

Attendance and Economic Impact of Special Events 2013

Economic Development Office



Photo by Jack Affleck

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Chris Cares

David Becher

RRC Associates

Office: 303.449.6558

chris@rrcassoc.com

david@rrcassoc.com



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Outline

Purpose: Phase 1 (2012) and Phase 2 (2013)

Methodology: Attendance estimates

Results

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Purpose

Phase 1 (2012)

- Measure economic impact at 30 TOV special events
- Key measures of economic impact:
 - Estimated spending by event attendees on lodging, dining, shopping, & other activities in TOV
 - Estimated return on investment to TOV:
 - Additional incremental spending in TOV generated by event
 - Ratio of increased revenue to amount of TOV funding received
 - Additional sales tax revenue accruing to TOV generated by event
- Collection of other standardized attendee metrics: attendee origin, likelihood to recommend event, household income, etc.

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Purpose

Phase 2 (2013)

- Special focus on gathering accurate, standardized estimates of attendance at 30 TOV-funded events
- Apply 2012 intercept survey data to attendance estimates in order to evaluate the incremental economic impact of each event
- Conduct 360 degree evaluations (counts and intercept surveys/economic impact) for five 2013 events

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30 Events Analyzed in 2013

Event	Dates	360° Evaluation
Winter Mountain Games	February 7-10	✓
US Open – Burton	February 25-March 2	✓
Pink Vail	March 9	
Vail Film Festival	March 28-31	
Taste of Vail	April 3-6	
Spring Back to Vail	April 8-14	
Vail Whitewater Park Kayak Demos	May 14-June 18 (6 Tuesdays)	
Feast! Vail	May 24-27	✓
Summer Mountain Games	June 6-9	
King of the Mountain	June 14-16	
Vail Rocks!	June 15	
Lionshead Family Saturday Afternoon Club	June 15-August 10 (9 Saturdays)	
Vail Farmer's Market and Art Festival	June 16-October 6 (17 Sundays)	
Vail Arts Festival	June 28-30	
Vail Lacrosse Shootout	June 29-July 7	
Vail America Days	July 4-7	
Kick-It 3v3 Soccer	July 26-28	
Keen Kids Adventure Race	August 8-11	
USA Pro Cycling Challenge	August 23	✓
Gourmet on Gore	August 30-September 2	
Oktoberfest	September 6-8, 13-15	
Vail Automotive Classic	September 8	
America Cup	September 10-15	
The Vail "Living Well" Summit	September 19-21	
Vail Restaurant WEEK	September 27-October 6	
Colorado Grand Finish Line and Concours	September 20-21	
Vail Valley Cup Soccer Tournament	October 5-6	
Snow DAZE	December 11-15	
HoliDAZE	December 20-22, 31	
Vail New Year's Eve	December 31	✓



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DEFINITION: Attendance=“attendee days”

1 attendee-day = 1 unique person attending a specified event for any part of a day or night.

- At multi-venue events, a person who attends multiple event venues in a single day is credited with one attendee-day.
- At multi-day events, an individual is credited with one attendee-day for each day s/he attends the event.
- Attendance estimates are typically limited to “consumers” of the event, i.e. spectators of or leisure participants in the event, as applicable. (Persons involved with event production & operations excluded.)
- Casual passersby who don’t spend time at the event are excluded.



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METHODOLOGY: Attendance Estimates

Approach varied depending on format, location, and other circumstances of respective events:

- **Events requiring tickets/registration**: relied on counts from event organizers, supplemented as needed with survey data and/or other sources to convert counts into unique daily attendees
- **Events with a significant registered participant count (e.g. many sporting events)**: extrapolated attendance via survey data (i.e. ratios of registrants to total attendees) and counts
- **Unticketed but confined events (e.g. many concert events)**: mix of manual counts (live/photo), with turnover/duplication controls as appropriate through survey research
- **Unticketed and unconfined events (e.g. USA PCC, Summer Mtn Games, etc.)**: mix of repeated live manual counts (sometimes w/ photos), with turnover/duplication controls as appropriate through survey research
- **Reasonableness checks**: lodging occupancy rates and parking counts for very biggest events
- Where possible, multiple methods used to cross-check estimates



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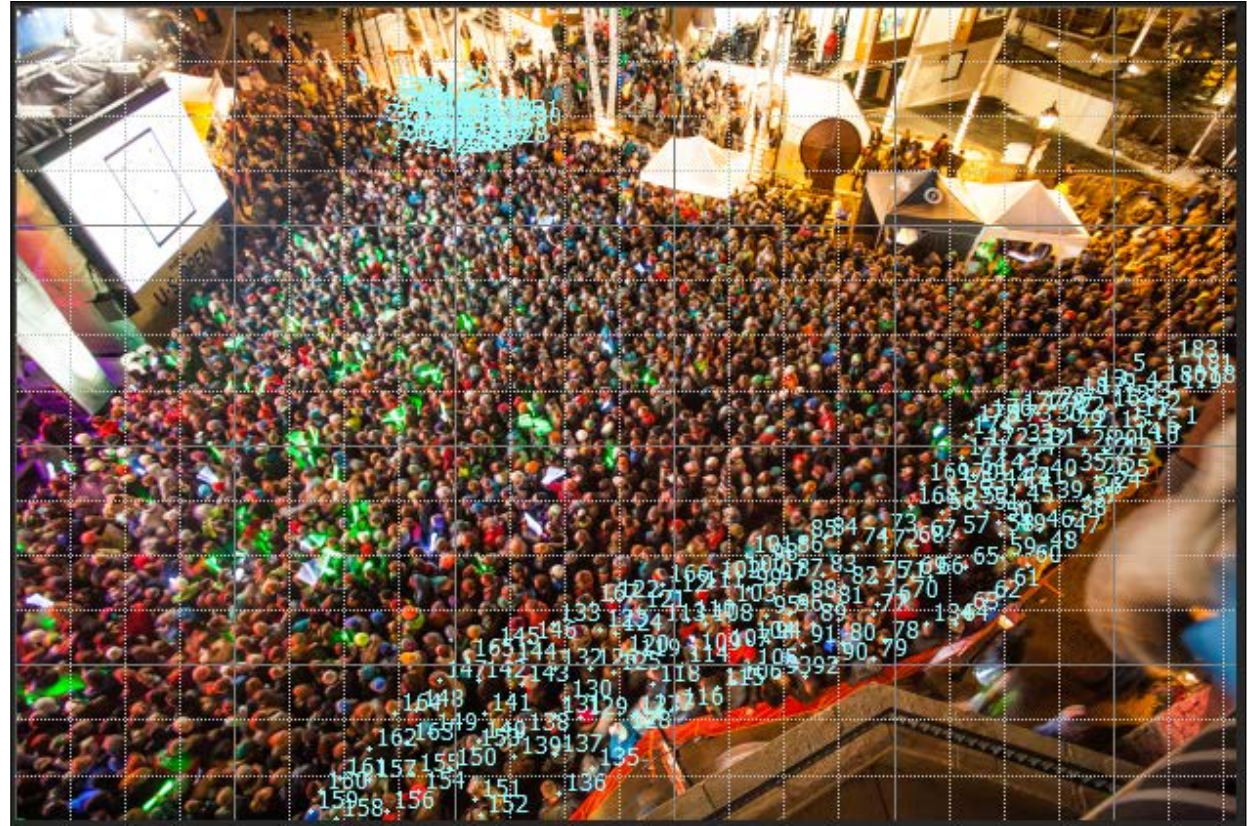
METHODOLOGY: Techniques Used at Each Special Event

	Live Counts	Photographs	Intercept Surveys	Counts from Event Producer	Ratio of Registrant to Attendee Calculation	Parking/Lodging Reasonableness Checks
Winter Mountain Games	X	X	X	X	X	
US Open - Burton	X	X	X	X		
PINK Vail				X		
Vail Film Festival	X		X	X		
Taste of Vail	X	X	X			
Spring Back to Vail	X	X	X			
Feast! Vail	X	X	X	X		
Vail Whitewater Park Kayak Demos	X	X				
Summer Mountain Games	X	X	X	X	X	X
King of the Mountain Volleyball	X	X	X		X	
Vail Rocks!	X	X		X		
Lionshead Family Saturday Afternoon Club	X	X	X			
Vail Farmer's Market and Art Festival	X	X	X			X
Vail Arts Festival	X	X	X			
Vail Lacrosse Shootout	X	X	X	X	X	
Vail America Days	X	X	X			X
Kick-It 3v3 Soccer	X	X	X		X	
Keen Kids Adventure Race	X	X	X	X	X	
USA Pro Cycling Challenge	X	X	X			X
Gourmet on Gore	X	X	X			
Oktoberfest	X	X	X			
Vail Automotive Classic	X	X				
America Cup	X	X		X	X	
The Vail "Living Well" Summit				X		
Colorado Grand Finish Line and Concours	X	X		X	X	
Vail Restaurant WEEK			X	X		
Vail Valley Cup Soccer Tournament	X	X	X		X	
Snow DAZE	X	X				
HoliDAZE	X	X				
Vail New Year's Eve	X	X	X	X		
TOTAL	27	26	21	14	9	4

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METHODOLOGY: Attendance Estimates

- *Photoshop grid and individual counting methods were applied to aerial photographs to generate and confirm attendance counts at select events, including during Burton US Open for the Macklemore concert*



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METHODOLOGY: Attendance Estimates

- Counters were used to conduct periodic live counts at events with turnover, such as the Farmer's Market and Vail America Days



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METHODOLOGY: Attendance Estimates

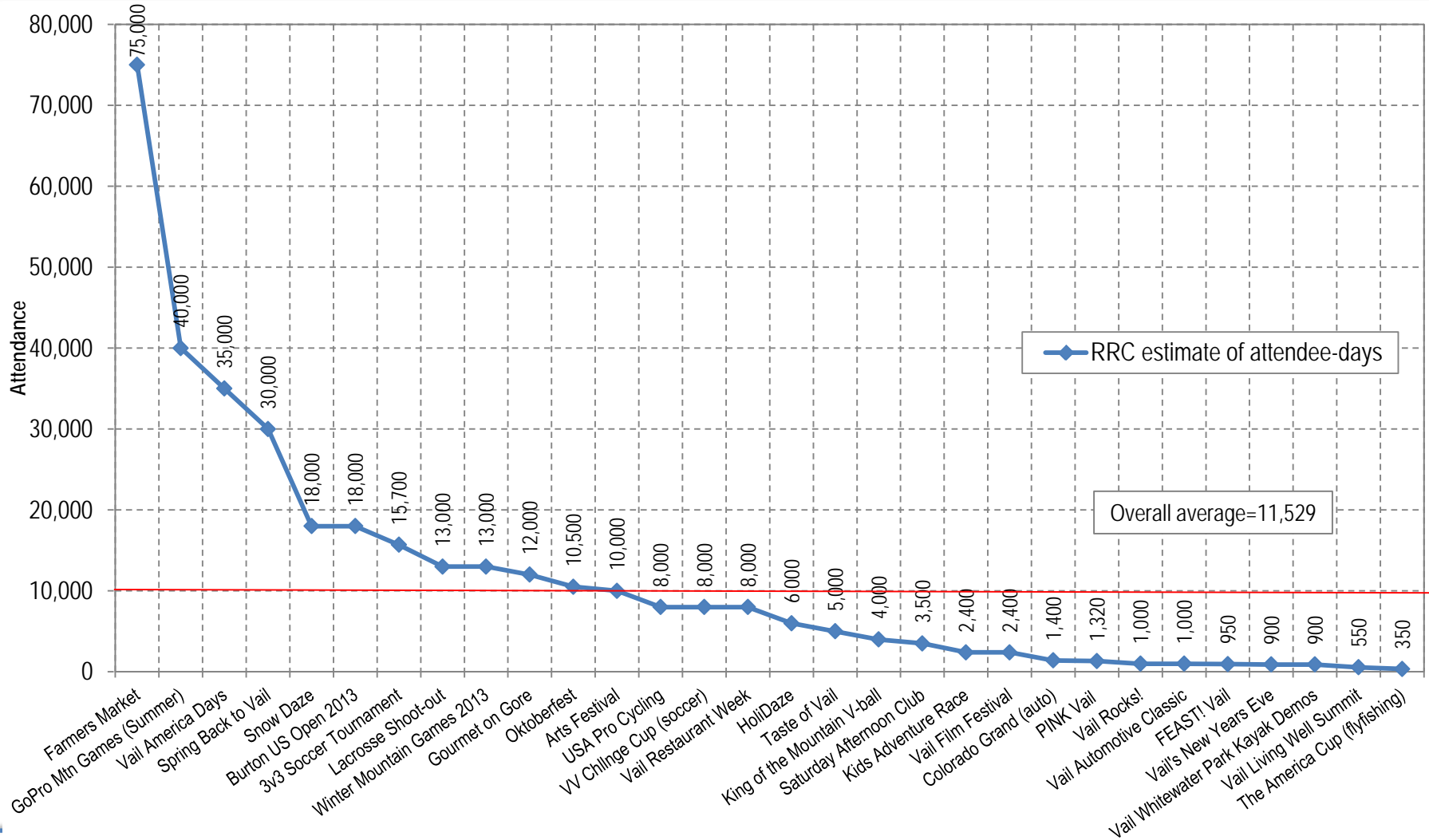
- Intercept surveys included questions for extrapolating attendance:
 - Turnover factors: How much total time do you expect to spend at (event/specific venue)?
 - Duplication factors (multi-venue events): What event venues have you visited or do you expect to visit today?
 - Registrant:attendee ratios:
 - Proportion of registrants and other attendees in attendee sample
 - Proportion of registrants and other attendees in travel party
 - Did you drive to or within Vail as part of your travel to this event? (If yes) Where is your vehicle parked? Persons per vehicle?



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INDIVIDUAL EVENT RESULTS – Attendance Estimates

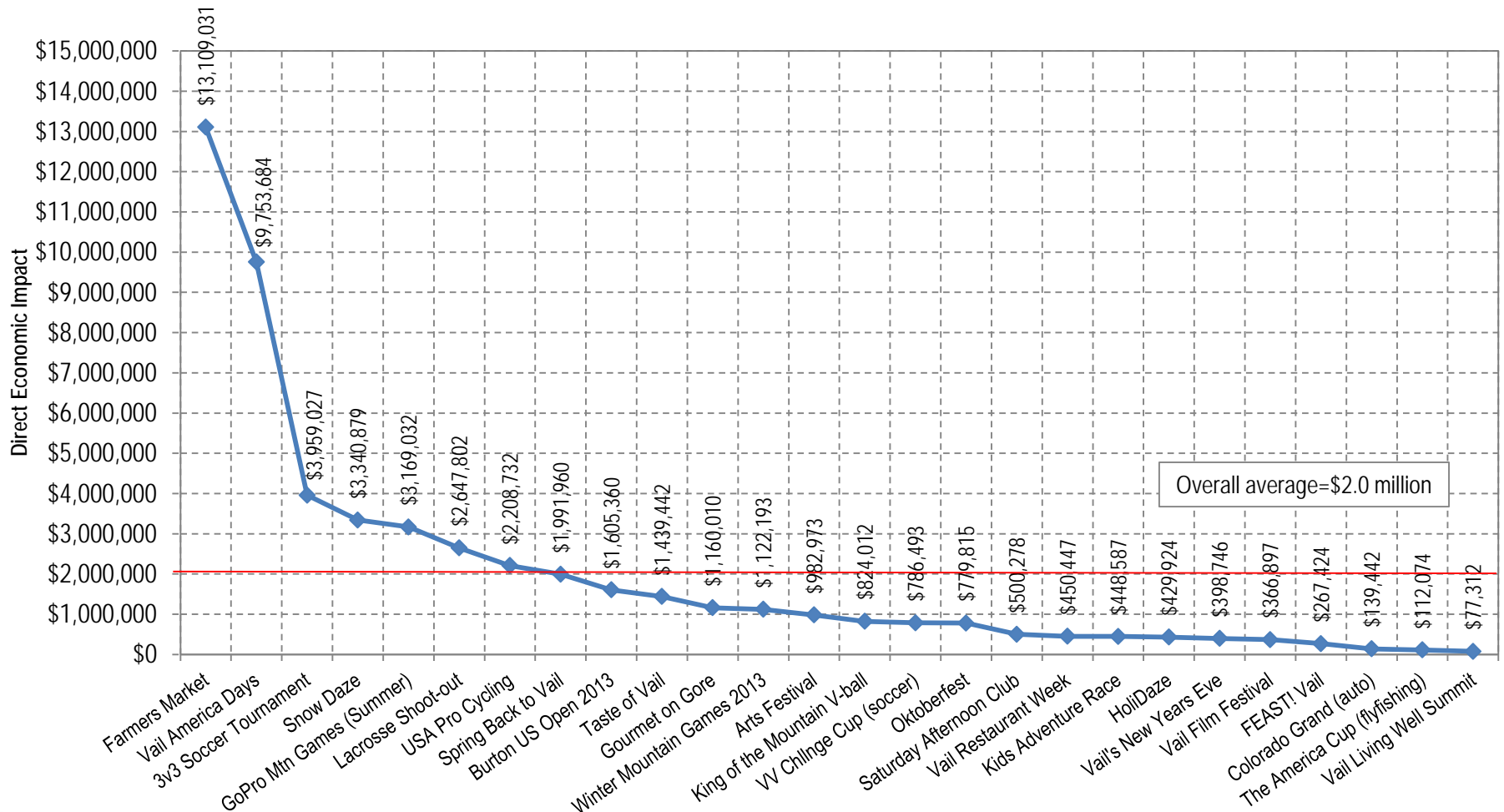
(Events where attendance was not estimated by RRC in 2013 are excluded, e.g. Bravo!, Jazz Foundation, etc.)



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INDIVIDUAL EVENT RESULTS – Direct Visitor Economic Impact

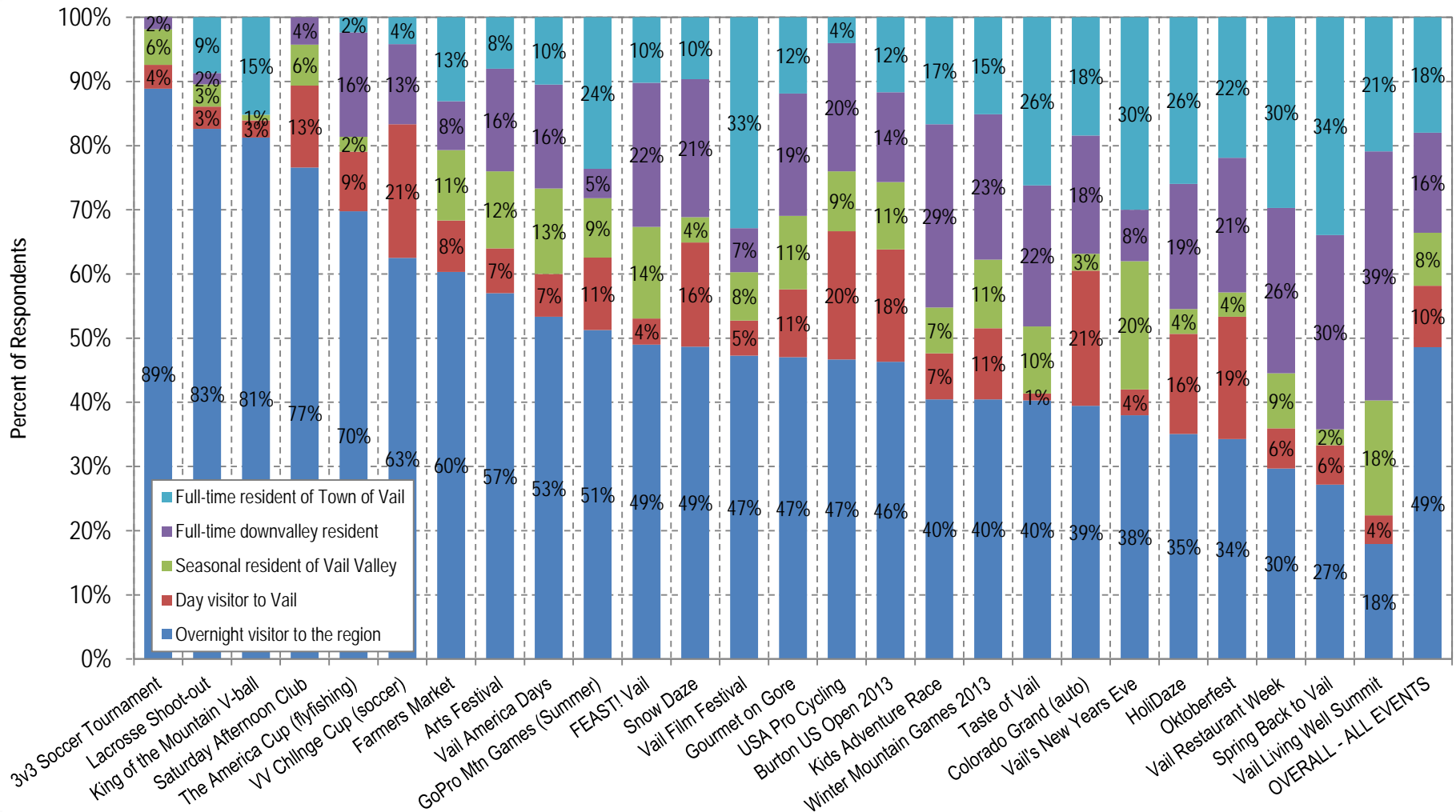
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INDIVIDUAL EVENT RESULTS – Visitor Type

(Events where attendance was not estimated by RRC in 2013 are excluded, e.g. Bravo!, Jazz Foundation, etc.)

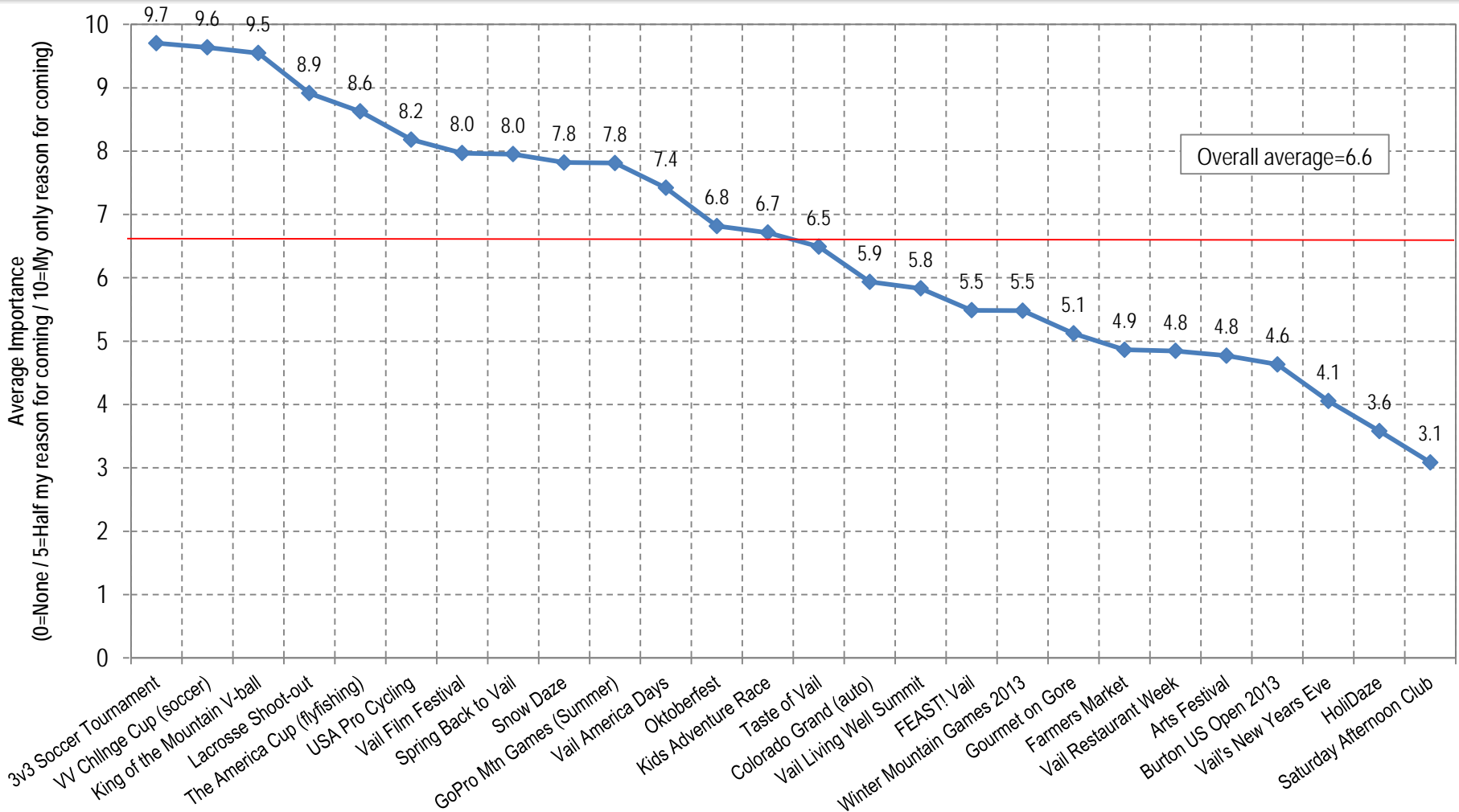


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INDIVIDUAL EVENT RESULTS – Importance of Event in Decision to Visit Vail

(TOV full-time residents excluded)

(Events where attendance was not estimated by RRC in 2013 are excluded, e.g. Bravo!, Jazz Foundation, etc.)



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Lessons learned: TOV and CSE have appropriate reporting guidelines in place



TOWN OF VAIL

**Commission on
Special Events**

ATTACHMENT G

Guidelines for Post-event Recaps for All Events Receiving Public Funding:

Events receiving an allocation of \$10,000 or more are required to present independent survey data corroborating the results. This presentation should be accompanied by a written, post-event follow-up document which shall include:

- Estimated results including the following information, per the CSE Criteria as described in the RFP:
 - Attendance numbers and demographic profile:
 - Estimated attendance. If your event is non-ticketed, please describe what method you used to estimate the numbers of attendees.
 - What percentage of people came to Vail specifically for your event? What percentage of people has attended the event in previous years?
 - Where did attendees come from: local, regional, out of state, international destinations?
 - Average age and income bracket of attendees.
 - Estimated spending by event attendees:
 - Lodging: Please include an explanation as to how participants and/or attendees were directed to book lodging.
 - What percent of attendees stayed in the Town of Vail?
 - Average amount spent on lodging per day?
 - Estimated number of room nights booked in association with your event.
 - Dining
 - Shopping
 - Other Activities
 - Visitor Intent to Return and Satisfaction Ratings: Would you come back? Was it fun? Please provide the NPS (Net Promoter Score) number determined from survey results.
 - Estimated Return on Investment (ROI) to the Town of Vail: Specifically, how much additional spending within the Town of Vail was generated by the event? What is the ratio of increased revenue to the amount of funding received? How much additional sales and lodging tax revenue generated by the event accrued to the Town of Vail?
 - (Town of Vail sales tax is 4%, Vail Local Marketing District lodging tax is an additional 1.4%).



TOWN OF VAIL

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Lessons learned

- Attendance estimates can be complex and labor-intensive
 - For many events, attendance estimates are likely to have a significant margin of error
- Event organizers & sponsors may have varying attendance definitions & standards
- Improving attendance estimates going forward:
 - Clear definition of attendance
 - Rigorous, transparent methodology and calculation factors
 - Anchor to “hard data” (actual counts, registrants, etc.) wherever possible
 - Cross-check with multiple methods and repeated measures where possible
- Balance thoroughness of data collection with objective of producing quality events
- Evaluate events holistically (multiple criteria)
- Consider evaluating events in context of overall Vail tourism & activity



TOWN OF VAIL

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Other Benefits of Special Events

- While our estimates help estimate direct visitor economic impact of events, there are many other benefits of special events that make them valuable to Vail:
 - Economic impacts associated with event production
 - Secondary or “multiplier” economic impacts
 - Enhanced guest satisfaction (influences positive word of mouth, town reputation, likelihood of return)
 - Improve visitor experience among non-attendees
 - Marketing/PR impacts
 - Reinforce and shape town brand
 - Maintains/increases competitiveness of Vail as compared to other mountain resorts and destinations
 - Community quality of life benefits



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Thank you!

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