

Shreveport-Bossier Convention and Tourist Bureau

Mardi Gras 2014 Economic Impact Study

August 2014



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Table of Contents

BACKGROUND AND METHODOLOGY	3
EXECUTIVE SUMMARY	6
DETAILED FINDINGS	8
RESPONSES	8
GROUP SIZE	8
GROUP COMPOSITION	9
MODE OF TRANSPORTATION	10
PREVIOUS ATTENDANCE	11
NUMBER OF TIMES	13
AWARENESS OUTLETS	14
PARADE ATTENDANCE	15
PLACE OF RESIDENCE	16
TRIP ATTRIBUTES	18
LENGTH OF STAY	19
CITY OF OVERNIGHT STAY	19
ACCOMMODATIONS	20
PARADE IMPORTANCE	21
ECONOMIC IMPACT	22
LIKELINESS TO RETURN	23
DEMOGRAPHICS	24
OCCUPATION	24
HOUSEHOLD INCOME	27
AGE	28
MARITAL STATUS	30
RACE	31
GENDER	32

BACKGROUND AND METHODOLOGY

Intercept surveys were conducted during the Mardi Gras weekends of the Krewe of Centaur, Krewe of Gemini, Krewe of Sobek and Krewe of Highland parades in 2014. Surveys were also conducted during the float loading parties for the Krewe of Centaur and the Krewe of Gemini. The survey instrument was specifically designed to measure:

- Travel party size
- Past Mardi Gras attendance
- Estimated spending for:
 - Lodging
 - Food
 - Shopping
 - Transportation
 - Entertainment
- How attendees heard about the parade
- Trip attributes
- Importance of the parade to visiting the area
- Future visitation
- Demographics

A total of 730 interviews were conducted, allowing for a +/- 3.70% margin of error at the 95% confidence level.

The respondents were randomly selected from parade attendees along the parade route and interviews were conducted by volunteers secured by the Shreveport-Bossier Convention and Tourist Bureau.

Destination Exploration developed the survey instrument, conducted on-site interviewer training, tabulated and analyzed the data. The study was administered during Mardi Gras 2014.

To best estimate the number of parade viewers, Destination Exploration and the SBCTB volunteers attempted to randomly survey parade goers at the Krewe of Centaur parade on February 22, 2014 and the Krewe of Gemini parade on March 1, 2014.

For the purposes of this report and calculating the estimated economic impact of the various parades the following attendance estimation will be used:

The parade route is 6.5 miles long, which includes a bridge approximately a half-mile long on which parade viewers are not allowed during the parade. The length of the parade route is 6 miles long (6.5 miles minus the half mile bridge). At 5,280 per mile, the parade route is estimated at 31,680 feet in overall length. Each person is estimated to take up a two-foot space standing more or less shoulder-to-shoulder. Shoulder-to-shoulder crowds were observed throughout the parade route. It is important to note that not all areas were shoulder-to-shoulder. However, the majority of the route was extremely crowded. Two feet per person for a six miles route would result in 15,840 on a single side of the parade route and 31,680 on both sides of the parade route one person deep. It is unrealistic to assume that every inch of the parade route was occupied, however some areas were more crowded than others.

For the purposes of this report, the overall attendance will be based solely on the Krewe of Gemini and the Krewe of Centaur parades. The Krewe of Sobek and Krewe of Highland parades are much smaller in comparison. Also, in 2014 the Krewe of Highland parade was impacted by severe weather, which affected attendance and interviewing. The survey sample from the Krewe of Sobek was too small to draw conclusions. Therefore for attendance estimating purposes we will assume that the Krewe of Centaur parade averaged five persons deep and the Krewe of Gemini averaged four persons deep. By

personal observation there appeared to be less attendees for the Krewe of Gemini Parade indicated by the table below.

Estimated attendance:

Krewe of Centaur	15,840 x 5 deep x 2 sides =	158,400 attendees
Krewe of Gemini	15,840 x 4 deep x 2 sides =	126,720 attendees

Total estimated attendance	285,120 attendees
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**Krewe of Highland Parade's attendance was severely impacted by rain.*

EXECUTIVE SUMMARY

- 2014 Mardi Gras festivities exceeded 285,120 in attendance.
- The overall group is 10 for the parades and 4 for the float-loading parties.
 - Groups predominantly consisted of family and friends.
- Most respondents traveled to the festivities by car.
- More than 80% of parade attendees were repeat visitors.
 - On average, respondents had visited nine previous Mardi Gras parades.
 - On the other hand, most float-loading party attendees were first-time visitors.
- Word-of-mouth and family and friends are your greatest sources for raising awareness about the parades and float-loading parties.
 - Social media and print ads could be improved in order to boost awareness through those media outlets.
- The parades and float-loading parties were very important deciding factors for visiting the area.
- About 1 in 3 parade guests and 1 in 5 float-loading party guests resided outside of the Shreveport-Bossier area. These are the people who are more likely to spend tourism dollars in your city.
 - However, the majority did not stay overnight.
 - Most of those staying overnight stayed in Shreveport.
 - About one-third of overnight guests stayed in a hotel/motel.

- On average, the per-person spending for overnights is \$99.93 compared to \$23.47 for day-trippers which equates to an estimated \$9.9 million economic impact for Shreveport-Bossier during Mardi Gras in 2014.
- Almost all respondents plan to return to Mardi Gras in 2015.

DETAILED FINDINGS

Responses

Please note that response rates varied greatly during the various parades and float loading parties. It's important to note that only the Krewe of Centaur and Krewe of Gemini yielded enough responses for analysis.

	Krewe of Centaur Parade	Krewe of Gemini Parade	Overall Parade
Responses	298	272	570

	Krewe of Centaur Float Loading	Krewe of Gemini Float Loading	Overall Float Loading
Responses	41	35	76

Group Size

Although some of the parades drew smaller average groups, it can be said that Mardi Gras attendance is truly a group event with an average overall group size of 10.

	Krewe of Centaur	Krewe of Gemini	Overall
Avg. Group Size	11	9	10

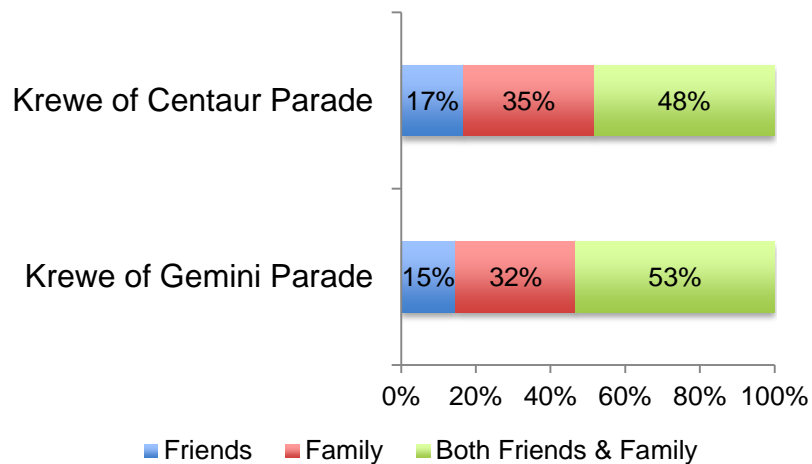
The float loading parties drew slightly smaller groups.

	Krewe of Centaur Float Loading	Krewe of Gemini Float Loading	Overall Float Loading
Avg. Group Size	5	3	4

Group Composition

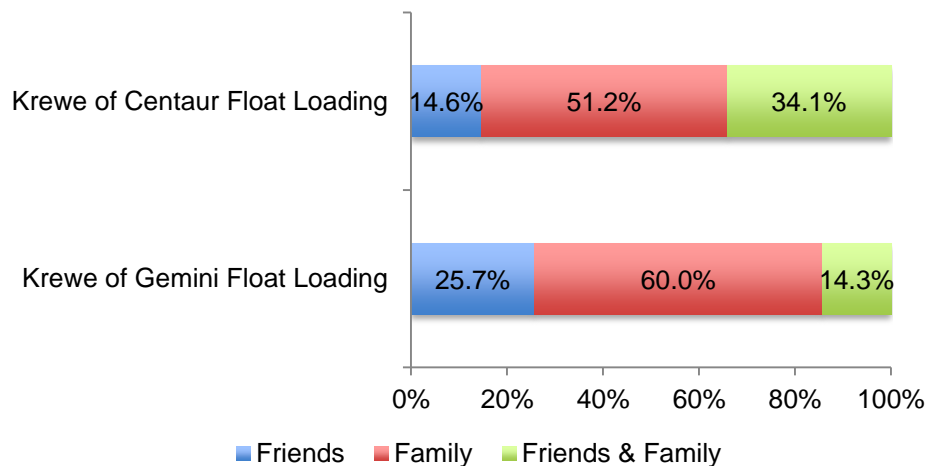
Since the Mardi Gras experience is a group experience, the group make-up is primarily a mix of both family and friends. Approximately one-half of the respondents attended with family and friends compared to one-third with family.

Q4 Group Composition



Results for the two float-loading parties were slightly different. More people (55.3%) came with family only. One-fourth (25%) came with a combination of family and friends and 19.7% came with friends only.

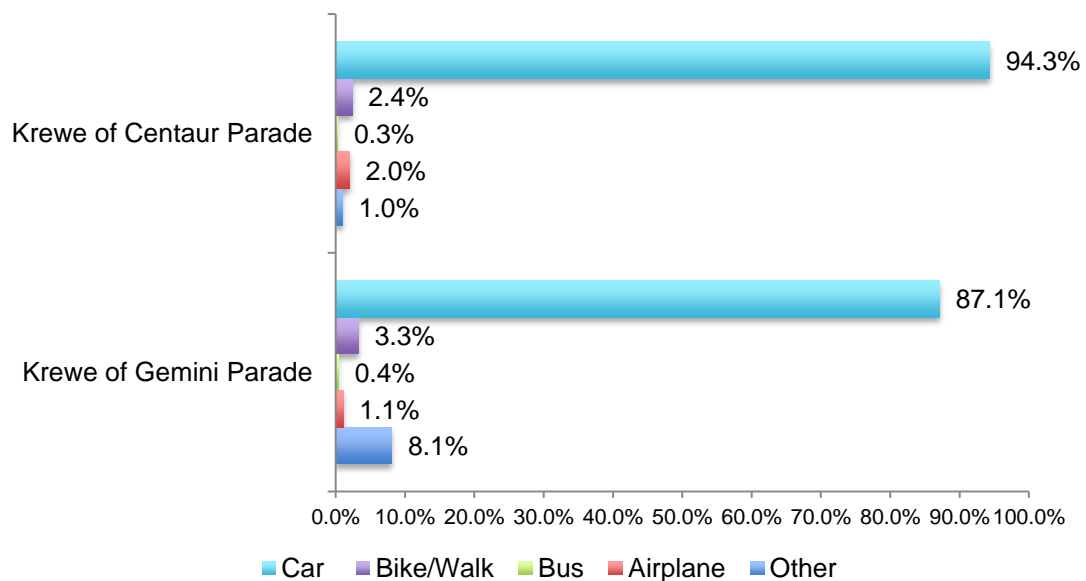
Q4 Group Composition



Mode of Transportation

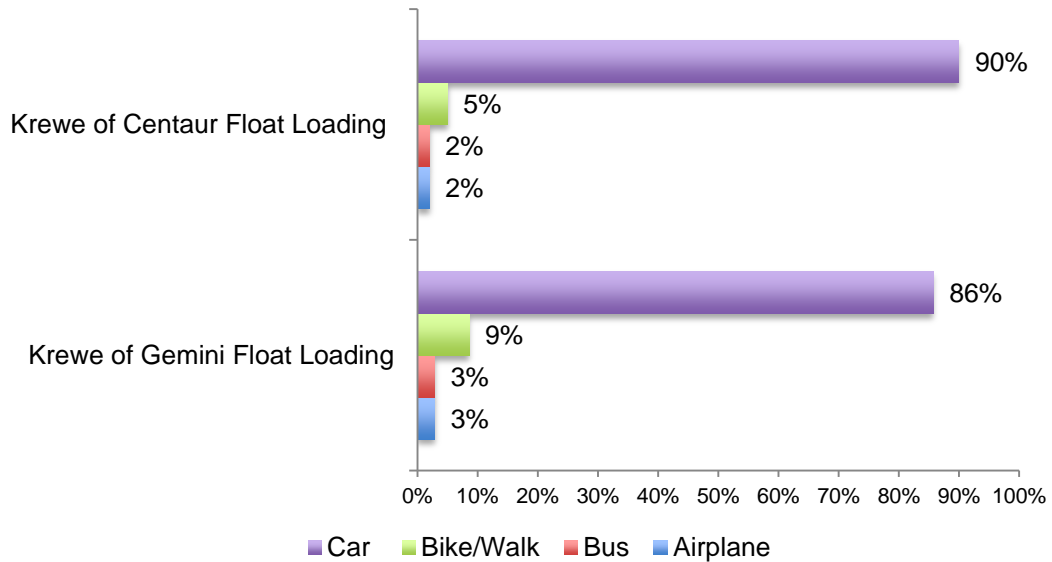
We asked what main mode of transportation people used to get to the various parades. Most came by car. When looking at the overall data combined, 90.6% of parade attendees came by car, 3.9% came by bike or walked, 1.4% came by airplane, 0.3% took a bus, and 3.9% came by some other mode of transportation.

Q5 Mode of Transportation



Results for the two float-loading parties were similar to the parades. When looking at the float-loading party data, approximately nine in 10 came by car, followed by bike or walked, and airplane or took a bus.

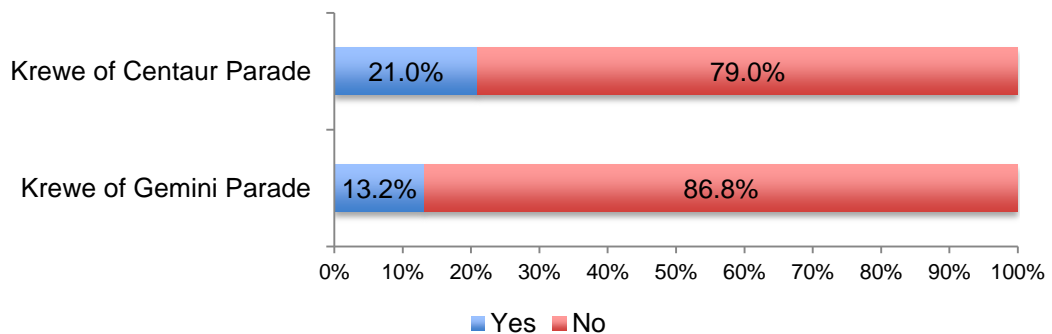
Q5 Mode of Transportation



Previous Attendance

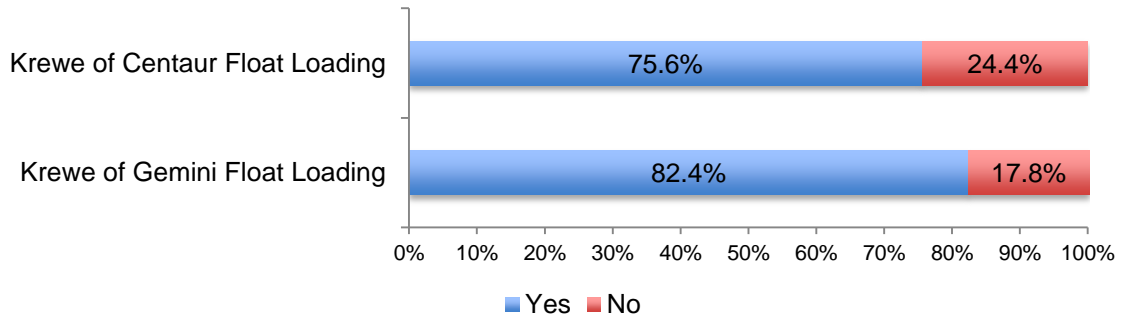
We asked people if 2014 was their first time ever attending the Shreveport-Bossier Mardi Gras parades. We found that Mardi Gras is definitely an annual event, with the majority of respondents stating this was not their first time to attend the parades. When looking at both parades, over three-quarters are repeat attendees.

Q6 First Time Attending



On the other hand, most float-loading party attendees said that this was in fact their first time ever attending one of those parties.

Q6 First Time Attending



Number of Times

We asked those who stated that 2014 was not their first time visiting the parades or float loading parties how many times they had attended before. On average, respondents had attended the parades ten previous times and the float-loading parties four times.

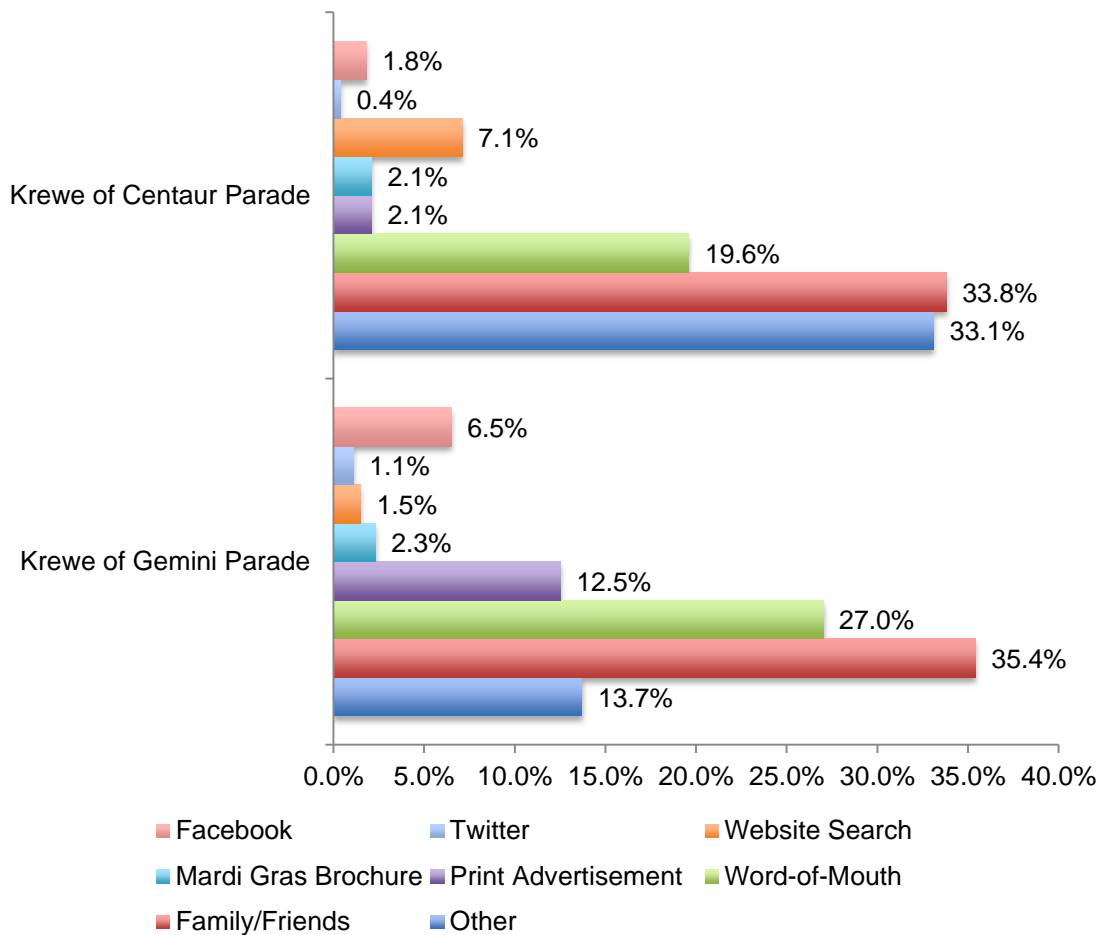
	Krewe of Centaur Parade	Krewe of Gemini Parade	Overall Parade
Avg. # of Times	10	10	10

	Krewe of Centaur Float Loading	Krewe of Gemini Float Loading	Overall Float Loading
Avg. # of Times	5	3	4

Awareness Outlets

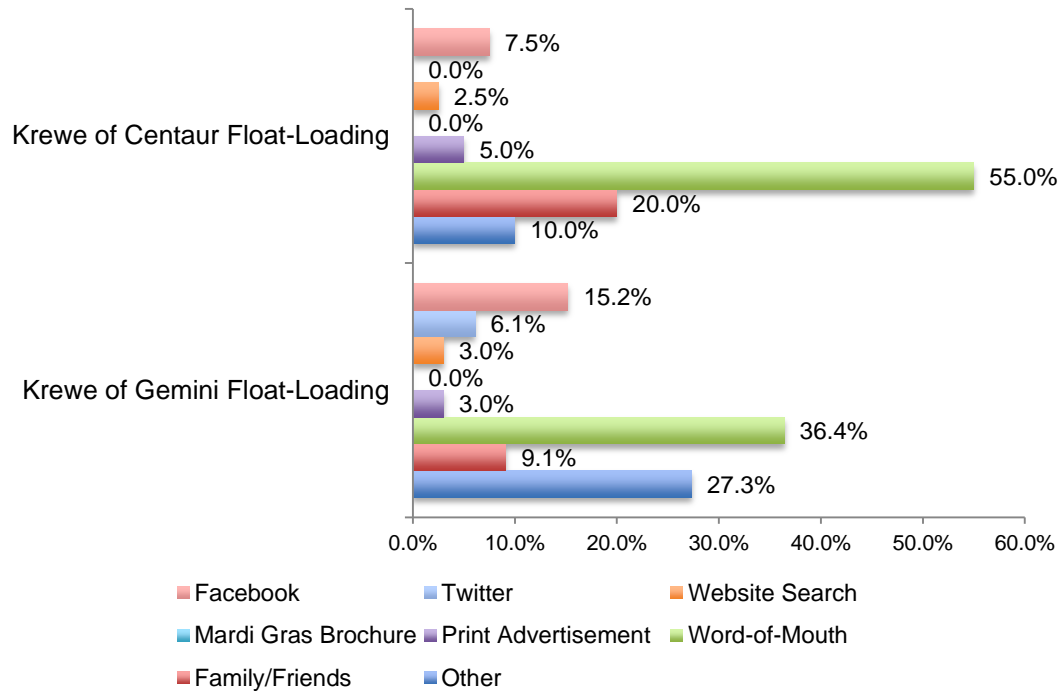
When asked how they found out about the various Mardi Gras parades, most respondents said through family, friends or word-of-mouth. When looking at the overall combined data, a total of 35% found out through family or friends, followed by 22.5% who found out through word-of-mouth. Print ads accounted for 6.7%, website searches for 3.8%, Facebook for 3.7%, Twitter for 1%, and Mardi Gras brochure 1.9%.

Q8 Awareness Outlets



Word-of-mouth scored strongest for the float-loading parties, with close to half of respondents saying that's how they found out about the parties. Family or friends came in second. Facebook also worked well in raising awareness about the float-loading parties. Print ads, website searches and Twitter did not produce a lot of awareness.

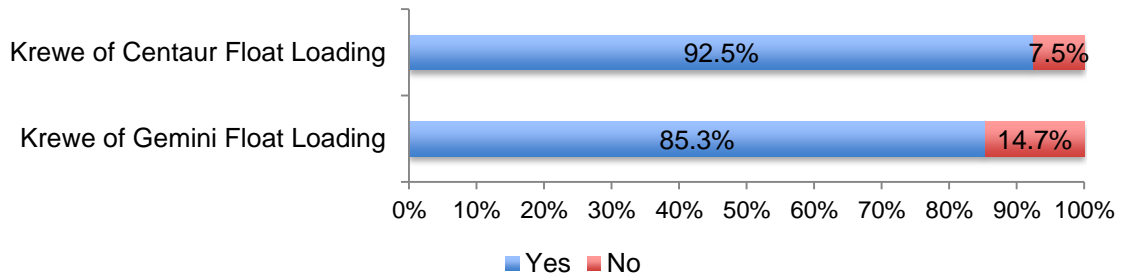
Q8 Awareness Outlets



Parade Attendance

We asked people at the two float-loading parties if they planned to attend the Krewe of Centaur or Krewe of Gemini parade the following day. The majority (89.2%) said yes.

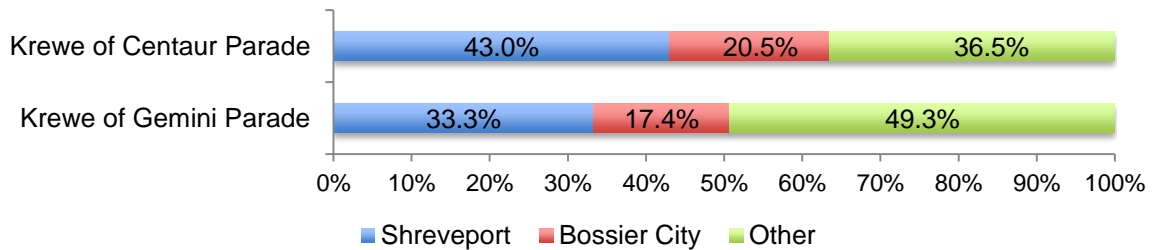
Q9 Parade Attendance



Place of Residence

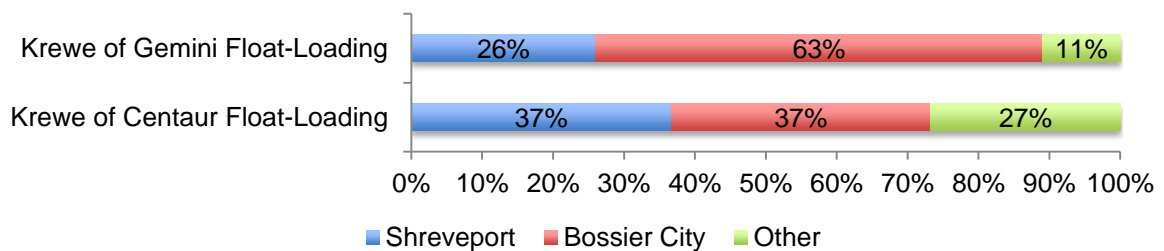
Place of residence varied widely based on which parade people attended. The Krewe of Gemini Parade drew a significant number of people from outside the Shreveport-Bossier area, while the Krewe of Centaur parade drew approximately one-third from outside the area. Those outside Shreveport-Bossier are extremely important attendees because they have the ability to create a significant economic impact due to travel and are more likely to spend additional time in the area.

Q10 Place of Residence



The float-loading parties drew mainly people residing in Bossier City or Shreveport.

Place of Residence



A complete listing of other cities outside of Shreveport-Bossier City can be found in the appendix.

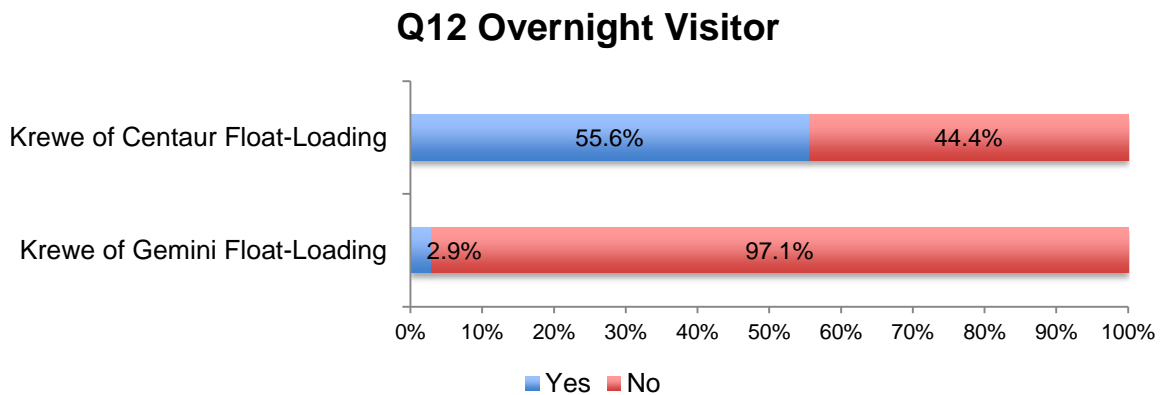
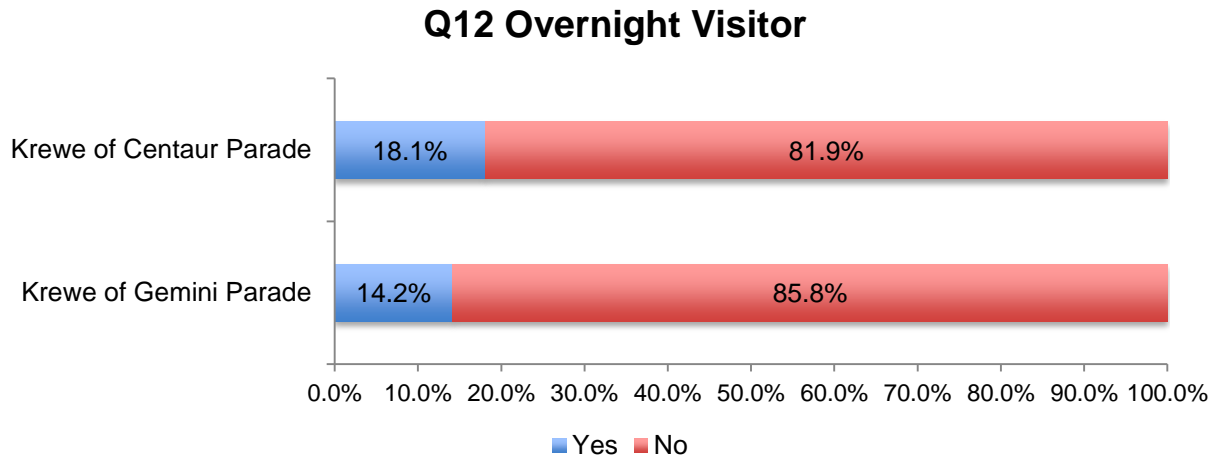
Those attendees from outside the Shreveport-Bossier area came from as far as California, New York and south Florida. However, the majority of those stating they were from outside the Shreveport-Bossier area were within a 200-mile region.



A complete listing of cities outside Shreveport-Bossier City can be found in the appendix.

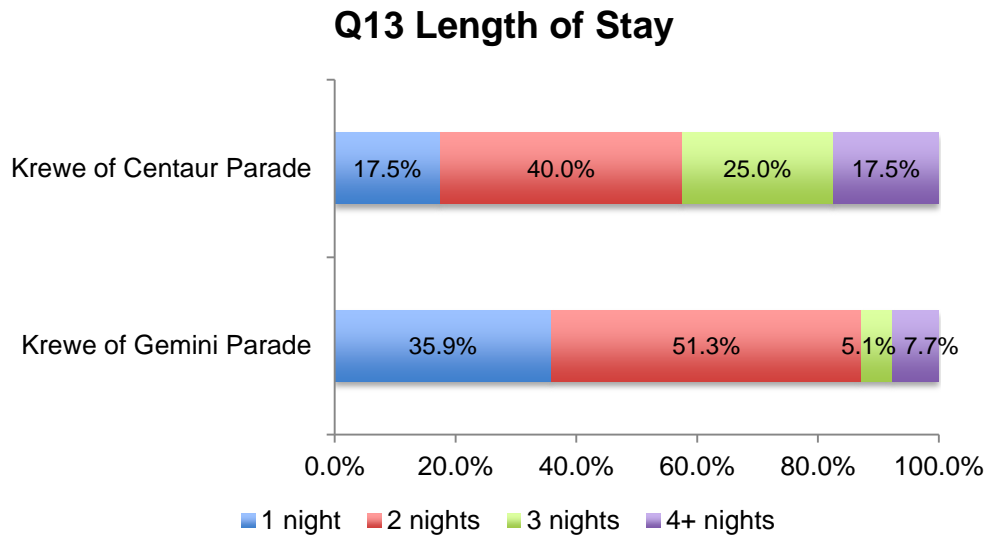
Trip Attributes

The majority of parade and float-loading party attendees in 2014 did not stay overnight in the Shreveport-Bossier City area. The Krewe of Centaur Parade drew slightly more overnight visitors than the others.



Length of Stay

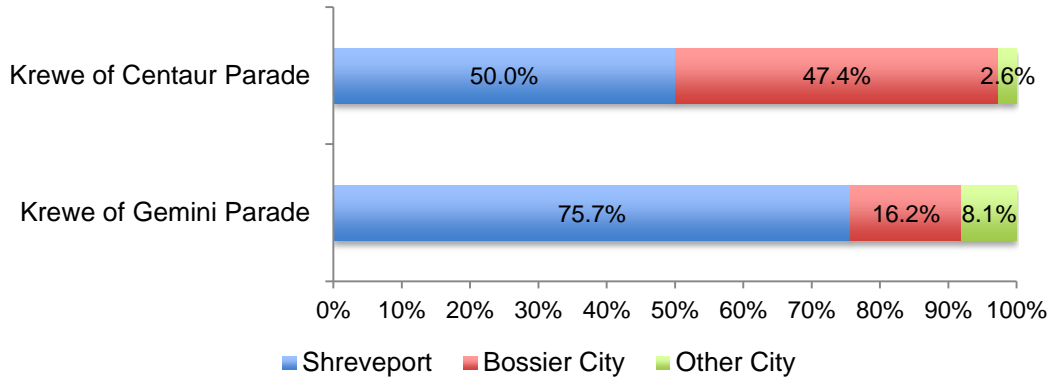
Most of the parade attendees who stayed overnight stayed for two nights. Krewe of Centaur attendees were more likely to stay 3 or more nights compared to Krewe of Gemini attendees. On average overnight attendees stayed 2.16 nights.



City of Overnight Stay

When asked if they spent their overnight stay in Shreveport, Bossier City or some other city, the majority of parade attendees stayed in Shreveport. Krewe of Centaur attendees were more likely to stay in Bossier City compared to Krewe of Gemini attendees.

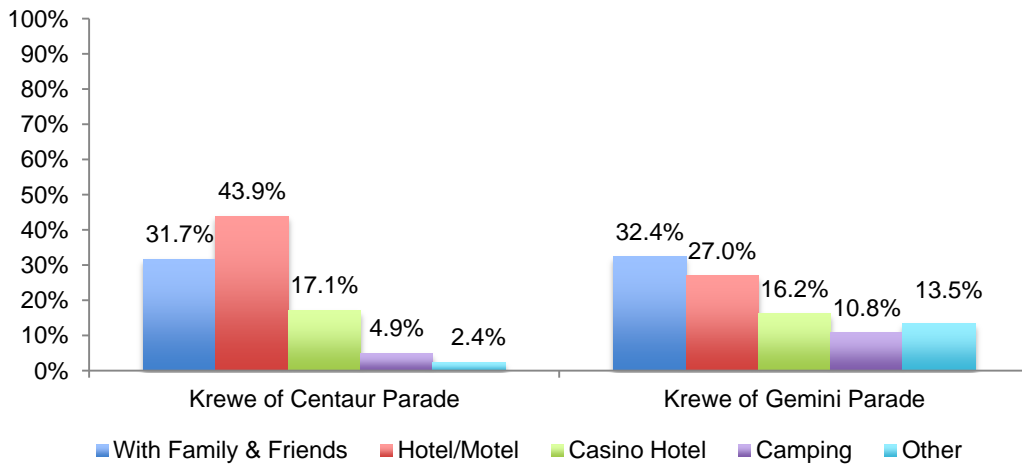
Q14 City of Overnight Stay



Accommodations

When looking at overnight parade attendees, most stayed at a hotel or motel overnight. Approximately one-third stayed with family or friends. Slightly under two in ten stayed at a casino hotel and approximately one in ten either camped or stayed somewhere else. The Krewe of Centaur Parade drew the most hotel/motel overnight visitors.

Q15 Stayed Where



Parade Importance

We asked participants how important the various parades were in their decision to come to the area on a scale of one to five, with one being “not at all important” and five being “very important.” We found that the parades were the main reason why people came to the area.

	Krewe of Centaur Parade	Krewe of Gemini Parade	Overall Parade
Avg. importance	4.5	4.1	4.3

We also asked the float-loading party participants how important the two float-loading parties were in their decision to come to the area on a scale of one to five, with one being “not at all important” and five being “very important.” Again, we found that the parties were the main reason why people came to the area.

	Krewe of Centaur Float Loading	Krewe of Gemini Float Loading	Overall Float Loading
Avg. importance	4.8	5	4.9

Economic Impact

The economic impact of the 2014 Shreveport-Bossier Mardi Gras festivities is based on the reported estimated spending among respondents interviewed throughout the Mardi Gras Parades. On average, Mardi Gras overnight attendees spend \$99.93 during their visit compared to day-trippers spending \$23.47.

The table below shows the calculation of the total reported spending of overnights and day-trippers by attendance provided previously in this report.

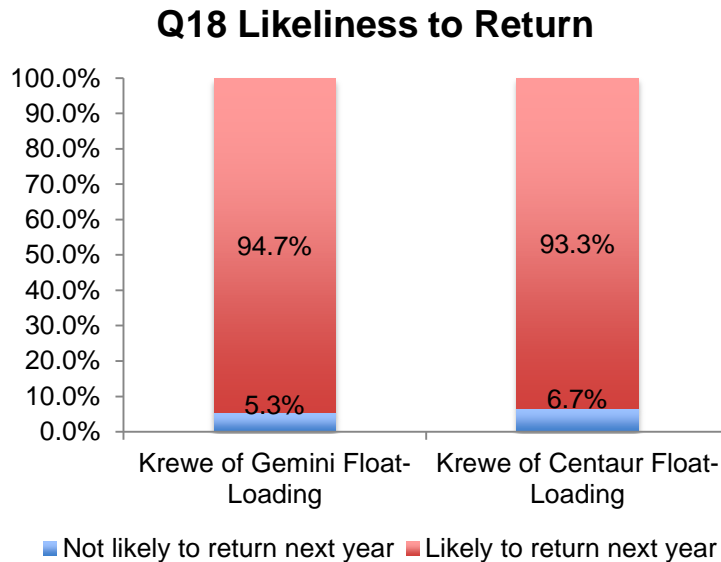
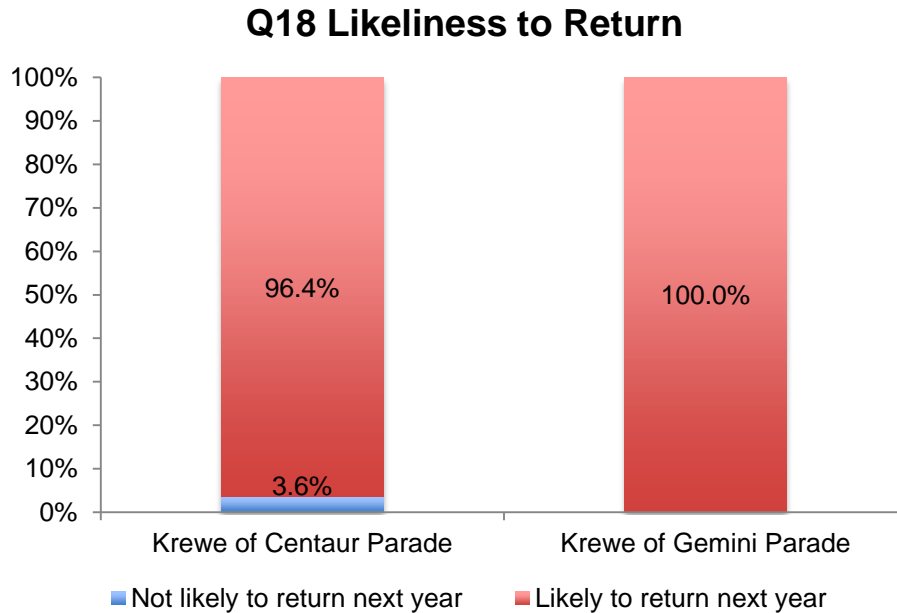
Estimated Economic Impact based on 285,120 combined attendance			
	# of Attendees	Avg. Spending	Projected Spending
Day-trippers (85% of attendees)	242,352	\$23.47	\$5,688,001
Overnighters (15% of attendees)	42,768	\$99.93	\$4,273,806
Total Estimated Economic Impact			\$9,961,808

Overall Estimated Spending	Overnighters	% of Overnight Total	Day-trippers	% of Day-tripper Total	Total Spending	% of Total
Hotel/Motel expenditures	\$683,809	16%	\$0	0%	\$683,809	7%
Meal/Food expenditures	\$812,023	19%	\$2,957,761	52%	\$3,769,784	37%
Transportation expenditures	\$1,068,452	25%	\$1,023,840	18%	\$2,092,292	21%
Entertainment expenditures	\$555,595	13%	\$853,200	15%	\$1,408,795	14%
Shopping expenditures	\$1,153,928	27%	\$853,200	15%	\$2,007,128	21%
Total reported spending	\$4,273,806	100%	\$5,688,001	100%	\$9,961,808	

It's important to note that overnights average spending is directly impacted by those who stayed with family and/or friends versus a hotel/motel. The average spending in the hotel/motel category for those staying overnight in a hotel/motel is \$202.88.

Likeliness to Return

Almost all participants said they wanted to return for the parades next year: an average of 98.2% of parade guests and 94.1% of float-loading party guests.



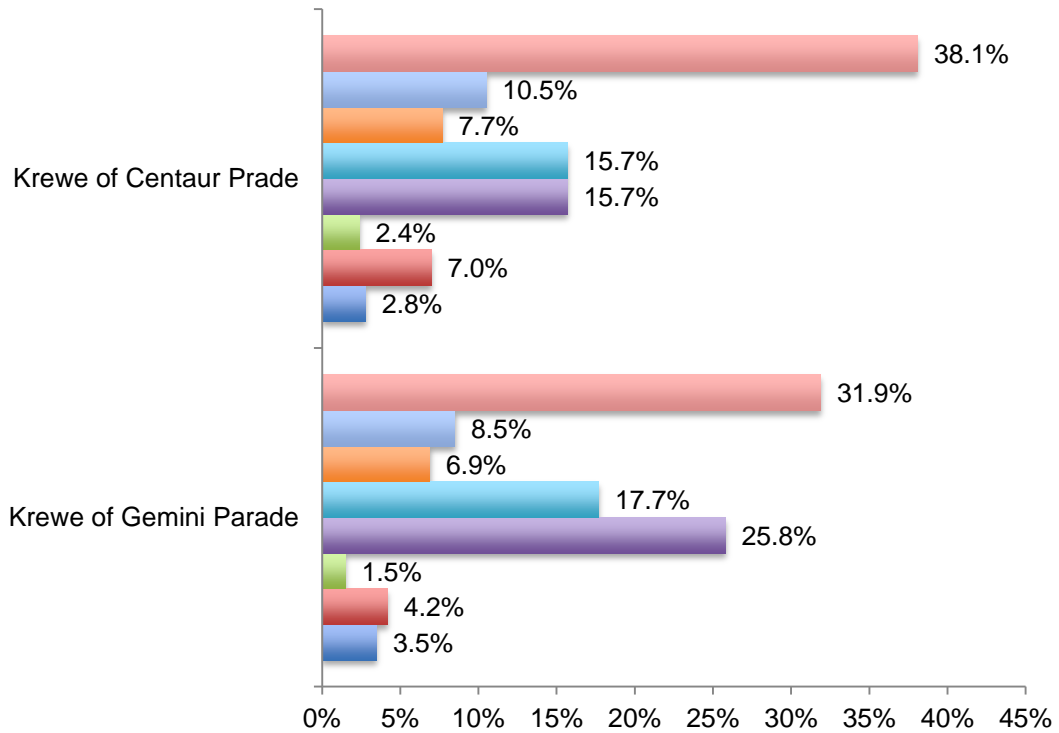
DEMOGRAPHICS

Occupation

Overall, most parade survey participants were employed in the professional/technical field. Close to one-fifth were in the skilled/semi-skilled labor force, followed by sales/clerical and homemakers or retired. Approximately, 7.3% were students, 5.6% worked for the local/state/national government and 3.1% were unemployed. The remaining 3.2% indicated “other” for their occupation.

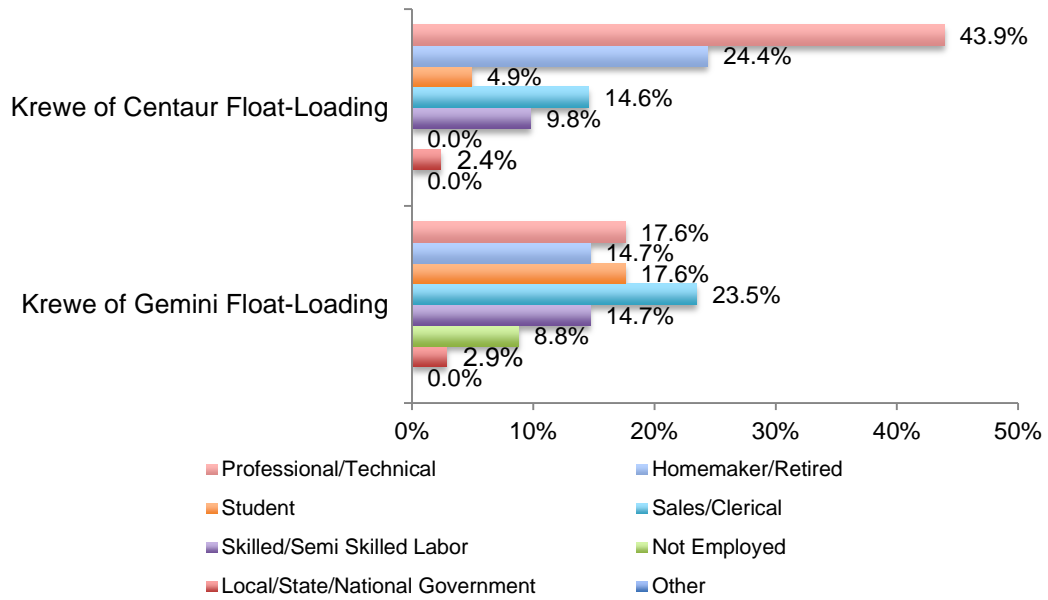
Similarly, 32% of float-loading party survey participants were employed in the professional/technical field. However, homemakers/retired scored second at 20%, followed by 18.7% who were in sales/clerical, and 12% who were in the skilled/semi-skilled labor force. One in ten (10.7%) was a student. Four percent were unemployed and 2.7% worked for the local/state/national government.

Q19 Occupation



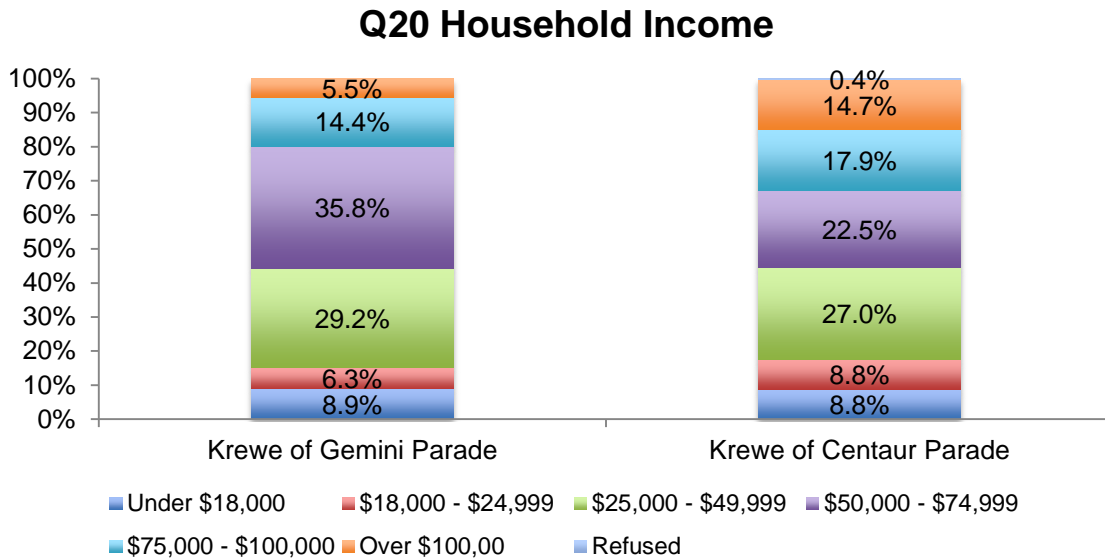
- Professional/Technical
- Student
- Skilled/Semi Skilled Labor
- Local/State/National Government
- Homemaker/Retired
- Sales/Clerical
- Not Employed
- Other

Q19 Occupation



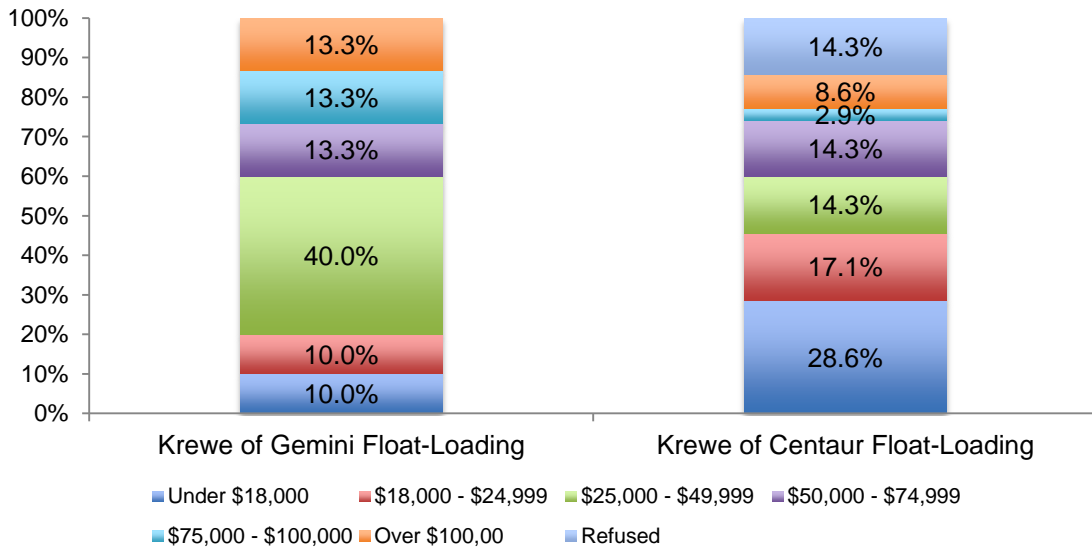
Household Income

When looking at the parade data combined, most respondents had an annual household income between \$25,000-\$49,999 or \$50,000-\$74,999. Approximately one-fourth fell in the higher income brackets: \$75,000 - \$100,000 or more than \$100,000. Close to one in ten made less than \$18,000 a year or \$18,000-\$24,999.



Float-loading party respondents were somewhat less affluent. Twenty percent had an annual household income of less than \$18,000. Approximately one in ten earned \$18,000-\$24,999 (13.8%), one in four \$25,000-\$49,999 (26.2%) and about one in ten each earned \$50,000-\$74,999 (13.8%), \$75,000-\$100,000 (7.7%) or \$100,000 or more (10.8%).

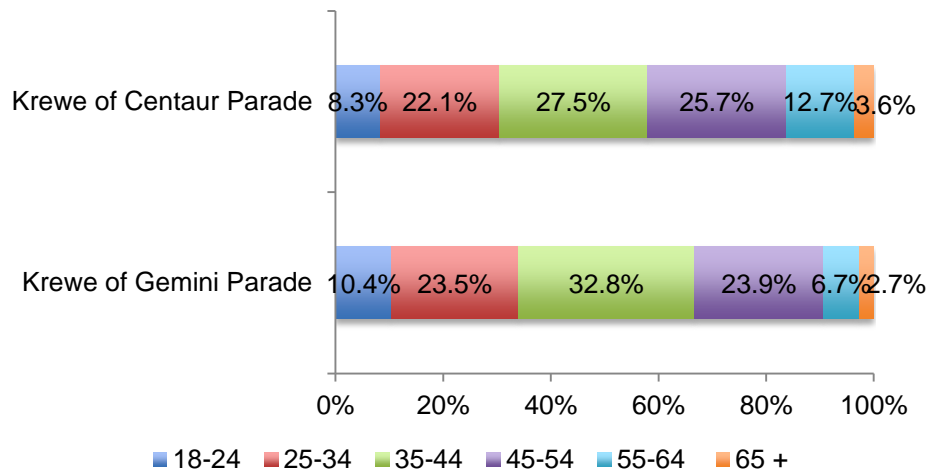
Q20 Household Income



Age

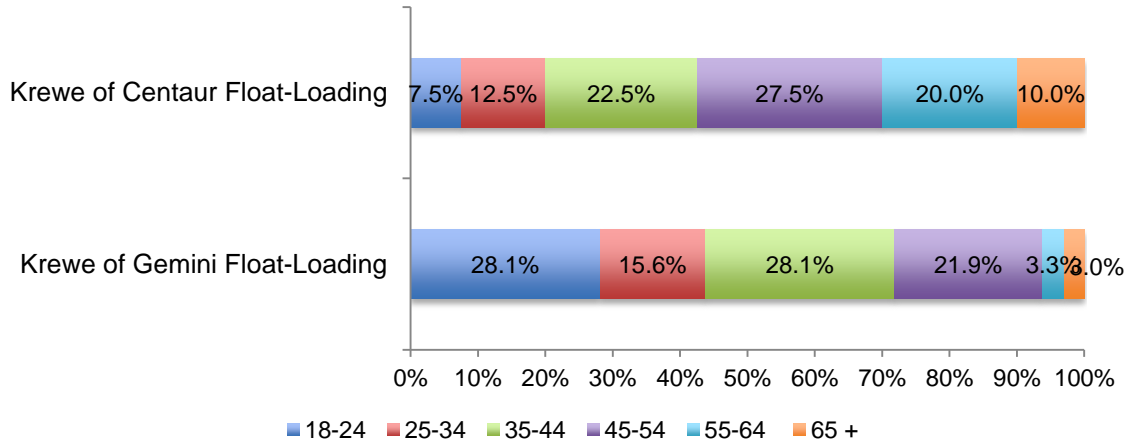
2014 attendees were a mix of all ages. One in ten parade survey respondents was 18-24, two in ten were 25-34, approximately one-third were 35-44 and one-quarter were 45-54. One in ten were 55-64 and approximately 3% were 65 years or older.

Q21 Age



Of the float-loading party respondents, 16.7% were 18-24, 13.9% were 25-34, 25% each were 35-44 or 45-54, 12.5% were 55-64 and 6.9% were 65 years old or older.

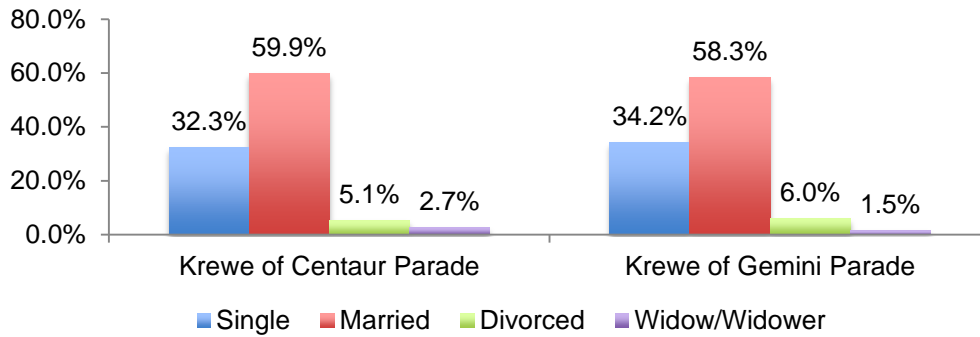
Q21 Age



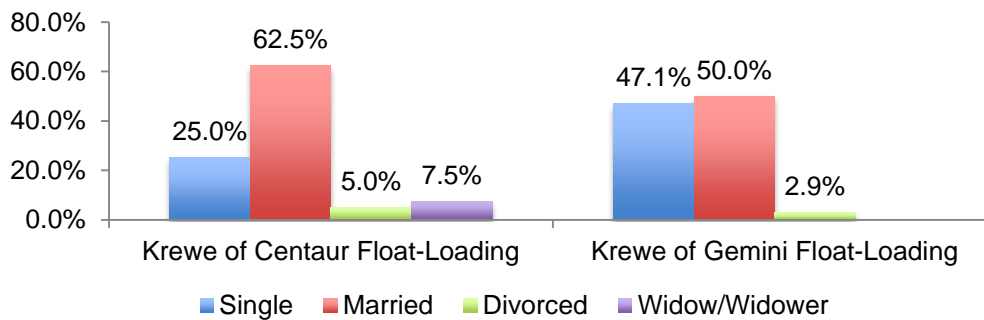
Marital Status

More than half of this year's respondents were married. More than one-third were single. Only a few were divorced or widowed.

Q22 Marital Status

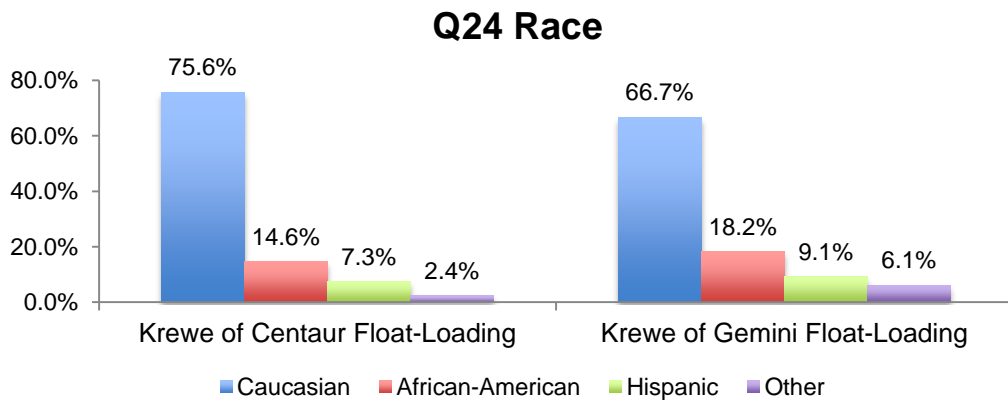
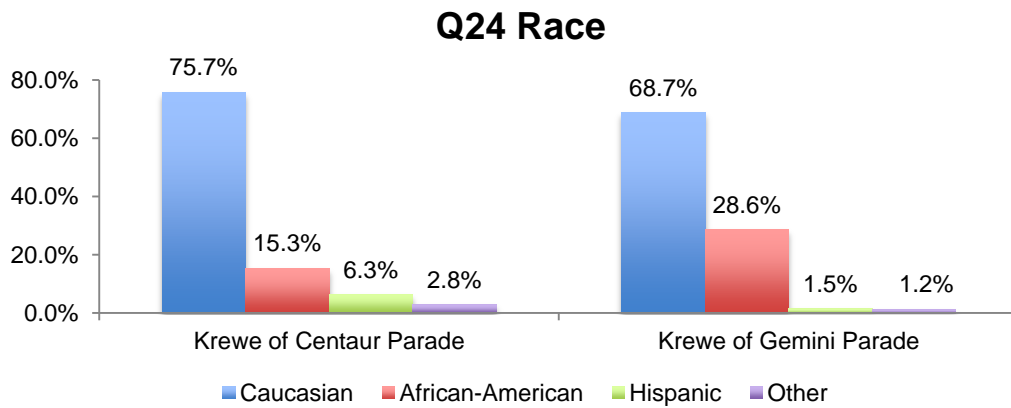


Q22 Marital Status



Race

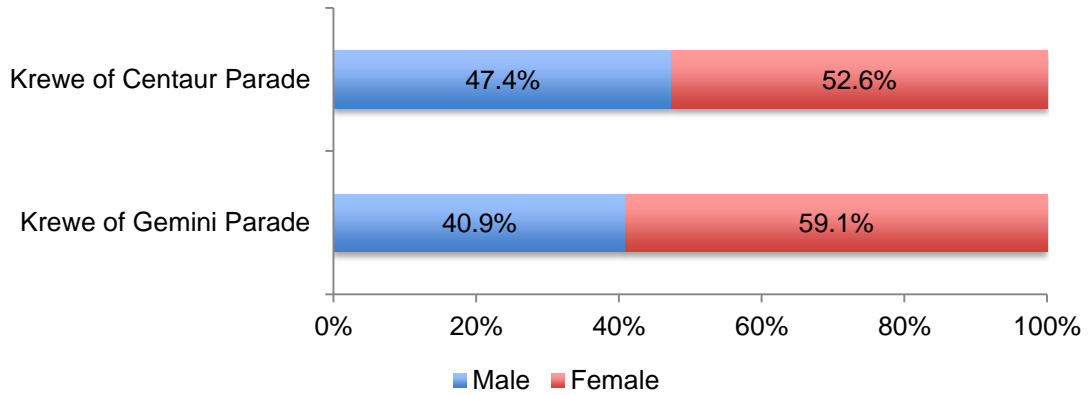
About two thirds of this year's attendees were Caucasian, followed by African Americans and Hispanics.



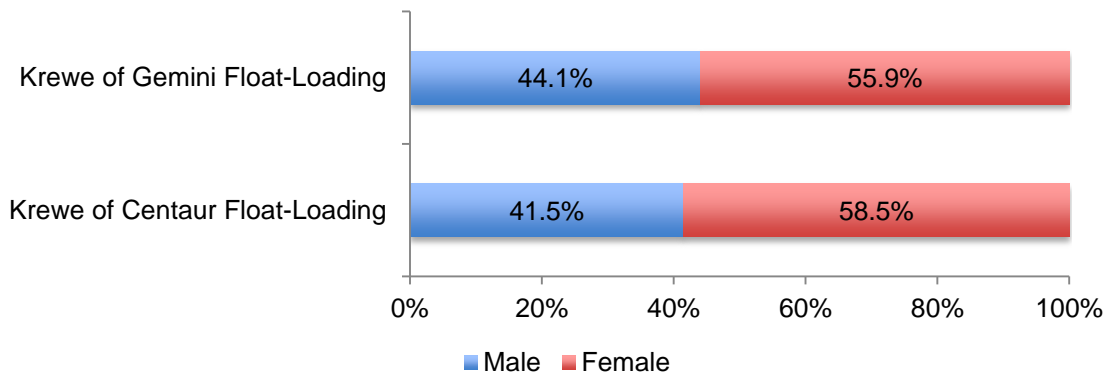
Gender

The majority of respondents were female with approximately a 60%/40% split.

Q25 Gender



Q25 Gender



Appendix

City	ST	Count
CROSSETT	AR	1
EL DORADO	AR	1
FOUKE	AR	1
LITTLE ROCK	AR	1
MABLEVALE	AR	1
MALVERN	AR	1
TEXARKANA	AR	1
WILLISVILLE	AR	1
COMPTON	CA	1
HAYWORD	CA	1
HERALD	CA	1
LA PUENTE	CA	1
LOS ANGELES	CA	1
OAKLAND	CA	1
CANTONMENT	FL	1
ATLANTA	GA	3
CHICAGO	IL	1
BENTON	LA	17
HAUGHTON	LA	13
KEITHVILLE	LA	8
MINDEN	LA	7
SPRINGHILL	LA	7
NATCHITOCHE	LA	6
NOBLE	LA	5
HAYNESVILLE	LA	4
DOYLINE	LA	3
GREENWOOD	LA	3
MANSFIELD	LA	3
MANY	LA	3
RINGGOLD	LA	3
VIVIAN	LA	3
WEST MONROE	LA	3
ALEXANDRIA	LA	2
BELCHER	LA	2
BETHANY	LA	2
BLACHARD	LA	2
HOMER	LA	2
LEESVILLE	LA	2
LOGANSPORT	LA	2
NEW ORLEANS	LA	2
PRINCETON	LA	2
SIBLEY	LA	2
STONEWALL	LA	2
ARCADIA	LA	1
BATON ROUGE	LA	1
BENTON	LA	1
BLAKELY	LA	1
COTTON VALLEY	LA	1
DUBBERLY	LA	1

ELEM GRAVES	LA	1
FRIERSON	LA	1
GLOSTER	LA	1
GRAND CANE	LA	1
HAUGHTON	LA	1
HAUGHTON	LA	1
HORNBECK	LA	1
KEATCHIE	LA	1
KEITHVILLE	LA	1
KEITHVILLE	LA	1
LEESVILLE	LA	1
LISBORN	LA	1
MOORINGSPO	LA	1
OIL CITY	LA	1
OPELOUSAS	LA	1
PLAIN DEALING	LA	1
PRINCETON	LA	1
QUITMAN	LA	1
RODESSA	LA	1
RUSTON	LA	1
RUSTON	LA	1
WINNFIELD	LA	1
ASHTON	MD	1
MS STATE	MS	1
WILMINGTON	NC	1
ROCHESTER	NY	1
CINCINNATI	OH	1
BROKEN ARROW	OK	1
BROKEN BOW	OK	1
DUNCAN	OK	1
WARWICK	RI	1
DALLAS	TX	10
TEXARKANA	TX	8
HOUSTON	TX	5
LONGVIEW	TX	4
WASKOM	TX	4
ARLINGTON	TX	2
CARTHAGE	TX	2
NACOGDOCHES	TX	2
TYLER	TX	2
ALVARADO	TX	1
AMARILLO	TX	1
BIVINS	TX	1
COLD SPRINGS	TX	1
DEBERRY	TX	1
DEERNY	TX	1
FORNEY	TX	1
FORT WORTH	TX	1
HASLET	TX	1
HENDERSON	TX	1
HOUSTON	TX	1
KATY	TX	1
MARSHALL	TX	1
MART	TX	1

OVERTON	TX	1
SCURRY	TX	1