

# 2014 Thunder by the Bay Visitor and Economic Impact Study

## SUMMARY OF RESEARCH FINDINGS

The study of the **2014 Thunder by the Bay** was implemented to document the economic impact of the event. Attendance estimates provided by event organizers indicate some 90,000 people attended events related to the Thunder by the Bay from January 9 - 12, 2014. These event attendee estimates come from the Sarasota City Police Department and Suncoast Charities for Children. **Fully 95.0% of the out-of-county attendees of Thunder by the Bay either came to Sarasota because of the event or said it was important in bringing them to the area.** The event's weekly Facebook reach averaged 164,317 and the Festival website reports 85,412 page views. **The total estimated economic impact of out-of-county attendees and donors to the 2014 Thunder by the Bay is \$7,421,000.**

## PROFILE OF VISITORS ATTENDING THE 2014 THUNDER BY THE BAY EVENTS

1. Of the estimated 90,000 people who attended the 2014 Thunder by the Bay events, some 43.5% live in Sarasota County year round or seasonally {Q1}.

2. Non-resident attendees (56.5% of total) distribute as follows {Q1}:

	<i>% of Total</i>
Day-Trippers	44.7%
Overnight Visitors	11.8

3. Of the out-of-county (non-Sarasota resident) attendees, 76.4% traveled from other parts of Florida and 23.6% came from outside of Florida. {Q1 and Q2}.

4. The typical overnight visitor party attending the 2014 Thunder by the Bay had an average party of 2.7 people and spent a median of 2.5 nights in the local area {Q3 and Q5}.

5. Day-trippers traveled with an average party size of 3.1 people {Q3}.

6. Better than half (60.3%) of 2014 event attendees are Harley-Davidson owners {Q8}.

7. Non-residents traveled to the area using the following transportation modes {Q7} (*multiple response*):

Motorcycle	72.5%
Personal Car	20.0

8. Out-of-town visitors cite the following information sources about Thunder by the Bay {Q11} (*multiple response*):

Previous Visits to the Event	55.3%
Magazines/News Stories/TV/Radio	29.1
Internet	28.8
Recommendation	25.6
Posters/Flyers	17.5

9. A majority of attendees (93.2%) plan to attend next year's Thunder by the Bay event {Q13}. Specifically:

	<i>Plan to Return</i>
Day-Trippers	94.9%
Residents/Seasonal Residents	92.9
Overnight Visitors	84.9

<b>Estimated Attendee Economic Impacts</b>	<b>Direct Expenditures</b>	<b>Economic Impact</b>
Day-Trippers	\$1,095,500	\$2,079,000
Overnight Visitors	<u>\$2,689,000</u>	<u>\$5,103,200</u>
<b>Total Attendee Impacts</b>	<b>\$3,784,500</b>	<b>\$7,182,200</b>

*Multiplier: 1.8978* US Bureau of Economic Analysis. RIMS II Output Multipliers

<b>Additional Economic Impacts *</b>	<b>Impacts</b>
Value of In-Kind Out-of-County Media Coverage	\$176,300
Suncoast Charities Donations	47,500
Donation of Jagermeister Stage	<u>15,000</u>
<b>Total Direct Expenditures</b>	<b>\$238,800</b>

\* Source: Lucy Nicandri, Suncoast Charities for Children

The total combined expenditures of out-of-county attendees and participants of the 2014 Thunder by the Bay are **\$4,023,300**. The direct and indirect economic impact equals **\$7,421,000 (+8.7% from last year's event)**. Additionally, Sarasota residents spent an estimated **\$836,100** at the event. The event supported an estimated 5,400 room nights in area lodgings.

Attendees average 51.9 years of age and report a median household income of \$108,200. The age distribution is: 18.6% 40 years or younger, 24.8% 41 – 50 years of age, 30.9% 51 – 60 years of age, and 25.7% 61 years of age or older. Fully 93.0% of Thunder by the Bay attendees are Caucasian. Some 66.1% of attendees are male and 33.9% are female.

The findings of the study are based on 314 face-to-face interviews conducted with randomly selected visitors at the 2014 Thunder by the Bay. Research Data Services, Inc. is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by RDS professionals. The study questionnaire, processing softwares, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.