



2020 Report Market for Gullah Geechee Heritage Tourism

Gullah Geechee Cultural Heritage Corridor NHA

T'engkful: Appreciation and Thanks

On behalf of the **Gullah Geechee Cultural Heritage Corridor and Commission**, we thank the community members, historic and heritage sites, tourism officials, tour guides, artists and performers – and future visitors – who generously provided their time, experiences, and expertise to help us better understand the interest in Gullah Geechee cultural heritage tourism. We believe there is enormous potential for tourism to directly benefit Gullah Geechee people and to support preservation and conservation in the Gullah Geechee Corridor.

We also thank the **Gaylord & Dorothy Donnelley Foundation** for generously funding this planning work through their Artistic Vitality fund which provides general operations grants to arts organizations to support, strengthen and connect the Lowcountry arts ecosystem.

Cover Photo: Gullah Museum of Hilton Head Island, SC.



Dr. Dionne Hoskins-Brown, Chair
Gullah Geechee Cultural Heritage Corridor Commission

Heather L. Hodges
Executive Director, Gullah Geechee Cultural Heritage Corridor

Gullah Geechee Cultural Heritage Corridor

The Gullah Geechee Cultural Heritage Corridor is a National Heritage Area established by the U.S. Congress in 2006 to recognize the unique culture of the Gullah Geechee people who have traditionally resided in the coastal areas and the sea islands of North Carolina, South Carolina, Georgia and Florida.

We encourage you to visit and learn more about Gullah Geechee people and a unique, world culture. Visit us at gullahgeecheecorridor.org to learn more.

Our nation's federal National Heritage Area program is managed by the U.S. National Park Service. We thank them for their support for our work.



Gullah Geechee elders and storytellers Amy Lotson Roberts and Margie Washington share stories in Darien, Georgia.

Project Overview

- ▶ The Gaylord & Dorothy Donnelly Foundation awarded the Gullah Geechee Cultural Heritage Corridor Commission a planning grant to help us better understand the heritage tourism potential across the Gullah Geechee Cultural Corridor NHA. This is the first time this level of market research has been done.
- ▶ The Gullah Geechee Cultural Heritage Corridor Commission partnered with **Mandala Research**, a leading consulting firm in travel and tourism, with expertise in cultural and multicultural tourism.
- ▶ The research was designed to provide the Commission and its partners with a full understanding the U.S. leisure market and to identify potential audiences for Gullah Geechee historic and cultural sites, attractions, and events.

Project Overview

- ▶ Research has several components:
 - A national survey of 1,000 U.S leisure travelers (U.S. Market Study).
 - Focus groups, in-depth interviews, and survey of Gullah Geechee community members and stakeholders.
 - In-depth interviews with and survey of staff of Convention and Visitor's Bureaus and Destination Marketing Organizations within the Corridor.
 - Interviews and surveys of tour operators.
 - Interviews with Gullah Geechee Cultural Heritage Corridor Commissioners.



Historic Harrington School on St. Simons Island, Georgia.



2019 Taste of Gullah Festival and Georgia Sea Island Days Festival
St. Simons Island, Georgia



Visitors learn about the Gullah Geechee ring shout tradition in Riceboro, Georgia.

U.S. Market Study

Nationwide Survey of Travelers

Background + Objectives

- ▶ This report presents a current profile of U.S. leisure travelers, revealing several segments of travelers that have high potential to visit the Gullah Geechee Cultural Heritage Corridor.
- ▶ The goal of the study is to help understand the potential for tourism across the Corridor through insights gained from traveler behavior, attitudes, and travel spending.
- ▶ In addition the study examines travelers' interest in African American heritage and culture and their interest in traveling to the South for exploring these topics. It also determines the potential for traveler spend in the Corridor.

Analytical Note

- ▶ Results throughout this deck are reported on by “Total.” Any statistically significant differences by sub-groups are noted on each slide. Definitions of the sub-groups:
 - ▶ Drive Market: Live in Florida, Georgia, North Carolina, South Carolina, Virginia, Tennessee, Alabama
 - ▶ Core/Visited: Travelers who had visited on last trip (last 18 months)
 - ▶ Corridor states: Florida, Georgia, North Carolina, South Carolina
 - ▶ Race: Caucasians, African American, Hispanic, Asian
 - ▶ African American Culture Enthusiasts: Travelers who say that the “availability of African American cultural, historic sites and attractions” is “very important” in their choice of destinations.
 - ▶ Generations: Gen Zers, Millennials, Gen Xers, Boomers
 - ▶ Household Income (annual:) Under \$100K, \$100,000+
 - ▶ Gender: Male, Female, LGBTQ

Note: Significant differences at the 95% confidence level are noted in call out boxes on the slides. In addition, on several of the charts there are yellow circles that draw attention to certain numbers, these do not necessarily indicate ones that are statistically significant, they are simply there to highlight a point.

Key Findings

- ▶ **The potential leisure spend for the Gullah Geechee Corridor States is \$34B.** This is based on travelers who have both indicated they would visit one of the Gullah Geechee sites asked about in the study and expressed interest in visiting African American heritage sites in the South.
- ▶ Food & beverage is the largest category of trip expenditures for leisure travelers, with an average spend of \$250 and “experiencing local cuisine” is the most popular activity travelers participate in (65%), setting the stage for the showcasing of Gullah Geechee foodways.



Shrimp and grits from Gillies Seafood Restaurant on James Island, SC.

Key Findings

- ▶ With shopping at 80% and visiting state and local parks at 50% and historic sites at 58%, the Corridor provides ample amenities and activities highly sought by these travelers.
 - ▶ Travelers who say they will visit the area are more likely to shop than other travelers: Outlets (50% vs. 38%), Malls, (60% vs. 46%,) local artisans/crafts (51% vs. 38%,) shopping downtown locations (51% vs. 38%)
- ▶ More than 80% of travelers use some type of paid lodging (hotel/motel (52%), B&B (11%), shared economy [e.g. Airbnb,] (11%), condo/home/apartment rental, (9%) presenting a very positive message for cooperation with area destination marketing organizations and their hotel partners. Both digital and on-site promotional material at these lodging locations can assist in raising brand awareness among lodging guests.



Key Findings

- ▶ Average spend on lodging per trip is \$399.
 - ▶ Nearly one-half (46%) of all travelers stayed 3-5 nights on their last leisure trip.
- ▶ Nearly 60% of these travelers traveled under 500 miles to their last vacation destination, which includes 38% who traveled 250 or less, providing evidence of the radius the Corridor may want to consider for its outreach and marketing efforts.
- ▶ The extended planning period of many travelers (between two to six months), presents opportunities for building on the positive associations travelers already have about Gullah Geechee culture, further defining these qualities with travel experiences and ultimately, increasing interest in repeat visitation.
- ▶ With just over one-fifth (22%) of African American Culture Enthusiasts (ACE) planning their travel within 1-6 days of departure, there exists an opportunity for influencing spontaneous travel or last-minute “impulse buys.”

Key Findings

- ▶ Overall, the relative importance of African American culture in choice of a destination is high with 36% of all travelers ranking it either “very important” or “somewhat important,” and with African Americans (50%) and Millennials (49%) statistically more likely to say it has this level of importance.
 - ▶ In addition, African Americans (39%) and Millennials (28%) are much more likely to consider it “Very Important” compared to other travelers (19%).
- ▶ More than a third of all U.S. travelers (36%) say that “the availability of African American cultural, historic sites and attractions” is either “very important” (19%) or “somewhat important” (17%) in their choice of leisure destination.
 - ▶ African Americans (39%) and Millennials (28%) are much more likely consider it “very Important” compared to other respondents (19%).

Key Findings

- ▶ Nearly one in four travelers are aware of the term Gullah Geechee and have positive perceptions of it (24%).
- ▶ A larger percentage of the Drive market is aware of the term (37%) and just over half of all African American Culture Enthusiasts (ACE) are aware (51%).
- ▶ Other segments with higher levels of awareness of the term Gullah Geechee include African Americans (41%), LGBTQ (42%), Millennials (34%) and affluent travelers (32%).



The McIntosh County Shouters of Bolden, Georgia are NEA National Heritage Fellows.

Key Findings

- ▶ More importantly, these travelers had very positive associations with the specifics of Gullah Geechee people including history/heritage, locale in the coastal region, unique language, historic contributions to the region's economy. These attributes are very positive and indicate areas of interest and opportunities for more education.
- ▶ Likewise, there exists a strong awareness of key Gullah Geechee destinations and historic sites asked about in the study, particularly among the Drive market, African American, African American Culture Enthusiasts, Millennials and LGBTQ travelers.
- ▶ This is good news for the Corridor as “awareness” is the cornerstone of awareness and from here efforts should be directed to educating travelers who have awareness of the Gullah Geechee culture to the tourism offerings of the Corridor while continuing to raise awareness among travelers who participate in activities in the Corridor offers and have interest in traveling to explore African American heritage.

Key Findings

- ▶ Higher levels of awareness of the words Gullah Geechee correlates highly with **intent to visit** the Corridor. Travelers with significantly higher levels of intent to visit include:
 - ▶ Travelers who have visited the Corridor states on their most recent trip in past 18 months (meaning high 'intent to return' to the region)
 - ▶ Travelers who live in the "Drive Market," for the Corridor, defined as the Corridor states and surrounding (Tennessee, Alabama, Virginia.)
 - ▶ "African American Cultural Enthusiasts," for whom African American heritage is a driver in their choice of destination (60% are African American, 30% Caucasian, 10% other racial backgrounds.)
 - ▶ African Americans
 - ▶ Millennials
 - ▶ LGBTQ

Key Findings

- ▶ Those who have recently visited the Corridor States (NC, SC, GA, FL) and those who express intent to visit the Gullah Geechee attractions in the Corridor participate in the following travel activities significantly more than those who haven't visited or are not as interested in the area.
 - ▶ festivals
 - ▶ historical performances
 - ▶ historical museums
 - ▶ historical sites
 - ▶ African American history museums
 - ▶ African American cultural events and attractions
 - ▶ aquariums
 - ▶ botanical gardens
 - ▶ plantations
 - ▶ outdoor sports
 - ▶ golfing
 - ▶ beaches
 - ▶ parks
 - ▶ farmer markets
 - ▶ night life
 - ▶ amusement parks
 - ▶ shop outlet malls
 - ▶ shop in malls
 - ▶ shop in downtown areas
 - ▶ shop local artisans/crafts
 - ▶ themes trails

Key Findings

- ▶ And, those who are interested in visiting Gullah Geechee attractions in the Corridor are more likely than those who have not visited to:
 - ▶ Use destination apps, apps from service providers and travel magazines to gather information about leisure trips significantly more than those not interested in the area.
 - ▶ Use Disney.com, Snap Chat, TripAdvisor and Travel Blogs.

These travelers are also more educated, earn higher incomes, are younger (under 40) and more have children under 18, compared to those not interested in the area.

- ▶ Themed “trails” also are popular among U.S. leisure travelers. About a fifth (22%)of travelers say they strongly agree that they would “follow themed trails for hundreds of miles to find attractions and sites that follow a particular theme.”
 - ▶ Another 30% say they “somewhat agree” they would follow a themed trail. Together, 52% of travelers have either strong or moderate interest in themed trails.

Key Findings

- ▶ African American heritage is a motivator for travel.
 - ▶ Learning more about the African American experience would serve as a strong motivator for about a quarter of U.S. travelers to take a trip (23%)
 - ▶ Another 23% of travelers say this is “somewhat” of a motivator
- ▶ Just under a quarter of all travelers (24%) express strong interest in visiting sites in the South that are of historic significance to African Americans.
 - ▶ In addition, 27% say they are “somewhat” interested
- ▶ And travelers will go “off the beaten path” to find African American sites
 - ▶ Twenty-two percent of travelers “strongly agree with the statement “I will go out of my way and off the beaten path to visit sites of historical significance to African American travelers.”
 - ▶ Another 27% say they “somewhat agree” with that statement.



Travel Behaviors



2019 Juneteenth Festival at Historic Mitchelville on Hilton Head Island, SC.

Number / Types of Trips

© 2020 Gullah Geechee Cultural Heritage Corridor

- ▶ US leisure travelers take an average of **3.6 leisure trips** per year. Their average number of **business trips** is **1.6**.
- ▶ Travelers also combine business and leisure travel. When they are traveling **within the US**, the average of these combined trips is **1.6**, and **outside the US**, it's **1** trip annually.

Number of Trips

Average	Total	Core/ Visited	AA Cult Enth+	GG Aware	GG Likely Visit
Leisure Within US	3.6	3.6	3.4	3.7	3.5
Business Within US	1.6	1.5	2.0	2.8	2.0
Combined Business/Leisure Within US	0.6	1.6	2.2	2.7	1.9
Combined Business/Leisure Outside US	1.0	1.0	1.8	2.1	1.5

Thinking of all the trips you have taken away from home at least 50 miles one- way OR where you spent at least 1 overnight in the past 12 months, approximately how many of these trips were for each of the purposes listed below?

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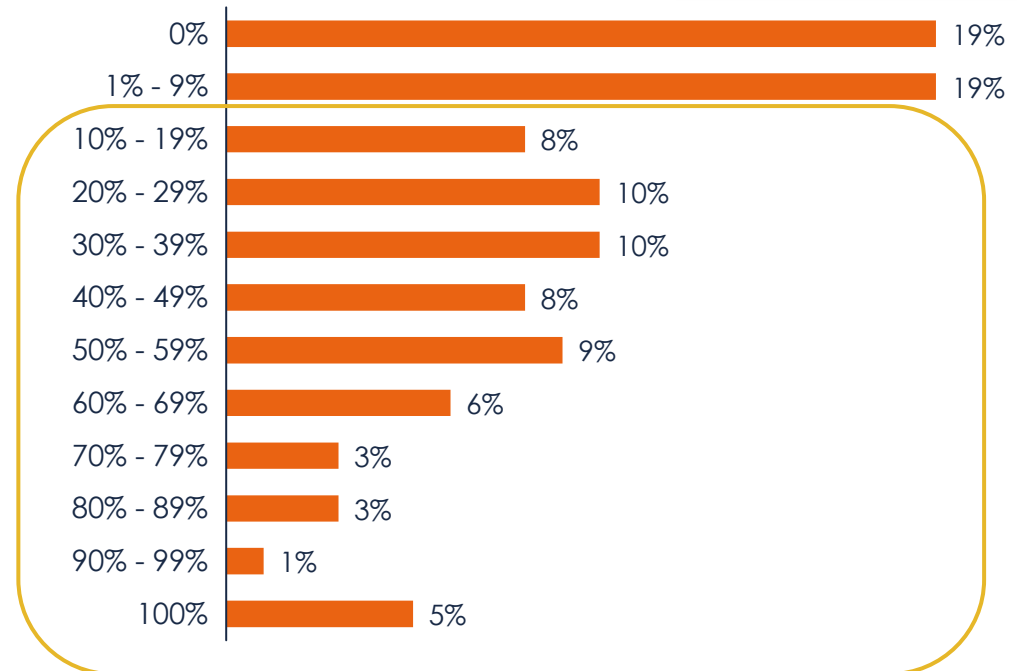
Thinking of all the trips you have taken away from home at least 50 miles one- way OR where you spent at least 1 overnight in the past 12 months, approximately how many of these trips were for each of the purposes listed below?

Number / Types of Trips

- ▶ The majority (81%) of travelers include some form of **Personal/Leisure Activity** during their business travel.
- ▶ Boomers are much more likely than other generational groups to apportion none of their business travel time towards personal/leisure activities. (44%)

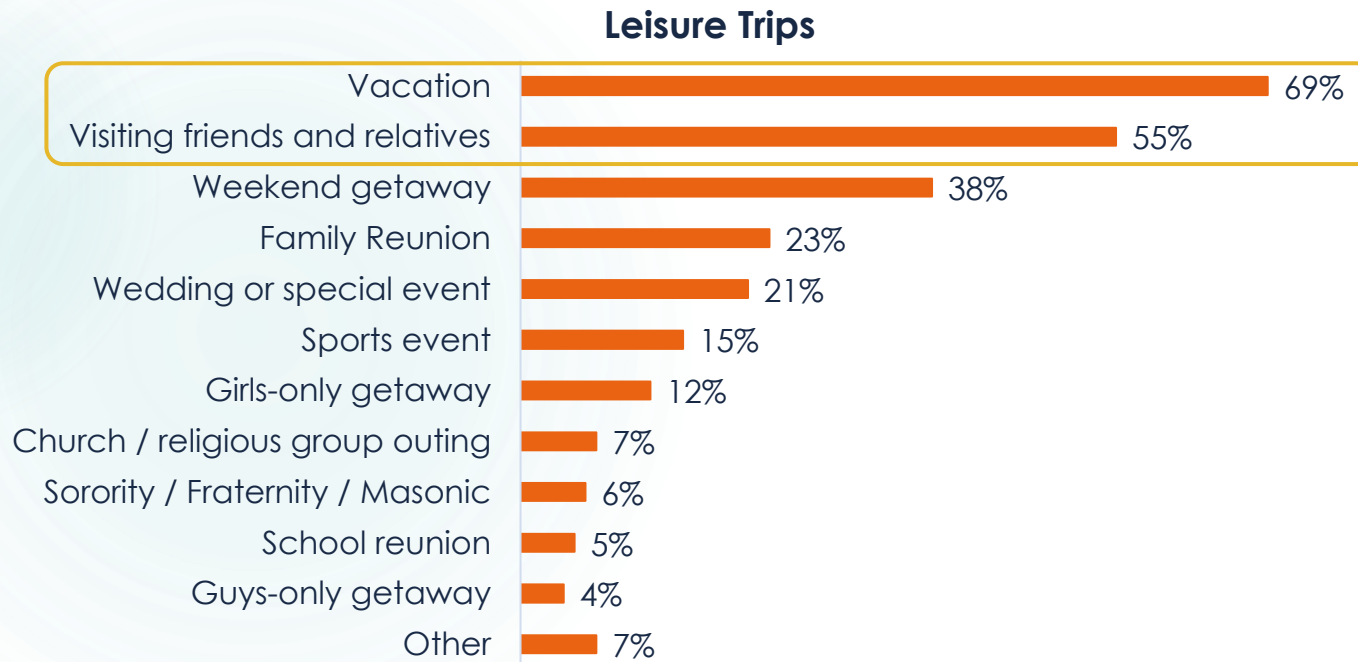
81%

Percentage of Business Travel Includes Personal/Leisure Activities



Types of Leisure Trips

- ▶ **Vacation** is by far the most common (69%) type of leisure trip, followed by **Visiting friends and relatives** (55%).
- ▶ Notably, those travelers with ethnic backgrounds or who are Interested in AA Culture took several other types of trips such as **Weekend getaway, Family Reunion, Weddings/Special event**, etc.



Visiting friends and relatives
65% Boomers

Weekend getaway
47% AA Cult Enthusiasts
44% Millennials

Family Reunion
38% Asians
32% Hispanics
35% AA Cult Enthusiasts+
30% AA Cult Enthusiasts

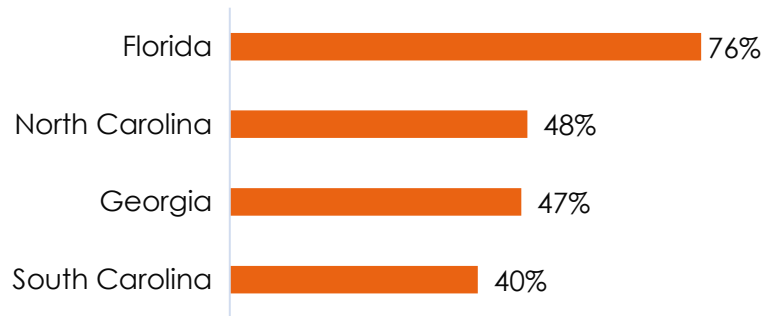
Wedding or special event
36% Asians
30% Millennials

Girls-only Getaway
19% African Americans
19% AA Cult Enthusiasts+

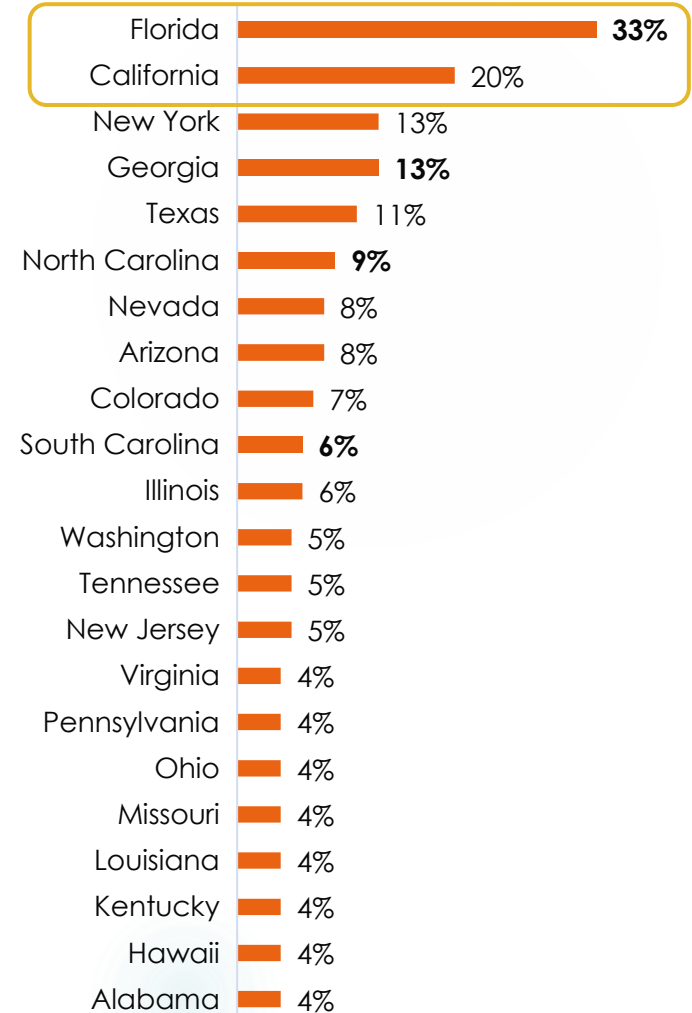
States Visited on Leisure Trip

- ▶ Of the four corridor states, **Florida** was by far the most popular having been visited by three-quarters (76%) of travelers.
- ▶ As for the most recent leisure trip, **Florida** was also number one visited by 33%, followed by **California** at 20%.

Visitors to Corridor States on Last Leisure Trip



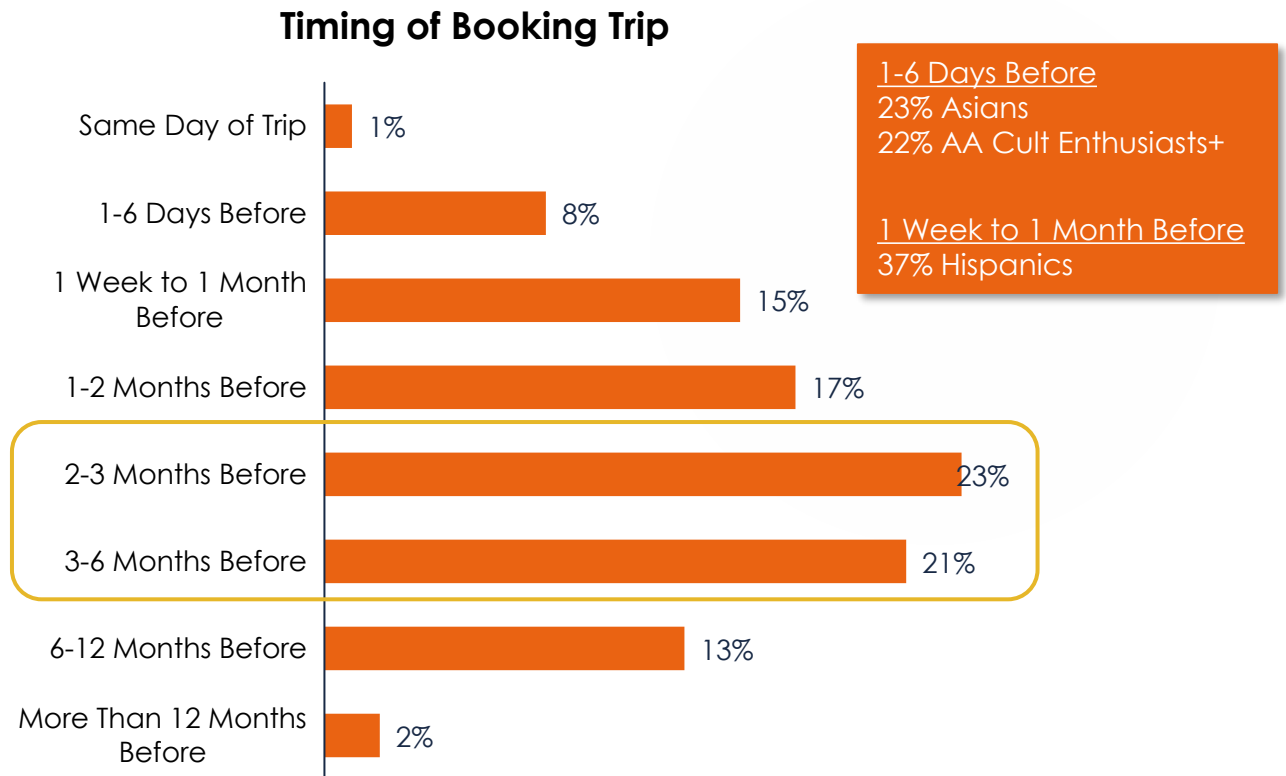
State(s) Visited Last Leisure Trip



Which of the following destinations have you ever visited for a leisure or vacation trip?
Thinking about your most recent leisure trip, what state(s) did you visit? Please select all that apply.

Timing of Booking Leisure Trip

- ▶ 44% of travelers booked their leisure trips well ahead of time, between **2 and 6 months**.
- ▶ While roughly one-quarter (24%) **within the past month** before their trip.
- ▶ Asians (23%) and African American Culture Enthusiasts (ACE) (22%) were more likely than others to plan last minute **at 1 to 6 Days Before**.
- ▶ Hispanics (37%) were also more likely to book a trip closer to the departure date, between **one week to a month** beforehand.



Travel Companions on Leisure Trip

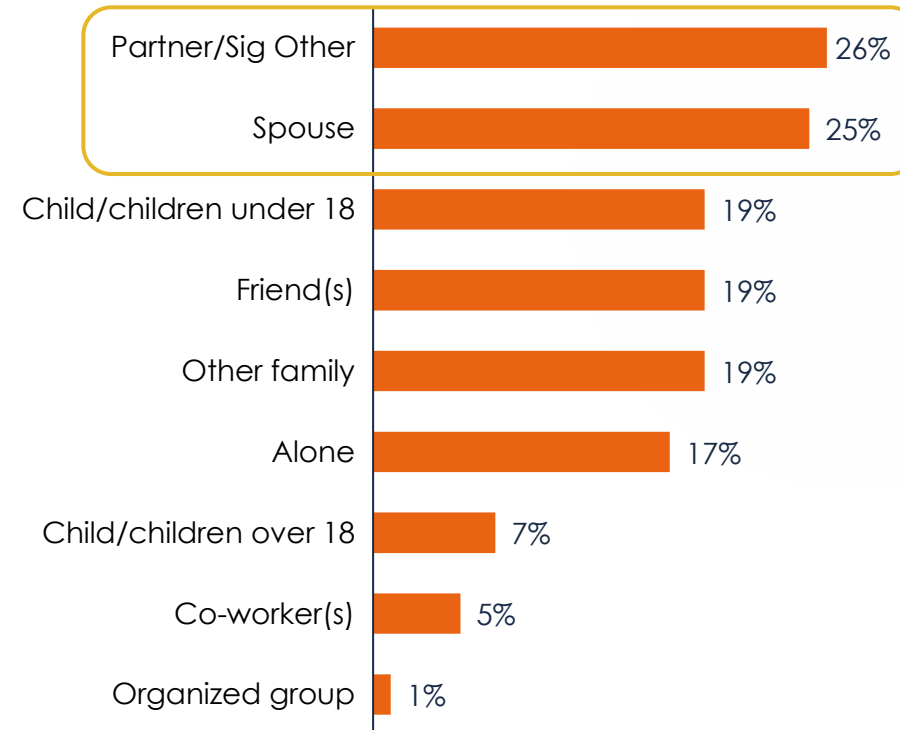
- ▶ The most common travel companions were a **Partner/Significant other** or **Spouse**.
- ▶ Nearly one-in-five (19%) traveled with **Children under 18, Friends** and **Other Family**.
- ▶ The average number of people in the travel party was **3.6**, among these **2.3** were from the household.



Number of People

Average	Total	Core/ Visited	AA Cult Enth+	GG Aware	GG Likely Visit
In Travel Party	3.6	3.6	3.8	3.5	3.5
From Household	2.3	2.4	2.5	2.7	2.5

Travel Companions

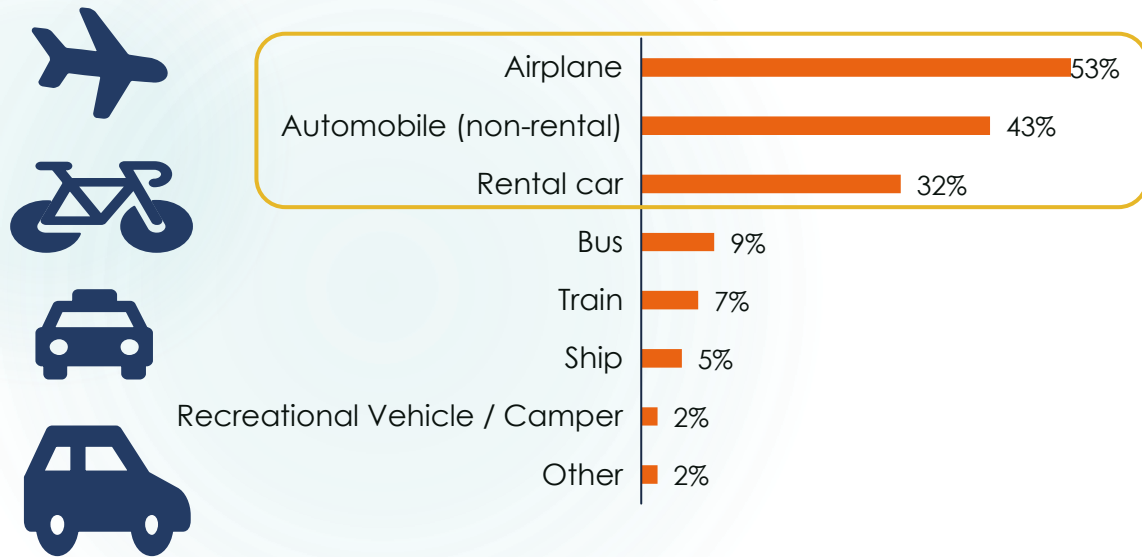


With whom did you travel on this most recent trip? Please select all that apply.
 Including yourself, how many people were in your travel party on this most recent leisure trip? Please include people from your household and friends/family who accompanied you but not those you met as part of a group tour.
 Including yourself, how many people from your household were on this most recent leisure trip?

Transportation on Leisure Trip

- ▶ **Plane** and **Automobile** were the two main modes of transport for travelers on their last leisure trip.
- ▶ The average spent to get to the destination is \$293, while the average spent once at the destination is \$97.

Mode of Transportation



Transportation Spend

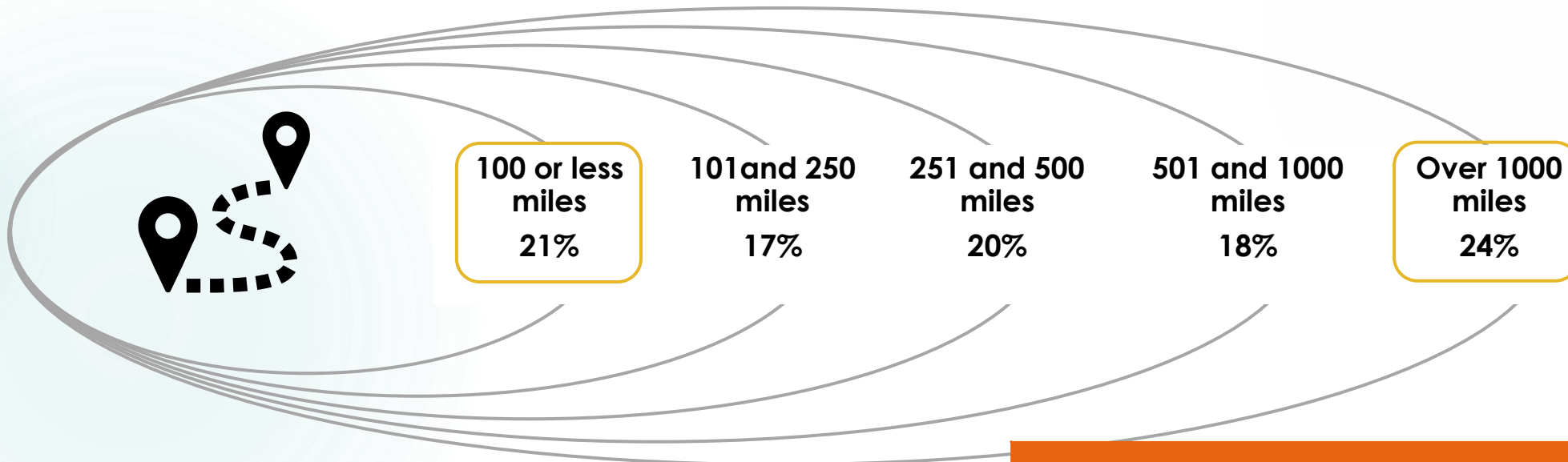


Average	Total	Core/ Visited	AA Cult Enth+	GG Aware	GG Likely Visit
To Destination	\$293	\$323	\$273	\$238	\$286
At Destination	\$97	\$119	\$122	\$95	\$107

Distance Traveled for Leisure Trip

- ▶ Distance traveled away from home varied considerably: one-fifth (21%) traveled **100 miles or less**, while one-quarter (24%) went as far as **over 1000 miles**. This can be largely attributed to the different modes of transportation taken—plane vs. Car. Average distance traveled by travelers is 742 miles.

Distance Traveled

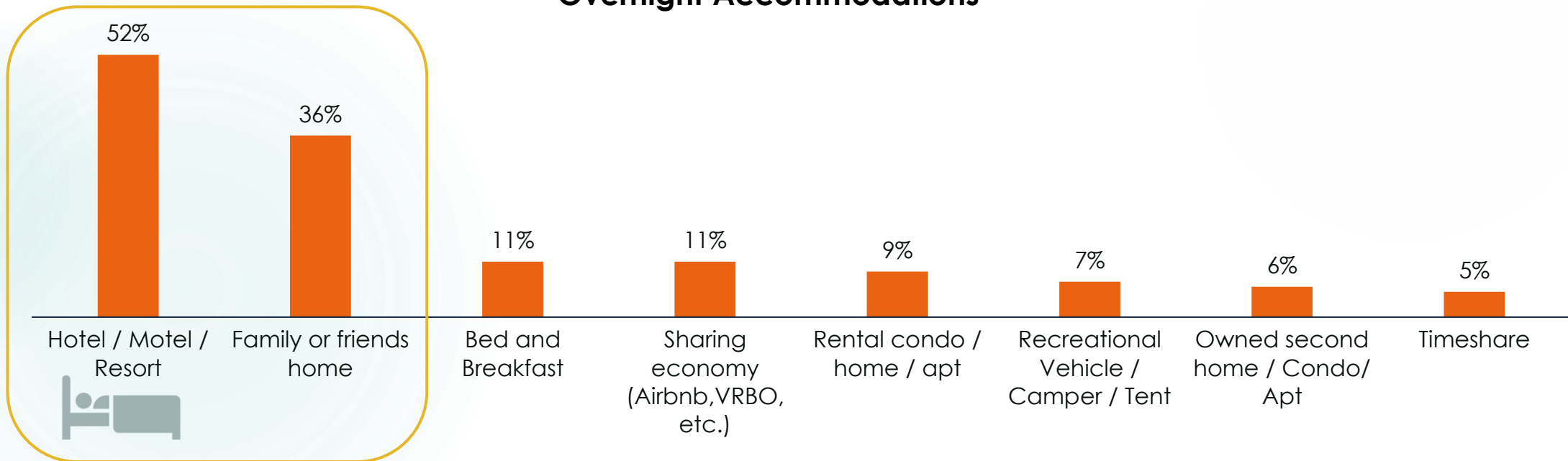


Average	Total	Core/ Visited	AA Cult Enth+	GG Aware	GG Likely Visit
742 miles	663 miles	671 miles	586 miles	630 miles	

Accommodations on Leisure Trip

- ▶ Roughly half (52%) of travelers stayed at a **Hotel** during their last leisure trip, while just over a third stayed at a **friend's or family's home**.

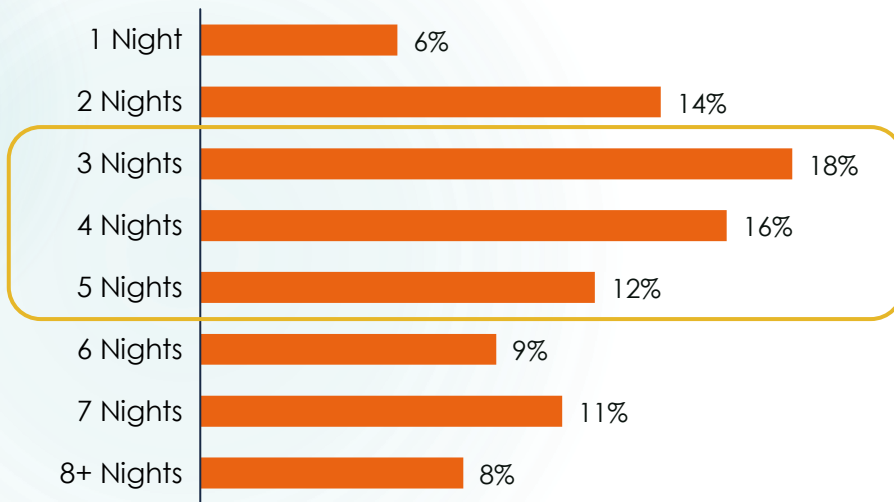
Overnight Accommodations



Number of Nights / Spending on Leisure Trip

- ▶ Nearly one-half (46%) stayed **3 to 5 nights** on their last leisure trip.
- ▶ The average amount spent on lodging per trip is \$399.

Number of Nights



Lodging Spending



Average	Total	Core/ Visited	AA Cult Enth+	GG Aware	GG Likely Visit
	\$358	\$438	\$318	\$220	\$321

How many nights did you stay at the destination while on this trip?

Amount Spent: Lodging


Spending Behaviors on Leisure Trip

- ▶ Average spending per trip is \$250 on **Food and beverage**, \$156 on **Entertainment** and \$193 on **Shopping**. Travelers who say **they will visit** the area are more likely to shop than other travelers: Outlets (50% vs. 38%), Malls, 6(0% vs. 46%), local artisans/crafts (51% vs. 38%), shopping downtown locations (51% vs. 38%)



Spending Behaviors During Trip



Average	Total	Core/ Visited	AA Cult Enth+	GG Aware	GG Likely Visit
 Food/Bev	\$250	\$306	\$252	\$167	\$251
 Entertainment	\$156	\$189	\$172	\$123	\$171
Shopping	\$193	\$260	\$259	\$220	\$253

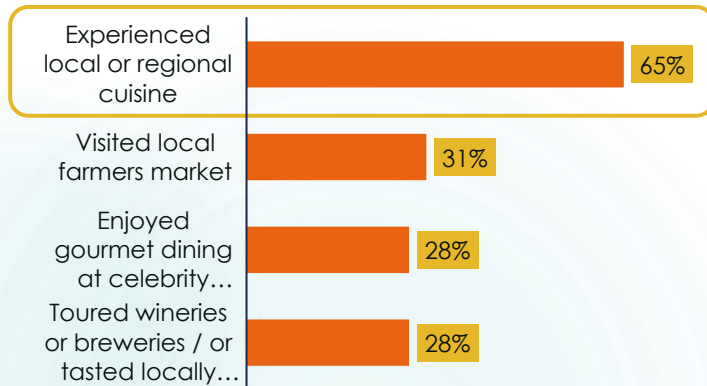
Activities on Leisure Trip

- ▶ **Experiencing Local Cuisine** is the most common activity among travelers (65%) followed by **Shopping Downtown** (56%). The next most popular is outdoor-oriented activities like **Visiting State/Local Parks** (50%), **Beaches** (49%), and **Participating in Sporting Activities** (Biking, Boating, Hiking, etc.) (48%). Following is **Shopping in a Mall** (46%) and **Going Out At Night** (42%).

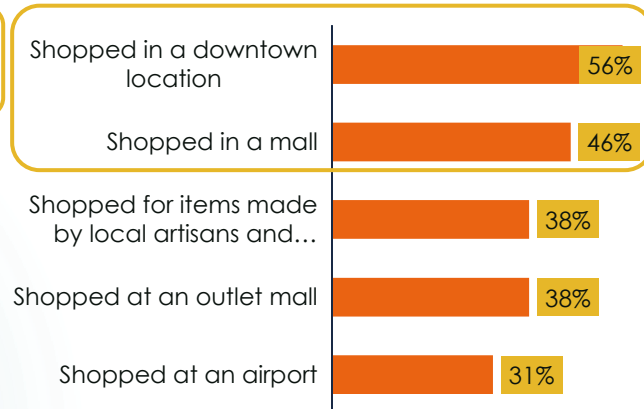
Participation is higher across the board for:

- Millennials
- Gen Zers
- African Americans
- AA Cult Enthusiasts+
- LGBT

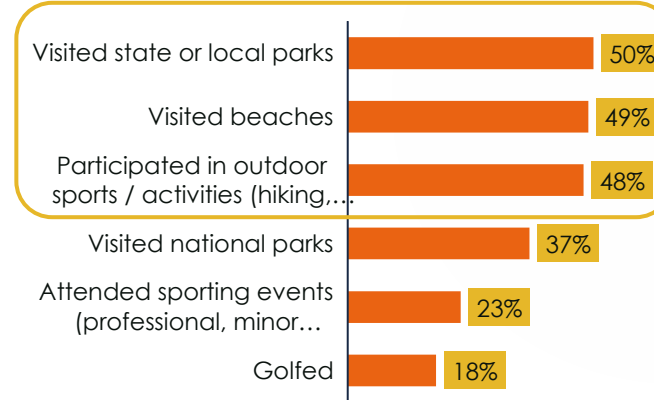
Foodways



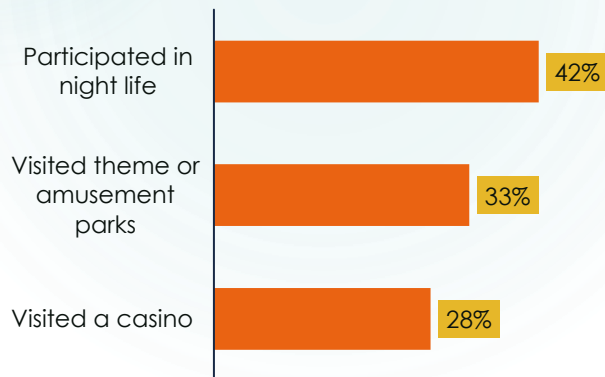
Shopping



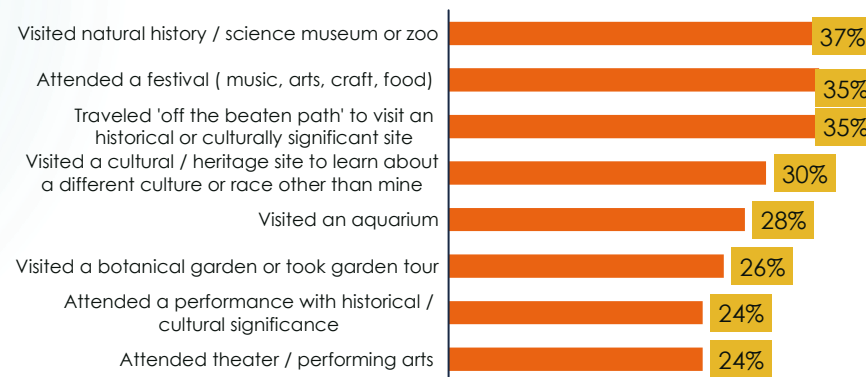
Outdoor Activities



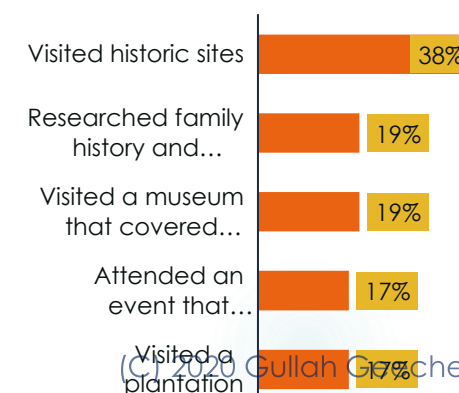
Entertainment and Theme Parks



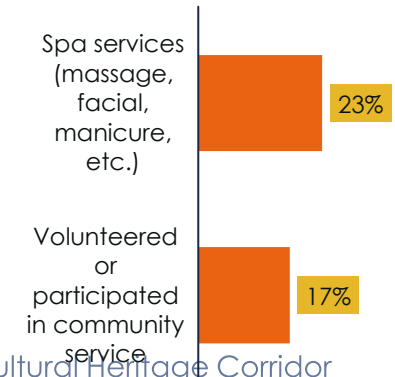
Arts & Cultural Activities



Cultural & Heritage



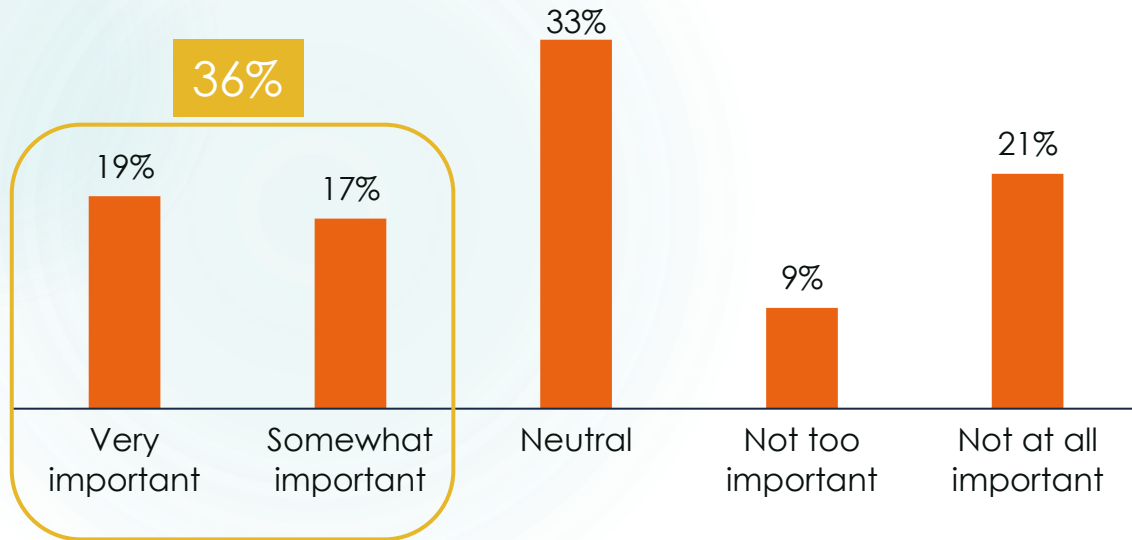
Spa and Voluntourism



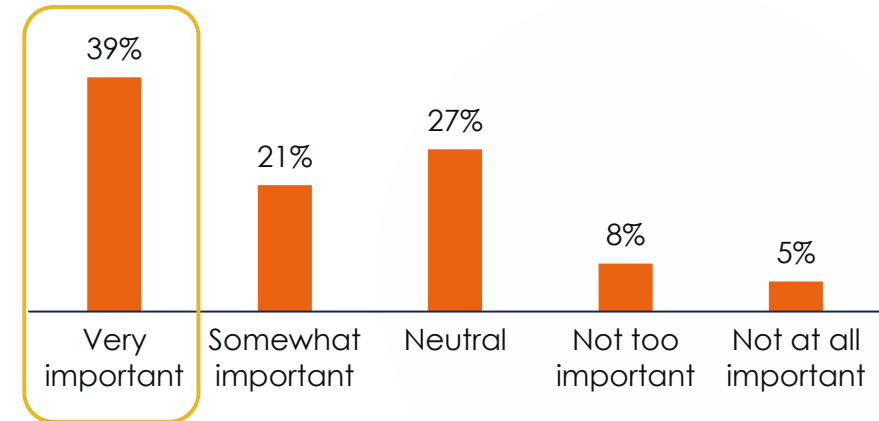
Importance of African American Culture in Destination Choice

- ▶ More than a third of all U.S. travelers (36%) say that “the availability of African American cultural, historic sites and attractions” is either “very important (19%) or “somewhat important” 17% in their choice of leisure destination.
- ▶ African Americans (39%) and Millennials (28%) are much more likely consider it “Very Important” to their choice of destination.

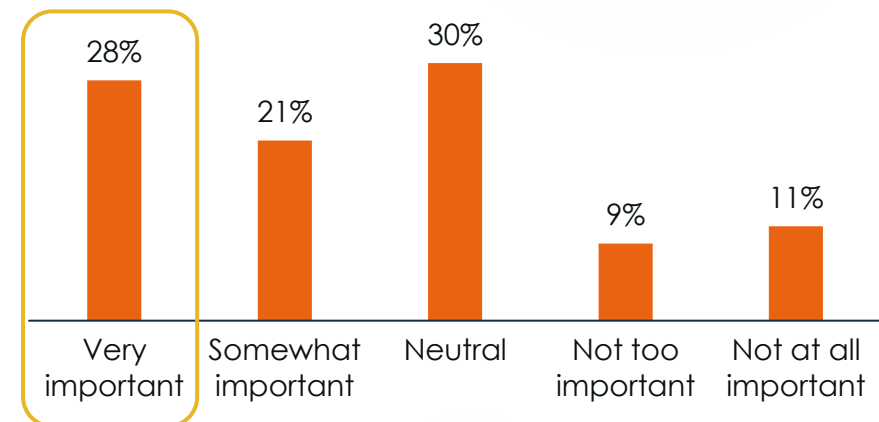
Importance of AA Culture



African Americans



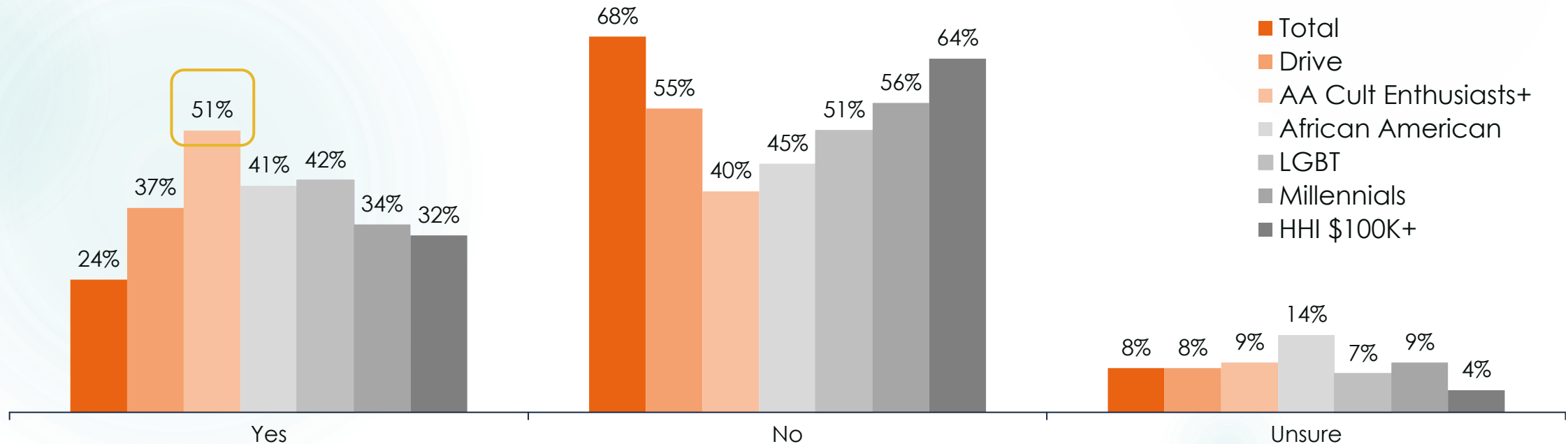
Millennials



Awareness of Gullah Geechee

- ▶ About one-quarter (24%) of all travelers say they are **aware** of the term “Gullah Geechee.”
- ▶ Awareness of the term is significantly higher among the Drive Market (37%), African American Culture Enthusiasts Plus (51%), African Americans (41%), LGBT (42%), Millennials (34%) and affluent travelers \$100K+ (32%).

Awareness of Gullah Geechee



Perception of Gullah Geechee

- ▶ In general there are **positive associations** with the term Gullah Geechee.
- ▶ When getting more specific, travelers associated it with **African culture on the Southeast coast**.
- ▶ Also, it has to do with descendants and their **distinct type of language**.
- ▶ Finally, travelers mention the **areas geographically associated** with it.

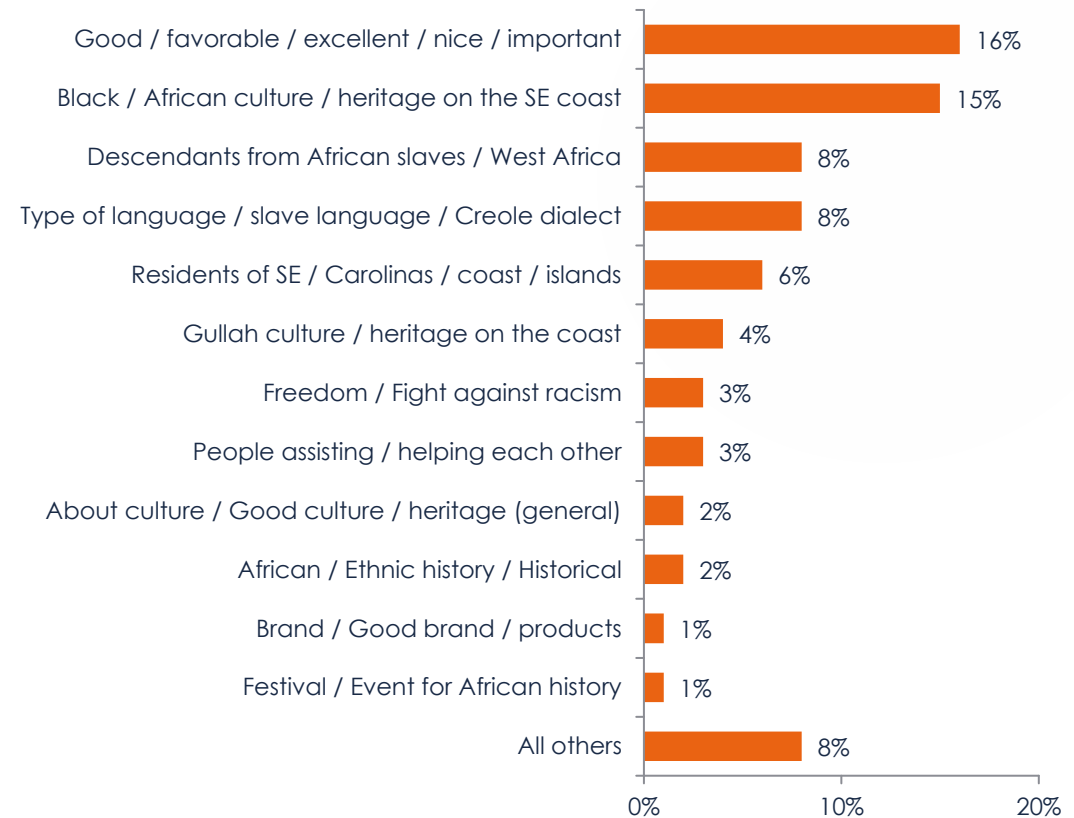
It's the island community in South Carolina with a very distinct African American culture.

The Gullah Geechee people are descendants of Africans who were enslaved on the rice, indigo and Sea Island cotton plantations of the lower Atlantic coast

Gullah Geechee is a unique, creole language spoken in the coastal areas of North Carolina, South Carolina, Georgia and Florida.

It's a language developed by African Slaves in SC

Perceptions



Awareness of Gullah Geechee Destinations

▶ Overall awareness for the Gullah Geechee destinations is highest at one-third (34%) for the **Magnolia Plantation in Charleston, SC.**

▶ Although, among key audiences such as Drive Market, African Americans, African American Culture Enthusiasts, Millennials and LGBT, awareness is notably higher.

▶ The most significant differences are among African Americans, African American Culture Enthusiasts, and LGBT.

	Total	Drive	African Am.	AA Cult Enth+	Millennials	LGBT
Magnolia Plantation, Charleston, SC	34%	46%	47%	51%	39%	53%
Jekyll Island Museum, Jekyll Island, GA	29%	48%	44%	48%	35%	37%
Brookgreen Gardens, Myrtle Beach, SC	26%	38%	40%	52%	31%	37%
Boone Hall Plantation and Gardens, Charleston, SC	26%	38%	38%	48%	34%	43%
Lincolville Historic District, St. Augustine, FL	26%	31%	40%	46%	36%	35%
Cumberland Island National Seashore Park and Museum, St. Mary's, GA	25%	36%	36%	52%	32%	40%
Kingsley Plantation, Jacksonville, FL	25%	32%	39%	56%	34%	38%
Fort Mose, St. Augustine, FL	25%	32%	36%	46%	36%	31%
Red Bank Plantation House, Jacksonville, FL	24%	28%	35%	47%	32%	36%
Rice Museum, Georgetown, SC	23%	28%	38%	46%	30%	34%
Gullah Museum, Hilton Head, SC	23%	36%	39%	49%	28%	33%
Gullah Heritage Trails, Hilton Head Island	22%	34%	39%	46%	28%	34%
Sweet Grass Baskets in Charleston City Market, SC	22%	33%	34%	43%	28%	29%
Poplar Grove Plantation, Wilmington, NC	22%	30%	34%	49%	32%	38%
Bellamy Mansion Museum, Wilmington, NC	22%	31%	35%	46%	32%	39%
Gullah Geechee Tours, Charleston, SC	21%	32%	39%	48%	28%	31%
Fort Frederica National Monument, St. Simon's Island, GA	21%	29%	34%	43%	30%	29%
Daufuskie Island, SC	21%	31%	31%	44%	26%	27%
Pin Point Heritage Museum, Savannah, GA	20%	28%	33%	43%	29%	28%
Penn Center, St. Helena Island, SC	19%	26%	33%	39%	26%	29%
Harrington School, Brunswick, GA	19%	25%	33%	41%	28%	31%
McLeod Plantation, SC	19%	22%	34%	43%	29%	27%
Sapelo Island, GA	18%	27%	29%	43%	28%	27%
AVERAGE	23%	32%	37%	46%	31%	34%

Awareness of Gullah Geechee Destinations

▶ Overall awareness for the Gullah Geechee destinations is highest at one-third (34%) for the **Magnolia Plantation in Charleston, SC.**

▶ Although, among key audiences such as Drive Market, African Americans, African American Culture Enthusiasts, Millennials and LGBT, awareness is notably higher.

▶ The most significant differences are among African Americans, African American Culture Enthusiasts, and LGBT.

	Total	Drive	African Am.	AA Cult Enth+	Millennials	LGBT
Magnolia Plantation, Charleston, SC	34%	46%	47%	51%	39%	53%
Jekyll Island Museum, Jekyll Island, GA	29%	48%	44%	48%	35%	37%
Brookgreen Gardens, Myrtle Beach, SC	26%	38%	40%	52%	31%	37%
Boone Hall Plantation and Gardens, Charleston, SC	26%	38%	38%	48%	34%	43%
Lincolville Historic District, St. Augustine, FL	26%	31%	40%	46%	36%	35%
Cumberland Island National Seashore Park and Museum, St. Mary's, GA	25%	36%	36%	52%	32%	40%
Kingsley Plantation, Jacksonville, FL	25%	32%	39%	56%	34%	38%
Fort Mose, St. Augustine, FL	25%	32%	36%	46%	36%	31%
Red Bank Plantation House, Jacksonville, FL	24%	28%	35%	47%	32%	36%
Rice Museum, Georgetown, SC	23%	28%	38%	46%	30%	34%
Gullah Museum, Hilton Head, SC	23%	36%	39%	49%	28%	33%
Gullah Heritage Trails, Hilton Head Island	22%	34%	39%	46%	28%	34%
Sweet Grass Baskets in Charleston City Market, SC	22%	33%	34%	43%	28%	29%
Poplar Grove Plantation, Wilmington, NC	22%	30%	34%	49%	32%	38%
Bellamy Mansion Museum, Wilmington, NC	22%	31%	35%	46%	32%	39%
Gullah Geechee Tours, Charleston, SC	21%	32%	39%	48%	28%	31%
Fort Frederica National Monument, St. Simon's Island, GA	21%	29%	34%	43%	30%	29%
Daufuskie Island, SC	21%	31%	31%	44%	26%	27%
Pin Point Heritage Museum, Savannah, GA	20%	28%	33%	43%	29%	28%
Penn Center, St. Helena Island, SC	19%	26%	33%	39%	26%	29%
Harrington School, Brunswick, GA	19%	25%	33%	41%	28%	31%
McLeod Plantation, SC	19%	22%	34%	43%	29%	27%
Sapelo Island, GA	18%	27%	29%	43%	28%	27%
AVERAGE	23%	32%	37%	46%	31%	34%

Likelihood to Visit Gullah Geechee Destinations

- ▶ **Awareness and Likelihood to Visit** appear to correlate—i.e., the more aware travelers are of a destination, the more likely they are to want to visit.
- ▶ The same audiences who are aware of the destinations are most interested in visiting them.
 - ▶ The one that stands out the most is the African American Culture Enthusiasts.

	Total	Drive	African Am.	AA Cult Enth+	Millennials	LGBT
Magnolia Plantation, Charleston, SC	24%	33%	33%	48%	33%	39%
Jekyll Island Museum, Jekyll Island, GA	24%	34%	32%	45%	29%	35%
Brookgreen Gardens, Myrtle Beach, SC	23%	32%	34%	47%	28%	31%
Cumberland Island National Seashore Park and Museum, St. Mary's, GA	23%	27%	32%	50%	32%	35%
Daufuskie Island, SC	22%	30%	30%	47%	28%	31%
Fort Mose, St. Augustine, FL	22%	29%	28%	46%	28%	29%
Lincolntonville Historic District, St. Augustine, FL	22%	27%	32%	44%	28%	30%
Gullah Heritage Trail Tours, Hilton Head Island	21%	30%	34%	46%	29%	30%
Pin Point Heritage Museum, Savannah, GA	21%	30%	36%	47%	26%	31%
Sweet Grass Baskets in Charleston City Market, SC	21%	30%	31%	43%	28%	28%
Kingsley Plantation, Jacksonville, FL	21%	30%	29%	48%	29%	34%
Boone Hall Plantation and Gardens, Charleston, SC	21%	29%	27%	45%	28%	23%
Red Bank Plantation House, Jacksonville, FL	21%	28%	27%	46%	27%	30%
Penn Center, St. Helena Island, SC	20%	24%	29%	47%	28%	29%
Gullah Geechee Tours, Charleston, SC	20%	30%	32%	48%	26%	26%
Gullah Museum, Hilton Head, SC	20%	25%	31%	41%	30%	29%
Fort Frederica National Monument, St. Simon's Island, GA	19%	26%	25%	40%	26%	27%
Poplar Grove Plantation, Wilmington, NC	19%	26%	27%	44%	27%	25%
Rice Museum, Georgetown, SC	19%	25%	32%	44%	26%	25%
Bellamy Mansion Museum, Wilmington, NC	19%	23%	29%	47%	26%	31%
Harrington School, Brunswick, GA	18%	22%	32%	45%	27%	28%
Sapelo Island, GA	18%	25%	26%	41%	25%	33%
McLeod Plantation, SC	16%	22%	23%	38%	25%	23%
AVERAGE	21%	28%	30%	45%	28%	30%



2019 "Rails-to-Trails" Festival in rural Armstrong, Florida.

Conclusion: Potential Leisure Traveler Spend in Gullah Geechee Corridor is \$34 Billion

Spending for Lodging , Food, Entertainment, Shopping	(2020)
Sample size	1,000
Average spend for lodging, food, entertainment, shopping (and transportation costs at the destination)	\$1,034
Estimated Leisure Trip(s) to Gullah Geechee Corridor	1
Traveling population interested in Corridor (millions)	30M
Median Household Size	3
Estimated Traveler Spend in Corridor (in Billions)	\$34B

Source: U.S. Census Note: Formula (Average Total Spend * Estimated Leisure Trips * Estimated Population) / Median Household Size = Estimated Economic Impact (in Billions) Total Spend (includes lodging, food, entertainment, shopping), Leisure Trips and Population Estimates Rounded.



Descendants of Gullah Geechee families on St. Simons Island, Georgia visit the Gullah Geechee Cultural Heritage Corridor tent at the Georgia Sea Island Days Festival in 2019.

For more information:

Gullah Geechee Cultural Heritage Corridor
2817 Maybank Highway, Suite 1
Johns Island, South Carolina 29455
843-818-4587
E-mail: info@gullahgeecheecorridor.org
www.gullahgeecheecorridor.org