

# 2020 Thunder by the Bay Music and Motorcycle Festival Visitor and Economic Impact Study

## SUMMARY OF RESEARCH FINDINGS

This study of the **2020 Thunder by the Bay Music and Motorcycle Festival** was implemented to document its economic impact on Sarasota County. Attendance estimates provided by the event's organizers suggest some 45,000 people attended events related to Thunder by the Bay from February 13 - 18, 2020. The Sarasota City Police Department and Suncoast Charities for Children generated these crowd estimates. **Fully 93.0% of out-of-county attendees of Thunder by the Bay came to Sarasota because of the event. Despite rain on Friday, the total estimated economic impact of out-of-county attendees and donors to the 2020 Thunder by the Bay Music and Motorcycle yielded \$7,231,800 and supported 6,000 room nights in area lodgings.**

## PROFILE OF VISITORS ATTENDING THE 2020 THUNDER BY THE BAY EVENTS

1. Of the estimated 45,000 people who attended the 2020 Thunder by the Bay events, some 45.8% live in Sarasota County year round or seasonally {Q1}.

2. Non-resident attendees (54.2% of total) distribute as follows {Q1}:

	<u>% of Total</u>
Day-Trippers	39.0%
Overnight Visitors	15.2

3. Of the out-of-county (non-Sarasota resident) attendees, 78.3% traveled from other parts of Florida and 21.7% came from outside of Florida. {Q1 and Q2}.

4. The typical overnight visitor party attending the 2020 Thunder by the Bay had an average party size of 2.5 people and spent a median of 3.0 nights in the local area {Q3 and Q5}.

5. Day-trippers traveled with an average party of 2.7 people {Q3}.

6. Better than half (57.7%) of 2020 event attendees are Harley-Davidson owners {Q8}.

7. Non-residents traveled to the area using the following transportation modes {Q7} (multiple response):

Motorcycle	72.8%
Personal Car	26.5

8. Out-of-town visitors cite the following information sources about Thunder by the Bay {Q11} (multiple response):

Previous Visits to the Event	44.2%
Internet	42.3
Recommendation	35.5
Magazines/News Stories/TV/Radio	23.8
Motorcycle Club/Organization	13.2
Other Bike Events	9.3

9. A majority of attendees (91.0%) plan to attend next year's Thunder by the Bay event {Q13}. Specifically:

	<u>Plan to Return</u>
Residents/Seasonal Residents	95.0%
Day-Trippers	92.6
Overnight Visitors	75.0

<u>Estimated Attendee Economic Impacts</u>	<u>Direct Expenditures</u>	<u>Economic Impact</u>
Day-Trippers	\$849,400	\$1,612,000
Overnight Visitors	<u>\$2,850,900</u>	<u>\$5,410,400</u>
<b>Total Attendee Impacts</b>	<b>\$3,700,300</b>	<b>\$7,022,400</b>

*Multiplier: 1.8978* US Bureau of Economic Analysis. RIMS II Output Multipliers

<u>Additional Economic Impacts *</u>	<u>Impacts</u>
Value of In-Kind Out-of-County Media Coverage	\$120,100
Suncoast Charities Donations	<u>89,300</u>
<b>Total Direct Expenditures</b>	<b>\$209,400</b>

\* Source: Lucy Nicandri, Suncoast Charities for Children

The total combined expenditures of out-of-county visitors and donors to the 2020 Thunder by the Bay are **\$3,909,700**. The direct and indirect economic impact yields **\$7,231,800**. Additionally, Sarasota residents spent an estimated **\$876,500** at the event. The event supported an estimated **6,000** room nights in area lodgings.



Attendees average 50.7 years of age and report a median household income of \$105,968. The age distribution is: 15.2% 40 years or younger, 31.0% 41 – 50 years of age, 37.6% 51 – 60 years of age, and 16.2% 61 years of age or older. Fully 91.0% of Thunder by the Bay attendees are Caucasian. Some 62.7% of attendees are male and 37.3% are female.

The findings of the study are based on 261 face-to-face interviews conducted with randomly selected visitors at the 2020 Thunder by the Bay. Research Data Services, Inc. is responsible for the design and analysis of this project. The research was implemented by staff interviewers, trained, and supervised by RDS professionals. The study questionnaire, processing software, optical scanning programs, and related materials developed and used in and for this project, as well as this report are protected by the copyright laws of the United States of America.