



Leon County Division of Tourism/ Visit Tallahassee Economic Impact Estimate for Red Hills International Horse Trials March 8-10, 2019

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Total Economic Impact

\$5,196,000

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 **\$5,196,000**.

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



Direct Spending

\$3,288,600

People who **live outside** of Leon County spent **\$3,288,600¹** during Red Hills International Horse Trials.

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



Out-of-County Visitors

8,305¹

Including overnight visitors and day trippers, there were **8,305** individuals from **outside Leon County** who attended Red Hills International Horse Trials.

¹A total attendance figure of 25,156 from the event sponsor was used for this report. The total attendance figure directly impacts economic data contained in this report.



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Paid Room Nights Generated¹

6,447 room nights

Attendees who live outside of Leon County spent 6,447 nights in hotels, motels, etc. while attending Red Hills International Horse Trials.

¹Based on event sponsor reported attendance.



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Direct Spending: Local + Out-of-County

\$3,507,000

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



Out of Town Visitor Profile

- **3.1** people per travel party
- **3.0** nights stayed in Tallahassee
- **43** years old – median age
- **53%** Male



Methodology

- The economic impact was based on data from the following sources:
 - Interviews conducted by Downs & St. Germain Research of 190 attendees at Red Hills International Horse Trials
 - Attendance figures from Red Hills International Horse Trials event director
 - Direct spending and economic impact estimates in this report reflect total attendance figures as reported by the event sponsor. Downs & St. Germain Research did not provide an independent measure of total attendance. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
 - Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
 - Tourism database at Downs & St. Germain Research



Red Hills International Horse Trials 2019

Economic Impact Study

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