

ECONOMIC IMPACT STUDY OF THE RED RIVER REVEL ARTS FESTIVAL

Prepared for
Shreveport-Bossier Convention and Tourist Bureau

November 2011



Table of Contents

Executive Summary	3
Purpose and Methodology	4
Travel Companion Profile.....	5
Festival Attendance	6
How did you hear about the Red River Revel Arts Festival?	7
Place of Residence	8
Overnight Visitor	9
Importance of the Red River Revel Festival	11
Likelihood to return to the festival.....	11
Spending	12
Economic Impact.....	12
Demographics	13
Appendix.....	16

Executive Summary

- The average respondent group size was 3.62.
- The majority of respondents attended the festival with family.
- Twenty-five percent (25%) of the respondents were first time festival attendees.
- One-half (50%) of the respondents said the Red River Revel Arts Festival was a very important factor in coming to downtown area.
- Ninety-six percent (94%) of the respondents were considered daytrippers and four percent (6%) were considered overnighters.
- Sixty-three percent (63%) of the overnight respondents were more likely to stay 1-2 nights. The average overnight stay was 2.30 nights.
- The majority (73%) of the overnight respondents stayed in Shreveport during the festival.
- Almost all of the respondents stated that they were likely to return to the Red River Revel Arts Festival next year.
- Estimated economic impact of the 2011 Red River Revel Arts Festival is just under \$11 million.
- Demographic Profile of respondents:
 - Occupation: professional/technical
 - Household Income: \$50,000-\$100,000
 - Age: 25-54 years of age
 - Marital Status: Married
 - Race: White

Purpose and Methodology

The Shreveport-Bossier Convention and Tourist Bureau contracted with Destination Exploration to conduct an economic analysis of the 2011 Red River Revel Arts Festival. Destination Exploration designed a survey that would measure:

- Party composition
- Mode of transportation
- Festival attendance habits
- Attributes of overnight stay
- Importance of the festival in visiting the area
- Consumer spending in various areas
- Repeat attendance to the festival
- Demographics

Destination Exploration conducted intercepts interviews during the 2011 Red River Revel Arts Festival. The intercepts were conducted on Saturday, October 1st thru Saturday, October 8th at Festival Plaza Shreveport, Louisiana.

A total of 614 interviews were conducted allowing for a margin of error of +/- 4.04% at the

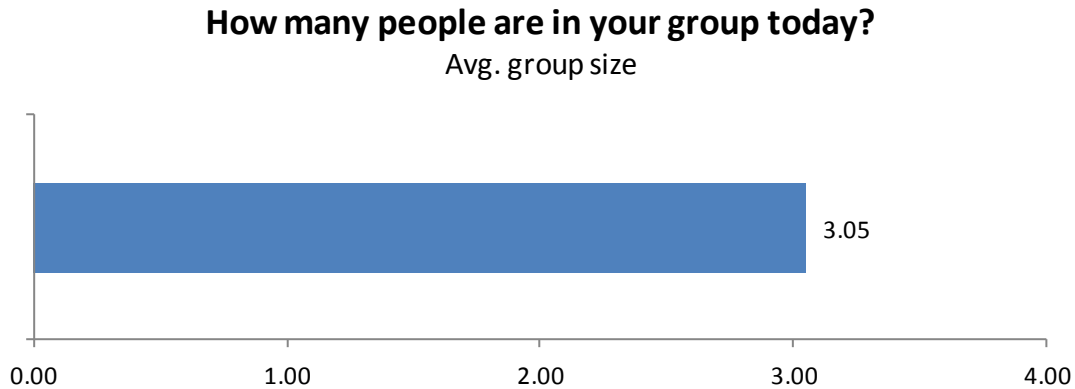
For the purposes of this report, respondents in the spending section have been classified as an “overnighter” and “daytripper.”

Overnighters are defined as festival attendees who live outside a 50 mile radius of the Shreveport Bossier City area and stay overnight at least one night during the festival. Daytrippers are defined as festival attendees who came to the 2011 Red River Revel Arts Festival and returned home without staying overnight.

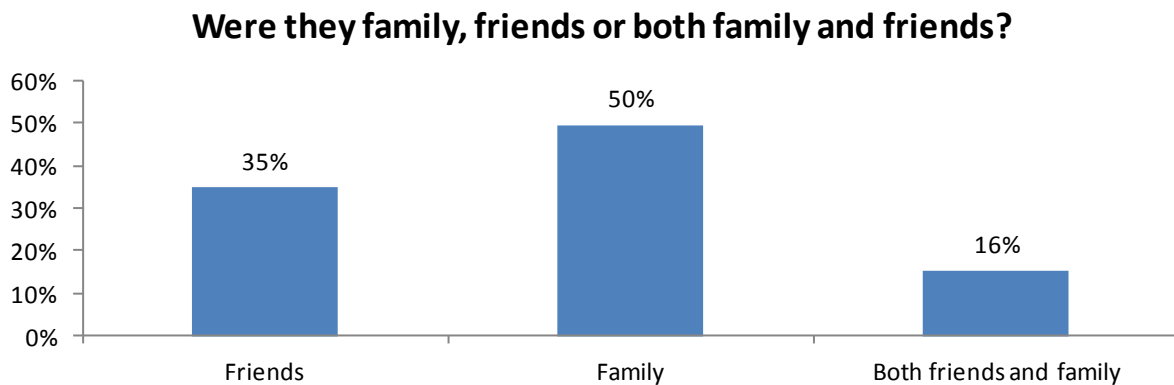
Travel Companion Profile

Almost two-thirds (63%) of the respondents attended the festival in a group of four or more. Twenty percent (20%) attended in a group of two or three and seventeen percent (17%) attend the festival alone.

The average group size for respondents was 3.05.



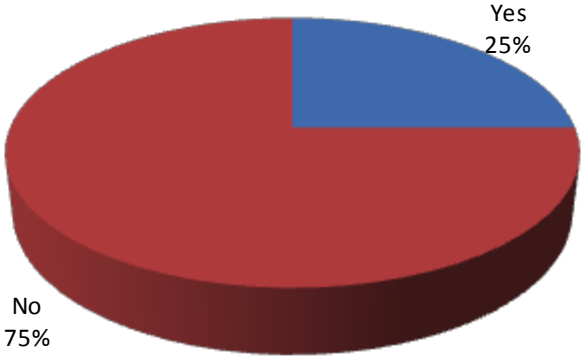
Fifty percent (50%) of the respondents attend the festival with family. Thirty-five percent (35%) attended with friends and sixteen percent (16%) with both family and friends.



Festival Attendance

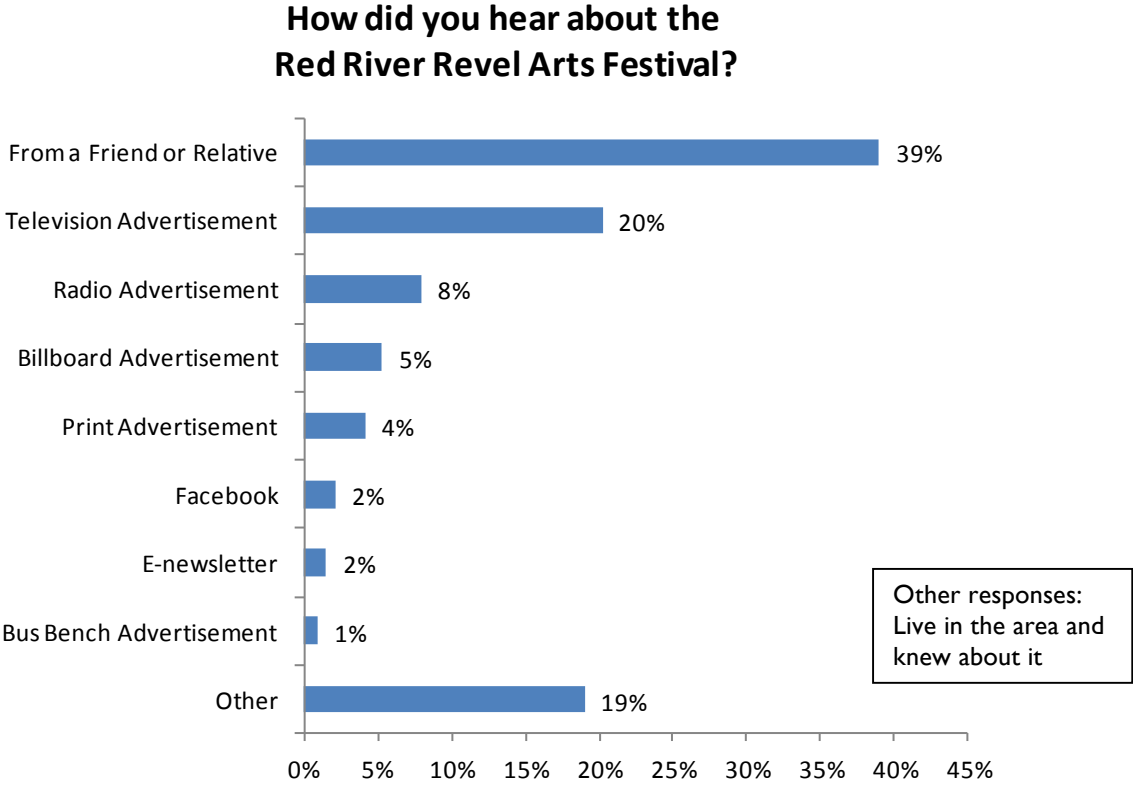
Twenty-five percent (25%) of the respondents attended the Red River Revel Arts Festival for the first time. Seventy-five percent (75%) of the respondents previously attended the festival. Of those 75% who have attended the festival in the past, the average number of years festival-goers attended the event was 6.72.

Is this your first time to attend the Red River Revel Arts Festival?



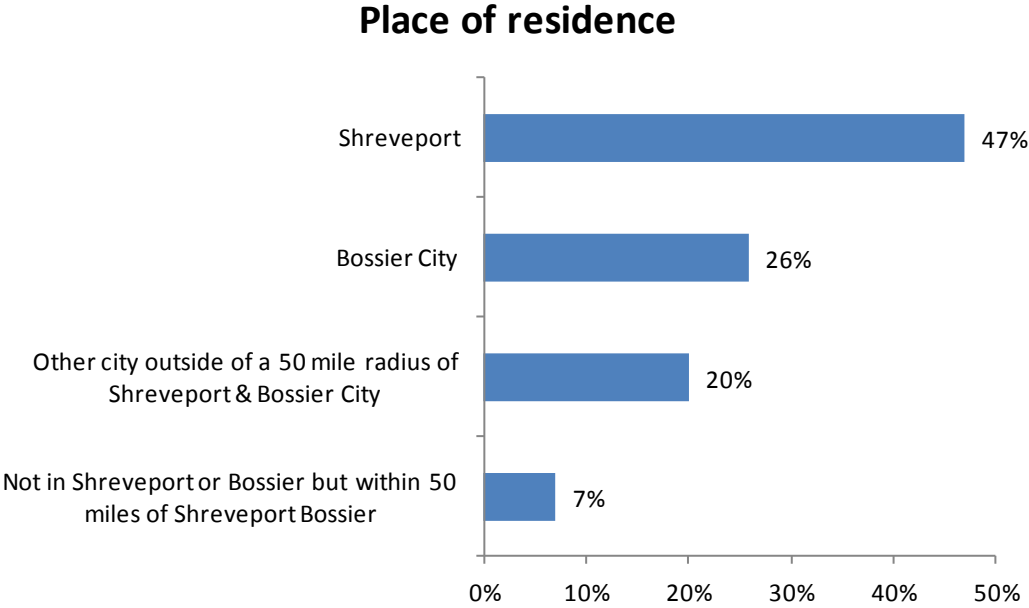
How did you hear about the Red River Revel Arts Festival?

Thirty-nine percent (39%) of the respondents heard about the Red River Revel Arts Festival from a friend or relative and twenty percent (20%) heard a television advertisement.



Place of Residence

Seventy-three percent (73%) of the 2011 Red River Revel attendees reside in either Shreveport or Bossier City. Seven percent (7%) reside within a 50 mile radius of either Shreveport or Bossier City. Twenty percent (20%) live outside a 50 miles radius of Shreveport-Bossier City.



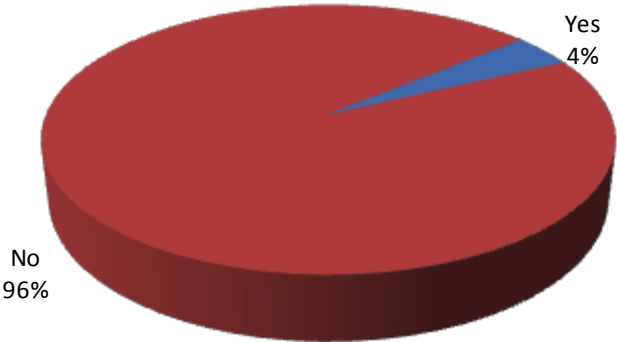
The respondents from areas outside a 50 mile radius of Shreveport Bossier City were from various parts of the United States including Texas, Arkansas, Kansas, Tennessee, Florida, Ohio, and Mississippi.

The actual listing of the other responses can be found in the appendix.

Overnight Visitor

Four percent (4%) of the overall respondents stayed overnight in the Shreveport-Bossier City area.

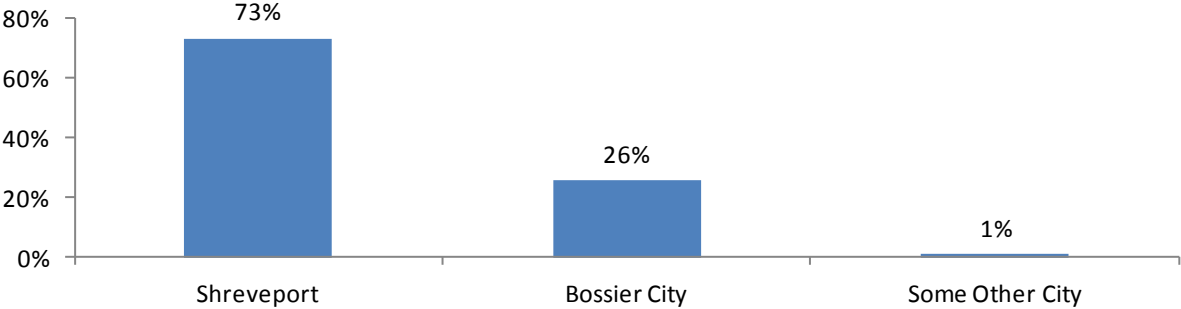
Did you stay overnight in the Shreveport-Bossier City area?



Sixty-three percent (63%) of the respondents who stayed overnight while attending the Red River Revel Arts Festival, stayed one or two nights. Thirty-seven percent (37%) stayed three or more nights.

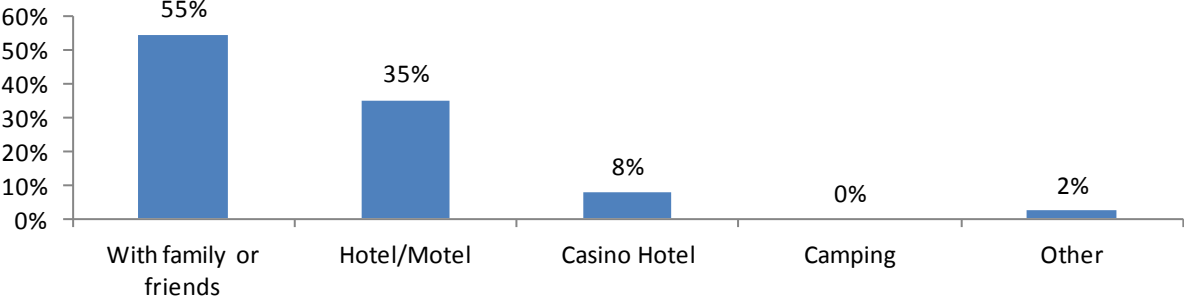
Of those who stayed overnight, seventy-three percent (73%) stayed in Shreveport and twenty-six percent (26%) stayed in Bossier City.

Where did you stay during your visit?



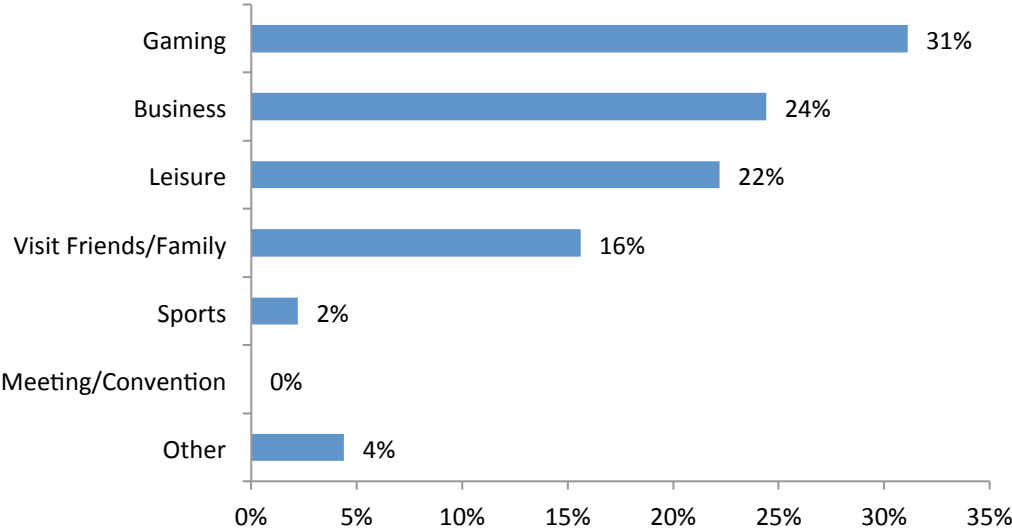
Fifty-five percent of the respondents who stayed overnight stayed with family or friends. Thirty-five percent (35%) stayed in a hotel/motel.

During your most recent overnight stay, where did you stay?



Of the thirty-five percent (35%) of respondents who stayed overnight in a hotel/motel, slightly under one-third (31%) stated the primary purpose for stay in the hotel/motel was gaming.

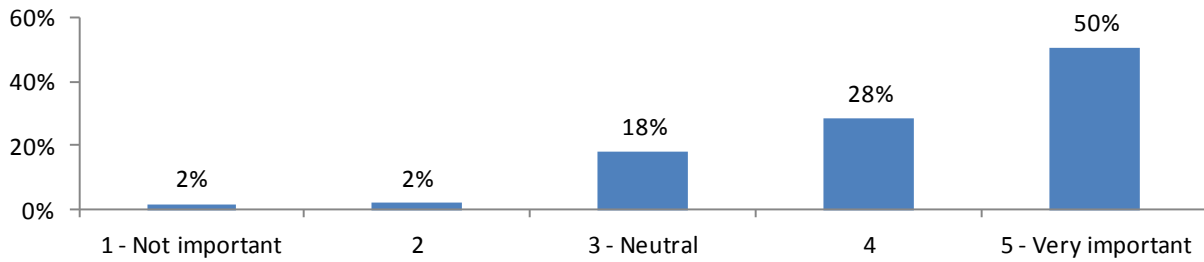
Primary purpose for staying overnight in a hotel/motel



Importance of the Red River Revel Festival

Just over three-fourths (78%) of the respondents said the Red River Revel Arts Festival was important in their decision to come to the area.

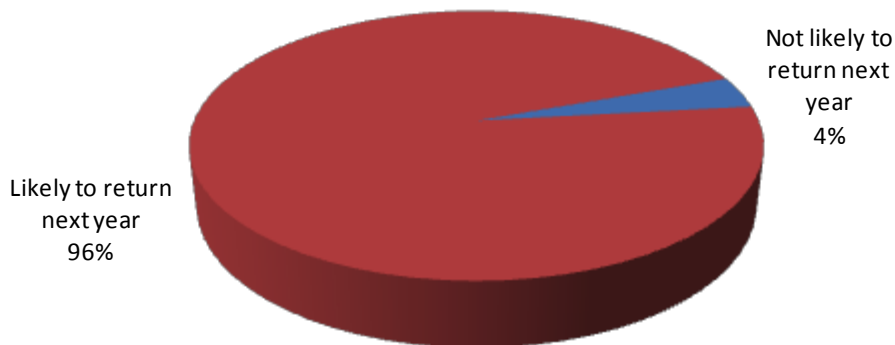
How important was the Red River Revel Arts Festival in your decision coming to the area?



Likelihood to return to the festival

Ninety-six percent (96%) of the respondents stated they were likely to return to the Red River Revel in 2012.

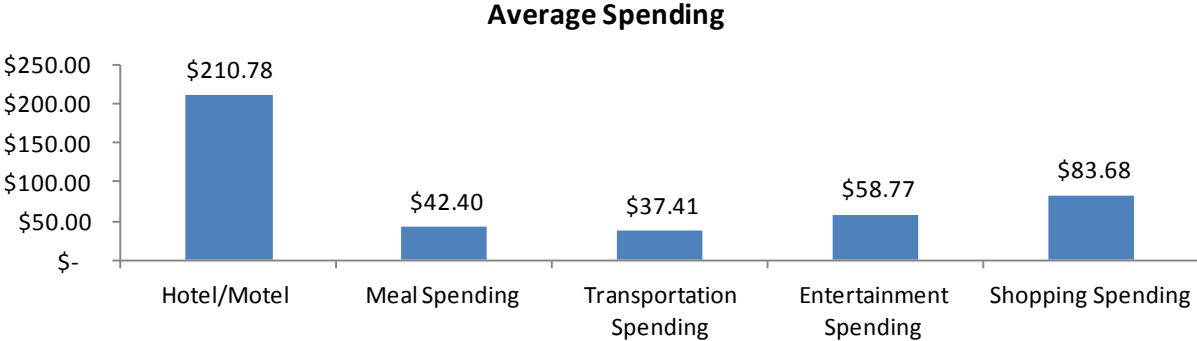
How likely are you to return to the Red River Revel Arts Festival next year?



Spending

Categories of local spending used for this report include hotel/motel, meals, transportation, entertainment, and shopping. Spending amounts in these categories were derived from the actual interviews conducted during the Red River Revel Arts Festival.

On average, travel parties who spent money, were likely to spend on average of \$210.78 on accommodations, \$42.40 on meals, \$37.41 on transportation, \$58.77 on entertainment and \$83.68 on shopping during their visit to the Shreveport-Bossier City area.



Those respondents who stayed in a Hotel/Motel stayed on average 2.30 nights. With a 2.30 night average, the nightly hotel/motel expenditure is estimated at \$91.64 per night.

Economic Impact

The estimated economic impact of the 2011 Red River Revel Arts Festival is calculated based on the estimated overall number of attendees (180,000) and average spending for daytrippers and overnights.

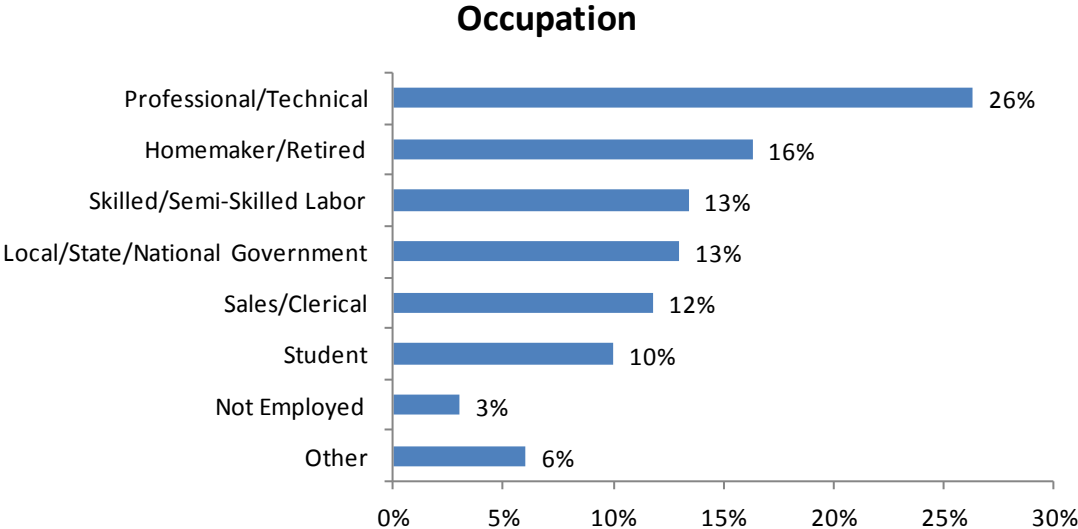
Daytrippers accounted for ninety-six percent (96%) of the attendees compared to overnights accounting for six percent (6%). Based on an estimated 180,000 paid attendance, daytrippers average spending was \$27.42 per person compared to overnights per person average spending of \$99.15. It is important to note that daytrippers did not have the expense incurred with an overnight stay. The estimated total economic impact of the 2011 Red River Revel Arts Festival is \$10,849,539.60.

Per person spending based on overall attendance (180,000 total attendees)			
	Number of attendees	Avg. spending	Projected spending
Daytrippers (94% of total attendees)	169200	\$27.42	\$4,639,464.00
Overnights (6% of total attendees)	10800	\$99.15	\$1,070,820.00
			\$5,710,284.00
		Multiplier *	1.9
		Total est. impact	\$10,849,539.60

Demographics

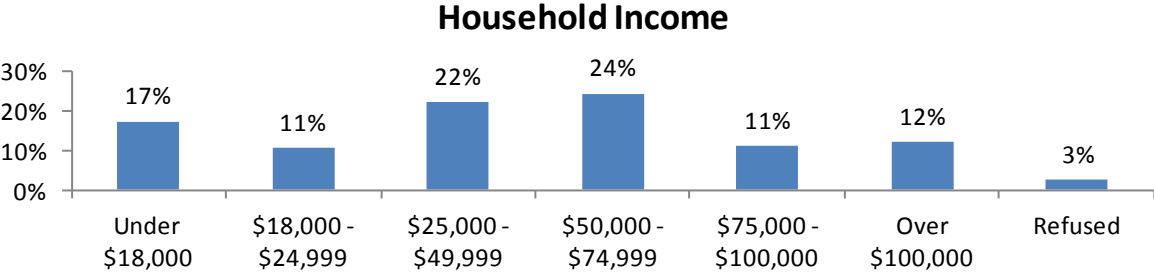
Occupation

Slightly over one-quarter (26%) of the respondents had a professional or technical occupation. Sixteen percent (16%) were homemakers/retired and thirteen percent (13%) were in skilled/semi-skilled jobs and local/state/national government positions.



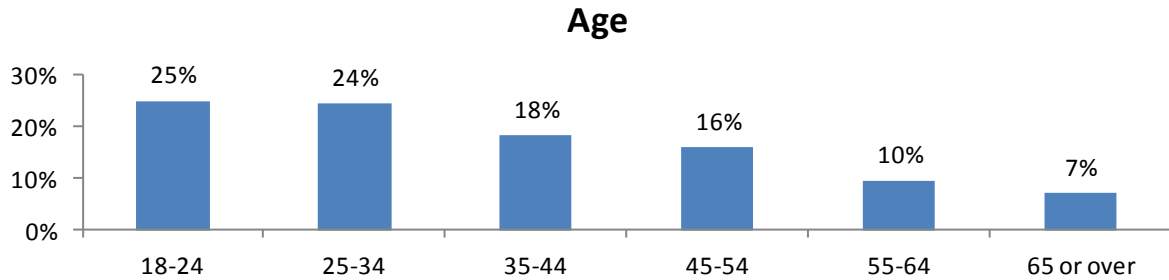
Household Income

Twenty-eight percent (28%) of the respondents have household incomes of under \$25,000. Twenty-two percent (22%) have household incomes between \$25,000 and \$49,999 and twenty-four percent (24%) have household incomes of \$50,000 to \$74,999. Twenty-three percent (23%) of the respondents have household incomes over \$75,000.



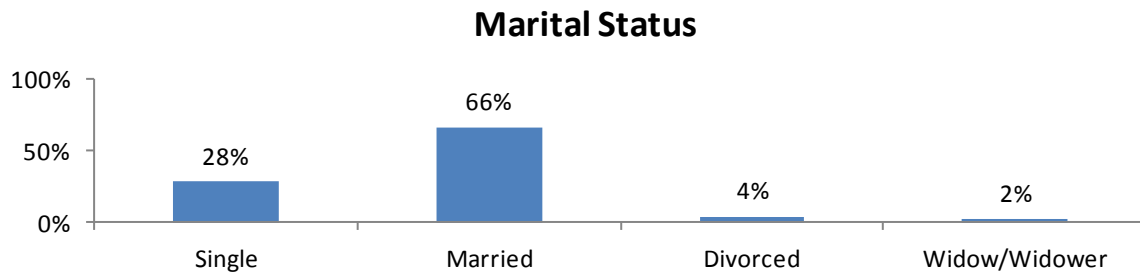
Age

Forty-nine percent (49%) of the respondents were under the age of 35. Thirty-four percent (34%) were between the ages of 35 and 54. Seventeen percent (17%) were 55 years of age or older.



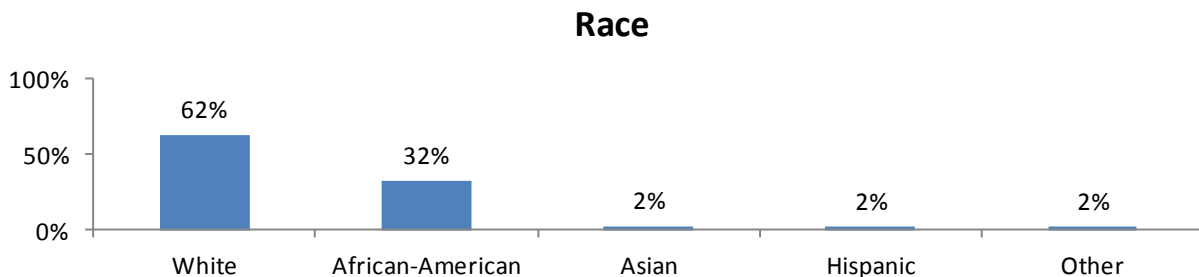
Marital Status

Two-thirds (66%) of the respondents were married and twenty-eight percent (28%) were single.



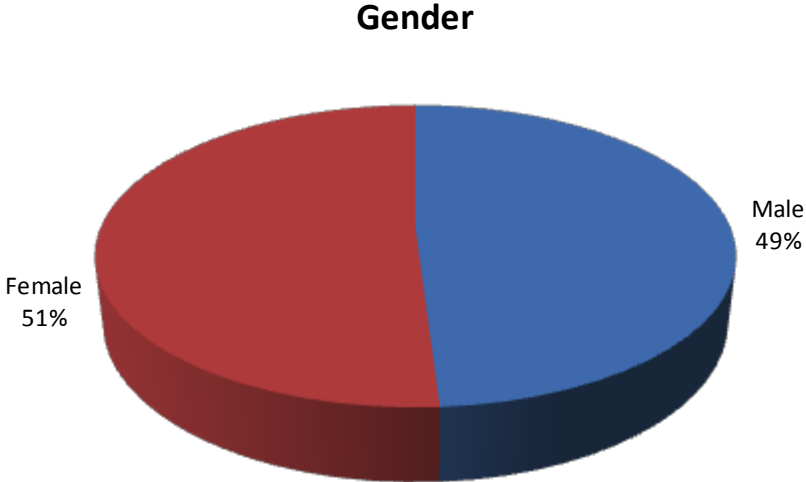
Race

Sixty-two percent (62%) of the respondents were white and thirty-two percent (32%) were African American.



Gender

Fifty-one percent (51%) of the respondents were female and forty-nine percent (49%) were male.



Appendix

Survey Instrument

Open-ended responses

Red River Revel Arts Festival Visitor Study

Hello, my name is _____ with Destination Exploration and today we are conducting a study for the Shreveport-Bossier Convention and Tourist Bureau regarding the Red River Revel Arts Festival. The survey takes less than 5 minutes.

1. First of all, including yourself, how many people are in your group today? _____ (Insert exact number)
2. Are they friends, family, or both friends and family? Friends Family Both Friends and Family
3. What was the main transportation method you used to get to the Red River revel Arts Festival? (Mark only one)
 Car Bike/Walk Bus Airplane Other _____ (Specify)
4. Is this your first time to attend the Red River Revel Arts Festival? Yes No (**ASK Q.4a**)
 - 4a. **[IF NO]** How many times in the past have attended the Red River Arts Festival?
_____ times (**insert exact number**)
5. How did you hear about the Red River Arts Festival?
 - Billboard Advertisement
 - Bus Bench Advertisement
 - Television Advertisement
 - Radio Advertisement
 - Print Advertisement
 - E-newsletter
 - From a Friend or Relative
 - Facebook
 - Other _____ (**Specify**)
6. Where is your place of residence?
 - Shreveport
 - Bossier City
 - Not in Shreveport or Bossier City but within 50 miles of Shreveport & Bossier City
 - Other City outside of 50 mile radius of Shreveport & Bossier City
(City _____ State ____ Zip Code _____)
7. **[If place of residence is Other City outside the Shreveport-Bossier City area in Q6 ask]** Did you stay overnight in the Shreveport-Bossier City area? Yes No
8. **[IF YES IN Q7]** On this particular trip to Shreveport-Bossier City, how many nights do you plan on staying?
 - 1 night
 - 2 nights
 - 3 nights
 - 4 or more nights
9. During your overnight stay, did you stay in Shreveport, Bossier City or some other city?
 - Shreveport
 - Bossier City
 - Some other city _____ (specify city)
10. During your most recent overnight stay, where did you stay?
 - With friend or family
 - Hotel/Motel
 - Casino Hotel
 - Camping
 - Other _____ (specify)

11. [IF STAYED IN A HOTEL/MOTEL OR CASINO HOTEL] What was your primary purpose for staying overnight in a hotel?

- [1] Business
- [2] Gaming
- [3] Leisure
- [4] Meeting/Convention
- [5] Sports
- [6] Visit Friends/relatives
- [7] Other (specify) _____

12. On a scale of 1 to 5 with 1 being "not important" and 10 being "very important" how important was the Red River Arts Festival in your decision to come to the area? (**CIRCLE RESPONSE**)

Not Important		Neutral		Very Important
1	2	3	4	5

12. During your visit to the Red River Revel Arts Festival how much money has your entire group spent outside the festival itself. If you don't remember exact amounts, estimates will be helpful.

[INTERVIEWER NOTE: THESE QUESTIONS HELP US TO DETERMINE ECONOMIC IMPACT OF THE FESTIVAL –THEY ARE THE MOST IMPORTANT OF THE SURVEY]

Round all amounts to the nearest dollar

- | | | | |
|-------------------------|----|-------|---|
| Hotel/Motel | \$ | _____ | (actual amount/estimated amount spent on lodging) |
| Meal Spending | \$ | _____ | (actual amount/estimated amount for meals) |
| Transportation Spending | \$ | _____ | (actual amount/estimated amount on gas, plane ticket, bus ticket, etc...) |
| Entertainment Spending | \$ | _____ | (actual amount/estimated amount on all entertainment) |
| Shopping Spending | \$ | _____ | (actual amount/estimated amount spent on shopping) |

13. How likely are you to return to the 2012 Red River Revel Arts Festival next year?

- Not likely to return next year Likely to return next year

Demographics

D1. Which of the following categories best represents your occupation? (**Read list**)

- Professional/Technical Sales/Clerical Local/State/National

Government

- Homemaker/Retired Skilled/Semi Skilled Labor Other _____ (Specify)
- Student Not Employed

D2. Which of the following includes your annual household income?

- Under \$18,000
- \$18,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$100,000
- Over \$100,000

D3. Which of the following categories includes your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

D4. Marital status? Single Married Divorced Widow/Widower

D5. What is your home Zip Code _____

D6. Race **(Do not ask – mark by observation)**

- White
- African-American
- Hispanic
- Asian
- Other _____ (Specify)

D7. Gender **(Do not ask mark by observation)** Male Female

Thank you very much for you time!

Other city outside a 50 mile radius of Shreveport and Bossier City

- PLAIN DEALING AK
- LEWISVILLE AR
- LEWISVILLE AR
- PINE BLUFF AR
- ASHBURN BA
- DIXON CA
- CA
- CN
- CN
- CO
- MIAMI FL
- ORLANDO FL
- ORLANDO FL
- SEBRING FL
- STONE MOUNTAIN GA
- LANSING KS
- GIBSLAND LA
- BOYCE LA
- MO LA
- MINDEN LA
- SIMSBORO LA
- MONSFIELD LA
- KEATCHIE LA
- HOMER LA
- BATON ROUGE LA
- PINEVILLE LA
- NEW ORLEANS LA
- HAUGHTON LA
- BATON ROUGE LA
- LAKE CHALRES LA
- THIBUCLAUX LA
- BELCHER LA
- KEITHVILLE LA
- SIBLEY LA
- GISBLAND LA
- RUSTON LA
- WEST MONROE LA
- WEST MONROE LA
- MOORERINGSPOINT LA
- RINGGOLD LA
- MONROE LA
- ST LOUIS MO
- JACKSON MS
- GREENVILLE MS
- GREENVILLE MS
- BRANDON MS
- CLARKSDALE MS
- CLARKSDALE MS
- CLARKSDALE MS

- ND
- CINCINATI OH
- SC
- SC
- COLUMBIA SC
- MEMPHIS TN
- JACKSON TN
- DALLAS TX
- TX
- DALLAS TX
- ANNA TX
- TX
- HOUSTON TX
- LUFKIN TX
- DALLAS TX
- GALVESTON TX
- FORT WORTH TX
- SAN ANTONIO TX
- HOUSTON TX
- HOUSTON TX
- KILGORE TX
- DALLAS TX
- CENTER TX
- JEFFERSON TX
- JEFFERSON TX
- JEFFERSON TX
- JEFFERSON TX
- JEFFERSON TX
- HOUSTON TX
- CARTHAGE TX
- CARTHAGE TX
- DUNCANVILLE TX
- MARSHALL TX
- MARSHALL TX
- IRVING TX
- DUNEANVILLE TX
- TYLER TX
- LUBBOCK TX
- WASKOM TX
- WASTCOM TX
- TYLER TX
- IRVING TX
- CORPUS CRISTY TX
- DALLAS TX
- DALLAS TX
- DALLAS TX
- DALLAS TX
- DALLAS TX
- HALLETTSVILLE TX
- MARSHALL TX

- MARSHALL TX
- KAUFMAN TX
- LONGVIEW TX
- MARSHALL TX
- MARSHALL TX
- LONGVIEW TX
- MARSHALL TX
- TEXARKANA TX
- LONGVIEW TX
- HOUSTON TX
- MURRAY UT
- OLYMPIA WA
- NEW LAFFETTE