

Highland County Maple Festival

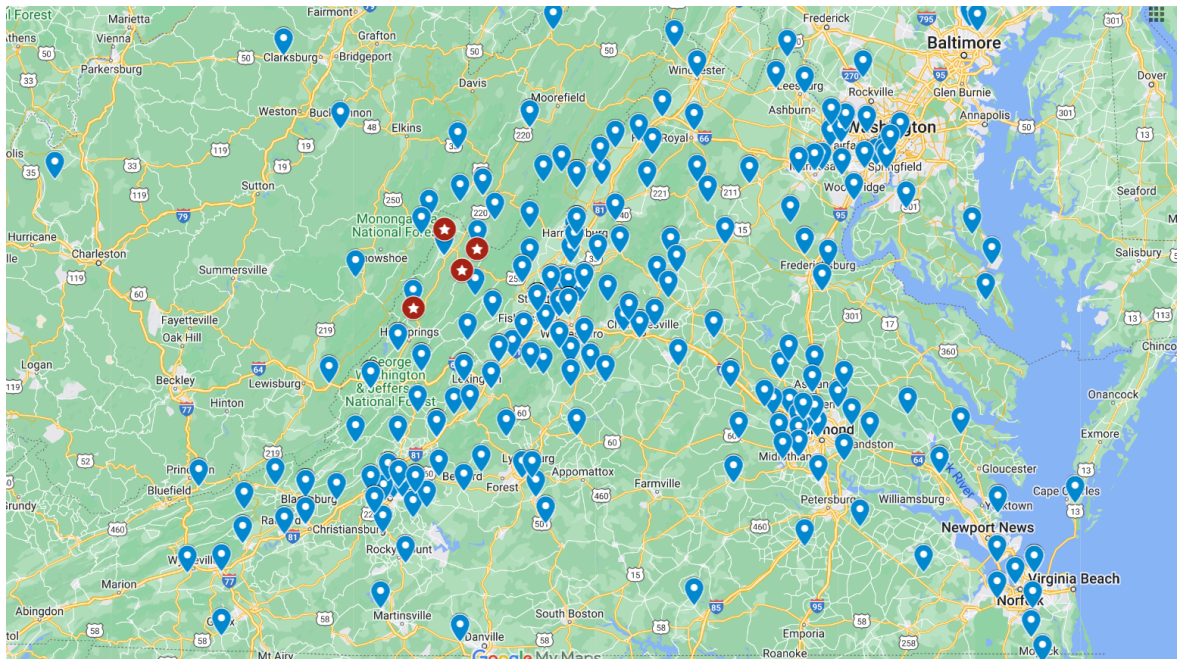
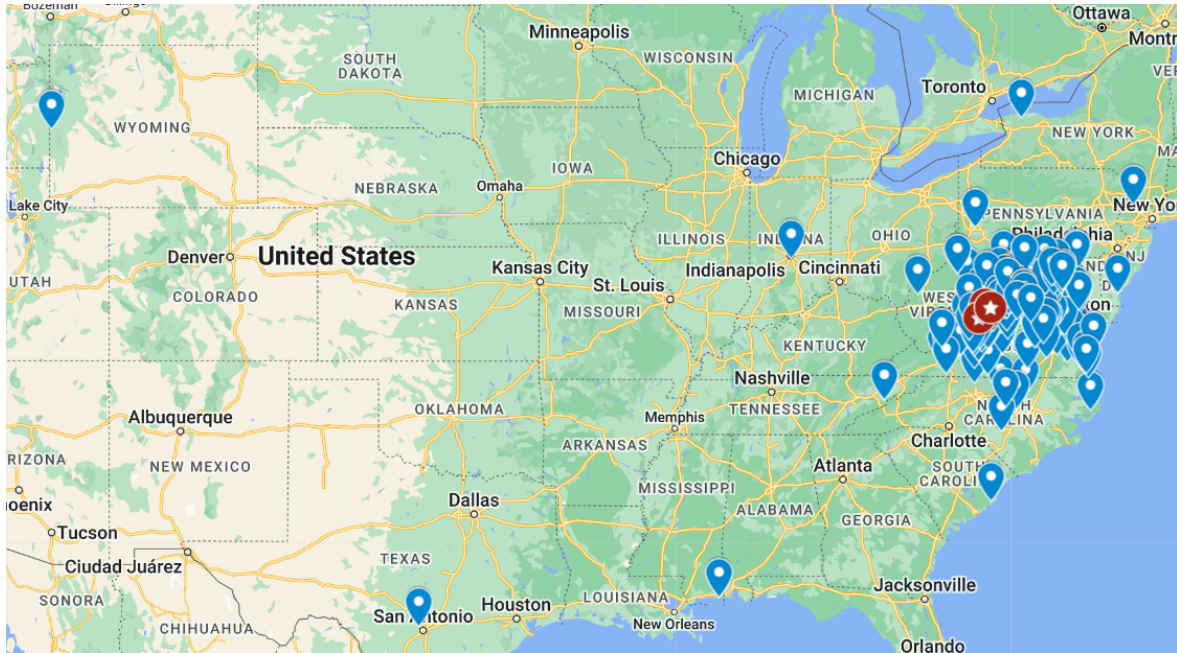
Number of Survey Responses: 397

Number of Visitors: 28,107

Total Visitor Economic Impact: 2,404,305.98

1. Please provide the zip code (postal code) of your home residence.

- We used their home zipcodes to form a google map showing where all visitors who participated in the survey traveled from.



2. Have you attended the Highland County Maple Festival before?

- 64.54% out of 100% of the 361 survey respondents who answered this question, said they have attended the festival before. 35.46% out of 100% said this was their first time attending the festival. Out of 397 total survey respondents only 361 answered this question.
- Over half of the respondents have attended the festival before.

Have You Attended The Highland County Maple Festival Before? (n=361)		
Response	Count	Percentage
Yes	233	64.54%
No	128	35.46%

3. Was the festival the main reason for your visit to Highland County?

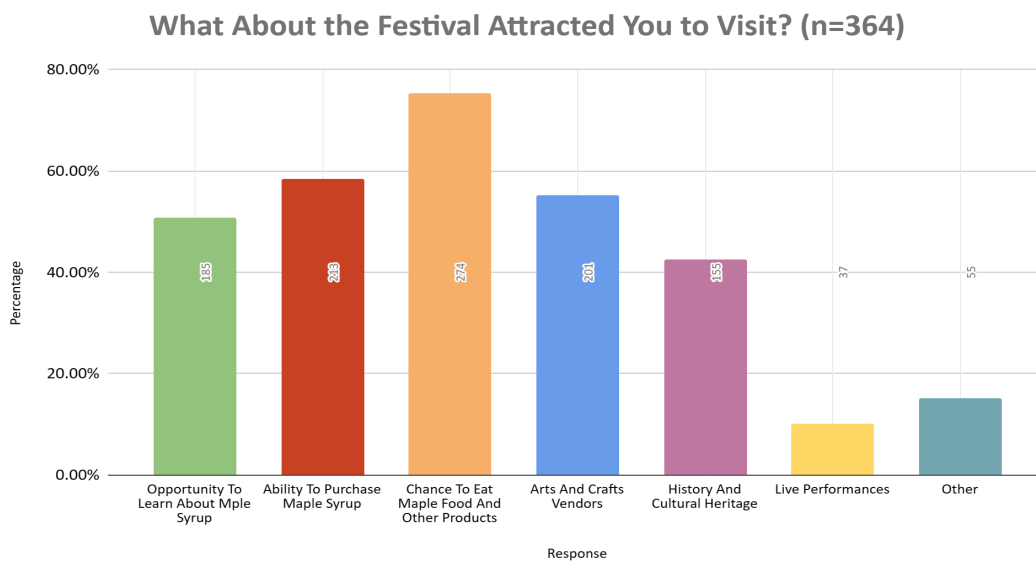
- 92.66% out of 100% of the 368 survey respondents who answered this question, said their main reason for traveling to Highland County was for the Maple Festival. 7.34% out of 100% said they were traveling to Highland County for some other reason. Out of 397 total survey respondents only 368 answered this question.
- The majority of respondents that participated in the survey traveled to Highland County for the Maple Festival.

Was The Festival The Main Reason For Your Visit To Highland County? (n=368)		
Response	Count	Percentage
Yes	341	92.66%
No	27	7.34%

4. If yes, what about the festival attracted you to visit the area?

- The chart and table below represent what percentage of respondents were attracted to the festival and why. This was a multiple choice question, so respondents could choose more than one reason for why they were attracted to the festival.

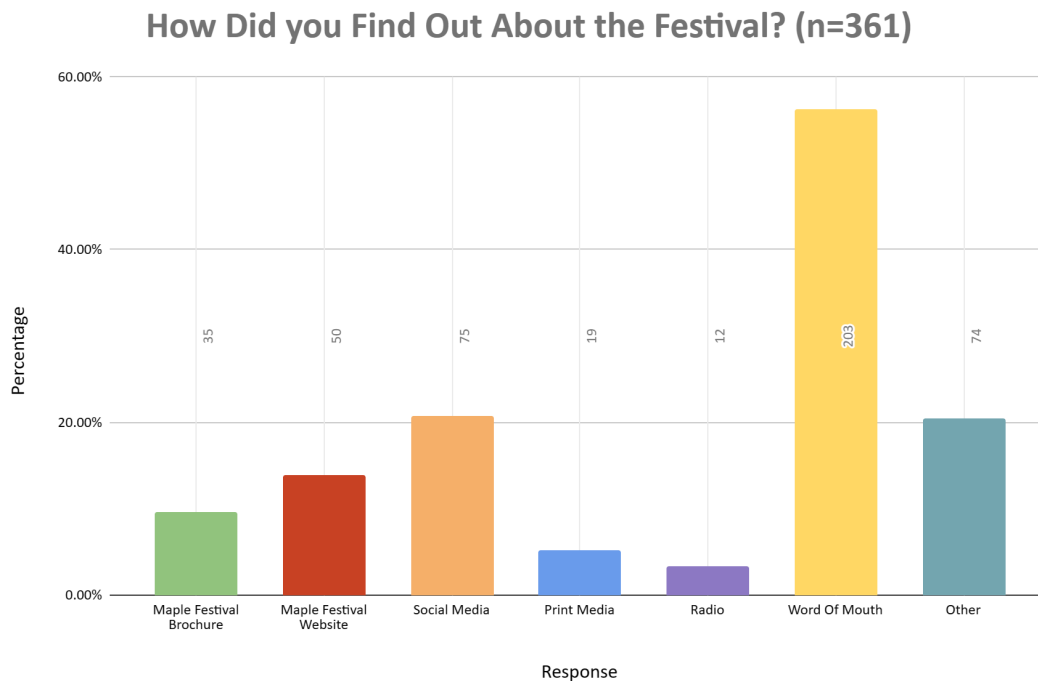
What About The Festival Attracted You To Visit? (n=364)		
Response	Count	Percentage
Opportunity To Learn About Maple Syrup	185	50.82%
Ability To Purchase Maple Syrup	213	58.52%
Chance To Eat Maple Food And Other Products	274	75.27%
Arts And Crafts Vendors	201	55.22%
History And Cultural Heritage	155	42.58%
Live Performances	37	10.16%
Other	55	15.11%



5. How did you find out about the festival?

- The chart and table below represent what percentage of respondents found out about the festival and where. This was a multiple choice question, so respondents could choose more than one reason for how they found out about the festival.
- The majority of people heard about the festival by word of mouth.

How Did You Find Out About The Festival? (n=361)		
Response	Count	Percentage
Maple Festival Brochure	35	9.70%
Maple Festival Website	50	13.85%
Social Media	75	20.78%
Print Media	19	5.26%
Radio	12	3.32%
Word Of Mouth	203	56.23%
Other	74	20.50%

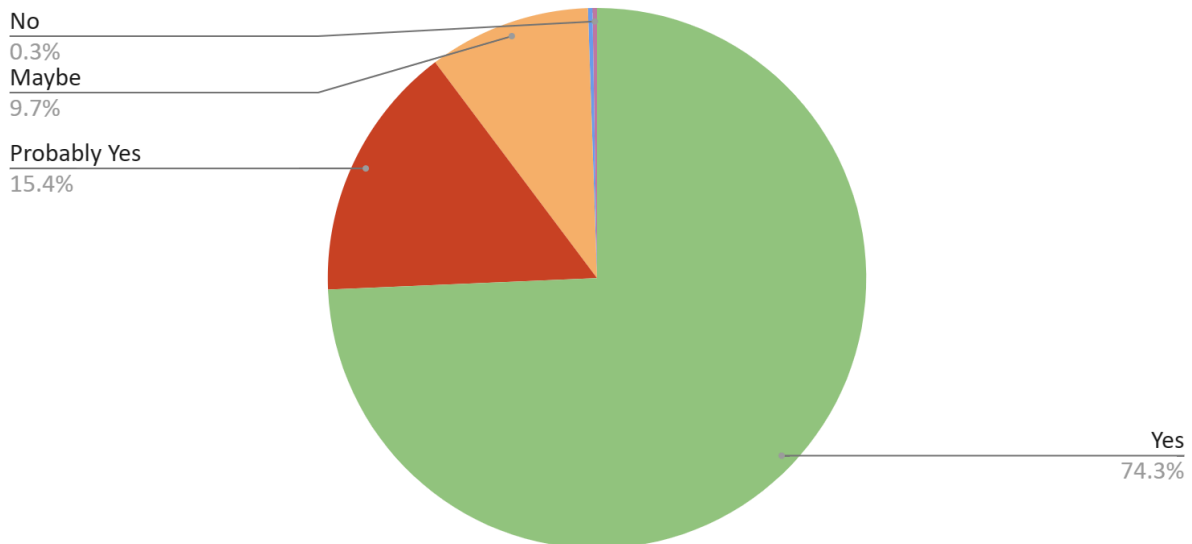


6. Do you plan to attend the festival again in the future?

- 89.73% out of 100% of the 370 of the respondents who answered this question said they plan to attend the festival again in the future on some level. 9.73% out of 100% of the respondents said they will maybe plan to attend the festival again in the future. 0.54% out of 100% said they will not be attending the festival again in the future on some level. Out of 397 total survey respondents only 370 answered this question.

Do You Plan To Attend The Festival Again In The Future? (n=370)		
Response	Count	Percentage
Yes	275	74.32%
Probably Yes	57	15.41%
Maybe	36	9.73%
Probably Not	1	0.27%
No	1	0.27%

Do You Plan to Attend the Festival Again in the Future? (n=370)

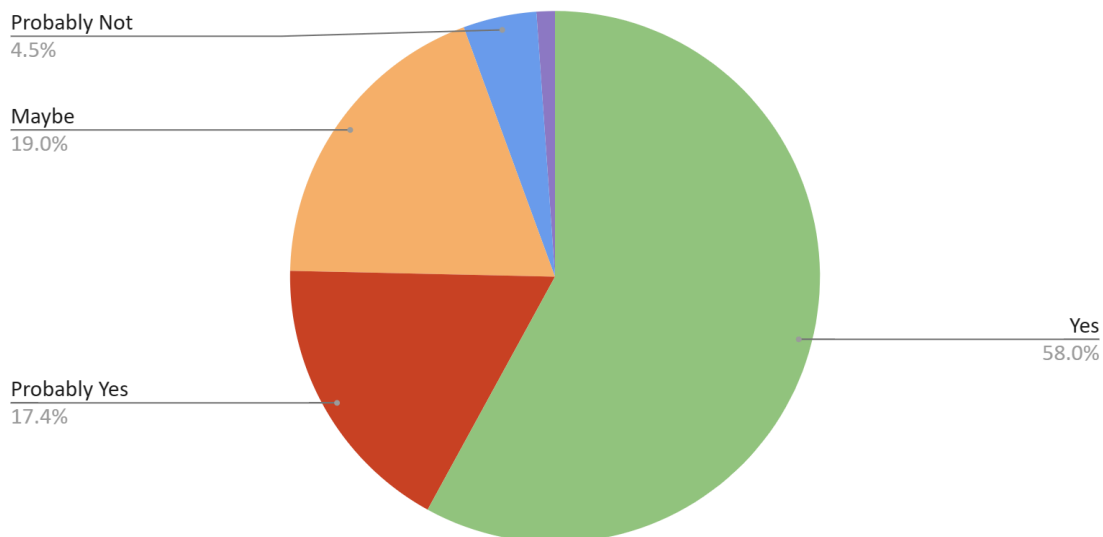


7. Are you interested in visiting Highland County during another time of year (i.e. Summer, Spring, or Fall)?

- 75.35% out of 100% of the 357 survey respondents said they would be interested in visiting Highland County during another time of year on some level. 19.05% out of 100% of the respondents said they would maybe be interested in visiting Highland County during another time of year. 5.6% out of 100% of the respondents said they would not be interested in visiting Highland County during another time of year on some level. Out of the 397 total survey respondents only 357 answered this question.

Are You Interested In Visiting Highland County During Another Time Of Year? (n=357)		
Response	Count	Percentage
Yes	207	57.98%
Probably Yes	62	17.37%
Maybe	68	19.05%
Probably Not	16	4.48%
No	4	1.12%

Are You Interested in Visting Highland County During Another Time of Year? (n=357)

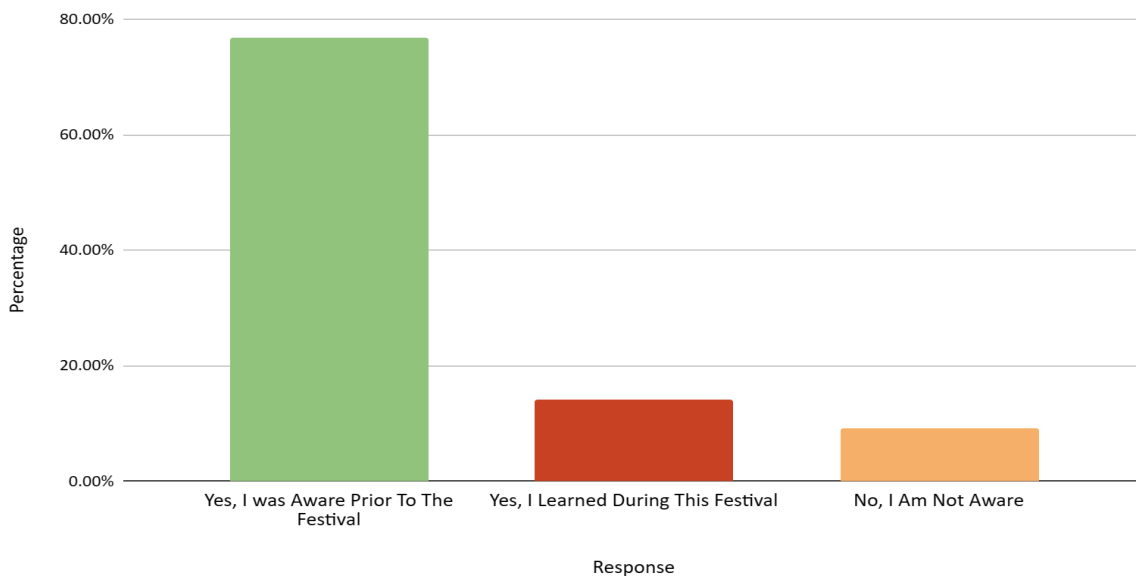


8. Are you aware of the difference between real maple syrup and imitation products like corn-based syrups?

- 90.8% out of 100% of the 348 survey respondents that answered this question said they are aware of the difference between real maple syrup and imitation products. 9.20% out of 100% of the respondents said they were not aware of the difference. Out of 397 total survey respondents only 348 respondents answered this question.

Are You Aware Of the Difference Between Real Maple Syrup And Imitation Products? (n=348)		
Response	Count	Percentage
Yes, I was Aware Prior To The Festival	267	76.72%
Yes, I Learned During This Festival	49	14.08%
No, I Am Not Aware	32	9.20%

Are You Aware of the Difference Between Real Maple Syrup and Imitation Products? (n=348)

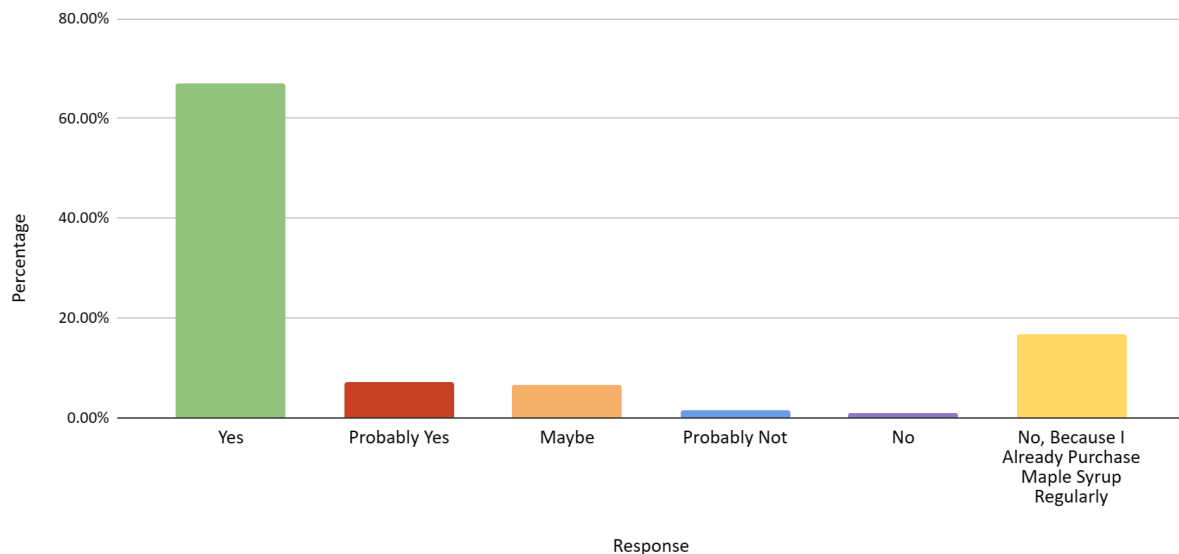


9. Did your experience at the Highland County Maple Festival make you more likely to purchase maple syrup in the future?

- 74.28% out of 100% of the 350 survey respondents said their experience at the Highland County Maple Festival made them more likely to purchase maple syrup in the future on some level. 6.57% out of 100% of the respondents said their experience would maybe make them more likely to purchase maple syrup in the future. 17.72% out of 100% of the respondents said their experience did not make them more likely to purchase maple syrup in the future on some level. Out of 397 total survey respondents only 350 answered this question.

Did Your Experience At The Highland County Maple Festival Make Your More Likely To Purchase Maple Syrup In The Future? (n=350)		
Response	Count	Percentage
Yes	235	67.14%
Probably Yes	25	7.14%
Maybe	23	6.57%
Probably Not	5	1.43%
No	3	0.86%
No, Because I Already Purchase Maple Syrup Regularly	59	16.86%

Did Your Experience at the Highland County Maple Festival Make You More Likely to Purchase Maple Syrup in the Future? (n=350)



10. Have you heard of the Virginia Maple Syrup Trail Passport (year-round program outside of the festival)?

- The table below represents the number of people that have or have not heard of the Virginia Maple Syrup Trail Passport. Out of 397 total survey respondents only 355 answered this question.
- The majority of respondents said they have not heard of the maple syrup trail passport.

Have You Heard Of The Virginia Maple Syrup Trail Passport? (n=355)		
Response	Count	Percentage
Yes	75	21.13%
No	280	78.87%

11. How well are you able to navigate the festival using available brochures, maps, and signs?

- 99.1% out of 100% of the 337 survey respondents that answered this question said they were able to navigate the festival using the provided brochures, maps, and signs well on some level. 0.89% out of 100% of the respondents said they were not able to navigate the festival using provided maps, brochures, and signs. Out of 397 total survey respondents only 337 answered this question.

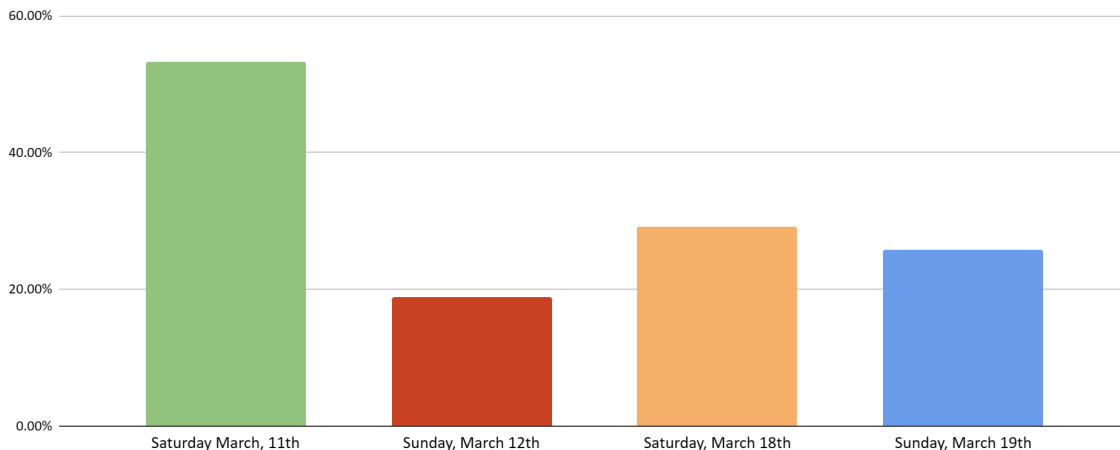
How Well Are You Able To Navigate The Festival Using Available Brochures, Maps, and Signs? (n=337)		
Response	Count	Percentage
Very Well	201	59.64%
Moderately Well	118	35.01%
Slightly Well	15	4.45%
Not Well At All	3	0.89%

12. What days are you attending and/or plan to attend the festival?

- The table and chart below represent how many days survey respondents are attending the festival. This information was collected and used to help analyze the economic impact and attendance of the festival. Out of 397 total survey respondents only 345 answered this question.

What Days Are You Attending And/Or Plan To Attend The Festival? (n=345)		
Response	Count	Percentage
Saturday March, 11th	190	53.22%
Sunday, March 12th	67	18.77%
Saturday, March 18th	104	29.13%
Sunday, March 19th	92	25.77%

What Days are you Attending and/or Plan to Attend the Festival? (n=345)



13. Are you staying overnight in Highland County while attending the festival?

- This table represents the number of respondents who stayed overnight during the festival. The majority of respondents said no, that they were not staying overnight in Highland County. Out of 397 total survey respondents only 356 answered this question.

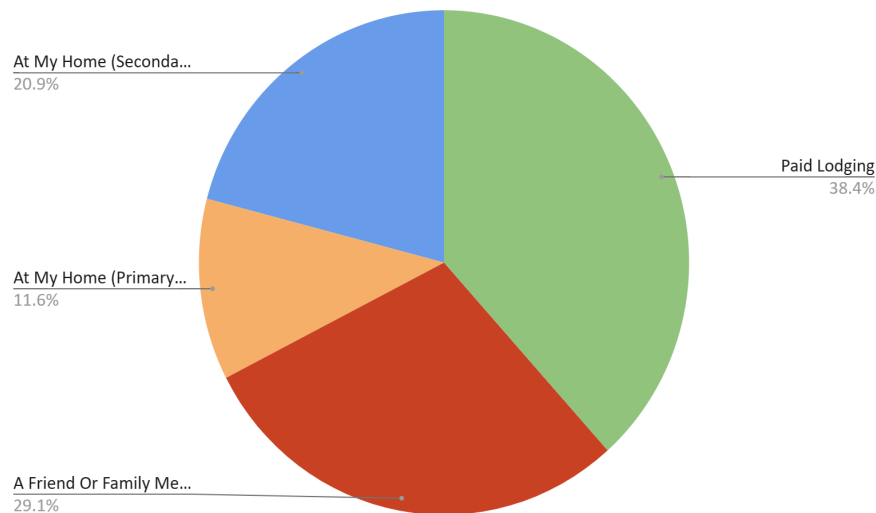
Are You Staying Overnight In Highland County While Attending The Festival? (n=356)		
Response	Count	Percentage
Yes	71	19.94%
No	285	80.06%

14. If yes, where are you staying overnight in Highland County?

- The table and chart below represent where the respondents who stayed overnight stayed at. Out of 397 total survey respondents only 86 answered this question.
- The majority of respondents who answered this question said they paid for lodging.

Where Are You Staying Overnight In Highland County? (n=86)		
Response	Count	Percentage
Paid Lodging	33	38.37%
A Friend Or Family Member's Residence	25	29.07%
At My Home (Primary Residence)	10	11.63%
At My Home (Secondary Residence)	18	20.93%

Where are You Staying Overnight in Highland County? (n=86)

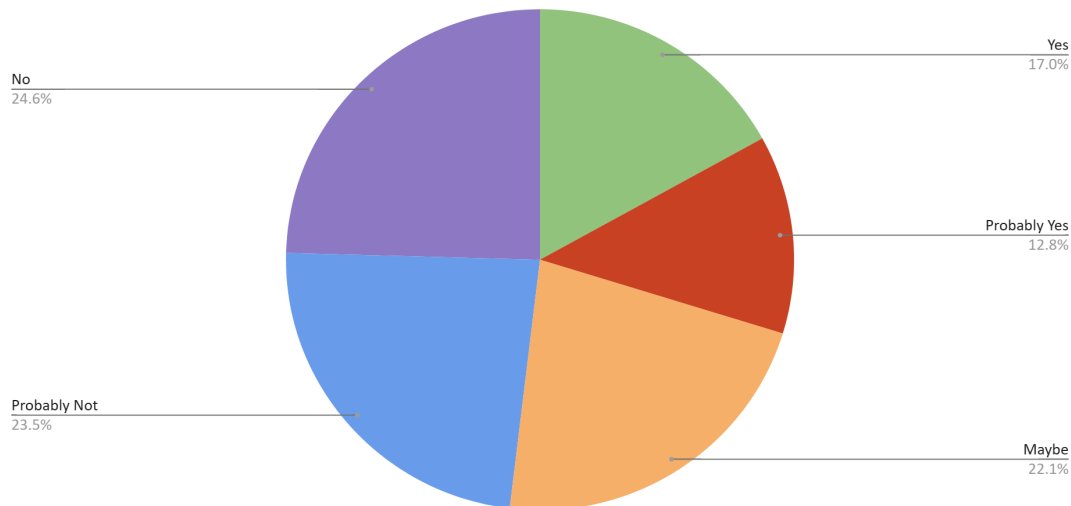


15. If you are not staying overnight in Highland County, would you have stayed overnight if you could have found lodging accommodations within the county?

- The table and chart below represent the respondents who said if lodging was available, then they would have stayed overnight. 51.91% out of 100% said yes that on some level, they would have stayed. Out of 397 total survey respondents only 289 answered this question.

If You Are Not Staying Overnight In Highland County, Would You Have Stayed Overnight If You Could Have Found Lodging Accommodations Within The County? (n=289)		
Response	Count	Percentage
Yes	49	16.96%
Probably Yes	37	12.80%
Maybe	64	22.15%
Probably Not	68	23.53%
No	71	24.57%

If You are Not Staying Overnight in Highland County, Would You Have Stayed Overnight If You Could Have Found Lodging Accommodations Within the County? n=289)



16. What was the size of your travel party?

- The table below represents the travel party sizes of the survey respondents. Out of 397 total survey respondents only 363 answered this question. This data was used for the spending analysis.

What Was The Size Of Your Travel Party? (n=363)		
Response	Count	Percentage
1	11	3.03%
2	139	38.29%
3	62	17.08%
4	68	18.73%
5	26	7.16%
6	20	5.51%
7	9	2.48%
8	12	3.31%
9	2	0.55%
10	4	1.10%
11	2	0.55%
12	3	0.83%
30	2	0.55%
32	1	0.28%
50	1	0.28%
62	1	0.28%

17. How many people in your travel party fall into each of the following age groups?

- The table below represents what age group the survey respondents traveling parties fall into.

How many people in your travel party fall into each of the following age groups?	
Response	Count
Under 18	94.00
18-29	98.00
30-45	131.00
46-64	214.00
65 or older	137.00

Please provide your best estimates of your travel party's spending for the entire duration of your visit to Highland County within each of the following spending categories.

18. How many people do these expenses cover?

- The table below represents the average visitor spending by category for the 2023 Maple Festival. The middle column shows how much money went to local vendors per visitor. The last column is the overall visitor economic impact for the entirety of the festival. We used the attendance data and questions asked about how much each survey respondent spent for each category to calculate these numbers. To get the total economic impact, we add the economic impact collected from the vendors, \$76,774.34 and the economic impact collected from the visitors, \$2,327,531.64.
- We only use the numbers from visiting vendors and visitors because local vendors and visitors (to the festival) spend money at gas stations, restaurants, and so on every other day of the year.
- The total visitor economic impact was **2,404,305.98**.

Average Spending by Category Per Visitor		Amount of \$ that went towards local vendors	Visitor Economic Impact
Category	Average Spending		
Lodging (\$)	\$17.81		\$475,491.38
Restaurants (\$)	\$17.74		\$473,622.52
Transportation/ Gas (\$)	\$16.21		\$432,774.58
Food and crafts from vendors in Monterey and McDowell (\$)	\$33.28	\$1.45	\$38,712.10
Food and crafts from sugar camps (maple syrup producers) (\$)	\$23.22		\$619,927.56
Merchandise from brick-and-mort ar stores (\$)	\$6.39		\$170,600.22
Other spending in Highland County (\$)	\$4.36		\$116,403.28
Total			\$2,327,531.64

19. Is there anything that you would like to see improved or changed about the festival?

(I know some of these might be unrealistic or you have thought of them before, this is just comments straight from people visiting the festival! Majority of the people said they loved the festival and had no thoughts of changes, but these are some that did.)

This table represents a summary of the survey respondents' answers about improving the festival.

NO	RV Camping options	No, it's all great.	More bathroom facilities	Will you have more events during the year?	More vendors	More options for vegetarians
Is perfect as is	Better Signs	Assisted parking in McDowell-Directed traffic	The map in town was a bit confusing	Do more than 2 weekends	Signage at the 220/250 intersection	Maple syrup chugging contest
Parking	More History of Festival	Vendors open later than 4 or 5pm	Great festival	Addresses for the blue spots on the map like they have for the maple leaves	No! Maybe a marshmallow roasting station	Better maintained restrooms