



Pacific Grove Good Old Days Festival
Economic Impact & Attendee Survey
Report of Findings

May 2015

Research Overview & Methodology

This report presents the findings of a survey of attendees of Pacific Grove Good Old Days, conducted by Destination Analysts, Inc. on behalf of the Monterey County Convention & Visitors Bureau for the objective of estimating the economic impact of this event for the County.

The primary tool used to gather this data was an intercept survey of event attendees. On April 11th and April 12th, Destination Analysts' survey team canvassed the Pacific Grove Good Old Days festival and randomly interviewed attendees. In total, 358 fully completed surveys of event attendees were gathered. To provide inputs for the economic impact estimates, the survey collected data on attendee place of residence, spending in the Monterey County area, and motivations for attending the Pacific Grove Good Old Days Festival.

While the primary purpose of the survey was to provide data for the economic impact estimates, a number of additional questions were asked to develop an understanding of attendees. The results of these questions are shown in the Detailed Findings and Demographics sections of this report.



Destination Analysts team member interviews a Good Old Days attendee.

Research Overview & Methodology (continued)

The economic impact estimates provided in this report are based on 38,000 attendees to the Pacific Grove Good Old Days Festival. This attendance number was provided by the Pacific Grove Chamber of Commerce.

IMPORTANT NOTE: Attendee spending is defined as spending in Monterey County by Pacific Grove Good Old Days event attendees *who reside outside Monterey County*. Event attendees from outside Monterey County include travelers from outside the Monterey County area visiting specifically to attend a Pacific Grove Good Old Days related event. Spending by Monterey County residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending in the local economy.

Economic Impact Estimates

Total attendance -----	38,000*
% from outside Monterey County -----	26.6%
Attendees from outside Monterey County -----	10,090
% in destination for event -----	18.0%
Incremental attendees -----	1,816
Average length of stay (nights) -----	3.5
Incremental visitor days -----	6,375
Average spending per day per attendee -----	\$139.27
Total incremental trip spending -----	\$887,873

**Total attendance number provided by the Pacific Grove Chamber of Commerce*

Economic Impact Estimates – Detailed Incremental Visitor Spending

Detailed incremental visitor spend

Hotel/motel/inn	\$241,141
Restaurants	\$234,127
Retail purchases	\$157,139
Entertainment & sightseeing	\$82,653
Car rental fees	\$58,878
Gas, parking and local transportation	\$87,263
Other	\$26,673
TOTAL	\$887,873

Incremental attendees in hotels	894
Incremental room nights generated	1,413

Taxes generated	
Sales	\$ 54,972.17
Hotel	\$ 25,319.83
Total	\$ 80,292.00



Detailed Findings

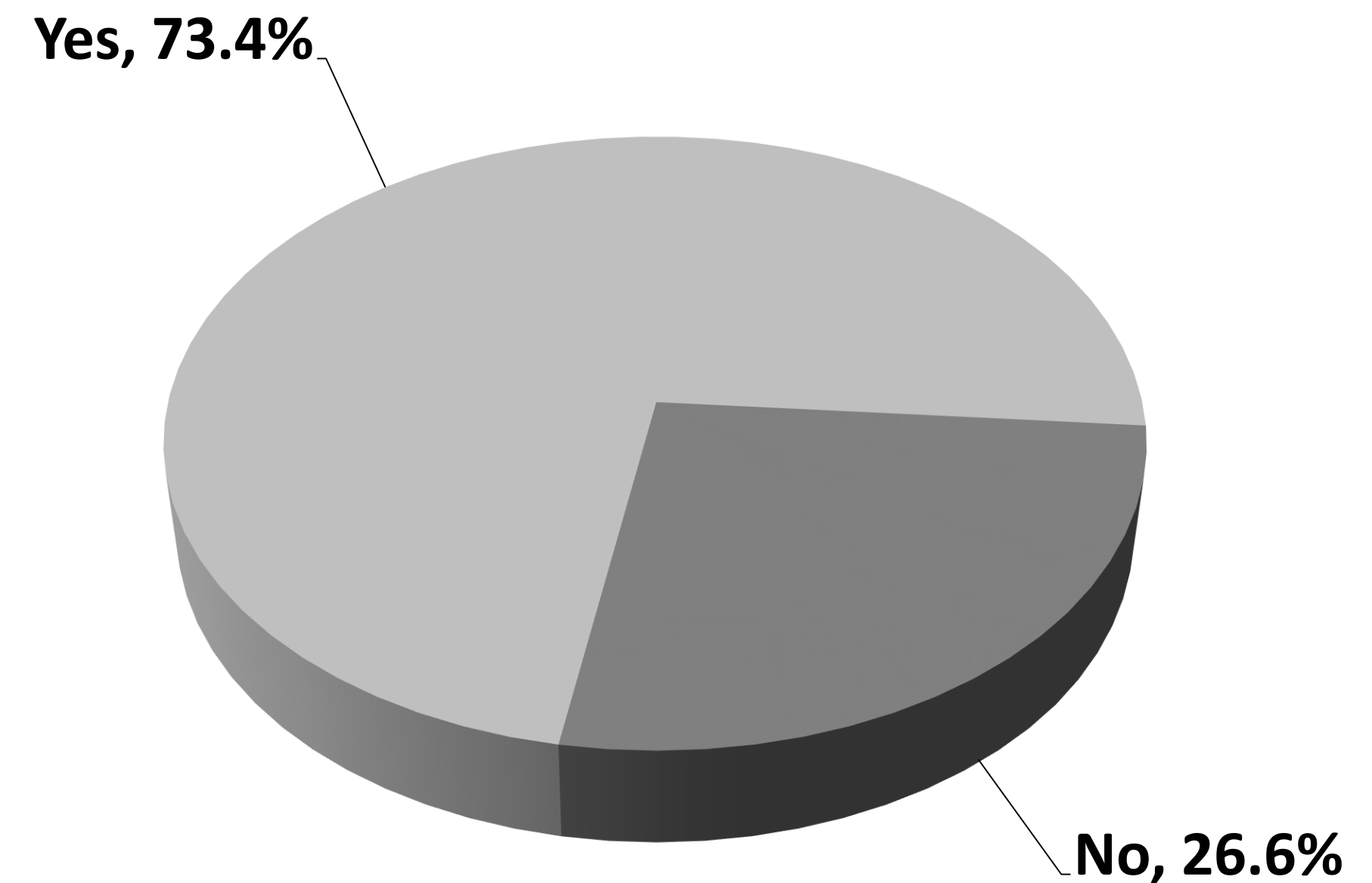


Monterey County Resident

Approximately one in four Pacific Grove Good Old Days attendees surveyed live outside Monterey County (26.6%).

Question: Do you live in Monterey County, California? Base: All Respondents. 354 completed surveys.

Chart 1: Monterey County Resident

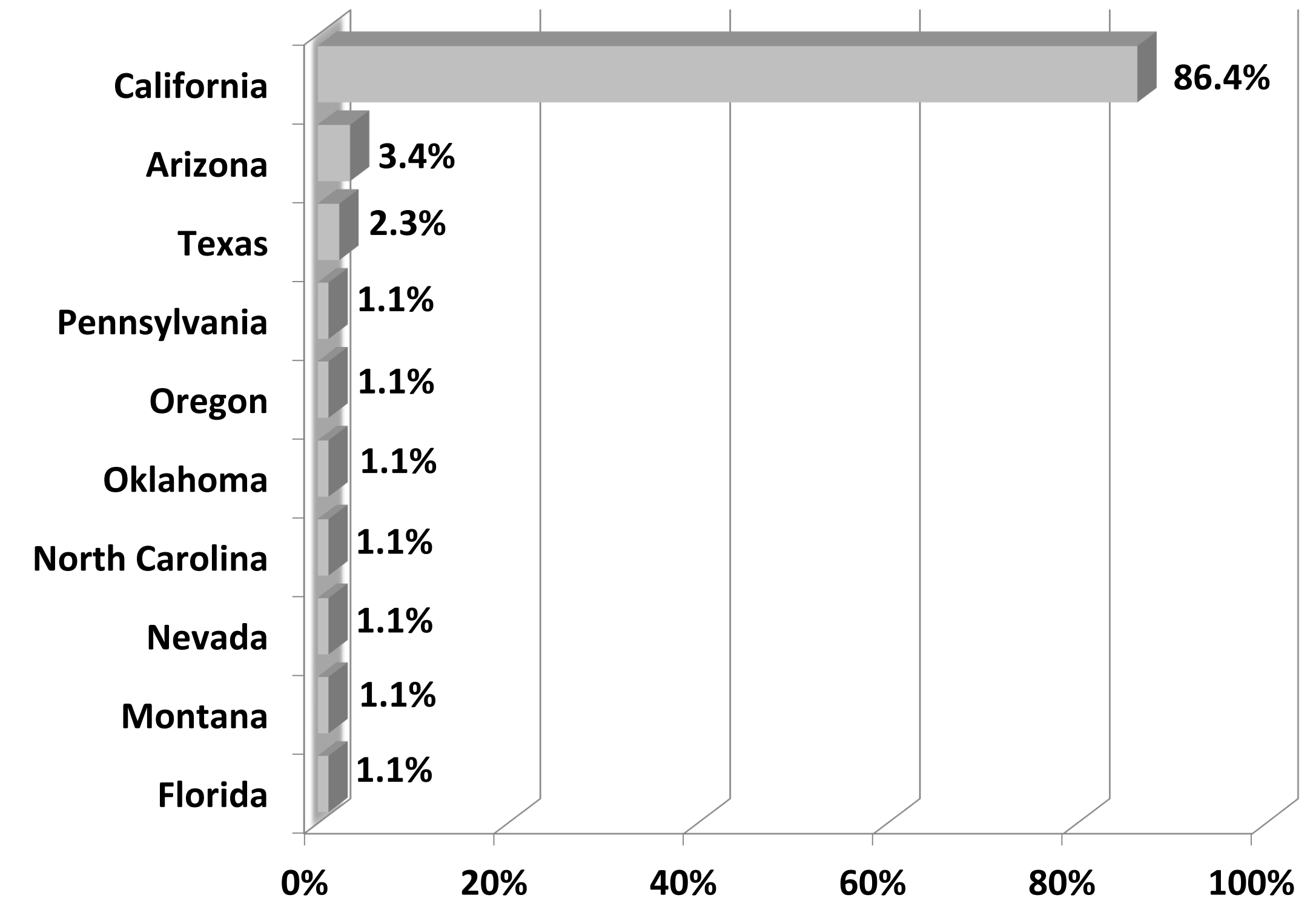


Place of Residence

Over 80 percent of Pacific Grove Good Old Days attendees surveyed who live outside Monterey County reside in California (86.4%). Another 3.4 percent reported living in Arizona, while an additional 2.3 percent of respondents reside in Texas.

Question: What town do you live in? Base: Respondents who live outside Monterey County. 88 completed surveys.

Chart 2: Place of Residence

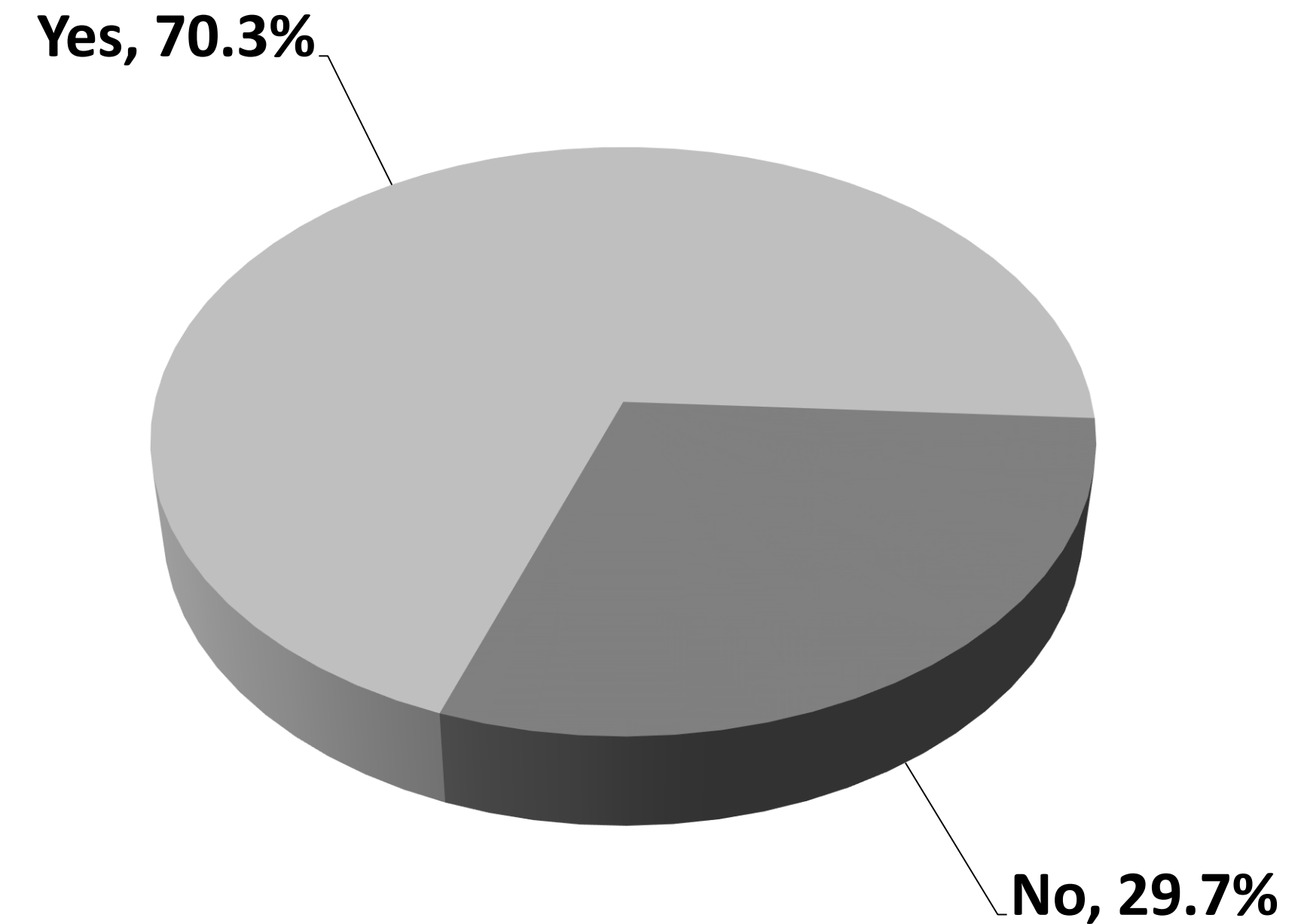


Overnight Stay

70.3 percent of attendees surveyed who live outside Monterey County stayed overnight in Monterey County during their trip. The remaining 29.7 percent did not stay overnight anywhere in Monterey County.

Question: Are you staying overnight (last night or tonight) anywhere in the Monterey County? Base: Respondents who live outside of Monterey County. 91 completed surveys.

Chart 3: Overnight Stay

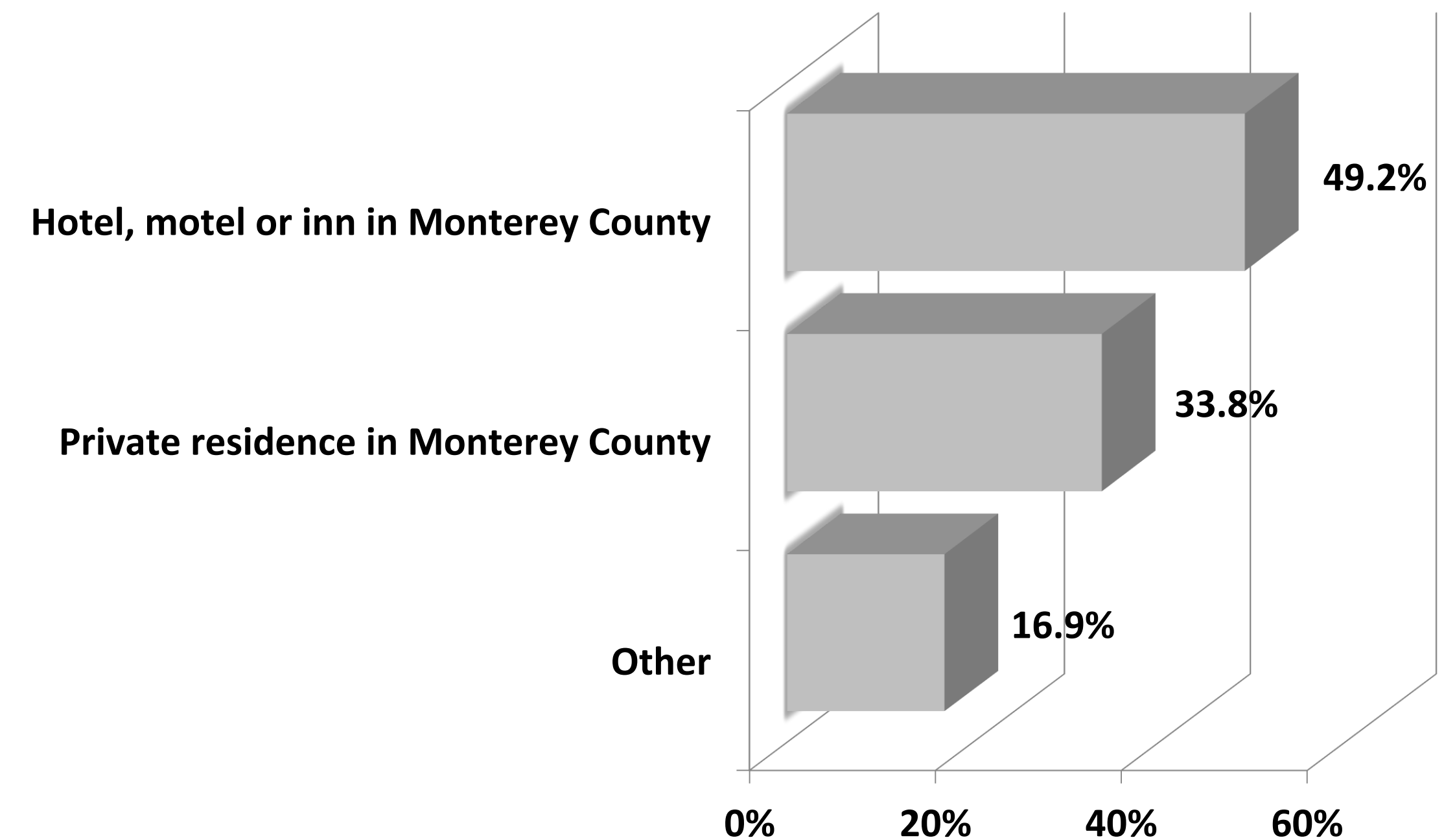


Place of Stay

Nearly half of Pacific Grove Good Old Days attendees surveyed who stayed overnight in Monterey County stayed in a hotel, motel or inn within Monterey County during their trip (49.2%), while 33.8 percent stayed in a private residence in Monterey County.

Question: Where did you (or will you) stay overnight? Base: Respondents who live outside of Monterey County. 65 completed surveys.

Chart 4: Place of Stay

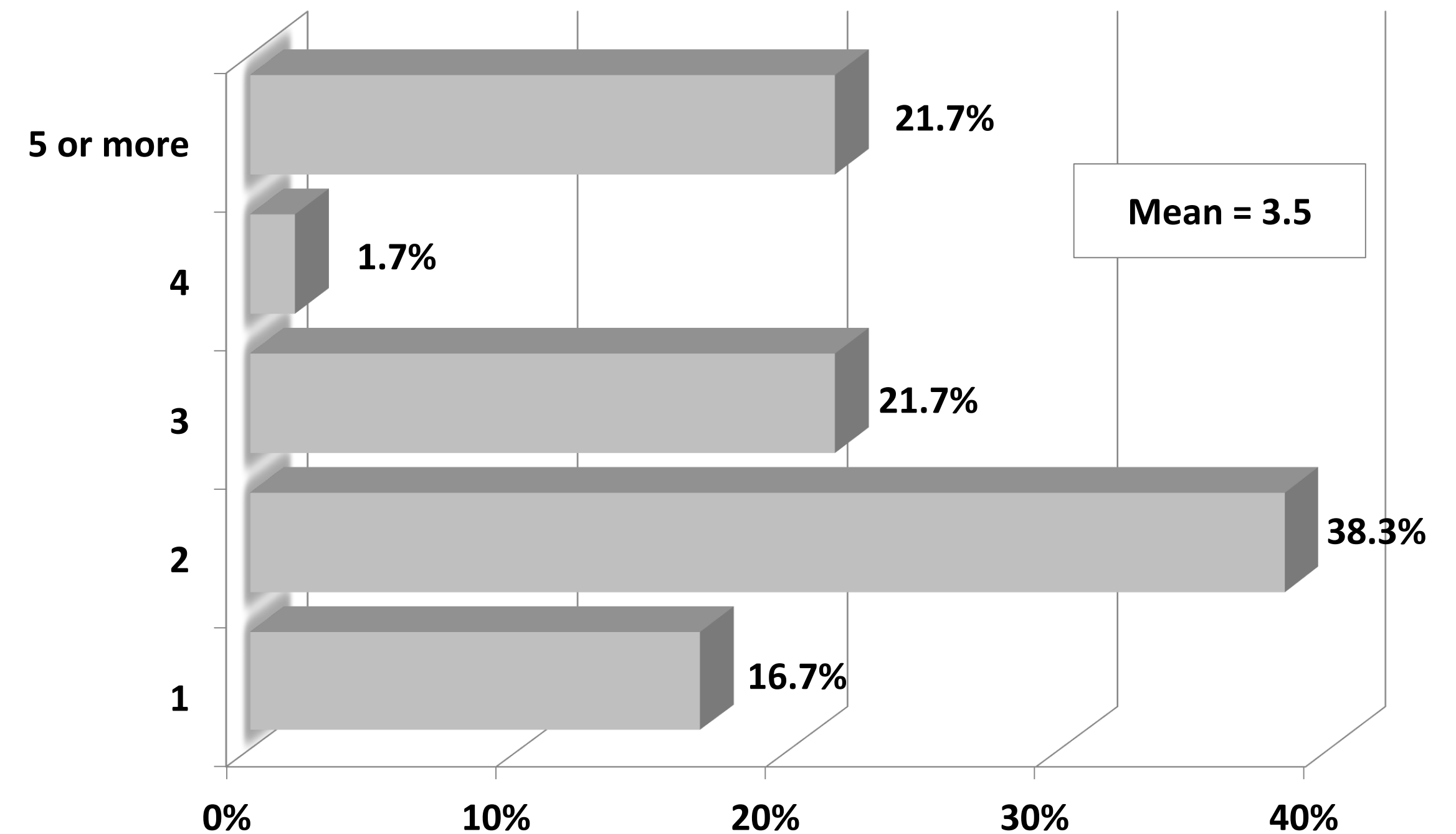


Total Nights in Monterey County

21.7 percent of Pacific Grove Good Old Days attendees surveyed who live outside Monterey County stayed five or more nights. 38.3 percent stayed two nights and only 16.7 percent stayed one night. On average, overnight visitors spent approximately 3.5 nights in Monterey County.

Question: How many nights did you, or will you, stay in Monterey County?
Base: Respondents who live outside of Monterey County. 60 completed surveys.

Chart 4b: Total Nights in Monterey County

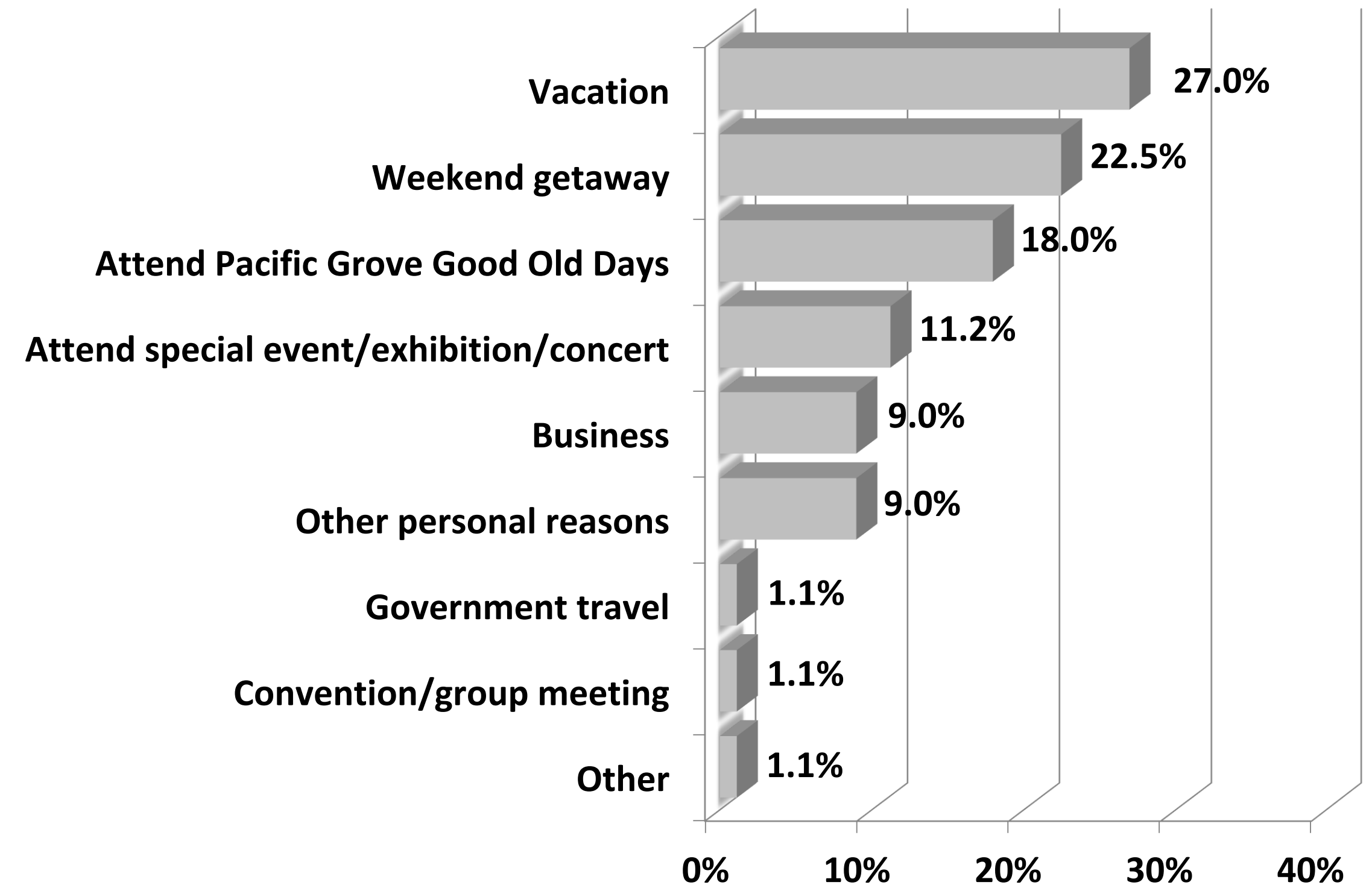


Reason for Visiting Monterey County

Nearly half of Pacific Grove Good Old Days attendees surveyed who live outside Monterey County primarily visited the city for a vacation (27.0%) or weekend getaway (22.5%). Another 18.0 percent came to Monterey County specifically to attend Good Old Days. This distinction is important, as spending by this group contributes to the total direct incremental spending used in the economic impact estimates presented earlier.

Question: What is your PRIMARY REASON for this visit Monterey County?
Base: Respondents who live outside of Monterey County. 89 completed surveys.

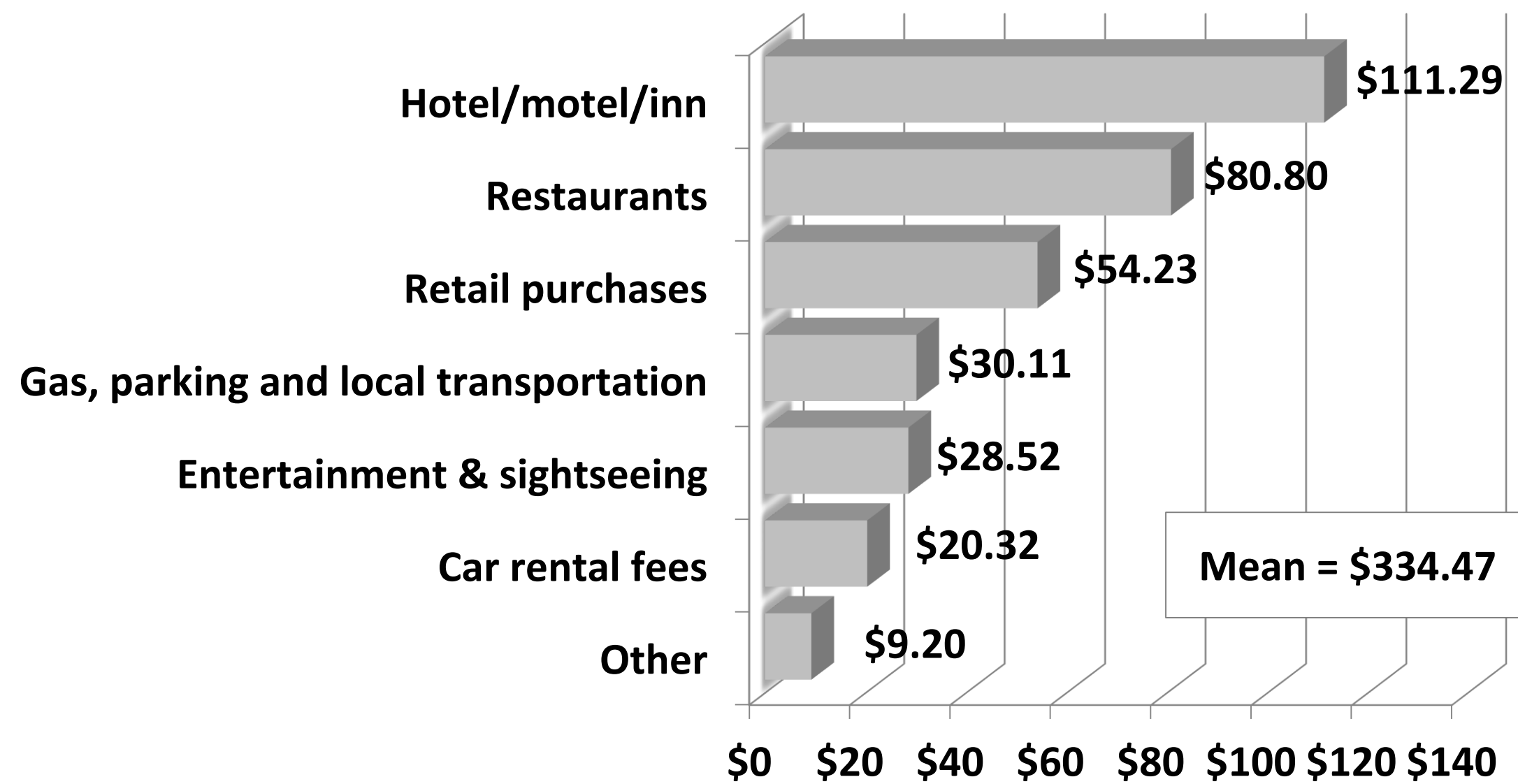
Chart 5: Reason for Visiting Monterey County



Spending in Monterey County

Pacific Grove Good Old Days attendees who live outside Monterey County spent an average of \$334.47 per day while in Monterey. The largest share of this spending went to overnight accommodations (\$111.29), followed by restaurants and dining (\$80.80), and retail purchases (\$54.23). As shown in the table below, Pacific Grove Good Old Days attendees staying overnight in Monterey County hotels represent the greatest visitor spending impact at \$500.22 per day.

Chart 6: Annual Household Income



Question: Approximately how much PER DAY will you spend on the following while in Monterey County? Please only include spending inside Monterey County.

Detail by Type of Visitor

	All Visitor	Day Tripper	All Overnight	Hotel Guest
Hotel/motel/inn	\$111.29	-	\$111.29	\$188.25
Restaurants	\$80.80	\$70.60	\$84.84	\$107.97
Retail purchases	\$54.23	\$49.00	\$56.30	\$59.53
Gas, parking and local transportation	\$30.11	\$29.80	\$30.24	\$29.22
Entertainment & sightseeing	\$28.52	\$24.00	\$30.32	\$42.66
Car rental fees	\$20.32	\$6.00	\$26.00	\$47.28
Other	\$9.20	\$0.00	\$12.86	\$25.31
Mean	\$334.47	\$179.40	\$351.84	\$500.22
Sample Size	88	25	63	32

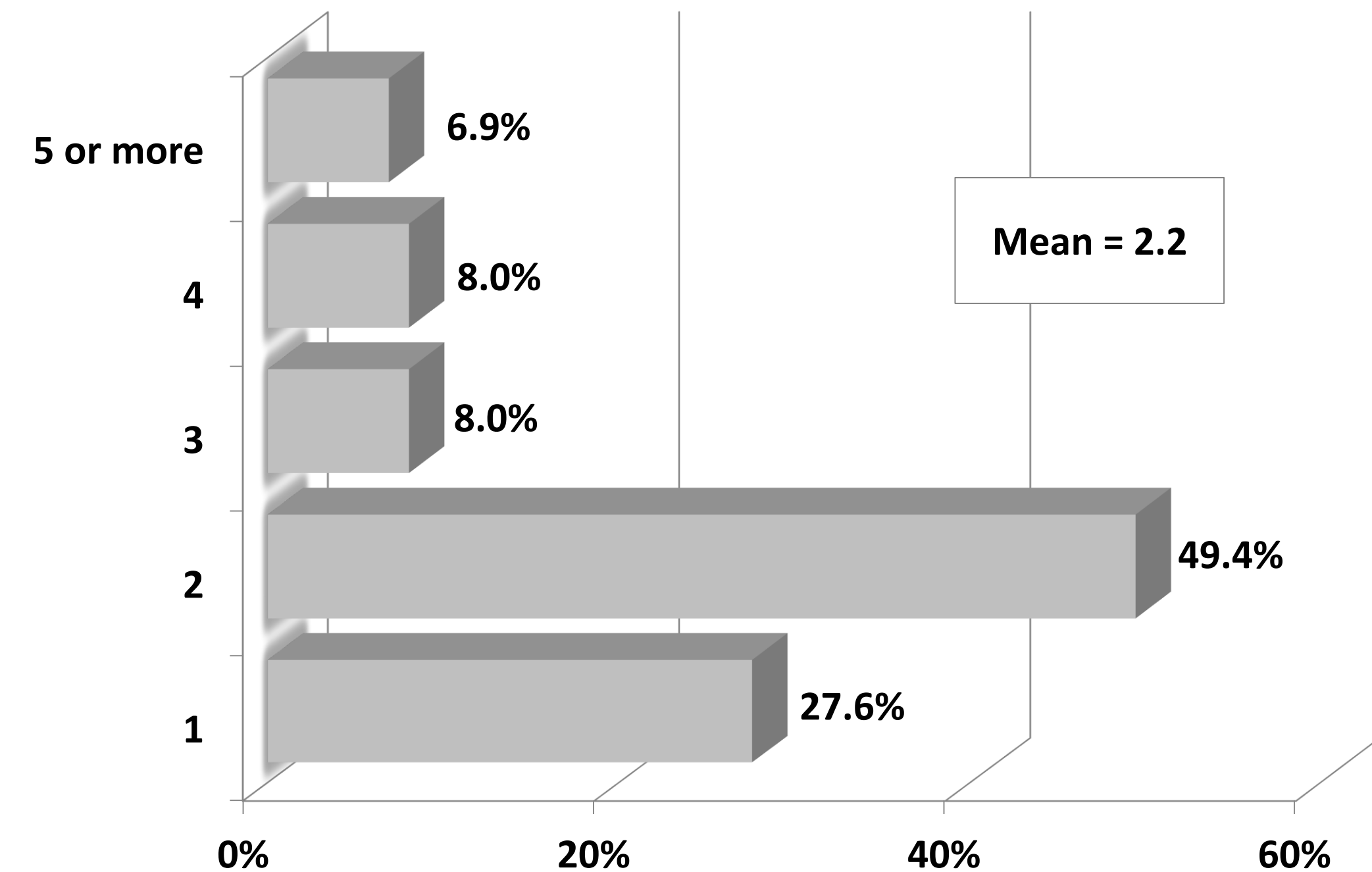
Base: Respondents who live outside of Monterey County. 88 completed surveys.

Attendees Covered by Spending

Nearly half of Pacific Grove Good Old Days attendees surveyed who live outside Monterey County said the spending they reported covered two people (49.4%). With an average of 2.2 people covered by the reported spending, the per person daily spending in Monterey County was approximately \$152.03.

Question: How many Pacific Grove Good Old Days attendees did this spending cover? Base: Respondents who live outside of Monterey County. 87 completed surveys.

Chart 7: Attendees Covered by Spending

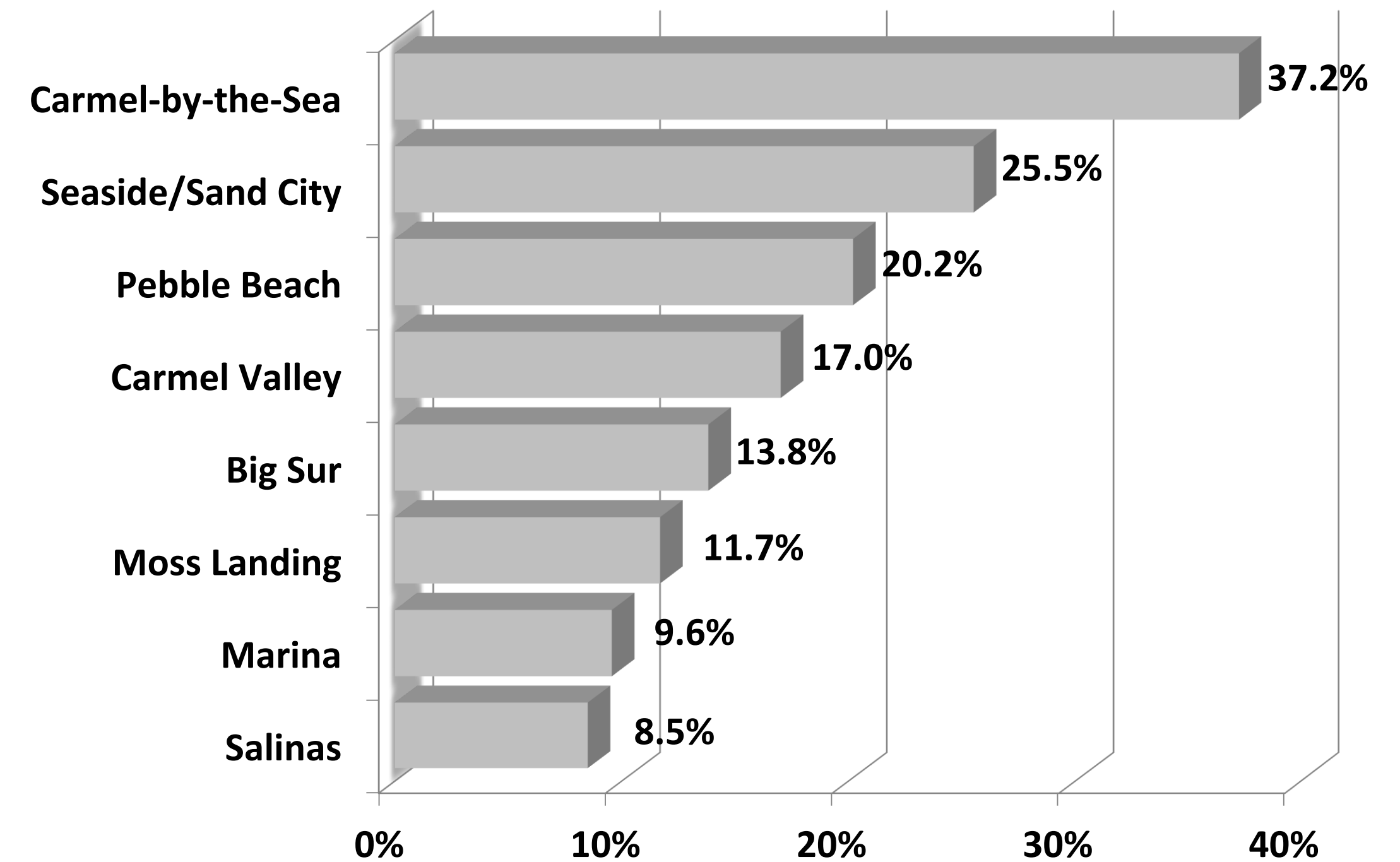


Areas Visited During Trip

When asked which other areas of the County they visited as a part of their trip to Monterey County for Pacific Grove Good Old Days, 37.2 percent of attendees surveyed reported also visiting Carmel-by-the-Sea. This was followed by Seaside/Sand City (25.5%), Pebble Beach (20.2%) and Carmel Valley (17.0%).

Question: Which of these Monterey County areas did you visit on this trip? (Select all that apply) Base: Respondents who live outside of Monterey County. 94 completed surveys.

Chart 8: Areas Visited During Trip



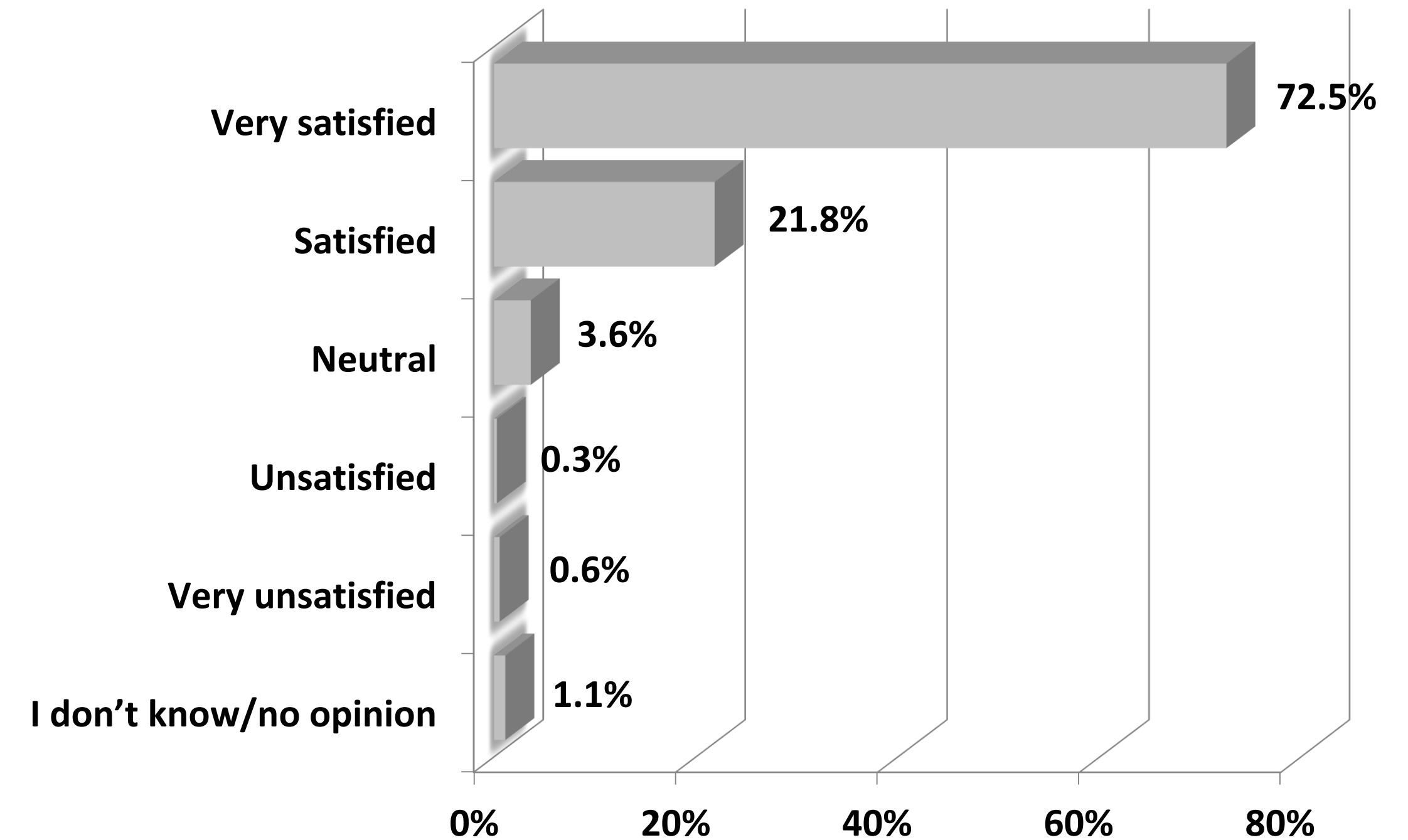
* Note event was in Monterey/Pacific Grove

Satisfaction with Good Old Days Experience

Monterey Pacific Grove Good Old Days provides a highly satisfactory experience. Using a five-point scale from “Very satisfied” to “Very unsatisfied,” survey respondents were asked to rate their satisfaction with Pacific Grove Good Old Days. Nine in ten attendees said they were “Satisfied” (21.8%) or “Very satisfied” (72.5%) with their experience.

Question How satisfied are you with your experience at Pacific Grove Good Old Days? Base: All Respondents. 358 completed surveys.

Chart 9: Satisfaction With Good Old Days Experience

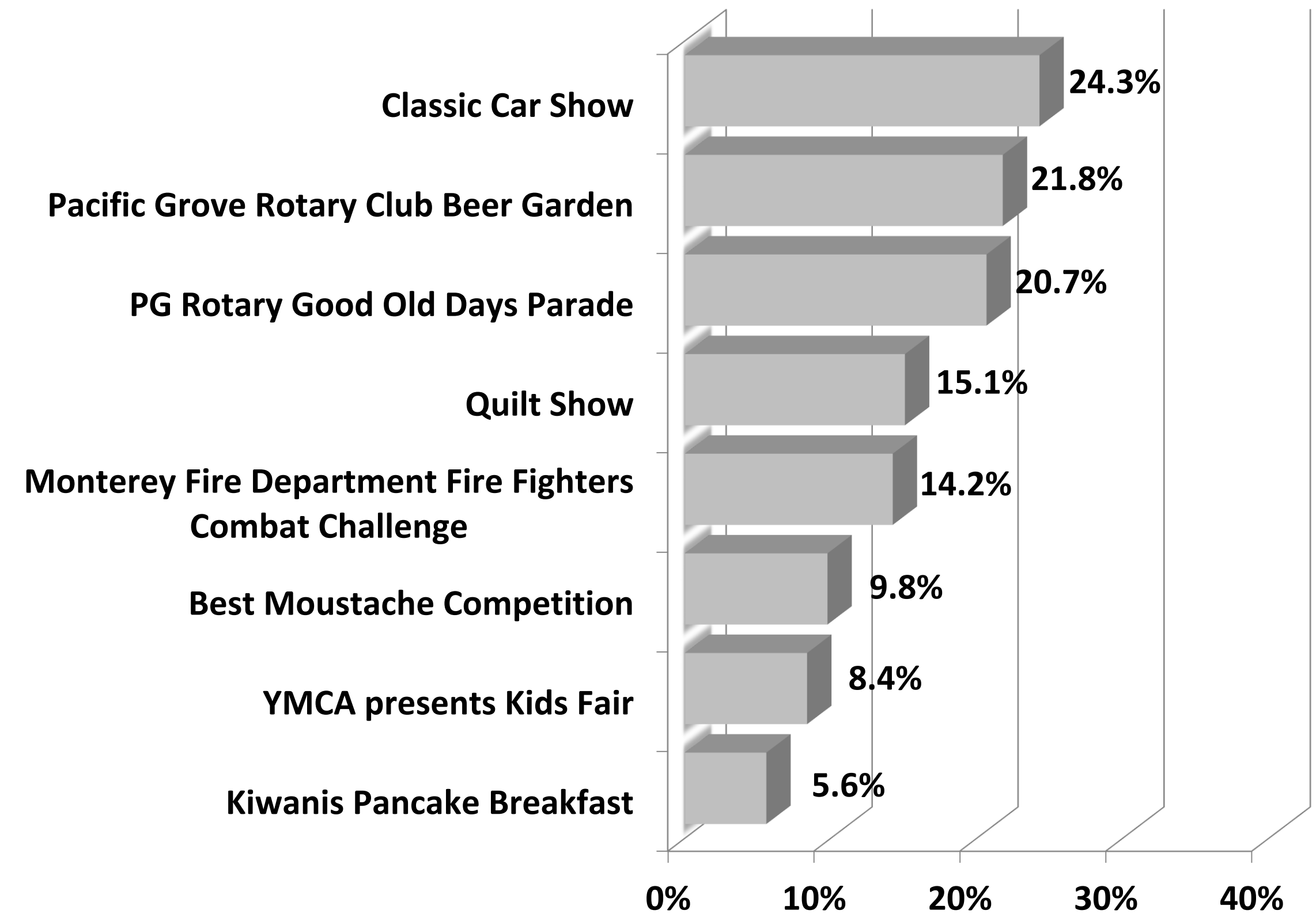


Good Old Days Events Attended

Pacific Grove Good Old Days attendees were asked which Pacific Grove Good Old Days events they attended or planned on attending. Nearly one in four said they would attend the Classic Car Show (24.3%). This was followed by the Pacific Grove Rotary Club Beer Garden (21.8%) and the PG Rotary Good Old Days Parade (20.7%). The Quilt Show and Monterey Fire Department Fire Fighters Combat Challenge were the next most frequented events reported by respondents with 15.1 percent and 14.2 percent, respectively.

Question Which of the following events did you or will you attend? (Check all that apply) Base: All Respondents. 358 completed surveys.

Chart 10: Good Old Days Events Attended

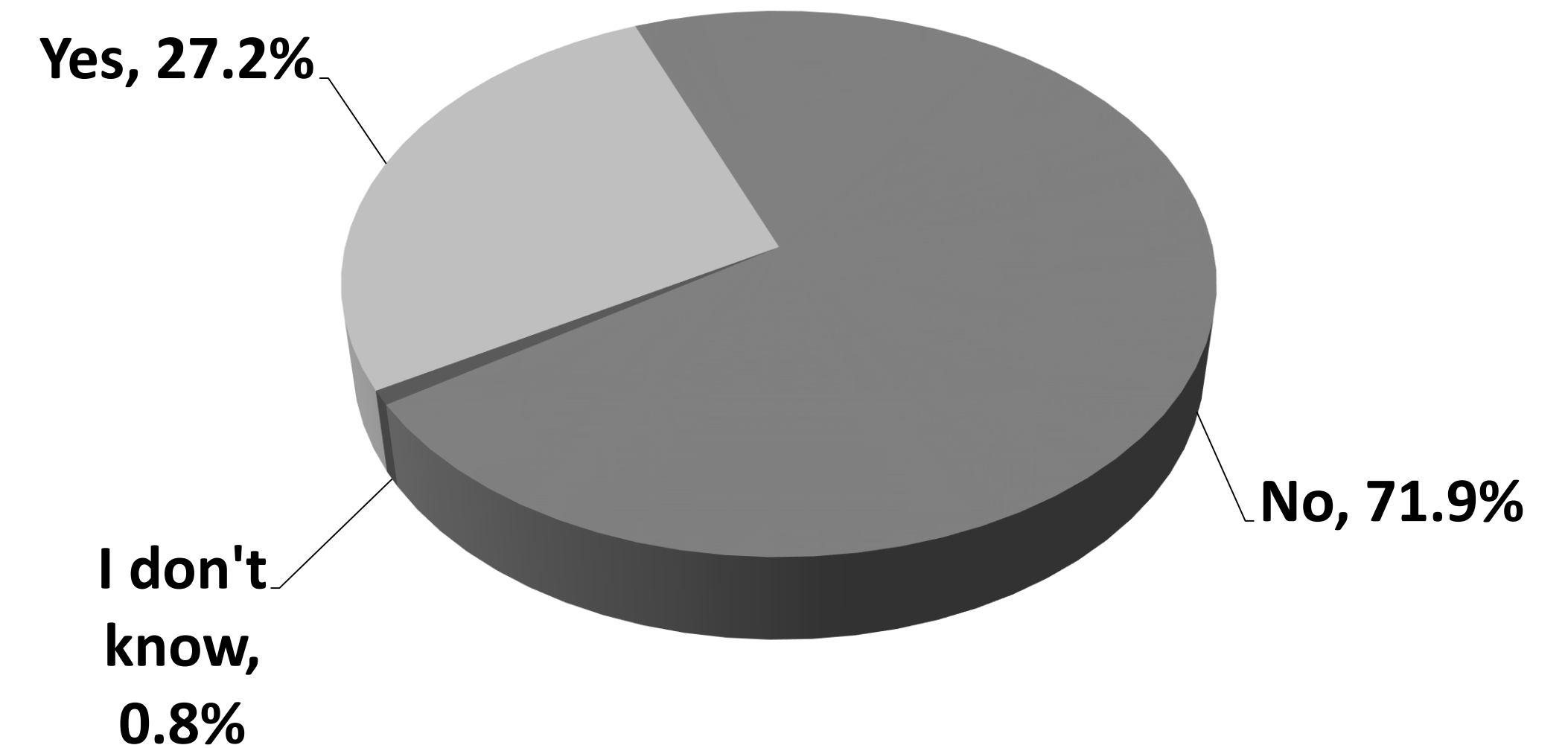


Children in Party

More than one quarter of respondents attended Pacific Grove Good Old Days with children under the age of 18 (27.2%).

Question Do you have children under 18 with you at the event today? Base: All Respondents. 356 completed surveys.

Chart 11: Children in Party

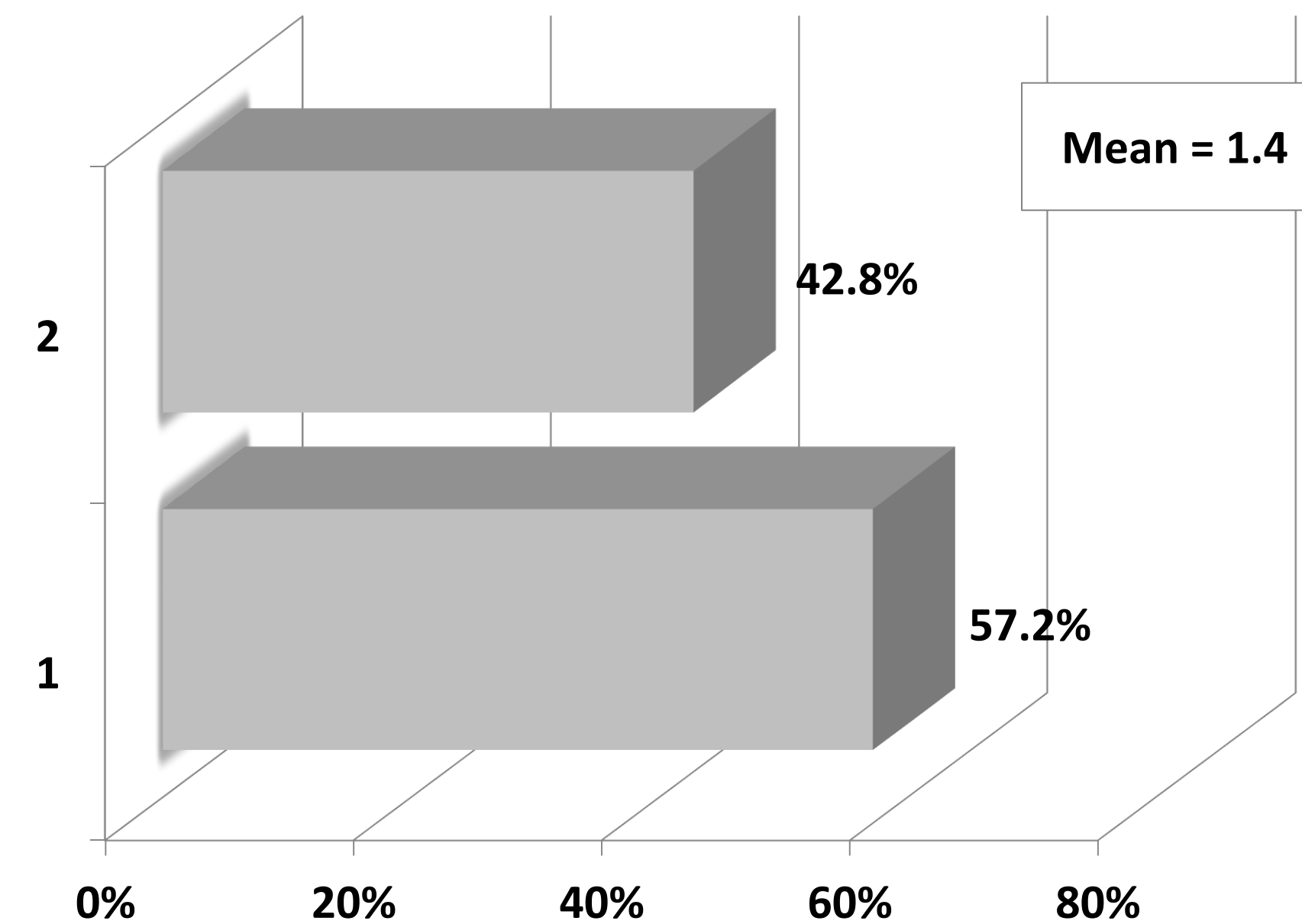


Days Spent at Good Old Days

57.2 percent of respondents spent one day at this year's Pacific Grove Good Old Days. 42.8 percent attended the event for the full two days. On average, attendees (including Monterey County residents) spend approximately 1.4 days at Pacific Grove Good Old Days.

Question How many days will you attend Pacific Grove Good Old Days? Base: All Respondents. 353 completed surveys.

Chart 12: Days Spent at Good Old Days

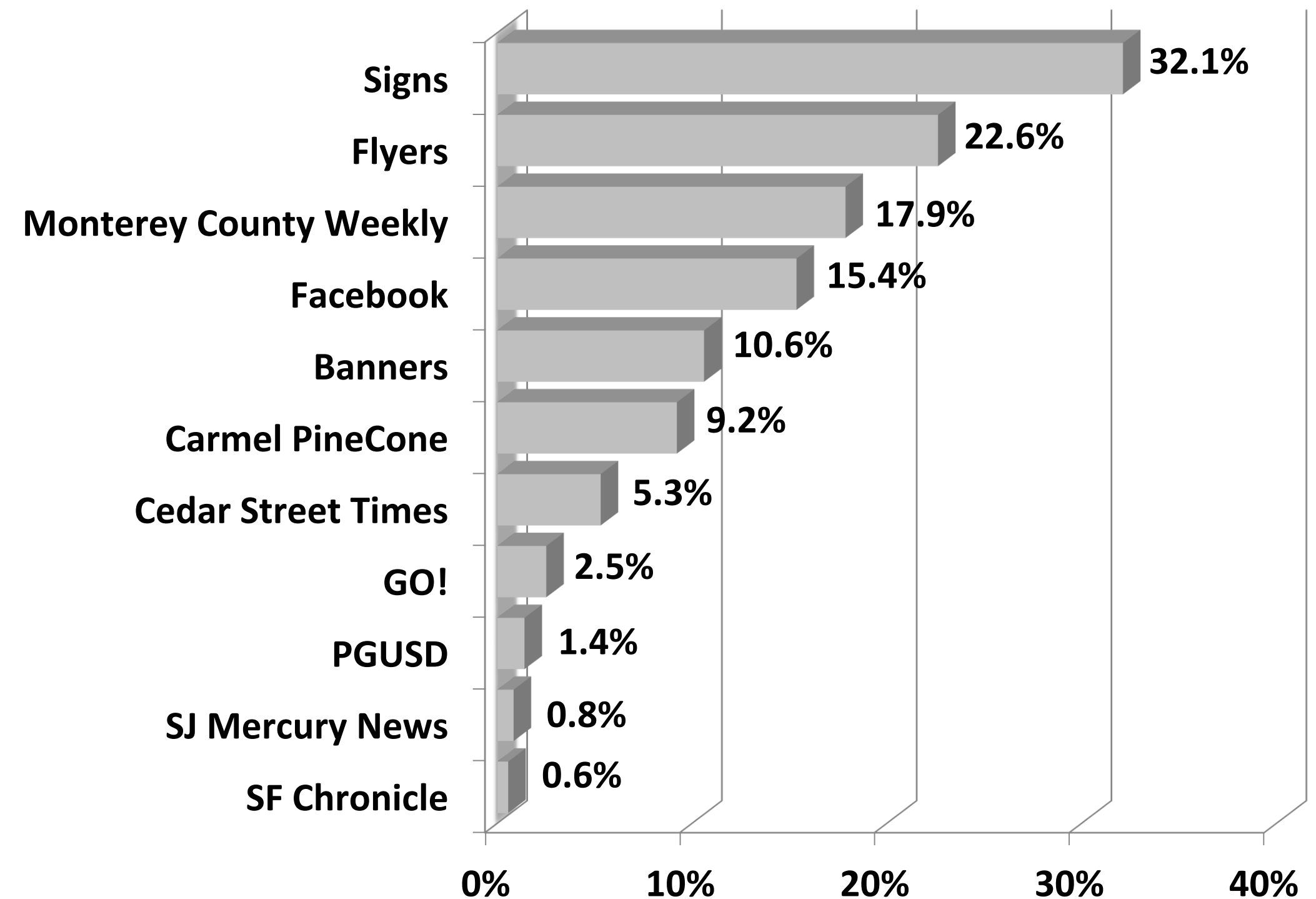


How Attendee Heard About Event

Pacific Grove Good Old Days attendees were asked how they heard about the event. 54.7 percent learned about Good Old Days from signs (32.1%) and/or flyers (22.6%). 15 percent or more heard about Good Old Days from the Monterey County Weekly (17.9%) and Facebook (15.4%).

Question Where/how did you hear about the event? (Select all that apply)
Base: All Respondents. 358 completed surveys.

Chart 13: Days Spent at Good Old Days





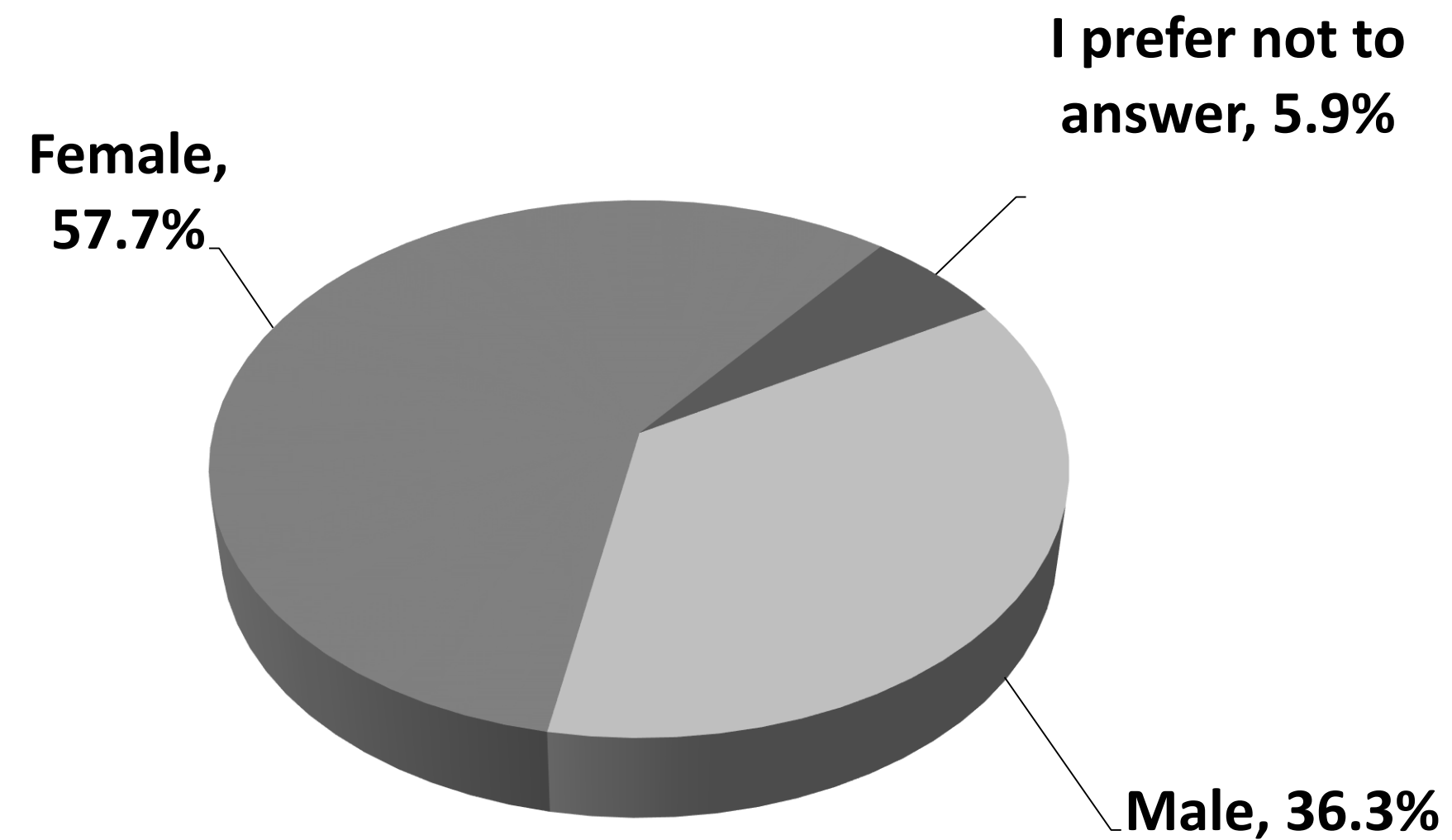
Sample Demographics



Gender

Survey respondents skewed female (57.7%).

Chart 14: Gender



Question: Are you?

Detail by Place of Residence

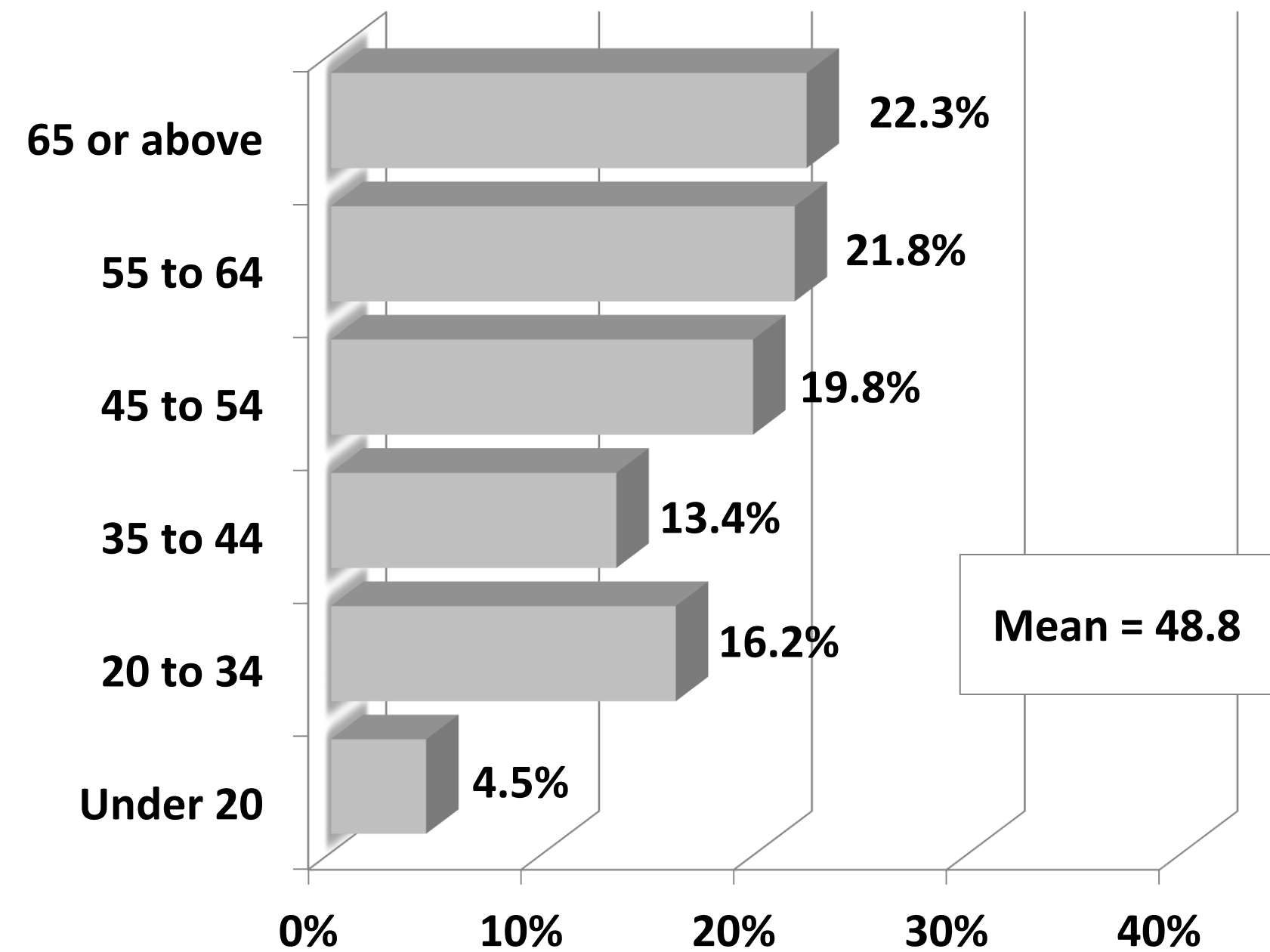
	All Respondents	Non Monterey County Residents
Female	57.7%	54.8%
Male	36.3%	38.7%
I prefer not to answer	5.9%	6.5%
Sample Size	355	93

Base: All respondents. 355 completed surveys

Age

The average age of Pacific Grove Good Old Days attendees surveyed was 48.8 years.

Chart 15: Age



Question: Which is your age?

Detail by Place of Residence

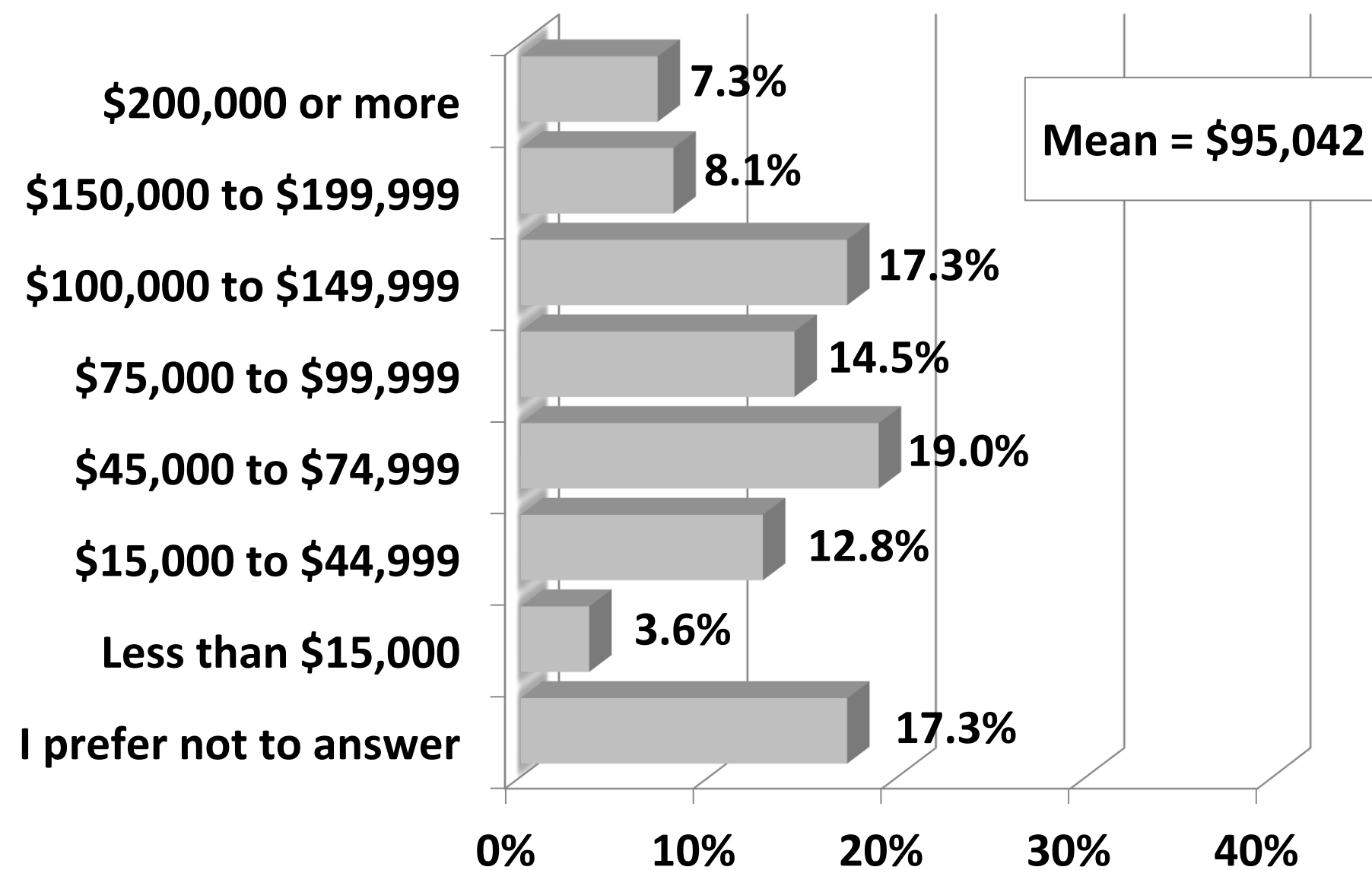
	All Respondents	Non Monterey County Residents
65 or above	22.3%	24.5%
55 to 64	21.8%	22.3%
45 to 54	19.8%	23.4%
35 to 44	13.4%	9.6%
20 to 34	16.2%	13.8%
Under 20	4.5%	4.3%
I prefer not to answer	2.0%	2.1%
Mean	48.8	50.2
Sample Size	358	94

Base: All respondents. 358 completed surveys

Annual Household Income

Pacific Grove Good Old Days attendees surveyed are an affluent group, with the average annual household income being \$95,042.

Chart 16: Annual Household Income



Question: Which of the following best describes the combined annual income of all members of your household?

Detail by Place of Residence

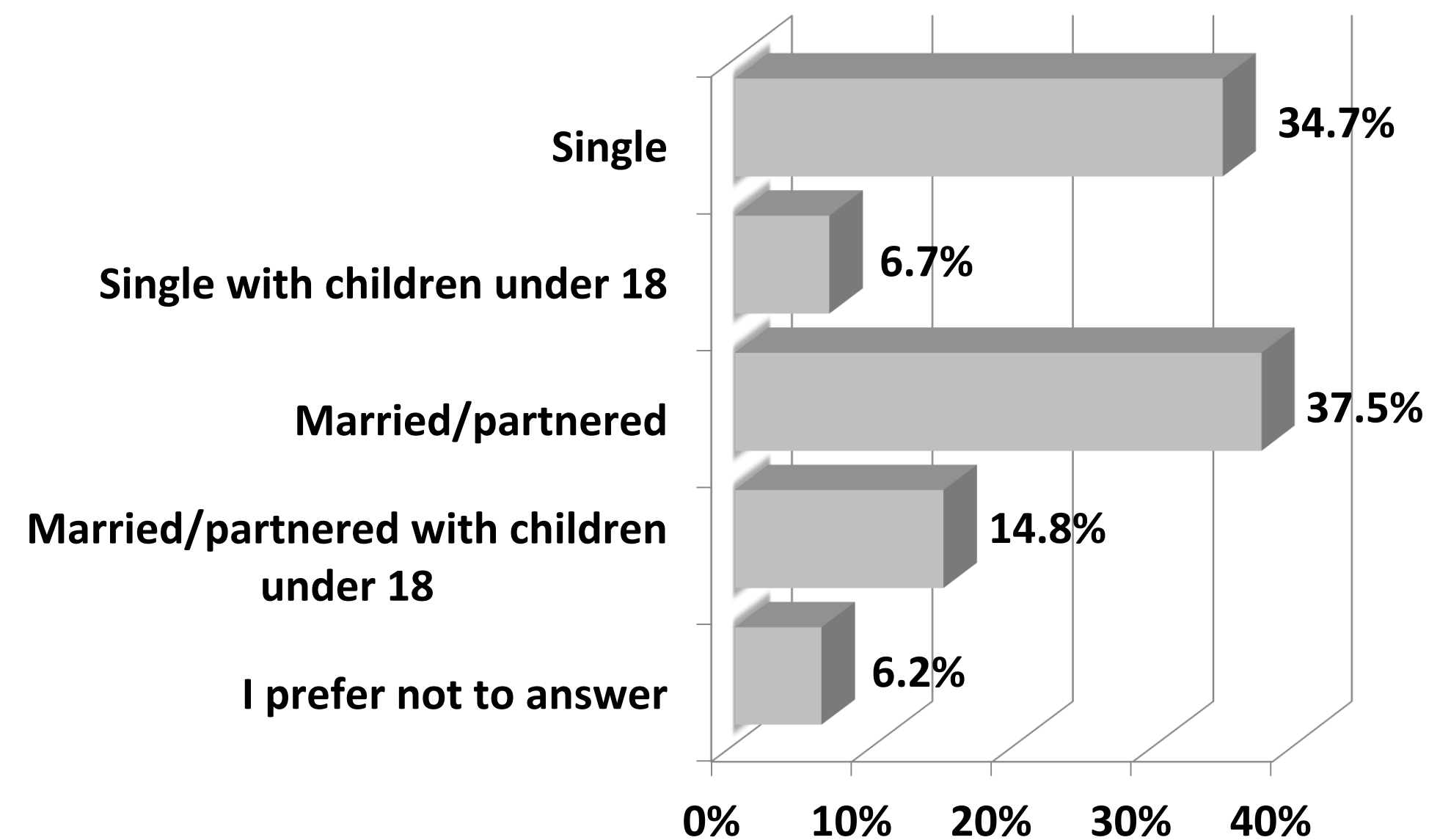
	All Respondents	Non Monterey County Residents
\$200,000 or more	7.3%	5.3%
\$150,000 to \$199,999	8.1%	7.4%
\$100,000 to \$149,999	17.3%	24.5%
\$75,000 to \$99,999	14.5%	13.8%
\$45,000 to \$74,999	19.0%	16.0%
\$15,000 to \$44,999	12.8%	13.8%
Less than \$15,000	3.6%	2.1%
I prefer not to answer	17.3%	17.0%
Mean	\$95,042	\$96,698
Sample Size	358	94

Base: All respondents. 358 completed surveys

Marital Status

Over half of respondents are married (52.4%), while 41.5 percent are single. 21.6 percent have children under age 18.

Chart 17: Marital Status



Question: Which of the following best describes your current marital status?

Detail by Place of Residence

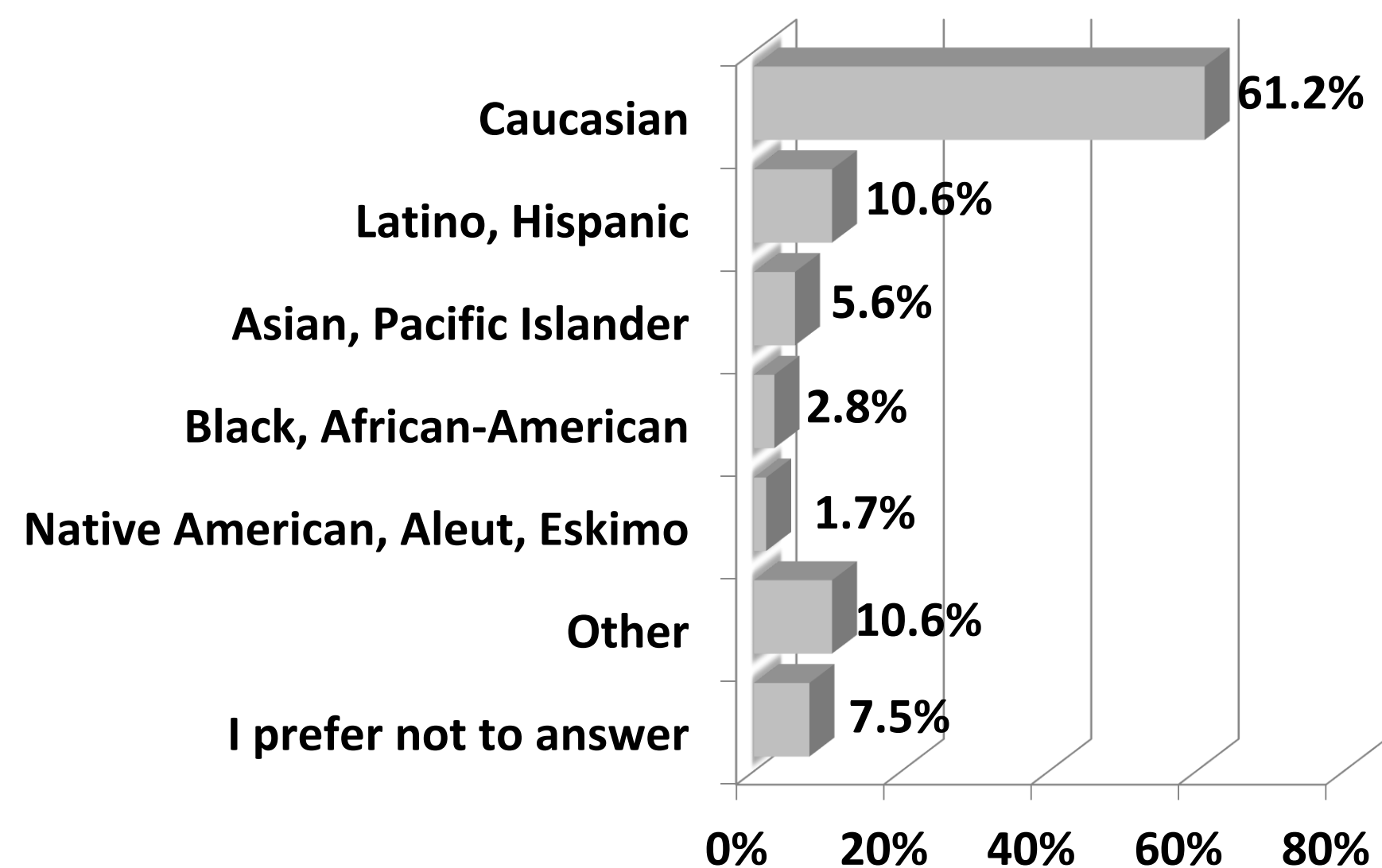
	All Respondents	Non Monterey County Residents
Single	34.7%	31.2%
Single with children under 18	6.7%	4.3%
Married/partnered	37.5%	47.3%
Married/partnered with children under 18	14.8%	14.0%
I prefer not to answer	6.2%	3.2%
Sample Size	357	93

Base: All respondents. 357 completed surveys

Ethnicity

While 61.2 percent of respondents identify as Caucasian, 10.6 percent identify as Latino/Hispanic and 5.6 percent as Asian/Pacific Islander.

Chart 18: Ethnicity



Question: Which best describes your ethnicity?

Detail by Place of Residence

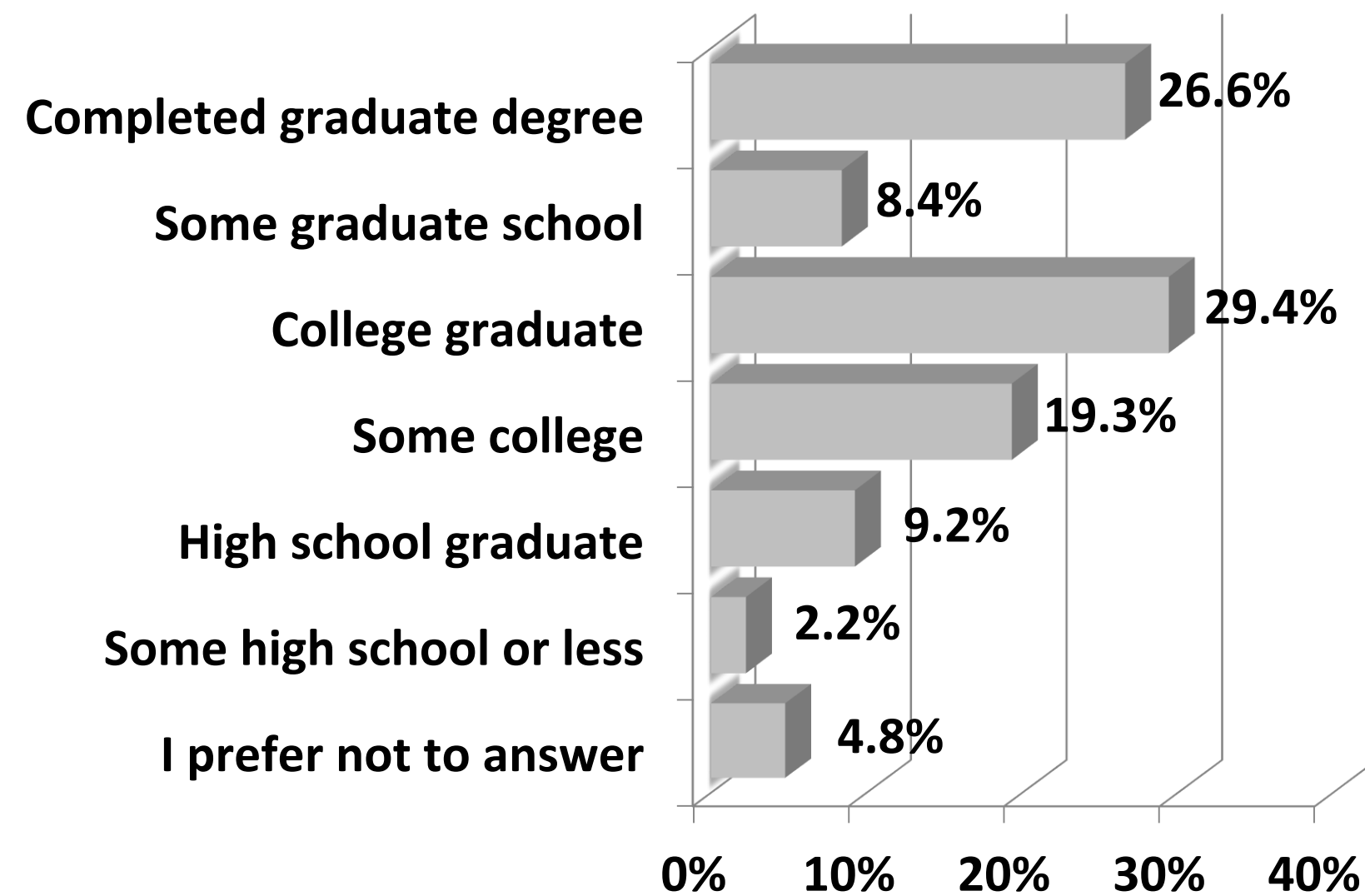
	All Respondents	Non Monterey County Residents
Caucasian	61.2%	58.5%
Latino, Hispanic	10.6%	10.6%
Asian, Pacific Islander	5.6%	7.4%
Black, African-American	2.8%	1.1%
Native American, Aleut, Eskimo	1.7%	2.1%
Other	10.6%	11.7%
I prefer not to answer	7.5%	8.5%
Sample Size	358	94

Base: All respondents. 358 completed surveys

Education

64.4 percent of survey respondents have a bachelors degree, including 26.6 percent who hold a graduate degree.

Chart 19: Education



Question: What is your highest level of formal education? (Select one)

Detail by Place of Residence

	All Respondents	Non Monterey County Residents
Completed graduate degree	26.6%	26.6%
Some graduate school	8.4%	6.4%
College graduate	29.4%	34.0%
Some college	19.3%	16.0%
High school graduate	9.2%	10.6%
Some high school or less	2.2%	2.1%
I prefer not to answer	4.8%	4.3%
Sample Size	357	94

Base: All respondents. 357 completed surveys