

Estimated Economic Impact and Visitor Estimates for the

Red Hills Horse Trials Weekend

March 9 – 11, 2007

Tallahassee/Leon County, Florida

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Introduction & Methodology

The Red Hills Horse Trials is considered one of the equestrian world's top events and held annually in Elinor Klapp-Phipps Park in Tallahassee, Florida. The purpose of this study was to estimate the total numbers of event visitors and assess the magnitude of their economic impact on the local economy during the Red Hills Horse Trials weekend of March 9 – 11, 2007. The project was conducted by Dr. Mark A. Bonn, Dedman Professor in Service Management, College of Business, Florida State University, Tallahassee, Florida.

This study provided an estimate of the numbers of visitors flowing in and out of the Leon County area because of the Red Hills Horse Trials event. No actual attendance figures were provided by festival organizers, nor were any traditional methods utilized to obtain total attendance numbers by them. Investigators learned that combinations of three-day passes and daily passes were sold. However, festival organizers were unable to provide any information on numbers of three-day passes or individual day passes sold. On-site observation at the event entrance reported that no system was in place to provide gate counts or turnstile counts.

Methodology for Estimating Overall Attendance

The purpose of this study was not to make total event spectator estimates, but rather to estimate numbers of visitors. However, in an effort to approximate attendance for our internal purposes only, several common systems used by this researcher for linear events were implemented during this event. First, during the process of data collection, information was documented by all surveyors throughout the event pertaining to the numbers of incidents (percent of time), which were required to identify visitors from residents. This information is provided later and is helpful in determining overall event attendee numbers by day. Second, during the Friday and Sunday events, counts of attendees were fairly easy to obtain. This was possible because attendees observed the event during these days as spectators were situated in and around portable bleachers and fencing areas. This allowed for observers to easily provide head counts. During these two days, every surveyor took independent head counts at these locations during four different time periods. Scores were tabulated and overall averages were calculated for Friday and Sunday attendance.

During the Saturday event, surveyors were asked to provide actual total counts of spectators using three different methods. Surveyors were divided into groups and were sent to opposite ends of the cross-country course during early afternoon. Surveyors then took counts independently as they walked toward the approximate mid-point of the course from their opposite directions. At the point along the course where they met, each surveyor reported their independent counts. The second count method involved parking lot tallies of vehicles. These vehicle numbers were then compared with data obtained from actual interviews with individuals that documented average party size. Average party size was then multiplied by the numbers of vehicles counted in the parking lot areas to derive an attendee count on Saturday. The third method employed to estimate overall attendees involved counts at shuttle loading areas. All surveyors were stationed at this area where they counted attendees waiting in long lines for shuttle rides back to their vehicles in the parking areas off property. Shuttle vehicles held approximately 30 event attendees each

during peak times. These shuttles arrived in intervals of 15-20 minutes, or about three to four shuttle vehicles per hour for several hours.

Methodology for Estimating Visitor Attendance

An on-site survey was conducted using a random sample of event attendees. Trained, professional surveyors were strategically positioned throughout the park during the final three days of the event (Friday through Sunday). Attendees were contacted at random sites (e.g., dressage, avenues, cross-country lines, bleachers, stables) using random numbering to identify respondents throughout the three days. Appendix I identifies the sites and times used for each day to gather visitor information. Red Hills Horse Trials event visitors were defined as those individuals who were non-Leon County (Tallahassee) residents. Local residents were identified from zip code information obtained from the on-site survey and ultimately were excluded from the analysis. This was critical because an underlying economic postulate related to economic impact is that residents only redistribute existing money among the economic activities in the county rather than injecting new money into the local economy which is demonstrated by non-residents visiting an area. During the three-day event, a total of 392 usable surveys were obtained for the analysis. This total number of completed surveys allowed for statistical findings to be reported at the 95% level of confidence with +/- 0.05 error.

All data were edited, coded, and entered into a database. Analyses were conducted utilizing the Statistical Package for Social Sciences (SPSS) software. Data were reported using frequency and percentage cross tabulations. Averages (means) were calculated for the econometric modeling tasks.

The Red Hills Horse Trials Event Provides Increased Economic Activity to the Tallahassee/Leon County Area

The Red Hills Horse Trials event provided benefits to many local Leon County businesses and their employees in terms of revenue generated from the injection of visitor dollars into Leon County. Visitor dollars are brought into a region by visitor (non-county residents) spending. These dollars create what is known as the multiplier effect, whereby visitor dollars transgress throughout the entire local economy. This becomes possible, for instance, as initial visitor dollars are spent in Leon County places of business such as restaurants and hotels. Visitor dollars that are received by local employees working in our area businesses are subsequently spent by our paid workforce at many other places of businesses throughout the county (ie. grocery stores, gas stations, shopping malls, etc., etc.) This behavior starts a chain reaction of dollars that are virtually turning over, or multiplying, within our community. In the case of this event, we will use IMPLAN¹ to estimate the multiplier effect. Multipliers represent the value of the total economic activity with each visitor dollar spent. This study analyzed visitor spending as a direct result of the Red Hills Horse Trials weekend event and found that **Tallahassee/Leon County received over \$194,128 through direct spending from 1,032 visitors attending this event.** When the multiplier effect is added, the total economic impact of the Red Hills Horse Trials visitors is calculated to be over **\$283,810** in visitor expenditures. The total output multiplier for visitor expenditures derived from IMPLAN and used in this study was 1.46². That is, every dollar spent by visitors to the Red Hills Horse Trials event turned over 1.46 times in the Tallahassee/Leon County region.

Estimation of Total Numbers of Visitors

Immediately following the conclusion of the event, hotel/motel properties in Tallahassee/Leon County located at exit points off of I-10 and Highway 27 and I-10 and Thomasville Road as identified through were surveyed by telephone and through personal interviews with property managers in an effort to obtain data specific to the numbers of hotel/motel room nights generated by the event. These properties were selected because of their close proximity to the event. Also, the designated host property was located within this geographic area. As an additional quality check, lodging property front desk employees in the downtown area were also personally interviewed to determine whether or not room nights were generated by event visitors. Based upon conversations with lodging managers and front desk employees, only two (2) properties were identified as being able to identify room nights generated by this event. The Hampton Inn & Suites (the host hotel) and Hilton Garden Inn (both located off of I-10) were able to identify and provide specific information to us regarding exact numbers of rooms rented by event visitors. According to the responding properties, Friday, March 9 and Saturday, March 10th generated a total of 54 rooms that were rented to visitors attending the Red

¹ IMPLAN is a widely accepted software program to estimate the output, labor income and employment multiplier effects. Many federal and state agencies have adopted the IMPLAN model for their economic analysis. These agencies include but are not limited to: Bureau of Economic Analysis, United States Department of Agriculture (USDA) Forest Service, Florida Labor Market Statistics, Florida Office of Tourism, Florida Department of Environmental Protection, etc. For a complete list of IMPLAN clients, please go to: <http://www.implan.com/references.html>.

² The event was considered a 100% local event. No spending leakage occurred. The multiplier of 1.46 was derived by IMPLAN.

Hills Horse Trials event. This means that a total of 192 event visitors stayed in local hotels/motels during these two weekend dates, accounting for 8.1% of all available room nights by the previously identified lodging properties.

Based upon this lodging data and additional visitor data collected throughout the county during the weekend event, it was estimated that the Red Hills Horse Trials attracted 1,032 visitors. Survey respondents were categorized into four groups according to their type of accommodations used during the event’s time frame (see Appendix 3 for details). The subsequent visitor estimates were generated for each accommodation segment as seen in Table 1.

Table 1: Estimation of Total Number of Visitors by Accommodation Type

Accommodation Choice	Number of Visitors	Percentage
Day Visitors	619	58.6%
Hotels/Motels	192	18.6
Friends/Family	161	15.6
RV Park/Campgrounds	60	7.2
Grand Total	1,032	100%

More than half of all Red Hills Horse Trials event visitors responding to the survey were day visitors (58.6%) that traveled by auto to attend the event. Many of these visitors primarily originated from communities within counties adjacent to Leon County. Event visitors also stayed at hotels/motels (18.6%), with friends and families (15.6%), or at RV parks or campgrounds (7.2%). Due to different levels of admission charged to event participants, five different categories of visitors were identified (see Table 2). Detailed visitor demographic profiles for each accommodation type and activity type are presented in Appendix 4.

Table 2: Estimation of Total Number of Visitors by Activity Type

Main Activity	Number of Visitors	Percentage
Spectators	782	75.8%
Competitors	74	7.1
Vendors	68	6.6
Sponsors	66	6.4
Volunteers	42	4.1
Grand Total	1,032	100%

Estimation of Total Visitor Expenditures

In total, visitor-related spending during the weekend of March 9 – 11, 2007 injected more than **\$194,128** into the Tallahassee/Leon County as a result of the Red Hills Horse Trials (see Tables 3 and 4). According to type of lodging used, visitors staying at hotels/motels and at RV park/campgrounds were found to be the two primary groups contributing the most to the Tallahassee/Leon County economy (see Table 3). Day visitors contributed the least in the local economy, even though they accounted for more than 50% of all total visitors. Spectators, competitors and sponsors contributed significantly more than vendors and volunteers in the activity type group as seen in Table 4. Event sponsors were identified as having the greatest spending per party per day, followed by competitors and vendors. These three types of visitors paid more in admission fees and registration fees in order to participate in the Red Horse Trials event.

Table 3: Estimation of Total Visitor Expenditures by Accommodation Type *

Sector	Visitors	Length of Stay (Days)	\$EPPD ¹	PS ²	EXPG (thou) ³	% Spending
Day Visitors	606	1.00	\$143.69	3.55	\$25	12.6%
Hotel/Motel	192	3.08	464.81	3.42	80	41.4%
Friends/Family	161	3.75	176.40	2.64	40	20.7%
RV Park/Campground	74	3.77	480.68	3.55	<u>49</u>	25.2%
Total					\$194⁴	

Table 4: Estimation of Total Visitor Expenditures by Attendee Type *

Sector	Visitors	Length of Stay (Days)	\$EPPD ¹	PS ²	EXPG (thou) ³	% Spending
Spectators	782	1.12	\$165.61	2.25	\$64	33.2%
Competitors	74	3.46	635.06	3.04	53	27.4%
Sponsors	66	2.07	1,049.32	2.76	52	26.7%
Vendors	68	1.82	486.08	3.05	20	10.2%
Volunteers	42	1.63	180.93	2.69	5	2.4%
Total					\$194⁴	

Notes: ¹ \$EPPD: Expenditures Per Party Per Day;

² PS: Party Size;

³ EXPG: Expenditures generated;

⁴ Final numbers may not add up exactly to totals due to rounding.

* Formula used to estimate the total Expenditure: Visitors * Length of Stay * \$EPPD / SP = EXPG

Estimation of Spending Patterns by Visitors

The Red Hills Horse Trials event provided local economic benefits to area businesses due to visitor spending. Table 5 provides a detailed analysis of how visitor spending impacted the Leon county local economy according to business categories. Results document that visitor spending for event admission/registration benefited the event itself and provided revenue in order to support the event. Additional visitor spending was documented primarily for activities associated with restaurants and shopping. These three spending categories (admission/registration, restaurant, and shopping) represented close to 90% of all spending by event visitors.

Table 5: Red Hills Horse Trials Estimated Visitor Spending by Category

Category	Dollar Spent (thou)	Percentage
Admission/Registration Fee	\$81	72.6%
Restaurants	\$35	8.4
Shopping	\$29	6.9
Groceries	\$24	5.8
Lodging	\$19	4.6
Ground Transportation	\$6	1.4
Evening Entertainment	\$1	0.3
Total	\$194*	

* Rounding errors may occur.

Economic Impact and Multiplier Effects

The total economic impact of visitor expenditures according to business sectors is listed in Table 6. Total output generated in the Red Hills Horse Trials event was \$283,810. The total IMPLAN output multiplier used for visitor expenditures was 1.46 for this event. That is, every dollar spent by visitors to the Red Hills Horse Trials event turns over 1.46 times in the Tallahassee/Leon County region. Using the IMPLAN model, we concluded that during the weekend event, about 7 jobs were positively affected through visitor spending. Visitor spending also accounted for \$120,000 in wages paid to those many employees in various industries servicing the 1,032 visitors during the weekend event (see Table 6 for details).

Table 6: Estimated Wages and Employment Supported by the Red Hills Horse Trials Event*

Spending Category	Output (thousand)	Labor Income (thousand)	Employment (Full- & Part- time)
Admission Fee	\$155	\$80	4.3
Restaurants	59	17	1.0
Lodging	33	10	0.5
Shopping	20	8	0.4
Groceries	12	5	0.3
Evening Entertainment	3	0	0
Ground Transportation	<u>2</u>	<u>0</u>	<u>0</u>
Total	\$284	\$120	6.5

* Final numbers may not add up exactly to totals due to rounding.

References

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- Bonn, M. and Bell, F.W. (2003). Rural Economic Development Potential through Ecotourism for the Suwannee River, Florida Area through 2015. *Suwannee River Water Management District: Technical Report.*
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- Kearney, A.T. (1990). Impacts of Oil and Gas Development on the Recreation and Tourism of the Florida Coast.

Appendix I: 2007 Red Hills Horse Trails Event Survey Sites

	Time	Surveyor #1	Surveyor #2	Surveyor #3	Surveyor #4	Visitors	Locals	% of Visitors
3/9/2007	9:00 -9:30	Dressage	Dressage	Dressage				
	9:30 - 11:00	Avenues (Shopping)	Avenues	Avenues				
	11:30 - 1:00	Food Vendors	Food Vendors	Exhibitors				
	1:00 - 2:30	Exhibitors/play area	children/play area	Exhibitors & Vendors	n/a	81	316	20.4
3/10/2007	12:00 - 1:00	Avenues & Food Vendors	Avenues & Food Vendors	Vendors	Avenues & Food Vendors			
	1:00 - 2:00	XC Lines/Shuttle	XC Lines/Shuttle	Cross Country	Avenues & Food Vendors			
	2:00 - 2:30	XC Lines/Shuttle	XC Lines/Shuttle	Cross Country	Cross Country			
	2:30 - 3:30	XC Lines/Shuttle	XC Lines/Shuttle	XC Lines/Shuttle	Cross Country			
	3:30 - 4:00	XC Lines/Shuttle	XC Lines/Shuttle	XC Lines/Shuttle	XC Lines/Shuttle	184	466	28.3
3/11/2007	8:30 - 9:00	n/a	n/a	n/a	Competitors tent			
	9:00 - 10:00	Stables & Competitors	Stables & Competitors	Stables	Competitors tent			
	10:00 - 10:30	Sponsors, vendors & bleachers	Sponsors, vendors & bleachers	Stables	Sponsors, vendors & bleachers			
	10:30 - 11:00	Sponsors, vendors & bleachers	Sponsors, vendors & bleachers	Sponsors	Sponsors, vendors & bleachers			
	11:00 - 11:30	Sponsors, vendors & bleachers	Sponsors, vendors & bleachers	Bleachers	Sponsors, vendors & bleachers			
	11:30 - 12:30	Sponsors, vendors & bleachers	Sponsors, vendors & bleachers	Exhibitors	Sponsors, vendors & bleachers			
	12:30 - 1:00	n/a	n/a	Exhibitors	Entrance			
	1:00 - 2:00	n/a	n/a	Vendors/Entrance	Entrance	<u>127</u>	<u>420</u>	<u>23.2</u>
Total					392	1202	24.6%	

**Appendix 2: 2007Red Hills Horse Trials
Room-Night Generation Analysis**

Property	Overall # of Available Rooms	Occupancy Rate	# of Rooms Rented for Red Hills
Hampton Inn & Suites (Host Hotel)	122	80%	16
Hilton Garden Inn	100	97%	38
Cabot Lodge Monroe	160	70%	0
Courtyard North	93	N/A	0
Residence Inn	78	N/A	0
Studio Plus	N/A	N/A	0
Towneplace Suites	110	N/A	0
Subtotal	663	N/A	54
RHHT Rooms/Total Sample Rooms	8.1%		

Appendix 3

Model for Estimation of Total Number of Visitors

ESTIMATION OF HOTEL/MOTEL VISITORS TO AREA (HMV)

$$(1) \text{ HMV(overall)} = \text{HMV(event purposes)} + \text{HMV(other purposes)}$$

$$\text{HMV(event purpose)} = N * p * \text{SP} / \text{LS} = 54 * 3 * 3.42 / 3.08$$

$$= 179 \text{ Hotel/Motel Visitors for event purposes}$$

where,

HMV (overall) = overall number of visitors using hotels/motels

HMV(event purpose) = estimated number of visitors using hotels/motels and their main purpose of this trip is for this event;

HMV (other purpose) = estimated number of visitors using hotels/motels and their main purposes of this trip are for business or visiting friends/families;

N= number of rooms rented for the event = 54 room

p= event duration = 3

SP= size of party for those using H/M = 3.42;

LS= length of stay per party/visit for those using H/M = 3.08

$$\text{HMV(other purpose)} = 6.5\% * \text{HMV(overall)}$$

$$\text{HMV(event purpose)} = 93.5\% * \text{HMV(overall)} = 179$$

$$\Rightarrow \text{HMV(other purpose)} = 13$$

$$\Rightarrow \text{HMV(overall)} = 179 + 13 = 192$$

ESTIMATION OF TOTAL VISITORS TO AREA (TV)

$$(2) \text{ HMV(overall)} = g * \text{TV}$$

where,

g = percent of total visitors to area using H/M

TV= total visitors to the area

Expressing (2) to solve for total visitors, we have

$$(3) \text{ TV} = \text{HMV} / g = 192 / .186$$

$$= 1,032 \text{ Total Event Visitors to Leon County}$$

SUMMARY

Day Visitors (58.7% of the total)	606
Visitors Using Hotels and Motels (18.6% of the total):	192
Visitors Staying with Friends/Family (15.6% of the total)	161
Visitors Staying at RV Parks or Campgrounds (7.1% of the total)	74
TOTAL VISITORS (TV)	1,032

Note: Numbers may not add up due to the rounding errors.

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Total Visitor Sample Size N=392

Date	Expenditures	Avg. Nights Spent	Average Party Size	Likely to Return			Attended Last Year
	Per Party			Yes	6Months	12months	
03/09 – 03/11	\$236.40	1.40	2.78	88.0%	40.1%	49.8%	47.4%

Top Visitor Origins	Total
Monticello	15.9%
Crawfordville	10.3
Thomasville, GA	5.9
GA – All Others	4.6
Jacksonville	4.4
Gainesville	3.3
Panama City	2.8
Valdosta, GA	2.8

Activities Participated	Total
Dining Out	49.7%
Shopping	39.8
Outdoor Recreation	6.1
Other Attractions	3.1
Arts/Cultural Site	1.0

Accommodations	Total
Day Visitors	58.6%
Hotel/Motel	18.6
Private Home	15.6
RV Park/Campgrounds	7.1

Main Trip Purpose	Total
Attend Red Hills	86.9%
Visit Friends/Family	10.0
Pleasure/Vacation	1.3
Business	1.3
Attend Conference	0.5

Average Daily Expenditures	Total
Admission Fees	\$98.43
Restaurant Meals	42.26
Shopping	34.96
Grocery	29.14
Lodging	23.17
Ground Transportation	7.02
Eve. Entertainment	1.44
All Others	0.00

Improvement	Total
More shuttle	18.4%
More vendors	17.1
Less mulch, more grass	17.1
Less congestion	9.2
More bathrooms	7.9
and with diaper change stations	
More water fountains	6.6
More parking space	5.3
Better signage	5.3
More publicity	5.3
Shades for various area	3.9

Visitor Type	Total
Spectators	75.8%
Competitors	7.1
Vendors	6.6
Sponsors	6.4
Volunteers	4.1

How did you hear about	Total
Friends/Relatives	35.4%
Visited Before	21.2
Newspaper/Radio/Media	19.6
Horses in event	6.7
Word of Mouth	3.6
Internet	2.8

Rate the overall experience	4.7
Rate this event	4.8
(1-5, with 5 being excellent)	

Education	Total	Gender	Total	Ethnicity	Total
Technical School/Less	17.8%	Female	62.4%	Caucasian	95.2%
College/Some	58.6	Male	37.6	Hispanic	1.5
Post Graduate	23.7			African-American	2.6

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Hotel/Motel Visitor Sample Size N= 73

<u>Date</u>	<u>Expenditures</u>	<u>Avg. Nights</u>	<u>Average</u>	<u>Likely to Return</u>			<u>Attended</u>
	<u>Per Party</u>	<u>Spent</u>	<u>Party Size</u>	<u>Yes</u>	<u>6Months</u>	<u>12months</u>	<u>Last Year</u>
03/09 – 03/11	\$464.81	3.08	3.42	69.3%	19.7%	52.9%	35.5%

<u>Top Visitor Origins</u>	<u>Total</u>
Canada	8.0%
Jacksonville	4.0
Thomasville, GA	2.7
Gainesville	2.7
Panama City	2.7
GA – All Others	1.3
Valdosta, GA	1.3

<u>Activities Participated</u>	<u>Total</u>
Dining Out	82.9%
Shopping	31.6
Other Attractions	5.3
Outdoor Recreation	2.6
Arts/Cultural Site	1.3

<u>Accommodations</u>	<u>Total</u>
Hotel/Motel	100.0

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	93.4%
Visit Friends/Family	3.9
Business	2.6

<u>Average Daily Expenditures</u>	<u>Total</u>
Admission Fees	\$210.80
Lodging	112.79
Restaurant Meals	62.22
Shopping	32.29
Grocery	26.58
Ground Transportation	17.83
Eve. Entertainment	2.30
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More vendors	30.0%
Less mulch, more grass	20.0
Maps and schedule available	10.0
More bathrooms and with diaper change stations	10.0
More bleachers	10.0
Better signage	10.0

<u>Visitor Type</u>	<u>Total</u>
Spectators	61.8%
Competitors	18.4
Vendors	10.5
Sponsors	7.9
Volunteers	1.3

<u>How did you hear about</u>	<u>Total</u>
Friends/Relatives	42.5%
Horses in event	15.1
Visited Before	12.3
Internet	6.8
Newspaper/Radio/Media	1.4
Word of Mouth	1.4

Rate the overall experience	4.9
Rate this event	4.8
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	8.0%	Female	55.4%	Caucasian	96.1%
College/Some	62.7	Male	44.6	Hispanic	1.3
Post Graduate	29.3			African-American	2.6

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Friends/Family Visitor Sample Size N=61

<u>Date</u>	<u>Expenditures Per Party</u>	<u>Avg. Nights Spent</u>	<u>Average Party Size</u>	<u>Likely to Return</u>			<u>Attended Last Year</u>
				<u>Yes</u>	<u>6Months</u>	<u>12months</u>	
03/09 – 03/11	\$176.40	3.75	2.64	93.3%	55.3%	61.2%	29.5%

<u>Top Visitor Origins</u>	<u>Total</u>
Atlanta	9.8%
Miami	6.6
Melbourne	6.6
Jacksonville	4.9
Gainesville	4.9
Tampa	3.3

<u>Activities Participated</u>	<u>Total</u>
Dining Out	75.4%
Shopping	67.2
Outdoor Recreation	9.8
Other Attractions	4.9
Arts/Cultural Site	0.0

<u>Accommodations</u>	<u>Total</u>
Private Home	100.0%

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	52.5%
Visit Friends/Family	44.3
Business	1.6
Attend Conference	0.5

<u>Average Daily Expenditures</u>	
	<u>Total</u>
Restaurant Meals	\$58.36
Shopping	51.61
Admission Fees	42.90
Grocery	13.70
Ground Transportation	7.07
Eve. Entertainment	2.76
Lodging	0.00
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More vendors	35.7%
More shuttle	21.4
Less congestion	7.1
More bathrooms	7.1
and with diaper change stations	
Better signage	7.1
Maps and schedule available	7.1
More trash cans	7.1
More water fountains	7.1
Shades for various area	3.9

<u>Visitor Type</u>	<u>Total</u>
Spectators	67.2%
Sponsors	14.8
Volunteers	9.8
Competitors	4.9
Vendors	3.3

<u>How did you hear about</u>	<u>Total</u>
Friends/Relatives	76.7%
Horse Organization	6.7
Visited Before	5.0
Newspaper/Radio/Media	5.0
Word of Mouth	1.7
Internet	1.7

Rate the overall experience	4.8
Rate this event	4.7
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	10.0%	Female	70.5%	Caucasian	85.1%
College/Some	61.7	Male	29.5	Hispanic	3.3
Post Graduate	28.3			African-American	1.6

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Day Visitor Sample Size =230

Date	Expenditures	Avg. Nights Spent	Average Party Size	Likely to Return			Attended Last Year
	Per Party			Yes	6Months	12months	
03/09 – 03/11	\$143.69	1.00	2.55	93.8%	46.3%	46.9%	55.2%

Top Visitor Origins	Total
Monticello	26.5%
Crawfordville	17.4
Thomasville, GA	9.1
GA – All Others	7.4
Valdosta, GA	4.3
Jacksonville	3.9
Ocala	3.5
Gainesville	3.0
Panama City	3.0

Activities Participated	Total
Shopping	36.2%
Dining Out	30.6
Outdoor Recreation	4.7
Other Attractions	1.7
Arts/Cultural Site	1.3

Accommodations	Total
Day Visitors	100.0%

Main Trip Purpose	Total
Attend Red Hills	94.3%
Visit Friends/Family	2.6
Pleasure/Vacation	2.2
Business	0.9
Attend Conference	0.0

Average Daily Expenditures	Total
Admission Fees	\$53.87
Grocery	33.22
Shopping	28.30
Restaurant Meals	23.22
Ground Transportation	4.14
Eve. Entertainment	0.95
Lodging	0.00
All Others	0.00

Improvement	Total
Less mulch, more grass	22.9%
More shuttle	18.7
More vendors	10.4
Less congestion	10.4
More publicity	8.3
More parking space	8.3
Shades for various area	6.3
More bathrooms	6.3
and with diaper change stations	
More water fountains	4.2
Better signage	4.2

Visitor Type	Total
Spectators	85.3%
Vendors	6.5
Sponsors	4.3
Volunteers	3.4
Competitors	0.4

How did you hear about	Total
Friends/Relatives	24.7%
Newspaper/Radio/Media	29.9
Visited Before	29.0
Word of Mouth	5.2
Horses in event	2.2
Internet	1.7

Rate the overall experience	4.8
Rate this event	4.6
(1-5, with 5 being excellent)	

Education	Total	Gender	Total	Ethnicity	Total
Technical School/Less	23.4%	Female	62.7%	Caucasian	94.8%
College/Some	56.7	Male	37.3	Hispanic	2.6
Post Graduate	19.9			African-American	1.3

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

RV Park/Campgrounds Visitor Sample Size N=28

Date	Expenditures	Avg. Nights	Average	Likely to Return			Attended
	Per Party	Spent	Party Size	Yes	6Months	12months	Last Year
03/09 – 03/11	\$480.68	3.77	2.73	78.3%	19.0%	38.1%	56.5%

<u>Top Visitor Origins</u>	<u>Total</u>
Jacksonville	8.7%
Atlanta	4.3
Panama City	4.3
Gainesville	4.3
Canada	4.3
Ocala	4.3
Savannah, GA	

<u>Activities Participated</u>	<u>Total</u>
Dining Out	65.2%
Shopping	30.4
Outdoor Recreation	21.7
Other Attractions	4.3
Arts/Cultural Site	1.0

<u>Accommodations</u>	<u>Total</u>
RV Park/Campgrounds	100.0%

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	82.6%
Visit Friends/Family	13.0
Attend Conference	4.3

<u>Average Daily Expenditures</u>	<u>Total</u>
Admission Fees	\$320.00
Restaurant Meals	58.18
Shopping	45.45
Grocery	37.50
Lodging	19.09
Ground Transportation	0.46
Eve. Entertainment	0.00
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More shuttle	25.0%
Less congestion	25.0
More bathrooms and with diaper change stations	25.0
More water fountains	25.0

<u>Visitor Type</u>	<u>Total</u>
Spectators	47.8%
Competitors	43.5
Vendors	4.3
Volunteers	4.3

<u>How did you hear about</u>	<u>Total</u>
Horses in event	39.1%
Horse organization	17.4
Friends/Relatives	13.0
Visited Before	13.0
Newspaper/Radio/Media	13.0

Rate the overall experience	5.0
Rate this event	4.7
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	13.0%	Female	62.4%	Caucasian	95.7%
College/Some	56.5	Male	37.6	African-American	4.3
Post Graduate	30.4			Hispanic	0.0

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Spectator Visitor Sample Size N=297

Date	Expenditures	Avg. Nights Spent	Average Party Size	Likely to Return			Attended Last Year
	Per Party			Yes	6Months	12months	
03/09 – 03/11	\$165.61	1.12	2.25	89.7%	40.7%	48.9%	44.4%

Top Visitor Origins	Total
Monticello	18.7%
Crawfordville	11.2
Thomasville, GA	5.8
GA – All Others	5.1
Jacksonville	4.1
Gainesville	4.1
Valdosta, GA	3.1
Panama City	2.7

Activities Participated	Total
Dining Out	47.5%
Shopping	39.7
Outdoor Recreation	5.7
Other Attractions	3.7
Arts/Cultural Site	1.3

Accommodations	Total
Day Visitors	66.7%
Hotel/Motel	15.8
Private Home	13.8
RV Park/Campgrounds	3.7

Main Trip Purpose	Total
Attend Red Hills	83.7%
Visit Friends/Family	12.2
Pleasure/Vacation	1.7
Business	1.7
Attend Conference	0.7

Average Daily Expenditures	Total
Admission Fees	\$34.45
Restaurant Meals	49.83
Shopping	27.00
Ground Transportation	26.04
Lodging	18.61
Grocery	8.45
Eve. Entertainment	1.22
All Others	0.00

Improvement	Total
Less mulch, more grass	20.3%
More shuttle	18.7
More vendors	17.1
More bathrooms and with diaper change stations	10.2
Less congestion	8.5
Better signage	6.8
More publicity	6.8
More parking space	5.1
More water fountains	3.4
Shades for various area	3.4

Visitor Type	Total
Spectators	75.8%
Competitors	7.1
Vendors	6.6
Sponsors	6.4
Volunteers	4.1

How did you hear about	Total
Friends/Relatives	40.0%
Visited Before	23.4
Newspaper/Radio/Media	21.4
Word of Mouth	4.1
Internet	3.1

Rate the overall experience	4.9
Rate this event	4.7
(1-5, with 5 being excellent)	

Education	Total	Gender	Total	Ethnicity	Total
Technical School/Less	17.9%	Female	62.8%	Caucasian	93.9%
College/Some	58.8	Male	37.2	African-American	3.0
Post Graduate	23.3			Hispanic	2.0

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Competitor Visitor Sample Size N=28

Date	Expenditures	Avg. Nights Spent	Average Party Size	Likely to Return			Attended Last Year
	Per Party			Yes	6Months	12months	
03/09 – 03/11	\$635.06	3.46	3.04	64.3%	22.2%	39.3%	53.6%

<u>Top Visitor Origins</u>	<u>Total</u>
Canada	17.9%
Jacksonville	7.1
GA – All Others	3.6
Atlanta	3.6
Melbourne	3.6
Ocala	3.6

<u>Activities Participated</u>	<u>Total</u>
Dining Out	75.0%
Shopping	28.6
Outdoor Recreation	10.7
Other Attractions	0.0
Arts/Cultural Site	0.0

<u>Accommodations</u>	<u>Total</u>
Hotel/Motel	50.0%
RV Park/Campgrounds	35.7
Private Home	10.7
Day Visitors	3.6

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	96.4%
Visit Friends/Family	3.6

<u>Average Daily Expenditures</u>	<u>Total</u>
Admission Fees	\$411.60
Lodging	70.25
Restaurant Meals	66.96
Shopping	46.43
Grocery	21.61
Ground Transportation	17.86
Eve. Entertainment	0.36
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More vendors	33.3%
Less congestion	33.3
More water fountains	33.3

<u>Visitor Type</u>	<u>Total</u>
Spectators	75.8%
Competitors	7.1
Vendors	6.6
Sponsors	6.4
Volunteers	4.1

<u>How did you hear about</u>	<u>Total</u>
Horses in event	64.3%
Horse organization	10.7
Friends/Relatives	17.9
Visited Before	3.6
Word of Mouth	3.6
Internet	3.6

Rate the overall experience	4.9
Rate this event	4.7
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	11.1%	Female	60.7%	Caucasian	100.0%
College/Some	63.0	Male	39.3	Hispanic	0.0
Post Graduate	25.9			African-American	0.0

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Vendor Visitor Sample Size N=26

<u>Date</u>	<u>Expenditures Per Party</u>	<u>Avg. Nights Spent</u>	<u>Average Party Size</u>	<u>Likely to Return</u>			<u>Attended Last Year</u>
				<u>Yes</u>	<u>6Months</u>	<u>12months</u>	
03/09 – 03/11	\$486.08	1.82	3.05	55.6%	61.1%	50.0%	50.0%

<u>Top Visitor Origins</u>	<u>Total</u>
Crawfordville	19.2%
Monticello	11.5
Thomasville, GA	11.5
GA – All Others	7.7
Panama City	7.7
Jacksonville	3.8
Gainesville	3.8

<u>Activities Participated</u>	<u>Total</u>
Dining Out	50.0%
Shopping	46.2
Outdoor Recreation	15.4
Other Attractions	3.8
Arts/Cultural Site	0.0

<u>Accommodations</u>	<u>Total</u>
Day Visitors	57.7%
Hotel/Motel	30.8
Private Home	7.7
RV Park/Campgrounds	3.8

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	100.0%

<u>Average Daily Expenditures</u>	<u>Total</u>
Grocery	\$280.58
Admission Fees	80.57
Shopping	47.08
Restaurant Meals	36.15
Lodging	27.00
Ground Transportation	11.73
Eve. Entertainment	2.96
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More water fountains	40.0%
Less vendors	20.0
More parking space	20.0
Shades for various area	20.0

<u>Visitor Type</u>	<u>Total</u>
Spectators	75.8%
Competitors	7.1
Vendors	6.6
Sponsors	6.4
Volunteers	4.1

<u>How did you hear about</u>	<u>Total</u>
Horse organization	50.0%
Friends/Relatives	12.5
Newspaper/Radio/Media	12.5
Word of Mouth	8.3
Horses in event	4.2
Internet	4.2

Rate the overall experience	4.6
Rate this event	4.5
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	28.0%	Female	53.8%	Caucasian	96.2%
College/Some	64.0	Male	46.2	African-American	3.8
Post Graduate	8.0			Hispanic	0.0

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Sponsor Visitor Sample Size N=25

<u>Date</u>	<u>Expenditures Per Party</u>	<u>Avg. Nights Spent</u>	<u>Average Party Size</u>	<u>Likely to Return</u>			<u>Attended Last Year</u>
				<u>Yes</u>	<u>6Months</u>	<u>12months</u>	
03/09 – 03/11	\$1,049.32	2.07	2.76	82.6%	35.0%	59.1%	72.0%

<u>Top Visitor Origins</u>	<u>Total</u>
Thomasville, GA	12.0%
Monticello	8.0
Crawfordville	8.0
Jacksonville	8.0
Apalachicola	8.0
Panama City	4.0
Canada	4.0
Valdosta, GA	2.8

<u>Activities Participated</u>	<u>Total</u>
Dining Out	52.0%
Shopping	44.0
Outdoor Recreation	0.0
Other Attractions	0.0
Arts/Cultural Site	0.0

<u>Accommodations</u>	<u>Total</u>
Day Visitors	40.0%
Hotel/Motel	24.0
Private Home	36.0

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	100.0%

<u>Average Daily Expenditures</u>	<u>Total</u>
Admission Fees	\$867.00
Restaurant Meals	56.08
Shopping	57.76
Grocery	19.20
Lodging	41.12
Ground Transportation	4.16
Eve. Entertainment	4.00
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More vendors	60.0%
Less mulch, more grass	20.0
Maps and schedule available	20.0

<u>Visitor Type</u>	<u>Total</u>
Spectators	75.8%
Competitors	7.1
Vendors	6.6
Sponsors	6.4
Volunteers	4.1

<u>How did you hear about</u>	<u>Total</u>
Visited Before	29.2%
Friends/Relatives	20.8
Horse organization	16.7
Newspaper/Radio/Media	8.4
Horses in event	4.2

Rate the overall experience	4.9
Rate this event	4.7
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	12.0%	Female	69.6%	Caucasian	100.0%
College/Some	52.0	Male	30.4	Hispanic	0.0
Post Graduate	36.0			African-American	0.0

Appendix 4: 2007 Red Hills Horse Trials Event Visitor Profile

Volunteers Visitor Sample Size N=16

<u>Date</u>	<u>Expenditures</u>	<u>Avg. Nights</u>	<u>Average</u>	<u>Likely to Return</u>			<u>Attended</u>
	<u>Per Party</u>	<u>Spent</u>	<u>Party Size</u>	<u>Yes</u>	<u>6Months</u>	<u>12months</u>	<u>Last Year</u>
03/09 – 03/11	\$180.93	1.63	2.69	100.0%	53.8%	42.9%	50.0%

<u>Top Visitor Origins</u>	<u>Total</u>
Monticello	12.5%
Apalachicola	6.3
Canada	6.3
Havana	6.3
Sopchoppy	6.3
Valdosta, GA	6.3
Panama City	2.8

<u>Activities Participated</u>	<u>Total</u>
Dining Out	43.8%
Shopping	43.8
Outdoor Recreation	6.1
Other Attractions	0.0
Arts/Cultural Site	0.0

<u>Accommodations</u>	<u>Total</u>
Day Visitors	50.0%
Private Home	37.5
Hotel/Motel	6.3
RV Park/Campgrounds	6.3

<u>Main Trip Purpose</u>	<u>Total</u>
Attend Red Hills	87.5%
Visit Friends/Family	12.5

<u>Average Daily Expenditures</u>	<u>Total</u>
Shopping	\$115.00
Restaurant Meals	29.71
Grocery	23.57
Ground Transportation	11.93
Eve. Entertainment	0.71
Admission Fees	0.00
Lodging	0.00
All Others	0.00

<u>Improvement</u>	<u>Total</u>
More shuttles	50.0%
More vendors	25.0
Less congestion	25.0

<u>Visitor Type</u>	<u>Total</u>
Spectators	75.8%
Competitors	7.1
Vendors	6.6
Sponsors	6.4
Volunteers	4.1

<u>How did you hear about</u>	<u>Total</u>
Friends/Relatives	37.5%
Horse organization	25.0
Visited Before	25.0
Newspaper/Radio/Media	6.3
Horses in event	6.3

Rate the overall experience	4.5
Rate this event	4.5
(1-5, with 5 being excellent)	

<u>Education</u>	<u>Total</u>	<u>Gender</u>	<u>Total</u>	<u>Ethnicity</u>	<u>Total</u>
Technical School/Less	18.8%	Female	62.5%	Caucasian	100.0%
College/Some	50.0	Male	37.5	Hispanic	0.0
Post Graduate	31.3			African-American	0.0