

Tracking Expenditures:

Every year, the Department of Tourism is required to report the economic results of the JEM grant projects. We report the projected and actual total leverage. The total leverage of your grant project is the State's return on investment (ROI).

Typically JEM recipients measure visitor spending results. This can be done by counting all visitors/attendees and surveying a representative sample. Gated events or events that require registration are much easier because you can use that information to determine the number of attendees and how many of those attendees came from out-of-town. Often, room nights stayed are also tracked through registration. But, for festivals, or events with a number of different locations, it can be challenging to track all the attendees. In these situations, spend some time working on a plan that will give you counts that are as accurate as possible. You might have teams of volunteers counting attendees at each location and asking a representative sample of a few simple questions that can be asked quickly and give you a wealth of information, such as:

- What is your zip code?
- Are you staying overnight?
- How did you hear about our event?

Longwoods International and Tourism Economics conduct research for the Wisconsin Department of Tourism. They have provided us with the following averages:

\$71 spending per day visitor, and

\$160 spending per overnight visitor per night

Let's say that tracking the goal of 500 attendees and 100 room nights has shown that the actual count was 600 people. Volunteers were able to survey 200 people or one-third of the attendees. The data from the sample shows that 110 people were local, 30 people stayed overnight and 60 people were day visitors. You can multiply 60 x 3 to get the total number of day visitors (180) and 30 x 3 to get the number of overnights (90). To calculate visitor expenditures multiply 180 people (day visitors) x \$71 (\$12,780) and 90 (overnight visitors) x \$160 (\$14,400). These products added together equal your visitor expenditure (\$27,180).

Sometimes JEM recipients use other research to figure economic results and that is fine. The most important thing is counting the attendees and knowing how many of them came from out-of-town.