



Continental Tire Monterey Grand Prix  
Economic Impact & Attendee Survey  
Report of Findings

June 2015

# Research Overview & Methodology

This report presents the findings of a survey of attendees of the Continental Tire Monterey Grand Prix, conducted by Destination Analysts, Inc. on behalf of the Monterey County Convention & Visitors Bureau for the objective of estimating the economic impact of this event for the County.

The primary tool used to gather this data was an intercept survey of event attendees. On May 2<sup>nd</sup> and May 3<sup>rd</sup>, Destination Analysts' survey team canvassed the Continental Tire Monterey Grand Prix and randomly interviewed attendees. In total, 315 fully completed surveys of event attendees were gathered. To provide inputs for the economic impact estimates, the survey collected data on attendee place of residence, spending in the Monterey County area, and motivations for attending the Continental Tire Monterey Grand Prix.

While the primary purpose of the survey was to provide data for the economic impact estimates, a number of additional questions were asked to develop an understanding of attendees. The results of these questions are shown in the Detailed Findings and Demographics sections of this report.



Destination Analysts team member interviews a Continental Tire Monterey Grand Prix attendee.



# Research Overview & Methodology (continued)

The economic impact estimates provided in this report are based on 19,825 attendees to the Continental Tire Monterey Grand Prix. This attendance number was provided by Mazda Raceway Laguna Seca and adjusted for multi-day attendees.

**IMPORTANT NOTE:** Attendee spending is defined as spending in Monterey County by Continental Tire Monterey Grand Prix event attendees *who reside outside Monterey County*. Event attendees from outside Monterey County include travelers from outside the Monterey County area visiting specifically to attend a Continental Tire Monterey Grand Prix related event. Spending by Monterey County residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending in the local economy.

# Economic Impact Estimates

A	Total attendance	*19,825
B	% from outside Monterey County	60.6%
C	Attendees from outside Monterey County	12,014
D	% in destination for event	87.7%
E	Incremental attendees	10,536
F	Average length of stay (nights)	1.9
G	Incremental visitor days	20,121
H	Avg. spending per day per attendee	\$185.85
I	Total incremental trip spending	\$3,739,489

*\*\*Total attendance number provided by Mazda Raceway Laguna Seca and adjusted for multi-day attendees.*

# Economic Impact Estimates – Detailed Incremental Visitor Spending

## Detailed incremental visitor spend

Hotel/motel/inn	\$1,916,675
Restaurants	\$915,908
Retail purchases	\$425,903
Entertainment & sightseeing	\$155,931
Car rental fees	\$114,046
Gas, parking and local transportation	\$189,002
Other	\$22,023
<b>TOTAL</b>	<b>\$3,739,489</b>

Incremental attendees in hotels	3,951
Incremental room nights generated	2,891

Taxes generated	
Sales	\$ 154,939.14
Hotel	\$ 201,250.91
Total	\$ 356,190.05

# Detailed Findings

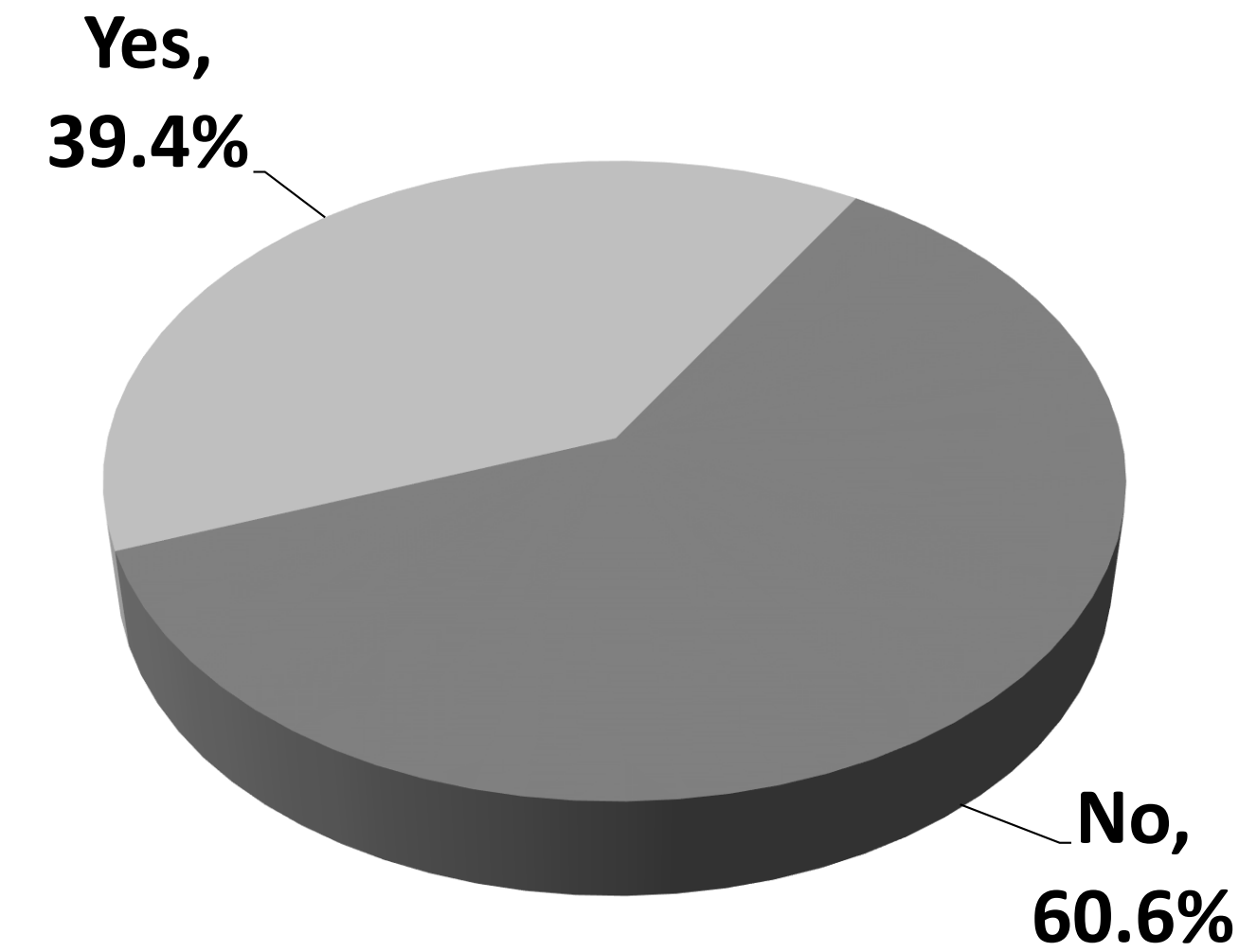
***Please note:** Data presented in this section represents the top-line data collected from all survey respondents. As data from subsamples were frequently used in the calculation of the ROI metrics presented in the previous section, the reader should use caution in making comparisons back to the ROI discussion presented earlier.*

# Monterey County Resident

Approximately 60 percent of Continental Tire Monterey Grand Prix attendees surveyed live outside Monterey County (60.6%).

Question: Do you live in Monterey County, California? Base: All Respondents. 315 completed surveys.

**Chart 1: Monterey County Resident**

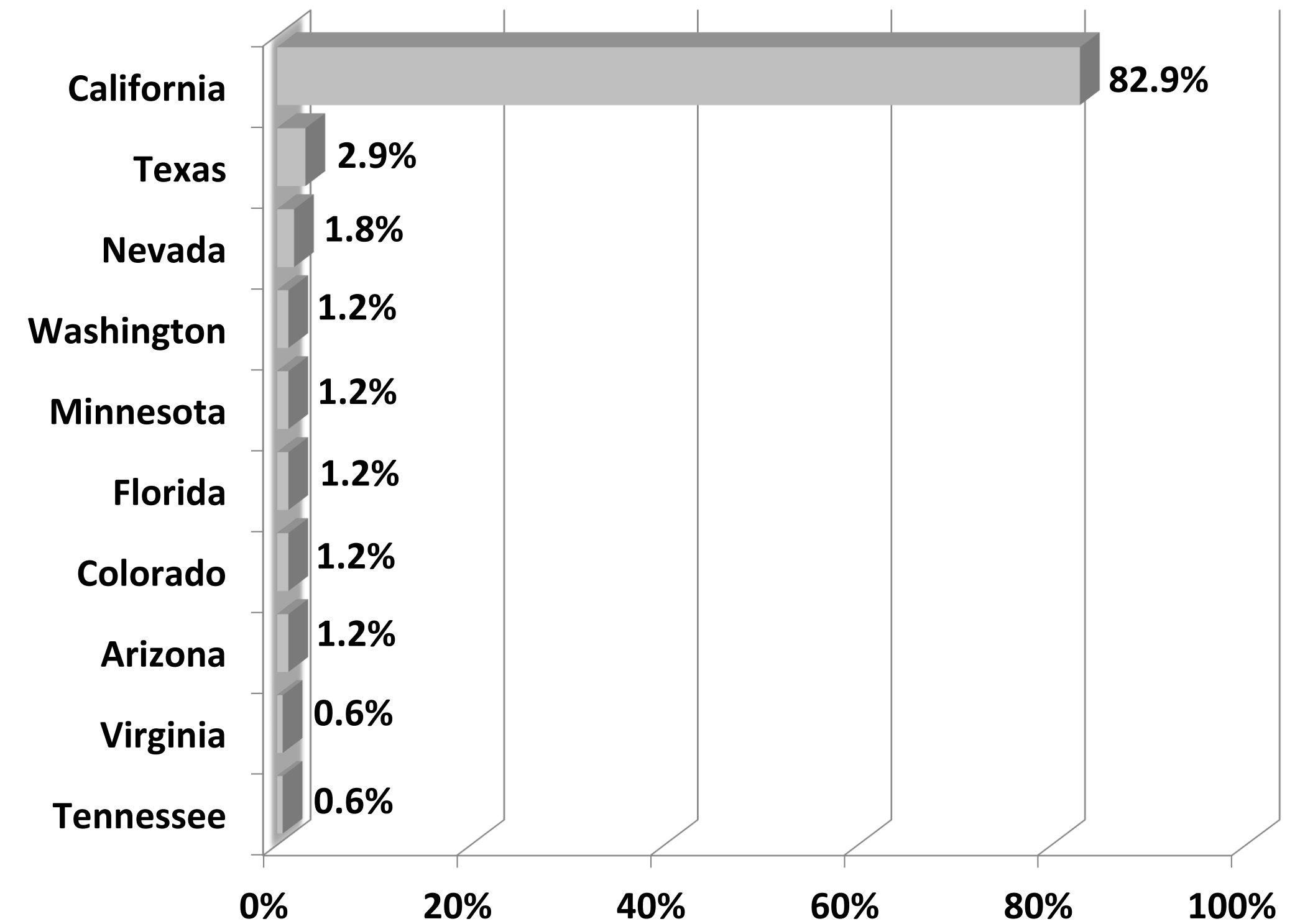


# Place of Residence

Over 80 percent of Continental Tire Monterey Grand Prix attendees surveyed who live outside Monterey County reside in California (82.9%). Another 2.9 percent reported living in Texas, while an additional 1.8 percent of respondents reside in Nevada.

Question: What town do you live in? Base: Respondents who live outside Monterey County. 170 completed surveys.

**Chart 2: Place of Residence**



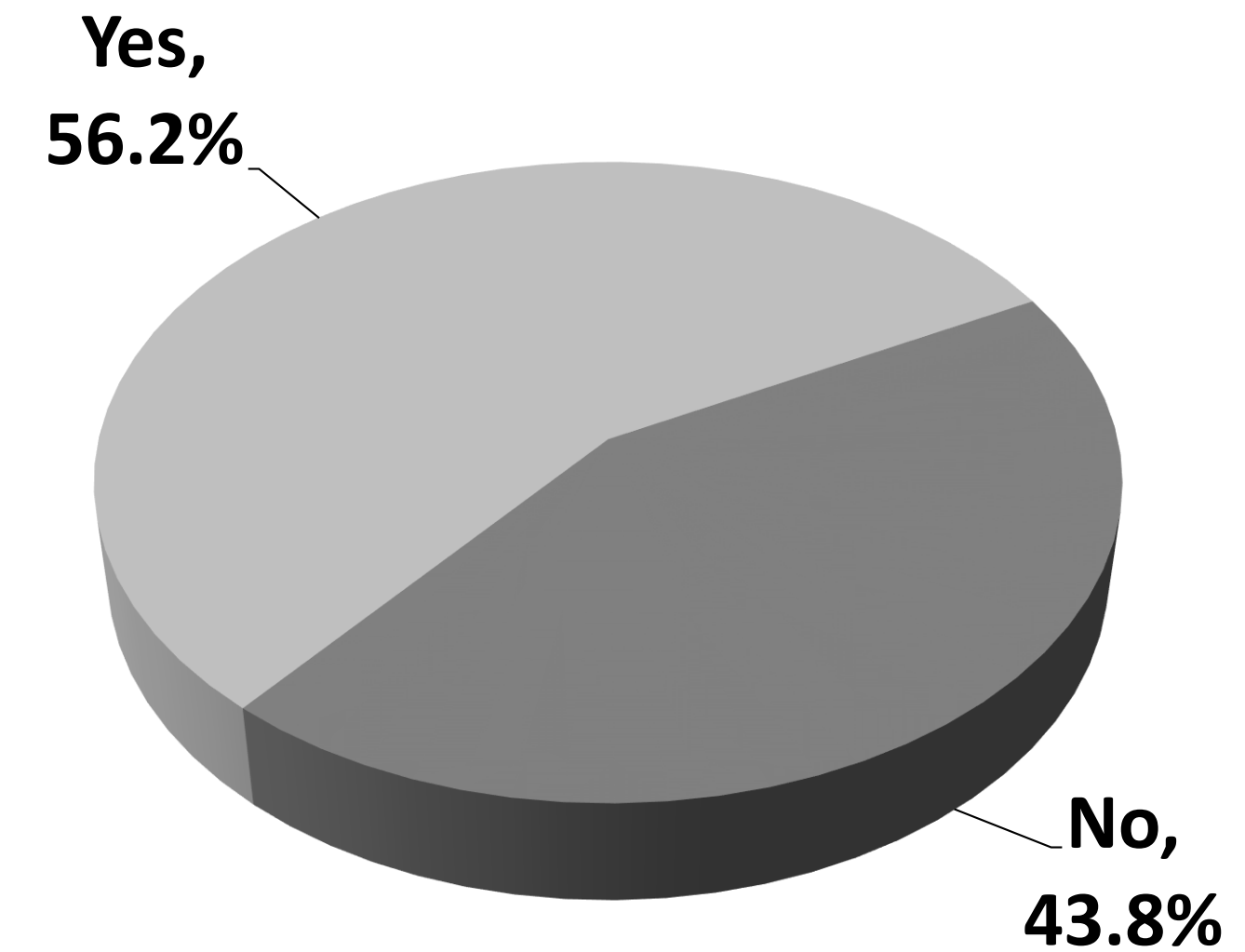


# Overnight Stay

Over half of attendees surveyed, who live outside Monterey County, stayed overnight in Monterey County during their trip (56.2%).

Question: Are you staying overnight (last night or tonight) anywhere in the Monterey County? Base: Respondents who live outside of Monterey County. 178 completed surveys.

**Chart 3: Overnight Stay**

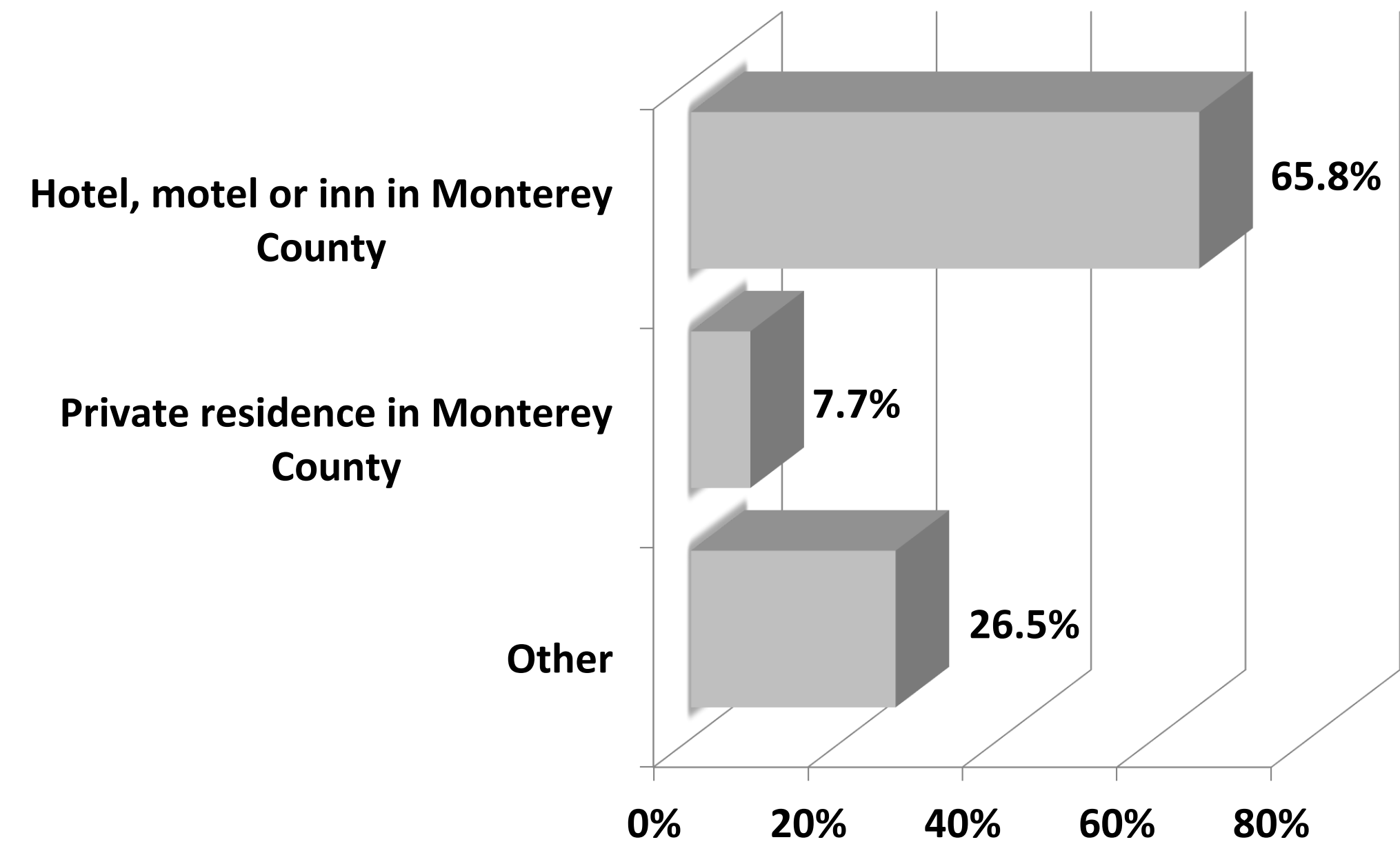


# Place of Stay

Over two-thirds of Continental Tire Monterey Grand Prix attendees surveyed who stayed overnight in Monterey County stayed in a hotel, motel or inn within Monterey County during their trip (65.8%), while 7.7 percent stayed in a private residence in Monterey County. 26.5 percent of respondents stayed in other accommodations.

Question: Where did you (or will you) stay overnight? Base: Respondents who live outside of Monterey County who are staying overnight in Monterey County. 117 completed surveys.

**Chart 4: Place of Stay**

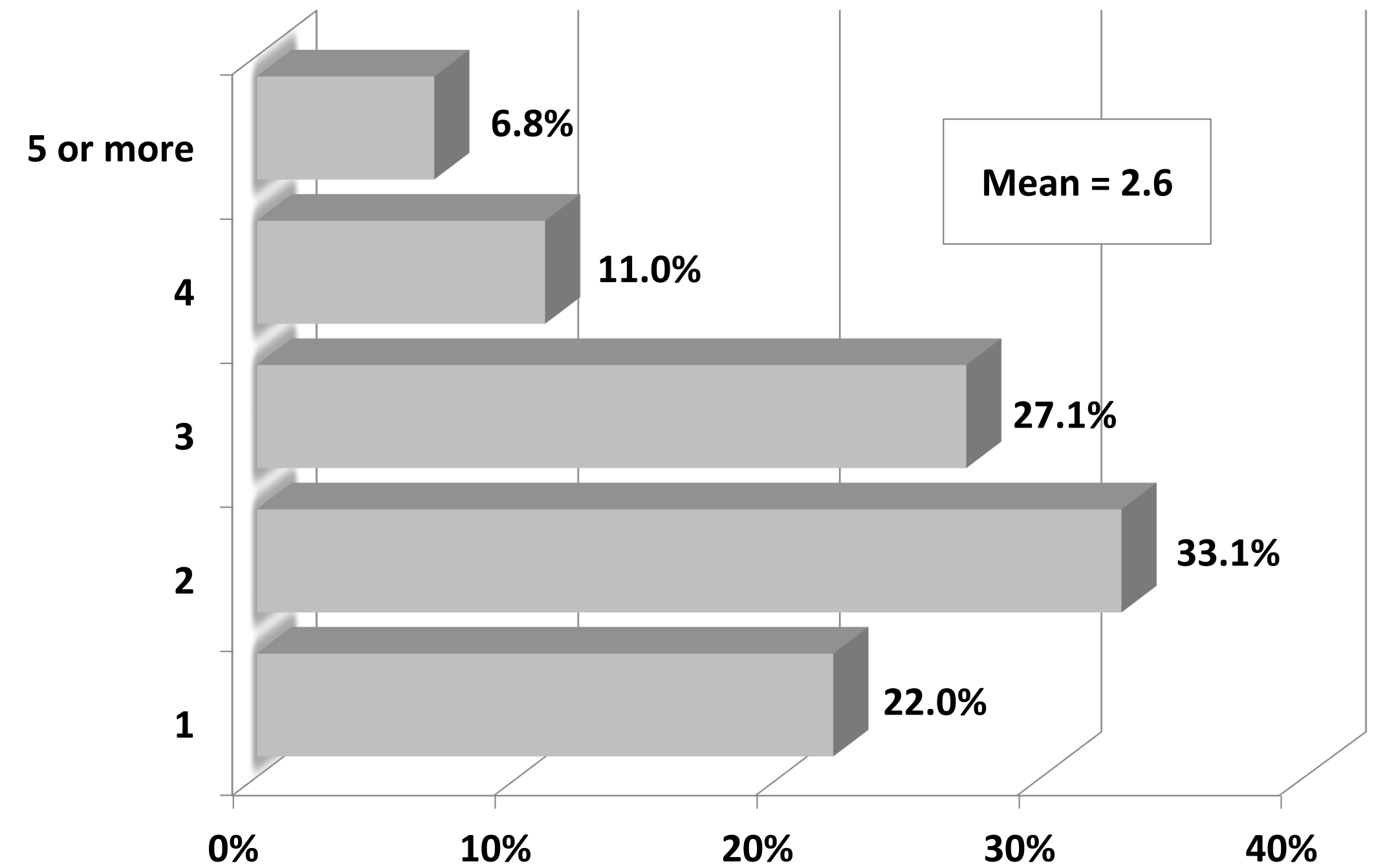


# Total Nights in Monterey County

On average, overnight visitors spent 2.6 nights in Monterey County during their trip to the Continental Tire Monterey Grand Prix .

Question: How many nights did you, or will you, stay in Monterey County?  
Base: Respondents who live outside of Monterey County who are staying overnight in Monterey County. 117 completed surveys.

**Chart 4b: Total Nights in Monterey County**

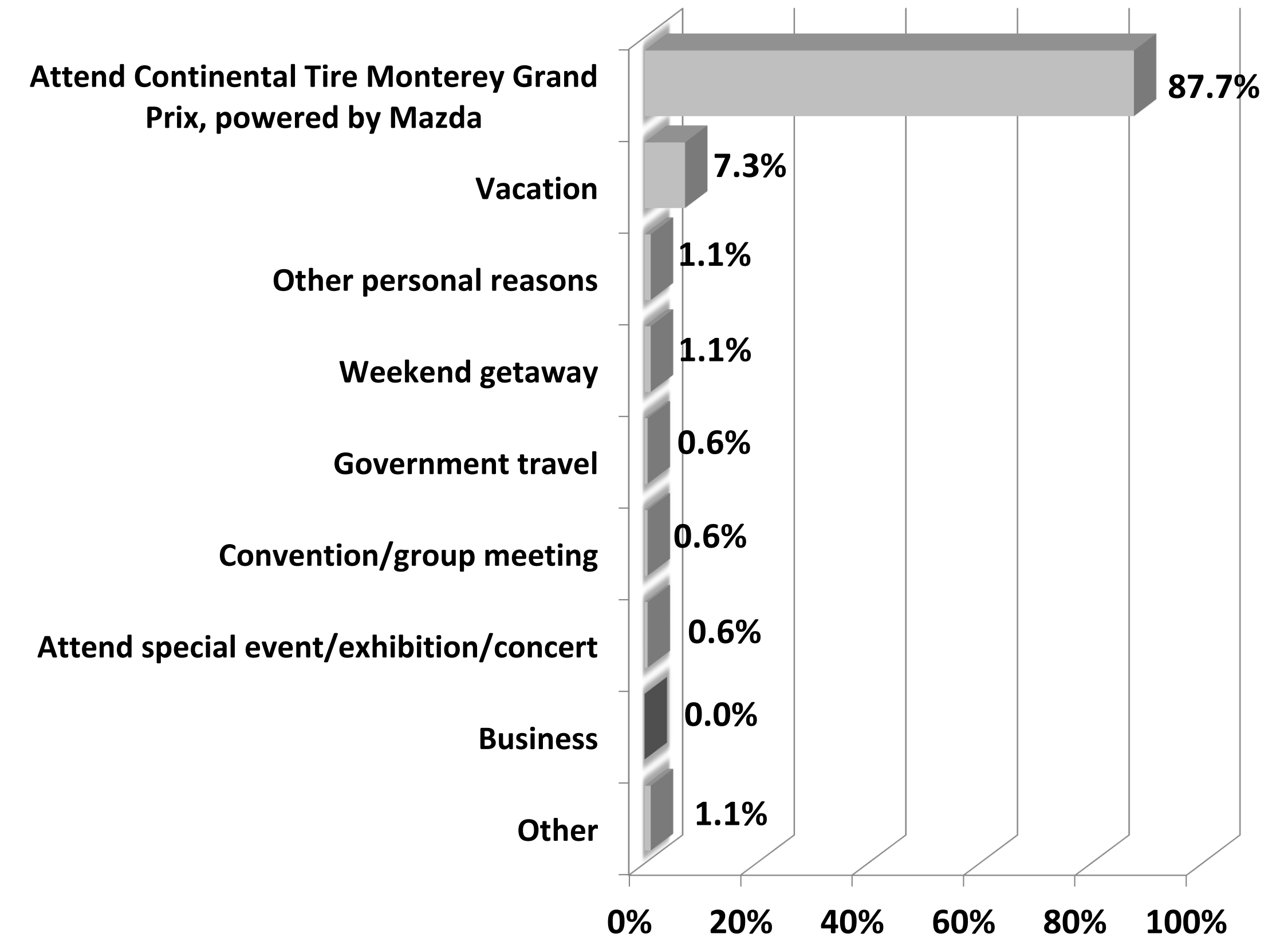


# Primary Reason for Visiting Monterey County

Over 80 percent of survey respondents who live outside Monterey County primarily visited the city to attend the Continental Tire Monterey Grand Prix (87.7%). This distinction is important, as spending by this group contributes to the total direct incremental spending used in the economic impact estimates presented earlier.

Question: What is your PRIMARY REASON for this visit Monterey County?  
Base: Respondents who live outside of Monterey County. 179 completed surveys.

**Chart 5: Primary Reason for Visiting Monterey County**

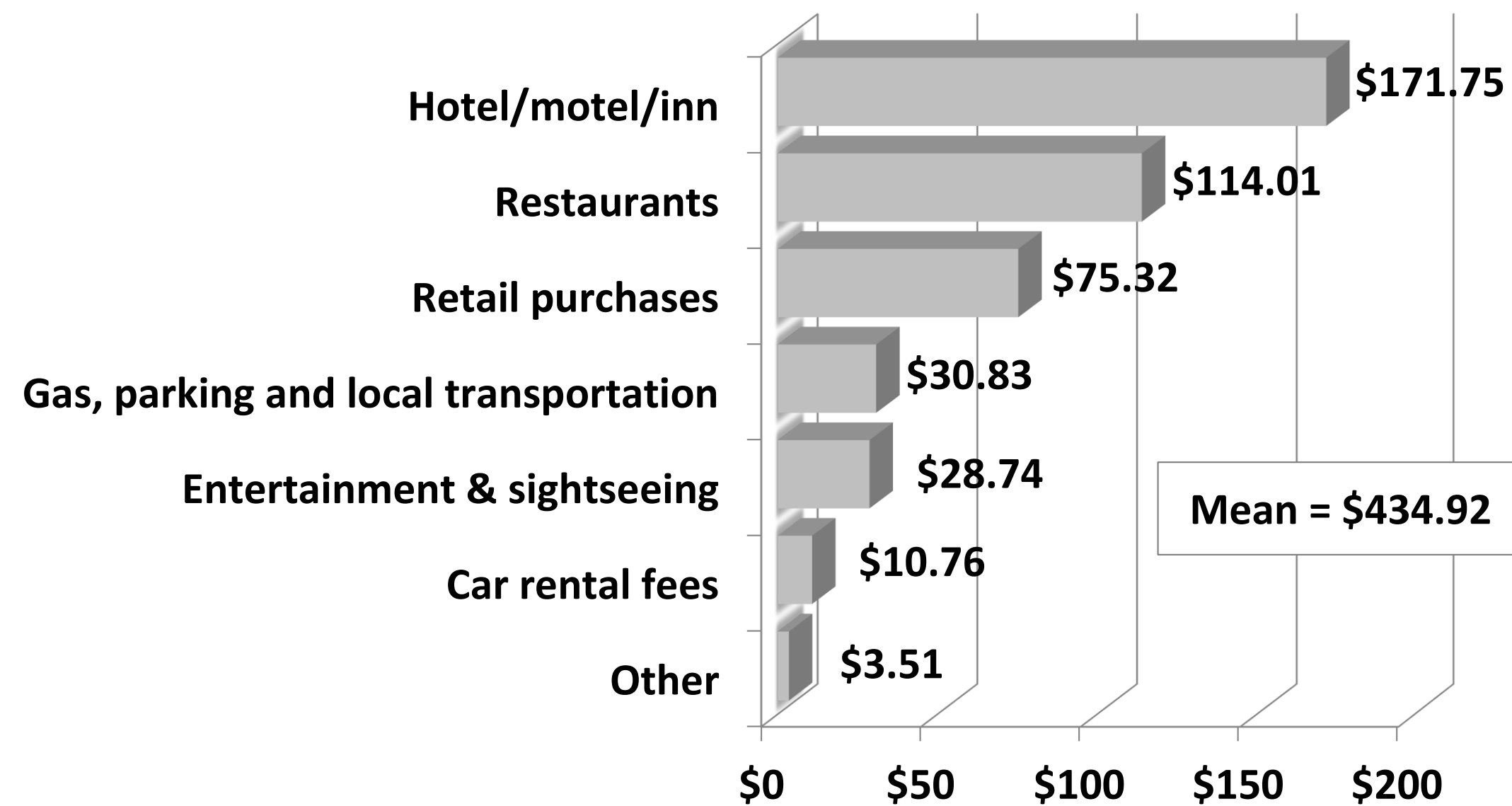




# Spending in Monterey County

Continental Tire Monterey Grand Prix attendees who live outside Monterey County spent an average of \$434.92 per day while in Monterey. The largest share of this spending went to overnight accommodations (\$171.75), followed by restaurants and dining (\$114.01) and retail purchases (\$75.32). As shown in the table below, Continental Tire Monterey Grand Prix attendees staying overnight in Monterey County hotels represent the greatest visitor spending impact at \$660.34 per day.

**Chart 6: Spending in Monterey County**



Question: Approximately how much PER DAY will you spend on the following while in Monterey County? Please only include spending inside Monterey County.

**Detail by Type of Visitor**

	All Visitor	Day Tripper	All Overnight	Hotel Guest
Hotel/motel/inn	\$171.75	--	\$256.17	\$338.46
Restaurants	\$114.01	\$76.47	\$131.41	\$161.74
Retail purchases	\$75.32	\$82.88	\$75.00	\$75.21
Entertainment & sightseeing	\$28.74	\$26.02	\$26.01	\$27.54
Car rental fees	\$10.76	\$2.04	\$14.71	\$20.14
Gas, parking and local transportation	\$30.83	\$28.37	\$33.67	\$33.38
Other	\$3.51	\$0.00	\$5.35	\$3.89
<b>Mean</b>	<b>\$434.92</b>	<b>\$215.78</b>	<b>\$542.32</b>	<b>\$660.34</b>
<b>Sample Size</b>	<b>144</b>	<b>49</b>	<b>85</b>	<b>72</b>

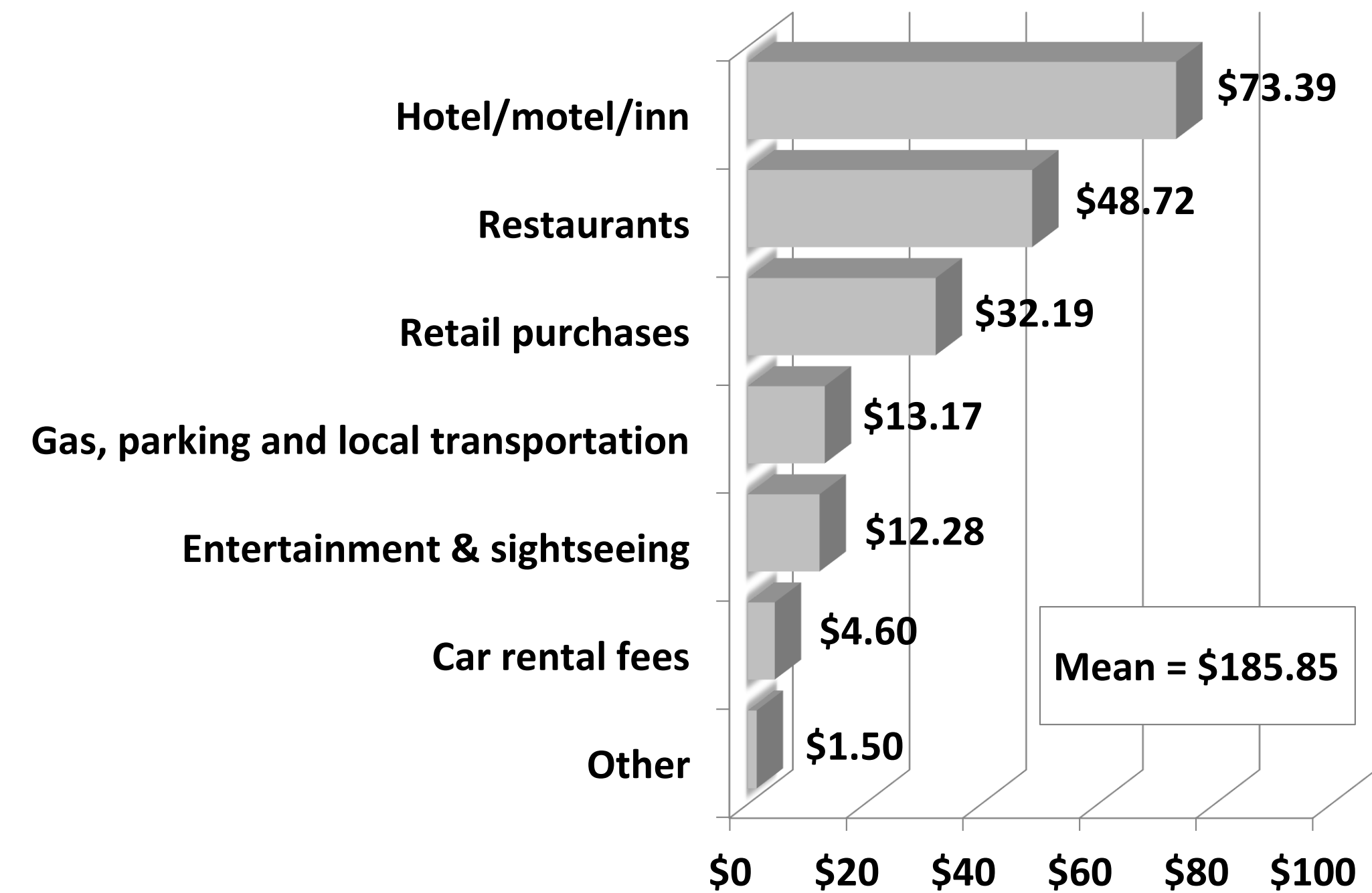
Base: Respondents who live outside of Monterey County. 144 completed surveys.

# Trip Spending, Per Person

The reported trip spending on the previous slide covered an average of 2.3 people. Thus the average per person trip spending is estimated to be \$185.85

Question: How many Continental Tire Monterey Grand Prix attendees did this spending cover? Base: Respondents who live outside of Monterey County. 147 completed surveys.

**Chart 7: Trip Spending, Per Person**

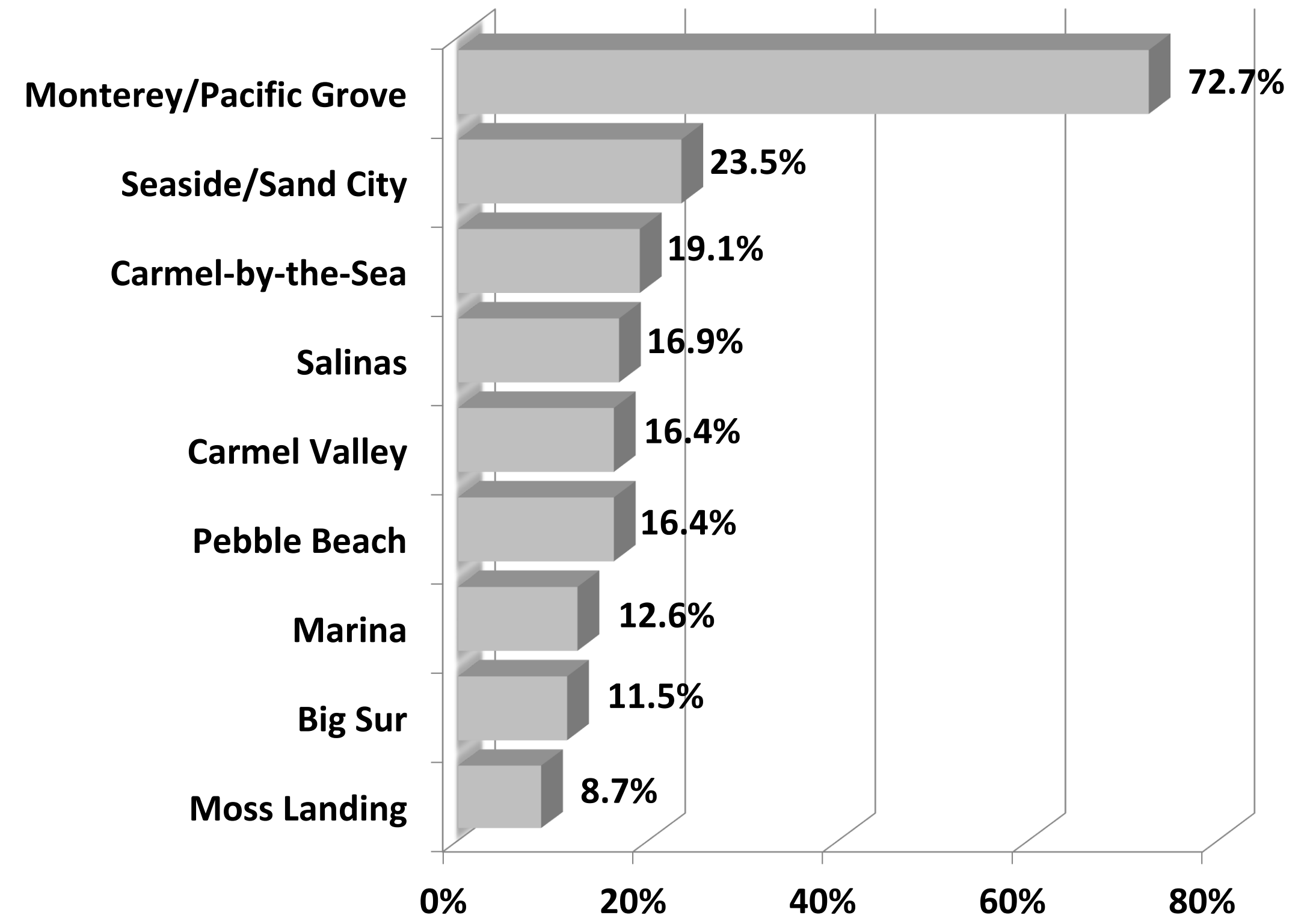


# Areas Visited During Trip

When asked which areas of the County they visited as a part of their trip to the Continental Tire Monterey Grand Prix, 72.7 percent of attendees surveyed reported visiting Monterey/Pacific Grove. This was followed by Seaside/Sand City (23.5%), Carmel-by-the-Sea (19.1%) and Salinas (16.9%).

Question: Which of these Monterey County areas did you visit on this trip? (Select all that apply) Base: Respondents who live outside of Monterey County. 183 completed surveys.

**Chart 8: Areas Visited During Trip**

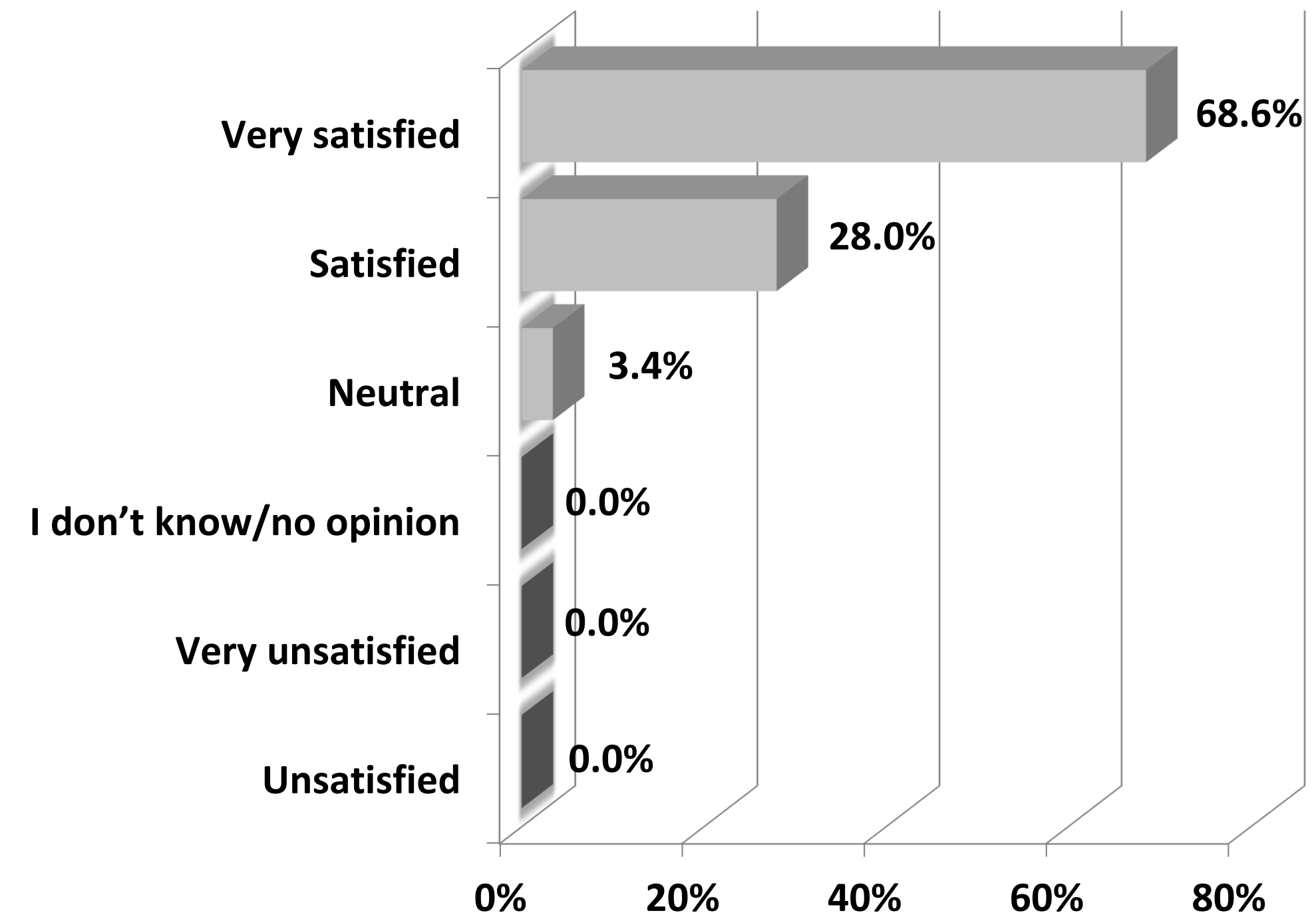


# Satisfaction with Monterey County Experience

Nearly all Continental Tire Monterey Grand Prix attendees surveyed expressed great satisfaction with their Monterey County experience. 96.6 percent of respondents said they were either satisfied (28.0%) or very satisfied (68.6%). Only 3.4 percent of respondents expressed neutrality.

Question How satisfied are you with your overall experience in Monterey County? Base: Respondents who live outside of Monterey County. 175 completed surveys.

**Chart 9: Satisfaction with Monterey County Experience**



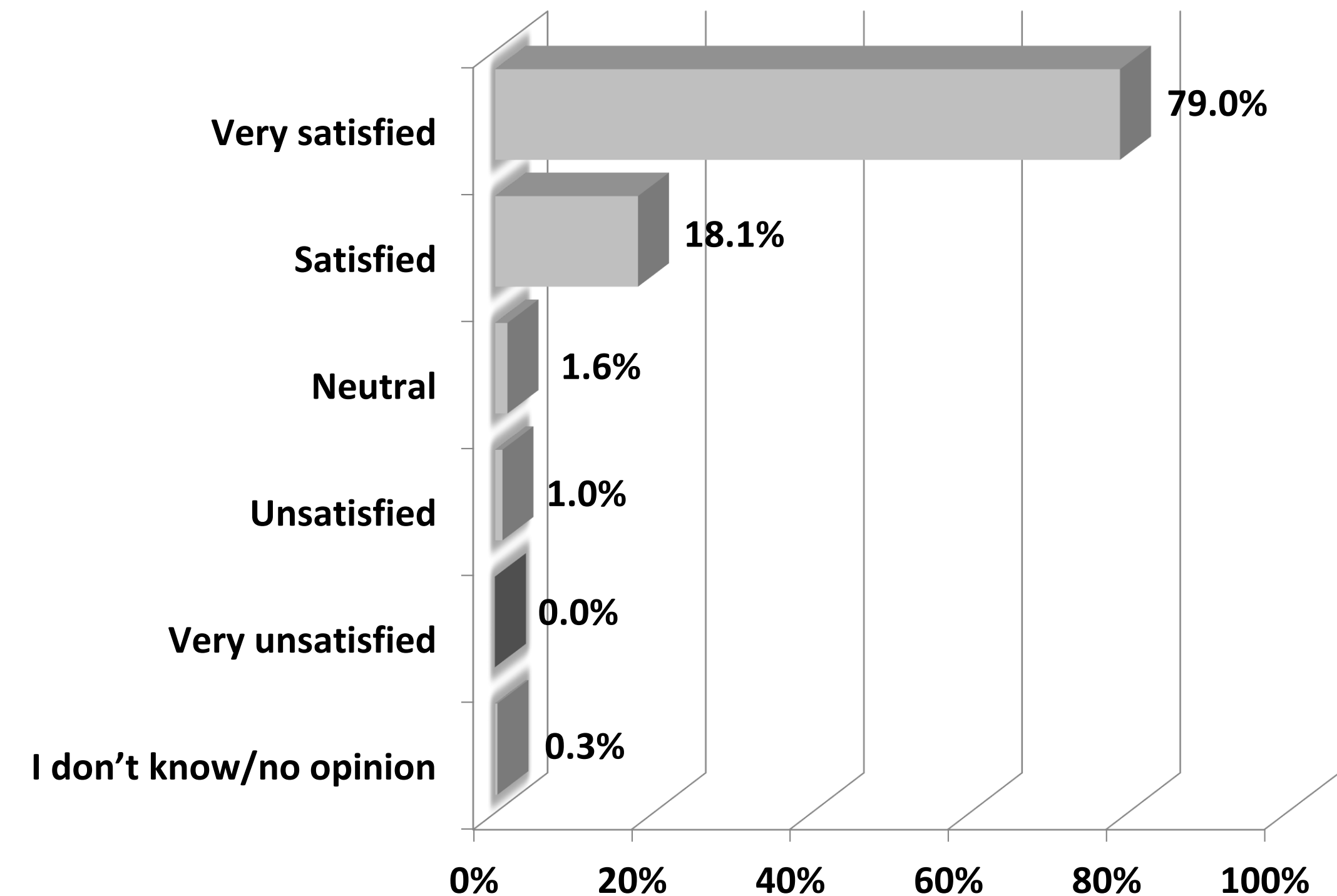


# Satisfaction with Grand Prix Experience

The Continental Tire Monterey Grand Prix provides a highly satisfactory experience. Using a five-point scale from “Very satisfied” to “Very unsatisfied,” survey respondents were asked to rate their satisfaction with the event. Nine in ten attendees said they were “Satisfied” (18.1%) or “Very satisfied” (79.0%) with their experience.

Question How satisfied are you with your experience at Continental Tire Monterey Grand Prix? Base: All Respondents. 315 completed surveys.

**Chart 10: Satisfaction with Grand Prix Experience**

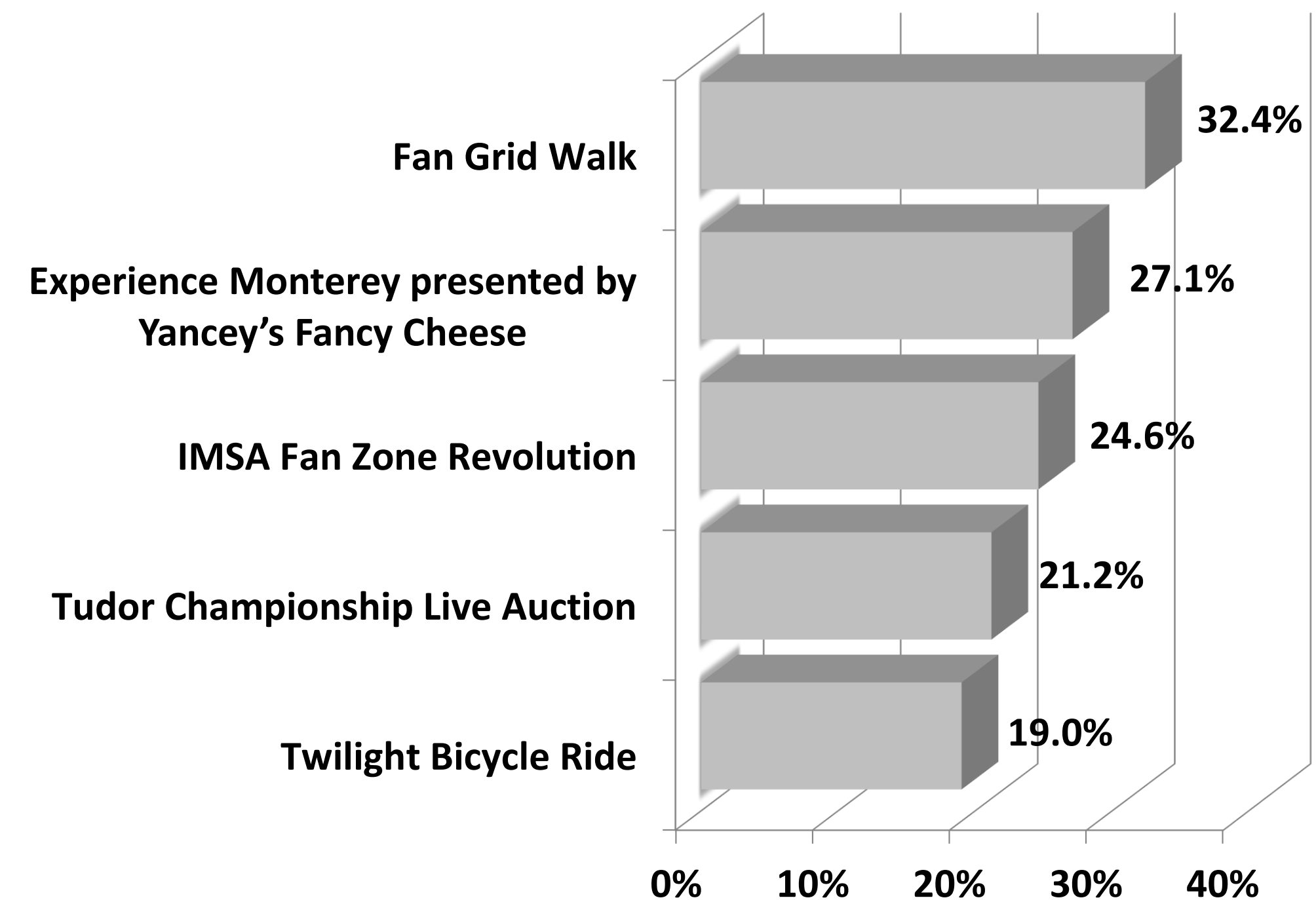


# Grand Prix Events Attended

Continental Tire Monterey Grand Prix attendees were asked which events they attended or planned to attend during their visit. Nearly one in three said they would attend the Fan Grid Walk (32.4%). This was followed by Experience Monterey presented by Yancey's Fancy Cheese (27.1%) and the IMSA Fan Zone Revolution (24.6%).

Question Which of the following events did you or will you attend? (Check all that apply) Base: All Respondents. 315 completed surveys.

**Chart 11: Grand Prix Events Attended**

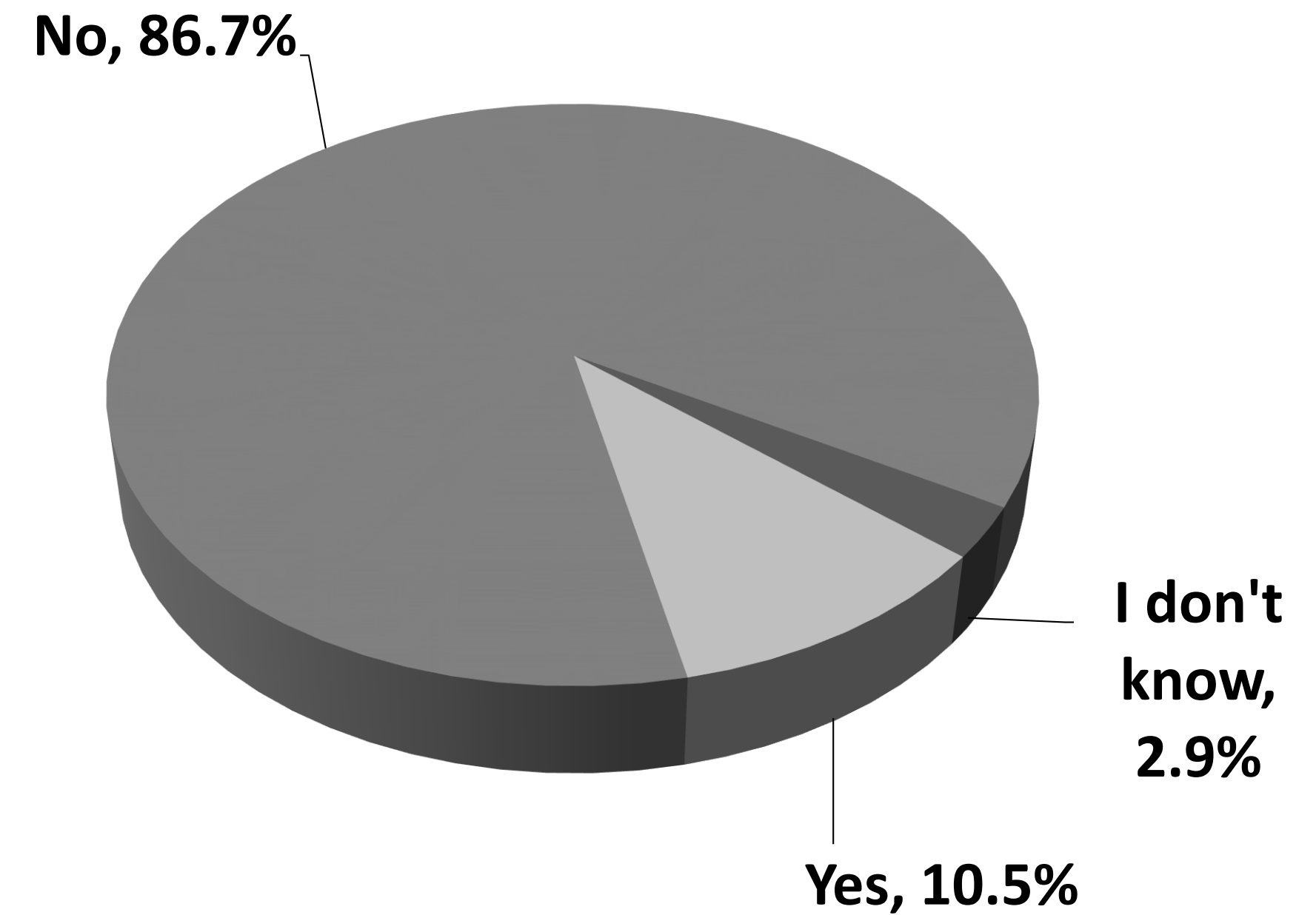


# Children in Party

Approximately 10 percent of respondents attended the Continental Tire Monterey Grand Prix with children under the age of 18 (10.5%).

Question Do you have children under 18 with you at the event today? Base: All Respondents. 315 completed surveys.

**Chart 12: Children in Party**

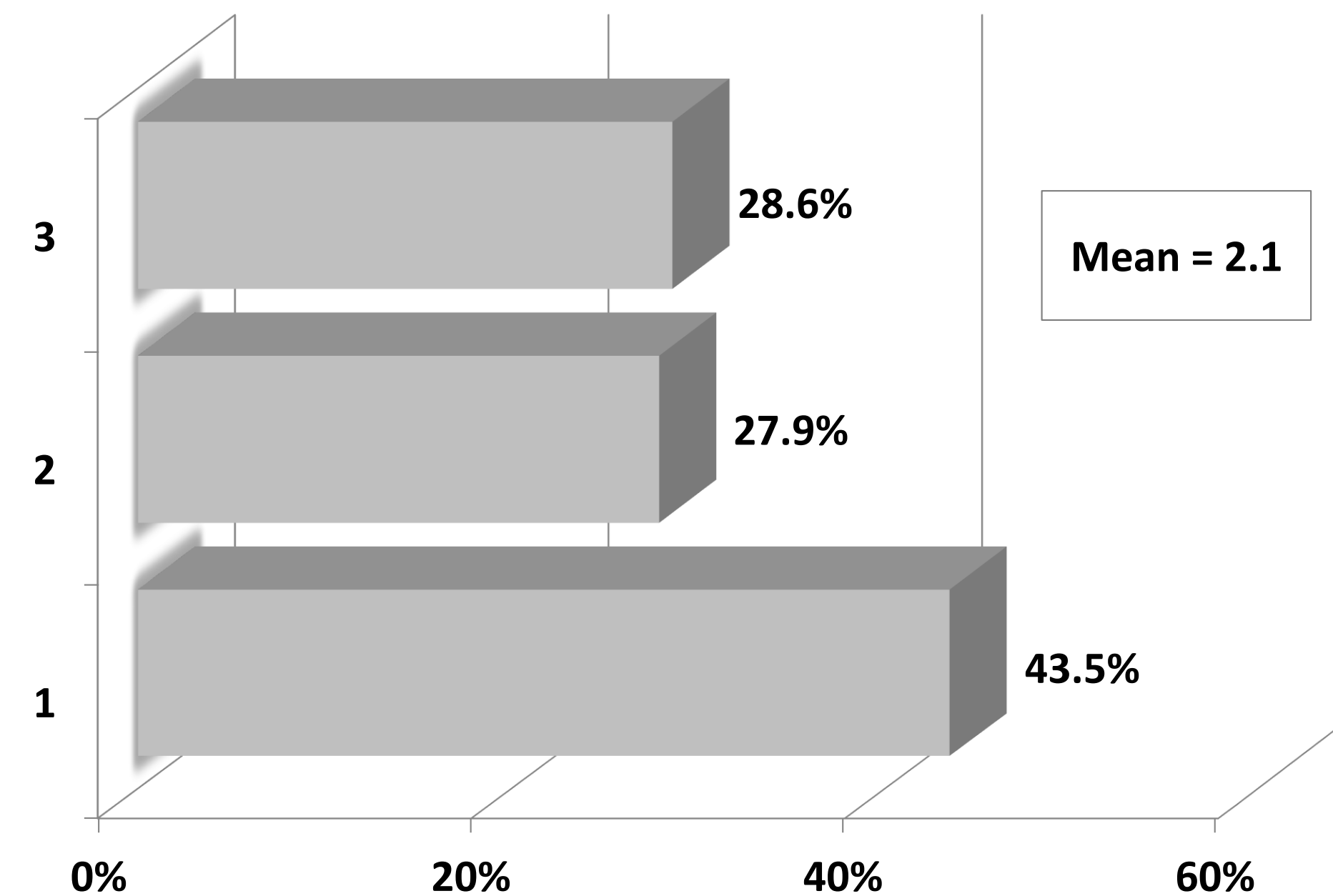


# Days Spent at Grand Prix

On average, attendees (including Monterey County residents) spent approximately 2.1 days at the Continental Tire Monterey Grand Prix.

Question How many days will you attend Continental Tire Monterey Grand Prix? Base: All Respondents. 283 completed surveys.

**Chart 13: Days Spent at Grand Prix**



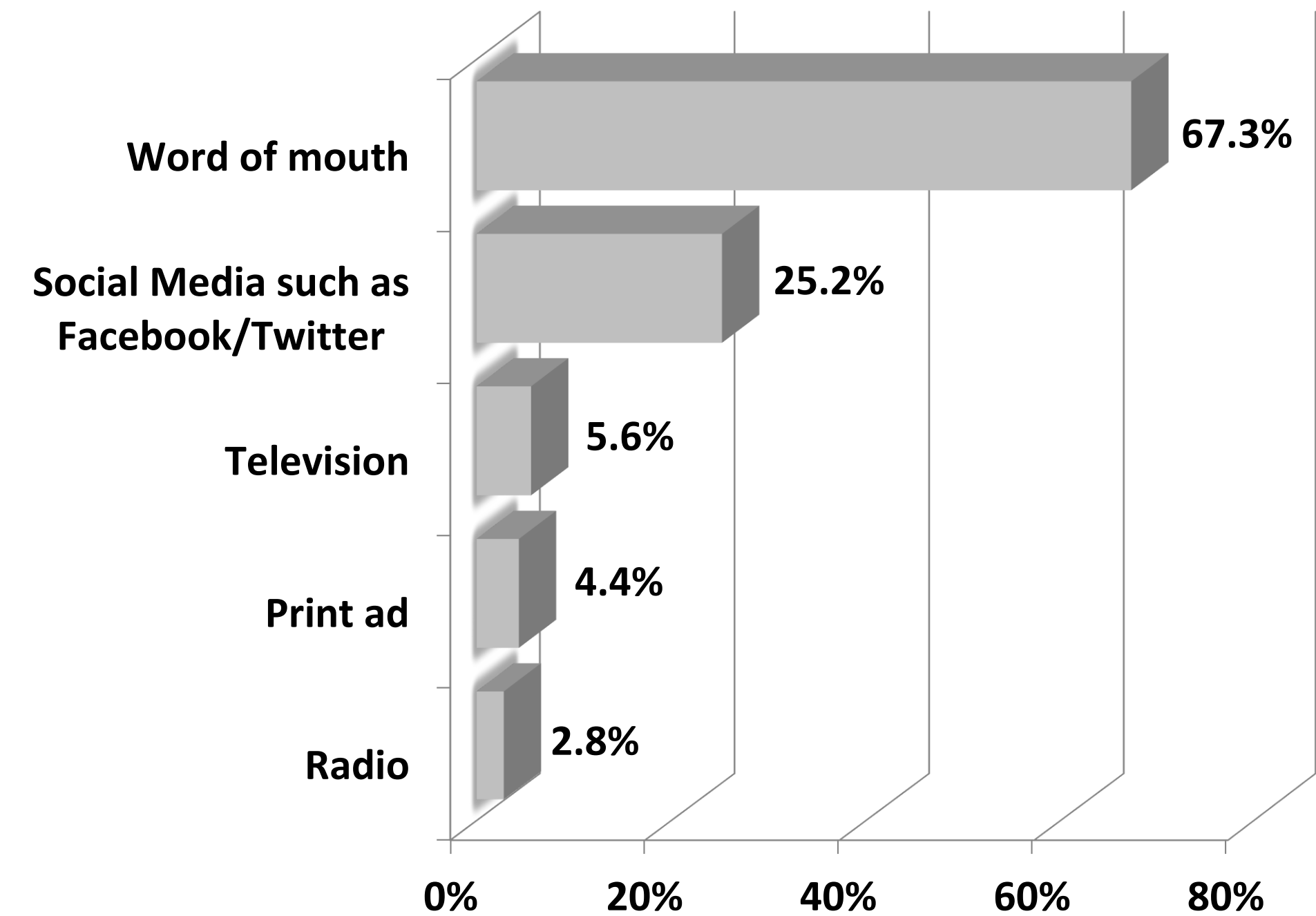


# How Attendee Heard About Event

Continental Tire Monterey Grand Prix attendees were asked how they heard about the event. Over two thirds of respondents learned about the event by word of mouth (67.3%). 25.2 percent reported hearing about the Continental Tire Monterey Grand Prix from social media sites such as Facebook or Twitter.

Question Where/how did you hear about the event? (Select all that apply)  
Base: All Respondents. 315 completed surveys.

**Chart 14: How Attendee Heard About Event**





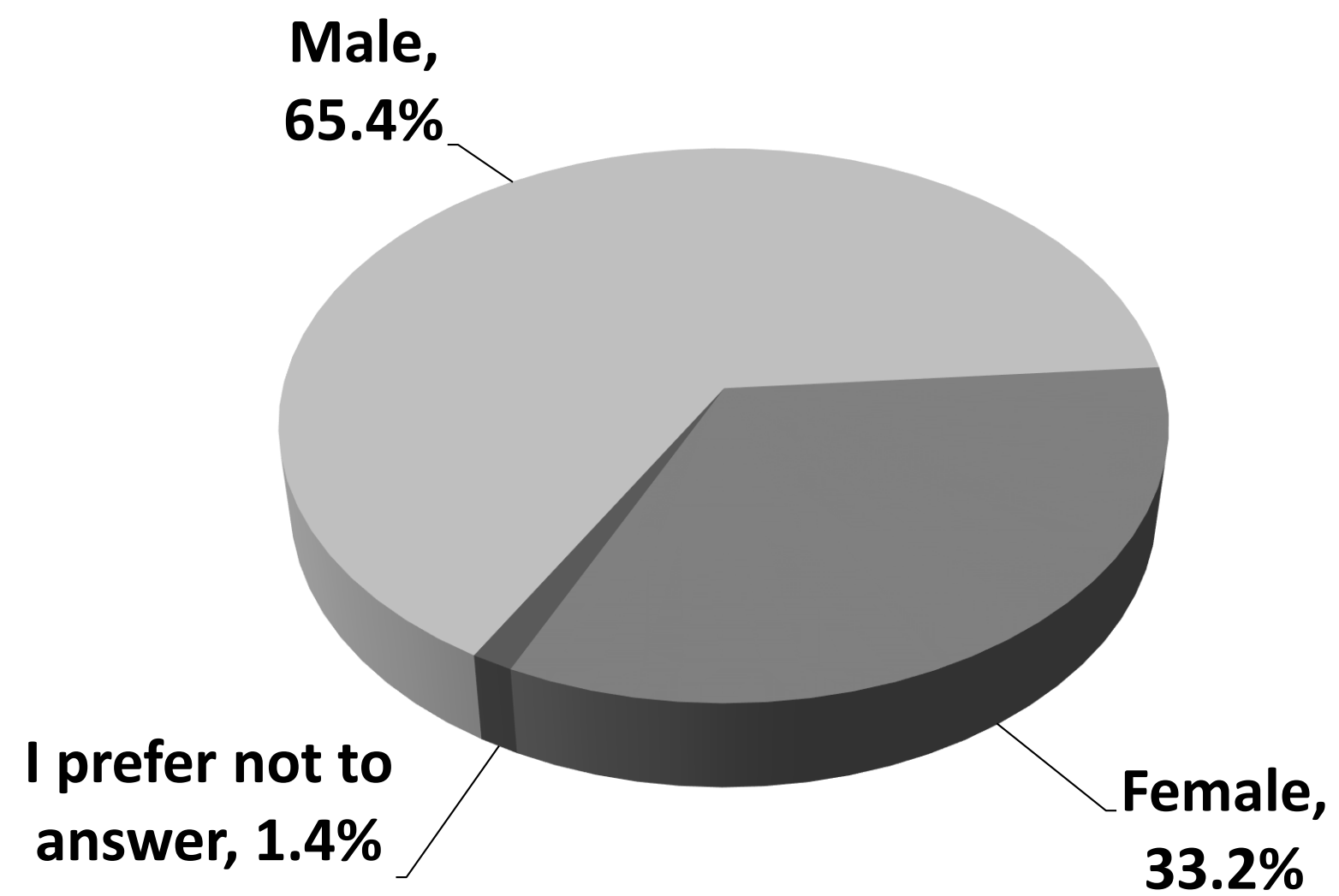
# Sample Demographics



# Gender

Survey respondents skewed male (65.4%).

Chart 15: Gender



Question: Are you?

Detail by Place of Residence

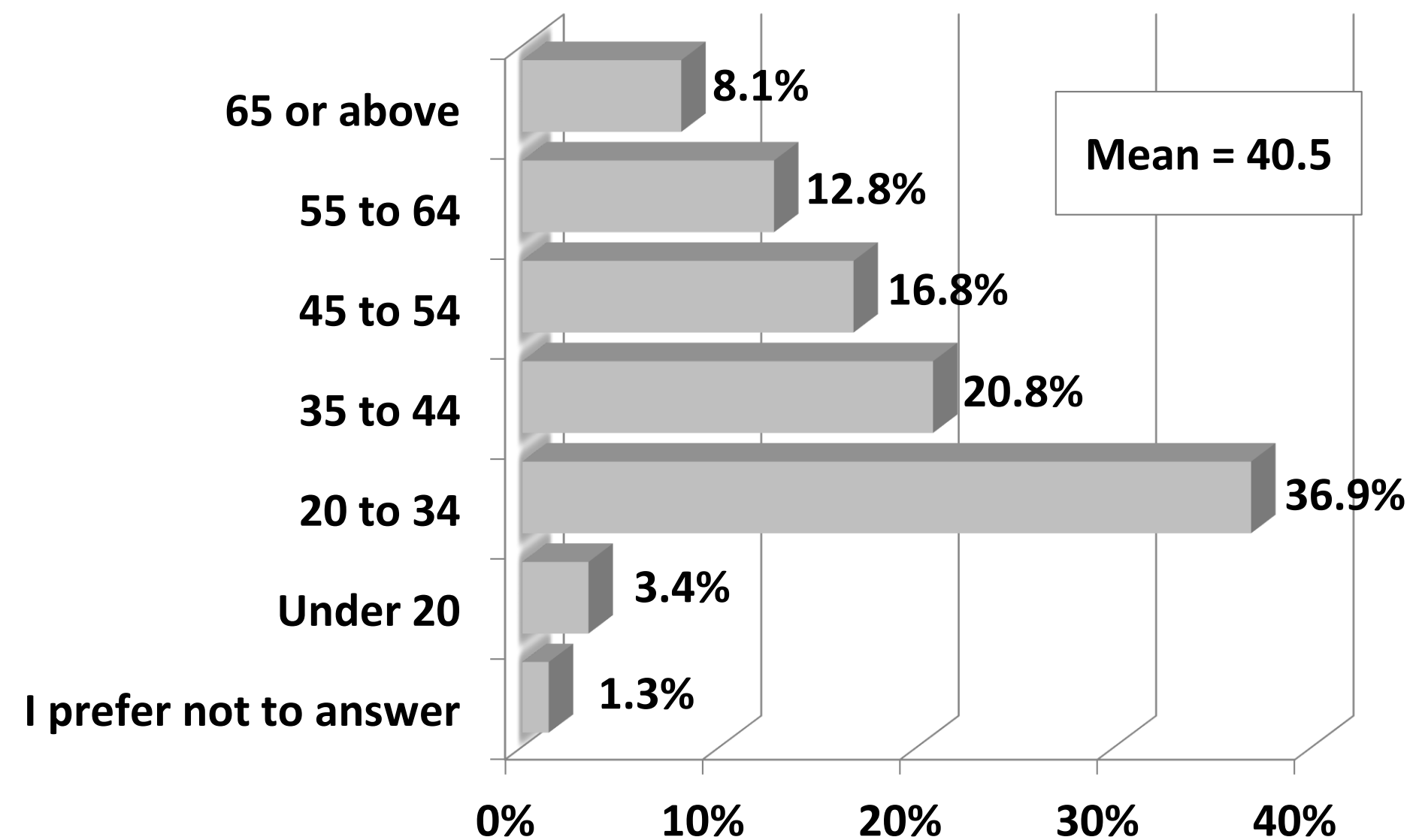
	All Respondents	Non Monterey County Residents
Male	65.4%	70.1%
Female	33.2%	29.3%
I prefer not to answer	1.4%	0.6%
<b>Sample Size</b>	<b>295</b>	<b>174</b>

Base: All respondents. 295 completed surveys

# Age

The average age of Continental Tire Monterey Grand Prix attendees surveyed was 40.5 years.

Chart 16: Age



Detail by Place of Residence

	All Respondents	Non Monterey County Residents
65 or above	8.1%	8.6%
55 to 64	12.8%	13.1%
45 to 54	16.8%	20.0%
35 to 44	20.8%	22.3%
20 to 34	36.9%	31.4%
Under 20	3.4%	2.9%
I prefer not to answer	1.3%	1.7%
<b>Mean</b>	<b>40.5</b>	<b>41.8</b>
<b>Sample Size</b>	<b>295</b>	<b>174</b>

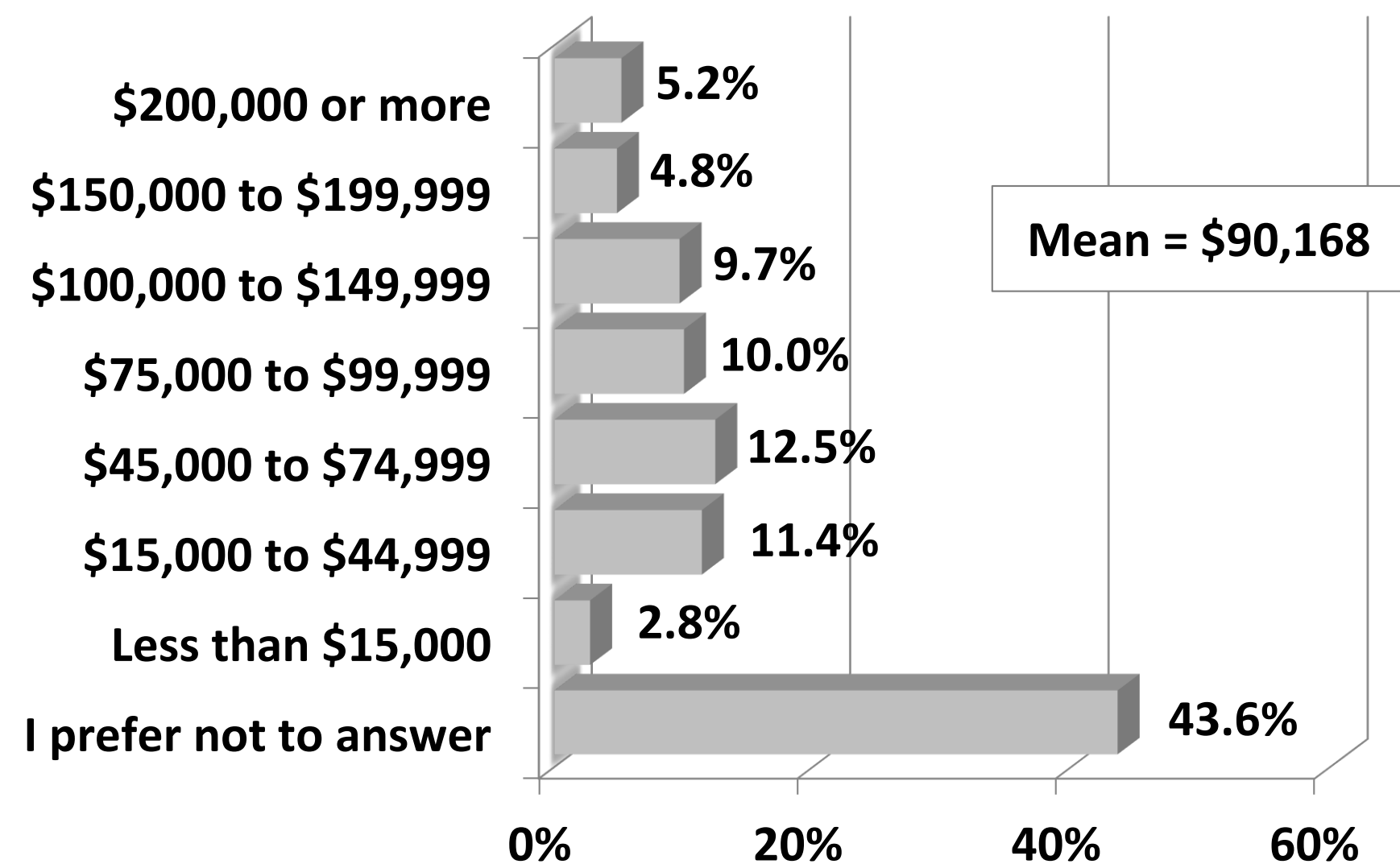
Question: Which is your age?

Base: All respondents. 298 completed surveys

# Annual Household Income

Continental Tire Monterey Grand Prix attendees surveyed are an affluent group, with the average annual household income being \$90,168. Visiting attendees who live outside Monterey County had an average household income of \$100,824.

**Chart 17: Annual Household Income**



**Detail by Place of Residence**

	All Respondents	Non Monterey County Residents
\$200,000 or more	5.2%	5.8%
\$150,000 to \$199,999	4.8%	7.6%
\$100,000 to \$149,999	9.7%	9.9%
\$75,000 to \$99,999	10.0%	11.1%
\$45,000 to \$74,999	12.5%	11.7%
\$15,000 to \$44,999	11.4%	9.9%
Less than \$15,000	2.8%	0.6%
I prefer not to answer	43.6%	43.3%
<b>Mean</b>	<b>\$90,168</b>	<b>\$100,824</b>
<b>Sample Size</b>	<b>289</b>	<b>171</b>

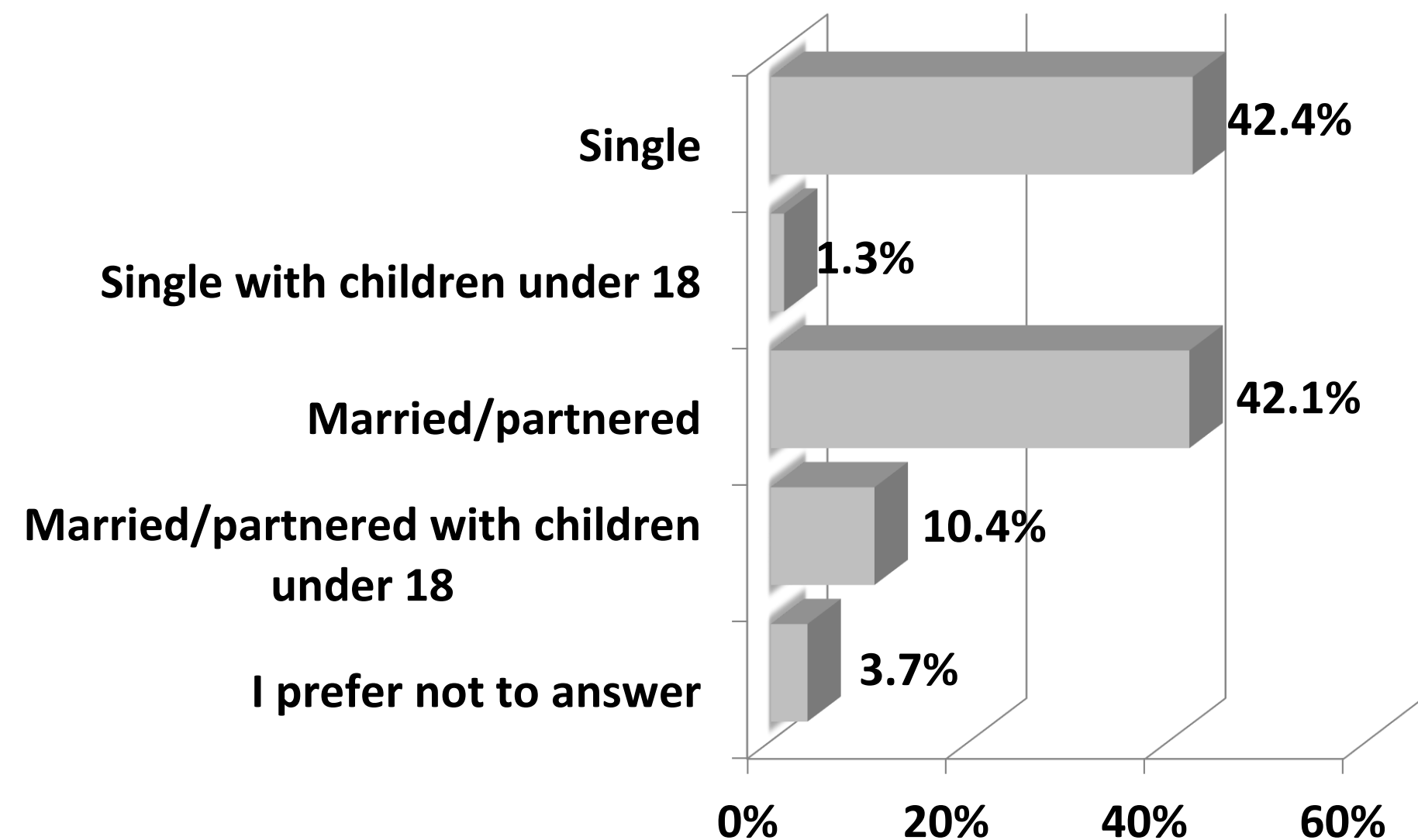
Question: Which of the following best describes the combined annual income of all members of your household?

Base: All respondents. 289 completed surveys

# Marital Status

Over half of respondents are married (52.5%), while 43.8 percent are single. 11.8 percent have children under age 18.

**Chart 18: Marital Status**



**Detail by Place of Residence**

	All Respondents	Non Monterey County Residents
Single	42.4%	37.1%
Single with children under 18	1.3%	2.3%
Married/partnered	42.1%	46.3%
Married/partnered with children under 18	10.4%	9.7%
I prefer not to answer	3.7%	4.6%
<b>Sample Size</b>	<b>297</b>	<b>175</b>

Question: Which of the following best describes your current marital status?

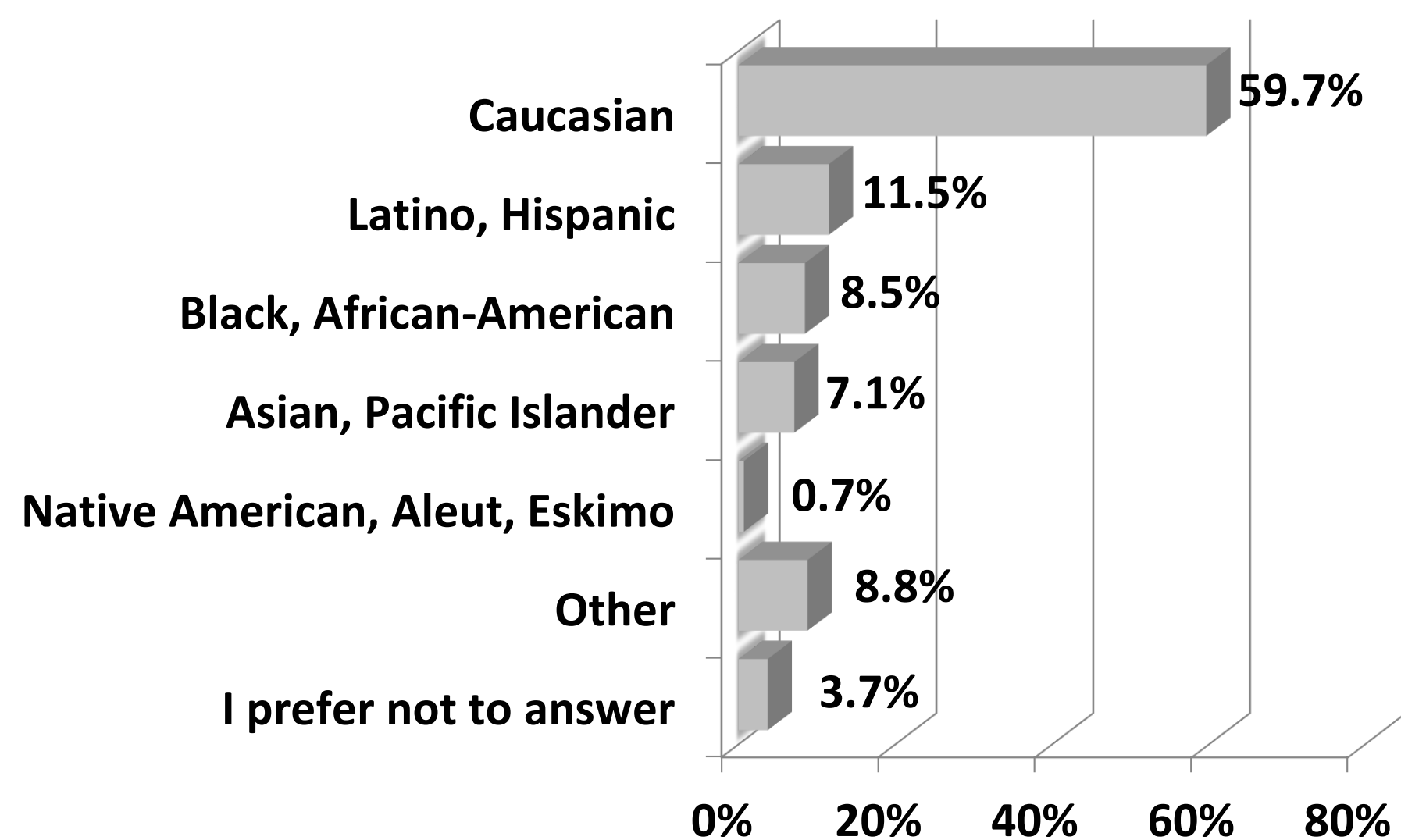
Base: All respondents. 297 completed surveys



# Ethnicity

While 59.7 percent of respondents identify as Caucasian, 11.5 percent identify as Latino/Hispanic and 8.5 percent as Black, African-American.

Chart 19: Ethnicity



Question: Which best describes your ethnicity?

Detail by Place of Residence

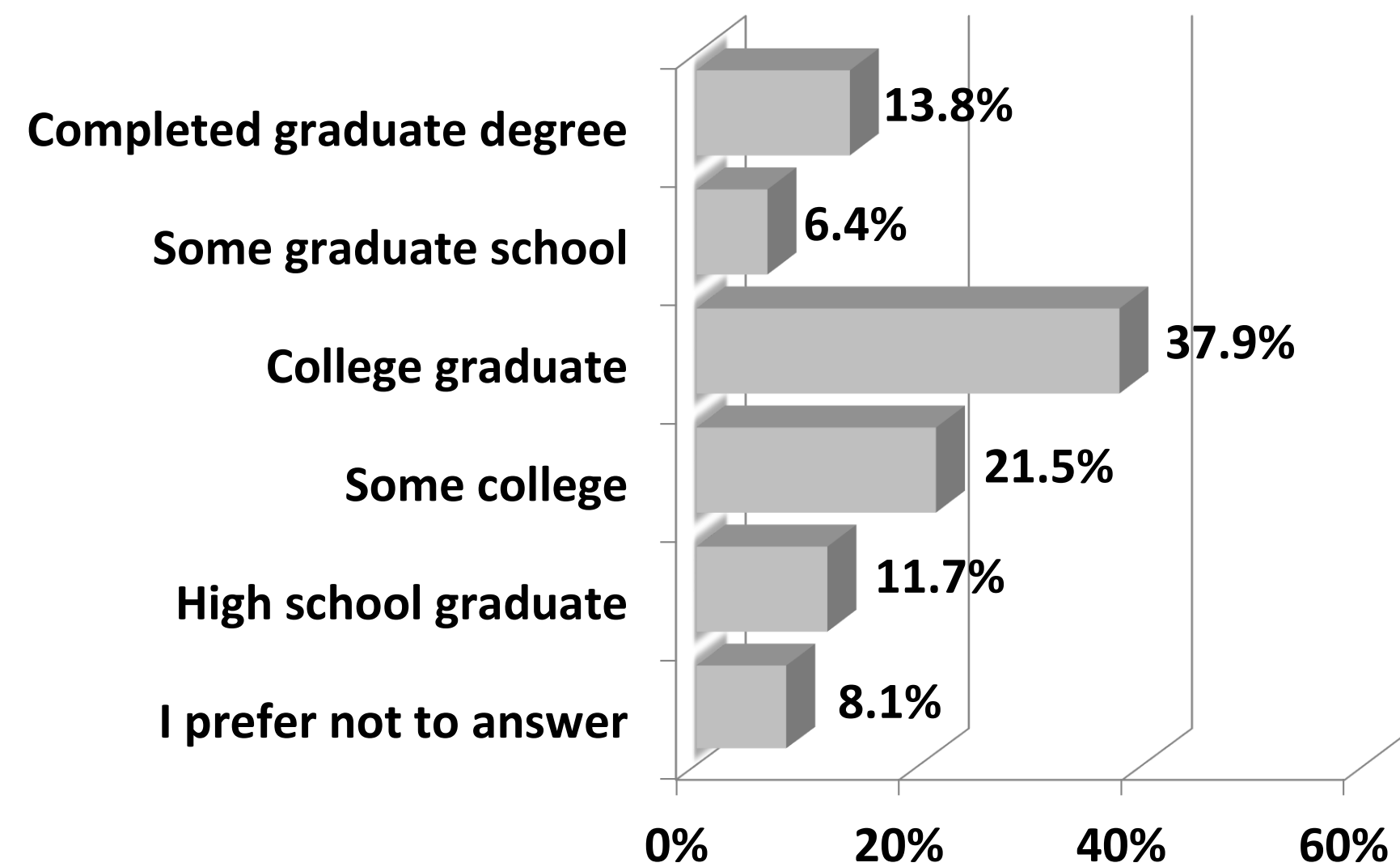
	All Respondents	Non Monterey County Residents
Caucasian	59.7%	56.6%
Latino, Hispanic	11.5%	11.6%
Black, African-American	8.5%	8.1%
Asian, Pacific Islander	7.1%	8.7%
Native American, Aleut, Eskimo	0.7%	0.6%
Other	8.8%	9.2%
I prefer not to answer	3.7%	5.2%
<b>Sample Size</b>	<b>295</b>	<b>173</b>

Base: All respondents. 295 completed surveys

# Education

58.1 percent of survey respondents have a bachelors degree, including 13.8 percent who hold a graduate degree.

Chart 20: Education



Question: What is your highest level of formal education? (Select one)

Detail by Place of Residence

	All Respondents	Non Monterey County Residents
Completed graduate degree	13.8%	13.7%
Some graduate school	6.4%	7.4%
College graduate	37.9%	38.9%
Some college	21.5%	20.6%
High school graduate	11.7%	10.3%
Some high school or less	0.7%	0.0%
I prefer not to answer	8.1%	9.1%
<b>Sample Size</b>	<b>298</b>	<b>175</b>

Base: All respondents. 298 completed surveys