

# Future Partners



Visit St. Pete/Clearwater  
2023 Clearwater Jazz Holiday  
Economic Impact Study

# Table of Contents

Research Overview, Objectives, and Methodology	3
Attendee Profile	4
Event Economic Impact Analysis	7
Detailed Findings	12

# Research Overview, Objectives, and Methodology

This report presents the findings of a survey of attendees of the 2023 Clearwater Jazz Holiday conducted by Future Partners on behalf of Visit St. Pete/Clearwater. The overarching goal of this survey-based research was to estimate the economic impact of this event to the St. Pete/Clearwater area. In addition, this research study was intended to determine the following regarding attendees and exhibitors of 2023 Clearwater Jazz Holiday:

- Incidence of St. Pete/Clearwater area visitors to local residents
- Place of stay
- Length of stay
- Spending in the St. Pete/Clearwater area

Additional information was collected through the following methods: (1) a self-administered online survey of Event Sponsors/Exhibitors, and (2) a self-administered online Event Organizer Survey, all of which were completed after the event concluded. This report presents data collected from all three surveys.

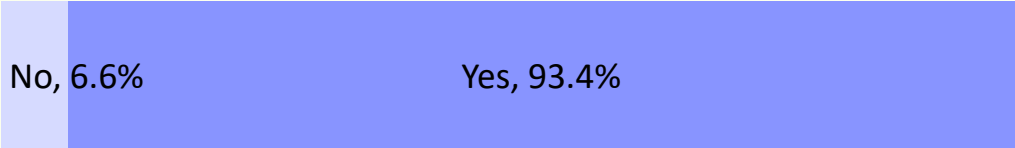
In total, 186 attendee intercept surveys were collected, as well as 0 Sponsor/Exhibitor Surveys and 1 Event Organizer Survey, between October 19th through October 22nd, 2023.

The economic impact estimates for this report are based on event attendance estimate provided by the event organizer of 15,148.

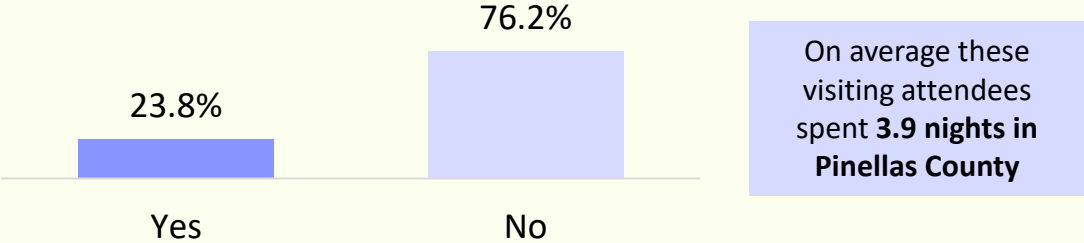
# Attendee Profile

# Profile of Attendees

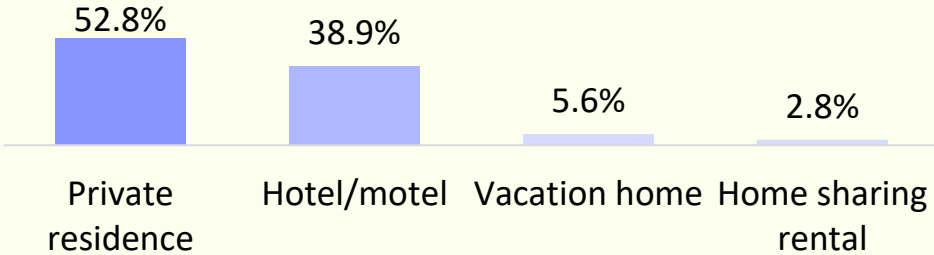
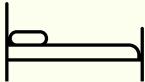
## Event as Primary Reason for Trip to Pinellas County



## Stayed Overnight in Pinellas County



## Place of Stay in Pinellas County



## Visiting Attendee In-Market Spending



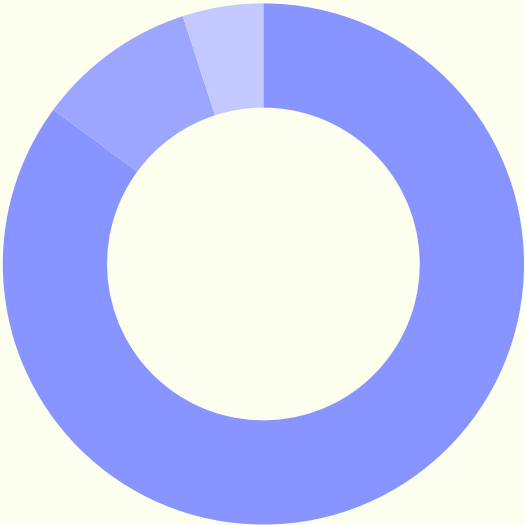
# Demographics

Gender



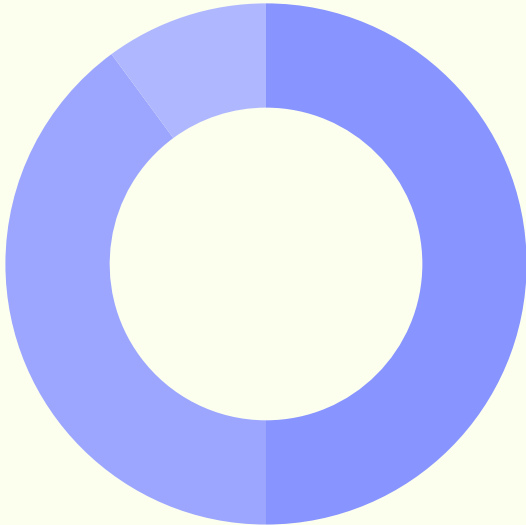
- Male, 39.1%
- Female, 60.3%

Racial Identity



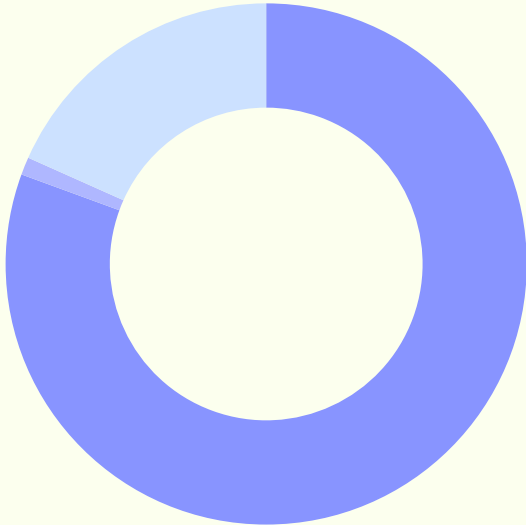
- Caucasian, 83.2%
- Black / African - American, 9.7%
- Latino / Hispanic, 4.9%
- Asian / Pacific Islander, 0.0%
- Other, 0.0%

Household Income



- Overall, \$ 106,641
- Visitors, \$111,044
- Residents, \$89,250

Point of Origin



- USA (outside Pinellas Co.), 80.5%
- Outside the USA, 1.1%
- Pinellas Co. Residents, 18.3%

# Event Economic Impact Analysis

# Economic Impact Analysis

**Total Economic Impact**  
(using the IMPLAN)



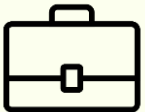
**\$4.5 Million**

**Direct Spending**  
Generated by the event



**\$3.1 Million**

**Jobs Supported** (through visitor spending)



**51**

**Taxes Generated** (including occupancy tax, property taxes paid by the lodging industry, and retail sales taxes)



**\$146,415**



# Detailed Economic Impact Analysis

**Total Estimated Economic Impact:** The in-market spending by incremental visiting attendees, event organizers, and sponsors is estimated at over **\$3 million**. When indirect and induced effects of this spending are estimated using an IMPLAN model, the total economic impact of the 2023 Clearwater Jazz Holiday reaches nearly **\$4.5 million**.

**Total Estimated Tax Revenues:** The in-market spending by incremental visiting attendees and event sponsors also generates tax revenues for the destination. Due to the county’s transient occupancy tax, sales tax and property taxes, it is estimated that the 2023 Clearwater Jazz Holiday generated **\$146,415** in tax revenues for Pinellas Co.

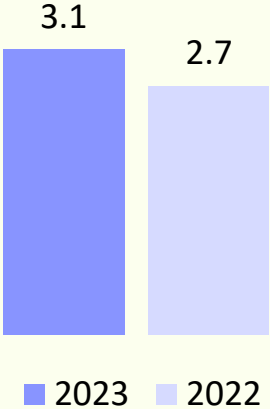
**Incremental Room Nights:** The incremental visiting attendees and event sponsors who stayed overnight in a Pinellas Co. hotel generated **1,341 incremental room nights**, while those staying in a vacation rental/home share accounted for an additional **272 incremental room nights**.

Jobs Supported	51
Taxes Generated for Pinellas County	\$146,415
Total Event Hotel Room Nights Generated	1,341
Total Event Vacation Rental/Home Share Rental Nights	272
<b>Economic Impact</b>	
Total Direct Spending Generated by the Event	\$3,113,925
*Indirect Effect	\$636,942
*Inducted Effect	\$743,785
<b>Total Economic Impact</b>	<b>\$4,494,652</b>

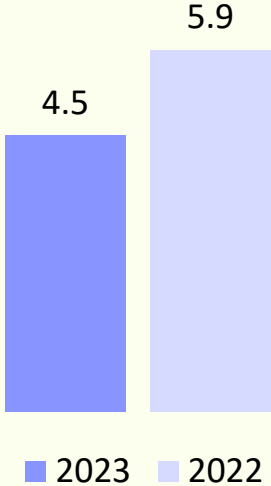
*\*Note: Indirect effects are changes in inter-industry transactions when supplying industries respond to increased demands from the directly affected industries (e.g., impacts from non-wage expenditures). Induced effects reflect changes in local spending that result from income changes in the directly and indirectly affected industry sectors (e.g., impacts from wage expenditures; the subsequent round of spending in the local economy made by the households of the employees of companies that incur both direct and indirect expenditures).*

# Comparison to Prior Year Event

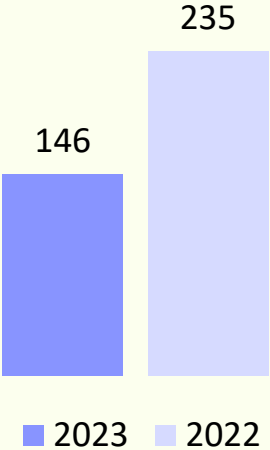
Direct Spending  
(in millions)



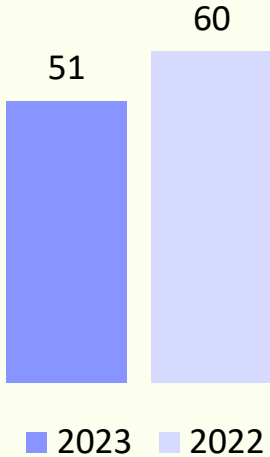
Economic Impact  
(in millions)



Taxes Generated  
(in hundred thousands)



Jobs Supported



# Economic Impact: Calculation

Attendee spending is defined as all spending by visitors to Pinellas Co. for the event, plus related spending in the county by exhibitors and the event organizer. These event attendees include travelers from outside Pinellas Co. visiting specifically to attend the 2023 Clearwater Jazz Holiday. The spending by Pinellas Co. residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending into the local economy.

The economic impact model used for this study is based on an industry-standard modeling approach for estimating direct visitor spending in the destination. As part of the modeling approach multipliers were used to derive the overall economic impact of tourism to the local economy. The model also estimates additional metrics related to the visitor industry's economic impact including tax revenues generated for the county, as well as jobs supported by the industry.

The following key definitions related to economic impact are used in this report.

- **Total Direct Spending:** The injection of money into the local economy that takes place when an attendee, exhibitor or event organizer purchases any good or service inside Pinellas County.
- **Total Economic Impact:** The total change in economic activity in Pinellas County generated by direct spending. This includes direct event-related spending as well as its induced and indirect effects in the county.
- **Tax revenues generated:** Tax revenues flowing to government coffers as a result of direct visitor spending.
- **Jobs supported:** The number of jobs supported by direct visitor spending in Pinellas County. These jobs may or may not be physically located in the destination and may not be traditionally identified as tourist jobs.

# Detailed Findings

# Economic Impact: Calculation

Attended Event Previously			
	Total	Visitors	Residents
Yes	49.5%	48.7%	52.9%
No	50.5%	51.3%	47.1%

Event was Primary Reason for Trip	
	Visitors
Yes	93.4%
No	6.6%

Number of Days Attended			
	Total	Visitors	Residents
4	5.4%	6.0%	2.9%
3	4.3%	4.6%	2.9%
2	20.0%	20.5%	17.6%
1	70.3%	68.9%	76.5%
Mean	1.4	1.5	1.3

Question: Have you ever attended this event before? Base: All respondents. 186 responses.

Question: Was this event the primary reason for your trip to the St. Pete/Clearwater area? Base: Respondents who do not live in Pinellas Co. 151 responses.

Question: How many total days will you be attending this event? Base: All respondents. 185 responses.

<b>Overnight Stay in Pinellas Co.</b>	
<b>Visitors</b>	
Yes	23.8%
No	76.2%

<b>Days and Nights Spent in Pinellas Co.</b>	
<b>Visitors</b>	
Days	3.9
Nights	3.9

Question: Are you staying overnight in Pinellas Co. on this trip? Base: Respondents who do not live in Pinellas Co. 151 responses.

Question: How many total days and nights are you staying in Pinellas Co. for this trip? Base: Non-local attendees who stayed overnight in Pinellas Co. 33 responses.

### Place of Stay in Pinellas County

	Visitors
Private residence of a friend/ family member	52.8%
Hotel/motel, inn, or B&B	38.9%
Vacation home/rental/condo/timeshare	5.6%
Home sharing rental	2.8%

### Number of People in Accommodations

	Hotel/Motel, Inn, or B&B	Home Share Rental	Vacation Rental
5 or more	-	-	-
4	-	-	-
3	7.1%	-	-
2	78.6%	100%	50.0%
1	14.3%	-	50.0%
Mean	1.9	2.0	1.5

Question: What type of lodging are you staying in? Base: Non-local attendees that stayed overnight in Pinellas Co. 36 responses.

Question: How many people are staying in your lodging, including yourself? Base: Non-local attendees that stayed overnight in paid accommodations. 50 responses.

### Pinellas Co. Resident Spending

Residents	
Entertainment, Sightseeing & Recreation	\$171.86
Restaurants & Dining / Food & Beverage	\$42.04
Gas, Parking & Local Transport	\$4.82
Retail Store Purchases	\$2.14
Lodging (before tax)	\$0.00
Car Rental (rented in Pinellas Co.)	\$0.00
Other	\$0.00
Mean Spend per Travel Party	<b>\$220.86</b>
# of People Covered by Spending	<b>1.7</b>
Mean Spend per Person	<b>\$126.88</b>

### Visitor In-Market Spending

Visitors	
Entertainment, Sightseeing & Recreation	\$119.24
Restaurants & Dining / Food & Beverage	\$106.89
Lodging (before tax)	\$27.80
Retail Store Purchases	\$15.37
Gas, Parking & Local Transport	\$4.65
Car Rental (rented in Pinellas Co.)	\$0.57
Other	\$0.28
Mean Spend per Travel Party	<b>\$274.80</b>
# of People Covered by Spending	<b>1.9</b>
Mean Spend per Person	<b>\$147.87</b>

Question: Thinking about your spending associated with attending this event, please estimate the amount you will spend PER DAY for each of the following categories. Base: Pinellas Co. Residents. 27 responses.

Question: Thinking about your spending during your overall visit to the St. Pete/Clearwater area to attend this event, please estimate the amount you will spend PER DAY for each of the following categories. Please only include spending within Pinellas Co. Base: Respondents who do not live in Pinellas Co. 122 responses.



### Point of Origin

United States (outside Pinellas Co.)	80.6%
Outside the United States	1.1%
Pinellas Co. Residents	18.3%

### Point of Origin of Non-Residents

Visitors	
Florida	86.8%
Georgia	2.8%
Ohio	2.1%
Virginia	2.1%
Texas	2.1%

Question: Where is your primary residence? Base: All respondents. 186 responses.  
Question: What is your zip code? Base: Domestic respondents who do not live in Pinellas Co. 151 responses