

2007 BOOK FESTIVAL STATISTICS

produced by the

Virginia Foundation for the Humanities

*Held: March 21-25, 2007 Charlottesville, VA – Source: Returned program evaluations.
Percentages tabulated from total number of respondents to each question. Sample size 4,239.*

FESTIVAL RATING – “GREAT” OR “EXCELLENT”	95%
NUMBER OF PUBLIC EVENTS AND PROGRAMS	161
NUMBER OF YOUTH PROGRAMS	55
AVERAGE ATTENDANCE	
At an adult program.....	92
At a youth & family program	101
NUMBER OF PARTICIPANTS	343
Authors and writers.....	318
Publishers, editors, and other professionals	25
TOTAL AUDIENCE	20,310
AUDIENCE PROFILE (ADULT PROGRAMS):	
From Charlottesville/ Albemarle.....	69%
Other Virginia localities.....	21%
Out-of-state – from 34 states.....	9%
(AL, AZ, CA, CO, CT, DC, DE, FL, GA, IA, IL, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, NJ, NY, OH, OK, OR, PA, SC, SD, TN, TX, VT, WV)	
Other countries and U.S. territories.....	1%
(AUSTRALIA, CANADA, FRANCE, UK, ST. JOHN)	
Out-of-area audience staying overnight in hotels.....	33%
Percent of attendees buying at least 1-5 books.....	70%
FESTIVAL INFORMATION OBTAINED (<i>multiple responses per survey possible</i>):	
Newspaper /Magazine.....	22%
Word of mouth.....	20%
Received Advance Program.....	15%
Web site (www.vabook.org).....	13%
Email Newsletter.....	7%
VFH Newsletter.....	6%
Radio / TV.....	6%
Other (school, co-worker, etc.).....	11%

“The big annual literary shindig here in C’ville.”

-Virginia Quarterly Review online, March 21, 2007

“Book-friendly tourism brings thousands of readers to Charlottesville who are lovers of the history, cultural activities and artistic endeavors that increasingly dot the map of Central Virginia.... The Virginia Festival of the Book sets a nice table for mindful dining.”

-Melanie Mayhew, The Daily Progress, March 28, 2007

The Fourteenth Annual Virginia Festival of the Book

Charlottesville, March 26-30, 2008

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