



TRAVERSE CITY **HORSE SHOWS**

Survey-EDGE



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2021 TRAVERSE CITY HORSE SHOWS ECONOMIC IMPACT FINAL REPORT

- I. Research Methodology
- II. Economic Impact
- III. Key Findings
- IV. Demographic Data



ECONOMIC IMPACT METHODOLOGY



Specific onsite and online data capture focused on arriving at the following economic impact research protocol execution points...

- Direct dollars spent due to the subsequent regional hosting of the 2021 Traverse City Horse Shows and related events, by out-of-town visitors (traveling from outside the designated study area) including horse-related expenses
 - TCHS participants, vendors, exhibitors and contractors associated with operational outcome of the event(s)
 - There were no event spectators associated with attending the 2021 TCHS “events” due to **COVID-19 safety** protocols

- Equestrian spending as a result of the direct expenditures; direct effects/business impacts from introduction of new economic injection into the designated Traverse City County metro statistical “geographic” area/vicinity (MSA).



II. ECONOMIC IMPACT



EVENT ECONOMIC IMPACT



Activity	Impact Type	Value Added (M\$)
Participant Horse Related Expenditures	Direct Effect	\$ 157.1
	Indirect Effect	\$ 32.7
	Total Effect	\$ 189.8
Event Hosting Expenditures	Direct Effect	\$ 5.5
	Indirect Effect	\$ 3.5
	Total Effect	\$ 9.0
Visitor Expenditures	Direct Effect	\$ 120.3
	Indirect Effect	\$ 30.2
	Total Effect	\$ 150.5
Capital Improvement Expenditures	Direct Effect	\$ 2.7
	Indirect Effect	\$ 0.9
	Total Effect	\$ 3.6
Total All Activities	Direct Effect	\$ 285.5
	Indirect Effect	\$ 67.4
	Total Effect	\$ 352.9

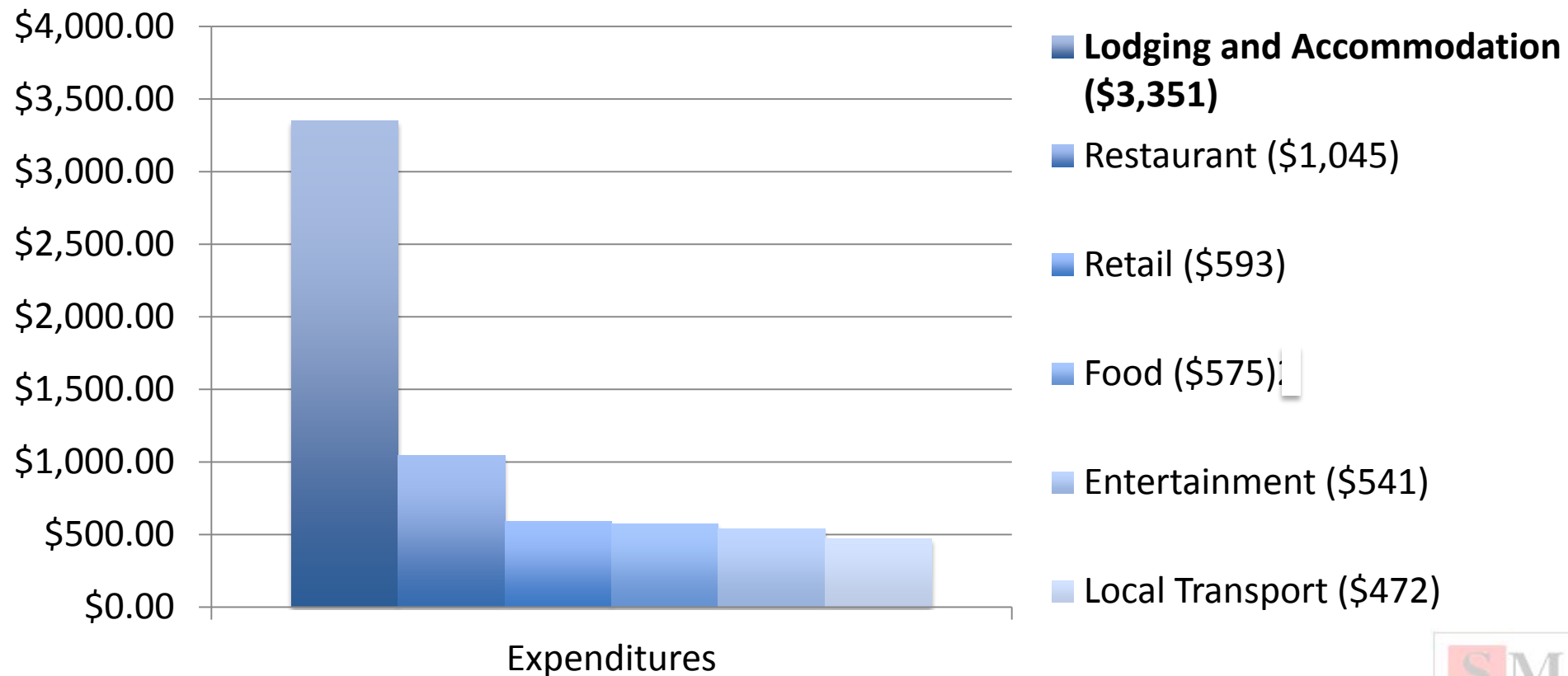
Source: Event survey data and IMPLAN model for the Grand Traverse MI micropolitan area: Grand Traverse, Antrim, Kalkaska, Benzie and Leelanau counties, 2019 (Implan Group LLC)



VISITOR EXPENDITURES



The average TCHS travel party was **8.9 members**. These travel parties estimated spending close to **\$6,577** per day. *A significant portion of daily average expenditures by the event participants was dedicated to “lodging/accommodations”.*



A dark blue silhouette of a horse and rider in motion, positioned in the upper half of the slide. The horse is in a running or galloping posture, and the rider is leaning forward. The background is a solid, slightly lighter blue.

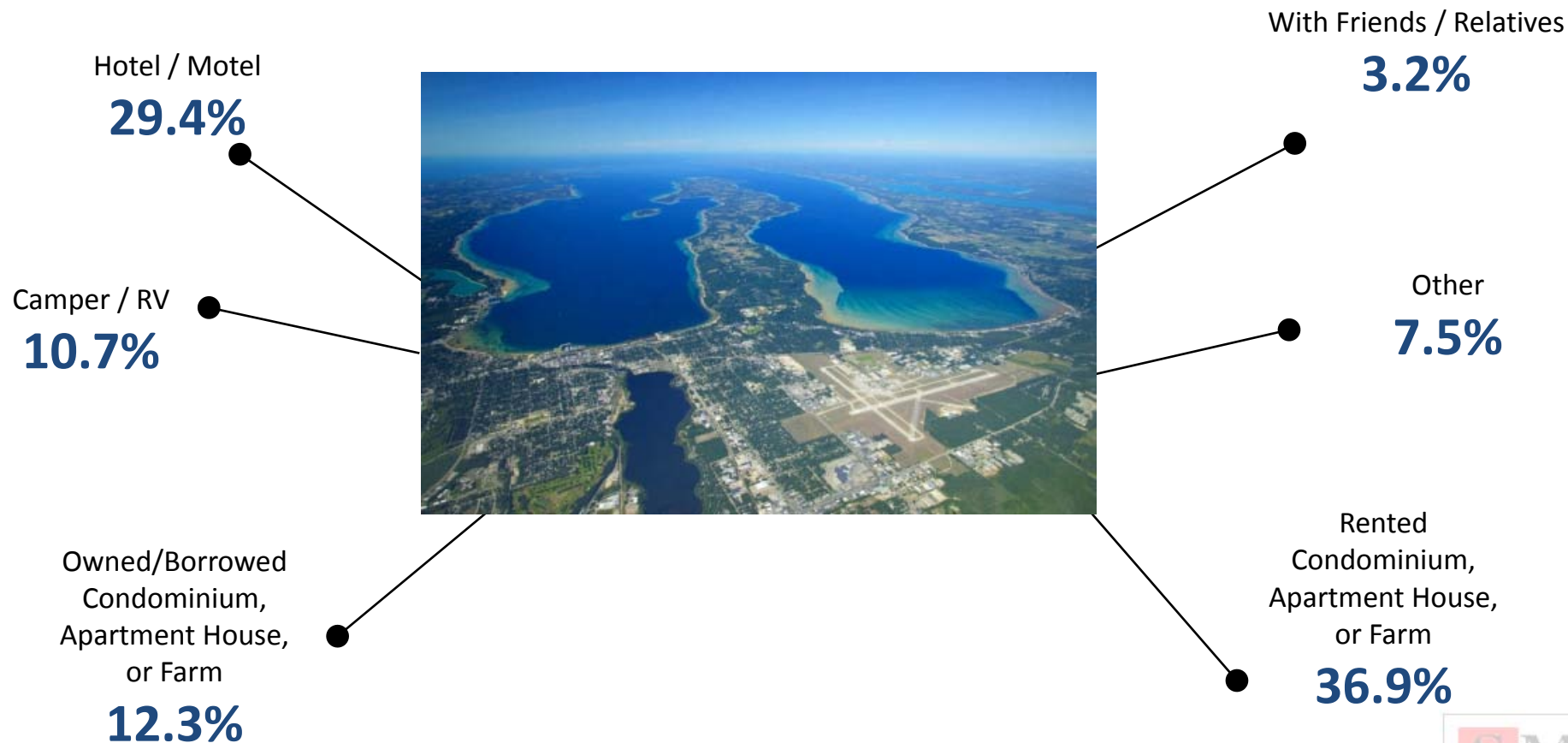
III. KEY FINDINGS



TRAVEL ACCOMMODATIONS



On average, respondents stayed in Grand Traverse County for **33 nights** for the Traverse City Horse Shows.





TRAVEL TRANSPORTAION



A majority of Traverse City Horse Shows attendees (55.4%) traveled to Traverse City by car.

Commercial Plane

36.4%



Car

55.4%

Boat/Ship

.5%

Private Airplane Jet

7.6%



RECREATIONAL ACTIVITIES



A majority of respondents enjoyed the **beach/lake (84.4%)** and **boating/fishing (50.3%)** during their stay in Traverse City.

ACTIVITIES

Went to Beach/Lakes	84.4%
Boating/Fishing	50.3%
Attractions/tours	37.1%
Visited another Michigan City/Destination	35.3%
Visited wildlife refuge, natural areas, nature center	31.1%
Played golf, tennis	21.0%
Visited cultural venues such as museums, art galleries	18.6%
Biking/Cycling	18.0%
Performing arts (plays, concerts, dance)	4.8%
Competed in another sporting event	1.2%
Attended another sporting event	0.6%





IV. DEMOGRAPHIC DATA



SURVEY DEMOGRAPHICS



A majority of survey respondents were **riders (49.7%)** and **owners (41.2%)** followed by **out-of-town visitors (18.2%)**. Event attendance was somewhat evenly spread between **first year (35.3%)** attendees and those who had attended in the past **2-3 years (30.0%)**.

Involvement	Response
Rider/Competitor	49.7%
Owner	41.2%
Out-of-town Visitor	18.2%
Event Spectator-Hunter/Jumper	15.5%
Sponsor or Vendor	13.9%
Veterinarian	6.4%
Equestrian Trainer	4.9%
Barn Manager	4.1%
Groom	3.9%
Media	3.2%
Staff	2.2%
Official	2.7%
Other Equestrian Professional	2.8%
Judges	1.1%
Farrier	0.7%
Jump crew	0.5%
Event Attendance Record	Response
First Year	35.3%
2-3 Years	30.0%
4-6 Years	16.0%
7-9 Years	9.6%
10+ Years	9.1%



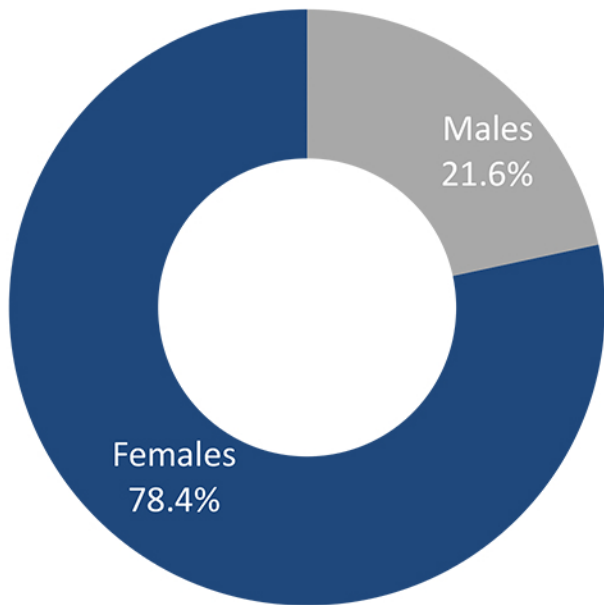


ATTENDEE DEMOGRAPHICS



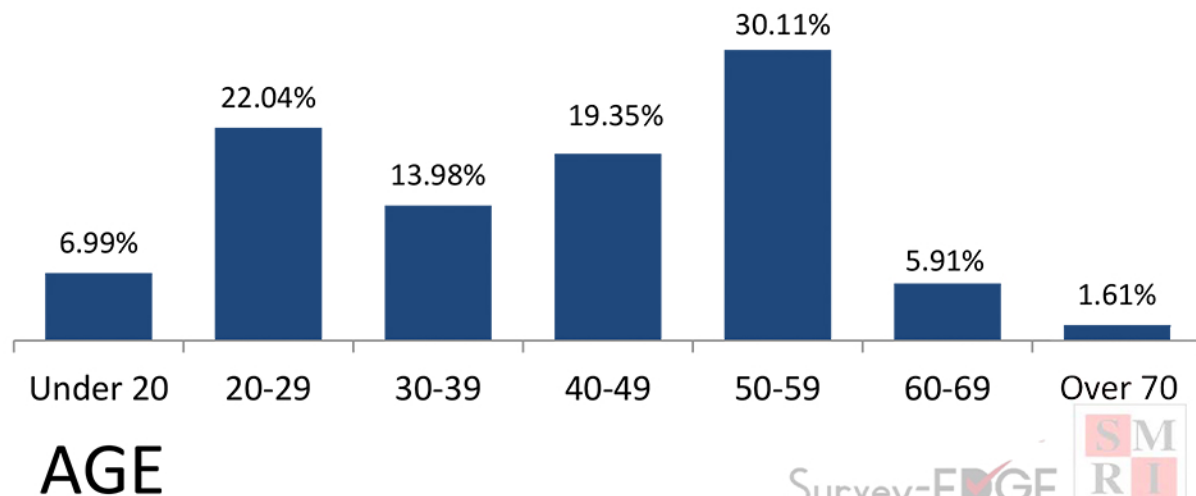
The majority of participants are **female** and **college educated** between the ages of **40** and **59**.

GENDER



EDUCATION

Some High School	4.84%
High School	2.15%
Some College	15.59%
College	44.09%
Graduate School	33.33%



AGE

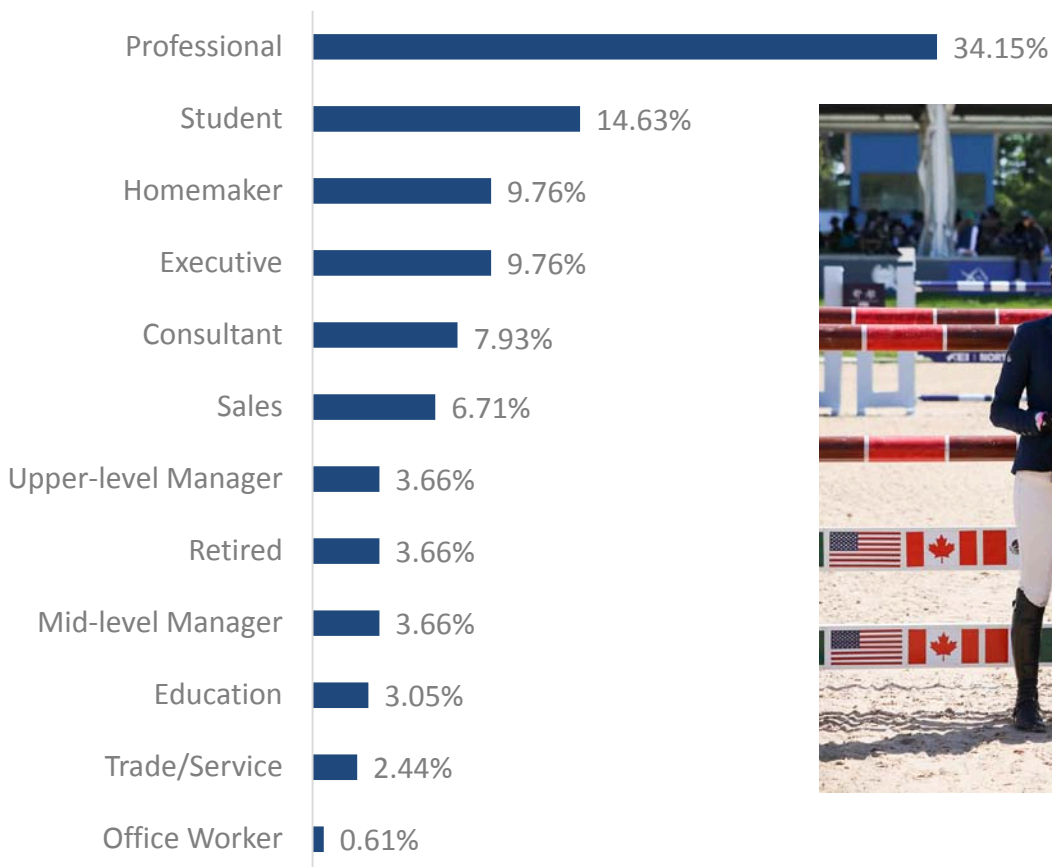


ATTENDEE OCCUPATION



The typical attendee is a **working professional** or **student**.

OCCUPATION



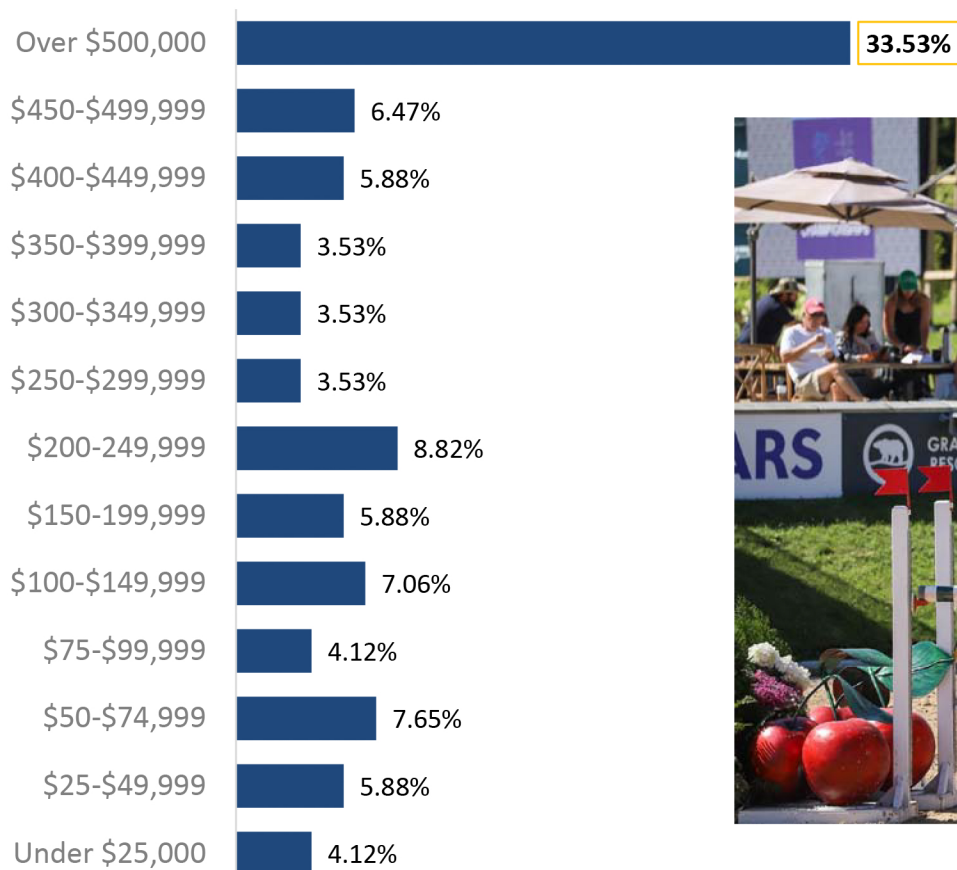


ATTENDEE HOUSEHOLD INCOME



33% of participants have income over \$500k.

ANNUAL HOUSEHOLD INCOME





ATTENDEE MAPPING



Attendance from **46 US states** and **28 countries**





Thank You

*For Contracting SMRI To Service Your Economic Impact
Data Intelligence Needs!*