8%), “Radio” (4.2%), “Magazine” (5.0%), “Newspaper” (6.7%), “Internet” (10.0%), “SNSs” (2.5%), “Word of Mouth (WOM)” (62.5%), and “Other” (8.3%). Furthermore, other included “Columbia Art League” (50.0%), “Vendor” (20.0%), “Volunteer” (20.0%), and “Past experience” (10.0%) (see Table 1b).

Figure 1j

**How Did You Hear about the Art in the Park Festival?
(Check all that applies)**

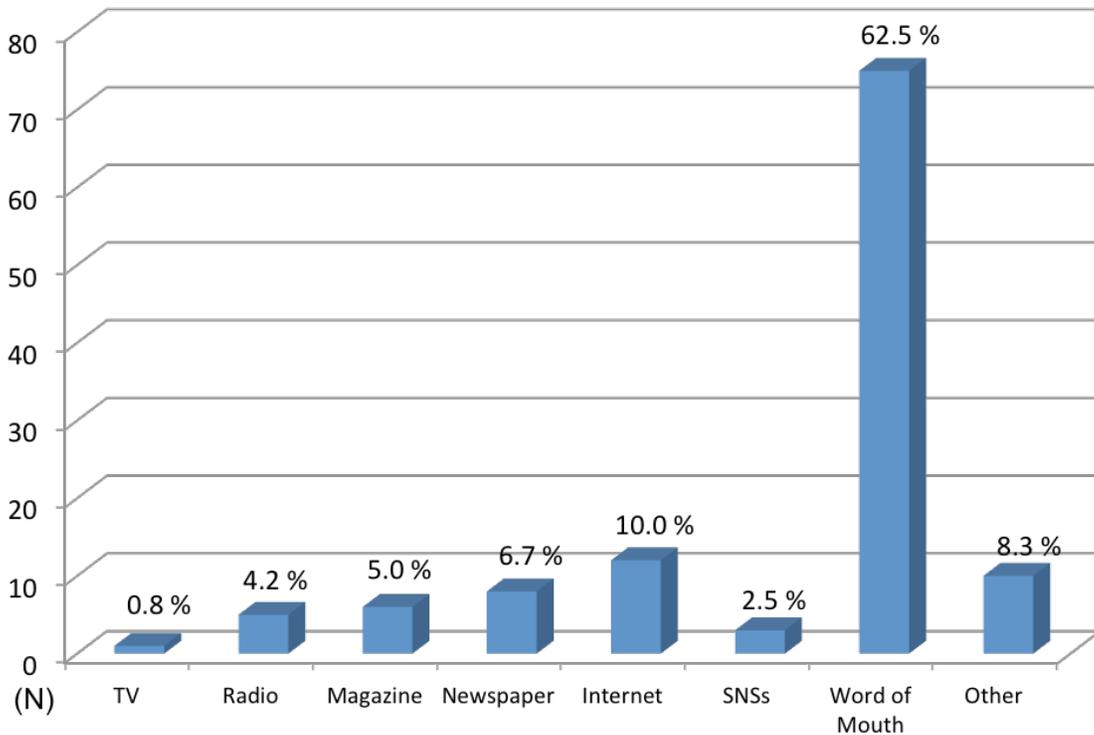


Table 1b

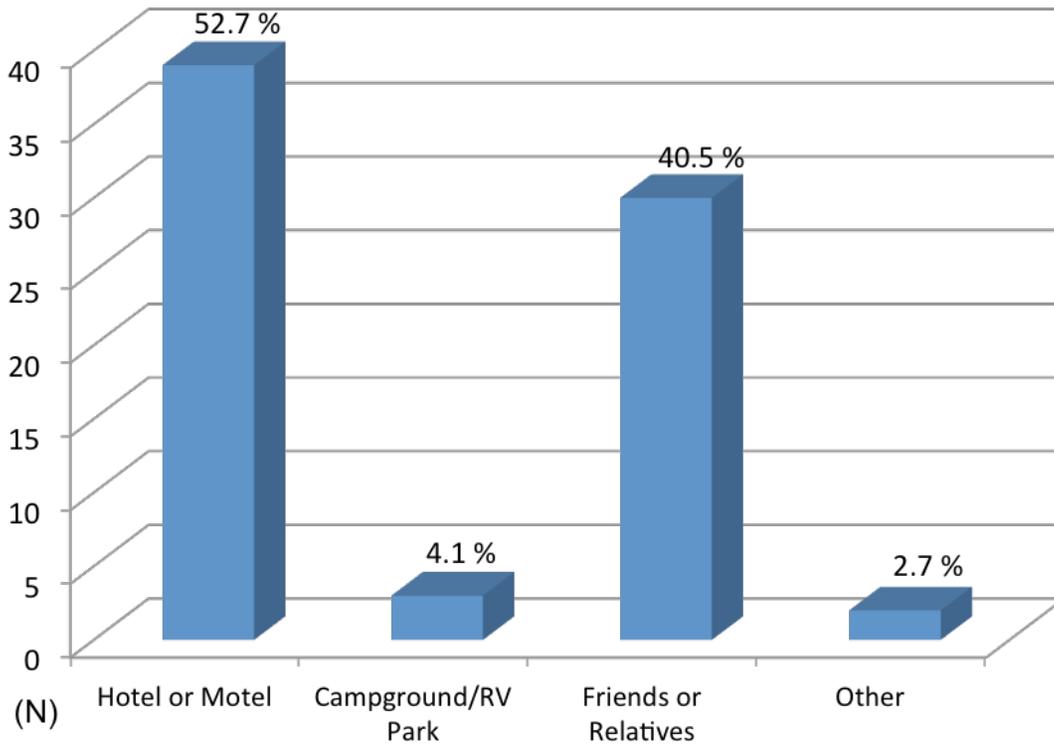
Information Sources (Other)

Categories	Frequency(N)	%
Columbia Art League	5	50.0
Vendor	2	20.0
Volunteer	2	20.0
Past experience	1	10.0
Total	10	100

- Of those who stayed overnight during this trip to Columbia, about 53% (39 visitors) stayed at Hotels or Motels, while about 41% (30 visitors) stayed with Friends or Relatives (see Figure 1k).

Figure 1k

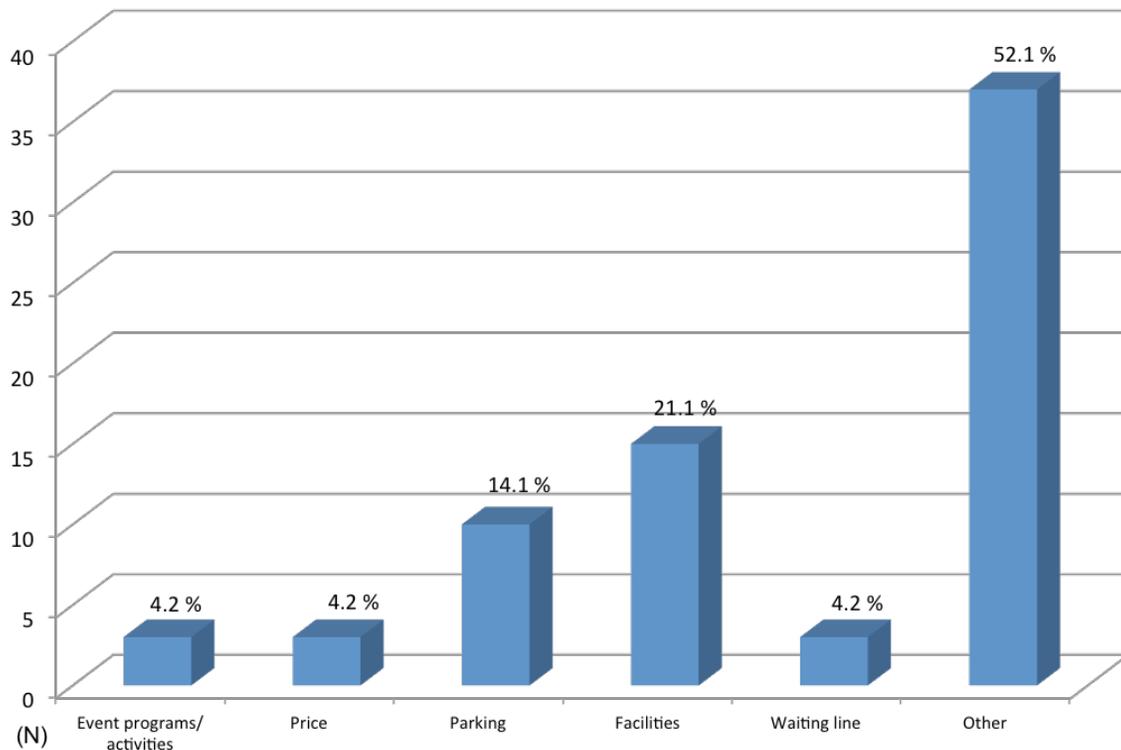
Accommodations



- Figure 1l reveals that the improvements for the festival were: “Event programs/activities” (4.2%), “Price” (4.2%), “Parking” (14.1%), “Facilities” (21.1%), “Waiting time” (4.2%) and “Other” (52.1%).

Figure 1l

What Can be Done to Improve the Event? (check all that applies)



Note: price (e.g., tickets, vendors, etc.) and facilities (space, bathroom, etc.)

- Furthermore, others included “Weather” (45.9%) and “Layout” (16.2%) (see Table 1c).

Table 1c

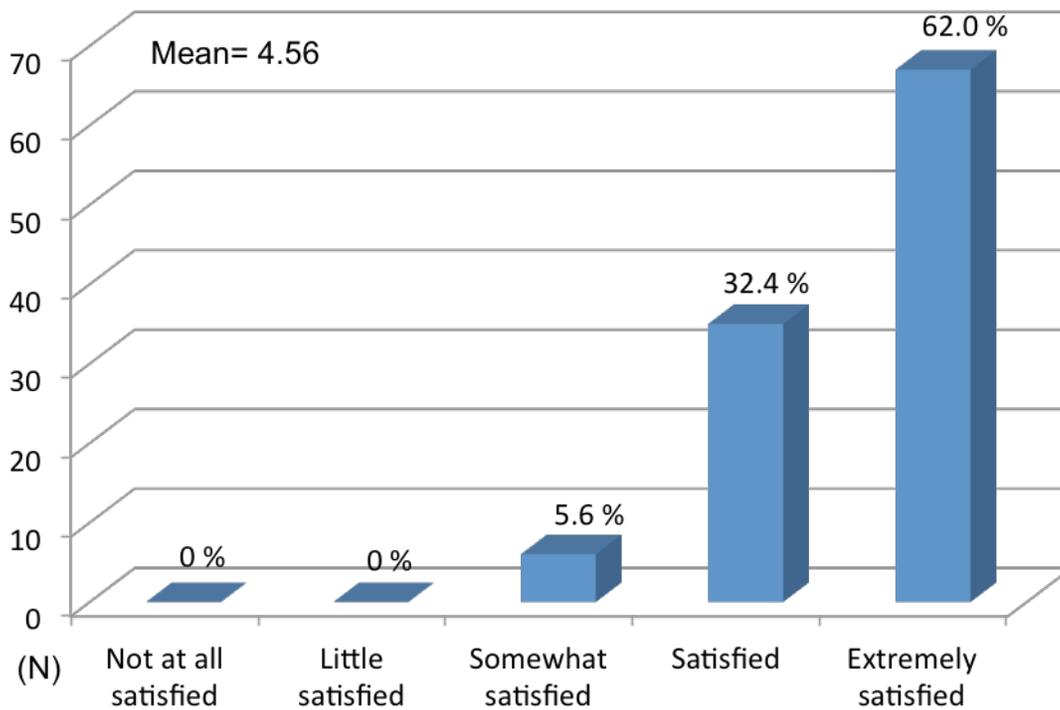
Improvements (Other)

Categories	Frequency(N)	%
Weather (Post-treatment)	17	45.9
Layout	6	16.2
Food diversity	5	13.5
Areas (e.g., for young children and gathering)	5	13.5
Information	1	2.7
Bathroom	1	2.7
Electricity	1	2.7
Background music	1	2.7
Total	37	100

- About 94% of the visitors indicated that they were satisfied with the festival experience (the mean of overall trip satisfaction/experience=4.56 out of 5 points).

Figure 1m

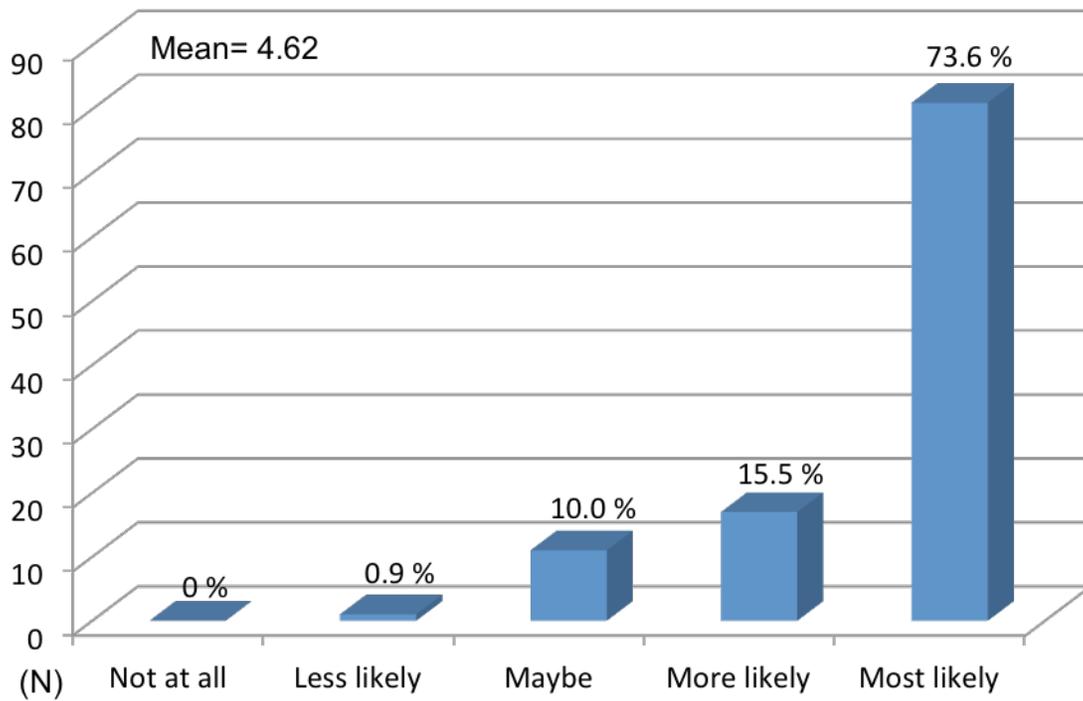
Overall, How Would You Rate Your Satisfaction/Experience with Your Trip?



- Regarding the question, “Will you return to the Art in the Park Festival next year?” the mean value of visitors intention to return to the festival (mean=4.62), and about 89% reveals that the visitors are willing to return to the festival next year.

Figure 1n

If Possible, Will You Return to the Art in the Park Fest Next Year?



- The hotels and motels that respondents stayed at are listed in Table 1d. Of those who listed hotels or motels, about 45% (14) stayed at the Suburban Extended Stay Hotel during their trip to Columbia.

Table 1d

Hotels and Motels Respondents Stayed

Hotels or Motels	Frequency(N)	%
Suburban Extended Stay Hotel	14	45.2
Hampton Inn	5	16.1
La Quinta Inn & Suites	4	12.9
Days Inn	3	9.7
Howard Johnson Inn	2	6.5
Hilton Garden Inn	1	3.2
Holiday Inn Columbia-East	1	3.2
Motel 6	1	3.2
Total	31	100

- The average travel party of the Art in the park festival attendees was about 2.7 people. The average number of people not from Boone County within a group was about 2.4 people.

Table 1e

Average Travel Party and Number of Respondents Who were Not from Boone County within a Group

Questions	N	Mean	Std. D
Travel Party	110	2.65	1.67
Not from Boone County	110	2.44	1.58

- As Table 1f shows, on average, the average per trip spending on lodging, food & beverage, and total budget on retail was about \$97, \$37, and \$115, respectively.

Table 1f

Expenditures by Respondents' Travel Party*

Questions	N	Mean(\$)	Std. D
Lodging	36	96.47	47.92
Food & Beverage	57	36.96	27.73
Total budget on retail	67	115.19	105.37

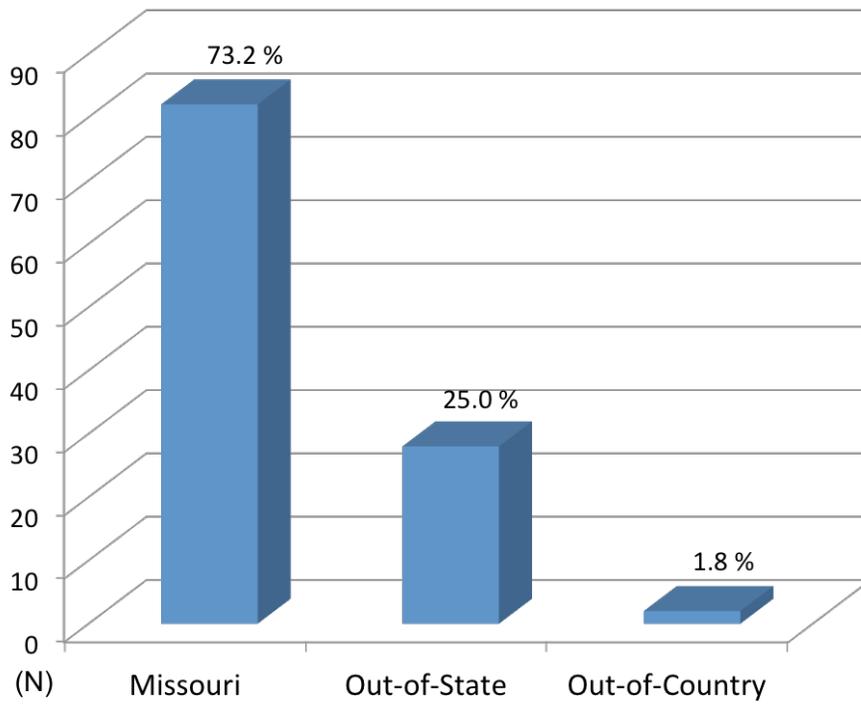
* Only those from outside Boone County

** Lodging was calculated based on visitors who stayed overnight at Boone County

- As Figure 1o shows, about 73% (82 visitors) of the respondents were from other counties in Missouri, while about 25% (28 visitors) and 2% (2 visitors) of the respondents were from out-of-state and out-of-country, respectively.

Figure 1o

Percentage of Respondents from Missouri, Other States, and Countries



- Of the out-of-state respondents, the largest geographic segments by state are as follows: Illinois (17.9%), Kansas (10.7%), Florida (10.7%), and Arkansas (10.7%).

Table 1g

Origins of Out-of-State Respondents

States	Frequency(N)	%
Illinois	5	17.9
Kansas	3	10.7
Florida	3	10.7
Arkansas	3	10.7
Minnesota	2	7.1
Iowa	2	7.1
Colorado	2	7.1
California	2	7.1
Michigan	1	3.6
North Carolina	1	3.6
Nebraska	1	3.6
South Carolina	1	3.6
Tennessee	1	3.6
Texas	1	3.6
Total	28	100

Note: Kenya (n=1) and Israel (n=1)

- Of the Missouri respondents, the largest geographic segments by county are as follows: St. Louis (24.4%), Cole (15.9%), Callaway (7.3%), and Greene (7.3%).

Table 1h

Origins of Missouri Respondents

Origins	Frequency(N)	%
St. Louis	20	24.4
Cole	13	15.9
Callaway	6	7.3
Greene	6	7.3
Jackson	5	6.1
Morgan	5	6.1
Polk	3	3.7
Adair	2	2.4
Boone	2	2.4
Howard	2	2.4
Howell	2	2.4
Madison	2	2.4
Saline	2	2.4
St. Charles	2	2.4
Webster	2	2.4
Barry	1	1.2
Carter	1	1.2
Clark	1	1.2
Harrison	1	1.2
Jefferson	1	1.2
Phelps	1	1.2
Randolph	1	1.2
Stoddard	1	1.2
Total	82	100

Table 1i**Summary of Profile of Out-Of-Market Respondents**

Questions		Frequency(n)	Ratio(%)
Demographic characteristics			
Gender (n=112)	Male	39	34.8
	Female	73	65.2
Age (n=110)	Under 20	1	0.9
	20-29	12	10.9
	30-39	27	24.5
	40-49	19	17.3
	50-59	33	30.0
	Over 60	18	16.4
Education (n=102)	High School	7	6.9
	Some College/technical school	23	22.5
	Graduated College	47	46.1
	Post Graduate	25	24.5
Employment status (n=110)	Professional	25	22.7
	Self-employed	37	33.6
	Full-time	30	27.3
	Part-time	4	3.6
	Student	3	2.7
	Retired	8	7.3
	Other	3	2.7
Household income (n=93)	Less than \$25K	14	15.1
	\$25-\$55	26	28.0
	\$55-\$85	22	23.7
	Over \$85	31	33.3
Accommodations (n=26)			
Hotels or Motels	Yes	39	52.7
Campground/RV Park	Yes	3	4.1
Friends or Relatives	Yes	30	40.5
Other	Yes	2	2.7

Note: Total respondents (n= 112), missing values are included in each item

Questions		Frequency(n)	Ratio(%)
Individual characteristics			
First time visit (n=110)	Yes	40	36.4
	No	70	63.6
Primary reason for visit - festival (n=112)	Yes	87	77.7
	No	25	22.3
Stay extended by the festival (n=25)	Extended	4	16.0
	No	21	84.0
Overnight stay (n=111)	Yes	73	65.8
	No	38	34.2
Advertisements	TV	1	0.8
	Radio	5	4.2
	Magazine	6	5.0
	Newspaper	8	6.7
	Internet	12	10.0
	SNSs	3	2.5
	WOM	75	62.5
Other	10	8.3	

Questions	Scale	Mean	Std. D
Visitors characteristics			
Length of stay (in days)	(Day)	3.66	2.47
Not from Boone County	(N)	2.44	1.58
Travel party	(N)	2.65	1.67
Visitors Satisfaction			
Overall satisfaction	5 points	4.56	0.60
Intention to return	5 points	4.62	0.70
Travel party spending			
Per night/room on lodging	(\$)	96.47	47.92
Per day on F&B	(\$)	36.96	23.73
Total on retail	(\$)	115.19	105.37

Note: Total respondents (n= 112), missing values are included in each item

2. HERITAGE FESTIVAL

- Survey collection occurred during two days of the Heritage Festival at Nifong Park in Columbia (September 20-21, 2014). Surveyors were able to intercept attendees near the vendor booths as they walked through the festival areas. The survey points are where parents were waiting with their children at the bus stop next to the museum and in face painting lines within the festival area.
- The event coordinator reported approximately 22,000 attendees/purchased tickets. The event coordinator used software to track tickets, along with information from other venue sites.
- A total of 297 people were intercepted at Heritage Festival, but 18 of them were not interested in completing the survey. This resulted in a valid total of 315 festival attendees intercepted (see Table 2a).
- As Table 2a shows, of the 315 intercepted, 39.7% (125) were out-of-market visitors.
- 59.3% (67) of the out-of-market visitors were true out-of-market visitors, namely visitors whose primary reason for this trip to Columbia was to attend Heritage festival or those who extended their stay by at least one night due to the event. Thus, it was estimated that out of the 125 visitors intercepted, 74 (59.3% of 125) were true out-of-market visitors. These 74 visitors constituted 23.5% of the total festival attendees intercepted. Approximately 23.5% of the festival visitors intercepted were true out-of-market visitors.
- Of the 315 visitors intercepted, 63.2% (199) were first time attendees. Among these, 38.4% (121) were Boone County residents and 24.8% (78) were from outside Boone County.

Table 2a

Heritage Festival Attendees Intercepted

	N	% of Total Intercepted	% of Total Survey Completed
Attendees Intercepted	297		
Not interested in the study	18		
Valid total number of attendees intercepted^A	315	100	
Visitors who completed surveys	113		
Visitors who refused surveys	12		
Total number of visitors intercepted^B	125	39.7	
Visitors primary reason – festival	61		54.0
Visitors stay extended by festival	6		5.3
Total number of true out-of-market^C	67		59.3
Est. number of true out-of-market visitors among all visitors intercepted^D	74*	23.5	
First time Boone County residents	121	38.4	
First time visitors	78	24.8	
Total number of first time attendees^E	199	63.2	

Note: (1) % of **B**=total number of visitors intercepted(n=125)/A(valid total # of attendees intercepted, n=315); (2) % of **C**=total # of true out-of-market (n=67)/Visitors who completed surveys(n=113); (3) % of **D**=B(total #of visitors intercepted, n=125) X % of C(total # of true out-of-market); and (4) % of **E**=total # of first time attendees/A(valid total # of attendees intercepted, n=315)

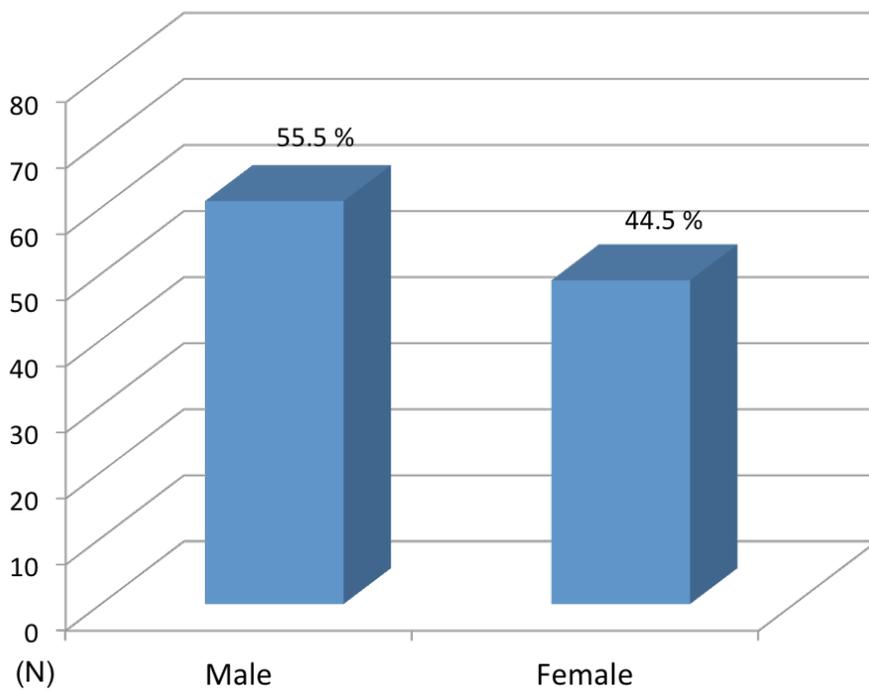
*Since there were visitors intercepted who did not complete the surveys, the number of true out-of-market visitors among all visitors intercepted was estimated based on the percentage of true out-of-market visitors who completed the surveys.

▣ PROFILES OF OUT-OF-MARKET RESPONDENTS

- This section describes the profiles of visitors who lived outside of Boone County and completed the survey as follows:
- Of the visitors (see Figure 2a), about 56% (61) of the respondents were male, while about 45% (49) were female.

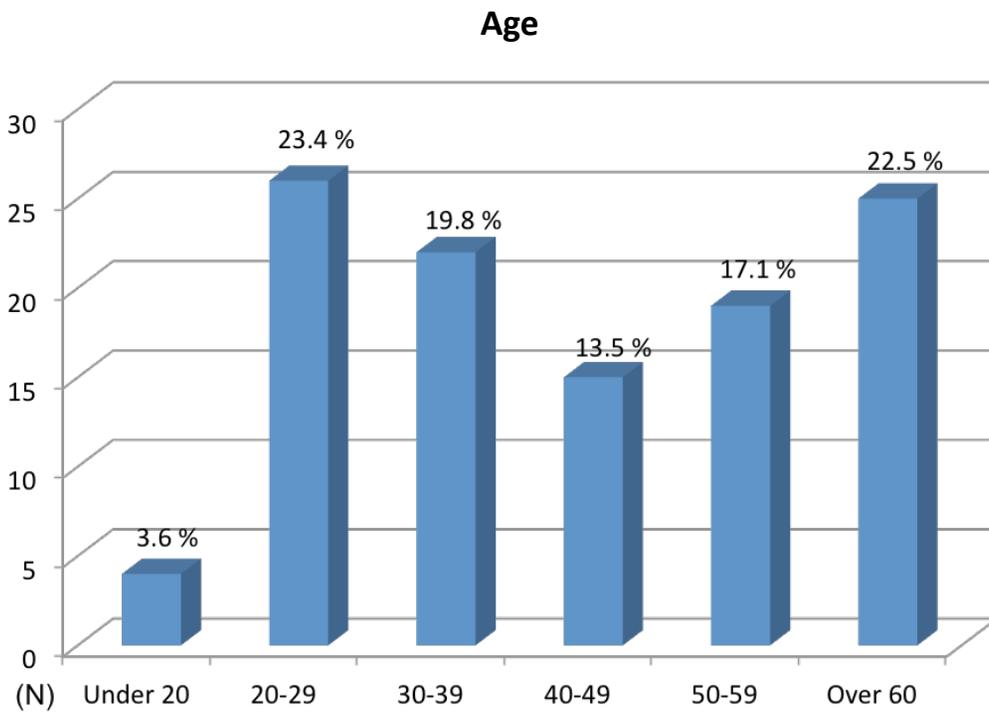
Figure 2a

Gender



- The result of visitor's age was shown in the ratio of under 20 (3.6%), 20-29 (23.4%), 30-39 (19.8%), 40-49 (13.5%), 50-59 (17.1%), and over 60 (22.5%).

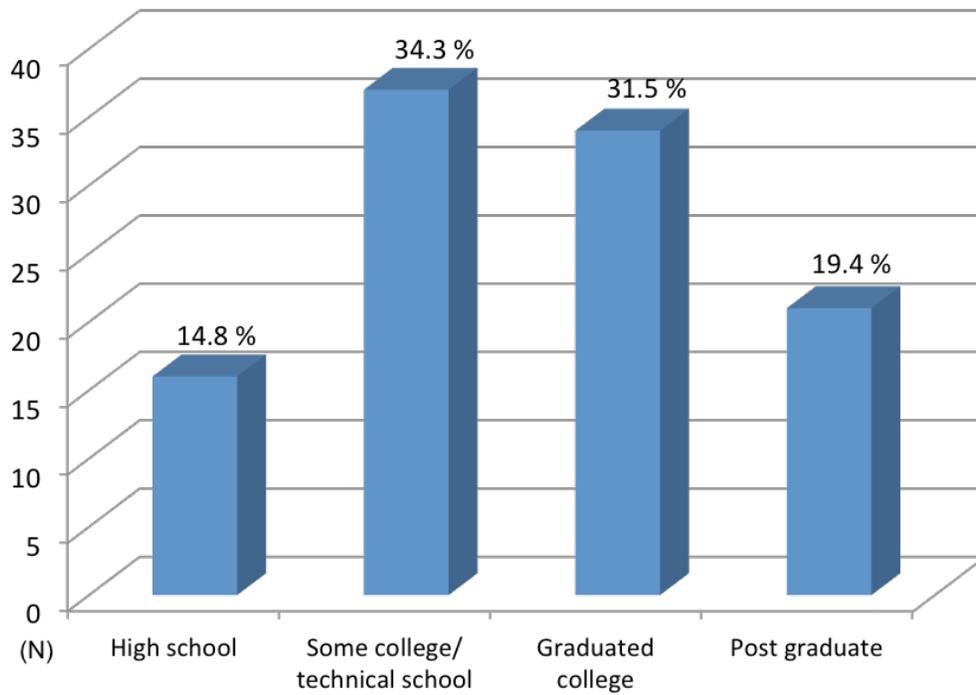
Figure 2b



- In terms of education, a majority of respondents encompassed the categories of High school (14.8%). Some college/technical school (34.3%), Graduated college (31.5%), and Post graduate (19.4%).

Figure 2c

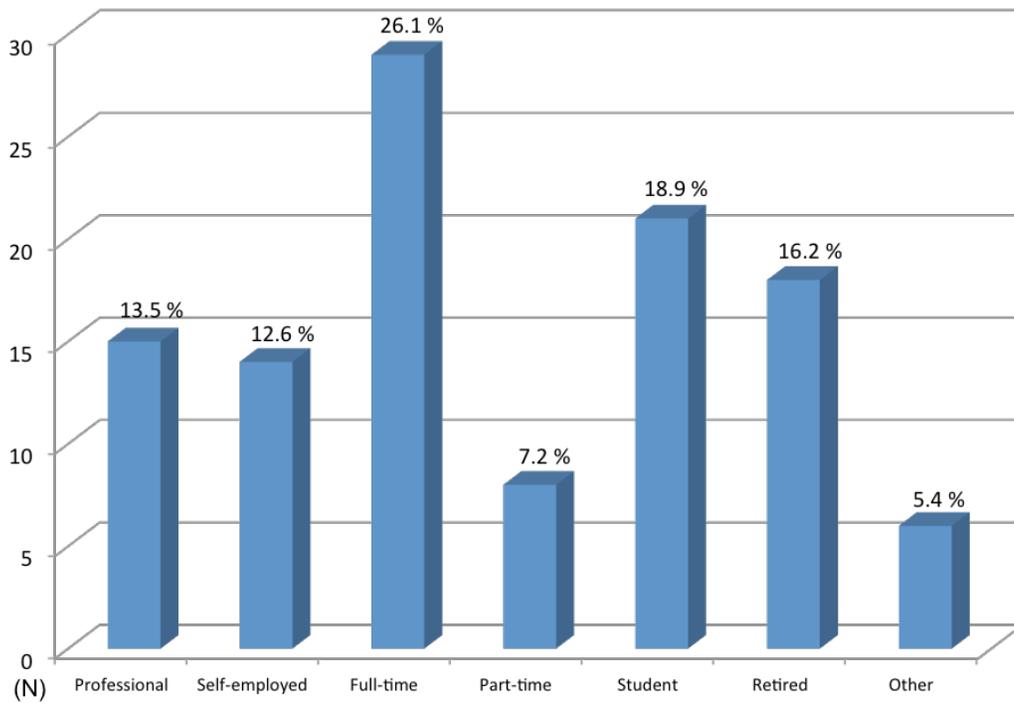
What is the Highest Level of Education You Have Completed?



- It was observed that the primary employment statuses for the respondents were Professional (13.5%), Self-employed (12.6%), Full-time (26.1%), Student (18.9%) and Retired (16.2%).

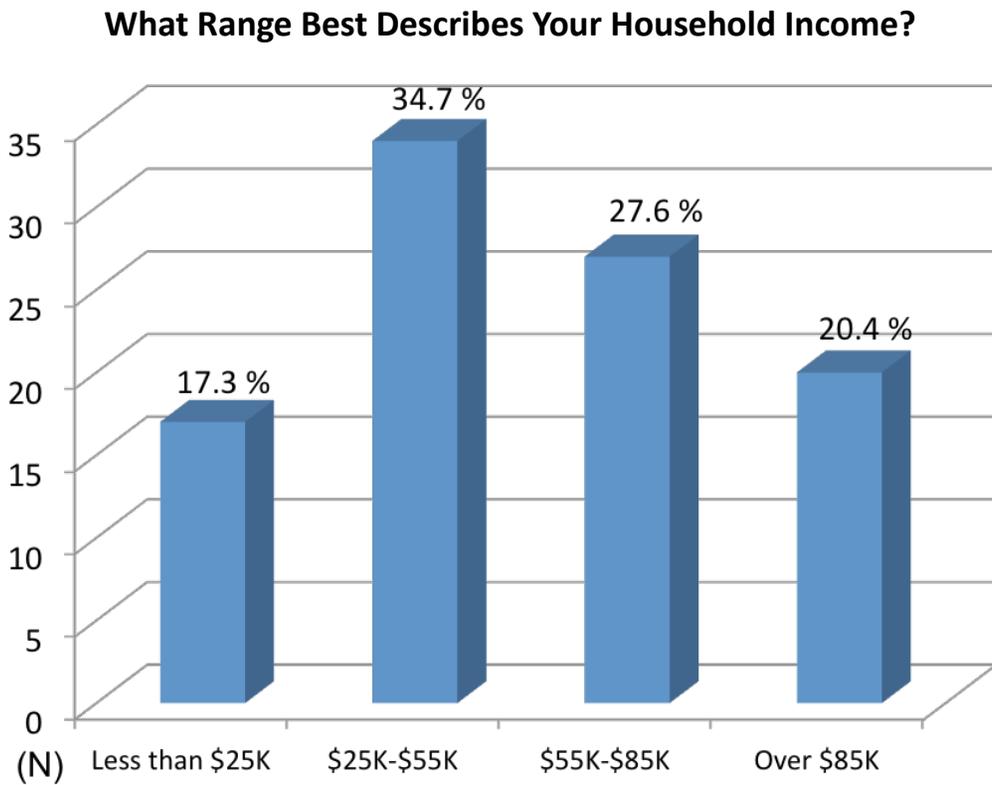
Figure 2d

Which of the Following Best Describes Your Employment Status?



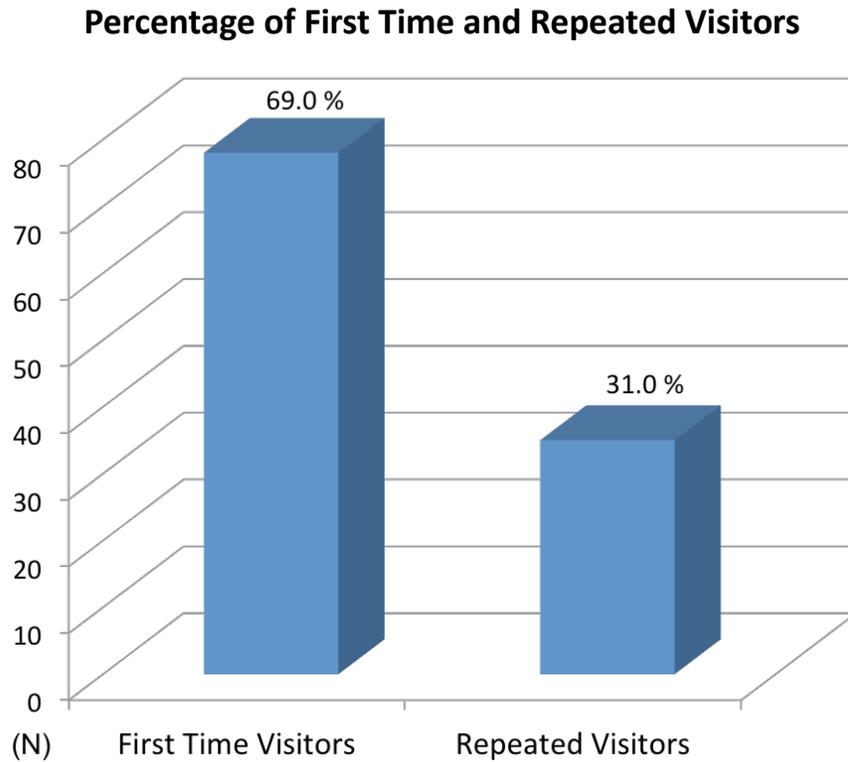
- The result of visitor's household income was shown in the ratio of less than \$25K (17.3%), \$25-\$55K (34.7%), \$55-\$85K (27.6%) and over \$85K (20.4%).

Figure 2e



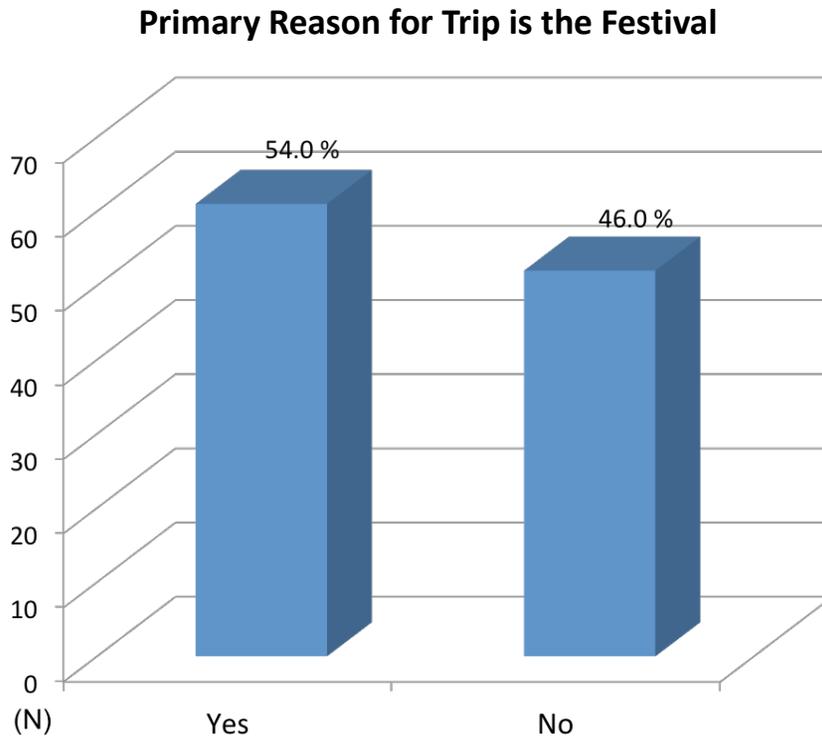
- Figure 2f displays that about 69% (78) of the respondents reported that this was their first time to this festival and about 31% (35) of visitors reported that they had been to this festival previously.

Figure 2f



- Of the 113 respondents, about 54% (61) reported that they came to Heritage Festival as their primary reason for their trip to Columbia (see Figure 2g), while about 46% (52) indicated that they did not come to the Festival as their primary reason for their trip to Columbia.

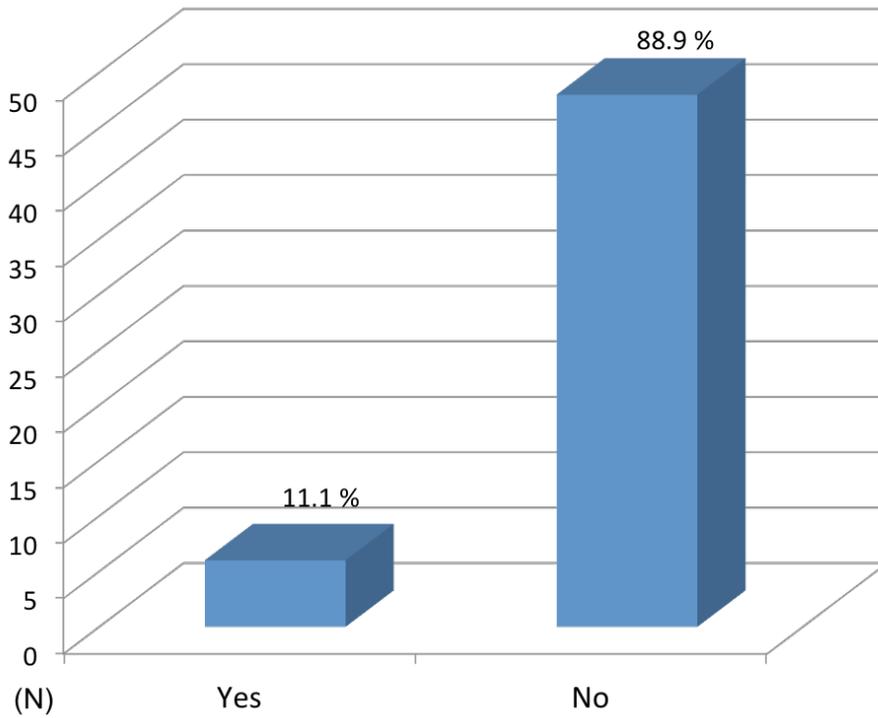
Figure 2g



- Figure 2h indicates that about 11% (6) of respondents' stay were extended by the festival.

Figure 2h

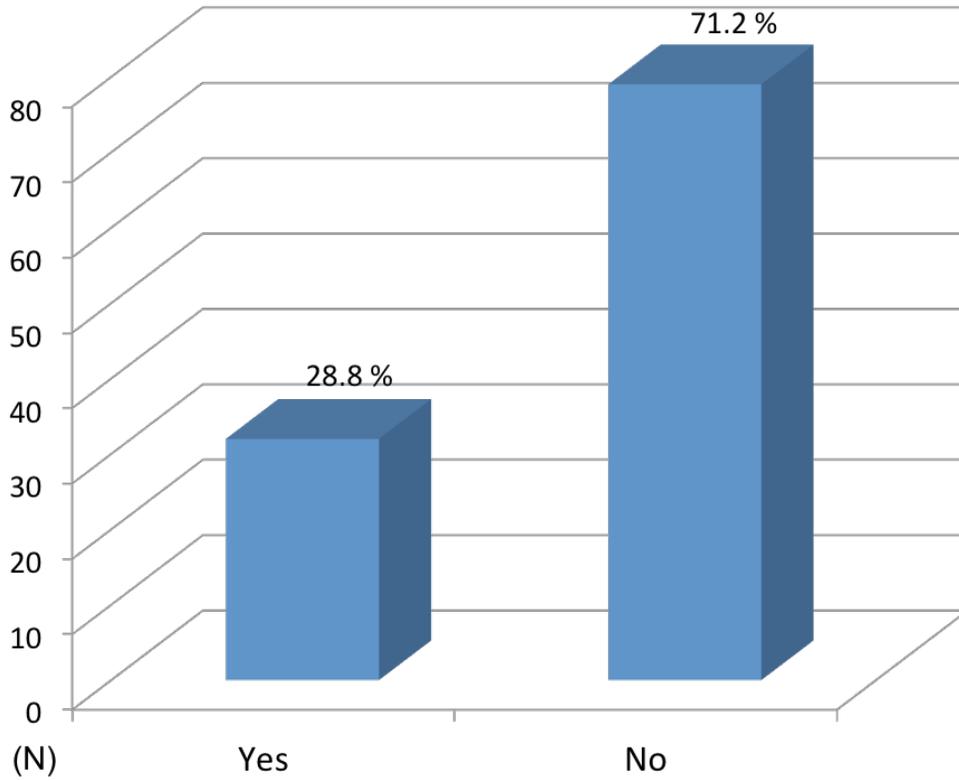
Stay Extended by the Festival



- As Figure 2i shows, about 29% (32) of the respondents stayed overnight, while about 71% (79) of the respondents did not stay overnight during this trip to Columbia. The average length of stay was about 3.9 days (see Table 2i).

Figure 2i

Overnight Stay



- Figure 2j reveals that the primary information sources for the festival were: “TV” (3.2%), “Radio” (5.6%), “Magazine” (2.4%), “Newspaper” (8.7%), “Internet” (17.5%), “SNSs” (6.3%), “Word of Mouth (WOM)” (46.8%), and “Other” (9.5%). Furthermore, other included “School” (33.3%) and so on (see Table 2b).

Figure 2j

How Did You Hear about the Heritage Festival? (Check all that applies)

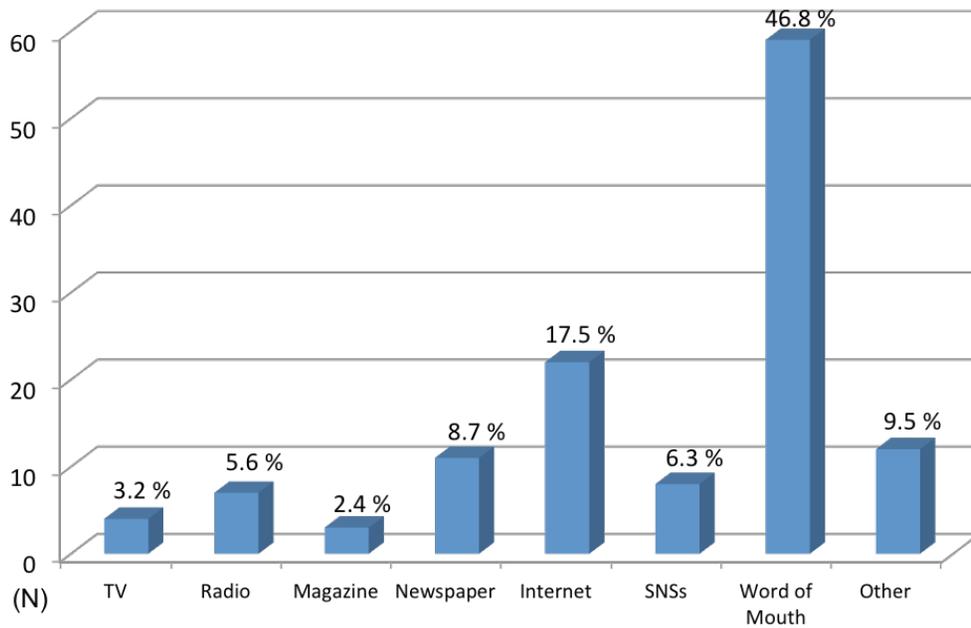


Table 2b

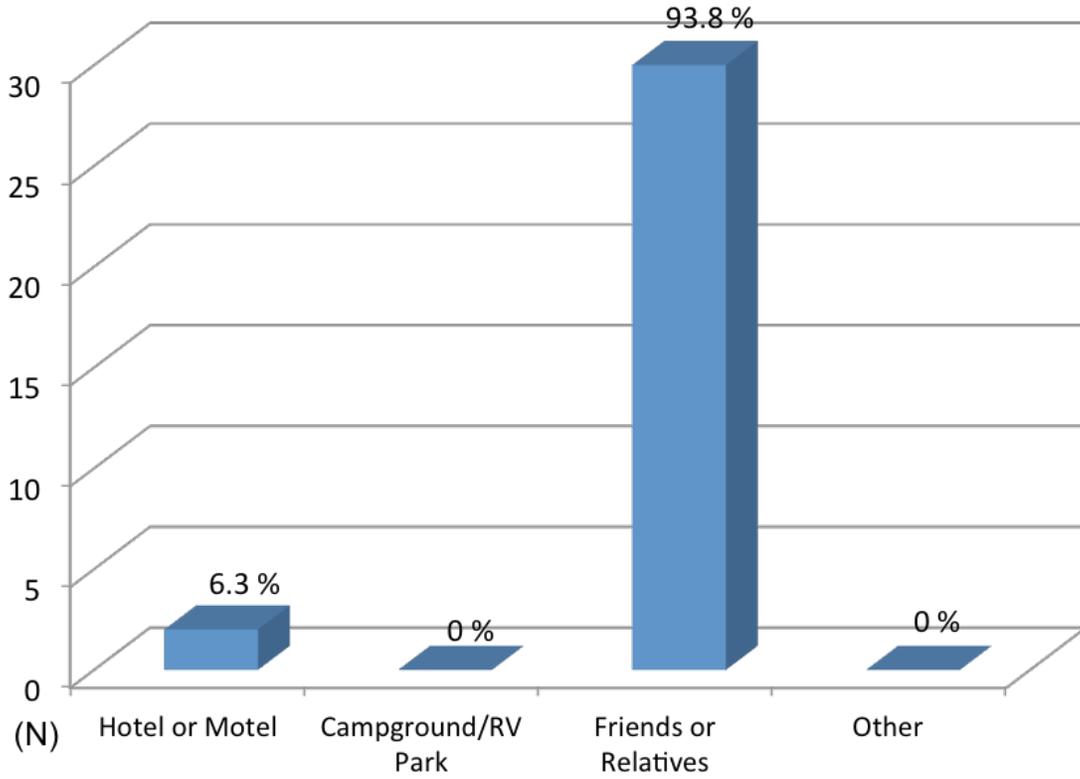
Information Sources (Other)

Categories	Frequency(N)	%
School	2	33.3
Electric newspaper	1	16.7
Flyer	1	16.7
Previous experience	1	16.7
Sign	1	16.7
Total	6	100

- Of those who stayed overnight during this trip to Columbia, about 6% (2 visitors) stayed at Hotels or Motels, while about 94% (30 visitors) stayed with Friends or Relatives (see Figure 2k).

Figure 2k

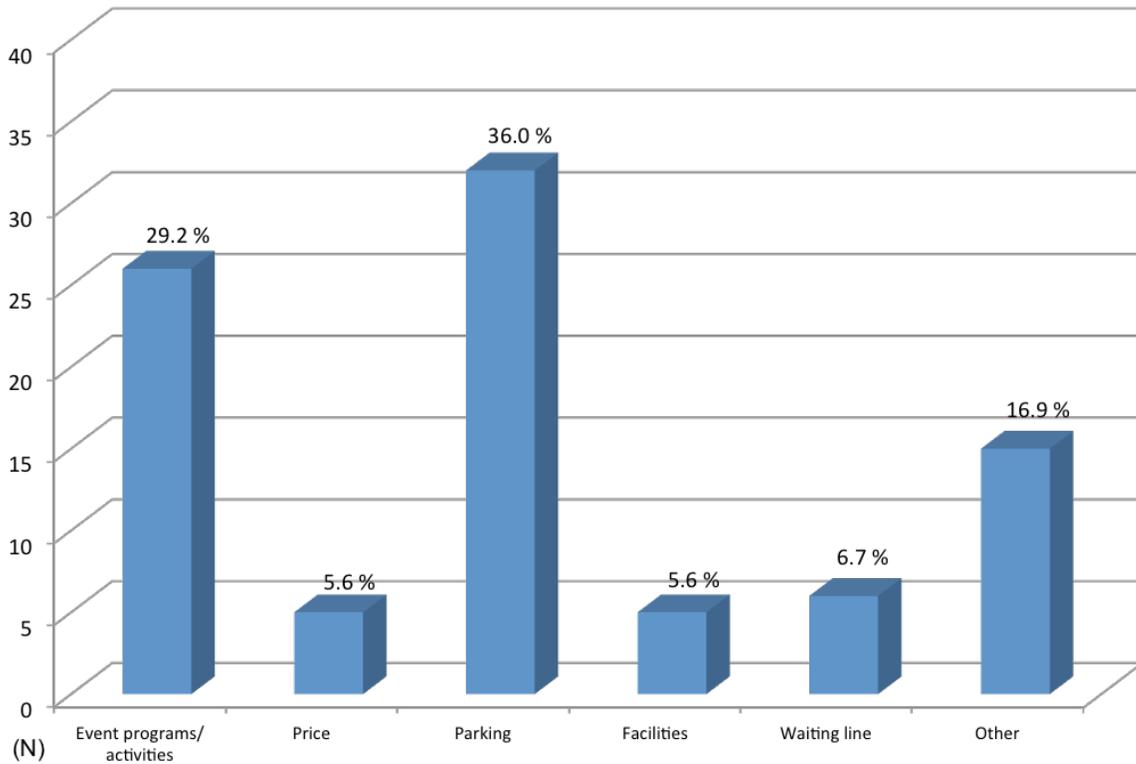
Accommodations



- Figure 21 reveals that the improvements for the festival were: “Event programs/activities” (29.2%), “Price” (5.6%), “Parking” (36.0%), “Facilities” (5.6%), “Waiting line” (6.7%) and “Other” (16.9%).

Figure 21

What Can be Done to Improve the Event? (check all that applies)



Note: price (e.g., tickets, vendors, etc.) and facilities (space, bathroom, etc.)

- Furthermore, others included “Children’s activity” (15.4%), “Food” (15.4%), and “More vendors” (15.4%), and so on (see Table 2c).

Table 2c

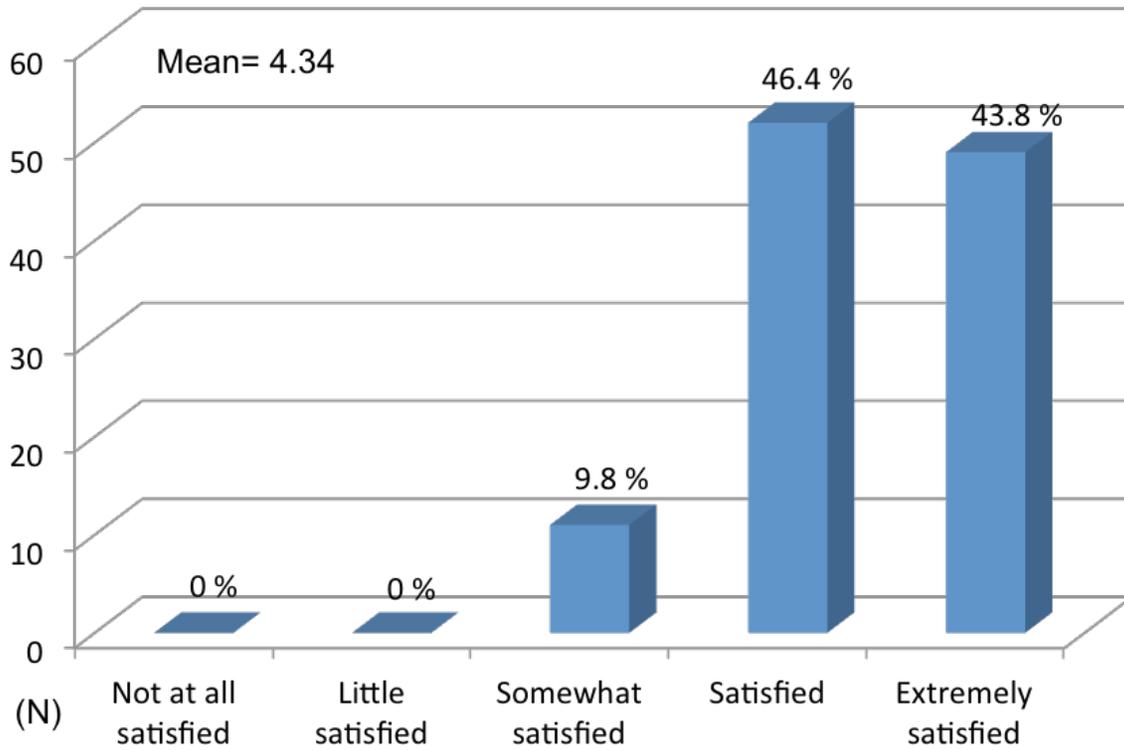
Improvements (Other)

Categories	Frequency(N)	%
Children’s activity	2	15.4
Food (e.g., diversity)	2	15.4
More vendors	2	15.4
Amenity (e.g., ATM machine / credit card acceptance)	1	7.7
Layout	1	7.7
More historical information	1	7.7
More visitors	1	7.7
Seating table (e.g., for eating and guests)	1	7.7
Shuttle service (e.g., handicapped)	1	7.7
Water station	1	7.7
Total	13	100

- About 90% of the visitors indicated that they were satisfied with the festival experience (the mean of overall trip satisfaction/experience =4.34 out of 5 points).

Figure 2m

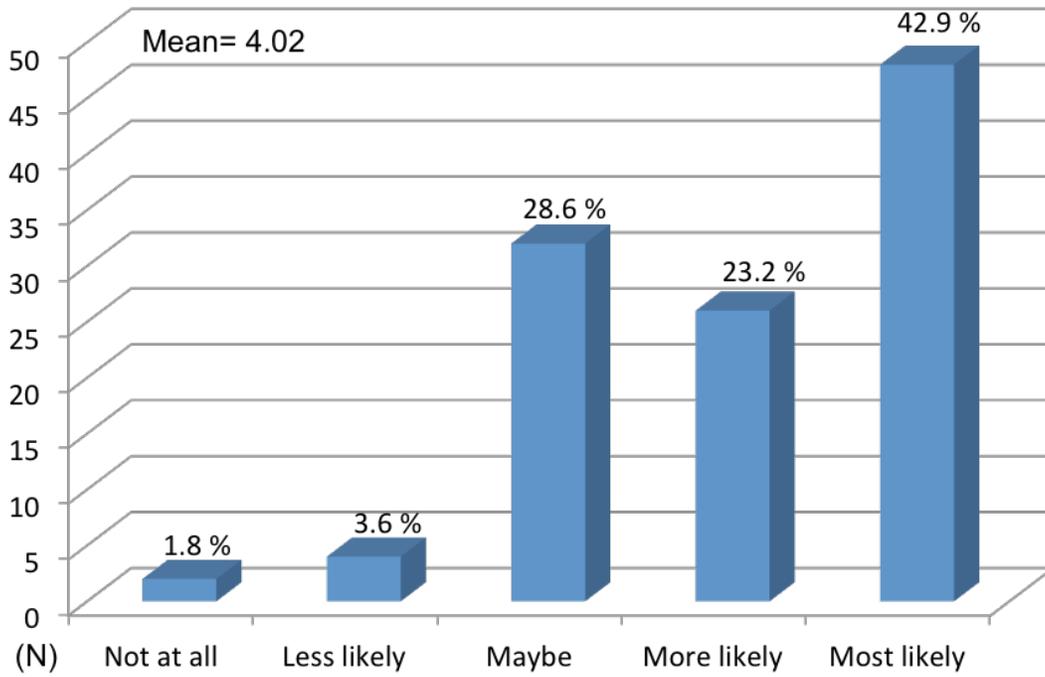
Overall, How Would You Rate Your Satisfaction/Experience with Your Trip?



- Regarding the question, “Will you return to the Heritage Festival next year?” the mean value of visitors intention to return to the festival (mean=4.02), and about 66% reveals that the visitors are willing to return to the festival next year.

Figure 2n

If Possible, Will You Return to the Heritage Fest Next Year?



- The hotels and motels that respondents stayed at are listed in Table 2d. Of those who listed hotels or motels, about 100% (1) stayed at the Ramada during their trip to Columbia.

Table 2d

Hotels and Motels Respondents Stayed

Hotels or Motels	Frequency(N)	%
Ramada	1	100.0
Total	1	100

- The average travel party of the Heritage festival attendees was about 3.9 people. The average number of people not from Boone County within a group was about 3.2 people.

Table 2e

Average Travel Party and Number of Respondents Who were Not from Boone County within a Group

Questions	N	Mean	Std. D
Travel Party	112	3.93	2.25
Not from Boone County	112	3.21	1.98

- As Table 2f shows, on average, the average per trip spending on lodging, food & beverage, and total budget on retail was about \$133, \$38, and \$58, respectively.

Table 2f

Expenditures by Respondents' Travel Party*

Questions	N	Mean(\$)	Std. D
Lodging	2	132.50	51.62
Food & beverage	47	37.57	27.52
Total budget on retail	48	57.73	50.21

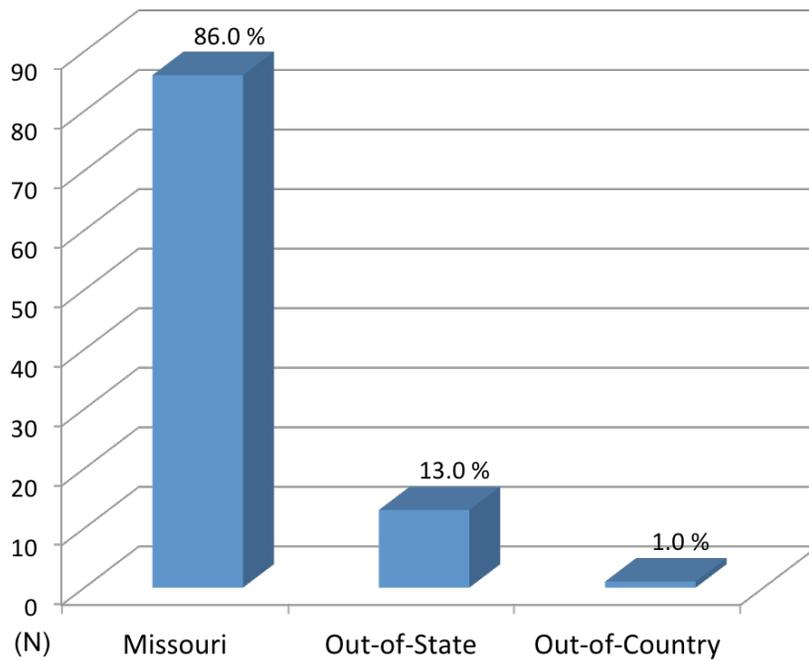
*Only those from outside Boone County

** Lodging was calculated based on visitors who stayed overnight at Boone County

- As Figure 2o shows, about 86% (86 visitors) of the respondents were from other counties in Missouri, while about 13% (13 visitors) and 1% (1 visitor) of the respondents were from out-of-state and out-of-country, respectively.

Figure 2o

Percentage of Respondents from Missouri, Other States, and Countries



- Of the out-of-state respondents, the largest geographic segments by state are as follows: Illinois (30.8%), Indiana (23.1%) and Oklahoma (23.1%).

Table 2g

Origins of Out-of-State Respondents

States	Frequency(N)	%
Illinois	4	30.8
Indiana	3	23.1
Oklahoma	3	23.1
California	2	15.4
Vermont	1	7.7
Total	13	100

Note: Canada (n=1)

- Of the Missouri respondents, the largest geographic segments by county are as follows: Callaway (23.3%), St. Louis (11.6%), Randolph (7.0%) and St. Charles (7.0%).

Table 2h

Origins of Missouri Respondents

Origins	Frequency(N)	%	Origins	Frequency(N)	%
Callaway	24	23.3	Carter	1	1.2
St. Louis	10	11.6	Cass	1	1.2
Randolph	6	7.0	Clark	1	1.2
St. Charles	6	7.0	Gasconade	1	1.2
Cole	5	5.8	Greene	1	1.2
Pettis	4	4.7	Jasper	1	1.2
Howard	4	4.7	Lewis	1	1.2
Marion	3	3.5	Livingston	1	1.2
Chariton	2	2.3	Macon	1	1.2
Cooper	2	2.3	Moniteau	1	1.2
Jackson	2	2.3	Monroe	1	1.2
Osage	2	2.3	Montgomery	1	1.2
Saline	2	2.3	Ralls	1	1.2
Audrain	1	1.2	Shannon	1	1.2
Benton	1	1.2	Warrenton	1	1.2
Camden	1	1.2	Total	86	100

Table 2i**Summary of Profile of Out-Of-Market Respondents**

Questions		Frequency(n)	Ratio(%)
Demographic characteristics			
Gender (n=110)	Male	61	55.5
	Female	49	44.5
Age (n=111)	Under 20	4	3.6
	20-29	26	23.4
	30-39	22	19.8
	40-49	15	13.5
	50-59	19	17.1
	Over 60	25	22.5
Education (n=108)	High School	16	14.8
	Some College/technical school	37	34.3
	Graduated College	34	31.5
	Post Graduate	21	19.4
Employment status (n=111)	Professional	15	13.5
	Self-employed	14	12.6
	Full-time	29	26.1
	Part-time	8	7.2
	Student	21	18.9
	Retired	18	16.2
	Other	6	5.4
Household income (n=98)	Less than \$25K	17	17.3
	\$25-\$55	34	34.7
	\$55-\$85	27	27.6
	Over \$85	20	20.4
Accommodations (n=32)			
Hotels or Motels	Yes	2	6.3
Campground/RV Park	Yes	-	-
Friends or Relatives	Yes	30	93.8
Other	Yes	-	-

Note: Total respondents (n= 113), missing values are included in each item

Questions		Frequency(n)	Ratio(%)
Individual characteristics			
First time visit (n=113)	Yes	78	69.0
	No	35	31.0
Primary reason for visit - festival (n=113)	Yes	61	54.0
	No	52	46.0
Stay extended by the festival (n=54)	Extended	6	11.1
	No	48	88.9
Overnight stay (n=111)	Yes	32	28.8
	No	79	71.2
Advertisements	TV	4	3.2
	Radio	7	5.6
	Magazine	3	2.4
	Newspaper	11	8.7
	Internet	22	17.5
	SNSs	8	6.3
	WOM	59	46.8
	Other	12	9.5

Questions	Scale	Mean	Std. D
Visitors characteristics			
Length of stay (in days)	(Day)	3.87	3.07
Not from Boone County	(N)	3.21	1.98
Travel party	(N)	3.93	2.25
Visitors Satisfaction			
Overall satisfaction	5 points	4.34	0.65
Intention to return	5 points	4.02	1.01
Travel party spending			
Per night/room on lodging	(\$)	132.50	51.62
Per day on F&B	(\$)	37.57	27.52
Total budge on retail	(\$)	57.73	50.21

Note: Total respondents (n= 113), missing values are included in each item

3. CITIZEN JANE FILM FESTIVAL

- Survey collection occurred during the three days of the Citizen Jane Film Festival (November 7-9, 2014). Surveyors were able to intercept attendees at the entrance of the ticket booth, the movie theaters (Missouri Theatre and The Blue Note in Columbia), and the auditorium of Stephen College as they walked through the festival areas. The survey points are where attendees could purchase movie tickets and see movies.
- The event coordinator reported approximately 6,491 attendees/purchased tickets. Charters auditorium is the official box office for most events and the event coordinator use software to track tickets, along with clicker counts at the door and also information from other venue sites.
- A total of 291 people were intercepted at Citizen Jane Film Festival, but 24 of them were not interested in completing the survey. This resulted in a valid total of 315 festival attendees intercepted (see Table 3a).
- As Table 3a shows, of the 315 intercepted, 38.4% (121) were out-of-market visitors.
- 77.7% (80) of the out-of-market visitors were true out-of-market visitors, namely visitors whose primary reason of this trip to Columbia was to attend Citizen Jane Film Festival or those who extended their stay by at least one night due to the event. Thus, it was estimated that out of the 121 visitors intercepted, 94 (77.7% of 121) were true out-of-market visitors. These 94 visitors constituted 29.8% of the total festival attendees intercepted. Approximately 29.8% of the festival visitors intercepted were true out-of-market visitors.
- Of the 315 visitors intercepted, 50.5% (159) were first time attendees. Among these, 23.8% (75) were Boone County residents and 26.7% (84) were from outside Boone County.

Table 3a

Citizen Jane Film Festival Attendees Intercepted

	N	% of Total Intercepted	% of Total Survey Completed
Attendees Intercepted	291		
Not interested in the study	24		
Valid total number of attendees intercepted^A	315	100	
Visitors who completed surveys	103		
Visitors who refused surveys	18		
Total number of visitors intercepted^B	121	38.4	
Visitors primary reason – festival	69		65.0
Visitors stay extended by festival	11		10.7
Total number of true out-of-market^C	80		77.7
Est. number of true out-of-market visitors among all visitors intercepted^D	94*	29.8	
First time Boone County residents	75	23.8	
First time visitors	84	26.7	
Total number of first time attendees^E	159	50.5	

Note: (1) % of **B**=total number of visitors intercepted(n=121)/A(valid total # of attendees intercepted, n=315); (2)% of **C**=total # of true out-of-market (n=80)/Visitors who completed surveys(n=103); (3) % of **D**=B(total #of visitors intercepted, n=121) X % of C(total # of true out-of-market); and (4) % of **E**=total # of first time attendees/A(valid total # of attendees intercepted, n=315)

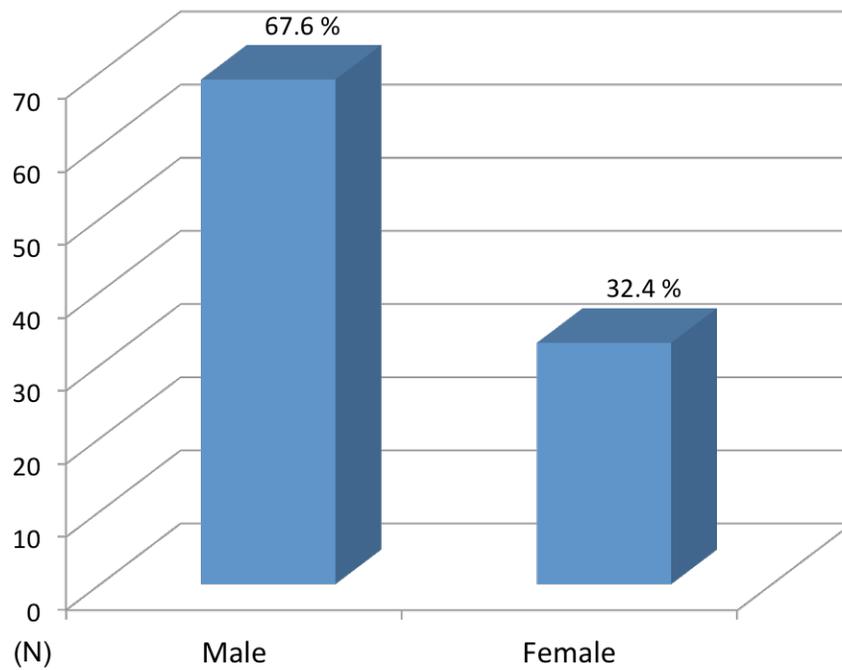
*Since there were visitors intercepted who did not complete the surveys, the number of true out-of-market visitors among all visitors intercepted was estimated based on the percentage of true out-of-market visitors who completed the surveys.

■ PROFILES OF OUT-OF-MARKET RESPONDENTS

- This section describes the profiles of visitors who lived outside of Boone County and completed the survey as follows:
- Of the visitors (see Figure 3a), about 68% (69) of the respondents were male, while about 32% (3) were female.

Figure 3a

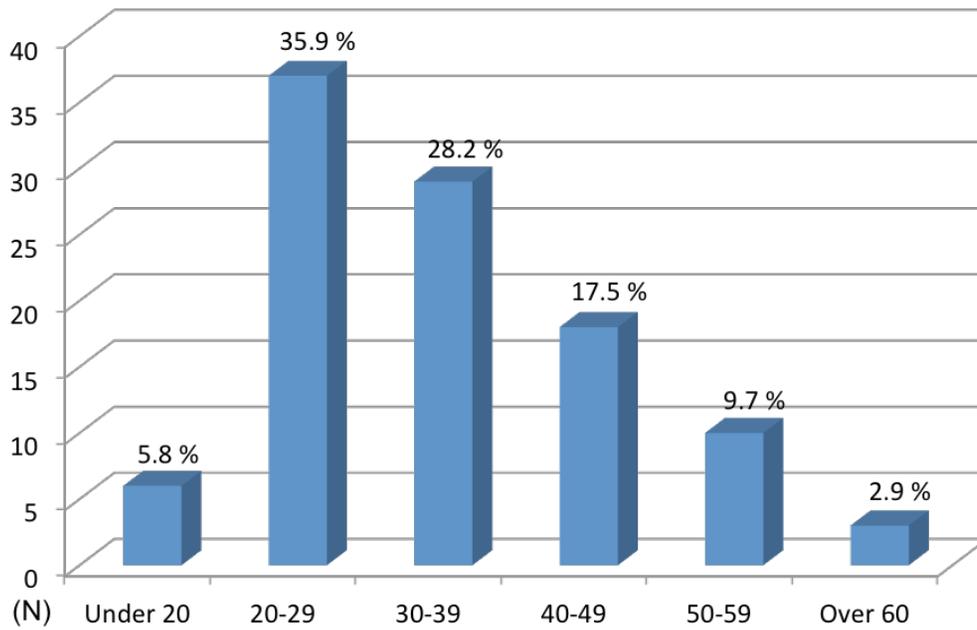
Gender



- The result of visitor's age was shown in the ratio of under 20 (5.8%), 20-29 (35.9%), 30-39 (28.2%), 40-49 (17.5%), 50-59 (9.7%), and over 60 (2.9%).

Figure 3b

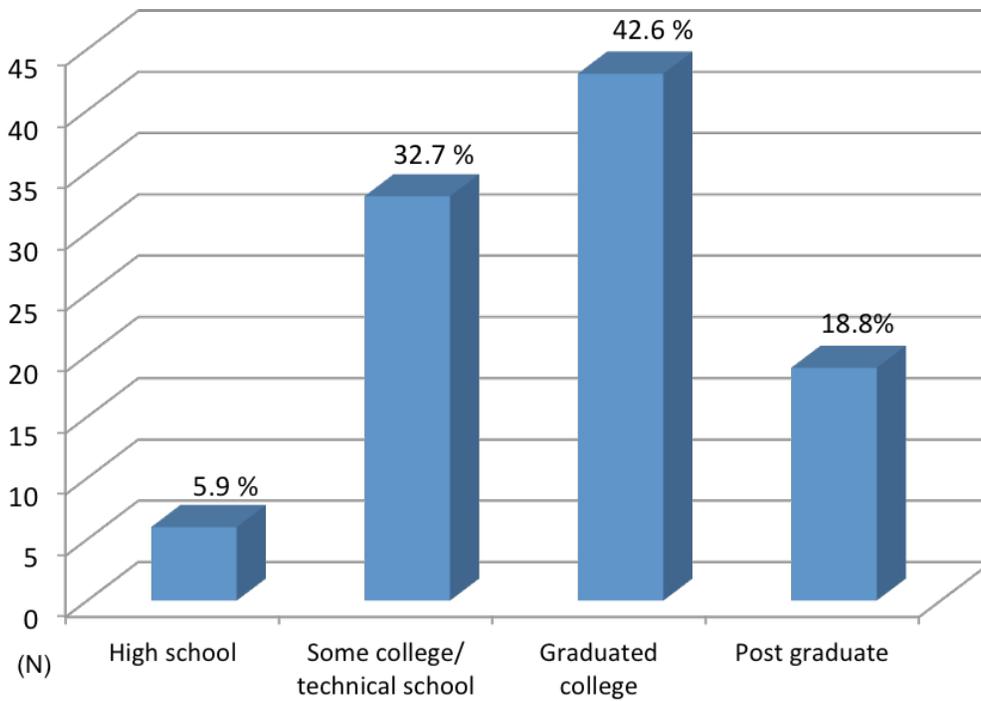
Age



- In terms of education, a majority of respondents encompassed the categories of High school (5.9%), Some college/technical school (32.7%), Graduated college (42.6%), and Post graduate (18.8%).

Figure 3c

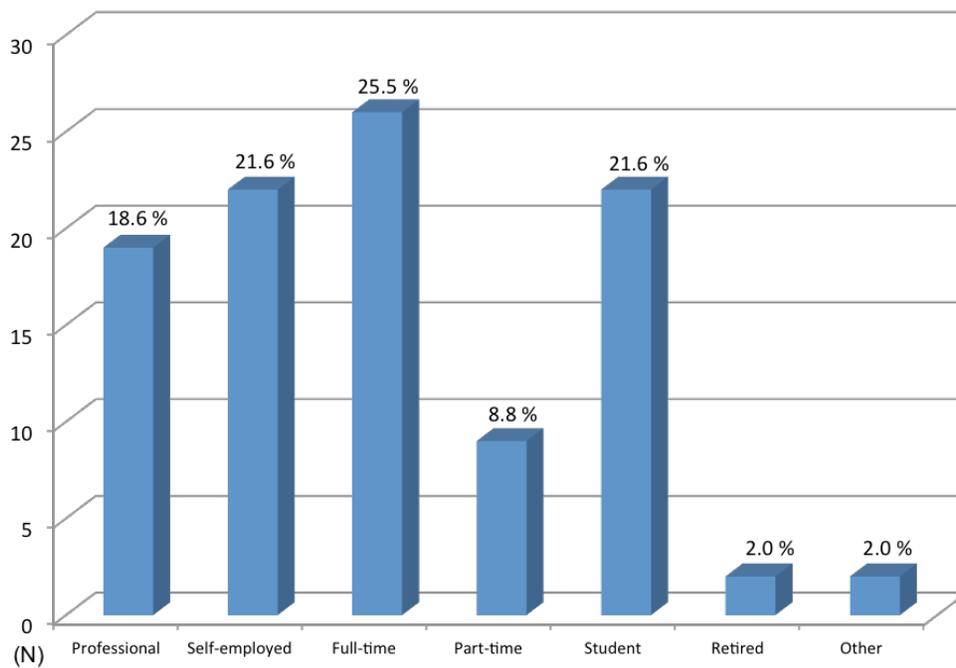
What is the Highest Level of Education You Have Completed?



- It was observed that the primary employment statuses for the respondents were Professional (18.6%), Self-employed (21.6%), Full-time (25.5%), and Student (21.6%).

Figure 3d

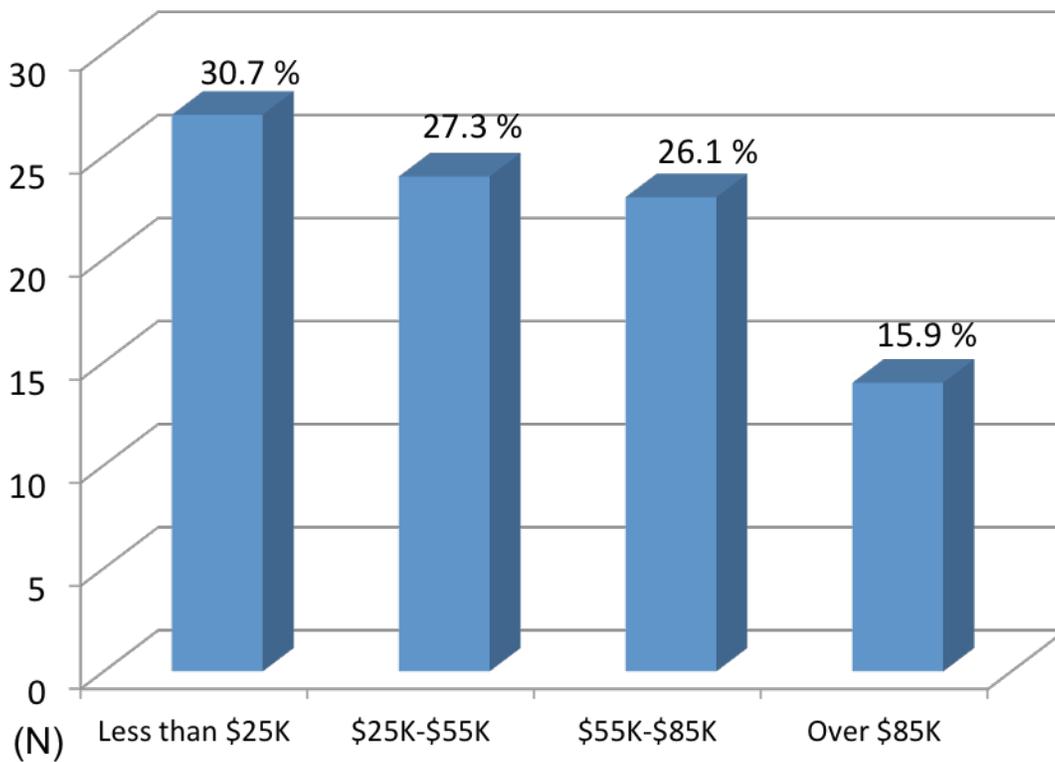
Which of the Following Best Describes Your Employment Status?



- The result of visitor's household income was shown in the ratio of less than \$25K (30.7%), \$25-\$55K (27.3%), \$55-\$85K (26.1%), and over \$85K (15.9%).

Figure 3e

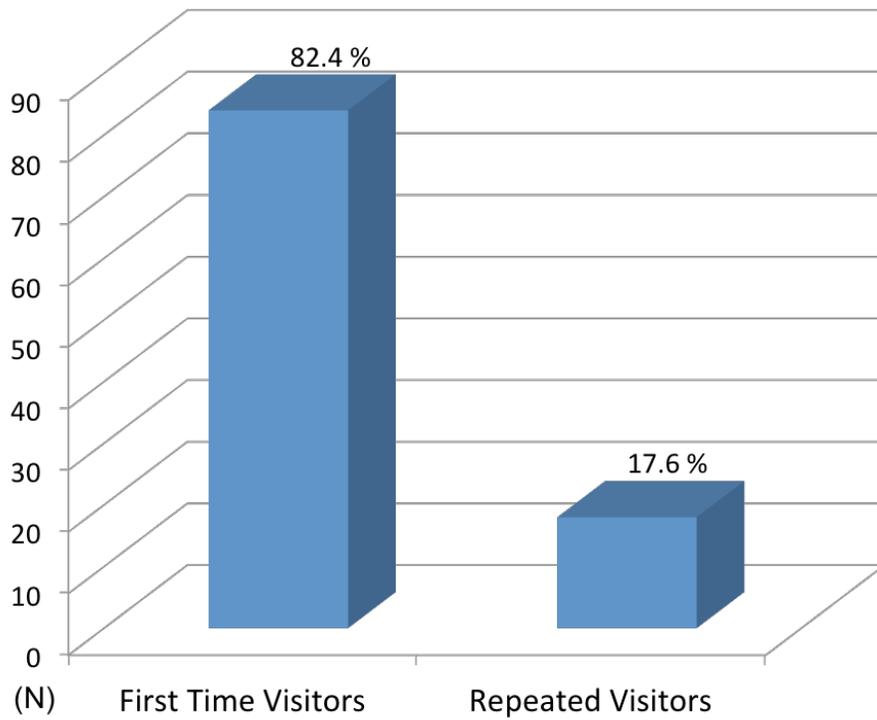
What Range Best Describes Your Household Income?



- Figure 3f displays that about 82% (84) of the respondents reported that this was their first time to this festival and about 18% (18) of visitors reported that they had been to this festival previously.

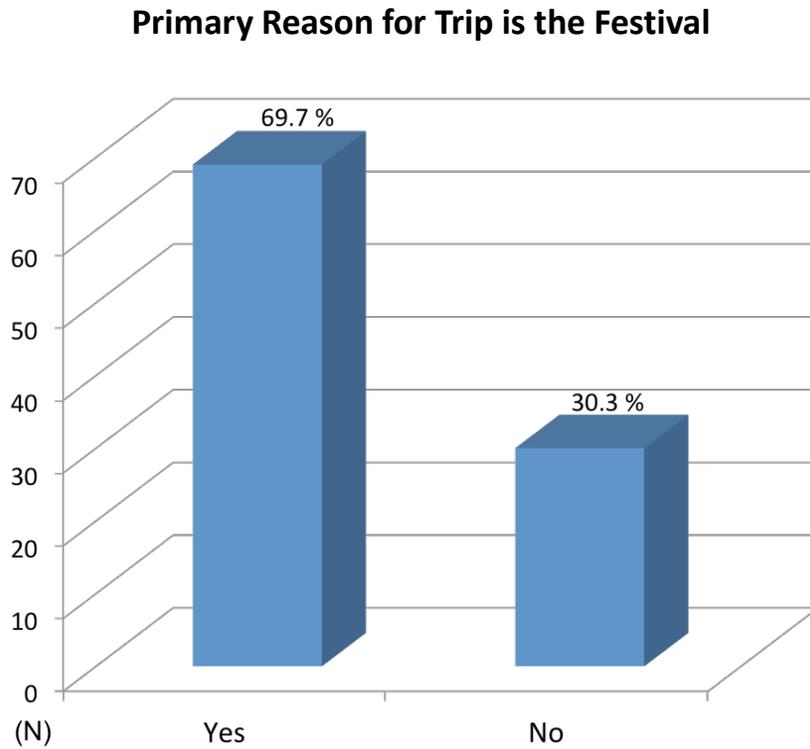
Figure 3f

Percentage of First Time and Repeated Visitors



- Of the 99 respondents, about 70% (69) reported that they came to Citizen Jane Film Festival as their primary reason for their trip to Columbia (see Figure 3g), while about 30% (30) indicated that they did not come to the Festival as their primary reason for their trip to Columbia.

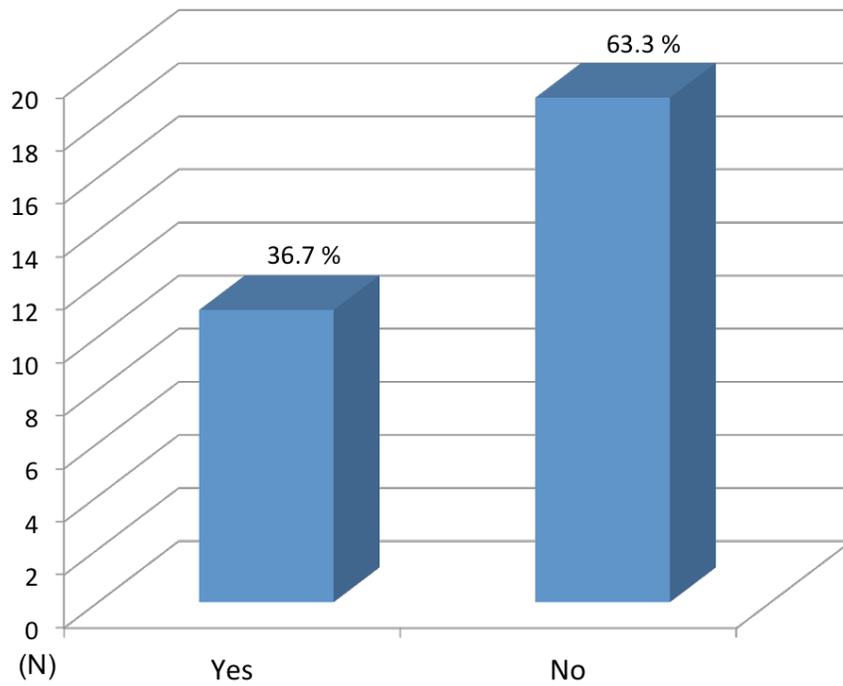
Figure 3g



- Figure 3h indicates that about 37% (11) of respondents' stay were extended by the festival.

Figure 3h

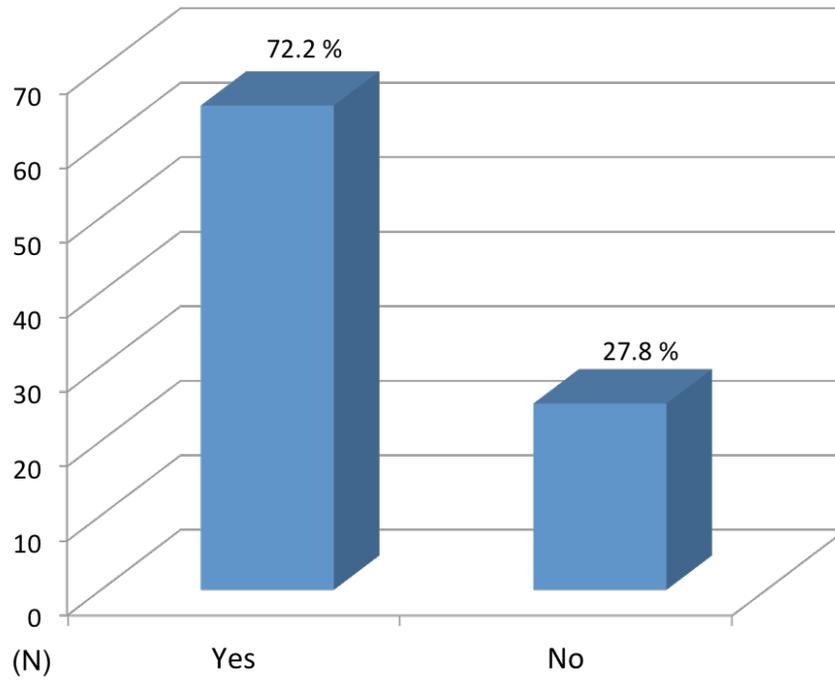
Stay Extended by the Festival



- As Figure 3i shows, about 72% (65) of the respondents stayed overnight, while about 28% (25) of the respondents did not stay overnight during this trip to Columbia. The average length of stay was about 3.7 days (see Table 3i).

Figure 3i

Overnight Stay



- Figure 1j reveals that the primary information sources for the festival were: “Radio” (2.8%), “Magazine” (1.9%), “Newspaper” (1.9%), “Internet” (19.8%), “SNSs” (11.3%), “Word of Mouth (WOM)” (47.2%), and “Other” (15.1%). Furthermore, other included “School” (37.5%), “Invitation” (25.0%), and “Film communission” (18.8%) (see Table 3b).

Figure 3j

**How Did You Hear about the Citizen Jane Film Festival?
(Check all that applies)**

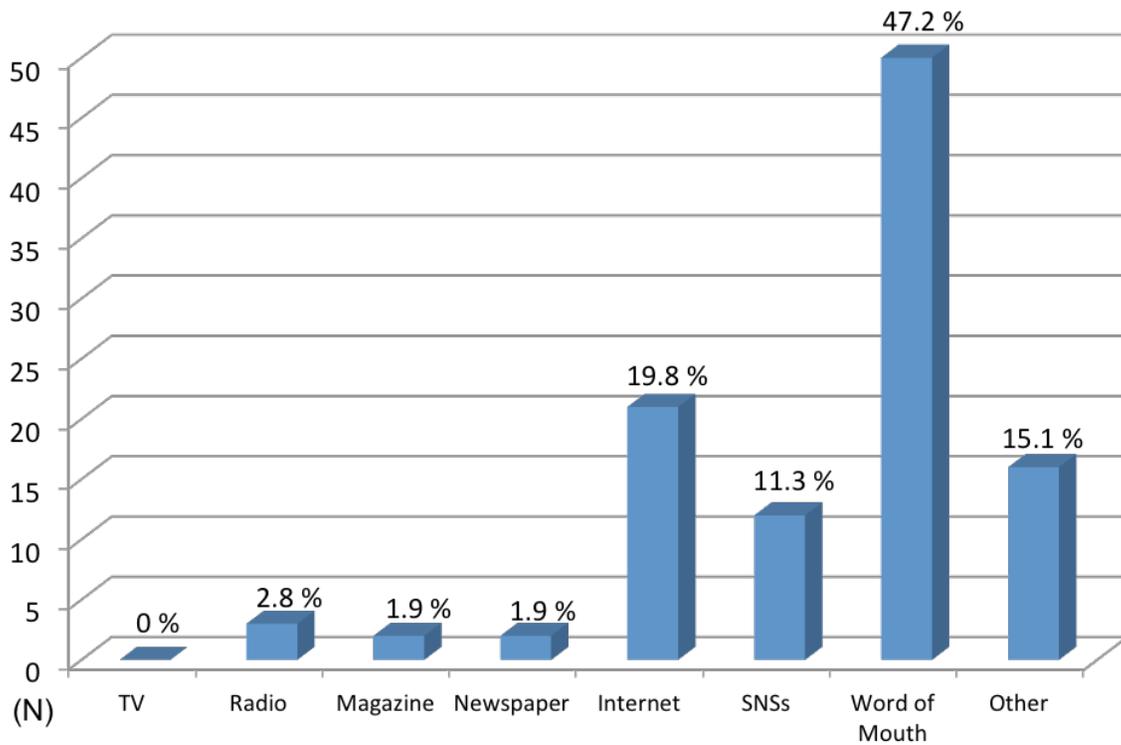


Table 3b

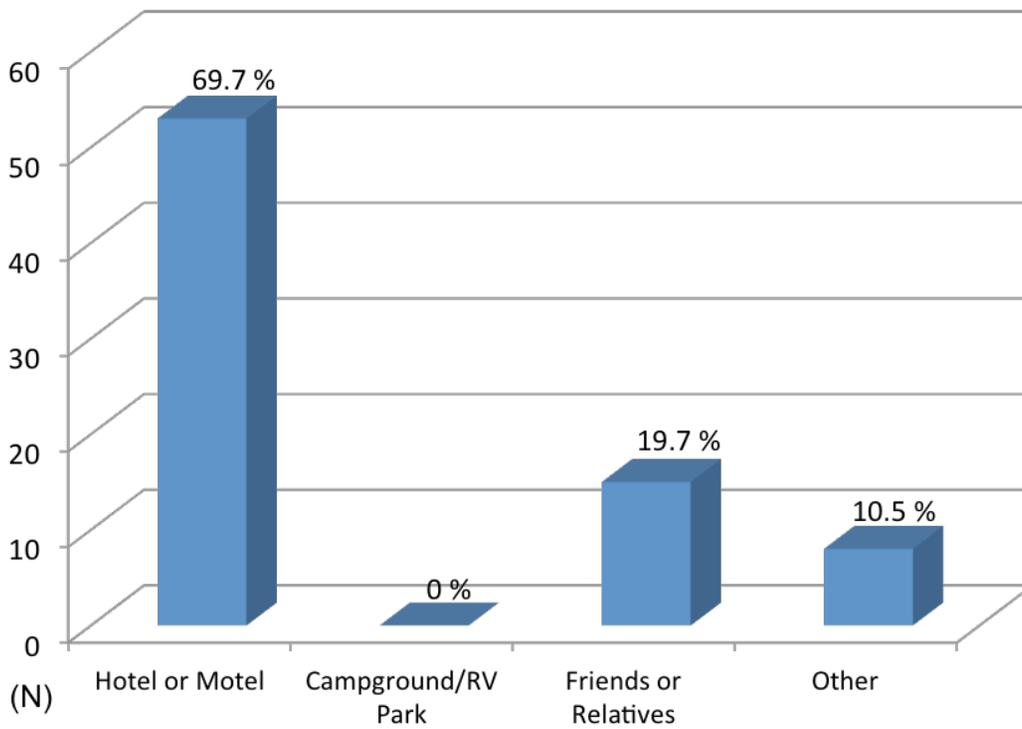
Information Sources (Other)

Categories	Frequency(N)	%
School (e.g., Stephens College)	6	37.5
Invitation	4	25.0
MO film communission	3	18.8
Email (e.g., Mizzou)	2	12.5
Restaurant (e.g., Main squeeze)	1	6.3
Total	16	100

- Of those who stayed overnight during this trip to Columbia, about 70% (53 visitors) stayed at Hotels or Motels, while about 20% (15 visitors) stayed with Friends or Relatives (see Figure 3k).

Figure 3k

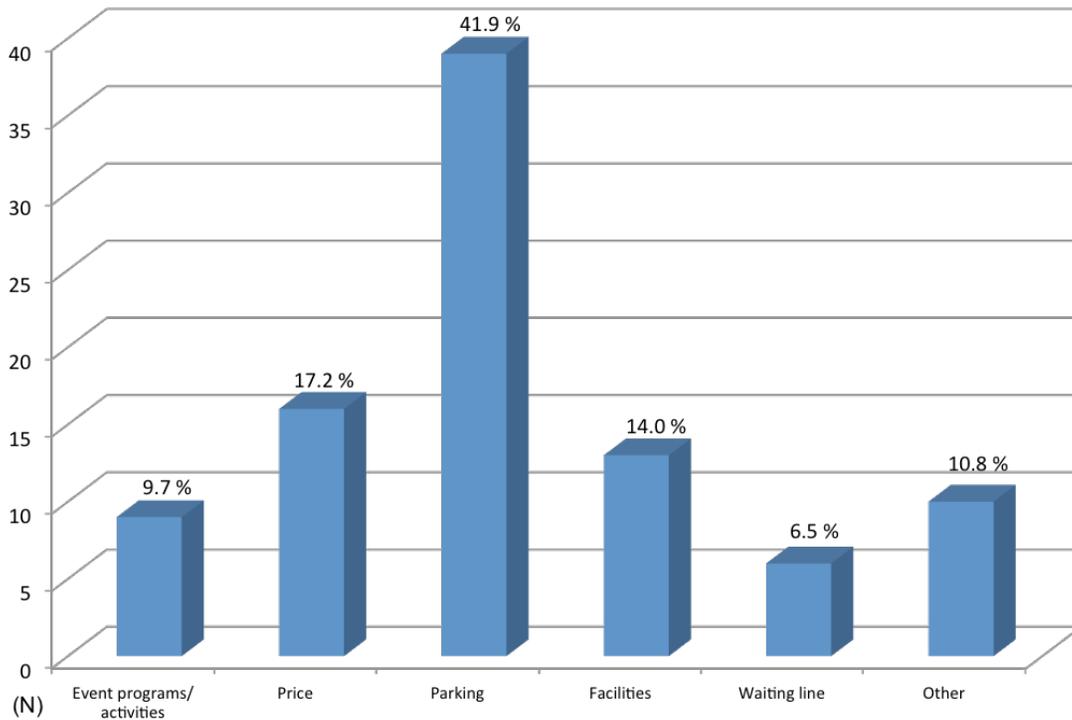
Accommodations



- Figure 3I reveals that the improvements for the festival were: “Event programs/activities” (9.7%), “Price” (17.2%), “Parking” (41.9%), “Facilities” (14.0%), “Waiting line” (6.5%) and “Other” (10.8%).

Figure 3I

What Can be Done to Improve the Event? (check all that applies)



Note: price (e.g., tickets, vendors, etc.) and facilities (space, bathroom, etc.), no missing values

- Furthermore, others included “Box office” (28.6%), “Signage” (14.3%), and so on (see Table 3c).

Table 3c

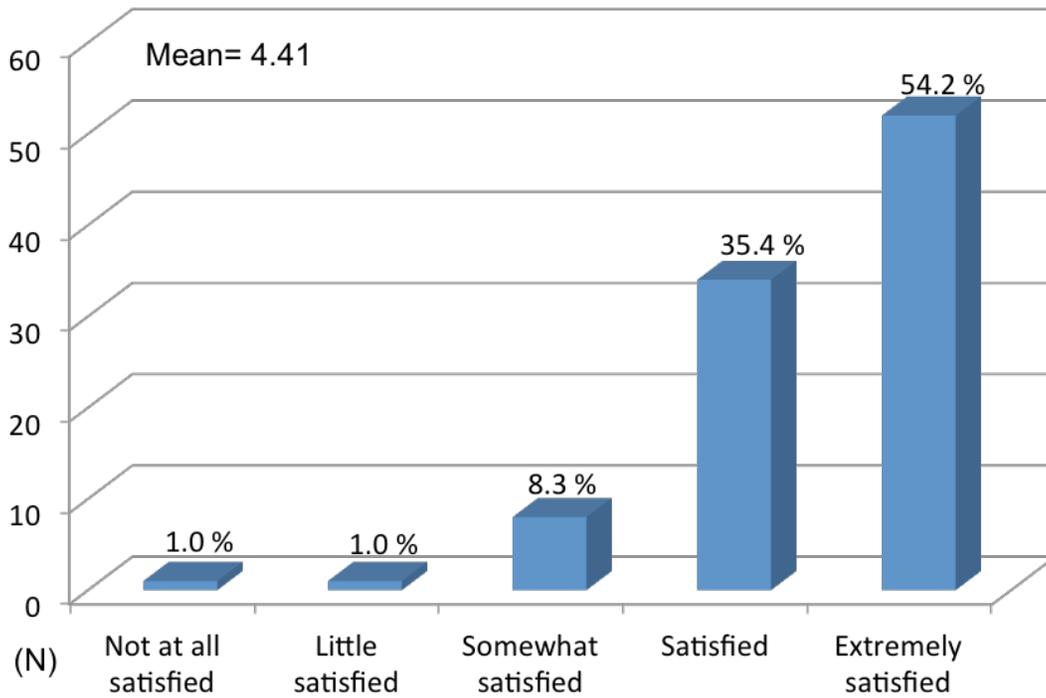
Improvements (Other)

Categories	Frequency(N)	%
Box office (e.g., location, ticket system)	2	28.6
Signage	1	14.3
Projection problem	1	14.3
Map	1	14.3
More merchandizing sales (e.g., poster)	1	14.3
Hotel	1	14.3
Total	7	100

- About 90% of the visitors indicated that they were satisfied with the festival experience (the mean of overall trip satisfaction/experience=4.41 out of 5 points).

Figure 3m

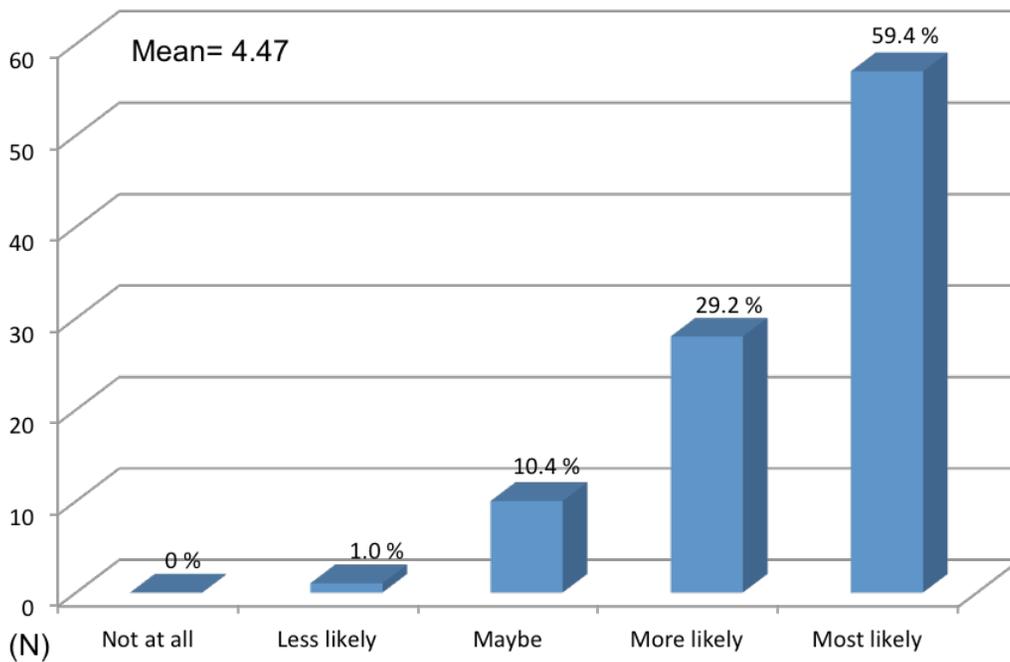
Overall, How Would You Rate Your Satisfaction/Experience with Your Trip?



- Regarding the question, “Will you return to the Citizen Jane Film Festival next year?” the mean value of visitors intention to return to the festival (mean=4.47), and about 89% reveals that the visitors are willing to return to the festival next year.

Figure 3n

If Possible, Will You Return to the Citizen Jane Film Fest Next Year?



- The hotels and motels that respondents stayed at are listed in Table 3d. Of those who listed hotels or motels, about 47% (23) stayed at the Budget Inn during their trip to Columbia.

Table 3d

Hotels and Motels Respondents Stayed

Hotels or Motels	Frequency(N)	%
Budget Inn	23	46.9
The Broadway	11	22.4
Stephens College Visitors center	4	8.2
Hampton Inn	2	4.1
Tiger Hotel	2	4.1
American Best Value	1	2.0
Courtyard Marriott	1	2.0
Fairfield Inn & Suites	1	2.0
Holiday Inn	1	2.0
Quality Inn	1	2.0
Residence Inn	1	2.0
Wingate	1	2.0
Total	49	100

- The average travel party of the Citizen Jane festival attendees was about 3.0 people. The average number of people not from Boone County within a group was about 3.0 people.

Table 3e

Average Travel Party and Number of Respondents Who were Not from Boone County within a Group

Questions	N	Mean	Std. D
Travel Party	91	3.04	4.06
Not from Boone County	91	2.98	4.07

- As Table 3f shows, on average, the average per trip spending on lodging, food & beverage, and total budget on retail was about \$124, \$52, and \$85, respectively.

Table 3f

Expenditures by Respondents' Travel Party*

Questions	N	Mean(\$)	Std. D
Lodging	27	123.93	55.60
Food & Beverage	52	52.27	34.24
Total budget on retail	47	85.36	67.09

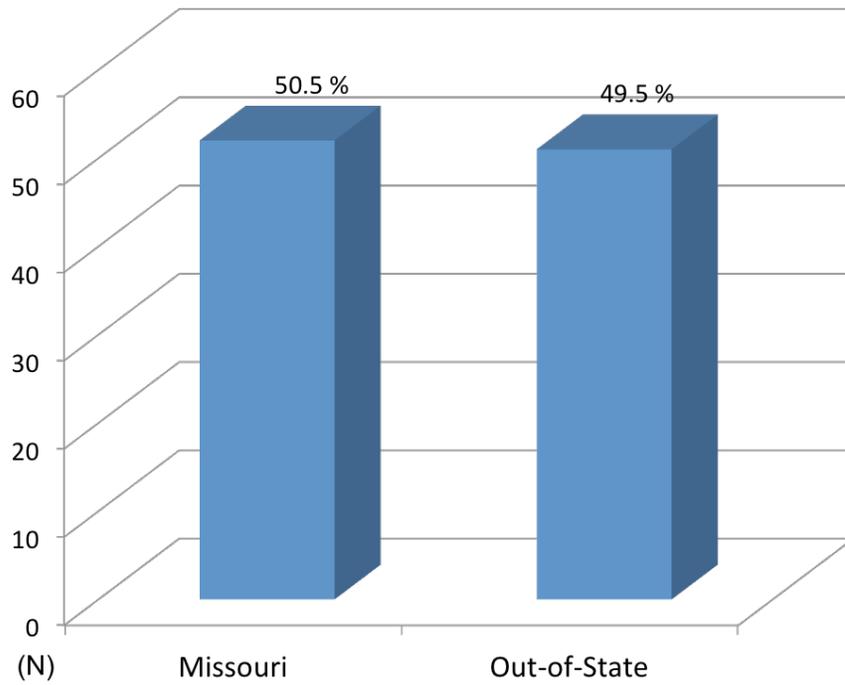
*Only those from outside Boone County

** Lodging was calculated based on visitors who stayed overnight at Boone County

- As Figure 3o shows, about 51% (52 visitors) of the respondents were from other counties in Missouri, while about 50% (51 visitors) of the respondents were from out-of-state.

Figure 3o

Percentage of Respondents from Missouri and Other States



- Of the out-of-state respondents, the largest geographic segments by state are as follows: Ohio (17.6%), Texas (13.7%), and Kansas (11.8%).

Table 3g

Origins of Out-of-State Respondents

States	Frequency(N)	%
Ohio	9	17.6
Texas	7	13.7
Kansas	6	11.8
New York	5	9.8
California	4	7.8
Illinois	4	7.8
Iowa	2	3.9
New Mexico	2	3.9
Tennessee	2	3.9
Arkansas	1	2.0
Connecticut	1	2.0
Florida	1	2.0
Indiana	1	2.0
Kentucky	1	2.0
Louisiana	1	2.0
Nebraska	1	2.0
New Jersey	1	2.0
Pennsylvania	1	2.0
Washington	1	2.0
Total	51	100

- Of the Missouri respondents, the largest geographic segments by county are as follows: St. Louis (26.0%), Cole (10.0%), and Greene (10.0%).

Table 3h

Origins of Missouri Respondents

Origins	Frequency(N)	%
St. Louis	13	26.0
Cole	5	10.0
Greene	5	10.0
Cape Girardeau	4	8.0
Jefferson	4	8.0
Clay	3	6.0
Jackson	3	6.0
Butler	2	4.0
Callaway	2	4.0
Phelps	2	4.0
St. Charles	2	4.0
Adair	1	2.0
Cooper	1	2.0
Jasper	1	2.0
Macon	1	2.0
Sangamon	1	2.0
Total	50	100

Table 3i**Summary of Profile of Out-Of-Market Respondents**

Questions		Frequency(n)	Ratio(%)
Demographic characteristics			
Gender (n=102)	Male	69	67.6
	Female	33	32.4
Age (n=103)	Under 20	6	5.8
	20-29	37	35.9
	30-39	29	28.2
	40-49	18	17.5
	50-59	10	9.7
	Over 60	3	2.9
Education (n=101)	High School	6	5.9
	Some College/technical school	33	32.7
	Graduated College	43	42.6
	Post Graduate	19	18.8
Employment status (n=102)	Professional	19	18.6
	Self-employed	22	21.6
	Full-time	26	25.5
	Part-time	9	8.8
	Student	22	21.6
	Retired	2	2.0
	Other	2	2.0
Household income (n=88)	Less than \$25K	27	30.7
	\$25-\$55	24	27.3
	\$55-\$85	23	26.1
	Over \$85	14	15.9
Accommodations (n=76)			
Hotels or Motels	Yes	53	69.7
Campground/RV Park	Yes	-	-
Friends or Relatives	Yes	15	19.7
Other	Yes	8	10.5

Note: Total respondents (n= 103), missing values are included in each item

Questions		Frequency(n)	Ratio(%)
Individual characteristics			
First time visit (n=102)	Yes	84	82.4
	No	18	17.6
Primary reason for visit - festival (n=99)	Yes	69	69.7
	No	30	30.3
Stay extended by the festival (n=30)	Extended	11	36.7
	No	19	63.3
Overnight stay (n=90)	Yes	65	72.2
	No	25	27.8
Advertisements	TV	-	-
	Radio	3	2.8
	Magazine	2	1.9
	Newspaper	2	1.9
	Internet	21	19.8
	SNSs	12	11.3
	WOM	50	47.2
	Other	16	15.1

Questions	Scale	Mean	Std. D
Visitors characteristics			
Length of stay (in days)	(Day)	3.68	0.95
Not from Boone County	(N)	2.98	4.07
Travel party	(N)	3.04	4.06
Visitors Satisfaction			
Overall satisfaction	5 points	4.41	0.78
Intention to return	5 points	4.47	0.73
Travel party spending			
Per night/room on lodging	(\$)	123.93	55.60
Per day on F&B	(\$)	52.27	34.24
Total on retail	(\$)	85.36	67.09

Note: Total respondents (n= 103), missing values are included in each item

APPENDIX: Sample Questionnaire

1. Is this your first time to the event? _____ Yes _____ No
 2. How did you hear about the event?
 ___TV ___Radio ___Magazine ___Newspape ___Internet ___SNSs ___Word of Mouth ___Other _____
 3. Was attending this event your primary reason for this trip to Columbia? _____ Yes _____ No If
 No, did you extend your stay in Columbia as a result of this event? ___ No ___ Yes & # of nights _____
 4. During this trip to Columbia, did you stay overnight? _____ Yes _____ No
 4a. If yes, how many days did you stay? _____ nights _____ days
 4b. Where did you stay?
 ___ Hotel / Motel → Name of the hotel / motel _____ ___ Campground / RV Park
 ___ Friends or Relatives ___ Other → *specify*: _____
 5. When attending the event, how many people were in your **immediate group** (including yourself)?
 _____ person(s)
 How many of you were **NOT** from Boone County? _____ person(s)
 6. During this trip to Columbia, what is the approximate **TOTAL** budget for those you who are **NOT** from Boone
 County?
 \$___ PER NIGHT/ROOM on lodging \$___ PER DAY on food & beverages \$___ **TOTAL** on retail (include Gas)
 7. Overall, how would you rate your satisfaction/experience with your trip? (“X” ONE BOX)
- | | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| Not at all satisfied | | Somewhat satisfied | | Extremely satisfied |
8. If possible, will you return to this event next years?
 Not at all Less likely Maybe More likely Most likely
 9. What can be done to improve the event? (check all that applies)
 Event programs & activities Price (Tickets, vendors, etc) Parking Facilities (space, bathroom, etc.)
 Others _____
 10. What range best describes your household income:
 Less than \$25K \$25K -\$55K \$55K – \$85K Over \$85K
 11. What age bracket are you in?
 Under 20 20-29 30-39 40-49 50-60 Over 60
 12. Which of the following best describes your employment status? (select one)
 Professional Self-employed Part-time Student
 Retired others _____
 13. What is the highest level of education you have completed?
 High school Some college/technical school Graduated college/technical school Post graduate
 14. What is your home zip code? _____ County _____ State _____
 15. Gender: ___Female ___Male
 16. If you’d like to receive information on other festivals and events from Columbia Convention and Visitors
 Bureau, please leave your e-mail address
 _____.

Thank you very much for your time!