

Special Event Survey – Top-Line Findings

71- completed survey forms (n=71)



Background

- The 2016 NBHA Shamrock Showdown took place March 17, 2016 – March 20, 2016 at Jacksonville Equestrian Center.
- The Annual Barrel Racing Competition is one in which racers compete for over \$125,000 estimated Purse and Prizes. You must be an NBHA member to compete.
- The event was FREE to attend.



Special Event Survey Form

1. Have you come to this event from out-of-town?
2. What is your home zip-code?
3. How many people are in your immediate travel party?
4. Number of nights you stayed in the area?
5. If staying overnight, type of accommodations while in the area?
6. Which hotel did you stay in?
7. How much has your travel party spent while in the area?



Top-Line Results

Survey Question	Top-Line Results
From out-of-town (more than 50 miles)	Yes (89%)
From out-of-state	Yes (44%)
Travel Party Size	Two adults (44.9%) One Child (55.6%)
Nights in the area	Three nights (86.4%) Four nights (8.5%)
Accommodations	In my RV (71.0%); Hotel (29.0%)
Hotel	Other (33.3%) Best Western Plus (23.8%)
TOTAL SPENDING in area	\$755.45 per travel party (\$251.82 per day, per travel party)



Related to this event and your time in the destination, how much \$ will your travel party spent in the last 24 hours in the area?

Lodging:	\$49.60
Restaurants:	\$63.91
Retail and Shopping:	\$44.17
Ground Transportation / Gasoline	\$47.23
Attractions / Admissions:	\$9.53
<u>Souvenir / Other:</u>	<u>\$37.37</u>
Total:	\$251.82



Economic Impacts

Effects	Output	Employment	Employee Compensation
Direct	\$74,166	1.2	\$26,415
Indirect	\$21,271	0.2	\$8,226
Induced	\$23,080	0.2	\$8,261
Total	\$118,517	1.5	\$42,902

