

2006
**PRESERVATION SOCIETY OF CHARLESTON'S FALL
TOUR OF HOMES AND GARDENS SURVEY**



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INTRODUCTION

In November 2006 the Preservation Society of Charleston approached the College of Charleston's Office of Tourism Analysis to conduct a study of visitors that experienced their 2006 Fall Tour of Homes and Gardens. The 30th Annual Fall Tour of Homes and Gardens is the foremost annual fundraiser for the Preservation Society of Charleston. Therefore, it is critical that this event be as successful as possible in order to support the Society's goals and objectives. The study was designed to gain market intelligence in relation to the visitors' demography, information preferences and impressions of their tour experiences. This information can be used by the Society to enhance its overall tour experience for its guests and continue its tradition of being a strong asset to Charleston's image as a tourism destination.

RESEARCH METHODS

The email addresses of all the respondents were collected from those tour visitors who made advance purchase orders for the Tour of Homes in 2006. After deleting duplicated addresses, a total of 1,514 valid emails were collected. An online survey was designed using a web survey tool zoomerang.com. The questions on the survey included demographic data, tour characteristics, information source usage, trip characteristics, and tour perceptions (see Appendix B for the online survey).

The first round of email solicitations were sent out December 12th and December 13th, 2006. A reminder email was sent out to the visitors on December 19th and 20th. From December 12th, 2006 to January 8th, 2007, a total of 640 completed surveys were collected with a satisfactory response rate of 42.3%.