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**2014 Snowbird Baseball Classic
Visitor and Economic Impact Study**

*Charlotte County, Florida
February 13, 2014 – March 22, 2014*

Prepared for:

Charlotte Harbor Visitor & Convention Bureau

Prepared by:

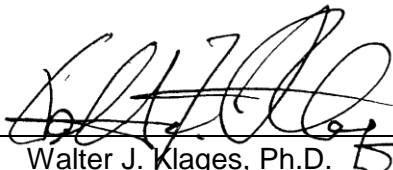
Research Data Services, Inc.

May 2014

Certification and General Limiting Conditions

The following report has been prepared for the 2014 Snowbird Baseball Classic at the request of Ms. Lorah Steiner. **Research Data Services, Inc.** hereby certifies that, except as otherwise noted in the report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. This report is based on estimates, assumptions, and other information developed from our research of the market, our knowledge of the industry, and our discussions with you and your representatives during which we were provided with certain information. The sources of information and the bases of estimates and assumptions are stated herein. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D.
President

May 14, 2014
Date

Preface

The following research project was undertaken at the request of Ms. Lorah Steiner, Director of Tourism, Charlotte Harbor Visitor & Convention Bureau.

The research objectives, as documented in the survey questionnaire (approved by the contracting parties), reflect the full scope of the project undertaken. The principal purpose of this study was to document the economic impact of the 2014 Snowbird Baseball Classic. In this context, the study tabulates and profiles both tourist/visitors and day-trippers who came to the area for the event.

The **findings of the study are based on 172 face-to-face interviews** conducted with randomly selected visitors at the 2014 Snowbird Baseball Classic games.

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.

Summary of Research Findings

The study of the **2014 Snowbird Baseball Classic** was implemented to document the economic impact of the event. ***The total economic impact of the teams, coaches, officials, and out-of-county visitors to the 2014 Snowbird Baseball Classic is estimated to be \$9,065,300.*** Attendance estimates provided by event organizers indicate some 1,826 athletes; 126 coaches; 291 officials and media; and 7,749 spectators attended Snowbird Baseball Classic games from February 13, 2014 – March 22, 2014. These event attendee estimates come from the Snowbird Baseball Classic organizer.

The following, in short summary, are the salient findings of the research:

A. Profile of Visitors Attending the 2014 Snowbird Baseball Classic games events:

1. Of the estimated 7,749 spectators who attended the 2014 Snowbird Baseball Classic, some 14.0% were Charlotte County residents or seasonal residents {Q1a}.

2. Non-resident attendees (86.0% of total) distribute as follows {Q1b and Q8}:

	<u>% of Total</u>
• Visitors Staying in Commercial Lodging	50.1%
• Day-Trippers	30.8
• Visitors Staying with Friends/Relatives	5.1

3. Of the non-Charlotte resident attendees, 16.9% came from other Florida counties and 83.1% from other states in the U.S. {Q1a and Q2a}.

4. The typical overnight visitor party attending the 2014 Snowbird Baseball Classic had a median party size of 2.0 people and spent a median of 6.0 nights in the local area {Q3b and Q7}.

5. Day-trippers also traveled with a median party size of 2.0 people {Q3b}.

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6. Non-residents traveled to the area using the following transportation modes {Q9} (multiple response):

	<u>Transportation</u>
• Fly	56.4%
• Rental Car	54.9
• Personal Car	37.6

7. Out-of-town visitors volunteer enjoying the following other activities and interests in Charlotte County {Q11} (multiple response):

	<u>Activities Enjoyed</u>
• Dining Out	83.4%
• Beach/Walking on the Beach	25.4
• Shopping	23.9
• Relaxing	20.8
• Bars/Nightlife	19.3
• Swimming	17.9
• Visiting with Friends/Relatives	16.4
• Pool	14.8
• Golfing	11.9
• Reading	10.4
• Shelling	7.5
• Sight-Seeing	5.9
• Spring Training Baseball	3.0

8. The majority of non-resident visitors (91.1%) plan to return to Charlotte County {Q12}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	91.7%
• Overnight Visitors	90.7

9. The average reported age of out-of-county visitors attending Snowbird Baseball Classic games is 52.8 years.

10. The median annual income of non-resident game attendees is \$99,773.

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B. The Economic Impact of the 2014 Snowbird Baseball Classic on Charlotte County:

<u>Estimated Spectator/Participant Economic Impacts</u>	<u>Direct Expenditures</u>	<u>Economic Impact</u>
Spectators	\$3,799,500	\$5,794,200
Officials/Media	\$125,000	\$190,600
Teams' Expenditures *	<u>\$2,020,000</u>	<u>\$3,080,500</u>
TOTAL	\$5,944,500	\$9,065,300

* Source: Snowbird Baseball Classic Organizer

The total combined expenditures of out-of-county attendees and participants of the 2014 Snowbird Baseball Classic are **\$5,944,500**. The direct and indirect economic impact equals **\$9,065,300**.