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2011 Clearwater Jazz Holiday Visitor and Economic Impact Study

*Clearwater, Florida
October 13 - 16, 2011*



Prepared for:

*Mr. Gary Hallas
Clearwater Jazz Holiday*

Prepared by:

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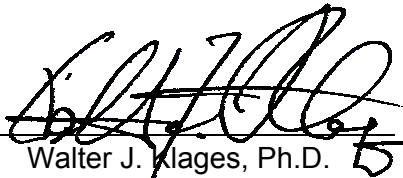
November 7, 2011

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Certification and General Limiting Conditions

The following report has been prepared for the 2011 Clearwater Jazz Holiday at the request of Mr. Gary Hallas. **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

November 7, 2011

Date

Preface

The following research project was undertaken at the request of Mr. Gary Hallas, Clearwater Jazz Holiday.

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 2011 Clearwater Jazz Holiday. 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 217 face-to-face interviews** conducted with randomly selected visitors at the 2011 Clearwater Jazz Holiday.

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 *2011 Clearwater Jazz Holiday* was implemented to document the economic impact of the event. ***The total economic impact of out-of-county visitors to the Clearwater Jazz Holiday is \$6,388,216.*** Attendance estimates provided by event organizers indicate some 43,000 people attended the Jazz Holiday on October 13 - 16, 2011.

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

A. Profile of Visitors Attending the 2011 Clearwater Jazz Holiday:

1. One in three attendees (34.8%) were visiting the Clearwater Jazz Holiday for the first time this year {QA}.
2. Of the 43,000 people who attended the 2011 Clearwater Jazz Holiday, 57.6% were Pinellas County residents and 30.9% were day-trippers. One in ten attendees (11.5%) were overnight visitors (heads-in-beds) {Q3 and Q5}.
3. The typical overnight visitor party had an average party size of 2.1 people. Overnight visitors spent an average of 4.7 nights in the St. Petersburg/Clearwater Area {Q7b and Q5}.
4. Non-resident travelers came to the area using the following transportation {Q8} (multiple response):

	<u>Transportation</u>
• Personal Car	80.3%
• Fly	19.7
• Rental Car	11.2

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5. Out-of-town visitors obtained their Jazz Holiday information from the following sources {Q11} (multiple response):

	<u>Information Source</u>
• Previous Visits to the Event	40.5%
• Recommendation	28.4
• Internet	19.9
• Magazines/News Stories	17.5
• Television	10.9
• St. Petersburg Times	9.3
• Radio	9.1
• www.ClearwaterJazz.com	8.1

6. A strong majority of non-resident visitors (75.7%) intend to return for next year's event {Q13}. Specifically:

	<u>Plan to Return</u>
• Day-Trippers	82.4%
• Overnight Visitors	58.0

7. According to event attendees, their favorite types of Jazz music are {Q16}:

	<u>% of Answering</u>
• Smooth Jazz	72.0%
• Straight Ahead Jazz	36.6
• Blues	29.6
• Latin Jazz	29.3
• Bebop	28.1
• Hard Bop	26.7
• Jazz Fusion	24.3
• Soul Jazz	23.8
• Swing	22.3
• Big Band	21.2

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8. The favorite artists from the 2011 Jazz Holiday include {Q15}:

	<u>% of Answering</u>
• Dianne Reeves	23.1%
• Maceo Parker	22.4
• Brian Culbertson	18.2
• Kevin Eubanks	11.3
• Whitney James	10.7
• Sammy Figueroa & The Latin Explosion	8.9
• Christian McBride & Inside Straight	7.3
• Trombone Shorty and Orleans Avenue	6.6

9. The household income of the typical event attendee is \$62,963 {Q18}.

10. The 2011 survey addressed the potential willingness of patrons to pay for attending the event. Attendees indicate they would be willing to spend as much as \$10.00 for admission to the event {Q17}.

B. The Economic Impact of the 2011 Clearwater Jazz Holiday on Pinellas County:

The direct expenditures of out-of-county attendees at the Clearwater Jazz Holiday are \$3,207,580. The total economic impact equals \$6,388,216 (*multiplier: 1.9916*).