



Economic Impact of 2016 Sporting Events in Loudoun County

Presented to Visit Loudoun

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Background & Objectives of Study

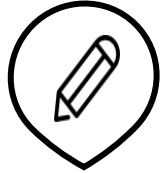


Loudoun county has a number of high quality sport venues that attract large sport events (19 sport events in 2016)

This study was commissioned to determine:

- The economic impact of 19 sport events held in Loudoun County in 2016
- The number of visitors who traveled 50+ miles to attend these sport events and their demographics.

Research Methodology



Data Collection

- Data for this study was collected from spectators who traveled 50+ miles to attend the USSSA Softball tournament using a random intercept approach.
- A total of 271 surveys were collected from the USSSA Softball tournament.

Demographic Profile

- Age
- Gender
- Income
- Education

Consumer Profile

- Number of nights spent
- Type of accommodations
- Average party size

Expenditure

Amount spent on:

- Accommodations
- Food & Beverage
- Entertainment
- Merchandise
- Transportation
- Gas

Data Analysis & Extrapolation



- The economic impact for each of the 19 sport events was calculated then added together for total impact.
- The spending averages from the USSSA data was used when estimating the economic impact of the 18 other sport events held in Loudoun County.



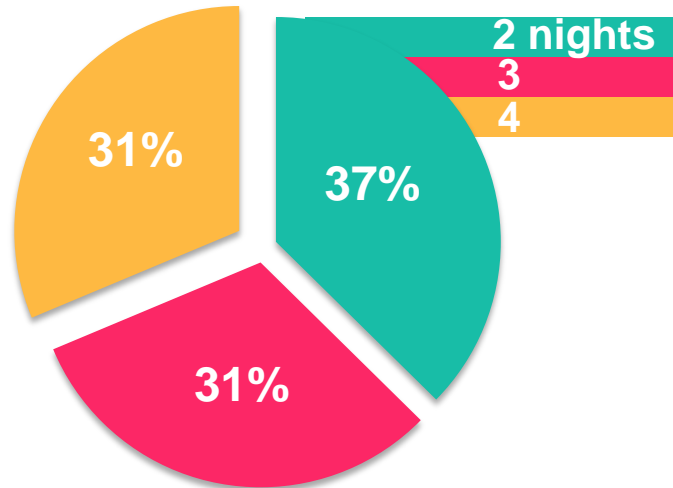
- To estimate the total number of visitors per event, an average of 15 players per team and 1.5 spectators per player were used in the calculations.
- Visitors for the 19 sports tournaments in 2016 booked 19,250 rooms.



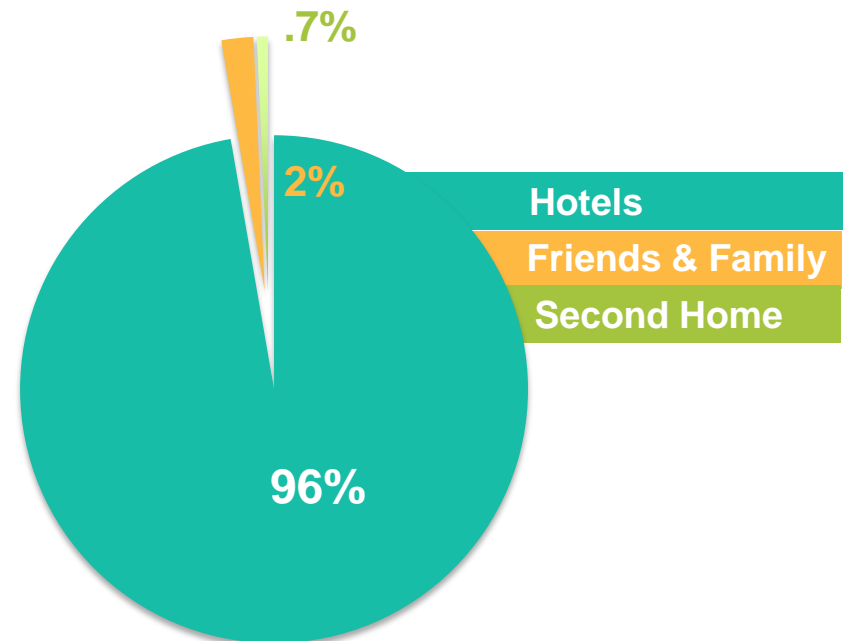
Length of Stay and Accommodation Type

Average Length of Stay of 19 Tournaments

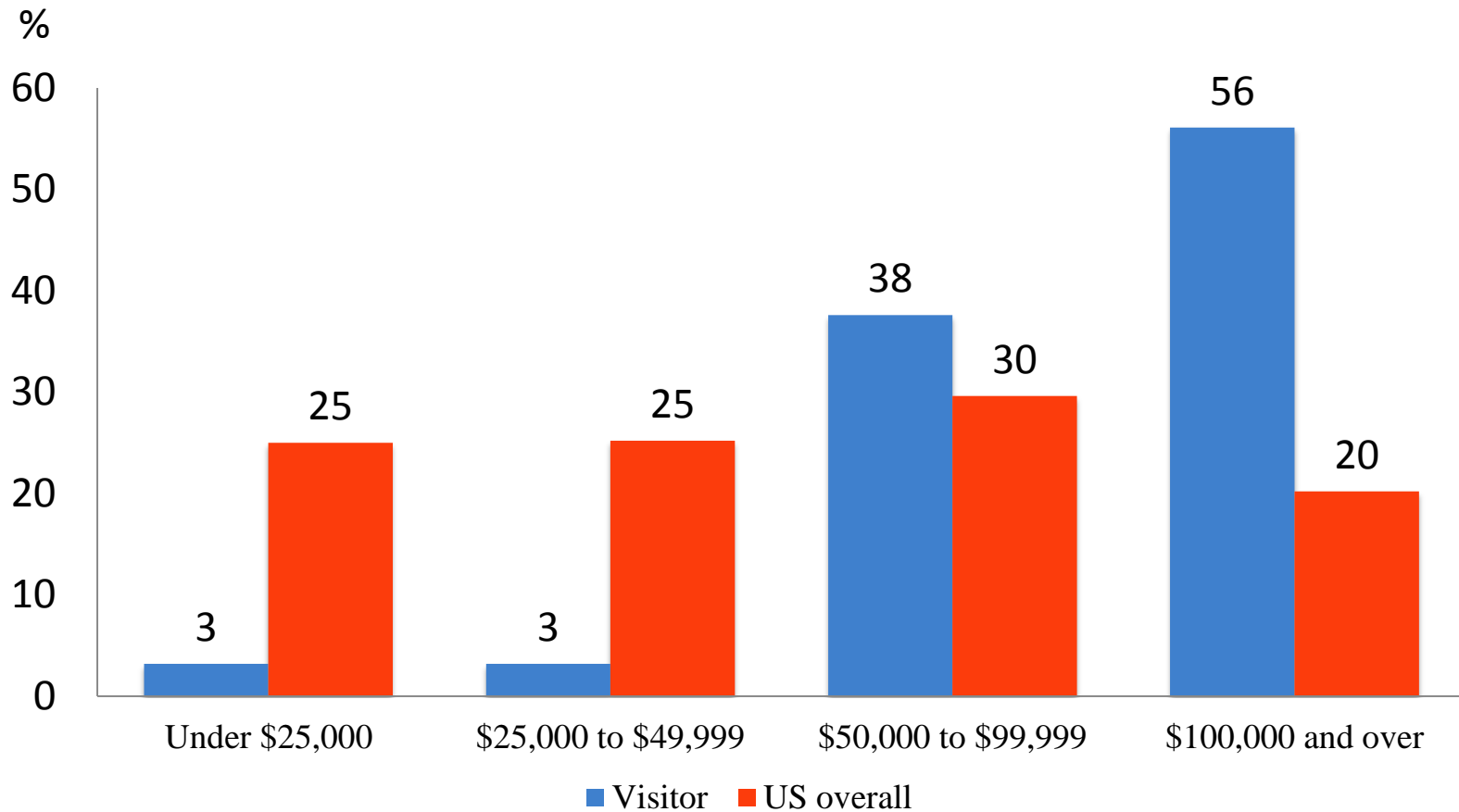
AVG: 3.21



Accommodation Type

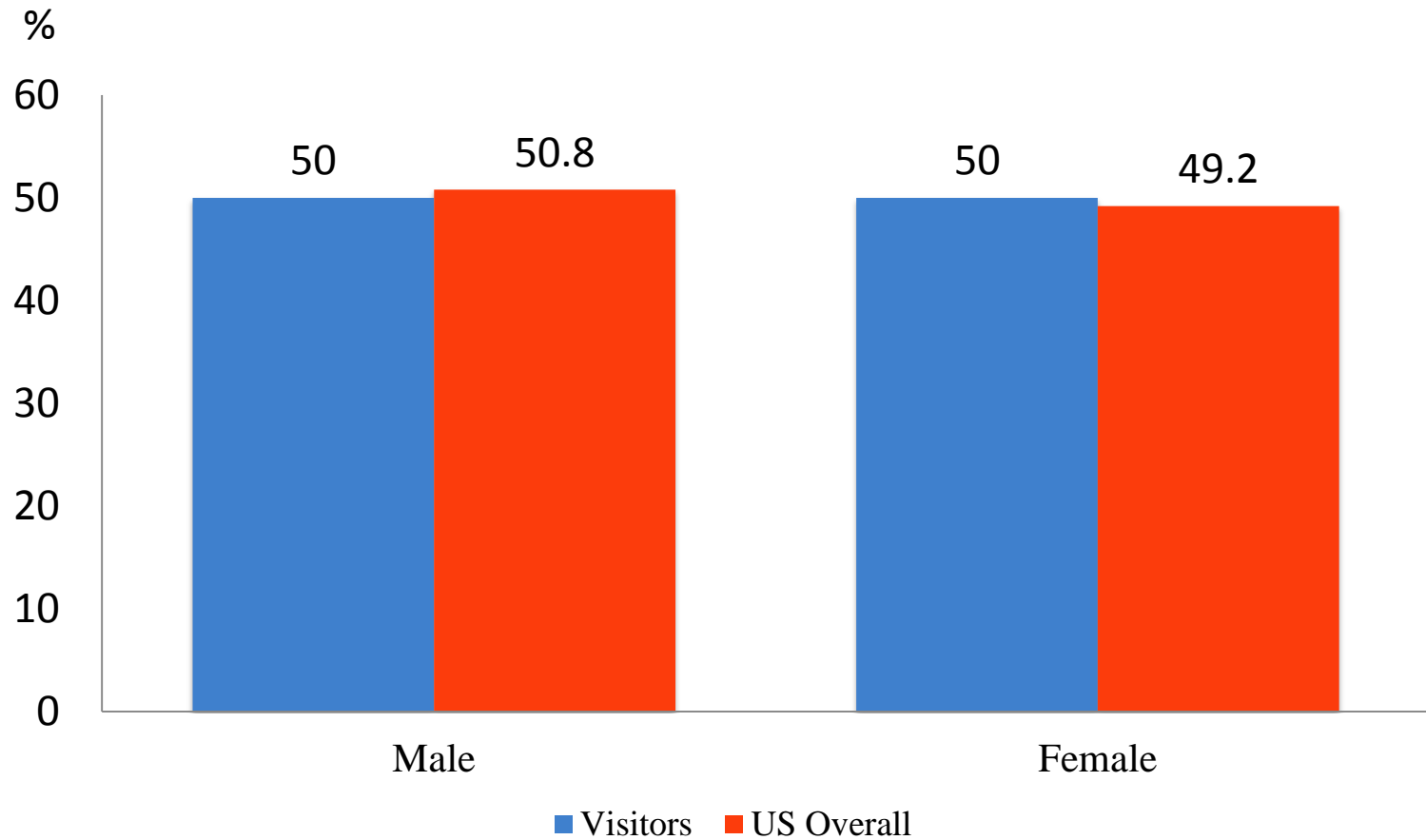


Visitor Characteristics – Household Income



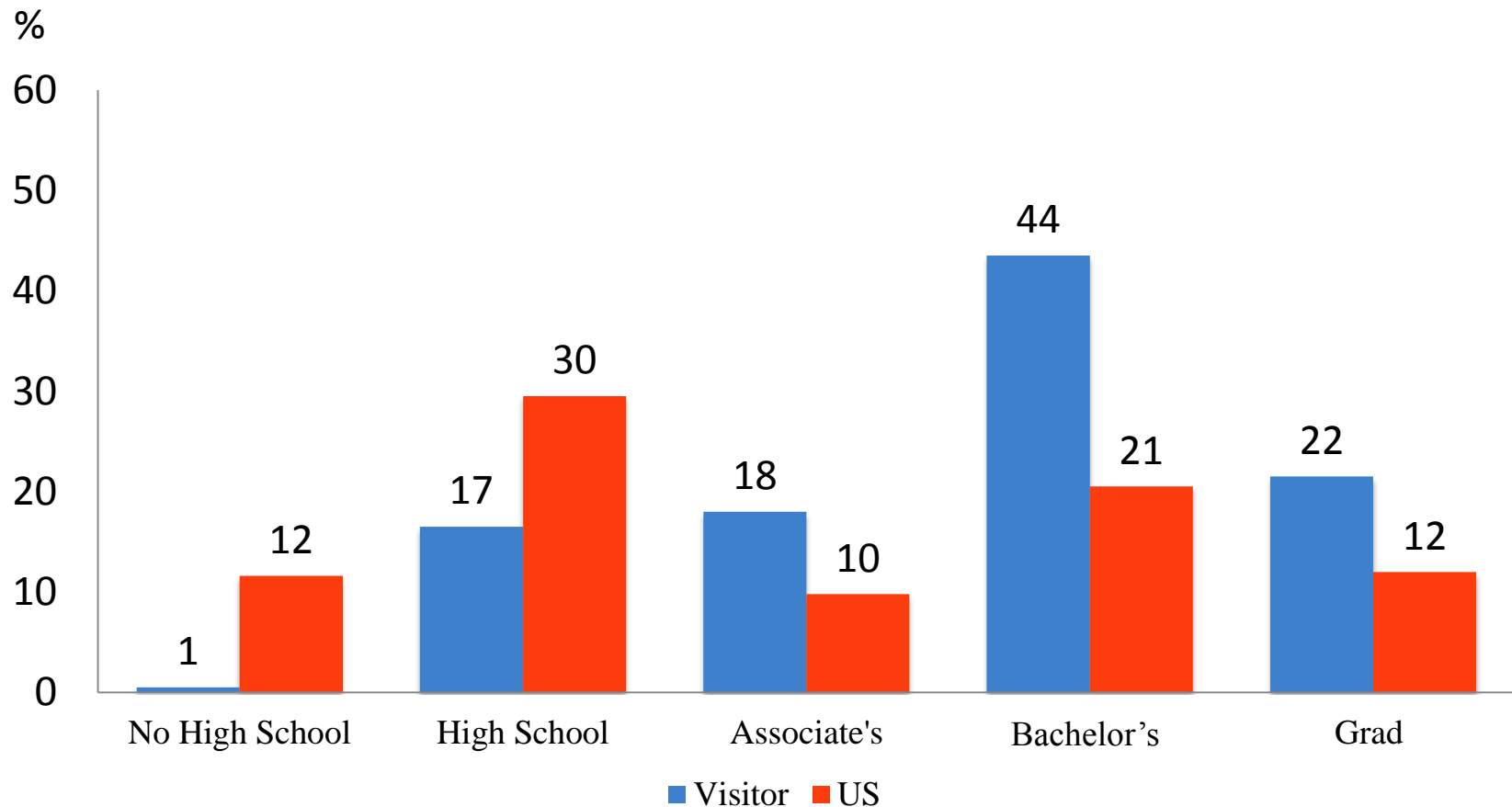
Sport event visitors are much more affluent than the overall U.S. population. These visitors are more than 2.5 times as likely to have household incomes of \$100,000 or more than the average household in the country.

Visitor Characteristics - Gender










The gender distribution of event visitors is similar to the overall U.S. gender distribution.

Visitor Characteristics - Education










Sport event visitors were considerably more educated than the overall U.S. population aged 25 and over. 43.5% of sport visitors had earned a bachelor's degree or higher, about 2.2 times of the proportion of the U.S. population.

Estimated Daily Spending

	USSSA Softball Visitors Spend per party*	Estimated Average Per Sport Visitor Room
 Lodging	\$ 129	\$ 117 (Avg. contracted rate)
 Food & Beverage	\$ 79	\$ 79
 Retail	\$ 74	\$ 74
 Merchandise	\$ 96	N/A
 Entertainment	\$ 55	\$ 55
 Auto Rental	\$ 60	N/A
 Gas	\$ 18	\$18
Total		\$343

*The average travel party size was 4.2

Direct Expenditures & Tax Revenue Generated in 2016

	Expenditure	Tax Revenue
 Lodging (7% TOT)	\$ 7,788,806	\$ 509,548
 Food & Beverage (6%)	\$ 5,559,388	\$ 310,190
 Retail (6%)	\$ 3,095,368	\$ 175,210
 Merchandise (6%)	\$ 1,606,977	\$ 90,961
 Entertainment (6%)	\$ 1,136,778	\$ 64,346
 Auto Rental (6%)	\$ 99,937	\$ 9,085
 Gas (6%)	\$ 1,001,831	\$ 56,707
Total	\$20,289,085	\$1,216,047

Visitor Spend – Other Categories

	Estimated Average Per Sport Visitor Room
Food & Beverage	\$ 79
Shopping in local stores	\$ 74
Local Entertainment	\$ 55
Gas	\$18
Total	\$226

\$226 spend per room (minus hotel rate)

- Assuming 2 people = \$113 spend per person
- Assuming 4 people = \$56.5 spend per person

Summary:

Sport Events are an Economic Driver in Loudoun



20,593
Visitors

20,593 people traveled 50+ miles to Loudoun County to watch or participate in 19 major sport tournaments held in 2016. 96% stayed in hotels for an average of 3.62 days.



\$20.5 M

Total Direct Expenditure

The sport tournaments hosted in Loudoun County contributed approximately \$20.5 million.



\$1.2 M

Tax Revenue

The visitor expenditures generated approximately \$1.2 million in tax revenue.



\$ 11 to 1

Return on Investment

Visit Loudoun invested \$110,000 to attract tournaments in 2016.