



***Estimate of Economic Impact of Expenditures by Visitors to Tournaments held at
Tyger River Park in 2012***
Spartanburg County Parks Department

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Introduction/Method

Researchers from Clemson University collected economic impact data from visitors to a USSSA Youth Baseball Tournament (weekend of March 17, 2012), an ASA Youth Softball Tournament (weekend of May 26, 2012), the NSA National Championship Softball Tournament (July 23-27, 2012), and a USSSA Youth Baseball Tournament (weekend of October 6, 2012). Data was collected using the iSurveySoft app on iPads. A total of 1166 interviews were conducted out of 1460 people who were approached,



yielding an 80% response rate. Seven-hundred and fourteen (714) respondents lived outside the Greenville-Spartanburg area. Expenditure estimates were determined using data gathered from these 714 respondents - only visitors from outside Spartanburg and Greenville Counties were used in this analysis. Because the NSA National Championship Tournament was a much larger event and the average stay for visitors was significantly longer than the other tournaments, the impact of this event was calculated and shown separately.

Estimate of Unique Visitors and Travel Party Size

Tournament officials provided an attendance estimate of 101,604 (NSA=16,900) unique individuals attending tournaments based on ticket sales and gate counts. Based on data collected at all tournaments this year at Tyger River Park, 61.3 percent of tournament attendees are from out of town. Therefore, the total

estimate of unique out of town visitors for tournaments in 2012 is $101,604 \times 61.3\% = 62,283.25$ (NSA=10,359.7/All Others=51,923.55) unique individual visitors. The average travel party size was 3.34 regardless of event.

Estimated Direct Expenditure Profile by Visitors

Spending on lodging, dining, transportation, retail, entertainment, and miscellaneous expenses per traveling party for the day they took the survey was obtained. The number for each expenditure category was divided by the traveling party size to determine the average daily expenditure per person. From those numbers, researchers were able to determine the total average daily expenditure to be \$72.99/person regardless of event. The average days spent in the area was 5.6 for NSA and 3.19 for all other tournaments. Therefore, visitors to the NSA tournament generated 58,014.32 days of spending (10,359.7 unique visitors x 5.6 days average stay) while visitors to all other tournaments generated 160,963 days of spending (51,923.55 unique visitors x 3.1 days average stay). Each daily per person expenditure is multiplied by the days of spending generated to determine the total estimated direct expenditure per category.

The table (Estimate of Direct Expenditures) on below shows the estimated direct expenditures to the NSA tournament, all other tournaments, and the total estimated direct expenditures for 2012.

Estimate of Direct Expenditures

Expenditure Category	Daily Expenditure /Person	NSA (58,014.32 days of spending)	All Other (165,636.12 days of spending)	Total (NSA + All Other)
Lodging	\$33.97	\$1,970,746.45	\$5,467,913.11	\$7,438,659.56
Dining/Eating Out	\$16.43	\$953,175.28	\$2,644,622.09	\$3,597,797.37
Transportation	\$7.83	\$454,252.13	\$1,260,340.29	\$1,714,592.42
Retail	\$10.89	\$631,775.94	\$1,752,887.07	\$2,384,663.01
Entertainment	\$2.38	\$138,074.08	\$383,091.94	\$521,166.02
Miscellaneous	\$1.49	\$86,441.34	\$239,834.87	\$326,276.21
Total	\$72.99	\$4,234,465.22	\$11,748,689.37	\$15,983,154.59

Economic Impacts on Spartanburg and Greenville Counties - Total Output, Jobs, Net Local Government Revenues, Net State Government Revenues

The direct expenditures from the table above are used as the inputs for the Regional Dynamics model which determines the economic impacts (total output or indirect and induced effects, jobs supported, net local and state government revenues) of spending by visitors to the softball tournament on Spartanburg County. For the purposes of this study, spillover effects/impacts on Greenville County have been included.

Estimate of Impacts on Spartanburg County

Impact Category	NSA	All Other	Total
Jobs	80	222	302
Net Local Government Revenues	\$234,200	\$649,816	\$884,016
Net State Government Revenues	\$757,100	\$2,101,733	\$2,858,833
Total Output (including indirect and induced effects)	\$4,668,000	\$12,947,055	\$17,615,055



Estimate of Impacts on Greenville County

Impact Category	NSA	All Other	Total
Jobs	16	44	60
Net Local Government Revenues	\$113,500	\$314,978	\$428,478
Total Output (including indirect and induced effects)	\$1,536,600	\$4,263,352	\$5,799,952

Presentation to Spartanburg County Council

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