

2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



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PROFILE
MARKETING RESEARCH

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2011 EQUESTRIAN SEASON ECONOMIC IMPACT REPORT



EXECUTIVE SUMMARY

- ❖ It is projected that 48,686 hotel room nights were utilized for all 2011 Equestrian events (Winter Equestrian Festival, Polo, Dressage at Jim Brandon) in area hotels, with a projected economic impact of \$5,821,624.
 - ❖ It is projected that 47,139 of these room nights were attributed to the Winter Equestrian Festival, with a projected economic impact of \$5,485,609.
 - ❖ It is projected that 1,288 of these room nights were attributed to Polo, with a projected economic impact of \$292,857.
 - ❖ It is projected that 259 of these room nights were attributed to Dressage, with a projected economic impact of \$43,158.
- ❖ It is projected that 51,351 rental apartment/condo nights were utilized for all 2011 Equestrian events (37,951 for the Winter Equestrian Festival, 8,968 for Polo and 4,432 for Dressage).
- ❖ It is projected that 4,765 timeshare nights were utilized for 2011 Equestrian events (all 4,765 attributed to the Winter Equestrian Festival).
- ❖ It is projected that 7,412 campground/RV nights were utilized for 2011 Equestrian events (all 7,412 attributed to the Winter Equestrian Festival).
- ❖ **Based on estimates, it is projected that the total expenditures (human and horse related) attributed to the 2011 Equestrian Season were \$185,451,115 (+/-4.92%)¹.**
 - ❖ It is projected that the total expenditures related to the Winter Equestrian Festival were an estimated \$120,759,093 (+/- 6.54%)¹.
 - ❖ It is projected that total expenditures related to Polo were an estimated \$20,602,836 (+/- 8.64%)¹.
 - ❖ It is projected that total expenditures related to Dressage were an estimated \$44,089,186 (+/- 14.07%)¹.

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venues) at the 95% level of confidence. Projections are to be viewed with caution.

2011 WINTER EQUESTRIAN FESTIVAL ECONOMIC IMPACT REPORT



EXECUTIVE SUMMARY

- ❖ It is projected that 97,267 room nights were utilized for the 2011 Winter Equestrian Festival including hotels, rented condos/ apartments, timeshares and RV/ campgrounds.
 - ❖ It is projected that 47,139 hotel room nights were utilized for the 2011 Winter Equestrian Festival in area hotels, with a projected economic impact of \$5,485,609.
 - ❖ For comparison purposes, note that in 2005 it was projected that 19,568 hotel room nights were utilized for the Winter Equestrian Festival, with a projected economic impact of \$3,800,055.
 - ❖ It is projected that 37,951 rental apartment/condo nights were utilized for the 2011 Winter Equestrian Festival.
 - ❖ It is projected that 4,765 timeshare nights were utilized for the 2011 Winter Equestrian Festival.
 - ❖ It is projected that 7,412 campground/RV nights were utilized for the 2011 Winter Equestrian Festival.
- ❖ Based on estimates, it is projected that the total expenditures (human and horse related) attributed to the 2011 Winter Equestrian Festival were \$120,759,093 (+/-6.54%)¹.
 - ❖ In 2005 it was projected that total expenditures related to the Winter Equestrian Festival were \$57,385,027 (+/-6.53%). Since then, participation at the Winter Equestrian Festival has almost doubled, contributing to a substantial increase in projected expenditures.

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venue) at the 95% level of confidence. Projections are to be viewed with caution.



EXECUTIVE SUMMARY

- ❖ It is projected that 1,288 hotel room nights were utilized by Polo participants in 2011, with a projected economic impact of \$292,857.
- ❖ It is projected that 8,968 rental apartment/condo nights were utilized by Polo participants in 2011.
- ❖ Based on estimates, it is projected that the total expenditures (human and horse related) attributed to participants in the 2011 Polo Season were \$20,602,836 (+/-8.64%)¹.

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venues) at the 95% level of confidence. Projections are to be viewed with caution.

2011 JIM BRANDON EQUESTRIAN CENTER ECONOMIC IMPACT REPORT



EXECUTIVE SUMMARY

- ❖ It is projected that 259 hotel room nights were utilized for Dressage at the Jim Brandon Equestrian Center, with a projected economic impact of \$43,158.
- ❖ It is projected that 4,432 rental apartment/condo nights were utilized for Dressage at the Jim Brandon Equestrian Center.
- ❖ Based on estimates, it is projected that the total expenditures (human and horse related) attributed to Dressage at the Jim Brandon Equestrian Center were \$44,089,186 (+/-14.07%)¹.

¹ These projections are based on a +/- range derived from number of parties surveyed compared to universe size (estimates provided by venue) at the 95% level of confidence. Projections are to be viewed with caution.