



**Measuring the Local Economic Impact
of the Gulf Coast Boat and
Sportsman's Show**

CBER Research Report #41

Research Reports

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Measuring the Local Economic Impact
of
the Gulf Coast Boat and Sportsman's Show

by

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Executive Summary

The 34th annual Gulf Coast Boat and Sportsman's Show was held on February 26 (Thursday) through March 1 (Sunday), 1998 at the Mobile's waterfront Convention Center. The economic impact of the Show is summarized in this Executive Summary:

Basics

1. The Gulf Coast Shows, which has organized boat shows in Mobile, Biloxi and Pensacola, operates with 10 full-time, part-time and temporary workers with an annual wage of \$175,000, all directly impacting the local economy.
2. The Show attracted approximately 17,100 visitors, of which 8,500 (49.7%) came on Saturday, 6,000 (35.1%) on Sunday, 1,500 (8.8%) on Friday, and 1,100 (6.4%) on Thursday.

Survey of Visitors

3. A total of 614 parties with 1,522 persons were personally surveyed.
4. About 76 percent of visitors came from Baldwin and Mobile counties (local visitors) and 24 percent from places outside the Mobile metro (out-of-town visitors).
5. The number of persons per party of local visitors was 2.462, while the number of persons per party of out-of-town visitors was 2.534.
6. No less than 66 out of 468 local parties surveyed (14.1 percent) expressed an interest in purchasing the Show items and were willing to spend about \$16,700 per party on these items. The comparable figures for out-of-town visitors were 19.2 percent (71 out of 370) and \$20,713.26 per party.
7. About 90.8 percent of out-of-town visitors came to Mobile to see the Show, 3.2 percent saw the Show while visiting friends and relatives, and 6.0 percent saw the Show while taking care of business.
8. Out-of-town visitors who came primarily to see the Show were either day outers (95.5%) or stayed only one night (4.5%). For those who stayed over night, most of them stayed at hotels and motels and rarely visited places other than restaurants.

Survey of Exhibitors

9. There were 85 exhibitors; 26 in the bulk section and 59 in the booth section. Thirty-seven exhibitors (43.5%) were local vendors, while the remaining 48 (56.5%) came from places outside Baldwin and Mobile counties.
10. The average number of persons per exhibitor group was 5.82.
11. Twenty-six exhibitor groups (30.6%) stayed at hotels and motels, while the remaining 59 (69.4%) stayed at friends/ relatives (1) or RVs (4) and drove without staying in Mobile (54). Most exhibitors stayed 4 days/3 nights for the Show.
12. On the average, each bulk exhibitor group spent \$5,170.61 on lease of space, \$157.21 for purchase of food inside the convention center, \$288.98 for purchases from other exhibitors, \$733.33 for lodging, \$322.22 for meals outside the convention center, \$195.33 on gasoline, \$50.48 for parking, and \$230.77 for local shopping.
13. On the average, each booth exhibitor group spent \$480.42 on lease of space, \$83.24 for purchase of food inside the convention center, \$72.98 for purchases from other exhibitors, \$287.81 for lodging, \$177.37 for meals outside the convention center, \$51.02 on gasoline, \$36.50 for parking, and \$83.33 for local shopping.

Direct Economic Impact without Multiplier Effect

14. Combining wages paid to the Gulf Coast Shows employees, expenditures made only by out-of-town visitors, and expenditures made only by out-of-town exhibitors, the total expenditures impact of the Show is \$397,081. This figure represents the net amount that the Show brings from outside to the Mobile area.
15. After paying all taxes, the direct expenditures made on local industries are reduced to \$232,945, which includes \$33,447 on the restaurant/grocery industry, \$1,724 on alcoholic beverages, \$69,783 on housing industry, \$12,415 on apparel and services, \$42,881 on automobiles and services, \$15,530 on health care, \$13,183 on entertainment, \$15,256 on personal care/books/smoking, \$7,221 on cash contributions, and \$21,685 on personal insurance/pension/social security.
16. In the process of making these direct expenditures on local industries, a total of \$20,463 tax revenue is generated, which includes \$3,776 to the City of Mobile, \$2,108 to Mobile County, \$13,405 to the state of Alabama, and \$1,174 to state and local schools.

Total Economic Impact including Multiplier Effect

17. After-tax expenditures are circulated in the local economy through the multiplier effect. The total economic impact includes both the direct impact and the indirect impact through the multiplier effect. Including the multiplier effect, the total expenditures made due to the Show were \$642,874.
18. Total economic impact of all expenditures after taxes and leakages is \$377,137, which includes \$54,151 on the restaurant/grocery industry, \$2,791 on alcoholic beverages, \$112,979 on housing industry, \$20,099 on apparel and services, \$69,424 on automobiles and services, \$24,851 on health care, \$21,344 on entertainment, \$24,700 on personal care/books/smoking, \$11,690 on cash contributions, and \$35,108 on personal insurance/pension/social security.
19. In the process of making these direct expenditures on local industries, a total of \$36,067 tax revenue is generated, which includes \$6,113 to the City of Mobile, \$3,413 to Mobile County, \$24,641 to the state of Alabama, and \$1,900 to state and local schools.

Show-Induced Sales of Boats and Accessories

20. Many visitors attended the Show with specific intentions to purchase the Show items, especially boats and boat accessories.
21. Actual sales by all exhibitors as a result of the Show during the following 12 months are approximately \$4 million.
22. Visitors who attended the Show indicated through the survey that they were willing to spend approximately \$13 million if they could find boats and accessories of their choice and prices were right.

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graph (page v)

graph (page vi)

Table of Contents

Executive Summary	i
Primary Data from the Show	1
Employment and Wages	1
Attendance	2
Surveys	2
All Visitors Surveyed	3
Survey of Visitors from Mobile & Baldwin Counties	3
Survey of Out-of-Town Visitors	6
Survey of Exhibitors	13
Measuring Direct Economic Impact	17
Impact by the Host	17
Impact by Out-of-Town Visitors	17
Impact by Out-of-Town Exhibitors	20
Sales of the Show Items	22
Direct Expenditures Impact: Summary	24
Total Economic Impact	25
Appendices:	
1. Questionnaire to the Host	33
2. Questionnaire to All Visitors	34
3. Questionnaire to All Exhibitors	36
4. Questionnaire to Special Events	38

List of Tables:

1.	Jobs and Wages	2
2.	Number of Visitors by Day	2
3.	Visitors by County/State	3
4.	Local Visitors Surveyed by Day	4
5.	Persons in the Party of Local Visitors	4
6.	Persons per Party of Local Visitors	4
7.	Expenditures on Food & Beverage: Local Visitors	5
8.	Expenditures on Souvenirs: Local Visitors	5
9.	Expenditures on Show Items: Local Visitors	5
10.	Out-of-Town Visitors by State	6
11.	Out-of-Town Visitors Surveyed by Day	6
12.	Primary Reason for Visit by Out-of-Town Visitors	7
13.	How Many in the Party of Out-of-Town Visitors	8
14.	Number of Days Staying in Mobile for Out-of-Town Visitors	8
15.	Places of Overnight Stay by Out-of-Town Visitors	8
16.	Places Visited during Stay by Out-of-Town Visitors	9
17.	Expenditures on Food & Beverage: All Parties Surveyed	9
17-A.	Expenditures on Food & Beverage: Show Primaries Only	10
18.	Expenditures on Souvenirs: All Parties Surveyed	10
18-A.	Expenditures on Souvenirs: Show Primaries Only	10
19.	Expenditures on Boats & Boat Accessories: All Parties Surveyed	10
19-A.	Expenditures on Boats & Boat Accessories: Show Primaries Only	10
20.	Expenditures on Lodging: All Parties Surveyed	11
20-A.	Expenditures on Lodging: Show Primaries Only	11
21.	Expenditures on Meals: All Parties Surveyed	11
21-A.	Expenditures on Meals: Show Primaries Only	11
22.	Expenditures on Gasoline: All Parties Surveyed	11
22-A.	Expenditures on Gasoline: Show Primaries Only	12
23.	Expenditures on Parking: All Parties Surveyed	12
23-A.	Expenditures on Parking: Show Primaries Only	12
24.	Expenditures on Local Shopping: All Parties Surveyed	12
24-A.	Expenditures on Local Shopping: Show Primaries Only	12
25.	All Exhibitors Surveyed	14
26.	Exhibitors' Places of Daily Business	14
27.	Average Persons in the Group of Exhibitors	14
28.	Places of Stay of Exhibitors during the Show	14
29.	Exhibitors' Numbers of Days Staying in Mobile during the Show	15
30.	Amount of Sales Generated as a Result of the Last Year's Show	16
31.	Amount of Expenditures per Exhibitor Group in Mobile during the Show	16
32.	Direct Employment and Wage Impact	17
33.	Estimating Out-of-Town Visitors	18

34.	Direct Expenditures Impact of Out-of-Town Visitors	19
35.	Estimating Out-of-Town Exhibitor Persons	20
36.	Direct Expenditures Impact of Exhibitors	21
37.	Direct Expenditures Impact of Exhibitors: Summary	21
38.	Sales Estimates/Considered	23
39.	Direct Expenditures Impact	24
40.	Wage Impact of the Show	26
41.	Tax Impact of the Show Wages	27
42.	Economic Impact of Nonwage Expenditures	28
43.	Tax Impact of Nonwage Expenditures	29
44.	Economic Impact of All Wages and Expenditures Combined	30
45.	Tax Impact of the Show Wages and Expenditures Combined	31

Measuring the Local Economic Impact
of
the Gulf Coast Boat and Sportsman's Show

The Gulf Coast Boat and Sportsman's Show, referred to in this report as the Show, has been a premier show for saltwater-related fishing boats for the past 34 years. Similar shows are also held in Biloxi (MS) and Pensacola (FL) by the same sponsor, the Gulf Coast Shows. This study measures the economic impact on the Mobile area economy of the Show, held on February 26 (Thursday) through March 1 (Sunday), 1998 at Mobile's waterfront Convention Center. As shown in this report, the primary impact of the Show on the local economy arises from its ability to draw out-of-town visitors to Mobile.

Primary Data from the Show

Two types of data are presented in this section: direct employment and wages, and attendance figures.

Employment and Wages

The number of jobs and the amount of annual wages related directly to the Show are 10 and \$175,000 as summarized in Table 1. Data on employment and wages are obtained through the questionnaire to the host in Appendix 1.

Table 1. Jobs and Wages

Type of Employment	Employment	Total Wage
Full-time, permanent*	4	\$ 130,000
Part-time, permanent*	2	30,000
Temporary for the Show	4	15,000
total	10	\$ 175,000

Source: The Gulf Coast Shows, 1998.

*Note that full-time employees handle also the Biloxi and Pensacola shows, but are located in Mobile impacting the Mobile area economy.

Attendance

The number of visitors to the Show is summarized in Table 2 by day.

Table 2. Number of Visitors by Day

Date	Visitors	Percent
February 26	1,100	6.4%
February 27	1,500	8.8
February 28	8,500	49.7
March 1	6,000	35.1
total	17,100	100.0%

Source: The Gulf Cost Shows, 1998.

Surveys

The main impact of the Show arises from expenditures by out-of-town visitors and exhibitors who are attracted to Mobile because of the Show. An extensive survey of visitors and exhibitors, therefore, was conducted during the three day period from Friday (February 27) to Sunday (March 1). Findings of the surveys are summarized in this section.

All Visitors Surveyed

Total numbers of visiting parties and persons surveyed are 614 and 1,522, respectively, as shown in Table 3. About 76 percent of visitors came from Baldwin and Mobile counties and 24 percent from places outside the Mobile metro. Visitors from Baldwin and Mobile counties are referred to in this report as local visitors, while visitors from places outside the two counties are called out-of-town visitors. The visitor questionnaire is presented in Appendix 2.

Table 3. Visitors by County/State

County/State	Total Parties	Total Persons

Local:		
Baldwin County	139	342
Mobile County	329	810

subtotal	468	1,152
Out-of-Town:		
Other Alabama	33	84
Mississippi	53	134
Florida	40	101
Other states*	20	51

subtotal	146	370

Total	614	1,522

Survey of Visitors from Mobile & Baldwin Counties

Summarized in this section are survey findings of local visitors only. Local visitors surveyed by day are 58.3 percent on Saturday, 29.1 percent on Sunday, and 12.6 percent on Friday. The number of persons per party of local visitors is indicated in Table 6 as 2.462.

Table 4. Local Visitors Surveyed by Day

Day of Week	Parties Surveyed	Persons Surveyed	Percent of Persons
Friday	59	145	12.6%
Saturday	273	672	58.3
Sunday	136	335	29.1
total	468	1,152	100.0%

Table 5. Persons in the Party of Local Visitors

#Persons	Responses
me alone	65
2 persons	238
3 persons	84
4 persons	46
5 or more	35
	468

Table 6. Persons per Party of Local Visitors

Party	Persons*	Persons
468	1,152	2.462

*5 or more is assumed to equal 5.

Tables 7, 8, and 9 present expenditures by local visitors. Please note that most visitors were surveyed before they entered the exhibit hall. This means that expenditure estimates are more intended expenditures than actual expenditures. Expenditures on food and beverages averaged \$3.95 per person in Table 7, while expenditures on souvenirs averaged \$5.44 per

person as shown in Table 8. Expenditures on souvenirs, however, are less reliable than expenditures on food and beverage because of the small number of persons (36) that responded.

Findings of Table 9 are highly significant. No less than 66 out of 468 parties surveyed (14.1 percent) expressed an interest in purchasing the Show items and were willing to spend about \$16,700 per party on these items. Similar findings are made in surveys of exhibitors as will be shown later in this report.

Table 7. Expenditures on Food & Beverage: Local Visitors

Parties Responded	Persons* in the Party	Total Expenditure	Expenditure per Person
40	109	\$431	\$3.95

*5 or more is assumed to equal 5.

Table 8. Expenditures on Souvenirs: Local Visitors

Parties Responded	Persons* in the Party	Total Expenditure	Expenditure per Person
14	36	\$196	\$5.44

*5 or more is assumed to equal 5.

Table 9. Expenditures on Show Items: Local Visitors

Parties Responded	Persons* in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
66	162	\$1,102,237	\$16,700.56	\$ 6,803.93

*5 or more is assumed to equal 5. About 40 out of 66 parties either bought or planned to buy boats.

Survey of Out-of-Town Visitors

Although shown in Table 3, the number of out-of-town visitors is shown again in Table 10 for convenience. Other states where these visitors came from included California, Illinois, Kentucky, Louisiana, Massachusetts, Michigan, Ohio, Tennessee, and Texas. Of the 370 out-of-town visitors surveyed in Table 11, all except 4.9 percent came on Saturday and Sunday. This is understandable since many out-of-town visitors drove to the Show from neighboring states.

Table 10. Out-of-Town Visitors by State

County	Total Parties	Total Persons
Other Alabama	33	84
Mississippi	53	134
Florida	40	101
Other states	20	51
total	146	370

Table 11. Out-of-Town Visitors Surveyed by Day

Day of Week	Parties Surveyed	Persons Surveyed	Percent of Persons
Friday	7	18	4.9%
Saturday	94	238	64.3
Sunday	45	114	30.8
total	146	370	100.0%

Table 12 is one of the most important tables indicating how many out-of-town visitors came to see the Show rather than saw the Show while they were here for some other reasons. According to our survey summarized in Table 12, no less than 90.8 percent of out-of-town

visitors came to Mobile to see the Show, 3.2 percent saw the Show while visiting friends and relatives, and 6.0 percent saw the Show while taking care of business. Table 12 also indicates that the number of persons per party is 2.534 for out-of-town visitors in comparison to 2.462 for local visitors. Note that the remaining tables for the survey of out-of-town visitors contain two groups of information: all surveyed and only those, called primaries, who came to Mobile for the primary reason to attend the Show.

Table 12. Primary Reason for Visit by Out-of-Town Visitors

Reason	Parties	Persons	Percent Persons	Persons/ Party*
To attend the show	128	336	90.8%	2.63
To visit friends/relatives	6	12	3.2	2.00
To take care of business	12	22	6.0	1.83
total	146	370	100.0%	2.534

*5 or more is assumed to equal 5.

The number of persons per party is indicated in Table 13 to be slightly higher for those who came to Mobile primarily to see the Show. This is because those who came to Mobile to take care of business are likely to have come alone. Out-of-town visitors who came primarily to see the Show were either day outers (95.5%) or stayed one night (4.5%) as indicated in Table 14. For those who stayed over night, most of them stayed at hotels and motels as shown in Table 15. Further, those who came from out-of-town rarely visited places other than restaurants as indicated in Table 16.

Table 13. How Many in the Party of Out-of-Town Visitors

#Persons	Parties Responded	Persons in All Parties	Parties Primaries	Persons Primaries
me alone	17	43	9	24
2 persons	72	182	65	171
3 persons	29	74	28	73
4 persons	18	46	17	45
5 or more	10	25	9	23
	146	370	128	336
Persons/party		2.534		2.625

*Last two columns pertain to only those who came to see the show.

Table 14. Number of Days Staying in Mobile for Out-of-Town Visitors

Type of Stay	Parties Responded	Persons in All Parties	Parties Primaries	Persons Primaries
Day outing	125	317	122	321 (95.5%)
2 days/1 night	10	25	6	15 (4.5%)
3 days/2 nights	1	3	0	0
4 days or more	10	25	0	0
	146	370	128	336 (100%)

Table 15. Places of Overnight Stay by Out-of-Town Visitors

Place of Stay	Parties Responded	Persons in All Parties	Parties Primaries	Persons Primaries
Hotels & motels	13	33	4	13
Friends & Relatives	7	18	2	3
RVs	1	3	0	0
Other				
	21	54	6	20

Table 16. Places Visited during Stay by Out-of-Town Visitors

Places Visited	Parties Responded	Persons in All Parties	Parties Primaries	Persons Primaries
Restaurant	8	32	7	31
Flea Market	1	2	1	2
Mystick's	1	2	1	2
Sam's	1	4	1	4
	11	40	10	39

Expenditure patterns of out-of-town visitors are summarized in Tables 17 through 24.

Please note that these are expenditure estimates since surveys were made when they came to the exhibit hall rather than when they were leaving Mobile. The comments below are only for those who came to Mobile to see the Show.

Projected per person expenditures inside the Show on food and beverage (Table 18-A), souvenirs (Table 19-A), boats and boat accessories (Table 19-A), lodging (Table 20-A), meals (Table 21-A), gasoline (Table 22-A), parking (Table 23-A), and local shopping (Table 24-A) are \$6.00, \$5.00, \$6,709.93, \$26.67, \$12.19, \$4.66, \$1.51, and \$48.00.

Table 17. Expenditures on Food & Beverage: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
5	12	\$62	\$12.40	\$5.17

Table 17-A. Expenditures on Food & Beverage: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
4	10	\$60	\$15.00	\$6.00

Table 18. Expenditures on Souvenirs: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
2	6	\$30	\$15.00	\$5.00

Table 18-A. Expenditures on Souvenirs: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
2	6	\$30	\$15.00	\$5.00

Table 19. Expenditures on Boats & Boat Accessories: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
23	71	\$476,405	\$20,713.26	\$6,709.93

Table 19-A. Expenditures on Boats & Boat Accessories: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
23	71	\$476,405	\$20,713.26	\$6,709.93

Table 20. Expenditures on Lodging: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
8	18	\$1,565	\$111.79	\$86.93

Table 20-A. Expenditures on Lodging: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
3	9	\$240	\$80.00	\$26.67

Note: Lodging expenses include only those for hotels and motels. Expenditures per party and night refer to expenditures per night.

Table 21. Expenditures on Meals: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
67	170	\$2,855	\$42.61	\$16.79

Table 21-A. Expenditures on Meals: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
56	151	\$1,840	\$32.86	\$12.19

Table 22. Expenditures on Gasoline: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
100	256	\$1,318	\$13.18	\$5.15

Table 22-A. Expenditures on Gasoline: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
90	238	\$1,108	\$12.31	\$4.66

Table 23. Expenditures on Parking: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
98	233	\$369	\$3.77	\$1.58

Table 23-A. Expenditures on Parking: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
92	225	\$340	\$3.70	\$1.51

Table 24. Expenditures on Local Shopping: All Parties Surveyed

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
6	14	\$1,280	\$213.33	\$91.45

Table 24-A. Expenditures on Local Shopping: Show Primaries Only

Parties Responded	Persons in the Party	Total Expenditure	Expenditure per Party	Expenditure per Person
2	5	\$240	\$120.00	\$48.00

Survey of Exhibitors

Another major impact of the Show on the local economy is the expenditures by participating exhibitors. All exhibitors were surveyed with the summary of findings presented in this section. Although there were several special events, all except two special events were presented by exhibitors. Only one of the 2 special events handled by non-exhibitors was from out of town and was a one-person show with little financial information provided beyond stating that he was staying in a hotel. Impact of the special events, therefore, is not presented separately. Questionnaires to the exhibitors are presented in Appendix 3 and questionnaires to the special events are presented in Appendix 4.

There were 85 exhibitors; 26 in the bulk section and 59 in the booth section. [Table 25] Thirty-seven exhibitors (43.5%) were local vendors, while the remaining 48 (56.5%) came from places outside Baldwin and Mobile counties. [Table 26] The average number of persons per exhibitor was 5.82. [Table 27] Twenty-six exhibitor groups (30.6%) stayed at hotels and motels, while the remaining 59 (69.4%) stayed at friends/relatives (1) or RVs (4) and drove without staying in Mobile (54). [Table 28] Most exhibitors stayed 4 days/3 nights for the Show. [Table 29]

Table 25. All Exhibitors Surveyed

Bulk/Space	26
Booth	59
	--
total	85

Table 26. Exhibitors' Places of Daily Business

	Bulk/Space	Booth	Total
	-----	-----	-----
Mobile County	7	19	26
Baldwin County	6	5	11
Other Alabama	1	1	2
Mississippi	6	4	10
Florida	6	7	13
Other states	0	8	16
No response	0	15	15
	-----	-----	-----
	26	59	85

Table 27. Average Persons in the Group of Exhibitors

Bulk/Space	7.50
Booth	5.07

average	5.82

Table 28. Places of Stay of Exhibitors during the Show

	Bulk/Space	Booth	Total
	-----	-----	-----
Hotels/motels	12	14	26
Friends/relatives	0	1	1
RVs	1	3	4
Driving, no stay	13	41	54
	-----	-----	-----
	26	59	85

Table 29. Exhibitors' Numbers of Days Staying in Mobile during the Show

	Bulk/Space	Booth	Total
	-----	-----	-----
2 days/1 night	0	1	1
3 days/2 nights	6	3	9
4 days/3 nights	16	43	59
5 days/4 nights	1	4	5
6 days/5 nights	0	5	5
7 days/6 nights	0	1	1
No response	3	2	5
	-----	-----	-----
	26	59	85

One of the most interesting tables obtained from the survey of exhibitors is Table 30. It is obvious that exhibitors participate in the Show because they can increase sales through the Show. What has been unknown is how much increases in sales were generated by the participation. According to Table 30, 20 bulk exhibitors (i.e., primarily boat sellers) reported sales as a result of their last year's participation in the Show. The amount of sales ranged from less than \$10,000 to over \$500,000 during the past year. Only one reported no sales and 5 did not respond. Booth operators are usually smaller vendors or non-profit exhibitors, explaining the large number of no responses.

Table 31 indicates exhibitors' expenditures by type. Inside the convention center, space lease is the largest expenditure item. Outside the convention center, lodging is the largest expenditure item followed by meals, shopping, and gasoline. Note that other includes primarily power and phone bills and that shopping is dominated by a select few.

Table 30. Amount of Sales Generated as a Result of the Last Year's Show

	Bulk/Space	Booth	Total
	-----	-----	-----
None	1	3	4
Less than \$10,000	0	13	13
\$10,000 - 49,999	9	7	16
\$50,000 - 99,999	3	3	6
\$100,000 - 249,000	4	1	5
\$250,000 - 500,000	1	0	1
Over \$500,000	3	0	3
No response	5	32	37
	-----	-----	-----
	26	59	85

Table 31. Amount of Expenditures per Exhibitor Group in Mobile during the Show

	Bulk/Space	Booth	Total
	-----	-----	-----
<u>Inside</u>			
Lease	\$5,170.61	\$480.42	\$5,651.03
Food	157.21	83.24	240.45
Souvenirs	23.27	18.98	42.25
Other	265.71	54.00	319.71
	-----	-----	-----
total	5,616.80	636.64	6,253.44
<u>Outside</u>			
Lodging	\$ 733.33	\$287.81	\$1,021.14
Meals	322.22	177.37	499.59
Gasoline	195.33	51.02	246.35
Parking	50.48	36.50	86.98
Shopping	230.77	83.33	314.10
	-----	-----	-----
total	1,532.13	636.03	2,168.16

Measuring Direct Economic Impact

Direct employment and expenditures impact is measured separately for the following three groups: the host (Gulf Coast Shows), out-of-town visitors to the Show, and the exhibitors.

Impact by the Host

The Gulf Coast Show as the host creates 10 jobs at an annual total of \$175,000; 6 permanent workers and 4 temporary workers during the Show:

Table 32. Direct Employment and Wage Impact

Type of Employment	Employment	Total Wage
Permanent	6	\$ 160,000
Temporary for the Show	4	15,000
total	10	\$ 175,000

Source: Table 1.

Impact by Out-of-Town Visitors

One of the main economic impacts of the Show is generated when out-of-town visitors visit Mobile and the Show and spend their money. To estimate the economic impact by out-of-town visitors, we need to know approximately how many of the Show's visitors came from places outside Baldwin and Mobile counties.

According to Table 3, 370 out of 1,522 visitors to the Show came from places outside Baldwin and Mobile County, meaning that 24.3 percent of total visitors came from out-of-town. Combining this percentage and Tables 2 and 11, we estimate the number of out-of-town visitors to the Show as explained in Table 33. The total number of out-of-town visitors to the 1998 Show is estimated at 4,037.

The figure, 4,037, does not mean that 4,037 persons came from out-of-town because of the Show. Some of these out-of-town visitors were already in Mobile, visiting friends and relatives and taking care of business. Table 12 indicates that 90.8 percent of all out-of-town visitors came to Mobile to see the Show. The number of out-of-town visitors that the Show attracted is 3,666, which is 21.4 percent of total visitors to the Show, 17,100.

Table 33. Estimating Out-of-Town Visitors

Date	Visitors	Local Visitors Surveyed	Out-of-Towners Surveyed	% of Out-of-Towners	Out-of-Town Visitors
(1)	(2)	(3)	(4)	(5)	(6)
Thursday/Friday	2,600	145	18	11.0%	286
Saturday	8,500	672	238	26.2	2,227
Sunday	6,000	335	114	25.4	1,524
total	17,100	1,152	370	24.3%*	4,037
Net Visitors %					90.8%
Net Visitors #					3,666
% of NV to Total					21.4%

Source: Visitors in (2) from Tables 2, local visitors surveyed in (3) from Table 4, out-of-town visitors surveyed in (4) from Table 11, percent of out-of-town visitors in (5) by dividing (4) by the sum of (3) and (4), and the out-of-town visitors in (6) by multiplying (2) by (5). Note that 24.3% is un-weighted explaining why 4,037 is not 24.3 percent of 17,100. Also, the percentage 90.8 is from Table 12.

The expenditures impact of the 3,666 out-of-town visitors attracted solely by the Show is summarized in Table 34. Please note that Table 34 does not include any local employment impact. This is because the duration of the Show is too short to generate any employment impact in the community. All additional business in lodging and meals is assumed to have been handled by existing employees.

Table 34. Direct Expenditures Impact of Out-of-Town Visitors

<u>Food/beverage sales inside the convention center</u>		
per person expenditure	\$3.95*	
out-of-town visitors	3,666	
impact	\$14,480.70	\$ 14,481
<u>Lodging</u>		
total persons	13**	
lodging/person	\$26.67***	
impact	\$346.71	\$ 347
<u>Meals</u>		
total	3,666	
meals/person	\$12.19+	
impact	\$44,688.54	\$ 44,689
<u>Gasoline</u>		
total	3,666	
gasoline/person	\$4.66++	
impact	\$17,083.56	\$ 17,084
<u>Parking</u>		
total	3,666	
parking/person	\$1.51+++	
impact	\$ 5,535.66	\$ 5,536
<u>Shopping</u>		
total	3,666	
responded (5/370)	51.324++++	
shopping/person	\$48.00++++	
impact	\$ 2,463.55	\$ 2,464

Total direct impact by visitors		\$ 84,601

Source: *Per person expenditure on food & beverages is based on local visitor data for a larger sample in Table 7; **Table 15; ***Table 20-A; +Table 21-A; ++Table 22-A; +++Table 23-A; & ++++Table 24-A. Note that expenditures impact on souvenirs are not included because of the small response rate.

Impact by Out-of-Town Exhibitors

Another source of the economic impact of the Show is local expenditures made by out-of-town exhibitors. There were 85 exhibitors; 26 bulk exhibitors of which 13 were local, and 59 booth exhibitors of which 24 were local, according to Table 26. The number of persons in all exhibitor groups, called exhibitor-persons, who came from places outside Baldwin and Mobile counties is estimated in Table 35. In the Table, the total number of out-of-town exhibitor-persons is indicated as 275.

Table 35. Estimating Out-of-Town Exhibitor Persons

Type	Total Groups	Out-of-Town	Persons/Group	Out-of-Town Persons
(1)	(2)	(3)	(4)	(5)
Bulk	26	13	7.50	97.5
Booth	59	35	5.07	177.5
total				275

Source: (2) from Table 25; (3) from Table 26; (4) from Table 27; (5) by multiplying (3) and (4)

The expenditures impact of the 275 out-of-town exhibitor-persons who came to Mobile solely for the Show is summarized in Table 36. Please note that Table 36 does not include any local employment impact. This is because the duration of the Show is too short to generate any employment impact in the community. All additional business in lodging and meals is assumed to have been handled by existing employees. Table 36 is derived from Table 31 which is a summary table for expenditures per exhibitor group in Mobile during the Show.

Table 36. Direct Expenditures Impact of Exhibitors

	Expend/ Bulk	Outside Bulks	Total Bulk Expend.	Expend/ Booth	Outside Booths	Total Bth Expend.
<u>Inside</u>						
<u>the exhibit</u>						
Lease	\$5170.61	13	\$67,217.93	\$480.42	35	\$16,814.70
Food	157.21	13	2,043.73	83.24	35	2,913.40
Souvenirs	23.27	13	302.51	18.98	35	664.30
Other	265.71	13	3,454.23	54.00	35	1,890.00
			-----			-----
total			\$73,018.40			\$22,282.40
<u>Outside</u>						
<u>the exhibit</u>						
Lodging	\$ 733.33	13	\$ 9,533.29	\$287.81	35	\$10,073.35
Meals	322.22	13	4,188.86	177.37	35	6,207.95
Gasoline	195.33	13	2,539.29	51.02	35	1,785.70
Parking	50.48	13	656.24	36.50	35	1,277.50
Shopping	230.77	13	3,000.01	83.33	35	2,916.55
			-----			-----
total			\$19,917.69			\$22,261.05

Source: Expenditures data from Table 31 and numbers of out-of-town exhibitor groups from Table 26.

Table 37. Direct Expenditures Impact of Exhibitors: Summary

	Expenditures by Bulk Exhibitors	Expenditures by Booth Exhibitors
Inside	\$73,018.40	\$22,282.40
Outside	19,917.69	22,261.05
	-----	-----
Sum	\$92,936.09	\$44,543.45
	-----	-----
Grand total		\$137,479.54

Source: Table 36.

Sales of the Show Items

Many visitors attend the Show with specific intentions to purchase the Show items, especially boats and boat accessories. Table 38 summarizes sales estimates made by exhibitors as a result of their participation in the Show during the past 12 months and the amount of purchases that visitors considered making at the time of their visit to the Show as indicated in our surveys. These sales estimates include figures expressed by all visitors and all exhibitors, local and out-of-town.

Several assumptions are made in deriving Table 38. First, sales ranges expressed by exhibitors in Table 30 are converted to their mid-point figures. For instance, sales range \$10,000 - 49,999 is treated as \$25,000. Figures cited as "over \$500,000" are treated as \$500,000.

What Table 38 tells us is that visitors who attend the Show may be willing to spend approximately \$13 million if they can find boats or accessories of their liking, if prices are right, and if their budget can support their wishes. Actual sales as a result of the Show were still considerable at about \$4 million a year.

Table 38. Sales Estimates/Considered

<u>Last year's sales estimated by exhibitors</u>		
\$ 5,000 x 4 =	\$ 20,000	
25,000 x 13 =	325,000	
75,000 x 16 =	1,200,000	
125,000 x 5 =	625,000	
375,000 x 1 =	375,000	
500,000 x 3 =	1,500,000	

total	\$4,045,000	\$ 4,045,000
 <u>Sales considered by this year's visitors</u>		
Local visitors		
per person expenditures	\$ 6,803.93	
% of persons to consider buying		
(162/1,152)		14.1%
total locals to consider buying		
(13,063 x 0.141)	1,841.88	
purchase considered		
(\$6,803.93 x 1,841.88)	\$12,532,022.59	
 Out-of-town visitors		
per person expenditures	\$ 6,709.93	
% of persons to consider buying		
(71/370)		19.2%
total locals to consider buying		
(4,037 x 0.192)	775.10	
purchase considered		
(\$6,709.93 x 775.10)	\$ 5,200,866.74	
Total considered	\$17,732,889.33	\$17,732,889

Difference		\$13,687,889

Source: Tables 3, 4, 9, 19, and 30

Direct Expenditures Impact: Summary

Direct expenditures impact is summarized in Table 39.

Table 39. Direct Expenditures Impact

	Jobs	Expenditures/Wages
	----	-----
<u>Impact on the local economy</u>		
[Table 32]		
Impact by the host	10	\$ 175,000 (wage)
[Table 34]		
Impact by out-of-town visitors		\$ 84,601 (exp)
[Table 36]		
Impact by out-of-town exhibitors		\$ 137,480 (exp)

Total direct impact		\$ 397,081
<u>Impact on sales by exhibitors</u>		
[Table 38]		
Purchase considered		\$17.7 million
Actual purchases		\$ 4.0 million

Note that there will be a negative impact to the extent that local visitors purchase boats and accessories from out-of-town exhibitors.

Total Economic Impact

The direct expenditure impact of \$397,081 will be recirculated through the multiplier effect. The total economic impact, which includes both the direct impact and the indirect impact through multipliers, is estimated in this section.

Table 40 summarizes the economic impact of wages paid by the Gulf Coast Shows to its employees; Table 41 summarizes the tax impact of the same wages; Table 42 explains the economic impact of nonwage local expenditures made by out-of-town visitors and exhibitors; and Table 43 explains the tax impact of the same nonwage local expenditures.

Finally, Table 44 combines the economic impact of wage and nonwage expenditures while Table 45 combines the tax impact of wage and nonwage expenditures.

table 40

table 41

table 42

table 43

table 44

table 45

Appendices: Sample Copies of Questionnaires

Appendix 1

Questionnaire to the Host
February 26 to March 1, 1998

[All information will be held in strict confidence. Only the averages and totals will be included in the report for public information.]

1. An overview of the Show in written form by type:

Saltwater sportsman seminar series
Coast Guard air/sea rescue
Bass fishing tournament
Trick ski show
Bass tub aquarium fishing seminars & demonstrations
Drag boat racing
Jet ski racing demonstration

2. History and regional competition of the Show

3. Employees and compensation:

	Number of Employees	Total Wages
permanent full time	_____	_____
permanent part-time		
temporary during the Show		

4. Revenue by source for the 1998 show:

Space rental \$
Admission fees \$
Other, specify \$

5. Expenditures by source: for the 1998 show:

MCVC \$
Wages \$
Supplies by major group \$
Taxes by type \$
Other:

6. ARA sales figures by type of product

7. Attendance by Day

Appendix 2

Questionnaire to All Visitors
February 26 to March 1, 1998

Please answer the following questions by checking the appropriate blanks:

1. Place of residence

- Mobile County
- Baldwin County
- other Alabama
- Mississippi
- Florida
- other states

MOBILE & BALDWIN COUNTIES ONLY

2. How many are in your group?

- me alone
- 2 persons
- 3 persons
- 4 persons
- 5 or more

3. What is your best estimate on your spending at the Show?

Inside the show

Food & beverage \$
Souvenirs \$
Others: [.....].... \$

4. Any suggestions to make your visit to the Show more pleasant or informative?

OUT-OF-TOWN VISITORS: OTHER THAN MOBILE & BALDWIN ONLY

5. Primary reason for your visit to Mobile

- to attend the Show
- to visit friends and families
- to take care of business

6. Number of days staying in Mobile

- day outing, no overnight
- 2 days & 1 night
- 3 days & 2 nights
- 4 days or more

7. Only if you stay more than one day, tell us the place of stay in Mobile during the Show

- hotels & motels
- friends & relatives
- RVs
- driving from home

8. How many are in your group?

- me alone
- 2 persons
- 3 persons
- 4 persons
- 5 or more

9. Did you visit any of the following places during your stay in Mobile?

- USS Alabama
- Bellingrath Gardens
- Museum
- shopping malls
- other, specify: []

10. What is your best estimate on your spending during your stay in Mobile?

Inside the show

Food & beverage \$
Souvenirs \$
Others: [].... \$

Outside the show

Lodging \$
Meals \$
Gasoline \$
Parking \$
Shopping in general \$
Other: [].... \$

11. Any suggestions to make your visit to the Show more pleasant or informative?

Food & beverage \$
Souvenirs \$
Others: [.....]... \$

Outside the show

Lodging \$
Meals \$
Gasoline \$
Parking \$
Shopping in general \$
Other: [.....].... \$

8. What is the amount of sales generated as a result of the Show during and after the last year's Show?

- none
- less than \$10,000
- \$10,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$249,999
- \$250,000 to \$500,000
- over \$500,000

9. Any suggestions to make your participation in the Show or your stay in Mobile easier?

Lodging \$
Meals \$
Gasoline \$
Parking \$
Shopping in general \$
Other: [.....].... \$

7. What is the amount of sales generated as a result of the Show during and after the last year's Show, if applicable?

- none
- less than \$10,000
- \$10,000 to \$49,999
- \$50,000 to \$99,999
- \$100,000 to \$249,999
- \$250,000 to \$500,000
- over \$500,000

8. Any suggestions to make your participation in the Show or your stay in Mobile easier or pleasant?