

2012

# 2012 Festival of Houses and Gardens Survey Report

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## Executive Summary

An online survey of 1,224 Festival of Houses and Gardens (FOHG) attendees revealed important information about their behavioral characteristics and the festival's economic impact. Around 31.5% of attendees were repeat attendees who visited an average of 4.0 times, including this year's event. Most 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.

Out of all the events offered at FOHG, attendees most enjoyed the Morning History Walks and the Musical Concerts. In general, attendees enjoyed the staff, the gardens, and the access to private property. Many attendees disliked the crowds and lines, thought the gardens and homes were not impressive, or felt that they did not have enough time to tour. Around 30% of attendees plan to attend FOHG again in 2013.

Local attendees spent about \$93 per person during the festival, including \$47 on event tickets. Out-of-town visitors spent \$729 per person on average during their stay in the Charleston area; accommodations, food and beverage, and event tickets are the largest spending categories. Nearly 90% of FOHG attendees were out-of-town visitors to the Charleston area and overnight visitors stayed an average of 4.2 nights in the area. Around 40% of visitors came to Charleston primarily because of FOHG. We estimate that the 2012 FOHG specifically attracted 4,215 out-of-town visitors specifically to Charleston. The total impact of FOHG amounts to \$5.4 million, and the event generated \$794K in tax revenue and supported around 65 jobs.

## Introduction

Festival of Houses and Gardens (FOHG) is an annual event put on by Historic Charleston Foundation (HCF) in March and April. The 2012 FOHG was the 65<sup>th</sup> time the annual event has been held. The 2012 FOHG drew an estimated 11,246 individual people to its various events. In order to better understand FOHG attendees, their impact on the Charleston area, and how to provide them with a positive experience, the Office of Tourism Analysis (OTA) 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, just before the 2012 FOHG began, HCF provided the Office of Tourism Analysis with sales data, including email addresses, of people who had purchased tickets to 2012 FOHG events, including the Charleston International Antiques Show (CIAS). On the following Monday (March 26), HCF provided OTA with additional weekend sales data, and an online survey designed by OTA was emailed to FOHG attendees through Qualtrics.com. Recipients were informed that one respondent to the survey would be randomly selected to win a limited edition, framed print of a palmetto tree by George Roberts. Any FOHG attendee who also attended CIAS did not receive the FOHG survey, but instead received a CIAS survey which was the basis of a separate study conducted by OTA (see *2012 Charleston International Antiques Show Survey Report*). Every Monday through the end of FOHG, HCF emailed sales data to OTA of attendees to the past week's events and surveys were then distributed that same morning via email again through Qualtrics.com. Two days after receiving a survey link, recipients who had not filled out the survey yet were sent a reminder email.

Efforts were made to ensure that FOHG surveys were not sent to anybody who had also received a CIAS survey and that anybody who had received a FOHG in an earlier week did not receive a survey once again. Efforts were also made to try to send surveys to attendees once they had attended their final FOHG event, based on the sales data available at the time. For example, if a patron purchased tickets to events on March 28, April 3, and April 12, the attendee would not receive a survey until the Monday following the April 12 event to ensure that the attendee could reflect on their entire FOHG experience.

Data collection ended on May 2, 2012. In total, 3,383 surveys were distributed to FOHG attendees. A total of 1,224 useable surveys were analyzed for this study, resulting in a response rate of 36.2%.

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

## **Profile of FOHG Attendees**

In general, attendees to the 2012 Festival of Houses and Gardens were predominantly female, married or living with a partner, older than 50, college educated, and had a household income of \$100,000 or greater. Around 80.6% of respondents to the survey were female and results from questions about party size estimate that adult females made up 67.2% of all FOHG attendees. Roughly 83.9% of respondents were married or living with a partner, whereas 7.7% were single, 4.6% were separated or divorced, and 3.8% were widowed. On average, respondents were 60 years old, and 86.9% of respondents were 50 years of age or older (Figure 1). The 2011 Charleston Area

Visitor Intercept Survey (CAVIS) conducted by OTA shows that the average Charleston visitor has a mean age of 51 years and about 60% are 50 years of age or older.

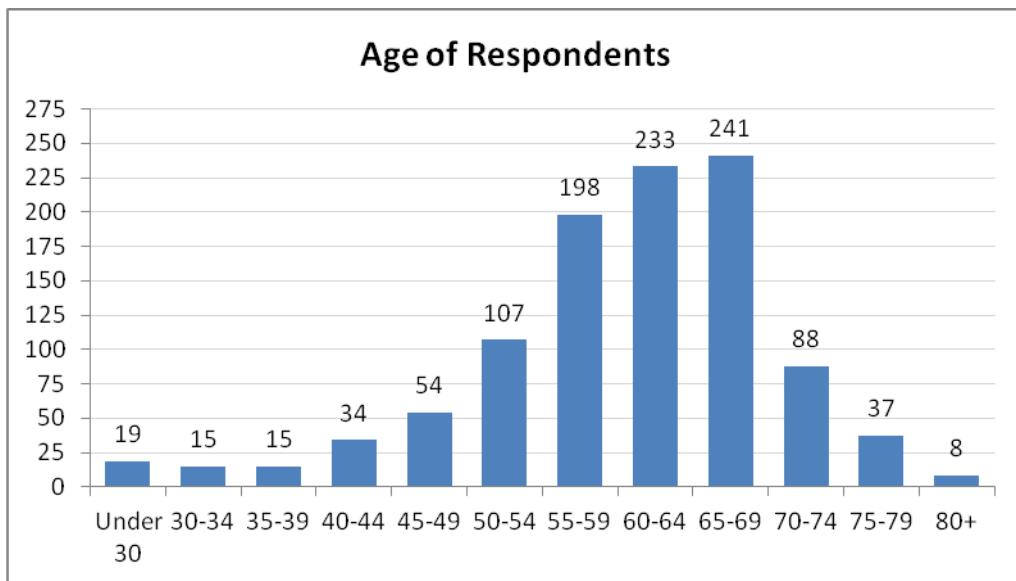


Figure 1. Age of FOHG Survey Respondents

Over 85% of respondents hold a college degree or higher, and 69.8% of respondents have an annual household income of \$100,000 or greater (Table 1). Around 27.7% of respondents' household incomes exceed \$200,000. About 54.4% of general Charleston visitors have an income of \$100,000 or greater and 17.9% have an income of \$200,000 or greater, according to results from CAVIS. Most respondents were either retired (43.9%) or employed full-time (28.4%) with an additional 9.7% employed part-time, 9.1% self-employed, and 7.4% full-time homemakers.

**Table 1. Annual Household Income**

<b>Income</b>	<b>#</b>	<b>%</b>
Up to \$44,999	24	2.6
\$45,000 - \$59,999	50	5.5
\$60,000 - \$74,999	64	7.1
\$75,000 - \$99,999	136	15.0
\$100,000 - \$124,999	159	17.5
\$125,000 - \$149,999	90	9.9
\$150,000 - \$199,999	133	14.7
\$200,000+	251	27.7

## **Festival of Houses and Gardens Experience**

Over two-thirds of attendees (68.5%) to the 2012 FOHG had never previously attended FOHG in another year. Of first-time attendees, 24.8% said they were influenced to attend this year because FOHG coincided with an already planned trip to Charleston, 20.6% cited their interest in gardens and/or houses, and 18.7% were influenced by a family member or friend. Including this year's FOHG, repeat attendees had been to FOHG an average of four separate times.

The House and Garden Tours were the most popular event among attendees with 96.0% of survey respondents having gone on at least one tour. Roughly 14.2% of attendees went to the Morning History Walks, 7.0% attended a FOHG affiliated musical concert, and 5.3% went on the Harbor of History Boat Cruise. Out of the seven different types of events offered by FOHG, attendees, on average, went to 1.3 events.

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'). The Morning History Walks was scored the highest with an average rating of 9.1, followed by Musical Concert at

8.8 and Harbor of History Boat Cruise, Plantation Picnic and Oyster Roast, and House and Garden Tours all tied with an average score of 8.6 (Table 2).

**Table 2. Likelihood to Recommend (0 = not at all likely; 10 = extremely likely)**

Event	# of Responses	Mean Score
Morning History Walks	171	9.1
Musical Concert	84	8.8
Harbor of History Boat Cruise	64	8.6
Plantation Picnic and Oyster Roast	33	8.6
House and Garden Tours	1146	8.6
Eat and Run Luncheons	59	8.2
Wine & Spirits Tasting	21	8.1

In general, FOHG attendees most enjoyed the FOHG staff (13.1%), the gardens (12.9%), access to private property (11.8%), the historical aspects of the events (9.8%), and the houses (9.4%). The most frequent complaints about FOHG, in general, related to crowds and lines (24.7%), not finding the events, houses, or gardens to be impressive (12.1%), not having enough time (10.2%), and the staff (7.6%). Attendees were also asked to list likes and dislikes of each of the individual FOHG events, which are featured in Appendix A (Questions 5 through 25).

Around 30.8% of attendees said that they plan to attend FOHG again in 2013, while 26.8% said that they did not plan to attend in 2013. The remaining 42.4% of attendees indicated that they were not sure whether or not they would return in 2013. Repeat attendees were much more likely to plan to return in 2013, as 52.4% of repeat attendees indicated that they would attend in 2013, while 20.6% of first-time attendees indicated the same.

Nearly 95% of attendees recognized that the host of FOHG is a non-profit organization rather than a for-profit organization or government entity. Asked to rate their likelihood to support the host organization financially outside of purchasing tickets to FOHG 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 2.5 on average. Around 6.9% gave a score of 8, 9, or 10, indicating a high likelihood to provide support, whereas 60.6% of attendees gave a score of 0, 1, or 2, indicating a low likelihood to provide support.

## Advertising and Sponsorship Opportunities

Attendees to the 2012 FOHG most frequently noticed advertising or promotion for FOHG through online channels (44.0%), brochures (28.5%), and Southern Living magazine (18.8%). An additional 9.2% saw a street banner promoting the festival and 8.6% of attendees noticed promotion through the Post & Courier (Table 3).

**Table 3. Communication Channels for Advertising and Promotions**

Response	#	%
Online	539	44.0
Brochure	352	28.8
Southern Living	230	18.8
Street Banner	113	9.2
Other*	109	8.9
Post and Courier	105	8.6
Posters	93	7.6
Other Magazine**	58	4.7
Community Calendar	57	4.7
Other Newspaper***	16	1.3

\*Most frequent responses: friends/family (34), recommendation (21), personal contact (12)

\*\*Most frequent responses: Charleston Magazine (20), Victoria (13)

\*\*\*Most frequent responses: Charlotte Observer (4), The State (3)

In order to determine potential media outlets for future festivals, attendees were asked to list up to five publications that they read on a regular basis. Southern Living was cited by 28.9% of attendees, the New York Times was listed by 15.0%, and 14.4% of attendees mentioned the Wall

Street Journal. Better Homes & Gardens and the Post & Courier were each cited by 7.2%, and Traditional Home was mentioned by 6.3%.

Attendees were also asked about some future activities they may have plans to complete in the next 12 months for potential sponsorship opportunities. Around 16.8% of all respondents planned to make major repairs, upgrades, or renovations to their current home, 8.1% planned to purchase a new car, 3.4% planned to purchase a new home, and 0.7% planned to purchase a new boat.

## Visitor Behaviors and Insights

Nearly 90% of the 2012 FOHG attendees were visitors to the Charleston area. The average party size of these visitors was 1.0 adult male, 2.1 adult females, and no children. CAVIS revealed that the average party size of Charleston visitors is 2.8 adults and 0.2 children. Overall, FOHG out-of-town attendees' travel parties were 66.1% adult females, 31.3% adult males, 1.1% males under the age of 18, and 1.4% females under the age of 18. About 38.6% of out-of-town visitors said that FOHG was the primary reason for their visit to the Charleston, whereas 26.0% came to visit the historic and cultural attractions offered in the area, and 9.5% came to visit family and friends.

On average, overnight visitors stayed 4.2 nights in the area with a median stay of 3 nights. Overnight visitors who responded to CAVIS stayed an average of 3.4 nights with a median stay of 3 nights. Approximately 52.1% of overnight visitors stayed in a hotel or motel, 11.1% stayed in an inn, and 9.1% stayed in a rental house or beach house (Table 4). CAVIS respondents also often stayed in hotels (58.5%), followed by inns (12.6%) and with friends and family (9.7%). FOHG visitors who stayed in paid accommodations were asked to name the property in which they stayed. Hampton

Inn, Charleston Place, DoubleTree, and Mills House were the most popular properties among FOHG attendees.

**Table 4. Accommodations for FOHG Visitors**

Accommodation	#	%
Hotel/Motel	491	52.1
Inn	105	11.1
Rental House/Beach House	86	9.1
Bed and Breakfast	80	8.5
Second Home/Vacation Home	53	5.6
Stayed with Friends or Relatives	49	5.2
Resort	42	4.5
Other**	30	3.2
Trailer or Camping Sites	7	0.7

Downtown Charleston was the most popular area of Charleston to stay in for visiting FOHG attendees, as 63.3% of overnight visitors stayed on the peninsula. Around 6.7% stayed in Isle of Palms, 6.6% stayed in North Charleston, 6.4% stayed in Mt. Pleasant, and 5.4% stayed in West Ashley.

The most frequent metropolitan areas and states of origin were calculated based on ticket sales data, rather than direct responses to the survey. The Washington, DC area accounted for the most ticket sales of any metropolitan area, followed by Atlanta, GA; Chicago, IL; Charlotte, NC; and Philadelphia, PA (Figure 2 and Table 5). The top five metropolitan area of origin for CAVIS respondents were Charlotte, NC; New York, NY; Atlanta, GA; Columbia, SC; and Washington DC. Chicago and Philadelphia also fell in the top 10 areas of origin for CAVIS respondents, so the FOHG origins are not incredibly different from general Charleston visitors.



Figure 2. Visitor Origin by Metropolitan Area

Table 5. Top 10 Metropolitan Areas Based on Ticket Sales

Metropolitan Area	Ticket Sales
Washington, DC-MD-VA-WV PMSA	508
Atlanta, GA MSA	433
Chicago, IL PMSA	407
Charlotte-Gastonia-Rock Hill, NC-SC MSA	367
Philadelphia, PA-NJ PMSA	334
Boston, MA-NH PMSA	231
New York, NY PMSA	223
Greenville-Spartanburg-Anderson, SC MSA	213
Columbia, SC MSA	213
Los Angeles-Long Beach, CA PMSA	206

The top five states of FOHG visitor origin by ticket sales are South Carolina, North Carolina, California, Florida, and Virginia. Comparatively, the top five origin states found via CAVIS

were North Carolina, South Carolina, Georgia, Ohio, and Virginia. While Georgia accounted for the sixth most ticket sales of any state for FOHG, Ohio was only ranked 15<sup>th</sup> in ticket sales. Although California accounted for the third most FOHG ticket sales, it was ranked 11<sup>th</sup> in states of visitor origin in CAVIS. The differences are FOHG seems to attracted more visitors from distant metropolitans and California.

While in the area, many visitors took advantage of the attractions and various entertainment options in the area. Approximately 69.1% of visitors went to the City Market, 59.9% went shopping in the area, and 37.4% visited the Waterfront Park. Other popular destinations included area beaches (24.5%), Nathaniel Russell House (23.5%), Magnolia Plantation and Gardens (18.9%), Middleton Place (18.9%), and Fort Sumter (15.5%). Just under half of out-of-town attendees (48.2%) visited an official Charleston Area Visitors Center while in the area.

Visitors were also asked to rate how strongly they agreed or disagreed with a number of statements about FOHG. The results of these questions can be found in Table 6.

**Table 6. Visitor Statements**

Statement	Mean*	Mode
I have had the opportunity to experience the local culture of Charleston because of the Festival of Houses and Gardens.	4.3	5
My image of Charleston is enhanced because of the Festival of Houses and Gardens.	4.3	5
The Festival of Houses and Gardens gave me an opportunity to meet local people.	4.0	4
The Festival of Houses and Gardens promotes values that are good.	4.3	5

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

Overall, visitors seemed pleased with their visit to Charleston. Visitors 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'). The average score was 9.4 with 93.1% of visitors giving a score of 8, 9, or 10. Only 0.4% of visitors

gave a score of 0, 1, or 2. Visitors also indicated that they would make a return trip to Charleston in 1 year and 7 months on average, with a median of 1 year. Just about one-third of visitors indicated that they would return to Charleston within the next 6 months. CAVIS respondents planned to visit Charleston again in 2 years, 8 months on average, with a median of 1 year, 6 months. Around one-fourth of CAVIS respondents intended to return within 6 months.

## Resident Insights

Residents were also asked to rate a series of statements related to FOHG and Charleston on how strongly they agreed or disagreed with the statements. The results of these questions are listed in Tables 7 and 8.

Table 7. Resident Statements 1-5

Statement	Mean*	Mode
The Festival of Houses and Gardens is an asset to Charleston.	4.7	5
The Festival of Houses and Gardens is something I look forward to all year	3.9	4
The Festival of Houses and Gardens is a good value for the price.	3.7	4
The money that tourists spend when they come to the event helps to stimulate the local economy.	4.5	5
Because of this event, friends come to visit me.	3.3	3

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

Table 8. Resident Statements 6-10

Statement	Mean*	Mode
The Festival of Houses and Gardens is a source of pride for Charleston residents.	4.5	5
The Festival of Houses and Gardens provides us with an opportunity to show visitors how special and unique our city is.	4.6	5
The Festival of Houses and Gardens brings a diversity of people to our area.	4.0	5
The event provides opportunities for people to have fun with their family and friends.	4.3	4
Charleston is a better place as a result of the Festival of Houses and Gardens.	4.3	5

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

## Economic Impacts

The survey results show that on average, one adult out-of-town visitor spent around \$729 during this trip. The largest spending categories are accommodations, food and beverages, and souvenirs (Table 9). The total spending number is higher than the average Charleston visitor in 2011 (See Appendix A, Question 43), indicating that the Festival attracted a relatively affluent visitor base.

**Table 9. Out-of-Town Visitor Spending**

Category	Per Day Per Person*	Per Adult Per Trip*	Per Travel Party Per Trip*
Accommodations	\$90	\$329	\$718
Food and Beverage	\$52	\$191	\$430
Event Tickets	\$21	\$72	\$172
Souvenirs	\$26	\$36	\$85
Sightseeing/Touring	\$16	\$26	\$59
Other Entertainment	\$4	\$7	\$16
Total Local Expenditures	\$200	\$729	\$1,665

The next step is to estimate the number of out-of-town visitors the Festival helps to bring to Charleston. The survey results and the ticket sales show that around 90% are visitors from outside of the Charleston area; the ticket sales data confirmed the exact percentage. From ticket sales data, we calculated that 11,246 individual ticket holders attended any of the events of the Festival; the survey results show that on average 1,000 festival attendees will bring in 1,079 visitors to Charleston. In addition, 38.6% of visitors came specifically for the Festival. Thus, we calculated the amount of visitors who came specifically due to the Festival:  $11,246 \times 1.079 \times 90\% \times 38.6\% = 4,215$  visitors. The IMPLAN economic analysis model estimates that the total impact of the Festival amounts to \$5.4 million, supports more than 65 jobs, and generated about \$1.9 million in labor income and about \$794K in tax revenue for the government (Table 10).

Table 10. Economic Impacts of FOHG

Impact Type	Employment	Labor Income	Total Value Added	Output
Direct Effect	43.2	\$1,104,497	\$1,849,897	\$3,157,146
Indirect Effect	9.2	\$352,278	\$639,810	\$1,017,906
Induced Effect	12.4	\$428,857	\$788,513	\$1,252,359
Total Effect	64.8	\$1,885,632	\$3,278,219	\$5,427,411
Total State and Local Tax				\$336,620
Total Federal Tax				\$457,455
Total Tax				\$794,075

On the other hand, resident attendees spent on average \$93 per adult for the visit with event tickets and food and beverages as the biggest spending categories (Table 11).

Table 11. Local Attendee Spending

Category	Average Per Party*	Average Per Adult*
Event Tickets	\$129	\$47
Souvenir	\$8	\$3
Parking	\$7	\$3
Food and Beverage	\$90	\$30
Other spending	\$12	\$3
Total	\$271	\$93

## Conclusions

The survey of 2012 FOHG attendees revealed important information about their behavioral characteristics and the festival's economic impact. Around 31.5% of attendees were repeat attendees who visited an average of four 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.

Out of all the events offered at FOHG, attendees most enjoyed the Morning History Walks and the Musical Concerts. In general, attendees enjoyed the staff, the gardens, and the access to private property. Many attendees disliked the crowds and lines, thought the gardens and homes were not impressive, or felt that they did not have enough time to tour. Around 30% of attendees plan to attend FOHG again in 2013.

Local attendees spent about \$93 per person during the festival, including \$47 on event tickets. Out-of-town visitors spent \$729 per person on average during their stay in the Charleston area; accommodations, food and beverage, and event tickets are the largest spending categories. Nearly 90% of FOHG attendees were out-of-town visitors to the Charleston and overnight visitors stayed an average of 4.2 nights in the area. Around 40% of visitors came to Charleston primarily because of FOHG. We estimate that the 2012 FOHG attracted 4,215 out-of-town visitors specifically to Charleston. The total impact of FOHG amounts to \$5.4 million, and the event generated \$794K in tax revenue and supported around 65 jobs. In conclusion, FOHG contributes significantly to the Charleston's hospitality and tourism industry. The Festival is a crucial asset of Charleston; it serves as the specific reason many visitors come to Charleston and, for others, it serves as a part of the overall Charleston appeal.

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

Question 1. Have you attended the Festival of Houses and Gardens in previous years? (1220 Responses)

Response	#	%
No	836	68.5
Yes	384	31.5

Question 2. If you have attended the event before, including this year, how many times have you attended the Festival of Houses and Gardens? (378 Responses)

Times Attended	#	%
2	151	39.9
3	78	20.6
4	47	12.4
5	34	9.0
6	18	4.8
7	14	3.7
8	9	2.4
9	1	0.3
10 or more	26	6.9

Mean: 4.0 visits

Median: 3 visits

Question 3. If you have not attended the event before, what influenced your decision to attend the Festival of Houses and Gardens this year? (795 Responses)

Response	#	%	Response	#	%
Coincided With Visit to Charleston	197	24.8	Recently Moved to Area	16	2.0
Interest in Gardens/Homes	164	20.6	Brochure	15	1.9
Family/Friend	149	18.7	Research	15	1.9
Desire to Visit	75	9.4	Reputation	9	1.1
Word of Mouth Recommendation	39	4.9	Website	7	0.9
Advertisement	37	4.7	Proximity	3	0.4
Returning Visitor to Charleston	24	3.0	Weather	2	0.3
Article	21	2.6	Similar Tour	1	0.1
First Visit to Charleston	20	2.5	Travel Book	1	0.1

Question 4. Please specify the events you attended at the 2012 Festival of Houses and Gardens. *(Check all that apply)* (Percentages based on 1216 Responses to the question; sum of percentages can exceed 100%)

Event	#	%
House and Garden Tours	1167	96.0
Morning History Walks	173	14.2
Musical Concert	85	7.0
Harbor of History Boat Cruise	65	5.3
Eat and Run Luncheons	60	4.9
Plantation Picnic and Oyster Roast	33	2.7
Wine & Spirits Tasting	21	1.7

Mean events attended: 1.3

**Questions 5 through 25 related to the individual events during the Festival of Houses and Gardens. Questions about each individual event only appeared if the respondent indicated that they had attended the event.**

#### *House and Garden Tours*

Question 5. How likely is it that you would recommend the House and Garden Tours to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (1146 Responses)

Mean score: 8.6

Question 6. Please share with us one thing you enjoyed the most about your experience at the House and Garden tours: (1084 Responses)

Most frequent responses:

Response	#	%	Response	#	%
Staff/Docents	200	18.5	All Aspects	25	2.3
Access to Private Houses	158	14.6	Houses and Gardens	24	2.2
Gardens	157	14.5	Architecture	18	1.7
History	115	10.6	Convenient	17	1.6
Houses	91	8.4	Organization	14	1.3
Variety	74	6.8	Ease of Touring	13	1.2
City	47	4.3	Weather	13	1.2
Décor	44	4.1	Ambiance	11	1.0

Question 7. Please list below any dislikes you may have had at the House and Garden tours: (791 Responses)

Most frequent responses:

Response	#	%	Response	#	%
Lines/Crowds	158	20.0	Physical Demands of Tour	21	2.7
Gardens	101	12.8	Refreshments	20	2.5
Time	94	11.9	Chaotic	18	2.3
Staff/Docents	79	10.0	Closed/Cancelled Houses	16	2.0
Houses	47	5.9	Renovations	15	1.9
No Photos	32	4.0	Décor	12	1.5
Restrooms	31	3.9	Price	12	1.5
Repetition	28	3.5	Tickets Process	10	1.3
Weather	28	3.5	Houses and Gardens	9	1.1

### *Morning History Walks*

Question 8. How likely is it that you would recommend the Morning History Walks to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (171 Responses)

Mean score: 9.1

Question 9. Please share with us one thing you enjoyed the most about your experience at the Morning History Walks: (165 Responses)

Response	#	%
Staff/Docent	99	60.0
History/Education	46	27.9
Walking Through the City	12	7.3
Weather	3	1.8
Time	2	1.2
Gardens	1	0.6
Houses	1	0.6
Organization	1	0.6

Question 10. Please list below any dislikes you may have had at the Morning History Walks: (52 Responses)

Most frequent responses:

Response	#
Difficulty Hearing	18
Time	8
Staff	6
History	3
Restrooms	3
Themes	3
Ticket Process	2

### ***Eat and Run Luncheons***

Question 11. How likely is it that you would recommend the Eat and Run Luncheons to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (59 Responses)

Mean score: 8.2

Question 12. Please share with us one thing you enjoyed the most about your experience at the Eat and Run Luncheons: (54 Responses)

Response	#
Staff	20
Information	18
Cooking Demo	5
Lunch	3
All Aspects	2
Tourists	2
Walk	2
City	1
Theme	1

Question 13. Please list below any dislikes you may have had at the Eat and Run Luncheons: (31 Responses)

Response	#
Food	11
Presentation	8
Difficulty Hearing	2
Difficulty Viewing	2
Food and Speakers	2
Walking Tour	2
Chaotic	1
Disappointed	1
Speaker	1
Staff	1

### *Plantation Picnic and Oyster Roast*

Question 14. How likely is it that you would recommend the Plantation Picnic and Oyster Roast to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (33 Responses)

Mean score: 8.6

Question 15. Please share with us one thing you enjoyed the most about your experience at the Plantation Picnic and Oyster Roast: (32 Responses)

Response	#
Plantation	12
Food	9
Home	5
People	2
Staff	2
Information	1
Weather	1

Question 16. Please list below any dislikes you may have had at the Plantation Picnic and Oyster Roast: (12 Responses)

Response	#
Food	7
Event	1
Home	1
Parking	1
Ticket Process	1
Traffic	1

### ***Harbor of History Boat Cruise***

Question 17. How likely is it that you would recommend the Harbor of History Boat Cruise to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (64 Responses)

Mean score: 8.6

Question 18. Please share with us one thing you enjoyed the most about your experience at the Harbor of History Boat Cruise: (60 Responses)

Response	#
Information	18
Boating	16
Staff	16
Accommodations	4
Food	3
Price	1
Socialization	1
Weather	1

Question 19. Please list below any dislikes you may have had at the Harbor of History Boat Cruise: (25 Responses)

Response	#
Difficulty Hearing	8
Staff	6
Chaotic	3
Boat	2
Food	2
Information	2
Facilities	1
Repetition	1

### *Wine & Spirits Tasting*

Question 20. How likely is it that you would recommend the Wine & Spirits Tasting to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (21 Responses)

Mean score: 8.1

Question 21. Please share with us one thing you enjoyed the most about your experience at the Wine & Spirits Tasting: (18 Responses)

Response	#
Food & Bev	10
Informative	2
Socialization	2
Staff	2
Atmosphere	1
Variety	1

Question 22. Please list below any dislikes you may have had at the Wine & Spirits Tasting: (9 Responses)

Response	#
Wine	3
Could Not Purchase Wines	2
Arrived Too Late	1
Crowds	1
Lack of Seating	1
Too Short	1

### *Musical Concert*

Question 23. How likely is it that you would recommend the Musical Concert to a friend or colleague? (from 0 – Not at all likely to recommend to 10 – Extremely likely to recommend): (84 Responses)

Mean score: 8.8

Question 24. Please share with us one thing you enjoyed the most about your experience at the Musical Concert: (80 Responses)

Response	#	Response	#
Setting	15	Groups	2
Music (General)	14	Gershwin Music	1
Performers	13	Pianists	1
Jazz	8	Russell House	1
Blue Grass	7	Seating	1
All Aspects	6	Spirituals	1
Circle Church	5	Vocalist	1

Question 25. Please list below any dislikes you may have had at the Musical Concert: (36 Responses)

Response	#	Response	#
Length	10	Children	1
Difficulty Hearing	8	Civil War Songs	1
Difficulty Viewing	4	Information	1
Seating	4	Repetition	1
Performers	2	Too Loud	1
Advertisement	1	Weather	1
Chaotic	1		

Question 26. Did you notice advertising or promotion for the Festival of House and Gardens through any of the following forms of communication? (Percentages based on 1224 total survey responses; sum of percentages can exceed 100%)

Response	#	%
Online	539	44.0
Brochure	352	28.8
Southern Living	230	18.8
Street Banner	113	9.2
Other*	109	8.9
Post and Courier	105	8.6
Posters	93	7.6
Other Magazine**	58	4.7
Community Calendar	57	4.7
Other Newspaper***	16	1.3

\*Most frequent responses: friends/family (34), recommendation (21), personal contact (12), prior knowledge (10)

\*\*Most frequent responses: Charleston Magazine (20), Victoria (13)

\*\*\*Most frequent responses: Charlotte Observer (4), The State (3)

Question 27. Please list up to 5 newspapers, magazines, or other print publications you read on a regular basis. (Percentages based off of 1224 total survey responses; sum of percentages can exceed 100%)

Top 40 Most Frequently Mentioned Publications

Publication	#	%	Publication	#	%
Southern Living	354	28.9	Smithsonian	30	2.5
NY Times	184	15.0	Bon Appetit	29	2.4
Wall Street Journal	176	14.4	Country Living	28	2.3
Better Homes & Gardens	88	7.2	Good Housekeeping	26	2.1
Post & Courier	88	7.2	People Magazine	26	2.1
Traditional Home	77	6.3	Chicago Tribune	25	2.0
Coastal Living	68	5.6	The Economist	25	2.0
Time Magazine	64	5.2	Cooking Light	22	1.8
Charleston Magazine	57	4.7	Travel & Leisure	22	1.8
Veranda	56	4.6	Victoria	22	1.8
USA Today	55	4.5	Boston Globe	20	1.6
Garden & Gun	51	4.2	Sunset Magazine	20	1.6
The New Yorker	47	3.8	Food & Wine	19	1.6
House Beautiful	46	3.8	House & Garden	19	1.6
National Geographic	44	3.6	Washington Post	19	1.6
Local Paper	38	3.1	AARP Magazine	18	1.5
Martha Stewart Living	37	3.0	The State	18	1.5
Architectural Digest	32	2.6	Atlanta Journal Constitution	18	1.5
Charlotte Observer	31	2.5	Newsweek	15	1.2
Vanity Fair	31	2.5	Town & Country	15	1.2

Question 28. Please share with us one thing you enjoyed the most about your experience at the Festival of Houses and Gardens. (907 Responses)

Most frequent responses:

Response	#	%
Staff	119	13.1
Gardens	117	12.9
Access to Private Property	107	11.8
Historical Aspects	89	9.8
Houses	85	9.4
City of Charleston	73	8.0
Culture	69	7.6
Accessibility/Convenience	37	4.1
All Aspects	37	4.1
Time Spent with Company	30	3.3
Weather	28	3.1
Décor	24	2.6
Variety	21	2.3
Organization	20	2.2

Question 29. Please list below any dislikes you may have had at the Festival of Houses and Gardens. (462 Responses)

Most frequent responses:

Response	#	%
Crowds/Lines	114	24.7
Not Impressive/Ordinary	56	12.1
Lack of Time	47	10.2
Staff	35	7.6
Disorganized	22	4.8
No Photography	22	4.8
Access to Restrooms	18	3.9
Weather	15	3.2
Lack of Information	14	3.0
Lack of Refreshments	14	3.0
Dates/Times	13	2.8
Similar Properties	13	2.8
Parking	11	2.4
Proximity of Houses	11	2.4

Question 30. Do you plan to attend the Festival of Houses and Gardens in 2013? (1170 Responses)

Response	#	%
Not Sure	496	42.4
Yes	360	30.8
No	314	26.8

Question 31. Please complete this statement to the best of your knowledge: "The host of the Festival of Houses and Gardens is a \_\_\_\_\_" (1156 Responses)

Response	#	%
Non-profit entity	1093	94.6
For-profit entity	59	5.1
Government entity	4	0.3

Question 32. How likely would you be to support this organization financially outside of purchasing tickets to the Festival of Houses and Gardens (from 0 – Not at all likely to support to 10 – Extremely likely to support) (1156 Responses)

Mean score: 2.5

Median score: 2

Question 33. What is the ZIP code of your primary residence (or country name if residing outside of the U.S.)?

See Appendices B and C.

Question 34. Is your primary residence located in the Charleston tri-county area (Charleston, Berkeley, or Dorchester County)? (1175 Responses)

Response	#	%
No	1055	89.8
Yes	120	10.2

**Questions 35 through 45 only appeared to attendees who do not live in the Charleston tri-county area.**

Question 35. What is the primary reason for your visit to the Charleston area? (Check one) (1023 Responses)

Response	#	%
Festival of Houses and Gardens	395	38.6
Visit Historic/Cultural Attractions	266	26.0
Other*	155	15.2
Visit Family/Friends	97	9.5
Restaurants/Dining	47	4.6
Beaches	29	2.8
Conference/Convention Meeting	18	1.8
Shopping	11	1.1
Golf	5	0.5

\*Most frequent "Other" answers: vacation (49), second home (29), wedding/anniversary/birthday (13), business (8), weather (7)

Question 36. How many nights did you stay in the Charleston area during your trip? (919 Responses\*)

Nights	#	%
1	55	6.0
2	155	16.9
3	252	27.4
4	193	21.0
5	106	11.5
6	51	5.5
7	56	6.1
8	17	1.8
9	6	0.7
10 or more	28	3.0

\*Only includes overnight visitors

Mean: 4.2 nights

Median: 3 nights

Question 37. In which type of accommodations did you stay during your trip? (943 Responses\*)

Accommodation	#	%
Hotel/Motel	491	52.1
Inn	105	11.1
Rental House/Beach House	86	9.1
Bed and Breakfast	80	8.5
Second Home/Vacation Home	53	5.6
Stayed with Friends or Relatives	49	5.2
Resort	42	4.5
Other**	30	3.2
Trailer or Camping Sites	7	0.7

\*Only includes overnight visitors

\*\*Most frequent “Other” answers: condo (13), boat (5)

Frequently mentioned properties:

Hotel/Motel	#	Inn	#	B&B	#
Hampton Inn	47	Meeting Street Inn	21	1837 B&B	10
Charleston Place	37	Indigo Inn	18	Governor's House	7
DoubleTree	29	Andrew Pinckney Inn	15	John Rutledge House	6
Mills House	28	Fulton Lane	9	Two Meeting Street	6
Marriott	27	Ansonborough Inn	6		
Embassy Suites	24	Kings Courtyard Inn	6		
Planters Inn	23				
Francis Marion	21				
Vendue Inn	20				
French Quarter Inn	18				
King Charles Inn	17				
Harbourview Inn	16				
Holiday Inn	15				

Question 38. Where in the Charleston area is your lodging located? (942 Responses\*)

Location	#	%
Charleston - Downtown	596	63.3
Isle of Palms	63	6.7
North Charleston	62	6.6
Mt. Pleasant	60	6.4
Charleston - West Ashley	51	5.4
Other**	42	4.5
Kiawah Island	26	2.8
Folly Beach	22	2.3
Summerville	11	1.2
Seabrook	9	1.0

\*Only includes overnight visitors

\*\*Most frequent “Other” answers: Edisto (10), Daniel Island (7), James Island (6), Sullivan’s Island (5)

Question 39. How soon will you visit the Charleston area again? (907 Responses)

Time	#	%	Time	#	%
0-2 Months	133	14.7	1-2 Years	148	16.3
3-4 Months	64	7.1	3-4 Years	76	8.4
5-6 Months	106	11.7	5-6 Years	67	7.4
7-8 Months	22	2.4	7-8 Years	3	0.3
9-10 Months	18	2.0	9-10 Years	15	1.7
11-12 Months	252	27.8	More than 10 Years	3	0.3

Mean: 1 year, 7 months

Median: 1 year

Question 40. Did you or members of your party visit an official Charleston Area Visitor Center? (981 Responses)

Response	#	%
No	508	51.8
Yes	473	48.2

Question 41. How many people were in your travel party to Charleston and to the Festival of Houses and Gardens events?

Travel Party (915 Responses)

Average travel party size: 1.0 adult male, 2.1 adult females, 0 children

Breakdown of travel party members:

Response	%
Adult Males	31.3
Adult Females	66.1
Males Under 18	1.1
Females Under 18	1.4

Festival of Houses and Gardens Party (993 Responses)

Average FOHG party size: 0.9 adult males, 2.0 adult females, 0 children

Breakdown of FOHG attendees:

Response	%
Adult Males	30.6
Adult Females	68.4
Males Under 18	0.3
Females Under 18	0.7

Question 42. Which of the following did you visit while you were in Charleston for the Festival of Houses and Gardens? (*Please check all that apply*) (Percentages based off of 1055 total visitor responses; sum of percentages can exceed 100%)

Response	#	%	Response	#	%
City Market	729	69.1	Gibbes Museum	64	6.1
Shopping	632	59.9	Fort Moultrie	60	5.7
Waterfront Park (and Pineapple Fountain)	395	37.4	Old Exchange & Dungeon	60	5.7
Beach(es)	259	24.5	Patriots Point/USS Yorktown	60	5.7
Nathaniel Russell House	248	23.5	Heyward-Washington House	59	5.6
Magnolia Plantation and Gardens	199	18.9	Joseph Manigault House	50	4.7
Middleton Place	199	18.9	Golf Course(s)	46	4.4
Other*	184	17.4	SC Aquarium	38	3.6
Fort Sumter	164	15.5	Charles Towne Landing	36	3.4
Drayton Hall	138	13.1	Charles Pinckney National Historic Site	29	2.7
Aiken-Rhett House	130	12.3	Cypress Gardens	16	1.5
Edmondston-Alston House	88	8.3	Audubon Sanctuary at Francis Beidler Forest	11	1.0
Boone Hall Plantation	86	8.2	Avery Research Center	8	0.8
Charleston Museum	76	7.2			

\*Most frequent "Other" answers: restaurants (29), Calhoun Mansion (17), Charleston Tea Plantation (17), Slave Museum (11)

Question 43. Please estimate your party's total expenditures (\$) on this trip for the following categories:

Category	Per Day Per Person*	Per Adult Per Trip*	Per Travel Party Per Trip*
Accommodations	\$90	\$329	\$718
Food and Beverage	\$52	\$191	\$430
Event Tickets	\$21	\$72	\$172
Souvenirs	\$26	\$36	\$85
Sightseeing/Touring	\$16	\$26	\$59
Other Entertainment	\$4	\$7	\$16
Total Expenditures	\$200	\$729	\$1,665

\* 5% trimmed mean was used.

## Average Charleston Overnight Visitor (CAVIS), 2011

Category	Per Day Per Person	Per Person Per Trip	Per Travel Party Per Visit
Lodging	\$80	\$238	\$635
Airline Tickets	\$31	\$100	\$294
Auto	\$17	\$44	\$104
Taxi Fares	\$1	\$6	\$15
Attractions	\$8	\$26	\$65
Tours	\$2	\$6	\$14
Dining	\$49	\$137	\$370
Supplies	\$5	\$17	\$41
Retail Shopping	\$21	\$57	\$149
Other Spending	\$9	\$25	\$64
Total Local Expenditures§†	\$194	\$557	\$1,458
Total Expenditures§	\$225	\$658	\$1,752

Question 44. 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) (996 Responses)

Mean score: 9.4

Question 45. Please rate the following statements\*: (Responses ranged from 990 to 998 per statement)

Statement	Mean	Mode
I have had the opportunity to experience the local culture of Charleston because of the Festival of Houses and Gardens.	4.3	5
My image of Charleston is enhanced because of the Festival of Houses and Gardens.	4.3	5
The Festival of Houses and Gardens gave me an opportunity to meet local people.	4.0	4
The Festival of Houses and Gardens promotes values that are good.	4.3	5

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

**Questions 46 through 49 only appeared to attendees who live in the Charleston tri-county area.**

Question 46. Please rate the following statements related to the Festival of Houses and Gardens\*: (Responses ranged from 117 to 119 per statement)

Statement	Mean	Mode
The Festival of Houses and Gardens is an asset to Charleston.	4.7	5
The Festival of Houses and Gardens is something I look forward to all year	3.9	4
The Festival of Houses and Gardens is a good value for the price.	3.7	4
The money that tourists spend when they come to the event helps to stimulate the local economy.	4.5	5
Because of this event, friends come to visit me.	3.3	3

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

Question 47. Please rate the following statements related to the Festival of Houses and Gardens\*: (Responses ranged from 118 to 119 per statement)

Statement	Mean	Mode
The Festival of Houses and Gardens is a source of pride for Charleston residents.	4.5	5
The Festival of Houses and Gardens provides us with an opportunity to show visitors how special and unique our city is.	4.6	5
The Festival of Houses and Gardens brings a diversity of people to our area.	4.0	5
The event provides opportunities for people to have fun with their family and friends.	4.3	4
Charleston is a better place as a result of the Festival of Houses and Gardens.	4.3	5

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

Question 48. How many people were in your party that attended Festival of Houses and Gardens event? (119 Responses)

Average FOHG party size: 0.6 adult males, 2.2 adult females, 0 children

Breakdown of FOHG attendees:

Response	%
Adult Males	22.2
Adult Females	76.6
Males Under 18	0.0
Females Under 18	1.2

Question 49. Please estimate your party's total expenditures (\$) for this year's events:

Category	Average Per Party*	Average Per Adult*
Event Tickets	\$129	\$47
Souvenir	\$8	\$3
Parking	\$7	\$3
Food and Beverage	\$90	\$30
Other spending	\$12	\$3
Total	\$271	\$93

\*We used 5% trimmed mean.

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

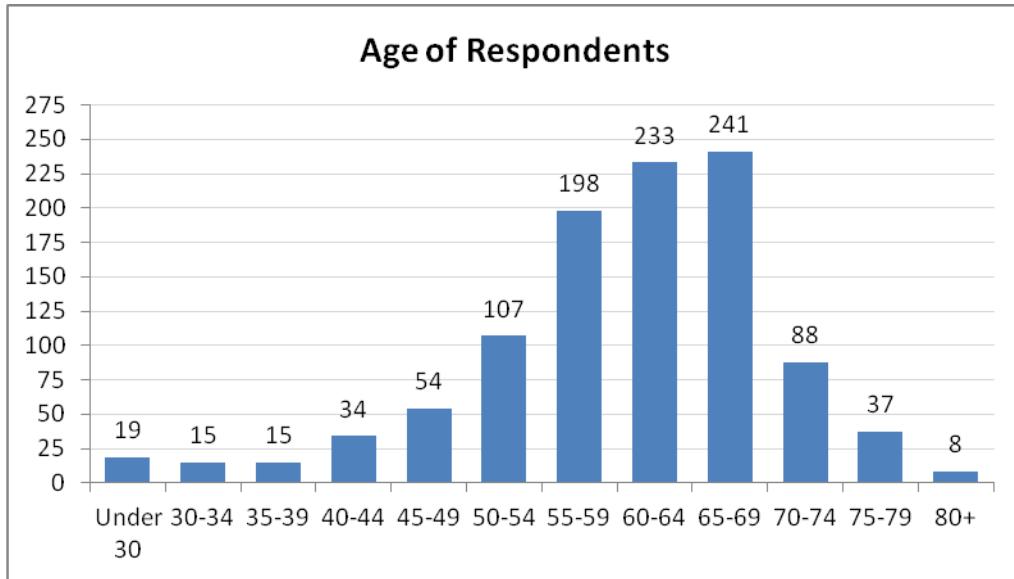
Question 50. Gender: (1111 Responses)

Gender	#	%
Female	896	80.6
Male	215	19.4

Question 51. Marital Status: (1106 Responses)

Marital Status	#	%
Married or Living with a Partner	928	83.9
Single	85	7.7
Separated or Divorced	51	4.6
Widowed	42	3.8

Question 52. Age: (1049 Responses)



Mean age: 60 years old

Median age: 61 years old

Question 53. Please indicate your highest level of education: (1107 Responses)

Education	#	%
High School Graduate	24	2.2
Technical/Trade School	15	1.4
Some College	117	10.6
College Graduate	392	35.4
Some Graduate School	113	10.2
Masters/Graduate Degree	344	31.1
Doctoral Degree	102	9.2

Question 54. Which of the following best describes your current employment status: (1110 Responses)

Employment	#	%
Retired	487	43.9
Employed (Full-time)	315	28.4
Employed (Part-time)	108	9.7
Self-Employed	101	9.1
Full-Time Homemaker	82	7.4
Other	9	0.8
Unemployed	7	0.6
Student	1	0.1

Question 55. In which category is your annual household income? (907 Responses)

Income	#	%
Up to \$44,999	24	2.6
\$45,000 - \$59,999	50	5.5
\$60,000 - \$74,999	64	7.1
\$75,000 - \$99,999	136	15.0
\$100,000 - \$124,999	159	17.5
\$125,000 - \$149,999	90	9.9
\$150,000 - \$199,999	133	14.7
\$200,000+	251	27.7

Question 56. Would you like to receive future communications from Historic Charleston Foundation? (1103 Responses)

Response	#	%
Yes	624	56.6
No	479	43.4

Question 57. Do you plan to do any of the following activities within the next 12 months? (*Check all that apply*) (Percentages based off of 1224 total responses; sum of percentages can exceed 100%)

Response	#	%
Make major repairs/upgrades/renovations to your current home	198	16.2
Purchase a new car	99	8.1
Purchase a new home	42	3.4
Purchase a new boat	8	0.7

Question 58. Please share with us any other comments or feedback.

See Appendix D.

## Appendix B. Visitor Origin Map

Visitor Origin Map by Metropolitan Statistical Areas in Continental U.S.



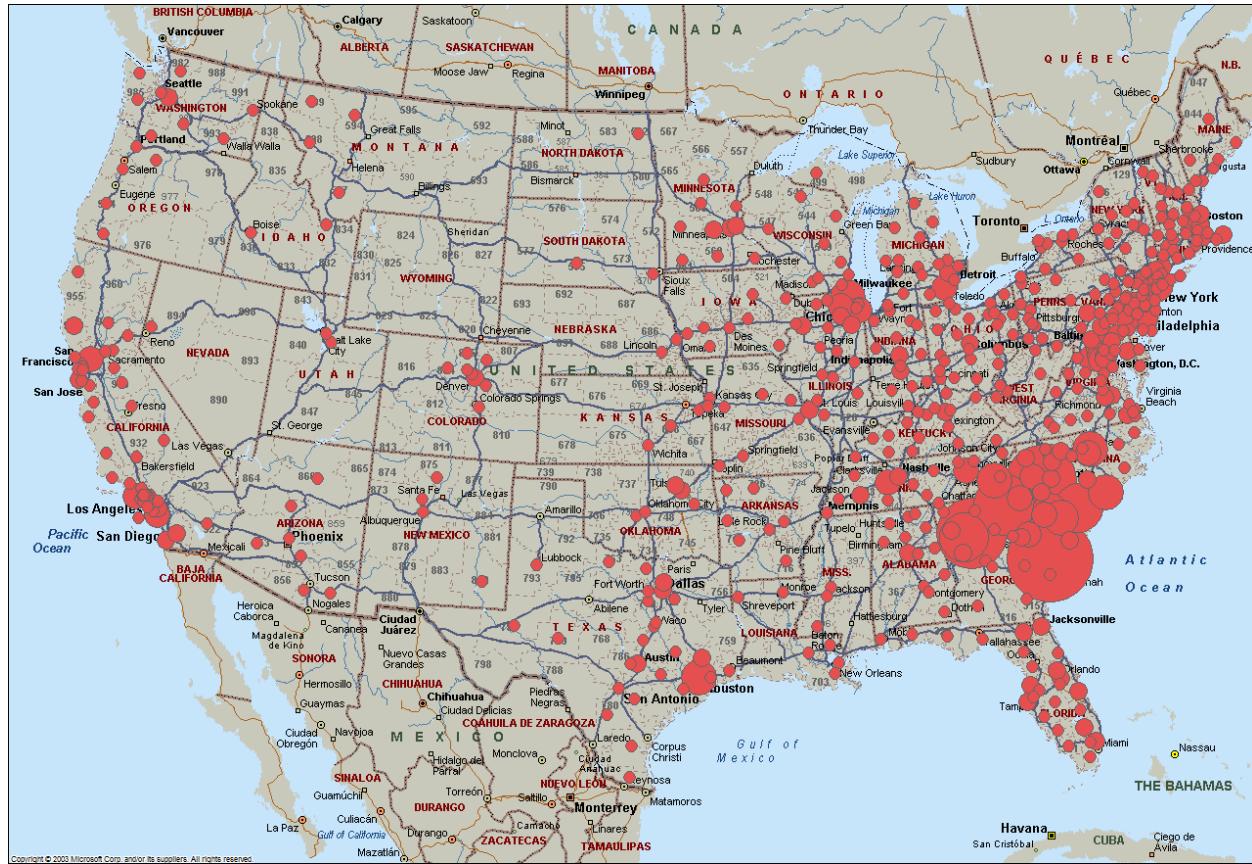
*Note: around 3% of attendees came from foreign countries, mainly Canada.*

## Visitor Origin Map by States in Continental U.S.



*Note: around 3% of attendees came from foreign countries, mainly Canada.*

## Visitor Origin Map by ZIP Codes in Continental U.S.



*Note: around 3% of attendees came from foreign countries, mainly Canada.*

## Appendix C. Visitor Origin Metropolitan and State Tables

All MSA Areas Based on Ticket Sales

Metropolitan Area	Ticket Sales
Washington, DC-MD-VA-WV PMSA	508
Atlanta, GA MSA	433
Chicago, IL PMSA	407
Charlotte-Gastonia-Rock Hill, NC-SC MSA	367
Philadelphia, PA-NJ PMSA	334
Boston, MA-NH PMSA	231
New York, NY PMSA	223
Greenville-Spartanburg-Anderson, SC MSA	213
Columbia, SC MSA	213
Los Angeles-Long Beach, CA PMSA	206
Baltimore, MD PMSA	197
Raleigh-Durham-Chapel Hill, NC MSA	192
Augusta-Aiken, GA-SC MSA	187
Houston, TX PMSA	182
Minneapolis-St. Paul, MN-WI MSA	170
Greensboro--Winston-Salem--High Point, NC MSA	164
Orange County, CA PMSA	141
Detroit, MI PMSA	122
Richmond-Petersburg, VA MSA	121
Nashville, TN MSA	118
Knoxville, TN MSA	117
San Diego, CA MSA	106
Tampa-St. Petersburg-Clearwater, FL MSA	106
Jacksonville, FL MSA	105
Orlando, FL MSA	103
Indianapolis, IN MSA	102
Wilmington, NC MSA	97
Pittsburgh, PA MSA	94
Dallas, TX PMSA	93
Norfolk-Virginia Beach-Newport News, VA-NC MSA	93
Oakland, CA PMSA	91
San Francisco, CA PMSA	87
Tulsa, OK MSA	87

Denver, CO PMSA	85
Newark, NJ PMSA	85
St. Louis, MO-IL MSA	82
Nassau-Suffolk, NY PMSA	76
Austin-San Marcos, TX MSA	71
Myrtle Beach, SC MSA	69
Middlesex-Somerset-Hunterdon, NJ PMSA	65
Birmingham, AL MSA	63
Cleveland-Lorain-Elyria, OH PMSA	62
Seattle-Bellevue-Everett, WA PMSA	60
Stamford-Norwalk, CT PMSA	59
Fort Lauderdale, FL PMSA	58
Kansas City, MO-KS MSA	56
Cincinnati, OH-KY-IN PMSA	56
Columbus, OH MSA	56
Albany-Schenectady-Troy, NY MSA	56
West Palm Beach-Boca Raton, FL MSA	54
Milwaukee-Waukesha, WI PMSA	53
Phoenix-Mesa, AZ MSA	52
Hartford, CT MSA	51
Louisville, KY-IN MSA	49
Wilmington-Newark, DE-MD PMSA	49
Grand Rapids-Muskegon-Holland, MI MSA	48
Davenport-Moline-Rock Island, IA-IL MSA	47
Florence, SC MSA	46
Akron, OH PMSA	46
Charleston-North Charleston, SC MSA	45
Asheville, NC MSA	45
Dayton-Springfield, OH MSA	44
Rochester, NY MSA	44
Lexington, KY MSA	43
Bergen-Passaic, NJ PMSA	43
Trenton, NJ PMSA	42
Barnstable-Yarmouth, MA MSA	42
Santa Rosa, CA PMSA	41
York, PA MSA	40
San Antonio, TX MSA	38
Jackson, TN MSA	38
Fort Worth-Arlington, TX PMSA	37
Monmouth-Ocean, NJ PMSA	37
Melbourne-Titusville-Palm Bay, FL MSA	36
Ann Arbor, MI PMSA	36
Harrisburg-Lebanon-Carlisle, PA MSA	36

Scranton--Wilkes-Barre--Hazleton, PA MSA	35
Johnson City-Kingsport-Bristol, TN-VA MSA	34
Sacramento, CA PMSA	33
Corvallis, OR MSA	31
Toledo, OH MSA	31
Reading, PA MSA	31
Naples, FL MSA	29
Miami, FL PMSA	29
Chattanooga, TN-GA MSA	29
Providence-Fall River-Warwick, RI-MA MSA	28
Albuquerque, NM MSA	27
Colorado Springs, CO MSA	27
Dothan, AL MSA	27
Sarasota-Bradenton, FL MSA	27
Bakersfield, CA MSA	26
Charlottesville, VA MSA	26
Memphis, TN-AR-MS MSA	25
Eugene-Springfield, OR MSA	23
Omaha, NE-IA MSA	23
Odessa-Midland, TX MSA	22
Portland-Vancouver, OR-WA PMSA	22
Lawrence, MA-NH PMSA	22
Boulder-Longmont, CO PMSA	21
Roanoke, VA MSA	21
San Jose, CA PMSA	20
Tucson, AZ MSA	20
Olympia, WA PMSA	20
Bloomington, IN MSA	20
Benton Harbor, MI MSA	20
Greenville, NC MSA	20
Utica-Rome, NY MSA	20
Portland, ME MSA	20
Riverside-San Bernardino, CA PMSA	19
Salt Lake City-Ogden, UT MSA	19
Nashua, NH PMSA	19
Ventura, CA PMSA	18
Sumter, SC MSA	18
Buffalo-Niagara Falls, NY MSA	18
Fayetteville-Springdale-Rogers, AR MSA	17
Little Rock-North Little Rock, AR MSA	17
Lancaster, PA MSA	17
Oklahoma City, OK MSA	16
Pensacola, FL MSA	16

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Hickory-Morganton-Lenoir, NC MSA	16
Youngstown-Warren, OH MSA	16
New London-Norwich, CT-RI MSA	16
Worcester, MA-CT PMSA	16
Champaign-Urbana, IL MSA	15
Madison, WI MSA	15
Lowell, MA-NH PMSA	15
Portsmouth-Rochester, NH-ME PMSA	15
Salinas, CA MSA	14
Galveston-Texas City, TX PMSA	14
New Orleans, LA MSA	14
Daytona Beach, FL MSA	14
Savannah, GA MSA	14
Jersey City, NJ PMSA	14
Santa Barbara-Santa Maria-Lompoc, CA MSA	13
Gary, IN PMSA	13
Danbury, CT PMSA	13
Springfield, MA MSA	13
Springfield, MO MSA	12
Macon, GA MSA	12
Decatur, AL MSA	12
South Bend, IN MSA	12
Jackson, MI MSA	12
Huntington-Ashland, WV-KY-OH MSA	12
Canton-Massillon, OH MSA	12
Hagerstown, MD PMSA	12
New Haven-Meriden, CT PMSA	12
Anchorage, AK MSA	11
Lakeland-Winter Haven, FL MSA	11
Rockford, IL MSA	11
Fayetteville, NC MSA	11
Reno, NV MSA	10
Santa Fe, NM MSA	10
Fort Collins-Loveland, CO MSA	10
Killeen-Temple, TX MSA	10
Jackson, MS MSA	10
Richland-Kennewick-Pasco, WA MSA	10
Florence, AL MSA	10
Peoria-Pekin, IL MSA	10
Parkersburg-Marietta, WV-OH MSA	10
Lynchburg, VA MSA	10
Goldsboro, NC MSA	10
Syracuse, NY MSA	10

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Newburgh, NY-PA PMSA	10
Bridgeport, CT PMSA	10
Huntsville, AL MSA	9
Athens, GA MSA	9
Merced, CA MSA	8
Fresno, CA MSA	8
Bryan-College Station, TX MSA	8
Waco, TX MSA	8
Beaumont-Port Arthur, TX MSA	8
Baton Rouge, LA MSA	8
Lincoln, NE MSA	8
Fort Smith, AR-OK MSA	8
Panama City, FL MSA	8
Tallahassee, FL MSA	8
Montgomery, AL MSA	8
Fort Pierce-Port St. Lucie, FL MSA	8
Hamilton-Middletown, OH PMSA	8
Manchester, NH PMSA	8
Des Moines, IA MSA	7
Yakima, WA MSA	7
Owensboro, KY MSA	7
Flint, MI PMSA	7
State College, PA MSA	7
Stockton-Lodi, CA MSA	6
Chico-Paradise, CA MSA	6
Medford-Ashland, OR MSA	6
Shreveport-Bossier City, LA MSA	6
Punta Gorda, FL MSA	6
Clarksville-Hopkinsville, TN-KY MSA	6
Lafayette, IN MSA	6
Atlantic-Cape May, NJ PMSA	6
Allentown-Bethlehem-Easton, PA MSA	6
Dutchess County, NY PMSA	6
Anniston, AL MSA	5
Appleton-Oshkosh-Neenah, WI MSA	5
Fort Wayne, IN MSA	5
Kalamazoo-Battle Creek, MI MSA	5
Vineland-Millville-Bridgeton, NJ PMSA	5
Vallejo-Fairfield-Napa, CA PMSA	4
Brownsville-Harlingen-San Benito, TX MSA	4
San Angelo, TX MSA	4
Monroe, LA MSA	4
Wichita, KS MSA	4

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Bremerton, WA PMSA	4
Tacoma, WA PMSA	4
Grand Forks, ND-MN MSA	4
Fort Myers-Cape Coral, FL MSA	4
Ocala, FL MSA	4
Bloomington-Normal, IL MSA	4
Lansing-East Lansing, MI MSA	4
Charleston, WV MSA	4
Sharon, PA MSA	4
Jamestown, NY MSA	4
Dover, DE MSA	4
Pittsfield, MA MSA	4
Lubbock, TX MSA	3
Wichita Falls, TX MSA	3
Lawrence, KS MSA	3
Rochester, MN MSA	3
Spokane, WA MSA	3
Janesville-Beloit, WI MSA	3
Muncie, IN MSA	3
Erie, PA MSA	3
Santa Cruz-Watsonville, CA PMSA	2
Modesto, CA MSA	2
Yuba City, CA MSA	2
Boise City, ID MSA	2
Flagstaff, AZ-UT MSA	2
McAllen-Edinburg-Mission, TX MSA	2
Joplin, MO MSA	2
Columbia, MO MSA	2
Dubuque, IA MSA	2
Bellingham, WA MSA	2
Mobile, AL MSA	2
Gainesville, FL MSA	2
Springfield, IL MSA	2
Danville, VA MSA	2
Jacksonville, NC MSA	2
Rocky Mount, NC MSA	2
Binghamton, NY MSA	2
Glens Falls, NY MSA	2
Waterbury, CT PMSA	2
New Bedford, MA PMSA	2
Brockton, MA PMSA	2
Burlington, VT MSA	2
San Luis Obispo-Atascadero-Paso Robles, CA MSA	1

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All U.S. States Based on Ticket Sales

State	Sales of Tickets	State	Sales of Tickets
South Carolina	1211	Missouri	98
North Carolina	1143	Arizona	86
California	874	New Hampshire	82
Florida	654	District of Columbia	80
Virginia	641	Oregon	76
Georgia	621	Delaware	67
Illinois	563	Arkansas	57
Texas	550	New Mexico	39
Pennsylvania	545	Iowa	37
New York	498	Louisiana	34
Tennessee	400	Vermont	33
Maryland	400	Kansas	32
New Jersey	400	Alaska	31
Massachusetts	390	Nebraska	31
Ohio	379	Maine	30
Michigan	316	Rhode Island	27
Minnesota	209	Utah	19
Indiana	205	Mississippi	19
Alabama	197	West Virginia	17
Connecticut	173	Idaho	13
Colorado	143	Nevada	10
Kentucky	143	Montana	10
Washington	123	South Dakota	7
Oklahoma	107	North Dakota	4
Wisconsin	99	Hawaii	2

## Appendix D. All Comments and Feedback

/ My wife and I had a great time. We would have stayed longer but we couldn't find any accomodations for our Motorhome over the weekend because of the Cooper River Run.
/ Only one comment; while I certainly enjoyed the tour I was disappointed that the spring flowers were done blooming. I specifically called 5 days before the April 2nd Glorious Garden Tour and asked if they were still blooming as it had been such an early spring. I told the woman on the phone that we were going 450 miles out of our way to go to Charleston and if the flowers were done I would wait and visit another year. She assured me that they were in peak bloom and I would see lots of azaleas and other spring flowers. Of course this was not the case and one of the tour guides told me that I missed those flowers by 6 weeks this particular year. It was disappointing to be misled.
I am a true believer that Charleston is the friendliest city in the U.S. The red carpet was shown to us in so many ways. I would love to return to Charleston again. As a side note...While visiting Battery Park, (I forgot to mention the park as a site that we visited in one of the prior questions) there were several children that were sitting and bouncing on the low hanging oak tree branches. (What happened to parent supervision?) I was so afraid that they were going to break a branch and that would have been a tragedy. I did not see any signs in the park telling people not to climb on the trees. (You would think people would know that and not have to be told) Can anything be done to protect the trees?
Thoroughly enjoy the tours! Keep up the good work!
2 of the docents sounded rude when my guest accidentally stepped onto a carpet. That was neither appreciated by me nor friend... / I would have enjoyed hearing at least a brief general history of the area, but was glad to hear the history of some of the original home owners.
A big thank you to everyone involved with the Historic Foundation. The House and Garden Festival was a wonderful experience. You truly do an exceptional job of promoting the best of Charleston in such an all encompassing way.
A lovely well organized event that invites one to return again and again
A really nice event - the scope was excellent.
A totally positive experience. Local people were very friendly. Restaurants that we went to were outstanding both for food and atmosphere.
Absolutely fell in love with Charleston! Need to come back when the azaleas are in bloom.
Add Rest Rooms to the mix!
All five of us really enjoyed our stay in Charleston. We have Historic Garden Week in Virginia and we know how hard all of you work to secure the homes and gardens. In a truly southern way, you all have invited us into your homes and we were really appreciative of the opportunity to visit. Jamie Old
Allow at least one street vendor with water/beverages, bug spray, etc.
As a travel agent, I now have a much better understanding of the city and its attractions. I was very impressed and will encourage my clients to travel to Charleston. My guide, Rhetta Mendelsohn, was terrific and took excellent care of us.
As I stated before, we were extremely disappointed with the Tradd Street tour. A friend from Chicago was visiting us, so I suggested going to Charleston because she had never been there before. I raved about how great the home tours were. This was the worst one we have ever done. The last tour my husband and I did was the East Battery tour. We were able to see the entire house and it took at least

two hours. It was well worth the price of a ticket. We were finished with the Tradd Street tour in about an hour (one of the houses had cancelled) and it was definitely NOT worth the price of a ticket. I would appreciate your comments. Additionally, this survey has taken me a half hour, not less than ten minutes.

As previously noted, I think the time span for tours should be broadened a bit--2-5 p.m. was hard to pull off going to all the gardens--maybe noon-5?

Avoid repeats of houses and gardens if possible. Saw many gardens that looked beautiful but were closed to public and some of the gardens on the tours that didn't measure up to the same standard.

Because we are within easy driving distance of Charleston we are fairly familiar with the city and are able to make several day trips. Occasionally we do stay overnight, dependent on our schedules and if we can get accommodations at a deal (usually January). We always enjoy going out to lunch at the various restaurants. The Home & Garden tour was really more of a destination event for me rather than soaking in all the Charleston charm and fun things to do, which I have done over the past.

Both my wife and I have visited Charleston nearly yearly since we were children growing up in NC. Love the town and its history and come to visit as often as possible. The Tours both yours and the Preservation Society's give us an incentive to come as often as possible. YOU COULD ARRANGE TO HAVE A FEW PORTAPOTIES (delivered just before the tour and picked up immediately afterward) ALONG THE ROUTES. It is very difficult on older citizens.

bought ticket but could not attend picnic due to lack of public transport, i was told these when i picked up tickets

Bravo to HCF for this year's Festival AND Antiques Show. Relocation to Memminger for the Antiques Show seemed to be very well received by all (including some elderly friends/visitors who are Antiques Show "regulars". Our visitors for the House/Garden tours have been early in the month-long Festival but all docents seemed especially friendly and welcoming this year.

Charleston is a facinating city and your House and Garden tours just added to our wonderful trip. We will come again as we did not have time in the 4 days we were there to do and see everything available. Thank you for your excellent hospitality.

Charleston is a great city to visit

Charleston is a wonderful and rich area to explore, learn, and enjoy. Next trip, I want to visit the Hunley.

Charleston is indeed a wonderful example of the benefits of proper preservation in our cities.

Charleston is my favorite city in the U.S. I have lived on both coasts and in the mid-west and traveled extensively. There is something quintessentially Southern about Charleston and the pride Charlestonians have in their city is obvious. Keep up the good work.

Charleston is my husband's and my favorite city to visit. We have been visiting almost every year in the springtime for about 20 years. We love the plantations, history, and early spring warmth! We also love the yearly private plantation tours offered by the Winyah Parish in Georgetown, SC. We have attended that event twice since discovering it three years ago, and introduced friends to it as well.

charleston was the cleanest town we have ever been in. we were very impressed with the cleanup after the race. the food was great. it was a little too much like a university town with all the shorts and flipflops but thats life.

Chrleston is a beautiful place. We enjoyed looking in on the gardens while walking at night. Magical / !

City is beautiful, and the friendliness and courtesies take me to how the world should be. Please keep it up.

come on! Who dreamed up this survey?

Couldn't access the "finish this quote" where I would have said it was a beautiful experience and I love

your city. It was nice to be in a Southern town where people say "yes, maam" and "no, maam"
Don't advertise a small courtyard as a "garden."
Don't share my email with anyone or any organization. Thanks.
Enjoyed greatly. Cannot wait to return next year for Festival!
Enjoyed my visit.
Enjoyed our visit very much, although the hotel Francis Marion & their restaurant Fox left us disappointed in our accommodations.
Enjoyed that the garden tour was self-guided. / Many thanks to all of those folks who opened their gardens, those who were docents and those who "pointed us in the right direction" to find our way to each home.
Enjoyed the opportunity to see the many historic sites of your area - only wished that the many times we were listening to presenters in outdoor area we could have heard better. Many presenters had softer voices & indicated they didn't want to strain their voice with many repetitions so could only speak so loud - hence, the suggestion to use microphones in future.
Evening tour very enjoyable. Especially appreciated "street" guides. They were very helpful as darkness came.
Everybody we met was lovely to us, from the hotel, taxi drivers, waitresses, volunteers on the tour, visitors center, store clerks.
everything was wonderful--far exceeded our expectations / people were friendly--city was clean--beautiful flowers, trees and buildings--coming back to do more things asap!!!!!!!!!
Excellent event!
Fabulous event. I wish we had attended more of the events, but will certainly do so in future years.
Family Activities (grandparents and grandchildren) etc. would be great fun!
For the past 7 years we have spent a month usually March but sometimes part of February at Wild Dunes, Isle of Palms. We are drawn to the area because of the culture, history, climate, beach and wonderful people. We hope to continue and possibly extend our visits in the future.
For the price of your tickets, a wine and cheese reception would be nice in one of your larger gardens. It would give a feeling of a better value for the money spent and would cost the foundation very little and could probably be sponsored by a corporation.
Garage fees seem high!!!
Good Work
Great time to visit...wish I could have taken in some of the other tours.
Great trip
Had a great time.
Having a "native Charlestonian" who was born and raised in Charleston (and married to a Charlestonian) really brought the city history to life on my guided walking tour. I did not realize so many families had stayed in Charleston for over 200 years! I also appreciate all the money to restore Charleston that "outsiders" have brought to the city so there are fewer homes owned by native Charlestonians but hopefully there will continue to be native Charlestonians very involved with the tourists because it changes Charleston from a museum to a community of families with a long, dynamic history that continues today.
Historic Charleston Foundation is a wonderful inspiration to any city. The area is a total delight and their work and resulting beauty is one of the main reasons that I located here from my native Tulsa, Oklahoma. What are your requirements for volunteer work?
House and Garden tours where the main attraction for me to visit charleston

I am grateful to the residents who opened up their homes and gardens to the public. It is a sign of their deep commitment to keeping Charleston the beautiful city that it is.
I am hoping to bring our Garden Club from Hilton Head Island to the House and Garden show next year. I am in charge with another lady to plan all the events for our club next year and this trip to Charleston is big on the list.
I am retired, but my husband continues to work at age 70. Thus we have little time to tour and given the increased taxes in New England and CT in particular, extra funds for any travel are severely restricted.
I attended in 1987 - peak experience - I recommended to all friends. In 2012, I planned "trip of a lifetime," which included FOH to show to new wife. Disappointed. Houses were not unique and filled with replicas or redone in recent years. Docents were ill-prepared. Common response to questions, "They didn't tell us that." Tours not worth expense. In retrospect, I would have toured only homes that are museums or have separate tour fees.
I believe Charleston is the most beautiful city - or at least one of - I have ever visited - better than Paris, Rome, London, Phila, Chicago, New York, etc, etc
I cannot stress how disappointed we were with the Garden tour, which we had anticipated as the highlight of our visit to Charleston. We expected immaculately maintained gardens, one in which homeowners competed to show excellence. What we saw were, with a few exceptions, ill-kept or totally neglected gardens. It was as though the foundation forced homeowners to sign up as hosts, and the hosts did nothing to prepare. The final disappointment was the reception. We envisioned southern hosts pouring glass pitchers of homemade lemonade, with lemon slices swimming on top. We envisioned small southern cookies. Nothing elaborate, but elegant and first-class. It was a real shock to see the hosts pouring jugs of artificial lemonade and a bowl of orange goldfish snacks. Better to have no reception than that. The garden tour in Lancaster, Pa., run by the Demuth Foundation, and the tour in Richmond put yours to shame.
I did not get to take the garden tour that I purchased this year. We parked the car in a parking garage and were preparing to start our tour. I tripped on a curb and my head hit the wall. I had to take a tour of Roper ER instead of the gardens.
I enjoyed the French Quarter more than the Anson Street tour but was limited by dates available to travel to Charleston. Will definitely return next year for another day of touring and visiting historic places. Such a lovely city!
I enjoyed that the tours and music venues were attended almost exclusively by adults. The free trolley system, though quirky, was a bonus.
I enjoyed the docents who were cordial and very helpful.
I especially enjoyed the properties with gardens
I felt like some of the questions that were asked were not necessary. Example-what I spent on the trip, married or single, and my income. These are all personal and have nothing to do with my visit to Charleston. Some people are turned off by these type of questions. You should stay with the basic question concerning the visit to Charleston.
I grew up in Charleston and get back from time to time. I have visited many of the places on your previous page over the years. You are doing a great job of historic preservation, and I hope to see you do more.
I grew up in Charleston and have a home there and I know the restaurants and the town.
I had a fabulous time in Charleston! I plan to return in 2 years.
I had a great time!!
I had a wonderful time and look forward to returning to Charleston in the future.

I had a wonderful time in Charleston with friends and seeing new sites not visited before. We were fortunate to have perfect weather the week we were there and that contributed a great deal to a very positive experience.
I had the opportunity to meet the owners of the house on Gibbe St. the day after my tour and they were so gracious (the Hanleys?). I was showing my son the house and they happened to be there and invited him to see the coy pond. Everyone was so welcoming and helpful. Thank you for a wonderful time. I will do more historic tours next time!
I have been to the festival three times, and all three years I thought Charleston was a very beautiful and unique city which is well worth a visit, particularly in the spring time. The tours provide unique access to the interiors of the homes and of the gardens. I was disappointed this year, however, on several moments during the two garden tours I attended when I overheard docents loudly yelling at tourists about taking pictures (a gentle reminder would have been nicer), dismissing complaints about gardens being repeated on tours held during the same festival week (a legitimate complaint, I think), and making elderly visitors wait at the gate to go in when there was no apparent reason to do so (inside every volunteer is a potential tyrant!). While I am sure there is an emphasis when training volunteers on protecting private property, an equal emphasis needs to be paid towards showing genuine hospitality and courtesy towards the guests. I was always a huge fan of these tours before this year and always told many people positive things about my experiences. I think I will be more reserved in my praise in the future. It was fun to visit Charleston, but it was also nice to come home to my own garden which, even after all that beauty, was a sight for sore eyes.
I have lived most of my life in California and I love it. The culture of Charleston was so different. I loved listening to all the house and tour guides as they clearly have such a love for their family and city history, which is not seen in "live for the moment" California. You have a wonderful city and wonderful people...we felt so welcome and we will return soon.
I have traveled to a lot of places and collected so many souvenirs. Visiting the house in the house and garden tours gave me an idea how to display them. I became fascinated with History when I lived in Manassas for 30 years. My husband has become fascinated with the North and South war of the states so there was no problem with two of us enjoying together our visit to Charleston. Too much to see and learn about the past. I would like to come back and see more now that I have the time. Very worth while endeavour that the Foundation has done in Charleston. I am interested how the houses were chosen. to qualify to be visited. Each one is so different and very lovely and interesting. When is the best time for the Garden tours? I would like a communication from you. Thanks. My husband and I had a lovely and enjoyable visit. He did not get bored.
I hope to comeback next year to participate in several tours. What a wonderful way to get to know Charleston. Thank you!
I just want to say the docents that managed the tours were EXCEPTIONAL, I can't count the number of time someoe welcomed us to Charleston, the tour, thanked us for coming to the tour, invited us back next year, apologized for the rain. You could not ask for better volunteers. / / Lastly, I would like to have made my hotels reservations for next year, but no one I talked to at the homes or at the store knew the dates for next years show. In my opinion, promotion for the next years show should start with this years show. All of those volunteers would have been happy to push that. No one I asked knew the dates for next year. All I was told was to watch my email in Nov for next year. I think you should capture the enthusiasm of the moment and have the dates locked down a year out.
i just wanted to thank the city of Charleston to have the forethought to preserve your history for all of us to learn from
I know it was unusually hot this year but it would have been much nicer if we would have had the ability to purchase water along the way. Otherwise the weather was perfect and the tour was very

delightful
I learned of so many more things to do in Charleston, that I would like to come back. I did not get to see the museums and very many galleries. The weather was not good while I was there, which limited some activities. I thought Magnolia Plantation was a tourist trap for the most part, disappointing.
I left my phone on a wall in the residential area on Legare Street. Some one picked it up, called the last number, found out where we were staying and returned it. I was impressed. He was a delivery man and I think he was coming our way, but still I was impressed. Would not happen in every city.
I like the fact that I do not have to have a car to enjoy all of Charleston. I took a plane in, then a shuttle to the hotel, a carriage ride, a pedicab, a trolley and the tour buses living from the visitors center.
I love attending the festival with my sister from Charlotte! We were in Charleston for a family wedding and added the tour of Battery homes. We enjoyed it very much, fun to share with a sister/close friend!
I love Charleston and had the weather been better, and my husband not cranky, I would have visited the history museums and a plantation. The chef at the Charleston Grill very kindly made us a meal not on the menu, the recipe for which I had seen in Southern Living. The people who live and work there are charming and courteous. The restaurants are wonderful. But, on a garden tour, I want to see flowers and not just green hedges. Is this the case on each tour or could advance information be sent me next year, describing which tours have more flowers and which ones include house interiors?
I love the city's pride in its history, homes, gardens; also the friendliness exhibited by the people. Love the dog park, the waterfront, the RESTAURANTS!
I loved Charleston!
I loved Charleston, and the sense of history. I probably will not be back because the cross country travel is too tiring
I loved my stay and the Festival. I'm coming back!!
I loved your city. It is clean, lots of shopping and great restaurants. I was especially pleased to find so many gluten free friendly places as my daughter and I both have celiac disease. I am pleased to know that you maintain and prevent historic buildings from demolition.
I loved your city:-)
I might buy a new home in Ottawa, but that is of no use for you I guess. You may want focus your research a bit more on international tourists, as your survey seems to focus mostly on locals.
I realize the hurdles to putting on such an event, but as I have said before, the repeat of houses was a disappointment and although most of the docents were prepared and extremely pleasant some were unprepared.
I regret that I had to leave early, before taking the historical walking tour I'd purchased. I understand from others that these walking tours are led by outstanding docents and concentrate on a single subject/area. The garden tour was neither concentrated nor outstanding. I learned little more from 10 gardens than I did from a single one. Too much hype for the pottery delivery. And I say this not because the spring arrived so early, but because of the repetitive designs and plant materials.
I think if you had timed tickets or a better plan for that many people it would be better. Or the houses also should be closer together
I think that on hot days of the festival a water dispenser could be provided with disposable cups to be used only outside the homes
I think the boat tour could be a lot better. I imagine the garden tour was amazing. The gardens in Charleston were beautiful!
I think the Festival of Homes is a wonderful Charleston experience and I think Charleston has a great group of volunteers that give their time, energy and abilities to put all this together. It is an incredible feeling to be in the city of Charleston just knowing what all has happened through the centuries.

I think your Foundation is a marvelous thing and I will continue to attend your functions if available when I am in Charleston and will share my excellent experience with friends and family.
I thoroughly enjoyed my visit to Charleston!!
I thoroughly enjoyed my visit, especially the historical sites and the gardens.
I truly found the tour to be disappointing. I was very excited to attend the events, and I have enjoyed many home tours in different areas of the country. However, unlike the majority of tours, only a few rooms were open in the majority of the houses, and the number one answers that the Docents gave to the majority of our questions were "I am unsure", "the owner didn't tell me", or "I don't know". Many of the Docents seemed annoyed to even be there, and at one home we encountered a Ms. Archie Bunkel, who was so rude and obnoxious, that I would be very concerned that she was the face of Charleston, or the Foundation! Because the lines were quite long at a number of homes, we did not make it to all of the homes on any of the three days we attended, and please know we are fit women who walk or exercise every day, so we were not lagging as we walked through the tours. I really think you should add an hour on to each day. Perhaps because the Foundation has been presenting this event for so long, they don't see that the overall demeanor has become almost obligatory, and the general behavior conveyed by the volunteers is that the attendees should just be happy to be there. I understand that Charlestonians are proud of their city, but people attend these types of events to learn more about the history and culture, not to feel like we are just a paycheck to the Foundation. Please know that because I am a non-profit management consultant, I may be a little more critical of some of the aspects of the event, however the two individuals I traveled with felt the same, and they are not associated with my profession in any way. Although this was not my first trip to Charleston (nor will it be the last), it is my first, and last tour experience.
I understand that the weather did not cooperate with spring flowers not still in bloom. However, it would have been more enjoyable if more of the gardens had some color with annuals. I do not know how you could accommodate people with bathroom facilities and cool drinks, but it would surely have been more enjoyable if this could be worked out.
I very much appreciated the knowledge of plant names which the guides were able to share.
I was a bit concerned with the rain or shine policy. Being out of town and having to commit \$90 for 2 tickets regardless of the weather felt like a pretty big risk. The weather turned out to be good, but I would have been pretty upset had it rained.
I was disappointed with how little historical information was shared. It would've been very handy to have a HCF volunteer standing at the corner outside your shop to help people get started properly. We took the King Street tour, but stupidly began walking down Meeting and got a bit disoriented trying to match the map with where we thought we were. If we're from here and did that, I can only imagine what confusion others may have experienced. The volunteers were very friendly and helpful and the event was very organized. I would make a suggestion that the homeowners remove family photos for privacy and safety sake.
I was on a Tauck tour so I don't know how much was spent on food & lodging. Also, since there were 26 tourists in our group, I don't know how much was spent on souvenirs or shopping.
I was very excited to visit Charleston, having had such a wonderful experience in Savannah. The wine tour, boat trip and local houses and restaurants were EXCELLENT. The homes were disappointing..In Savannah people opened their homes only for a few days but the selection was superb. If you were to improve your selection I would rush to return to Charleston. Thank you
I was very impressed by the organization of this festival and the variety of events available. All the volunteers were friendly and informative and the residents who offered their homes have done a great service to their city. Please thank them all for us. We were on the Legare St. tour on Wed., Mar. 28. Of course, your weather was perfect that day and all the gardens looked wonderful. We had a

<p>splendid time.</p> <p>I wish I could have participated on a day other than March 22, the starting day of the garden tour. There were far too many people participating, so there were long lines to enter the gardens, and it was just too crowded. Fewer tickets should be sold or the time frame for visiting the gardens should be extended so it's not so crowded, especially since tickets are expensive. We were not disappointed by the gardens just by the long lines. If I am back in Charleston during the house and garden tour, I will be more selective in the tour that I purchase.</p>
<p>I would like to receive the info about the 2013 house and garden tours, but no other emails please. thank you!</p>
<p>I would like to see some transportation between homes</p> <p>If I were to visit again I would come in March, because so many of the flowers were past prime. I loved the garden with the little train the most.</p>
<p>If we get back there, will definitely take advantage of tours, etc. VERY well done - except volume.</p> <p>I'm so glad we experienced the Home &amp; Garden tour. I'm more of a self-guided kind of tour-goer, though. And though I love the Charleston area and had a perfect vacation there, I probably won't be back until I visit all the other places in the world I want to visit. So many places. So little time. I'd recommend the tour and a Charleston visit highly, though!</p>
<p>In addition to staying at the Lavender and Lace B&amp;B for three nights, our party of six also stayed near the airport in West Ashley at the Hampton Inn for two nights and at a beach house on Isle of Palms for three nights.</p>
<p>Interesting and well run tour. Thanks.</p> <p>It has been my dream to do this tour for years, and so we planned to stay in Charleston for a few days on our way home from Florida. Our trip was cut short, due to my husband's heart problems, but he insisted that we see at least 1 home. We visited 51 E. Bay, and his heart couldn't take the strain. We would like to thank your representatives at that home for their EXTREME KINDNESS, especially Gene Scarborough, who stayed with my husband and calmed him (while I ran through the gardens and peeked through the windows), Susan, who called for a bike cab, to get us home, and the lady whose name we do not know, who in extreme kindness, gave my husband her bottle of water (which made all the difference). We hope you will let them all know how much we appreciate their feelings, which clearly came "from the heart". It was an extraordinary experience for us. We hope to give the tour another try next year. Please pass along our appreciation to all of those people!</p>
<p>It took us a while to find out there were free trolleys and then more time to find a map that showed where they stopped. It almost seemed like a secret. We were surprised that the visitor's center was kind of far off the beaten path. We only saw it while passing on the trolley.</p>
<p>It was a great experience and I'm impressed that you are following up too!</p>
<p>It was a lovely hot day for my tour. I would recommend 'stations' with cold water and beverages and perhaps light snacks at a few locations on the tour. I have attended Frank Lloyd Wright tours in Oak Park, IL, where this was done and was very welcome.</p>
<p>It was a wonderful evening and we enjoyed it very much!!</p>
<p>It would be helpful to have bottled water for sale and shuttles to and from each of the sights for the elderly</p>
<p>It would be really lovely if you could figure out a way to stagger the tour departure times. We tried starting at home number four to avoid lines, and that did not work. We spent far too much time and energy trying to find homes with short or no waiting lines.</p>
<p>It would have been helpful to be able to pick up event tickets at the Visitors Center instead of just at the foundation's center.</p>

It would have been nice to have people posted at different corners like the Battery tour did it really helped with direction of different homes to visitors like ourselves not familiar with the area

iT'S ALWAYS GOOD TO VISIT CHARLESTON. KEEP IT GOING.

I've been to Charleston several times for extended stays. This was one of the best things we have done in the city.

Just felt I had done it and no reason to do it again!

Keep up the good work

Keep up your excellent service to your community!

Living in New Mexico, it is wonderful to see the lush landscaping I grew up with in Memphis. But I appreciate our desert lifestyle more when I return! No bugs or flies or GNATS!

love charleston you all need to go north to virginia and talk to girls up there give me more for my bucks on tour i run my dairy herd through milking parlor like you all do us. we have been visiting yearly and sometimes 2 and 3 times a year for 40 years give us more for our bucks. call me at 606 782 0196 and i wil tell you more. we love charleston with all our hearts and have raised our children there and now grandchildren. / / grw

love charleston, but probably won't do another gardern tour soon

Love the whole concept...keep up the good work

Loved Charleston! Gorgeous display of nature everywhere we went. Window boxes throughout town were fantastic. No graffiti anywhere. What a lovely city, I look foward to visiting again someday.

Loved every minute!

Loved it and hope to do it over and over

Loved the tour and look forward to coming to Charleston and catching more tours, especially those offered by the Historic Charleston Foundation. Also went into the Charleston Theater...also a wonderful gem to see.

Loved the tour and your city.

lovely event - well done. We are looking forward to participating again next year.

lovely place, people, great food and service, lovely beaches, great history - i will be back

Lovely town - will definitely visit again. I've already recommended to friends that will be traveling in the area this summer

Make it more affordable for everyone. Less talking, keep it moving. More properties per tour. More gardens.

More info is needed regarding parking..it was a big problem...I got to Charleston at 10:30 and was still late for the 11:30 luncheon due to parking problems...It would be nice to have some info before arrival...lovely tour...nice people and guides.

Most of the people I met were very friendly. There are several things that would make the event better. Take pictures, get permission from home owners! NO DUPLICATIONS of gardens. This was case with Hidden garden tour and garden on the 4/5! Have restrooms! Garden not located in area where available. If you are going to have refreshments, don't run OUT and cut them off before people can get to them. This was kind of poor-better to just not have any! / I like the flags but maybe they could be a little more colorful to see!

Mostly we have been visiting the two home tours each year because we live in a lovely home built in 1991 in Florence. It now looks like a lovely home built in Charleston in 1791. My husband is an extremely proficient finish carpenter by avocation (and an electronics engineer by profession.) It has taken us twenty years--and we are not done yet--to make people believe they are in Charleston the minute they enter our driveway.

My daughter and family live in Charleston and we own a second home here so we spend about 3-4 months here each year. I have invited a number of friends on different occasions to visit and taken them on House tours and other tours in Charleston. I believe the House and Garden Tours are a great contribution to the visitor experience, but could do with more variety (I understand the difficulties of this, but have more than once found myself touring the same homes as last year) and better docent information, though I realize they are volunteers. / / I also think more advertising in garden and house magazines and the home sections of East Coast newspapers would help Charleston tourism and the tours in particular.

My friends and I have attended the House and Garden Tour for 8 years now. It is a fun annual event for us, however this year we were a little disappointed. The tour we took was a "Candlelight Tour".....now realizing that this time of year it is light for a while, there were still no candles, even after it was dark. Previous years we loved seeing the houses and gardens in the pretty glow of candlelight. It seemed at some homes candles were placed, but had not been lit. Don't know if the docents neglected to do so or what happened. Also, in the past docents have been very knowledgeable, but this year not so much. The street directors were especially vague on directions. Also, we know restroom facilities are difficult to come by, but would like to see the map marked with areas where one might find a restroom.....sometimes you just need to find one. I absolutely enjoy the tours and will continue to do so, but did want to offer these comments. Thanks for your time.

My husband and I really enjoyed our visit to Historic Charleston. We would visit more often if we lived closer. It is a 5 hour drive from our home in Eastern North Carolina. We have always enjoyed visiting historical cities and homes, especially plantations. We have visited Williamsburg, VA many times over the years, but we like Charleston because many of the structures are original, not recreations of former buildings. We really enjoyed visiting Drayton Hall for that reason. We certainly enjoyed touring the lovely homes on the King Street Tour and would have loved to have been able to do more house tours. None were still available when we scheduled our trip. Even the Glorious Gardens Tour was sold out! We were disappointed, but at least we were able to do the King Street Tour. We very much wanted to do the Houses and Sites of the Revolutionary War but we had to leave on Saturday morning. Maybe we can do that one in the future.

My party was extremely disappointed with the Church Street tour. Some of us had attended in the past and found the homes to be completely lacking in interest. Including 2 homes that were built after 1960 was disappointing. One "garden" was simply an unintended lot that seemed totally out of place on a tour such as this. Not worth the time or ticket price!

My recent visit reinforced my desire to retire to Charleston.

My son n I really would have preferred more freedom to walk thru the houses. We probably would have gone thru each faster . The # of houses avail each day10 was perfect but we didn't do all because the pace was slow in each house.

my trips to charleston are always wonderful. when possible I bring my husband and we make it a mini-vacation

My wife and I look forward to taking the house and garden tour every spring when we visit my family! The tour is very well organized and informative. I believe it is a "must-see" for anyone interested in history, architecture, or gardening.

Need a wider variety of gardens or lower the price. Atlanta garden tours are much more extensive and cost less.

no one told us when we ordered our tickets that the bridge would be closed for the race. This made it a little more inconvenient to go from Mt. Pleasant to downtown.

Nobody appeared to simulate the attendance process from the standpoint of an out of town person. It was at times ragged and frustrating. My wife is on the board of a horticultural society and she was

concerned for you in terms of the adverse impacts. Programme wording was imprecise in places and others from out of town we met had similar war stories
Not only is the history and beauty a reason to visit your city; but the food!!! Outstanding!! Love your city!!!
Once again, I am deeply offended by the use of Yankee and War of Northern Aggression. Additionally, I am deeply opposed to seeing the horse driven carriages. Yes, they are work horses but in that heat it is unconscionable. London and Paris, among other cities, have banned those carriages. Lastly, I drove to CHS daily for four days from my month-long stay in Beaufort to attend the Festival. I hope this doesn't skew your data.
One concern I have is the noisy traffic - trucks and motorcycles that are constantly making noise all night. I have traveled extensively in Europe and enjoy having the traffic free areas in the historical areas. Has it been discussed?
One docent wore a lovely "Southern" hat. It seemed to add so much to our time at the tour house. I would love to see more of the docents wear the lovely hats that we saw in the shops. It would be really fun. We just don't get to wear the wide brimmed hats in the rest of the country.
One of our favorite cities.
Our "souvenirs" we're clothing and pieces of art. We were very impressed with the local galleries.
Our annual Charleston visits are the highlights of our annual trip planning. We absolutely love the city, the accommodations, the "locals", and the Home and Garden tours. EXCELLENT JOB!!!!!!
Our group had a lovely time in Charleston with the tour, golfing, shopping and dining. What a beautiful city. Next to Savanna it is my favorite
Our son is now living and working in Charleston which is promoting our traveling south to visit both him and the charming city. This year, we were braver in our driving and now feel more comfortable exploring the area and the city.
Our tour of the Church Street homes and gardens definitely did not meet our expectations, based on the information provided in the advertising and brochures from the web site. Neither the houses nor the gardens were spectacular and there was not a lot of historic value in the tour. Also, we had to wait at each stop and barely finished the tour in the allotted three hours.
Our trip was to see Charleston and the dates were selected to enjoy the Garden Tour. We were not interested in touring homes, just gardens. The experience was enhanced by the Palmetto Carriage tour, visiting the Charleston Preservation Society shop, and the garden tour. We thoroughly enjoyed the food! Husk, Carolina's, SNOB, Hank's Seafood, and the restaurant at Middleton Place. Would have enjoyed another day to re-visit some of the shops including the Charleston Preservation Society shop. We missed Angel Oak unfortunately. Our accommodations afforded a quiet shelter with a fantastic view every morning and evening.
Our visit was really enjoyable and we look forward to returning and seeing many of the homes that are open year round for tours, as well as enjoying the historic homes tour. Your do a fine job of organizing and showing the beautiful homes. It was delightful.
Overall I truly enjoyed the trip. I will say I was a little disappointed in the flower showing of the gardens. I expected a "grand" scale but what I saw did not meet my expectations. Others in my party agreed. Enjoyable just lacked the WOW factor.
Please do not share my email address with anyone or another organization other than the Historic Charleston Foundation
Please do not share my personal information!
Please do not use ANY of this information with any organization connected with advertising. I do NOT want anything you know about me given away or sold.
Please keep me on your mailing list

<p>Please make docents understand that Festival of Gardens and Homes attendees are guests to the city of Charleston and deserve to be treated as such. If we cannot be welcomed GRACIOUSLY, then why go through the entire exercise? The docent at House # 9, Legare Street at about 4:00 p.m. on Tuesday, March 27 really, really needs some in-house training on the art of being a good representative of her fair city. She is really lucky that no one turned the tables and let her be the recipient of a good tongue lashing.</p>
<p>Please make sure the host/hostess in the houses tell correct information. They represent our city and our visitors believe what they say is true and accurate. If they do not know, they should not make stuff up.</p>
<p>Please teach the volunteers at the ticket office how to do their job effectively. Otherwise, employees may need to be hired. I will not continue to attend these events if I am treated so rudely by your volunteers.</p>
<p>Please thank the owners for allowing us to traipse through their homes. Each of the homes was lovely and inspiring.</p>
<p>Previously I attended the Glorious Garden Tour portion of the Tour. This year we attended the Meeting Street Tour. When I go again, I likely will try &amp; schedule my visit to coincide with the garden portion of the Tour. I love shopping in Charleston and had a great time browsing on King Street. The parking situation was very easy to deal with and I thought the charges were reasonable. The restaurants are many &amp; varied and we had great food wherever we stopped, including the fun spots at Folly Beach. Getting to downtown Charleston from Folly Beach was incredibly easy.</p>
<p>quality of gardens was poor, we went on the Thursday Garden tour</p>
<p>Re: home and garden tour, we were disappointed that a few of the homes were "repeats" from just two years ago. I don't know if your literature states that this is a possibility, but if not, you should include some disclaimer.</p>
<p>Really loved the tour. Hoping to do another next year!</p>
<p>See earlier comments</p>
<p>Since we had to park in order to pick up tickets and the wentworth tour is a distance a shuttle would have been helpful.</p>
<p>Some of the house were a disappointment. I didn't like the fact that you wait 20min then only get to see the livingroom and kitchen</p>
<p>Staff in the office were very busy but still managed to find time to talk and were very pleasant.</p>
<p>survety is too long</p>
<p>Survey is way too lomg</p>
<p>Taking photographs would be appreciated, but ... the law. / It would certainly be enhanced if we could get a glimpse of the inside of some of the houses. / Make certain all the gardens are truly worth seeing.</p>
<p>Ten years ago on my first visit, the sweet grass baskets were about \$100 or less, now my same basket is \$340!!!! I had planned to buy some but they are out of my price range now for gifts. The baskets are much smaller now for more money. I know you don't have any control over that but it was just interesting to me.</p>
<p>thank you for an interesting opportunity.</p>
<p>Thank you for such a wonderful time in Charleston. The Garden Tour was just the icing on the cake!!!!!!</p>
<p>thank you for the home and garden event</p>
<p>Thank you for the opportunity to see inside some of the beautiful houses in Charleston. Maybe the House and Garden tour I was on wasn't what I expected, but maybe there are others I would like</p>

better. I appreciate the home owners being willing to open their homes to the public.
Thank you for this event! I had so much fun.
Thank you so much for a wonderful weekend
Thank you to the many volunteers who put this wonderful event together...I have fallen in love with 'Charleston and its people.
Thank you!
Thank you!!!
thanks for all the hard work.
Thanks for all the work to make this happen. We thoroughly enjoyed the weekend. It would have been nice if the flowers were in bloom, but the gardens were still lovely.
Thanks for all your efforts in Charleston. I would support this organization financially if I lived near by, but have work to do in our community, so that is where my donations go. Thanks for the good example of what is possible.
Thanks for the great work you do.
Thanks!
Thanks, I'll see you again next year!
Thankyou!
The Charleston Harbor Tour was very informative and enjoyable. I would recommend it over other similar tours. Henry, our Captain, was very informative and enjoyable. Also, not only are values instilled in keeping the environment beautiful, your town people are warm and friendly. Everyone was eager to help us, sometimes without asking.
The day we toured was quite warm. I suggest that water be available at regular stops on the tour and that bathrooms be noted on the map and perhaps allowed at some stops along the way.
The duration of the tour from 2:00 to 5:00 is very long without the provision for bathroom facilities. Parking was a problem. Fortunately, we were able to find a free space on the battery after circling 3 times. The day that we picked up tickets, traffic around Charleston was horrendous. We entered the suggested parking garage and traveled to the top level and did not locate a vacant parking space. Came back down and handed the ticket to the attendant and said no space was found and she waved us out. So, I let my wife out at the ticket pick up and circled the block twice, until she came out. We know that the historic layout of historic Charleston is not conducive to the amount of traffic that is generated by modern transportation. However, a better means of picking up tickets should be considered for future events. Some central location should be considered for placement of some port-a-john facilities.
The estimate on money spent is the approximate cost of the bus tour I took from Baltimore that included the bus, hotel, breakfasts, some lunches and dinners, and admission to attractions.
The event is well organized and run efficiently. My only complaint is that several of the docents were clearly uncomfortable speaking to groups. They had a timid demeanor and spoke softly. Once actually whispered her speech. I realize they are volunteers but it does diminish the enjoyment and my desired outcome to learn as much a possible about the history of the homes.
The fact that the azaleas were not in bloom as expected was disappointing. Having chosen the "Glorious Gardens" tour, I expected the docents to be knowledgeable about the plants and gardens and they were not. They had little information even when asked specific questions.
The festival is an excellent attraction and we only wish that this year we had done our research and travelled a week earlier.
The festival was fabulous!

The foundation should be mindful of the properties that they include in the tour, and some of the docents need more preparation.
The four in our party really did enjoy ourselves and I would really like to make the trip again next year..Thanks Kelly
The GARDEN TOUR COULD HAVE BEEN SO MUCH BETTER, IF THE EVENT HAD NOT BEEN OVERSOLD. We were extremely disappointed by that event, but enjoyed the rest of our stay in Charleston. The restaurants and other gardens were extraordinary.
The gardens offered on the Glorious Gardens tour were very disappointing.
The guides were very pleasant and kept the tours moving at a nice pace.
The hosts and hostesses were friendly as we walked into each home and made us feel welcome.
The hotels in the area are too expensive. Please do not recommend the Country Inn and Suites in North Charleston to anyone and make sure to steer people away from it; they steal from your room there, and the manager doesn't care about it.
The House and Garden Tour is a wonderful idea but needs some improvement to really be an "outstanding" event for the city of Charleston!
The house and garden tours were wonderful! Everything was wonderful. Very nice people working as guides, etc. I would like to attend every year. That probably won't be possible, but it will be a goal. Keep up the good work, restoring and maintaining the gardens and homes. Charleston is a treasure.
The number of tourists in Charleston is overwhelming, even during the week. I was surprised that, during my entire day visit to Charleston, I did not hear one person speak with a Charleston accent.
the only challenge with the festival was the torrential downpour we experienced. But, you cannot control the weather. otherwise, it was lovely!
The people we met were gracious and helpful. We had a wonderful time in your city.
the tour would be improved if at every garden, you were given a little background, history of the garden & home. It would be nice to tour the historical home that hosts the reception.
The volunteers were great.
The volunteers who served as guides did a very good job and were very informative.
The weather certainly cooperated to make the House and Garden Tours very successful.
The weather was so nice and the gardens SO lovely this year, it would be nice to be able to enjoy "refreshments" some place on the tour! / I heard several out-of-town people ask for nearest bathroom, bar, restaurant, or shop to buy water, etc. / This would add comfort and convenience and give visitors a real feeling of "welcome," even if they had to pay extra for it! "Refreshments" could be sold or, if that is prohibited in the neighborhoods, a ticket could be purchased separately (in advance, if necessary) to cover the costs (or make a profit) at a "hospitability tent," reception, etc. / Having the art gallery and its garden on the tour ONLY made me notice that there were NO refreshments and made me feel it was "marketing." / Also, the closure of certain houses on certain dates on the same advertised tour made me feel like I was getting less "value" for my ticket price.
There are better ways to monitor guests and allow for self-guided tours. Experienced house/graden tourists may find it easy to "scan" a property quickly if they are looking specifically for individual details that they come to see. To keep tour goers in closely herded groups is unnecessary and maintains a constant sense of "crowdedness"...
There were probably a total of 3 of the 20 or so people we encountered that had historical knowledge of the city and what the homes & gardens tour homes meant to the city. I was interested in the history of Charleston & got more history of the city on a ghost tour.
Think the tours are a little 'pricey.' However, still did not prevent us from booking 3 separate tours over the course of 3 days. Hopefully, prices will not rise. I give tons of credit to private individuals

who open their private homes to the public. To be commended.
Think you need to do some work on your brochure; you should have a poster that is collectible as a souvenir; you should have more plant descriptions of gardens as they do on other city walks; many of the gardens on your tour are not that interesting--the spaces and hardscape are, but the gardens themselves are pedestrian. Lunch for Eat and Run very dull. Would like to see some sort of event that brought together more gardeners with longer lecture; more creative tours
This annual event has become an important part of our learning about and enjoying our new Southern home.
This event provided the framework and schedule to get to know Charleston in a friendly, welcoming, and safe-feeling manner. Seeing a familiar bracelet in the crowd allowed an opportunity to start a conversation with a stranger who shared a common interest. I had a chance to meet many wonderful people from all over the country. What a great time! Thank you.
This Festival is a wonderful showcase for the gem that is Charleston. I live part of the year in the Lowcountry and visit Charleston at least once a month for shopping/touring. Keep up the good work!
This is my 7th visit to Charleson and I absolutely love my visit there every time.
This survey is way too long
This survey was far too long!
This was a delightful experience and allowed me to see a neighborhood with which I was not familiar.
This was my first visit to Charleston and I loved it! So glad we did the garden tour. Everyone was so nice and I got to talk to quite a few of the docents who were very informative and helpful. Loved the Historic Charleston Foundation shop. I hope to get back to Charleston some time in the next year. As an aside, all four of our high school girls who went on the College of Charleston tour loved the school as well.
This year I attended only the gardens tour and was disappointed with it, especially since I spent \$90. on two tickets. Last year I attended the houses tour and I liked that much better. However, I enjoyed the decorator's house tour, this year and last year, the most. The volunteers at these were very friendly, particularly last year my daughter and I met some very friendly volunteers who gave us great restaurant recommendations. This tour also offers lunch in a lovely outdoor setting at the home.
Tickets are costly and would like to see more colorful gardens
To charge \$45 for this tour, make it worth while and put some gardens on the tour that are larger and/or different. Even so, the cost was much greater than the experience.
Too many personal questions.
Took the Legare St and Est Battery tour. Would love to come back and take additional tours in the future. Lovely city, friendly people, great food. Docents were very knowledgeable.
Tours are for a great cause, the guides were nice , but most stops were ok; nice but not "just beautiful!" as I had hoped for. Same goes for the gardens, but I admire the residents for sharing their homes to promote Charleston's history and architure.
Trams/trolleys or pedicabs should be avaiable to assist with transportation. Several of the houses were quite a ways from each other. The majority of the people on these tours are over 50 years old. The two ladies with me were 61 and 64, each have back issues and were worn out the last 45 minutes. We had to order a bicycle-cab to take us to the last house and then back to our inn at 5:00.
very enjoyable time.
Very nice tour and really pleasant docents and volunteers. I only wish they had not had to talk so long at each stop. I was unable to view all the houses on the tour because of the long waiting periods. This tour was done on a Tuesday! I am glad I was not trying to view them on a Saturday!
Very nice, well run event

Very poor survey. Info requested is not appropriate to needs of the user
Very well organized, guides, docents, etc were very helpful and friendly
Walking the streets going from home to home was such a wonderful way to see the city vs driving.
We always enjoy our trips to Charleston. Visited no historic homes etc. this time as we have done it so many other trips. This was more leisurely time.
We absolutely loved our visit to Charleston!!!
We almost didn't visit Charleston on March 31/April 1 because of the difficulty in finding reasonable accommodation. I believe that the 10K race that took place that weekend made it difficult to find accommodation and greatly increased hotel rates. We enjoyed meeting the volunteers at each garden/home and all made us feel very welcome. After the tour, we enjoyed dessert at the St. Johannes Lutheran Church. It would have been nice to see some reference to this tea in the program brochure. My 80 year old mother toured with us. We appreciated that at one of the gardens, we were invited to sit on the outdoor patio chairs. While my mother handled the tour well, I did notice that there was not much opportunity for taking a brief sit down break. If we had known about the "church tea", we could have planned this break mid-way through the afternoon. Thanks to all your volunteers for the enjoyable afternoon. I hope to attend another tour in the future.
we also visit Hyams nursery
we attended on the last day, there seemed to be docent "issues" that day; medical emergencies and people not showing up. We attended the East Battery tour this year, ha done Meeting St. in the past. I thought Meeting St. was better but really enjoyed the 3 homes on Water St. But really, adding the Historic Charleston Foundation building on Saturday in place of the 2 deleted homes which had gardens, that was pretty lame. All in all though we love the tour and think it is a good value.
We enjoyed our trip to Charleston and we were delighted to see that the tour of homes and gardens was happening during our visit. We time our spring trips for after tax season, and then see what is available in the area we want to visit.
We enjoyed the tour, but with a \$45 price tag, we felt that each garden should be spectacular - there were several that were, but some were more ordinary....and maybe 2-3 were less quality than expected. Overall....very enjoyable.
We enjoyed the week very much!
We enjoyed the Wentworth Street tour very much.
We found it extremely helpful that Festival staff was posted at some of the street intersections to direct festival goers. We also noticed that some of the festival staff went from garden location to garden location checking that everything was running smoothly.
we had a delightful time and enjoyed the homes and gardens.
We had a delightful time in Charleston but were disappointed with the Garden tour. People were delightful and the hostesses at the reception were extremely nice. The gardens there were beautiful, best part of the tour.
We had a delightful vacation !
We had a wonderful time in Charleston from start to finish. It is undoubtedly one of our top vacation destinations!
We had a wonderful time...We are planning to go again next year!
We had a wonderful trip and the house tour was the highlight of our stay!
We have a huge complaint about the cost of lodging during the tour. Friends of ours visited Charleston in late February and recommended the Doubletree. We timed our trip to include the House and Garden Tour. When we checked out the cost of staying at the Doubletree, the cost had gone up by almost \$75. Outrageous!!!

We have been coming to Charleston for a long time. No particular reason, we just love it.
We have been visting Charleston for many years - that is the main reason that we did not take advantage of more opportunities. We love your wonderful city!!
We have enjoyed a 2nd home at the Isle if Palms since 1980 and become involved in the / Arts and Music community of Charleston. We share the culture of both Charleston and Chicago.
We hired two rickshaws(sp?) for our second day of tours. It was so enjoyable. We felt we were able to see more and the drivers were very knowledgable. I wish there had been a place under, perhaps a tent, where you ould stop, sit, get a beverage and go to the bathroom along the way. Two of our party were not as moble as others and a break would have been most welcome since they could only do part of the tour each day.
We hope to visit Charleston again next year during the festival and visit some of the historic houses!
We just love Charleston
We live in the Midwest and may not make it back to Charleston for a few years.
We love Charleston! The wonderful people and hospitality, history, architecture, great food, gardens, fashion, beaches and weather--I hope we will live in Charleston.
We love the Charleston area. We've been twice and plan to return. We have found the culture to be that of what we'd expect from the South - warm, charming, and incredibly friendly. Keep up the good work.
We loved Charleston and it's southern charm and beauty. We will be coming back again this year.
We loved Charleston! The food and people were great. I was a bit surprised at the lack of ethnic/racial diversity at the Festival of Homes and Gardens and in general. However, this was great fun and we appreciated all the volunteers and home owners who allowed us to peek into their stunning homes.
We plan to retire in Charleston, but we have to make a living in Charlotte. THank you!
we signed up in advance for the glorious garden tour and the hidden garden tour, both advertised as totatlly separate tours. when we arrived in chs and looked at the brochure event itinerary, we noticed that the half of the houses on the hidden tour were the same as the glorious tour. we were very disappointed since these tours were purchased at the same time, and were only 2 days apart, and we were not told that there would be any overlapping of gardens in them. we did not attend the hidden tour as we felt it was waste of time on our last day in charleston and chose to do something. we were really upset as these tours were our reason for visiting charleston (we live in PA) and we felt deceived.
We think the Festival is well done, and we love it.
We thoroughly enjoyed Charleston and will come back again. One standout feature was the number of high quality antique shops which I think you should promote as this is rare,
We thoroughly enjoyed the good weather and the house and garden tours.
We were appreciative of the opportunity to take the garden tours and therefore see how people in Historic Charleston live. However, in general, we found the gardens very ordinary and not worth the price of \$45. We do appreciate that the price is support for Historic Charleston's efforts. We were surprised and very disappointed to find that the some gardens were repeats of the first of the two days we toured, especially considering the cost of the tour. If repeats are necessary to accomodate persons who cannot come on a particular day to see a garden, then it should be noted by an asterisk in the brochure that a specific garden is a repeat previously offered for viewing. We attend garden tours frequently in our home state of California and feel that our comments come from an experienced perspective. All said, we thoroughly enjoyed Charleston and stayed long enough to see most things of note (8 nts.).
We were disappointed that 3 properties were duplicated on 2 of the tours we attended. The tours

were onlt 2 days apart and other people we met expressed a simliar sentiment.
we were given the wrong colored wrist bands for our day of the tour. I had my receipt and we were allowed into the homes without any difficulty when I showed my receipt.
We were just a bit disappointed in the Festival; we had expected to see some flowers. Perhaps we should have been looking for small hidden gardens with no blooming plants. The crowds were difficult to maneuver in, but I suppose we should have expected that there would be long lines.
We were on the Saturday tour. The docents were very welcoming and also concerned about us when a potential tornado was predicted. I felt that we would be safely sheltered if extemely severe weather hit. I really enjoyed the houses, the variety and the history of the houses and furnishings.
We were pleased to experience the Circa wine tasting event - once; will not do so again.
Well-organized events with friendly, knowledgeable volunteers.
what an enjoyable visit to charleston. we came with friends on one thursday and made certain we included charleston for the garden walk on the following.
will move to Charleston as soon as possible- within 3-4 years...we love the area and the people. Thanks you. The folks who hosted the Festival are terrific...
Will sign up for tours earlier than we did this time. Only a few were available.
Within this past year we have purchased a new car, a new home and done major repairs to the home and landscaping. We enjoyed Charleston very much and look forward to visiting often.
Wonderful area to visit..so much history
Wonderful city to visit! People are friendly and helpful.
Wonderful concert - it was nice that they shared the history of what they were singing...A great way to entertain visitors! Thank you~
Would have liked to see/hear more about history/architecture rather than the homeowners acquisitions.
Would it be possible to have some of the garden and/or home tours to start in the morning?
you ask too many questions
You have done a wonderful job yet again this year. I love Charleston, the culture, the history, the food. Thanks so much for opeing your doors to us and welcoming us so graciously.
YOU LIED -- IT HAS TAKEN ME 25 MINUTES TO FILL OUT THIS QUESTIONNAIRE -- ENTIRELY TOO LONG!!!
You might think about having a morning tour - 9AM to Noon and then a second tour 1PM to 3PM. Therefore, only selling a certain number of tickets for each time. This might elimate people having to wait outside for each home. I personally skipped two homes due to the lines outside.
You need to send out surveys to the people that volunteer during the House and Garden tours. Changes need to be made in how things are done.
you should have a "decline to answer" on the annual income question..it's really none of your business
your volunteer staff was most pleasant and very helpful