



Summary of Craft-Related Market Research for BRNHA Craft Trails Initiative (DRAFT)

May 2018

Research Objectives

Participants in the research study were asked several questions about the following:

- Recent leisure travel incidence
- Destination preferences and activities
- Perceptions of craft-related activities and destinations
- Importance of craft-related activities when planning travel
- Appeal of various craft experiences
- Recent visit experiences in western North Carolina
- Demographics

How attractive do you find each of the following characteristics when thinking about destinations you would like to visit? (Top 3 Box Response)

Destination Characteristics	Partner (n=2,209)	General (n=355)	Millennials (n=146)
Somewhere I've never visited before	98%	97%	99%
Historical/cultural attractions	97%	91%	86%
A variety of local food and beverage options	96%	96%	98%
Off the beaten path	95%	77%	72%
Unique - something to tell my friends about	93%	89%	94%
Relaxing, laid back	93%	94%	97%

How attractive do you find each of the following characteristics when thinking about destinations you would like to visit?

Importance of Craft-Related Activities/Attractions	Partner (n=2,039)	General (n=302)	Millennials (n=126)
Extremely important	15%	5%	6%
Very important	34%	10%	6%
Somewhat important	41%	32%	32%
Not so important	9%	31%	39%
Not at all important	1%	21%	18%

Please rate your level of personal agreement with each of the following statements. (Top 2 Box Responses)

Craft-Related Statements	Partner (n=2,037)	General (n=302)	Millennials (n=125)
I would take an overnight trip to attend a craft show, exhibit, or festival in a mountain location.	90%	47%	57%
I have interest in watching a craft demonstration.	90%	51%	53%
I have attended craft classes in the past.	88%	47%	58%
I enjoy visiting the studios of craftspeople when I travel.	85%	47%	41%

Please rate your level of personal agreement with each of the following statements. (Top 2 Box Responses)

Craft-Related Statements	Partner (n=2,037)	General (n=302)	Millennials (n=125)
I would enjoy a half-day workshop with an artist.	84%	38%	48%
I would be interested in attending an immersive experience in a craft school.	84%	27%	27%
A driveable "craft trail" with varied craft experiences in a region would be appealing.	84%	42%	36%

Please rate your level of personal agreement with each of the following statements. (Top 2 Box Responses)

Craft-Related Statements	Partner (n=2,037)	General (n=302)	Millennials (n=125)
I seek out galleries selling local crafts when I travel.	84%	40%	36%
I am interested in taking craft classes during an overnight trip.	80%	24%	28%
I would like to listen to an artist talk about his or her process	80%	39%	40%
I would find dinner and a lecture with an artist very appealing.	70%	42%	33%

Please rate your level of personal agreement with each of the following statements. (Top 2 Box Responses)

Craft-Related Statements	Partner (n=2,037)	General (n=302)	Millennials (n=125)
I would be interested in a package that combines easy guided hikes and craft classes.	69%	29%	42%
I subscribe to craft-related publications.	63%	15%	23%
I would enjoy cooking classes as part of an overnight trip.	56%	50%	70%
I would like to combine handmade craft experiences and craft beverage tastings.	54%	38%	60%

What would you be willing to pay for a craft-based experience such as the ones listed in the question above?

Price Willing to Pay: Experiences	Partner (n=2,031)	General (n=302)	Millennials (n=125)
<\$25	2%	20%	17%
\$26-\$50	5%	14%	32%
\$51-75	5%	9%	11%
\$76-100	10%	9%	11%
\$101-200	19%	12%	9%
>\$200	29%	2%	2%
I'm not sure	31%	33%	19%

How much would you be willing to pay for a piece of handmade craft that you like?

Price Willing to Pay: Craft	Partner (n=2,031)	General (n=302)	Millennials (n=125)
<\$25	2%	22%	23%
\$26-\$50	10%	24%	30%
\$51-75	11%	10%	13%
\$76-100	16%	9%	7%
\$101-200	20%	5%	6%
>\$200	19%	6%	2%
I'm not sure	22%	25%	19%

Which of the following American destinations do you associate with handmade craft? Please select all that apply.

Destination	Partner (n=2,029)	General (n=301)	Millennials (n=125)
Asheville, North Carolina	89%	61%	55%
Other areas NC Mountains	85%	50%	37%
Santa Fe and Taos, New Mexico	69%	49%	41%
Seagrove, North Carolina	30%	11%	6%
Sedona, Arizona	37%	30%	24%
Gatlinburg, Tennessee	38%	49%	43%
Green Mountains of Vermont	29%	21%	15%

How often have you visited a gallery/studio or had a craft-related experience during a trip within the last three years?

Frequency of Craft-Related Experience While Traveling	Partner (n=2,035)	General (n=302)	Millennials (n=125)
0 times	4%	31%	33%
One time	7%	27%	39%
2-3 times	37%	27%	23%
More than 4 times	52%	14%	5%

What downsides do you typically associate with handmade craft-related activities and attractions when traveling? Please select all that apply.

Downsides Associated with Craft Experiences	Partner (n=1,760)	General (n=285)	Millennials (n=122)
Difficult to find information about craft-related activities and attractions before visiting	45%	25%	35%
Difficult to find information about craft-related activities and attractions while visiting	34%	18%	15%
Poor customer service or not made to feel welcome	8%	9%	11%
Inconsistent opening days/hours	43%	25%	30%

What downsides do you typically associate with handmade craft-related activities and attractions when traveling? Please select all that apply.

Downsides Associated with Craft Experiences	Partner (n=1,760)	General (n=285)	Millennials (n=122)
Lack of good signage	30%	16%	13%
Unsafe conditions in studios or galleries	1%	2%	0%
Studios are difficult to find	21%	14%	13%
Unappealing merchandise	16%	27%	25%
Craft is expensive to purchase	41%	49%	53%
Boring/ not interesting	6%	32%	46%

What downsides do you typically associate with handmade craft-related activities and attractions when traveling? Please select all that apply.

Downsides Associated with Craft Experiences	Partner (n=1,760)	General (n=285)	Millennials (n=122)
Not enough information about the craft process at the attraction	21%	13%	7%
Not enough info about artists	15%	9%	5%
Artists are not personable/ don't have good customer service	9%	8%	10%
The food options are not good	14%	9%	12%
The restrooms are lacking	21%	15%	6%
Not good for big groups	6%	9%	10%



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