



Volvo Ocean Race:

Economic Impact on the State of Rhode Island

May 5 – 17, 2015

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Overview

- *STUDY SCOPE*
- *MAIN RESULTS*

STUDY SCOPE

Overview

Newport, RI was a stopover port for the Volvo Ocean Race in 2015. It was the first time the port had hosted the event. The main purpose of this study is to ascertain the economic impact of the stopover.

The economic impact was measured in terms of output and the number of jobs created. The geographical area of impact was the state of Rhode Island.

In order for the organizers of the Volvo Ocean Race to compare the impact of the race on each port, Performance Research aligned its economic impact approach with that used in Spain and replicated as many aspects of that study as possible while simultaneously meeting the unique needs of the Newport Stopover team.

As well as assessing the economic impact of the stopover, additional questions of a more qualitative nature were covered. These included areas such as ratings of the attendance experience, likelihood to return to the state and the scope of visits within Rhode Island, beyond Newport.



- ▶ The Race Village was open for 13 days from May 5th to May 17th, 2015 with an attendance of 131,346. When those watching from boats or other viewing locations are included, the total increases to 147,706. The busiest day at the Race Village was Saturday, May 16th when the In-Port Races were held and the attendance was 21,920.
- ▶ Attendees travelled from near and far, with 16.4% from Newport, 31.0% from Rhode Island (beyond Newport) and 42.4% from other states within the US. The percentage of attendees who travelled from other countries was 10.3%. The countries most frequently represented were Canada (53% of non-US visitors), the United Kingdom (9%) and France (4%).

131,346 visits to the Race Village by locals, national and international visitors

42.4% of visits were from US residents not living in Rhode Island, and 10.3% of visitors were international

Among international visitors, most traveled from Canada, the United Kingdom and France

MAIN RESULTS (2 of 5)

Overview

- ▶ Spectators and organizations combined to infuse the Rhode Island economy with \$32.2 million by attending and supporting the Volvo Ocean Race.
 - ▶ When this initial infusion of money for local businesses was spent and re-spent within the state, the effect led to a Total Economic Impact of \$47.7 million.
- ▶ The sectors which benefited the most were restaurants (\$9.0 million), hotels and motels (\$7.8 million), retail stores (\$3.4 million), real estate (\$2.0 million), catering (\$1.9 million) and transit/ground passenger transportation (\$1.7 million).
- ▶ The direct spending by fans and organizations due to the Volvo Ocean Race taking place in Newport created 353 full- or part-time jobs in Rhode Island.
- ▶ The industries gaining the most full- or part-time jobs were restaurants (151 jobs), hotels and motels (65 jobs), retail stores (50 jobs) and transit/ground passenger transportation (26 jobs).

Initial spending by spectators and organizations of \$32.2 million

Total Economic Impact on the state of Rhode Island: \$47.7 million

The Direct spending yields 353 jobs in the State of Rhode Island

Industries where impact on employment was greatest: restaurants, hotels & motels, retail, and transportation

MAIN RESULTS (3 of 5)

Overview

- ▶ The spending by spectators as a result of the Volvo Ocean Race's Newport Stopover was \$22.5 million.
 - ▶ The areas benefiting from this spending were restaurants (\$7.9 million), retail sales (\$4.9 million), hotels (\$4.8 million), and transportation (\$4.2 million).
- ▶ In addition to the spending by spectators, many businesses, organizations and associations spent money in Rhode Island which they would not have spent without the Newport Stopover. The combined expenditure was \$9.7 million.
 - ▶ The industries predominantly benefitting from this spending were hotels (\$2.9 million), catering (\$1.5 million), additional staffing (\$1.1 million), equipment rental (\$0.8 million) and venue rental (\$0.6 million).

Total spending by spectators totaled \$22.5 million

The industries benefiting the most from spectator spending included restaurants, retail, hotels and transportation

Organizational spend due to the Race totaled \$9.7 million

- ▶ *The Rhode Island Hospitality and Tourism Association's May 2015 data is consistent with increased visitor activity due to the Volvo Ocean Race. In May 2015, hotel revenue increased by 10.2% compared to May 2014. The number of passenger vehicles crossing the Newport Bridge increased by 15.3% from 2014 to 2015.*
- ▶ *Attendees reported a very positive experience attending the race with the vast majority (92%) rating their experience "8," "9," or "10" on a 10-point scale.*
- ▶ *Additional questioning revealed further "wins" for the state:*

 - ▶ *The profile of Rhode Island was raised, with 45% of international visitors coming to the state for the first time and 21% of US residents (those who do not live in Rhode Island) doing the same.*

Hotel revenue increased 10.2% and bridge traffic grew by 15.3%

Over 9 in 10 visitors reported a very positive experience at the Volvo Ocean Race

45% of international visitors were visiting Rhode Island for the first time

21% of US visitors were visiting Rhode Island for the first time

- Further good news for Rhode Island includes:
 - Future income for the state has been boosted, as the majority of visitors (59% of non-RI US visitors and 65% of international visitors) plan to come back and visit again specifically because of their Volvo Ocean Race visit.
 - Nearly all attendees will also spread the word about Rhode Island, with 93% of US residents (those not living in Rhode Island) and 84% of international visitors indicating they would recommend Newport as a tourist destination to others.
- While Newport made the headlines, many visitors also spent time in Jamestown, Middletown and Providence (around 20 - 25% of visitors).
- Many international visitors (51%) leveraged their Volvo Ocean Race-driven trip to the US to visit other states including Massachusetts (27%), New York (17%), Connecticut (14%) and Vermont (7%).

The majority of out-of-state and international visitors plan to come back to Rhode Island because of their visit

93% of US residents and 84% of international visitors now recommend Rhode Island as a tourist destination

Roughly 2 in 10 visitors also spent time in Jamestown, Middletown and Providence

Background

- *VOLVO OCEAN RACE OVERVIEW*
- *NEWPORT BID*
- *RACE VILLAGE*

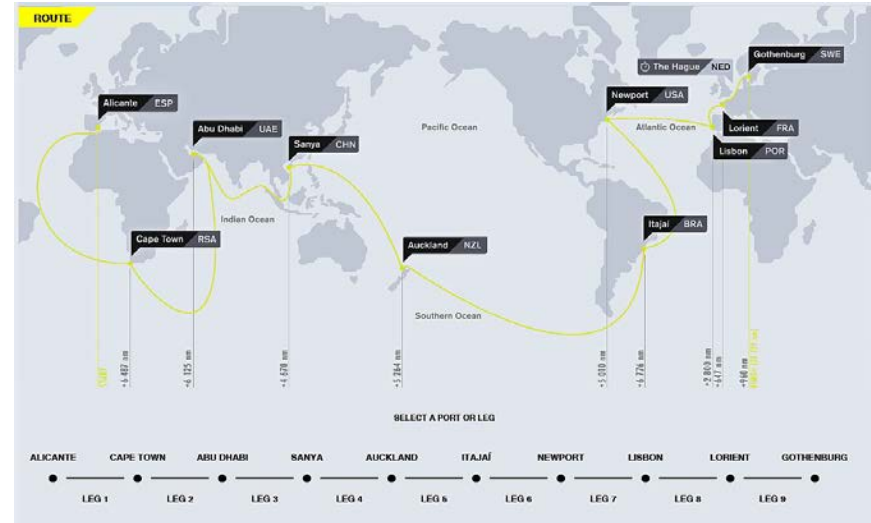
VOLVO OCEAN RACE OVERVIEW

Background

Known as “the world's toughest ocean race,” the Volvo Ocean Race is a 38,739 nautical mile round-the-world competition.

The first competition was held in 1973-1974; it was known as the Whitbread Round the World Race. The race was held every four years until 2005-2006 and every three years since then. In 2001 Volvo took ownership of the race and it became known as the Volvo Ocean Race.

The 2014-2015 race included 11 ports in 11 different countries, beginning in Alicante, Spain on October 4th, 2014 and concluding in Gothenburg, Sweden on June 27th, 2015. Intermediate stopovers included: Cape Town (South Africa), Abu Dhabi (United Arab Emirates), Sanya (China), Auckland (New Zealand), Itajai (Brazil), Newport (USA), Lisbon (Portugal), and Lorient (France).



NEWPORT BID

Background

On February 4, 2013, Newport was officially announced as the 6th stopover for the 2014-2015 Volvo Ocean Race. Bids to host the race were submitted by 82 cities around the world. Newport and Baltimore were the contenders to host the North American stopover.

Newport also bid to host the 2011-2012 race, but lost to Miami. Throughout the history of the race, the Baltimore/Annapolis area has been a stopover three times, Miami has hosted twice, and Boston and New York City have each hosted once.

During the press announcement for the race, Tom Touber, chief operating officer of the Volvo Ocean Race commented, "I'm very happy with our choice of Newport. There is an excitement here that we haven't seen in other cities."

The Newport Race Village was officially opened on May 5, 2015 and closed with the send-off to Lisbon on May 17, 2015.



Rhode Island Governor Raimondo Opens Volvo Ocean Race Newport Race Village



RACE VILLAGE

Background

The first two teams on the sixth leg of the Volvo Ocean Race arrived in Newport, RI on Thursday, May 7 just after 10pm.

In addition to showcasing the 7 competing teams, the Newport Race Village presented the Exploration Zone (with 22 interactive marine education exhibits), live music dock parties, and "Try Sailing" experiences on Sail Newport's J-22's.

Pro-Am races were held May 14 and May 15. In-port racing was held on May 16, with the leg-restart to Lisbon and closing of the Village on May 17.



Attendance

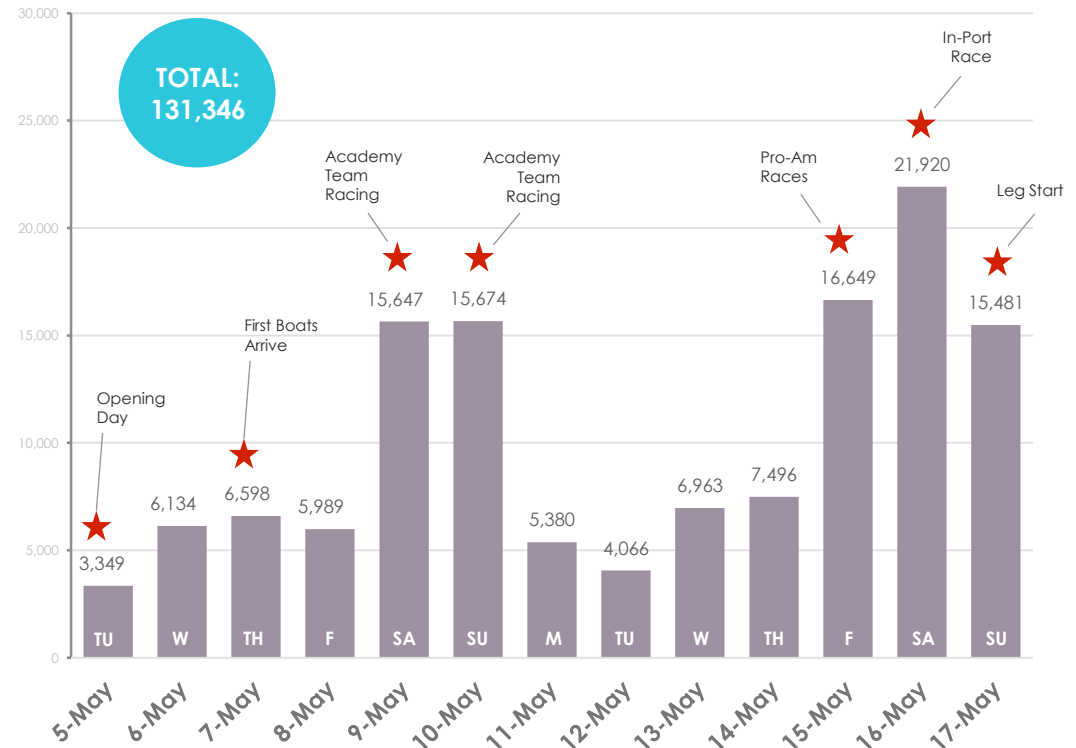
- RACE VILLAGE VISITORS
- RACE VILLAGE VISITORS' RESIDENCE
- BOAT COUNTS
- VISITORS AT OTHER LOCATIONS
- UNIQUE ATTENDEES
- TOURISM DATA FROM OFFICIAL SOURCES

RACE VILLAGE VISITORS

Attendance

- The number of visits to the Race Village totaled 131,346. Over the 13 days the Race Village was open to the public (May 5th through the 17th 2015), average daily number of visits was 10,103.
- When analyzing daily traffic, footfall was generally highest on weekends.
- Saturday, May 16th (the day of the In-Port Race) showed the greatest number of Race Village visits (21,920), followed by Friday, May 15th (during the Pro-Am Races), with 16,649 visits.

Race Village Visits



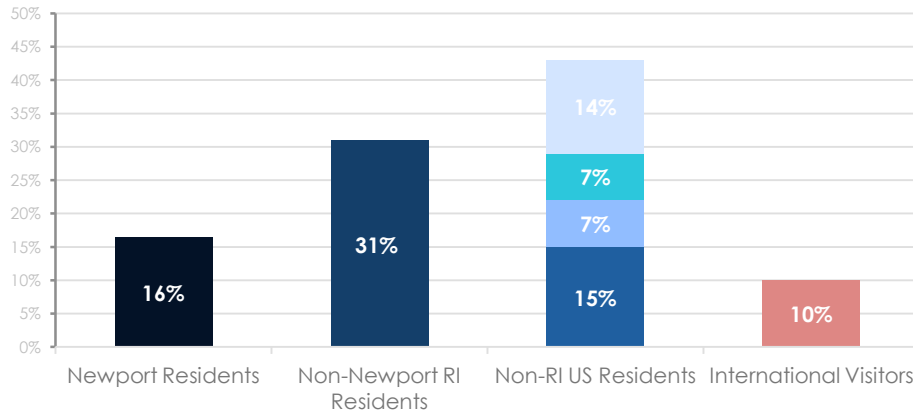
RACE VILLAGE VISITORS' RESIDENCE

Attendance

Analysis of survey results regarding attendee residence shows that 43% of attendees came to the Stopover from a US state other than Rhode Island. Among non-RI US residents, the state with the largest number of visitors was Massachusetts, with 15% of total attendees citing the state as their place of residence.

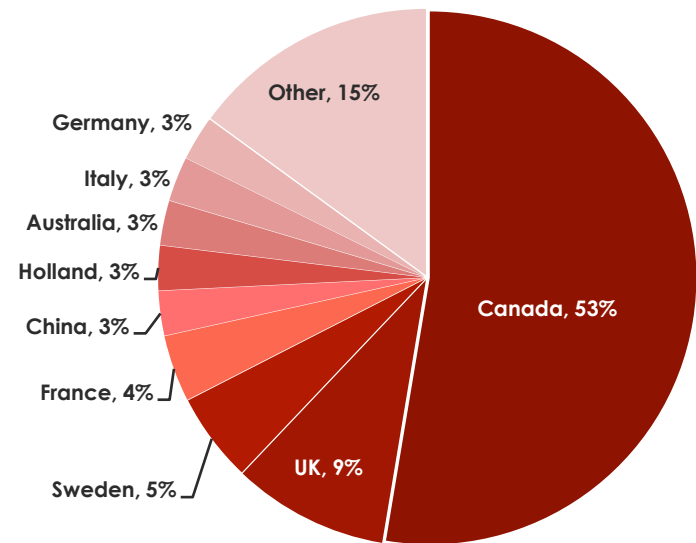
An additional 10% of visitors attended the event from abroad. The largest share of international visitors hailed from Canada, which accounted for 53% of visitors from abroad.

Residency



■ Newport ■ RI ■ MA ■ CT ■ NY ■ Other State ■ International Visitors

International Visitors

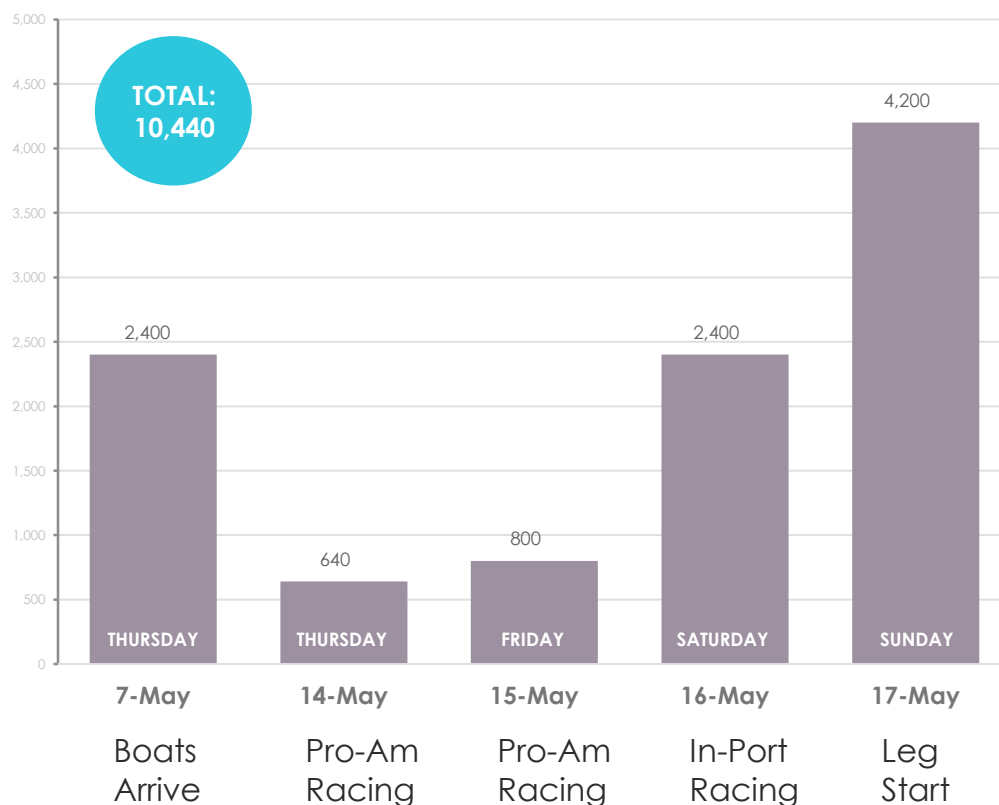


SPECTATORS ON BOATS COUNT

Attendance

- Spectators on boats were counted on select days of the event, outlined in the chart at right.
- Boats were counted using aerial photography. A conservative assumption of 2.5 spectators per vessel was used.
- There was a total of 10,440 spectators on boats counted over five days (May 7th; May 14th-17th), translating to an average of 2,088 on-the-water spectators per day.
- The greatest number of spectators on boats was recorded on Sunday, May 17th (during the leg start), with 4,200.

Spectators on Boats Count



VISITORS AT OTHER LOCATIONS

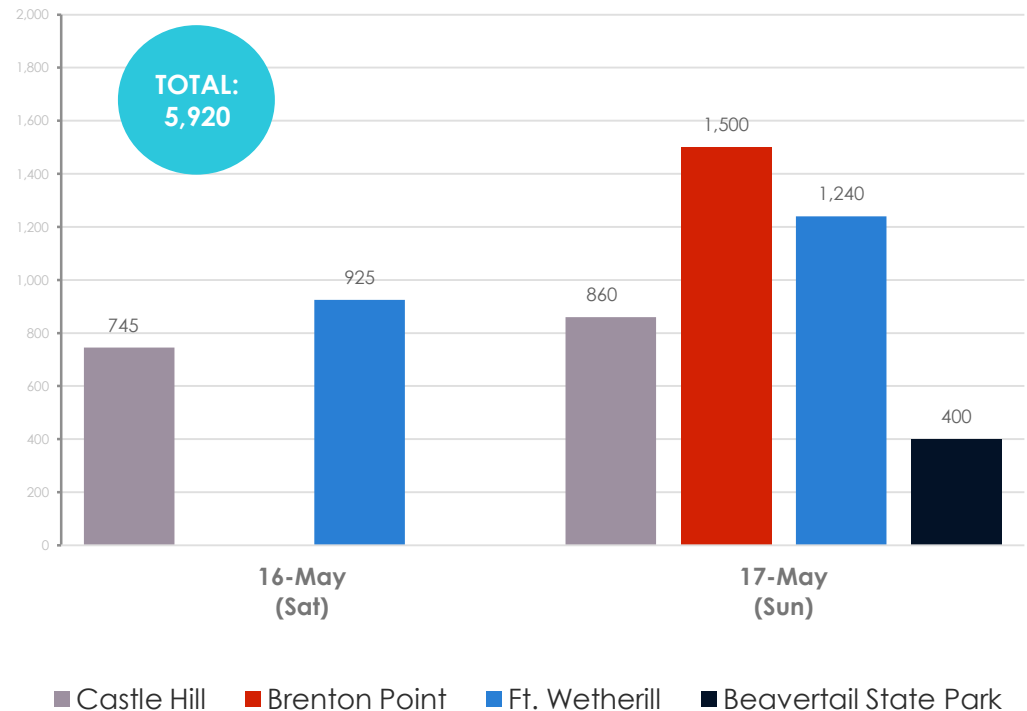
Attendance

▴ Visitors to state parks/landmarks from which the Race was viewable were also accounted for on May 16th (during the In-Port Race) and May 17th (Leg Start). Locations included:

- ▴ The Castle Hill Inn (Newport, RI)
- ▴ Brenton Point Park (Newport, RI)
- ▴ Fort Wetherill (Jamestown, RI)
- ▴ Beavertail State Park (Jamestown, RI)

▴ The highest number of visitors was recorded on Sunday, May 17th at Brenton Point Park with 1,500 visitors tallied.

Visitors at Other Locations



UNIQUE ATTENDEES

Attendance

Total attendance from the race village and other locations was 147,706. In order to accurately calculate the economic impact of the Volvo Ocean Race, the number of unique individuals represented by this attendance number was calculated.

- ▴ *The number of unique individuals was calculated using:*
 - ▴ *The total number of “entries” (recorded using clickers at each entrance point).*
 - ▴ *The percentage of “entries” assigned to each of the 8 spectator groups (calculated from survey data and described on slide 27).*
 - ▴ *The average number of “entries” made by spectators in the group (also calculated from survey data).*
- ▴ *This calculation ensured the number of unique individuals was derived from the number of attendances.*



Attendance

- The Rhode Island Hospitality and Tourism Association's May 2015 report was examined and data compared to May 2014 results. While it is beyond the scope of this study to analyze the reasons behind increases in Rhode Island tourism metrics, the data shows year-on-year gains.
- The number of hotel rooms sold in Rhode Island increased by 3.9% from May 2014 to May 2015. Over the same period, hotel revenue increased by 10.2%.
- The number of passenger vehicles crossing the Newport bridge increased from 846,170 vehicles in May 2014 to 975,298 vehicles in May 2015.

2015
MAY



+15.3%



+129,128 vehicles

2014
MAY



Data Collection

- *METHODOLOGY SPECTATOR SPENDING*
- *METHODOLOGY ORGANIZATIONAL SPENDING*
- *ASSUMPTIONS: SPENDING*

METHODOLOGY SPECTATOR SPENDING

Data Collection

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- ▶ A representative sample of spectators were interviewed each day of the Newport Stopover (May 5-May 17) by Performance Research staff.
- ▶ Interviewing took place at various points throughout the Race Village at Fort Adams.
- ▶ Data was collected among spectators aged 18 years or older. Interviewers randomized by approaching every 10th person passing their assigned location starting 1 minute after completion of previous survey. Interviewing rotated through multiple locations in the Race Village.
- ▶ Those affiliated with the racing teams, Sail Newport, sponsors, or attending in an official capacity did not complete the spectator survey as their spending was captured by the organizational spending survey.
- ▶ The survey included 26 questions overall and took approximately 8-10 minutes to complete.
- ▶ In total, 720 respondents took part in the research.
- ▶ A copy of the survey is included in the Appendix.



- *Organizational spending encompasses spending by any businesses, government departments or other organizations which took place in Rhode Island because of the Volvo Ocean Race.*
- *This information was collected through surveys as well as face-to-face interviews and follow-ups by telephone.*
- *In order to minimize any inclusion of out-of-state spending, organizations completed both their Rhode Island and non-Rhode Island spending. Only Rhode Island spending was included in the economic impact calculation.*
- *Spending by members of the media was estimated, as was their length of stay.*



ASSUMPTIONS: SPENDING

Data Collection

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- ▶ Those with credentials indicating they were affiliated with the Volvo Ocean Race or its partners were not interviewed using the spectator survey.
- ▶ The economic impact of those affiliated with the Volvo Ocean Race, racing teams, Sail Newport, sponsors, or any other groups present in an official capacity were excluded from the spectator spending part of the calculation, as their spending was assumed to be included in organizational spending.
- ▶ If accommodation was not in Rhode Island, reported spending in that category was not included in the economic impact calculation.
- ▶ For those visiting other states as well as Rhode Island, only spending from the days spent in RI was included in the calculation.
- ▶ For those extending a trip to Rhode Island because of the Volvo Ocean Race, only the additional days are included in the economic impact calculation.
- ▶ For Rhode Islanders, only extra spending (i.e. spending that would not have taken place if the Volvo Ocean Race had not come to Newport) was included.
- ▶ Only half of provided transportation spending (car rental, gasoline, transportation to and from RI) was included in calculation.
- ▶ If a spending question was left blank by a respondent, they were assigned \$0 for the category.
- ▶ Only completed surveys were used; the surveys of those who stopped midway were discarded.
- ▶ “Gate clicks” rather than “Days attended” used to convert daily attendee counts into unique visitors.
- ▶ Number of days used in calculation rather than number of nights.

Expenditures

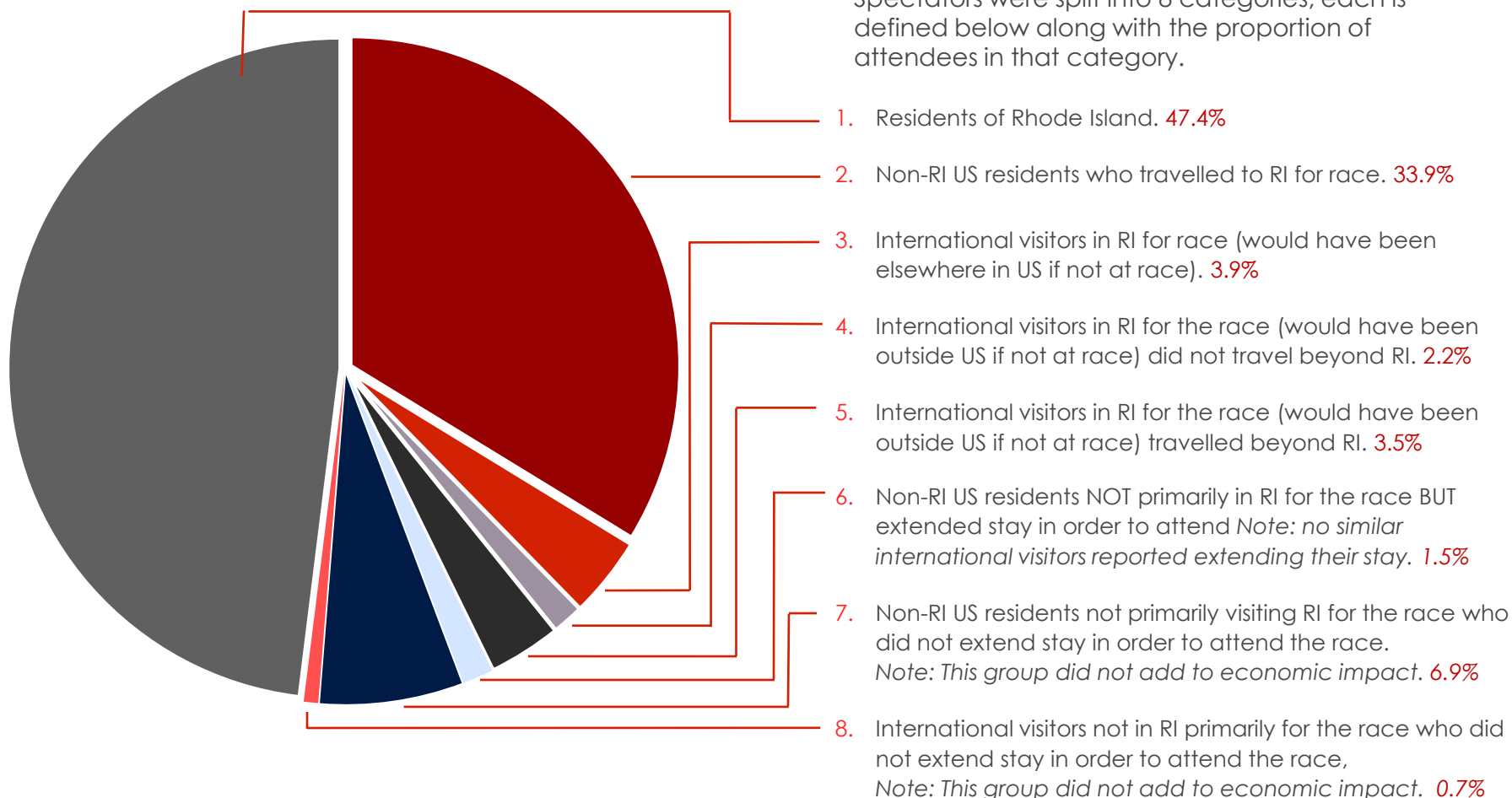
- *SPECTATOR SPENDING*
- *ORGANIZATIONAL SPENDING*
- *TOTAL SPENDING*

Spectator spending was collected via surveys conducted on-site with a representative sample of attendees.

- ▶ 720 surveys were collected: 341 from Rhode Islanders and 379 from US or international visitors to the state.
- ▶ The spending of those affiliated with the race, its sponsors or the organizers was not included. Further, the spending of nearly 8% of out-of-state visitors was not included in the total as they were primarily visiting Rhode Island for reasons other than the Volvo Ocean Race and did not extend their stay because of the race. Additionally, spending on accommodations located outside the state was not included.
- ▶ The remaining survey data was used to estimate the spending of spectators which took place in Rhode Island as a result of the Volvo Ocean Race stopping in Newport.
- ▶ The survey allowed respondents to provide their spending for either just themselves or for their group. To avoid double-counting, the spending provided was adjusted during analysis to reflect the “per person per day” amount.
- ▶ In order to most accurately estimate the economic impact, spectators were grouped according to residence, visit motivation, additional travel and whether their RI visit was extended due to the race. The categories, definitions and relative size of each are shown on the following page.

Spectator Spending Categories

Spectators were split into 8 categories; each is defined below along with the proportion of attendees in that category.

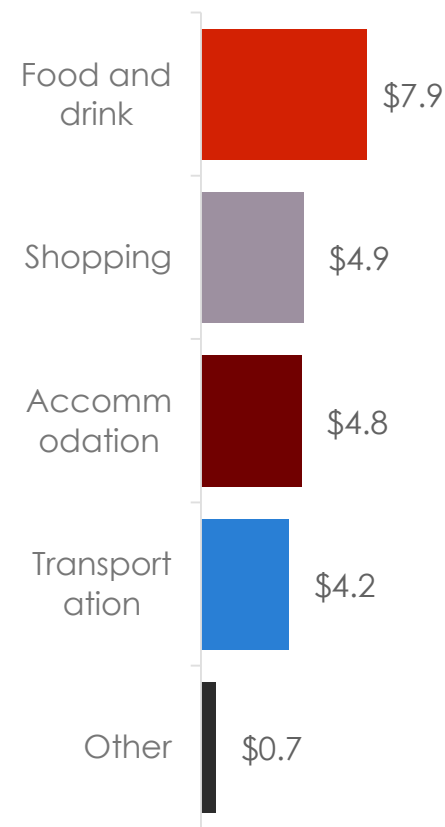


SPECTATOR SPENDING (3 of 3)

Expenditures

- ▴ The estimated spectator spending was calculated by multiplying the estimated number of spectators (unique attendees) in each group by their average daily spending and the number of days they spent in Newport due to the race.
- ▴ For out-of-state visitors, the number of days was the length of their trip to Rhode Island; for Rhode Islanders, it was the number of days they visited the Race Village.
- ▴ The number of unique attendees was derived from the overall attendance. This was done by taking the total number of visits to the Race Village (or other viewing site) and allocating the appropriate number to each group. This number was then divided by the average number of times members of a group entered the Race Village to give the number of unique attendees per group.
 - ▴ For example: 31% of the total attendance was accounted for by non-RI US visitors and they entered the event on average 2.4 times. $(147,706 \times 0.31) \div 2.4 = 18,972$ non-RI US visitors (difference of 107 due to rounding).
- ▴ When spending by all the groups was calculated and added, the total spending by all spectators was \$22.5 million in the state of Rhode Island.
- ▴ The main areas of spectator spending are shown on the chart to the right.

Spectator Spending
(\$ million)



ORGANIZATIONAL SPENDING (1 of 3)

Expenditures

As well as spectators, many businesses and organizations spent money in Rhode Island as a result of the Volvo Ocean Race being hosted in Newport. Data was gathered from teams, sponsors, the race organizers, Sail Newport and delegations from other stopover ports. Spending by members of the media was also estimated and included in this figure.

- *This data was collected through face-to-face meetings, surveys and follow-up discussions.*
- *Spending was requested from 49 organizations and 33 completed spending forms were returned.*
- *Only money spent in Rhode Island was included in the economic impact calculation.*
- **Teams:** *Spending was provided by 6 of the 7 teams. The spending for the 7th team was estimated to be the average of the 6 other teams. This was the only situation when organizational spending was estimated. In all other cases, if data was not provided by the organization (or their agents) it was assumed to be \$0.*



ORGANIZATIONAL SPENDING (2 of 3)

Expenditures

- ▶ **Media:** Sail Newport confirmed 301 media passes were issued. 38 were issued to Rhode Island media and their spending was excluded. Members of the international media received 68 passes and the remaining 195 went to US media based outside Rhode Island.
- ▶ International media were assumed to have stayed 5 days while US-based media were assumed to have stayed 2 days. Food, beverage and transportation spending were calculated based on the average for visitors. Hotel spending was also based on visitor spending, but converted to the single-occupancy room cost. Total media spending was \$0.18 million.
- ▶ **Infrastructure:** The State of Rhode Island committed \$4.75 million to construction projects at Fort Adams in order to better prepare the location to host large marine events. In order to estimate an appropriate proportion of this cost to allocate to the Volvo Ocean Race, the \$4.75 million was amortized over the 45-year expected “useful life” of the pier. It was assumed that half of the cost of the pier for each year could be attributed to the ferries, the Oliver Hazard Perry and attracting other tall ships. The other half of the costs of the pier each year was attributed to attracting a major marine event. Assuming one major marine event would be attracted by the pier every two years, \$105,556 was allocated to the 2014-15 Volvo Ocean Race, which is equivalent to 2.2% of the total project cost.



REUTERS



The Boston Globe



The New York Times

ORGANIZATIONAL SPENDING (3 of 3)

Expenditures

▸ **Sponsors:** A wide variety of port and race sponsors spent money in Rhode Island as a result of the Volvo Ocean Race. Only spending in Rhode Island is included in the economic impact calculation. Spending by Volvo Cars and AB Volvo Group is included in this section.

▸ **Race Organization:** Spending by Volvo Ocean Race and Sail Newport are included in this category, as well as the event-specific spending by the State of Rhode Island.

	Expenditure (\$ millions)
Sponsors	\$4.0
Race teams	\$2.8
Volvo Ocean Race and Port Organization	\$2.6
Media	\$0.18
Infrastructure	\$0.11
TOTAL	\$9.7

PARTNERS



SPONSORS



SUPPLIERS



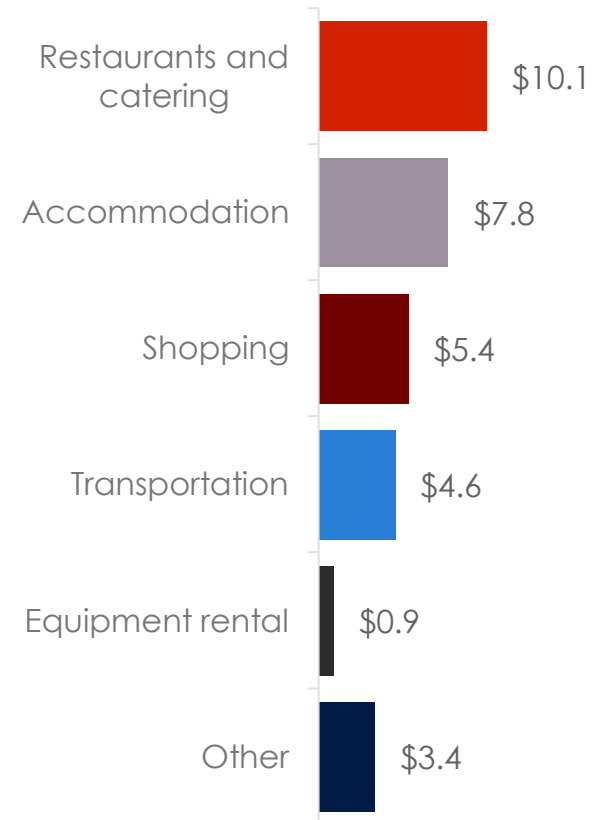
TOTAL SPENDING

Expenditures

When spectator and organizational spending are combined, the total spending in Rhode Island is \$32.2 million.

▮ *The major industries benefiting from the spending include restaurants, catering, accommodation, retail, transportation and equipment rental.*

Combined Spectator and Organizational Spending
(\$ million)



OVERALL ECONOMIC IMPACT

- *METHODOLOGY APPROACH*
- *SUMMARY OF IMPACT*
- *ECONOMIC IMPACT: INDUSTRY SECTORS*
- *ECONOMIC IMPACT: EMPLOYMENT*
- *ECONOMIC IMPACT: TAXATION*
- *ECONOMIC IMPACT: ADDITIONAL IMPACTS*

The previous sections detail how the spectator and organizational expenditures were collected and calculated. To estimate the overall effect of these expenditures within Rhode Island, economic impact modeling software was used. The software used for this study was IMPLAN and its application is described below.

▸ *“At the heart of the IMPLAN software is an input-output dollar flow table. For a specified region, the input-output table accounts for all dollar flows between different sectors of the economy. Using this information, IMPLAN models the way a dollar injected into one sector is spent and re-spent in other sectors of the economy, generating waves of economic activity, or so-called “economic multiplier” effects. The model uses national industry data and county-level economic data to generate a series of multipliers, which in turn estimate the total economic implications of economic activity.”**

The waves of economic impact are discussed using the following terms:

- *Direct effect: The dollar value of the initial round of spending generated by the Volvo Ocean Race available to circulate through the Rhode Island economy.*
- *Indirect: The effect of the initial round of spending being spent and re-spent within Rhode Island.*
- *Induced: The household spending in Rhode Island of the employees generated by the direct and indirect impacts.*
- *Total economic impact: The sum of the direct, indirect and induced spending.*

METHODOLOGY **APPROACH** (2 of 2)

Overall Economic Impact

The impacts are measured using output and employment.

- Output: refers to the total economic value of all the goods and services produced in Rhode Island.
- Employment: shows the number of jobs created in Rhode Island as a result of the Volvo Ocean Race.

SUMMARY OF IMPACT

Overall Economic Impact

The table below shows the total economic impact of the Newport Stopover of the 2014-15 Volvo Ocean Race to be \$47.7 million.

Impact on Rhode Island's Economy of Volvo Ocean Race
(Output measured in \$ million)

	Impact (\$ millions)
Direct and indirect impact	\$36.6
Induced	\$11.0
TOTAL	\$47.7

▲ When secondary effects are included, the total economic effect of spectator spending was \$31.9 million and the total organizational spending was \$15.8 million.

▲ This economic impact is measured in terms of output. The Volvo Ocean Race Alicante study reported economic impact based on GDP. Appendix 1 shows the data converted from output to GDP for comparison.

ECONOMIC IMPACT: INDUSTRY SECTORS

Overall Economic Impact

As one would expect from a major spectator event, the main industries benefitting from the Volvo Ocean Race are restaurants, accommodations and retail.

▴ *The sectors impacted are based not only on the initial spending by visitors attracted to Rhode Island by the race, but also the production and jobs created by those dollars being spent and re-spent within the state. The significant effect on the real estate industry is an example of the importance of this secondary spending.*

Top 10 Sectors (By Output, based on Total Economic Impact)	\$ millions
Restaurants	\$9.0
Hotels and motels	\$7.8
Retail stores	\$3.4
Real estate	\$2.0
Catering	\$1.9
Ground + passenger transportation	\$1.7
Owner-occupied dwellings (home maintenance)	\$1.4
Wholesale trade	\$1.4
Management of companies and enterprises	\$0.9
Machinery + equipment rental + leasing	\$0.8
Others	\$17.2
TOTAL	\$47.7

ECONOMIC IMPACT: EMPLOYMENT

Overall Economic Impact

The Volvo Ocean Race created 353 full- and part-time jobs in Rhode Island.

▴ *The table on the right shows which industries saw the biggest gains in employment as a result of the race. It shows the jobs created by the initial spending by spectators and organizations. This does not include any multiplier effect or the impact of any induced or indirect spending. This total of 353 jobs is a conservative estimate.*

▴ *If jobs are calculated based on the Total Economic Impact figure (including those supported when the initial expenditures are spent and re-spent in the local economy), the employment number increases to 487.*

Top 10 Sectors (By Employment, based on direct spending only)	Employment (full and part-time jobs)
Restaurants	151
Hotels and motels	65
Retail stores	50
Ground + passenger transportation	26
Catering	20
Security services	7
Computer-related services/facilities management	4
Other personal services	3
Promoters of performing arts, sports and agents for public figures	3
Facility support services	3
Others	21
Total employment	353

ECONOMIC IMPACT: TAXATION

Overall Economic Impact

The State of Rhode Island receives taxes from several key spending areas associated with the Volvo Ocean Race.

- *The chart to the right shows the taxes created by the initial spending by spectators and organizations. This does not include any multiplier effect or the impact of any induced or indirect spending. If a category of spending is not clearly defined as being subject to sales tax, it is not included. This total of \$2.5 million is a conservative estimate.*
- *If taxes are calculated based on the Total Economic Impact figure (including the taxes levied when initial expenditures are spent and re-spent in the local economy and used to pay wages), the tax generated for the state increases to \$4.2 million.*

Source of Tax	\$
Hotel	\$958,000
Food and Beverage	\$827,000
Gas	\$180,000
Car rental	\$134,000
Other sales taxes	\$366,000
Total State and Local Tax	\$2,465,000

The scope of this study does not extend beyond the dollars and cents of economic impact. However, many additional impacts were clearly enjoyed by Rhode Island in addition to the fiscal benefits:

- Media coverage: *The media coverage generated for Rhode Island was significant within the state, across the US and around the world. The list of media credentials can attest to the breadth of coverage and level of coverage was substantial. With weather affording the Newport Stopover beautiful conditions, the events' logistics running smoothly and a very well-received Race Village, the coverage of Rhode Island was glowing and extensive.*
- Raising Profile: *Hosting the Volvo Ocean Race boosted the profile of both Rhode Island and Newport on the national and international levels. Rhode Island's "Ocean State" imagery which attracts so many visitors each year and is a pillar of the state's high livability and quality-of-life ratings, is perpetuated and enhanced by events such as the Volvo Ocean Race.*
- Building business bridges: *Many sponsors and other businesses reported the event serving as a catalyst for building business connections and bringing deals closer to completion, benefiting the state as well as individual companies.*

Further non-economic benefits include:

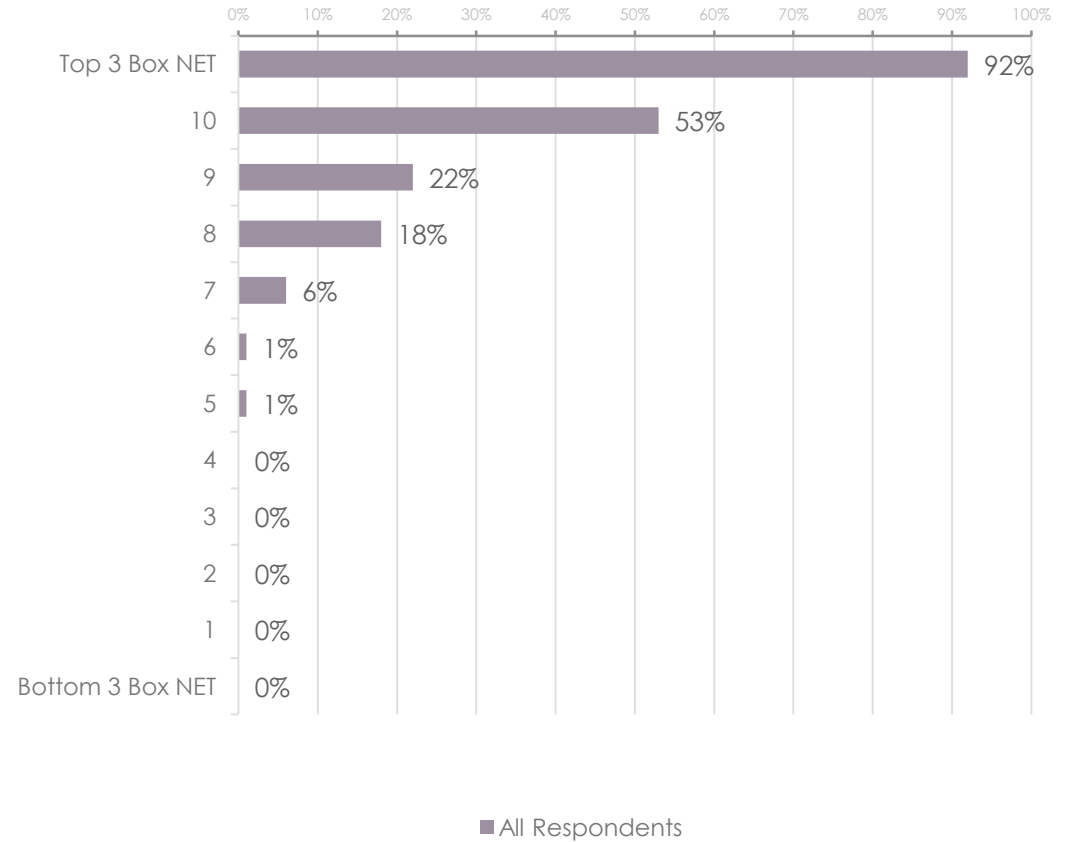
- Civic Pride: Hosting major events is said to lead to improved imagery and increased pride in their area by residents. Anecdotally, the buzz and excitement about hosting the Volvo Ocean Race “in our state” were tangible. Intuitively, those living in the Rhode Island know some level of benefit has certainly been derived from the increased pride in their home state by residents, business owners, community leaders and politicians.
- Enthusiasm for Sailing: Those attending the event will have noticed the high proportion of children, many of whom attended with school trips as well as with families. This type of major sports event sparks excitement and enthusiasm in all attendees, especially among youthful visitors. Imaginations captured by Race Village visits will likely lead to creation of future enthusiasts for sailing, helping perpetuate the vitality and viability of the sport for the future.

Spectator Reactions

- *EVENT EXPERIENCE*
- *QUALITATIVE FEEDBACK ON EVENT IMPACT*
- *NEWPORT VISITATION & RECOMMENDATION LIKELIHOOD*
- *RHODE ISLAND RECOMMENDATION LIKELIHOOD*
- *PROJECTED RI & US VISITATION*

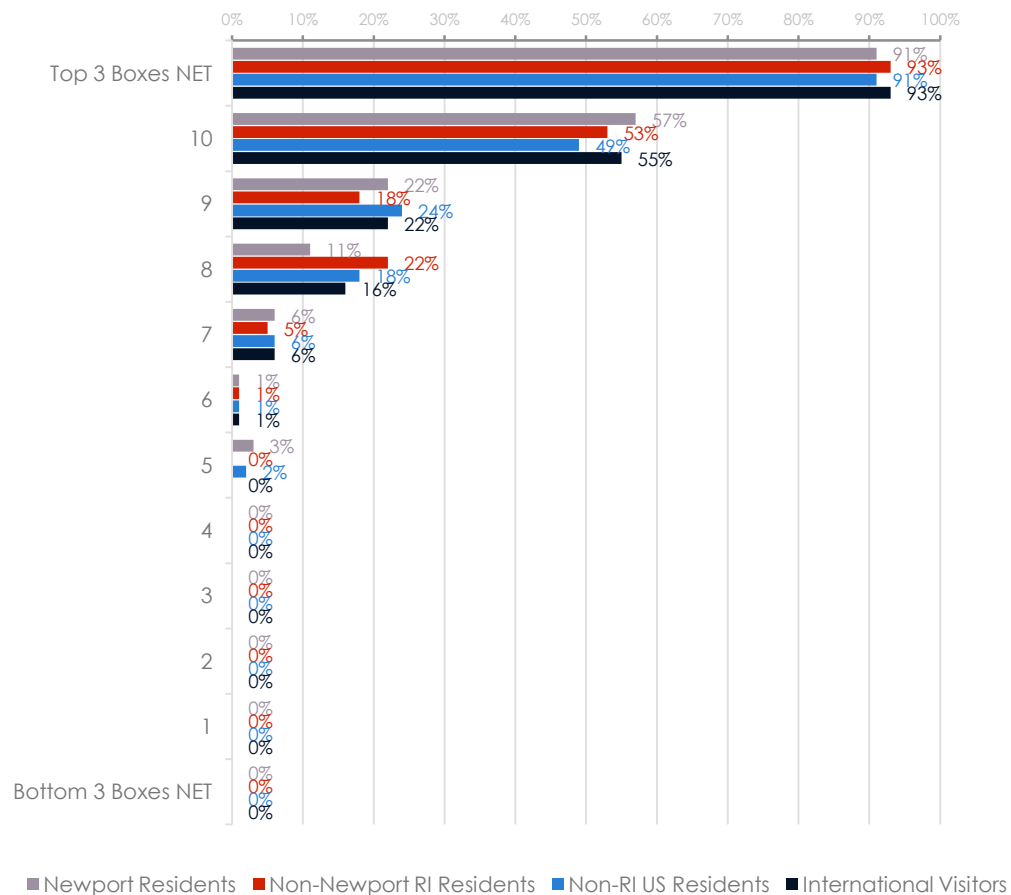
- Overall, attendees had a very positive experience at the Volvo Ocean Race.
- When respondents were asked how they would rate their experience at the event, the overwhelming majority (92%) reported a positive experience (as expressed by rating the experience an 8, 9 or 10 on a 10-point scale).
- No respondents provided negative feedback (as expressed by rating the experience a 1, 2 or 3 on a 10-point scale).

How would you rate your experience at the Volvo Ocean Race?



- When spectators' experiences at the event were analyzed by visitor place of origin, all segments gave their visit very positive ratings.
- Newport residents and international visitors were the groups most likely to rate their experience a "10" on a 10-point scale (57% and 55%, respectively); a majority (53%) of non-Newport RI residents also rated their experience a "10".
- When results were analyzed by attendee geography, there were no negative experience ratings (as expressed by a 1, 2 or 3 on a 10-point scale) recorded among any of the geographical segments.

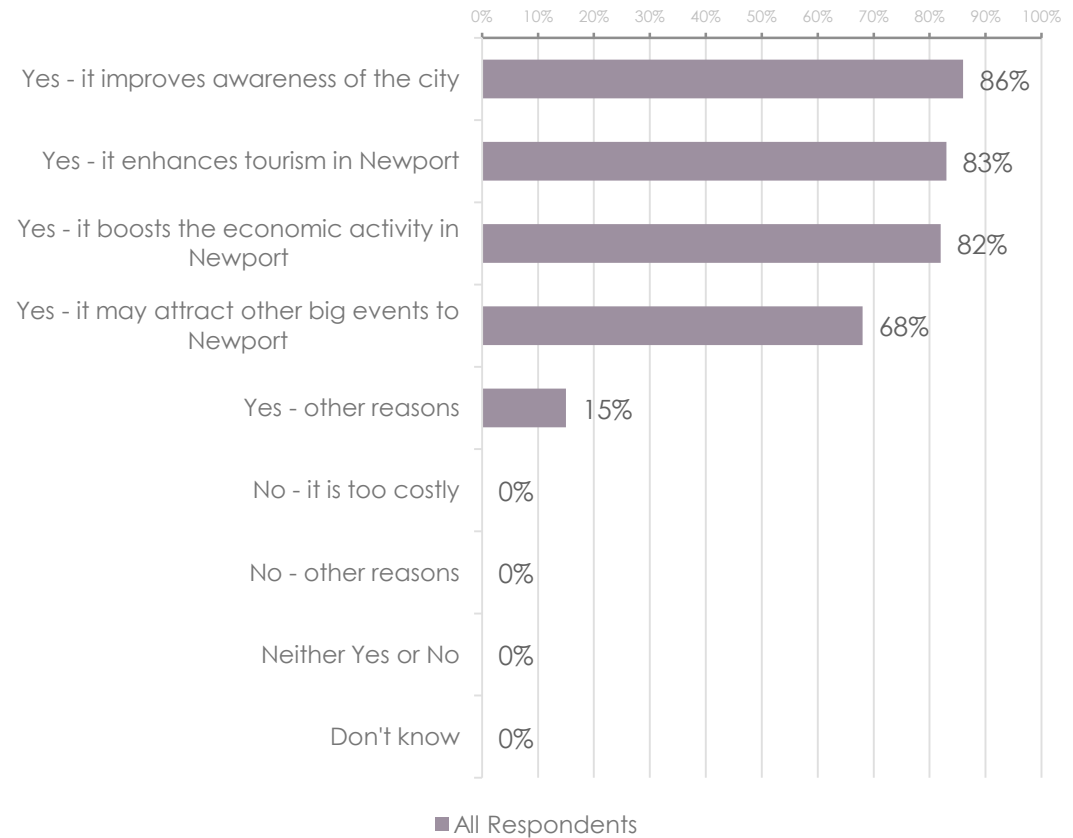
How would you rate your experience at the Volvo Ocean Race?



Spectator Reactions

- Overall, the wide majority of respondents indicated that hosting the Volvo Ocean Race is good for the city of Newport for one or several reasons.
- Respondents were most likely to concur with three impact statements, with over 8 in 10 agreeing that the event improves awareness of Newport; that it enhances tourism in Newport; and that it boosts the city's economic activity.
- Additionally, 7 in 10 agreed that the Volvo Ocean Race may attract other large scale events to Newport.

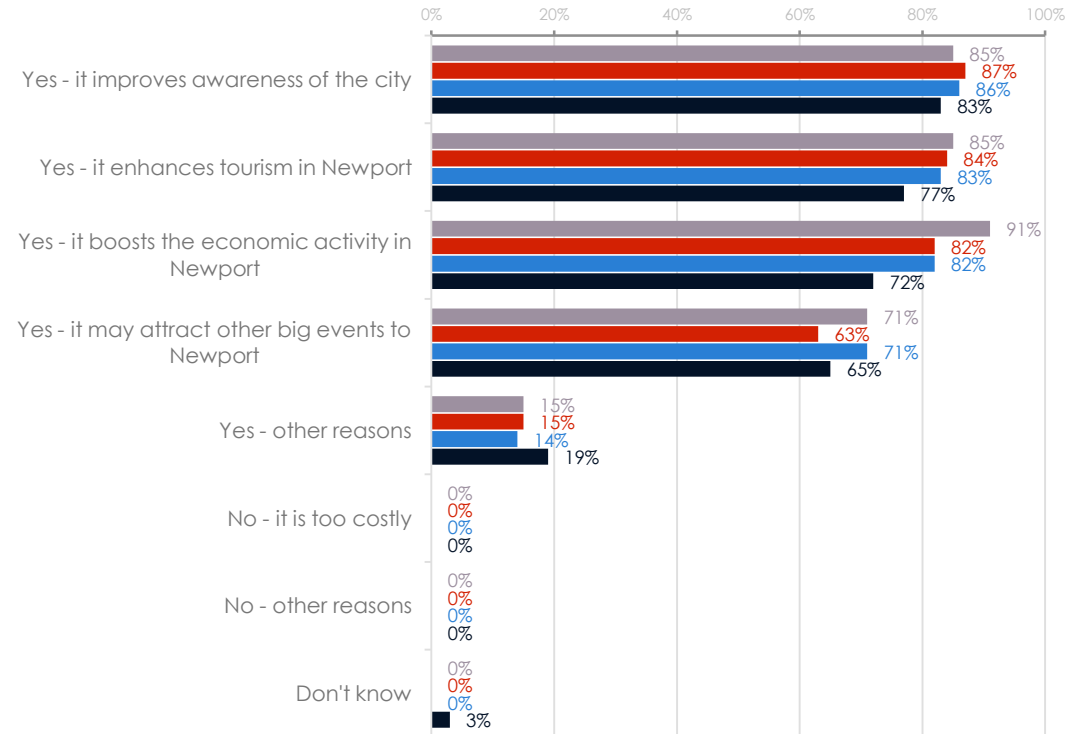
Do you think hosting the Volvo Ocean Race is good for Newport?



Spectator Reactions

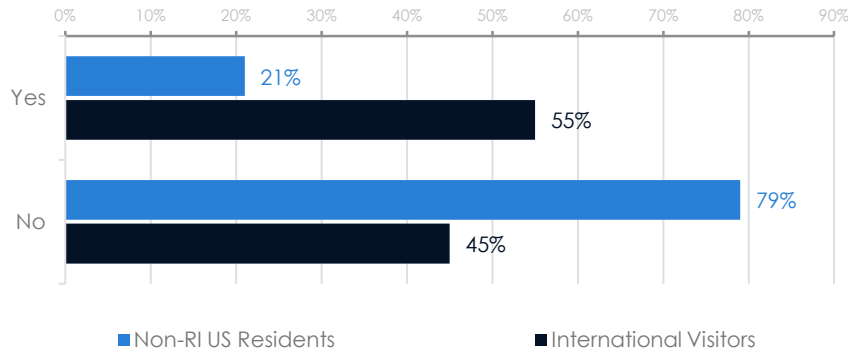
- When feedback on the Race's impact was analyzed by respondent geographies, the majority of each segment agreed that the Race is good for Newport for one or several reasons.
- Among visitors (Non-Newport residents of RI, residents of the US not living in RI and international visitors), the positive impact on awareness of Newport and on the enhancement of Newport tourism were the most frequently cited reasons.
- The boost to the economic activity in Newport was the most commonly cited reason among Newport residents.
- No respondents indicated a belief that hosting the Volvo Ocean Race is not good for Newport.

Do you think hosting the Volvo Ocean Race is good for Newport?



■ Newport Residents ■ Non-Newport RI Residents ■ Non-RI US Residents ■ International Visitors

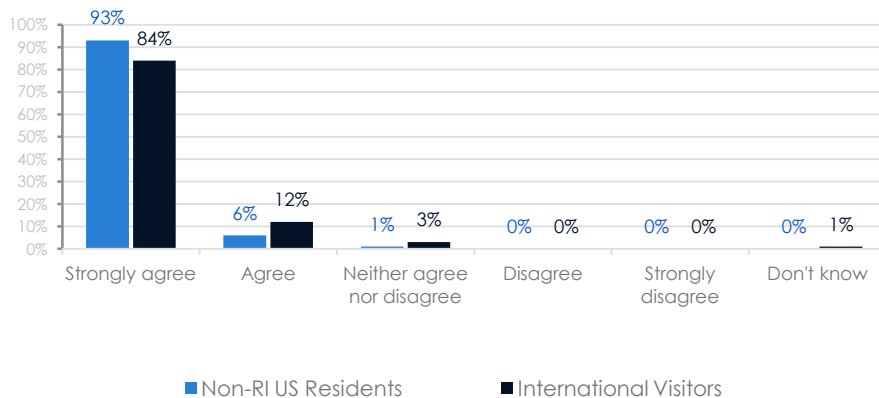
Is this your first visit to Newport?



Survey data suggests that the event drew first-time visitors and that the city of Newport impressed those visiting from afar.

Over half of international visitors indicated that their trip to Newport for the Volvo Ocean race was their first, and over two in ten US residents not living in Rhode Island reported the same.

How much do you agree with the following sentence? I would recommend Newport as a tourist destination...

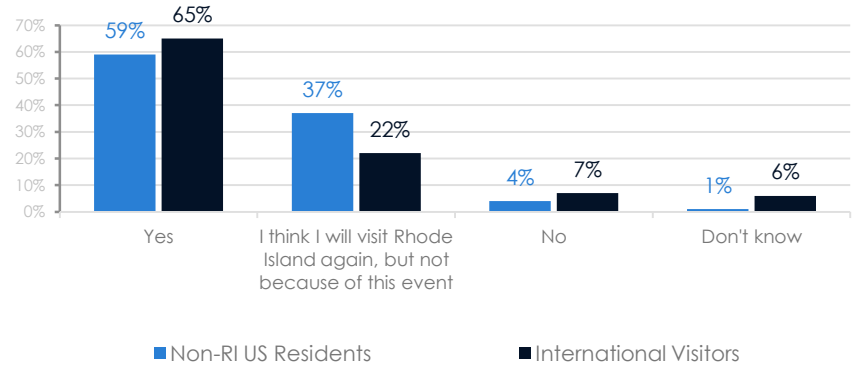


93% of US residents not living in Rhode Island and 84% of international visitors who visited Newport because of the Volvo Ocean Race reported they would recommend Newport as a tourist destination.

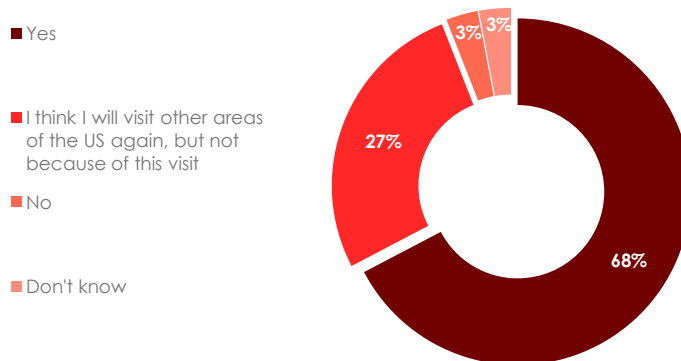
Spectator Reactions

- Survey data also indicates that the event could have a positive impact on Rhode Island and US tourism alike.
- A majority of both US residents not living in Rhode Island (59%) and international visitors (65%) reported that they will visit the state of Rhode Island again as a result of their trip to Newport for the Volvo Ocean Race.
- International visitors indicated that the event could draw them back to the United States in the future, with nearly seven in ten reporting that they will visit other areas of the country as a result of their experience visiting Newport for the Volvo Ocean Race.

Do you think you will visit Rhode Island again in the future as a result of this visit?



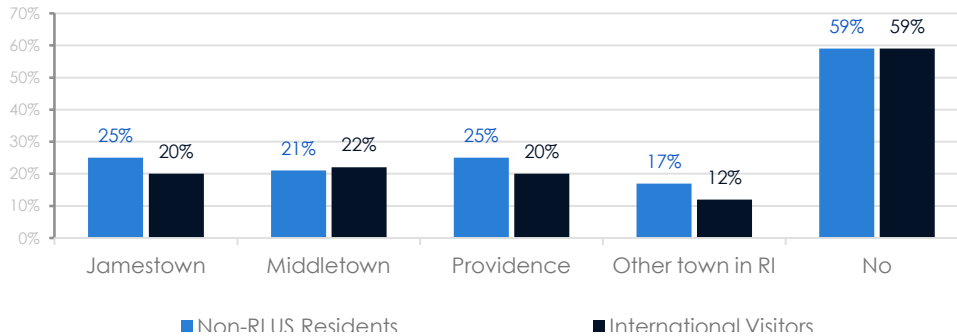
Do you think you will visit other areas of the United States other than Rhode Island again in the future as a result of this visit?
(Among International Visitors)



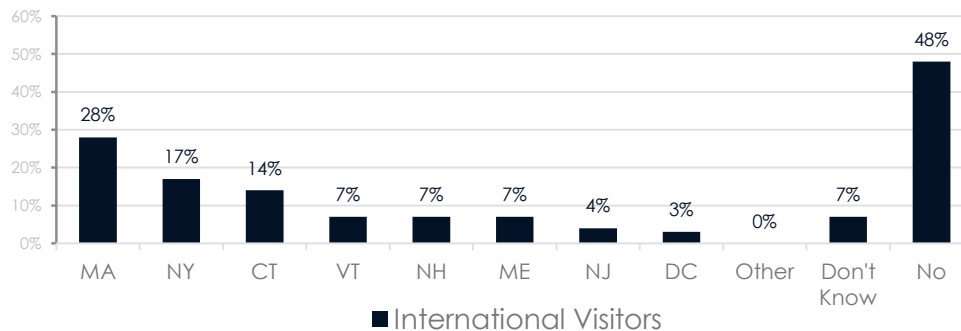
PROJECTED RI & US VISITATION

Spectator Reactions

Will you also visit or have you already visited places in Rhode Island other than Newport during your trip?



Will you also visit or have you already visited other places in the US outside Rhode Island during this visit?



- While Newport attracted visitors for the Volvo Ocean Race, survey data indicates surrounding areas also benefit from the host city.
- 25% of non-RI residents from the United States and 20% of international visitors utilized their trip to Newport for the Volvo Ocean Race to visit neighboring Jamestown, and a roughly equal number indicated they visited or planned to visit Middletown and/or Providence.
- International visitors used their visit to Newport to tour other regions of the United States, with 28% reporting they had already or would visit Massachusetts and 17% indicating they had already or planned to visit New York.

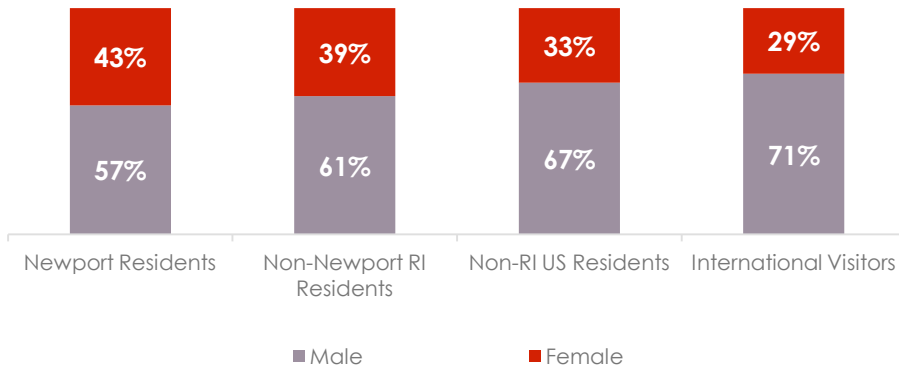
Spectator Profile

- *AGE & GENDER*
- *INCOME & PARTICIPATION IN SAILING*

AGE & GENDER

Spectator Profile

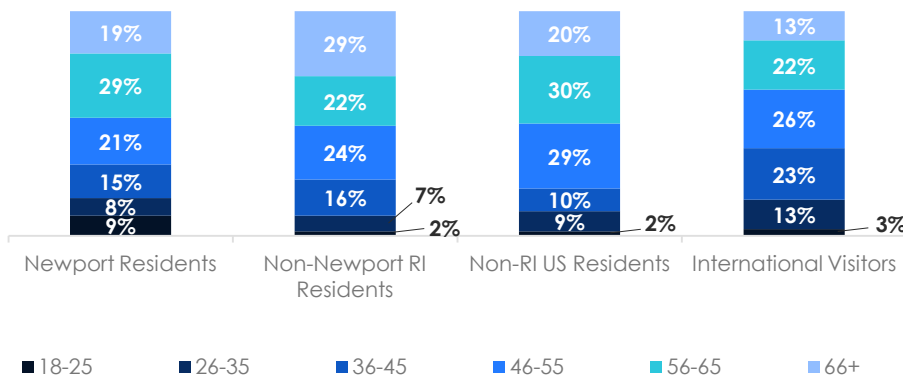
Gender



▶ The charts at left display the gender and age composition of respondents from Newport, those not from Newport living in RI, those from the US not living in RI and international visitors.

▶ Respondents from each area skewed male; male skew was especially prominent among those visiting from states other than Rhode Island and international visitors.

What is your age?



▶ On average, visitors from within the US were older than international visitors, who were the youngest of all groups accounted for.

INCOME & PARTICIPATION IN SAILING

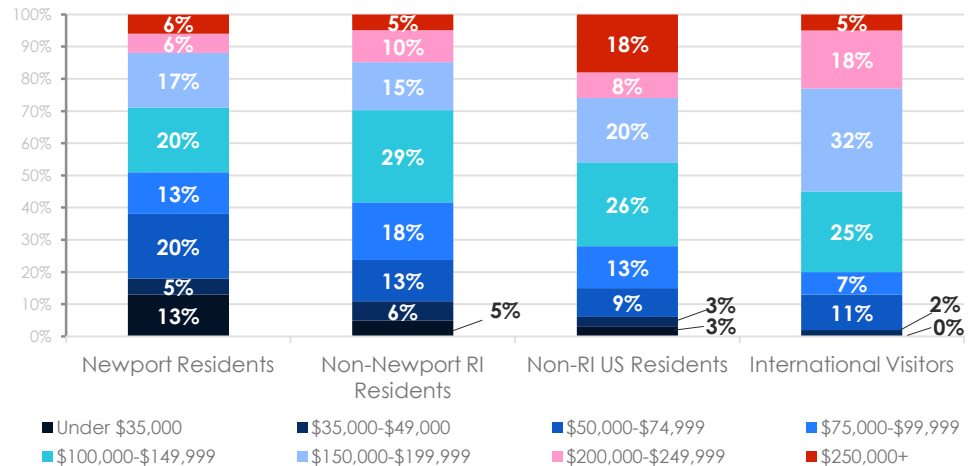
Spectator Profile

Survey data indicates that there is a correlation between distance traveled to the Volvo Ocean Race and income level, with the highest household income levels recorded among international visitors and the lower income levels among non-Newport residents of RI and Newport residents. While 55% of international visitors reported incomes over \$150,000, just 29% of Newport residents reported the same.

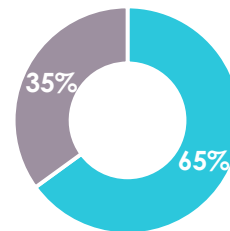
A majority (65%) of total event attendees indicated an involvement in sailing.

Survey data shows that attendees' involvement in sailing (as a sport or hobby) is positively related to the distance they traveled to attend the event, with 84% of international visitors and 69% of non-RI US residents indicating involvement in sailing, and 58% of in-state residents confirming the same.

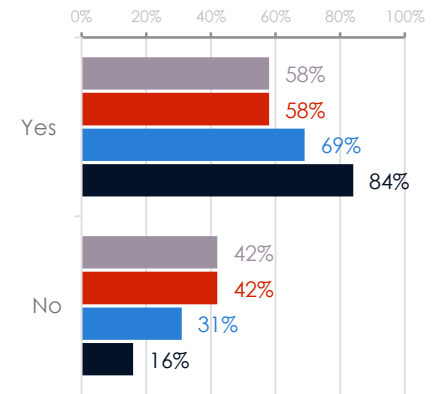
What is your annual household income before taxes?



Do you or anyone else in your party sail as a sport or a hobby?



Yes No



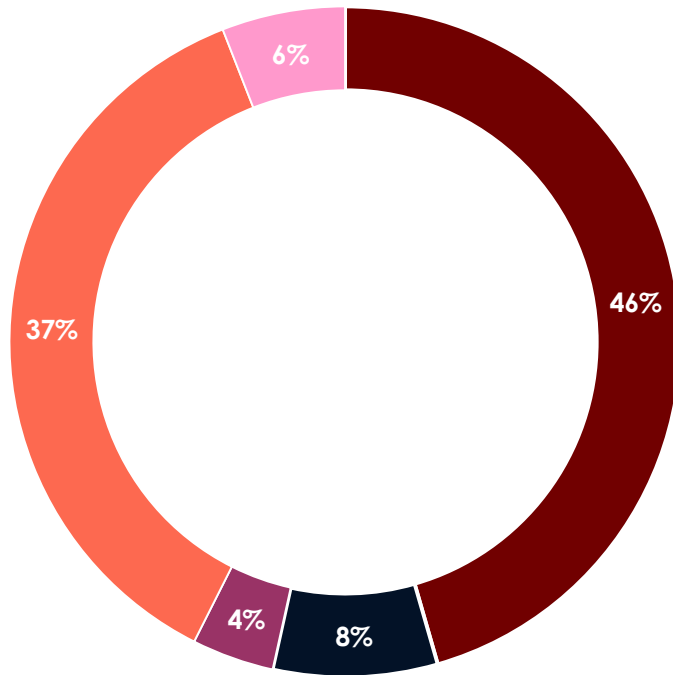
Newport Residents
Non-Newport RI Residents
Non-RI US Residents
International Visitors

Economic Impact Detail

- *SPECTATOR SPENDING*



Group 1: Rhode Island residents



- Food and drink
- Gas
- Local transportation
- Shopping
- Other

Having a global sport event in their state caused many residents to change plans and spend money locally which would otherwise have been spent out of state at a comparable event.

Interviewers were stringent in ensuring locals reported only their ADDITIONAL spending in the state – specifically that which took place because of the Volvo Ocean Race, and which would not have taken place if the race did not exist.

For this group, the number of days of race attendance was used for the duration rather than the length of stay (as they live in the state).

- ▾ 26,514 people
- ▾ Attended the Volvo Ocean Race for 1.9 days
- ▾ \$71 average daily spending
- ▾ \$3,620,108 total spending

	Average daily spending per person (US\$)	Category total expenditure	%
Food and drink	32	1,649,950	46%
Gas	5	274,538	8%
Local transportation	3	150,467	4%
Shopping	26	1,333,158	37%
Other	4	211,995	6%
Total	\$ 71	3,620,108	100%

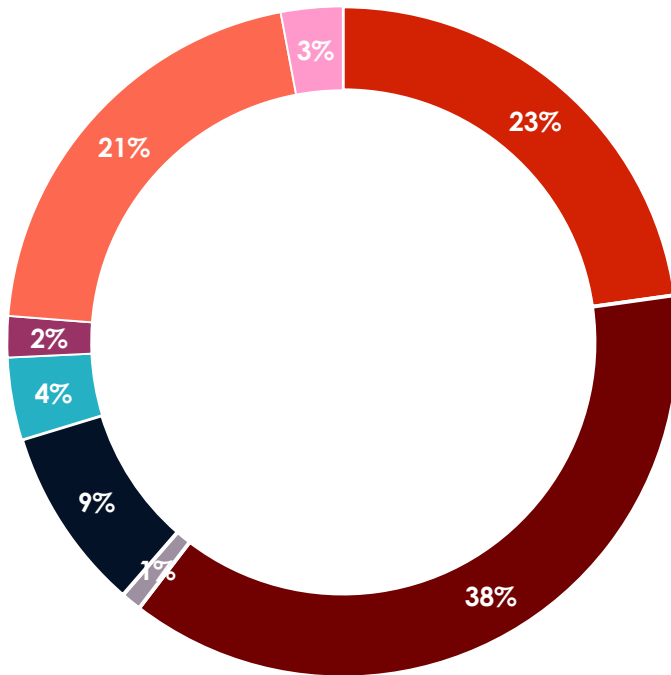
Variation of total by \$1 or 1% due to rounding

SPECTATOR SPENDING

Economic Impact Detail



Group 2: Out-of-state US residents



- Accommodation
- Car rental
- Transport to/from RI
- Shopping
- Food and drink
- Gas
- Local transportation
- Other

Many visitors came to Rhode Island from other states to attend the Volvo Ocean Race Newport Stopover. This category only includes those coming to the state specifically because of the Volvo Ocean Race.

- ▲ 18,972 people
- ▲ 2.8 days length of stay in Rhode Island
- ▲ \$214 average daily spending
- ▲ \$11,452,303 total spending

The following assumptions are made for this group:

- ▲ 50% of reported spending on gas, car rental and transportation to and from Rhode Island is excluded.
- ▲ All spending on accommodation located outside Rhode Island is excluded.

	Average daily spending per person (US\$)	Category total expenditure	%
Accommodation	48	2,581,624	23%
Food and drink	81	4,325,122	38%
Car rental	2	104,591	1%
Gas	20	1,055,399	9%
Transport to/from RI	8	434,931	4%
Local transportation	3	172,395	2%
Shopping	46	2,440,736	21%
Other	6	337,506	3%
Total	214	11,452,303	100%

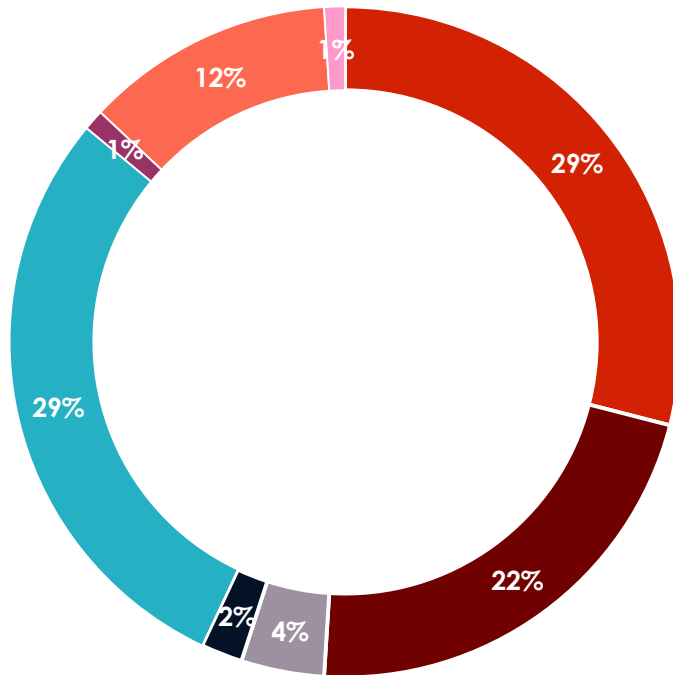
Variation of total by \$1 or 1% due to rounding

SPECTATOR SPENDING

Economic Impact Detail



Group 3: International visitors in RI for the race, but in US for other reasons



- Accommodation
- Food and drink
- Car rental
- Gas
- Transport to/from RI
- Local transportation
- Shopping
- Other

Some international visitors reported that they came to Rhode Island because of the Volvo Ocean Race, but would have been somewhere else in the States if it were not for the stopover.

- ▲ 2,177 people
- ▲ 3.9 days length of stay in Rhode Island
- ▲ \$378 average daily spending
- ▲ \$3,233,067 total spending

The following assumptions are made for this group:

- ▲ Only the spending in Rhode Island is counted towards the economic impact.
- ▲ 50% of reported spending on gas, car rental and transportation to and from Rhode Island is excluded.
- ▲ All spending on accommodation located outside Rhode Island is excluded.

	Average daily spending per person (US\$)	Category total expenditure	%
Accommodation	111	945,506	29%
Food and drink	84	714,662	22%
Car rental	15	126,269	4%
Gas	7	63,851	2%
Transport to/from RI	111	948,643	29%
Local transportation	2	17,039	1%
Shopping	45	383,184	12%
Other	4	33,912	1%
Total	378	3,233,067	100%

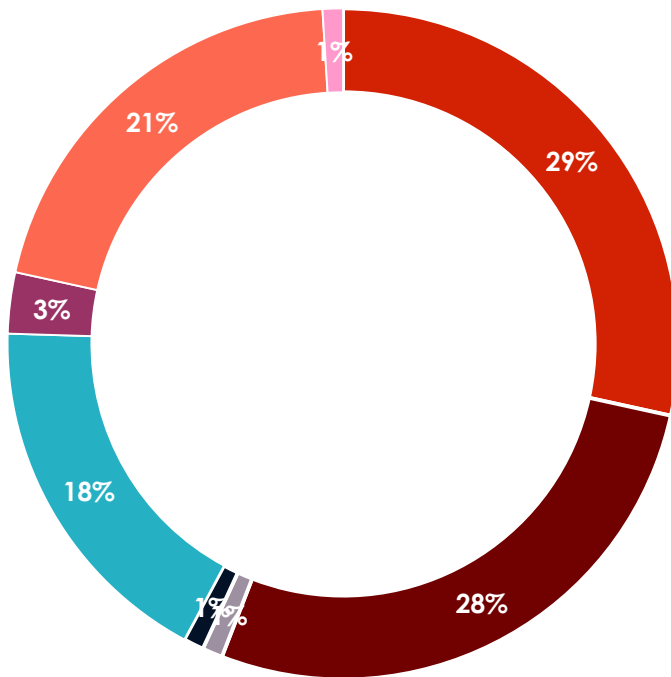
Variation of total by \$1 or 1% due to rounding

SPECTATOR SPENDING

Economic Impact Detail



Group 4: International visitors in RI and US for the race, only visited RI



- Accommodation
- Car rental
- Transport to/from RI
- Shopping
- Food and drink
- Gas
- Local transportation
- Other

Many international visitors reported that they came to Rhode Island (and to the US) because of the Volvo Ocean Race. Those in Group 4 spent their whole US visit in Rhode Island.

- ▲ 1,244 people
- ▲ 4.9 days in Rhode Island
- ▲ \$362 average daily spending
- ▲ \$2,196,736 total spending

The following assumptions are made for this group:

- ▲ 50% of reported spending on gas, car rental and transportation to and from Rhode Island is excluded.
- ▲ All spending on accommodation located outside Rhode Island is excluded.

	Average daily spending per person (US\$)	Category total expenditure	%
Accommodation	104	631,353	29%
Food and drink	101	609,556	28%
Car rental	1	7,344	0%
Gas	2	12,556	1%
Transport to/from RI	66	403,180	18%
Local transportation	9	57,421	3%
Shopping	75	455,043	21%
Other	3	20,283	1%
Total	362	2,196,736	100%

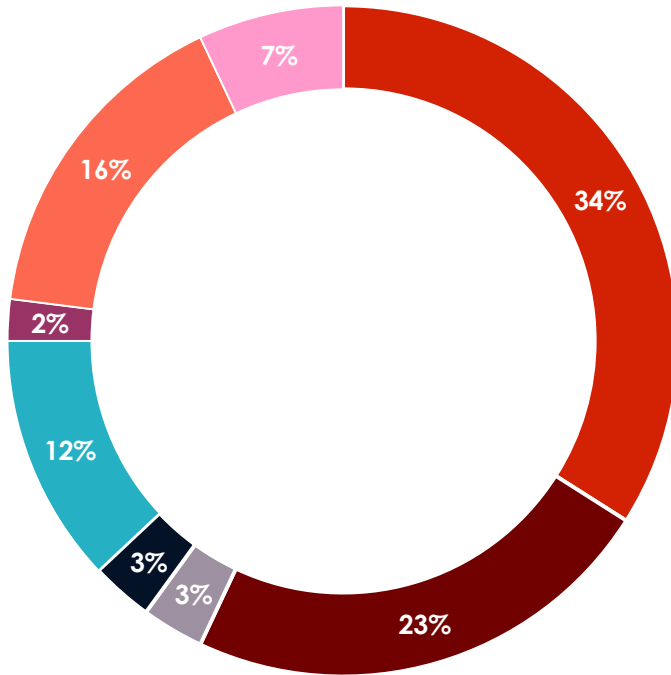
Variation of total by \$1 or 1% due to rounding

SPECTATOR SPENDING

Economic Impact Detail



Group 5: International visitors in RI and US for the race + visited beyond RI



- Accommodation
- Food and drink
- Car rental
- Gas
- Transport to/from RI
- Local transportation
- Shopping
- Other

Many international visitors reported that they came to Rhode Island (and to the US) because of the Volvo Ocean Race. Those in Group 5 spent additional time on their trip to the US visiting states other than Rhode Island.

- ▲ 1,944 people
- ▲ 5.6 days in Rhode Island and 4.2 days in the rest of the US
- ▲ \$157 average daily spending
- ▲ \$1,694,876 total spending

The following assumptions are made for this group:

- ▲ Only the spending in Rhode Island is counted towards the economic impact.
- ▲ 50% of reported spending on gas, car rental and transportation to and from Rhode Island is excluded.
- ▲ All spending on accommodation located outside Rhode Island is excluded.

	Average daily spending per person (US\$)	Category total expenditure	%
Accommodation	53	575,172	34%
Food and drink	36	389,600	23%
Car rental	5	50,509	3%
Gas	5	50,712	3%
Transport to/from RI	19	200,117	12%
Local transportation	4	39,964	2%
Shopping	25	269,387	16%
Other	11	119,416	7%
Total	157	1,694,876	100%

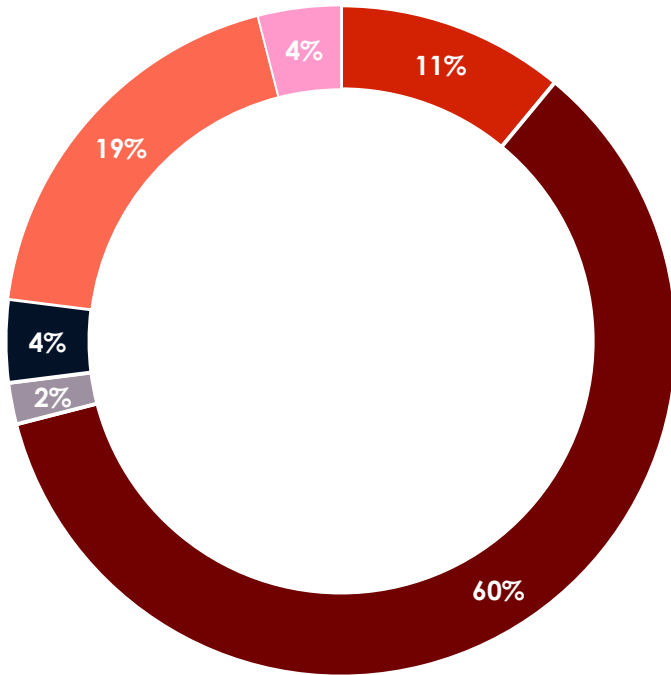
Variation of total by \$1 or 1% due to rounding

SPECTATOR SPENDING

Economic Impact Detail



Group 6: Out-of-state US residents not in RI for race but extended trip due to it



- Accommodation
- Food and drink
- Car rental
- Gas
- Shopping
- Other

Many US residents who came to the stopover reported they were primarily in Rhode Island for reasons other than the Volvo Ocean Race and therefore their spending was not included. However, some indicated they had extended their stay in Rhode Island because of the stopover. Only spending for these additional days was included in the economic impact.

- ▲ 855 people
- ▲ Trip was extended by 1.7 days in order to attend the Volvo Ocean Race
- ▲ \$226 average daily spending
- ▲ \$334,521 total spending

The following assumptions are made for this group:

- ▲ Spending on transportation to and from Rhode Island was not included in this category.
- ▲ 50% of reported spending on car rental gas is excluded.
- ▲ All spending on accommodation located outside Rhode Island is excluded.

	Average daily spending per person (US\$)	Category total expenditure	%
Accommodation	25	\$ 37,268	11%
Food and drink	136	\$ 200,731	60%
Car rental	4	\$ 6,235	2%
Gas	10	\$ 14,257	4%
Local transportation	0	\$ -	0%
Shopping	42	\$ 62,426	19%
Other	9	\$ 13,603	4%
Total	226	\$ 334,521	100% (rounding)

Groups with spending excluded:



Out-of-state US residents who were in Rhode Island for reasons other than the Volvo Ocean Race and did not extend their stay.

- 6.9% of all attendees
- 3,888 people
- The spending of these people is excluded from the calculation as the reason for their visit to the state was not the Volvo Ocean Race.



International visitors in the USA for reasons other than the Volvo Ocean Race.

- 0.7% of all attendees
- 389 people
- The spending of these people is excluded from the calculation as the reason for their visit to the state was not the Volvo Ocean Race.

APPENDIX

- *ALTERNATIVE SCENARIOS*
- *ECONOMIC IMPACT OF OTHER EVENTS*
- *SPECTATOR SURVEY*
- *PERFORMANCE RESEARCH BACKGROUND*

Scenario 1: GDP instead of Output

An alternative measure of economic impact is the Gross Domestic Product or Gross Regional Product instead of output. In order to allow for comparison to other ports who may have used this measure, the equivalent figure for Newport is provided. Employment measurement in terms of Full-Time Equivalents (FTEs) was 416.

Total economic impact \$29.5 million

Scenario 2: Inclusion of Casuals

Some recent economic impact studies for events have included the spending of those not primarily visiting Rhode Island because of the event. These people are termed "casuals." For comparison, a total is provided if they had been included

Total economic impact \$57.5 million

Scenario 3: Attendees/Attendance

While attendance and unique attendees are distinctly different for multi-day events, a calculation of total economic impact based on attendance was requested for comparison to other studies using this method.

Total economic impact \$120.0 million

Scenario 4: Aggregated Spectator and Organizational Expenditure versus Direct Spending

Some Rhode Island economic impact studies have used the combined organizational and spectator expenditure as the base to which Indirect and Induced spending are added. If this had been done during the current study the Total EI figure would have been significantly higher.

Total economic impact \$51.7million

ECONOMIC IMPACT OF OTHER EVENTS

Appendix A: EI Comparisons

↑ In order to give context and a frame of reference for the results included in this report, the economic impacts of select local and non-local events (of various sizes and scopes) are included below.

LOCAL EVENTS

EVENT	TOTAL ECONOMIC IMPACT	SOURCE
Newport Folk & Jazz Festivals (2012)	\$5 Million	RI DEM
Newport Yachting Center Sunset Music Series (2013)	\$11 Million	Newport Waterfront Events
Tall Ships Festival (2007)	\$20 Million	Newport Chamber of Commerce
WaterFire Providence (2011)	\$70 Million	Providence Business News
Preservation Society (2013, aggregated events)	\$109 Million	Newport Mansions

EVENTS OUTSIDE OF RI

EVENT	TOTAL ECONOMIC IMPACT	SOURCE
Great American Beer Festival (2014)	\$22 Million	Denver Business Journal
World Series (Baseball, 2012)	\$23 Million	Forbes
Preakness (2013)	\$31 Million	Maryland Commerce
Governor's Ball Music Festival (2014)	\$40 Million	New York Business Journal
Bonnaroo Music Festival (2012)	\$50 Million	MarketWired
X Games LA (2010)	\$50 Million	Micronomics

2014-15 Spectator Survey

**2015 Volvo Ocean Race - Economic Impact Study ONLINE:
Pre-Survey Questions**

A. Location of Interviewer [Interviewer Input]

- (01) Fort Adams State Park
- (02) Brenton Point State Park
- (03) Castle Hill Inn
- (04) Goat Island
- (05) Perrotti Park
- (06) Fort Wetherill State Park

B. Day [Interviewer Input]

- (01) Tuesday May 5
- (02) Wednesday May 6
- (03) Thursday May 7
- (04) Friday May 8
- (05) Saturday May 9
- (06) Sunday May 10
- (07) Monday May 11
- (08) Tuesday May 12
- (09) Wednesday May 13
- (10) Thursday May 14
- (11) Friday May 15
- (12) Saturday May 16
- (13) Sunday May 17

C. Interviewer Code [Interviewer Input]

- (1) Interviewer 1
- (2) Interviewer 2
- (3) Interviewer 3
- (4) Interviewer 4
- (5) Interviewer 5
- (6) Interviewer 6
- (7) Interviewer 7
- (8) Interviewer 8
- (9) Interviewer 9

2015 Volvo Ocean Race - Economic Impact Study Survey

My name is _____ and I work for Performance Research on behalf of Sail Newport. We are conducting a very brief survey to assess the economic impact of this Volvo Ocean Race stopover. It is entirely voluntary and all your responses are strictly confidential....

D. First, what is your role in the Volvo Ocean Race? Are you...?

- (1) ...involved directly or indirectly with the Volvo Ocean Race (for example, a team member, part of Sail Newport, a sponsor, a journalist, etc.) [RECORD QUESTION D RESPONSE AND SURVEY IS COMPLETE]
- (2) ...a relative of someone involved in the race [RECORD QUESTION D RESPONSE AND SURVEY IS COMPLETE]
- (3) ...a guest invited by a company, institution or individual involved in the race [RECORD QUESTION D RESPONSE AND SURVEY IS COMPLETE]
- (4) ...here only as a spectator
- (5) ...something other than these options? [RECORD QUESTION D RESPONSE AND SURVEY IS COMPLETE]

1. [LOGIC: This question is for everyone]

Where do you live?

- (01) Newport
 - (02) Rhode Island, but not in Newport
 - (03) Connecticut
 - (04) Massachusetts
 - (05) New York
 - (06) Another state in the US: _____ [INTERVIEWER: RECORD STATE]
 - (07) Canada
 - (08) United Kingdom
 - (09) China
 - (10) France
 - (12) Spain
 - (13) Other country: _____ [INTERVIEWER: RECORD COUNTRY]
- [PROGRAMMER: IF Q1 = 1 OR 2 GO TO Q3]
[PROGRAMMER: IF Q1 = 3 - 13 GO TO Q2]

2. [LOGIC: This question is only for those who do not live in Rhode Island]

Have you come to Rhode Island because of the Volvo Ocean Race?

[INTERVIEWER: LET RESPONDENT ANSWER. THEN, IF RESPONSE IS "YES" ASK:]

If the Volvo Ocean Race were NOT being held, where would you be?

- (1) YES + ...**somewhere else in the US**
- (2) YES + ...**in another country**
- (3) NO. I would also be in Rhode Island today even if the Volvo Ocean Race were not here.
- (4) Don't know

[PROGRAMMER: IF Q2 = 1 OR 2 GO TO Q5]

[PROGRAMMER: IF Q2 = 3 GO TO Q13]

[PROGRAMMER: IF Q2 = 4 COMPLETE. Record the number of people who answered this option and their QUESTION D responses.]

3. [LOGIC: This question is only for those who live in Newport or Rhode Island]

How much money do you estimate you will spend because of the Volvo Ocean Race, for all days, not just today?

This means only your **additional** spending because of the Volvo Ocean Race (that is, the difference between what you will spend and what you would have spent if there were no Volvo Ocean Race).

Your answer can be based on the whole group for which you pay, or just for you individually. The next question will ask you to specify which it is for.

So, please provide approximate spending figures for the following:

Food and drinks in bars and restaurants: \$ _____

On gas: \$ _____

On public transit (e.g. bus, train, taxis etc.): \$ _____

Shopping: \$ _____

Any other expenses not covered in the other categories (e.g. tourism, entertainment, food and drink other than in a restaurant, etc.): \$ _____

4. [LOGIC: This question is only for those who live in Newport or Rhode Island]

Please indicate the number of people to which the spending data you provided in the previous question covers:

() The spending data applies only to my individual expenses

() The spending data applies to a group of: _____ [RECORD NUMBER OF PEOPLE IN GROUP]

[SKIP TO Q16]

5. [LOGIC: This question is only for those who do not live in Rhode Island but are visiting due to the VOR]

How long are you going to spend in Rhode Island?

Day(s) _____

Night (s) _____

5. [LOGIC: This question is for those who do not live in Rhode Island and are visiting due to the VOR]

Will you also visit, or have you already visited, places in Rhode Island other than Newport during your trip?

[1] Yes – have visited Jamestown

[2] Yes – have visited Middletown

[3] Yes – have visited Providence

[4] Yes – have visited other town in Rhode Island

[5] No [PROGRAMMER: EXCLUSIVE]

[6] Don't know [PROGRAMMER: EXCLUSIVE]

[PROGRAMMER: IF Q1 = 3 - 6 GO TO Q8]

[PROGRAMMER: IF Q1 = 7 - 13 GO TO Q7]

7. [LOGIC: This question is only for visitors from others countries and are visiting due to the VOR]

Will you also visit, or have you already visited, other places in the US outside Rhode Island

during this visit?

[INTERVIEWER: CHECK ALL THAT APPLY]

[01] No

[02] Don't know

[03] Yes – Massachusetts

[04] Yes – Connecticut

[05] Yes – New York

[06] Yes – Vermont

[07] Yes – New Hampshire

[08] Yes – Maine

[09] Yes – New Jersey

[10] Yes – Washington DC

[11] Yes – other state(s) [INTERVIEWER: RECORD OTHER STATES:] _____

[PROGRAMMER: OPTIONS 1 AND 2 ARE EXCLUSIVE]

[IF Q7 = 3 - 11 THEN SKIP TO Q10]

[IF Q7 = 1 OR 2 THEN CONTINUE TO Q8]

8. [LOGIC: This question is for those who do not live in Rhode Island but are visiting d the VOR]

PLUS

[LOGIC: This question is for visitors from another country who are here because of the VOR and will only visit RI on this trip]

How much money do you think you will spend because of your stay in Rhode Island

To be clear, this should be your spending for all days, not just today.

Your answer can be based on the whole group for which you pay, or just for you individually. The next question will ask you to specify which it is for.

So, please provide approximate spending figures for the following:

Accommodations: \$ _____

Food and drinks in bars and restaurants: \$ _____

Car rental: \$ _____

Gas: \$ _____

Transportation by plane, train, bus, or ship to arrive in (and leave from) Rhode Island:

\$ _____

Transportation within Rhode Island (taxi, shuttles, parking etc.)

\$ _____

Shopping: \$ _____

Any other expenses not covered in the other categories (e.g. tourism, entertainment, food an drink other than in a restaurant, etc.): \$ _____

9. [LOGIC: This question is for those who do not live in Rhode Island but are visiting d the VOR]

PLUS

[LOGIC: This question is for visitors from another country who are here because of the VOR and will only visit RI on this trip]

Please indicate the number of people to which the spending data you provided in the pre question applies to:

() The spending data applies only to my individual expenses

() The spending data applies to a group of: _____ [RECORD NUMBER OF PEOPLE IN GR

[PROGRAMMER: IF "ACCOMODATIONS" SPENDING in Q8 = \$0 SKIP TO Q16]

[PROGRAMMER: IF "ACCOMODATIONS" SPENDING IS ANYTHING OTHER THAN \$0 in Q8 CONTINUE Q9A]

9a. [LOGIC: This question is only for those who do not live in Rhode Island, and enter an amount greater than \$0 for accommodation]

Where is your accommodation?

(1) Newport

(2) Jamestown

(3) Middletown

(4) Providence

(5) In Rhode Island, but outside the Newport area

(6) In another state: _____ [RECORD STATE]

(7) Unsure (record name of accommodation): _____

[SKIP TO Q16]

10. [LOGIC: This question is for visitors from another country who are here because of the VOR and will visit other states on this trip]

Apart from your days in Rhode Island, how many additional days will you spend visiting other states during this trip?

Day(s) _____

Night (s) _____

11. [LOGIC: This question is for visitors from another country who are here because of the VOR and will visit other states on this trip]

How much money do you think you will spend during your stay in the United States?

To be clear, this should be your spending for all days, not just today.

Your answer can be based on the whole group for which you pay, or just for you individually. The next question will ask you to specify which it is for.

So, please provide approximate spending figures for the following:

Accommodations: \$ _____

Food and drinks in bars and restaurants: \$ _____

Car rental: \$ _____

Gas: \$ _____

Transportation by plane, train, bus, or ship to arrive in (and leave from) Rhode Island:

\$ _____

Transportation within Rhode Island (taxi, shuttles, parking etc.)

\$ _____

Shopping: \$ _____

Any other expenses not covered in the other categories (e.g. tourism, entertainment, food and drink other than in a restaurant, etc.): \$ _____

12. [LOGIC: This question is for visitors from another country who are here because of the VOR and will visit other states on this trip AND enter an amount greater than \$0 for accommodation]

Please indicate the number of people to which the spending data you provided in the previous question applies to:

- () The spending data applies only to my individual expenses
- () The spending data applies to a group of: _____ [RECORD NUMBER OF PEOPLE IN GROUP]

[PROGRAMMER: IF "ACCOMMODATIONS" SPENDING IN Q11 = \$0 SKIP TO Q16]
[PROGRAMMER: IF "ACCOMMODATIONS" SPENDING IN Q11 IS ANYTHING OTHER THAN \$0 CONTINUE TO Q12A]

12a. [LOGIC: This question is only for those who do not live in Rhode Island, and enter an amount greater than \$0 for accommodation]

Where is your accommodation?

- (1) Newport
- (2) Jamestown
- (3) Middletown
- (4) Providence
- (5) In Rhode Island, but outside the Newport area
- (6) In another state: _____ [RECORD STATE]
- (7) Unsure (record name of accommodation): _____

[SKIP TO Q16]

13. [LOGIC: This question is for those who do not live in Rhode Island and are NOT visiting due to the VOR]

You said you would have been in Rhode Island for other reasons than the Volvo Ocean Race, have you extended, or are you going to extend, your current visit to Rhode Island because of the Volvo Ocean Race?

- (1) No [Complete.]
- (2) Yes, I have extended my visit, or will extend my visit, by... (days) _____ [ASK FOLLOW-UP Q14]
- (3) Don't know [Complete.]

[PROGRAMMER: IF Q13 = 1 or 3 SURVEY IS COMPLETE]

[PROGRAMMER: IF Q13 = 2 CONTINUE TO 14]

14. [LOGIC: This question is for those who do not live in Rhode Island and are NOT visiting due to the VOR, but did extend their stay because of the race]

How much money do you think you will spend because of your additional days' stay in Rhode Island?

To be clear, this is for ALL the additional days you stay.

Your answer can be based on the whole group for which you pay, or just for you individually. The next question will ask you to specify which it is for.

Please provide approximate figures for the following items:

- Accommodations: \$ _____
- Food and drinks in bars and restaurants: \$ _____
- Car rental: \$ _____
- Gas: \$ _____
- Transportation within Rhode Island (taxis, shuttles, parking etc.) \$ _____
- Shopping: \$ _____
- Any other expenses not covered in the other categories (e.g. tourism, entertainment, food and drink other than in a restaurant, etc.): \$ _____

15. [LOGIC: This question is for those who do not live in Rhode Island and are NOT visiting due to the VOR, but did extend their stay because of the race]

Please indicate the number of people to which the spending data you provided applies to:

- () The spending data applies only to my individual expenses
- () The spending data applies to a group of: _____ [RECORD NUMBER OF PEOPLE IN GROUP]

[PROGRAMMER: IF "ACCOMMODATIONS" IN Q14 SPENDING = \$0 SKIP TO Q16]

[PROGRAMMER: IF "ACCOMMODATIONS" SPENDING IN Q14 IS ANYTHING OTHER THAN \$0 CONTINUE TO Q15A]

15a. [LOGIC: This question is only for those who do not live in Rhode Island and are NOT visiting due to the VOR, but did extend their stay because of the race AND enter an amount greater than \$0 for accommodation]

Where is your accommodation?

- (1) Newport
- (2) Jamestown
- (3) Middletown
- (4) Providence
- (5) In Rhode Island, but outside the Newport area
- (6) In another state: _____ [RECORD STATE]
- (7) Unsure (record name of accommodation): _____

16. [LOGIC: This question is for everyone]

How many days will your party be attending the Volvo Ocean Race activities?

- (01) 1
- (02) 2
- (03) 3
- (04) 4
- (05) 5
- (06) 6
- (07) 7
- (08) 8
- (09) 9
- (10) 10
- (11) 11
- (12) 12
- (13) 13

17. [LOGIC: This question is for everyone]

The way we work out attendance is the number of people come into Fort Adams.

For example, if you spend the morning here, then drive downtown for lunch and com you will have entered twice.

How many times, in total, will you enter Fort Adams (this includes by boat, by car or walking)?

17a. [LOGIC: This question is for everyone]

Do you or anyone else in your party sail as a sport or a hobby?

- (1) Yes
- (2) No

18. [LOGIC: This question is for everyone]

How would you rate your experience at the Volvo Ocean Race stopover in Newport?

Use a scale where '0' means the worst or lowest rating and '10' is the best or most pr rating.

- (01) 0
- (02) 1
- (03) 2
- (04) 3
- (05) 4
- (06) 5
- (07) 6
- (08) 7
- (09) 8
- (10) 9
- (11) 10

19. [LOGIC: This question is for everyone]

Do you think hosting the Volvo Ocean Race is good for Newport?

[INTERVIEWER PROMPT FOR REASONS]

- [1] Yes - it improves awareness of the city
- [2] Yes - it enhances tourism in Newport
- [3] Yes - it boosts the economic activity in Newport
- [4] Yes - it may attract other big events to Newport
- [5] Yes - for other reason[s]
- [6] No - it is too costly
- [7] No - for other reasons
- [8] Neither Yes or No
- [9] Don't know [PROGRAMMER: EXCLUSIVE]

[PROGRAMMER: IF Q1 = 1 OR 2 GO TO Q23]

[PROGRAMMER: IF Q1 = 3 - 13 CONTINUE TO Q20]

20. [LOGIC: This question is only for those who do not live in Rhode Island]

Do you think you will visit Rhode Island again in the future as a result of this visit?

- (1) Yes
- (2) I think I will visit Rhode Island again, but not because of this visit
- (3) No
- (4) Don't know

20a. [LOGIC: This question is only for those who do not live in Rhode Island]

Is this your first visit to Newport?

- (1) Yes
- (2) No

[PROGRAMMER: IF Q1 = 3 - 6 GO TO Q22]

[PROGRAMMER: IF Q1 = 7 - 13 CONTINUE TO Q21]

21. [LOGIC: This question is only for those who do not live in the US]

Do you think you will visit other areas of the United States, other than Rhode Island, again in the future as a result of this visit?

- (1) Yes
- (2) I think I will visit other areas of the US again, but not because of this visit
- (3) No, I don't think I will visit other places in the US as a result of this visit
- (4) Don't know

22. [LOGIC: This question is only for those who do not live in Rhode Island]

How much do you agree with the following sentence?

"I would recommend Newport as a tourist destination."

Would you say you...?

- (1) ...strongly agree
- (2) ...agree
- (3) ...neither agree nor disagree
- (4) ...disagree
- (5) ...strongly disagree
- (6) Don't know

23. [LOGIC: This question is for everyone]

Just a few demographic questions, and then we are finished.

[INTERVIEWER: OBSERVE, DO NOT ASK]

- (1) Male
- (2) Female

24. [LOGIC: This question is for everyone]

What is your age?

- (1) 18- 25
- (2) 26 – 35
- (3) 36 – 45
- (4) 46 – 55
- (5) 56 – 65
- (6) 66 years or older
- (7) Would rather not say

[PROGRAMMER: IF Q1 = 1 - 6 CONTINUE TO Q25]

[PROGRAMMER: IF Q1 = 7 - 13 SKIP TO Q26]

26. [LOGIC: This question is for everyone]

What is your annual household income before taxes?

- (1) Under \$35,000
- (2) \$35,000 - \$49,999
- (3) \$50,000 - \$74,999
- (4) \$75,000 - \$99,999
- (5) \$100,000 - \$149,999
- (6) \$150,000 - \$199,999
- (7) \$200,000 - \$249,999
- (8) \$250,000 or more
- (9) Would rather not say

PERFORMANCE RESEARCH BACKGROUND

Who is Performance Research?

Since 1985, Performance Research has been supplying objective answers to critical questions related to the impact of events, sponsorship and non-traditional marketing. We provide intelligence and insights based on solid consumer research and unbiased evaluation.

Economic Impact Specialists

Performance Research understands the science of economic impact research, and works hard to provide simple and transparent data so that our clients easily understand the full economic value an event brings to a host city or region.

Moreover, knowing that the data collection is the most important element to solid research, we apply the same experience and professionalism in collecting economic impact surveys that we use in all other events and sponsorship research.

Our Partners

Performance Research's event and sponsorship consulting affects nearly \$500 million worth of corporate investments each year. Our mission is to help our partners capture and measure that value, and reveal the essential truths about events and sponsorship impact. A brief list of past and current clients includes:

BRANDS



PROPERTIES



AGENCIES

