

Thunder by the Bay

Where will it be held next year?

2016 Thunder by the Bay Visitor and Economic Impact Study

SUMMARY OF RESEARCH FINDINGS

The study of the **2016 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 7 - 10, 2016. These event attendee estimates come from the Sarasota City Police Department and Suncoast Charities for Children. **Fully 92.7% 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 total estimated economic impact of out-of-county attendees and donors to the 2016 Thunder by the Bay is \$8,883,700.**

PROFILE OF VISITORS ATTENDING THE 2016 THUNDER BY THE BAY EVENTS

- Of the estimated 90,000 people who attended the 2016 Thunder by the Bay events, some 44.0% live in Sarasota County year round or seasonally (Q1).
- Non-resident attendees (56.0% of total) distribute as follows (Q1):

	<i>% of Total</i>
Day-Trippers	43.5%
Overnight Visitors	12.5

- Of the out-of-county (non-Sarasota resident) attendees, 74.4% traveled from other parts of Florida and 25.6% came from outside of Florida. (Q1 and Q2).
- The typical overnight visitor party attending the 2016 Thunder by the Bay had an average party of 2.6 people and spent an average of 2.5 nights in the local area (Q3 and Q5).

- Day-trippers traveled with an average party size of 2.8 people (Q3).
- Better than half (59.8%) of 2016 event attendees are Harley-Davidson owners (Q8).

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

Motorcycle	71.3%
Personal Car	20.4

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

Previous Visits to the Event	50.6%
Internet	31.9
Recommendation	27.5
Magazines/News Stories/TV/Radio	24.4
Motorcycle Club/Organization	16.1
Posters/Flyers	14.9

- A majority of attendees (93.1%) plan to attend next year's Thunder by the Bay event (Q13). Specifically:

	<i>Plan to Return</i>
Residents/Seasonal Residents	95.0%
Day-Trippers	97.1
Overnight Visitors	75.0

<u>Estimated Attendee Economic Impacts</u>	<u>Direct Expenditures</u>	<u>Economic Impact</u>
Day-Trippers	\$1,295,700	\$2,459,000
Overnight Visitors	\$3,268,300	\$6,202,600
Total Attendee Impacts	\$4,564,000	\$8,661,600

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

<u>Additional Economic Impacts *</u>	<u>Impacts</u>
Value of In-Kind Out-of-County Media Coverage	\$149,600
Suncoast Charities Donations	72,500
Total Direct Expenditures	\$222,100

* Source: Lucy Nicandri, Suncoast Charities for Children

The total combined expenditures of out-of-county attendees and participants of the 2016 Thunder by the Bay are **\$4,786,100**. The direct and indirect economic impact equals **\$8,883,700 (+10.0% from last year's event)**. Additionally, Sarasota residents spent an estimated **\$1,098,200** at the event. The event supported an estimated **8,400** room nights in area lodgings.



Attendees average 50.1 years of age and report a median household income of \$107,700. The age distribution is: 29.0% 40 years or younger, 14.8% 41 – 50 years of age, 31.1% 51 – 60 years of age, and 25.1% 61 years of age or older. Fully 91.2% of Thunder by the Bay attendees are Caucasian. Some 62.7% of attendees are male and 37.3% are female.

The findings of the study are based on 315 face-to-face interviews conducted with randomly selected visitors at the 2016 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.