

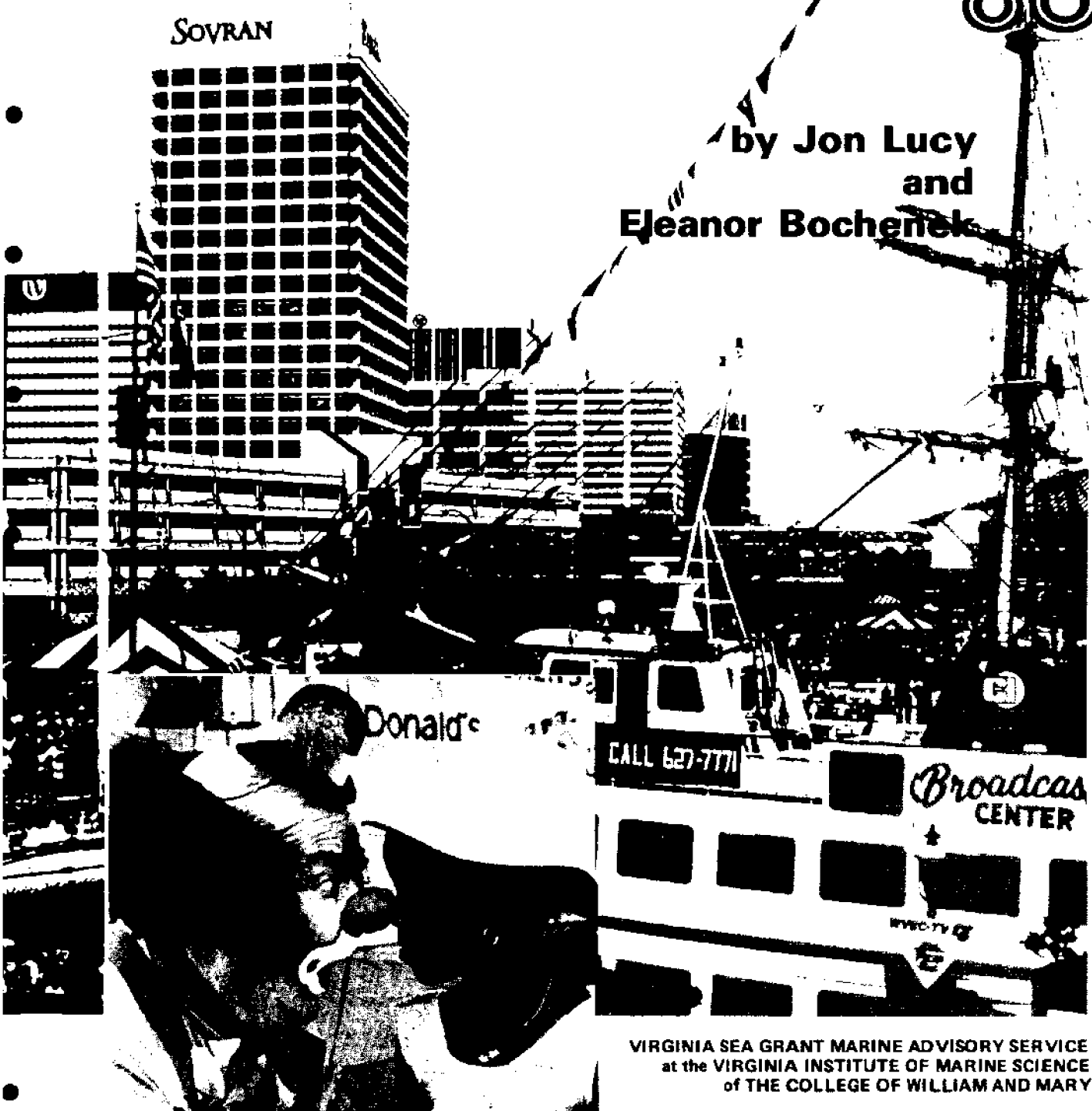
NORFOLK HARBORFEST

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a tenth anniversary analysis

'86

by Jon Lucy
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Norfolk's Harborfest '86
A Tenth Anniversary Analysis

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Thanks to you all!

Jon Lucy

EXECUTIVE SUMMARY

The 1986 Harborfest celebration drew patrons predominantly from the Greater Hampton Roads area, but also attracted significant numbers of visitors from other Virginia communities and areas outside Virginia. Approximately 80% of the festival crowd resided in the Hampton Roads Metropolitan Statistical Area (compared to 74% in 1979), with almost 12% of the patrons coming from out of state (down from 18% in 1979).

While exhibiting a shift towards greater local attendance in 1986, the festival continued to demonstrate its ability to attract tourists to downtown Norfolk's waterfront area. Of those festival patrons attending the event from outside the general Hampton Roads area, 59% were in the Norfolk area primarily for the festival, 33% primarily related to being on vacation, with an additional 8% in the area principally for business reasons. Over 75% of these "tourist" patrons indicated that they were in Norfolk either primarily for the festival or had planned their vacation/business trips to the area around the waterfront celebration.

Efforts to improve access to the festival through shuttle bus and ferry services have helped reduce downtown traffic congestion, but problems still exist. Nearly 47% of patrons arrived in the festival area by car, with 31% using the bus/ferry shuttle services and 13% arriving by boat. With shuttle buses handling approximately 56,000 patrons throughout the three-day festival and ferries carrying an additional 39,000 visitors, the shuttle services potentially reduced traffic in downtown Norfolk by over 25,000 vehicles. Even with three ferries operating, however, this service quickly became overwhelmed by patrons, resulting in extremely long lines and numerous patron complaints.

In seeking input on disappointing features of the festival, it was determined that the 1986 celebration exhibited a greater proportion of patrons voicing no disappointments about activities (52%) than during the 1979 event (39%). This is particularly noteworthy considering growth in festival attendance and the corresponding increase in complexity of festival programming. Among problems common to both festivals, commercialization-high prices jumped from a seventh place ranking in 1979 to first place in 1986 (discounting weather problems). Crowd congestion ranked high as a problem during both years, being mentioned most frequently as the one aspect of the 1986 festival that patrons would like changed. Concerning overall festival quality, 71% of patrons having attended the festival before stated that quality had improved, indicating that organizers have been fairly successful in addressing festival problems.

Water events, including ship and boat activities, declined significantly in their relative contribution to total programmed events in 1986 (compared to 1979); such festival elements, however, continued to be ranked by patrons as their top favorite activity. Music ranked as second in favorite festival activities for 1986 with food ranking third, up from fifth in 1979. Fireworks maintained a fourth place ranking during both years. In 1986, favorite activities were more evenly distributed in their ranking by patrons than in the earlier festival; food, music, and fireworks, captured significantly larger proportions of the popularity ranking in 1986 than in 1979.

The Harborfest '86 crowd was largely characterized as being family-oriented. Festival patrons were primarily in their twenties and thirties, evenly divided between being single and married, and generally attended the festival with family or friends. Better than 25% of the crowd was

accompanied by children, with the average age of such children being nine years old.

Over three-quarters of the patrons had attended at least one previous festival. Patrons' return rate to the festival was high compared to similar events for which data were available. All ten Harborfest celebrations had been attended by 22% of the 1986 crowd.

Considering the strong pace of development characterizing Norfolk's waterfront, patrons were questioned about its possible impact on attendance at future festivals. Asked if they would attend the festival if it were forced away from the waterfront and held in the streets of the financial district, 81% of patrons responded negatively. The negative response included a significant proportion of patrons (58%) who stated that they definitely would not attend the event under such circumstances.

Overall festival attendance was estimated at 385,725, based upon a random telephone survey technique. The festival more than doubled in attendance since 1979, when a similar survey technique estimated crowd size at 184,700. Attendance in 1986 may have been somewhat less than that of recent past festivals due to periodic rain and drizzle on Saturday. More importantly, Saturday's weather forecast called for the likelihood of Tropical Storm Andrew dumping heavy rain on southeastern Virginia, a significant deterrent to potential festival patrons. More patrons visited the festival one day (42%) than attended two (30%) or three days (28%); on the average, boating parties attended the full three days of the festival while land parties averaged approximately one and one half days attendance.

Expenditures, averaging \$11.25 per person per day for land and boat parties combined, principally occurred in the festival area (83%) rather

than in areas immediately adjacent to the festival (6%) or in the Greater Hampton Roads area (11%). Nearly 75% of patron expenditures went to food and beverage items, 15% to souvenirs, with the remainder going to lodging and miscellaneous items. Based upon overall attendance and patron visitation patterns, total estimated expenditures attributed to the three day festival equaled \$9.7 million. Expenditures of approximately \$8.0 million were estimated to have been made directly in the festival area, which included the shops and restaurants of Waterside as well as the Omni International Hotel. Applying a tourist expenditure multiplier of 1.25 to those expenditures made by persons attending the festival from outside of the Hampton Roads Metropolitan Statistical Area provided an additional estimated expenditure impact of approximately \$422,000. Total combined festival-related expenditures, the sum of initial expenditures and the tourist multiplier effect, were estimated to be \$10.2 million.

The analysis of the 1986 Harborfest celebration demonstrated that the festival, while undergoing numerous changes over the years, continues to contribute significantly to the revitalization of Norfolk's downtown waterfront. The festival provides a quality, family-oriented recreational event for thousands of local residents, while simultaneously attracting considerable numbers of in-state and out-of-state tourists to the Norfolk area. This analysis of Harborfest's tenth anniversary celebration should prove beneficial to Norfolk and other Hampton Roads communities as they strive to maintain, or newly establish, crucial focal points of people activity in their evolving waterfront plans. The imaginative infusion of such focal points into a community's waterfront revitalization program ultimately determines the program's success.

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INTRODUCTION

Since its inception ten years ago, Norfolk's Harborfest has become one of the region's most popular waterfront festivals. Having grown in size and diversity, the festival is considered by many to have been a crucial element in the overwhelmingly successful redevelopment of Norfolk's downtown waterfront (Lucy 1981; Lucy, Breen and Ridby 1985). The festival has significantly contributed to downtown Norfolk's new image as a tourist destination. Whether traveling by land or boat, growing numbers of visitors are learning that there is much to see and do on the City's waterfront (Lucy 1986). Naturally, the festival's success has led to more complex organizational problems for its planning committee. Festival growth and apparent changes in the mix of patrons (more young people) have resulted in increasing problems regarding crowd and traffic control, sanitary facilities, litter and trash disposal, boating congestion, and docking facilities, to name a few obvious issues. In recent years a shift in the overall atmosphere of the festival also seems to have occurred. Whereas earlier celebrations were dominated by water-oriented activities, recent events have leaned more towards a city fair-type program.

To better evaluate the festival's success and future direction, the Harborfest Executive Committee requested that the Virginia Institute of Marine Science (VIMS) undertake a study of the 1986 event scheduled for June 6-8. Having completed a survey of the 1979 festival (Lucy and Baker 1979), VIMS Marine Advisory Services Program agreed to conduct a study of the 1986 celebration. The objective of the project was to provide the Committee with basic data characterizing festival patrons, their perceptions of the event, changes in the festival and its patrons since 1979, and overall attendance.

METHODOLOGY

A more in-depth survey questionnaire than that used in the earlier study was developed with input from the Committee and several Norfolk agency representatives. The rather lengthy patron survey questionnaire (Appendix A) was designed to be used in personal interviews. During 1979 a very simple, one-page survey form was made available at numerous locations throughout the festival area for patrons to complete at their convenience. Personal interviews were also conducted in 1979, but probably accounted for less than 25 percent of the slightly more than one thousand completed survey forms.

In the initial planning phase of the study a preliminary goal of two thousand patron interviews was deemed appropriate to adequately sample festival patrons. This goal was established because festival attendance had grown dramatically since the 1979 study when just over one thousand survey forms were collected from the crowd. As more and more input accumulated from the Harborfest Executive Committee and city agency representatives regarding important issues to be addressed by the study, it became apparent that the length and complexity of the survey instrument made the preliminary sampling goal impossible to achieve. A more realistic goal of one thousand patron interviews was set for the three day period of the festival.

Eighteen staff and graduate student volunteers from VIMS and William and Mary's School of Business Administration were familiarized with the survey instrument and utilized during the festival period to obtain random patron interviews. Care was taken by each interviewer to solicit information from a mixed group of patrons with respect to age, sex, race and group size. Interviews were conducted Friday from 1:00 p.m. through 8:00

p.m., Saturday from 10:30 a.m. through 5:00 p.m., and Sunday from 11:30 a.m. through 4:00 p.m. (at which time a severe storm curtailed the festival). Nine interviewers worked Friday and Sunday with fifteen interviewers covering Saturday's crowd. After 5:00 p.m. on Saturday afternoon the size of the crowd and its "party" mood escalated to the point that interview efforts became largely impractical.

Interviewers generally worked in teams of two or three individuals with teams assigned to cover different portions of the festival area. Festival areas given particular attention included the Freemason Harbor area, Pier B (spectator fleet launch service), Kingfisher Docks, Town Point Park, Otter Berth, in front of Waterside, Waterside Marina docks, and Hammond Berth (ferry service launch/disembark point) (see Appendix B).

After determining that only 200 interviews were completed on Friday (primarily due to the complexity of the questionnaire and festival patrons' wanting to chat with the interviewers), the interviewing strategy was changed for Saturday and Sunday. On these days approximately each fifth person interviewed was asked all questions while others were only asked questions 1-2, 3-4 (if from outside the Hampton Roads area), and 11-13 (Appendix A). These questions provided critical information on patrons' residence, lodging arrangements, method of arriving in the festival area, and daily expenditures. This procedure resulted in nearly 600 interviews being completed on Saturday and 100 interviews on Sunday before the storm abruptly ended the festival.

Difficulties were experienced in trying to obtain sufficient numbers of interviews from boaters using the shuttle launch from the end of Pier B in the Freemason Harbor area. Frustrations over delays in the start-up of the spectator fleet harbor shuttle service (due to barge problems) and the long

walk to and from the central festival area caused part of the difficulties. In addition, boaters waiting for the shuttle quickly departed when it arrived, leaving interviewers with incomplete information. As a result, special efforts were made to obtain significant numbers of interviews from boaters readily accessible at the Waterside Marina and Kingfisher Docks. A dinghy was borrowed to obtain a few interviews directly from boats anchored in the Spectator Fleet Anchorage area. These combined efforts provided an adequate number of completed boat-party interviews.

Two methods were used to derive estimates of festival attendance. By means of patron interviews, the proportion of festival patrons who utilized special Harborfest shuttle buses and the expanded harbor ferry service (3 ferries) between Portsmouth and Norfolk was determined. This information was then compared to the known counts of people using these services, as tabulated by the Tidewater Regional Transit. Knowing both the percentage of the festival crowd that used the shuttle services and the actual numbers of users on a daily basis, an estimated daily attendance level could be derived. Total attendance was obtained by summing the daily estimates.

The second method, comparable to that used in 1979 (Lucy and Baker 1979), was based upon a random telephone survey of Virginia Beach households. This effort yielded an estimate of the average number of Virginia Beach residents per household who attended Harborfest '86. Knowing the estimated number of households in Virginia Beach in 1986 (Knapp and Cox 1986), an estimated total number of festival attendees from that city was calculated. The percentage of the festival crowd residing in Virginia Beach, determined through festival interviews, was then compared to the calculated Virginia Beach resident attendance to derive an estimated overall attendance for the festival.

RESULTS

A total of 965 useable interviews were completed during the three days of the festival, slightly under the sampling goal (the goal would have been achieved but for the sudden storm Sunday afternoon). Of these interviews, approximately 35% - 40% had the majority of questions completed while the remainder had only selected questions answered (see Methodology section).

The transportation mode used by Harborfest patrons to arrive in the festival area was a key concern of festival organizers. Much effort has gone into trying to reduce traffic congestion during the festival by providing shuttle bus and additional ferry service for festival-goers. Private cars, however, continued to be the dominant travel mode for patrons during each festival day (Table 1). Shuttle buses handled 23% of the festival crowd, showing a relative increase in use from Friday to Sunday. The Elizabeth River ferries provided approximately 8% of patrons' transportation needs while almost 13% of those attending the event arrived by boat. Together the two festival commuter services transported approximately 31% of the overall festival crowd with Sunday being their most successful day. A significant portion (11%) of the festival crowd walked to the event on Friday, demonstrating the importance of downtown office workers to Friday's attendance. Pedestrian problems with crossing Waterside Drive on Friday were significantly reduced this year by closing the roadway after the morning rush hour. When asked about continuing this practice for future festivals, patrons overwhelmingly approved of the action.

As illustrated in Tables 3 and 4, Harborfest '86 predominately drew its patrons from the Hampton Roads area. As a result, better than two-thirds of the crowd required no special lodging, utilizing their homes for overnight

accommodations during the festival (Table 2). Boats provided 15.5% of patrons' overnight lodging needs. Homes of friends or relatives accommodated 8.4% of festival patrons while over 5.4% required (or sought the convenience of) hotel-motel accommodations. This latter group predominately used such lodging for Friday and Saturday nights, but hotel stays of up to four nights occurred among 14% of the group (Table 5B).

Patrons' overall residential distribution reflected the strong local attraction of the event while also indicating that a diverse mix of Virginians and out-of-state visitors attended the festival (Table 3). The festival was almost as popular among Virginia Beach residents (23.3% of the crowd) as residents of the host city (27.5% of the crowd). Interestingly, Hampton-Newport News residents accounted for 10.1% of the festival crowd in comparison to only 7.5% for Portsmouth residents and 7.3% for the City of Chesapeake. The relatively small contribution of Portsmouth residents to the Norfolk festival is paralleled by the finding that only 33.1% of Harborfest patrons visited Portsmouth's Seawall Festival, occurring simultaneously across the harbor. The greater Richmond area contributed 5.4% to the festival's attendance with North Carolina accounting for 2.4% of the crowd. While Virginia residents comprised approximately 89% of the overall festival's attendance, 31 other states were also represented along with the District of Columbia, Canada and Denmark.

Boaters' residential distribution differed somewhat from that of land-parties' (those patrons not attending the festival by boat) (Table 4). Approximately 93% of the boating parties were from Virginia (compared to 88% for land parties), including 16% from the combined cities of Hampton and Newport News (Table 4). Portsmouth, Chesapeake and Richmond boaters made up

a slightly smaller proportion of total boating parties (4.9%) than these cities' respective 7.8%, 7.6% and 5.2% contributions to land-party patrons.

Another significant aspect of the geographical distribution of festival patrons concerned those who visited the festival from beyond the boundaries of Hampton Roads Metropolitan Statistical Area (Hampton Roads MSA). The Hampton Roads MSA consists of Norfolk, Virginia Beach, Chesapeake, Portsmouth, Suffolk, Newport News, Hampton, Poquoson, York County, James City County, Williamsburg, and Gloucester County. From patrons' overall residential distribution (Table 3), it can be determined that approximately 19% of the festival crowd traveled to the event from outside the MSA. The breakdown of festival patrons into land and boat parties revealed that approximately 21% and 18% of these respective attendance groups resided outside the MSA (Table 4).

In general, festival patrons residing outside the MSA ("tourist patrons") predominantly traveled to the festival area by car (70.6%), with a considerably lesser proportion arriving by boat (15.7%) and plane (8.5%) (Table 5A). None of these parties were in Norfolk during the festival as part of a tour package. The majority (29.4%) of these patrons stayed in the Norfolk area for three days with another 30.9% staying in the area for one to two days (Table 5B). Visits of one to two weeks were planned by 18.4% of these patrons.

A large proportion of festival tourist patrons (59%) stipulated that Harborfest was their primary reason for visiting the Norfolk area, followed by being on vacation in the area (Table 6A). Separating out the responses of tourist patrons not visiting the area primarily for the festival indicated the strong ranking of vacations (81%) as a reason for visiting the area, followed by business and convention trips (Table 6B). Almost half

(44%) of the tourist patrons not in the area primarily for Harborfest indicated that they, nevertheless, tried to plan their Norfolk visit around the festival.

To evaluate the effectiveness of the festival's publicity campaign, patrons were asked how they learned about the festival. Since many patrons learned about the festival through several media sources or other means of communication, both multiple responses and weighted responses were tabulated (Table 7). Both analyses revealed that word of mouth was the best festival advertisement mechanism. Also ranking near the top of the list was the fact that by simply living in the vicinity of the festival site, many patrons knew of the upcoming event via this association. Television, radio and newspaper advertisements, as well as news coverage, ranked high as major sources of knowledge about the festival. These media sources were frequently mentioned in various combinations with one another.

That "word of mouth" proved to be the principal means by which patrons learned of the festival indicated previous attendees liked what they experienced at the event. Favorite activities of Harborfest '86 patrons, as expected, varied from day to day (Table 8). On Friday, ships, food, and music were the top-rated activities, in that order. On Saturday, ships and music were equally ranked first with food in second place and the fireworks third. On Sunday, following the very impressive Saturday night fireworks, this activity was the clear favorite of the crowd followed, in order, by music and ships. For the festival overall, the order of favorite activities was ships, music, food, fireworks, and water events. If one considers ships and boats on display or open for visitation as part of water events, this general activity category would be the highest ranking favorite of festival

patrons on Friday, Saturday, and for the festival overall. On Sunday it would have ranked third behind fireworks and music.

In taking the favorite activity question a bit further, patrons were also asked to indicate their second overall favorite activity. For the festival as a whole, patrons indicated their top three, "second-favorite" activities to be food/beverages, music/entertainment, and ships/parade of sail/boats, in that order.

By weighting the top five activities in each of the two "favorite" categories by their respective rank in each group, and secondly, by a factor denoting whether the ranking was from the "most favorite" or the "second favorite" group, an overall popularity index was calculated for each activity (Table 9). Using this weighted comparison, ships/boats again proved to be the most popular festival activity followed by music/entertainment, food/beverages, fireworks, people watching, and water events in general. By comparing the summed popularity index of ships/boats to that for fireworks, it can be shown, on a relative basis, that ships and boats ranked better than four times higher in popularity than fireworks ($1.335/0.286 = 4.7$). Again, if one considers ship and boat activities to fall under the general water events category, water events proved to be the overall favorite activity of festival patrons.

In addition to determining patrons' favorite festival activities, patrons' disappointments with the celebration were recorded and summarized (Table 10). Information on festival problems was collected through two slightly different survey questions asked at different times during the interview process. After determining patrons' favorite activities, they were asked if anything about the festival disappointed them (Question 8, Appendix A). Several interview questions later, patrons were asked about

overall changes in festival quality and whether they would like to see any one aspect of the festival changed (Question 10b, Appendix A).

A significant proportion of patrons indicated that they had no problems with any aspect of the festival. Approximately 52% stated there was nothing that had disappointed them and 26% wanted nothing changed. Rainy weather on Saturday elicited the greatest "disappointed" response (7.5%) followed by the festival being too crowded (6.1%). Restrooms, docking facilities, parking, music problems, and high prices each received between 2.7% - 3.5% of the "disappointed" response. Lower ranked problems are also listed in Table 10.

A different ranking of problems resulted from asking patrons about festival elements they would like changed. Crowd congestion ranked highest (8.4%) among the "want changed" responses, followed by music (7.9%), high prices (6.3%), restrooms (5.3%), parking (5.3%), and more daytime activities for kids and adults (4.7%). Music problems mentioned in both questions generally related to poor sound, patrons' not finding a favorite group, the location of a given stage, patrons' not being able to see performers, or not enough of a particular kind of music being offered. The other problem categories are largely self-explanatory.

One particular problem that has always concerned festival organizers and city officials is litter control. Litter problems, however, elicited only a slight response (0.6%) from patrons in the question about festival disappointments (Table 10). A specific question about litter control (Question 9a, Appendix A) indicated that 96% of the patrons rated the effort as "good" for each day of the festival (Table 11). Another aspect of the litter question concerned the need for more trash receptacles. The daily response to this question varied consistently, with the highest "yes"

response (24.3%) being on Friday and the lowest (8.5%) on Sunday. The majority of patrons specified no need for more receptacles.

In association with interview questions about possible festival problems, patrons who had attended the festival previously were asked to rank the event's quality. Responses varied daily with a majority of patrons indicating that quality had improved (Table 12). A significant proportion of the crowd felt that quality of the festival had remained unchanged. Saturday's crowd gave festival quality the best ranking while Sunday's patrons ranked it lowest. The combined responses on quality indicated that approximately 71% of the patrons felt it had improved, 23% stated it was unchanged, and 6% said it had declined.

As part of its evaluation of festival problems and successes, the Harborfest Committee was also interested in some measure of the festival's ability to bring patrons back to the waterfront celebration year after year. Patrons' attendance record for previous festivals revealed that 78.4% of the crowd had attended the event at least once prior to 1986, with a corresponding 21.0% of the crowd being first-time patrons (Table 13A). Approximately 39% of the festival-goers had attended one to four festivals with a like proportion of the crowd indicating five to nine years of Harborfest experience. Veterans of all ten festivals accounted for 22.3% of the 1986 attendees.

Patrons' plans for attending future festivals were examined regarding continuing waterfront development possibly restricting open space currently used for Harborfest activities. Areas adjacent to the Waterside Festival Marketplace, Kingfisher Docks and Freemason Harbor, for example, are likely to experience new construction (Appendix B). Without referencing any specific development project, patrons were asked to rate their feelings

about attending future festivals, if the event was moved away from the waterfront into closed-off streets of the financial district behind Town Point Park (Question 9c, Appendix A). Answers to the question were partitioned among definite and probable responses (Table 13B). A majority (58.1%) of those asked the question stated that they would definitely not attend the event if it were moved off the waterfront. An additional 23.3% indicated that they would probably not attend the festival under this scenario. Therefore, approximately 81% of the responses were negative with 19% being positive (only 2.8% of the total responses were a "definite yes").

The 1986 festival's pattern of attendance indicated that a majority (30.7%) of land parties attended only Saturday with another 20.5% spending some part of Friday through Sunday at the event (Table 14). Those who attended the festival two of its three days were nearly equally divided between Friday-Saturday and Saturday-Sunday day combinations. Boating parties exhibited a quite different pattern of attendance. Three day visits (Friday-Sunday) were made by 78% of boaters with an additional 10% staying only two days (Saturday and Sunday). The overall attendance pattern (land and boat parties combined) exhibited equal portions of the crowd attending "only Saturday" and "Friday through Sunday." Examining the attendance pattern another way, it was shown that, overall, 42.4% of patrons attended the festival one day (Friday, Saturday or Sunday). The remainder of the crowd was almost equally divided between two day (29.7%) and three day (27.9%) visits.

Festival organizers desired something of a sociological profile of festival patrons, e.g. their marital status, whether they attended the festival alone or in groups, their age distribution, and the ages of children attending the event. Patrons were evenly divided between being

married and single; approximately 47% of patrons attended the event with friends and 34% with family members, while nearly 19% were in mixed groups of family and friends (Table 15).

Unfortunately, the survey question addressing composition of patron groups did not clearly specify whether persons not with family or friends were actually alone. A measure of this situation, however, was obtained by determining the distribution of numbers of individuals in the "groups" interviewed. This data (Table 15) indicated that "groups" of one individual accounted for 8% of the festival crowd. A more precise distribution of patrons, according to whether they were alone, with family, friends, or family and friends, could be obtained by factoring the 8% "alone" category into the calculated frequency distribution.

The dominant group size for patrons was two persons (32.8%) with groups of three and four persons each accounting for approximately 16%-17% of the crowd. Groups ranging in size from one to four persons cumulatively accounted for approximately 75% of the festival crowd. Groups ranging from 8-10 persons, and even up to 50 persons, were also encountered during the survey.

The age distribution of patrons indicated that approximately 40% of the crowd was 21-30 years of age followed by 31-40 year olds (28%) and 41-50 year olds (15%) (Table 15). An additional 9% of the crowd fell into the 51-70 year old age bracket while those twenty and under accounted for about 8%. Children accompanied approximately 27% of festival patrons with the children's ages being fairly evenly distributed (Table 16). The age distribution of children accompanying festival patrons was: 1-5 year olds (30.7%); 6-10 year olds (32.1%); 11-15 year olds (31.7%); and 16-18 year

olds (5.6%). These children's average age was approximately nine years old. Only 5.9% of the crowd stated that they had left children at home.

Estimating attendance at festivals is difficult when, as with Harborfest, access to the festival area is largely non-restricted and attendance is free (non-ticketed). Two methods were utilized to establish overall attendance estimates (land and boat parties combined). In Table 17A, the proportion of the festival crowd determined to have used shuttle buses and harbor ferries to reach the festival area (tabulated from interview data) was compared to the actual number of such shuttle service users (tabulated from ticket sales by Tidewater Regional Transit). Since these two quantities were known for each festival day, daily festival attendance could be calculated. For example, Friday's attendance was derived by the following calculation: $(0.286) \times (\text{Attendance}) = 23,047 \text{ SB/F riders}$. Solving the equation for "Attendance", Friday's crowd was estimated to be $23,047/0.286$ or 80,584 persons. The same procedure was followed for the remaining festival days, resulting in a total estimated festival attendance of 305,214. Therefore, Friday accounted for 26.4% of total attendance with Saturday contributing 54.5% and Sunday 19.1%.

To insure that the attendance estimate for the 1986 festival could be compared to that derived for the 1979 event, a second attendance analysis was made (Table 17B). As in the 1979 study, a random telephone survey was conducted of Virginia Beach households to determine the average number of persons per household attending the festival. Over three hundred random telephone calls yielded 143 usable responses. This compared to 141 responses for a comparable telephone effort in 1979 (Lucy and Baker 1979). The telephone survey indicated that an average of 0.81 person per household attended the festival from Virginia Beach. Using this information to

estimate the total number of Virginia Beach residents attending the festival, one could then compare the latter figure to the proportion of the festival crowd from Virginia Beach (determined from festival interviews) to calculate overall Harborfest attendance. This analysis placed estimated total festival attendance at 385,725. More confidence was placed in this second estimate of festival attendance, largely because restricted interview time on Saturday could have biased the shuttle bus/ferry ridership percentage data used to calculate attendance in Table 17A. The rationale for this decision will be explained further in the Discussion section.

A significant proportion of festival patrons (12.8%) attended the event by boat. Some of the characteristics of boat-party patrons, compared to the much larger group of land parties, have already been described; additional features of boating patrons are indicated in Table 18. As stated previously in the Methodology section, a special effort was made to interview patrons on boats moored at festival docking areas because of problems catching up with boaters anchored out in the spectator fleet. This means that the boat-party sample is biased somewhat towards these boats. Keeping this in mind, the boating sample indicated that 78% of the boat parties visited the festival aboard sailboats and 22% aboard power boats. The boating sample was distributed essentially evenly between boats berthed at Waterside Marina (37.4%) and Kingfisher Docks (38.2%) while the remaining 24.4% of the boats were moored in the spectator fleet anchorage.

Total boat attendance at the festival was estimated from a combination of boat counts and observations from personnel in Norfolk's dockmaster's office and with Shawn's Launch Service (operator of spectator fleet launch service). Boat attendance was placed at 2,183 boats for the entire festival.

period (Table 19) with almost two to three times as many boats in the spectator fleet on Saturday as compared to either Friday or Sunday.

Daily expenditure estimates were determined for patrons for items such as food and beverages, souvenirs, lodging, etc. (Table 20). Average daily expenditures per group were calculated for all patrons interviewed. This amount was divided by the average number of persons per group to obtain average daily expenditures per person (Lucy and Baker 1979). Patrons' expenditures were determined relative to those occurring within the immediate festival area, adjacent to the festival area and within the greater Norfolk/Hampton Roads area (as long as expenses were related to the festival visit).

Total expenditures were first estimated for all festival patrons without regard to whether they attended the event by land or water (Table 21). Before being analyzed, expenditure data from interviews were converted into estimated total daily group expenses. This prevented having to disregard data sets in which patrons only provided total daily expenses rather than breaking expenses down into preferred sub-categories. Where expense data were recorded in the desired categories, they were combined to provide a total daily expense estimate.

Average group expenditures were calculated for total daily expenses and expense sub-categories of food/beverage, meals, souvenirs, lodging, parking, entertainment, shopping, and groceries (boaters and campers) (Question 13, Appendix A). Because relatively few expenses were made in the two "expense areas" outside the immediate festival area, only total expenses are presented for these expense zones. For all expense zones, average daily group expenses were divided by the overall average group size (3.9 persons) to derive average daily expenses per person (Table 20). In the festival

area total daily expenses per person were \$11.25. Examining the breakdown of expenses, where such data were provided, revealed that nearly 75% of patrons' daily expenditures were devoted to food and beverages and 15% to souvenirs, with lodging and miscellaneous expenses accounting for the remainder of daily costs. Food and lodging accounted for the majority of expenses outside the immediate festival area. Combining data for the three expenditure zones provided a grand total overall daily spending estimate per person of \$13.61.

Total daily expenditure data from Table 20 were combined with data on patrons' pattern of festival visitation and estimated overall festival attendance to provide estimated total daily expenditures for each of the previously described spending zones (Table 21). Total direct expenditures by festival patrons in the Greater Hampton Roads area were estimated at \$9.7 million of which \$8.0 million was spent in the immediate festival area.

Because of the land-party/boat-party dichotomy in the festival crowd, and the fact that boating parties might have slightly different spending patterns than land parties (e.g. provisioning their boat for the entire festival weekend), land-party expenditures were broken out of the total expense data picture (Tables 22 and 23). Calculated in the same manner described for all festival patrons, total land-party expenditures were estimated at \$8.4 million. The respective contributions of land and boat parties to the overall patron spending pattern indicate that the latter group made proportionately less of their total expenditures in the area adjacent to the festival and more of their expenditures in the Greater Hampton Roads area (Table 24). A general comparison between average daily expenditure patterns of the two groups can be obtained by examining Tables 22 and 25.

DISCUSSION

The sampling effort for the study, while producing fewer patron interviews than initially planned, was adequate to define festival parameters and patron characteristics of interest to the Harborfest Executive Committee. The benefits of the more detailed survey questionnaire largely outweighed problems associated with reduced numbers of interviews. The change in interviewing strategy on Saturday and Sunday, following a careful review of Friday's completed survey forms, maximized the information collected by the volunteer survey team.

To provide some perspective to the sampling effort, a study of Rhode Island's Tall Ships '76 Celebration, conducted by the University of Rhode Island in the Newport Harbor area, was accomplished using a patron sampling team of something over fourteen interviewers per day (Della Bitta et al. 1977). This survey team completed approximately 3,600 interviews over the eight day celebration, equivalent to a three-day total of 1,350 interviews ($3/8 \times 3,600$); the Harborfest survey team completed 965 useable interviews over a three day period. Estimated attendance at the Rhode Island celebration was 717,400 compared to Harborfest's estimated attendance of 385,725.

Harborfest patrons' transportation use pattern demonstrated the importance of the shuttle bus system. Tidewater Regional Transit tabulated that Harborfest shuttle buses transported nearly 56,000 festival-goers during the three day celebration. From survey interviews it was determined that the average size of land-party arrivals at the festival was 3.7 persons. Assuming that one car would have been required to transport such a land-party, it can be seen that a potential additional burden of

approximately 15,000 cars (56,000/3.7) could have been placed on downtown streets and parking lots if the buses were not available.

In comparing the number of shuttle bus riders estimated by TRT to the estimated festival attendance, the proportion of the crowd utilizing this service was approximately 14%, rather than 23% determined from interviews. The difference indicates that shuttle bus use rates, relative to crowd size, declined during both Friday and Saturday evenings after interviewing ceased. This is highly possible, considering the likelihood that patrons are more comfortable using the buses when return trips to satellite parking areas occur during less congested, daylight hours rather than late evening periods.

The fact that a significant number of patrons choose to attend the festival by boat also helped alleviate vehicular traffic congestion in the downtown area. The addition of a third ferry boat to the two existing commuter ferries helped this water shuttle service handle approximately 38,900 festival patrons, potentially equivalent to an additional 10,500 cars that could have tried to get into the downtown area.

The apparent relative decline in ferry use from Friday to Sunday may have been due to the service's becoming quickly saturated, as indicated by the number of complaints heard by interviewers about the long waits in line for the boats. These pedestrian festival patrons, along with others who have obviously had past difficulties with vehicular traffic on Friday along Waterside Drive, responded very positively to the roadway being closed to traffic after the Friday morning rush hour.

Comparing the TRT estimate of ferry ridership to estimated festival attendance indicated that approximately 10% of the crowd utilized this means of transportation, a slightly higher ridership rate than determined through

interviews (8.2%). This might be attributed to regular ferry users, commuting to work on Friday, being interviewed at the festival and counted as having walked to the festival rather than arriving by ferry. If such individuals were included in TRT's festival, ferry ridership figures, either when arriving on the Norfolk side in the morning or departing for Portsmouth in the evening, this would account for the discrepancy in overall ridership estimates.

The geographical distribution of patrons at the 1986 festival changed significantly from that of the 1979 celebration (Table 26). Foremost was the relative reduction in out-of-state visitors during 1986 (11.5%) compared to 1979 (17.9%). This change was most dramatic among the boating element of the festival (Table 27); however, a more rigorous interview effort among boaters in the spectator fleet anchorage might have resulted in a more balanced distribution pattern.

The relative decline in out-of-state attendance for the festival means that a stronger appeal for the event has developed among local communities. This was demonstrated by a relative 1986 increase in patron contributions from the cities of Virginia Beach (1.4%), Hampton-Newport News (2.6%), Portsmouth (2.5%), Chesapeake (1.7%) and the Richmond area (5.4%). Interestingly, there was a slight decline (-1.7%) in the relative makeup of the crowd from Norfolk. Corresponding to the relative increase in attendance from Virginia cities, there was a slight decline in relative attendance from major states outside Virginia contributing patrons to the 1986 and 1979 festivals (with the exception of the District of Columbia).

As boaters' ranks showed the greatest relative decline among out-of-state members in 1986 compared to 1979, they likewise showed the greatest relative increase in patrons from Virginia cities, especially Virginia Beach

(11.3%), Hampton-Newport News (10.4%) and Richmond (4.9%). The only Virginia communities exhibiting relative decreases in contributions to the boating portion of Harborfest patrons were Portsmouth (-1.0%) and York County-Poquoson (-5.5%).

For festival patrons attending the event from outside the Hampton Roads MSA, the festival appears to be a significant factor in simply attracting these individuals to the Norfolk area. Among these "tourist" patrons, 59% indicated they were in Norfolk primarily for the festival. More importantly, however, was the fact that the remaining tourist patrons, while not in the Norfolk area primarily for the festival, had a significant proportion (44%) of their ranks indicate that their vacation trip, business trip, or convention activity was planned around the festival. Therefore the festival can be considered a significant tourist attraction for Norfolk in spite of apparently losing some of its appeal for out-of-state visitors (compared to the 1979 celebration).

The publicity effort for the festival has traditionally been comprehensive and of good quality. The festival's popularity throughout the Hampton Roads area is demonstrated by the fact that "word-of-mouth" advertising was most often mentioned by patrons as the way they learned about the 1986 event. Television, utilizing both advertisements and news coverage, ranked second in importance as the publicity effort capturing most patrons' attention. With more and more people choosing to live in the general downtown waterfront area, their proximity to the festival site also ranked high in drawing their attention to the celebration.

Patrons' response to publicity efforts in 1986 differed significantly from the response in 1979 (Table 28). Word of mouth publicity only ranked fourth in importance among major, distinctive publicity efforts in 1979,

compared to its first place ranking in 1986. In 1979 newspaper publicity caught the greatest proportion of patrons' attention. Television ranked in second place for both years, while radio was more important in 1979 (third place) than in 1986 (fourth place). Differences in patrons' responses to the publicity campaigns in 1986 and 1979 appear to reflect obvious changes in the longevity and popularity of the festival, changes in the residential component of the downtown area, and people's infatuation with television.

Knowing festival activity preferences of patrons helps the Harborfest Committee in its annual struggle to provide the right mix of activities to keep patrons happy and to keep them coming back year after year. The previous discussion on the role word-of-mouth advertising plays in getting people's attention focused on the event indicates that the Committee has done a good job over the years in the programmed activities area.

Activities allowing patrons close contact with ships and boats continue to rank number one among people's favorite events at Harborfest, as was the case in 1979 (Table 29). Since ship and boat activities fall under the general category of water events, this broad activity category ranks as the top favorite among festival visitors. Any question as to the significance of ship and boat activities is resolved by their activity popularity index ranking in Table 9.

In light of the strong preference for ship and boat activities, it is interesting to note the change that has occurred in programmed festival events since 1979 (Table 30). At that time total water events accounted for almost 38% of all major festival events. In 1986, while the relative proportion of ships open for visitation remained about the same, such was not the case for participatory and viewing-only water events. These dropped dramatically in relative significance to the overall number of activities,

reducing total water events to 15% of the festival program. The festival obviously remains very popular, in spite of its shift in emphasis away from water events and more towards bands, singers and other stage events. But it would seem that careful consideration should be given to these changes in light of the preferential ranking indicated for water-related activities.

Ships and boats are one of the unique features of waterfront festivals that cannot be similarly enjoyed by people attending land-oriented celebrations. Urbanna, Virginia's Oyster Festival, for example, while celebrating seafood, has its principal activities all occurring inland from the waterfront, largely because of the town's layout. A study of the community's 1979 festival indicated that food, by far, was the most desirable (favorite) feature of the event, accounting for 70% of the overall patron response (Lucy and Vance 1982). While patrons' boats were moored at town marinas or out in the creek on which the town is located, no ships or boats were on display or open for visitation. Since the 1979 festival, Urbanna has regularly incorporated several "tall ships" into its festival making special arrangements for visitation aboard such vessels at private commercial docks. This capability is one of the strongest features of Norfolk's festival.

A further examination of patrons' responses to the question of favorite festival activities indicates that, while music ranked second in 1986, it was third in preference in 1979. Food, third in the 1986 ranking, ranked fifth in the earlier festival. Fireworks rose to fourth place in 1986 compared to its fifth place ranking in 1979. Water events, as a specified favorite activity exclusive of ships and boats, actually dropped to fifth place in the 1986 ranking compared to third place in 1979. All in all, the same major activities were specified as patrons' favorites during both

festivals, with only slight shifts occurring in their ranking. A more even ranking of favorite festival activities was observed in 1986 compared to 1979; food, music and fireworks captured significantly larger proportions of patrons' responses in 1986 than in 1979.

Of equal or possibly greater value to festival organizers than knowing what people like about the event is constructive input from patrons on aspects of the celebration that proved to be a source of disappointment or frustration. People tend to view such activities from either the perspective of "I was disappointed in that" or "they should change that." Therefore, patrons were asked both types of questions, with the results providing two viewpoints from which the Harborfest Committee can evaluate festival problems. In examining the results of these interview questions in Table 10, one must realize that, in many instances, only two or three individual patrons mentioned a particular problem (approximately a 1% or smaller relative frequency). Infrequently mentioned problems were included in the Table primarily for the additional insight that might be provided organizers of future festivals.

The growth experienced by the festival since 1979, and its associated increase in organizational and scheduling problems, has not resulted in a dramatic increase in criticism of the festival. A comparison of major criticisms noted by festival patrons in 1986 and 1979 shows the reverse trend (Table 31). Approximately 52% of 1986 patrons stated that nothing disappointed them about the festival compared to only 39% in 1979. Parking, the highest ranking problem in 1979, dropped to seventh in 1986. Without the shuttle buses and increased ferry service, this problem likely would have ranked considerably higher in 1986.

Among problems common to both festivals, commercialization-high prices moved from a relatively low ranking of seventh place in 1979 to the top problem spot in 1986, discounting the non-controllable problem of weather. This same problem ranked third among things 1986 patrons wanted to see changed (Table 10). Crowd congestion and associated problems such as long lines remained high in the ranking of problems for 1986, being third compared to its second place ranking in 1979 (Table 31). Crowding ranked first among those things 1986 patrons wanted to see changed or improved (Table 10). Numbers of toilet facilities, their distribution, and condition, ranked fourth in major problems for both festivals. The need for more food and drink, and better distribution of such items throughout the festival area, ranked fifth in both 1986 and 1979.

Litter proved not to be a major concern of patrons, being mentioned only by 0.6% of those interviewed in 1986 (Table 10). Neither was it a significant problem in 1979; the "condition of grounds" feature listed as a problem for the 1979 festival (Table 31) referred to the need for landscaping along the waterfront, not litter problems. In reference to the 1986 festival question rating the litter control program, patrons did mention numerous times that, while the program was good, more frequent dumping of trash containers was needed. This general suggestion contrasts with the results of the survey concerning the need for more trash receptacles (Table 11). Better than three-fourths of those interviewed each day stated that they felt no additional receptacles were needed, and the response grew stronger through the weekend. It must be assumed that patrons want existing trash receptacles emptied more often, not more trash receptacles marring the appearance of the waterfront.

The handling of litter, and other problems previously discussed, helps mold feelings about the overall quality of the festival. Considering survey responses on the issue of festival quality, no distinctive daily pattern was observed except that Sunday's patrons included a somewhat larger component of persons who felt overall quality had either remained unchanged or declined (Table 12). If more persons had been interviewed on Sunday, the results might have been more definitive (33 interviews included responses to the question compared to well over 100 interviews each of the other two days). There is no obvious reason why Sunday's patrons felt more negatively about festival quality than those interviewed on previous days. Perhaps the novelty of the festival had somewhat worn off for these patrons or they were negatively affected by some of the crowd congestion problems of Saturday night. Considering all festival interviews, patrons generally specified that festival quality had improved.

Harborfest demonstrates a strong capability for bringing patrons back to the celebration, not just once, but numerous times. Approximately 78% of the patrons had attended at least one previous festival. This is a relatively high return rate. For the ninth annual Three Rivers Festival in Fort Wayne, Indiana, 62% of day visitors had attended previous festivals and 35% of overnight visitors had attended before (Reinchert and Lovell-Troy 1978). While the same type of information on return visitors was not sought in the Urbanna, Virginia Oyster Festival study (Lucy and Vance 1982), patrons were asked if they planned to return to the event. Approximately, 91% indicated they would return. One would have to assume that not all of these patrons actually carried through on their commitment for the festival's twenty-third annual celebration in 1980. Assuming that 75% of them did return, the overall patron return rate for 1980 would have been 68%

(0.91×0.75); if 87% returned, the overall rate would have been 78%.

Therefore Harborfest demonstrated a relatively strong patron return rate in comparison to the Indiana event (167,000 attendance) and the small-town Urbanna festival (20,900 attendance).

If continued development along Norfolk's waterfront ultimately forces the festival away from the water, the only positive result might be solution of the crowd congestion problem. With 58% of patrons stating they definitely would not attend the festival in the future if it were not on the waterfront, and another 23% indicating they probably would not attend, crowd size could be reduced 81%. The strong message conveyed on this issue goes back to activity preferences expressed by patrons. The water events (ships, boats, etc.) are what patrons predominantly come to the festival to enjoy. Without these elements patrons might just as well attend a local carnival or fair.

Daily attendance patterns of festival patrons indicated significant differences between the habits of land parties and boat parties (Table 14). Overall, strong preferences were observed for patrons either attending all days of the festival or only Saturday, each situation accounting for over 27% of the crowd. Boat parties largely attended the entire event, exhibiting an average visit of 2.6 days, compared to land parties' average visit of 1.7 days. Compared to 1979's festival, boat parties' had not changed in their length of stay at the event; land parties, however, exhibited a longer average stay in 1986 (1.7 days versus 1.2 days in 1979).

The profile of festival patrons relative to their marital status, age, etc. supported the concept that Harborfest remains a family-oriented event (Table 15). Half of the crowd was married, only slightly lower than the married-single ratio (55%:45%) for the Hampton Roads MSA (1980 Census, Debra

Dar, personal communication). One third of the patrons attended the festival with family, and over a quarter of the patron groups were accompanied by children, whose average age was nine years old (Table 16). There was no indication of infants or younger children being left at home by families (only 5.9% of patrons left any children at home). Patrons 21 to 30 years of age accounted for approximately 40% of the crowd with patrons 31 to 50 years of age contributing another 42%. These percentages are typical for daytime festival attendance only and do not represent late evening attendance, when interviewing was impractical. Interviewer observations indicated that a greater percentage of young people attended the festival during evening hours, compared to daytime attendance patterns.

Attendance estimates for the 1986 festival differed for the two techniques utilized. Basing daily attendance on the estimated daily use of shuttle buses and harbor ferries resulted in a lower attendance estimate than the random telephone survey technique. The latter, larger estimate was preferred in the study because the random telephone survey sampled patrons who attended the festival during evening hours on Friday (after 8:00 p.m.) and Saturday (after 5:00 p.m.), after which times crowd size prohibited on-site interviewing.

Any change in the crowd's pattern of shuttle bus-ferry ridership that might have occurred after these times was not reflected in patron interviews. If the proportion of the crowd using the combined shuttle services increased during these periods compared to daytime usage, daily attendance estimates for Friday and Saturday would have declined while the opposite would have occurred if the rate of patron usage dropped (the latter may have been the case for shuttle bus usage, as discussed previously). This situation results because the total ridership for the two shuttle

services, a fixed number, was used in calculating daily estimated attendance. In addition to the telephone survey method better representing attendance during both daytime and evening periods, the method made the 1986 attendance more readily comparable to the 1979 attendance estimate, derived using the same technique.

The 1986 festival's attendance of approximately 385,700 persons is more than double the 184,700 figure for the 1979 festival (Lucy and Baker 1979). Attendance for 1986 may have been somewhat lower than for festivals of recent years due to the inclement weather experienced on Saturday, normally the event's biggest crowd day. Saturday's rainfall, mostly in the form of a drizzle, was not so much the problem as the day's weather forecast. In addition to the chance of afternoon thunderstorms increasing from 30% on Friday to 40% on Saturday, regional forecasts on Friday and Saturday also included mention of the formation of a low pressure system off South Carolina. By early Saturday morning the low had been upgraded to Tropical Storm Andrew, and chances were good that it could bring fairly heavy rains to southeastern Virginia most of Saturday (Terry Ritter and Sam McCown, personal communication). Fortunately for the festival, the storm stayed off the coast and the weather cleared late Saturday afternoon. The threat of significant rainfall and wind, in addition to the daytime drizzle, could have discouraged many potential festival patrons from attending Saturday's daytime activities.

Significant expenditures were made in downtown Norfolk by festival patrons. Over \$8 million was estimated to have been spent directly in the festival area, which included the restaurants of Waterside and the Omni International Hotel as well as Waterside's festival market shops. Overall average daily boat-party expenditures of \$15.26 per person (Table 25) may

appear to be slightly higher than corresponding land-party expenditures of \$13.05 (Table 22); however, the means by which the daily per person average expenditures were calculated prohibited statistical comparisons. It is not possible, therefore, to conclude that boaters, on the average, spent more per person at the festival than land-party patrons.

By making 82.7% of their expenditures in the festival area itself, patrons' spending most directly impacted vendors, civic groups and other concessionaires participating in the festival, in addition to merchants and restaurant operators at Waterside and the Omni International Hotel. There was some additional impact of patrons' spending on the greater Norfolk and Hampton Roads areas, since 10.9% of overall festival-related expenditures occurred in this general area, away from the downtown festival grounds.

While little work has been done in Virginia to determine tourist expenditure multipliers (Lucy and Baker, 1979), there is a special tourist dollar impact associated with Harborfest. Such a multiplier effect would apply specifically to expenditures made by those festival patrons coming from outside the local economy area, considered here to be the Hampton Roads MSA. Based upon the residential distribution of festival patrons, 19.4% of festival-related expenditures represent tourist expenditures. The equivalent dollar amount of such expenditures would be approximately \$1,889,191 ($0.194 \times \$9,738,100$). An appropriate tourist expenditure multiplier to apply to these expenditures is 1.25 (Archer and Owen 1971). This multiplier implies that for every dollar of tourist expenditures, an additional \$.25 of expenditures is generated within the local economy (Lucy and Baker 1979). Total estimated local expenditures resulting from tourists' spending would therefore equal approximately \$2,361,500 ($\$1,889,191 \times 1.25$). Therefore the total economic contribution of tourists

exceeds direct tourist expenditures by approximately \$472,300. As a result, total direct expenditures associated with the 1986 festival equal direct patron expenditures (\$9,738,100) plus the tourist multiplier effect (\$472,300) for a grand total of \$10,210,400. To determine the net economic benefit of the festival to the Hampton Roads area, the actual costs of putting on the event would have to be deducted from total expenditures; however, assessing such costs was beyond the scope of this study.

CONCLUSIONS

The analysis of the 1986 tenth anniversary Harborfest celebration demonstrated that, while changing over the years, the festival remains extremely popular and continues to contribute significantly to Norfolk, its successful waterfront revitalization movement and to the greater Hampton Roads area. Problems associated with the festival's growth are constantly being evaluated and concerted efforts being made to improve the event for the maximum benefit of the region's citizens. Water events, in particular ship and boat activities, have experienced a relative decline in their overall contribution to the formal festival program. Festival patrons' strong preference for such events warrants organizers' consideration. By attracting a more local crowd and emphasizing a family style program, the festival contributes significantly to Norfolk Festevents' goal of providing activities on the downtown waterfront that are of maximum benefit to such groups.

With its tenth anniversary now past, Harborfest faces a number of pressures to maintain its progress and success. The energy and conscientious attitude of the festival's Executive Committee, and its

hundreds of volunteers, should enable the event to maintain its positive, leadership role in the continued revitalization of Hampton Roads urban waterfronts. The results of this study, while of most direct benefit to Harborfest organizers and the City of Norfolk, also can be utilized by other communities in assessing similar events.

Table 1. Arrival Mode of Harborfest Patrons.

<u>Arrival Mode</u>	<u>Relative Frequency*</u>			
	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>	<u>All Days</u>
Private Car	50.7%	43.6%	51.4%	46.6%
Shuttle Bus	19.7	22.9	27.1	23.0
Boat	6.9	15.9	9.6	12.8
Ferry	8.9	8.8	5.6	8.2
Walking	11.3	5.2	5.1	6.5
Ship	0.5	1.6	0.6	1.1
Bus (not shuttle)	0	1.4	0	0.8
Bicycle	0	0.3	0.6	0.3
Motorcycle	0.5	0.3	0	0.3
Cab	1.5	0	0	0.3

No. of Interviews	203	580	177	960

Table 2A. Lodging Arrangements for Harborfest Patrons.

<u>Lodging Mode</u>	<u>Relative Frequency*</u>
Home	67.7%
Boat	15.5
Friends/Relatives Home	8.4
Hotel/Motel	5.4
Ship	1.6
Camping	0.7
Military Base	0.3
Vacation Home	0.2

* Based upon 858 interviews.

Table 2B. Overnight Lodging Pattern for Festival Patrons Using Hotels or Motels.

<u>Nights' Lodging</u>	<u>Relative Frequency*</u>
Fri. & Sat.	48.8%
Thurs. - Sun.	14.0
Fri. - Sun.	9.3
Sat. Only	7.0
Thur. - Sat.	7.0
Thur. & Fri.	4.7
Sat. & Sun.	2.3
Thur. Only	2.3
Fri. Only	2.3
Sun. Only	2.3

* Based upon 43 (5.4%) of 858 interviews in which overnight accommodations consisted of hotels or motels.

Table 3. Residential Distribution of Harborfest Patrons.

<u>Residence</u>	<u>Overall Frequency*</u>	<u>VA Only Frequency*</u>	<u>By State</u>	
			<u>State</u>	<u>Frequency*</u>
Norfolk	27.5%	31.0%	Virginia	89.0%
Va. Beach	23.3	26.3	N. Carolina	2.4
Out of State	11.5	----	Wash., D.C.	0.8
Hampton/Newport News	10.1	11.2	New York	0.8
			New Jersey	0.7
Portsmouth	7.5	8.4	Pennsylvania	0.6
Chesapeake	7.3	8.2	Maryland	0.5
Richmond Area	5.4	5.7	S.E. States (SC, GA, FL)	0.8
Suffolk Area/ Smithfield	1.8	2.0	Gulf States (AL, LA, TX, MI)	0.8
York Co./Poquoson	1.1	1.2	New England (CT, MA, NH)	0.6
Williamsburg Area	1.0	1.2	Mid West (IL, IN, OH)	0.6
Gloucester Co.	1.0	1.1	Western States (10 States)	1.1
Western Va.	0.7	0.7	(WV, TN, KY)	0.5
Northern Va.	0.5	0.5	Canada	0.1
Eastern Shore	0.5	0.5	Denmark	0.1
Charlottesville	0.2	0.2		
Fredericksburg	0.2	0.2		
Other Va. Localities	0.4	0.4		
* No. of Interviews	965	854		965

Table 4. Land-Party and Boat-Party Festival Patrons' Residential Distribution.

<u>Residence</u>	<u>Land-Party Relative Frequency*</u>	<u>Boat-Party Relative Frequency**</u>
Out of State	12.1%	7.3%
Virginia (overall)	87.9	92.7
Norfolk	27.8	25.2
Virginia Beach	22.9	26.0
Hampton/Newport News	9.1	16.3
Portsmouth	7.8	4.9
Chesapeake	7.6	4.9
Richmond Area	5.5	4.9
Suffolk/Franklin/Smithfield	2.0	0
York County/Poquoson	0.8	3.3
Gloucester County	1.0	1.6
Other Virginia Localities	3.4	5.7

* Based upon 842 interviews.

** Based upon 123 interviews.

Table 5A. Mode of Transportation to Norfolk for Festival Patrons Visiting from Outside the Hampton Roads Area.

<u>Transportation Mode</u>	<u>Relative Frequency*</u>
Car	70.6%
Boat	15.7
Plane	8.5
Train	0.7
Motor Home	0.7
Military	0.7

* Based upon 153 interviews for which the question applied; no party surveyed indicated coming to Norfolk as part of a tour package.

Table 5B. Length of Stay in Norfolk Area for Festival Patrons Visiting from Outside the Hampton Roads Area.

<u>No. Days</u>	<u>Relative Frequency*</u>	<u>Cumulative Frequency</u>
1	11.8%	11.8%
2	19.1	30.9
3	29.4	60.3
4	11.8	72.1
5	4.4	76.5
7	9.6	86.1
10-14	8.8	94.9
15-21	1.4	96.3
30-60	1.4	97.7
Other	2.2	99.9

*Based upon 136 interviews.

Table 6A. Primary Reasons for Festival Tourist* Patrons Visiting the Norfolk Area.

<u>Reason</u>	<u>Relative Frequency**</u>
Harborfest	59.0%
Vacation	33.4%
Business	5.5%
Convention	2.1%

- * Festival patrons residing outside the Greater Hampton Roads area.
 ** Based upon 115 interviews with tourist patrons.

Table 6B. Relative Ranking of Non-Festival Reasons For Tourist* Patrons Visiting the Norfolk Area.

<u>Reason***</u>	<u>Relative Frequency****</u>
Vacation	81.4%
Business	13.5
Convention	5.1

- *** Of 115 interviews with tourist patrons regarding whether the party was visiting Norfolk primarily for the festival, 59% responded positively; of those patrons indicating the festival was NOT their primary reason for visiting Norfolk, their relative responses are indicated in this table; however, when asked if they tried to plan their visit around the festival, 44% of these patrons responded affirmatively.
- **** Based upon 47 interviews with tourist patrons stating that the festival was not their primary reason for being in the Norfolk Area.

Table 7. Patron Response to Festival Publicity Campaign (how patrons learned about the festival).

<u>Single/Multiple Media Responses*</u>		<u>Weighted Single Media Responses**</u>	
<u>Publicity Source</u>	<u>Frequency***</u>	<u>Publicity Source</u>	<u>Frequency***</u>
Word of Mouth	20.1%	Word of Mouth	18.7%
Live Nearby/TV/ Radio	18.7	Television	17.3
Been Before/TV/ Newspaper	12.3	Live Nearby****	17.0
Newspaper/Radio/TV	8.7	Radio	14.2
Other	8.7	Newspaper	12.1
Television	7.3	Been Before	12.1
Radio/TV	5.9	Magazine	0.7
Radio	5.5	Posters	0.7
Newspaper	5.0	Other	7.3
Been Before/Live Nearby	3.7		
Radio/TV/Word of Mouth	2.3		
Magazine	0.9		
Posters	0.9		

* As many as three different ways to learn about the festival were noted on survey forms if patron freely mentioned more than one media source; denotes patrons' actual response to question.

** Single media source was weighted for the total number of times it was mentioned, be it singularly or in combination with other sources.

*** Relative frequency distribution based upon 219 interviews.

**** "Live nearby" means that patrons learned about festival from living in proximity to festival site.

Table 8A. Favorite Activity of Festival Patrons.

<u>Favorite Activity</u>	<u>Relative Frequency of Responses*</u>			
	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>	<u>All Days</u>
Fireworks	7.2%	12.6%	31.0%	12.0%
Ships	28.7	19.5	12.1	23.4
Water Events	5.6	5.7	5.2	5.6
Music	16.7	19.5	19.0	18.0
Food	19.1	13.8	8.6	15.9
Other (people watching, etc.)	22.7	28.7	24.1	25.1

*No. of Interviews	251	174	58	483

Table 8B. Second Overall Favorite Activity of Festival Patrons.

<u>Activity</u>	<u>Response Frequency*</u>
Food/Beverages	22.0%
Music/Entertainment	20.1
Ships/Parade of Sail/Boats	11.0
People Watching	9.5
Fireworks	9.2
Air Show	5.9
Water Events/CG Demonstration	4.0
Beer/Drinking	4.0
Miscellaneous	14.3

*Based upon 274 interviews representing all three festival days.

Table 9. Overall Weighted Popularity Index Ranking for Patrons' Favorite Festival Activity.

<u>Overall Favorite Activity</u>				
<u>Activity</u>	<u>Rel. Freq. Response</u>	<u>Rank Weighting</u>	<u>Favorite/2nd Favorite Activity Weighting</u>	<u>Popularity Index*</u>
Ships	23.4%**	5	1	1.170
Music	18.0	4	1	0.720
Food	15.9	3	1	0.477
Fireworks	12.0	2	1	0.240
Water Events	5.6	1	1	0.056
<u>Second Overall Favorite Activity</u>				
Food/Beverages	22.0%***	5	0.5****	0.550
Music/Entertainment	20.1	4	0.5	0.402
Ships	11.0	3	0.5	0.165
People Watching	9.5	2	0.5	0.095
Fireworks	9.2	1	0.5	0.046
<u>Combined Ranking Index</u>				
<u>General Activity</u>		<u>Summed Popularity Index</u>		
Ships/Boats		1.335		
Music/Entertainment		1.122		
Food/Beverages		1.027		
Fireworks		0.286		
People Watching		0.095		
Water Events		0.056		

* Index Derivation: $(23.4\%/100) \times 5 \times 1 = 1.170$

** From Table 8A.

*** From Table 8B.

**** Second favorite responses weighted 0.5 in comparison to a factor of 1 for favorite responses.

Table 10. Situations or Events Disappointing to Festival Patrons and Which Patrons Would Like Changed.

<u>Situation or Event</u>	<u>Rel. Freq.</u> <u>Disappointed*</u>	<u>Rank**</u>	<u>Rel. Freq.</u> <u>Want Changed***</u>	<u>Rank</u>
Nothing	52.3%		25.9%	
Weather (Rain)	7.5	1	2.2	10
Too Crowded	6.1	2	8.4	1
Restrooms	3.5	3	5.3	4
Docking Facilities (mainly Kingfisher)	3.0	4	3.7	6
Parking	2.9	5	5.3	4
Music	2.9	5	7.9	2
Prices High	2.7	6	6.3	3
More Beer Stands	2.1	7	2.4	9
More Water Events	1.7	8	3.0	8
Better Scheduling	1.7	8	2.2	10
Ferry Slow/Lines Long	1.6	9	1.9	11
Caribbean Festival Cancelled	1.3	10	1.9	11
Boat Behavior in Spectator Fleet/ Parade of Sail	1.1		0.3	
More Food (and seafood)	1.1		1.2	
More Arts and Crafts	0.8		1.3	
More Daytime Activities (kids and adults)	0.8		4.7	5
Better Litter Control (in water and at end of day)	0.6		--	
Better Transportation	0.5		1.8	
Need Water Fountains	0.5		0.3	
Crowd Behavior/Drinking	0.3		1.8	
Miscellaneous	5.0		4.5	
Make Festival Longer	--****		3.2	7
Change To Another Weekend	--		0.6	
Make More Community Oriented	--		1.5	
Tents/Boats Block View To Water	--		0.6	
No Pets or Boom Boxes	--		0.9	
Too Much Like Carnival	--		0.9	

* Based upon 375 interviews.

** Specified situations are ranked in order of relative response frequency.

*** Based upon 317 interviews.

**** Situation not mentioned in interviews.

Table 11. Festival Patrons' Opinion of Litter Control Program.

<u>Litter Control Rating</u>	<u>Daily Response</u>						<u>Overall Response</u>	<u>Rel. Freq.</u>
	<u>Fri. Freq.*</u>	<u>Sat. Freq.*</u>	<u>Sun. Freq.*</u>	<u>Fri. Freq.*</u>	<u>Sat. Freq.*</u>	<u>Sun. Freq.*</u>		
Good	195	96.1%	110	95.7%	48	96.0%	353	95.9%
Fair	8	3.9	3	2.6	1	2.0	12	3.3
Poor	--	0	2	1.7	1	2.0	3	0.8
Total Interviews	203		115		50		368	

<u>More Trash Receptacles?</u>								
No	115	75.7%	79	83.2%	43	91.5%	237	80.6%
Yes	37	24.3	16	16.8	4	8.5	57	19.4
Total Interviews	152		95		47		294	

* Relative Frequency

Table 12. Patron Response to Perceived Changes in Festival Quality Since Previous Visit(s).

<u>Festival Quality</u>	<u>Response Frequency*</u>			
	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>	<u>All Days</u>
Improved	67.7%	79.4%	51.5%	70.8%
Unchanged	25.5	16.8	39.4	23.4
Declined	6.8	3.8	9.1	5.8

*No. of Interviews	161	131	33	325

Table 13A. Patrons' Attendance Record for Previous Festivals.

<u>Number Years Attended Festival</u>	<u>Relative Frequency*</u>	<u>Cumulative Frequency</u>
1	6.2%	6.2%
2	10.0	16.2
3	11.7	27.9
4	10.9	38.8
5	5.6	44.4
6	4.7	49.1
7	2.9	52.0
8	2.9	54.9
9	1.2	56.1
10	22.3	78.4
11**	0.3	78.7
0***	21.4	100.1****

* Based upon 341 interviews.

** Attended all 10 years of the festival plus the 1975 celebration featuring the Norwegian Tall Ship Christian Radich.

*** Patron had not attended the festival previously.

**** Greater than 100% due to rounding.

Table 13B. Patron Response Regarding Attending Festival If Moved Away from the Waterfront.

<u>Would Likely Still Attend Festival?</u>	<u>Relative Frequency*</u>	<u>Cumulative Frequency</u>
No	58.1%	58.1%
Probably Not	23.3	81.4
Probably Yes	15.9	97.3
Yes	2.8	100.1**

* Based upon 391 interviews.

** Greater than 100% due to rounding.

Table 14. Festival Attendance Patterns for Land-Parties, Boat-Parties, and Festival Patrons Overall.

<u>Actual Days Attended</u>	<u>Relative Frequency</u>		
	<u>Land Parties*</u>	<u>Boat Parties**</u>	<u>All Patrons***</u>
Fri-Sun	20.5%	78.0%	27.9%
Sat Only	30.7	4.2	27.3
Fri & Sat	15.0	6.8	14.0
Sat & Sun	13.9	10.2	13.4
Sun Only	12.2	--	10.7
Fri Only	5.2	--	4.5
Fri & Sat	2.5	0.8	2.3

<u>Total Days Attended</u>	<u>Relative Frequency</u>		
	<u>Land Parties*</u>	<u>Boat Parties**</u>	<u>All Patrons***</u>
1	48.1%	4.2%	42.4%
2	31.4	17.8	29.7
3	20.5	78.0	27.9

* Based upon 792 interviews.

** Based upon 118 interviews.

*** Based upon 910 interviews.

Table 15. Sociological Characteristics of Festival Patrons.

<u>Character</u>			<u>Relative Frequency*</u>		
Single			50.0%		
Married			50.0		

* No. of Interviews			532		

With Family			33.7		
With Friends			47.1		
With Both			19.2		

* No. of Interviews			434		

<u>Number In Group</u>	<u>Rel. Freq.*</u>	<u>Cum. Freq.**</u>	<u>Age Range (yrs.)</u>	<u>Rel. Freq.*</u>	<u>Cum. Freq.**</u>
1	8.0%	8.0%			
2	32.8	40.8	10-15	0.3%	0.3%
3	17.6	58.4	16-20	8.0	8.3
4	16.4	74.8	21-30	39.6	47.9
5	8.2	83.0	31-40	27.9	75.8
6	5.5	88.5	41-50	14.9	90.7
7	2.7	91.2	51-60	6.8	97.5
8	2.7	93.8	61-70	2.0	99.5
9-10	3.3	97.1	71-80	0.5	100.0
11-14	1.0	98.1			
15-18	0.3	98.4			
20-30	0.7	99.1			
39-50	0.7	99.8			

* No. of Interviews	939		603		
** Cumulative frequency.					

Table 16. Age Distribution of Children Accompanying Festival Patrons.

<u>Age</u>	<u>Relative Frequency*</u>	<u>Cumulative Frequency</u>
1	3.2%	
2	8.0	
3	4.9	
4	6.8	
5	7.8	30.7%
6	6.6	
7	6.1	
8	7.3	
9	6.3	
10	5.8	62.8
11	7.3	
12	6.8	
13	5.1	
14	8.7	
15	3.8	94.5
16	2.2	
17	2.4	
18	1.0	100.1**

* Based upon 412 children whose ages were obtained from 945 interviews; children's average age was 9 years old; 26.8% of patrons were accompanied by children 18 years old or younger while only 5.8% of patrons' indicated they had left at least one child at home.

** Greater than 100% due to rounding.

Table 17A. Daily and Total Estimated Festival Attendance Based Upon Combined Shuttle Bus and Ferry Ridership from Interviews.

<u>Day</u>	<u>SB/F Riders Surveyed*</u>	<u>Total Surveys</u>	<u>Percent Ridership</u>	<u>Total Daily Ridership</u>	<u>Estimated Attendance**</u>
Friday	58	203	28.6%	23,047	80,584
Saturday	184	580	31.7	52,760	166,435
Sunday	58	177	32.8	19,088	58,195
Total	300	960	----	94,895	305,214

* Shuttle bus/ferry riders.

** Total Daily Ridership (Source: TRT)/Percent Ridership (estimated from festival survey patron interviews).

Table 17B. Total Estimated Festival Attendance Based Upon a Random Telephone Survey of Virginia Beach Households.

<u>Component of Calculation</u>	<u>Source</u>	<u>Results</u>
A. Households Contacted	Telephone Survey	143
B. Festival Attendees Recorded	Telephone Survey	116
C. Estimated Attendees Per Household	B/A	0.81
D. Total Estimated Households*	T.M. Inst.	110,956
E. Estimated Festival Attendees from Virginia Beach	C X D	89,874
F. Proportion of Festival Crowd from Virginia Beach	Festival Survey	23.3%
G. Total Estimated Festival Attendance	E/F	385,725

* Tayloe Murphy Institute. Projected 1986 Median Family and Median Household Income, June 1986 (Knapp and Cox 1986).

Table 18. Characteristics of Boating Sample for Festival Study.

<u>Characteristic</u>	<u>Number</u>	<u>Relative Frequency*</u>
Type of Boat		
- Sailboat	78	78.0%**
- Power Boat	22	22.0%**
Docking/Anchoring Pattern		
- Festival Area Docks	93	75.6
- Waterside Marina	46	37.4
- Kingfisher Docks	47	38.2
- Spectator Fleet Anchorage	30	24.4
Geographical Distribution of Boats		
- Out of State	9	7.3
- Virginia (overall)	114	92.7
- Norfolk	31	25.2
- Virginia Beach	32	26.0
- Hampton/Newport News	20	16.3
- Portsmouth	6	4.9
- Chesapeake	6	4.9
- Richmond	6	4.9
- Other Va. Localities	13	10.6

* Based upon 123 boat-party interviews.

** Based upon 100 of 123 interviews providing this particular information.

Table 19. Estimated Number of Boats at Harborfest by Mooring Area.

Mooring Area	Number of Boats			Total
	Friday	Saturday	Sunday	
Waterside Marina	50*	50	50	150
Kingfisher Docks	161**	161	161	483
Spectator Fleet Anchorage	-400***	-950****	-200*****	-1,550
TOTAL BOATS	-611	-1,161	-411	-2,183

- * Count estimated by Norfolk dockmaster's office and confirmed by survey staff.
- ** Count of boats made Saturday by survey staff (dockmaster's office estimated 135 boats had reserved slips at Kingfisher Docks).
- *** No count was made by Harborfest Committee boat on Friday; an estimate of 400 boats is used based upon observations of Shawn's Launch Service personnel serving spectator fleet anchorage (personnel counted 600-700 sailboats in anchorage cove on Friday evening).
- **** Estimate of average number of boats in anchorage on Saturday based upon a Harborfest Committee boat count of 535 boats at 12 noon and 1,400 boats at 5:00 p.m.; boat numbers continued growing in anchorage until sunset but could not be counted due to harbor congestion; boat counts difficult to estimate, e.g. Norfolk dockmaster office personnel estimate maximum Saturday count in anchorage at 650 boats.
- ***** Estimated Harborfest Committee boat count of boats in anchorage at 1:00 p.m. on Sunday.

Table 20. Estimated Average Daily Expenditures Per Group and Per Person at Harborfest.

Festival Area

<u>Expense Category</u>	<u>Aver. Daily Group Exp.</u>	<u>Aver. No. Per Group</u>	<u>Aver. Daily Exp/Person</u>	<u>Rel. Freq.</u>
Est. Total	\$43.88*	3.9	\$11.25*	--
Food-Bev.	28.78	3.9	7.38	73.9%
Souvenirs	5.95	3.9	1.53	15.3
Lodging	2.35	3.9	0.60	6.0
Misc.	1.87	3.9	0.48	4.8

Adjacent to Festival Area (Norfolk Only)

Est. Total	\$ 3.45**	3.9	\$ 0.88	--
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Greater Norfolk/Hampton Roads Area

Est. Total	\$ 5.76***	3.9	\$ 1.48	--
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* Different from total of expense sub-categories because breakdown of daily expenses not always provided during interviews while estimates of total daily expenses were obtained.

** Primarily for meals and lodging.

*** Primarily for meals, groceries and lodging.

Table 21. Estimated Total Expenditures by All Harborfest Patrons.

Festival Area

<u>No. of Days at Festival</u>	<u>Est. Aver Daily Exp. Per Person</u>	<u>Total Aver. Expenditure Per Person</u>	<u>Percent of Total Attend.*</u>	<u>Estimated Attendance**</u>	<u>Estimated Total*** Expenditures</u>
1	\$11.25	\$11.25	42.4%	163,547	\$1,839,900
2	11.25	22.50	29.7	114,560	2,577,600
3	11.25	33.75	27.9	107,617	3,632,100
Subtotal					8,049,600
<u>Adjacent To Festival Area (Norfolk Only)</u>					
1	\$ 0.88	\$ 0.88	42.4%	163,547	\$ 143,900
2	0.88	1.76	29.7	114,560	201,600
3	0.88	2.64	27.9	107,617	284,100
Subtotal					629,600
<u>Greater Norfolk/Hampton Roads Area</u>					
1	\$ 1.48	\$ 1.48	42.4%	163,547	\$ 242,000
2	1.48	2.96	29.7	114,560	339,100
3	1.48	4.44	27.9	107,617	477,800
Subtotal					1,058,900
TOTAL					\$9,738,100

* From Table 14.

** Based upon estimated total festival attendance of 385,725.

*** Rounded to nearest \$100.

Table 22. Estimated Average Daily Land-Party Expenditures (per group and per person) Associated with Harborfest.

Festival Area

<u>Expense Category</u>	<u>Aver. Daily Group Exp.</u>	<u>Aver. No. Per Group</u>	<u>Aver. Daily Exp./Person</u>	<u>Rel. Freq.**</u>
Est. Total	\$39.93*	3.7	\$10.79*	--
Food-Bev.	26.45	3.7	7.15	74.7%
Souvenirs	5.84	3.7	1.58	16.5
Lodging	2.62	3.7	0.71	7.4
Misc.	0.48	3.7	0.13	1.4

Adjacent to Festival Area (Norfolk Only)

Est. Total	\$ 3.40***	3.7	\$ 0.92	--
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Greater Norfolk/Hampton Roads Area

Est. Total	\$ 4.97****	3.7	\$ 1.34	--
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* Different from total of expense sub-categories because breakdown of daily expenses not always provided during interviews while estimates of total daily expenses were obtained.

** Based upon the sub-category sum of average daily expense per person (\$9.57), not the estimated total average daily expense per person (\$10.79).

*** Primarily for meals and lodging; only 17.5% of persons interviewed indicated making festival-related expenditures in this area.

**** Primarily for meals, lodging and shopping; only 8.6% of persons interviewed indicating making festival-related expenditures in this area.

Table 23. Estimated Total Expenditures by Harborfest Patrons Arriving by Land (non-boating parties).

Festival Area

<u>No. of Days at Festival</u>	<u>Est. Aver. Daily Exp. Per Person</u>	<u>Total Aver. Expenditure Per Person</u>	<u>Percent of Total Attend.*</u>	<u>Estimated Attend.**</u>	<u>Estimated Total*** Expenditures</u>
1	\$10.79	\$10.79	48.1%	179,762	\$1,939,600
2	10.79	21.58	31.4	117,350	2,532,400
3	10.79	32.37	20.5	76,614	2,480,000
Subtotal					6,952,000
<u>Adjacent To Festival Area (Norfolk Only)</u>					
1	\$ 0.92	\$ 0.92	48.1%	179,762	165,400
2	0.92	1.84	31.4	117,350	215,900
3	0.92	2.76	20.5	76,614	211,500
Subtotal					592,800
<u>Greater Norfolk/Hampton Roads Area</u>					
1	\$ 1.34	\$ 1.34	48.1%	179,762	240,900
2	1.34	2.68	31.4	117,350	314,500
3	1.34	4.02	20.5	76,614	308,000
Subtotal					863,400
TOTAL					\$8,408,200

* From Table 14.

** Based upon estimated total land-based attendance of 373,725 (385,725 minus conservatively estimated boater attendance of 12,000; boater attendance: 2,183 boats X 5.7 average number of people per boat = 12,443).

*** Rounded to nearest \$100.

Table 24. General Expenditure Patterns for Land-Parties, Boat-Parties and Festival Patrons Overall.

Area of Expenditure	Festival-Related Expenditure Estimates					
	All Patrons	Freq.*	Land-Parties	Freq.*	Boat-Parties**	Freq.*
Festival Area Only	\$8,049,600	82.7%	\$6,952,000	82.7%	\$1,097,600	82.5%
Adjacent to Festival Area (Norfolk Only)	629,000	6.5	592,800	7.1	36,800	2.8
Greater Norfolk/ Hampton Roads Area	1,058,900	10.9	863,400	10.3	195,500	14.7
TOTAL	\$9,738,100		\$8,408,200		\$1,329,900	
Rel. Freq. Overall	---		86.3%***		13.7%***	

* Relative frequency.

** Expenditures of all patrons minus those of land-parties.

*** Proportion of overall patron expenditures accounted for by land-parties and boat-parties respectively; in terms of estimated attendance, land parties accounted for approximately 97% and boating parties 3% of all festival attendees (see Table 23 footnote for attendance estimates).

Table 25. Estimated Average Daily Boat-Party Expenditures (Per Boat and Per Person) Associated with Harborfest.

Festival Area

<u>Expense Category</u>	<u>Aver. Daily Group Exp.</u>	<u>Aver. No. Per Boat</u>	<u>Aver. Daily Exp./Person</u>	<u>Rel. Freq.**</u>
Est. Total	\$71.39*	5.7	\$12.52*	--
Food-Bev.	44.86	5.7	7.87	70.8%
Souvenirs	6.73	5.7	1.18	10.6
Lodging/Slip Rental	0.48	5.7	0.08	0.7
Misc.	11.36	5.7	1.99	17.9

Adjacent to Festival Area (Norfolk Only)

Est. Total	\$ 4.50***	5.7	\$ 0.79	--
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Greater Norfolk/Hampton Roads Area

Est. Total	\$11.10****	5.7	\$ 1.95	--
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* Different from total of expense sub-categories because breakdown of daily expenses not always provided during interviews while estimates of total daily expenses were obtained.

** Based upon the sub-category sum of average daily expense per person (\$11.12), not the estimated total average daily expense per person (\$12.52).

*** Primarily for meals and groceries; only 12.1% of persons interviewed indicated making festival-related expenditures in this area.

**** Primarily for meals and groceries; only 9.7% of persons interviewed indicated making festival-related expenditures in this area.

Table 26. Comparison of Patrons' Residential Distribution for 1986 and 1979 Festivals.

By Major City			By State		
Patron Residence	Relative Frequency*		Patron Residence	Relative Frequency*	
	1986	1979		1986	1979
Norfolk	27.5%	29.2%	Virginia	89.0%	82.1%
Virginia Beach	23.3	21.9	North Carolina	2.4	4.4
Out of State	11.5	17.9	Washington, D.C.	0.8	--**
Hampton/Newport News	10.1	7.5	New York	0.8	3.9
Portsmouth	7.5	5.0	New Jersey	0.7	1.7
Chesapeake	7.3	5.6	Pennsylvania	0.6	3.2
Richmond Area	5.4	--**	Maryland	0.5	2.3
Suffolk Area	1.8	1.0	Other States	4.4	2.4
York Co./Poquoson	1.1	1.0	Other Countries	0.2	0
Williamsburg	1.0	1.3			
Gloucester Co.	1.0	1.3			
Other Va. Localities	2.5	8.2			

* Based upon 965 interviews (1986) and 1,150 interviews (1979).

** Area may be included in "Other" category; however, raw data not readily available for examination.

Table 27. Comparison of Land-Party and Boat-Party Patrons' Residential Distribution for 1986 and 1979 Festivals.

Patron Residence	Land-Parties		Boat-Parties	
	Relative Frequency*	Relative Frequency*	Relative Frequency*	Relative Frequency*
	1986	1979	1986	1979
Virginia (overall)	87.9%	82.6%	92.7%	73.5%
Norfolk	27.8	29.4	25.2	25.0
Virginia Beach	22.9	22.4	26.0	14.7
Hampton/Newport News	9.1	7.7	16.3	5.9
Out of State	12.1	17.4	7.3	26.5
Portsmouth	7.8	4.9	4.9	5.9
Chesapeake	7.6	5.6	4.9	4.4
Richmond Area	5.5	--***	4.9	--***
Suffolk Area	2.0	1.1	0	0
York Co./Poquoson	0.8	0.6	3.3	8.8
Gloucester Co.	1.0	1.3	1.6	1.5
Other Virginia Localities	3.4	9.6	5.7	7.3

* Based upon 842 interviews (1986) and 1,081 interviews (1979).

** Based upon 123 interviews (1986) and 68 interviews (1979).

*** Area may be included in "Other" category; however, raw data not readily available for examination.

Table 28. Comparison of Patron Response to Publicity Campaigns for 1986 and 1979 Festivals (how patrons learned about the festival).

<u>Publicity Source</u>	<u>Relative Frequency*</u>	
	<u>1986</u>	<u>1979</u>
Word of Mouth	18.7%	12.2%
Television	17.3	17.9
Live Nearby	17.0	--**
Radio	14.2	15.6
Newspaper	12.1	29.7
Been Before	12.1	3.3
Magazine	0.7	--
Posters	0.7	0.8
Other/All Media	7.3	20.6***

* Based upon 219 interviews (1986) and 1402 interviews (1979).

** Not mentioned in interviews.

*** In 1979 study of Harborfest the publicity source "all media" accounted for 13.7% of the responses, 6.65 was "other", and 0.3% was "Harborfest Committee."

Table 29. Comparison of Patrons' Favorite Activities for the 1986 and 1979* Festivals.

<u>Favorite Activity*</u>	<u>Relative Frequency**</u>			
	<u>1986 - Rank</u>		<u>1979 - Rank***</u>	
Ships/Boats	23.4%	1	43.6%	1
Music	18.0	2	6.8	3
Food	15.9	3	2.5	5
Fireworks	12.0	4	5.1	4
Water Events	5.6	5	8.8	2
All Attractions	--****		24.3	
Beer	--		2.0	6
Other	25.1		6.5	

* In 1979 study of Harborfest, patrons were asked to indicate "the most desirable feature" of the festival rather than their "favorite activity"; the two questions are considered similar enough for this general comparison.

** Based upon 483 interviews (1986) and 1238 interviews (1979).

*** Specified activities are ranked in order of relative response frequency.

**** Activity not mentioned in interviews.

Table 30. Comparison of Programmed Events for 1986 and 1979 Festivals.

Event Category	1986		1979	
	No.*	Rel. Freq.	No.*	Rel. Freq.
Bands/Singers	81	50.3%	12	22.6%
Other Stage Events**	41	25.5	3	5.7
Water Events (Total)	24	14.9	20	37.7
- Participatory	9	5.6	7	13.2
- Viewing Only	8	5.0	11	20.8
- Ships Open for Visits***	7	4.3	2	3.8
Military Demonstrations (Land)	4	2.5	3	5.7
Other Land Events (Total)****	8	5.0	13	24.5
- Participatory	4	2.5	6	11.3
- Viewing Only	4	2.5	7	13.2
Special Events (Total)	3	1.8	2	3.8
- Fireworks	1	0.6	1	1.9
- Jet Fly-Over	1	0.6	--	--
- Aerobatic Fly-Over (7 Shows)	1	0.6	--	--
- Sky Jump	--	--	1	1.9
TOTAL EVENTS	<u>161</u>		<u>53</u>	

* Number of events in each category approximate due to last minute program changes.

** Includes dancers, demonstrations, etc.

*** Each ship open for visitation counted as one festival event.

**** Separate from military demonstrations on land; includes certain children's activities, races, ship crew competitions on land, street entertainment acts, etc.

Table 31. Comparison of Patrons' Opinions on Disappointing Aspects of the 1986 and 1979* Festivals.

<u>Major Disappointing Features*</u>	<u>Relative Frequency**</u>			
	<u>1986 - Rank</u>		<u>1979 - Rank</u>	<u>Rank***</u>
Nothing	52.3%		39.3%	
Parking	2.9	7	13.2	1
Restrooms	3.5	4	5.0	4
Food/Drink (Need More)	3.2	5	3.4	5
Too Commercialized/Prices High	6.3****	2	2.1	7
Music (Diversity and Sound Systems)	2.9	7	0.1	9
Docking Facilities	3.0	6	0.7	8
Weather	7.5	1	--*****	
Crowd Congestion/Lines Too Long	6.1	3	10.4	2
Organization/Scheduling Events	1.7	8	3.0	6
Condition of Grounds	--		6.1	3
Other	5.0		15.0	

* In 1979 study of Harborfest patrons were asked to indicate the "least desirable feature" of the festival rather than "what feature had disappointed them" or "needed changing"; the questions are considered similar enough for this general comparison.

** Based upon 375 interviews (1986) and 1,336 interviews (1979).

*** Specified disappointing features are ranked in order of relative response frequency.

**** Indicated by patrons as needing to be changed (based upon 317 interviews); better indicates concern for problem than disappointing feature response of 2.7%.

***** Not indicated in interviews.

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Appendix A. Harborfest '86 Survey Instrument.

Harborfest Visitor Survey
VIMS, College of William and Mary

Date _____ Time _____ Interview No. _____

1. How did you arrive in the festival area?
Harborfest Shuttle Bus _____; Private Car _____; Boat _____; Ship _____
Other (circle): walked, bicycle, motorcycle, cab, ferry.
- 2a. Where do you live? _____
(City) (State) (Zip Code)
- b. Where are you going to stay tonight? At home? _____
At the home of friends or relatives? _____;
A hotel-motel? _____ (specify name).
Aboard a boat (or ship)? _____ (power _____ sail _____); Will the
boat be tied up at docks in the festival area? _____
at a marina?(name) _____ or anchored out _____;
- c. For which nights of the festival are you using these arrangements?
Thurs. _____, Fri. _____, Sat. _____ or Sun. _____
- IF PERSON FROM OUTSIDE THE HAMPTON ROADS AREA, COMPLETE QUESTIONS 3 AND 4;
(otherwise go to Question 5.)
- 3a. How did you get to the Norfolk area? Car _____; Bus _____;
Boat _____; Plane _____; As part of a tour package _____.
- b. How many days do you plan to be in the Norfolk area? _____;
- c. How many nights? _____
- 4a. Did you come to the Norfolk area primarily for the festival? ___(Y or N)
or are you also here for a meeting or convention? _____;
business activity _____ or vacation? _____ (check).
- b. If here for something other than the festival, did you try to plan your
trip around the festival? Yes ___ or No ___; Somewhat _____;
5. How did you learn about this year's Harborfest?
Been before(Y/N) _____; Number of Years _____;
Live nearby ___ Newspaper _____ Radio _____ TV _____ Magazine _____
Posters _____ Word of Mouth _____ Other _____
6. What was your main reason for attending the festival? to have fun _____;
to do something different with family or friends _____; other _____
- 7a. What has been your favorite activity so far? fireworks _____; ships _____;
water events in general _____; music _____; food _____; other _____.
What has been your second most favorite activity? _____

8. Has anything about the Festival disappointed you? _____
 Why? _____
- 9a. What kind of job does the Festival do concerning control of litter and trash? Good ____; Fair ____; Poor _____. Would you like to see more trash receptacles? ____ (Y/N)
- b. If at the festival Friday afternoon, did you have trouble crossing Waterside Drive? ____ (Y/N) For the festival, would you favor closing Waterside Drive to traffic after Friday morning rush hour? ____ (Y/N)
- c. Would you likely attend the festival if it was moved away from the waterfront and into closed off streets of the financial district behind Town Point Park? Yes ____; Probably yes ____; Probably not ____; No ____;
- 10a. If you have attended the festival before, do you feel that the overall quality of Harborfest has:
 Improved? _____ Remained the Same? _____; Declined? _____.
- b. If you could change just one aspect of the festival, what would you change? _____
- 11a. To gain some understanding of the characteristics of the Harborfest crowd, would you mind telling me whether you are:
 Single _____ Married _____
 Are you with Family? _____ Friends? _____
 Do your friends live in your same general area? ____ (Y or N); if not, Where do they live? _____
- b. Counting yourself, how many people are in your group? _____; What are the ages of children in the group? _____; if any children were left at home, what are their ages? _____.
- c. What general age group do you fall in?
 10-15 yrs. ____; 16-20 yrs. ____; 21-30 yrs. ____; 31-40 yrs. ____
 41-50 yrs. ____; 51-60 yrs. ____; 61-70 yrs. ____; 71-80 yrs. ____
- 12a. Which days of the Festival do you plan to attend? Fri. ____ Sat. ____ Sun. _____. Have you visited Portsmouth's Festival? ____ (Y/N)
- b. Which days have you used the shuttle buses? Fri. ____ Sat. ____ Sun. ____
- c. Which days have you ridden the harbor ferry? Fri. ____ Sat. ____ Sun. ____
13. Concerning approximate expenditures related to your festival visit, could you please estimate today's expenses as individual ____; couple ____; family ____; group ____ (check one).
- A. In the Festival Area itself:
- | | |
|-------------------------------|----------|
| a. Food & Beverage | \$ _____ |
| b. Souvenirs (hats, shirts) | \$ _____ |
| c. Lodging (Omni Hotel only) | \$ _____ |
| d. Misc. (ice, harbor launch) | \$ _____ |

- B. Adjacent to the Festival Area (8 or 10 blocks) Norfolk only:
- a. Meals \$ _____
 - b. Groceries & Beverages \$ _____
 - c. Lodging (Madison, Holiday Inn) \$ _____
 - d. Parking \$ _____
 - e. Entertainment \$ _____
 - f. Misc. (souvenirs, taxi, etc.) \$ _____
- C. In the greater Norfolk/Hampton Roads area (Williamsburg to Va. Beach, Portsmouth, etc.)
- a. Meals (city? _____) \$ _____
 - b. Groceries & Beverages \$ _____
 - c. Lodging (city? _____) \$ _____
 - d. Shopping (city? _____) \$ _____
 - e. Entertainment (city? _____) \$ _____
 - f. Misc. (souvenirs, boat fuel) \$ _____

