



GREATER MIAMI CONVENTION & VISITORS BUREAU



Profile of Attendees June 2019

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Background and Objectives

The American Black Film Festival (ABFF) is a five-day event dedicated to bringing awareness of entertainment content made by and about people of African descent to a worldwide audience. Annually held during the month of June, the ABFF is committed to the belief that Black artists deserve the same opportunities as their mainstream counterparts.

The ABFF was originally conceived as a destination event. Since its inception in 1997, the festival has been held in Acapulco, Miami, Los Angeles and New York City. Founder Jeff Friday envisioned the ABFF as a vehicle to promote diversity in the film and television industry. Today it is widely recognized as a major conduit for bringing new Black talent to the forefront, both in front of and behind the camera. The festival is considered the nation's largest gathering of Black film and TV enthusiasts and attracts more than 8,000 attendees over the course of 5 days.

The Greater Miami Convention & Visitors Bureau (GMCVB) in-partnership with the American Black Film Festival developed a research survey to gauge the perceptions of attendees at the ABFF and to gain insight into their perspectives of the event.

Interviews were conducted on Wednesday, June 12 through Friday, June 14, 2019 at the Loews Miami Beach Hotel located at 1601 Collins Ave, Miami Beach, FL 33139.

The target audience consisted of people entering and exiting the event. The survey was designed to:

- Determine the originating destination of American Black Film Festival attendees
- Create a demographic profile of the attendees of American Black Film Festival
- Determine the sources of information and social media used by the attendees to find out about the American Black Film Festival
- Obtain an opinion of the overall experience and satisfaction of the American Black Film Festival attendees, and whether or not they are likely to return

The following information is geared towards assisting the American Black Film Festival organizers in developing marketing initiatives to further promote and expand the American Black Film Festival.

Executive Summary

The majority of attendees came from other parts of the US, which is similar to previous years but in an even greater proportion relative to other areas. Representation from locals or from anywhere else (including international) was slim.

- Top cities were Atlanta and Philadelphia. Statewide, visitors from Georgia and New York were most prevalent.

Most out of town visitors used paid lodging, with roughly three-fourths stating hotels/motels but there were quite a few others who mentioned peer to peer accommodations and renting residences.

The majority of out of towners flew into the Greater Miami area, but one in five said they used ridesharing.

Almost three-fourths of the attendees came to the Greater Miami area for business purposes, while roughly one half of the proportion said they were here for vacation.

While in town, visitors most often said they were likely to be going to the beach, restaurants, bars/night clubs and shopping.

- Quite a few also said they planned to visit Miami attractions, which was proportionally higher than last year's figures.

Sources of awareness about the event continues to be from word of mouth and prior ABFF attendance. More than half of the attendees were at the festival for their first time.

- The ABFF website continues to be utilized but we also saw that a similar proportion of attendees claimed awareness about the event through social media.
- Speaking of social media, the vast majority were Instagram users, followed by many who used Facebook and almost two-fifths from Twitter.

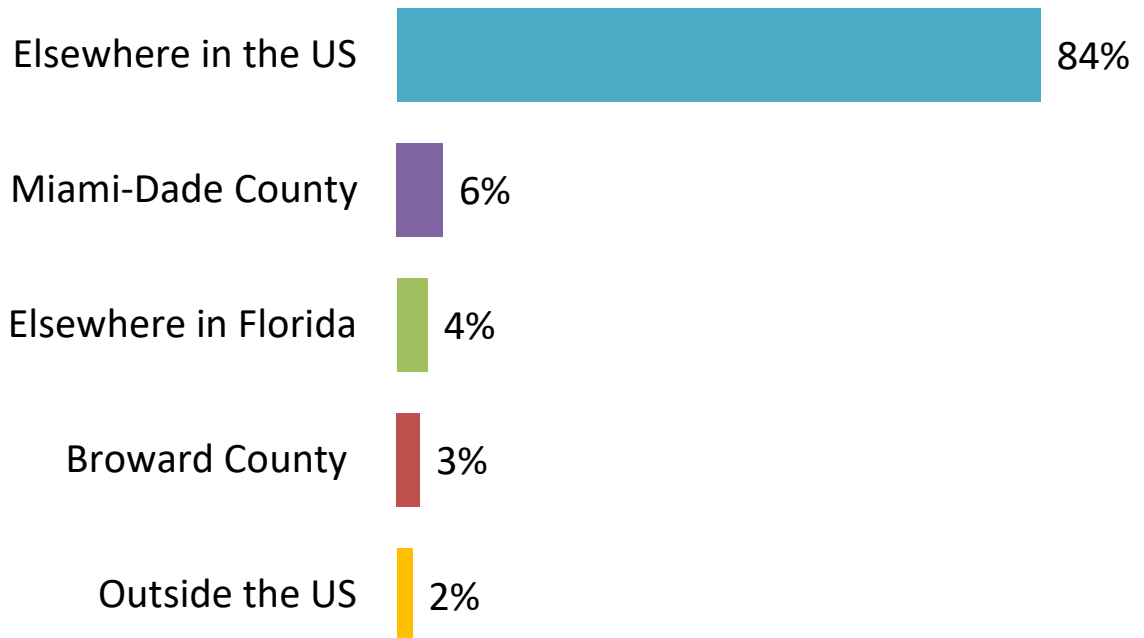
Satisfaction measures continue to be positive, with practically no one expressing anything unsatisfactory. This year even more people than previous years said they were "Extremely" satisfied.

Consistent with recent years, nine in ten attendees said they were planning to attend next year's festival.

Section 1:

Detailed Findings

Place of Residence



| Residence – Historical | | | | |
|----------------------------|-------------|-------------|-------------|-------------|
| | <u>2016</u> | <u>2017</u> | <u>2018</u> | <u>2019</u> |
| Miami-Dade County | 14% | 10% | 8% | 6% |
| Broward County | 6% | 2% | 5% | 3% |
| Palm Beach/Monroe Counties | 1% | 1% | 1% | 0% |
| Elsewhere in Florida | 5% | 5% | 1% | 4% |
| Elsewhere in the US | 74% | 81% | 84% | 84% |
| Outside the US | 2% | 1% | 2% | 2% |

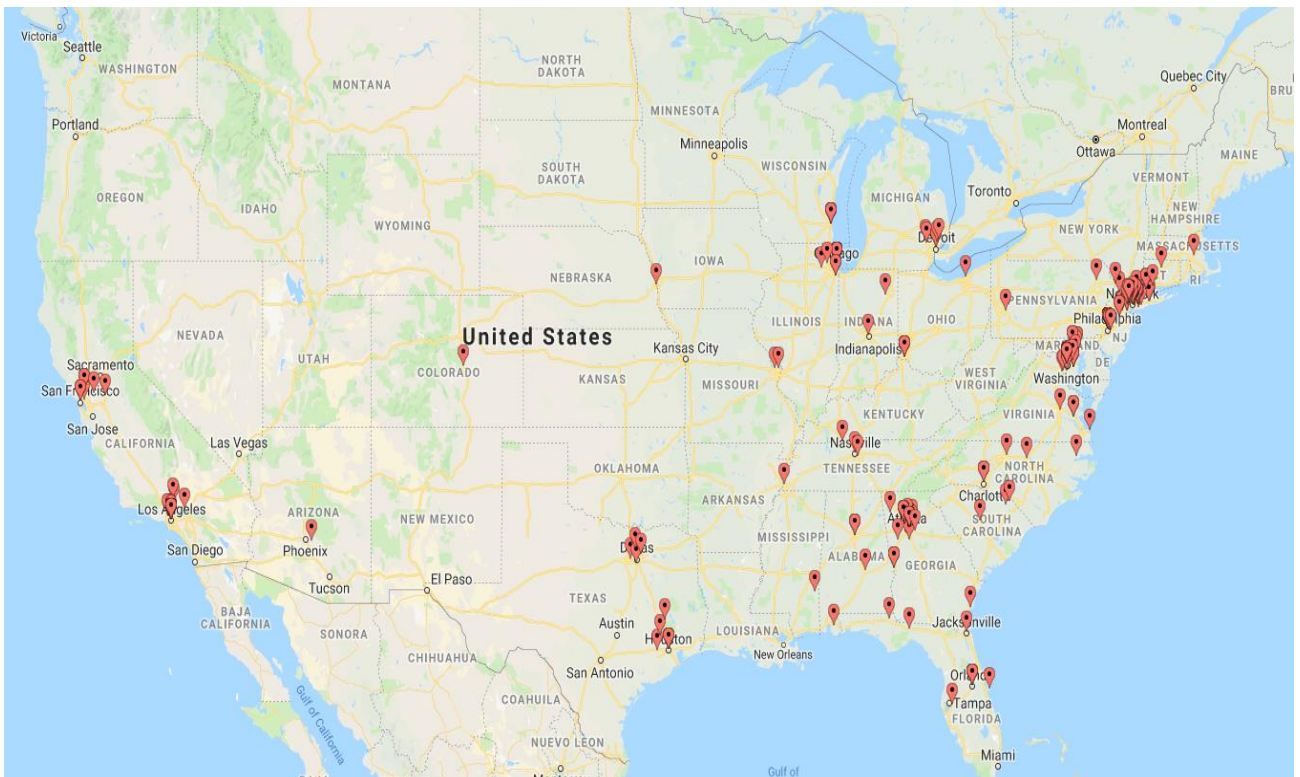
Q1. Where is your PRIMARY residence?

Base: Total Answering

Place of Residence – Elsewhere in FL / US

Places of Primary Residence in the US

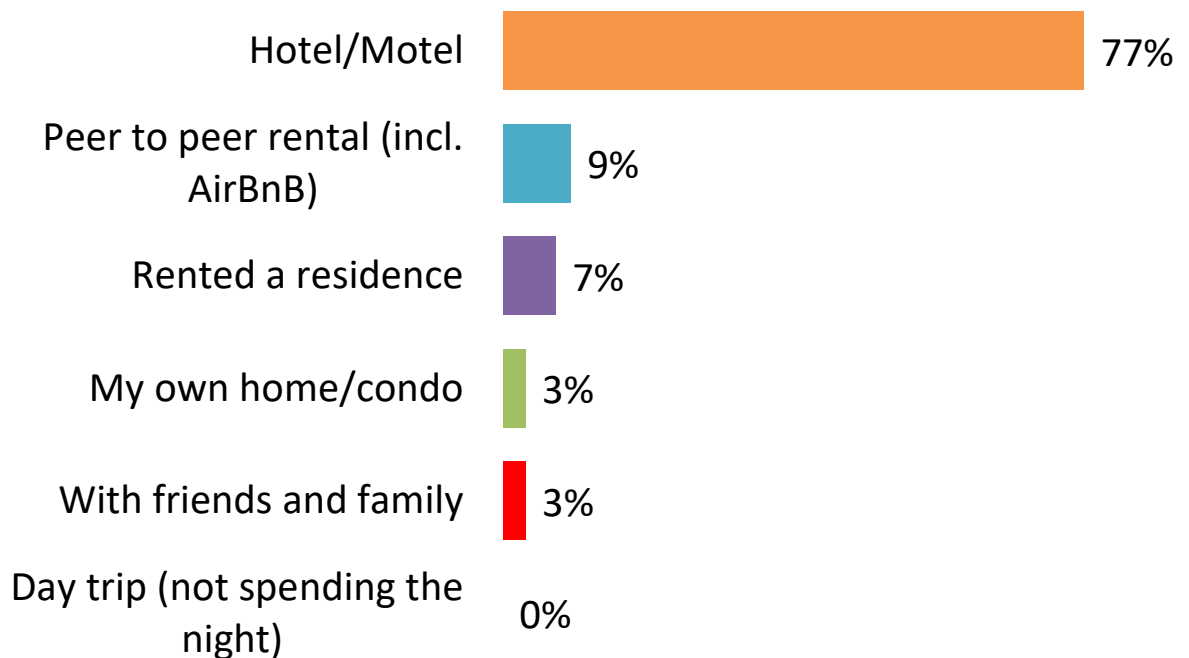
| <u>By City</u> | <u>%</u> | <u>By State</u> | <u>%</u> |
|-----------------|----------|-----------------|----------|
| Atlanta | 6% | Georgia | 16% |
| Philadelphia | 5% | New York | 12% |
| Los Angeles | 4% | California | 11% |
| Washington D.C. | 4% | New Jersey | 10% |
| Brooklyn | 3% | Maryland | 8% |



Q. Where is your PRIMARY residence?

Base: Total Answering

Type of Lodging

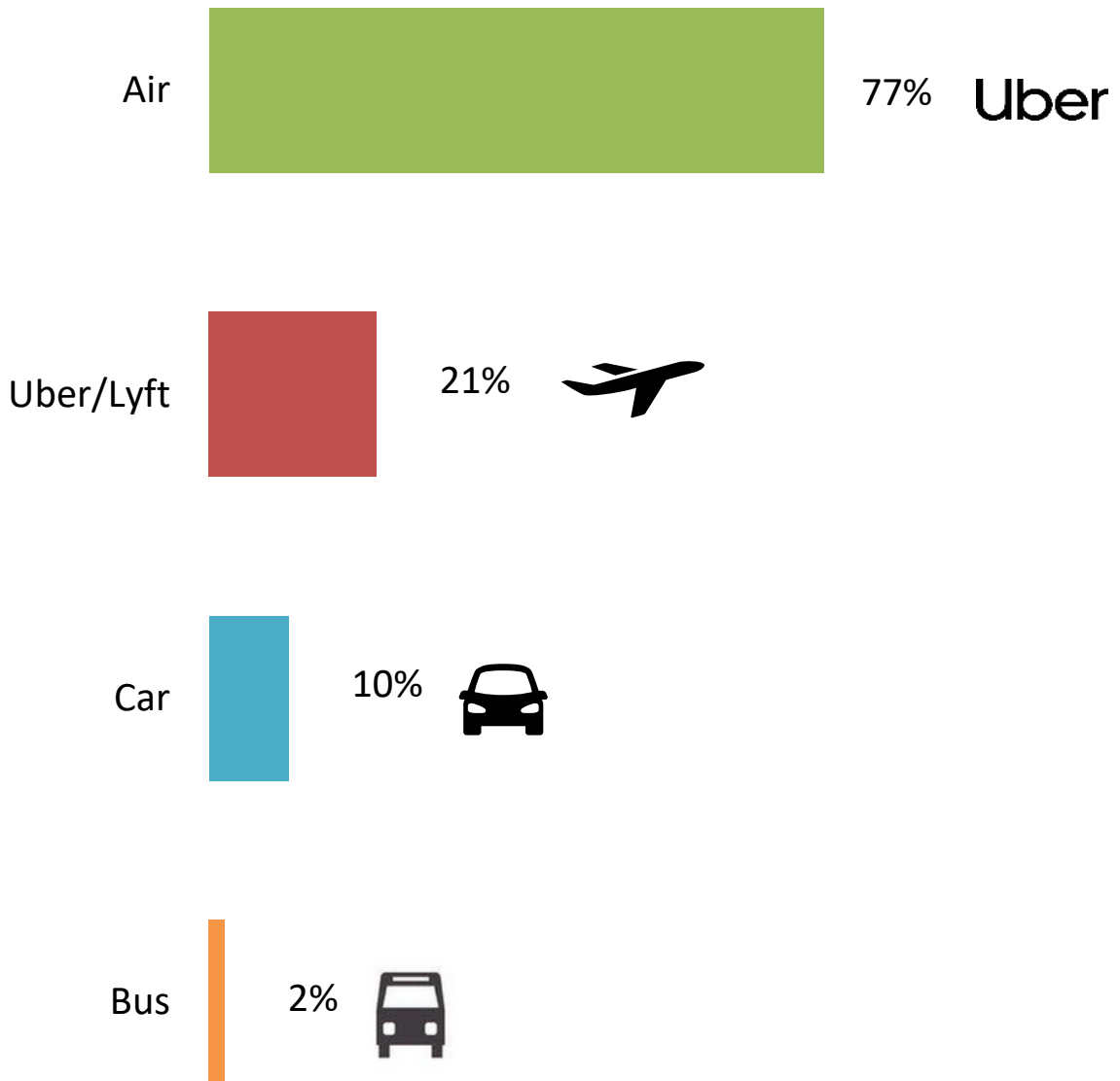


| Lodging – Historical | | | | |
|-----------------------|------|------|------|------|
| | 2016 | 2017 | 2018 | 2019 |
| Hotel/Motel | 77% | 85% | 70% | 77% |
| Friends and family | 11% | 3% | 7% | 3% |
| Own home/condo | 3% | 5% | 3% | 3% |
| Rented a residence | 7% | 6% | 5% | 7% |
| Peer to peer (AirBnB) | | | 14% | 9% |
| Day trip | 2% | 1% | 2% | 0% |

Q. What type of lodging are you using during your visit?
Base: Reside outside of Miami-Dade

Transportation

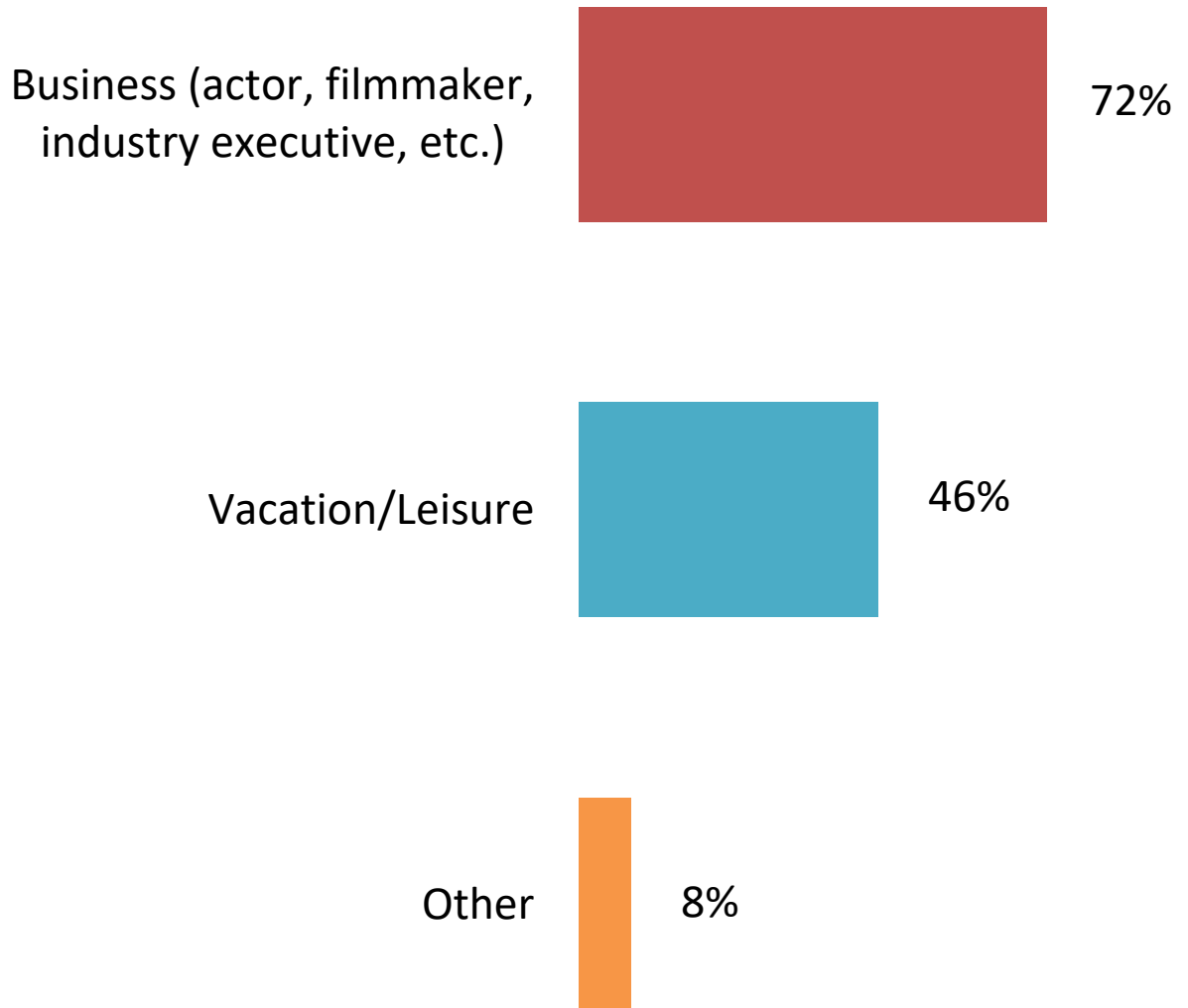
To The Greater Miami Area



Q. What means of transportation did you utilize for this trip to the Greater Miami Area?

Base: Reside outside of Miami-Dade

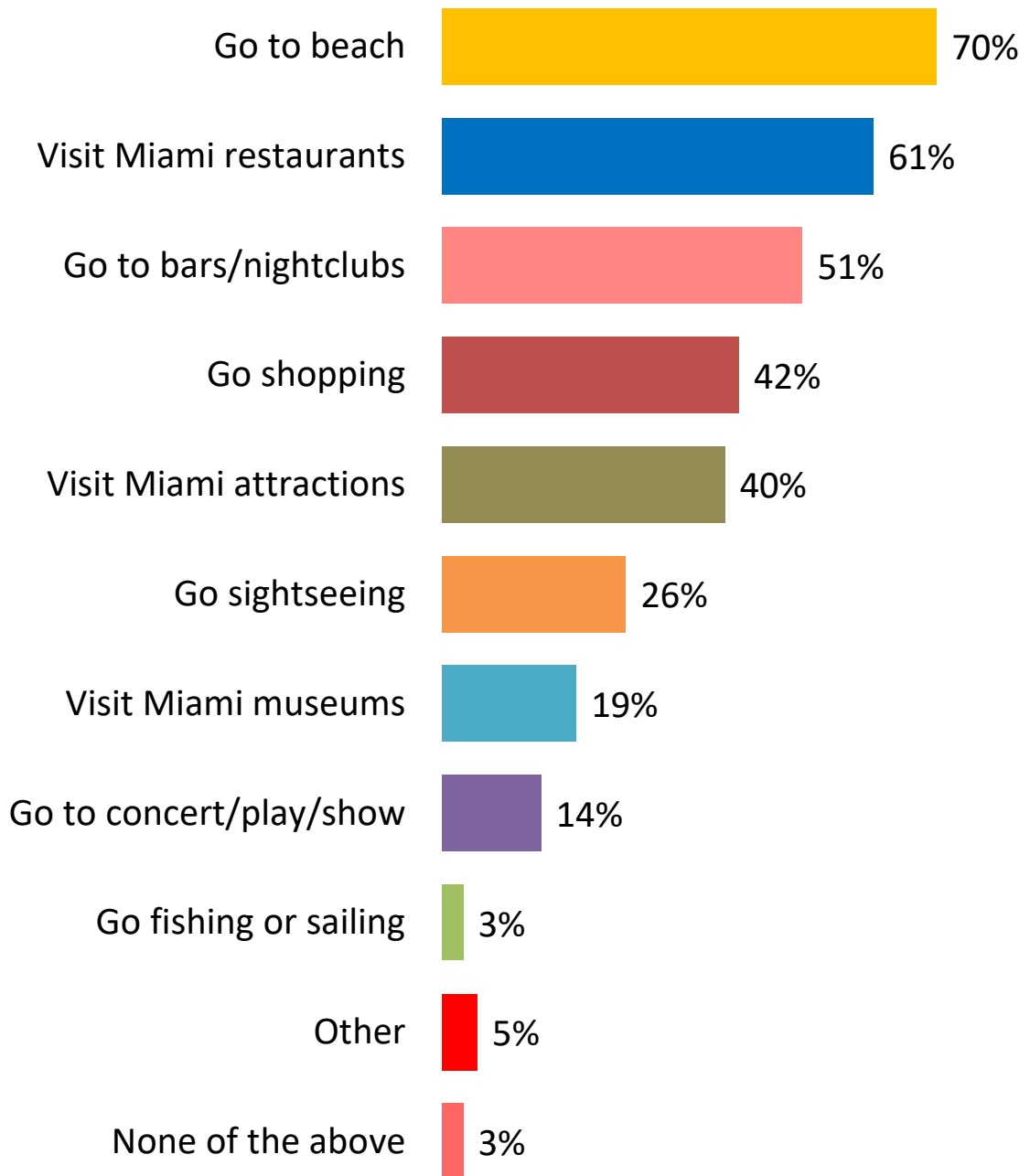
Main Reason For Visiting Greater Miami Area



Q. What was your main reason for visiting the Greater Miami Area?

Base: Reside outside of Miami-Dade

Activities While Visiting Greater Miami Area



Q. While in the Greater Miami Area for the American Black Film Festival, which of the following are you likely to do?

Base: Reside outside of Miami-Dade

Activities While Visiting Greater Miami Area

Historical

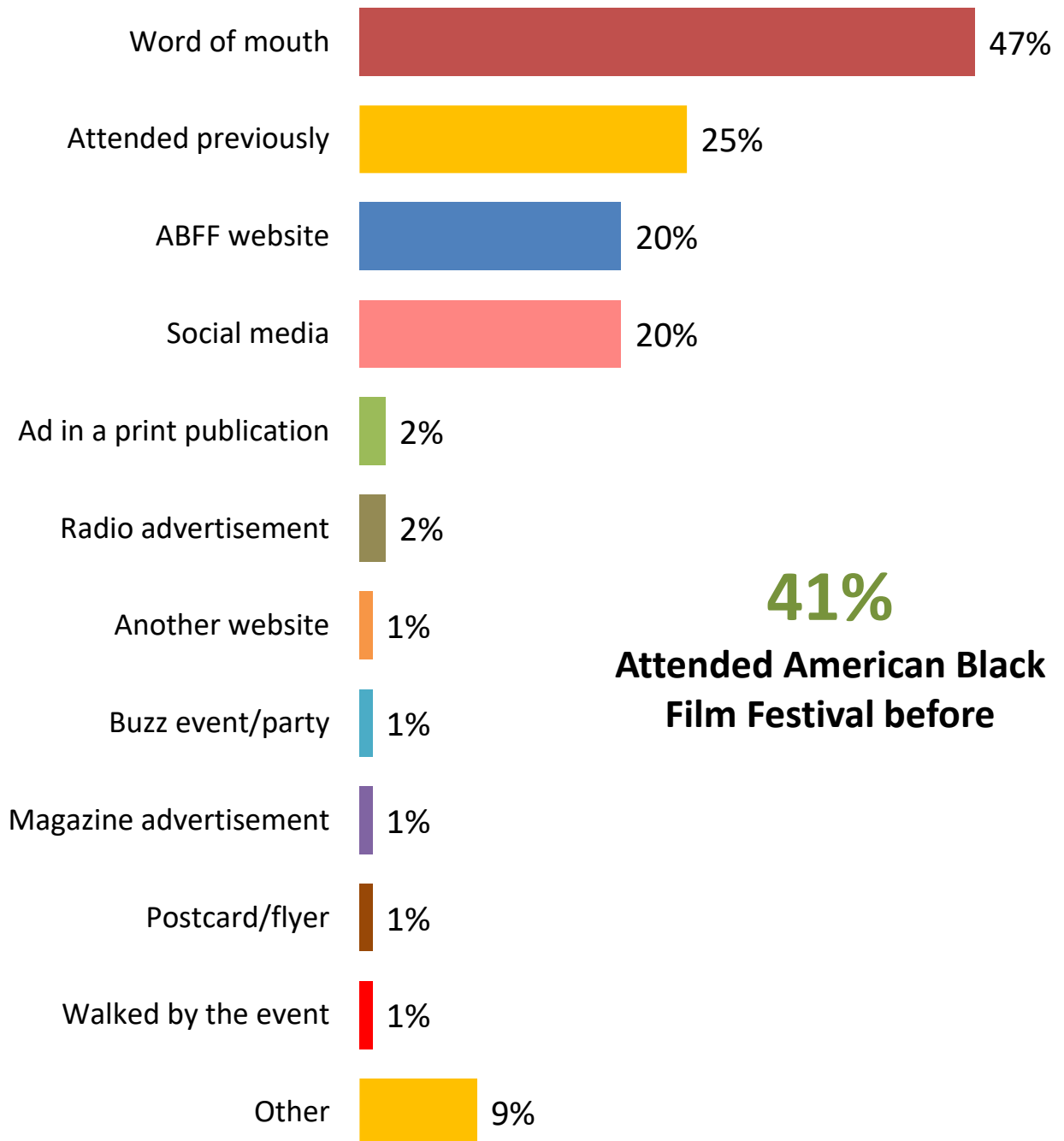
| | 2016 | 2017 | 2018 | 2019 |
|-------------------------------|------|------|------|------|
| Go to the beach | 60% | 75% | 61% | 70% |
| Go to bars/night clubs | 46% | 58% | 45% | 51% |
| Visit Miami restaurants | 56% | 65% | 53% | 61% |
| Go shopping | 38% | 46% | 41% | 42% |
| Visit Miami attractions | 42% | 38% | 27% | 40% |
| Go sightseeing | 29% | 25% | 34% | 26% |
| Go to concert/play/show | 15% | 12% | 15% | 14% |
| Visit Miami museums/galleries | 16% | 17% | 15% | 19% |
| Go fishing/sailing | 3% | 4% | 2% | 3% |
| None of the above | * | * | * | 3% |
| Other | * | * | * | 5% |

Q. While in the Greater Miami Area for the American Black Film Festival, which of the following are you likely to do?

Base: Reside outside of Miami-Dade

*not asked

Sources of Awareness About ABFF



Q. Have you attended the American Black Film Festival in the past?

Q. How did you learn about the American Black Film Festival?

Base: Total Answering

Sources of Awareness About ABFF – Historical

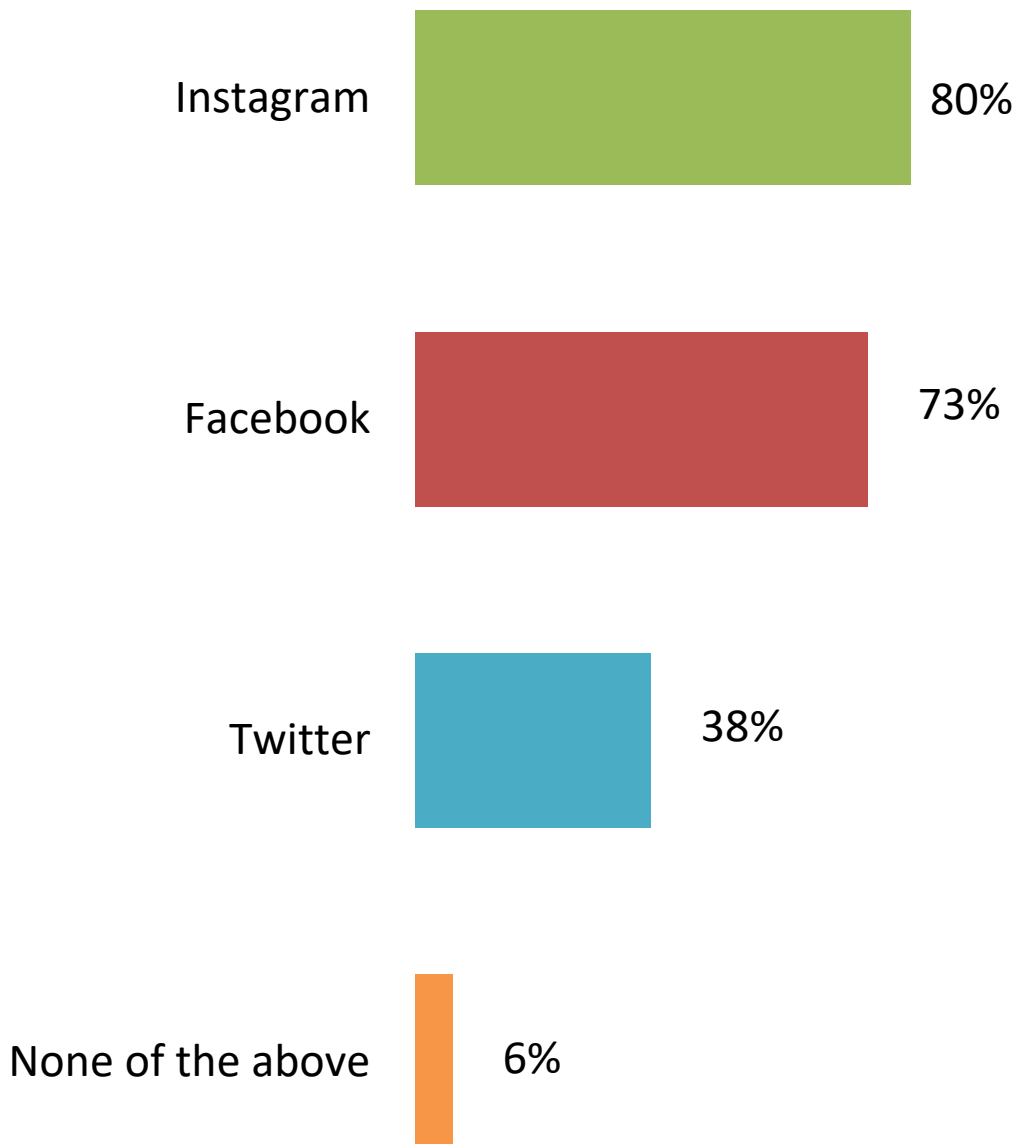
| | 2016 | 2017 | 2018 | 2019 |
|---------------------------|------|------|------|------|
| Word of mouth | 39% | 45% | 47% | 47% |
| Attended previously | 28% | 33% | 36% | 25% |
| The ABFF website | 30% | 27% | 25% | 20% |
| Social media | 9% | 8% | 20% | 20% |
| TV commercial | 3% | 7% | 7% | 0% |
| Another website | * | * | * | 1% |
| Walked by the event | * | * | * | 1% |
| Buzz event/party | * | * | * | 1% |
| Postcard/flyer | * | * | * | 1% |
| Street banners/billboards | * | * | * | 0% |
| Ad in a print publication | * | * | * | 2% |
| Radio advertisement | * | * | * | 2% |
| Magazine advertisement | * | * | * | 1% |
| Other | 13% | 6% | 13% | 9% |

Q. Have you attended the American Black Film Festival in the past?

Base: Total Answering

* Not asked

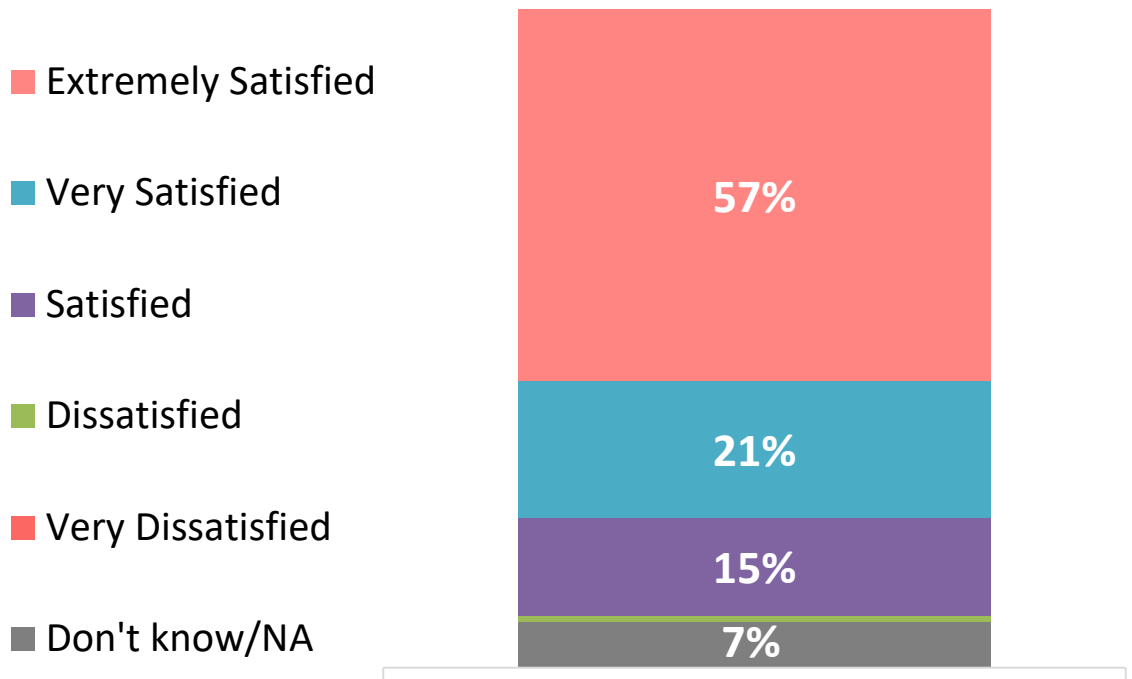
Social Media



Q. Which of the following social media do you use?

Base: Total Answering

Satisfaction w/ American Black Film Festival



80%

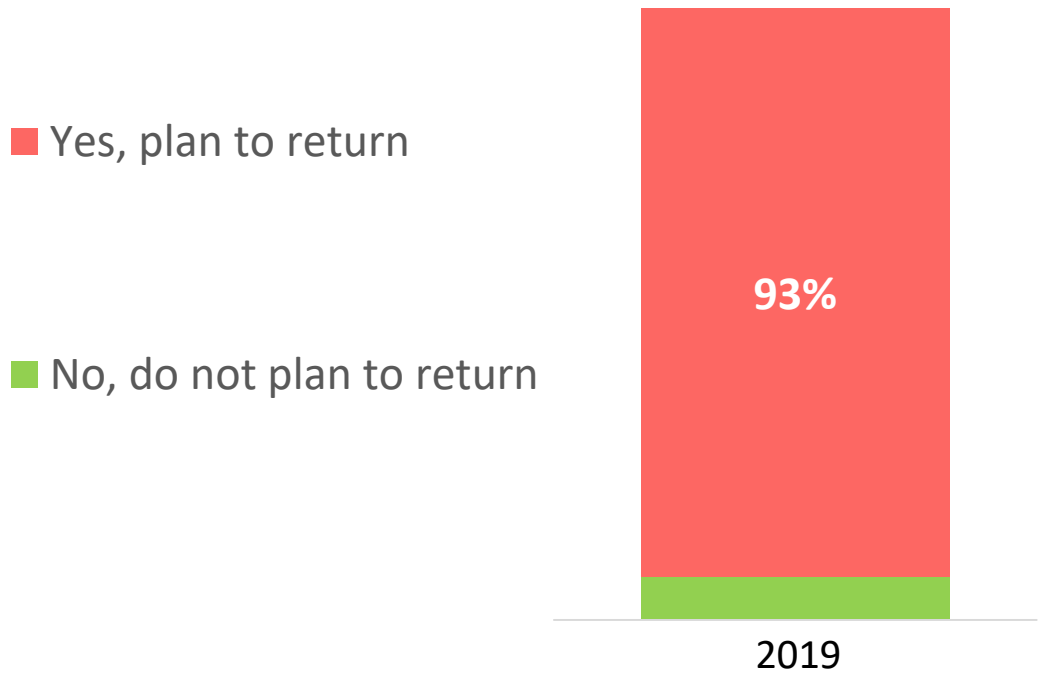
of attendees are registered ABFF participants

| Satisfaction – Historical | | | | |
|---------------------------|------|------|------|------|
| | 2016 | 2017 | 2018 | 2019 |
| Extremely Satisfied | 39% | 33% | 46% | 57% |
| Very Satisfied | 29% | 28% | 30% | 21% |
| Satisfied | 20% | 19% | 17% | 15% |
| Dissatisfied | 3% | 2% | 1% | 1% |
| Very Dissatisfied | 2% | 1% | 0% | 0% |
| Don't Know/NA | 7% | 16% | 6% | 7% |

Q. How satisfied are you overall with the American Black Film Festival?

Base: Total Answering

Intend to Return Next Year



| Intent to Return – Historical | | | | |
|-------------------------------|------|------|------|------|
| | 2016 | 2017 | 2018 | 2019 |
| Yes, plan to return | 93% | 91% | 93% | 93% |
| No, do not plan to return | 7% | 9% | 7% | 7% |

Q. Do you plan on attending the American Black Film Festival next year?

Base: Total Answering

Section 2:

Demographics

Demographics

| <u>Gender</u> | | <u>Education</u> | |
|---------------------------------|-----|--------------------------------|-----|
| Female | 69% | Some high school | 0% |
| Male | 31% | Completed high school | 4% |
| Prefer not to answer | 0% | Some college | 15% |
| | | Associate's degree | 7% |
| <u>Ethnicity</u> | | Bachelor's degree | 38% |
| Asian/Pacific Islander | 2% | Some graduate studies | 4% |
| American Indian/Native American | 1% | Master's degree | 21% |
| Black/African American | 91% | Doctoral degree | 8% |
| Caucasian | 2% | Other education | 3% |
| Hispanic/Latino | 3% | | |
| Multi-Racial | 4% | <u>Household Income</u> | |
| Other | 3% | Under \$25,000 | 8% |
| | | \$25,000 – \$44,999 | 14% |
| | | \$45,000 – \$64,999 | 15% |
| <u>Age</u> | | \$65,000 – \$84,999 | 11% |
| Under 21 | 2% | \$85,000 – \$104,999 | 9% |
| 21 - 34 | 38% | \$105,000 + | 27% |
| 35 - 44 | 20% | Prefer not to answer | 15% |
| 45 - 54 | 28% | | |
| 55 – 64 | 9% | Median party size | 2.2 |
| 65 or older | 3% | Median length of stay | 4.4 |
| | | | |