

WINTER EQUESTRIAN FESTIVAL



 Palm Beach County Florida
THE BEST OF EVERYTHING®
A TOURIST DEVELOPMENT COUNCIL FUNDED PROJECT

Prepared by

PROFILE
MARKETING RESEARCH

April 2005



Methodology

- A survey was conducted at the 2005 Winter Equestrian Festival by Profile Marketing Research. A total of 220 interviews were completed. These interviews were spread out among exhibitors, vendors and other participants (including sponsors, media, staff, judges, jump crew, etc.). Note, audience/spectators were not included in this research.
- Interviews were conducted on Thursdays, Fridays, Saturdays and Sundays between February 10 and March 11, 2005.
- Projections are included in this report, and should be viewed with caution.
 - Economic impact projections were calculated by multiplying spending behavior of survey respondents by estimated number of actual exhibitors/vendors/other, as provided by Stadium Jumping.
 - Total projected hotel room nights were calculated based on an average of 1.7 people per hotel room per night (based on average from TDC Hotel Visitor Surveys from January 2005, February 2005 and March 2004).
 - Total projected rented condo/apartment and timeshare nights were calculated based on an average of 1 unit per party (regardless of party size).
 - Total projected RV/campground nights were calculated based on an average of 3.5 people per unit.



Glossary

Exhibitors: Owners, Riders, Grooms, Trainers, Barn Managers (estimated 8,000 individual exhibitors attended the Winter Equestrian Festival in 2005*)

Vendors: Those selling food, drinks, gifts, horse accessories, etc. (estimated 60 vending companies were represented at the Winter Equestrian Festival in 2005*)

Other: Sponsors, Veterinarians, Ferriers, Staff, Officials, Judges, Jump Crew, Media

(estimated 2,000 other individuals attended the Winter Equestrian Festival in 2005, excluding observers*)

*Note, estimates provided by Stadium Jumping



EXECUTIVE SUMMARY

- ❖ It is projected that 85,328 room nights were utilized for the event, including hotels, rented condos/apartments, timeshares and RV/campgrounds.
 - ❖ It is projected that 19,568 of these room nights were in area hotels, with a projected economic impact of \$3,800,055.
 - ❖ It is projected that 38,945 of these room nights were in rented condos/apartments.
 - ❖ It is projected that 42 of these room nights were in timeshares.
 - ❖ It is projected that 26,773 of these room nights were in RV/campgrounds.
- ❖ The average per party expenditure was \$39,235.
- ❖ Based on estimates, it is projected that the total expenditures related to the 2005 Winter Equestrian Festival were \$57,385,027.
- ❖ These visitors were most likely to have eaten at area restaurants, visited the beach and shopped while in town for the event.
- ❖ Most surveyed visitors do not intend to return to Palm Beach County in the future, other than for the Festival.



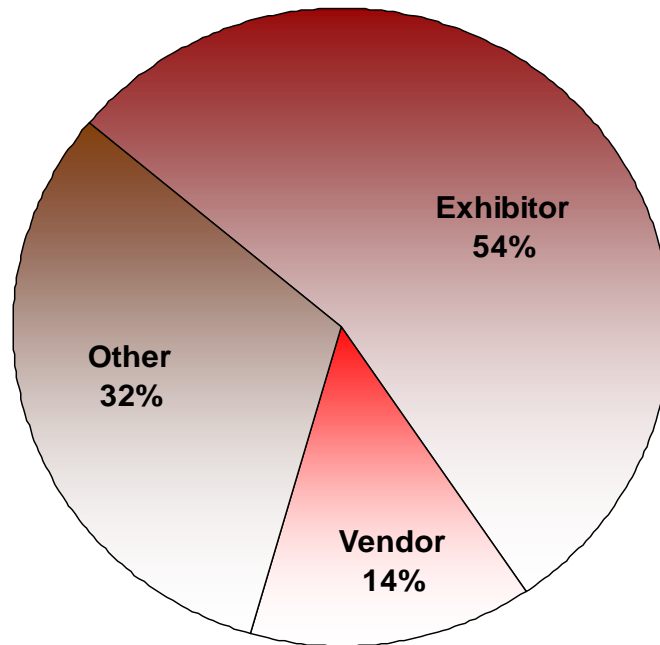
- ❖ Exhibitors, vendors and other Winter Equestrian Festival participants were interviewed, with the greatest percentage of interviews being conducted among exhibitors, as they comprise the largest population of participants at the festival (estimated 8,000 exhibitors).
- ❖ An average of 7.7 people was reported as the size of the typical travel party. Exhibitors tended to have the largest travel parties, with an average of 9.2 people, significantly higher than the typical vendor and 'other' parties (average of 6 people each).
- ❖ Just over one-third of those interviewed claimed that (at least a portion of) their traveling party stayed at an area hotel or motel (36%), with another 27% stating that a condominium/apartment was rented; 21% stayed at a campground/RV park and 17% stayed at an owned or borrowed condominium.
 - Exhibitors were most likely to have rented a condominium/apartment, while vendors and 'others' were most likely to have stayed in a hotel or motel.
 - Among those who stayed at a hotel/motel, the average party size in the hotel was 5.4, staying an average of 17.9 nights.
- ❖ The average per party expenditure was \$39,235.
 - As might be expected, the greatest expenditure for exhibitors was horse related expenses (average of \$58,468 per party), while vendors and 'others' spent the most per party on lodging (\$3,049 and \$6,536, respectively).



- ❖ **Based on estimates, it is projected that the total expenditures related to the 2005 Winter Equestrian Festival were \$57,385,027 (+/-6.53%).** (These projections are based on a +/- range derived from number of parties surveyed compared to universe size ((estimate, provided by Stadium Jumping)) at the 95% level of confidence. Projections are to be viewed with caution.)
- ❖ Eating at area restaurants, visiting the beach and shopping were the most popular activities for these visitors.
- ❖ The majority of surveyed visitors have no intention to return to Palm Beach County in the future, other than for the Festival (53% reported no likelihood to return for reasons other than the Festival, 20% do plan to return, and the remainder are uncertain).
- ❖ One-fifth of surveyed Winter Equestrian Festival participants claimed that they booked their travel arrangements on the telephone, another fifth did so online; 10% booked their travel via a travel agent and almost one-half (49%) booked their travel by other methods.



Role at Winter Equestrian Festival



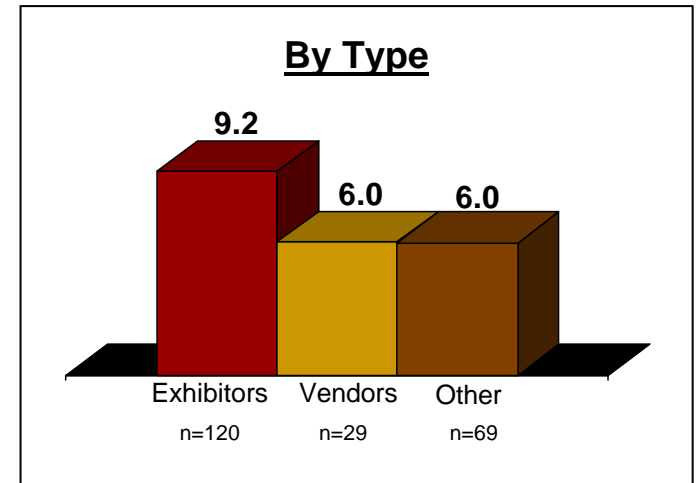
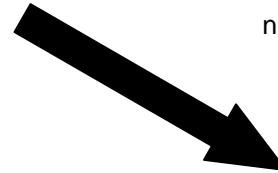
n=220



Average Number of People in Traveling Party



n=218





Lodging (in Palm Beach County)

Lodging Used	Total (n=220)	Exhibitors (n=120)	Vendors (n=30)	Others (n=70)
<u>Hotel/Motel</u>				
% Stayed At (someone in party)	36%	1%	73%	80%
Average Persons	5.4	1.0	6.1	5.2
Average Nights	17.9	0.0	10.2	21.0
<u>Friends/Family</u>				
% Stayed At (someone in party)	7%	13%	0%	0%
Average Persons	3.5	3.5	0.0	0.0
Average Nights	81.9	81.9	0.0	0.0
<u>Owned or Borrowed Condo/Apartment</u>				
% Stayed At (someone in party)	17%	16%	13%	20%
Average Persons	3.0	2.8	4.0	3.1
Average Nights	105.1	134.5	7.3	67.1
<u>Rented Condo/Apartment</u>				
% Stayed At (someone in party)	27%	48%	7%	1%
Average Persons	3.6	3.5	4.0	4.0
Average Nights	90.1	92.8	21.0	20.0
<u>Timeshare</u>				
% Stayed At (someone in party)	1%	0%	7%	0%
Average Persons	4.0	0.0	4.0	0.0
Average Nights	10.0	0.0	10.0	0.0
<u>Campground/RV Park</u>				
% Stayed At (someone in party)	21%	30%	7%	11%
Average Persons	4.6	3.4	6.5	9.9
Average Nights	77.7	86.9	4.0	47.0

% stayed at will add to more than 100%



Total Projected Hotel Room Nights Based on Total Counts of Exhibitors/Vendors/Others As Provided By Stadium Jumping

Total	Exhibitors	Vendors	Others
19,568 Total Projected Hotel Room Nights (+/-6.53%)	394 Total Projected Hotel Room Nights (+/-8.25%) Universe Size* = 8000	2,097 Total Projected Hotel Room Nights (+/-12.76%) Universe Size* = 60	17,077 Total Projected Hotel Room Nights (+/-11.51%) Universe Size* =2000
Economic Impact: \$3,800,055	Economic Impact: \$76,507	Economic Impact: \$407,195	Economic Impact: \$3,316,353

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

***Projections are estimates and should be viewed with caution.
Number of room nights in relation to party size and average daily room rate
derived from TDC hotel guest and property manager surveys.***



Total Projected Rented Condo/Apartment Nights **Based on Total Counts of Exhibitors/Vendors/Others** **As Provided By Stadium Jumping**

Total	Exhibitors	Vendors	Others
38,945 Total Projected Condo/Apartment Nights (+/-6.53%)	38,790 Total Projected Condo/Apartment Nights (+/-8.25%) Universe Size* = 8000	88 Total Projected Condo/Apartment Nights (+/-12.76%) Universe Size* = 60	67 Total Projected Condo/Apartment Nights (+/-11.51%) Universe Size* =2000

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

***Projections are estimates and should be viewed with caution.
Number of room nights in relation to party size derived from TDC hotel guest survey.***



Total Projected Timeshare Nights Based on Total Counts of Exhibitors/Vendors/Others As Provided By Stadium Jumping

Total	Exhibitors	Vendors	Others
42 Total Projected Timeshare Nights (+/-6.53%)	0 Total Projected Timeshare Nights (+/-8.25%) Universe Size* = 8000	42 Total Projected Timeshare Nights (+/-12.76%) Universe Size* = 60	0 Total Projected Timeshare Nights (+/-11.51%) Universe Size* =2000

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

***Projections are estimates and should be viewed with caution.
Number of room nights in relation to party size derived from TDC hotel guest survey.***



Total Projected Campground/RV Park Nights Based on Total Counts of Exhibitors/Vendors/Others As Provided By Stadium Jumping

Total	Exhibitors	Vendors	Others
26,773 Total Projected Campground/RV Nights (+/-6.53%)	21,924 Total Projected Campground/RV Nights (+/-8.25%) Universe Size* = 8000	32 Total Projected Campground/RV Nights (+/-12.76%) Universe Size* = 60	4,817 Total Projected Campground/RV Nights (+/-11.51%) Universe Size* =2000

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

***Projections are estimates and should be viewed with caution.
Number of room nights in relation to party size derived from TDC hotel guest survey.***



Expenditures (in Palm Beach County)

Expenditures	Total	Exhibitors	Vendors	Others
<u>Lodging (includes: hotels/motels, friends/family, owned/borrowed/rented apartments/condos, timeshares and campgrounds/RV parks)</u>				
Average Per Party	\$8,197	\$12,972	\$3,049	\$6,536
Total*	\$567,172	\$310,107	\$60,975	\$196,090
<u>Restaurant/Bars</u>				
Average Per Party	\$5,236	\$6,589	\$2,694	\$3,465
Total*	\$879,357	\$626,412	\$48,490	\$204,455
<u>Gifts/Shopping</u>				
Average Per Party	\$1,136	\$1,265	\$145	\$1,046
Total*	\$193,147	\$140,397	\$1,450	\$51,300
<u>Entertainment/Recreation</u>				
Average Per Party	\$1,281	\$1,464	\$168	\$1114
Total*	\$199,811	\$152,282	\$1,850	\$45,679
<u>Transportation</u>				
Average Per Party	\$1,096	\$1,018	\$1,279	\$1,156
Total*	\$168,854	\$86,509	\$26,850	\$55,495
<u>Horse Related Expenses</u>				
Average Per Party	\$33,146	\$58,468	\$79	\$1,965
Total*	\$5,562,948	\$5,449,448	\$1,500	\$112,000
<u>Total</u>				
Average Per Party	\$39,235	\$61,567	\$6,414	\$10,391
Total*	\$7,571,289	\$6,765,155	\$141,115	\$665,019

*Reported expenditures among those surveyed Bases vary



Total Projected Expenditures **Based on Total Counts of Exhibitors/Vendors/Others** **As Provided By Stadium Jumping**

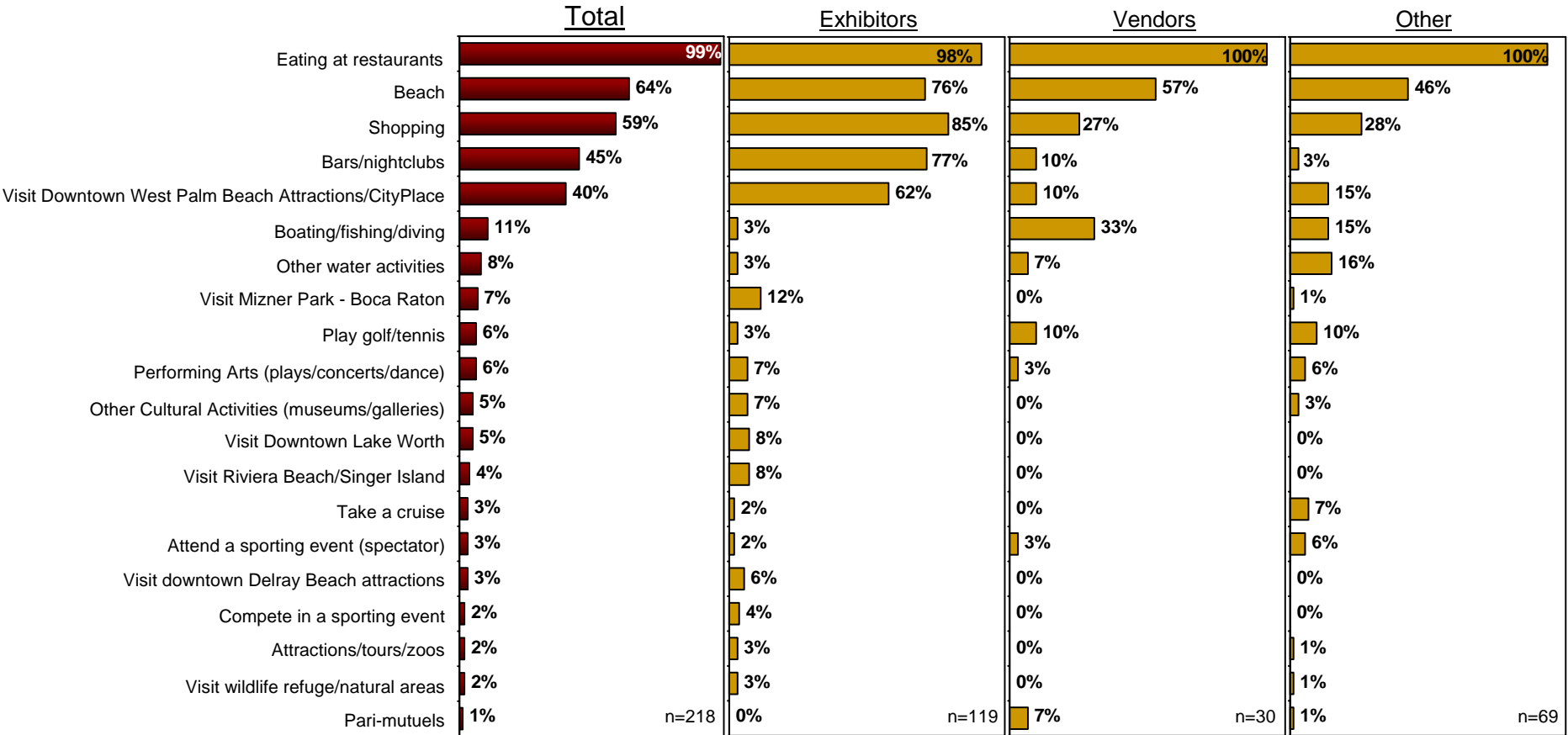
Total	Exhibitors	Vendors	Others
\$57,385,027 (+/-6.53%)	\$53,536,521 (+/-8.25%)	\$384,840 (+/-12.76%)	\$3,463,667 (+/-11.51%)
	Universe Size* = 8000	Universe Size* = 60	Universe Size* =2000

Projections based on a +/- range derived from number of parties surveyed compared to universe size at the 95% level of confidence.

Projections are estimates and should be viewed with caution

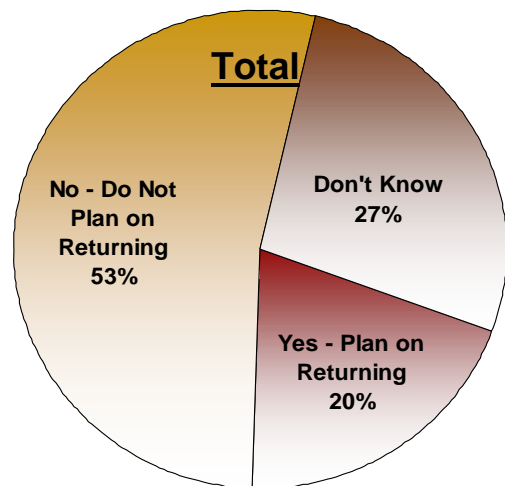


Activities Planned While Staying in Palm Beach County



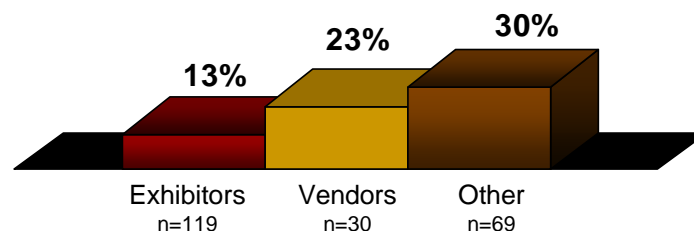


How Many Plan On Returning In Future? (In Addition to Winter Equestrian Festival)

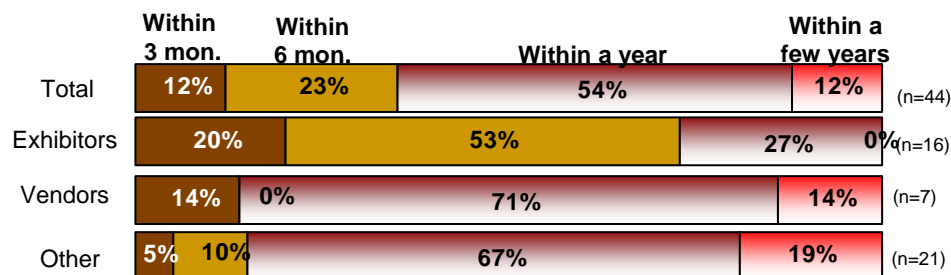


n=218

% Plan on Returning
By Type



When Do You Plan To Return? (Among Those Who Plan On Returning)





Booking Method

