

# Event Impact

## Event Impact:

1. How do you currently quantify event impact?
2. How is your event impact shared internally and externally?
3. Why is this information important?

## Post Event Economic Impact Calculation

Understand the value of your event in our community



We appreciate your business and want you to know the economic impact it's brought to our community.

With minimal inputs, we can produce an impact analysis report based on the latest survey and economic data available. We use a model and platform that has been developed by Tourism Economics, an Oxford Economics Company.

The calculator measures the direct impact of events on local businesses, employment, income and taxes.

After your event is over, we'll reach out with a request for the following data and in return provide you with an accurate post event economic impact report.

### Please provide the following data:

1. Total number of attendees of all types
2. Estimated number or percentage of local attendees
3. Total number of hotel rooms picked up
4. Final average hotel room rate
5. Total banquet food & beverage spend including convention center, hotel, and off-site events
6. Total function space rental including convention center, hotel, and off-site events
7. Total A/V spend including convention center, hotel, and off-site events
8. Total internet spend including convention center, hotel, and off-site events
9. Total security spend including convention center, hotel, and off-site events
10. Total other services spend including decorator and drayage
11. Were you tax exempt in the state of Florida?

Any answers not provided will be auto populated by the calculator.

If economic impact isn't being tracked by your organization already, it can be a highlight for you to share and good history to be kept.

**Your group has made a difference in our community.**

VisitTampaBay.com



# Event Impact

Please provide the following data:

1. Total number of attendees of all types
2. Estimated number or percentage of local attendees
3. Total number of hotel rooms picked up
4. Final average hotel room rate
5. Total banquet food & beverage spend including convention center, hotel, and off-site events
6. Total function space rental including convention center, hotel, and off-site events
7. Total A/V spend including convention center, hotel, and off-site events
8. Total internet spend including convention center, hotel, and off-site events
9. Total security spend including convention center, hotel, and off-site events
10. Total other services spend including decorator and drayage
11. Were you tax exempt in the state of Florida?

# Event Impact

## Event Impact Calculator Detail - YOUR COMPANY/ASSOCIATION AND MEETING DATES

### Event Summary

#### Key Parameters

#### Key Metrics

Event Name:	Your Meeting Name	Business Sales (Direct):	\$5,419,713
Organization:	Your Company Name	Business Sales (Indirect):	\$4,010,642
Event Type:	Conference/Convention	Business Sales (Total):	\$9,430,355
Start Date:	04/25/2019	Jobs Supported (Direct):	2,495
End Date:	04/27/2019	Jobs Supported (Indirect):	843
Overnight Attendees:	6181	Jobs Supported (Total):	3,338
Day Attendees:	6180	Local Tax:	\$86,951
		Net Direct Local Tax ROI:	\$-10,537
		Est. Room Nights Demand:	7,516

# Event Impact

## Direct Business Sales

### Sales by Source

Attendees Spending:	\$3,322,537	Exhibitor Spending:	\$531,097
Organizer Spending:	\$1,566,079	Total Event Spending:	\$5,419,713

### Business Sales by Sector

Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$1,360,411	\$62,463*	\$0	<b>\$1,422,874</b>
Transportation	\$626,459	\$20,821*	\$83,288	<b>\$730,568</b>
Food & Beverage	\$961,819	\$68,715	\$175,182	<b>\$1,205,715</b>
Retail	\$213,627	\$0	\$0	<b>\$213,627</b>
Recreation	\$160,221	\$0	\$0	<b>\$160,221</b>
Space Rental	\$0	\$104,520	\$48,307	<b>\$152,827</b>
Business Services	\$0	\$1,309,560	\$224,321	<b>\$1,533,881</b>
<b>Totals</b>	<b>\$3,322,537</b>	<b>\$1,566,079</b>	<b>\$531,097</b>	<b>\$5,419,713</b>

\* indicates that the calculator's model defaults were used