

Fundamentals of Event Research

SFEA Summer Seminar Series - Norcross, GA



CHANDLERTHINKS

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

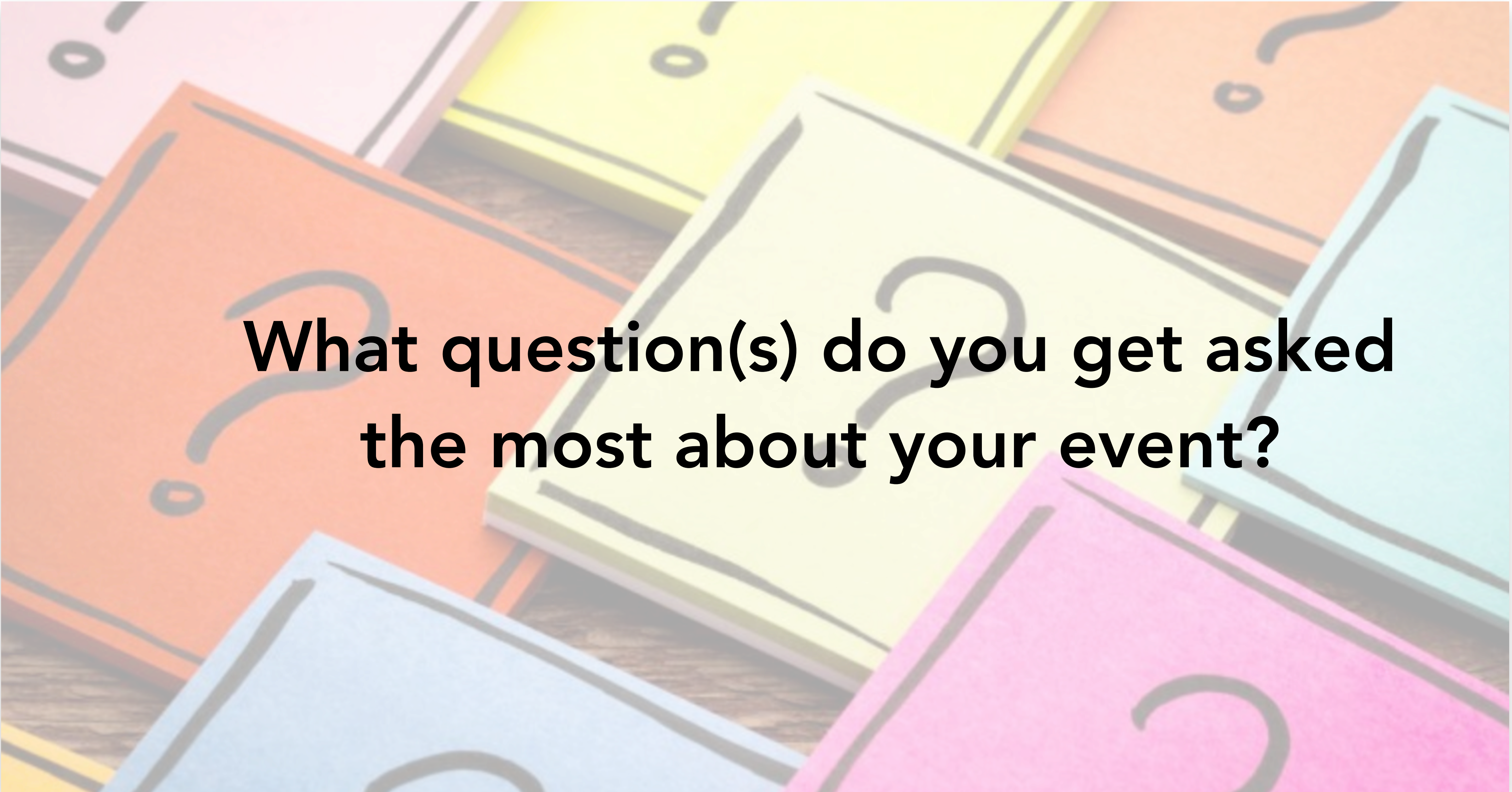
Saint Charles Legends & Lanterns

Pilgrimage Music & Cultural Festival

Mule Days

Franklin Rodeo



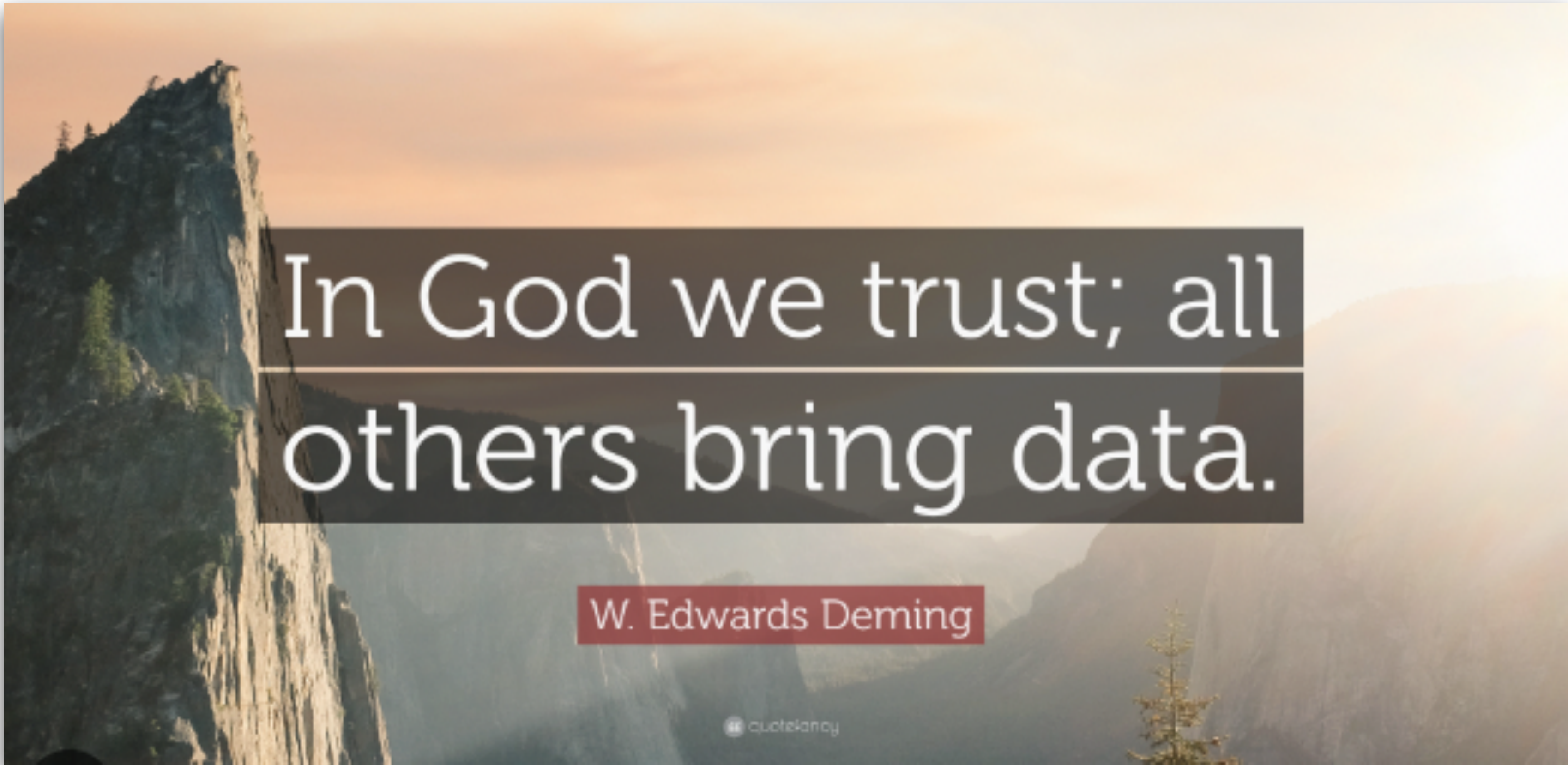


**What question(s) do you get asked
the most about your event?**




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.

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?

<input type="radio"/> Radio	<input type="radio"/> Newspaper Insert	<input type="radio"/> Word of Mouth
<input type="radio"/> Television	<input type="radio"/> Website search	<input type="radio"/> Family/Friends
<input type="radio"/> Facebook	<input type="radio"/> Print Advertisement	<input type="radio"/> Was driving through and noticed the event
<input type="radio"/> Other _____ (Specify)		
4. Where is your place of residence?

<input type="radio"/> Wayne County	<input type="radio"/> Lawrence County
<input type="radio"/> Perry County	<input type="radio"/> Other (City_____, State_____, Zip_____)
<input type="radio"/> Hardin County	
<input type="radio"/> 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?

<input type="radio"/> 1 night	<input type="radio"/> 2 nights	<input type="radio"/> 3 nights	<input type="radio"/> 4 or more nights
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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*
Overall Economic Impact	\$10,462,444

*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.



CHANDLERTHINKS

Chandlerthinks.com

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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