

Visit Sarasota County

2017 World Rowing Championships

Economic Impact Report

September 23 – October 1, 2017

Joseph St. Germain, Ph.D.
Phillip Downs, Ph.D.
Rachael Anglin
Hope Wiggins



Methodology

- » The economic impact of the 2017 World Rowing Championships was based on data from the following sources:
 - » Interviews conducted by Downs & St. Germain Research with 935 attendees, sponsors, vendors, media, volunteers, athletes, and team managers of the 2017 World Rowing Championships,
 - » Attendance estimates from FISA/World Rowing Championships,
 - » Spending figures provided by FISA/World Rowing Championships,
 - » Visit Sarasota County Visitor Tracking Studies, and
 - » Tourism database at Downs & St. Germain Research.



Economic Impact during World Rowing Championships



Total Economic Impact in Florida

\$22,613,500

When including indirect and induced effects¹ of direct spending, the total economic impact in Florida by attendees² before, during, and after the 2017 World Rowing Championships was **\$22,613,500³**.

¹Attendees who live outside Sarasota-Manatee counties.

²Induced effects are increased business spending resulting from tourism dollars. Indirect effects are increased household spending resulting from tourism dollars.

³For accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.



Direct Spending in Florida

\$13,705,200

People who **live outside** of Sarasota-Manatee counties spent **\$13,705,200¹** in Florida before, during, and after the 2017 World Rowing Championships.

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

Total Economic Impact in the Sarasota area from the 2017 World Rowing Championships

\$18,650,300

When including indirect and induced effects¹ of direct spending, the total economic impact of the 2017 World Rowing Championships in Sarasota-Manatee counties was **\$18,650,300²**.

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

²Economic impact from spending during WRCH2017 by all attendees, teams, sponsors, etc., who live outside Sarasota-Manatee counties. Spending included accommodations, restaurants, groceries, transportation, attractions, entertainment, shopping, and “other” expenses.



Direct Spending in the Sarasota area during 2017 World Rowing Championships

\$11,303,200

People who **live outside** of Sarasota-
Manatee counties spent **\$11,303,200¹**
during the 2017 World Rowing
Championships.

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

Direct Spending in the Sarasota area during World Rowing Championships

Direct spending by category for attendees of the 2017 World Rowing Championships.

Accommodations	\$	4,521,200
Restaurants	\$	3,067,400
Groceries	\$	520,900
Admissions	\$	604,600
Entertainment	\$	250,700
Retail	\$	888,600
Transportation	\$	959,500
Other	\$	490,300

Total **\$ 11,303,200**

Paid Room Nights generated in the Sarasota area during World Rowing Championships

25,491 room nights

Attendees spent **25,491** nights in Sarasota-Manatee counties hotels, motels, etc., while attending the 2017 World Rowing Championships.

Out-of-County Visitors

6,544

There were **6,544** individuals from outside Sarasota-Manatee counties who attended the 2017 World Rowing Championships.

¹Total attendance estimate by FISA of 41,996 was used for this report and directly affects economic impact. This total attendance figure does not reflect the number of unique attendees (i.e., many attendees visited the World Rowing Championships on multiple days).

Direct Spending: Local

\$1,442,900

Direct spending at the 2017 World Rowing Championships by attendees and volunteers who live in Sarasota-Manatee counties was \$1,442,900¹.

¹For tickets, food, souvenirs, etc.

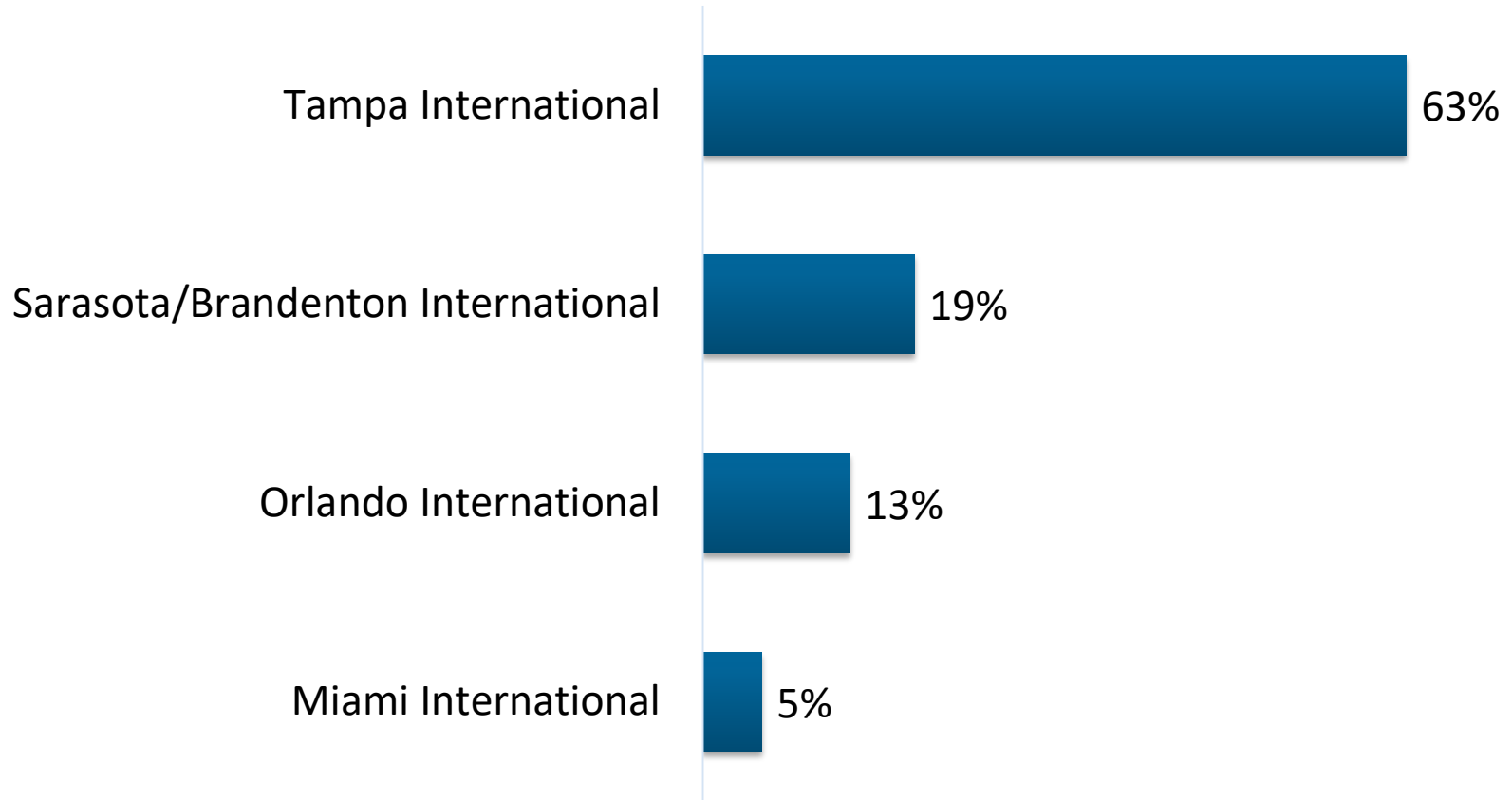


Team Experience



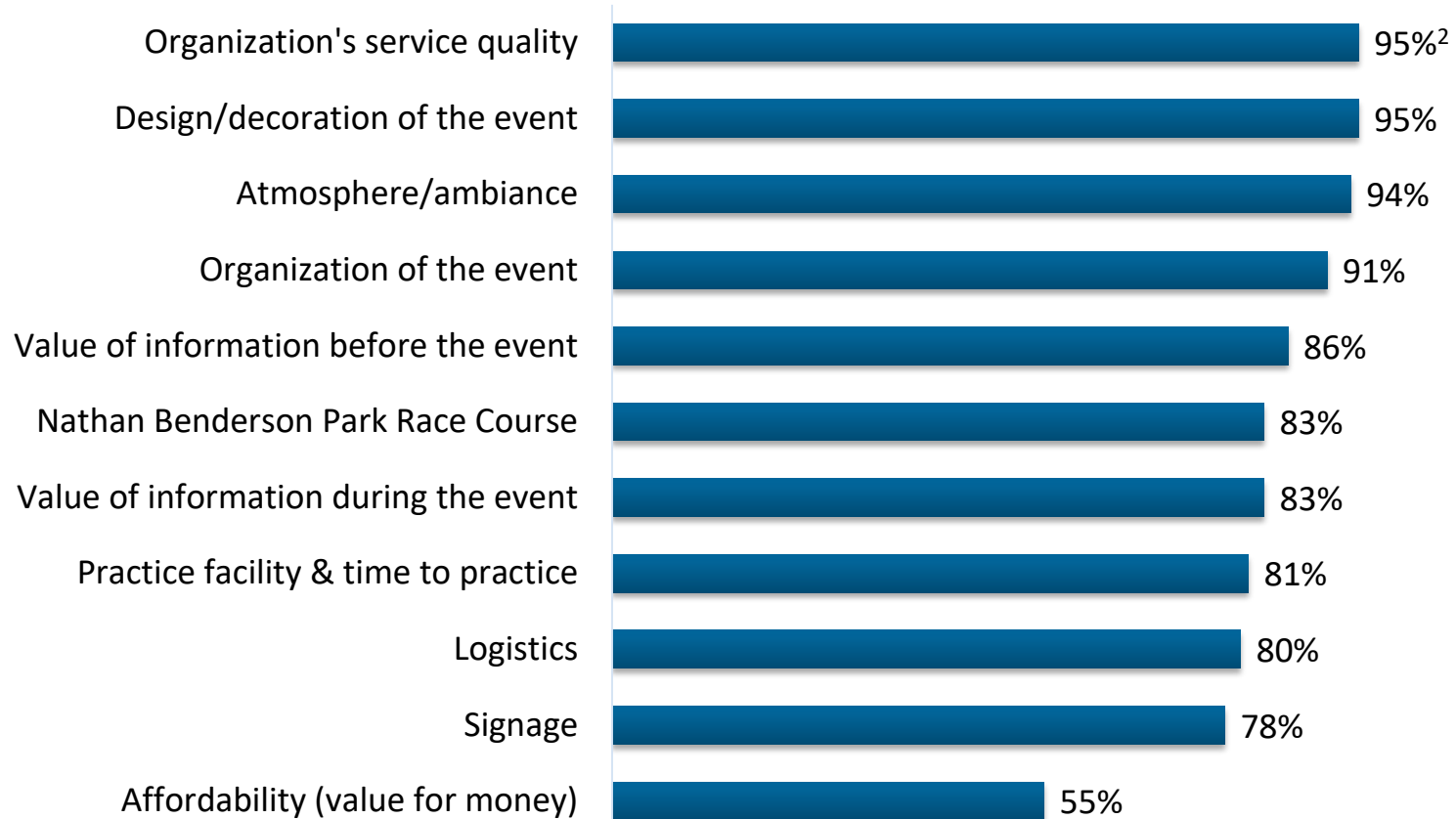
downs & st. germain
RESEARCH

Team Transportation¹



¹At which Florida airport did you deplane?

Team Satisfaction¹

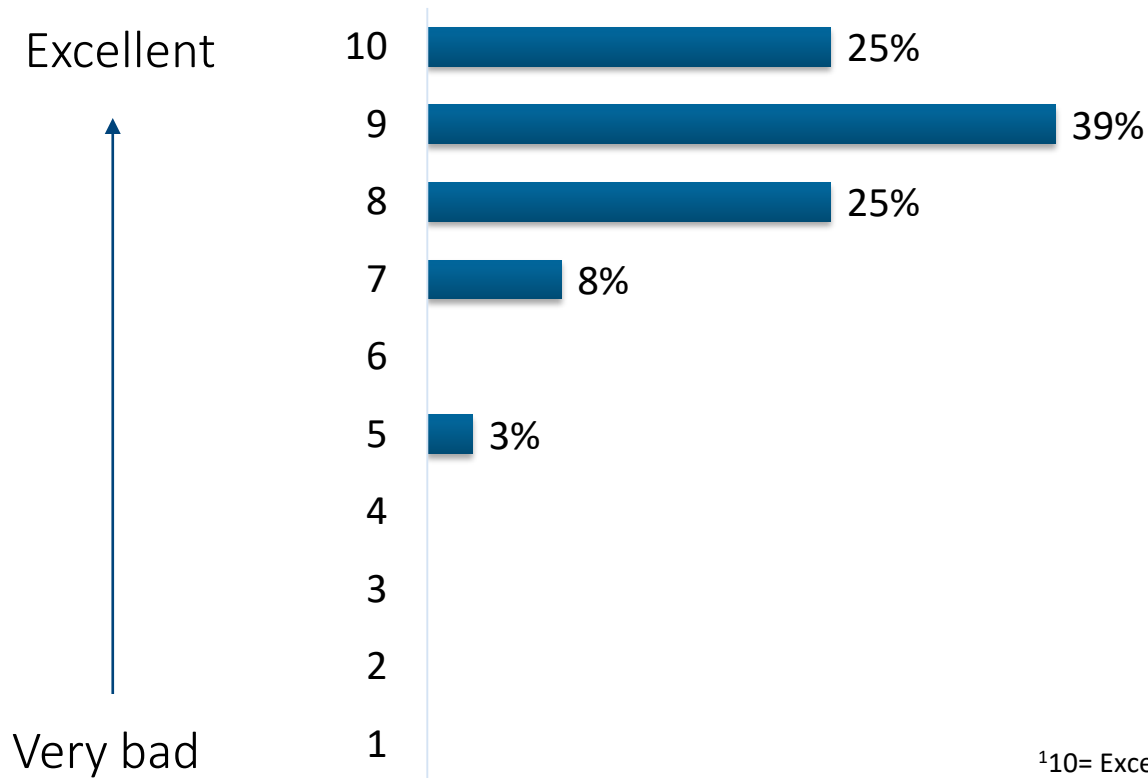


¹We would like to know about your experience at the World Championships. Please rate how satisfied you are with each aspect.

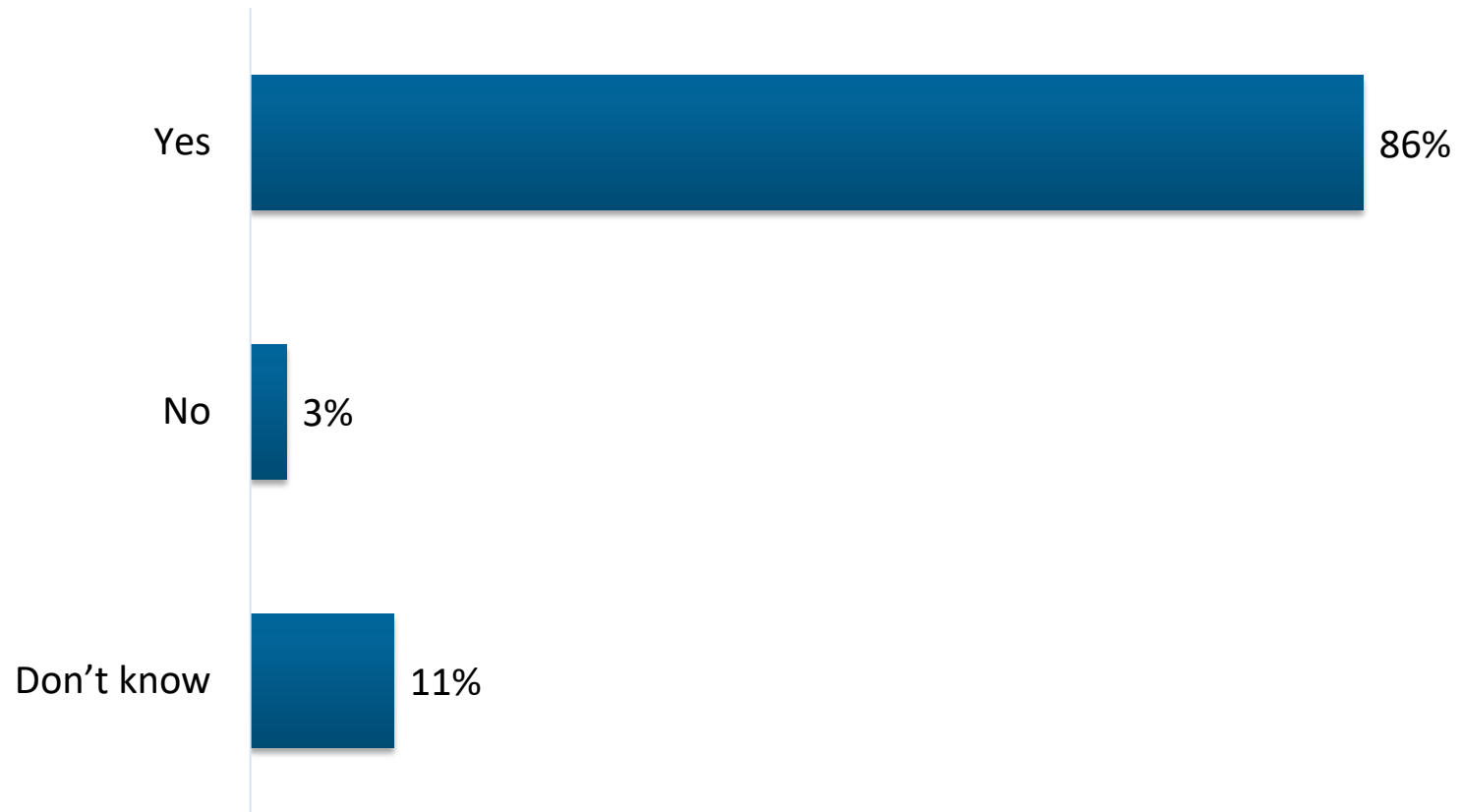
²Very satisfied + satisfied.

Team rating of the World Championships

- Teams gave the World Championships an overall rating of **8.7**¹



Recommend Sarasota area as a vacation destination

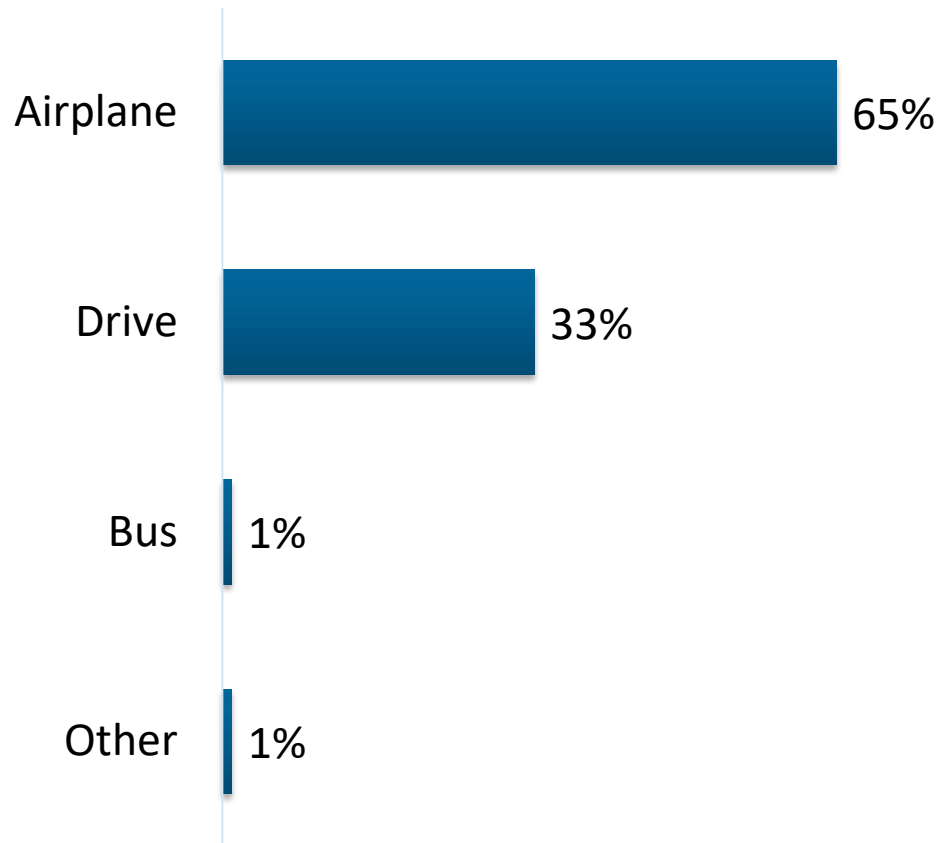




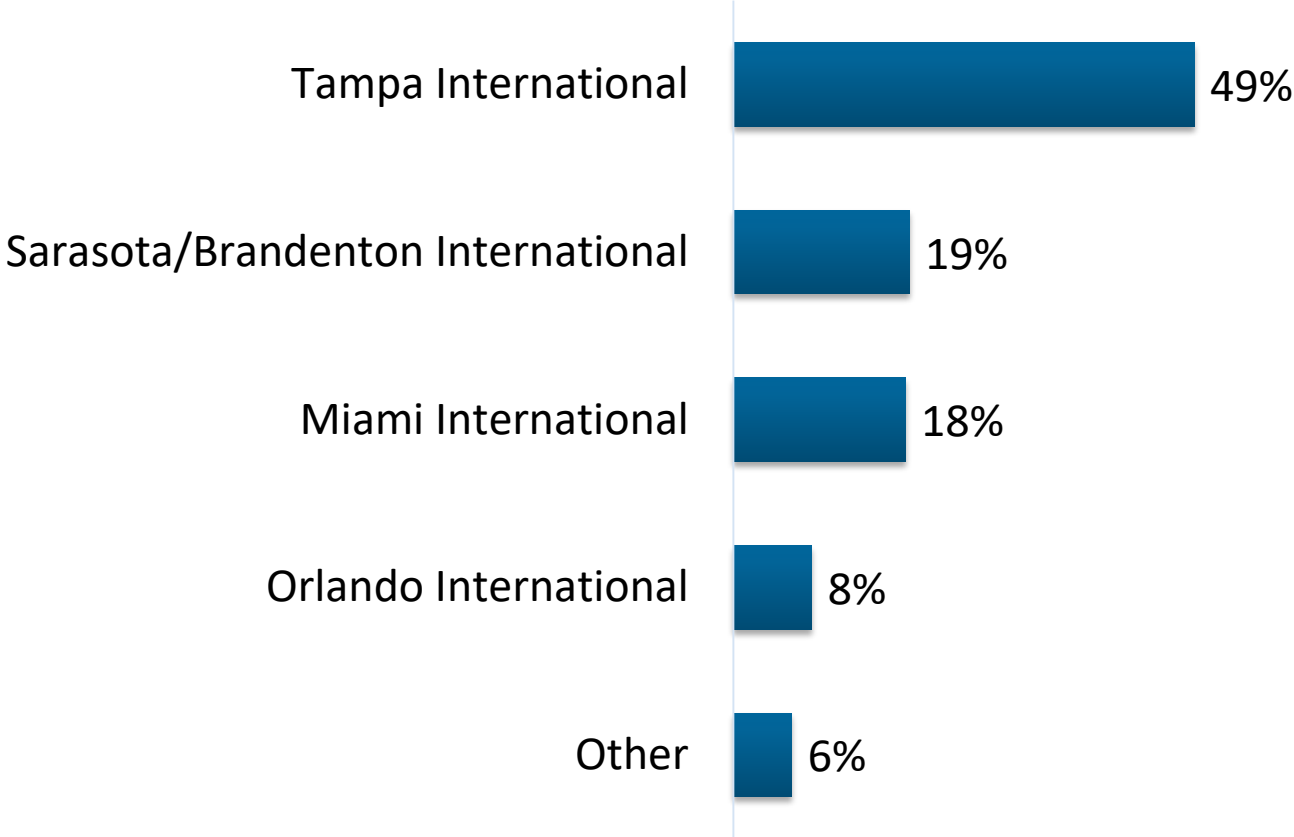
Attendee Experience



Attendee Transportation



Arrival Airport¹



¹At which Florida airport did you deplane?

Attendee Satisfaction¹

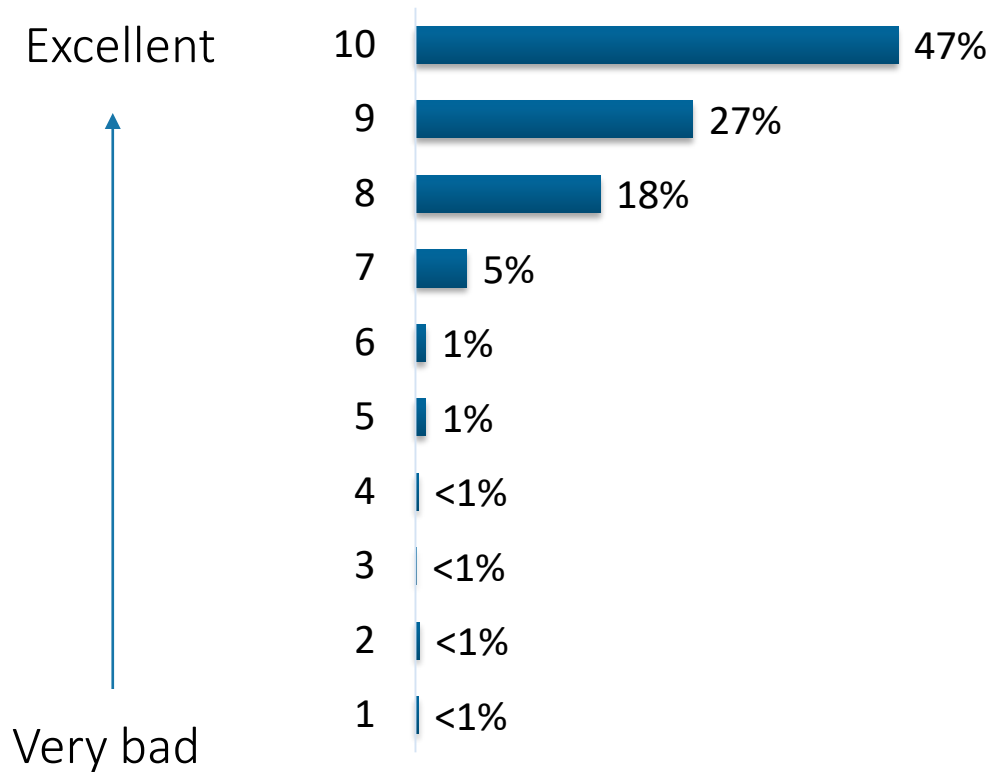


¹Please indicate your satisfaction with each aspect.

²Very satisfied + satisfied.

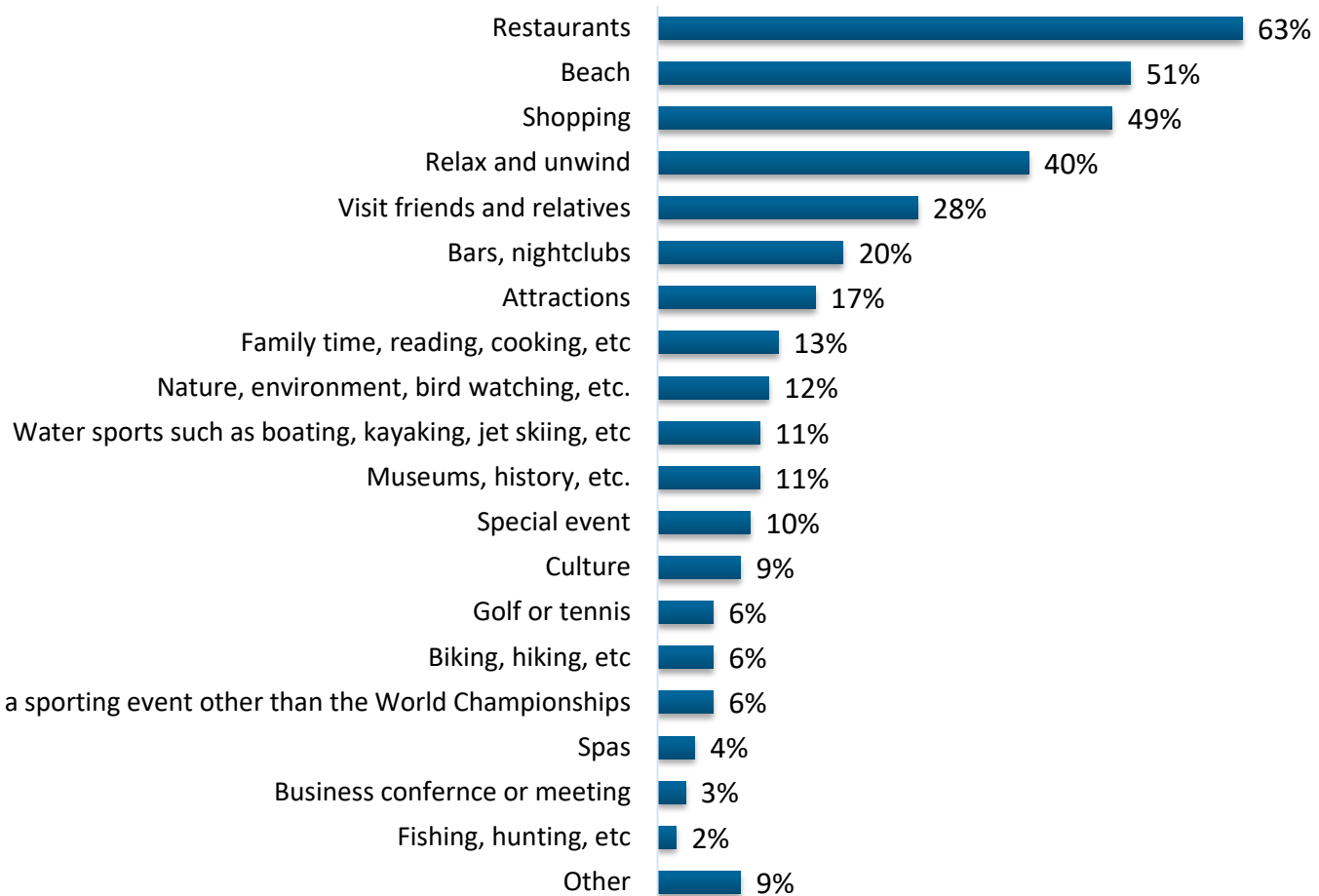
Attendee rating of the World Championships

- Attendees gave the World Championships an overall rating of **9.1**¹



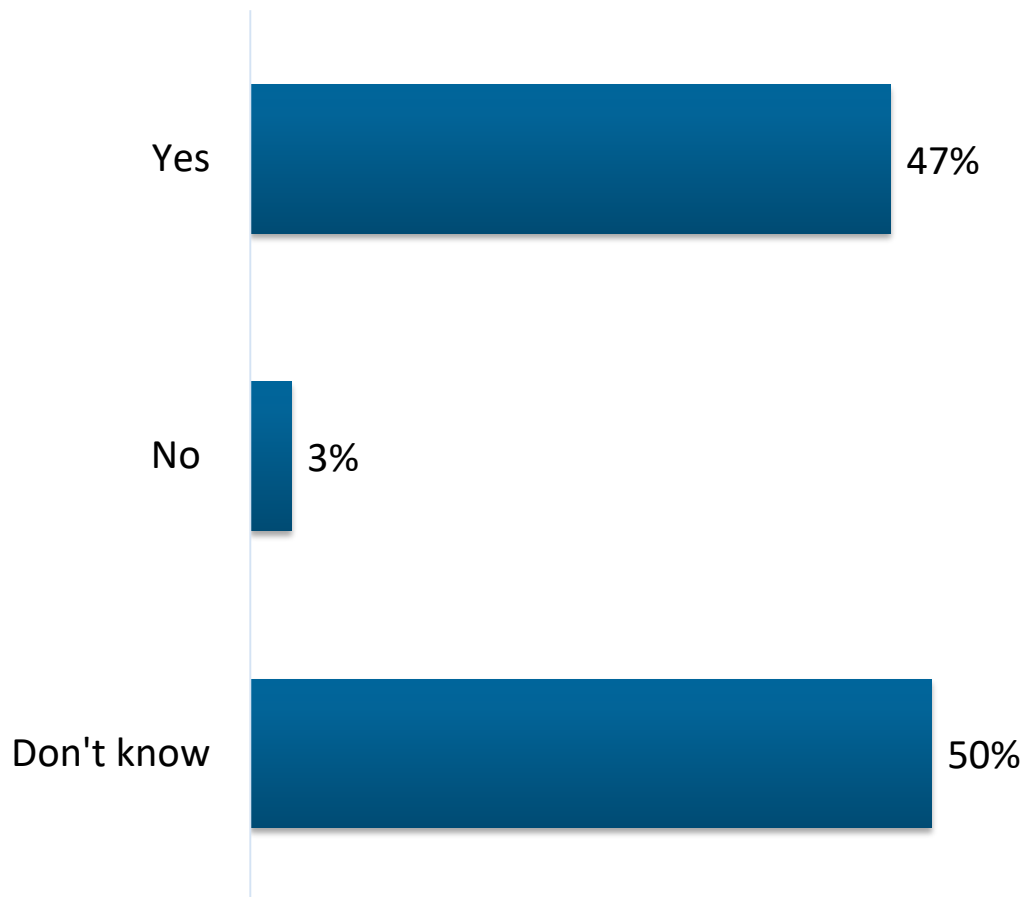
¹10= Excellent 1=Very bad

Visitor Activities¹

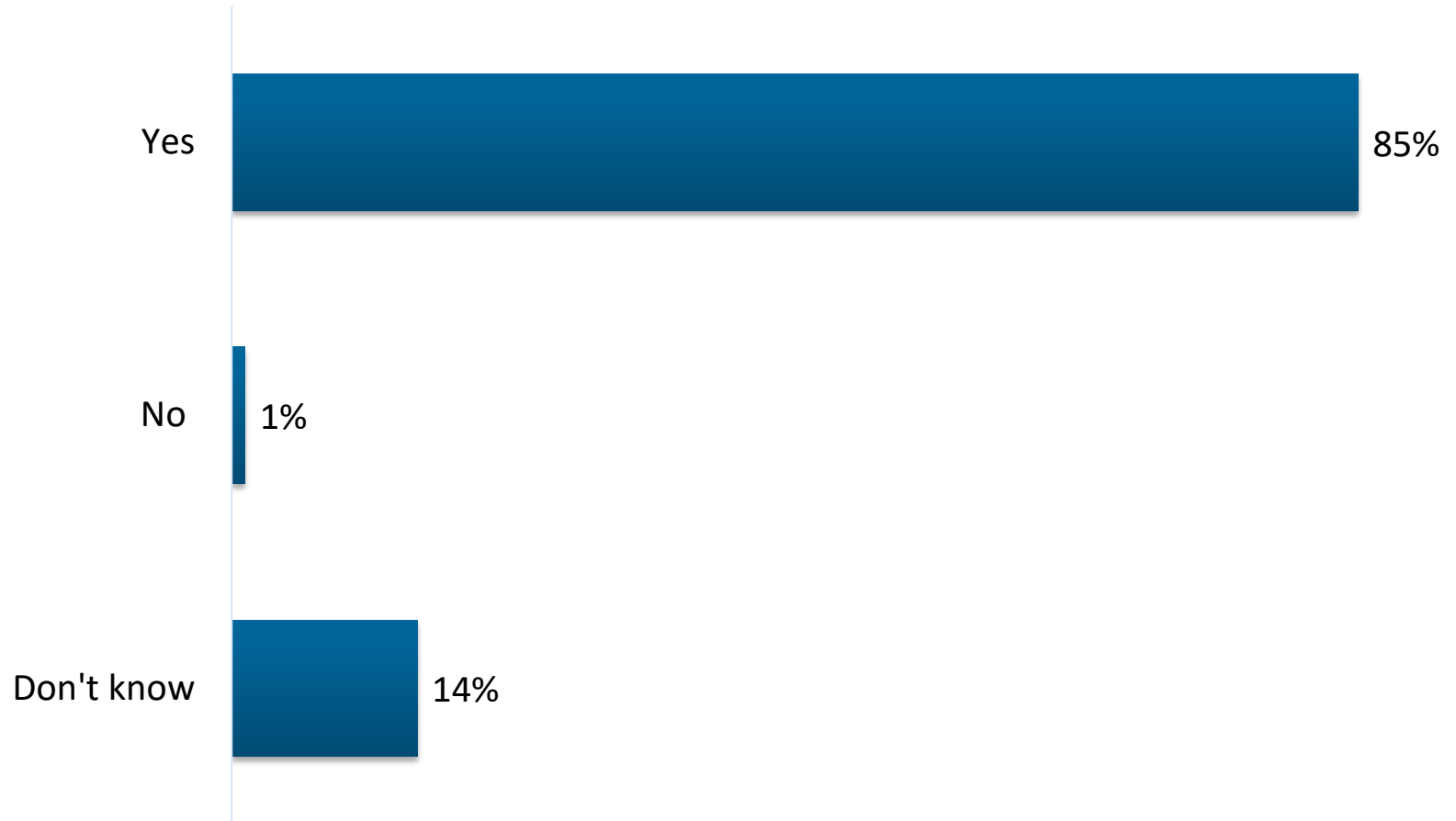


¹Multiple responses permitted.

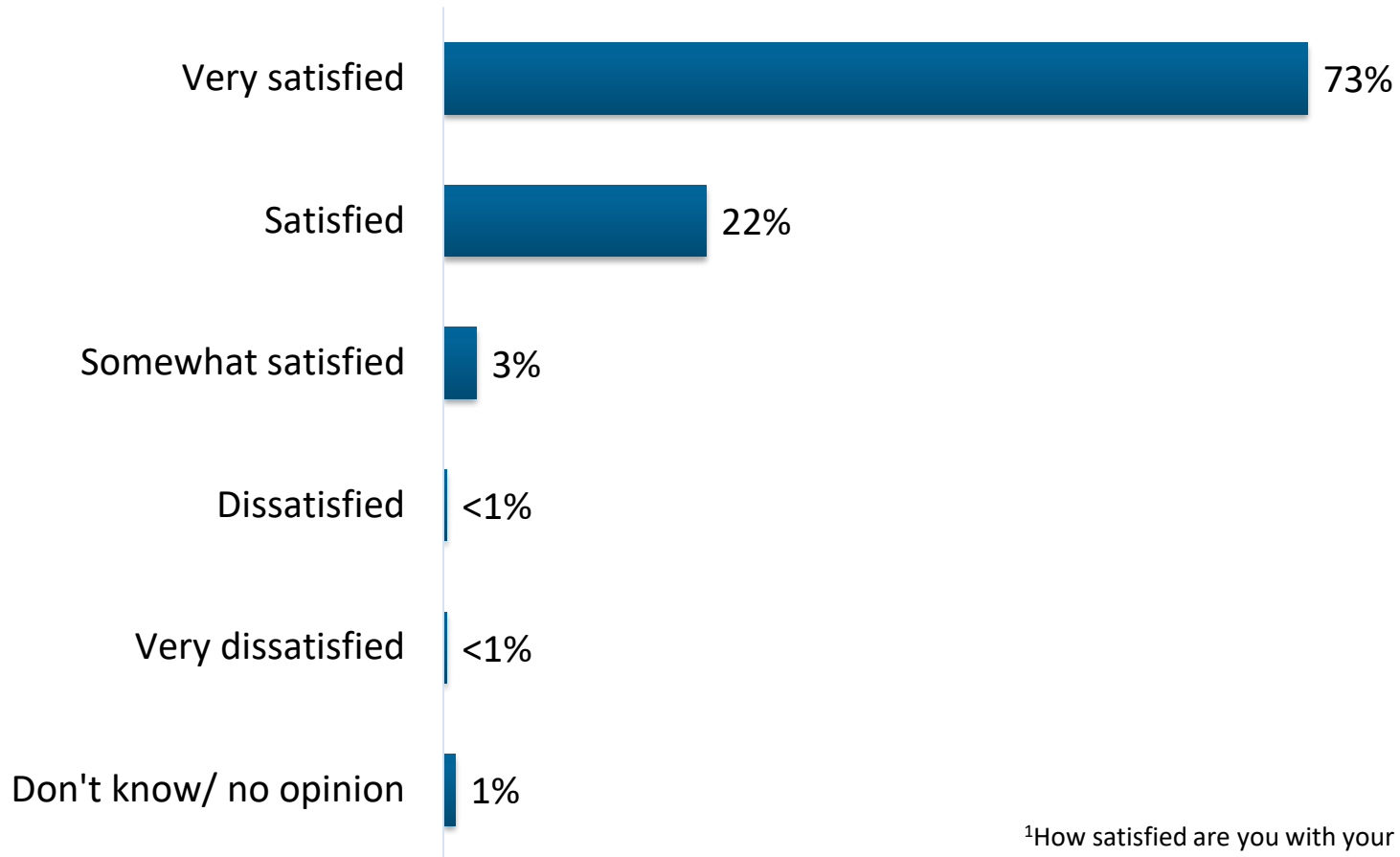
International attendees: Plan to return to Sarasota-Manatee counties



Domestic attendees: Plan to return to Sarasota-Manatee counties



Attendee Satisfaction¹



¹How satisfied are you with your visit to Sarasota-Manatee Counties?

2017 World Rowing Championships Economic Impact Study

Virginia Haley, CDME – President, Visit Sarasota County
(941) 955-0991 vhaley@visitsarasota.org

Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com

Joseph St. Germain, Ph.D., Vice President, joseph@dsg-research.com

Rachael Anglin, Senior Project Director, rachael@dsg-research.com

Hope Wiggins, Project Director, hope@dsg-research.com

Downs & St. Germain Research

1-800-564-3182: www.dsg-research.com

