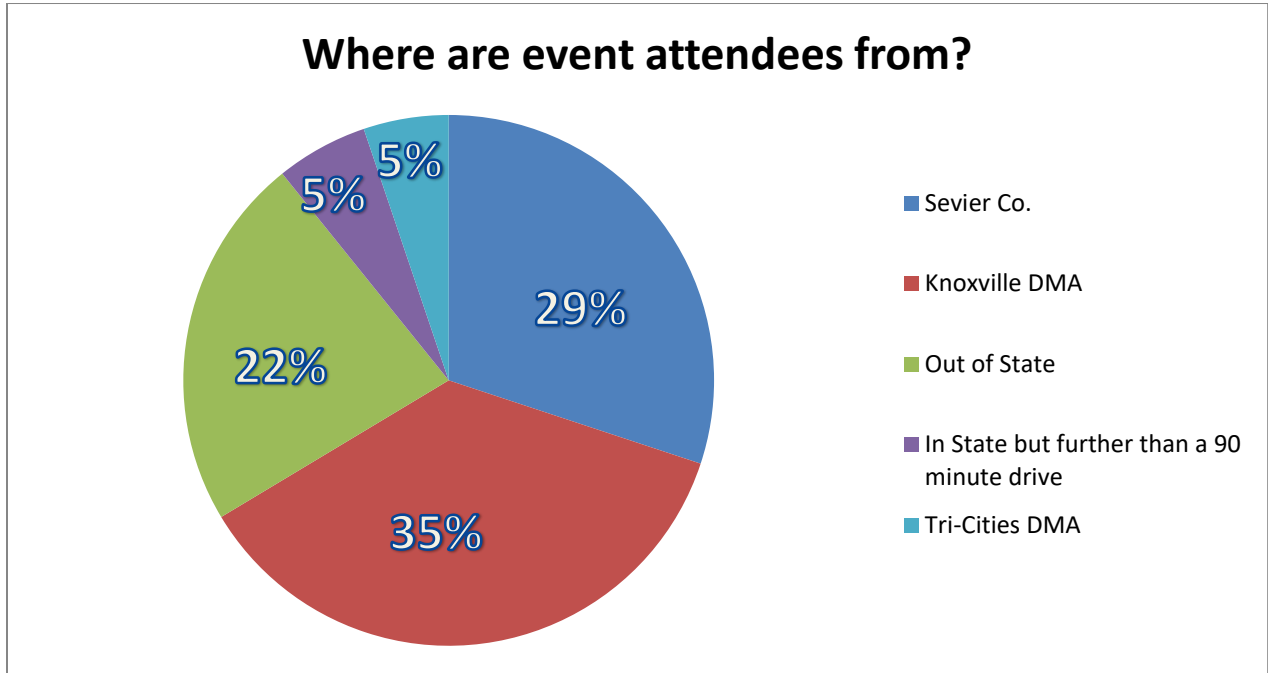
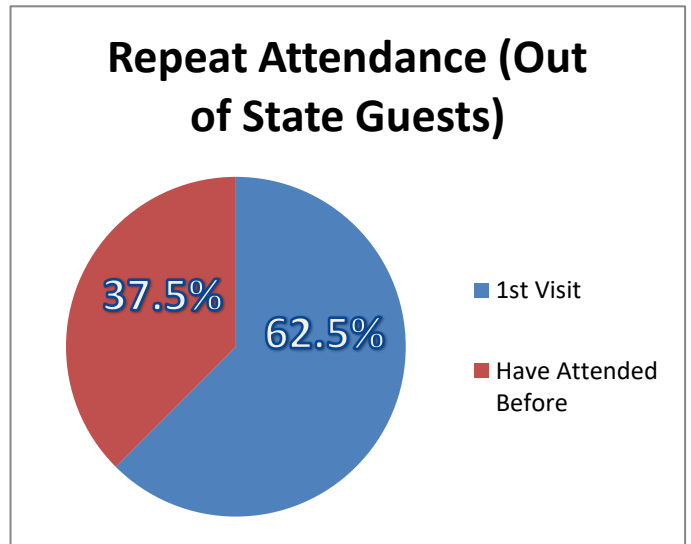
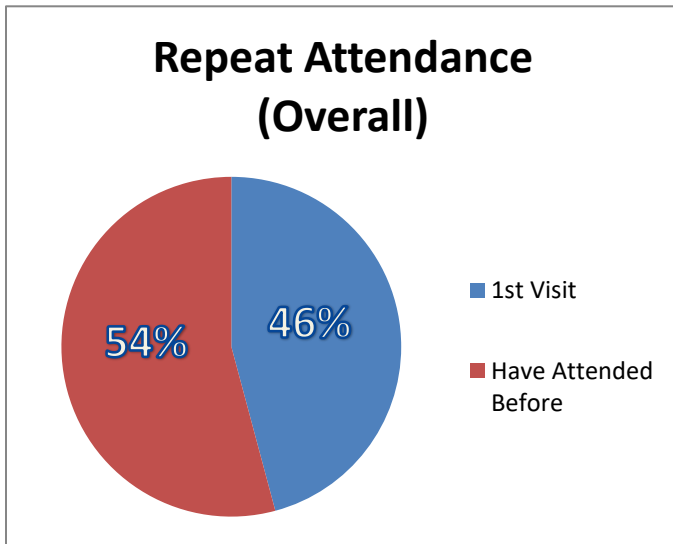


## 2017 BBQ Survey Recap

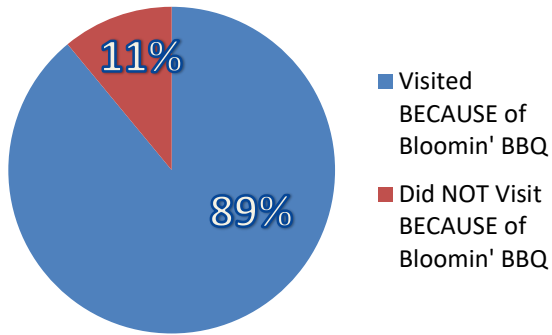


Bloomin' BBQ & Bluegrass continues to be a locally attended event with 29% of surveyed attendees originating from Sevier Co. (37% in 2016) However, it is also a regional draw with 35% of surveyed attendees coming from Knox Co. (up from 29% in 2016). The event's regional appeal continues to increase with 32% of attendees originating from out-of-state or more than a 90-minute drive within the state. Further, of those who were from out of state **89%** had come to Sevierville specifically to attend Bloomin' BBQ & Bluegrass.



## OUT OF STATE

### Why Did Those From Out of State Visit?



### Additional Stats:

Average Party Size  
**2.8**

Repeat Attendance  
**1<sup>st</sup> timers 62.5%**  
**Repeat 37.5%**

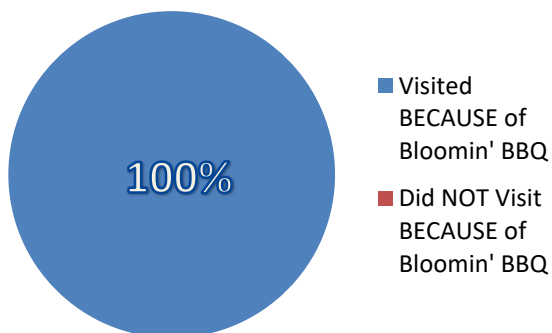
Staying Overnight  
**65%**

Average Length of Stay  
**2.38 days**

Average Spend  
**\$428.45**

## IN TN, BUT 90+ MINUTE DRIVE

### Why Did Those From 90+ Minutes Away Visit?



### Additional Stats:

Average Party Size  
**3.3**

Repeat Attendance  
**1<sup>st</sup> timers 46%**  
**Repeat 54%**

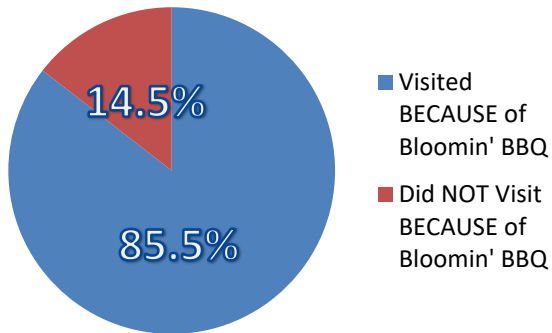
Staying Overnight  
**35%**

Average Length of Stay  
**2.17 days**

Average Spend  
**\$297.50**

## KNOXVILLE DMA

### Why Did Those From Knoxville DMA Visit?



### Additional Stats:

Average Party Size  
**3.4**

Repeat Attendance  
**1<sup>st</sup> timers 50%**  
**Repeat 50%**

Staying Overnight  
**15%**

Average Length of Stay  
**1.43 days**

Average Spend  
**\$165**

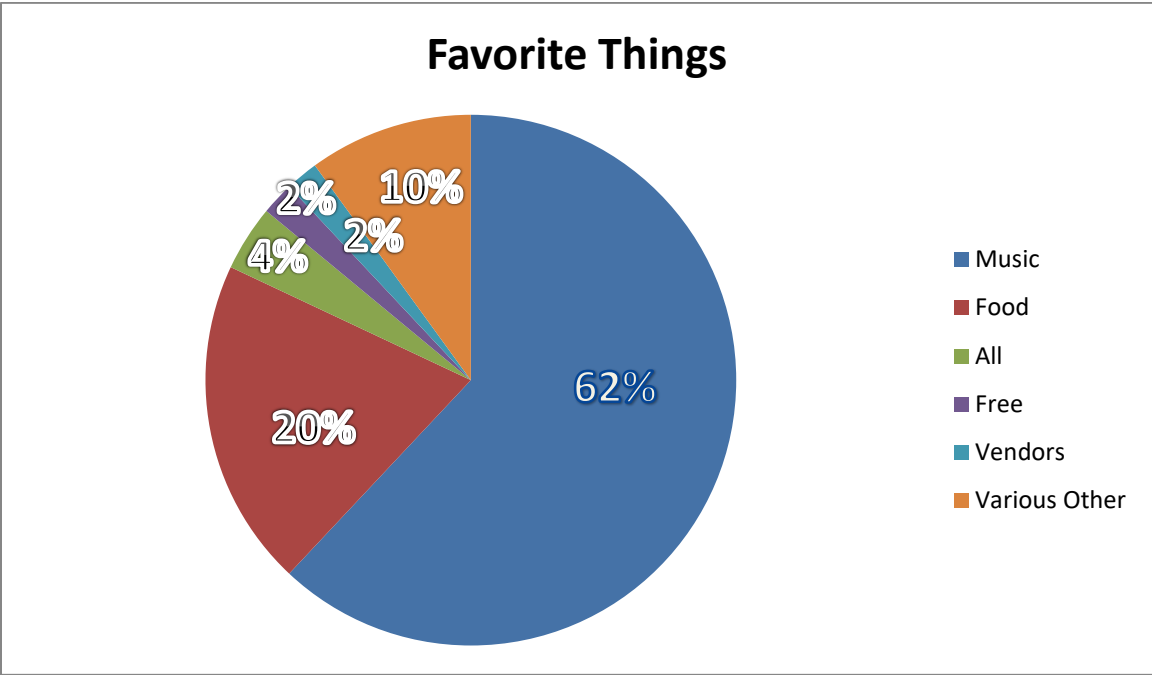
## SEVIER COUNTY

### Additional Stats:

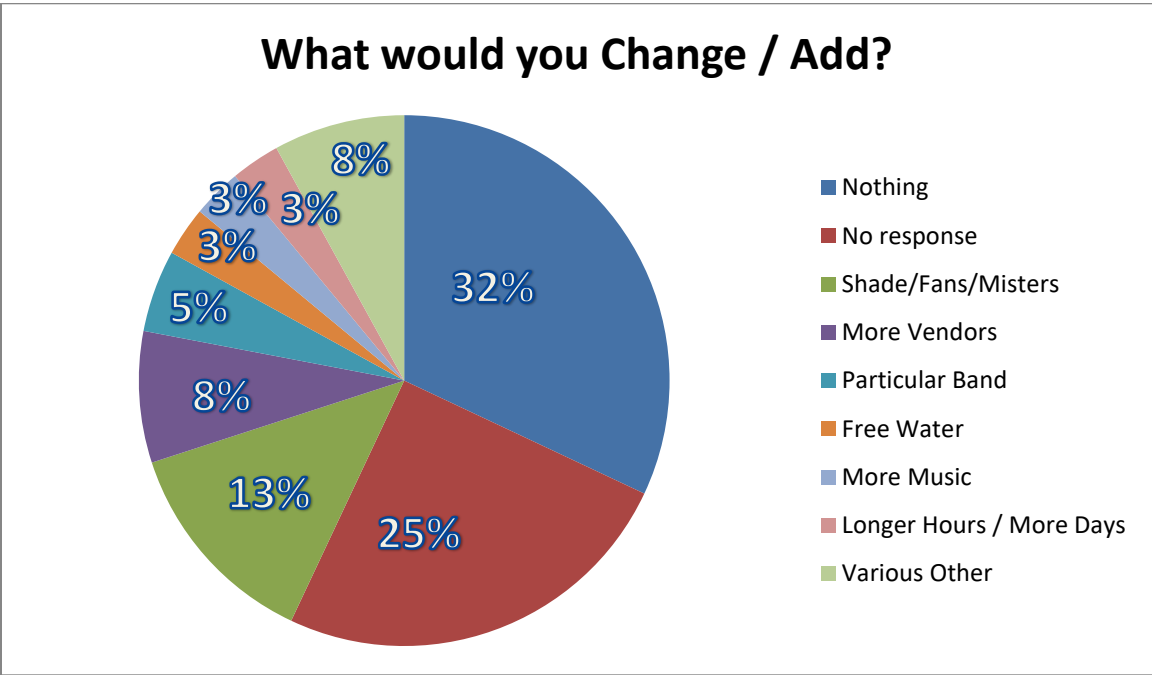
Average Party Size  
**3.06**

Repeat Attendance  
**1<sup>st</sup> timers 27%**  
**Repeat 73%**

Average Spend  
**\$89.65**



Favorite things continue to be music and food.



Based on this year’s survey, we are providing a quality guest experience as 32% responded that nothing should be changed and 25% didn’t even respond to the question. 13% addressed the heat, but planning for weather-related situations is difficult at an outdoor event. 8% noted that they would like to see more vendors. This is something we may want to consider increasing in 2018. It is worth noting that we have done an excellent job addressing several visitor concerns from last year including providing more seats and a better eating area (5% in 2017) and providing more kids activities (1.5% in 2017). Neither showed up in visitor concerns this year.