

# 2017 Las Vegas Disc Golf Challenge (LVC)\* Economic Profile

Each year, the Las Vegas Convention and Visitors Authority conducts a Visitor Profile Study to assess visitor behavior. The Study summarizes interview data from 3,600 visitors of at least 21 years old. The following applies 2016 Study findings to the 2017 LVC event. It is estimate that **at least \$600,000** was spent in the Las Vegas community by LVC attendees. The estimate includes some very conservative assumptions, and actual impact is likely quite more!



\*The LVC was previously known as the Gentlemen's Club Challenge (GCC), hosted by a bunch of nice guys.

## ECONOMIC IMPACT – GENERAL ASSUMPTIONS

| Attendee Category | # of Att.  | Nights/ Att. | Total Nights | Days/ Att. | Total Days   |
|-------------------|------------|--------------|--------------|------------|--------------|
| Player, Int'l     | 16         | 4.75         | 76           | 5.75       | 92           |
| Player, Non-Local | 477        | 4.25         | 2,027        | 5.25       | 2,504        |
| Player, Local     | 85         | -            | -            | 4.25       | 361          |
| Guest, Non-Local  | 49         | 3.25         | 160          | 4.25       | 210          |
| Guest, Local      | 21         | -            | -            | 2.25       | 48           |
| <b>Totals</b>     | <b>649</b> |              | <b>2,263</b> |            | <b>3,215</b> |

**Guests, Non-Local** estimated at 1 for every 10 Player, Int'l and Player, Non-Local. **Guests, Local** estimated at 1 for every 4 Player, Local. **Nights/Att.** (Nights Stayed per Attendee) averaged 3.5 (2,263 **Total Nights** divided by 649 **Total Attendees**), and is slightly higher than the 2016 Profile Study of 3.4 (due to the LVC being a four-day event). **Days/Att.** (Days Stayed per Attendee) averaged 5.0 (3,215 **Total Days** divided by 649 **Total Attendees**), and is higher than the 2016 Profile Study of 4.4 (due to the LVC being a four-day event).

## ECONOMIC IMPACT - LODGING

| Attendee Category | Att./ Rm. | Rm. Factor | Total Rms. | Daily Impact   | Total Impact    |
|-------------------|-----------|------------|------------|----------------|-----------------|
| Player, Int'l     | 4.1       | 50%        | 9          | \$226          | \$1,077         |
| Player, Non-Local | 3.1       | 50%        | 327        | \$8,936        | \$37,978        |
| Player, Local     | -         | -          | -          | -              | -               |
| Guest, Non-Local  | 3.1       | 25%        | 13         | \$459          | \$1,501         |
| Guest, Local      | -         | -          | -          | -              | -               |
| <b>Totals</b>     |           |            | <b>349</b> | <b>\$9,621</b> | <b>\$40,556</b> |

**Average Cost per Room** (per the 2016 Profile Study) applied as \$116.15. Due to LVC attendees frequently staying together as groups, the **Att./Rm.** (Attendees per Room) estimates of 4.1 and 3.1 was applied and is higher than that found in the 2016 Profile Study (2.1). Also, due to many attendees staying with friends or family, a **Rm. Factor** of less than 100% was applied to all categories. The 2017 host hotel (the Tropicana Hotel & Casino) had over 150 rooms reserved by LVC attendees alone, so ≈350 **Total Rms** (Total Rooms) is a very reasonable estimate.

## ECONOMIC IMPACT – FOOD & DRINK

| Attendee Category | F & D Factor | Daily Impact    | Total Impact     |
|-------------------|--------------|-----------------|------------------|
| P, Int'l          | 100%         | \$1,157         | \$6,651          |
| P, Non-Loc        | 75%          | \$25,863        | \$135,780        |
| P, Local          | 50%          | \$3,072         | \$13,058         |
| G, Non-Loc        | 75%          | \$2,673         | \$11,360         |
| G, Local          | 25%          | \$384           | \$864            |
| <b>Totals</b>     |              | <b>\$33,149</b> | <b>\$167,714</b> |

Average revenue spent on **Food & Drink** for entire trip (per the 2016 Profile Study) applied at \$318.09 (over 4.4 days) or \$72.29 per day. Due to many LVC attendees staying with friends or family, a **F & D Factor** of less than 100% was applied to most categories. **Daily (Food & Drink) Impact** per attendee averaged \$51 (\$33,149 **Total Daily Impact** divided by 649 **Total Attendees**), and is less than the 2016 Profile Study of \$72 (again, due to many attendees staying with friends or family).

## ECONOMIC IMPACT – TRANSPORTATION

| Attendee Category | Trans. Factor | Daily Impact   | Total Impact    |
|-------------------|---------------|----------------|-----------------|
| P, Int'l          | 100%          | \$349          | \$2,009         |
| P, Non-Loc        | 50%           | \$5,208        | \$27,342        |
| P, Local          | -             | -              | -               |
| G, Non-Loc        | 25%           | \$269          | \$1,144         |
| G, Local          | -             | -              | -               |
| <b>Totals</b>     |               | <b>\$5,826</b> | <b>\$30,495</b> |

Average revenue spent on **Transportation** for entire trip (per the 2016 Profile Study) applied at \$96.08 (over 4.4 days) or \$21.84 per day. Due to many LVC attendees driving into town with own vehicle and/or carpooling, a **Trans. Factor** of less than 100% was applied to most categories. **Daily (Transportation) Impact** per attendee averaged \$9 (\$5,826 **Total Daily Impact** divided by 649 **Total Attendees**), and is less than the 2016 Profile Study of \$22 (again, due to many attendees having own vehicle or carpooling).

## ECONOMIC IMPACT – SHOPPING

| Attendee Category | Shop. Factor | Daily Impact    | Total Impact    |
|-------------------|--------------|-----------------|-----------------|
| P, Int'l          | 100%         | \$571           | \$3,281         |
| P, Non-Loc        | 75%          | \$12,758        | \$66,979        |
| P, Local          | 75%          | \$2,273         | \$9,662         |
| G, Non-Loc        | 50%          | \$879           | \$3,736         |
| G, Local          | 50%          | \$379           | \$853           |
| <b>Totals</b>     |              | <b>\$16,860</b> | <b>\$84,510</b> |

Average revenue spent on **Shopping** for entire trip (per the 2016 Profile Study) applied at \$156.91 (over 4.4 days) or \$35.66 per day. Due to many LVC attendees limiting their shopping expenditures, a **Shop. Factor** of less than 100% was applied to most categories. **Daily (Shopping) Impact** per attendee averaged \$26 (\$16,860 **Total Daily Impact** divided by 649 **Total Attendees**), and is less than the 2016 Profile Study of \$36 (again, due to many attendees limiting their shopping expenditures).

## ECONOMIC IMPACT – ENTERTAINMENT

| Attendee Category | Enter. Factor | Daily Impact   | Total Impact    |
|-------------------|---------------|----------------|-----------------|
| P, Int'l          | 100%          | \$246          | \$1,412         |
| P, Non-Loc        | 75%           | \$5,492        | \$28,834        |
| P, Local          | 25%           | \$326          | \$1,387         |
| G, Non-Loc        | 50%           | \$378          | \$1,608         |
| G, Local          | -             | -              | -               |
| <b>Totals</b>     |               | <b>\$6,443</b> | <b>\$33,242</b> |

Average revenue spent on **Entertainment/Shows** for entire trip (per the 2016 Profile Study) applied at \$67.55 (over 4.4 days) or \$15.35 per day. Due to some LVC attendees being local, an **Enter. Factor** of less than 100% was applied to most categories. **Daily (Entertainment) Impact** per attendee averaged \$10 (\$6,443 **Total Daily Impact** divided by 649 **Total Attendees**), and is less than the 2016 Profile Study of \$15 (again, due to some attendees being local).

## ECONOMIC IMPACT – SIGHTSEEING

| Attendee Category | Sight. Factor | Daily Impact   | Total Impact    |
|-------------------|---------------|----------------|-----------------|
| P, Int'l          | 100%          | \$131          | \$751           |
| P, Non-Loc        | 50%           | \$1,948        | \$10,225        |
| P, Local          | -             | -              | -               |
| G, Non-Loc        | 25%           | \$101          | \$428           |
| G, Local          | -             | -              | -               |
| <b>Totals</b>     |               | <b>\$2,179</b> | <b>\$11,404</b> |

Average revenue spent on **Sightseeing** for entire trip (per the 2016 Profile Study) applied at \$35.93 (over 4.4 days) or \$8.17 per day. Due to many LVC being local and time constraints for non-locals, a **Sight. Factor** of less than 100% was applied to most categories. **Daily (Sightseeing) Impact** per attendee averaged \$3 (\$2,179 **Total Daily Impact** divided by 649 **Total Attendees**), and is less than the 2016 Profile Study of \$8 (again, due to many attendees being local and time constraints for non-locals).

## ECONOMIC IMPACT – GAMING

| Attendee Category | Gaming Factor | Daily Impact    | Total Impact     |
|-------------------|---------------|-----------------|------------------|
| P, Int'l          | 100%          | \$2,251         | \$12,943         |
| P, Non-Loc        | 50%           | \$33,553        | \$176,154        |
| P, Local          | 25%           | \$2,990         | \$12,706         |
| G, Non-Loc        | 50%           | \$3,468         | \$14,738         |
| G, Local          | -             | -               | -                |
| <b>Totals</b>     |               | <b>\$42,262</b> | <b>\$216,541</b> |

Average revenue spent on **Gambling** for entire trip (per the 2016 Profile Study) applied at \$619.01 (over 4.4 days) or \$140.68 per day. Due to many LVC being local and time constraints for non-locals, a **Gaming Factor** of less than 100% was applied to most categories. **Daily (Gaming) Impact** per attendee averaged \$65 (\$42,262 **Total Daily Impact** divided by 649 **Total Attendees**), and is less than the 2016 Profile Study of \$141 (again, due to many attendees being local and time constraints for non-locals).