Leon County Division of Tourism/Visit Tallahassee
Economic Impact Estimate for Red Hills International Horse Trials
March 8-10, 2019

Joseph St. Germain, Ph.D.
Phillip Downs, Ph.D.
Rachael Anglin
Isiah Lewis
When including indirect and induced effects\(^1\) of direct spending, the total economic impact of people attending Red Hills International Horse Trials who live outside of Leon County was $5,196,000.

\(^1\)Indirect effects are increased business spending resulting from tourism dollars. Induced effects are increased household spending resulting from tourism dollars.
Direct Spending

$3,288,600

People who live outside of Leon County spent $3,288,600\(^1\) during Red Hills International Horse Trials.

\(^1\)For accommodations, restaurants, groceries, transportation, attractions, entertainment, tickets, shopping, and “other” expenses.
Out-of-County Visitors

8,305¹

Including overnight visitors and day trippers, there were 8,305 individuals from outside Leon County who attended Red Hills International Horse Trials.

¹A total attendance figure of 25,156 from the event sponsor was used for this report. The total attendance figure directly impacts economic data contained in this report.
Paid Room Nights Generated\textsuperscript{1}

6,447 room nights

Attendees who live outside of Leon County spent 6,447 nights in hotels, motels, etc. while attending Red Hills International Horse Trials.

\textsuperscript{1}Based on event sponsor reported attendance.
Direct Spending: Local + Out-of-County

$3,507,000

Direct spending by local and out-ofcounty attendees, including accommodations, restaurants, groceries, shopping, entertainment, tickets, transportation, other expenditures.
Out of Town Visitor Profile

• 3.1 people per travel party
• 3.0 nights stayed in Tallahassee
• 43 years old – median age
• 53% Male
Methodology

• The economic impact was based on data from the following sources:
  • Interviews conducted by Downs & St. Germain Research of 190 attendees at Red Hills International Horse Trials
  • Attendance figures from Red Hills International Horse Trials event director
    • Direct spending and economic impact estimates in this report reflect total attendance figures as reported by the event sponsor. Downs & St. Germain Research did not provide an independent measure of total attendance. Direct spending and economic impact estimates should be determined based on the number of unique attendees.
  • Leon County Division of Tourism/Visit Tallahassee Visitor Tracking Study
  • Tourism database at Downs & St. Germain Research
Red Hills International Horse Trials 2019 Economic Impact Study

Kerri Post – Executive Director, Leon County Division of Tourism/Visit Tallahassee
850-606-2310, PostK@leoncountyfl.gov

Joseph St. Germain, Ph.D., President, joseph@dsg-research.com
Phillip Downs, Ph.D., Senior Partner, pd@dsg-research.com
Rachael Anglin, Senior Project Director, rachael@dsg-research.com
Isiah Lewis, Project Director, isiah@dsg-research.com
Downs & St. Germain Research
1-800-564-3182: www.dsg-research.com