

State of Mississippi Horse Show Association

www.somhsa.org

Economic Impact Study

ONLY ONE PER FAMILY

We are conducting an economic impact study of the State Horse Show, and required by the Jackson Tourism Department to complete this survey. Please complete the survey by filling in the blanks or checking the appropriate answer. This information must be turned in with your entry card when signing up for the State Show. All of this information is being collected by the State of Mississippi Horse Show Association for tourism purposes only. Your information will not be shared with the general public.

1. **Including you, how many people are in your immediate travel party?** _____

List names: _____

2. **How many days do you plan to participate in the State Championship Horse Show?** _____ days

3. **Are you spending one or more nights away from home in Jackson on this trip?**

Yes No

If the answer is Yes, please go to question 4 and continue.

If the answer is No, please go to question 6 and continue.

4. **Where are you staying?**

Hotel _____ Horse Trailer/Camper on Grounds
Name of Hotel

Other _____

5. **How many nights do you plan to spend in Jackson?** _____ nights

6. **Was the Championship Horse Show the primary reason for your trip?** Yes No

If the answer is No, what was the primary reason for your trip? _____

7. **How many miles did you drive one way to Championship show?** _____

8. **Where do you live?**

City: _____ State: _____ Zip Code: _____

**IF YOU HAVE FAMILY OR FRIENDS THAT ARE COMING TO WATCH PLEASE FILL
OUT THE REVERSE SIDE FOR ALL NON-PARTICIPANTS!**

Economic Impact Study (Cont.)

1. **How many family members or friends will come to watch and not participate?** _____
List names: _____

2. **How many days will they be at the State Championship Horse Show?** _____ days
3. **Are they spending one or more nights away from home in Jackson on this trip?**
 Yes No
If the answer is Yes, please go to question 4 and continue.
If the answer is No, please go to question 6 and continue.
4. **Where will they be staying?**
 Hotel _____ Horse Trailer/Camper on Grounds
Name of Hotel
 Other _____
5. **How many nights do they plan to spend in Jackson?** _____ nights
6. **Was the Championship Horse Show the primary reason for their trip?** Yes No
If the answer is No, what was the primary reason for their trip? _____
7. **How many miles did they drive one way to Championship show?** _____
8. **Where are they from?**
City: _____ State: _____ Zip Code: _____

THANK YOU VERY MUCH FOR COMPLETING THIS FORM!
