



Visit Tallahassee

Economic Impact Study for

Red Hills International Horse Trials

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Out-of-County Visitors

4,760

Including spectators, riders, riders' entourages, officials, sponsors, vendors, exhibitors, etc., there were 4,760 individuals from outside Leon County who attended the Red Hills International Horse Trials.

*All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.

Direct Spending

\$2,047,800*

People who **live outside** of Leon County spent \$2,047,800 during the Red Hills International Horse Trials.

*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses including entry, exhibit, and sponsorship fees.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.

Total Economic Impact

\$3,296,900*

When including indirect and induced effects of direct spending, the total economic impact of people attending Red Hills International Horse Trials who **live outside** of Leon County was \$3,296,900.

*For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and "other" expenses including entry, exhibit, and sponsorship fees.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.

Paid Room Nights Generated

4,035

People who **live outside** of Leon County spent 4,035 nights in our hotels, motels, etc., while attending Red Hills International Horse Trials.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.

Direct Spending

Direct spending by category by all **out-of-county** attendees, including spectators, riders, riders' entourages, officials, sponsors, vendors, exhibitors, etc., who attended the Red Hills International Horse Trials.

Accommodations	\$	414,800
Restaurants	\$	453,400
Groceries	\$	75,900
Shopping	\$	548,600
Entertainment	\$	178,800
Transportation	\$	123,700
Other ¹	\$	252,600
Total		\$2,047,800

¹Includes "other" expenditures by attendees, plus sponsor, exhibit, and entry fees.

All Attendees: Local + Out-of-County

12,064

Including all spectators, sponsors, riders, riders' entourages, officials, vendors, exhibitors from outside of Leon County, plus all local attendees, total attendance for The Red Hills International Horse Trials was 12,064.

All figures in this report are based on attendance figures provided by Red Hills International Horse Trials.

Direct Spending: Local + Out-of-County

Direct spending by category for **local and out-of-county attendees**, including spectators, riders, riders' entourages, officials, sponsors, vendors, exhibitors, etc., who attended the Red Hills International Horse Trials.

Accommodations	\$	414,800
Restaurants	\$	709,500
Groceries	\$	75,900
Shopping	\$	766,700
Entertainment	\$	433,400
Transportation	\$	220,200
Other ¹	\$	356,400
Total		\$2,976,900

¹Includes "other" expenditures by attendees, plus sponsor, exhibit, and entry fees.

Methodology

- The economic impact of Red Hills International Horse Trials was based on data from the following sources:
 - Interviews conducted by Kerr & Downs Research with 231 attendees, riders, members of riders' entourages, sponsors, exhibitors, and vendors of the Red Hills International Horse Trials,
 - Estimates provided by Red Hills International Horse Trials,
 - Visit Tallahassee Visitor Tracking Studies, and
 - Tourism database at Kerr & Downs Research.

Red Hills International Horse Trials Economic Impact Study

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