



Leon County Division of Tourism/ Visit Tallahassee

Economic Impact Estimate for Red Hills International Horse Trials

March 8-11, 2018

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Total Economic Impact

\$3,336,700

When including indirect and induced effects¹ of direct spending, the total economic impact of people attending Red Hills International Horse Trials who **live outside** of Leon County was \$3,336,700³.

¹Induced effects are increased business spending resulting from tourism dollars. Indirect effects are increased household spending resulting from tourism dollars.

NOTE: An attendance figure of 12,336 was reported by Red Hills International Horse Trials organizers. Figures supplied by Red Hills International Horse Trials directly impact economic data contained in this report.



Direct Spending

\$2,111,800

People who **live outside** of Leon County spent \$2,112,000¹ during Red Hills International Horse Trials.

¹For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.



Direct Spending

Direct spending by category by all **out-of-county** attendees who attended Red Hills International Horse Trials.

Accommodations	\$	502,300
Restaurants	\$	391,600
Groceries	\$	85,400
Shopping	\$	300,800
Entertainment	\$	220,800
Transportation	\$	173,900
Other	\$	437,000
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Total	\$	2,111,800



Out-of-County Visitors¹

5,920

There were 5,920 individuals from outside Leon County who attended Red Hills International Horse Trials.

¹An attendance figure of 12,336 was reported by Red Hills International Horse Trials organizers.

This attendance figure directly impacts economic data contained in this report



Paid Room Nights Generated

3,320

Attendees who live outside of Leon County spent 3,320 nights in our hotels, motels, etc., while attending Red Hills International Horse Trials.



Direct Spending: Local + Out-of-County

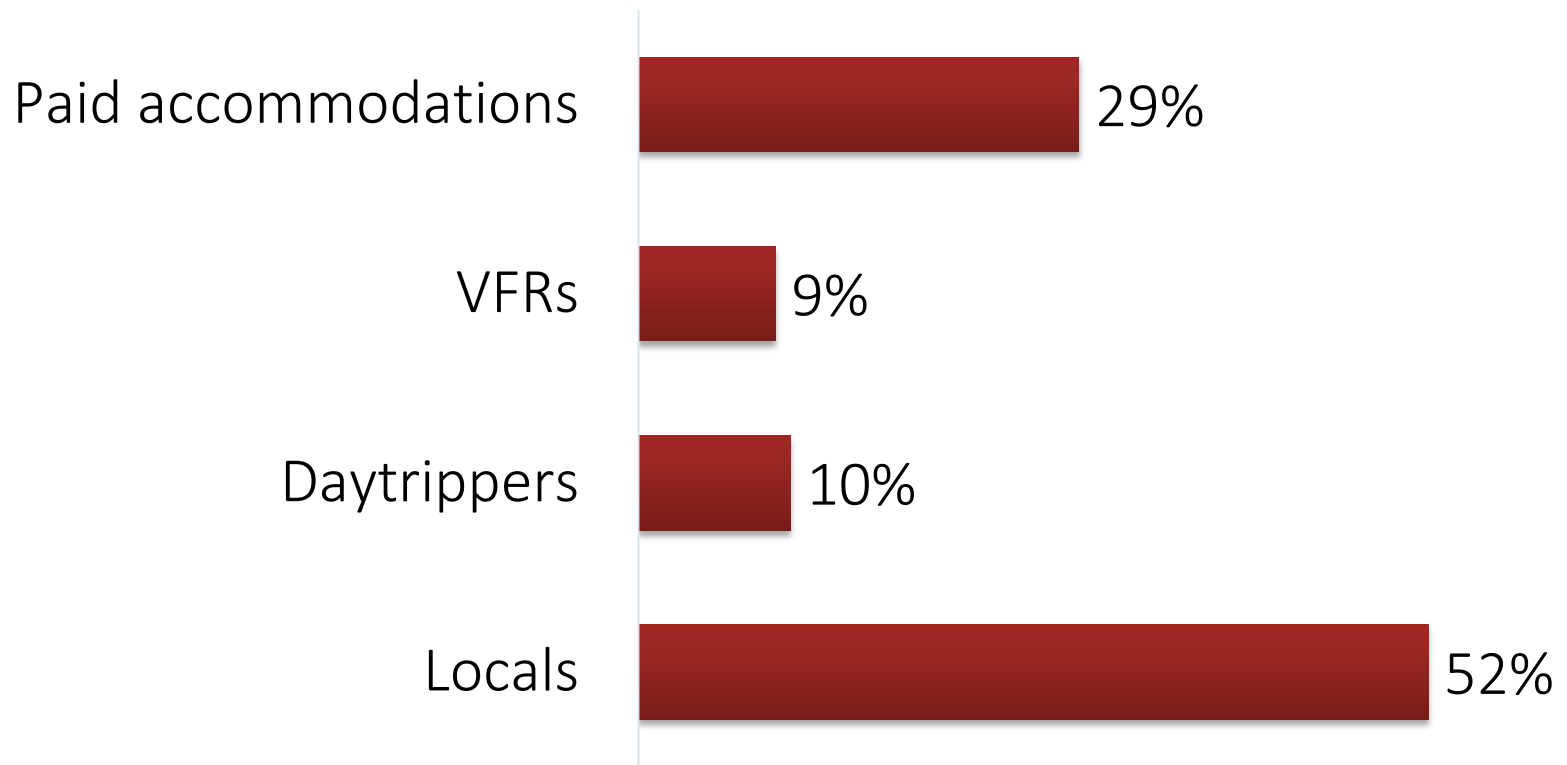
\$2,323,900

Direct spending by **local and out-of-county attendees**, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.



Attendee Breakdown

• **29%** of attendees to Red Hills International Horse Trials stayed overnight in paid accommodations:



Out of Town Visitor Profile

- 3.3 people per travel party
- 2.9 nights stayed in Tallahassee
- 50 years old – median age
- 57% Female



Methodology

- The economic impact of the Red Hills International Horse Trials was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research with 313 attendees of Red Hills International Horse Trials,
 - Estimates provided by Red Hills International Horse Trials,
 - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Studies, and
 - Tourism database at Downs & St. Germain Research.



Red Hills International Horse Trials 2018

Economic Impact Study

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