

THE PLAYERS Economic Impact Report



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METHODOLOGY

Total Number of Completes: **578**
Margin of error for the entire sample: +/- **4.07%**
Population: **Adult Attendees at THE PLAYERS**

Average Completed Interview Length – **2 minutes**
Event Dates – **May 5, 2015 to May 10, 2015**



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The economic impact survey was conducted at the THE PLAYERS Championship (TPC) at Sawgrass in Ponte Vedra Beach, Florida. A total of 14 interviewers and 4 supervisors were used to conduct the intercept surveys. Each surveyor approached every other attendee; refusals were also tallied and factored to calculate the completion percentage of 23.6 percent. To ensure a representative sample, the surveying was conducted from 11:30 a.m. – 7:30 p.m., from Tuesday, May 5, through Saturday, May 9th, 2015. Due to rounding, some percentages in the tables below may not equal 100 percent. For information on methodology, you may reach Dr. Michael Binder at (904) 620-1205.

The economic impact data is based upon estimates from the percentage of adult visitors, from outside Duval County and St. Johns County, that were at least somewhat influenced to come to Jacksonville or St. Johns County because of TPC. The University of North Florida Public Opinion Research Lab (PORL) estimated the number of unique individual adult attendees to the event by multiplying the announced attendance for TPC in 2014 by the reported increase in attendance for 2015 (6% - provided by TPC staff). In addition to ticket purchasers, there were a small number of visitors who did not attend the event, but came to Jacksonville/St. Johns area with attendees. Of the approximately 89,925 unique individual attendees, we estimated that approximately 27,693 visitors were at least somewhat influenced to visit Jacksonville/St. Johns area as a result of the TPC. These unique attendee visitors from outside of Duval and St. Johns County contributed to an economic impact of approximately \$43.3 million. Duval County is estimated to have received a \$22.4 million economic impact, while St. Johns benefitted from an economic impact of \$20.9 million. The economic impact estimates were calculated by capturing the spending habits of both the attendee and non-attendee influenced visitors.

To further put this economic impact estimation into perspective, these event goers stayed an average of 2.75 nights in Duval and St. Johns County. Additionally, 65 percent of all event influenced visitors that spent at least one night in the Jacksonville/St. Johns area stayed in a hotel/motel for a total of approximately 27,000 room nights.

The economic impact from festivals and events only relates to new money introduced into the local economy by visitors from outside the community. Additionally, only visitors that are motivated to come to the community because of the event can have their economic contributions credited toward the event. In contrast, residents who spend money at local events may produce a short-term surge in the economy, but in actuality, this circulation of revenue is internal and would likely have been spent in the community eventually – even if it were spent in a different manner. These estimates do not include event related expenditures by the PGA, or the tour professionals playing in the event. Nor do these estimates consider any direct charitable contributions by the PGA or community benefit derived from the free national media attention from the extensive television coverage. Below we provide our estimations for direct expenditures from visitors and the overall impact that was based on a festival economic impact multiplier. Money injected into a local economy is like ripples in a pond: the initial splash spreads out across the city and provides benefit even to those who are not explicitly involved in the event.



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Economic Impact

	Unique Number of Attendees
Estimated Event Related Visitors in Duval County (including non-event attendees)	27,553
Estimated Event Related Visitors in St. Johns County (including non-event attendees)	11,808
Estimated Event Related Commercial Room Nights in Duval County	18,940
Estimated Event Related Commercial Room Nights in St. Johns County	8,117
Average Length of Stay in Commercial Room	2.99 Nights
Average Visitor Party Size per Room	1.96 People
Estimated Number of Visitors Staying in Commercial Lodgings in Duval County	12,415
Estimated Number of Visitors Staying in Commercial Lodgings in St. Johns	5,321
Estimated Direct Expenditure ¹ in Duval County	\$14,016,197
Estimated Direct Expenditure ¹ in St. Johns County	\$13,074,815
Festival Event Multiplier	1.6
Estimated Total Economic Impact ² in Duval County	\$22,425,915
Estimated Total Economic Impact ² in St. Johns County	\$20,919,705
Estimated Total Economic Impact ² combined for Duval and St. Johns Counties	\$43,345,620
Average Event Related ADR	\$199.42

¹ The direct expenditure was estimated by calculating the total amount of out-of-town visitors multiplied by the number of days spent in Jacksonville times the average spending per day per visitor.

² The total economic impact was calculated using a regional festival event multiplier.



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Survey Results

How many days are you attending the TPC?

	Visitors N = 194	Locals N = 377	Everybody N = 571
Mean	2.19	2.07	2.11

Which type of ticket do you have?³

	N = 552
General Admission Daily	69.6%
Family Plan Daily	1.2%
Blue Room VIP Lounge	10%
Weekly Pass	4.3%
Benefactor	16.5%

³ Total percentages may add up to more than 100% since individuals who come on multiple days can have different types of tickets.

Are you a resident of Duval County or St. Johns County?

	N = 578
Duval County Resident	42.6%
St. Johns County	23.4%
Visitor	34.1%

How many nights in total do you plan to spend in the Jacksonville/St. Johns area on this trip?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 173
Mean	2.75
Median	2

What are your overnight accommodations?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 123
Hotel/Motel	65%
Private Home	22.8%
RV Park/Camping	3.25%
Renting Apartment or Condo	6.5%
Other	2.4%



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If staying in a hotel/motel: Where is your hotel/motel??

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 79
Jacksonville (Jacksonville Beach, Atlantic Beach, Neptune Beach, and Baldwin)	69.6%
St. Johns (St. Augustine, Ponte Vedra)	30.4%

How much is your hotel/motel room rate per night?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 79
Mean	\$199.42
Median	\$150

Including yourself, how many adults are staying in your hotel room?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 79
Mean	1.96
Median	2

What primary mode of transportation did you use to travel to Jacksonville/St. Johns area?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 76
Personal Car	70.5%
Rental Car	11.4%
Airplane	17.6%
Other	0.6%

What is the primary mode of transportation you are using to get around Jacksonville/St. Johns area during your stay?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 174
Personal Car	72.4%
Rental Car	23%
Taxi	.6%
Public Transportation	2.9%
Other	1.2%

How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns area specifically at TPC (not including tickets)?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 171
Mean	\$112.93
Median	\$100



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How much do you estimate that you will spend for yourself alone per day in Jacksonville on Restaurants, Bars, Clubs, etc.?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 171
Mean	\$84.80
Median	\$50

How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns on Groceries?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 171
Mean	\$11.43
Median	\$0

How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns on Shopping?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 171
Mean	\$45.13
Median	\$0

How much do you estimate that you will spend for yourself alone per day in Jacksonville/St. Johns on Amusements and Attractions?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 171
Mean	\$7.11
Median	\$0

How many adults are traveling with you that are NOT coming to TPC?

(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)

	N = 176
Mean	.43
0	75.6%
1	11.4%
2	9.7%
3	2.3%
4	.6%
More	.6%



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**Do you have an idea on average how much money they are spending, per person, per day?
(Visitors that were at least somewhat influenced by TPC to visit Jacksonville/St. Johns)**

	N = 12
Mean	\$128.75
Median	\$122.50

**Would you say that the TPC event:
(Visitors at the TPC)**

	N = 195
Was the main reason for your visit to Jacksonville	83.1%
Influenced your visit, but was not the main reason for your visit to Jacksonville	7.18%
Did not influence your decision to visit Jacksonville	9.74%

Is this the first time you have been to THE PLAYERS Championship at Sawgrass?

	N = 196
Yes	50%
No	50%

Because of your experience at TPC, how likely are you to come back to Jacksonville or St. Johns?

(Visitors at the TPC)

	N = 194
Very Likely	82.5%
Somewhat Likely	12.4%
Somewhat Unlikely	2.1%
Very Unlikely	3.1%

Demographics for all Respondents

What is your age?

	N = 576
18 – 24	7.8%
25 – 44	31.1%
45 – 64	43.1%
65 or Above	18.1%



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Which category best describes your household's yearly income?

	N = 524
Less than \$25,000	3.8%
\$25,000 - \$50,000	9.7%
\$50,000 - \$75,000	15.3%
\$75,000 - \$100,000	20.2%
Above \$100,000	51%

Which category best describes the highest level of education that you completed?

	N = 574
Less than High School	.7%
High School Graduate	7%
Some College	17.9%
College Graduate	41.6%
Graduate Degree	32.8%

What is your Home Zip Code?

	Visitors N=196	Everybody N = 571
Florida	46.4%	80.9%
Out of State	43.9%	15.8%
Out of Country	9.7%	3.3%

Gender of the respondent

	N = 578
Male	68.2%
Female	31.8%