



THE ECONOMIC CONTRIBUTIONS OF 2007 BB&T CHARLESTON FOOD + WINE FESTIVAL

May 11, 2007

Following the successful 2006 Distinctively Charleston Food + Wine Festival, the 2007 BB&T Charleston Food + Wine Festival was held from March 2nd to March 5th, 2007 to strengthen Charleston as a culinary destination. During the four days, the festival attracted more than 13,000 visitors for various events. The total ticket sales exceeded \$462K. For purposes of understanding the target market of the festival, the likes and dislikes of the visitors, as well as their economic impact, the Office of Tourism Analysis of the College of Charleston conducted an online visitor profile and economic impact survey. In total 1,215 email addresses were obtained from the online ticket seller representing the visitors to whom the majority of all tickets sold. The first round of email solicitation was sent out on March 14th, 2007; a follow-up email was sent out on March 19, 2007. In total 491 surveys were returned, resulting in a response rate of 40.4%.