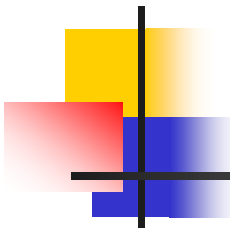




Town of Provincetown Visitors Survey Summer 2005

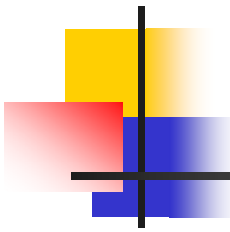
Prepared for the MCC Adams Grant Task Force
and the Provincetown Economic Development Council

The project is funded in part by the Massachusetts
Cultural Council, a state agency.



Why was the Study Conducted?

- critical economic challenges facing Provincetown:
- shrinkage in the number of year-round residents
- unemployment in the off-season
- more than 50 percent of residential properties used as second-homes (often during the summer months only).
- recent and consistent decline in room tax revenues
- restricted resources such as fresh water and waste disposal sites, and a fragile environment.



Why was the Study Conducted?

- Due to these factors, Provincetown's economic development options are highly constrained. As a result, tourism will remain a critical and central element of the local economy.



Purpose of Survey

- Survey data will be utilized to develop marketing strategies that focus on links between the town's cultural assets and the goals of
- (1) increasing participation rates in cultural endeavors and
- (2) increasing business at local establishments, such as restaurants, lodging facilities, and shops.



Survey Methodology

- Visitor data was obtained through an intercept survey, administered to visitors over a two day period in August of 2005.
- Two hundred and fifty-three (253) surveys were completed, for a margin of error of +/- 6.1 percent at the 95 percent confidence level.



Survey Results - Place of Residence

- **Respondents came from 23 different states & Puerto Rico:**
 - **Massachusetts (30.1%)**
 - **New York (20.7%)**
 - **Connecticut (11.0%)**
 - **New Jersey (8.5%)**
 - **Pennsylvania (5.7%)**



Survey Results – Why Did They Come to Provincetown?

- **Nearly 4 of 5 respondents (79.4%) indicate that the purpose of their trip is for vacation:**
 - **45.1% are in Provincetown for entertainment & sightseeing**
 - **Outdoor activities (19.4%)**
 - **Visiting friends and relatives (15.0%)**
 - **Cultural activities (8.3%)**

Survey Results – What Have They Done Since Arriving?

	Frequency	Percent
restaurant/ dining	197	77.9%
shopping	196	77.5%
sightseeing	148	58.4%
outdoor activities	142	56.1%
art galleries	93	36.8%
nightlife	68	28.9%
whale watching	48	19.0%
visiting friends/relatives	41	16.2%
museums	30	11.9%
theater	29	11.5%
cabaret	25	9.9%
other	24	9.5%
taking a class	7	2.8%

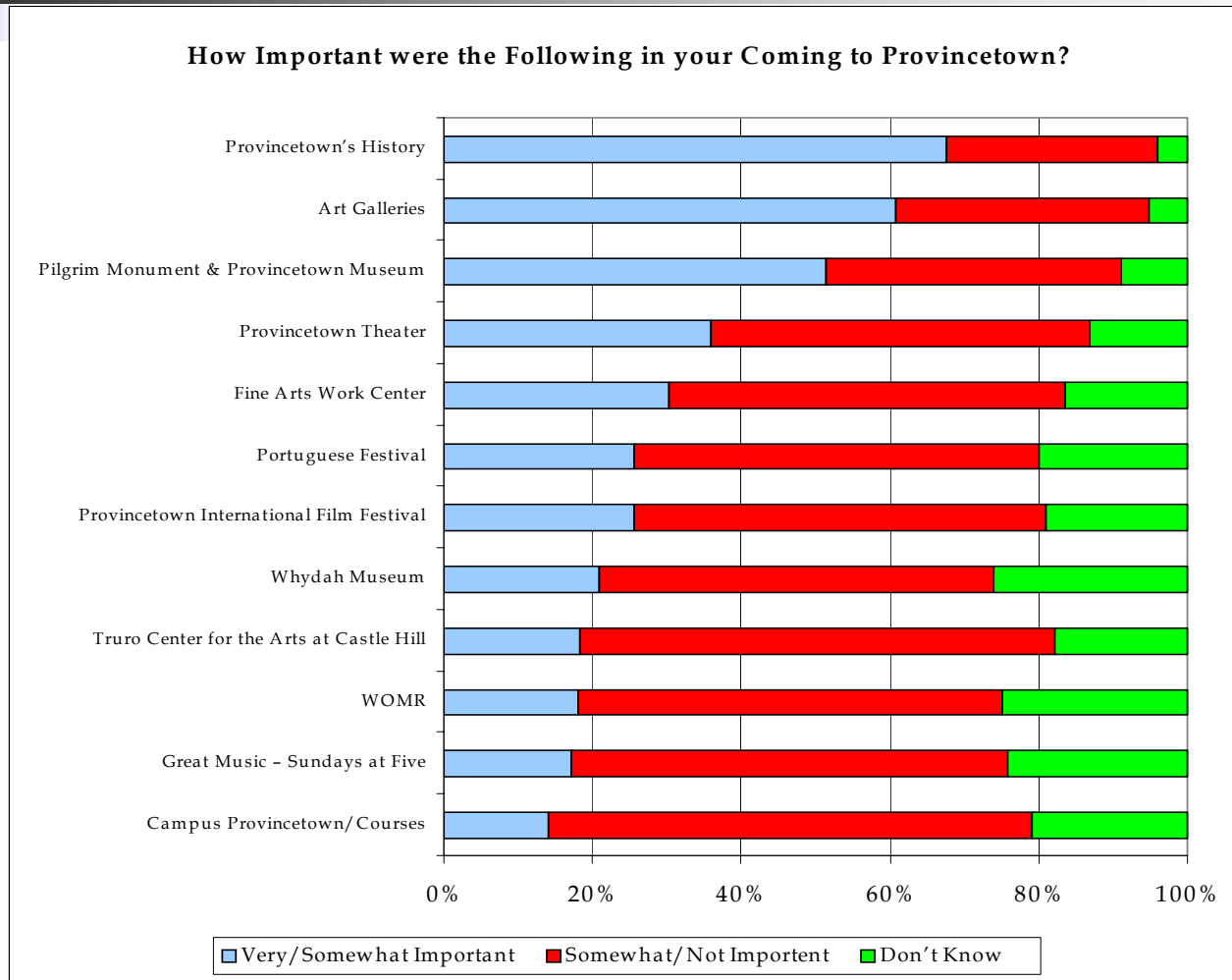
Are you aware of the following cultural offerings and did you visit any of them?

	Know about it?	Did you/plan to go?	Able to find it easily?
Art Galleries	87.0%	59.6%	96.5%
Pilgrim Monument & Provincetown Museum	81.1%	44.9%	96.6%
Provincetown Theater	64.5%	20.1%	77.1%
Provincetown Art Association & Museum	43.0%	20.2%	85.7%
Provincetown International Film Festival	41.4%	13.8%	70.8%
Portuguese Festival	36.2%	15.9%	64.0%
Whydah Museum	34.6%	20.6%	61.0%
Fine Arts Work Center	33.3%	14.4%	72.4%
WOMR	23.3%	10.9%	61.9%
Truro Center for the Arts at Castle Hill	23.2%	7.9%	52.6%
Great Music - Sundays at Five	12.6%	9.2%	46.7%
Campus Provincetown/Courses	11.0%	5.4%	37.5%

How important were the following in your coming to Provincetown?

	Very Imp.	Somewhat Imp.	Somewhat Unimp.	Not Imp.	Don't Know
Provincetown's History	36.2%	31.5%	12.5%	15.9%	3.9%
Art Galleries	24.1%	36.6%	12.0%	22.2%	5.1%
Pilgrim Monument & Museum	23.8%	27.6%	11.2%	28.5%	8.9%
Fine Arts Work Center	12.7%	17.6%	17.1%	36.1%	16.6%
Portuguese Festival	12.5%	13.0%	14.5%	40.0%	20.0%
Great Music - Sundays at Five	11.6%	5.6%	17.7%	40.9%	24.2%
Provincetown Theater	10.2%	25.7%	18.0%	33.0%	13.1%
WOMR	9.3%	8.8%	16.1%	40.9%	24.9%
International Film Festival	8.8%	16.7%	16.7%	38.7%	19.1%
Truro Center for the Arts at Castle Hill	7.9%	10.3%	18.7%	45.3%	17.7%
Campus Provincetown	7.5%	6.5%	18.0%	47.0%	21.0%
Whydah Museum	6.2%	14.7%	12.3%	40.8%	26.1%

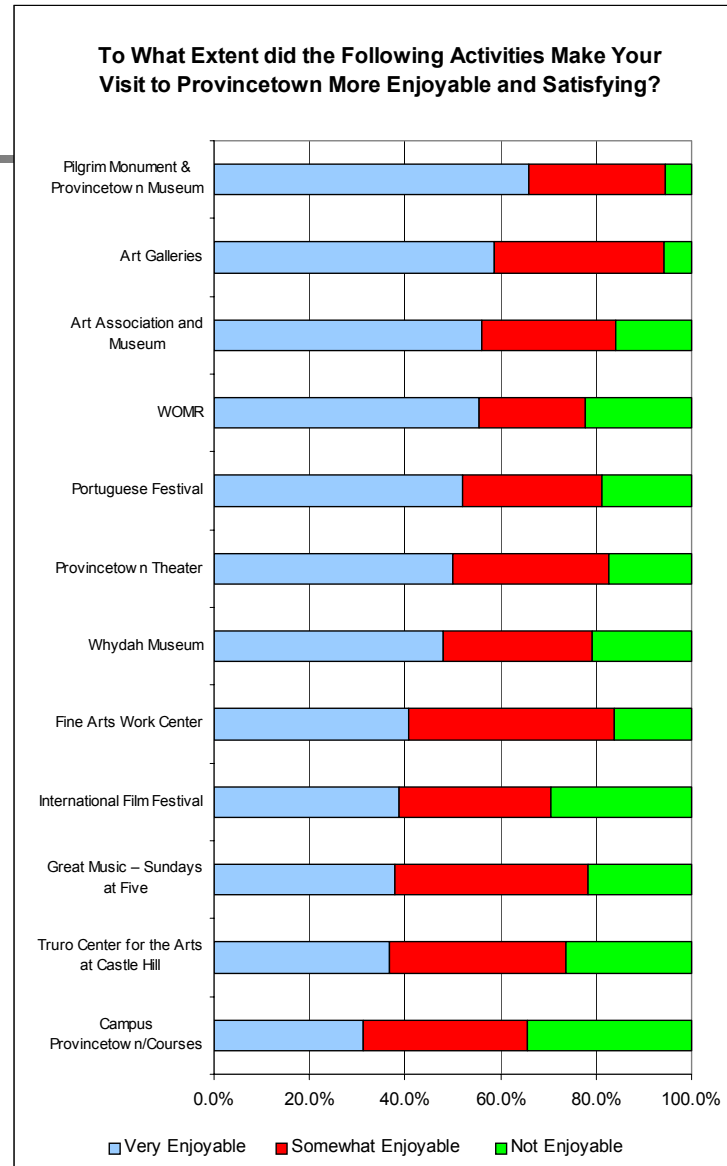
How important were the following in your coming to Provincetown?



To what extent did the following activities make your visit to Provincetown more enjoyable or satisfying?

	Very Enjoyable	Somewhat Enjoyable	Not Enjoyable
Pilgrim Monument & Provincetown Museum	65.9%	28.7%	5.4%
Art Galleries	58.7%	35.5%	5.8%
Art Association and Museum	56.0%	28.0%	16.0%
WOMR	55.6%	22.2%	22.2%
Portuguese Festival	52.1%	29.2%	18.8%
Provincetown Theater	50.0%	32.8%	17.2%
Whydah Museum	47.9%	31.3%	20.8%
Fine Arts Work Center	40.8%	42.9%	16.3%
International Film Festival	38.6%	31.8%	29.5%
Great Music - Sundays at Five	37.8%	40.5%	21.6%
Truro Center for the Arts at Castle Hill	36.8%	36.8%	26.3%
Campus Provincetown/Courses	31.3%	34.4%	34.4%

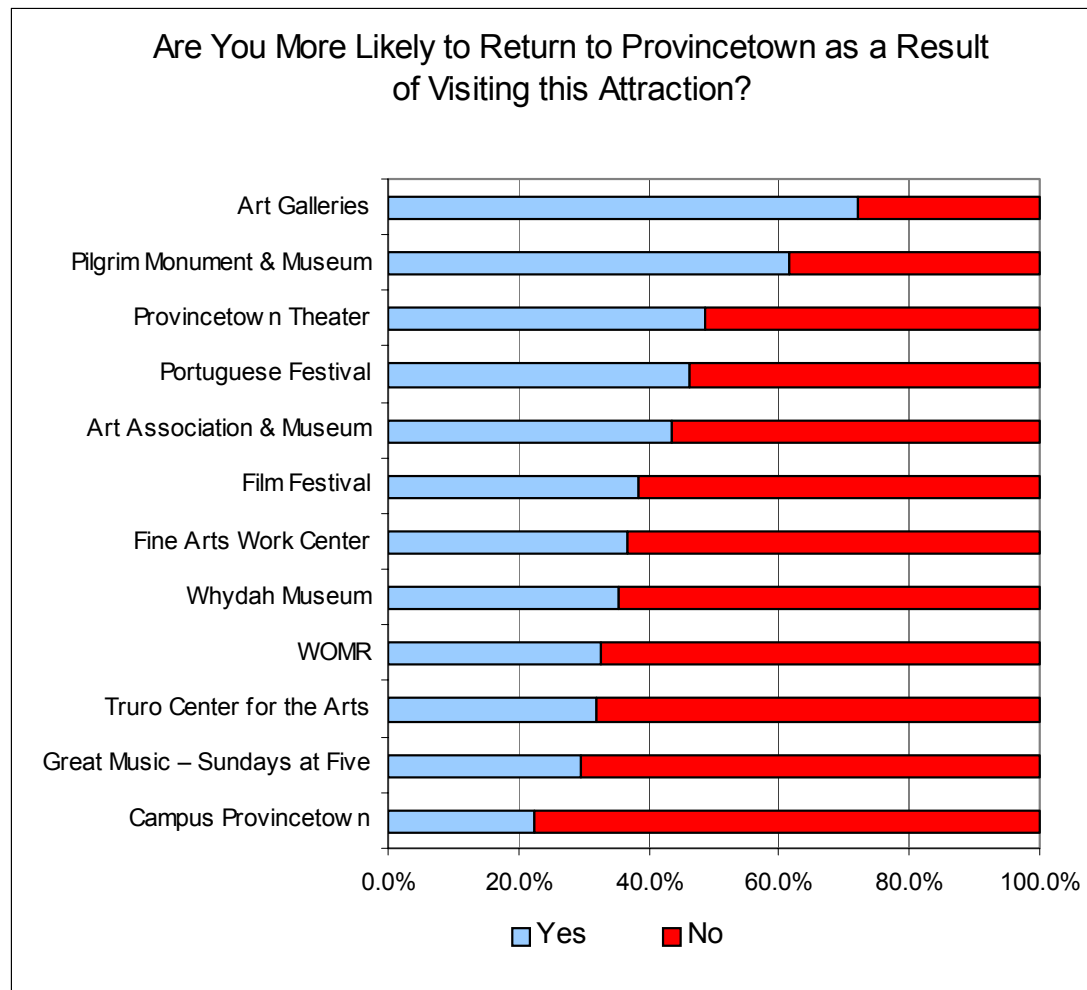
To what extent did the following activities make your visit to Provincetown more enjoyable or satisfying?



As a result of visiting this attraction, are you more likely to return to Provincetown?

	Yes	No
Art Galleries	72.0%	28.0%
Pilgrim Monument & Provincetown Museum	61.4%	38.6%
Provincetown Theater	48.7%	51.3%
Portuguese Festival	46.3%	53.7%
Art Association and Museum	43.5%	56.5%
International Film Festival	38.6%	61.4%
Fine Arts Work Center	36.9%	63.1%
Whydah Museum	35.3%	64.7%
WOMR	32.7%	67.3%
Truro Center for the Arts at Castle Hill	32.1%	67.9%
Great Music - Sundays at Five	29.6%	70.4%
Campus Provincetown/Courses	22.6%	77.4%

As a result of visiting this attraction, are you more likely to return to Provincetown?



HOW EASY IS IT TO GET TO THE PLACES THAT MOST INTEREST YOU IN PROVINCETOWN?

	Frequency	Percent
very easy	142	61.7%
somewhat easy	68	29.6%
not easy	15	6.5%
not applicable	5	2.2%

DOES THE SIGNAGE IN PROVINCETOWN HELP VISITORS TO FIND CULTRAL ATTRACTIONS?

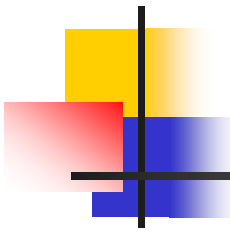


	Frequency	Percent
yes	153	71.5%
no	61	28.5%



Do you primarily live off-Cape?

	Frequency	Percent
yes	202	84.9%
no	36	15.1%



Are staying overnight in Provincetown?

- **46.7% of respondents are staying overnight in Provincetown.**
- **Average length of stay is 13.5 days.**
- **Of those who are staying overnight, 88.2% live primarily off-Cape and 11.8 percent live on Cape Cod.**



Are you staying elsewhere on the Cape?

- More than half of respondents (52.0%) are staying elsewhere on the Cape. The average length of stay is 10.8 days.
- Thus, the majority of survey respondents (N=229) are staying either in Provincetown or somewhere else on Cape Cod and are not simply visiting the Cape for the day.



In which type of lodging are you staying?

	Frequency	Percent
hotel/motel	71	32.1%
private home	52	23.5%
other	26	11.8%
condominium/time share	25	11.3%
bed & breakfast	19	8.6%
own property	14	6.3%
recreational vehicle/tent	14	6.3%



How did you get to Provincetown?

	Frequency	Percent
motor vehicle	180	79.6%
airplane	11	4.9%
bus	12	5.3%
private boat	5	1.8%
ferry	17	7.5%
cruise ship	0	0.0%
other	2	0.9%



Other Data

- **More than eighty percent of respondents (83.5%) have visited an area outside of Provincetown.**
- **More than half of respondents (55.3%) are between the ages of 35 to 55, while 27.4 percent are over 55 and 16.6 percent are under age 35.**
- **More than a third of respondents (34.7%) have members in their party that are under the age of eighteen. The average number of persons under eighteen years of age in each party is 2.6.**



Income

	Frequency	Percent
< \$50,000	33	14.3%
\$50,000 - \$150,000	123	53.5%
\$150,000 or more	44	19.1%
refused to answer	30	13.0%

During your visit, how much would you estimate that you and your party spent on the following?

	Percent	<\$100	\$100 -\$1,000	\$1,000+
lodging	73.1%	17.3%	49.2%	33.5%
shopping	78.3%	26.3%	66.7%	7.1%
food	80.6%	22.1%	71.6%	6.4%
entertainment	70.8%	33.5%	64.8%	1.7%

How did you find out about Provincetown?

	Frequency	Percent
brochure	7	2.8%
from a friend	73	28.9%
Internet	13	5.1%
magazine	7	2.8%
newspaper	4	1.6%
travel agent	3	1.2%
travel guides	15	5.9%
visited here previously	143	56.5%
other	28	11.1%

More than a quarter of respondents (27.6%) considered an alternative destination to Provincetown when making their travel plans.



What sources did you consult to find out more information about Provincetown?

	Frequency	Percent
Internet	112	44.3%
friends/family	90	35.6%
travel guides	56	22.1%
none	48	19.0%
visitor information center	39	15.4%
books	30	11.9%
travel agent	4	1.6%

HOW SATISFIED ARE YOU WITH THE FOLLOWING:

How Satisfied are you with the Following Amenities in Provincetown?

