

2012

# 2012 Charleston International Antiques Show Survey Report

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## Executive Summary

An online survey of 154 Charleston International Antiques Show (CIAS) attendees revealed important information about their behavioral characteristics and the show's economic impact. Nearly half of the attendees were repeat attendees who visited an average of 4.4 times, including this year's event. The majority of attendees were female, married or living with a partner, 50 years of age or older, college educated, and had a household income of \$100,000 or greater.

Attendees to CIAS came most often to browse antiques, support Historic Charleston Foundation, and learn more about antiques and designers. Fewer than 10% of attendees came mainly to purchase antiques, however around 30% of CIAS attendees made an antiques purchase at the show. Attendees most enjoyed the quality of antiques and dealers and the selection available. Alternatively, attendees complained most often of the cost of antiques and the limited number of antiques dealers. Of all the events at CIAS, attendees were most likely to recommend Collectors Circle, Young Advocates Soiree, and Preview Party.

On average, local attendees spent \$477 during the event, including \$338 on purchasing antiques and \$82 on event tickets. Out-of-town visitors spent an average of \$816 during their stay in the Charleston area, and accommodations, food and beverage, and antique purchases are the three largest spending categories. Over half of the attendees to CIAS were visitors to the Charleston area and overnight visitors stayed an average of 4.3 nights in the area. Around 20% of visitors came specifically for the show. Compared to the average Charleston visitors, they are 10 years older and have a much higher household income. We estimated that the show in 2012 attracted 278 out-of-town visitors specifically to Charleston. The total economic impact amounts to around \$300K, and the event generated \$17K in government tax and supported more than 3 jobs.

## **Introduction**

Charleston International Antiques Show (CIAS) is an annual event put on by Historic Charleston Foundation and run in conjunction with Festival of Houses and Gardens. It drew nearly 2,000 attendees in 2012. In order to better understand CIAS attendees, their impact on the Charleston area, and how to provide them with a positive experience, the Office of Tourism Analysis at the College of Charleston conducted this survey study, sponsored by the Charleston Area Convention and Visitors Bureau and Historic Charleston Foundation.

## **Research Methods**

On March 21, 2012, two days before CIAS began, Historic Charleston Foundation provided the Office of Tourism Analysis with sales data, including email addresses, of people who had purchased tickets to CIAS and its related events. Additional emails were collected on iPads by undergraduate students from College of Charleston during the three days of CIAS (March 23-25). The goal was to capture emails from patrons who had not bought their CIAS tickets ahead of time. On the Monday (March 26) right after CIAS, Historic Charleston Foundation provided the Office of Tourism Analysis with additional sales data of people who had purchased tickets since the initial data was sent on March 21. In total, 423 unique email addresses were collected, and a link to an online survey was distributed to these email addresses through Qualtrics.com on the morning of March 26. Recipients of the survey were informed that one respondent to the survey would be randomly selected to win a limited edition, framed print of a pineapple by George Roberts. A follow up reminder email was sent to attendees who had not yet completed the survey on March 28. Data collection ended on April 9. A total of 154 useable surveys were analyzed for this study, resulting in a response rate of 36.4%.

The questions this study aimed to answer include: what did attendees like and dislike about CIAS? What are the demographics of attendees to CIAS? How many attendees were out-of-town visitors and where did they come from? What is the economic impact of CIAS on the Charleston area?

## **Profile of CIAS Attendees**

Results from the 2012 CIAS attendee survey show that approximately 62.7% of attendees were adult females, 36.8% were adult males, and 0.5% were children or teenagers under the age of 18. About 55.7% of attendees were visiting Charleston, while 44.3% are residents of the Charleston tri-county area. The majority of attendees were married or living with a partner (73.6%) and college educated (91.4% of attendees had a college degree or higher).

The mean age of attendee respondents was 61 years and 88.5% of attendees were 50 years or older (Figure 1). The 2011 Charleston Area Visitor Intercept Survey conducted by the Office of Tourism Analysis shows a mean age of 51 and about 60% are 50 years old or older. CIAS attracted an elder visitor population. Around 36.0% of attendees were retired, 31.7% were employed full-time, and 16.5% were self-employed. Nearly three-fourths of respondents (73.3%) reported an annual household income of \$100,000 or greater and 42.9% of respondents reported an annual household income of over \$200,000 (Table 1). These statistics compare sharply with our intercept survey, where only 54.4% of general Charleston Visitors have a household income of \$100,000 or more, and 17.4% have \$200,000 or more. This indicates that CIAS attracted an affluent group of visitors.

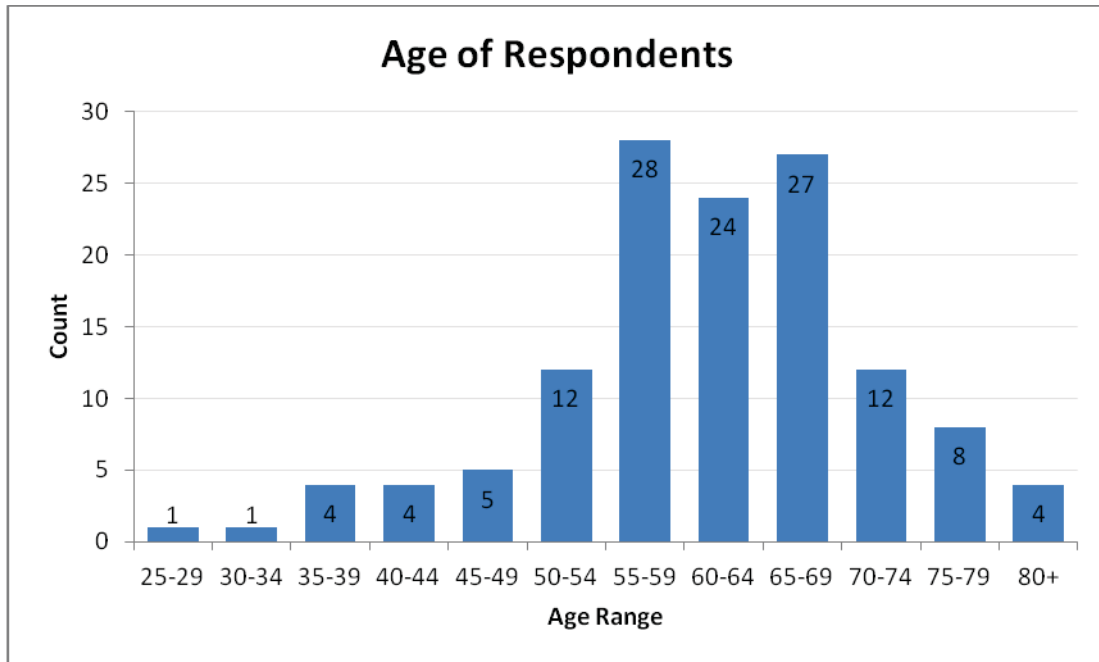


Figure 1. Age of Respondents

Table 1. Annual Household Income

Income	#	%
Up to \$44,999	1	1.0
\$45,000 - \$59,999	3	2.9
\$60,000 - \$74,999	7	6.7
\$75,000 - \$99,999	17	16.2
\$100,000 - \$124,999	16	15.2
\$125,000 - \$149,999	6	5.7
\$150,000 - \$199,999	10	9.5
\$200,000+	45	42.9

## Charleston International Antiques Show Experience

Almost half of the attendees to CIAS (49.0%) had attended the event in previous years. Repeat attendees, on average, had been to CIAS 4.4 times, including the 2012 CIAS. First-time attendees were asked what specifically influenced them to attend the 2012 CIAS. Around 23.4% of first-time attendees cited the influence of family and friends, 14.3% cited advertisements, 14.3%

cited an interest in antiques, and 13.0% happened to be vacationing in Charleston at the same time. An additional 9.1% of first-time visitors specifically mentioned that they attended CIAS because it coincided with the House and Garden Tours. Approximately 42.2% of attendees indicated that their main purpose for attending the 2012 CIAS was to browse the antiques selections, while 27.3% attended mainly to support Historic Charleston Foundation (Table 2).

**Table 2. Main Purpose for Attending CIAS**

<b>Response</b>	<b>#</b>	<b>%</b>
To browse the antiques selections	65	42.2
To support Historic Charleston Foundation	42	27.3
To learn more about antiques and/or designers	30	19.5
To purchase antiques	12	7.8
To socialize	5	3.2

Slightly fewer than 30% of attendees (29.2%) reported making a purchase at the 2012 CIAS. Repeat attendees were much more likely to make a purchase, however, as 39.2% of repeat attendees purchased antiques at CIAS compared to 20.8% of first-time attendees. The cost of antiques was the primary reason attendees did not purchase antiques (35.8%), followed by attendees not seeing anything they desired or needed (25.3%), and attendees not currently being in the market for buying antiques (12.6%).

Around 31.1% of attendees reported attending more than one event during the 2012 CIAS. General admission to the show (59.1%) was the most frequently attended event, followed by the Luncheon Lecture (22.7%) and the Preview Party (22.1%). If a respondent indicated that they attended an event, the respondent was asked how likely it is that they would recommend that event to a friend or colleague on a 0-10 scale ('0' representing 'not at all likely to recommend' and 10 representing 'extremely likely to recommend'). Collectors Circle scored the highest with an average score of 9.5, followed by Young Advocates Soiree (9.1) and Preview Party (8.6) (Table 3). All

attendees were asked their likelihood to recommend CIAS in general on the same scale; the average score was a 7.8.

**Table 3. Likelihood to Recommend (0 = not at all likely; 10 = extremely likely)**

<b>Events</b>	<b># of Responses</b>	<b>Mean Score</b>
Collectors Circle	15	9.5
Young Advocates Soiree	11	9.1
Preview Party	34	8.6
It Was Once Modern Tour	11	8.5
Behind-the-Scenes Tour	21	8.2
Charleston International Antiques Show	149	7.8
Luncheon Lecture	34	7.3

In general, CIAS attendees most enjoyed the quality of antiques and dealers (28.5%), the variety and selection available (14.6%), and the setting of Memminger Auditorium (9.2%). The most frequent complaints from CIAS attendees were related to the cost of antiques (14.8%), the limited number of dealers (14.8%), and how small the physical area of CIAS was (13.1%). Attendees were also asked about the likes and dislikes of each of the individual CIAS events, which are featured in Appendix A (Questions 8 through 25).

About 46.7% of attendees said that they plan to attend CIAS again in 2013 with another 41.3% saying they are not sure, and 12.0% saying that they did not plan to attend in 2013. Repeat attendees were much more likely to plan to attend in 2013, as 65.3% of repeat attendees indicated that they would attend in 2013, while 29.3% of first-time attendees indicated the same.

The vast majority of attendees (93.9%) recognized that the host of CIAS is a non-profit organization rather than a for-profit organization or a government entity. Asked to rate their likeliness to support the host organization financially outside of purchasing tickets to CIAS on a 0-



10 scale ('0' representing 'not at all likely to support' and 10 representing 'extremely likely to support'), attendees gave a score of 5.2 on average.

## Advertising and Sponsorships

The Post and Courier was the most common channel through which the attendees saw advertising or promotion for CIAS (Table 4). Advertisements through brochures and online channels were frequently mentioned, as well.

**Table 4. Channels through Which Attendees Noticed Advertisement and Promotions**

<b>Form of Communication</b>	<b>#</b>	<b>%</b>
Post and Courier	54	35.1
Brochure	45	29.2
Online	41	26.6
Other Communication*	20	13.0
Posters	19	12.3
Southern Living	15	9.7
Street Banner	15	9.7
Other Magazine**	14	9.1
Antiques Publications***	12	7.8
Community Calendar	7	4.5
Other Newspaper****	5	3.2

\*Most common: Historic Charleston Foundation (5), Word of Mouth (5), Mailings (3)

\*\*Most common: Charleston Magazine (9)

\*\*\*Most common: Antiques Magazine (5), Art & Antiques (3)

\*\*\*\*Most common: Charleston Mercury (4)

To inform future marketing efforts, attendees were asked to list newspapers, magazines, and other print publications that they read on a regular basis. Attendees most often indicated readership of the Post and Courier (34.4%), the New York Times (27.3%), the Wall Street Journal (25.3%), Charleston Magazine (18.2%), and Southern Living (17.5%).

A little less than one-third of attendees (31.5%) reported noticing the names of any corporate sponsors at CIAS. Attendees who noticed sponsors most often recalled Wells Fargo (42.6%), Post and Courier (23.4%), College of Charleston (14.9%), and Charleston Magazine (12.8%) as sponsors of the event. Of those attendees who noticed sponsors, 37.2% indicated that they were likely to patronize the company as a result of their participation with CIAS. An additional 34.9% of attendees who noticed sponsors indicated that they already patronize the sponsors.

Attendees were also asked about some future activities they may have plans to complete in the next 12 months for potential sponsorship opportunities. Around 19.5% of attendees indicated they planned to make major repairs, upgrades, or renovations to their current home, 14.3% of attendees planned to purchase a new car, 6.5% of attendees planned to purchase a new home, and 1.3% of attendees planned to purchase a new boat.

## **Visitor Behaviors and Insights**

Over half of the respondents (55.7%) were visitors to the Charleston area. The average travel party size of these visitors was 1 adult male, 1.4 adult females, and no children. Overall, CIAS out-of-town attendees' travel parties to Charleston were 57.3% adult females, 41.7% adult males, and 1.0% females under the age of 18. Around 20.0% of these visitors said that CIAS was the primary reason for their visit to Charleston, whereas 23.8% of visitors came to visit the historic and cultural attractions in the area and 22.5% of visitors came to see family and friends. On average, overnight visitors stayed 4.3 nights in the area, with a median stay of 3 nights. Approximately 38.2% of overnight visitors stayed in a hotel or motel, 19.7% stayed with friends or relatives, and an additional 14.5% stayed in their second home or vacation home. Nearly two-thirds of the overnight visitors (65.3%) stayed in the downtown Charleston area with another 9.3% staying in Mt. Pleasant and 5.3% staying in North Charleston.

Visitors from outside of the Charleston area came from all over the country (Figure 2). The top states where visitors came from are South Carolina, North Carolina, Virginia, Massachusetts, and New York (Table 5). The top metropolitan areas are Washington DC, Hilton Head, New York, Boston, and Chicago (Table 6).



Figure 2. Origin Map of Out-Of-Town CIAS Attendees

Table 5. Most Frequent States of Origin

State	Count	State	Count
SC	9	GA	4
NC	8	IL	4
VA	6	OH	4
MA	5	TN	4
NY	5	TX	4
FL	4		

**Table 6. Most Frequent Metropolitan Areas of Origin**

<b>Metropolitan Areas</b>	<b>#</b>
Washington-Arlington-Alexandria, DC-VA-MD-WV	5
Hilton Head Island-Beaufort, SC	4
New York-Northern New Jersey-Long Island, NY-NJ-PA	4
Boston-Cambridge-Quincy, MA-NH	3
Chicago-Naperville-Joliet, IL-IN-WI	3

While in Charleston, many visitors took advantage of the attractions and various entertainment options offered in the area. Approximately 63.9% of visitors went shopping while in the area, 48.2% visited the City Market, and 41.0% also attended at least one of the events associated with the Festival of Houses and Gardens. Other frequently visited attractions include Waterfront Park (32.5%), Nathaniel Russell House (20.5%), and Magnolia Plantation and Gardens (16.9%). A little less than one-fourths of visitors (23.1%) visited an official Charleston Area Visitor Center while in the area.

Visitors were also asked to rate how strongly they agreed or disagreed with a number of statements about CIAS. The results of these questions can be found in Table 7.

**Table 7. Visitor Statements**

<b>Statement</b>	<b>Mean*</b>	<b>Mode</b>
I have had the opportunity to experience the local culture of Charleston because of Charleston International Antiques Show.	3.6	4
My image of Charleston is enhanced because of Charleston International Antiques Show.	3.8	4
Charleston International Antiques Show gave me an opportunity to meet local people.	3.6	5
Charleston International Antiques Show promotes values that are good.	4.1	5

*\*Respondents were asked to rank the following statements with 1 representing “Strongly Disagree” and 5 representing “Strongly Agree”.*

Overall, visitors seem pleased with their visit to Charleston. Visitor were asked how likely it is that they would recommend a visit to Charleston to a friend or colleague on a scale of 0-10 ('0' representing 'not at all likely to recommend' and '10' representing 'extremely likely to recommend'). All but one visitor (98.7%) gave a score of 8, 9, or 10 with an average score of 9.5. Visitors also indicated that they would make a return trip to Charleston in 12.3 months on average, with 51.3% of visitors indicating that they would make a return trip within the next 6 months.

## Resident Insights

Residents were also asked to rate a series of statements related to CIAS and Charleston on how strongly they agreed or disagreed with the statements. The results of these questions are listed in Tables 8 and 9.

**Table 8. Resident Statements 1-5**

Statement	Mean*	Mode
Charleston International Antiques Show is an asset to Charleston.	4.4	5
Charleston International Antiques Show is something I look forward to all year long.	3.6	4
Charleston International Antiques Show is a good value for the price.	3.8	4
The money that tourists spend when they come to the event helps to stimulate the local economy.	4.1	5
Because of this event, friends come to visit me.	2.9	3

*\*Respondents were asked to rank the following statements with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree".*

Table 9. Resident Statements 6-10

Statements	Mean*	Mode
Charleston International Antiques Show is a source of pride for Charleston residents.	4.1	4
Charleston International Antiques Show provides us with an opportunity to show visitors how special and unique our city is.	4.0	5
Charleston International Antiques Show brings a diversity of people to our area.	3.4	4
The event provides opportunities for people to have fun with their family and friends.	3.5	4
Charleston is a better place as a result of International Antiques Show.	3.9	4

\*Respondents were asked to rank the following statements with 1 representing “Strongly Disagree” and 5 representing “Strongly Agree”.

Residents spent around \$477 per adult at the show. The largest spending categories are antiques and event tickets (Table 10). Please note that the total does not equal to the sum of the individual spending since we used a 5% trimmed mean, e.g. the mean of the spending after deleting 5% of extreme values at both the low and high ends. Trimmed means are more robust in estimating non-normal spending distribution.

Table 10. Resident Spending

Category	Average Spending
Event Tickets	\$82
Antiques	\$338
Parking	\$1
Food and Beverage	\$6
Other spending	\$4
Total	\$477*

## Economic Impacts

The survey results show that on average, one adult out-of-town attendee spent around \$816 during this trip. The largest spending categories are accommodations, food and beverages, and antiques purchased at the show (Table 11).

The next step is to estimate the number of out-of-town visitors CIAS helps to bring to Charleston. The survey results show that 56% are visitors from outside of the Charleston area; however, the data from online ticket purchases prior to the event showed that 79% of attendees were out-of-town visitors. Local visitors are more likely to respond the CIAS surveys but less likely to purchase tickets beforehand. Thus, we used an average of 69% for the estimation of out-of-town visitor percentage in order to stay conservative. In total, 1,975 individual ticket holders attended all the events of CIAS; the survey results show that 185 festival attendees will bring in 189 visitors to Charleston. In addition, only 20% of visitors came specifically for CIAS. Thus, we calculated the amount of visitors who came specifically due to CIAS:  $1,975 \times 69\% \times 20\% \times 189/185 = 278$  out-of-town visitors specifically came for the Antique Show. The IMPLAN economic analysis model, run by Dr. Frank Hefner in the Office of Economic Analysis, estimates that the total impact of CIAS amounts to \$299K, supports more than 3 jobs, and generated about \$95K in labor income and about \$17K in tax revenue for the government (Table 12).

**Table 11. Out-of-Town Visitor Spending**

<b>Spending Category</b>	<b>Spending Per Adult Per Trip</b>
Accommodations	\$283
Food and Beverages	\$194
Event Tickets	\$90
Souvenirs	\$33
Sightseeing and Touring	\$17
Other Entertainment	\$26
Antiques purchased at the Charleston International Antiques Show	\$173
<b>Total</b>	<b>\$816</b>

Table 12. Economic Impacts of CIAS

Impact Type	Employment	Labor Income	Value Added	Output
Direct Effect	2.8	\$71,046	\$115,598	\$227,209
Indirect Effect	0.6	\$20,687	\$36,132	\$62,582
Induced Effect	0.1	\$3,113	\$5,773	\$9,260
Total Effect	3.4	\$94,846	\$157,503	\$299,051
Tax				\$17,073

## Conclusions

This online survey revealed important behavioral characteristics of antique show attendees. Nearly half of the attendees were repeat attendees; the majority of attendees were female, married or living with a partner, 50 years of age or older, college educated, and had a household income of \$100,000 or greater. Attendees to CIAS came most often to browse antiques, support Historic Charleston Foundation, and learn more about antiques and designers. Fewer than 10% of attendees came mainly to purchase antiques, however around 30% of CIAS attendees made an antiques purchase at the show. They mostly enjoyed the quality of antiques and dealers and the selection available. Alternatively, attendees complained most often of the cost of antiques and the limited number of antiques dealers. Of all the events at CIAS, attendees were most likely to recommend Collectors Circle, Young Advocates Soiree, and Preview Party. Around 46.7% of attendees planned to attend CIAS in 2013.

On average, local attendees spent \$477 during the event, including \$338 on purchasing antiques and \$82 on event tickets. Out-of-town visitors spent an average of \$816 during their stay in



the Charleston area, and accommodations, food and beverages, and antique purchase are the three largest spending categories.

Over half of the attendees to CIAS were visitors to the Charleston area and overnight visitors stayed an average of 4.3 nights in the area. Around 20% of out-of-town visitors came specifically for the show. Nearly two-thirds of overnight visitors stayed in the downtown Charleston area and most often at hotels or motels. Compared to the average Charleston visitors, they are 10 years older and have a much higher household income. We estimated that the show in 2012 attracted 278 out-of-town visitors specifically to Charleston, and the total economic impact amounts to around \$300K and generated \$17K in government tax and support more than 3 jobs.

## Appendix A. Results from All Questions on the 2012 CIAS Survey

Question 1. Have you attended Charleston International Antiques Show in previous years? (151 Responses)

Response	#	%
No	77	51.0
Yes	74	49.0

Question 2. If you have attended the event before, including this year, how many times have you attended Charleston International Antiques Show? (71 Responses)

Times Attended	#	%
2	13	18.3
3	16	22.5
4	13	18.3
5	9	12.7
6	9	12.7
7	3	4.2
8	4	5.6
9	4	5.6

Mean: 4.4 times

Median: 4 times

Question 3. If you have not attended the event before, what influenced your decision to attend Charleston International Antiques Show this year? (77 Responses)

Top 10 Influences:

Response	#	%
Family/Friends	18	23.4
Advertisement	11	14.3
Interest in Antiques	11	14.3
Already Visiting Charleston	10	13.0
Coincided with House and Garden Tours	7	9.1
Charleston/Location	4	5.2
Historic Charleston Foundation	4	5.2
Furnishing Home	2	2.6
New to the Area	2	2.6
Quality of Antiques	2	2.6

Question 4. What was your main reason for coming to Charleston International Antiques Show?  
(*Check one*) (154 Responses)

<b>Response</b>	<b>#</b>	<b>%</b>
To browse the antiques selections	65	42.2
To support Historic Charleston Foundation	42	27.3
To learn more about antiques and/or designers	30	19.5
To purchase antiques	12	7.8
To socialize	5	3.2

Question 5. Did you purchase any antiques at Charleston International Antiques Show? (154 Responses)

<b>Response</b>	<b>#</b>	<b>%</b>
No	109	70.8
Yes	45	29.2

Question 6. If not, why specifically didn't you purchase antiques? (95 Responses)

<b>Response</b>	<b>#</b>	<b>%</b>
Cost	34	35.8
Didn't See Anything I Wanted/Needed	24	25.3
Not Currently In the Market For Antiques	12	12.6
Home Is Full/Already Downsizing	6	6.3
Limited Selection	4	4.2
Traveling	4	4.2
Not My Goal	3	3.2
Came to Browse	2	2.1
Just Didn't	2	2.1
Nothing In My Preferred Period	2	2.1
Item I Wanted Sold Already	1	1.1
Not An Impulse Buyer	1	1.1

Question 7. Please specify the events you attended at the 2012 Charleston International Antiques Show? (*Check all that apply*) (Percentages based off of 154 responses; sum of percentages can exceed 100%)

Event	#	%
General Admission to Show	91	59.1
Luncheon Lecture	35	22.7
Preview Party	34	22.1
Behind-the-Scenes Tour	22	14.3
Collectors Circle	16	10.4
Young Advocates Soiree	11	7.1
It Was Once Modern Tour	11	7.1

**Questions 8 through 28 related to the individual events during the Charleston International Antiques Show. Questions about each individual event only appeared if the respondent indicated that they had attended the event.**

### *Collectors Circle*

Question 8. How likely is it that you would recommend Collectors Circle to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (15 Responses)

Average score: 9.5

Question 9. Please share with us one thing you enjoyed the most about your experience at Collectors Circle. (13 Responses)

Response	#
Socializing	5
Withdrawing Room	3
Background	1
Events	1
Parties	1
Perks	1
Preview	1

Question 10. Please list below any dislikes you may have had at Collectors Circle. (3 Responses)

Response	#
Parking	2
Lighting	1

### *Young Advocates Soiree*

Question 11: How likely is it that you would recommend Young Advocates Soiree to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (11 Responses)

Average score: 9.1

Question 12. Please share with us one thing you enjoyed the most about your experience at Young Advocates Soiree. (9 Responses)

Response	#
Socializing	5
Location	3
Music	1

Question 13. Please list below any dislikes you may have had at Young Advocates Soiree. (1 Response)

Response	#
Price	1

### *Preview Party*

Question 14. How likely is it that you would recommend Preview Party to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (34 Responses)

Average score: 8.6

Question 15. Please share with us one thing you enjoyed the most about your experience at Preview Party. (28 Responses)

Response	#
Socializing	13
Visiting Dealers	3
Location/Venue	3
Visually Appealing	2
Previewing	2
Lack of Crowds	2
Food and Bev	1
Elegant	1
Browse At Own Pace	1

Question 16. Please list below any dislikes you may have had at Preview Party. (6 Responses)

Response	#
Crowds at Bar/Food	3
Emphasis Was Not on Show	1
No Raw Bar	1
Not Interesting	1

### *Luncheon Lecture*

Question 17. How likely is it that you would recommend Luncheon Lecture to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (34 Responses)

Average score: 7.3

Question 18. Please share with us one thing you enjoyed the most about your experience at Luncheon Lecture. (27 Responses)

Response	#
David Easton	17
Socializing	9
Interesting	1

Question 19. Please list below any dislikes you may have had at Luncheon Lecture. (18 Responses)

Response	#
Food	7
Crowd	2
Inappropriate Comments from Speaker	2
Lecture	2
Location	2
Visibility	2
Would've Like to Meet Easton Beforehand	1

### *Behind-the-Scenes Tour*

Question 20. How likely is it that you would recommend Behind-the-Scenes Tour to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (21 Responses)

Average score: 8.2

Question 21. Please share with us one thing you enjoyed the most about your experience at Behind-the-Scenes Tour. (20 Responses)

Response	#
Insight From Dealers	12
Tour Guide/Expert	3
Education	2
Lack of Crowds	2
Small Group	1

Question 22. Please list below any dislikes you may have had at Behind-the-Scenes Tour. (13 Responses)

Response	#
Not Long Enough	7
Tour Guide/Expert	2
Not All Dealers On Board	1
Too Early	1
Too Many People	1
Too Much from Dealers, Rather than Experts	1

### *It Was Once Modern Tour*

Question 23. How likely is it that you would recommend It Was Once Modern Tour to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (11 Responses)

Average score: 8.5

Question 24. Please share with us one thing you enjoyed the most about your experience at It Was Once Modern Tour. (10 Responses)

Response	#
Visiting the Homes	6
Tour Guides	2
Learning More About Charleston History	1
Seeing Antiques In Use	1

Question 25. Please list below any dislikes you may have had at It Was Once Modern Tour. (7 Responses)

Response	#
Not Obvious Beforehand That It Was A Walking Tour	3
Homeowners Need To Keep A Published Schedule	1
Nothing Said About Silver	1
Tour Description Didn't Capture Essence	1
Waste of Time	1

### *Charleston International Antiques Show*

Question 26. In general, how likely is it that you would recommend Charleston International Antiques Show to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (149 Responses)

Average score: 7.8

Question 27. In general, please share with us one thing you enjoyed the most about your experience at Charleston International Antiques Show. (130 Responses)

Response	#	%	Response	#	%
Quality of Antiques/Dealers	37	28.5	Jewelry and Silver	2	1.5
Variety/Selection	19	14.6	Supporting HCF	2	1.5
Memminger Auditorium	12	9.2	Experiencing Charleston Culture	1	0.8
Socializing	9	6.9	Furniture	1	0.8
Speaking With Dealers	9	6.9	Lecture	1	0.8
Set-up/Organization	7	5.4	Luncheon	1	0.8
Friendly People	5	3.8	Manageable Scale	1	0.8
Viewing the Antiques	5	3.8	Purchases	1	0.8
Art Work	4	3.1	Show in General	1	0.8
Education/Learning Opportunity	3	2.3	Something Different	1	0.8
Behind the Scenes Tour	2	1.5	Tour	1	0.8
Displays	2	1.5	Tour Guide	1	0.8
Intimate Nature	2	1.5			



Question 28. In general, please list below any dislikes you may have had at Charleston International Antiques Show. (61 Responses)

<b>Response</b>	<b>#</b>	<b>%</b>	<b>Response</b>	<b>#</b>	<b>%</b>
Cost	9	14.8	Inaccurate Presentation By Dealer	1	1.6
Limited Number of Dealers	9	14.8	Luncheon Location	1	1.6
Too Small	8	13.1	No Water Available	1	1.6
Parking	6	9.8	Not As Intimate As Past	1	1.6
Not Enough Variety	5	8.2	Not International Enough	1	1.6
Rude People/Dealers	5	8.2	Not Worth A Trip To Charleston By Itself	1	1.6
New Location	4	6.6	Nowhere to Sit and Enjoy a Glass of Wine	1	1.6
Lack of Peter Papp	2	3.3	Poor Lighting	1	1.6
Needs Higher Quality Antiques/Dealers	2	3.3	Triple-checking of Tickets	1	1.6
Didn't Coincide With Art and Antiques Forum	1	1.6	Unclear on Availability of Food	1	1.6

Question 29. Did you notice advertising or promotion for Charleston International Antiques Show through any of the following forms of communication? (Percentages based off of 154 responses; sum of percentages may exceed 100%)

<b>Form of Communication</b>	<b>#</b>	<b>%</b>
Post and Courier	54	35.1
Brochure	45	29.2
Online	41	26.6
Other Communication*	20	13.0
Posters	19	12.3
Southern Living	15	9.7
Street Banner	15	9.7
Other Magazine**	14	9.1
Antiques Publications***	12	7.8
Community Calendar	7	4.5
Other Newspaper****	5	3.2

\*Most common: Historic Charleston Foundation (5), Word of Mouth (5), Mailings (3)

\*\*Most common: Charleston Magazine (9)

\*\*\*Most common: Antiques Magazine (5), Art & Antiques (3)

\*\*\*\*Most common: Charleston Mercury (4)

Question 30. Did you notice the names of corporate sponsors at Charleston International Antiques Show? (149 Responses)

Response	#	%
No	102	68.5
Yes	47	31.5

Question 31. If you noticed corporate sponsors, please list any sponsors that you can recall.  
(Percentages based off of 47 respondents who indicated that they noticed the names of sponsors;  
sum of percentages may exceed 100%)

Frequently recalled sponsor names:

Sponsor	#	%
Wells Fargo	20	42.6
Post and Courier	11	23.4
College of Charleston	7	14.9
Charleston Magazine	6	12.8
Magnolia's	5	10.6
Tucker Payne Antiques	5	10.6
William Means	5	10.6
Coleman Fine Art	4	8.5
Hospitality Management Group	4	8.5
RSVP Shop	4	8.5
UBS	4	8.5

Question 32. If you noticed corporate sponsors, how likely are you to patronize a sponsor as a result of their participation with Charleston International Antiques Show? (43 Responses)

Response	#	%
Likely	16	37.2
Already Patronize	15	34.9
Doesn't Make a Difference	8	18.6
Do Not Care or Not Opinion	3	7.0
Not Likely	1	2.3

Question 33. Please list up to 5 newspapers, magazines, or other print publications you read on a regular basis. (Percentages based off of 154 responses; sum of percentages may exceed 100%)

Frequently listed publications:

Publication	#	%	Publication	#	%
Post and Courier	53	34.4	Traditional Home	9	5.8
New York Times	42	27.3	Architectural Digest	8	5.2
Wall Street Journal	39	25.3	Antiques & Fine Art	6	3.9
Charleston Magazine	28	18.2	National Geographic	6	3.9
Southern Living	27	17.5	Washington Post	6	3.9
Garden & Gun	18	11.7	Bon Appetit	5	3.2
Charleston Mercury	15	9.7	The Week	5	3.2
Veranda	15	9.7	Vanity Fair	5	3.2
Antiques Magazine	13	8.4	Art & Antiques	4	2.6
The New Yorker	13	8.4	Coastal Living	4	2.6
House Beautiful	9	5.8	USA Today	4	2.6

Question 34. Do you plan to attend Charleston International Antiques Show in 2013? (150 Responses)

Response	#	%
Yes	70	46.7
Not Sure	62	41.3
No	18	12.0

Question 35. Please complete this statement to the best of your knowledge: "The host of Charleston International Antiques Show is a \_\_\_\_\_" (148 Responses)

Response	#	%
Non-profit entity	139	93.9
For-profit entity	9	6.1
Government entity	0	0.0

Question 36. How likely would you to be support this organization financially outside of purchasing tickets to the Charleston International Antiques Show? (from 0 - Not at all likely to support to 10 - Extremely likely to support): (148 Responses)

Average score: 5.2

Question 37. What is the ZIP code of your primary residence (or country name if residing outside of the U.S.)?

Metropolitan Area	Count
Washington-Arlington-Alexandria, DC-VA-MD-WV	5
Hilton Head Island-Beaufort, SC	4
New York-Northern New Jersey-Long Island, NY-NJ-PA	4
Boston-Cambridge-Quincy, MA-NH	3
Chicago-Naperville-Joliet, IL-IN-WI	3
Anderson, SC	2
Atlanta-Sandy Springs-Marietta, GA	2
Augusta-Richmond County, GA-SC	2
Charlotte-Gastonia-Concord, NC-SC	2
Columbus, OH	2
Dallas-Fort Worth-Arlington, TX	2
Knoxville, TN	2
Portland-South Portland-Biddeford, ME	2
Providence-New Bedford-Fall River, RI-MA	2

State	Count	State	Count	State	Count
SC	9	TX	4	IN	1
NC	8	ME	3	LA	1
VA	6	DC	2	MD	1
MA	5	MI	2	NE	1
NY	5	NH	2	NJ	1
FL	4	PA	2	OK	1
GA	4	AL	1	OR	1
IL	4	CA	1	RI	1
OH	4	CT	1	WA	1
TN	4				

Question 38. Is your primary residence located in the Charleston tri-county area (Charleston, Berkeley, or Dorchester County)? (149 Responses)

Response	#	%
Visitor	83	55.7
Resident	66	44.3

Questions 39 through 49 only appeared to attendees who do not live in the Charleston tri-county area.

Question 39. What is the primary reason for your visit to the Charleston area? (*Check one*) (80 Responses)

Response	#	%
Other*	22	27.5
Visit Historic/Cultural Attractions	19	23.8
Visit Family/Friends	18	22.5
Charleston International Antiques Show	16	20.0
Golf	2	2.5
Beaches	2	2.5
Restaurants/Dining	1	1.3

\*Most common: Second Home (11), Festival of Houses and Gardens (6)

Question 40. How many nights did you stay in the Charleston area during your trip? (Please enter '0' if it was a day trip) (67 Responses\*)

Nights	#	%
1	5	7.5
2	13	19.4
3	16	23.9
4	13	19.4
5	9	13.4
6	1	1.5
7	5	7.5
8	1	1.5
9	0	0.0
10 or more	4	6.0

Mean: 4.3 nights

Median: 3 nights

*\*Only includes overnight visitors*

Question 41. In which type of accommodations did you stay during your trip? (*Check one*) (76 Responses\*)

Accommodation Type	#	%
Hotel/Motel	29	38.2
Stayed with Friends or Relatives	15	19.7
Second Home/Vacation Home	11	14.5
Inn	7	9.2
Rental House/Beach House	7	9.2
Bed and Breakfast	5	6.6
Other	1	1.3
Resort	1	1.3

*\*Only includes overnight visitors*

Properties visitors stayed at:

Property	#	Property	#
Hotel - Hampton Inn	5	Inn - Battery Carriage House	1
Hotel - Charleston Place	4	Inn - Fulton Lane Inn	1
Hotel - DoubleTree	2	Inn - Indigo Inn	1
Hotel - Marriott	2	Inn - Kiawah Sanctuary	1
Hotel - Planters Inn	2	Inn - King's Courtyard	1
Hotel - Embassy Suites	1	Inn - Lodge Alley Inn	1
Hotel - Francis Marion	1	B&B - 1837 Wentworth	1
Hotel - Harborside Inn	1	B&B - Ashley Inn	1
Hotel - Holiday Inn	1	B&B - Cabell House	1
Hotel - Holiday Inn Express	1	B&B - King George Inn	1
Hotel - La Quinta	1	B&B - Wentworth Mansion	1
Hotel - Market Pavilion	1	Resort - Seabrook Island	1
Hotel - Mills House	1		
Hotel - Renaissance Inn	1		
Hotel - Residence Inn	1		
Hotel - Vendue Inn	1		

Question 42. Where in the Charleston area is your lodging located? (75 Responses\*)

Accommodation Location	#	%
Charleston - Downtown	49	65.3
Mt. Pleasant	7	9.3
North Charleston	4	5.3
Kiawah Island	3	4.0
Other	3	4.0
Charleston - West Ashley	2	2.7
Isle of Palms	2	2.7
Seabrook	2	2.7
Summerville	2	2.7
Folly Beach	1	1.3

*\*Only includes overnight visitors*

Question 43. How soon will you visit the Charleston area again? (Please answer either Months OR Years) (74 Responses)

Response	#	%
0-2 Months	22	29.7
3-4 Months	9	12.2
5-6 Months	7	9.5
7-8 Months	1	1.4
9-10 Months	1	1.4
11-12 Months	20	27.0
1-2 Years	8	10.8
3-4 Years	3	4.1
5-10 Years	3	4.1

Mean: 12.3 Months

Median: 6 months

Question 44. Did you or members of your party visit an official Charleston Area Visitor Center? (78 Responses)

Response	#	%
No	60	76.9
Yes	18	23.1

Question 45. How many people were in your travel part to Charleston and to Charleston International Antiques Show?

Travel Party (80 Responses):

Average travel party size: 2.4 adults, 0 children

Breakdown of travel party members:

<b>Response</b>	<b>%</b>
Adult Males	41.7
Adult Females	57.3
Males Under 18	0.0
Females Under 18	1.0

Charleston International Antiques Show Party (80 Responses):

Average CIAS party size: 2.5 adults, 0 children

Breakdown of CIAS attendees:

<b>Responses</b>	<b>#</b>	<b>%</b>
Adult Males	81	39.3
Adult Females	123	59.7
Males Under 18	0	0.0
Females Under 18	2	1.0



Question 46. Which of the following did you visit while you were in Charleston for Charleston International Antiques Show? *(Please check all that apply)* (Percentages based off of 83 visitor responses; sum of percentages can exceed 100%)

Attractions	#	%	Attractions	#	%
Shopping	53	63.9	Heyward-Washington House	7	8.4
City Market	40	48.2	Charleston Museum	6	7.2
Festival of Houses and Gardens	34	41.0	Joseph Manigault House	6	7.2
Waterfront Park (and Pineapple Fountain)	27	32.5	Fort Moultrie	5	6.0
Other*	21	25.3	Boone Hall Plantation	4	4.8
Nathaniel Russell House	17	20.5	Patriots Point/USS Yorktown	4	4.8
Magnolia Plantation and Gardens	14	16.9	Charles Towne Landing	3	3.6
Aiken-Rhett House	12	14.5	SC Aquarium	3	3.6
Beach(es)	12	14.5	Fort Sumter	2	2.4
Middleton Place	11	13.3	Old Exchange & Dungeon	2	2.4
Gibbes Museum	9	10.8	Charles Pinckney National Historic Site	1	1.2
Drayton Hall	8	9.6	Cypress Gardens	1	1.2
Edmondston-Alston House	7	8.4	Audubon Sanctuary	0	0.0
Golf Course(s)	7	8.4	Avery Research Center	0	0.0

\*Most common "Other" answers: House and Garden Tours (5), Walked Historic District (4)

Question 47. Please estimate your party's total expenditures (\$) on this trip for the following categories:

Spending Category	Spending Per Adult Per Trip
Accommodations	\$283
Food and Beverages	\$194
Event Tickets	\$90
Souvenirs	\$33
Sightseeing and Touring	\$17
Other Entertainment	\$26
Antiques purchased at the Charleston International Antiques Show	\$173
Total	\$816

Question 48. How likely is it that you would recommend a visit to Charleston to a friend or colleague? (from 0 - Not at all likely to recommend to 10 - Extremely likely to recommend): (79 responses)

Average score: 9.5

Question 49. Please rate the following statements\*: (Responses ranged from 78 to 79 per statement).

Statement	Mean	Mode
I have had the opportunity to experience the local culture of Charleston because of Charleston International Antiques Show.	3.6	4
My image of Charleston is enhanced because of Charleston International Antiques Show.	3.8	4
Charleston International Antiques Show gave me an opportunity to meet local people.	3.6	5
Charleston International Antiques Show promotes values that are good.	4.1	5

*\*Respondents were asked to rank the following statements with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree".*

**Questions 50 through 53 only appeared to attendees who live in the Charleston tri-county area.**

Question 50. Please rate the following statements related to Charleston International Antiques Show\*: (61 Responses for each statement)

Statement	Mean	Mode
Charleston International Antiques Show is an asset to Charleston.	4.4	5
Charleston International Antiques Show is something I look forward to all year long.	3.6	4
Charleston International Antiques Show is a good value for the price.	3.8	4
The money that tourists spend when they come to the event helps to stimulate the local economy.	4.1	5
Because of this event, friends come to visit me.	2.9	3

*\*Respondents were asked to rank the following statements with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree".*

Question 51. Please rate the following statements related to Charleston International Antiques Show\*: (Responses ranged from 59 to 61 per statement)

Statements	Mean	Mode
Charleston International Antiques Show is a source of pride for Charleston residents.	4.1	4
Charleston International Antiques Show provides us with an opportunity to show visitors how special and unique our city is.	4.0	5
Charleston International Antiques Show brings a diversity of people to our area.	3.4	4
The event provides opportunities for people to have fun with their family and friends.	3.5	4
Charleston is a better place as a result of International Antiques Show.	3.9	4

*\*Respondents were asked to rank the following statements with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree".*

Question 52. How many people were in your party that attended Charleston International Antiques Show? (61 Responses)

Average party size: 2.7 adults, 0 children

Breakdown of CIAS attendees:

Response	%
Adult Males	33.5
Adult Females	66.5
Males Under 18	0
Females Under 18	0

Question 53. Please estimate your party's total expenditures (\$) for this year's events:

Category	Average Spending
Event Tickets	\$82
Antiques	\$338
Parking	\$1
Food and Beverage	\$6
Other spending	\$4
Total	\$477*

The remaining questions appeared to both Charleston tri-county area residents and visitors to the area.

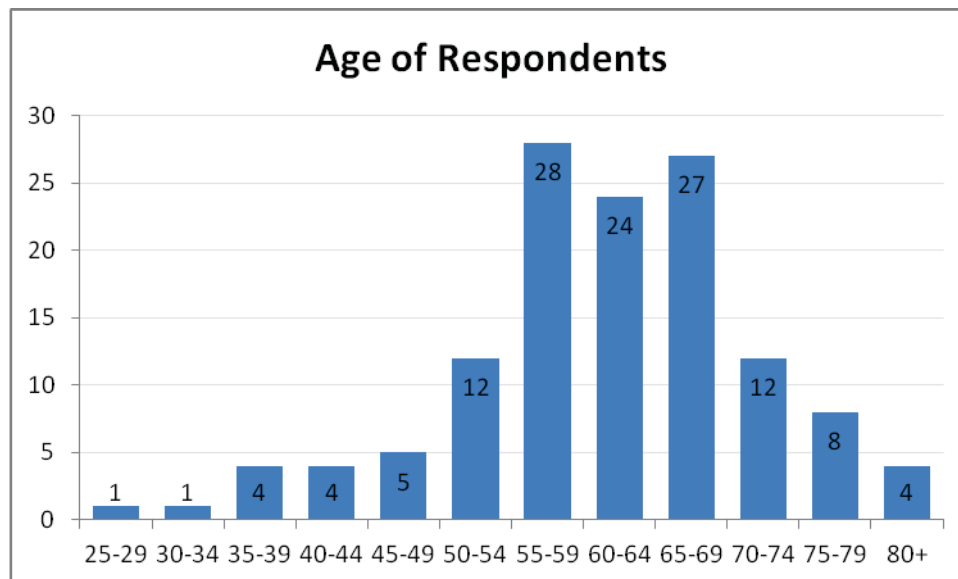
Question 54. Gender: (139 Responses)

Gender	#	%
Female	101	72.7
Male	38	27.3

Question 55. Marital Status: (140 Responses)

Response	#	%
Married or Living with a Partner	103	73.6
Widowed	13	9.3
Separated or Divorced	12	8.6
Single	12	8.6

Question 56. Age: (130 Responses)



Mean age: 61 years old

Median age: 62 years old

Question 57. Please indicate your highest level of education: (139 Responses)

Education	#	%
High School Graduate	1	0.7
Some College	11	7.9
College Graduate	47	33.8
Some Graduate School	30	21.6
Masters/Graduate Degree	38	27.3
Doctoral Degree	12	8.6

Question 58. Which of the following best describes your current employment status: (139 Responses)

Employment	#	%
Retired	50	36.0
Employed (Full-time)	44	31.7
Self-Employed	23	16.5
Employed (Part-time)	12	8.6
Full-Time Homemaker	8	5.8
Other	1	0.7
Student	1	0.7

Question 59. In which category is your annual household income? (105 Responses)

Income	#	%
Up to \$44,999	1	1.0
\$45,000 - \$59,999	3	2.9
\$60,000 - \$74,999	7	6.7
\$75,000 - \$99,999	17	16.2
\$100,000 - \$124,999	16	15.2
\$125,000 - \$149,999	6	5.7
\$150,000 - \$199,999	10	9.5
\$200,000+	45	42.9

Question 60. Would you like to receive future communications from Historic Charleston Foundation?

Response	#	%
Yes	87	63.0
No	51	37.0

Question 61. Do you plan to do any of the following activities within the next 12 months? (*Check all that apply*) (Percentages based off of 154 total responses; sum of percentages can exceed 100%)

Response	#	%
Make major repairs/upgrades/renovations to your current home	30	19.5
Purchase a new car	22	14.3
Purchase a new home	10	6.5
Purchase a new boat	2	1.3

Question 62. Please share with us any other comments or feedback.

See Appendix C.

## Appendix B. Visitor Origin Map



## Appendix C. All Comments and Feedback

A great show and organization
Again, Accolades to Kitty Robinson
Charleston continues to be 1 of favorite places to visit; the Antique show and garden tours enhanced it even more on this visit.
ENJOYED OUR WEEKEND THOROUGHLY
Golly it is so nice to see local art lovers dressed up in their fineries and mingle with outsiders like us living in Ohio. My wife and I are from Old Baltimore MD and we feel uneasy about the attire in the MidWest. However; my wife comes from New England gentile and has a heritage she will not give up. We relish Antiques and look at only those that compliment our home in New Albany OH. Our house is a modest museum of relics from the East Coast that crossed the Alleghany Mountains. / / We are enamoured with Southern Antiques and therefore feel sad about your efforts. / / In my humble opinion, you need to enable the locale shops to participate in your annual event. It appears that there is a true barrier between them and your organization, elst they would be there and knockout to show off their wares. / / Call me if you will at 614-477-7935 or email at ciwf@aol.com / / David J Knapp / New Albany OH
I enjoyed everything about the weekend, except the rain...I also enjoyed the Symphony Designer Show House
I was disappointed that there was no program or other printed material.
I was disappointed with the size and scope of the offerings of the show. Vendors were very friendly as was the staff. The experience wasn't negative. But I had scheduled the whole day for the event and used only a bit more than an hour.
If Historic Charleston and the Antique Show do not actively engage a younger audience, we will no longer have a vibrant market for antiques. As much as it may pain the organizers, a different 'genre' of antique needs to be embraced to drive younger traffic to the show. Many competitive shows throughout the country (including the preeminent NY shows) have embraced mid century modern and modernist art to attract a younger clientele. Charleston needs to as well or face a declining market.
In some other year, I hope to take advantage of some of the seminars and tours. This is a wonderful show, with dealers whose things are of high quality. I am also happy to support preservation, and will soon be moving to a restored house in Virginia.
interesting experience.....thought it would be larger....too expensive for the "average" tourist to purchase items
It was a good experience that I would reccommend to friends.
It was a very nice show this year and all the dealers I spoke with were enthusiastic about the new venue and said they look / forward to returning to the show next year.
It was a wonderful experience and Charlestonians are wonderful people
Loved Charleston, great food, gracious people, gorgeous surroundings and wonderful history.
Majority of money spent on this weekend trip was in shopping on King Street and surrounding area.
Need to select better dealers for the show and add at least two garden furniture booths
Only wish that it was a bigger show. Given the high quality of the show, the more the better.



Sorry, don't reveal income.
Thanks for providing an opportunity to visit some of the cultural events in Charleston. It would be helpful to comment on purchasing tickets in advance for some of the events. We were only able to attend the general admission because other tickets (tour of homes) were sold out. Had I known of limited space I would have reacted differently. We traveled from Louisiana.
The Charleston weekend and show were wonderful.
The integrity of the Charleston tourist seems to be shifting to a lesser quality
The number of vendors present seemed small. Maybe it's because of the economy.
The Show and the various events associated with the Show are all very well done and show off Historical Charleston Association in a wonderful light! It also is an event which show cases Charleston and its history in a very complimentary manner.
The show was limited.
The venue change was excellent! Easier and plentiful parking were an asset also.
The venue was surprisingly conducive to this event, but the antiques show itself was disappointing. Many of the key dealers--in carpets, american furniture, clocks and barometers, and others were missing; many newer dealers were simply average. The top end of this show has been marginalized, and that puts the future of the show in extreme danger. Someone has to decide what kind of event this is supposed to be--if it is to be a social event, fine. But if the goal is to showcase and sell quality antiques, it's headed in the wrong direction.
The volunteers I came in contact with were very pleasant and helpful. It is nice to have local people around to answer questions and suggest other place to visit and restaurants to try.
This survey is too long
Very cordial vendors, nice ambiance at the exhibit, excellent presentation of furniture and objects.
Very nicely done; could use some food and street activity to create a buzz and encourage people to spend more time at the show; would be nice if the number of exhibitors were expanded
We enjoy looking at the antiques although we have no idea of buying.
We enjoyed it, i wish we had been able to stay longer, and that we were not so pressed for time.
We have already suggested a trip to Charleston to others
We have been to Charleston at least a dozen times so we have seen all the sites so we are selective in what we do when we come, and we tentatively plan to buy a second home in your area.
We love Charleston and have visited many times on day trips and have taken tours and visited several historical sites. The Visitor Center provides fabulous assistance to out-of-towners. Our trip this time, our first overnight stay, focused only on the Antiques Show and seeing the Hunley for the third time. The "It Was Once Modern" tour was OUTSTANDING, as was the guide (Brandy ?) that was absolutely the highlight of the trip.
We thoroughly enjoyed the Event. I found it especially pleasing that the crowd was controlled to a limited of people each hour. Hopefully, we will be back next year.
We were only in town for effectively one day, so I could only do the House and Garden Tour and the Antique Show. I have visited most of the other properties listed above - just not on this visit. I will be returning to Charleston twice in the next 3 months, but it is unlikely I will return regularly after my daughter graduates from the college in May. I love it here, and plan to retire in Charleston, but that is several years off. I hope to support Historic Charleston in the future.
When we visit the Festival, we try to visit the antique show as well. We come to see the beautiful antiques, because I am an antique dealer and enjoy seeing high-end antique furniture and fine art. This year I brought my oldest daughter, who enjoyed her visit, too.

Wonderful event... great friendly gracious vibe, easy to find, excellent event space (could actually see & hear), knowledgeable & helpful dealers, beautiful things... hope to buy something as a result.