

Special Event Survey – Top-Line Findings

- 307 completed survey forms (n=307)



Background

- The 2016 Jacksonville Jazz Festival took place Memorial Day Weekend, May 26-29, 2016 in the heart of Downtown Jacksonville for an epic street party full of great food, good fun and plenty of live entertainment.
- The festival boasts three outdoor stages with state of the art light and sound spread across a walkable, open container footprint covering 15 city blocks!
- The event was FREE to attend.



Special Event Survey Form

1. Have you come to this event from out-of-town?
2. What is your home zip-code?
3. How many people are in your immediate travel party?
4. Number of nights you intend to stay in the area?
5. If staying overnight, type of accommodations while in the area?
6. How much money will your travel party spend while in the area?
7. What is the primary reason for being in the area?
8. What is your age range category?



Top-Line Results

Survey Question	2015 Top-Line Results (n=101)	2016 Top-Line Results (n=307)
From out-of-town	Yes (30%) No (70%)*	Yes (48%) No (52%)*
Travel Party Size	Two adults (46.9%) Zero kids (74.8%)	Two adults (54.9%) Zero kids (87.8%)
Nights in the area	Two nights (54.5%) Three nights (20.5%)	Three nights (48.8%) Four nights (18.5%)
Accommodations	With Friends/Family (45.7%); Hotel/Motel/B&B (37.0%)	Hotel/Motel/B&B (66.1%) With Friends/Family (22.8%);
TOTAL SPENDING in area	\$814.47 per travel party (\$380.59 per day, per travel party)	\$1188.73 per travel party (\$396.24 per day, per travel party)
Primary Purpose of Trip	This event (73.3%)	This event (78.9%)
Age Range	25 – 44 years old (41.2%) 44 – 64 years old (40.2%)	44 – 64 years old (63.0%) 65+ years old (17.2%)

Related to this event and your time in the destination, how much \$ will your travel party plan on spending at area:

Lodging:	\$446.07
Restaurants:	\$191.34
Retail and Shopping:	\$183.79
Rental Car / Ground Transportation:	\$160.56
Attractions / Admissions:	\$127.64
Souvenir Shops:	\$79.33

