

2016 Visitor Inquiry Conversion & Marketing Perception Survey

Overview

Winston-Salem Convention & Visitors Bureau retained Randall Travel Marketing of Mooresville, NC to conduct a Visitor Inquiry Conversion and Marketing Perception Survey. The study was conducted March-May 2016.

This survey was part of an overall study that included two parts:

1. 2015-2016 Visitor Intercept Survey
2. 2016 Visitor Inquiry Conversion & Marketing Perception Survey

It is important to note that the primary difference between the two studies is that the 2015-2016 Visitor Intercept Survey was conducted to determine perceptions and behaviors by visitor segment including Business, Convention/Meeting, Leisure, and Event. The 2016 Visitor Inquiry Conversion & Marketing Perception Survey was designed to capture the perceptions of those who made inquiries to Winston-Salem CVB, and generally is more of a leisure visitor perspective as that is the bulk of inquiries received by Winston-Salem CVB.

Visitor Inquiry Conversion and Marketing Perception Survey Methodology

4,481 invitations were emailed the week of April 3, 2016 to a database of inquiries/leads that included email addresses and had been gathered by Visit Winston-Salem during 2014-2016. To be included in the sample, the record had to contain a properly formatted email address. A total of 542 completed surveys had been received by April 18, 2016. Thus, the reliability of these data is at the 94% +/- 5% level.

Of the initial invitations that were emailed, 217 (4.84%) were returned as undeliverable and 59 (1.32%) invitation recipients opted out of the study. This resulted in a net-sent quantity of 4,205. Therefore, the response rate is 12.89% which is well above the acceptable response range for an online conversion study. Thus, N=542 for the total response in this report unless otherwise noted, while a small "n" indicates the number of respondents answering a specific question (not all respondents answered every question).

A survey questionnaire was developed by Randall Travel Marketing and approved by Winston-Salem CVB. The survey contained twenty-three questions. Each question is stated in the following pages in numerical sequence and the findings and responses follow each question. Observations and conclusions based on the responses are included. The survey offered an incentive of a drawing for a free weekend visit to be selected from those that responded to the survey.

2016 Visitor Inquiry Conversion & Marketing Perception Survey

Summary of 2016 Visitor Inquiry Conversion and Marketing Perception Survey:

- Demographics:
 - Home location for most visitors to Winston-Salem is North Carolina. Those traveling I-40 is another typical point of origin.
 - Average age is 56.03 years. Baby Boomers (50.68%) and Generation X (24.37%) are the majority.
 - Occupation tends to be either retired, professional, or trade
 - Nearly three-quarters (71.95) are either college graduates or have advanced degrees.
 - The significant majority of visitors are parties of adults only (81.15%), while families comprise 18.85%.
- Once they inquire 45.61% are likely to convert into actual visitors. This is an excellent conversion ratio. Further, 73.17% of those who inquire, but have not visited, intend to do so in the next year.
- Once they visit they are likely to return. 69.01% report making more than one trip. An astounding 27.49% report visiting Winston-Salem over 11 times.
- Twenty-six percent (26.20%) find and use a visitor guide during their trip.
- Visitor Activities:
 - 79.56% Dining (72.63% in non-chain restaurants)
 - 60.67% Shopping (Hanes Mall, Downtown, Arts District, Reynolda, Historic West End)
 - 18.22% Arts event (play, concert, performance)
 - 13.56% Outdoor recreation (walking/jogging/running most prominent)
 - 10.67% Day trip outside Winston-Salem
- Visitors like the advertising messages by Winston-Salem CVB and feel the image portrayed in the ads matches their actual experiences.

Ad	Responses	Either "Somewhat" or "Definitely Matches My Experience"
This Holiday	405	60.49%
Spring in Winston-Salem	405	73.83%
This Fall	408	77.20%
This Spring	409	70.10%

- What makes Winston-Salem Distinct/Different from other NC destinations?

Distinctions	History (95); Old Salem (92); Arts/arts district (29); Small historic town feel (27); Various things to see and do/attractions (23); Combination of modern & historic/old and new (17); Location/Proximity from home (15); Cultural (12); Restaurants (12); Big city/small town feel (11).
---------------------	--

Likes	History/historic; Atmosphere (Quaint, charming, etc.); Friendly people; Restaurants; Variety of things to see and do; Big city yet small town feel; Arts; Old Salem; Combination of historic/old and modern/new.
--------------	--

Dislikes	Traffic/wayfinding/road construction/confusing; Bad neighborhoods/crime/panhandlers; Dirty/litter.
-----------------	--

What would make Winston-Salem a more ideal destination?
Historic/heritage Interpretation; Less traffic/congestion; Better signage/wayfinding; More things to see and do; More/better restaurants.