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

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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%).
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 LBGTQ 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.

<table>
<thead>
<tr>
<th>Travel Activities</th>
<th>Travel Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>festivals</td>
<td>golfing</td>
</tr>
<tr>
<td>historical performances</td>
<td>beaches</td>
</tr>
<tr>
<td>historical museums</td>
<td>parks</td>
</tr>
<tr>
<td>historical sites</td>
<td>farmer markets</td>
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<tr>
<td>African American history museums</td>
<td>night life</td>
</tr>
<tr>
<td>African American cultural events and attractions</td>
<td>amusement parks</td>
</tr>
<tr>
<td>aquariums</td>
<td>shop outlet malls</td>
</tr>
<tr>
<td>botanical gardens</td>
<td>shop in malls</td>
</tr>
<tr>
<td>plantations</td>
<td>shop in downtown areas</td>
</tr>
<tr>
<td>outdoor sports</td>
<td>shop local artisans/crafts</td>
</tr>
<tr>
<td></td>
<td>themes trails</td>
</tr>
</tbody>
</table>
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.
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.

<table>
<thead>
<tr>
<th>Number of Trips</th>
<th>Average</th>
<th>Total</th>
<th>Core/Visited</th>
<th>AA Cult</th>
<th>Enth+</th>
<th>GG Aware</th>
<th>GG Likely</th>
<th>Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Within US</td>
<td>3.6</td>
<td>3.6</td>
<td>3.4</td>
<td>3.7</td>
<td>3.5</td>
<td></td>
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<tr>
<td>Business Within US</td>
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<td>1.5</td>
<td>2.0</td>
<td>2.8</td>
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<tr>
<td>Combined Business/Leisure Within US</td>
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<td>1.9</td>
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<tr>
<td>Combined Business/Leisure Outside US</td>
<td>1.0</td>
<td>1.0</td>
<td>1.8</td>
<td>2.1</td>
<td>1.5</td>
<td></td>
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</tbody>
</table>

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?
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.

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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?
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%)
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.

Which of the following types of trips did you take during the past 12 months?

**Visiting friends and relatives**
- 65% Boomers
- 47% AA Cult Enthusiasts
- 44% Millennials

**Weekend getaway**
- 44% Millennials
- 38% Asians
- 35% AA Cult Enthusiasts+

**Family Reunion**
- 38% Asians
- 32% Hispanics
- 30% AA Cult Enthusiasts

**Wedding or special event**
- 36% Asians
- 30% Millennials

**Girls-only getaway**
- 19% African Americans
- 19% AA Cult Enthusiasts+

**Church / religious group outing**
- 7%

**Sorority / Fraternity / Masonic**
- 6%

**School reunion**
- 5%

**Guys-only getaway**
- 4%

**Other**
- 7%
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%.

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.

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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.
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.

<table>
<thead>
<tr>
<th>Number of People</th>
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</thead>
<tbody>
<tr>
<td>Average</td>
</tr>
<tr>
<td>In Travel Party</td>
</tr>
<tr>
<td>From Household</td>
</tr>
</tbody>
</table>

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

- **Airplane**: 53%
- **Automobile (non-rental)**: 43%
- **Rental car**: 32%
- **Bus**: 9%
- **Train**: 7%
- **Ship**: 5%
- **Recreational Vehicle / Camper**: 2%
- **Other**: 2%

### Transportation Spend

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Total</th>
<th>Core/ Visited</th>
<th>AA Cult Enth+</th>
<th>GG Aware</th>
<th>GG Likely Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>To Destination</td>
<td>$293</td>
<td>$323</td>
<td>$273</td>
<td>$238</td>
<td>$286</td>
<td></td>
</tr>
<tr>
<td>At Destination</td>
<td>$97</td>
<td>$119</td>
<td>$122</td>
<td>$95</td>
<td>$107</td>
<td></td>
</tr>
</tbody>
</table>

Which modes of transportation did you use on this trip? (select all that apply)

Amount Spent: Transportation To Destination; Transportation At Destination

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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

- **100 or less miles**: 21%
- **101 and 250 miles**: 17%
- **251 and 500 miles**: 20%
- **501 and 1000 miles**: 18%
- **Over 1000 miles**: 24%

On your most recent leisure trip, how far did you travel from your home one-way to get to this destination?

### Distance Traveled for Leisure Trip

<table>
<thead>
<tr>
<th>Distance Level</th>
<th>Average</th>
<th>Total Visited</th>
<th>Core/Visited</th>
<th>AA Cult Enth+</th>
<th>GG Aware</th>
<th>GG Likely Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 or less miles</td>
<td>742 miles</td>
<td>663 miles</td>
<td>671 miles</td>
<td>586 miles</td>
<td>630 miles</td>
<td></td>
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<tr>
<td>101 and 250 miles</td>
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<tr>
<td>251 and 500 miles</td>
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<tr>
<td>Over 1000 miles</td>
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</tbody>
</table>

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Which of the following types of accommodations did you use on this most recent 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**.
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

- 1 Night: 6%
- 2 Nights: 14%
- 3 Nights: 18%
- 4 Nights: 16%
- 5 Nights: 12%
- 6 Nights: 9%
- 7 Nights: 11%
- 8+ Nights: 8%

### Lodging Spending

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Total</th>
<th>Core/Visited</th>
<th>AA Cult</th>
<th>GG Aware</th>
<th>GG Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Visited</td>
<td>$358</td>
<td>$438</td>
<td>$318</td>
<td>$220</td>
<td>$321</td>
<td></td>
</tr>
</tbody>
</table>

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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

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Core/Visited</th>
<th>AA Cult Enth+</th>
<th>GG Aware</th>
<th>GG Likely Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food/Bev</td>
<td>$250</td>
<td>$306</td>
<td>$252</td>
<td>$167</td>
<td>$251</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$156</td>
<td>$189</td>
<td>$172</td>
<td>$123</td>
<td>$171</td>
</tr>
<tr>
<td>Shopping</td>
<td>$193</td>
<td>$260</td>
<td>$259</td>
<td>$220</td>
<td>$253</td>
</tr>
</tbody>
</table>
Activities on Leisure Trip

- **Experiencing Local Cuisine** is the most common activity among travelers (65%) followed by **Shopping Downtown** (56%). He 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%).

### Foodways
- Experienced local or regional cuisine: 65%
- Visited local farmers market: 31%
- Enjoyed gourmet dining at celebrity...: 28%
- Toured wineries or breweries / or tasted locally...: 28%

### Shopping
- Shopped in a downtown location: 56%
- Shopped in a mall: 46%
- Shopped for items made by local artisans and...: 38%
- Shopped at an outlet mall: 38%
- Shopped at an airport: 31%

### Outdoor Activities
- Visited state or local parks: 50%
- Visited beaches: 49%
- Participated in outdoor sports / activities (hiking...): 48%
- Visited national parks: 37%
- Attended sporting events (professional, minor...): 23%
- Golfed: 18%

### Entertainment and Theme Parks
- Participated in night life: 42%
- Visited theme or amusement parks: 33%
- Visited a casino: 28%

### Arts & Cultural Activities
- Visited natural history / science museum or zoo: 37%
- Attended a festival (music, arts, craft, food): 35%
- Traveled 'off the beaten path' to visit an historical or culturally significant site: 35%
- Visited a cultural / heritage site to learn about a different culture or race other than mine: 30%
- Visited an aquarium: 28%
- Visited a botanical garden or took garden tour: 26%
- Attended a performance with historical / cultural significance: 24%
- Attended theater / performing arts: 24%

### Cultural & Heritage
- Visited historic sites: 38%
- Researched family history and...: 19%
- Visited a museum that covered...: 19%
- Attended an event that...: 17%
- Visited a plantation: 17%

### Spa and Voluntourism
- Spa services (massage, facial, manicure, etc.): 23%
- Volunteered or participated in community service: 17%
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
  - Very important: 39%
  - Somewhat important: 27%
  - Neutral: 8%
  - Not too important: 5%
  - Not at all important: 0%

- Millennials
  - Very important: 28%
  - Somewhat important: 30%
  - Neutral: 9%
  - Not too important: 11%
  - Not at all important: 0%
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

Have you heard of the term "Gullah Geechee" in reference to African-American history and culture?

- Total
- Drive
- AA Cult Enthusiasts+
- African American
- LGBT
- Millennials
- HHI $100K+

(C) 2020 Gullah Geechee Cultural Heritage Corridor
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.

---

**Perceptions**

- Good / favorable / excellent / nice / important: 16%
- Black / African culture / heritage on the SE coast: 15%
- Descendants from African slaves / West Africa: 8%
- Type of language / slave language / Creole dialect: 8%
- Residents of SE / Carolinas / coast / islands: 6%
- Gullah culture / heritage on the coast: 4%
- Freedom / Fight against racism: 3%
- People assisting / helping each other: 3%
- About culture / Good culture / heritage (general): 2%
- African / Ethnic history / Historical: 2%
- Brand / Good brand / products: 1%
- Festival / Event for African history: 1%
- All others: 8%

---

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.

---

Have you heard of the term “Gullah Geechee” in reference to African-American history and culture?
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.

For each of the following please indicate if you are aware of the place or attraction and then tell us how likely you are to visit that place or attraction.
Awareness of Gullah Geechee Destinations

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---

### Awareness of Gullah Geechee Destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>Total</th>
<th>Drive</th>
<th>African Am.</th>
<th>AA Cult Enth+</th>
<th>Millennials</th>
<th>LGBT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magnolia Plantation, Charleston, SC</td>
<td>34%</td>
<td>46%</td>
<td>47%</td>
<td>51%</td>
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<tr>
<td>Jekyll Island Museum, Jekyll Island, GA</td>
<td>29%</td>
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<tr>
<td>Brookgreen Gardens, Myrtle Beach, SC</td>
<td>26%</td>
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<td>40%</td>
<td>52%</td>
<td>31%</td>
<td>37%</td>
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<tr>
<td>Boone Hall Plantation and Gardens, Charleston, SC</td>
<td>26%</td>
<td>38%</td>
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<tr>
<td>Lincolville Historic District, St. Augustine, FL</td>
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<tr>
<td>Cumberland Island National Seashore Park and Museum, St. Mary’s, GA</td>
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<tr>
<td>Kingsley Plantation, Jacksonville, FL</td>
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<tr>
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<tr>
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<tr>
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<td>Poplar Grove Plantation, Wilmington, NC</td>
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**AVERAGE**

<table>
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<tr>
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For each of the following please indicate if you are aware of the place or attraction and then tell us how likely you are to visit that place or attraction.

© 2020 Gullah Geechee Cultural Heritage Corridor
### Likelihood to Visit Gullah Geechee Destinations

For each of the following please indicate if you are aware of the place or attraction and then tell us how likely you are to visit that place or attraction.

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</tbody>
</table>

- **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.
2019 “Rails-to-Trails” Festival in rural Armstrong, Florida.
## Conclusion: Potential Leisure Traveler Spend in Gullah Geechee Corridor is $34 Billion

<table>
<thead>
<tr>
<th>Spending for Loading, Food, Entertainment, Shopping</th>
<th>(2020)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>1,000</td>
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<tr>
<td>Average spend for lodging, food, entertainment, shopping (and transportation costs at the destination)</td>
<td>$1,034</td>
</tr>
<tr>
<td>Estimated Leisure Trip(s) to Gullah Geechee Corridor</td>
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<tr>
<td>Traveling population interested in Corridor (millions)</td>
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</tr>
<tr>
<td>Median Household Size</td>
<td>3</td>
</tr>
<tr>
<td>Estimated Traveler Spend in Corridor (in Billions)</td>
<td>$34B</td>
</tr>
</tbody>
</table>

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