

# Fundamentals of Event Research

*SFEA Summer Seminar Series - Norcross, GA*



**CHANDLER**THINKS

7/31/2023

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# Conducted event research for:

Mudbug Madness Festival

Red River Revel Arts Festival

Louisiana State Fair

Independence Bowl

Bass Master Classic

Shreveport - Bossier 4th of July Celebration

Let the Good Times Roll Festival

Rendezvous of the Red

Saint Charles Christmas Traditions

Saint Charles Festival of the Little Hills

Saint Charles 4th of July Celebration

Saint Charles Oktoberfest

Suwanee Fest

Franklin Main Street Festival

Horseshoe Riverbend Festival

Taste of Country Festival

Sugar Land New Year's Eve Celebration

Sugar Land Wine & Food Affair

BBQ, Boogie & Blues Festival

Johns Creek Arts Festival

Saint Charles Legends & Lanterns

Pilgrimage Music & Cultural Festival

Mule Days

Franklin Rodeo



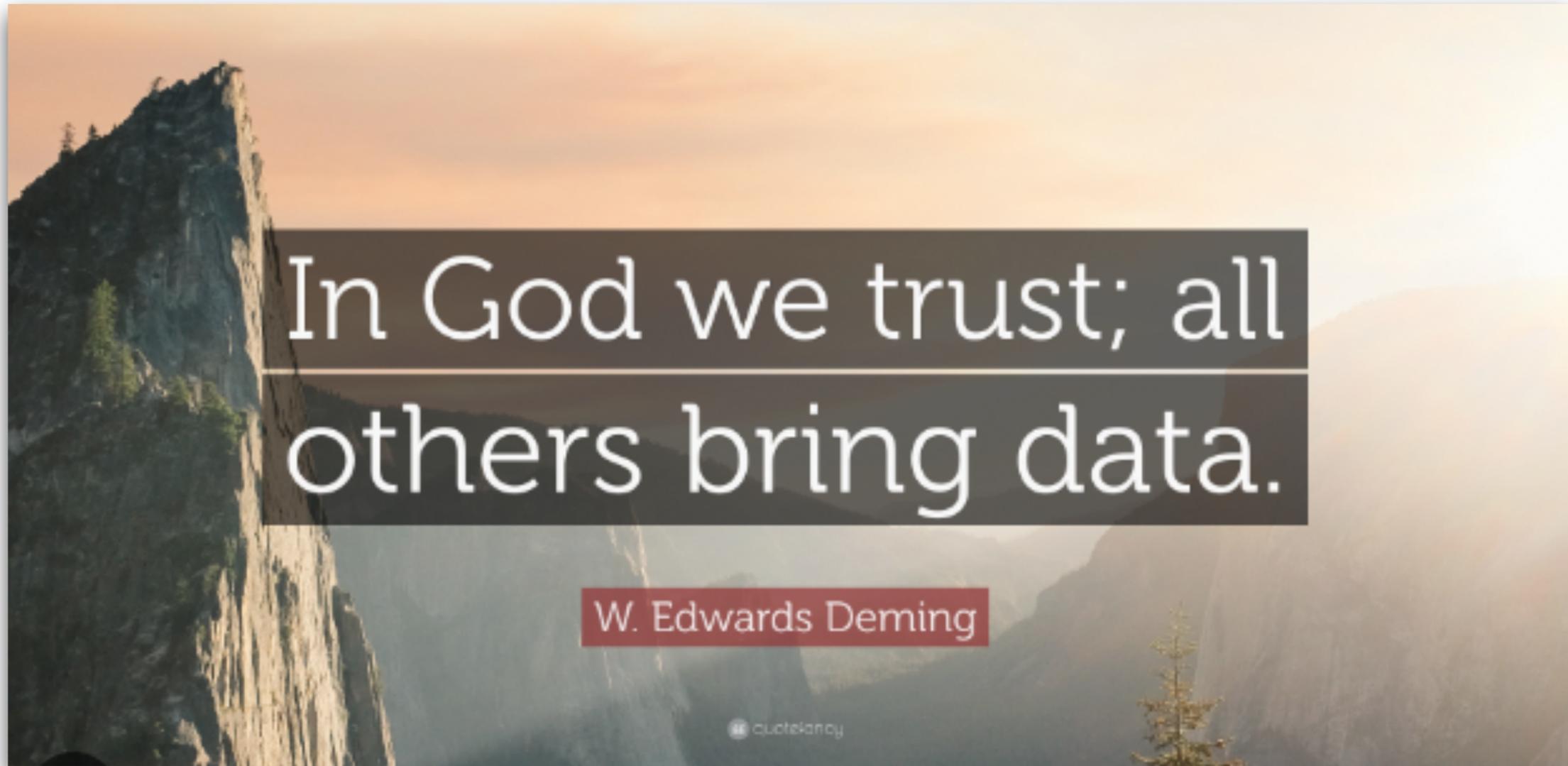


**What question(s) do you get asked  
the most about your event?**



The most important reason for event research is to  
*PROVE OUR VALUE*





In God we trust; all  
others bring data.

W. Edwards Deming

quotefancy



# What is our Why?



# The Big 4 Why's



# ROI

**It shows return on investment  
(Sponsor investment, marketing  
investment, overall budget)**



# ROO

Did we meet our objectives that are  
not necessarily with dollars spent?



# Attract Sponsors

\$\$\$ = SPONSORS

It's not just about the logo being listed,  
its about activation.



## SPONSORS



## OUR CORPORATE SPONSORS





If you want to stand out from the crowd, give people a reason not to forget you

— *Richard Branson* —

AZ QUOTES



# Economic Impact

Proves (or disproves) our value to  
the local economy.



# The Other Why's



**It shows effective use and  
management of public resources.**

Police/Fire  
Public Works & Waste Management  
Public Space



**It engages existing partners and businesses and shows them the overall benefit of getting involved.**

“Events do not help my business”  
Yeah Right!



**Gain knowledge of your event customers for event improvements and future marketing.**



It provides benchmarking for tracking event year-to-year success and growth.



# Elements of Research Design



# Event Type

## Ticketed Event

- Opportunity to do *Pre & Post* event research
- Get an accurate count on attendance

## Non-ticketed Event

- Attendance is an estimate (counting at entry points, car counts and divide by party size, weigh trash etc...)
- Attendance is hard to measure
- On-site intercepts (random sampling)



## **Key questions to ask yourself:**

### **Who are we interviewing?**

- Random sampling of attendees

### **Who's going to administer the survey's**

- Volunteer or Paid?
- Electronic or Paper?



# Pros and Cons of Electronic vs. Paper

## Electronic

### Pros:

- Less to carry
- Quick tabulation of data

### Cons:

- Difficult to use
- Technical difficulties

## Paper

### Pros:

- Easier to use

### Cons:

- More to carry
- Rely on handwriting
- Lengthly data entry



# Collection

- What's the right number of completes?



# Questionnaire Design

- Keep it SIMPLE



# Questionnaire Design

- Start with your research goals
- Ask the right questions
  - ✓ Travel party composition
  - ✓ Length of stay
  - ✓ Intent to shop or dine
  - ✓ Intent to return at a later date
  - ✓ Direct spending
  - ✓ Demographics
  - ✓ Zip code (resident or outsider)



# Questionnaire Design

- Use closed-ended questions
- Limit the number of open-ended questions

## THURSDAY 2014 Horseshoe Riverbend Festival – Economic Impact Survey

Hello, my name is \_\_\_\_\_ with Chandlerthinks and today we are conducting a study for the 2014 Horseshoe Riverbend Festival. The survey takes less than 5 minutes.

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1. First, including yourself, how many people are in your group today? \_\_\_\_\_ (Insert exact number)
2. Is this your first time to attend the Horseshoe Riverbend Festival?  
 Yes       No (ASK Q4a)
- 4a. [IF NO] How many times in the past have attended the Horseshoe Riverbend Festival?  
\_\_\_\_\_ times (insert exact number)
3. How did you hear about the Horseshoe Riverbend Festival?  
 Radio       Newspaper Insert       Word of Mouth  
 Television       Website search       Family/Friends  
 Facebook       Print Advertisement       Was driving through and noticed the event  
 Other \_\_\_\_\_ (Specify)
4. Where is your place of residence?  Wayne County       Lawrence County  
 Perry County       Other (City\_\_\_\_\_, State\_\_\_\_\_, Zip\_\_\_\_\_)  
 Hardin County  
 Decatur County
5. Did you stay or do you plan to stay overnight in a hotel or motel during your visit to the Clifton area?  
 Yes [ASK Q8 & Q9]       No [SKIP TO Q10]
6. [IF YES IN Q5] On this particular trip to Clifton, Tennessee, how many nights do you plan on staying?  
 1 night       2 nights       3 nights       4 or more nights

# Basics of Intercepts Surveys



# Conducting intercepts

- Smile
- Be welcoming and friendly
- Be conversational



## Where are the interviews taking place?

- **NOT** next to stages
- High traffic areas
- Areas where people are waiting and/or sitting

## Incentives or no incentives?

- Depends on the survey length
- Types of Incentives: coupons, trinkets, chance to win.



Attendance numbers are  
**CRITICAL**  
to determining economic impact



# Calculating and Reporting



# How to Report?

## The Classic Debate



# How to report? The Classic Debate

**Indirect Spending**

**vs.**

**Direct Spending**



# St. Charles Christmas Traditions

- Event happens every weekend (Fri-Sun) from Thanksgiving to Christmas
- Non-ticketed event
- Intercept Survey
- Completed 458 interviews
- 130,000 Estimated Attendance



# St. Charles Christmas Traditions

Estimated  
Attendance

130,000

	% of attendees	# of guests	Avg pp Spending	Impact
Day trippers	89%	115,700	\$39.86	\$4,611,802.00
Overnighters	11%	14,300	\$151.27	\$2,163,161.00
		130,000		
			Est. Economic Impact	\$6,774,963.00



# St. Charles Christmas Traditions

Estimated Economic Impact      \$6,774,963

Hotel/Motel	\$839,905	12%
Food/Beverage	\$2,103,396	31%
Transportation	\$392,193	6%
Entertainment	\$586,639	9%
Shopping	<u>\$2,852,830</u>	42%
	\$6,774,963	



# St. Charles Christmas Traditions

Estimated Economic Impact	\$6,774,963
	X
Tourism Economic Development Multiplier	1.5*
<b>Overall Economic Impact</b>	<b>\$10,462,444</b>

\*Tourism Economic Multiplier will be provided by your State Economic Development office and/or Tourism office



# Additional Reporting Non-Profits

Report additional \$\$\$'s raised for Non-Profits



# Merchandising and presenting the results



# Analyzing & Presenting Results

## Presentations

- Event Board/Staff
- Elected officials

## Merchandise the Results

- Provide a One-Sheet with the results



# 2018 St. Charles Christmas Traditions Festival

# \$6,774,963

Estimated Overall Economic Impact

**99%** Likely to return next year

**130,000** Estimated attendance

How festival attendees are spending their money:

**\$839,905** Hotels

**\$2,103,396** Food

**\$2,852,830** Shopping

**\$586,639** Entertainment

**\$40** Avg spending per day-tripper/person

**4.5** Overall Group Size

**\$392,193** Transportation

**\$151** Overnight guest spending avg

**98%** Shoppers that planned to make purchases in the stores you visited in St. Charles

**11%** Stayed overnight during their visit

**75%** Plan to eat at restaurants located in St. Charles

**54%** Stayed 2 nights during their visit

**94%** Plan to shop in any of the stores in St. Charles

Demographics: Age: 75% 35-64 | 63% Female | 70% Married

All reported numbers are from the 2018 St. Charles Christmas Traditions Festival Economic Impact Study administered by Chandlerthinks – Franklin, TN.



## Report examines Main Street Festival's economic impact

Posted: Tuesday, July 8, 2014 10:55 am

In its 32nd year, downtown Franklin's Main Street Festival attracted 125,000 attendees and generated nearly \$3 million in economic impact, according to a study conducted during the event in late April and planned for release this week.

The free street festival, produced by the non-profit Heritage Foundation of Franklin & Williamson County, has long been recognized as a favorite in the Southeast.

A survey of 432 respondents indicated that while the majority of attendees reside in Williamson, Davidson and Rutherford counties, approximately 28 percent came from outside the area, including states such as Alabama, Arizona, Colorado, Florida, Georgia, New York and Pennsylvania. A reported 12 percent stayed overnight while visiting the Franklin area, with 50 percent of those staying three nights or more.

"We wanted to gauge the impact of what this festival means to Franklin and Williamson County, and this study has provided some important insight," said Mary Pearce, executive director of the Heritage Foundation. "We're very pleased by the findings, but not necessarily surprised – people from all over look forward to the Main Street Festival each year, and we're focused on continually enhancing the experience."



Questions?



Thank You!



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