

# 2012 Port City Classic Economic Impact Study

Prepared for  
Shreveport-Bossier Convention and Tourist Bureau

September 2012



Destination Exploration  
416 Landon Drive  
Nashville, Tennessee 37220

## Table of Contents

Executive Summary .....	3
Purpose and Methodology .....	4
Findings.....	5
Travel Companions .....	5
First Time Attendees .....	6
Port City Classic Awareness .....	6
Place of Residence.....	7
Overnight Stay.....	7
City of Overnight Stay.....	8
Length of Stay.....	8
Place of Stay.....	9
Economic Impact .....	10
Spending.....	10
Estimated Economic Impact .....	11
Demographics .....	12
Gender.....	12
Race .....	12
Age .....	13

## Executive Summary

- The 2012 Port City Classic is definitely an event respondents attend with both family and friends.
- The average respondent group size was 6.79.
- Thirty-five percent (35%) of the respondents were first time attendees to the Port City Classic football game.
- Sixty-six percent (66%) of the respondents were day-trippers and thirty-four percent (34%) were considered overnighters.
- Ninety-one percent (91%) of the overnight respondents were more likely to stay 1-2 nights. The average overnight stay was 1.45 nights.
- Slightly over one-half of the respondents who stayed overnight in the area for the 2012 Port City Classic stayed in Bossier City (52%) while forty-eight percent (48%) stayed in Shreveport.
- The estimated economic impact of the 2012 Port City Classic was more than \$583,585.
- Demographic Profile of respondents:
  - Gender: 52% Male/42% Female
  - Age: 18-34 years of age
  - Race: African-American

## **Purpose and Methodology**

The Shreveport-Bossier Convention and Tourist Bureau contracted with Destination Exploration to conduct an economic impact analysis of the 2012 Port City Classic played September 1<sup>st</sup>, 2012 at Independence Stadium in Shreveport, Louisiana. The Port City Classic is a home football game for Grambling State University and their 2012 opponent was Alcorn State University.

Destination Exploration designed a survey that would measure:

- Party composition
- Attributes of overnight stay
- Consumer spending in various areas
- Repeat attendance to the festival
- Demographics

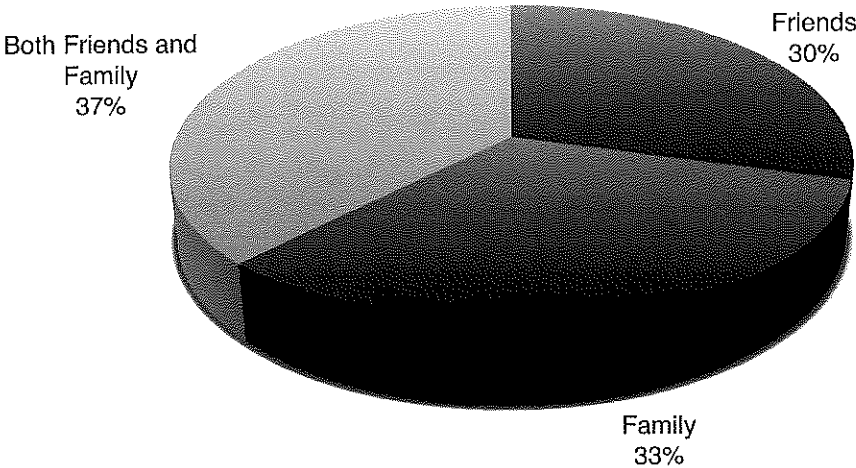
The Shreveport-Bossier Convention and Tourist Bureau conducted 430 intercept interviews immediately following the 2012 Port City Classic. The 430 intercept interviews allow for a margin of error of +/- 4.82% at the 95% confidence level.

# Findings

## Travel Companions

The respondents were split almost equally with thirty percent (30%) attending Port City Classic with friends, thirty-three percent (33%) attending with family, and thirty-seven percent (37%) attending with both friends and family.

### Travel Companions



### First Time Attendees

One-third of the Port City Classic attendees were first time attendees.

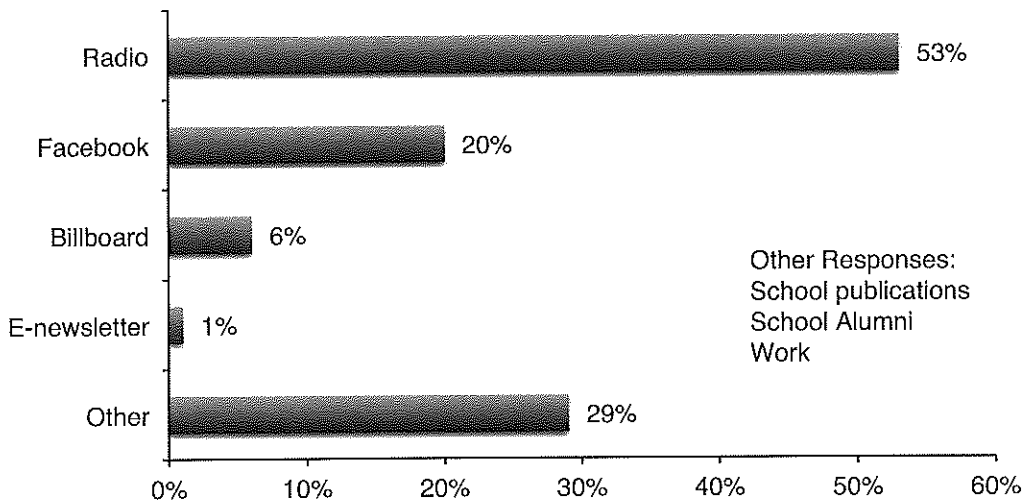
### First Time Attendance



### Port City Classic Awareness

Over one-half (53%) of the respondents heard about the Port City Classic via Radio. Radio was followed by Facebook (20%) and Billboard Advertising (6%).

### How Attendees Heard about the Port City Classic



### Place of Residence

Forty-four percent (44%) of the Port City Classic attendees were from another city outside a 50-mile radius of Shreveport-Bossier City.

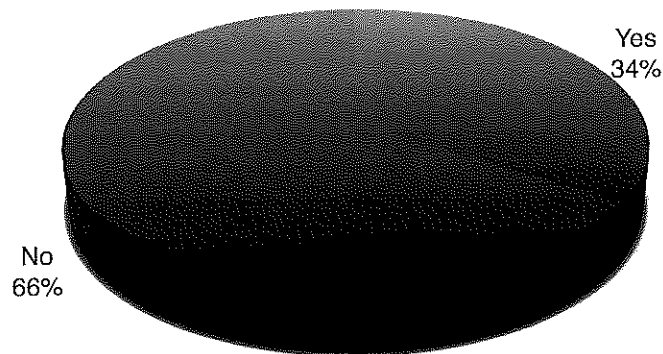
### Place of Residence



### Overnight Stay

Just over one-third (34%) of the Port City Classic attendees stayed overnight in the Shreveport-Bossier City area.

### Overnight Stay in the Shreveport-Bossier City Area?



### City of Overnight Stay

Fifty-two percent (52%) of the Port City Classic attendees who stayed overnight stayed in Bossier City and forty-eight percent (48%) stayed in Shreveport.

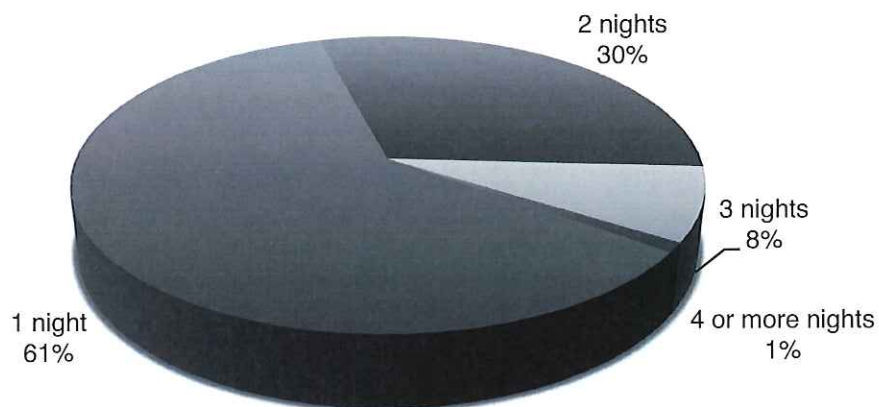
### City of Overnight Stay



### Length of Stay

Almost all of the attendees who stayed overnight in the Shreveport-Bossier City area stayed 1-2 nights with sixty-one (61%) staying only one night and thirty percent (30%) staying 2 nights. The average overnight stay was 1.45 nights.

### Length of Stay

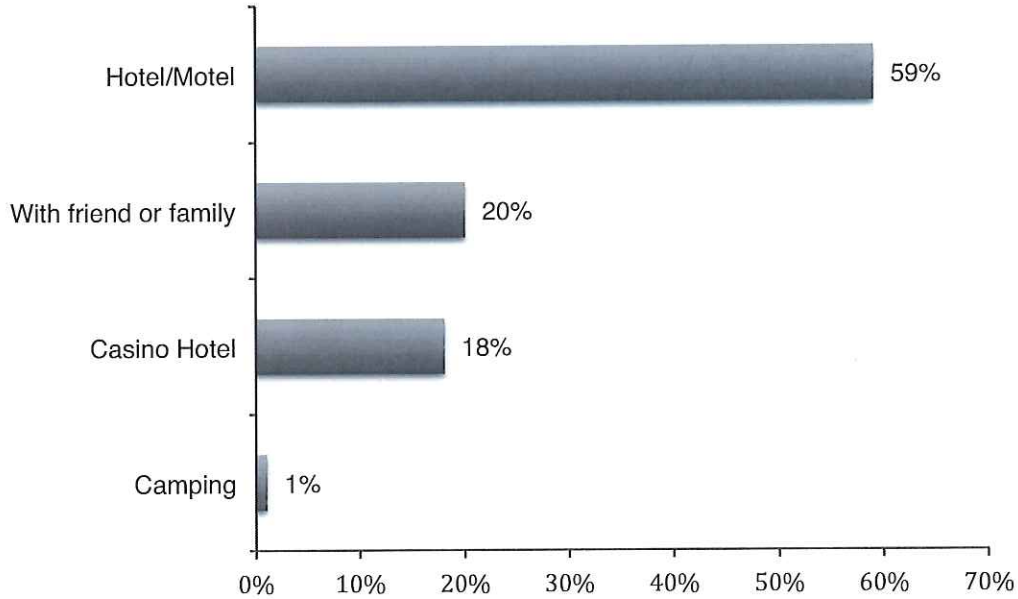




### Place of Stay

Of the sixty-seven percent (67%) of respondents who stayed overnight while attending the 2012 Port City Classic, fifty-nine percent (59%) stayed in a non-casino hotel or motel and twenty-percent (20%) stayed with family and/or friends. Eighteen percent (18%) stayed in a casino hotel while attending the classic.

### Place of Stay



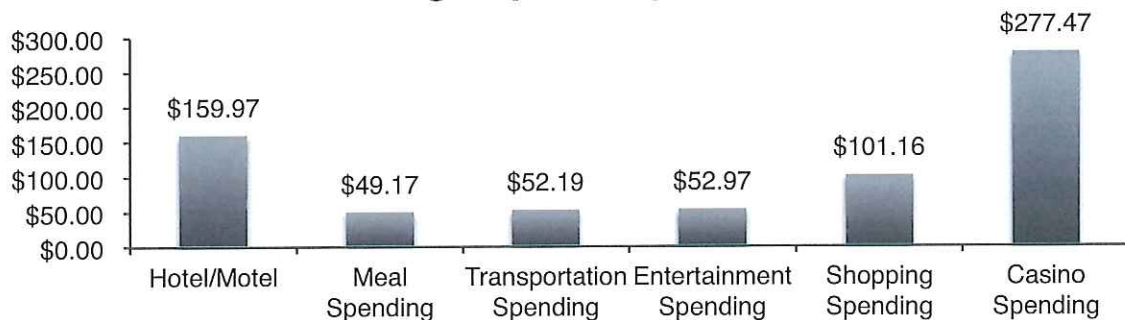
## Economic Impact

### Spending

Categories of local spending used for this report include hotel/motel, meals, transportation, entertainment, shopping and casino spending. Spending amounts in these categories were derived from the actual interviews conducted during the 2012 Port City Classic held September 1<sup>st</sup>, 2012.

On average respondents were likely to spend \$159.97 on hotel/motel expenses, \$49.17 on meals, \$52.19 on transportation, \$52.97 on entertainment \$101.16 on shopping and \$277.47 in Casinos. The total report spending among respondents is \$93,055.00.

### Average Spending - Overall



	Total Reported Spending					
	Overnighters	%	Day-trippers	%	Total Spending	%
Hotel/Motel Spending	\$9,918.00	15.6%			\$9,918.00	10.7%
Meal Spending	\$8,955.00	14.0%	\$7,812.00	25.7%	\$16,767.00	18.0%
Transportation Spending	\$9,190.00	14.4%	\$4,537.00	15.5%	\$13,727.00	14.8%
Entertainment Spending	\$7,950.00	12.5%	\$4,815.00	16.5%	\$12,765.00	13.7%
Shopping Spending	\$12,455.00	19.5%	\$6,058.00	20.7%	\$18,513.00	19.9%
Casino Spending	\$15,330.00	24.0%	\$6,035.00	20.6%	\$21,365.00	23.0%
Total reported spending	\$63,798.00	100%	\$29,257.00	100%	\$93,055.00	100%

On average, overnighters spent \$45.09 per person compared to the \$19.54 per person among day-trippers.

	Per Person Reported Spending		
	Overnighters	Day-trippers	Total Spending
Total reported spending	\$63,798.00	\$29,257.00	\$93,055.00
Total number of persons in respondents parties	1415	1497	2622
Total spending per Port City Classic attendee	\$45.09	\$19.54	\$35.49

### Estimated Economic Impact

The estimated economic impact of the 2012 Port City Classic is calculated based on the estimated overall number of turn stile attendees (10,881) and average spending for day trippers and overnigheters.

Day-trippers accounted for sixty-six percent (66%) of the attendees compared to overnigheters accounting for thirty-four percent (34%). Based on an estimated 10,881 turn stile attendance, day-trippers average spending was \$19.54 per person compared to overnigheters per person average spending of \$45.09. It is important to note that day-trippers did not have the expense incurred with an overnight stay. The estimated total economic impact of the 2012 Port City Classic is at least \$583,585.

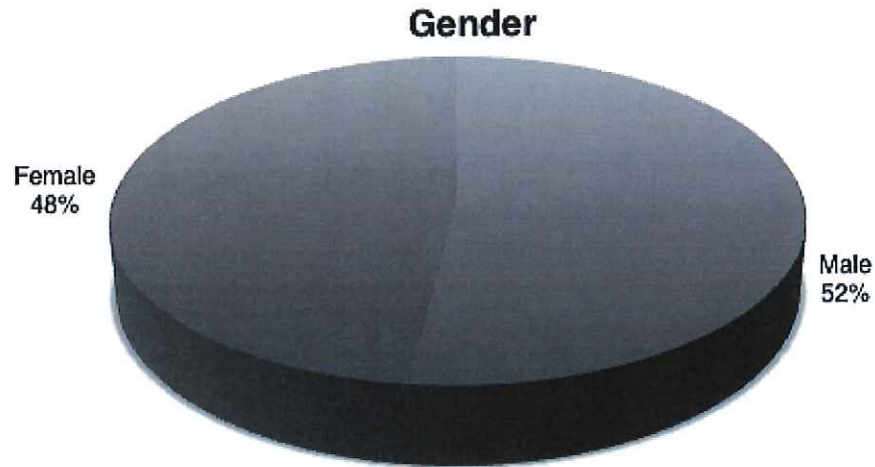
Per person spending based on overall attendance (10,881 total attendees)			
	# of attendees	Avg. spending	Projected spending
Day-trippers (66% of total attendees)	7181	\$19.54	\$140,316.74
Overnigheters (34% of total attendees)	3700	\$45.09	\$166,833.00
			\$307,149.74
		Multiplier *	1.9
		Total est. impact	\$583,584.51

\* US Bureau of Economic Analysis (BEA) Input-Output Multiplier

## Demographics

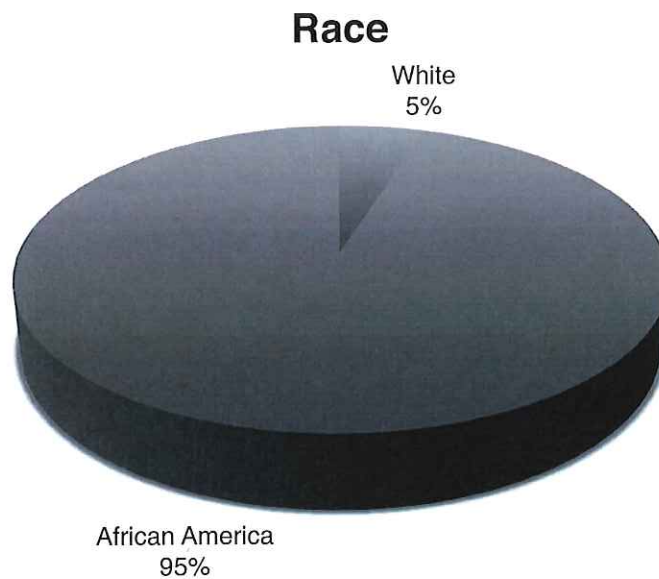
### Gender

Fifty-two percent (52%) of the Port City Classic Respondents were male and forty-eight percent (48%) were female.



### Race

Ninety-five percent (95%) of the Port City Classic respondents were African American.



## Age

Almost two-thirds (70%) of the respondents are 34 years of age or younger. Twenty-six percent (26%) were 35 – 54 years of age and five percent (5%) over 55.

