

PORT TOWNSEND FILM FESTIVAL

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PORTRAIT – The Port Townsend Film Festival audience is affluent, mature, and comprised of dedicated film lovers who appreciate businesses that support the festival. They attend the festival by purchasing a pass, an advance or rush ticket, or as a volunteers. Despite the storms that inconvenienced PTF 2007, of those intrepid attendees who responded to our survey—

- ♦ 51% have incomes greater than \$50,000 & 18% have incomes greater than \$100,000.
- ♦ 71% are at least 45 years of age and 59% of those are partnered.
- ♦ 76% have college or advanced degrees.
- ♦ 70% eat in restaurants 1-2 times/week and 34% vacation or travel 1-2 times/year.
- ♦ Female attendees slightly outnumber males 1.3/1
- ♦ 65% of attendees are more likely to support festival sponsors.
- ♦ 89% plan on returning to the 2008 Port Townsend Film Festival.

VISITORS – Attendance from visitors residing outside Jefferson County continues to remain steady. Our 2007 visiting audience responded to our radio advertising and out-of-county promotional efforts as well as the option to purchase advance tickets.

- ♦ 33% visited from outside of Jefferson County.
- ♦ 30% of visitors stayed three or more nights.
- ♦ 65% of visitors explored local events and attractions or shopped while they were here.

FREQUENCY OF EXPOSURE TO YOUR MESSAGE –

- ♦ Over 2000 attendees for pre-film sponsor trailers and announcements filled over 5000 seats.
 - ♦ Over 10,000 pass brochures & 10,000 programs are distributed carrying sponsor & advertisers messages.
 - ♦ *New for PTF 2008* – Display ads in *City Arts Magazine*, with 60,000 copies distributed in Seattle, Tacoma and the Eastside!
 - ♦ *In addition* – PTF is linked to the 2500 subscribers of the Seattle International Film Festival.
 - ♦ *Also...* New for the months of July, August & September we will have a brochure rack at the Keystone Ferry terminal due to state mitigations.
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