

2018 Thunder by the Bay Visitor and Economic Impact Study

SUMMARY OF RESEARCH FINDINGS

This study of the **2018 Thunder by the Bay** event was implemented to document its economic impact on Sarasota County. Attendance estimates provided by the event's organizers suggest some 65,550 people attended events related to Thunder by the Bay from February 15 - 18, 2018. The Sarasota City Police Department and Suncoast Charities for Children generated these crowd estimates. **Fully 92.8% of out-of-county attendees of Thunder by the Bay came to Sarasota because of the event. The total estimated economic impact of out-of-county attendees and donors to the 2018 Thunder by the Bay yielded \$7,808,800 and supported 6,800 room nights in area lodgings.**

PROFILE OF VISITORS ATTENDING THE 2018 THUNDER BY THE BAY EVENTS

1. Of the estimated 65,550 people who attended the 2018 Thunder by the Bay events, some 39.5% live in Sarasota County year round or seasonally {Q1}.

2. Non-resident attendees (60.5% of total) distribute as follows {Q1}:

	<u>% of Total</u>
Day-Trippers	48.2%
Overnight Visitors	12.3

3. Of the out-of-county (non-Sarasota resident) attendees, 79.7% traveled from other parts of Florida and 20.3% came from outside of Florida. {Q1 and Q2}.

4. The typical overnight visitor party attending the 2018 Thunder by the Bay had an average party size of 2.6 people and spent a median of 3.0 nights in the local area {Q3 and Q5}.

5. Day-trippers traveled with an average party of 2.7 people {Q3}.

6. Better than half (59.6%) of 2018 event attendees are Harley-Davidson owners {Q8}.

7. Non-residents traveled to the area using the following transportation modes {Q7} (multiple response):

Motorcycle	73.9%
Personal Car	24.6

8. Out-of-town visitors cite the following information sources about Thunder by the Bay {Q11} (multiple response):

Previous Visits to the Event	50.7%
Internet	40.6
Magazines/News Stories/TV/Radio	31.9
Recommendation	30.4
Posters/Flyers	15.9
Motorcycle Club/Organization	14.5
Other Bike Events	13.0

9. A majority of attendees (88.6%) plan to attend next year's Thunder by the Bay event {Q13}. Specifically:

	<u>Plan to Return</u>
Residents/Seasonal Residents	91.1%
Day-Trippers	89.1
Overnight Visitors	78.6

<u>Estimated Attendee Economic Impacts</u>	<u>Direct Expenditures</u>	<u>Economic Impact</u>
Day-Trippers	\$1,232,400	\$2,338,800
Overnight Visitors	\$2,796,200	\$5,306,600
Total Attendee Impacts	\$4,028,600	\$7,645,400

Multiplier: 1.8978 US Bureau of Economic Analysis. RIMS II Output Multipliers

<u>Additional Economic Impacts *</u>	<u>Impacts</u>
Value of In-Kind Out-of-County Media Coverage	\$96,700
Suncoast Charities Donations	66,700
Total Direct Expenditures	\$163,400

* Source: Lucy Nicandri, Suncoast Charities for Children

The total combined expenditures of out-of-county visitors and donors to the 2018 Thunder by the Bay are **\$4,192,000**. The direct and indirect economic impact yields **\$7,808,800**. Additionally, Sarasota residents spent an estimated **\$868,700** at the event. The event supported an estimated **6,800** room nights in area lodgings.



Attendees average 51.6 years of age and report a median household income of \$110,613. The age distribution is: 17.3% 40 years or younger, 24.0% 41 – 50 years of age, 36.5% 51 – 60 years of age, and 22.1% 61 years of age or older. Fully 85.1% of Thunder by the Bay attendees are Caucasian. Some 62.3% of attendees are male and 37.7% are female.

The findings of the study are based on 228 face-to-face interviews conducted with randomly selected visitors at the 2018 Thunder by the Bay. 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 software, 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.