

ECONOMIC IMPACT STUDY OF THE KTBS 3 INDEPENDENCE DAY FESTIVAL

Prepared for
Shreveport-Bossier Convention and Tourist Bureau

July 2011



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Executive Summary

- The average respondent group size was 4.32.
- The majority of respondents attended the festival with family.
- Twenty-five percent (25%) of the respondents were first time festival attendees.
- Sixty percent (60%) of the respondents said the KTBS 3 Independence Day Festival was a very important factor in coming to downtown area.
- Eighty-six percent (86%) of the respondents were daytrippers and fourteen percent (14%) were considered overnigheters.
- Seventy-five percent (75%) of the overnight respondents were more likely to stay 2-3 nights. The average overnight stay was 2.25 nights.
- The majority (75%) of the overnight respondents stayed in Shreveport during the festival.
- All of the respondents stated that they were likely to return to the KTBS 3 Independence Day Festival next year.
- Demographic Profile of respondents:
 - Occupation: professional/technical
 - Household Income: \$50,000-\$74,999
 - Age: 35-54 years of age
 - Marital Status: Married
 - Race: White

Purpose and Methodology

The Shreveport-Bossier Convention and Tourist Bureau contracted with Destination Exploration to conduct an economic analysis of the Annual Independence Day Festival. Destination Exploration designed a survey that would measure:

- Party composition
- Mode of transportation
- Festival attendance habits
- Attributes of overnight stay
- Importance of the festival in visiting the area
- Consumer spending in various areas
- Repeat attendance to the festival
- Demographics

Destination Exploration conducted intercepts interviews during the 3rd Annual KTBS 3 Independence Day Festival. The intercepts were conducted on Monday, July 4th at Riverview Plaza in Shreveport and the Louisiana Boardwalk in Bossier City.

A total of 102 interviews were conducted allowing for a margin of error of +/- 9.9% at the 95% confidence level. Of the 102 interviews, 52 at Riverview Plaza and 50 were conducted at the Louisiana Boardwalk.

It is important to note that the 3rd Annual KTBS 3 Independence Day Festival was hindered by severe weather that lasted for several hours. Because of the severe weather, the interviewing process was cut short and only 102 interviews were completed.

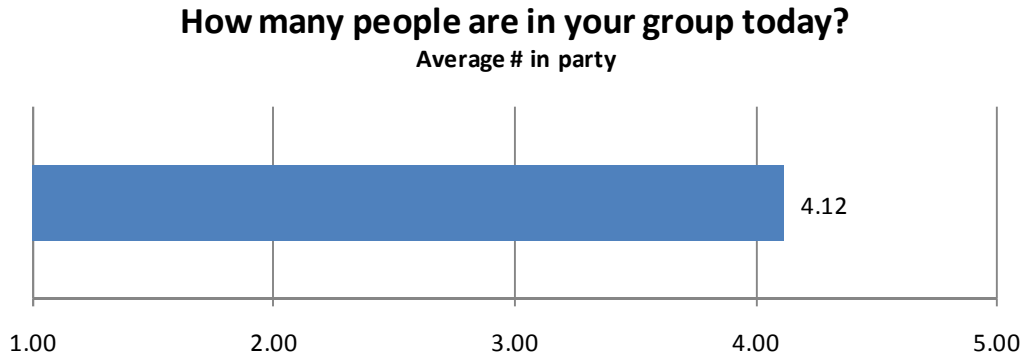
For the purposes of this report, respondents in the spending section have been classified as an “overnighter” and “daytripper.”

Overnighters are defined as festival attendees who stay overnight at least one night during the festival. Daytrippers are defined as festival attendees who came to the 3rd Annual KTBS Independence Day Festival and returned home without staying overnight.

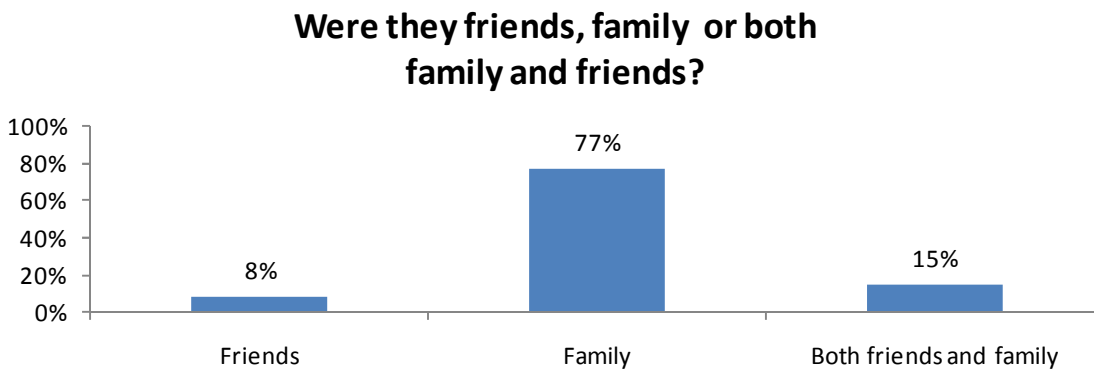
Travel Companion Profile

Just over one-half (52%) of the respondents attended the festival in a group of four or more. Forty-four percent (44%) attended in a group of two or three and only four percent (4%) attend the festival alone.

The average group size for respondents was 4.12.



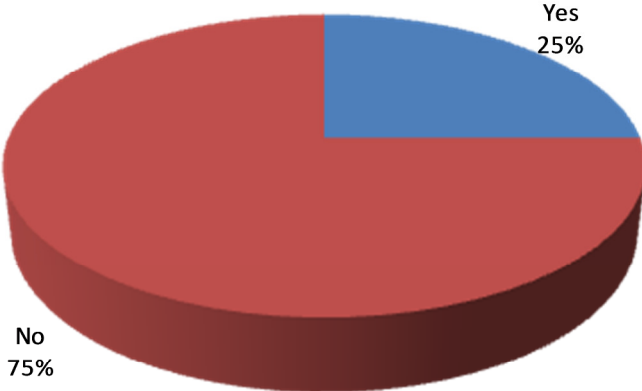
Seventy-seven percent (77%) of the respondents attend the festival with family. Eight percent (8%) attended with friends and fifteen percent (15%) with both family and friends.



Festival Attendance

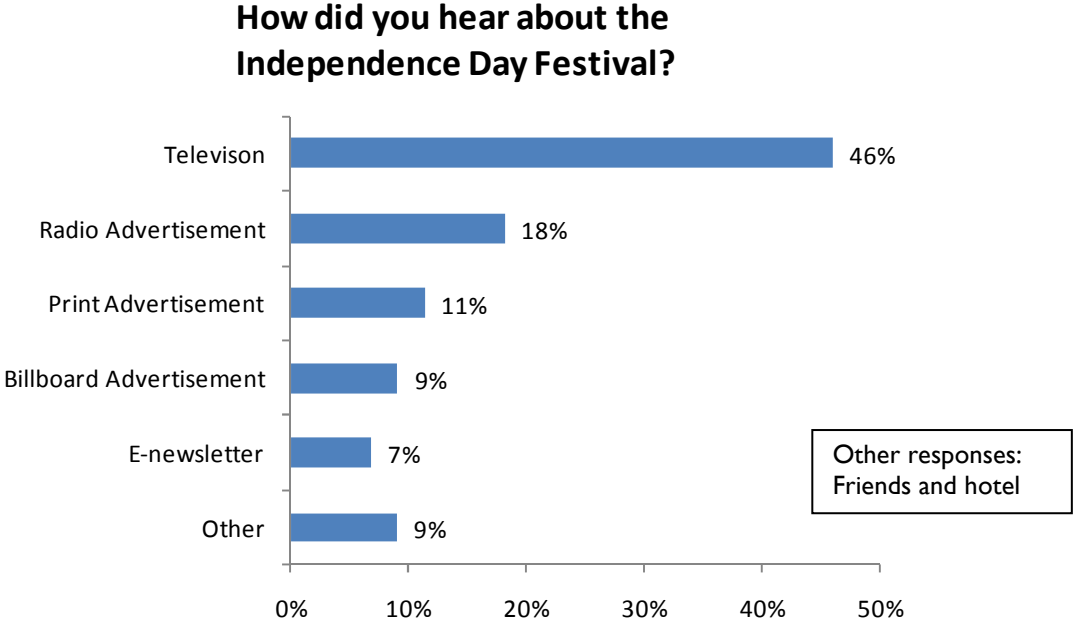
Twenty-five percent (25%) of the respondents attended the KTBS 3 Independence Day Festival for the first time. Seventy-five percent (75%) of the respondents previously attended the festival. Of those 59% who have attended the festival in the past, the average number of years festival-goers attended the event was 4.16. The 4.16 average shows that festival attendees have been a part of this event before KTBS 3 became the primary sponsor.

First time attendee



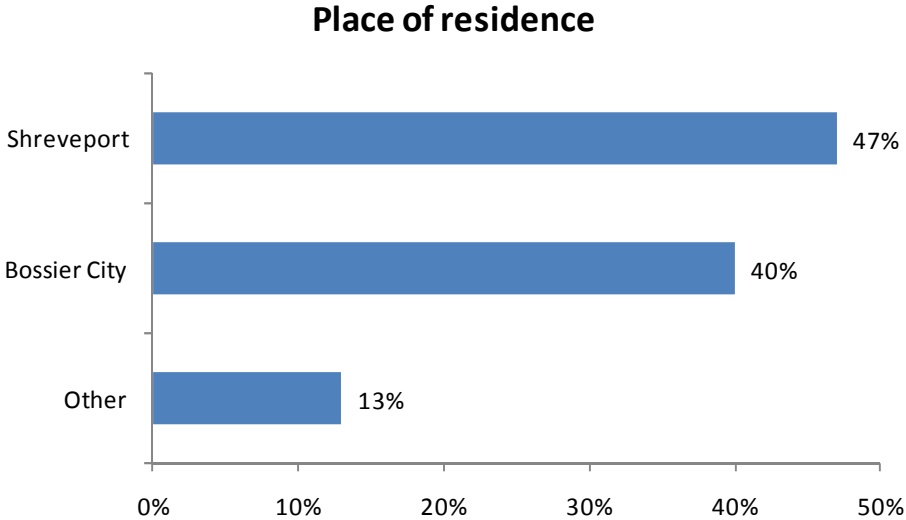
How did you hear about the KTBS 3 Independence Day Festival?

Forty-six percent (46%) of the respondents heard about the KTBS 3 Independence Day Festival on the television and eighteen percent (18%) heard a radio advertisement.



Place of Residence

The KTBS 3 Independence Day Festival is primarily an event attended by locals with eighty-six percent (86%) residing in either Shreveport or Bossier City. Of those, forty-six percent (46%) reside in Shreveport and forty-percent (40%) in Bossier City.



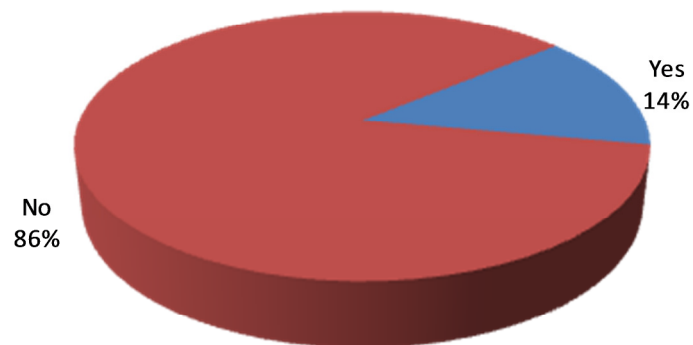
The respondents from other areas were predominately from other parts of Louisiana and Texas. The predominate Louisiana cities were Haughton, Haynesville and Benton. The predominate Texas cities were Dallas, Longview, and Henderson.

The actual listing of the other responses can be found in the appendix.

Overnight Visitor

Fourteen percent (14%) of respondents who live outside the Shreveport-Bossier City area stayed overnight.

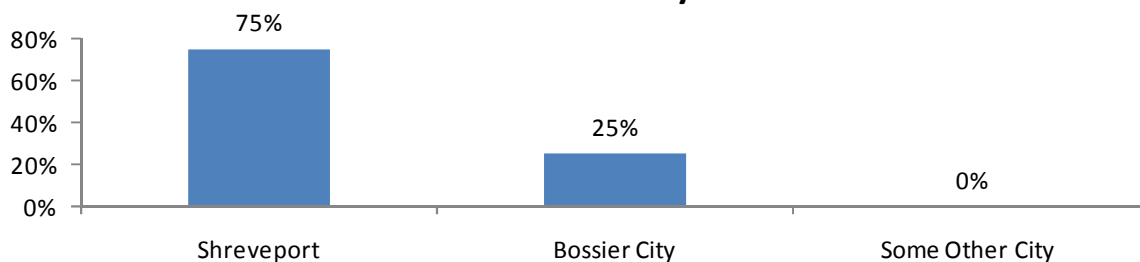
Did you stay overnight in the Shreveport-Bossier City area?



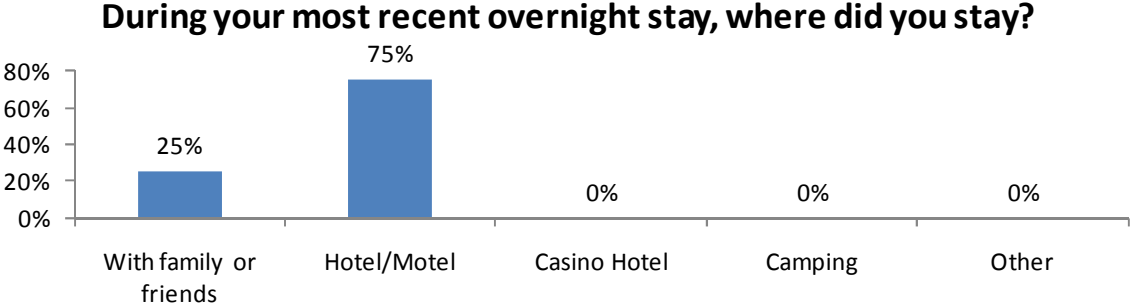
Seventy-five percent (75%) of the respondents who stayed overnight while attending the Independence Day festival, stayed two nights. Twenty-five percent (25%) stayed three nights.

Of those who stayed overnight, seventy-five percent (75%) stayed in Shreveport and twenty-five percent (25%) stayed in Bossier City.

During your stay did you stay in Shreveport, Bossier City or some other city?

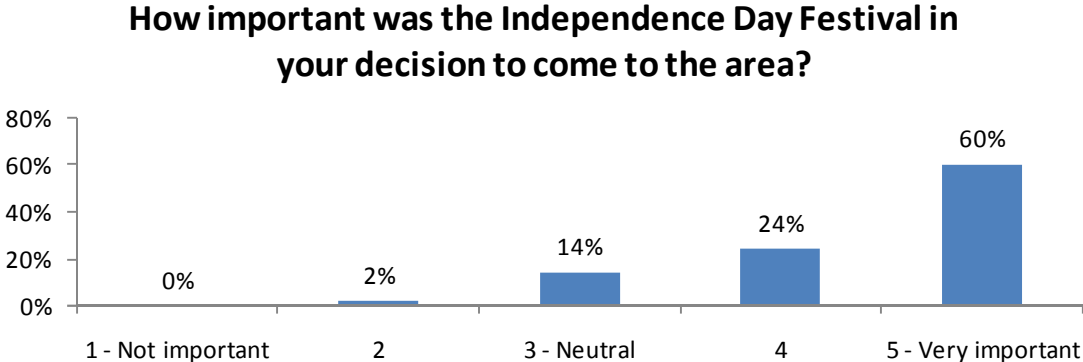


Seventy-five percent (75%) of the respondents who stayed overnight stayed in a hotel/motel. Twenty-five percent (25%) stayed with family or friends.



Importance of the KTBS 3 Independence Day Festival

Just under two-thirds (60%) of the respondents said the KTBS 3 Independence Day Festival was very important in their decision to come to the area.



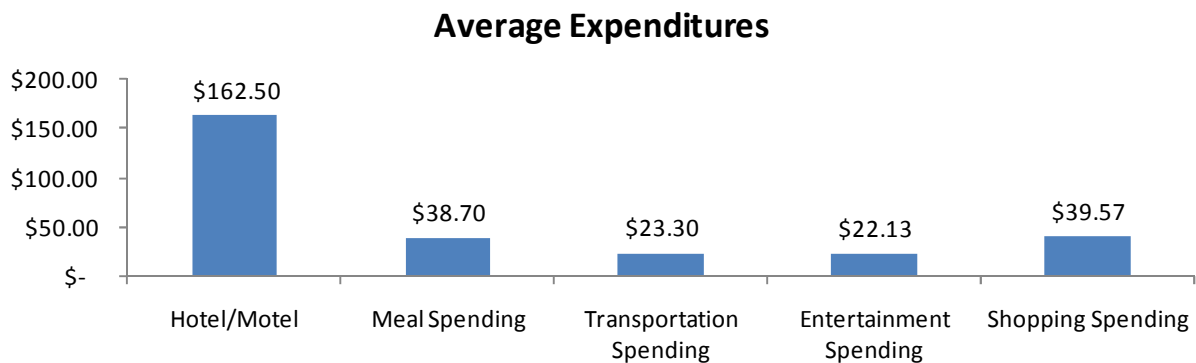
Likelihood to return to the festival

All (100%) of the respondents stated they were likely to return to the Independence Day Festival in 2012.

Spending

Categories of local spending used for this report include hotel/motel, meals, transportation, entertainment, and shopping. Spending amounts in these categories were derived from the actual interviews conducted during the 3rd Annual KTBS 3 Independence Day Festival.

On average, travel parties who spent money, were likely to spend on average of \$162.50 on accommodations, \$38.70 on meals, \$23.30 on transportation, \$22.13 on entertainment and \$39.57 on shopping during their visit to the Shreveport-Bossier City area.



Those respondents who stayed in a Hotel/Motel stayed on average 2.25 nights. With a 2.25 night average, the nightly hotel/motel expenditure is estimated at \$72.22 per night.

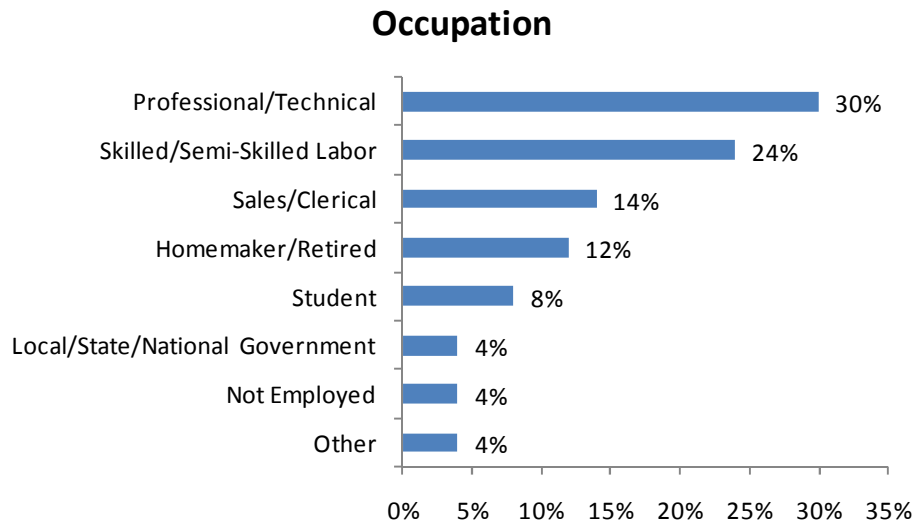
It is difficult to estimate the economic impact of the 3rd Annual Independence Day Festival due to the severe weather that disrupted the festival as well as the interviewing process. Also, the ability of festival goers to be on both sides of the river to view the fireworks makes it difficult to determine a true attendance figure. A significant number of attendees left the festival before the fireworks due to the severe weather.

Daytrippers average spending was \$18.48 per person compared to overnighters per person average spending of \$98.78 dollars.

Demographics

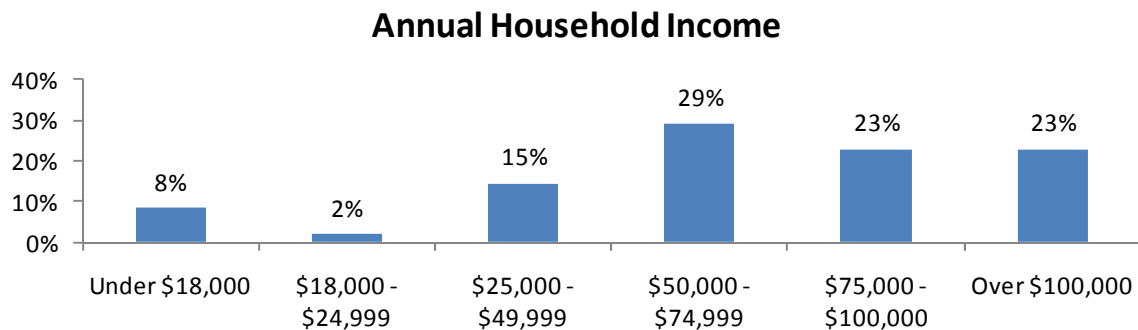
Occupation

Slightly under one-third (30%) of the respondents had a professional or technical occupation. Twenty-four percent (24%) were in skilled/semi-skilled jobs and fourteen percent (14%) hold sales/clerical positions.



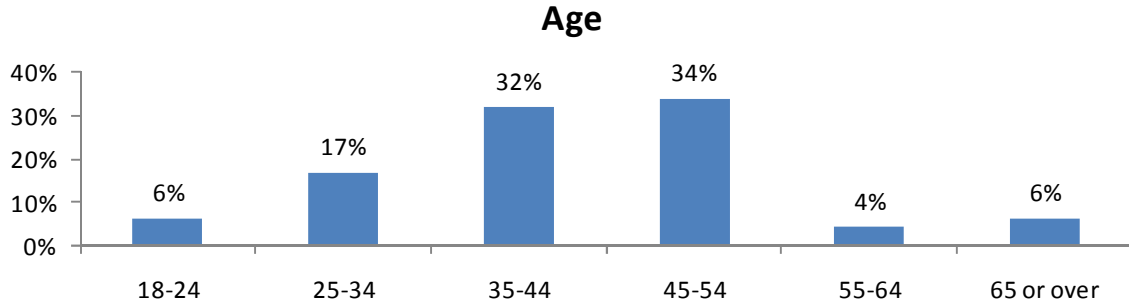
Household Income

Ten percent (10%) of the respondents have household incomes of under \$25,000 and fifteen percent (15%) have household incomes between \$25,000 and \$49,999. Twenty-nine percent (29%) have household incomes of \$50,000 to \$74,999 and twenty-three percent (23%) \$75,000 to \$100,000. Twenty-three (23%) of the respondents have household incomes of over \$100,000.



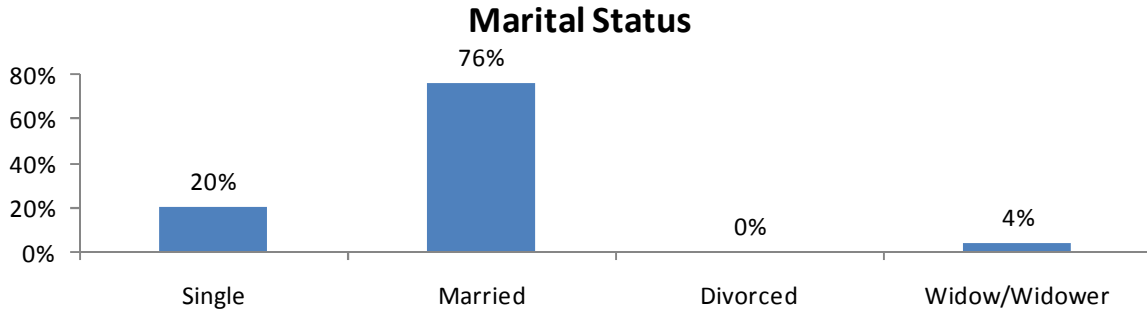
Age

Two-thirds (66%) of the respondents were between the ages of 35 and 54. Twenty-three percent (23%) were under 35 and ten percent (10%) were 55 years of age or older.



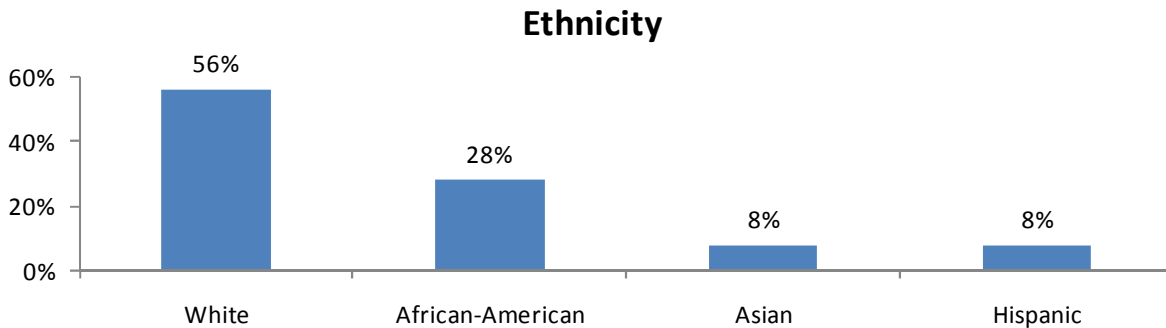
Marital Status

Seventy-six percent (76%) of the respondents were married and twenty percent (20%) were single.



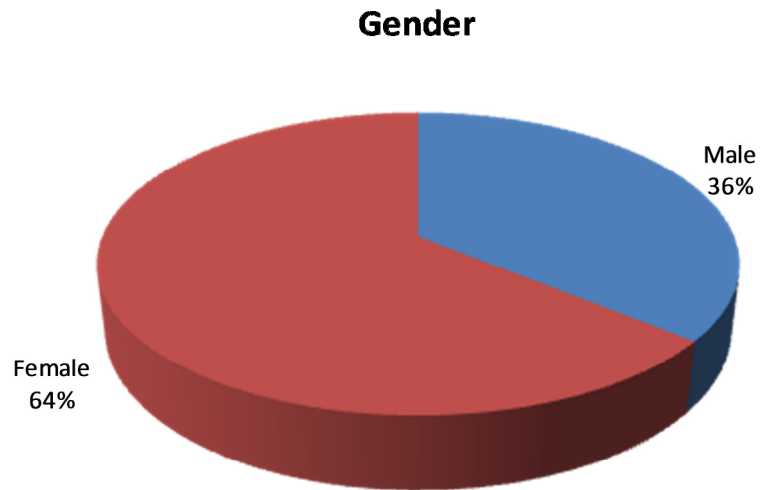
Race

Fifty-six percent (56%) of the respondents were white and twenty-eight percent (28%) were African American.



Gender

Sixty-four percent (64%) of the respondents were female and thirty-six percent (36%) were male.



Appendix

Survey Instrument

Open-ended responses

KTBS 3 Independence Day Festival Visitor Study

Hello, my name is _____ with Destination Exploration and today we are conducting a study for the Shreveport-Bossier Convention and Tourist Bureau regarding the this years' KTBS 3 Independence Day Festival. The survey takes less than 5 minutes.

1. First of all, including yourself, how many people are in your group today? _____ (Insert exact number)
2. Are they friends, family, or both friends and family? Friends Family Both Friends and Family
3. What was the *main* transportation method you used to get to the KTBS 3 Independence Day Festival? (**Mark only one**)
 Car Bike/Walk Bus Airplane Other _____ (Specify)
4. Is this your first time to attend the KTBS 3 Independence Day Festival?
 Yes No (**ASK Q.4a**)
- 4a. **[IF NO]** How many times in the past have attended the KTBS 3 Independence Day Festival?
 _____ times (**insert exact number**)
5. How did you hear about the KTBS 3 Independence Day Festival?
 Billboard Advertisement
 Bus Bench Advertisement
 Radio Advertisement
 Print Advertisement
 E-newsletter
 Other _____ (**Specify**)
6. Where is your place of residence? Shreveport
 Bossier City
 Other (City _____ State ____ Zip Code _____)
7. (**If place of residence is outside the Shreveport-Bossier City area in Q6 ask**) Did you stay overnight in the Shreveport-Bossier City area? Yes No
8. (**IF YES IN Q7**) On this particular trip to Shreveport-Bossier City, how many nights do you plan on staying?
 1 night 2 nights 3 nights 4 or more nights
9. During your overnight stay, did you stay in Shreveport, Bossier City or some other city?
 Shreveport Bossier City Some other city _____ (specify city)
10. During your most recent overnight stay, where did you stay?
 With friend or family
 Hotel/Motel
 Casino Hotel
 Camping
 Other _____ (specify)
11. On a scale of 1 to 5 with 1 being “not important” and 10 being “very important” how important was the KTBS 3 Independence Day Festival in your decision to come to the area? (**CIRCLE RESPONSE**)

Not Important Neutral Very Important
 1 2 3 4 5

12. During your visit to the KTBS 3 Independence Day Festival how much money has your entire group spent outside the festival itself. If you don't remember exact amounts, estimates will be helpful.

[INTERVIEWER NOTE: THESE QUESTIONS HELP US TO DETERMINE ECONOMIC IMPACT OF THE FESTIVAL –THEY ARE THE MOST IMPORTANT OF THE SURVEY]

Round all amounts to the nearest dollar

- Hotel/Motel \$ _____ (actual amount/estimated amount spent on lodging)
Meal Spending \$ _____ (actual amount/estimated amount for meals)
Transportation Spending \$ _____ (actual amount/estimated amount on gas, plane ticket, bus ticket, etc...)
Entertainment Spending \$ _____ (actual amount/estimated amount on all entertainment)
Shopping Spending \$ _____ (actual amount/estimated amount spent on shopping)

13. How likely are you to return to the KTBS 3 Independence Day Festival next year?
 Not likely to return next year Likely to return next year

Demographics

- D1. Which of the following categories best represents your occupation? **(Read list)**
 Professional/Technical Sales/Clerical Local/State/National Government
 Homemaker/Retired Skilled/Semi Skilled Labor Other _____ (Specify)
 Student Not Employed
- D2. Which of the following includes your annual household income?
 Under \$18,000
 \$18,000 - \$24,999
 \$25,000 - \$49,999
 \$50,000 - \$74,999
 \$75,000 - \$100,000
 Over \$100,000
- D3. Which of the following categories includes your age?
 18-24
 25-34
 35-44
 45-54
 55-64
 65 or over
- D4. Marital status? Single Married Divorced Widow/Widower
- D5. What is your home Zip Code _____
- D6. Race **(Do not ask – mark by observation)**
 White Hispanic
 African-American Asian Other _____ (Specify)
- D7. Gender **(Do not ask mark by observation)** Male Female

Thank you very much for you time!

Interviewer Name _____	Time of Interview _____
Interview Location: <input type="radio"/> Boardwalk	<input type="radio"/> Riverview Park

How did you hear about the Independence Day Festival?

- Friend
- Friend
- Friend
- Friend
- Friend
- Friend
- Hotel
- Neighbor
- Relative

Where is your place of residence? (Other responses)

- BENTON, LA
- BROWNWOOD, TX
- CATHAGE, TX
- DALLAS, TX
- DALLAS, TX
- HAUGHTON, LA
- HAYNESVILLE, LA
- HENDERSON, TX
- LONGVIEW, TX
- NACHITHOES, LA
- OKLAHOMA CITY. OK
- PINEVILLE, LA
- ROCKWALL, TX
- STANLIND, LA
- WOODWORTH, LA