

# 2019 Thunder by the Bay Music and Motorcycle Festival Visitor and Economic Impact Study

## SUMMARY OF RESEARCH FINDINGS

This study of the **2019 Thunder by the Bay Music and Motorcycle Festival** was implemented to document its economic impact on Sarasota County. Attendance estimates provided by the event's organizers suggest some 50,000 people attended events related to Thunder by the Bay from February 14 - 17, 2019. The Sarasota City Police Department and Suncoast Charities for Children generated these crowd estimates. **Fully 94.5% of out-of-county attendees of Thunder by the Bay came to Sarasota because of the event. The total estimated economic impact of out-of-county attendees and donors to the 2019 Thunder by the Bay Music and Motorcycle yielded \$7,117,300 and supported 5,900 room nights in area lodgings.**

## PROFILE OF VISITORS ATTENDING THE 2019 THUNDER BY THE BAY EVENTS

1. Of the estimated 50,000 people who attended the 2019 Thunder by the Bay events, some 43.8% live in Sarasota County year round or seasonally {Q1}.

2. Non-resident attendees (56.2% of total) distribute as follows {Q1}:

	<u>% of Total</u>
Day-Trippers	43.1%
Overnight Visitors	13.1

3. Of the out-of-county (non-Sarasota resident) attendees, 83.6% traveled from other parts of Florida and 16.4% came from outside of Florida. {Q1 and Q2}.

4. The typical overnight visitor party attending the 2019 Thunder by the Bay had an average party size of 2.5 people and spent a median of 3.0 nights in the local area {Q3 and Q5}.

5. Day-trippers traveled with an average party of 2.8 people {Q3}.

6. Better than half (60.8%) of 2019 event attendees are Harley-Davidson owners {Q8}.

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

Motorcycle	74.2%
Personal Car	27.1

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

Previous Visits to the Event	46.3%
Internet	42.7
Recommendation	28.2
Magazines/News Stories/TV/Radio	26.8
Posters/Flyers	14.5
Other Bike Events	12.1
Motorcycle Club/Organization	10.8

9. A majority of attendees (93.8%) plan to attend next year's Thunder by the Bay event {Q13}. Specifically:

	<u>Plan to Return</u>
Residents/Seasonal Residents	97.4%
Day-Trippers	95.4
Overnight Visitors	76.2

<u>Estimated Attendee Economic Impacts</u>	<u>Direct Expenditures</u>	<u>Economic Impact</u>
Day-Trippers	\$993,100	\$1,884,700
Overnight Visitors	<u>\$2,658,400</u>	<u>\$5,045,100</u>
<b>Total Attendee Impacts</b>	<b>\$3,651,500</b>	<b>\$6,929,800</b>

*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	\$110,900
Suncoast Charities Donations	<u>76,600</u>
<b>Total Direct Expenditures</b>	<b>\$187,500</b>

\* Source: Lucy Nicandri, Suncoast Charities for Children

The total combined expenditures of out-of-county visitors and donors to the 2019 Thunder by the Bay are **\$3,839,000**. The direct and indirect economic impact yields **\$7,117,300**. Additionally, Sarasota residents spent an estimated **\$841,200** at the event. The event supported an estimated **5,900** room nights in area lodgings.



Attendees average 49.6 years of age and report a median household income of \$106,276. The age distribution is: 23.7% 40 years or younger, 26.0% 41 – 50 years of age, 34.3% 51 – 60 years of age, and 15.9% 61 years of age or older. Fully 88.1% of Thunder by the Bay attendees are Caucasian. Some 67.9% of attendees are male and 32.1% are female.

The findings of the study are based on 285 face-to-face interviews conducted with randomly selected visitors at the 2019 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.