

College National Finals Rodeo
Economic Impacts and Visitor Profile
June 2018

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College National Finals Rodeo
Casper, Wyoming

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Summary

In June 2018, College National Finals Rodeo attracted approximately 6,772 attendees, most of whom traveled from outside Natrona County. This summary highlights the characteristics of Event attendees and the economic benefits that they generate for Casper and Natrona County.

Profile of College National Finals Rodeo Attendees

- The majority of College National Finals Rodeo attendees participated in the Championship Round (82%) and/or the Friday Night Performance (79%).
- A large portion (85%) attended College National Finals Rodeo during a previous year.
- Attending College National Finals Rodeo was the primary purpose for travel to Natrona County for the vast majority of overnight (95%) and day (95%) visitors.
- Just under half (45%) of College National Finals Rodeo attendees stayed overnight while traveling.
- Among overnight visitors, the vast majority (79%) stayed in a hotel or motel; most of the remainder stayed at the Central Wyoming Fairgrounds or in private homes with friends and relatives.
- College National Finals Rodeo attendees traveled to or through a number of Wyoming communities and places including: Cheyenne, Sheridan, Rock Springs, Cody, Wheatland, and Jackson Hole.

Economic impacts of attendees who reside outside of Natrona County

- Attendees to College National Finals Rodeo spent \$1.9 million in Natrona County.
- These attendees spent approximately \$530,000 food and beverages in restaurants and bars, \$1.2 million on overnight accommodations, \$260,000 on entertainment and recreation, including ticket sales, and \$360,000 on retail purchases, including motor fuel and groceries.
- Other direct economic impacts include approximately 20 full- and part-time jobs, \$402,000 in earnings (wage and salary disbursements), \$28,000 in local tax revenue, and \$52,000 in state tax revenue.
- Total economic impacts, resulting from direct attendee spending, which include secondary impacts (also known as “multiplier effects”), resulted in approximately \$2.4 million of business activity generated for Natrona County.

1. Introduction and Overview

College National Finals Rodeo hosts the nation's top collegiate outdoor rodeo competitors and functions as a primary visitor attraction for the City of Casper, Wyoming. In June 2018, the event attracted approximately 6,772 attendees, placing it among the largest attractions in Natrona County. Cinch Style Show, Cowboy Church Service, softball and golf tournaments, a Special Olympics, pancake breakfasts, and entertainment are very popular and attract a substantial number of visitors from outside the County in addition to an audience of Natrona County residents.

Based on the results of a survey of College National Finals Rodeo attendees, conducted during June–July 2018, this report provides the economic benefits generated for Casper and Natrona County. In addition, this report describes characteristics for all attendees, including Natrona County residents.

Before proceeding it is useful to clarify a couple of terms that appear throughout this discussion:

Attendee refers to all persons who attended College National Finals Rodeo.

Visitor refers specifically to those persons who reside outside of Natrona County and attended the event.

Data Collection and Sample

An on-line survey of College National Finals Rodeo attendees was conducted in order to gather data on attendee expenditures, location of residence, and other factors for which there are no other reliable data sources.

Attendance

College National Finals Rodeo attendance totaled about 6,772 people, as shown in Table 1-1. This estimate is based on ticket sales for the two most popular events by ticket sales — Championship Round on Saturday Night and Thursday Night Performance — less the number of persons who attended both (based on College National Finals Rodeo survey). The portion attributed to overnight and day travel, as well as average length of stay and party size was also based on College National Finals Rodeo survey data.

Table 1-1
Attendees, Visitors, and Travel Party Days, June 2018

Ticket Sales:	
Thursday Night Rodeo Performance	3,803
Saturday Night Championship Round	<u>5,200</u>
Total Ticketed Sales	9,003
Less: Persons who attended both events (58%)	(2,617)
Unticketed Competitors	<u>386</u>
Total Attendees (number of persons)	<u>6,772</u>
Overnight Travel:	
Overnight Visitors (45%)	3,047
Average Party Size (includes children)	3.9
Overnight Visitor Parties	783
Days in Casper	6.0
Overnight Visitor Party Days	<u>4,677</u>
Day Travel:	
Day Trip Attendees (55%)	3,725
Average Party Size (includes children)	4.1
Day Trip Attendee Parties	917
Day Trip Attendee Party Days	<u>917</u>

Economic Impacts

College National Finals Rodeo attendees made a wide variety of purchases for food and beverages, lodging, recreation, transportation and retail items. The purchases made by attendees generate additional economic activity within Casper and Natrona County and help support the local businesses.

Economic benefits included in the study consist of expenditures, payroll and associated tax revenue generated by College National Finals Rodeo attendees. Spending by Natrona County residents is included because it is reflective of spending in addition to residents' regular expenditures. These detailed findings are described in the third section of this report.

2. Attendee and Visitor Profile

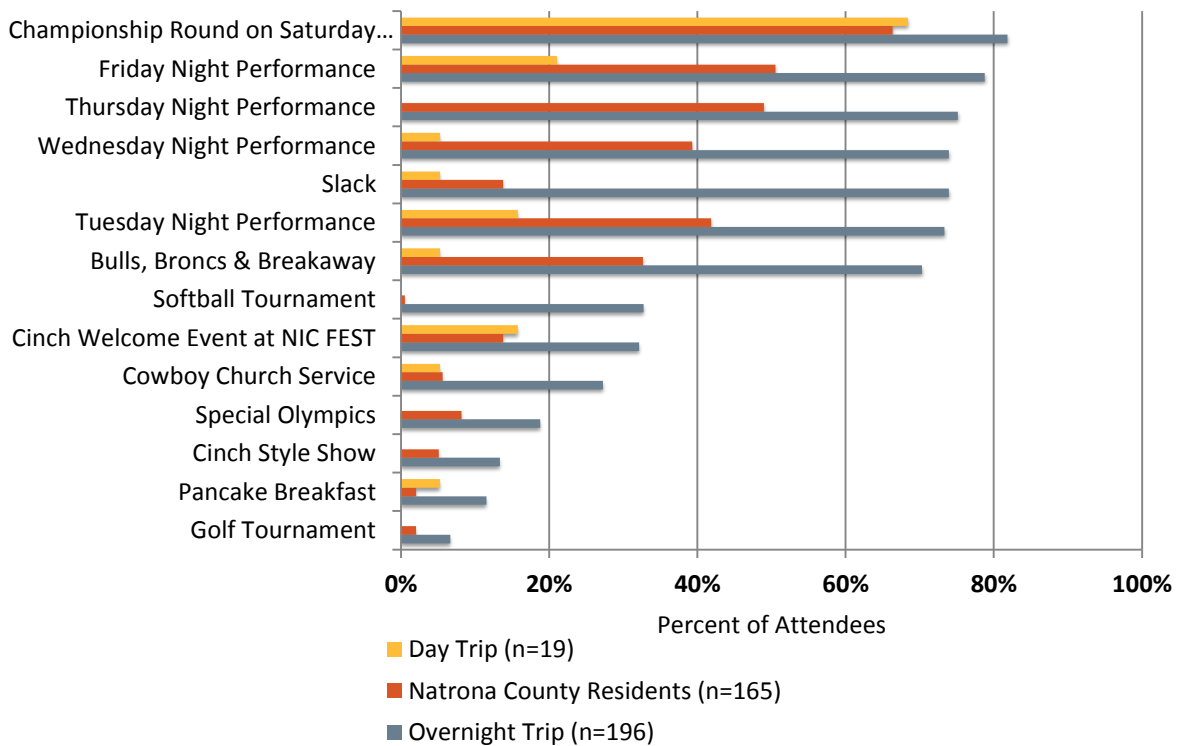
This section provides survey findings useful for planning, program development, and marketing purposes, and includes data related to:

- Activity and Event Participation
- Previous Visitation and Trip Motivation
- Overnight vs. Day Travel and Nights in Casper
- Travel Party Companions and Accommodation Type
- Visits to Attractions, Other Communities, and Places
- Trip Planning and Demographics

Activity and Event Participation

College National Finals Rodeo attendees participated in a wide variety of activities and events, including two primary ticketed events: the Saturday Night Championship Round and the Friday Night Competition. Overall attendance for College National Finals Rodeo was estimated based on the survey data collected and ticket sales for these two events.

Figure 2-1
Activity and Event Participation, June 2018

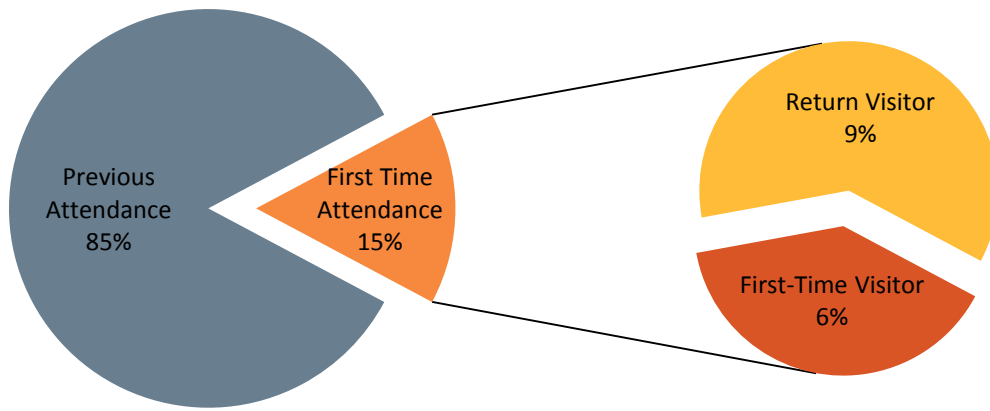


Source: Dean Runyan Associates

Previous Visitation and Origin

College National Finals Rodeo attracted a sizeable proportion of repeat attendees compared to those who attended for the first time, with more than three quarters (85%) who reported that they had attended the College National Finals Rodeo during a previous year. Among those who attended College National Finals Rodeo for the first time (15%), roughly a third were also first time visitors to the City of Casper.

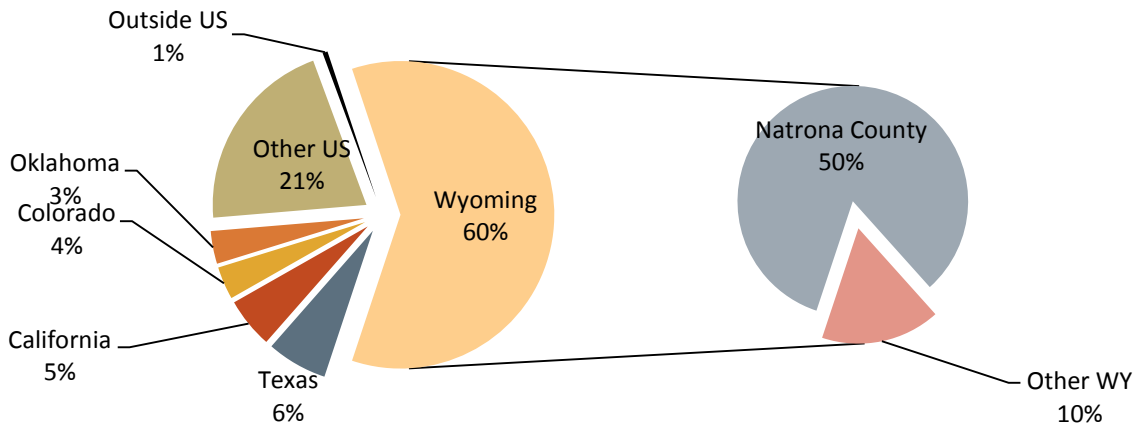
Figure 2-2
First Time Attendance, June 2018
n=391



Source: Dean Runyan Associates

Just over half of event attendees came from Wyoming, and the next largest contingents came from Texas or California. Most Wyoming residents came from Natrona County.

Figure 2-3
Origin of Attendees, June 2018
n=377

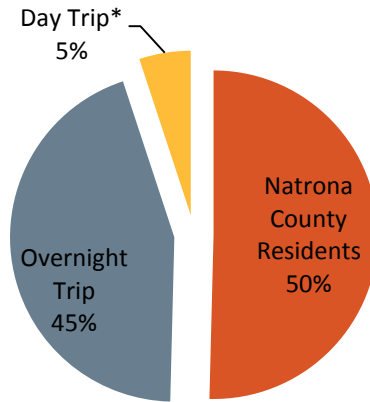


Source: Dean Runyan Associates

Trip Characteristics: Overnight vs. Day

College National Finals Rodeo attendees were slightly less likely (45%) to have stayed at least one night away from home while attending the event.

Figure 2-4
Methods of Travel, June 2018
n=375

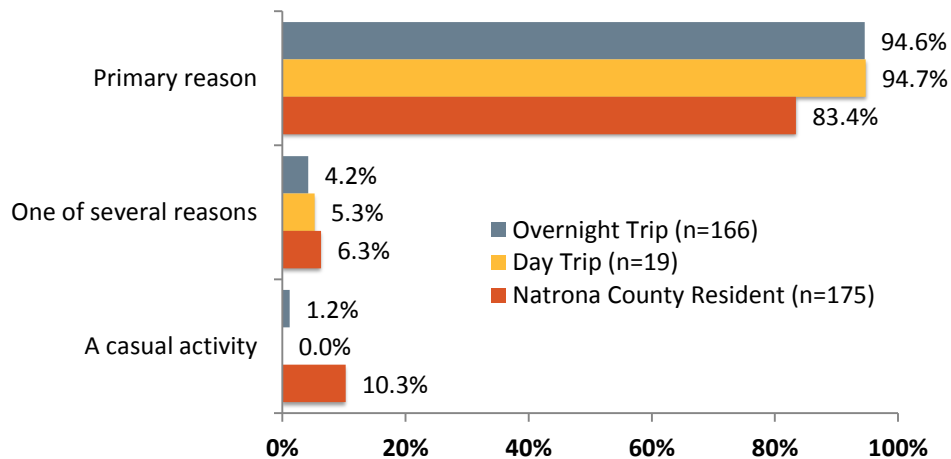


*Attendees who traveled 50 miles or more.

Source: Dean Runyan Associates

Among those who were visitors (not residents of Natrona County), College National Finals Rodeo was the primary reason for travel. Overall, a strong majority of overnight (95%) and day (95%) visitors indicated College National Finals Rodeo as the primary reason for travel.

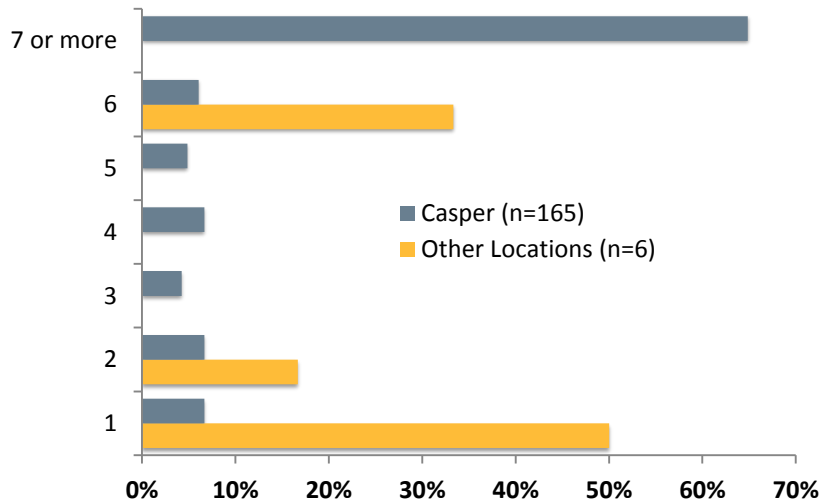
Figure 2-5
Motivation for Travel, June 2018



Source: Dean Runyan Associates

Among those attendees who stayed at least one night away from home, about almost all attendees (97%) spent one or more nights in Casper. The other 3% did not spend any nights in Casper, though stayed one or more nights in other locations.

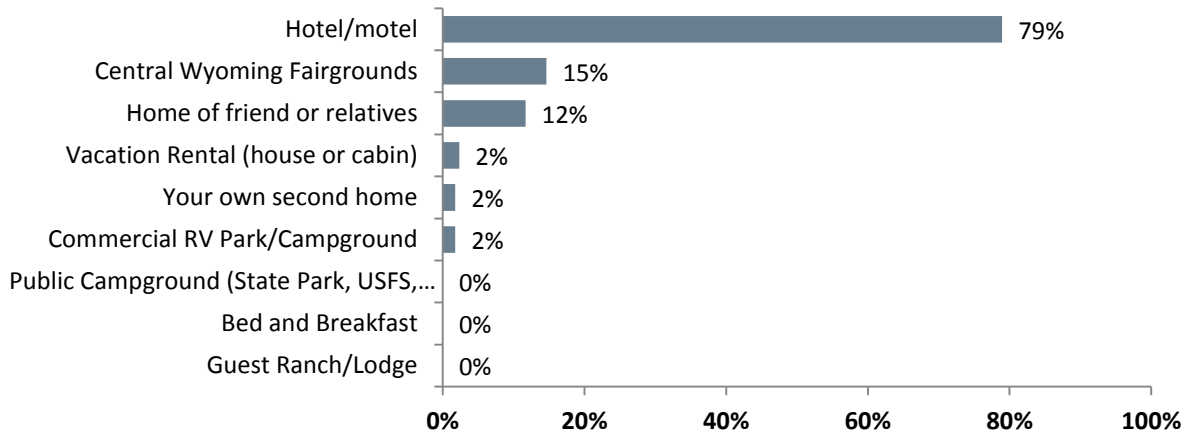
Figure 2-6
Nights in Casper, June 2018



Source: Dean Runyan Associates

Among event attendees who stayed overnight in Casper, a large majority (79%) spent at least one night in a hotel/motel. Most of the remainder stayed at the Central Wyoming Fairgrounds (15%) or with friends and relatives (12%).

Figure 2-7
Nights in Casper, June 2018 (n=171)

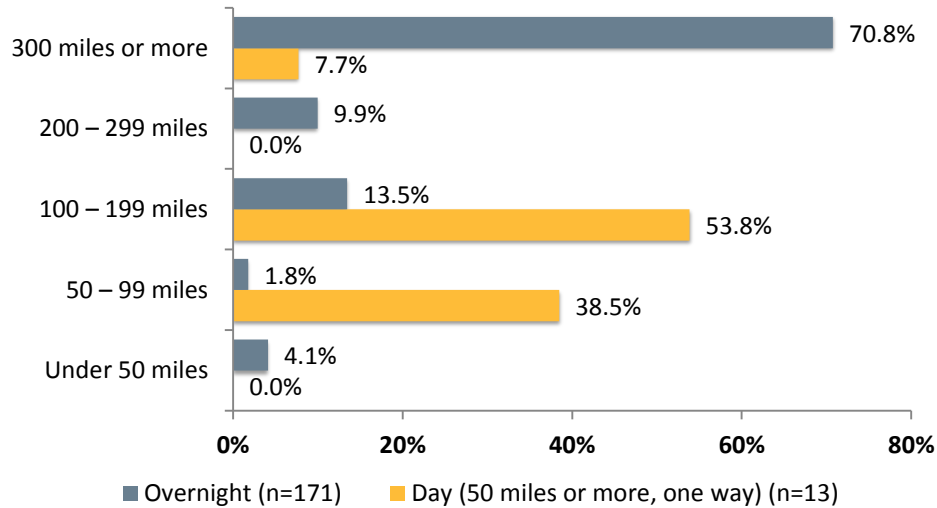


Note: Detail may total more than 100% due to multiple responses.

Source: Dean Runyan Associates

Among College National Finals Rodeo attendees who traveled for the day, most (92%) traveled from a distance of less than 200 miles from their place of residence. Among those attendees who spent one or more nights away from home, almost three quarters (71%) traveled from a distance of 300 miles or more from their place of residence.

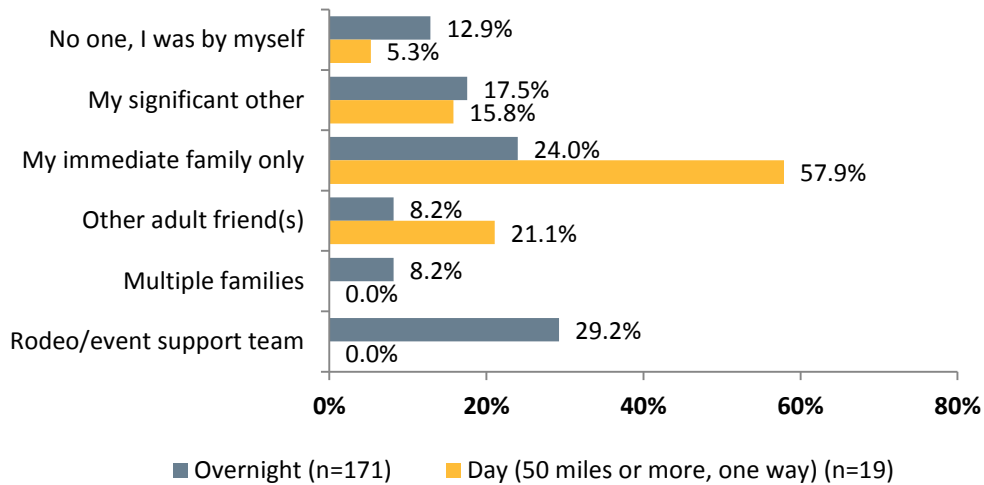
Figure 2-8
Distance Traveled for Overnight and Day Trips, June 2018



Source: Dean Runyan Associates

About two in ten (16% for day trips, 18% for overnight trips) visitors to College National Finals Rodeo attended with a spouse or significant other and nearly a quarter (24%) traveled with their immediate family. Overnight trips were mostly made with a rodeo/event support team (36%).

Figure 2-9
Travel Party Companions, June 2018

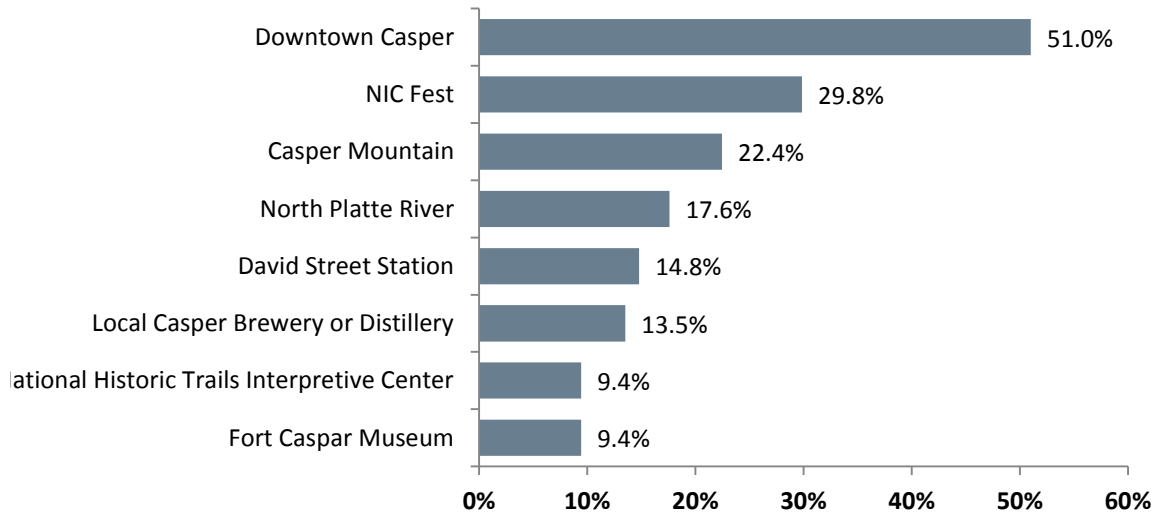


Source: Dean Runyan Associates

Visits to Attractions, Other Communities, and Places

Attendees of College National Finals Rodeo also visited other attractions and places in or near Casper, along with other communities and places throughout the state of Wyoming.

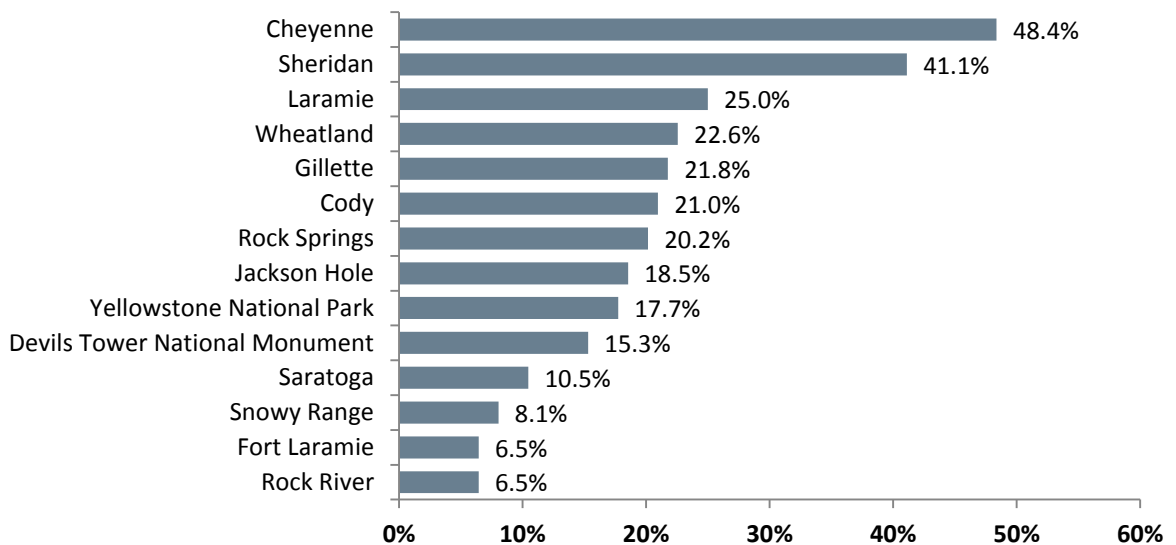
Figure 2-10
Visits to Attractions and Places in or near Casper, June 2018 (n=392)



Note: Detail may total more than 100% due to multiple responses.

Source: Dean Runyan Associates

Figure 2-11
Visits to Other Communities and Places in Wyoming, June 2018 (n=124)

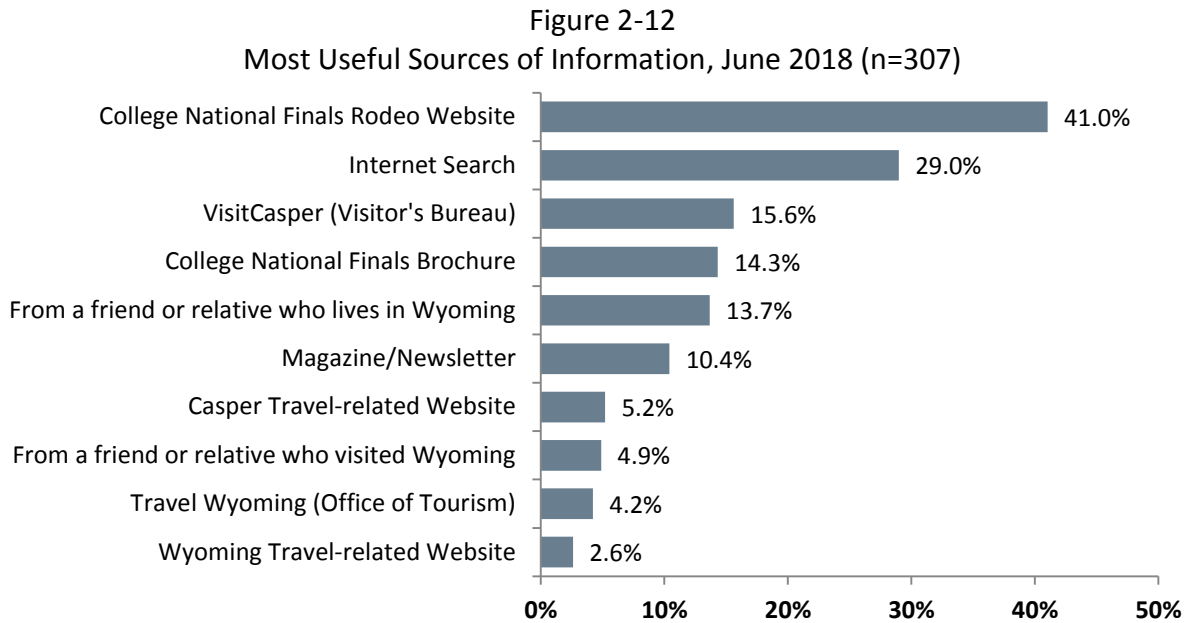


Note: Detail may total more than 100% due to multiple responses.

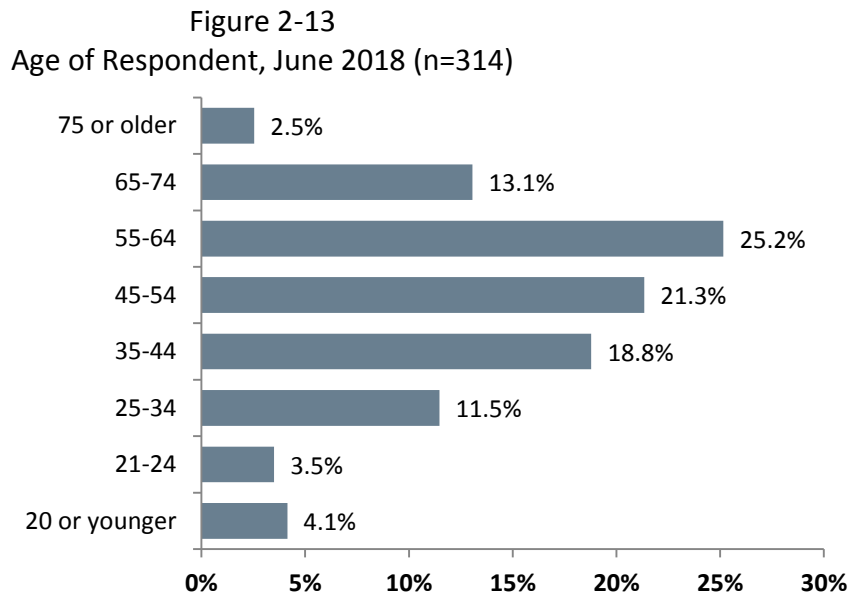
Source: Dean Runyan Associates

Trip Planning and Demographics

In terms of trip planning, almost half (46%) found the College National Finals Rodeo website useful. General internet searches were also common (30%).

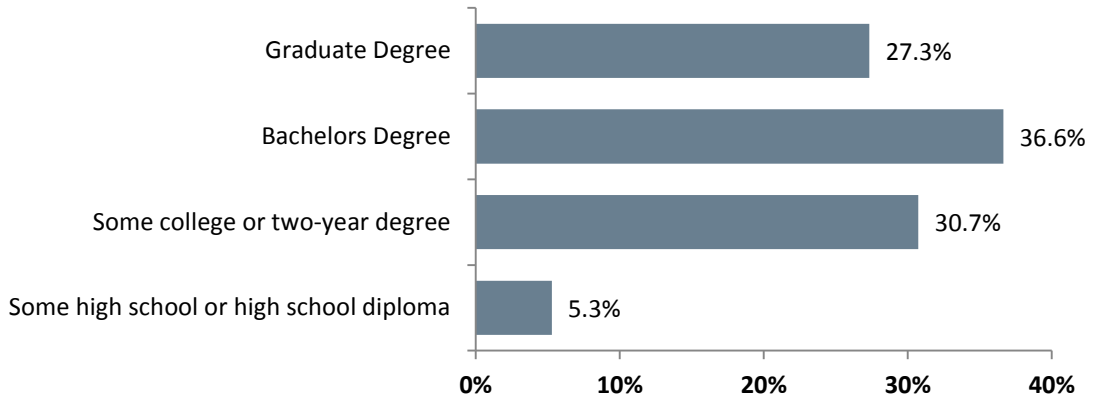


Note: Detail may total more than 100% due to multiple responses.
Source: Dean Runyan Associates



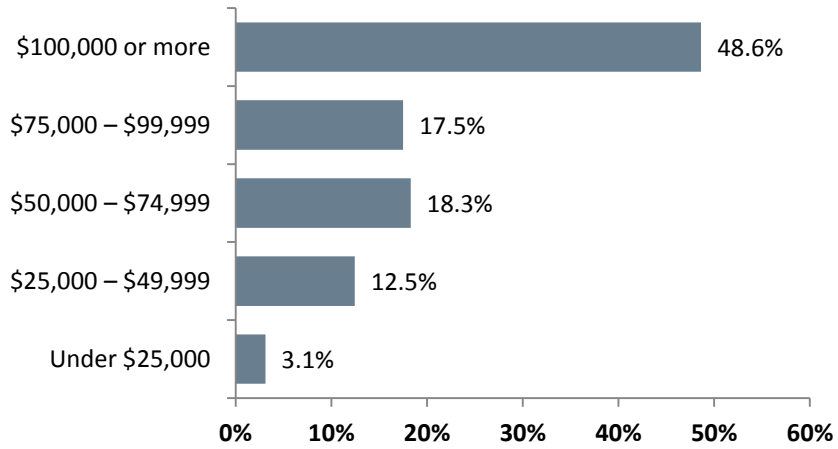
Source: Dean Runyan Associates

Figure 2-14
Education Level of Respondent, June 2018 (n=322)



Source: Dean Runyan Associates

Figure 2-15
Income Range of Respondent's Household, June 2018 (n=257)



Source: Dean Runyan Associates

3. Economic Impacts

College National Finals Rodeo generates economic benefits for Casper and Natrona County to the extent that its attractions and events draw visitors who would otherwise not travel to Casper and Natrona County. The focus of this analysis is on the expenditures made by all attendees and the associated employment, earnings, and tax receipts that they generate.

Expenditures include purchases of food, lodging, transportation, event tickets and retail items made in Casper and Natrona County. Respondents were instructed to report the expenditures made on the trip during which they attended College National Finals Rodeo.

Methodology Overview

This analysis draws on data collected from the survey of those who attended College National Finals Rodeo and on attendance data derived from ticket sales. In addition, the study makes use of other economic data on Natrona County that are available from statewide travel impact studies conducted for Wyoming Office of Tourism by Dean Runyan Associates. The primary emphasis is on expenditures, payroll and tax receipts that are directly attributable to attendees who attended College National Finals Rodeo. These expenditures represent purchases made in Natrona County while on a trip during which attendees attended College National Finals Rodeo.

Direct Economic Impacts

College National Finals Rodeo generated \$1.9 million in direct expenditures made in Casper by event attendees and their travel parties. Table 3-1 shows a breakout of attendee spending by Type of Travel Accommodation *and* Spending by Commodity. Visitors who stayed overnight in a Hotel, Motel, Lodge, or B&B accounted for \$1.2 million of total expenditures (66%). Visitors staying at the Fairgrounds spent about \$240,000, while visitors spending the night with friends and relatives (private homes) spent about \$200,000. These direct expenditures supported approximately 20 both full- and part-time jobs, which generated nearly \$400,000 in earnings (wage and salary disbursements).

State and local tax receipts generated by retail purchases, lodging, food and beverage, and gasoline purchases amounted to nearly \$81,000. Local tax receipts consist of lodging, county general purpose and option tax, and state sales taxes returned to the County (30 percent). State sales taxes include gasoline taxes attributable to travel expenditures and the state share of the state sales tax (69 percent). These state and local tax receipts are calculated based on attendee expenditure amounts discussed previously.

College National Finals Rodeo Direct Attendee Impacts, 2018

	2018
Attendee Spending by Type of Traveler Accommodation(\$)	
Hotel, Motel, B&B	1,235,000
Fairgrounds	242,000
Other	199,000
Day Travel	194,000
Spending at Destination	1,870,000
Attendee Spending by Commodity Purchased (\$)	
Accommodations	572,000
Food & Beverage Services	526,000
Food Stores	156,000
Ground Tran. & Motor Fuel	181,000
Arts, Entertainment, & Recreation (includes ticket sales)	258,000
Other Retail	177,000
Spending at Destination	1,870,000
Industry Earnings Generated by Travel Spending (\$)	
Leisure & Hospitality	140,000
Arts, Entertainment, & Recreation	90,000
Retail (includes merchandise, groceries, and gasoline)	173,000
Total Direct Earnings	402,000
Industry Employment Generated by Travel Spending (Jobs)	
Leisure & Hospitality	7
Arts, Entertainment, & Recreation	4
Retail (includes merchandise, groceries, and gasoline)	9
Total Direct Employment	20
Tax Receipts Generated by Travel Spending (\$)	
Local Tax Receipts	28,000
State Tax Receipts	52,000
Total Direct Tax Receipts	81,000

Note: State sales taxes are allocated to local government (30 percent) and the state (69 percent).

Source: Dean Runyan Associates

Secondary Impacts

College National Finals Rodeo will generate additional travel spending, in the form of business to business transactions, within Casper and Natrona County. Portions of these receipts will then be spent locally for labor and supplies. Employees of these businesses will, in turn, spend a portion of their earnings on local goods and services. This re-spending creates secondary (indirect and induced) impacts.

To summarize:

- **Direct** impacts represent the spending, employment, and earnings attributable to travel expenditures made directly by the participants of College National Finals Rodeo.
- **Secondary (Indirect)** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly).
- **Secondary (Induced)** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

Table 3-2 below shows how the economic impacts for College National Finals Rodeo are distributed among the primary visitor-related commodities, as well as the magnitude of secondary impacts estimated to occur within Natrona County.

Table 3-2
College National Finals Rodeo
Total Economic Impacts, 2018

	Sales (\$)	Employment (Jobs)	Earnings (\$)
Direct Impact			
Accommodations	572,000	7	140,000
Food and Beverage Services	526,000	7	128,000
Food Stores	156,000	1	15,000
Ground Tran. & Motor Fuel	181,000	0	9,000
Arts, Entertainment & Recreation	258,000	4	90,000
Other Retail	177,000	1	21,000
Total Direct Impacts	1,870,000	20	402,000
Secondary Impacts	545,000	4	117,000
Total Economic Impacts	2,415,000	24	519,000

Source: Dean Runyan Associates

Appendix A

DETAILED EXPENDITURE DATA

Table A-1
Average Daily Expenditures (\$/party/day)
By Accommodation Type and Expenditure Category
Jun-18

	Hotel/Motel/B&B	Fairgrounds	Other	Day Trip
Accommodations	\$156.9	\$16.0	\$30.6	\$52.1
Food & Beverage Services	\$117.6	\$60.2	\$24.7	\$20.1
Food Stores	\$29.7	\$35.0	\$22.2	\$19.1
Ground Tran. & Motor Fuel	\$80.7	\$39.0	\$20.2	\$89.3
Arts, Entertainment & Recreation	\$40.0	\$19.2	\$24.6	\$31.2
Other Retail	\$34.9	\$17.0	\$20.4	\$0.0
Total	\$459.8	\$186.5	\$142.7	\$211.8