

2013 RENO SANTA PUB CRAWL

Descriptive Statistics and Economic Impacts

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Participant Survey Procedure

- On-site
 - 9 UNR student surveyors
 - Electronic tablets
 - 2:30pm-10:00pm
 - Response statistics
 - 9 surveys per hour per surveyor
 - 421 individuals sampled
 - 227 individuals participated (53.9%)
 - 138 individuals provided contact info (60.8%)
 - 54 individuals completed follow-up survey (42.2%)



Participant Characteristics

TABLE 9 - Combined annual household income

Follow-up Q36			
1	Under \$15,000	2	3.77%
2	\$15,000 – \$24,999	4	7.55%
3	\$25,000 – \$34,999	2	3.77%
4	\$35,000 – \$49,999	5	9.43%
5	\$50,000 – \$74,999	9	16.98%
6	\$75,000 – \$99,999	9	16.98%
7	\$100,000 – \$149,999	15	28.30%
8	\$150,000 – \$199,999	5	9.43%
9	\$200,000 or more	2	3.77%
	Total	53	98.15%

TABLE 10 - Highest level of education completed

Follow-up Q37			
1	Less than high school	1	1.85%
2	GED	1	1.85%
3	High School Diploma	1	1.85%
4	Some College	16	29.63%
5	Vocational certificate	3	5.56%
6	Associates Degree	6	11.11%
7	Bachelor's Degree	20	37.04%
8	Post-graduate Degree	6	11.11%
	Total	54	100.00%

Participant Characteristics

TABLE 3 - Local attendees v. Non-local attendees						
On-site Survey						
	<u>Self-report Q4</u>		<u>Zip 100mi Q5</u>		<u>Zip Washoe Q5</u>	
Local	137	62.56%	131	59.82%	108	49.32%
Non-local	82	37.44%	84	38.36%	107	48.86%
Total	219	96.48%	215	94.71%	215	94.71%
Follow-up Survey						
	<u>Self-report Q3</u>		<u>Zip 100mi Q4</u>		<u>Zip Washoe Q4</u>	
Local	35	66.04%	36	67.92%	34	64.15%
Non-local	18	33.96%	17	32.08%	19	35.85%
Total	53	98.15%	53	98.15%	53	98.15%

Participant Lodging

- 42.6% of ALL attendees used commercial lodging
 - 65% non-local
 - 30% local
- All lodging at hotel, motel, or B&B
- 60% Silver Legacy
- 1.5 average night stay
- 1.5 average # of rooms
- \$90 average nightly price
- 67% booked directly with facility online

Visit Motivation

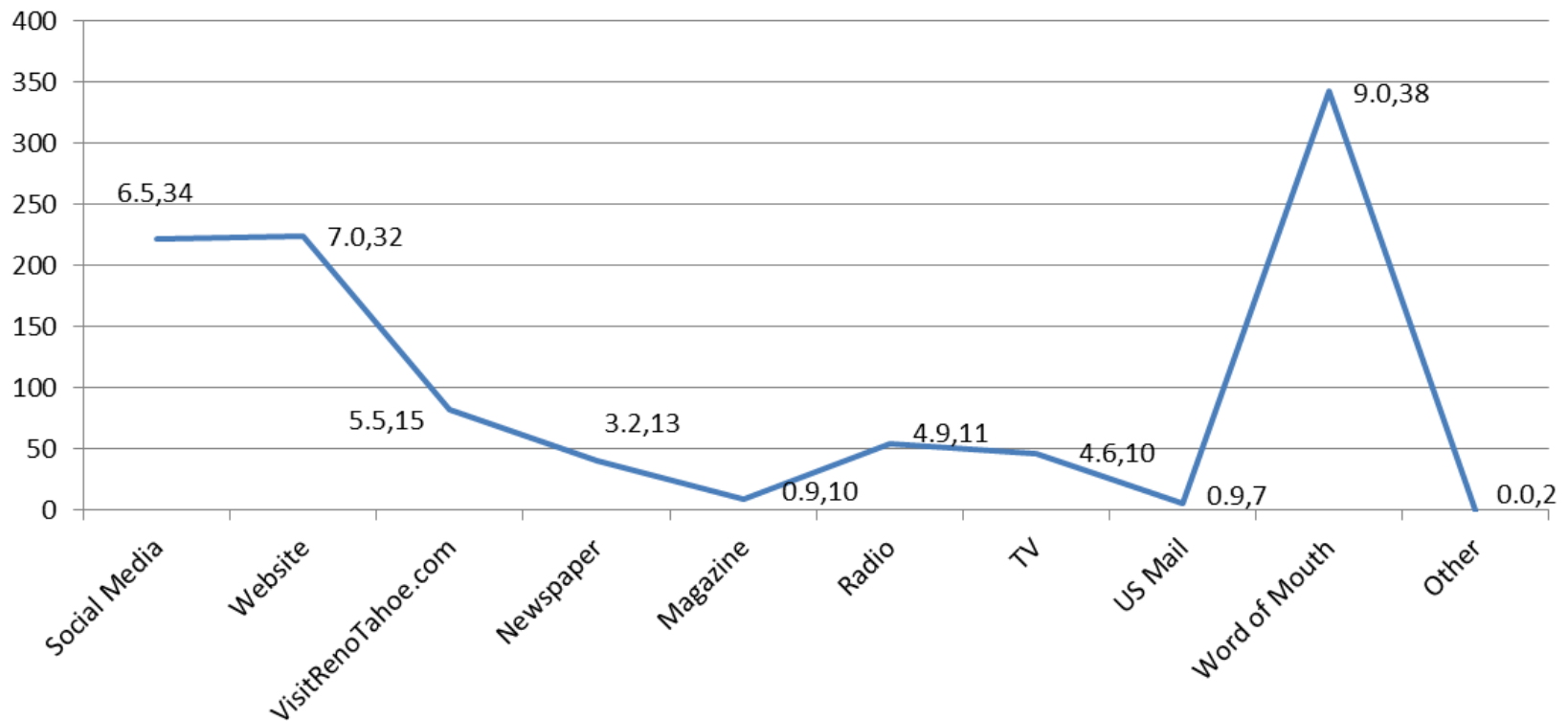
TABLE 7 - Alternate activity during same time if not at RTO

Follow-up Q14		
1	Attended another pub crawl (please specify)	2 4.00%
2	A different activity WITHIN the Reno/Tahoe area (please specify)	34 68.00%
3	A different activity OUTSIDE the Reno/Tahoe area (please specify)	14 28.00%
	Total	50 92.59%

- 12 of 34 (35%) selecting 'within' area stated they would stay home
- 4 of 14 (29%) selecting 'outside' area stated they would stay home

Event Information Sources

CHART 4 – Event Information Sources - Follow-up Q29 (weighted)



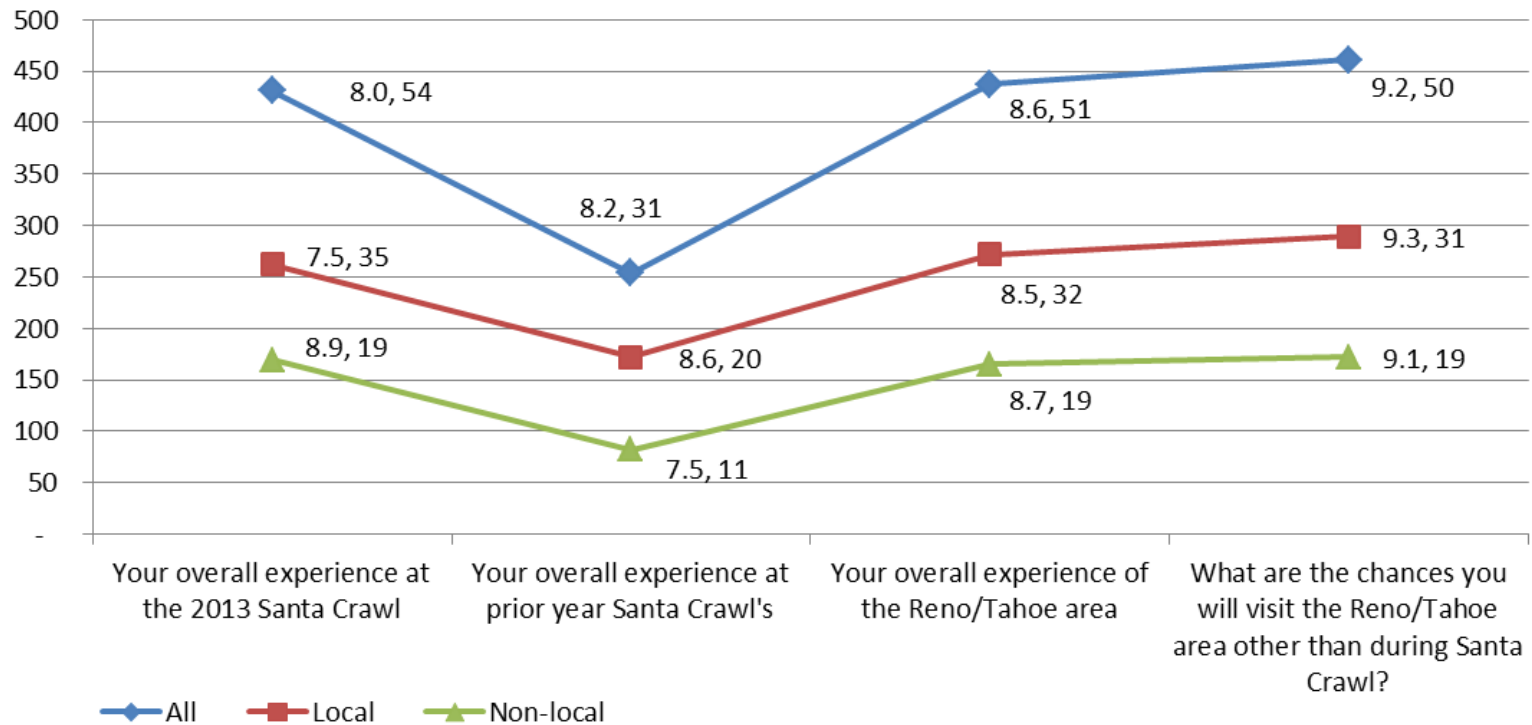
Other 2013 Reno-Tahoe Events

TABLE 12 - Other Reno-Tahoe area events attended in 2013

Follow-up Q30		
No	7	2.64%
Burning Man (Sep)	34	12.83%
Hot August Nights (Aug)	31	11.70%
Best in the West Nugget Rib Cook-off (Sep)	23	8.68%
Great Eldorado BBQ, Brews, & Blues (June)	19	7.17%
Reno Rodeo (June)	18	6.79%
Street Vibrations Fall (Sep)	17	6.42%
Street Vibrations Spring (June)	15	5.66%
National Championship Air Races (Sep)	15	5.66%
Pub Crawl (please specify)	15	5.66%
Sporting Events [spectator (please specify)]	14	5.28%
Reno River Festival (May)	13	4.91%
Artown (July)	12	4.53%
Lucas Oil Off-Road Racing (Aug)	8	3.02%
Great Reno Balloon Race (Sep)	6	2.26%
Other (please specify)	6	2.26%
Artown (July)	5	1.89%
Reno-Tahoe Open (Aug)	5	1.89%
Barrett-Jackson Car Auction (Aug)	3	1.13%
Sporting Events [participant (please specify)]	3	1.13%
Concours d'Elegance (Aug)	2	0.75%
Eldorado Reno 500 (July)	1	0.38%
Total	265	100.00%

Event Experience

CHART 6 – Overall Santa Crawl Experience - Follow-up Q24 - (weighted)



Event Experience

TABLE 13 - Attend future Santa Crawl's

Follow-up Q25		
1	Yes, next year	64.81%
2	Yes, for the foreseeable future	24.07%
3	No	11.11%
Total		100.00%

TABLE 14 - Recommend Santa Crawl to others

Follow-up Q26		
1	Yes	88.89%
2	No	11.11%
Total		100.00%

Event Experience

DOCUMENT 4	
Follow-up Q27	Follow-up Q28
What contributed to the success of this year's Santa Crawl?	What can be improved for future Santa Crawl events?
great costumes	more activities
Good vibe - fun costumes - discount hotel room	Mobile Application with line times for each venue - like @ Disneyland for rides.
I left early enough to miss the drunks	Not sure
discounted drinks, friends	portable bathrooms!
the amount of enforcement on the streets kept things quiet	more bars participating
great price for the cups and drinks	More food vendors located on the streets
Police security	More information as to what places will have what for the older crowd to decipher where they'd have more fun
over all crowd involvement, costumes, attitude, and merriment	have a more organized event under the arch at 10 p.m. live music, fireworks, something
	The bar tenders and local vendors are not welcoming to the crawlers; the rules are very stringent.
participation by patrons and businesses	large areas like convention rooms for entertainment and dancing
Great attitude of participants. Safe event, lots of police enforcement.	Many participating bars were overwhelmed. Need better service for the size of crowds.
the funny way that the drunk Santas looked	not being so crowded
Good Vendor / Bar Locations	SHWAG!!!

Merchant Survey Procedure

- Invitation by City of Reno to online link
- 12/9/13 – 12/21/13
- 9 of 15 completed survey
- Variety of businesses
 - Service sector, Retail, Food & Beverage
- 2 of 9 reported increase in receipts during Crawl
 - Retail increase 25%
 - Food & Beverage 20%

TABLE 21 – In What Ways is the Santa Crawl....

Vendor - Q9 Most Beneficial	Vendor - Q10 Least Beneficial
I am not involved in Santa Crawl no impact	I am not involved in Santa Crawl no impact
none	Increases the already poor image of the community and region. This fits in with prostitution, drugs and gambling. / If we want to successful like salt lake city we need to bring higher quality events. / / This event is good for bars and hotels. / / Crap breeds crap
Anytime the downtown area benefits from an event, it helps all businesses.	n/a
No impact to our business.	No impact to our business.
Extra Income	Its very rowdy and hard to control
It brings people to the area, creates local revenue and offers something cool for people to be in downtown/midtown.	I see no problems with the event, at my business or the surrounding area.
On that particular day we almost double our average sales on a Saturday. However the weekdays leading up to the Santa Crawl are typically slower so it may just average out to a normal week	Trashed people trashing the restaurant and downtown
It creates business for the entire Midtown District by bringing a huge amount of people out for the event. Traffic = Sales, and that is the basis for business.	The event increases sales city wide, how could there be a negative??

TABLE 23 – Most and Least Beneficial Reno-Tahoe Area Events

Vendor - Q12				
Event (Scheduled Month)	Most Beneficial to Business	Most Beneficial to Reno-Tahoe	Least Beneficial to Business	Least Beneficial to Reno-Tahoe
Reno River Festival (May)	2	5	1	1
Reno Rodeo (June)	2	5	2	0
Street Vibrations Spring (June)	1	2	4	2
Great Eldorado BBQ, Brews, & Blues (June)	0	3	2	0
Eldorado Reno 500 (July)	0	3	1	0
Artown (July)	5	6	0	0
Lake Tahoe Shakespeare Festival (July/Aug)	1	4	1	1
Reno Tahoe Open (Aug)	1	7	1	0
Hot August Nights (Aug)	0	7	3	0
Barrett-Jackson Car Auction (Aug)	0	5	1	1
Concours d'Elegance (Aug)	0	5	1	0
Lucas Oil Off-Road Racing (Aug)	0	5	1	0
Best in the West Nugget Rib Cook-off (Sep)	1	7	2	0
Burning Man (Sep)	5	6	1	0
Great Reno Balloon Race (Sep)	0	7	2	0
National Championship Air Races (Sep)	1	7	1	0
Street Vibrations Fall (Sep)	2	4	2	2
Sporting Events [participant (please specify)]	0	2	1	0
Sporting Events [spectator (please specify)]	1	2	0	0
Pub Crawl (please specify)	1	2	0	0
Other (please specify)	1	1	0	0

Economic Impact

Attendance

Total Attendees	14,000	
Non-Local Attendance	6,077	43.4%
Santa Crawl Was PRIMARY Reason for Visit	5,412	38.7%



Economic Impact

Spending Behavior

	Santa Crawl	RSCVA Visitor Profile
% of Primary visitors that used commercial lodging	88.2%	68%
% of Primary visitors that gambled	82.4%	48%
% of Primary visitors with shopping expenditures	23.5%	60%
% of Primary visitors with entertainment expenditures	76.5%	40%



Economic Impact

Length of Stay

	Santa Crawl	RSCVA Visitor Profile
Primary Visitors	1.69	4.32
Visitors Using Commercial Lodging	1.53	5.15



Economic Impact

Expenditures Per Day

	Santa Crawl		RSCVA Visitor Profile	
Commercial Lodging	\$	94.27	\$	115.00
Gaming	\$	108.21	\$	216.00
Food & Drink	\$	145.93	\$	85.00
Shopping	\$	139.58	\$	116.00
Entertainment	\$	25.14	\$	50.00
Transportation	\$	59.19		N/A



Economic Impact

Total Expenditures by Non-Locals

Commercial Lodging	\$	690,265
Gaming	\$	813,928
Food & Drink	\$	1,332,819
Shopping	\$	299,963
Entertainment	\$	175,590
Transportation	\$	445,198
	\$	3,757,762



Economic Impact

Economic Impacts by Type

Total Expenditures	\$	3,757,762
Direct Impact	\$	3,542,089
Indirect Impact	\$	835,931
Induced Impact	\$	1,213,046
Total Impact	\$	5,591,067
Total Economic Multiplier		1.578

Economic Impact

Employment Impacts

Direct Impact	45.2
Indirect Impact	6.4
Induced Impact	9.4
Total Impact	61.0
Total Employment Multiplier	1.350

